

Ball Kia

*i*MOS CONFIDENTIAL REPORTING

November 2015

Ball Kia													
MONTHLY STATISTICS	July	August	September	October	November	December	January	February	March	April	May	June	July
Google Analytics													
Visits	24,250	47,777	29,291	34,662	2,253								
Pageviews	56,998	91,152	52,191	61,607	11,853								
Pages / Visit	2.35	1.91	1.78	1.78	5.26								
Time on Site	1:12	1:14	0:42	0:32	3:19								
Bounce Rate	60.14%	69.45%	66.55%	66.60%	33.02%								
% New Visits	84.34%	92.12%	76.01%	89.91%	67.69%								
Demographics													
Age 18-24					174								
Age 25-34					343								
Age 35-44					166								
Age 45-54					144								
Age 55-64					134								
Age 65+					68								
Male					672								
Female					454								
Dealer.com Analytics													
Phone Leads	137	153	137	140	97								
Total Leads	169	202	187	180	134								
Conversion Rate	0.70%	0.42%	0.64%	0.52%	5.95%								
Website Form Submissions													
Eprice	8	5	11	10	12								
Contact	6	7	7	7	5								
Request More Information	2	7	7	2	1								
Other	16	30	24	19	12								
Total	32	49	49	38	30								

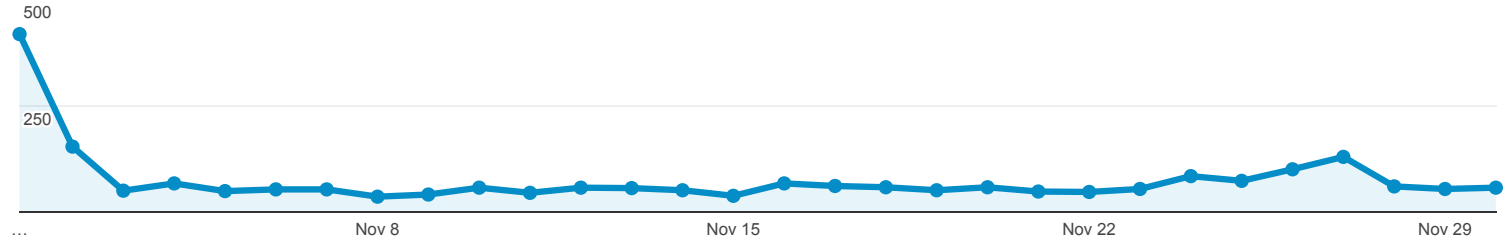
Audience Overview

Nov 1, 2015 - Nov 30, 2015

All Sessions
100.00%

Overview

Sessions



Sessions

2,253



Users

1,658



Pageviews

11,853



Pages / Session

5.26



Avg. Session Duration

00:03:19



Bounce Rate

33.02%

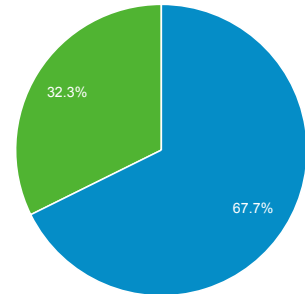


% New Sessions

67.69%



New Visitor Returning Visitor



Language	Sessions	% Sessions
1. en-us	2,135	94.76%
2. (not set)	36	1.60%
3. es-xl	22	0.98%
4. es-419	16	0.71%
5. c	12	0.53%
6. ru	7	0.31%
7. es	5	0.22%
8. zh-cn	4	0.18%
9. es-es	3	0.13%
10. es-mx	3	0.13%

All Traffic

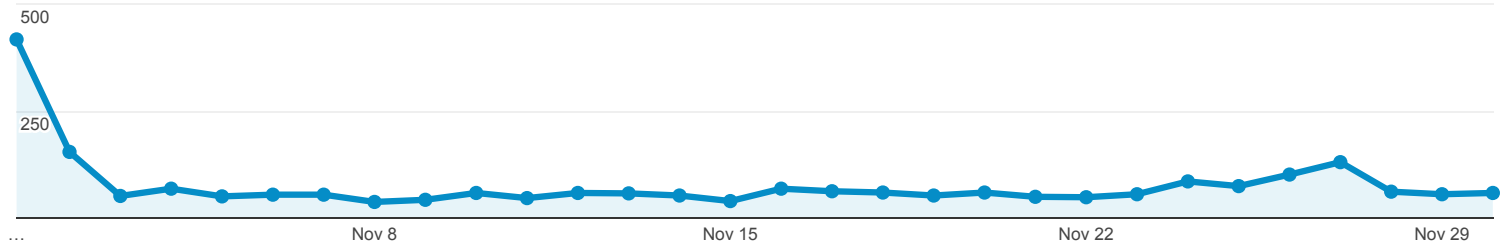
Nov 1, 2015 - Nov 30, 2015

All Sessions
100.00%

Explorer

Summary

Sessions



Source / Medium	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	2,253 % of Total: 100.00% (2,253)	67.69% Avg for View: 67.69% (0.00%)	1,525 % of Total: 100.00% (1,525)	33.02% Avg for View: 33.02% (0.00%)	5.26 Avg for View: 5.26 (0.00%)	00:03:19 Avg for View: 00:03:19 (0.00%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (\$0.00)
1. google / organic	794 (35.24%)	61.71%	490 (32.13%)	23.30%	6.90	00:04:44	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. (direct) / (none)	550 (24.41%)	74.36%	409 (26.82%)	36.00%	4.80	00:03:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. edge5 / email	434 (19.26%)	80.18%	348 (22.82%)	56.68%	1.88	00:00:14	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. bing / organic	116 (5.15%)	37.07%	43 (2.82%)	25.00%	5.61	00:06:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. ballauto.com / referral	70 (3.11%)	45.71%	32 (2.10%)	10.00%	7.49	00:05:14	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. yahoo / organic	52 (2.31%)	67.31%	35 (2.30%)	7.69%	6.46	00:03:50	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. mileofcars.com / referral	50 (2.22%)	72.00%	36 (2.36%)	8.00%	10.40	00:04:23	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. kia.com / referral	48 (2.13%)	72.92%	35 (2.30%)	4.17%	7.96	00:05:37	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. trackvisitsnow1.com / referral	42 (1.86%)	30.95%	13 (0.85%)	76.19%	1.36	<00:00:01	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. kpbs.org / referral	40 (1.78%)	87.50%	35 (2.30%)	55.00%	2.18	00:00:46	0.00%	0 (0.00%)	\$0.00 (0.00%)

Rows 1 - 10 of 30

Demographics: Age

Nov 1, 2015 - Nov 30, 2015

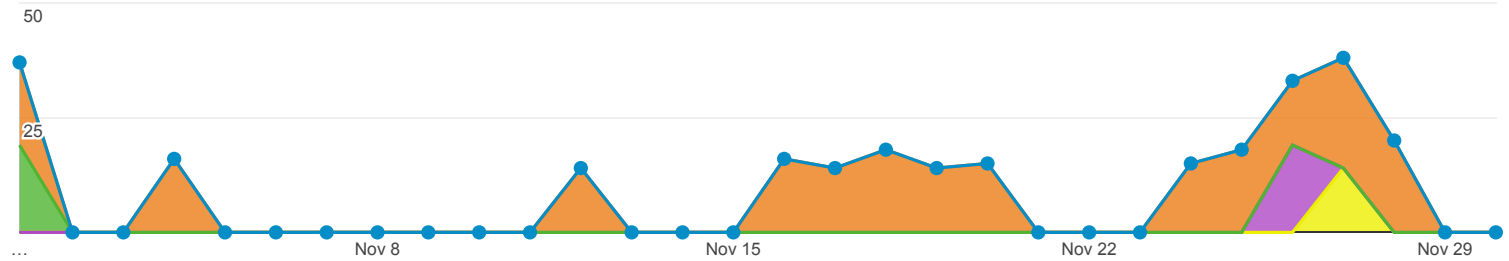
Some data in this report may have been removed when a threshold was applied. [Learn more](#)



Explorer

Summary

● Sessions ● 25-34 ● 18-24 ● 35-44 ● 45-54



Age	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	1,029 % of Total: 45.67% (2,253)	58.50% Avg for View: 67.69% (-13.57%)	602 % of Total: 39.48% (1,525)	25.95% Avg for View: 33.02% (-21.43%)	6.13 Avg for View: 5.26 (16.58%)	00:04:20 Avg for View: 00:03:19 (30.57%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (\$0.00)
1. 25-34	343 (33.33%)	51.60%	177 (29.40%)	27.41%	5.48	00:03:46	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. 18-24	174 (16.91%)	64.94%	113 (18.77%)	23.56%	6.91	00:04:11	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. 35-44	166 (16.13%)	66.27%	110 (18.27%)	24.10%	6.21	00:03:46	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. 45-54	144 (13.99%)	61.11%	88 (14.62%)	28.47%	6.28	00:03:45	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. 55-64	134 (13.02%)	50.00%	67 (11.13%)	25.37%	6.53	00:07:25	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. 65+	68 (6.61%)	69.12%	47 (7.81%)	25.00%	6.16	00:04:09	0.00%	0 (0.00%)	\$0.00 (0.00%)

Rows 1 - 6 of 6

Demographics: Gender

Nov 1, 2015 - Nov 30, 2015

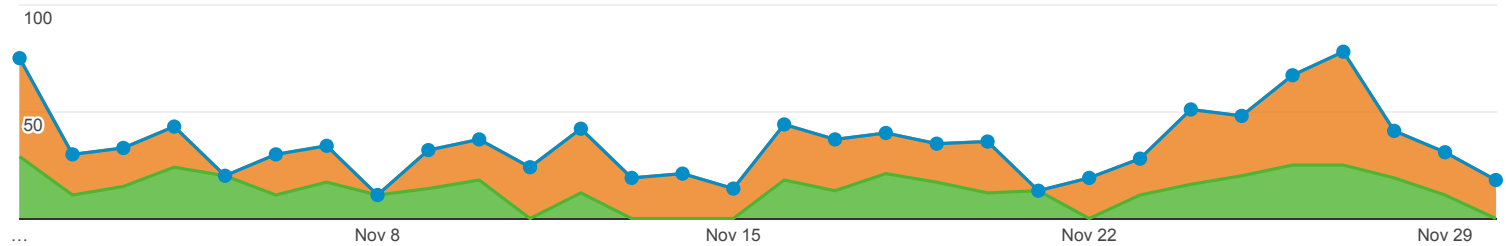
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Explorer

Summary

● Sessions ● male ● female



Gender	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	1,126 % of Total: 49.98% (2,253)	58.88% Avg for View: 67.69% (-13.01%)	663 % of Total: 43.48% (1,525)	25.67% Avg for View: 33.02% (-22.28%)	6.11 Avg for View: 5.26 (16.19%)	00:04:17 Avg for View: 00:03:19 (28.85%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (\$0.00)
1. male	672 (59.68%)	57.74%	388 (58.52%)	25.45%	5.75	00:04:02	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. female	454 (40.32%)	60.57%	275 (41.48%)	25.99%	6.65	00:04:38	0.00%	0 (0.00%)	\$0.00 (0.00%)

Rows 1 - 2 of 2

Location

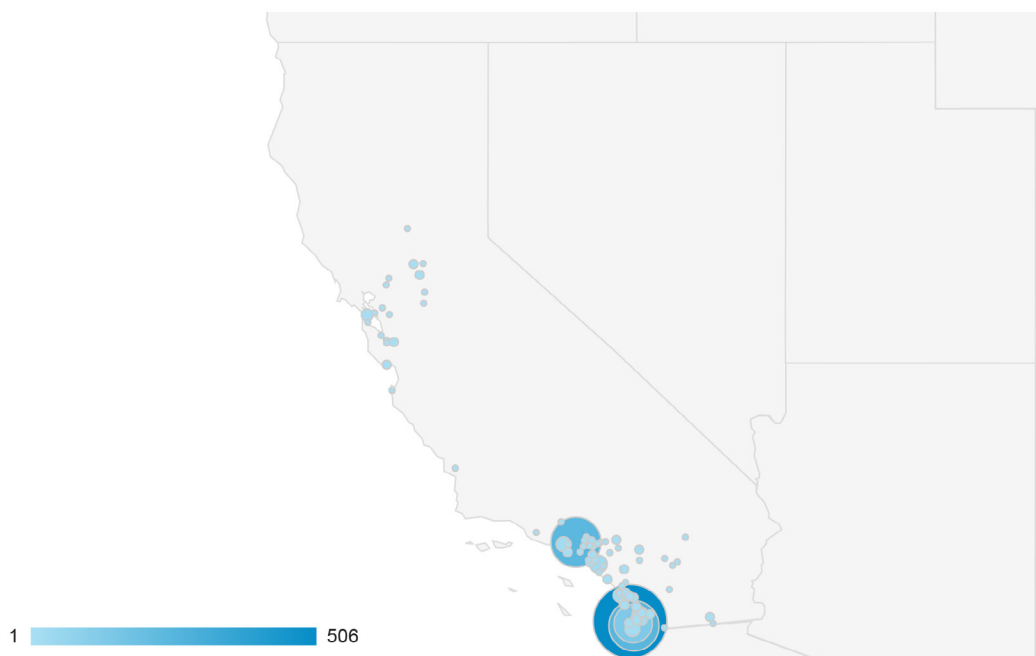
Nov 1, 2015 - Nov 30, 2015

ALL » COUNTRY: United States » REGION: California

All Sessions
63.96%

Map Overlay

Summary



City	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	1,441 % of Total: 63.96% (2,253)	62.73% Avg for View: 67.69% (-7.32%)	904 % of Total: 59.28% (1,525)	25.33% Avg for View: 33.02% (-23.30%)	6.32 Avg for View: 5.26 (20.17%)	00:04:26 Avg for View: 00:03:19 (33.24%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (\$0.00)
1. San Diego	506 (35.11%)	66.60%	337 (37.28%)	24.31%	6.43	00:03:52	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. Chula Vista	246 (17.07%)	71.54%	176 (19.47%)	19.92%	8.07	00:05:14	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. Los Angeles	239 (16.59%)	58.58%	140 (15.49%)	32.22%	5.09	00:04:07	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. National City	130 (9.02%)	22.31%	29 (3.21%)	23.08%	5.76	00:05:11	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. Irvine	24 (1.67%)	66.67%	16 (1.77%)	41.67%	3.25	00:01:28	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. El Cajon	21 (1.46%)	80.95%	17 (1.88%)	9.52%	8.05	00:03:51	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. Carlsbad	18 (1.25%)	94.44%	17 (1.88%)	16.67%	4.72	00:02:59	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. Imperial Beach	18 (1.25%)	22.22%	4 (0.44%)	22.22%	4.72	00:11:30	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. Santa Monica	18 (1.25%)	55.56%	10 (1.11%)	27.78%	6.78	00:05:33	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. Santee	17 (1.18%)	88.24%	15 (1.66%)	29.41%	6.12	00:04:01	0.00%	0 (0.00%)	\$0.00 (0.00%)

Overview

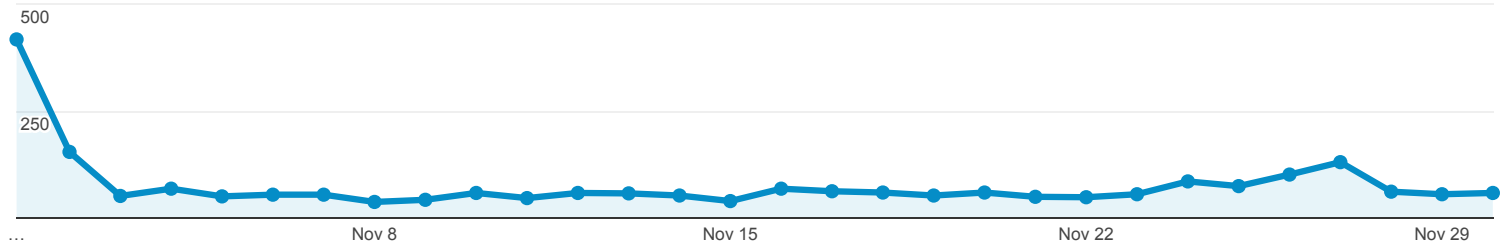
Nov 1, 2015 - Nov 30, 2015

All Sessions
100.00%

Explorer

Summary

Sessions



Device Category	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	2,253 % of Total: 100.00% (2,253)	67.69% Avg for View: 67.69% (0.00%)	1,525 % of Total: 100.00% (1,525)	33.02% Avg for View: 33.02% (0.00%)	5.26 Avg for View: 5.26 (0.00%)	00:03:19 Avg for View: 00:03:19 (0.00%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (\$0.00)
1. desktop	1,373 (60.94%)	71.74%	985 (64.59%)	33.21%	5.08	00:02:44	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. mobile	724 (32.13%)	59.39%	430 (28.20%)	35.08%	5.10	00:04:14	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. tablet	156 (6.92%)	70.51%	110 (7.21%)	21.79%	7.66	00:04:20	0.00%	0 (0.00%)	\$0.00 (0.00%)

Rows 1 - 3 of 3

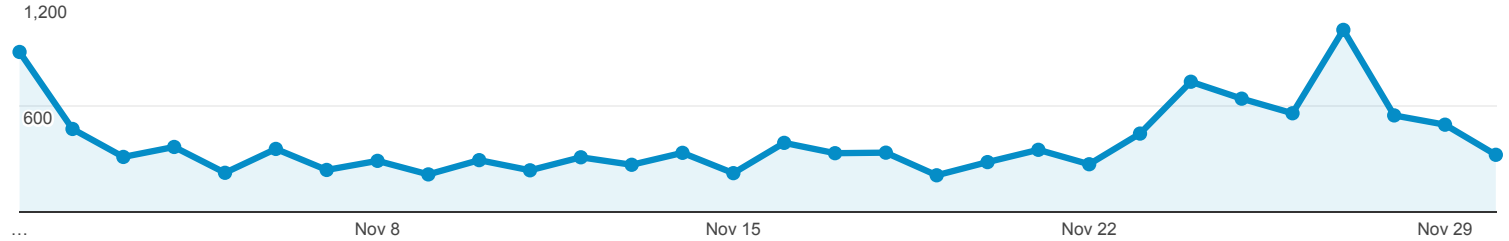
Pages

Nov 1, 2015 - Nov 30, 2015

All Sessions
100.00%

Explorer

Pageviews



Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
	11,853 % of Total: 100.00% (11,853)	7,487 % of Total: 100.00% (7,487)	00:00:47 Avg for View: 00:00:47 (0.00%)	2,246 % of Total: 100.00% (2,246)	33.02% Avg for View: 33.02% (0.00%)	18.95% Avg for View: 18.95% (0.00%)	\$0.00 % of Total: 0.00% (\$0.00)
1. /	2,276 (19.20%)	1,343 (17.94%)	00:00:40	1,286 (57.26%)	22.47%	26.49%	\$0.00 (0.00%)
2. /specials/new.htm	707 (5.96%)	363 (4.85%)	00:01:13	134 (5.97%)	52.59%	26.45%	\$0.00 (0.00%)
3. /new-inventory/index.htm	656 (5.53%)	360 (4.81%)	00:00:21	65 (2.89%)	9.23%	7.01%	\$0.00 (0.00%)
4. /used-inventory/index.htm	582 (4.91%)	309 (4.13%)	00:00:24	73 (3.25%)	17.81%	8.59%	\$0.00 (0.00%)
5. /global-incentives/index.htm	170 (1.43%)	101 (1.35%)	00:01:07	7 (0.31%)	42.86%	16.47%	\$0.00 (0.00%)
6. /service/index.htm	147 (1.24%)	90 (1.20%)	00:01:19	54 (2.40%)	47.27%	40.82%	\$0.00 (0.00%)
7. /all-inventory/no-results.htm?category=AUTO	129 (1.09%)	93 (1.24%)	00:00:25	4 (0.18%)	50.00%	13.95%	\$0.00 (0.00%)
8. /used-inventory/index.htm?start=16	122 (1.03%)	61 (0.81%)	00:00:29	2 (0.09%)	50.00%	3.28%	\$0.00 (0.00%)
9. /new-inventory/index.htm?model=Optima	118 (1.00%)	53 (0.71%)	00:00:21	4 (0.18%)	75.00%	8.47%	\$0.00 (0.00%)
10. /sign-it-and-drive-it-sales-event.htm	100 (0.84%)	87 (1.16%)	00:00:09	82 (3.65%)	71.95%	75.00%	\$0.00 (0.00%)
11. /xtime.htm	100 (0.84%)	69 (0.92%)	00:01:46	38 (1.69%)	52.63%	50.00%	\$0.00 (0.00%)
12. /new-inventory/index.htm?year=2015	88 (0.74%)	49 (0.65%)	00:00:11	0 (0.00%)	0.00%	0.00%	\$0.00 (0.00%)
13. /bargain-inventory/index.htm	84 (0.71%)	48 (0.64%)	00:00:45	0 (0.00%)	0.00%	13.10%	\$0.00 (0.00%)
14. /new-inventory/index.htm?model=Sorento&year=2016	79 (0.67%)	50 (0.67%)	00:00:27	2 (0.09%)	25.00%	15.19%	\$0.00 (0.00%)
15. /san-diego-kia-videos.htm	78 (0.66%)	60 (0.80%)	00:01:00	2 (0.09%)	100.00%	23.08%	\$0.00 (0.00%)

16.	/used-inventory/index.htm?start=48	78 (0.66%)	46 (0.61%)	00:00:44	2 (0.09%)	0.00%	3.85%	\$0.00 (0.00%)
17.	/used-inventory/index.htm?start=32	77 (0.65%)	51 (0.68%)	00:00:34	3 (0.13%)	50.00%	7.79%	\$0.00 (0.00%)
18.	/used/Nissan/2012-Nissan-Versa-06e3df4a0a0a006501a9df7babcd6165.htm	74 (0.62%)	51 (0.68%)	00:00:33	25 (1.11%)	28.00%	36.49%	\$0.00 (0.00%)
19.	/used-inventory/index.htm?redirectFromMissingVDP=true	64 (0.54%)	55 (0.73%)	00:00:01	48 (2.14%)	77.08%	76.56%	\$0.00 (0.00%)
20.	/used-inventory/index.htm?make=Kia	62 (0.52%)	38 (0.51%)	00:00:14	1 (0.04%)	100.00%	9.68%	\$0.00 (0.00%)
21.	/used-inventory/index.htm?start=80	62 (0.52%)	37 (0.49%)	00:00:28	0 (0.00%)	0.00%	1.61%	\$0.00 (0.00%)
22.	/specials/service.htm	61 (0.51%)	41 (0.55%)	00:02:04	11 (0.49%)	72.73%	40.98%	\$0.00 (0.00%)
23.	/used-inventory/index.htm?start=64	61 (0.51%)	43 (0.57%)	00:00:33	1 (0.04%)	0.00%	8.20%	\$0.00 (0.00%)
24.	/used/Toyota/2007-Toyota-Avalon-01bfb0870a0e0ae7066565357741ec97.htm	60 (0.51%)	52 (0.69%)	00:00:08	28 (1.25%)	42.86%	46.67%	\$0.00 (0.00%)
25.	/used-inventory/index.htm?start=112	57 (0.48%)	37 (0.49%)	00:00:31	1 (0.04%)	0.00%	5.26%	\$0.00 (0.00%)
26.	/dealership/directions.htm	56 (0.47%)	40 (0.53%)	00:07:56	29 (1.29%)	58.62%	55.36%	\$0.00 (0.00%)
27.	/used-inventory/index.htm?sortBy=internetPrice asc	56 (0.47%)	25 (0.33%)	00:00:27	2 (0.09%)	50.00%	5.36%	\$0.00 (0.00%)
28.	/used/Mitsubishi/2012-Mitsubishi-i+powered+by+MiEV+technology-73057a1a0a0e0ae874fe26cd40c0e76c.htm	56 (0.47%)	38 (0.51%)	00:00:16	17 (0.76%)	52.94%	42.86%	\$0.00 (0.00%)
29.	/used-inventory/index.htm?start=96	55 (0.46%)	36 (0.48%)	00:00:36	0 (0.00%)	0.00%	0.00%	\$0.00 (0.00%)
30.	/specials/used.htm	53 (0.45%)	34 (0.45%)	00:00:34	0 (0.00%)	0.00%	5.66%	\$0.00 (0.00%)
31.	/new-inventory/index.htm?model=Soul	51 (0.43%)	28 (0.37%)	00:00:19	1 (0.04%)	0.00%	9.80%	\$0.00 (0.00%)
32.	/new-inventory/index.htm?start=16	50 (0.42%)	39 (0.52%)	00:00:31	0 (0.00%)	0.00%	4.00%	\$0.00 (0.00%)
33.	/new-inventory/index.htm?year=2016	50 (0.42%)	36 (0.48%)	00:00:07	0 (0.00%)	0.00%	4.00%	\$0.00 (0.00%)
34.	/used/Mazda/2010-Mazda-Mazda3-9c380b520a0e0adf3cd072cc722197af.htm	48 (0.40%)	46 (0.61%)	00:01:13	22 (0.98%)	40.91%	37.50%	\$0.00 (0.00%)
35.	/used/Mitsubishi/2012-Mitsubishi-Galant-22211d100a0e0a17791a27d645d9a027.htm	48 (0.40%)	31 (0.41%)	00:01:01	18 (0.80%)	11.11%	16.67%	\$0.00 (0.00%)
36.	/used/Nissan/2012-Nissan-Sentra-c9127af50a0e0adf4686ae8d2488c93a.htm	47 (0.40%)	34 (0.45%)	00:00:05	14 (0.62%)	28.57%	25.53%	\$0.00 (0.00%)
37.	/showroom/index.htm	45 (0.38%)	25 (0.33%)	00:00:22	4 (0.18%)	0.00%	8.89%	\$0.00 (0.00%)
38.	/dealership/staff.htm	44 (0.37%)	33 (0.44%)	00:00:53	6 (0.27%)	50.00%	43.18%	\$0.00 (0.00%)
39.	/new-inventory/index.htm?start=32	39 (0.33%)	30 (0.40%)	00:00:29	0 (0.00%)	0.00%	2.56%	\$0.00 (0.00%)
40.	/used-inventory/index.htm?start=128	39 (0.33%)	26 (0.35%)	00:00:25	0 (0.00%)	0.00%	17.95%	\$0.00 (0.00%)
41.	/used/Nissan/2013-Nissan-Versa-085cdb030a0e0a6b5dd79d26643d4696.htm	39 (0.33%)	34 (0.45%)	00:00:09	15 (0.67%)	60.00%	46.15%	\$0.00 (0.00%)
42.	/used/Nissan/2011-Nissan-Altima-f8fa7f050a0e0ae8538f312a7de43dc5.htm	38 (0.32%)	29 (0.39%)	00:00:11	12 (0.53%)	25.00%	31.58%	\$0.00 (0.00%)
43.	/new/Kia/2015-Kia-Soul-af5430970a0a0002001c7a81416757dc.htm	37 (0.31%)	30 (0.40%)	00:00:26	20 (0.89%)	70.00%	62.16%	\$0.00 (0.00%)
44.	/new/Kia/2016-Kia-Sorento-4a92bdb20a0a00020969c96228ed4994.htm	37 (0.31%)	30 (0.40%)	00:00:22	20 (0.89%)	75.00%	62.16%	\$0.00 (0.00%)

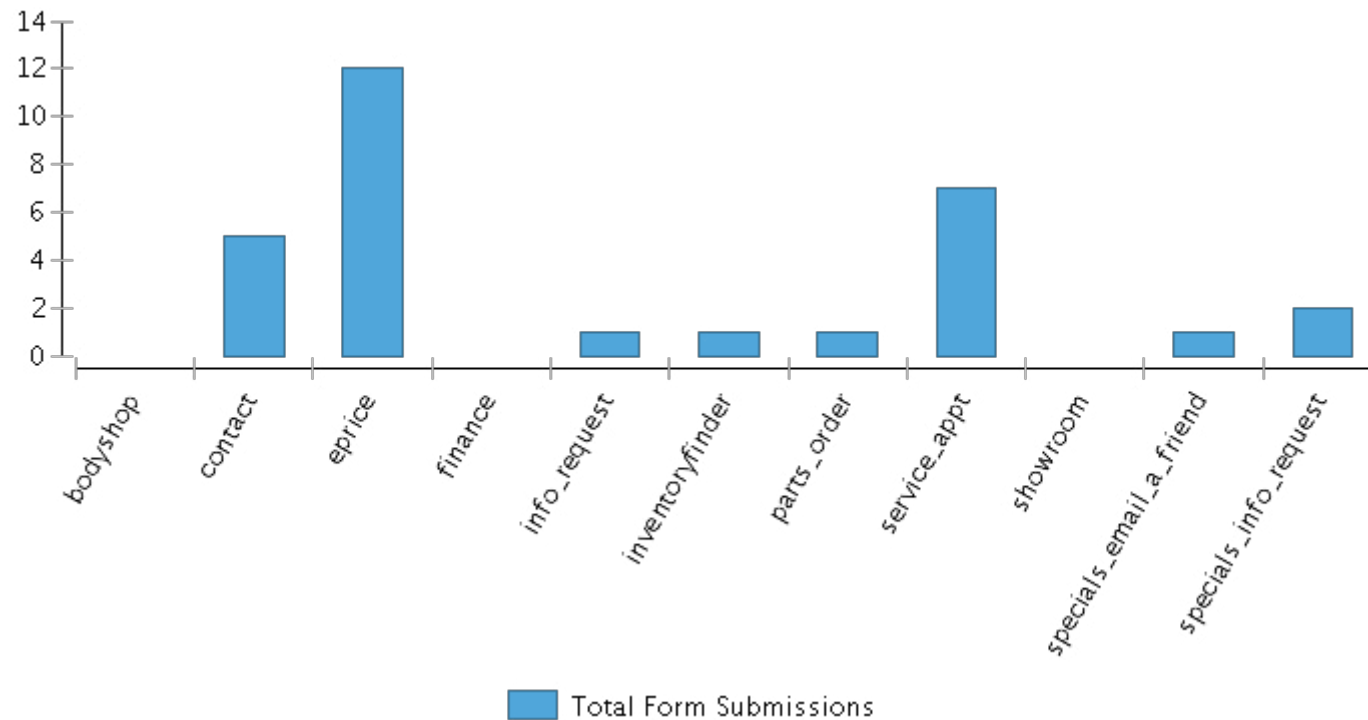
45.	/used/Toyota/2010-Toyota-Camry-9c380da b0a0e0adf3cd072ccf717148c.htm	37 (0.31%)	34 (0.45%)	00:00:32	12 (0.53%)	50.00%	48.65%	\$0.00 (0.00%)
46.	/value-your-trade.htm	37 (0.31%)	17 (0.23%)	00:00:52	1 (0.04%)	100.00%	16.22%	\$0.00 (0.00%)
47.	/new-inventory/index.htm?model=Sorento	36 (0.30%)	21 (0.28%)	00:00:28	0 (0.00%)	0.00%	5.56%	\$0.00 (0.00%)
48.	/new-inventory/index.htm?start=48	36 (0.30%)	27 (0.36%)	00:00:20	0 (0.00%)	0.00%	2.78%	\$0.00 (0.00%)
49.	/contact.htm	35 (0.30%)	25 (0.33%)	00:02:38	9 (0.40%)	50.00%	40.00%	\$0.00 (0.00%)
50.	/new-inventory/index.htm?model=Sedona	35 (0.30%)	20 (0.27%)	00:00:36	0 (0.00%)	0.00%	11.43%	\$0.00 (0.00%)

Rows 1 - 50 of 1353

Form Submissions Report

November 1, 2015 - November 30, 2015

Each form on your website is represented here with the number of form submissions for each, as well as the percentage of total form submissions. You can evaluate the effectiveness of each and take steps to direct customers to successful forms.

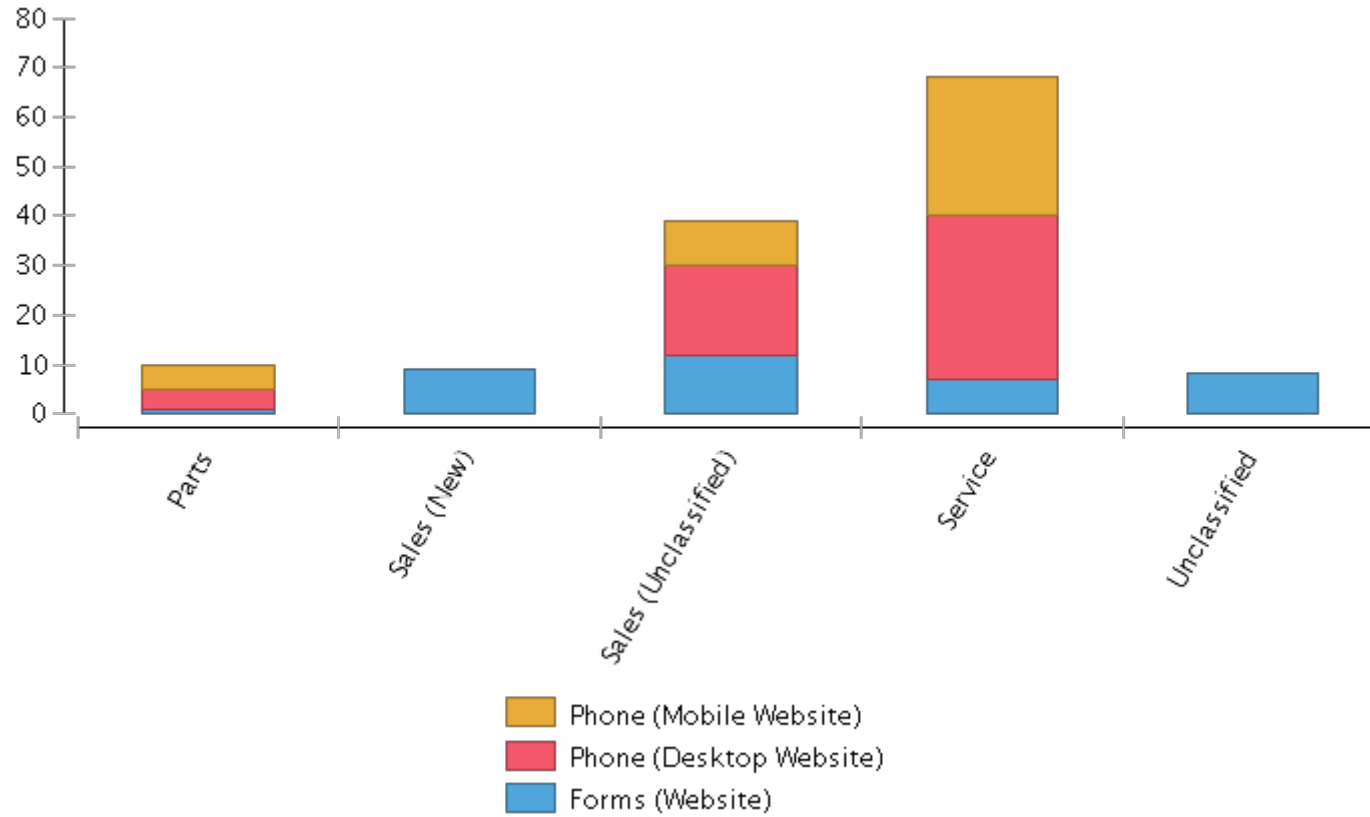


Form Name	Form Submissions	% of Form Submissions
bodyshop	0	0.0%
contact	5	16.7%
eprice	12	40.0%

Form Name	Form Submissions	% of Form Submissions
finance	0	0.0%
info_request	1	3.3%
inventoryfinder	1	3.3%
parts_order	1	3.3%
service_appt	7	23.3%
showroom	0	0.0%
specials_email_a_friend	1	3.3%
specials_info_request	2	6.7%
Totals:	30	100.0%

Origins By Profit Center Report

November 1, 2015 - November 30, 2015



Profit Center	Origin Category	Leads	% of Leads
Parts		10	7.5%
	Forms (Website)	1	0.7%
	Phone (Mobile Website)	5	3.7%
	Phone (Desktop Website)	4	3.0%
Sales (New)		9	6.7%
	Forms (Website)	9	6.7%
Sales (Unclassified)		39	29.1%
	Forms (Website)	12	9.0%
	Phone (Desktop Website)	18	13.4%
	Phone (Mobile Website)	9	6.7%
Service		68	50.7%
	Phone (Desktop Website)	33	24.6%
	Forms (Website)	7	5.2%
	Phone (Mobile Website)	28	20.9%
Unclassified		8	6.0%
	Forms (Website)	8	6.0%
Totals:		134	100.0%

Referral Details

Referral data from November 1, 2015 through November 30, 2015

Summary

Visits	Visitors	Bounce Rate	Page Views per Visit	Vehicle Detail Page Views	Average Time on Site	Form Submissions	Form Submission Rate
5,324	4,030	45.2%	3.35	6,340	01m 47s	27	0.67%
▼ -94.3%	▼ -95.1%	▼ -19.8%	▲ 62.6%	▼ -93.6%	▲ 163.0%	▼ -15.6%	▲ 1,634.2%

Adjacent Range Year over Year

Comparing to October 1, 2015 through October 31, 2015.

Show 10 entries

Filter Table REFERRAL, etc.

Referrer Channel ↕	Visits ▼	Visitors ↕	Bounce Rate ↕	Page Views per Visit ↕	Vehicle Detail Page Views ↕	Average Time on Site ↕	Form Submissions ↕	Form Submission Rate ↕
Referral	3,535	2,762	47.2%	2.54	5,257	42s	4	0.14%
Direct	964	668	57.7%	3.55	404	03m 14s	8	1.20%
Organic Search	740	638	23.8%	6.43	590	04m 37s	15	2.35%
Third Party Lead Provider	46	42	13.0%	7.67	54	04m 11s	0	-
Manufacturer	39	39	-	7.62	35	06m 45s	0	-

Showing 1 to 5 of 5 entries

First Previous Next Last