

Ball Kia

*i*MOS CONFIDENTIAL REPORTING

December 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 | 1,038 | | | | | | | |
| Pageviews | 56,998 | 91,152 | 52,191 | 61,607 | 11,853 | 5,394 | | | | | | | |
| Pages / Visit | 2.35 | 1.91 | 1.78 | 1.78 | 5.26 | 5.20 | | | | | | | |
| Time on Site | 1:12 | 1:14 | 0:42 | 0:32 | 3:19 | 3:42 | | | | | | | |
| Bounce Rate | 60.14% | 69.45% | 66.55% | 66.60% | 33.02% | 31.21% | | | | | | | |
| % New Visits | 84.34% | 92.12% | 76.01% | 89.91% | 67.69% | 69.56% | | | | | | | |
| Demographics | | | | | | | | | | | | | |
| Age 18-24 | | | | | 174 | 58 | | | | | | | |
| Age 25-34 | | | | | 343 | 155 | | | | | | | |
| Age 35-44 | | | | | 166 | 97 | | | | | | | |
| Age 45-54 | | | | | 144 | 68 | | | | | | | |
| Age 55-64 | | | | | 134 | 69 | | | | | | | |
| Age 65+ | | | | | 68 | 41 | | | | | | | |
| Male | | | | | 672 | 339 | | | | | | | |
| Female | | | | | 454 | 181 | | | | | | | |
| Dealer.com Analytics | | | | | | | | | | | | | |
| Phone Leads | 137 | 153 | 137 | 140 | 97 | 101 | | | | | | | |
| Total Leads | 169 | 202 | 187 | 180 | 134 | 136 | | | | | | | |
| Conversion Rate | 0.70% | 0.42% | 0.64% | 0.52% | 5.95% | 13.10% | | | | | | | |
| Website Form Submissions | | | | | | | | | | | | | |
| Eprice | 8 | 5 | 11 | 10 | 12 | 8 | | | | | | | |
| Contact | 6 | 7 | 7 | 7 | 5 | 10 | | | | | | | |
| Request More Information | 2 | 7 | 7 | 2 | 1 | 9 | | | | | | | |
| Other | 16 | 30 | 24 | 19 | 12 | 7 | | | | | | | |
| Total | 32 | 49 | 49 | 38 | 30 | 34 | | | | | | | |

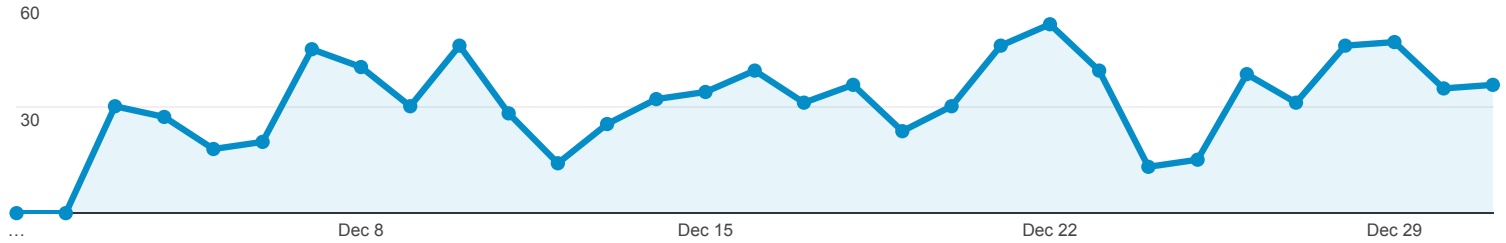
Audience Overview

Dec 1, 2015 - Dec 31, 2015

All Sessions
100.00%

Overview

Sessions



Sessions

956

Users

730

Pageviews

5,069

Pages / Session

5.30

Avg. Session Duration

00:03:41

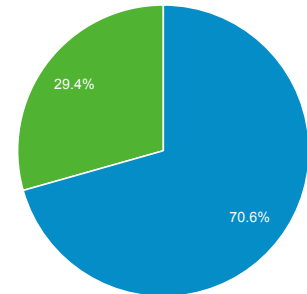
Bounce Rate

30.96%

% New Sessions

70.50%

New Visitor Returning Visitor



Language

Sessions % Sessions

| | | |
|-----------|-----|--------|
| 1. en-us | 912 | 95.40% |
| 2. c | 9 | 0.94% |
| 3. es-xl | 8 | 0.84% |
| 4. es-es | 5 | 0.52% |
| 5. es | 4 | 0.42% |
| 6. ko | 4 | 0.42% |
| 7. es-419 | 3 | 0.31% |
| 8. en-gb | 2 | 0.21% |
| 9. es-mx | 2 | 0.21% |
| 10. ko-kr | 2 | 0.21% |

All Traffic

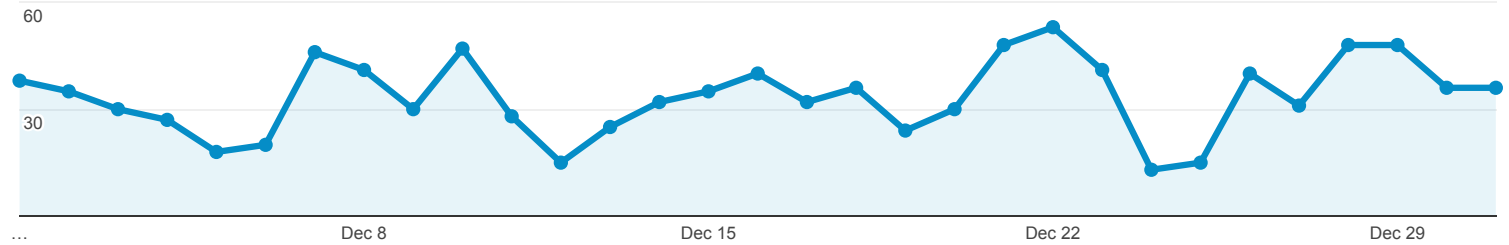
Dec 1, 2015 - Dec 31, 2015

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 |
| | 1,038 % of Total: 100.00% (1,038) | 69.65% Avg for View: 69.56% (0.14%) | 723 % of Total: 100.14% (722) | 31.21% Avg for View: 31.21% (0.00%) | 5.20 Avg for View: 5.20 (0.00%) | 00:03:42 Avg for View: 00:03:42 (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 | 358 (34.49%) | 67.60% | 242 (33.47%) | 13.13% | 7.00 | 00:05:17 | 0.00% | 0 (0.00%) | \$0.00 (0.00%) |
| 2. (direct) / (none) | 346 (33.33%) | 80.35% | 278 (38.45%) | 59.25% | 2.84 | 00:02:21 | 0.00% | 0 (0.00%) | \$0.00 (0.00%) |
| 3. bing / organic | 97 (9.34%) | 49.48% | 48 (6.64%) | 28.87% | 5.16 | 00:03:40 | 0.00% | 0 (0.00%) | \$0.00 (0.00%) |
| 4. ballauto.com / referral | 81 (7.80%) | 34.57% | 28 (3.87%) | 12.35% | 4.98 | 00:03:07 | 0.00% | 0 (0.00%) | \$0.00 (0.00%) |
| 5. kpbs.org / referral | 37 (3.56%) | 78.38% | 29 (4.01%) | 51.35% | 2.24 | 00:01:25 | 0.00% | 0 (0.00%) | \$0.00 (0.00%) |
| 6. mileofcars.com / referral | 32 (3.08%) | 87.50% | 28 (3.87%) | 6.25% | 10.12 | 00:06:13 | 0.00% | 0 (0.00%) | \$0.00 (0.00%) |
| 7. yahoo / organic | 30 (2.89%) | 80.00% | 24 (3.32%) | 3.33% | 10.03 | 00:05:28 | 0.00% | 0 (0.00%) | \$0.00 (0.00%) |
| 8. kia.com / referral | 25 (2.41%) | 88.00% | 22 (3.04%) | 4.00% | 5.52 | 00:01:32 | 0.00% | 0 (0.00%) | \$0.00 (0.00%) |
| 9. kiadealers.com / referral | 10 (0.96%) | 100.00% | 10 (1.38%) | 0.00% | 7.30 | 00:03:34 | 0.00% | 0 (0.00%) | \$0.00 (0.00%) |
| 10. ask / organic | 4 (0.39%) | 25.00% | 1 (0.14%) | 50.00% | 1.75 | 00:00:57 | 0.00% | 0 (0.00%) | \$0.00 (0.00%) |

Demographics: Age

Dec 1, 2015 - Dec 31, 2015

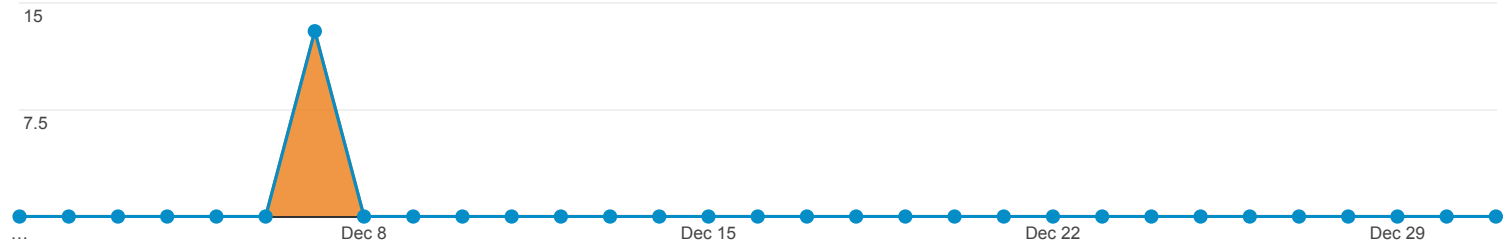
Some data in this report may have been removed when a threshold was applied. [Learn more](#)

All Sessions
100.00%

Explorer

Summary

Sessions 25-34



| | Age | Acquisition | | | Behavior | | | Conversions | | |
|----|-------|-----------------------------------|--|---------------------------------|--|------------------------------------|---|--------------------------------------|----------------------------|--------------------------------------|
| | | Sessions | % New Sessions | New Users | Bounce Rate | Pages / Session | Avg. Session Duration | Goal Conversion Rate | Goal Completions | Goal Value |
| | | 488 % of Total: 47.01% (1,038) | 57.38% Avg for View: 69.56% (-17.51%) | 280 % of Total: 38.78% (722) | 22.13% Avg for View: 31.21% (-29.10%) | 5.46 Avg for View: 5.20 (5.09%) | 00:04:14 Avg for View: 00:03:42 (14.31%) | 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 | 155 (31.76%) | 46.45% | 72 (25.71%) | 23.23% | 5.13 | 00:04:07 | 0.00% | 0 (0.00%) | \$0.00 (0.00%) |
| 2. | 35-44 | 97 (19.88%) | 60.82% | 59 (21.07%) | 19.59% | 5.02 | 00:03:58 | 0.00% | 0 (0.00%) | \$0.00 (0.00%) |
| 3. | 55-64 | 69 (14.14%) | 57.97% | 40 (14.29%) | 27.54% | 5.29 | 00:04:10 | 0.00% | 0 (0.00%) | \$0.00 (0.00%) |
| 4. | 45-54 | 68 (13.93%) | 70.59% | 48 (17.14%) | 20.59% | 7.00 | 00:04:31 | 0.00% | 0 (0.00%) | \$0.00 (0.00%) |
| 5. | 18-24 | 58 (11.89%) | 53.45% | 31 (11.07%) | 8.62% | 6.29 | 00:05:19 | 0.00% | 0 (0.00%) | \$0.00 (0.00%) |
| 6. | 65+ | 41 (8.40%) | 73.17% | 30 (10.71%) | 36.59% | 4.32 | 00:03:21 | 0.00% | 0 (0.00%) | \$0.00 (0.00%) |

Rows 1 - 6 of 6

Demographics: Gender

Dec 1, 2015 - Dec 31, 2015

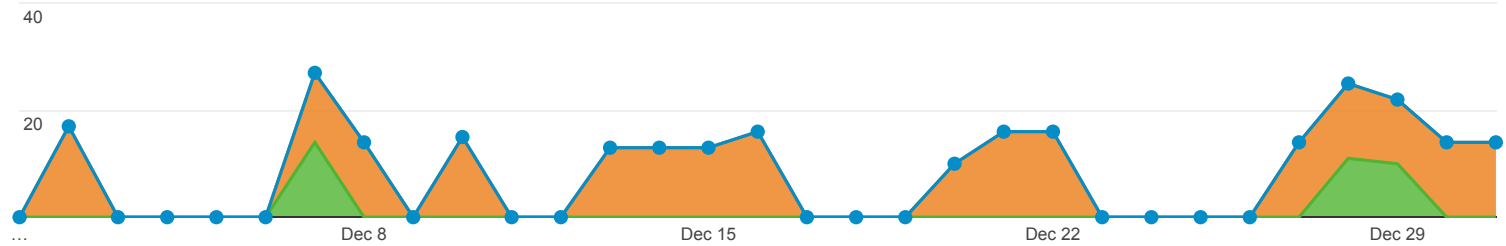
Some data in this report may have been removed when a threshold was applied. [Learn more](#)

All Sessions
100.00%

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 |
| | 520 % of Total: 50.10% (1,038) | 58.08% Avg for View: 69.56% (-16.50%) | 302 % of Total: 41.83% (722) | 21.15% Avg for View: 31.21% (-32.23%) | 5.58 Avg for View: 5.20 (7.39%) | 00:04:16 Avg for View: 00:03:42 (15.12%) | 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 | 339 (65.19%) | 54.28% | 184 (60.93%) | 18.58% | 5.68 | 00:04:29 | 0.00% | 0 (0.00%) | \$0.00 (0.00%) |
| 2. female | 181 (34.81%) | 65.19% | 118 (39.07%) | 25.97% | 5.40 | 00:03:51 | 0.00% | 0 (0.00%) | \$0.00 (0.00%) |

Rows 1 - 2 of 2

Location

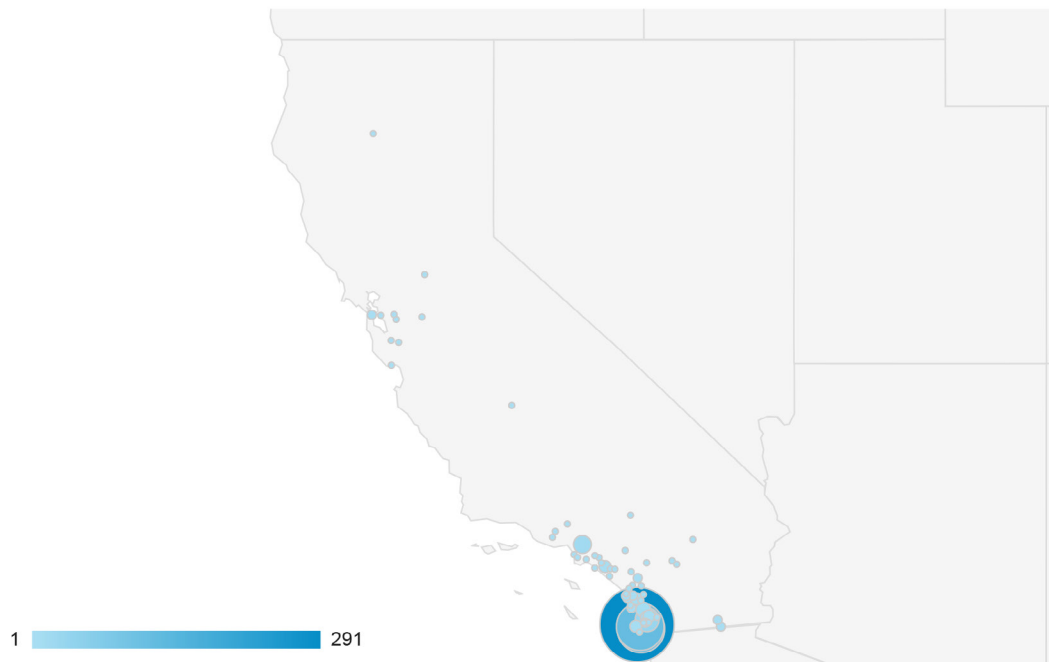
Dec 1, 2015 - Dec 31, 2015

ALL » COUNTRY: United States » REGION: California

All Sessions
67.73%

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 |
| | 703 % of Total: 67.73% (1,038) | 63.16% Avg for View: 69.56% (-9.20%) | 444 % of Total: 61.50% (722) | 18.92% Avg for View: 31.21% (-39.39%) | 6.05 Avg for View: 5.20 (16.39%) | 00:04:15 Avg for View: 00:03:42 (14.91%) | 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 | 291 (41.39%) | 70.45% | 205 (46.17%) | 17.87% | 6.32 | 00:04:27 | 0.00% | 0 (0.00%) | \$0.00 (0.00%) |
| 2. Chula Vista | 124 (17.64%) | 67.74% | 84 (18.92%) | 17.74% | 6.76 | 00:05:03 | 0.00% | 0 (0.00%) | \$0.00 (0.00%) |
| 3. National City | 120 (17.07%) | 15.00% | 18 (4.05%) | 21.67% | 4.32 | 00:03:28 | 0.00% | 0 (0.00%) | \$0.00 (0.00%) |
| 4. El Cajon | 29 (4.13%) | 86.21% | 25 (5.63%) | 13.79% | 4.52 | 00:02:16 | 0.00% | 0 (0.00%) | \$0.00 (0.00%) |
| 5. Los Angeles | 17 (2.42%) | 88.24% | 15 (3.38%) | 23.53% | 5.71 | 00:04:34 | 0.00% | 0 (0.00%) | \$0.00 (0.00%) |
| 6. Poway | 9 (1.28%) | 33.33% | 3 (0.68%) | 0.00% | 9.56 | 00:05:37 | 0.00% | 0 (0.00%) | \$0.00 (0.00%) |
| 7. Santee | 8 (1.14%) | 62.50% | 5 (1.13%) | 37.50% | 7.50 | 00:03:42 | 0.00% | 0 (0.00%) | \$0.00 (0.00%) |
| 8. Coronado | 6 (0.85%) | 83.33% | 5 (1.13%) | 50.00% | 5.33 | 00:01:18 | 0.00% | 0 (0.00%) | \$0.00 (0.00%) |
| 9. Irvine | 5 (0.71%) | 40.00% | 2 (0.45%) | 0.00% | 13.80 | 00:14:04 | 0.00% | 0 (0.00%) | \$0.00 (0.00%) |
| 10. Lakeside | 5 (0.71%) | 40.00% | 2 (0.45%) | 40.00% | 8.20 | 00:08:16 | 0.00% | 0 (0.00%) | \$0.00 (0.00%) |

Overview

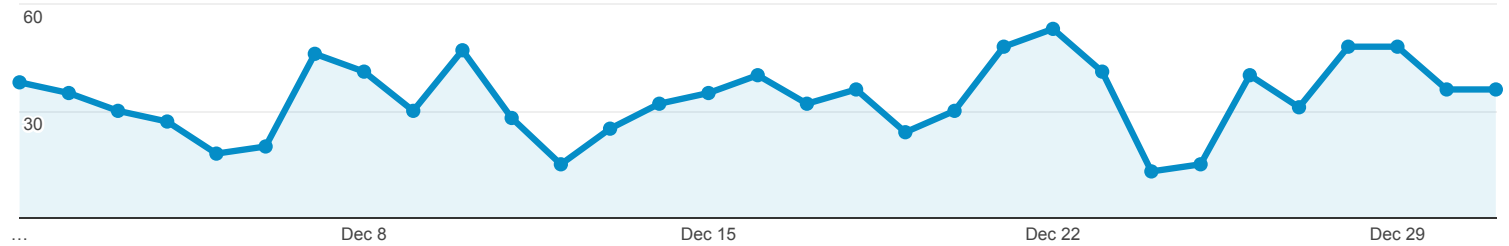
Dec 1, 2015 - Dec 31, 2015

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 |
| | 1,038 % of Total: 100.00% (1,038) | 69.65% Avg for View: 69.56% (0.14%) | 723 % of Total: 100.14% (722) | 31.21% Avg for View: 31.21% (0.00%) | 5.20 Avg for View: 5.20 (0.00%) | 00:03:42 Avg for View: 00:03:42 (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 | 894 (86.13%) | 71.03% | 635 (87.83%) | 32.10% | 4.98 | 00:03:35 | 0.00% | 0 (0.00%) | \$0.00 (0.00%) |
| 2. tablet | 127 (12.24%) | 62.20% | 79 (10.93%) | 25.20% | 6.61 | 00:04:35 | 0.00% | 0 (0.00%) | \$0.00 (0.00%) |
| 3. mobile | 17 (1.64%) | 52.94% | 9 (1.24%) | 29.41% | 5.88 | 00:02:53 | 0.00% | 0 (0.00%) | \$0.00 (0.00%) |

Rows 1 - 3 of 3

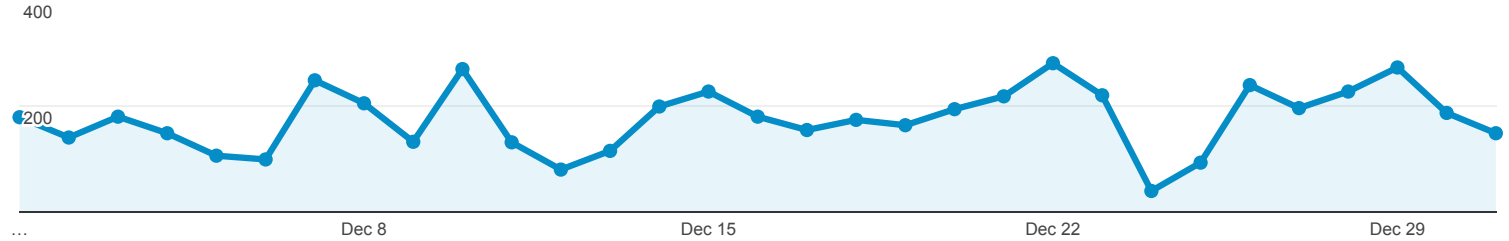
Pages

Dec 1, 2015 - Dec 31, 2015

All Sessions
100.00%

Explorer

Pageviews



| Page | Pageviews | Unique Pageviews | Avg. Time on Page | Entrances | Bounce Rate | % Exit | Page Value |
|--|---|---|---|---|---|---|---|
| | 5,394 % of Total: 100.00% (5,394) | 4,108 % of Total: 100.00% (4,108) | 00:00:53 Avg for View: 00:00:53 (0.00%) | 1,033 % of Total: 100.00% (1,033) | 31.21% Avg for View: 31.21% (0.00%) | 19.15% Avg for View: 19.15% (0.00%) | \$0.00 % of Total: 0.00% (\$0.00) |
| 1. / | 1,117 (20.71%) | 838 (20.40%) | 00:00:59 | 821 (79.48%) | 31.43% | 32.23% | \$0.00 (0.00%) |
| 2. /new-inventory/index.htm | 399 (7.40%) | 284 (6.91%) | 00:00:13 | 39 (3.78%) | 2.63% | 3.76% | \$0.00 (0.00%) |
| 3. /used-inventory/index.htm | 224 (4.15%) | 161 (3.92%) | 00:00:19 | 40 (3.87%) | 7.50% | 8.48% | \$0.00 (0.00%) |
| 4. /specials/new.htm | 169 (3.13%) | 115 (2.80%) | 00:01:13 | 8 (0.77%) | 75.00% | 23.08% | \$0.00 (0.00%) |
| 5. /global-incentives/index.htm | 118 (2.19%) | 80 (1.95%) | 00:01:04 | 2 (0.19%) | 100.00% | 19.49% | \$0.00 (0.00%) |
| 6. /new-inventory/index.htm?year=2015 | 81 (1.50%) | 58 (1.41%) | 00:00:16 | 0 (0.00%) | 0.00% | 3.70% | \$0.00 (0.00%) |
| 7. /new-inventory/index.htm?model=Optima | 71 (1.32%) | 50 (1.22%) | 00:00:32 | 1 (0.10%) | 0.00% | 8.45% | \$0.00 (0.00%) |
| 8. /service/index.htm | 61 (1.13%) | 41 (1.00%) | 00:02:20 | 15 (1.45%) | 53.33% | 47.54% | \$0.00 (0.00%) |
| 9. /all-inventory/no-results.htm?category=AUTO | 59 (1.09%) | 43 (1.05%) | 00:01:10 | 1 (0.10%) | 0.00% | 18.64% | \$0.00 (0.00%) |
| 10. /new-inventory/index.htm?model=Sorento | 48 (0.89%) | 28 (0.68%) | 00:00:21 | 1 (0.10%) | 0.00% | 8.33% | \$0.00 (0.00%) |
| 11. /new-inventory/index.htm?year=2016 | 46 (0.85%) | 35 (0.85%) | 00:00:10 | 1 (0.10%) | 0.00% | 10.87% | \$0.00 (0.00%) |
| 12. /san-diego-kia-videos.htm | 44 (0.82%) | 39 (0.95%) | 00:00:38 | 1 (0.10%) | 0.00% | 18.18% | \$0.00 (0.00%) |
| 13. /used-inventory/index.htm?make=Kia | 44 (0.82%) | 31 (0.75%) | 00:00:20 | 4 (0.39%) | 75.00% | 18.18% | \$0.00 (0.00%) |
| 14. /xtime.htm | 43 (0.80%) | 36 (0.88%) | 00:03:14 | 18 (1.74%) | 61.11% | 67.44% | \$0.00 (0.00%) |

| | | | | | | | | |
|-----|--|-------------------|------------|----------|------------|---------|--------|----------------|
| 15. | /new-inventory/index.htm?model=Optima&year=2015 | 41 (0.76%) | 30 (0.73%) | 00:00:36 | 0 (0.00%) | 0.00% | 17.07% | \$0.00 (0.00%) |
| 16. | /used-inventory/index.htm?start=16 | 41 (0.76%) | 34 (0.83%) | 00:00:37 | 0 (0.00%) | 0.00% | 4.88% | \$0.00 (0.00%) |
| 17. | /specials/service.htm | 40 (0.74%) | 29 (0.71%) | 00:01:22 | 4 (0.39%) | 50.00% | 40.00% | \$0.00 (0.00%) |
| 18. | /financing/application.htm | 39 (0.72%) | 24 (0.58%) | 00:07:04 | 12 (1.16%) | 15.38% | 33.33% | \$0.00 (0.00%) |
| 19. | /used-inventory/index.htm?start=48 | 37 (0.69%) | 28 (0.68%) | 00:00:27 | 0 (0.00%) | 0.00% | 0.00% | \$0.00 (0.00%) |
| 20. | /new-inventory/index.htm?model=Sorento&year=2016 | 36 (0.67%) | 31 (0.75%) | 00:01:55 | 0 (0.00%) | 0.00% | 11.11% | \$0.00 (0.00%) |
| 21. | /used-inventory/index.htm?start=32 | 33 (0.61%) | 29 (0.71%) | 00:00:36 | 0 (0.00%) | 0.00% | 0.00% | \$0.00 (0.00%) |
| 22. | /dealership/staff.htm | 31 (0.57%) | 25 (0.61%) | 00:03:35 | 1 (0.10%) | 0.00% | 45.16% | \$0.00 (0.00%) |
| 23. | /new-inventory/index.htm?model=Sportage | 31 (0.57%) | 16 (0.39%) | 00:00:33 | 0 (0.00%) | 0.00% | 12.90% | \$0.00 (0.00%) |
| 24. | /used-inventory/index.htm?start=80 | 30 (0.56%) | 26 (0.63%) | 00:00:28 | 0 (0.00%) | 0.00% | 3.33% | \$0.00 (0.00%) |
| 25. | /used-inventory/index.htm?start=96 | 30 (0.56%) | 25 (0.61%) | 00:00:37 | 0 (0.00%) | 0.00% | 0.00% | \$0.00 (0.00%) |
| 26. | /used-inventory/index.htm?start=112 | 28 (0.52%) | 24 (0.58%) | 00:01:33 | 0 (0.00%) | 0.00% | 7.14% | \$0.00 (0.00%) |
| 27. | /used-inventory/index.htm?start=64 | 28 (0.52%) | 26 (0.63%) | 00:00:34 | 0 (0.00%) | 0.00% | 3.57% | \$0.00 (0.00%) |
| 28. | /new-inventory/index.htm?start=16 | 27 (0.50%) | 23 (0.56%) | 00:00:37 | 1 (0.10%) | 0.00% | 3.70% | \$0.00 (0.00%) |
| 29. | /used-inventory/index.htm?sortBy=internetPrice asc | 26 (0.48%) | 17 (0.41%) | 00:00:40 | 0 (0.00%) | 0.00% | 26.92% | \$0.00 (0.00%) |
| 30. | /new-inventory/index.htm?start=32 | 25 (0.46%) | 21 (0.51%) | 00:00:32 | 0 (0.00%) | 0.00% | 8.00% | \$0.00 (0.00%) |
| 31. | /showroom/index.htm | 25 (0.46%) | 21 (0.51%) | 00:00:22 | 1 (0.10%) | 100.00% | 12.00% | \$0.00 (0.00%) |
| 32. | /new-inventory/index.htm?start=64 | 22 (0.41%) | 18 (0.44%) | 00:00:33 | 0 (0.00%) | 0.00% | 4.55% | \$0.00 (0.00%) |
| 33. | /new-inventory/index.htm?model=Soul | 21 (0.39%) | 16 (0.39%) | 00:00:21 | 0 (0.00%) | 0.00% | 0.00% | \$0.00 (0.00%) |
| 34. | /financing/index.htm | 20 (0.37%) | 18 (0.44%) | 00:00:20 | 2 (0.19%) | 100.00% | 45.00% | \$0.00 (0.00%) |
| 35. | /new-inventory/index.htm?start=48 | 20 (0.37%) | 18 (0.44%) | 00:00:31 | 1 (0.10%) | 0.00% | 0.00% | \$0.00 (0.00%) |
| 36. | /value-your-trade.htm | 20 (0.37%) | 12 (0.29%) | 00:00:40 | 2 (0.19%) | 50.00% | 40.00% | \$0.00 (0.00%) |
| 37. | /dealership/directions.htm | 18 (0.33%) | 11 (0.27%) | 00:00:25 | 3 (0.29%) | 100.00% | 38.89% | \$0.00 (0.00%) |
| 38. | /new-inventory/index.htm?bodyStyle=SUV | 18 (0.33%) | 15 (0.37%) | 00:01:42 | 0 (0.00%) | 0.00% | 5.56% | \$0.00 (0.00%) |
| 39. | /parts/index.htm | 18 (0.33%) | 10 (0.24%) | 00:00:27 | 1 (0.10%) | 0.00% | 22.22% | \$0.00 (0.00%) |
| 40. | /bargain-inventory/index.htm | 17 (0.32%) | 14 (0.34%) | 00:00:31 | 1 (0.10%) | 0.00% | 11.76% | \$0.00 (0.00%) |
| 41. | /new-inventory/index.htm?model=Sedona | 17 (0.32%) | 13 (0.32%) | 00:01:34 | 0 (0.00%) | 0.00% | 23.53% | \$0.00 (0.00%) |

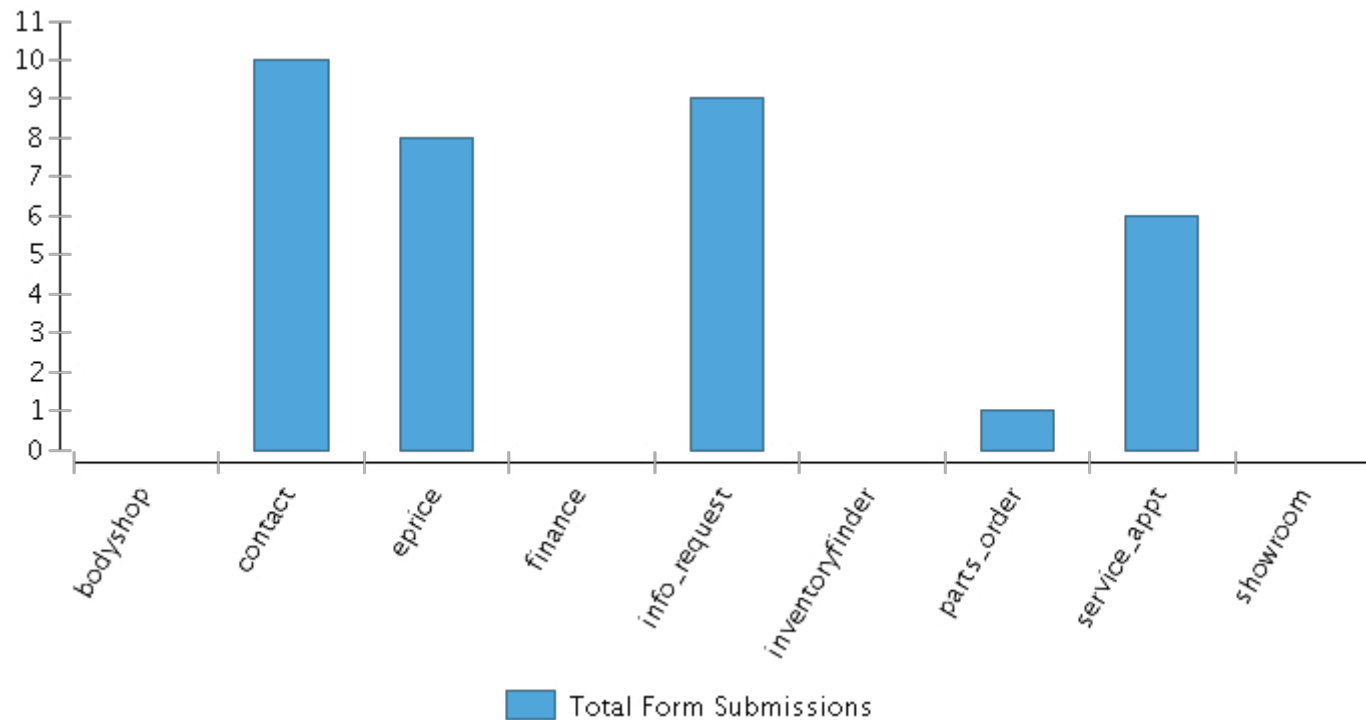
| | | | | | | | | |
|-----|---|-------------------|------------|----------|-----------|-------|--------|----------------|
| 42. | /new-inventory/index.htm?start=16&model=Optima | 17 (0.32%) | 7 (0.17%) | 00:00:21 | 0 (0.00%) | 0.00% | 5.88% | \$0.00 (0.00%) |
| 43. | /new-inventory/index.htm?start=80 | 17 (0.32%) | 16 (0.39%) | 00:00:34 | 1 (0.10%) | 0.00% | 5.88% | \$0.00 (0.00%) |
| 44. | /new-inventory/index.htm?start=128 | 15 (0.28%) | 14 (0.34%) | 00:00:55 | 0 (0.00%) | 0.00% | 13.33% | \$0.00 (0.00%) |
| 45. | /new-inventory/index.htm?start=160 | 15 (0.28%) | 14 (0.34%) | 00:00:57 | 1 (0.10%) | 0.00% | 13.33% | \$0.00 (0.00%) |
| 46. | /new-inventory/index.htm?start=176 | 15 (0.28%) | 14 (0.34%) | 00:01:35 | 0 (0.00%) | 0.00% | 6.67% | \$0.00 (0.00%) |
| 47. | /new-inventory/index.htm?start=192 | 15 (0.28%) | 13 (0.32%) | 00:01:51 | 0 (0.00%) | 0.00% | 0.00% | \$0.00 (0.00%) |
| 48. | /new-inventory/index.htm?year=2015&model=Optima | 15 (0.28%) | 14 (0.34%) | 00:00:09 | 0 (0.00%) | 0.00% | 26.67% | \$0.00 (0.00%) |
| 49. | /specials/used.htm | 15 (0.28%) | 13 (0.32%) | 00:00:25 | 2 (0.19%) | 0.00% | 6.67% | \$0.00 (0.00%) |
| 50. | /contact.htm | 14 (0.26%) | 12 (0.29%) | 00:02:12 | 0 (0.00%) | 0.00% | 28.57% | \$0.00 (0.00%) |

Rows 1 - 50 of 911

Form Submissions Report

December 1, 2015 - December 31, 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.

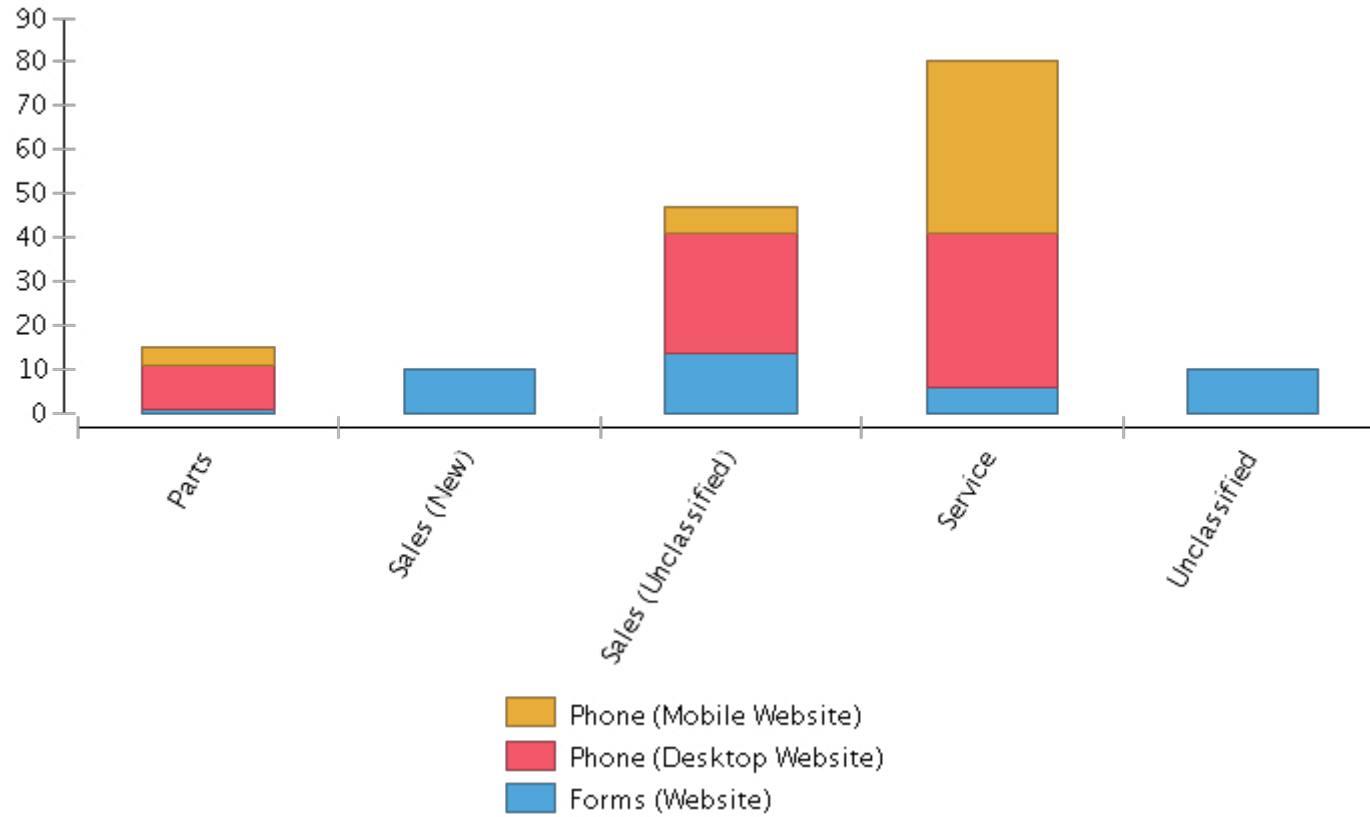


| Form Name | Form Submissions | % of Form Submissions |
|-----------|------------------|-----------------------|
| bodyshop | 0 | 0.0% |
| contact | 10 | 29.4% |
| eprice | 8 | 23.5% |

| Form Name | Form Submissions | % of Form Submissions |
|-----------------|------------------|-----------------------|
| finance | 0 | 0.0% |
| info_request | 9 | 26.5% |
| inventoryfinder | 0 | 0.0% |
| parts_order | 1 | 2.9% |
| service_appt | 6 | 17.6% |
| showroom | 0 | 0.0% |
| Totals: | 34 | 100.0% |

Origins By Profit Center Report

December 1, 2015 - December 31, 2015



| Profit Center | Origin Category | Leads | % of Leads |
|-----------------------------|-------------------------|------------|---------------|
| Parts | | 15 | 9.3% |
| | Phone (Desktop Website) | 10 | 6.2% |
| | Phone (Mobile Website) | 4 | 2.5% |
| | Forms (Website) | 1 | 0.6% |
| Sales (New) | | 10 | 6.2% |
| | Forms (Website) | 10 | 6.2% |
| Sales (Unclassified) | | 47 | 29.0% |
| | Phone (Desktop Website) | 27 | 16.7% |
| | Forms (Website) | 14 | 8.6% |
| | Phone (Mobile Website) | 6 | 3.7% |
| Service | | 80 | 49.4% |
| | Phone (Mobile Website) | 39 | 24.1% |
| | Phone (Desktop Website) | 35 | 21.6% |
| | Forms (Website) | 6 | 3.7% |
| Unclassified | | 10 | 6.2% |
| | Forms (Website) | 10 | 6.2% |
| Totals: | | 162 | 100.0% |

Summary

| Visits | Visitors | Bounce Rate | Page Views per Visit | Vehicle Detail Page Views | Average Time on Site | Form Submissions | Form Submission Rate |
|----------|----------|-------------|----------------------|---------------------------|----------------------|------------------|----------------------|
| 1,781 | 1,302 | 36.8% | 4.85 | 1,059 | 03m 27s | 29 | 2.23% |
| ▼ -62.2% | ▼ -63.2% | ▼ -16.0% | ▲ 37.3% | ▼ -81.3% | ▲ 76.1% | ▲ 7.4% | ▲ 192.0% |

Adjacent Range Year over Year

Comparing to November 1, 2015 through November 30, 2015.

| Referrer Channel | Visits | Visitors | Bounce Rate | Page Views per Visit | Vehicle Detail Page Views | Average Time on Site | Form Submissions | Form Submission Rate |
|---------------------------|--------|----------|-------------|----------------------|---------------------------|----------------------|------------------|----------------------|
| Direct | 771 | 556 | 54.5% | 3.56 | 357 | 02m 54s | 7 | 1.26% |
| Organic Search | 753 | 629 | 24.8% | 5.83 | 544 | 04m 02s | 18 | 2.86% |
| Referral | 158 | 124 | 22.8% | 5.03 | 72 | 02m 36s | 1 | 0.81% |
| Manufacturer | 53 | 46 | 3.8% | 6.72 | 59 | 04m 43s | 3 | 6.52% |
| Third Party Lead Provider | 46 | 45 | 21.7% | 7.83 | 27 | 04m 40s | 0 | - |

Showing 1 to 5 of 5 entries

First Previous Next Last