

Ball Kia

*i*MOS CONFIDENTIAL REPORTING

October 2015

Table 1

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									
Pageviews	56,998	91,152	52,191	61,607									
Pages / Visit	2.35	1.91	1.78	1.78									
Time on Site	1:12	1:14	0:42	0:32									
Bounce Rate	60.14%	69.45%	66.55%	66.60%									
% New Visits	84.34%	92.12%	76.01%	89.91%									
Dealer.com Analytics													
Phone Leads	137	153	137	140									
Total Leads	169	202	187	180									
Conversion Rate	0.70%	0.42%	0.64%	0.52%									
Website Form Submissions													
Eprice	8	5	11	10									
Contact	6	7	7	7									
Request More Information	2	7	7	2									
Other	16	30	24	19									
Total	32	49	49	38									

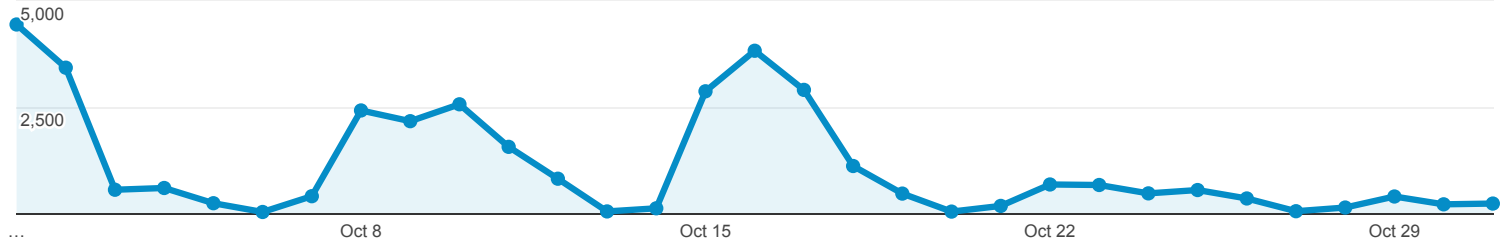
Audience Overview

Oct 1, 2015 - Oct 31, 2015

All Sessions
100.00%

Overview

Sessions



Sessions
34,662

Users
31,427

Pageviews
61,607

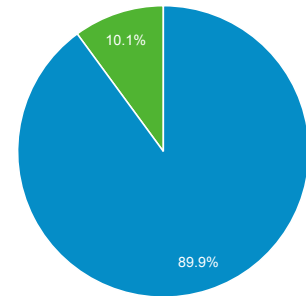
Pages / Session
1.78

Avg. Session Duration
00:00:32

Bounce Rate
66.60%

% New Sessions
89.91%

New Visitor Returning Visitor



Language	Sessions	% Sessions
1. en-us	33,449	96.50%
2. (not set)	854	2.46%
3. en-gb	117	0.34%
4. zh-cn	71	0.20%
5. ru	31	0.09%
6. c	18	0.05%
7. ko-kr	18	0.05%
8. es-419	16	0.05%
9. es	12	0.03%
10. nl-nl	11	0.03%

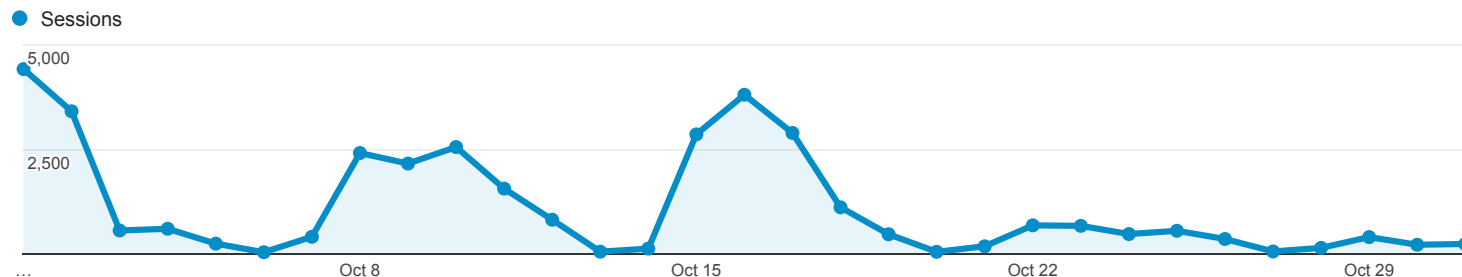
All Traffic

Oct 1, 2015 - Oct 31, 2015

All Sessions
100.00%

Explorer

Summary



Source / Medium	Acquisition			Behavior			Conversions Goal 1: Form Submissions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Form Submissions (Goal 1 Conversion Rate)	Form Submissions (Goal 1 Completions)	Form Submissions (Goal 1 Value)
	34,662 % of Total: 100.00% (34,662)	89.93% Avg for View: 89.91% (0.03%)	31,172 % of Total: 100.03% (31,163)	66.60% Avg for View: 66.60% (0.00%)	1.78 Avg for View: 1.78 (0.00%)	00:00:32 Avg for View: 00:00:32 (0.00%)	0.10% Avg for View: 0.10% (0.00%)	35 % of Total: 100.00% (35)	\$175.00 % of Total: 100.00% (\$175.00)
1. edge5 / email	31,219 (90.07%)	93.17%	29,088 (93.31%)	68.40%	1.58	00:00:20	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. trackvisitsnow1.com / referral	1,590 (4.59%)	57.42%	913 (2.93%)	69.87%	1.69	00:00:14	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. google / organic	814 (2.35%)	60.81%	495 (1.59%)	22.11%	6.04	00:05:17	2.95%	24 (68.57%)	\$120.00 (68.57%)
4. (direct) / (none)	518 (1.49%)	61.58%	319 (1.02%)	50.77%	3.83	00:03:40	0.97%	5 (14.29%)	\$25.00 (14.29%)
5. ballauto.com / referral	79 (0.23%)	70.89%	56 (0.18%)	24.05%	7.63	00:06:04	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. mileofcars.com / referral	76 (0.22%)	75.00%	57 (0.18%)	13.16%	7.86	00:05:23	2.63%	2 (5.71%)	\$10.00 (5.71%)
7. kia.com / referral	71 (0.20%)	59.15%	42 (0.13%)	21.13%	6.14	00:04:27	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. bing / organic	68 (0.20%)	39.71%	27 (0.09%)	41.18%	4.84	00:02:53	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. trackvisitsnow3.com / referral	65 (0.19%)	84.62%	55 (0.18%)	67.69%	1.37	00:00:01	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. yahoo / organic	54 (0.16%)	62.96%	34 (0.11%)	12.96%	6.11	00:04:38	3.70%	2 (5.71%)	\$10.00 (5.71%)

Rows 1 - 10 of 29

Demographics: Age

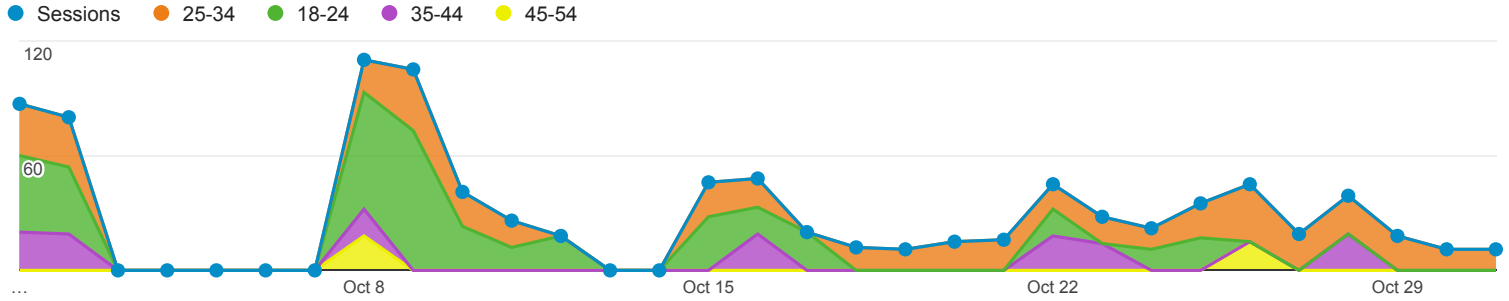
Oct 1, 2015 - Oct 31, 2015

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



Explorer

Summary



Age	Acquisition			Behavior			Conversions Goal 1: Form Submissions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Form Submissions (Goal 1 Conversion Rate)	Form Submissions (Goal 1 Completions)	Form Submissions (Goal 1 Value)
	1,614 % of Total: 4.66% (34,662)	67.72% Avg for View: 89.91% (-24.68%)	1,093 % of Total: 3.51% (31,163)	41.95% Avg for View: 66.60% (-37.02%)	4.07 Avg for View: 1.78 (129.06%)	00:03:04 Avg for View: 00:00:32 (466.45%)	1.18% Avg for View: 0.10% (1,065.83%)	19 % of Total: 54.29% (35)	\$95.00 % of Total: 54.29% (\$175.00)
1. 18-24	469 (29.06%)	77.40%	363 (33.21%)	50.96%	3.46	00:02:16	0.43%	2 (10.53%)	\$10.00 (10.53%)
2. 25-34	455 (28.19%)	62.64%	285 (26.08%)	36.26%	4.48	00:03:40	1.98%	9 (47.37%)	\$45.00 (47.37%)
3. 35-44	310 (19.21%)	61.94%	192 (17.57%)	36.77%	4.67	00:03:48	0.32%	1 (5.26%)	\$5.00 (5.26%)
4. 45-54	191 (11.83%)	56.02%	107 (9.79%)	45.03%	3.77	00:02:27	2.62%	5 (26.32%)	\$25.00 (26.32%)
5. 55-64	113 (7.00%)	75.22%	85 (7.78%)	35.40%	3.90	00:02:31	1.77%	2 (10.53%)	\$10.00 (10.53%)
6. 65+	76 (4.71%)	80.26%	61 (5.58%)	43.42%	3.97	00:03:37	0.00%	0 (0.00%)	\$0.00 (0.00%)

Rows 1 - 6 of 6

Demographics: Gender

Oct 1, 2015 - Oct 31, 2015

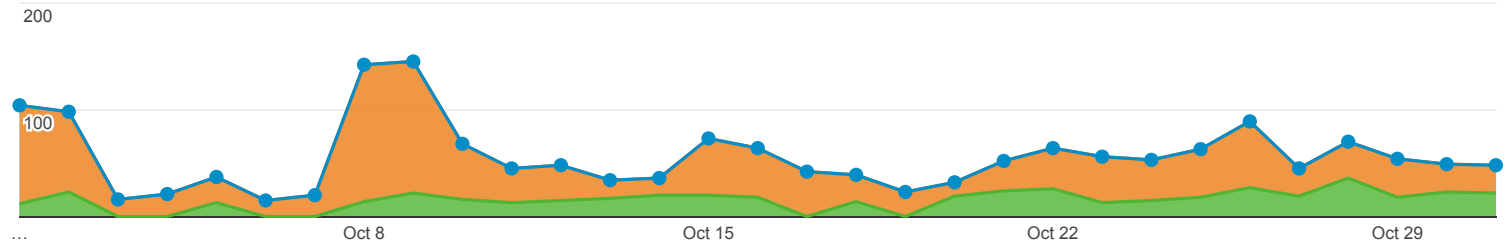
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Explorer

Summary

● Sessions ● male ● female



Gender	Acquisition			Behavior			Conversions	Goal 1: Form Submissions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Form Submissions (Goal 1 Conversion Rate)	Form Submissions (Goal 1 Completions)	Form Submissions (Goal 1 Value)	
	1,795 % of Total: 5.18% (34,662)	66.85% Avg for View: 89.91% (-25.64%)	1,200 % of Total: 3.85% (31,163)	43.45% Avg for View: 66.60% (-34.76%)	3.97 Avg for View: 1.78 (123.61%)	00:02:57 Avg for View: 00:00:32 (444.56%)	1.11% Avg for View: 0.10% (1,003.45%)	20 % of Total: 57.14% (35)	\$100.00 % of Total: 57.14% (\$175.00)	
1. male	1,268 (70.64%)	70.58%	895 (74.58%)	48.26%	3.33	00:02:08	0.71%	9 (45.00%)	\$45.00 (45.00%)	
2. female	527 (29.36%)	57.87%	305 (25.42%)	31.88%	5.53	00:04:52	2.09%	11 (55.00%)	\$55.00 (55.00%)	

Rows 1 - 2 of 2

Location

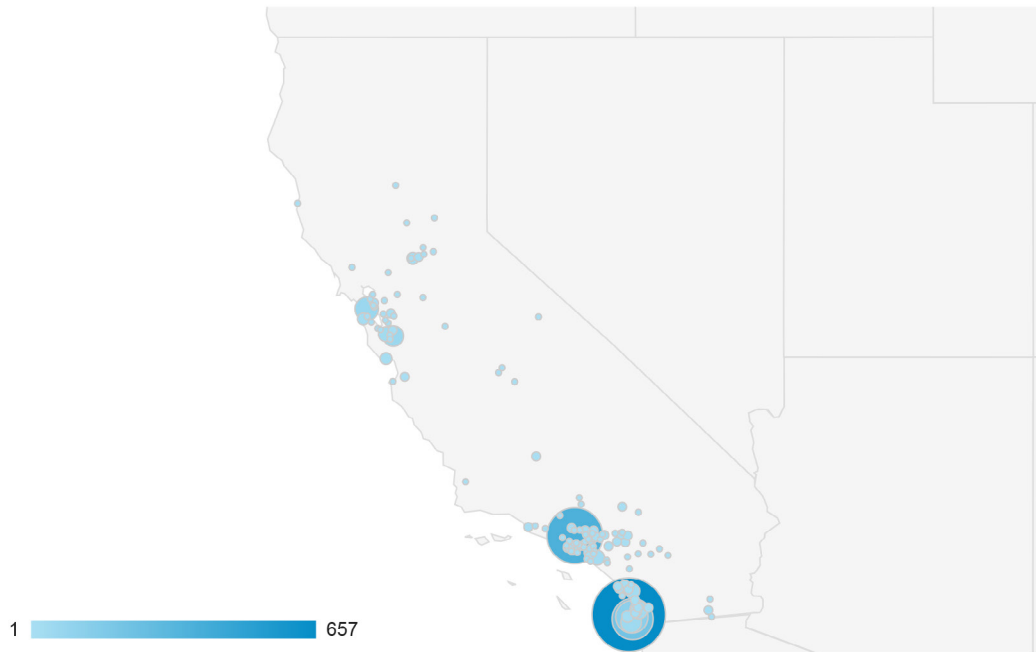
Oct 1, 2015 - Oct 31, 2015

ALL » COUNTRY: United States » REGION: California

 All Sessions
5.91%

Map Overlay

Summary



City	Acquisition			Behavior			Conversions Goal 1: Form Submissions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Form Submissions (Goal 1 Conversion Rate)	Form Submissions (Goal 1 Completions)	Form Submissions (Goal 1 Value)
	2,050 % of Total: 5.91% (34,662)	70.44% Avg for View: 89.91% (-21.65%)	1,444 % of Total: 4.63% (31,163)	38.05% Avg for View: 66.60% (-42.87%)	4.40 Avg for View: 1.78 (147.83%)	00:03:16 Avg for View: 00:00:32 (504.47%)	1.41% Avg for View: 0.10% (1,300.97%)	29 % of Total: 82.86% (35)	\$145.00 % of Total: 82.86% (\$175.00)
1. San Diego	657 (32.05%)	70.32%	462 (31.99%)	27.40%	5.46	00:03:57	1.37%	9 (31.03%)	\$45.00 (31.03%)
2. Los Angeles	369 (18.00%)	75.34%	278 (19.25%)	45.53%	3.42	00:02:24	1.08%	4 (13.79%)	\$20.00 (13.79%)
3. Chula Vista	215 (10.49%)	66.51%	143 (9.90%)	19.53%	6.62	00:04:33	2.79%	6 (20.69%)	\$30.00 (20.69%)
4. National City	118 (5.76%)	19.49%	23 (1.59%)	44.07%	3.43	00:02:56	0.85%	1 (3.45%)	\$5.00 (3.45%)
5. San Francisco	60 (2.93%)	70.00%	42 (2.91%)	46.67%	4.57	00:04:27	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. San Jose	56 (2.73%)	91.07%	51 (3.53%)	83.93%	1.48	00:00:01	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. Imperial Beach	43 (2.10%)	20.93%	9 (0.62%)	48.84%	4.05	00:05:23	2.33%	1 (3.45%)	\$5.00 (3.45%)
8. El Cajon	30 (1.46%)	76.67%	23 (1.59%)	30.00%	4.97	00:09:11	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. Sunnyvale	27 (1.32%)	85.19%	23 (1.59%)	59.26%	3.00	00:01:25	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. Escondido	22 (1.07%)	27.27%	6 (0.42%)	50.00%	5.77	00:04:23	0.00%	0 (0.00%)	\$0.00 (0.00%)

Overview

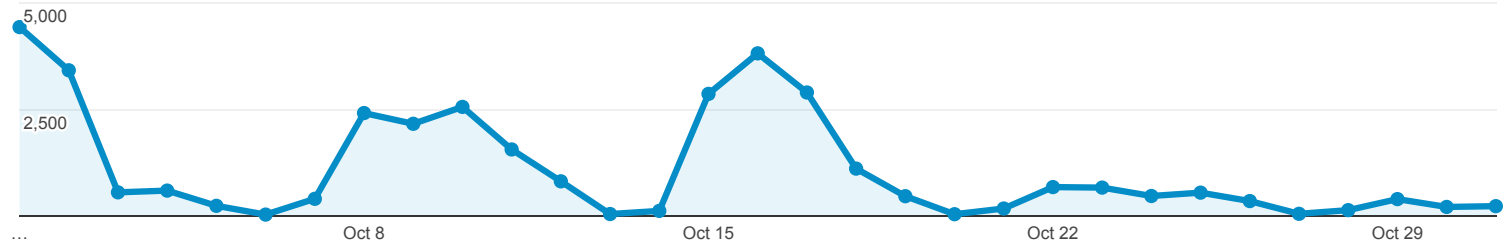
Oct 1, 2015 - Oct 31, 2015

All Sessions
100.00%

Explorer

Summary

Sessions



Device Category	Acquisition			Behavior			Conversions Goal 1: Form Submissions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Form Submissions (Goal 1 Conversion Rate)	Form Submissions (Goal 1 Completions)	Form Submissions (Goal 1 Value)
	34,662 % of Total: 100.00% (34,662)	89.93% Avg for View: 89.91% (0.03%)	31,172 % of Total: 100.03% (31,163)	66.60% Avg for View: 66.60% (0.00%)	1.78 Avg for View: 1.78 (0.00%)	00:00:32 Avg for View: 00:00:32 (0.00%)	0.10% Avg for View: 0.10% (0.00%)	35 % of Total: 100.00% (35)	\$175.00 % of Total: 100.00% (\$175.00)
1. desktop	33,310 (96.10%)	91.03%	30,321 (97.27%)	67.60%	1.69	00:00:26	0.06%	21 (60.00%)	\$105.00 (60.00%)
2. mobile	864 (2.49%)	56.71%	490 (1.57%)	37.73%	4.55	00:04:15	1.39%	12 (34.29%)	\$60.00 (34.29%)
3. tablet	488 (1.41%)	73.98%	361 (1.16%)	49.80%	2.88	00:01:23	0.41%	2 (5.71%)	\$10.00 (5.71%)

Rows 1 - 3 of 3

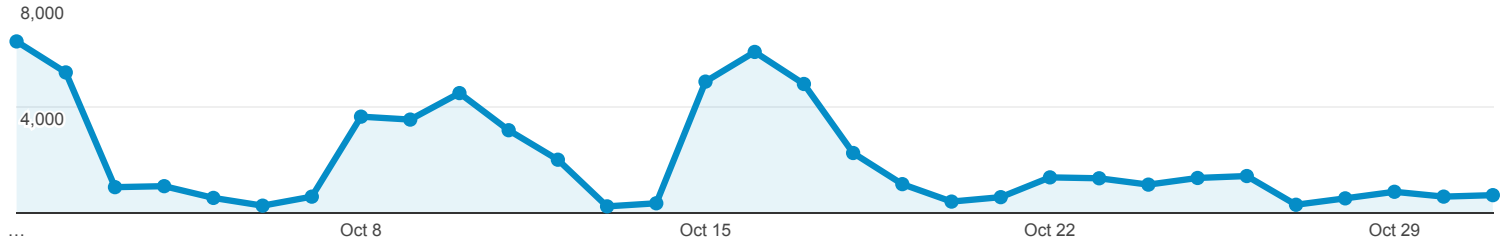
Pages

Oct 1, 2015 - Oct 31, 2015

All Sessions
100.00%

Explorer

Pageviews



Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
	61,607 % of Total: 100.00% (61,607)	50,644 % of Total: 100.00% (50,644)	00:00:42 Avg for View: 00:00:42 (0.00%)	34,660 % of Total: 100.00% (34,660)	66.60% Avg for View: 66.60% (0.00%)	56.26% Avg for View: 56.26% (0.00%)	\$0.01 % of Total: 100.00% (\$0.01)
1. www.ballkia.com/index.htm	16,788 (27.25%)	13,748 (27.15%)	00:01:06	12,804 (36.94%)	72.47%	70.39%	<\$0.01 (60.14%)
2. www.ballkia.com/used-inventory/index.htm	2,861 (4.64%)	2,226 (4.40%)	00:00:28	1,291 (3.72%)	60.16%	50.72%	<\$0.01 (46.43%)
3. www.ballkia.com/sign-it-and-drive-it-sales-event.htm	2,694 (4.37%)	2,232 (4.41%)	00:00:34	1,783 (5.14%)	73.47%	68.41%	\$0.00 (0.00%)
4. www.ballkia.com/email-contact-shortcuts.htm	2,400 (3.90%)	2,038 (4.02%)	00:00:31	1,639 (4.73%)	73.52%	69.54%	\$0.00 (0.00%)
5. www.ballkia.com/new/Kia/2015-Kia-Soul-af5430970a0a0002001c7a81416757dc.htm	2,186 (3.55%)	1,938 (3.83%)	00:00:51	1,511 (4.36%)	75.78%	72.60%	\$0.00 (0.00%)
6. www.ballkia.com/new/Kia/2016-Kia-Sorento-4a92bdb20a0a00020969c96228ed4994.htm	2,069 (3.36%)	1,719 (3.39%)	00:00:30	1,006 (2.90%)	58.65%	57.81%	\$0.00 (0.00%)
7. www.ballkia.com/used/Mazda/2010-Mazda-Mazda3-9c380b520a0e0adfc7cd072cc722197af.htm	2,053 (3.33%)	1,743 (3.44%)	00:00:20	1,121 (3.23%)	54.95%	49.54%	\$0.00 (0.00%)
8. www.ballkia.com/used/Chevrolet/2011-Chevrolet-Malibu-3103b47b0a0a00e0654ab7d0d00ecb44.htm	2,035 (3.30%)	1,713 (3.38%)	00:00:21	1,015 (2.93%)	52.91%	50.02%	\$0.00 (0.00%)
9. www.ballkia.com/used/Nissan/2012-Nissan-Versa-06e3df4a0a0a006501a9df7babcd6165.htm	1,989 (3.23%)	1,661 (3.28%)	00:00:20	1,106 (3.19%)	61.88%	53.54%	\$0.00 (0.00%)
10. www.ballkia.com/used/Saturn/2007-Saturn-Aura-e7fd2b130a0e0ad4f686ae8deeb5f444.htm	1,960 (3.18%)	1,659 (3.28%)	00:00:23	1,054 (3.04%)	60.25%	55.97%	\$0.00 (0.00%)

11.	www.ballkia.com/used/Toyota/2010-Toyota-Camry-9c380dab0a0e0adf3cd072ccf717148c.htm	1,960 (3.18%)	1,636 (3.23%)	00:00:18	997 (2.88%)	55.27%	49.34%	\$0.00 (0.00%)
12.	www.ballkia.com/used/Hyundai/2011-Hyundai-Accent-971381f00a0e0adf3cd072cc4bc4a22a.htm	1,931 (3.13%)	1,640 (3.24%)	00:00:34	1,065 (3.07%)	62.91%	58.42%	\$0.00 (0.00%)
13.	www.ballkia.com/used/Toyota/2007-Toyota-Avalon-01bfb0870a0e0ae7066565357741ec97.htm	1,833 (2.98%)	1,569 (3.10%)	00:00:24	1,052 (3.04%)	64.35%	57.45%	\$0.00 (0.00%)
14.	www.ballkia.com/used/Hyundai/2013-Hyundai-Accent-0e43d58e0a0a0e03e3c790143ceb1dc.htm	1,751 (2.84%)	1,488 (2.94%)	00:00:32	960 (2.77%)	56.77%	51.34%	\$0.00 (0.00%)
15.	www.ballkia.com/new/Kia/2015-Kia-Optima-c639e72a0a0e0e025479c1f40535d31.htm	1,740 (2.82%)	1,537 (3.03%)	00:00:43	1,203 (3.47%)	71.32%	69.25%	\$0.00 (0.00%)
16.	www.ballkia.com/used/Honda/2007-Honda-CR-V-085cd9ac0a0e0a6b5dd79d26eae7662d.htm	1,281 (2.08%)	1,151 (2.27%)	00:00:16	657 (1.90%)	56.32%	54.49%	\$0.00 (0.00%)
17.	www.ballkia.com/used/Mitsubishi/2012-Mitsubishi-i+powered+by+MiEV+technology-73057a1a0a0e0ae874fe26cd40c0e76c.htm	1,219 (1.98%)	1,052 (2.08%)	00:00:14	635 (1.83%)	49.29%	46.19%	\$0.00 (0.00%)
18.	www.ballkia.com/used-inventory/index.htm?redirectFromMissingVDP=true	1,187 (1.93%)	1,054 (2.08%)	00:00:07	967 (2.79%)	85.83%	79.36%	\$0.00 (0.00%)
19.	www.ballkia.com/used/honda/2005-honda-Element-25c56d210a0e0a6b090bcd252c26bb7.htm	1,037 (1.68%)	858 (1.69%)	00:00:16	608 (1.75%)	60.69%	55.74%	\$0.00 (0.00%)
20.	www.ballkia.com/used/acura/2005-acura-TL-df2ad2250a0e0ae763e2821ce7afa9cf.htm	607 (0.99%)	524 (1.03%)	00:00:28	312 (0.90%)	54.17%	51.07%	\$0.00 (0.00%)
21.	www.ballkia.com/used/Hyundai/2010-Hyundai-Elantra-e7fd2c9a0a0e0adf4686ae8d5ac1fb44.htm	570 (0.93%)	442 (0.87%)	00:00:16	301 (0.87%)	57.48%	52.46%	\$0.00 (0.00%)
22.	www.ballkia.com/new-inventory/index.htm	538 (0.87%)	329 (0.65%)	00:00:24	59 (0.17%)	13.56%	6.69%	\$0.08(523.58%)
23.	www.ballkia.com/used/Nissan/2014-Nissan-Versa+Note-2aedc9ce0a0e0a6b090bcd2087a64c3.htm	310 (0.50%)	229 (0.45%)	00:00:11	172 (0.50%)	51.74%	45.81%	\$0.00 (0.00%)
24.	www.ballkia.com/used-inventory/index.htm?model=Versa&make=Nissan&year=2012&utm_source=edge5	287 (0.47%)	207 (0.41%)	00:00:38	126 (0.36%)	45.24%	48.43%	\$0.00 (0.00%)
25.	www.ballkia.com/used/honda/2011-honda-Fit-94cebfd10a0a000215cb82aa22bb332d.htm	259 (0.42%)	213 (0.42%)	00:00:11	128 (0.37%)	62.50%	57.14%	\$0.00 (0.00%)
26.	www.ballkia.com/used-inventory/index.htm?model=i+powered+by+MiEV+technology&make=Mitsubishi&utm_source=edge5	238 (0.39%)	163 (0.32%)	00:00:23	107 (0.31%)	60.75%	48.32%	\$0.00 (0.00%)
27.	www.ballkia.com/specials/new.htm	233 (0.38%)	134 (0.26%)	00:00:57	9 (0.03%)	66.67%	19.74%	\$0.04(257.10%)
28.	www.ballkia.com/service/index.htm	180 (0.29%)	120 (0.24%)	00:02:24	62 (0.18%)	54.84%	42.78%	\$0.58(4,019.37%)
29.	www.ballkia.com/used-inventory/index.htm?year=2010&make=Toyota&utm_source=edge5	157 (0.25%)	118 (0.23%)	00:00:36	64 (0.18%)	48.44%	42.68%	\$0.00 (0.00%)
30.	www.ballkia.com/used-inventory/index.htm?make=Mazda&utm_source=edge5	151 (0.25%)	102 (0.20%)	00:00:13	73 (0.21%)	34.25%	27.15%	\$0.00 (0.00%)

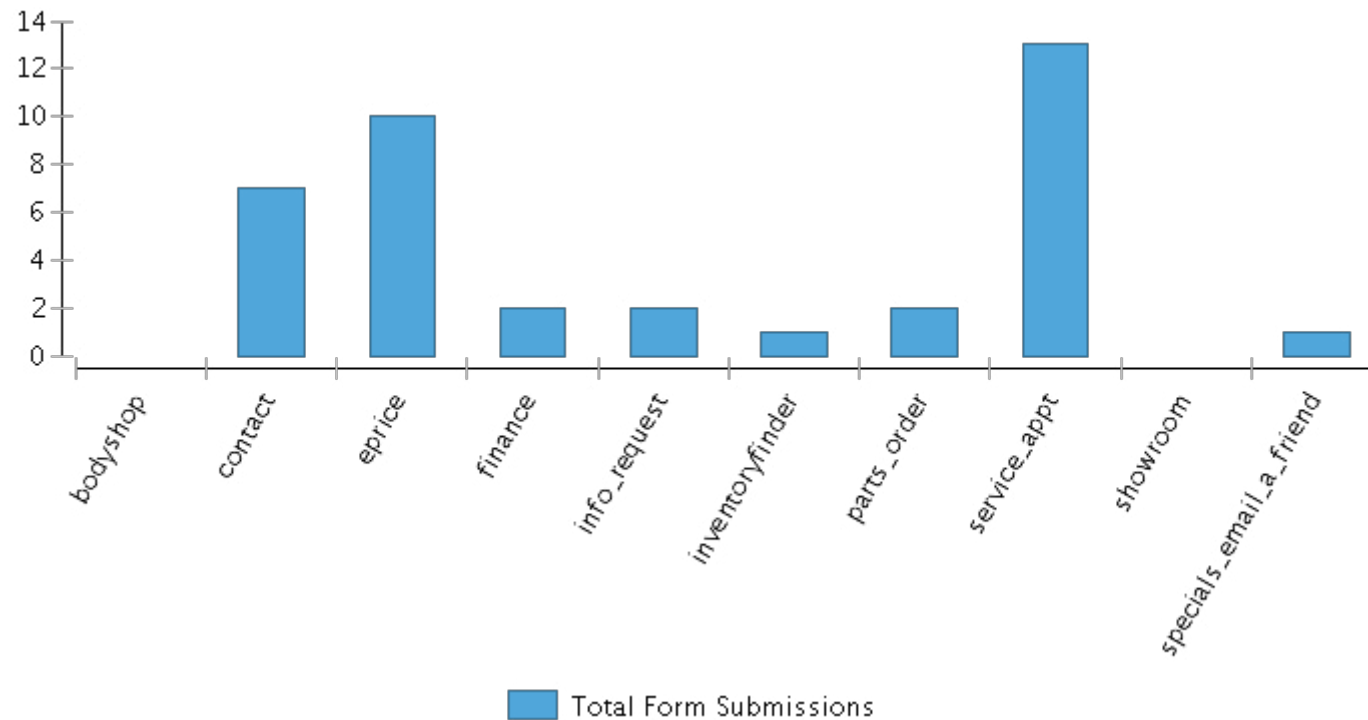
31.	www.ballkia.com/used-inventory/index.htm?year=2011&make=Chevrolet&utm_source=edge5	143 (0.23%)	106 (0.21%)	00:00:07	57 (0.16%)	45.61%	39.86%	\$0.00 (0.00%)
32.	www.ballkia.com/used-inventory/index.htm?year=2007&make=Toyota&utm_source=edge5	140 (0.23%)	98 (0.19%)	00:00:24	51 (0.15%)	45.10%	44.29%	\$0.00 (0.00%)
33.	www.ballkia.com/all-inventory/no-results.htm?category=AUTO	130 (0.21%)	90 (0.18%)	00:00:38	4 (0.01%)	25.00%	10.00%	\$0.06(382.80%)
34.	www.ballkia.com/used-inventory/index.htm?year=2011&make=Hyundai&utm_source=edge5	126 (0.20%)	90 (0.18%)	00:00:35	53 (0.15%)	43.40%	38.89%	\$0.00 (0.00%)
35.	www.ballkia.com/xtime.htm	114 (0.19%)	81 (0.16%)	00:03:02	33 (0.10%)	63.64%	53.51%	\$0.00 (0.00%)
36.	www.ballkia.com/global-incentives/index.htm	109 (0.18%)	65 (0.13%)	00:01:23	5 (0.01%)	50.00%	20.18%	\$0.00 (0.00%)
37.	www.ballkia.com/all-inventory/no-results.htm?category=AUTO&make=Saturn&utm_source=edge5	93 (0.15%)	69 (0.14%)	00:00:13	41 (0.12%)	51.22%	48.39%	\$0.00 (0.00%)
38.	www.ballkia.com/all-inventory/no-results.htm?category=AUTO&year=2005&make=acura&utm_source=edge5	88 (0.14%)	73 (0.14%)	00:00:47	43 (0.12%)	51.16%	47.73%	\$0.00 (0.00%)
39.	www.ballkia.com/used-inventory/index.htm?start=16	81 (0.13%)	68 (0.13%)	00:00:37	0 (0.00%)	0.00%	1.23%	\$0.00 (0.00%)
40.	www.ballkia.com/2015-model-year-clearance.htm	75 (0.12%)	61 (0.12%)	00:00:51	3 (0.01%)	66.67%	13.33%	\$0.16(1,129.56%)
41.	www.ballkia.com/used-inventory/index.htm?model=Accent&make=Hyundai&year=2013&utm_source=edge5	75 (0.12%)	60 (0.12%)	00:00:01	36 (0.10%)	47.22%	46.67%	\$0.00 (0.00%)
42.	www.ballkia.com/bargain-inventory/index.htm	74 (0.12%)	49 (0.10%)	00:00:46	3 (0.01%)	33.33%	16.22%	\$0.00 (0.00%)
43.	www.ballkia.com/used/Nissan/2012-Nissan-Sentra-c9127af50a0e0adf4686ae8d2488c93a.htm	72 (0.12%)	49 (0.10%)	00:00:50	22 (0.06%)	36.36%	29.17%	\$0.00 (0.00%)
44.	www.ballkia.com/all-inventory/index.htm	71 (0.12%)	42 (0.08%)	00:00:36	1 (0.00%)	0.00%	12.68%	\$0.00 (0.00%)
45.	www.ballkia.com/dealership/staff.htm	70 (0.11%)	61 (0.12%)	00:03:15	12 (0.03%)	83.33%	58.57%	\$0.00 (0.00%)
46.	www.ballkia.com/all-inventory/no-results.htm?category=AUTO&model=Accent&make=Hyundai&year=2013&utm_source=edge5	69 (0.11%)	55 (0.11%)	00:00:45	32 (0.09%)	56.25%	55.07%	\$0.00 (0.00%)
47.	www.ballkia.com/new-inventory/index.htm?model=Sorento&year=2016	68 (0.11%)	46 (0.09%)	00:00:57	4 (0.01%)	25.00%	13.24%	\$0.22(1,497.90%)
48.	www.ballkia.com/new-inventory/index.htm?model=Optima	65 (0.11%)	45 (0.09%)	00:00:43	1 (0.00%)	0.00%	9.23%	\$0.00 (0.00%)
49.	www.ballkia.com/used-inventory/index.htm?start=32	64 (0.10%)	56 (0.11%)	00:01:11	2 (0.01%)	0.00%	4.69%	\$0.00 (0.00%)
50.	www.ballkia.com/used/Ford/2012-Ford-Escape-e584a12e0a0a00e0031e844ed15d6706.htm	64 (0.10%)	47 (0.09%)	00:00:12	25 (0.07%)	28.00%	25.00%	\$0.00 (0.00%)

Rows 1 - 50 of 1303

Form Submissions Report

October 1, 2015 - October 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.

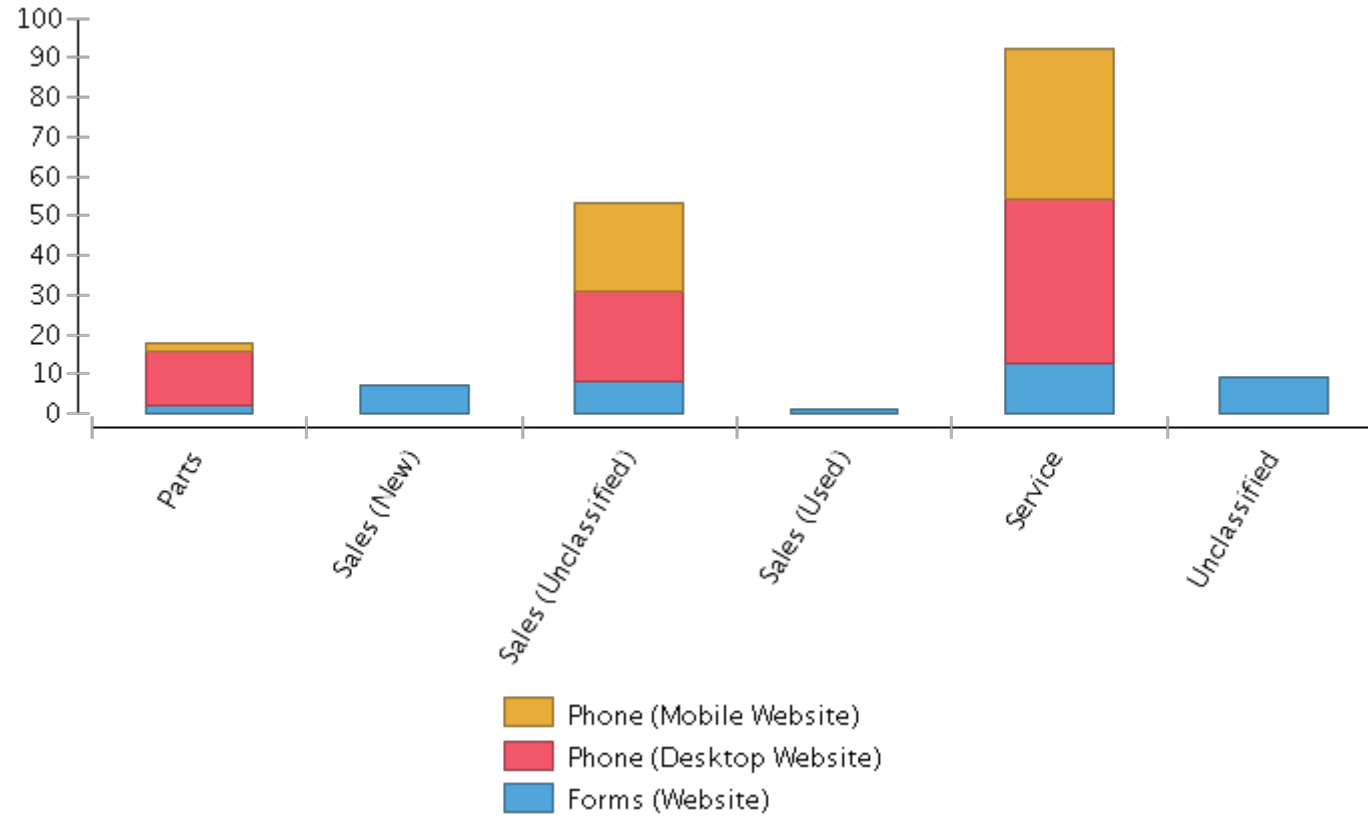


Form Name	Form Submissions	% of Form Submissions
bodyshop	0	0.0%
contact	7	18.4%
eprice	10	26.3%

Form Name	Form Submissions	% of Form Submissions
finance	2	5.3%
info_request	2	5.3%
inventoryfinder	1	2.6%
parts_order	2	5.3%
service_appt	13	34.2%
showroom	0	0.0%
specials_email_a_friend	1	2.6%
Totals:	38	100.0%

Origins By Profit Center Report

October 1, 2015 - October 31, 2015



Profit Center	Origin Category	Leads	% of Leads
Parts		18	10.0%
	Phone (Desktop Website)	14	7.8%
	Forms (Website)	2	1.1%
	Phone (Mobile Website)	2	1.1%
Sales (New)		7	3.9%
	Forms (Website)	7	3.9%
Sales (Unclassified)		53	29.4%
	Forms (Website)	8	4.4%
	Phone (Desktop Website)	23	12.8%
	Phone (Mobile Website)	22	12.2%
Sales (Used)		1	0.6%
	Forms (Website)	1	0.6%
Service		92	51.1%
	Phone (Desktop Website)	41	22.8%
	Phone (Mobile Website)	38	21.1%
	Forms (Website)	13	7.2%
Unclassified		9	5.0%
	Forms (Website)	9	5.0%
Totals:		180	100.0%

Referral Details

Referral data from October 1, 2015 through October 31, 2015

Summary

Visits	Visitors	Bounce Rate	Page Views per Visit	Vehicle Detail Page Views	Average Time on Site	Form Submissions	Form Submission Rate
93,427	82,830	56.3%	2.06	98,759	41s	32	0.04%
▲ 21.5%	▲ 55.8%	▼ -6.0%	▲ 6.8%	▲ 22.1%	▼ -39.7%	▼ -13.5%	▼ -44.5%

Adjacent Range Year over Year

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

Show 10 entries

Filter Table REFERRAL, etc.

Referrer Channel	Referrer Name	Visits	Visitors	Bounce Rate	Page Views per Visit	Vehicle Detail Page Views	Average Time on Site	Form Submissions	Form Submission Rate
Referral	trackvisitsnow1.com	86,018	77,717	56.8%	2.00	93,674	36s	0	-
Referral	trackvisitsnow3.com	3,536	2,526	59.4%	1.84	1,658	23s	0	-
Referral	trackvisitsnow.com	1,942	1,874	45.7%	2.15	2,131	46s	0	-
Direct	-	868	524	57.5%	3.78	512	04m 07s	6	1.15%
Organic Search	Google	710	604	23.0%	6.18	542	04m 44s	19	3.15%
Third Party Lead Provider	mileofcars.com	71	66	16.9%	7.27	46	03m 28s	2	3.03%
Referral	ballauto.com	67	60	25.4%	6.93	46	04m 44s	0	-
Manufacturer	Kia	53	48	7.5%	6.79	46	04m 09s	0	-
Referral	kpbs.org	42	41	64.3%	2.55	0	01m 54s	1	2.44%
Organic Search	Bing	38	37	21.1%	7.03	21	04m 19s	0	-

Showing 1 to 10 of 29 entries

FirstPreviousNextLast