

Ball Auto Group

*i*MOS CONFIDENTIAL REPORTING

October 2015

Ball Auto Group													
MONTHLY STATISTICS	October	November	December	January	February	March	April	May	June	July	August	September	October
Google Analytics													
Visits	1,598	1,476	1,414	1,713	1,842	1,974	1,624	1,735	1,690	1,527	1,742	1,648	1,918
Pageviews	7,631	6,501	6,394	8,003	7,534	9,021	7,255	6,892	7,057	7,681	8,153	7,834	8,549
Pages / Visit	4.78	4.40	4.52	4.69	4.09	4.57	4.47	3.97	4.18	5.03	4.68	4.75	4.46
Time on Site	4:10	3:46	4:32	4:02	3:16	3:26	3:36	3:08	3:05	4:34	3:56	4:30	4:03
Bounce Rate	36.67%	36.31%	40.03%	37.13%	43.81%	38.15%	36.95%	42.36%	40.89%	29.21%	36.91%	36.89%	40.62%
% New Visits	57.70%	60.03%	54.74%	55.69%	60.75%	61.50%	61.02%	58.79%	55.86%	55.99%	57.98%	53.76%	59.59%
Dealer.com Statistics													
Form Submissions*	236	231	240	251	207	274	221	217	208	228	279	264	244
Total Leads*	1,357	1,202	1,288	1,342	1,377	1,973	1640	1,569	1,404	1,678	1,709	1,814	1,882
Demographics													
Age 18-24												229	271
Age 25-34												367	261
Age 35-44												168	246
Age 45-54												108	134
Age 55-64												48	100
Age 65+												29	28
Male												688	775
Female												303	317
Website Form Submissions													
Eprice	77	83	87	78	62	89	82	85	82	70	96	114	76
Contact	34	37	47	42	30	37	46	24	40	45	42	30	45
Request More Information	30	17	31	24	36	39	28	15	11	18	24	33	32
Other	95	94	75	107	79	109	65	93	75	95	117	87	76
Total	236	231	240	251	207	274	221	217	208	228	279	264	229
*All Sites Combined													

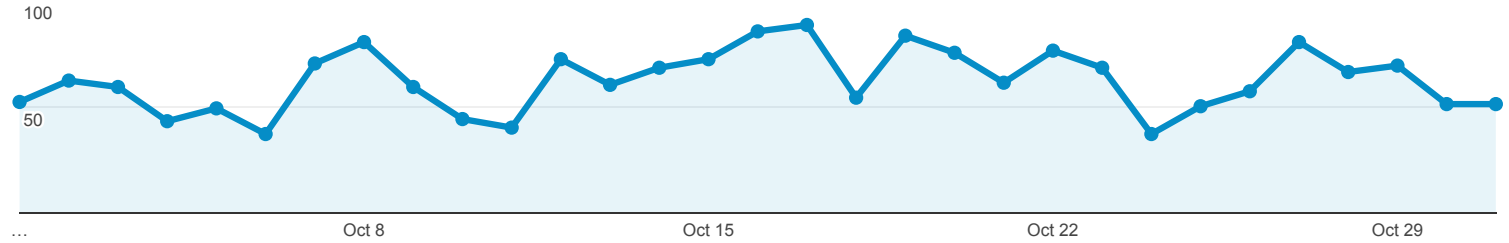
Audience Overview

Oct 1, 2015 - Oct 31, 2015

All Sessions
100.00%

Overview

Sessions



Sessions

1,918

Users

1,214

Pageviews

8,549

Pages / Session

4.46

Avg. Session Duration

00:04:03

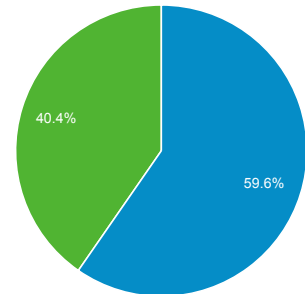
Bounce Rate

40.62%

% New Sessions

59.59%

New Visitor Returning Visitor



Language	Sessions	% Sessions
1. en-us	1,833	95.57%
2. es-419	16	0.83%
3. es-xl	15	0.78%
4. es-us	10	0.52%
5. es	8	0.42%
6. es-es	8	0.42%
7. en-gb	6	0.31%
8. ru	6	0.31%
9. es-mx	3	0.16%
10. en	2	0.10%

All Traffic

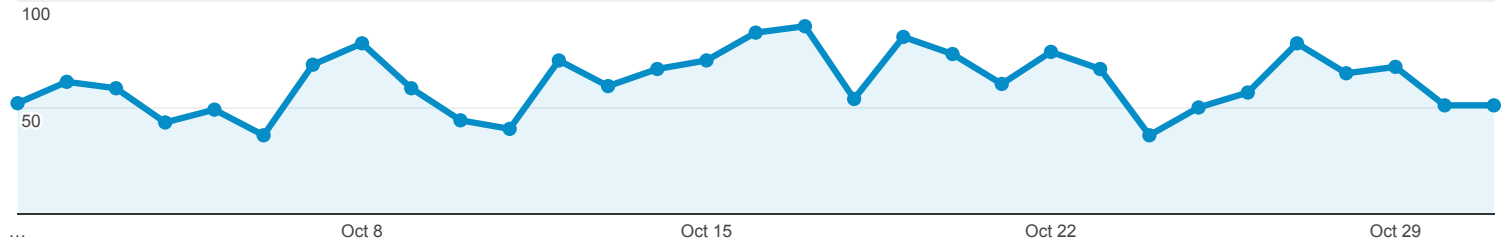
Oct 1, 2015 - Oct 31, 2015

All Sessions
100.00%

Explorer

Summary

Sessions



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)
	1,918 % of Total: 100.00% (1,918)	59.65% Avg for View: 59.59% (0.09%)	1,144 % of Total: 100.09% (1,143)	40.62% Avg for View: 40.62% (0.00%)	4.46 Avg for View: 4.46 (0.00%)	00:04:03 Avg for View: 00:04:03 (0.00%)	1.20% Avg for View: 1.20% (0.00%)	23 % of Total: 100.00% (23)	\$115.00 % of Total: 100.00% (\$115.00)
1. (direct) / (none)	694 (36.18%)	58.07%	403 (35.23%)	38.18%	4.55	00:04:31	1.15%	8 (34.78%)	\$40.00 (34.78%)
2. google / organic	622 (32.43%)	48.07%	299 (26.14%)	26.69%	5.55	00:05:30	0.80%	5 (21.74%)	\$25.00 (21.74%)
3. 192.168.1.1:5280 / referral	194 (10.11%)	75.26%	146 (12.76%)	91.75%	1.12	00:00:15	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. mileofcars.com / referral	100 (5.21%)	78.00%	78 (6.82%)	26.00%	5.48	00:02:30	1.00%	1 (4.35%)	\$5.00 (4.35%)
5. ad_network / banner_pre-roll	99 (5.16%)	92.93%	92 (8.04%)	79.80%	1.46	00:00:35	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. bing / organic	76 (3.96%)	52.63%	40 (3.50%)	30.26%	4.53	00:02:51	1.32%	1 (4.35%)	\$5.00 (4.35%)
7. yahoo / organic	33 (1.72%)	78.79%	26 (2.27%)	30.30%	6.94	00:03:20	6.06%	2 (8.70%)	\$10.00 (8.70%)
8. autotrader.com / referral	24 (1.25%)	75.00%	18 (1.57%)	20.83%	4.25	00:04:18	8.33%	2 (8.70%)	\$10.00 (8.70%)
9. m.autotrader.com / referral	22 (1.15%)	45.45%	10 (0.87%)	18.18%	4.95	00:11:30	13.64%	3 (13.04%)	\$15.00 (13.04%)
10. ballhonda.com / referral	14 (0.73%)	71.43%	10 (0.87%)	57.14%	2.50	00:00:34	7.14%	1 (4.35%)	\$5.00 (4.35%)

Demographics: Age

Oct 1, 2015 - Oct 31, 2015

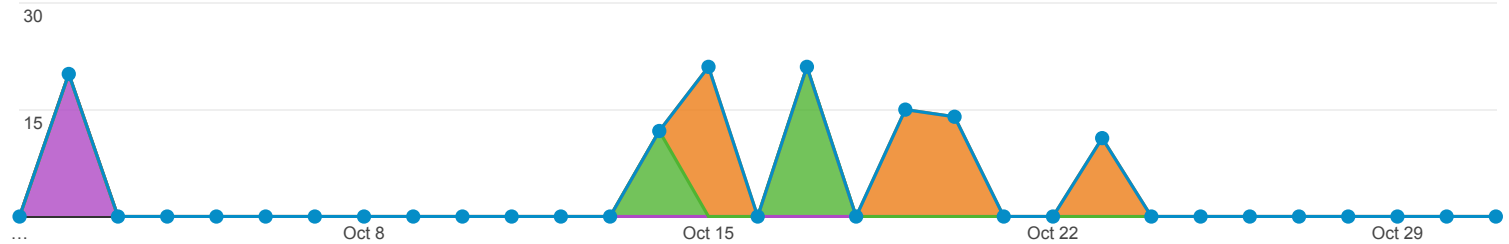
Some data in this report may have been removed when a threshold was applied. [Learn more](#)



Explorer

Summary

● Sessions ● 35-44 ● 25-34 ● 18-24



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)	
	1,040 % of Total: 54.22% (1,918)	47.79% Avg for View: 59.59% (-19.81%)	497 % of Total: 43.48% (1,143)	32.50% Avg for View: 40.62% (-19.98%)	4.90 Avg for View: 4.46 (9.83%)	00:05:00 Avg for View: 00:04:03 (23.40%)	1.35% Avg for View: 1.20% (12.26%)	14 % of Total: 60.87% (23)	\$70.00 % of Total: 60.87% (\$115.00)	
1. 25-34	271 (26.06%)	54.24%	147 (29.58%)	33.58%	4.65	00:03:51	0.37%	1 (7.14%)	\$5.00 (7.14%)	
2. 18-24	261 (25.10%)	32.57%	85 (17.10%)	24.90%	5.23	00:06:42	1.15%	3 (21.43%)	\$15.00 (21.43%)	
3. 35-44	246 (23.65%)	46.34%	114 (22.94%)	35.37%	4.73	00:04:56	2.03%	5 (35.71%)	\$25.00 (35.71%)	
4. 45-54	134 (12.88%)	50.00%	67 (13.48%)	32.09%	5.34	00:04:51	1.49%	2 (14.29%)	\$10.00 (14.29%)	
5. 55-64	100 (9.62%)	64.00%	64 (12.88%)	36.00%	4.98	00:04:59	3.00%	3 (21.43%)	\$15.00 (21.43%)	
6. 65+	28 (2.69%)	71.43%	20 (4.02%)	57.14%	3.18	00:01:41	0.00%	0 (0.00%)	\$0.00 (0.00%)	

Rows 1 - 6 of 6

Demographics: Gender

Oct 1, 2015 - Oct 31, 2015

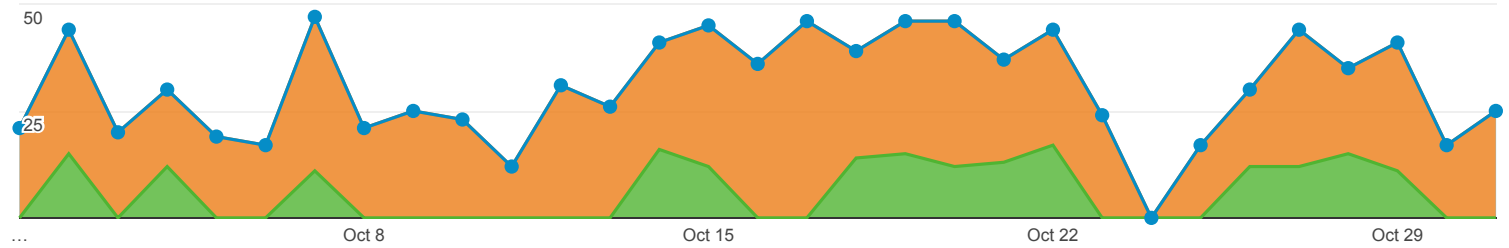
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All Sessions
100.00%

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)	
	1,092 % of Total: 56.93% (1,918)	49.18% Avg for View: 59.59% (-17.48%)	537 % of Total: 46.98% (1,143)	32.97% Avg for View: 40.62% (-18.83%)	4.87 Avg for View: 4.46 (9.20%)	00:04:56 Avg for View: 00:04:03 (21.56%)	1.47% Avg for View: 1.20% (22.19%)	16 % of Total: 69.57% (23)	\$80.00 % of Total: 69.57% (\$115.00)	
1. male	775 (70.97%)	44.77%	347 (64.62%)	31.10%	4.75	00:05:20	1.16%	9 (56.25%)	\$45.00 (56.25%)	
2. female	317 (29.03%)	59.94%	190 (35.38%)	37.54%	5.16	00:03:56	2.21%	7 (43.75%)	\$35.00 (43.75%)	

Rows 1 - 2 of 2

Location

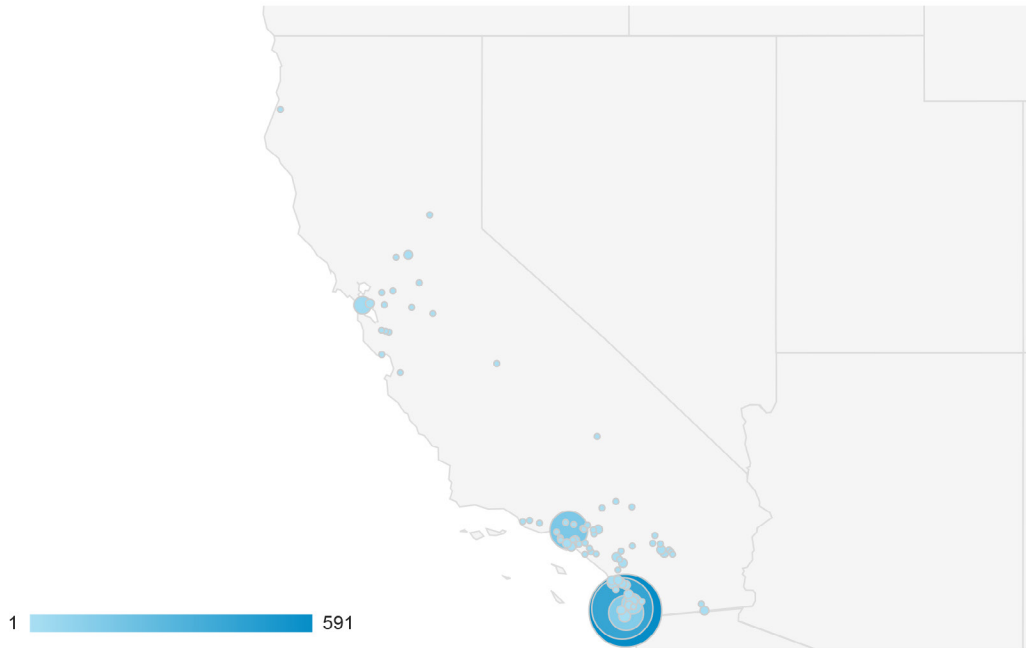
Oct 1, 2015 - Oct 31, 2015

ALL » COUNTRY: United States » REGION: California

All Sessions
83.73%

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)
	1,606 % of Total: 83.73% (1,918)	55.29% Avg for View: 59.59% (-7.22%)	888 % of Total: 77.69% (1,143)	39.66% Avg for View: 40.62% (-2.34%)	4.47 Avg for View: 4.46 (0.29%)	00:04:10 Avg for View: 00:04:03 (2.96%)	1.37% Avg for View: 1.20% (14.23%)	22 % of Total: 95.65% (23)	\$110.00 % of Total: 95.65% (\$115.00)
1. National City	591 (36.80%)	35.87%	212 (23.87%)	46.53%	3.42	00:04:12	0.17%	1 (4.55%)	\$5.00 (4.55%)
2. San Diego	417 (25.97%)	69.06%	288 (32.43%)	39.09%	4.39	00:03:31	1.44%	6 (27.27%)	\$30.00 (27.27%)
3. Los Angeles	166 (10.34%)	56.63%	94 (10.59%)	32.53%	5.01	00:04:31	0.60%	1 (4.55%)	\$5.00 (4.55%)
4. Chula Vista	140 (8.72%)	72.86%	102 (11.49%)	40.00%	5.41	00:03:07	2.14%	3 (13.64%)	\$15.00 (13.64%)
5. El Cajon	40 (2.49%)	45.00%	18 (2.03%)	20.00%	9.22	00:05:33	2.50%	1 (4.55%)	\$5.00 (4.55%)
6. San Francisco	27 (1.68%)	66.67%	18 (2.03%)	29.63%	4.30	00:03:57	3.70%	1 (4.55%)	\$5.00 (4.55%)
7. Carlsbad	15 (0.93%)	40.00%	6 (0.68%)	13.33%	6.00	00:08:46	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. Santee	15 (0.93%)	66.67%	10 (1.13%)	33.33%	6.33	00:04:00	6.67%	1 (4.55%)	\$5.00 (4.55%)
9. Imperial Beach	11 (0.68%)	27.27%	3 (0.34%)	18.18%	6.82	00:16:44	9.09%	1 (4.55%)	\$5.00 (4.55%)
10. Coronado	8 (0.50%)	87.50%	7 (0.79%)	50.00%	4.62	00:02:02	0.00%	0 (0.00%)	\$0.00 (0.00%)

Overview

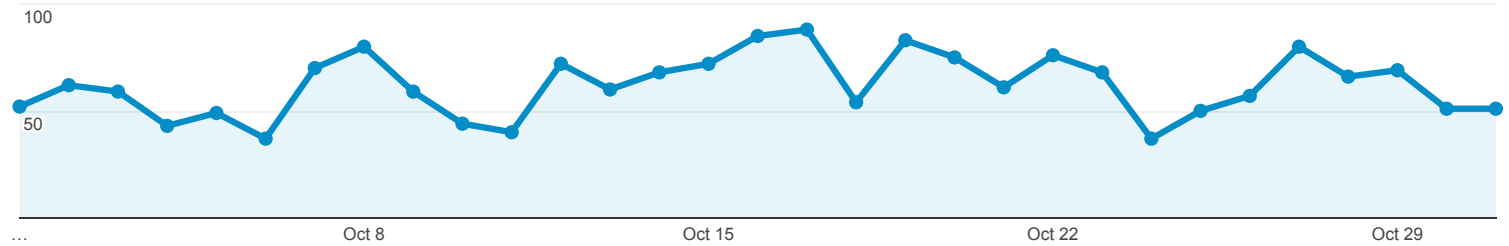
Oct 1, 2015 - Oct 31, 2015

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)	
	1,918 % of Total: 100.00% (1,918)	59.65% Avg for View: 59.59% (0.09%)	1,144 % of Total: 100.09% (1,143)	40.62% Avg for View: 40.62% (0.00%)	4.46 Avg for View: 4.46 (0.00%)	00:04:03 Avg for View: 00:04:03 (0.00%)	1.20% Avg for View: 1.20% (0.00%)	23 % of Total: 100.00% (23)	\$115.00 % of Total: 100.00% (\$115.00)	
1. desktop	1,004 (52.35%)	55.48%	557 (48.69%)	33.47%	4.98	00:04:46	1.59%	16 (69.57%)	\$80.00 (69.57%)	
2. mobile	815 (42.49%)	63.68%	519 (45.37%)	48.47%	3.89	00:03:21	0.74%	6 (26.09%)	\$30.00 (26.09%)	
3. tablet	99 (5.16%)	68.69%	68 (5.94%)	48.48%	3.89	00:02:39	1.01%	1 (4.35%)	\$5.00 (4.35%)	

Rows 1 - 3 of 3

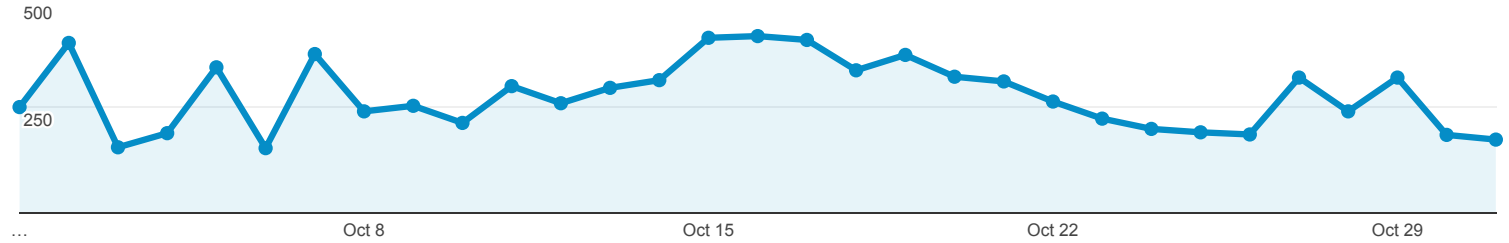
Pages

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
	8,549 % of Total: 100.00% (8,549)	6,623 % of Total: 100.00% (6,623)	00:01:09 Avg for View: 00:01:09 (0.00%)	1,914 % of Total: 100.00% (1,914)	40.62% Avg for View: 40.62% (0.00%)	22.39% Avg for View: 22.39% (0.00%)	\$0.07 % of Total: 100.00% (\$0.07)
1. www.ballauto.com/index.htm	1,766 (20.66%)	1,369 (20.67%)	00:01:09	1,347 (70.38%)	42.26%	42.19%	\$0.05 (75.26%)
2. www.ballauto.com/used-inventory/index.htm	720 (8.42%)	496 (7.49%)	00:00:39	102 (5.33%)	9.80%	7.36%	\$0.06 (89.02%)
3. www.ballauto.com/all-inventory/index.htm	293 (3.43%)	207 (3.13%)	00:01:44	55 (2.87%)	46.67%	34.47%	\$0.02 (35.55%)
4. www.ballauto.com/new-inventory/index.htm	292 (3.42%)	193 (2.91%)	00:00:50	68 (3.55%)	5.80%	8.22%	\$0.00 (0.00%)
5. www.ballauto.com/certified-inventory/index.htm	138 (1.61%)	88 (1.33%)	00:00:34	3 (0.16%)	33.33%	8.70%	\$0.00 (0.00%)
6. www.ballauto.com/used-inventory/index.htm?start=16	102 (1.19%)	62 (0.94%)	00:00:57	1 (0.05%)	0.00%	8.82%	\$0.08 (118.69%)
7. www.ballauto.com/used-inventory/index.htm?listingConfigId=auto-used&internetPrice=1-15000&start=0&facetbrowse=true&searchLinkText=SEARCH&showRadius=false&showSubmit=true&showSelections=true	96 (1.12%)	60 (0.91%)	00:00:40	4 (0.21%)	25.00%	10.42%	\$0.00 (0.00%)
8. www.ballauto.com/specials/used.htm	95 (1.11%)	72 (1.09%)	00:01:26	5 (0.26%)	33.33%	14.74%	\$0.07 (102.21%)
9. www.ballauto.com/all-inventory/no-results.htm?category=AUTO	77 (0.90%)	49 (0.74%)	00:01:05	4 (0.21%)	0.00%	15.58%	\$0.10 (150.18%)
10. www.ballauto.com/dealership/about.htm	72 (0.84%)	44 (0.66%)	00:00:53	3 (0.16%)	33.33%	25.00%	\$0.00 (0.00%)
11. www.ballauto.com/bargain-inventory/index.htm	68 (0.80%)	56 (0.85%)	00:00:36	2 (0.10%)	0.00%	10.29%	\$0.00 (0.00%)

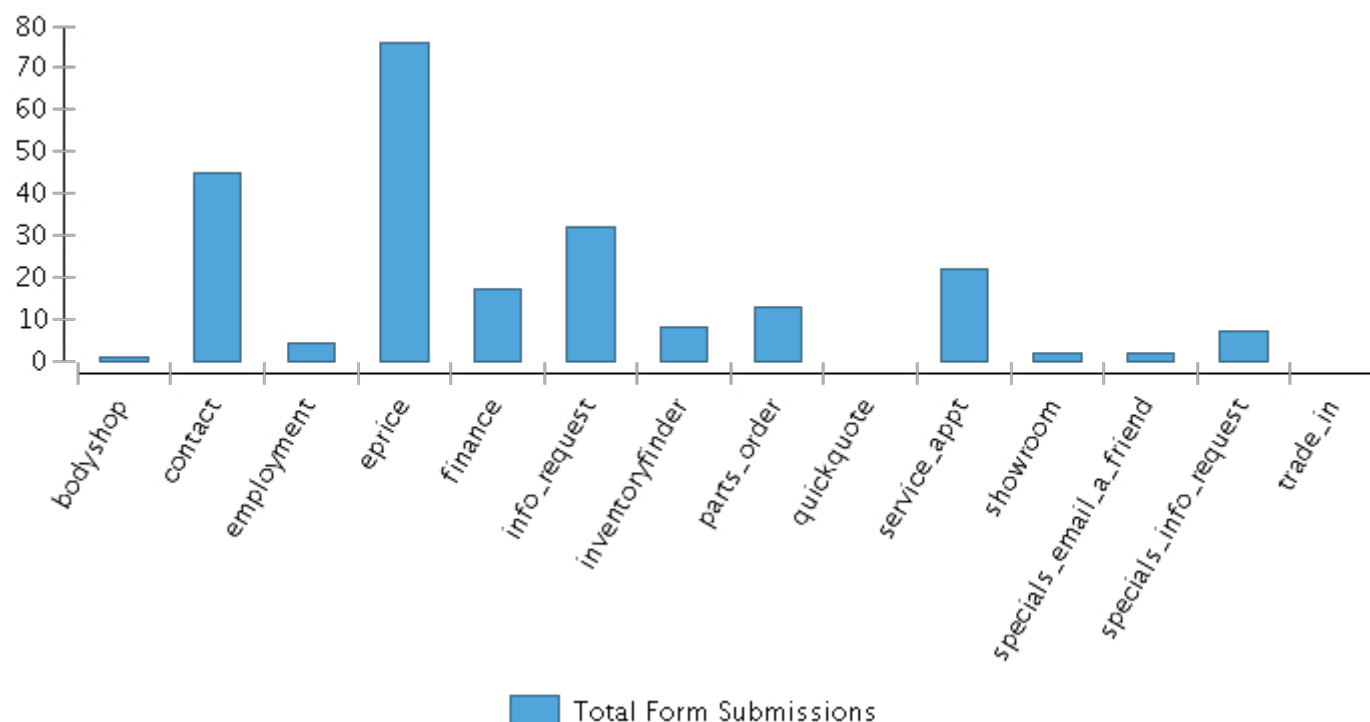
12.	www.ballauto.com/used-inventory/index.htm?start=32	67 (0.78%)	50 (0.75%)	00:00:47	0 (0.00%)	0.00%	0.00%	\$0.10(147.18%)
13.	www.ballauto.com/used-inventory/index.htm?listingConfigId=auto-used&compositeType=&year=&make=Honda&bodyStyle=&odometer=&internetPrice=&start=0&sort=&facetbrowse=true&searchLinkText=SEARCH&showFacetCounts=true&showRadius=false&showSubmit=true&showSelections=true	62 (0.73%)	55 (0.83%)	00:00:08	0 (0.00%)	0.00%	3.23%	\$0.09(133.80%)
14.	www.ballauto.com/used-inventory/index.htm?start=48	62 (0.73%)	49 (0.74%)	00:00:30	0 (0.00%)	0.00%	3.23%	\$0.10(150.18%)
15.	www.ballauto.com/used-inventory/index.htm?start=64	58 (0.68%)	47 (0.71%)	00:00:36	0 (0.00%)	0.00%	1.72%	\$0.00 (0.00%)
16.	www.ballauto.com/new-inventory/index.htm?listingConfigId=auto-new&accountId=&year=&make=Honda&bodyStyle=&internetPrice=&start=0&sort=&facetbrowse=true&searchLinkText=SEARCH&showFacetCounts=true&showRadius=false&showSubmit=true&showSelections=true	57 (0.67%)	49 (0.74%)	00:00:20	1 (0.05%)	0.00%	1.75%	\$0.00 (0.00%)
17.	www.ballauto.com/specials/new.htm	56 (0.66%)	35 (0.53%)	00:00:42	2 (0.10%)	50.00%	16.07%	\$0.00 (0.00%)
18.	www.ballauto.com/used-inventory/index.htm?start=96	56 (0.66%)	42 (0.63%)	00:00:36	0 (0.00%)	0.00%	0.00%	\$0.00 (0.00%)
19.	www.ballauto.com/used-inventory/index.htm?start=80	55 (0.64%)	43 (0.65%)	00:00:33	0 (0.00%)	0.00%	1.82%	\$0.00 (0.00%)
20.	www.ballauto.com/used-inventory/index.htm?start=112	50 (0.58%)	40 (0.60%)	00:01:01	0 (0.00%)	0.00%	12.00%	\$0.00 (0.00%)
21.	www.ballauto.com/financing/application.htm	49 (0.57%)	38 (0.57%)	00:04:50	15 (0.78%)	66.67%	34.69%	\$1.05(1,549.24%)
22.	www.ballauto.com/specials/index.htm	49 (0.57%)	41 (0.62%)	00:01:24	9 (0.47%)	88.89%	36.73%	\$0.12(179.49%)
23.	www.ballauto.com/used-inventory/index.htm?listingConfigId=auto-used&compositeType=&year=&make=Acura&bodyStyle=&odometer=&internetPrice=&start=0&sort=&facetbrowse=true&searchLinkText=SEARCH&showFacetCounts=true&showRadius=false&showSubmit=true&showSelections=true	37 (0.43%)	32 (0.48%)	00:00:05	0 (0.00%)	0.00%	0.00%	\$0.00 (0.00%)
24.	www.ballauto.com/contact.htm	36 (0.42%)	32 (0.48%)	00:01:47	10 (0.52%)	70.00%	38.89%	\$0.62(919.86%)
25.	www.ballauto.com/specials/service.htm	34 (0.40%)	26 (0.39%)	00:03:13	6 (0.31%)	83.33%	47.06%	\$0.19(283.03%)
26.	www.ballauto.com/used-inventory/index.htm?listingConfigId=auto-used&odometer=1-30000&start=0&facetbrowse=true&searchLinkText=SEARCH&showRadius=false&showSubmit=true&showSelections=true	31 (0.36%)	25 (0.38%)	00:00:35	2 (0.10%)	100.00%	19.35%	\$0.00 (0.00%)
27.	www.ballauto.com/dealership/directions.htm	29 (0.34%)	26 (0.39%)	00:03:57	5 (0.26%)	75.00%	62.07%	\$0.00 (0.00%)
28.	www.ballauto.com/make-an-inquiry.htm	28 (0.33%)	25 (0.38%)	00:01:17	21 (1.10%)	76.19%	67.86%	\$0.20(294.36%)
29.	www.ballauto.com/used-inventory/index.htm?listingConfigId=auto-used&compositeType=&year=&make=&bodyStyle=&odometer=&internetPrice=1-9999&start=0&sort=&facetbrowse=true&searchLinkText=SEARCH&showFacetCounts=true&showRadius=false&showSubmit=true&showSelections=true	28 (0.33%)	19 (0.29%)	00:03:28	1 (0.05%)	0.00%	28.57%	\$0.26(387.31%)

30.	www.ballauto.com/used-inventory/index.htm?start=128	28 (0.33%)	24 (0.36%)	00:00:57	2 (0.10%)	100.00%	10.71%	\$0.00 (0.00%)
31.	www.ballauto.com/dealership/news.htm	27 (0.32%)	18 (0.27%)	00:00:29	9 (0.47%)	44.44%	33.33%	\$0.00 (0.00%)
32.	www.ballauto.com/employment/index.htm	27 (0.32%)	17 (0.26%)	00:01:51	6 (0.31%)	66.67%	25.93%	\$0.59(865.75%)
33.	www.ballauto.com/used-inventory/index.htm?sortBy=internetPrice+asc	27 (0.32%)	23 (0.35%)	00:00:32	2 (0.10%)	100.00%	18.52%	\$0.00 (0.00%)
34.	www.ballauto.com/global-incentives/index.htm	25 (0.29%)	13 (0.20%)	00:00:32	0 (0.00%)	0.00%	8.00%	\$0.00 (0.00%)
35.	www.ballauto.com/parts/index.htm	25 (0.29%)	20 (0.30%)	00:02:52	6 (0.31%)	83.33%	64.00%	\$0.00 (0.00%)
36.	www.ballauto.com/used-inventory/index.htm?start=16&sortBy=internetPrice+asc	25 (0.29%)	19 (0.29%)	00:00:25	0 (0.00%)	0.00%	4.00%	\$0.00 (0.00%)
37.	www.ballauto.com/used/BMW/2011-BMW-328i-3103b2bd0a0a00e0654ab7d0cd71c526.htm	25 (0.29%)	17 (0.26%)	00:04:53	0 (0.00%)	0.00%	32.00%	\$0.00 (0.00%)
38.	www.ballauto.com/used/Chevrolet/2007-Chevrolet-Tahoe-3103b4190a0a00e0654ab7d08e9293f8.htm	24 (0.28%)	18 (0.27%)	00:04:58	2 (0.10%)	0.00%	37.50%	\$0.56(817.65%)
39.	www.ballauto.com/featured-vehicles/pre-owned.htm	23 (0.27%)	18 (0.27%)	00:00:18	3 (0.16%)	0.00%	4.35%	\$0.00 (0.00%)
40.	www.ballauto.com/financing/index.htm	23 (0.27%)	22 (0.33%)	00:00:28	5 (0.26%)	80.00%	30.43%	\$0.91(1,337.98%)
41.	www.ballauto.com/used-inventory/index.htm?listingConfigId=auto-used&compositeType=&year=&make=Honda&model=Accord&bodyStyle=&odometer=&internetPrice=&start=0&sort=&facetbrowse=true&searchLinkText=SEARCH&showFacetCounts=true&showRadius=false&showSubmit=true&showSelections=true	23 (0.27%)	18 (0.27%)	00:03:24	2 (0.10%)	50.00%	47.83%	\$0.00 (0.00%)
42.	www.ballauto.com/used-inventory/index.htm?model=Tahoe&make=Chevrolet&year=2007	23 (0.27%)	12 (0.18%)	00:01:36	3 (0.16%)	0.00%	21.74%	\$0.83(1,226.48%)
43.	www.ballauto.com/service/index1.htm	22 (0.26%)	18 (0.27%)	00:02:11	4 (0.21%)	75.00%	54.55%	\$0.00 (0.00%)
44.	www.ballauto.com/used-inventory/index.htm?start=32&sortBy=internetPrice+asc	22 (0.26%)	17 (0.26%)	00:00:18	0 (0.00%)	0.00%	9.09%	\$0.00 (0.00%)
45.	www.ballauto.com/certified/Acura/2012-Acura-TSX-1cf8d1e40a0e0a17791a27d657b28246.htm	21 (0.25%)	18 (0.27%)	00:04:07	6 (0.31%)	66.67%	57.14%	\$0.00 (0.00%)
46.	www.ballauto.com/certified/Acura/2013-Acura-MDX-dae318900a0a00de56eea9a8b0c6d4ce.htm	21 (0.25%)	15 (0.23%)	00:03:08	0 (0.00%)	0.00%	9.52%	\$0.00 (0.00%)
47.	www.ballauto.com/certified/Acura/2014-Acura-MDX-1b7856af0a0e0ae7473c45d5c4bd845d.htm	20 (0.23%)	14 (0.21%)	00:03:46	2 (0.10%)	50.00%	30.00%	\$0.00 (0.00%)
48.	www.ballauto.com/new-inventory/index.htm?listingConfigId=auto-new&accountId=&year=&make=Acura&bodyStyle=&internetPrice=&start=0&sort=&facetbrowse=true&searchLinkText=SEARCH&showFacetCounts=true&showRadius=false&showSubmit=true&showSelections=true	20 (0.23%)	18 (0.27%)	00:00:04	0 (0.00%)	0.00%	5.00%	\$0.00 (0.00%)
49.	www.ballauto.com/used-inventory/index.htm?make=Acura	20 (0.23%)	14 (0.21%)	00:00:12	0 (0.00%)	0.00%	15.00%	\$0.00 (0.00%)
50.	www.ballauto.com/used-inventory/index.htm?start=16&internetPrice=1-15000	20 (0.23%)	17 (0.26%)	00:00:55	2 (0.10%)	100.00%	20.00%	\$0.00 (0.00%)

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.

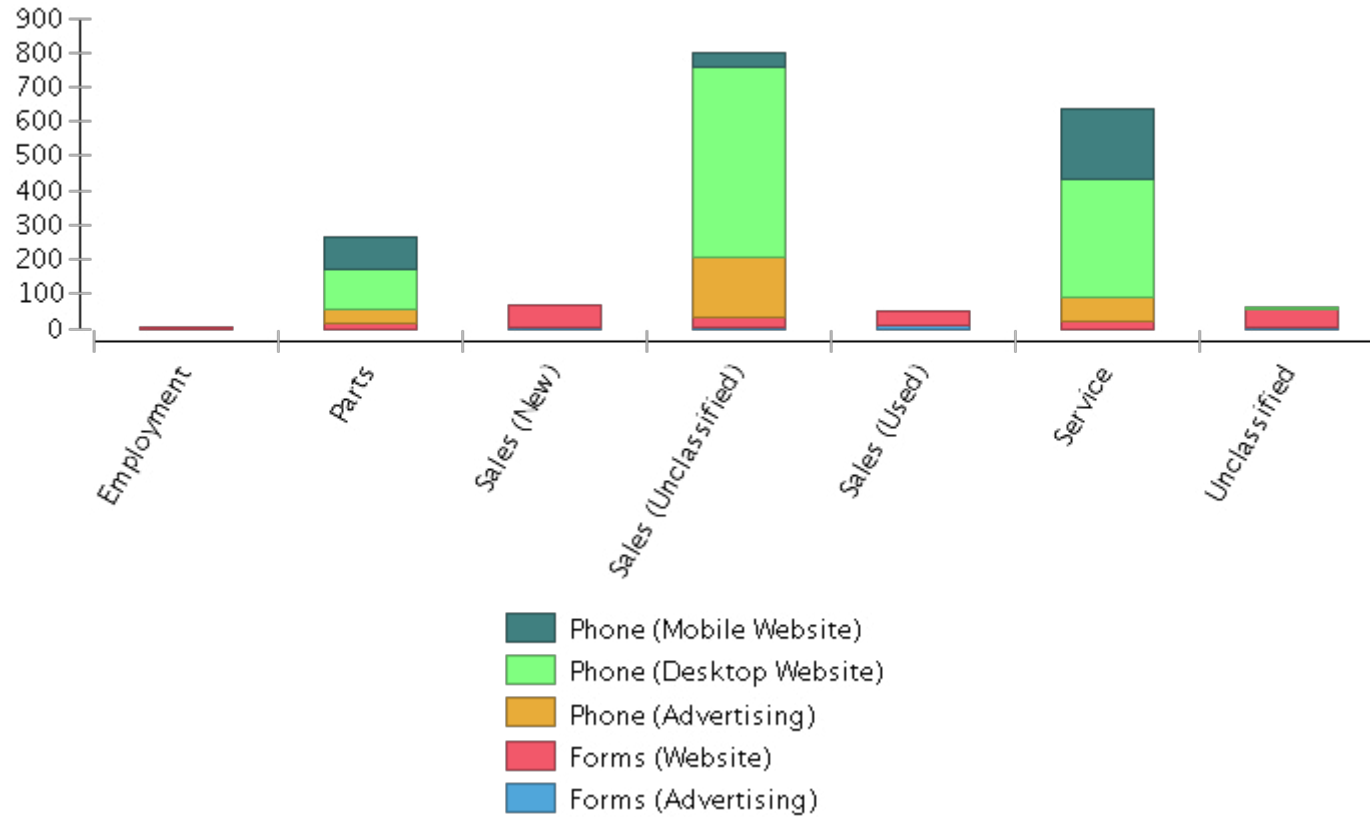


Form Name	Form Submissions	% of Form Submissions
bodyshop	1	0.4%
contact	45	19.7%
employment	4	1.7%

Form Name	Form Submissions	% of Form Submissions
eprice	76	33.2%
finance	17	7.4%
info_request	32	14.0%
inventoryfinder	8	3.5%
parts_order	13	5.7%
quickquote	0	0.0%
service_appt	22	9.6%
showroom	2	0.9%
specials_email_a_friend	2	0.9%
specials_info_request	7	3.1%
trade_in	0	0.0%
Totals:	229	100.0%

Origins By Profit Center Report

October 1, 2015 - October 31, 2015



Profit Center	Origin Category	Leads	% of Leads
Employment		4	0.2%
	Forms (Website)	4	0.2%
Parts		267	14.2%
	Forms (Website)	13	0.7%
	Phone (Desktop Website)	117	6.2%
	Phone (Mobile Website)	97	5.2%
	Phone (Advertising)	40	2.1%
Sales (New)		68	3.6%
	Forms (Website)	62	3.3%
	Forms (Advertising)	6	0.3%
Sales (Unclassified)		797	42.3%
	Phone (Desktop Website)	553	29.4%
	Forms (Website)	28	1.5%
	Phone (Mobile Website)	40	2.1%
	Phone (Advertising)	174	9.2%
	Forms (Advertising)	2	0.1%
Sales (Used)		50	2.7%
	Forms (Website)	39	2.1%
	Forms (Advertising)	11	0.6%
Service		636	33.8%
	Phone (Desktop Website)	343	18.2%
	Forms (Website)	23	1.2%
	Phone (Mobile Website)	205	10.9%
	Phone (Advertising)	65	3.5%
Unclassified		60	3.2%
	Forms (Website)	54	2.9%
	Forms (Advertising)	2	0.1%
	Phone (Desktop Website)	4	0.2%
Totals:		1,882	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
2,081	1,357	45.6%	4.26	997	03m 41s	14	1.03%
^ 20.0%	^ 32.5%	^ 14.2%	^ -9.9%	^ -6.6%	^ -11.4%	^ 40.0%	^ 5.6%

Adjacent Range Year over Year

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

Show 10 entries

Filter Table ORGANIC_SEARCH, 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
Direct	-	1,140	582	40.5%	4.44	587	04m 49s	3	0.52%
Organic Search	Google	412	376	37.6%	5.14	290	03m 31s	5	1.33%
Referral	192.168.1.1	219	181	92.2%	1.12	2	13s	0	-
Third Party Lead Provider	mileofcars.com	91	82	20.9%	5.86	46	02m 40s	1	1.22%
Organic Search	Bing	51	46	35.3%	5.10	12	01m 53s	1	2.17%
Third Party Lead Provider	AutoTrader	21	20	23.8%	4.19	4	03m 02s	2	10.00%
Referral	r.search.yahoo.com	20	19	35.0%	7.40	16	03m 18s	0	-
Referral	l.facebook.com	16	16	100.0%	1.00	0	08s	0	-
Referral	m.autotrader.com	12	11	16.7%	6.33	9	06m 13s	0	-
Referral	backoffice.liverail.com	11	11	-	4.00	0	03s	0	-

Showing 1 to 10 of 45 entries

FirstPreviousNextLast