

Ball Auto Group

*i*MOS CONFIDENTIAL REPORTING

September 2015

Ball Auto Group													
MONTHLY STATISTICS	September	October	November	December	January	February	March	April	May	June	July	August	September
Google Analytics													
Visits	1,149	1,598	1,476	1,414	1,713	1,842	1,974	1,624	1,735	1,690	1,527	1,742	1,648
Pageviews	5,135	7,631	6,501	6,394	8,003	7,534	9,021	7,255	6,892	7,057	7,681	8,153	7,834
Pages / Visit	4.47	4.78	4.40	4.52	4.69	4.09	4.57	4.47	3.97	4.18	5.03	4.68	4.75
Time on Site	3:19	4:10	3:46	4:32	4:02	3:16	3:26	3:36	3:08	3:05	4:34	3:56	4:30
Bounce Rate	34.90%	36.67%	36.31%	40.03%	37.13%	43.81%	38.15%	36.95%	42.36%	40.89%	29.21%	36.91%	36.89%
% New Visits	61.62%	57.70%	60.03%	54.74%	55.69%	60.75%	61.50%	61.02%	58.79%	55.86%	55.99%	57.98%	53.76%
Dealer.com Statistics													
Form Submissions*	272	236	231	240	251	207	274	221	217	208	228	279	264
Total Leads*	1,530	1,357	1,202	1,288	1,342	1,377	1,973	1640	1,569	1,404	1,678	1,709	1,814
Demographics													
Age 18-24													229
Age 25-34													367
Age 35-44													168
Age 45-54													108
Age 55-64													48
Age 65+													29
Male													688
Female													303
Website Form Submissions													
Eprice	102	77	83	87	78	62	89	82	85	82	70	96	114
Contact	42	34	37	47	42	30	37	46	24	40	45	42	30
Request More Information	23	30	17	31	24	36	39	28	15	11	18	24	33
Other	105	95	94	75	107	79	109	65	93	75	95	117	87
Total	272	236	231	240	251	207	274	221	217	208	228	279	264
*All Sites Combined													

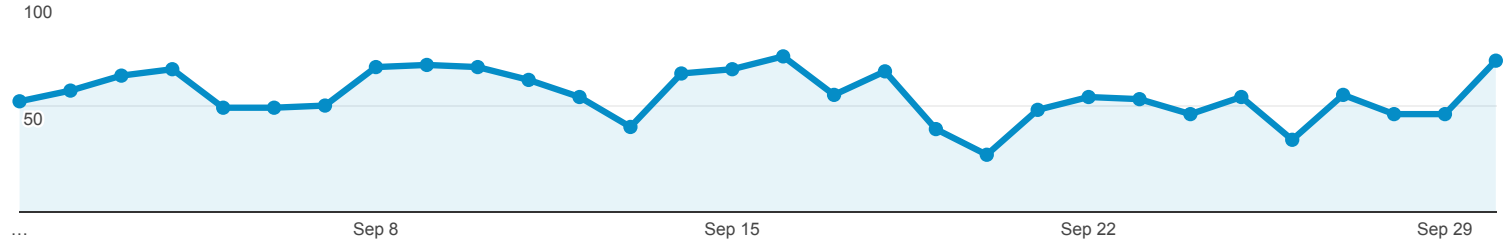
Audience Overview

Sep 1, 2015 - Sep 30, 2015

All Sessions
100.00%

Overview

Sessions



Sessions

1,648

Users

951

Pageviews

7,834

Pages / Session

4.75

Avg. Session Duration

00:04:30

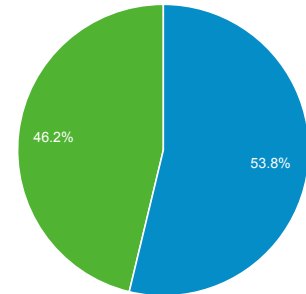
Bounce Rate

36.89%

% New Sessions

53.76%

New Visitor Returning Visitor



Language	Sessions	% Sessions
1. en-us	1,589	96.42%
2. es-419	21	1.27%
3. es-es	8	0.49%
4. es	6	0.36%
5. es-us	4	0.24%
6. ko	4	0.24%
7. es-xl	3	0.18%
8. c	2	0.12%
9. de	2	0.12%
10. fr	2	0.12%

All Traffic

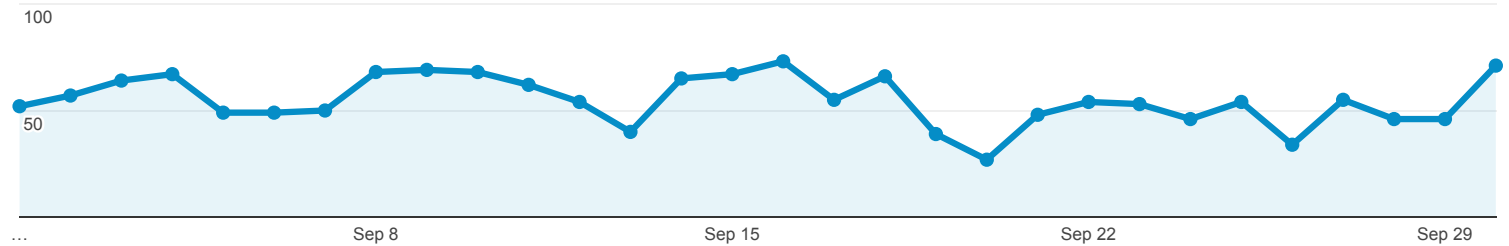
Sep 1, 2015 - Sep 30, 2015

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)
	1,648 % of Total: 100.00% (1,648)	53.76% Avg for View: 53.76% (0.00%)	886 % of Total: 100.00% (886)	36.89% Avg for View: 36.89% (0.00%)	4.75 Avg for View: 4.75 (0.00%)	00:04:30 Avg for View: 00:04:30 (0.00%)	1.27% Avg for View: 1.27% (0.00%)	21 % of Total: 100.00% (21)	\$105.00 % of Total: 100.00% (\$105.00)
1. google / organic	639 (38.77%)	51.02%	326 (36.79%)	33.65%	4.91	00:04:25	1.10%	7 (33.33%)	\$35.00 (33.33%)
2. (direct) / (none)	621 (37.68%)	50.08%	311 (35.10%)	37.04%	4.98	00:05:30	2.09%	13 (61.90%)	\$65.00 (61.90%)
3. bing / organic	117 (7.10%)	35.04%	41 (4.63%)	22.22%	5.28	00:04:02	0.85%	1 (4.76%)	\$5.00 (4.76%)
4. 192.168.1.1:5280 / referral	94 (5.70%)	73.40%	69 (7.79%)	91.49%	1.56	00:00:18	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. mileofcars.com / referral	74 (4.49%)	83.78%	62 (7.00%)	21.62%	4.97	00:03:05	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. yahoo / organic	44 (2.67%)	61.36%	27 (3.05%)	29.55%	5.52	00:03:33	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. autotrader.com / referral	12 (0.73%)	75.00%	9 (1.02%)	25.00%	5.08	00:08:08	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. ballhonda.com / referral	5 (0.30%)	100.00%	5 (0.56%)	80.00%	1.20	00:04:54	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. m.facebook.com / referral	4 (0.24%)	75.00%	3 (0.34%)	50.00%	2.75	00:02:22	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. m.yelp.com / referral	4 (0.24%)	100.00%	4 (0.45%)	0.00%	5.25	00:01:42	0.00%	0 (0.00%)	\$0.00 (0.00%)

Demographics: Age

Sep 1, 2015 - Sep 30, 2015

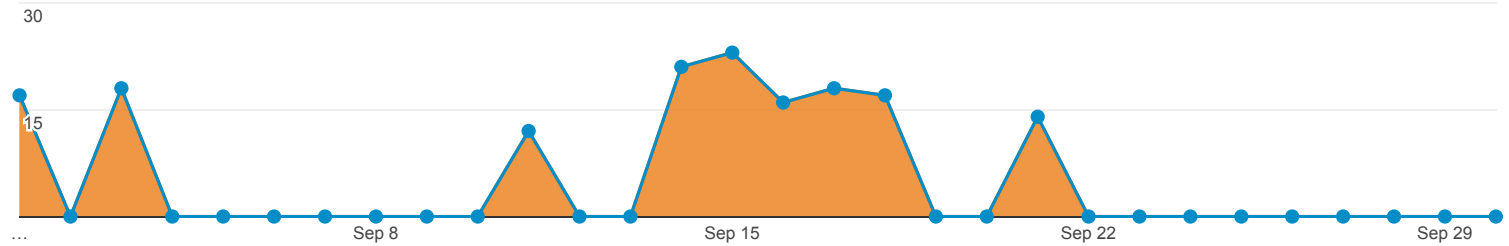
Some data in this report may have been removed when a threshold was applied. [Learn more](#)

All Sessions
100.00%

Explorer

Summary

Sessions 25-34



Age	Acquisition			Behavior			Conversions	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)	
	949 % of Total: 57.58% (1,648)	46.47% Avg for View: 53.76% (-13.56%)	441 % of Total: 49.77% (886)	34.67% Avg for View: 36.89% (-6.03%)	5.00 Avg for View: 4.75 (5.09%)	00:05:01 Avg for View: 00:04:30 (11.49%)	1.48% Avg for View: 1.27% (15.77%)	14 % of Total: 66.67% (21)	\$70.00 % of Total: 66.67% (\$105.00)	
1. 25-34	367 (38.67%)	42.23%	155 (35.15%)	37.33%	4.47	00:04:20	1.36%	5 (35.71%)	\$25.00 (35.71%)	
2. 18-24	229 (24.13%)	32.75%	75 (17.01%)	29.69%	6.27	00:07:03	1.31%	3 (21.43%)	\$15.00 (21.43%)	
3. 35-44	168 (17.70%)	48.81%	82 (18.59%)	31.55%	5.18	00:04:28	1.19%	2 (14.29%)	\$10.00 (14.29%)	
4. 45-54	108 (11.38%)	60.19%	65 (14.74%)	37.04%	4.07	00:04:36	0.93%	1 (7.14%)	\$5.00 (7.14%)	
5. 55-64	48 (5.06%)	85.42%	41 (9.30%)	33.33%	5.29	00:04:17	2.08%	1 (7.14%)	\$5.00 (7.14%)	
6. 65+	29 (3.06%)	79.31%	23 (5.22%)	51.72%	3.41	00:03:44	6.90%	2 (14.29%)	\$10.00 (14.29%)	

Rows 1 - 6 of 6

Demographics: Gender

Sep 1, 2015 - Sep 30, 2015

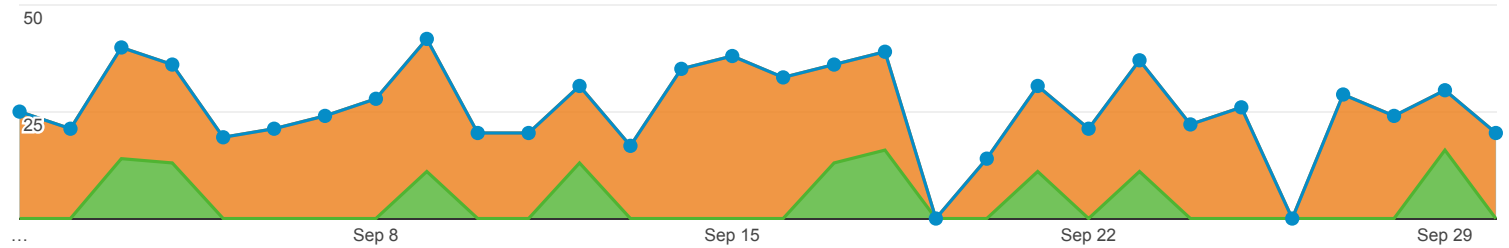
Some data in this report may have been removed when a threshold was applied. [Learn more](#)



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)	
	991 % of Total: 60.13% (1,648)	47.12% Avg for View: 53.76% (-12.35%)	467 % of Total: 52.71% (886)	35.12% Avg for View: 36.89% (-4.82%)	4.94 Avg for View: 4.75 (3.99%)	00:04:54 Avg for View: 00:04:30 (8.89%)	1.41% Avg for View: 1.27% (10.86%)	14 % of Total: 66.67% (21)	\$70.00 % of Total: 66.67% (\$105.00)	
1. male	688 (69.42%)	42.01%	289 (61.88%)	33.28%	5.28	00:05:19	0.58%	4 (28.57%)	\$20.00 (28.57%)	
2. female	303 (30.58%)	58.75%	178 (38.12%)	39.27%	4.17	00:03:58	3.30%	10 (71.43%)	\$50.00 (71.43%)	

Rows 1 - 2 of 2

Location

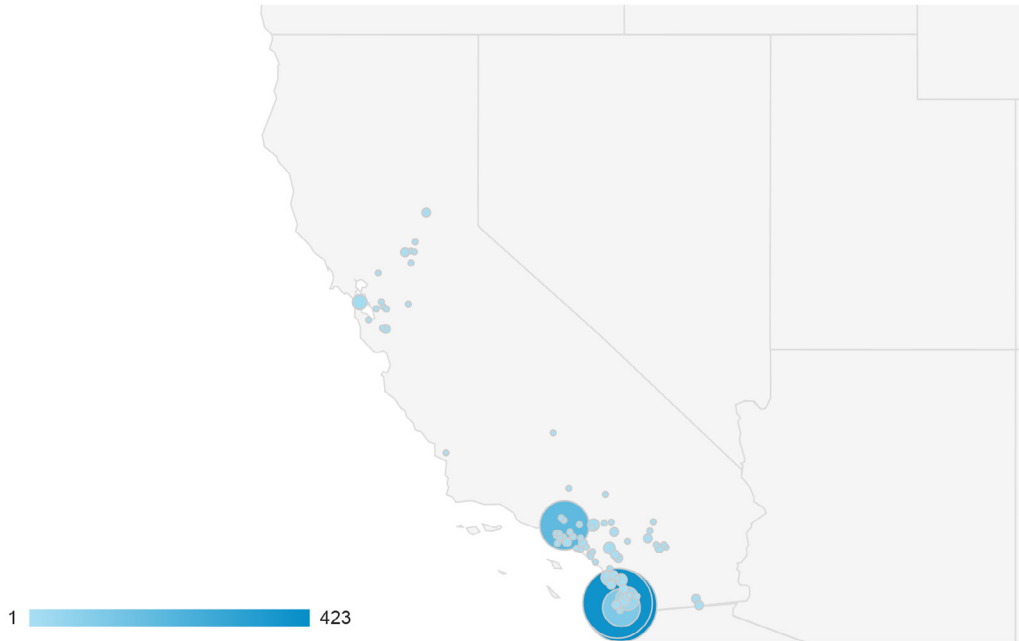
Sep 1, 2015 - Sep 30, 2015

ALL » COUNTRY: United States » REGION: California

All Sessions
83.56%

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)
	1,377 % of Total: 83.56% (1,648)	49.75% Avg for View: 53.76% (-7.47%)	685 % of Total: 77.31% (886)	35.29% Avg for View: 36.89% (-4.33%)	4.78 Avg for View: 4.75 (0.65%)	00:04:39 Avg for View: 00:04:30 (3.23%)	1.23% Avg for View: 1.27% (-3.12%)	17 % of Total: 80.95% (21)	\$85.00 % of Total: 80.95% (\$105.00)
1. National City	423 (30.72%)	27.42%	116 (16.93%)	40.43%	4.10	00:05:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. San Diego	394 (28.61%)	61.68%	243 (35.47%)	32.99%	4.79	00:03:46	2.03%	8 (47.06%)	\$40.00 (47.06%)
3. Los Angeles	193 (14.02%)	43.52%	84 (12.26%)	31.09%	6.36	00:06:59	1.55%	3 (17.65%)	\$15.00 (17.65%)
4. Chula Vista	114 (8.28%)	67.54%	77 (11.24%)	30.70%	5.37	00:03:52	2.63%	3 (17.65%)	\$15.00 (17.65%)
5. El Cajon	39 (2.83%)	61.54%	24 (3.50%)	23.08%	6.28	00:05:56	2.56%	1 (5.88%)	\$5.00 (5.88%)
6. Carlsbad	18 (1.31%)	50.00%	9 (1.31%)	22.22%	6.39	00:03:09	5.56%	1 (5.88%)	\$5.00 (5.88%)
7. San Francisco	17 (1.23%)	52.94%	9 (1.31%)	58.82%	2.47	00:00:43	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. Lake Elsinore	9 (0.65%)	22.22%	2 (0.29%)	11.11%	3.33	00:03:23	11.11%	1 (5.88%)	\$5.00 (5.88%)
9. Ontario	9 (0.65%)	22.22%	2 (0.29%)	44.44%	4.11	00:06:15	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. La Mesa	8 (0.58%)	62.50%	5 (0.73%)	25.00%	3.75	00:04:17	0.00%	0 (0.00%)	\$0.00 (0.00%)

Overview

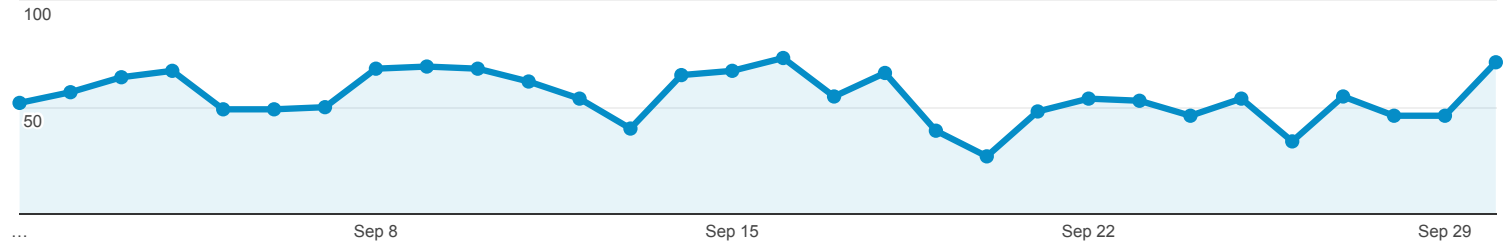
Sep 1, 2015 - Sep 30, 2015

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)	
	1,648 % of Total: 100.00% (1,648)	53.76% Avg for View: 53.76% (0.00%)	886 % of Total: 100.00% (886)	36.89% Avg for View: 36.89% (0.00%)	4.75 Avg for View: 4.75 (0.00%)	00:04:30 Avg for View: 00:04:30 (0.00%)	1.27% Avg for View: 1.27% (0.00%)	21 % of Total: 100.00% (21)	\$105.00 % of Total: 100.00% (\$105.00)	
1. desktop	819 (49.70%)	52.87%	433 (48.87%)	30.65%	5.37	00:05:38	1.10%	9 (42.86%)	\$45.00 (42.86%)	
2. mobile	724 (43.93%)	53.31%	386 (43.57%)	43.23%	4.01	00:03:24	1.52%	11 (52.38%)	\$55.00 (52.38%)	
3. tablet	105 (6.37%)	63.81%	67 (7.56%)	41.90%	5.03	00:03:12	0.95%	1 (4.76%)	\$5.00 (4.76%)	

Rows 1 - 3 of 3

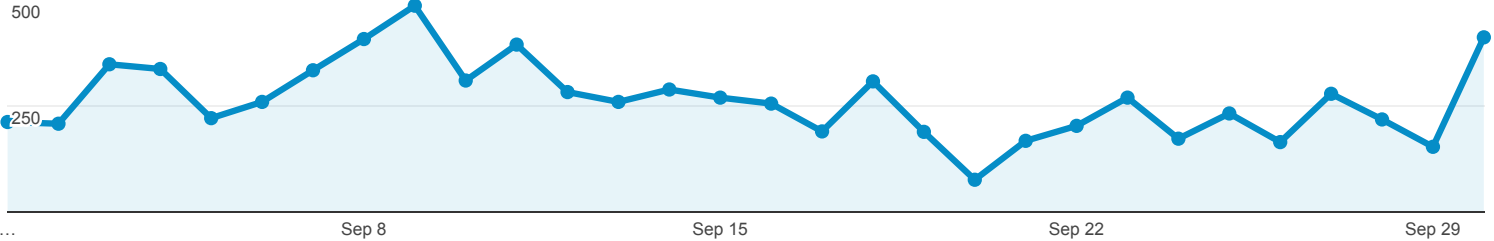
Pages

Sep 1, 2015 - Sep 30, 2015

All Sessions
100.00%

Explorer

● Pageviews



Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
	7,834 % of Total: 100.00% (7,834)	6,223 % of Total: 100.00% (6,223)	00:01:11 Avg for View: 00:01:11 (0.00%)	1,639 % of Total: 100.00% (1,639)	36.89% Avg for View: 36.89% (0.00%)	20.92% Avg for View: 20.92% (0.00%)	\$0.08 % of Total: 100.00% (\$0.08)
1. www.ballauto.com/index.htm	1,393 (17.78%)	1,082 (17.39%)	00:00:56	1,049 (64.00%)	34.64%	37.04%	\$0.05 (58.09%)
2. www.ballauto.com/used-inventory/index.htm	637 (8.13%)	460 (7.39%)	00:00:30	120 (7.32%)	10.08%	7.54%	\$0.03 (40.99%)
3. www.ballauto.com/all-inventory/index.htm	258 (3.29%)	165 (2.65%)	00:01:46	32 (1.95%)	59.26%	31.01%	\$0.03 (38.10%)
4. www.ballauto.com/new-inventory/index.htm	249 (3.18%)	167 (2.68%)	00:00:36	64 (3.90%)	9.38%	5.62%	\$0.00 (0.00%)
5. www.ballauto.com/certified-inventory/index.htm	101 (1.29%)	73 (1.17%)	00:00:22	8 (0.49%)	50.00%	11.88%	\$0.07 (86.11%)
6. 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	98 (1.25%)	71 (1.14%)	00:00:41	6 (0.37%)	50.00%	10.20%	\$0.14(177.07%)
7. www.ballauto.com/bargain-inventory/index.htm	87 (1.11%)	59 (0.95%)	00:00:29	3 (0.18%)	50.00%	18.39%	\$0.00 (0.00%)
8. www.ballauto.com/used-inventory/index.htm?start=16	81 (1.03%)	62 (1.00%)	00:00:37	3 (0.18%)	33.33%	6.17%	\$0.16(202.77%)
9. www.ballauto.com/used-inventory/index.htm?start=32	75 (0.96%)	56 (0.90%)	00:00:27	2 (0.12%)	50.00%	8.00%	\$0.18(224.49%)
10. www.ballauto.com/used-inventory/index.htm?start=48	66 (0.84%)	51 (0.82%)	00:00:26	5 (0.31%)	50.00%	6.06%	\$0.20(246.50%)

11.	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	63 (0.80%)	44 (0.71%)	00:00:04	0 (0.00%)	0.00%	1.59%	\$0.00 (0.00%)
12.	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	61 (0.78%)	53 (0.85%)	00:00:10	0 (0.00%)	0.00%	3.28%	\$0.00 (0.00%)
13.	www.ballauto.com/used/MINI/2013-MINI-Countryman-1651ed3a0a0a00de70c61704315a7ede.htm	61 (0.78%)	47 (0.76%)	00:08:51	38 (2.32%)	65.79%	72.13%	\$0.11(133.74%)
14.	www.ballauto.com/all-inventory/no-results.htm?category=AUTO	59 (0.75%)	42 (0.67%)	00:00:41	6 (0.37%)	60.00%	20.34%	\$0.00 (0.00%)
15.	www.ballauto.com/used-inventory/index.htm?start=80	59 (0.75%)	47 (0.76%)	00:00:31	2 (0.12%)	100.00%	5.08%	\$0.21(267.48%)
16.	www.ballauto.com/contact.htm	57 (0.73%)	47 (0.76%)	00:01:56	16 (0.98%)	62.50%	47.37%	\$0.32(401.23%)
17.	www.ballauto.com/used-inventory/index.htm?start=96	52 (0.66%)	43 (0.69%)	00:00:56	0 (0.00%)	0.00%	3.85%	\$0.23(292.37%)
18.	www.ballauto.com/used-inventory/index.htm?start=64	51 (0.65%)	45 (0.72%)	00:00:43	1 (0.06%)	100.00%	5.88%	\$0.22(279.37%)
19.	www.ballauto.com/specials/used.htm	50 (0.64%)	41 (0.66%)	00:00:41	1 (0.06%)	100.00%	8.00%	\$0.00 (0.00%)
20.	www.ballauto.com/dealership/about.htm	48 (0.61%)	40 (0.64%)	00:00:23	5 (0.31%)	80.00%	43.75%	\$0.00 (0.00%)
21.	www.ballauto.com/used-inventory/index.htm?start=16&sortBy=internetPrice+asc	48 (0.61%)	35 (0.56%)	00:00:48	0 (0.00%)	0.00%	6.25%	\$0.00 (0.00%)
22.	www.ballauto.com/used-inventory/index.htm?start=112	44 (0.56%)	40 (0.64%)	00:00:29	0 (0.00%)	0.00%	4.55%	\$0.25(314.29%)
23.	www.ballauto.com/specials/new.htm	40 (0.51%)	36 (0.58%)	00:02:48	1 (0.06%)	100.00%	30.00%	\$0.00 (0.00%)
24.	www.ballauto.com/used-inventory/index.htm?start=128	39 (0.50%)	37 (0.59%)	00:01:21	3 (0.18%)	100.00%	38.46%	\$0.27(339.78%)
25.	www.ballauto.com/used-inventory/index.htm?sortBy=internetPrice+asc	38 (0.49%)	29 (0.47%)	00:00:47	0 (0.00%)	0.00%	2.63%	\$0.00 (0.00%)
26.	www.ballauto.com/financing/index.htm	36 (0.46%)	32 (0.51%)	00:00:47	20 (1.22%)	85.00%	63.89%	\$0.00 (0.00%)
27.	www.ballauto.com/used-inventory/index.htm?start=16&internetPrice=1-15000	36 (0.46%)	23 (0.37%)	00:00:15	0 (0.00%)	0.00%	22.22%	\$0.00 (0.00%)
28.	www.ballauto.com/used-inventory/index.htm?sortBy=internetPrice asc	35 (0.45%)	31 (0.50%)	00:00:43	0 (0.00%)	0.00%	8.57%	\$0.00 (0.00%)
29.	www.ballauto.com/used-inventory/index.htm?start=32&sortBy=internetPrice+asc	35 (0.45%)	24 (0.39%)	00:00:23	0 (0.00%)	0.00%	2.86%	\$0.00 (0.00%)
30.	www.ballauto.com/financing/application.htm	34 (0.43%)	27 (0.43%)	00:08:47	11 (0.67%)	25.00%	38.24%	\$1.85(2,328.10%)
31.	www.ballauto.com/service/index1.htm	34 (0.43%)	26 (0.42%)	00:01:06	6 (0.37%)	66.67%	35.29%	\$0.00 (0.00%)
32.	www.ballauto.com/specials/service.htm	30 (0.38%)	19 (0.31%)	00:00:37	5 (0.31%)	100.00%	36.67%	\$0.26(330.83%)

33.	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	28 (0.36%)	27 (0.43%)	00:00:06	1 (0.06%)	0.00%	3.57%	\$0.00 (0.00%)
34.	www.ballauto.com/specials/index.htm	26 (0.33%)	24 (0.39%)	00:02:11	5 (0.31%)	80.00%	38.46%	\$0.00 (0.00%)
35.	www.ballauto.com/new-inventory/index.htm?listingConfigId=auto-new&accountId=&year=&make=Kia&bodyStyle=&internetPrice=&start=0&sort=&facetbrowse=true&searchLinkText=SEARCH&showFacetCounts=true&showRadius=false&showSubmit=true&showSelections=true	25 (0.32%)	21 (0.34%)	00:00:06	1 (0.06%)	0.00%	4.00%	\$0.00 (0.00%)
36.	www.ballauto.com/used-inventory/index.htm?start=48&sortBy=internetPrice+asc	25 (0.32%)	18 (0.29%)	00:01:23	0 (0.00%)	0.00%	4.00%	\$0.00 (0.00%)
37.	www.ballauto.com/used-inventory/index.htm?start=64&sortBy=internetPrice+asc	24 (0.31%)	14 (0.22%)	00:00:52	0 (0.00%)	0.00%	8.33%	\$0.00 (0.00%)
38.	www.ballauto.com/new-inventory/index.htm?listingConfigId=auto-new&year=&make=Honda&model=Pilot&bodyStyle=&internetPrice=&start=0&sort=&facetbrowse=true&searchLinkText=SEARCH&showFacetCounts=true&showRadius=false&showSubmit=true&showSelections=true	23 (0.29%)	17 (0.27%)	00:07:16	0 (0.00%)	0.00%	43.48%	\$0.00 (0.00%)
39.	www.ballauto.com/used/Ford/2009-Ford-F-150-d35f54090a0a00650044f51f5388ed31.htm	23 (0.29%)	20 (0.32%)	00:01:35	4 (0.24%)	50.00%	21.74%	\$0.00 (0.00%)
40.	www.ballauto.com/used/Chevrolet/2007-Chevrolet-Tahoe-3103b4190a0a00e0654ab7d08e9293f8.htm	22 (0.28%)	17 (0.27%)	00:02:09	1 (0.06%)	0.00%	27.27%	\$0.29(369.76%)
41.	www.ballauto.com/used/Honda/2012-Honda-Accord-7305768e0a0e0ae874fe26cd77447e7a.htm	22 (0.28%)	18 (0.29%)	00:02:06	4 (0.24%)	75.00%	40.91%	\$0.00 (0.00%)
42.	www.ballauto.com/used/Honda/2012-Honda-Civic-63917c630a0e0adf66d85e40f7a9cb11.htm	22 (0.28%)	18 (0.29%)	00:05:42	5 (0.31%)	50.00%	45.45%	\$0.00 (0.00%)
43.	www.ballauto.com/used/Honda/2005-Honda-Element-25c56d210a0e0a6b090bced252c26bb7.htm	21 (0.27%)	15 (0.24%)	00:10:11	9 (0.55%)	44.44%	42.86%	\$0.00 (0.00%)
44.	www.ballauto.com/featured-vehicles/pre-owned.htm	20 (0.26%)	14 (0.22%)	00:00:19	2 (0.12%)	50.00%	5.00%	\$0.00 (0.00%)
45.	www.ballauto.com/used-inventory/index.htm?start=16&make=Honda	20 (0.26%)	13 (0.21%)	00:01:21	1 (0.06%)	0.00%	0.00%	\$0.00 (0.00%)
46.	www.ballauto.com/dealership/directions.htm	19 (0.24%)	16 (0.26%)	00:03:51	4 (0.24%)	0.00%	47.37%	\$0.00 (0.00%)
47.	www.ballauto.com/used/Toyota/2010-Toyota-Camry-9c380dab0a0e0adf3cd072ccf717148c.htm	18 (0.23%)	12 (0.19%)	00:04:12	2 (0.12%)	0.00%	27.78%	\$0.00 (0.00%)

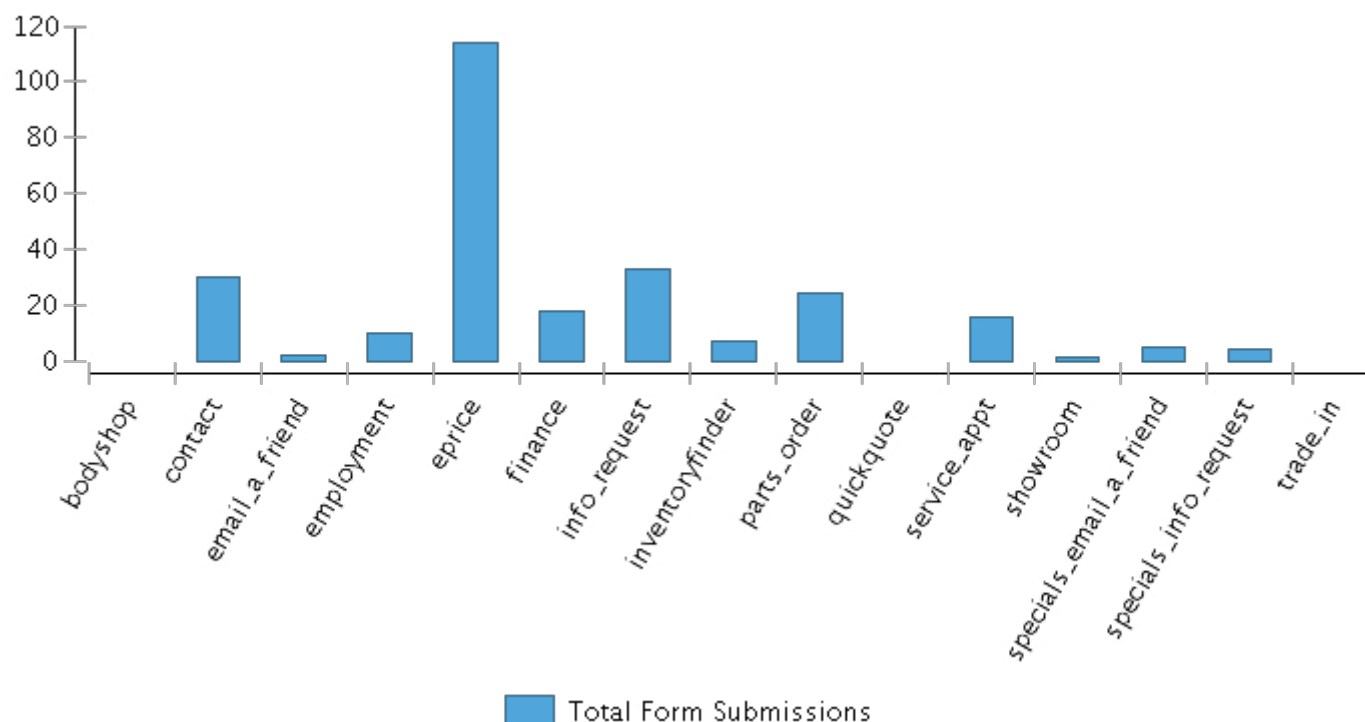
48.	www.ballauto.com/used-inventory/index.htm?listingConfigId=auto-used&compositeType=&year=&make=&bodyStyle=SUV&odometer=&internetPrice=&start=0&sort=&facetbrowse=true&searchLinkText=SEARCH&showFacetCounts=true&showRadius=false&showSubmit=true&showSelections=true	17 (0.22%)	10 (0.16%)	00:00:28	2 (0.12%)	0.00%	0.00%	\$0.00 (0.00%)
49.	www.ballauto.com/used-inventory/index.htm?listingConfigId=auto-used&compositeType=&year=&make=&bodyStyle=Truck+Super+Cab&odometer=&internetPrice=&start=0&sort=&facetbrowse=true&searchLinkText=SEARCH&showFacetCounts=true&showRadius=false&showSubmit=true&showSelections=true	17 (0.22%)	11 (0.18%)	00:00:14	0 (0.00%)	0.00%	5.88%	\$0.00 (0.00%)
50.	www.ballauto.com/used-inventory/index.htm?make=Chevrolet	17 (0.22%)	12 (0.19%)	00:00:12	7 (0.43%)	0.00%	11.76%	\$0.42(523.82%)

Rows 1 - 50 of 1340

Form Submissions Report

September 1, 2015 - September 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.

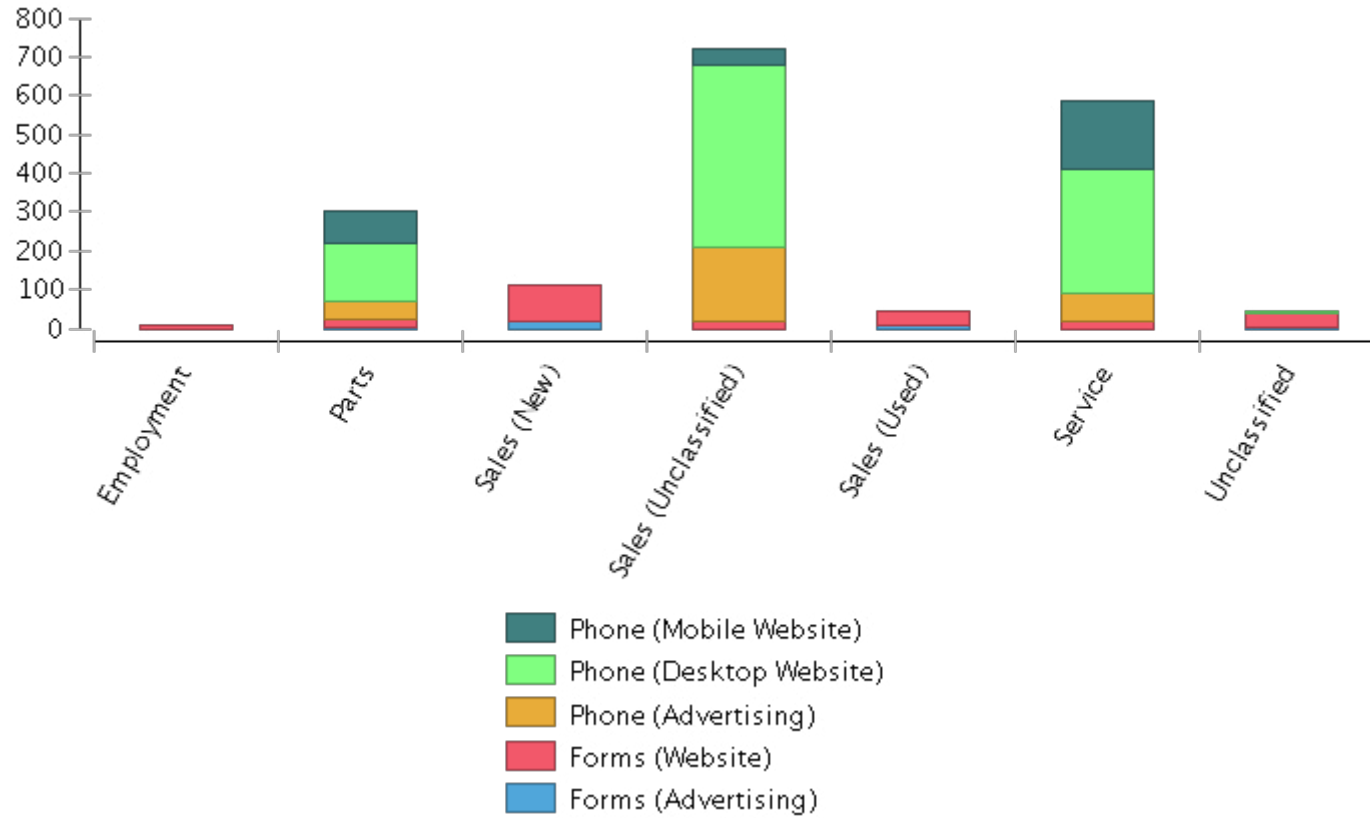


Form Name	Form Submissions	% of Form Submissions
bodyshop	0	0.0%
contact	30	11.4%
email_a_friend	2	0.8%

Form Name	Form Submissions	% of Form Submissions
employment	10	3.8%
eprice	114	43.2%
finance	18	6.8%
info_request	33	12.5%
inventoryfinder	7	2.7%
parts_order	24	9.1%
quickquote	0	0.0%
service_appt	16	6.1%
showroom	1	0.4%
specials_email_a_friend	5	1.9%
specials_info_request	4	1.5%
trade_in	0	0.0%
Totals:	264	100.0%

Origins By Profit Center Report

September 1, 2015 - September 30, 2015



Profit Center	Origin Category	Leads	% of Leads
Employment		10	0.5%
	Forms (Website)	10	0.5%
Parts		303	16.7%
	Phone (Mobile Website)	81	4.5%
	Phone (Desktop Website)	153	8.4%
	Forms (Website)	22	1.2%
	Phone (Advertising)	45	2.5%
	Forms (Advertising)	2	0.1%
Sales (New)		114	6.3%
	Forms (Website)	97	5.3%
	Forms (Advertising)	17	0.9%
Sales (Unclassified)		721	39.6%
	Phone (Desktop Website)	468	25.7%
	Phone (Mobile Website)	42	2.3%
	Forms (Website)	21	1.2%
	Phone (Advertising)	190	10.4%
Sales (Used)		43	2.4%
	Forms (Website)	33	1.8%
	Forms (Advertising)	10	0.5%
Service		584	32.1%
	Phone (Desktop Website)	320	17.6%
	Phone (Mobile Website)	171	9.4%
	Phone (Advertising)	76	4.2%
	Forms (Website)	17	0.9%
Unclassified		44	2.4%
	Forms (Website)	37	2.0%
	Forms (Advertising)	3	0.2%
	Phone (Desktop Website)	4	0.2%
Totals:		1,819	100.0%