

Stockton Honda

*i*MOS CONFIDENTIAL REPORTING

June 2014

Stockton Honda														
MONTHLY STATISTICS	June	July	August	September	October	November	December	January	February	March	April	May	June	Benchmark
Google Analytics														
Poor - Average - Great														
Visits	6,291	7,148	6,610	5,493	5,776	5,045	5,064	5,511	7,455	11,430	9,002	9,087	8,473	
Pageviews	30,127	33,410	33,575	26,599	25,271	24,384	25,712	28,039	35,670	44,580	38,048	41,444	37,956	
Pages / Visit	4.79	4.67	5.08	4.84	4.38	4.83	5.08	5.09	4.78	3.90	4.23	4.56	4.48	
Time on Site	3:07	3:00	3:11	3:16	3:02	3:17	3:33	3:29	3:19	2:41	2:52	2:50	2:55	
Bounce Rate	30.44%	32.96%	29.23%	28.45%	39.28%	29.85%	28.65%	26.31%	29.23%	37.15%	35.46%	36.52%	31.32%	
% New Visits	68.45%	66.51%	66.29%	66.78%	70.95%	65.83%	67.77%	66.63%	63.98%	68.73%	63.89%	62.02%	62.03%	
Dealer.com Analytics														
Form Submissions	245	303	264	240	186	153	191	193	171	216	202	243	253	
Phone Calls	479	157	76	108	145	247	282	334	318	403	351	346	327	
Total Leads	724	460	340	348	331	400	473	527	489	619	553	589	580	
Conversion Rate	11.51%	6.44%	5.14%	6.34%	5.73%	7.93%	9.34%	9.56%	6.56%	5.42%	6.14%	6.48%	6.85%	
L2T PPC														
Clicks		1,766	2,114	1,824	1,799	1,885	1,926	1,833	1,064	3,332	3,548	3,594	3,093	
Impressions		59,234	57,324	59,226	62,201	63,013	48,529	46,607	46,299	75,570	91,161	91,364	73,193	
CTR		2.98%	3.69%	3.08%	2.89%	2.99%	3.97%	3.93%	4.34%	4.41%	3.89%	3.93%	4.23%	< 1% (1-2%) - 2% and above
Average Position		2.02	2.13	2.45	2.50	2.72	2.46	2.34	2.33	2.14	2.48	2.76	2.40	5 and up - (3-4) - 1-2
Average CPC		\$1.56	\$1.74	\$1.97	\$2.00	\$1.96	\$1.97	\$1.98	\$1.81	\$2.10	\$1.98	\$1.93	\$2.33	\$7 and up - (\$5-6) - \$2-4
Leads				184	282	279	268	161	168	219	176	166	156	
Budget				\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$9,000	\$9,000	\$9,000	\$9,000	
L2T YouTube Ads														
Impressions										53,132	60,830	60,172	57,334	
Views										7,653	8,500	8,228	7,632	
Clicks										397	377	365	331	
View Through Rate										14.40%	14.06%	13.67%	13.31%	< 10% - (10-14%) - 15% and above
Click Through Rate										0.75%	0.62%	0.61%	0.58%	
Budget										\$1,500	\$1,500	\$1,500	\$1,500	
L2T Display Ads														
Impressions										309,641	348,484	329,334	329,264	
Clicks										420	474	601	541	
Click Through Rate										0.14%	0.14%	0.18%	0.16%	< 0.08% - (0.08%-0.10%) - (0.10% and above)
Budget										\$1,500	\$1,500	\$1,500	\$1,500	
L2T Reputation Management														
Google	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.2	3.2	3.1	(1-2) - 3 - (4-5)
Yahoo	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	N/A	N/A	N/A	(1-2) - 3 - (4-5)
Yelp	3.5	4.0	4.0	3.5	3.5	3.5	3.5	3.5	3.5	3.5	3.5	3.5	3.5	(1-2) - 3 - (4-5)
Dealer Rater	2.0	2.0	3.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	(1-2) - 3 - (4-5)
Cars .com											3.6	4.0	3.8	(1-2) - 3 - (4-5)
Facebook Advertisements														
Total Likes		649	694	721	743	761	769	1,038	1,064	1,088	1,118	1,136	1,146	
Campaign Reach			44,000	36,500	46,976	24,904	26,040	13,009	15,176	12,612	13,179	34,976	49,400	
Post Clicks			892	4,700	4,295	410	635	N/A	480	61	160	846	N/A	
Post Shares, Likes, Comments			51	1,600	1,852	163	262	N/A	66	37	128	311	N/A	
Google Places														
Impressions	12,331	13,646	15,159	9,332	10,774	12,239	10,617	12,136	N/A	March 4 - April 2 10,807	April 1-30 9,598	May 2-31 9,191	June 1-30 14,968	
Clicks													1,603	
Email Blast														
Quantity										100,000				
Opens										13,220				
Clicks										2,189				
Open Rate%										13.220%				
Click Through Rate %										2.189%				



Visibility Engagement Audience

Views ⓘ 241,742 All-time total

Last 30 days ▾

14,968 total views ▾



Clicks ⓘ

Last 30 days ▾

1,603 total clicks ▾

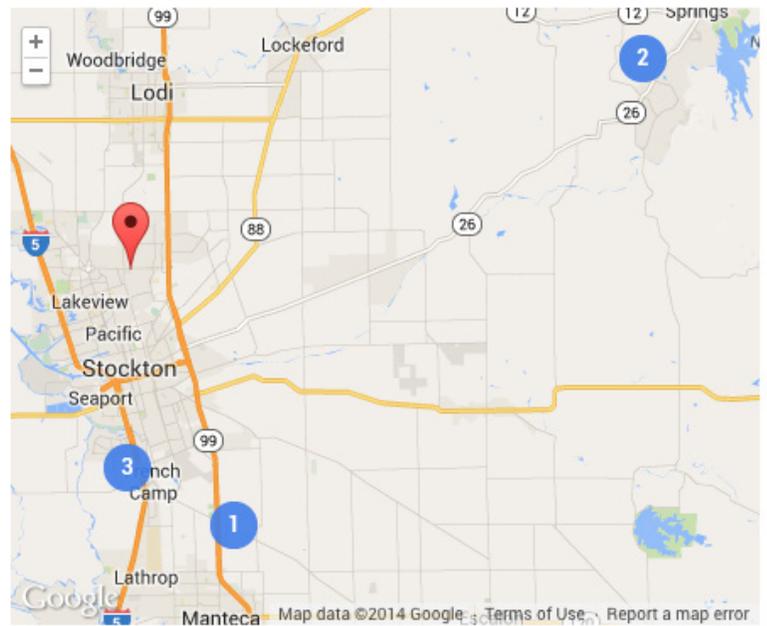


Driving directions requests ⓘ

Last 30 days ▾

Region (by zipcode)

Region (by zipcode)	Requests
1 Manteca 95336	4
2 Valley Springs 95252	4
3 French Camp 95231	3



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Insights

Stockton Honda Used Cars

1920 East Hammer Ln., Stockton, CA 95210



Visibility

Engagement

Audience

Views ⓘ 25,589 All-time total

Last 30 days ▾

2,118 total views ▾



Audience Overview

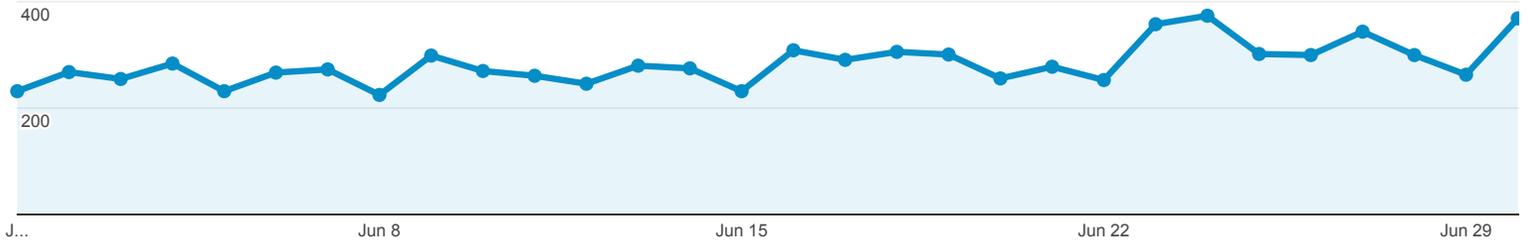
Jun 1, 2014 - Jun 30, 2014

All Sessions
100.00%

+ Add Segment

Overview

Sessions



Sessions

8,473

Users

5,971

Pageviews

37,956

Pages / Session

4.48

Avg. Session Duration

00:02:55

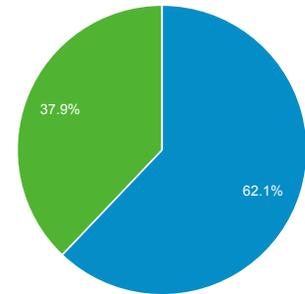
Bounce Rate

31.32%

% New Sessions

62.03%

New Visitor Returning Visitor



Language	Sessions	% Sessions
1. en-us	8,245	97.31%
2. en	86	1.01%
3. zh-cn	19	0.22%
4. en-gb	15	0.18%
5. pt-br	15	0.18%
6. es	14	0.17%
7. es-419	12	0.14%
8. es-es	12	0.14%
9. es-us	8	0.09%
10. ko	8	0.09%

Location

Jun 1, 2014 - Jun 30, 2014

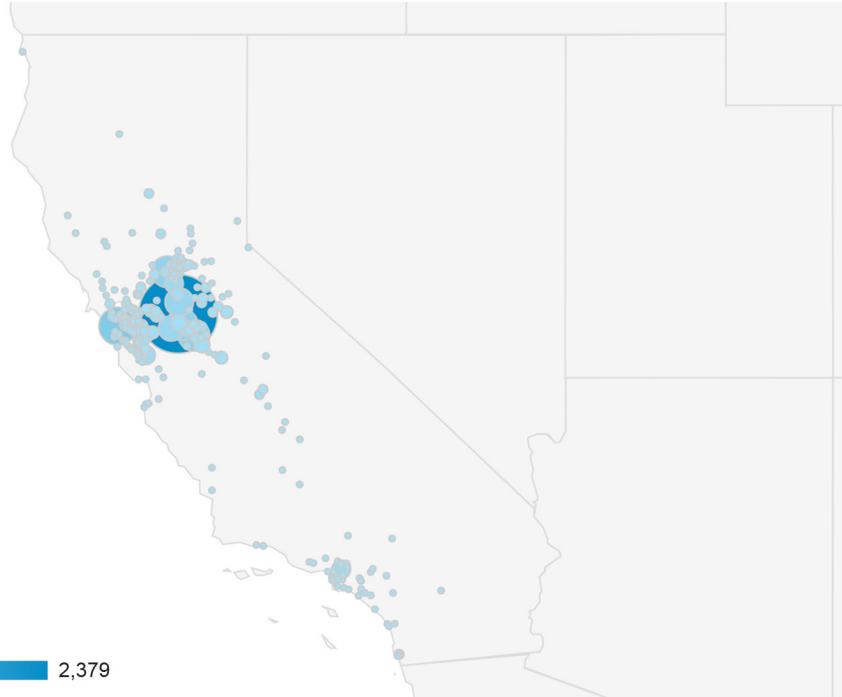
ALL » COUNTRY / TERRITORY: United States » REGION: California

All Sessions
82.43%

+ Add Segment

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
	6,984 % of Total: 82.43% (8,473)	61.51% Site Avg: 62.03% (-0.84%)	4,296 % of Total: 81.74% (5,256)	31.09% Site Avg: 31.32% (-0.76%)	4.52 Site Avg: 4.48 (0.86%)	00:02:56 Site Avg: 00:02:55 (0.73%)	0.00% Site Avg: 0.00% (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (\$0.00)
1. Stockton	2,379 (34.06%)	55.19%	1,313 (30.56%)	26.15%	4.89	00:03:23	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. San Francisco	583 (8.35%)	55.57%	324 (7.54%)	34.99%	4.43	00:03:19	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. Modesto	389 (5.57%)	62.21%	242 (5.63%)	26.48%	5.17	00:03:28	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. Sacramento	347 (4.97%)	68.88%	239 (5.56%)	34.29%	4.22	00:02:08	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. Manteca	345 (4.94%)	66.38%	229 (5.33%)	33.04%	4.57	00:02:45	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. Lodi	264 (3.78%)	58.71%	155 (3.61%)	34.85%	4.22	00:02:21	0.00%	0 (0.00%)	\$0.00 (0.00%)

7.	Tracy	221 (3.16%)	66.52%	147 (3.42%)	29.41%	3.92	00:01:39	0.00%	0 (0.00%)	\$0.00 (0.00%)
8.	Los Angeles	146 (2.09%)	65.07%	95 (2.21%)	38.36%	4.50	00:02:39	0.00%	0 (0.00%)	\$0.00 (0.00%)
9.	Elk Grove	142 (2.03%)	73.94%	105 (2.44%)	41.55%	3.49	00:01:20	0.00%	0 (0.00%)	\$0.00 (0.00%)
10.	San Jose	114 (1.63%)	58.77%	67 (1.56%)	37.72%	4.39	00:03:44	0.00%	0 (0.00%)	\$0.00 (0.00%)
11.	Pleasanton	87 (1.25%)	71.26%	62 (1.44%)	54.02%	3.17	00:02:12	0.00%	0 (0.00%)	\$0.00 (0.00%)
12.	Ripon	79 (1.13%)	26.58%	21 (0.49%)	10.13%	4.94	00:03:24	0.00%	0 (0.00%)	\$0.00 (0.00%)
13.	Turlock	69 (0.99%)	68.12%	47 (1.09%)	31.88%	4.91	00:02:35	0.00%	0 (0.00%)	\$0.00 (0.00%)
14.	Lathrop	68 (0.97%)	72.06%	49 (1.14%)	26.47%	4.69	00:02:22	0.00%	0 (0.00%)	\$0.00 (0.00%)
15.	Fremont	66 (0.95%)	72.73%	48 (1.12%)	36.36%	3.59	00:03:05	0.00%	0 (0.00%)	\$0.00 (0.00%)
16.	Folsom	62 (0.89%)	50.00%	31 (0.72%)	54.84%	3.03	00:01:04	0.00%	0 (0.00%)	\$0.00 (0.00%)
17.	Oakland	58 (0.83%)	62.07%	36 (0.84%)	27.59%	4.29	00:03:03	0.00%	0 (0.00%)	\$0.00 (0.00%)
18.	Rancho Cordova	58 (0.83%)	74.14%	43 (1.00%)	32.76%	4.21	00:02:22	0.00%	0 (0.00%)	\$0.00 (0.00%)
19.	Roseville	52 (0.74%)	63.46%	33 (0.77%)	44.23%	3.56	00:02:11	0.00%	0 (0.00%)	\$0.00 (0.00%)
20.	Livermore	49 (0.70%)	57.14%	28 (0.65%)	28.57%	4.35	00:02:22	0.00%	0 (0.00%)	\$0.00 (0.00%)
21.	Brentwood	48 (0.69%)	77.08%	37 (0.86%)	37.50%	3.52	00:01:44	0.00%	0 (0.00%)	\$0.00 (0.00%)
22.	Galt	45 (0.64%)	66.67%	30 (0.70%)	40.00%	3.89	00:03:22	0.00%	0 (0.00%)	\$0.00 (0.00%)
23.	Merced	43 (0.62%)	46.51%	20 (0.47%)	30.23%	5.67	00:05:07	0.00%	0 (0.00%)	\$0.00 (0.00%)
24.	San Ramon	40 (0.57%)	77.50%	31 (0.72%)	32.50%	3.00	00:00:54	0.00%	0 (0.00%)	\$0.00 (0.00%)
25.	Antioch	37 (0.53%)	70.27%	26 (0.61%)	48.65%	2.97	00:02:00	0.00%	0 (0.00%)	\$0.00 (0.00%)

Rows 1 - 25 of 216

Organic Search Traffic

Jun 1, 2014 - Jun 30, 2014

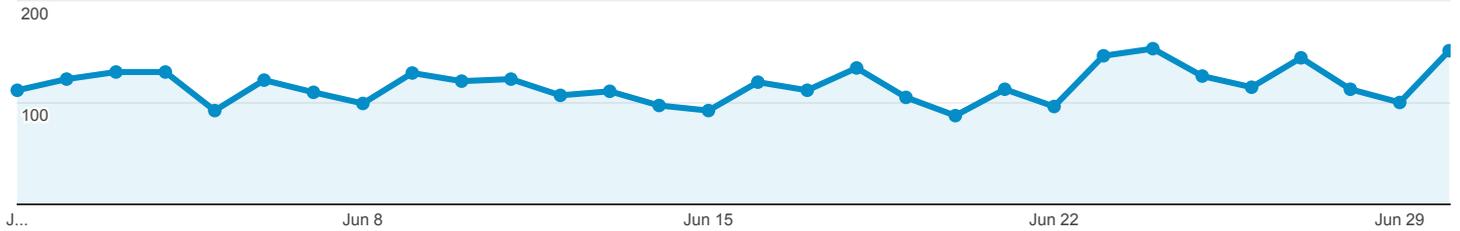
All Sessions
41.46%

+ Add Segment

Explorer

Summary

Sessions



Keyword	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	3,513 % of Total: 41.46% (8,473)	57.47% Site Avg: 62.03% (-7.35%)	2,019 % of Total: 38.41% (5,256)	18.79% Site Avg: 31.32% (-40.02%)	5.55 Site Avg: 4.48 (23.89%)	00:03:37 Site Avg: 00:02:55 (24.17%)	0.00% Site Avg: 0.00% (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (\$0.00)
1. (not provided)	2,685 (76.43%)	56.61%	1,520 (75.28%)	18.70%	5.63	00:03:42	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. stockton honda	452 (12.87%)	64.16%	290 (14.36%)	16.37%	5.46	00:03:05	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. honda stockton	47 (1.34%)	65.96%	31 (1.54%)	14.89%	5.40	00:02:11	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. stockton honda stockton ca	39 (1.11%)	38.46%	15 (0.74%)	33.33%	4.38	00:03:18	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. stocktonhonda	18 (0.51%)	50.00%	9 (0.45%)	27.78%	3.94	00:03:17	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. honda of stockton	14 (0.40%)	71.43%	10 (0.50%)	7.14%	5.29	00:06:57	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. http://www.stocktonhonda.com/	12 (0.34%)	66.67%	8 (0.40%)	8.33%	4.08	00:01:56	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. honda stockton ca	9 (0.26%)	44.44%	4 (0.20%)	11.11%	6.78	00:03:47	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. stockton honda dealer	8 (0.23%)	37.50%	3 (0.15%)	37.50%	4.62	00:01:04	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. honda	7 (0.20%)	28.57%	2 (0.10%)	42.86%	6.71	00:07:23	0.00%	0 (0.00%)	\$0.00 (0.00%)
11. honda stockton hammer lane	7 (0.20%)	71.43%	5 (0.25%)	0.00%	17.71	00:20:43	0.00%	0 (0.00%)	\$0.00 (0.00%)
12. stockton honda service coupons	7 (0.20%)	28.57%	2 (0.10%)	71.43%	1.43	00:00:18	0.00%	0 (0.00%)	\$0.00 (0.00%)
13. stocktonhonda.com	7 (0.20%)	57.14%	4 (0.20%)	14.29%	4.71	00:04:50	0.00%	0 (0.00%)	\$0.00 (0.00%)

14.	www.stocktonhonda.com	7 (0.20%)	57.14%	4 (0.20%)	0.00%	3.43	00:02:54	0.00%	0 (0.00%)	\$0.00 (0.00%)
15.	http://stocktonhonda.com/	6 (0.17%)	33.33%	2 (0.10%)	0.00%	3.83	00:04:06	0.00%	0 (0.00%)	\$0.00 (0.00%)
16.	stocton honda	6 (0.17%)	100.00%	6 (0.30%)	0.00%	10.17	00:02:15	0.00%	0 (0.00%)	\$0.00 (0.00%)
17.	honda dealedship stockton	5 (0.14%)	20.00%	1 (0.05%)	80.00%	1.40	00:01:19	0.00%	0 (0.00%)	\$0.00 (0.00%)
18.	honda stockton california	5 (0.14%)	40.00%	2 (0.10%)	0.00%	3.40	00:05:03	0.00%	0 (0.00%)	\$0.00 (0.00%)
19.	stockton honda used cars	5 (0.14%)	80.00%	4 (0.20%)	40.00%	2.20	00:00:26	0.00%	0 (0.00%)	\$0.00 (0.00%)
20.	stockton honda.com	5 (0.14%)	80.00%	4 (0.20%)	0.00%	4.60	00:03:03	0.00%	0 (0.00%)	\$0.00 (0.00%)
21.	honda dealer stockton	4 (0.11%)	75.00%	3 (0.15%)	0.00%	6.75	00:06:06	0.00%	0 (0.00%)	\$0.00 (0.00%)
22.	honda of stockton ca	4 (0.11%)	0.00%	0 (0.00%)	25.00%	3.50	00:05:56	0.00%	0 (0.00%)	\$0.00 (0.00%)
23.	honda dealership stockton ca	3 (0.09%)	0.00%	0 (0.00%)	33.33%	2.33	00:00:36	0.00%	0 (0.00%)	\$0.00 (0.00%)
24.	honda used cars stockton	3 (0.09%)	33.33%	1 (0.05%)	66.67%	5.67	00:11:05	0.00%	0 (0.00%)	\$0.00 (0.00%)
25.	stockton hond	3 (0.09%)	66.67%	2 (0.10%)	33.33%	4.33	00:01:28	0.00%	0 (0.00%)	\$0.00 (0.00%)

Rows 1 - 25 of 137

Referral Traffic

Jun 1, 2014 - Jun 30, 2014

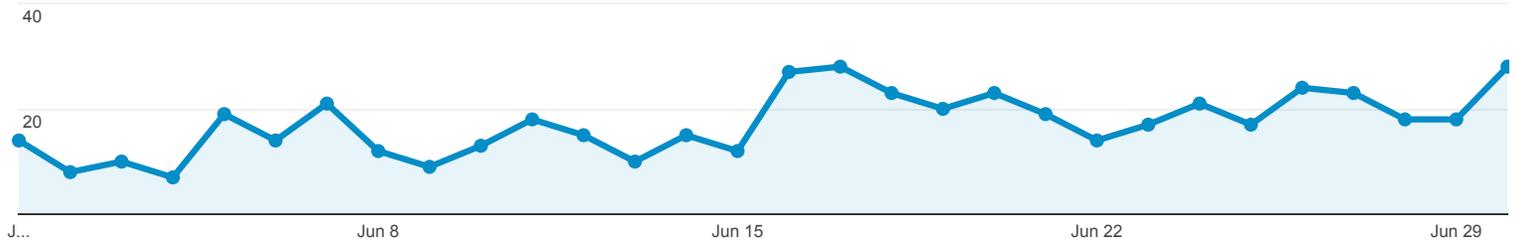
All Sessions
6.10%

+ Add Segment

Explorer

Summary

Sessions



Source	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	517 % of Total: 6.10% (8,473)	62.09% Site Avg: 62.03% (0.09%)	321 % of Total: 6.11% (5,256)	23.60% Site Avg: 31.32% (-24.66%)	4.61 Site Avg: 4.48 (2.85%)	00:02:53 Site Avg: 00:02:55 (-1.14%)	0.00% Site Avg: 0.00% (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (\$0.00)
1. automobiles.honda.com	166 (32.11%)	61.45%	102 (31.78%)	17.47%	6.30	00:03:59	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. iphone.stocktonhonda.com	109 (21.08%)	44.95%	49 (15.26%)	17.43%	4.32	00:02:22	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. kbb.com	34 (6.58%)	38.24%	13 (4.05%)	11.76%	4.68	00:03:58	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. autotrader.com	28 (5.42%)	75.00%	21 (6.54%)	14.29%	6.54	00:02:48	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. m.facebook.com	25 (4.84%)	84.00%	21 (6.54%)	76.00%	1.44	00:01:31	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. semalt.semalt.com	18 (3.48%)	100.00%	18 (5.61%)	88.89%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. web.mail.comcast.net	12 (2.32%)	50.00%	6 (1.87%)	25.00%	5.50	00:05:08	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. cars.com	8 (1.55%)	87.50%	7 (2.18%)	0.00%	5.75	00:01:12	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. mail.aol.com	8 (1.55%)	87.50%	7 (2.18%)	12.50%	6.75	00:03:20	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. yellowpages.com	7 (1.35%)	100.00%	7 (2.18%)	42.86%	2.86	00:00:59	0.00%	0 (0.00%)	\$0.00 (0.00%)
11. carfax.com	6 (1.16%)	100.00%	6 (1.87%)	16.67%	4.50	00:01:26	0.00%	0 (0.00%)	\$0.00 (0.00%)
12. edmunds.com	6 (1.16%)	50.00%	3 (0.93%)	16.67%	4.33	00:01:47	0.00%	0 (0.00%)	\$0.00 (0.00%)

13.	facebook.com	6 (1.16%)	83.33%	5 (1.56%)	0.00%	1.17	00:00:08	0.00%	0 (0.00%)	\$0.00 (0.00%)
14.	lm.facebook.com	6 (1.16%)	16.67%	1 (0.31%)	16.67%	2.50	00:04:52	0.00%	0 (0.00%)	\$0.00 (0.00%)
15.	m.autotrader.com	6 (1.16%)	100.00%	6 (1.87%)	83.33%	1.83	00:00:17	0.00%	0 (0.00%)	\$0.00 (0.00%)
16.	yelp.com	6 (1.16%)	66.67%	4 (1.25%)	33.33%	2.17	00:00:18	0.00%	0 (0.00%)	\$0.00 (0.00%)
17.	r.duckduckgo.com	5 (0.97%)	60.00%	3 (0.93%)	0.00%	2.20	00:02:39	0.00%	0 (0.00%)	\$0.00 (0.00%)
18.	search.tb.ask.com	5 (0.97%)	60.00%	3 (0.93%)	0.00%	2.60	00:00:32	0.00%	0 (0.00%)	\$0.00 (0.00%)
19.	l.facebook.com	4 (0.77%)	0.00%	0 (0.00%)	25.00%	5.50	00:18:50	0.00%	0 (0.00%)	\$0.00 (0.00%)
20.	owners.honda.com	4 (0.77%)	100.00%	4 (1.25%)	50.00%	1.75	00:02:59	0.00%	0 (0.00%)	\$0.00 (0.00%)
21.	google.com	3 (0.58%)	100.00%	3 (0.93%)	66.67%	1.33	00:00:34	0.00%	0 (0.00%)	\$0.00 (0.00%)
22.	hondafinancialservices.com	3 (0.58%)	66.67%	2 (0.62%)	0.00%	2.67	00:02:39	0.00%	0 (0.00%)	\$0.00 (0.00%)
23.	m.yelp.com	3 (0.58%)	100.00%	3 (0.93%)	0.00%	3.33	00:00:35	0.00%	0 (0.00%)	\$0.00 (0.00%)
24.	safesearch.net	3 (0.58%)	0.00%	0 (0.00%)	0.00%	3.00	00:00:15	0.00%	0 (0.00%)	\$0.00 (0.00%)
25.	atom.gsmatom.com	2 (0.39%)	50.00%	1 (0.31%)	0.00%	4.00	00:01:18	0.00%	0 (0.00%)	\$0.00 (0.00%)

Rows 1 - 25 of 51

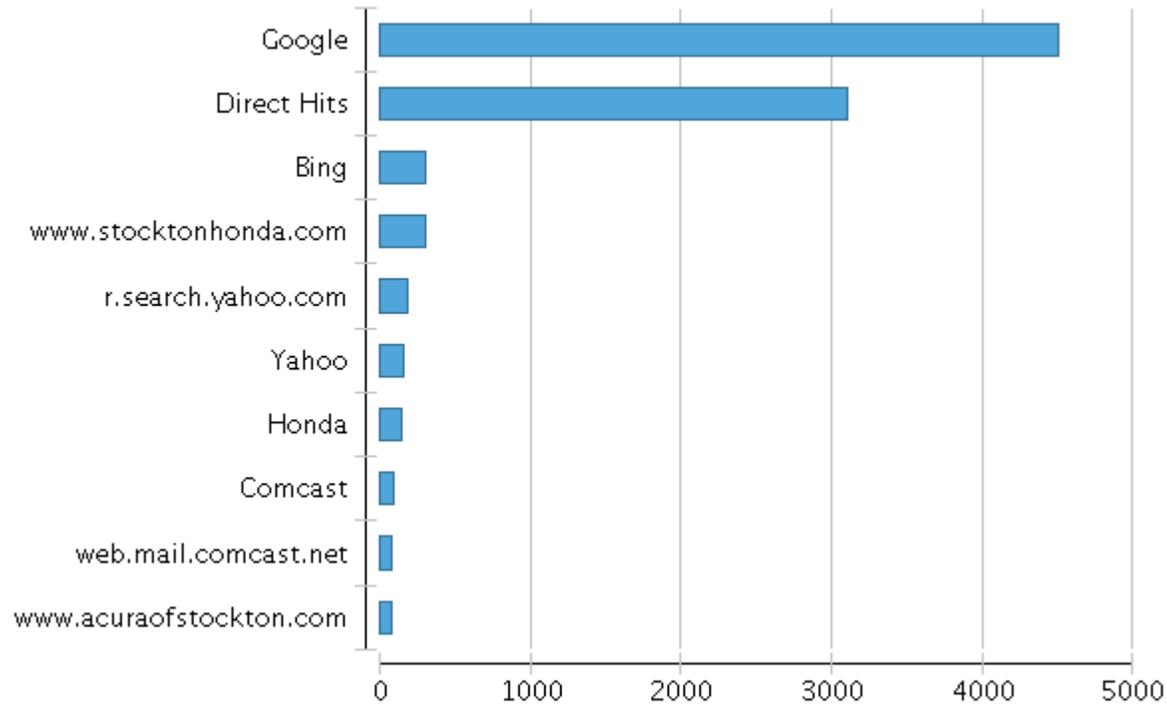
External Referrers Report

June 1, 2014 - June 30, 2014

Determine where most of your website visitors originate irrespective of origin type, as well as their form submissions and submission rate. Also highlighted are page views, bounce rate and time on your site.

Summary	Total Visitors	Total Visits	% New Visits	Bounce Rate	Page Views / Visit	Total Form Submissions	Avg. Form Submission Rate	Avg. Time on Site
	7,259	9,596	75.6%	33.2%	4.01	253	3.5%	00:05:01

Top 10 External Referrers



External Referrer Category	Visitors	Visits	% New Visits	Bounce Rate	Page Views / Visit	Form Submissions	% of Form Submissions	Form Submission Rate	Avg. Time on Site
Google	3,892	4,511	86.3%	22.3%	4.51	104	41.1%	2.7%	00:04:37
Direct Hits	1,817	3,109	58.4%	45.4%	3.43	91	36.0%	5.0%	00:05:00
Bing	248	310	80.0%	23.5%	4.84	7	2.8%	2.8%	00:04:18
www.stocktonhonda.com	160	300	53.3%	35.0%	3.96	23	9.1%	14.4%	00:11:36
r.search.yahoo.com	140	192	72.9%	16.1%	5.54	6	2.4%	4.3%	00:15:18
Yahoo	140	166	84.3%	18.1%	4.72	9	3.6%	6.4%	00:06:02
Honda	122	145	84.1%	9.7%	5.57	6	2.4%	4.9%	00:08:43

External Referrer Category	Visitors	Visits	% New Visits	Bounce Rate	Page Views / Visit	Form Submissions	% of Form Submissions	Form Submission Rate	Avg. Time on Site
Comcast	83	100	83.0%	79.0%	1.88	0	0.0%	0.0%	00:00:32
web.mail.comcast.net	72	82	87.8%	79.3%	1.89	2	0.8%	2.8%	00:01:52
www.acuraofstockton.com	73	80	91.3%	27.5%	3.59	0	0.0%	0.0%	00:03:37
YouTube	62	67	92.5%	83.6%	1.36	0	0.0%	0.0%	00:00:15
Google Syndication	48	64	75.0%	76.6%	1.53	0	0.0%	0.0%	00:01:54
iphone.stocktonhonda.com	39	57	68.4%	19.3%	4.58	2	0.8%	5.1%	00:08:12
AOL	34	39	87.2%	23.1%	3.59	1	0.4%	2.9%	00:02:30
semalt.semalt.com	30	30	100.0%	100.0%	1.00	0	0.0%	0.0%	00:00:00
Facebook.com	28	29	96.6%	82.8%	1.31	0	0.0%	0.0%	00:00:40
AutoTrader	21	23	91.3%	21.7%	4.87	0	0.0%	0.0%	00:01:34
swf.mixpo.com	17	18	94.4%	94.4%	1.11	0	0.0%	0.0%	00:00:06
www.googleadservices.com	14	17	82.4%	47.1%	3.12	0	0.0%	0.0%	00:01:41
Kelley Blue Book	13	15	86.7%	26.7%	3.33	0	0.0%	0.0%	00:01:56
s.yimg.com	12	12	100.0%	91.7%	1.08	0	0.0%	0.0%	00:00:00
Cars.com	7	8	87.5%	0.0%	5.38	0	0.0%	0.0%	00:00:59
www.abs-cbnnews.com	8	8	100.0%	75.0%	1.25	0	0.0%	0.0%	00:00:05
YellowPages	7	7	100.0%	57.1%	2.57	0	0.0%	0.0%	00:00:57
m.autotrader.com	7	7	100.0%	85.7%	1.57	0	0.0%	0.0%	00:00:14
CarFax	6	6	100.0%	33.3%	4.33	0	0.0%	0.0%	00:01:06
Edmunds	5	6	83.3%	16.7%	4.00	0	0.0%	0.0%	00:01:47
EBay	4	5	80.0%	60.0%	2.00	0	0.0%	0.0%	00:00:34
Yelp	5	5	100.0%	60.0%	2.20	0	0.0%	0.0%	00:00:21
search.tb.ask.com	3	5	60.0%	0.0%	2.80	0	0.0%	0.0%	00:00:53
us.wow.com	5	5	100.0%	20.0%	4.40	1	0.4%	20.0%	00:02:20
www.coolmath-games.com	4	5	80.0%	80.0%	1.20	0	0.0%	0.0%	00:00:00
owners.honda.com	4	4	100.0%	50.0%	1.75	0	0.0%	0.0%	00:02:58

External Referrer Category	Visitors	Visits	% New Visits	Bounce Rate	Page Views / Visit	Form Submissions	% of Form Submissions	Form Submission Rate	Avg. Time on Site
www.breakfree.tv	3	4	75.0%	100.0%	1.00	0	0.0%	0.0%	00:00:00
www.eenadu.net	4	4	100.0%	100.0%	1.00	0	0.0%	0.0%	00:00:00
www.rte.ie	3	4	75.0%	75.0%	1.25	0	0.0%	0.0%	00:00:39
Total Control Dominator	2	3	66.7%	33.3%	3.67	0	0.0%	0.0%	00:00:32
imasdk.googleapis.com	3	3	100.0%	66.7%	1.33	0	0.0%	0.0%	00:00:12
lm.facebook.com	2	3	66.7%	66.7%	1.67	0	0.0%	0.0%	00:15:54
m.owners.honda.com	3	3	100.0%	33.3%	2.33	0	0.0%	0.0%	00:25:34
m.yelp.com	3	3	100.0%	33.3%	3.33	0	0.0%	0.0%	00:00:35
r.duckduckgo.com	3	3	100.0%	66.7%	1.33	0	0.0%	0.0%	00:19:28
www.gamesfreak.net	3	3	100.0%	66.7%	1.33	0	0.0%	0.0%	00:02:46
www.hondafinancialservices.com	3	3	100.0%	0.0%	2.67	0	0.0%	0.0%	00:02:38
www.panet.co.il	3	3	100.0%	100.0%	1.00	0	0.0%	0.0%	00:00:00
www.safesearch.net	2	3	66.7%	0.0%	3.00	0	0.0%	0.0%	00:00:15
Amazon.com	2	2	100.0%	100.0%	1.00	0	0.0%	0.0%	00:00:00
DealerRater.com	0	2	0.0%	50.0%	3.00	0	0.0%	0.0%	00:00:32
Dogpile.com	1	2	50.0%	100.0%	1.00	0	0.0%	0.0%	00:00:00
DoubleClick	2	2	100.0%	100.0%	1.00	0	0.0%	0.0%	00:00:00
Juno	0	2	0.0%	0.0%	2.50	0	0.0%	0.0%	00:00:43
SwagBucks.com	2	2	100.0%	0.0%	3.00	0	0.0%	0.0%	00:00:19
Verizon	2	2	100.0%	0.0%	6.50	0	0.0%	0.0%	00:01:47
atom.gsmatom.com	1	2	50.0%	0.0%	4.50	0	0.0%	0.0%	00:03:46
l.facebook.com	0	2	0.0%	50.0%	6.50	0	0.0%	0.0%	00:55:37
slots.pch.com	0	2	0.0%	50.0%	5.00	0	0.0%	0.0%	00:00:27
www.dailymotion.com	2	2	100.0%	100.0%	1.00	0	0.0%	0.0%	00:00:00
www.gamebaby.com	2	2	100.0%	100.0%	1.00	0	0.0%	0.0%	00:00:00
www.mixpo.com	2	2	100.0%	0.0%	2.50	0	0.0%	0.0%	00:02:58
www.pch.com	0	2	0.0%	50.0%	3.00	0	0.0%	0.0%	00:01:25
www.so.com	0	2	0.0%	0.0%	6.50	0	0.0%	0.0%	00:02:42

External Referrer Category	Visitors	Visits	% New Visits	Bounce Rate	Page Views / Visit	Form Submissions	% of Form Submissions	Form Submission Rate	Avg. Time on Site
www.stocktonhondausedcars.com	0	2	0.0%	50.0%	2.50	0	0.0%	0.0%	00:00:44
www.sweetiegames.com	2	2	100.0%	100.0%	1.00	0	0.0%	0.0%	00:00:00
www1.search-results.com	2	2	100.0%	0.0%	4.50	0	0.0%	0.0%	00:01:27
30.152.114.37	1	1	100.0%	0.0%	2.00	0	0.0%	0.0%	00:00:32
8tracks.com	1	1	100.0%	100.0%	1.00	0	0.0%	0.0%	00:00:00
Ask	1	1	100.0%	100.0%	1.00	0	0.0%	0.0%	00:00:00
Earthlink	1	1	100.0%	100.0%	1.00	0	0.0%	0.0%	00:00:00
Twitter	1	1	100.0%	0.0%	2.00	0	0.0%	0.0%	00:00:05
Webcrawler	1	1	100.0%	100.0%	1.00	0	0.0%	0.0%	00:00:00
YellowBook	1	1	100.0%	0.0%	2.00	0	0.0%	0.0%	00:00:39
adserving.speedshiftmedia.com	1	1	100.0%	0.0%	4.00	0	0.0%	0.0%	00:00:56
autoblog.search.aol.com	1	1	100.0%	0.0%	3.00	0	0.0%	0.0%	00:00:06
bingo.pch.com	1	1	100.0%	100.0%	1.00	0	0.0%	0.0%	00:00:00
bossip.com	1	1	100.0%	0.0%	3.00	0	0.0%	0.0%	00:00:51
c.brightcove.com	1	1	100.0%	100.0%	1.00	0	0.0%	0.0%	00:00:00
coolmath-games.com	1	1	100.0%	100.0%	1.00	0	0.0%	0.0%	00:00:00
dp.g.doubleclick.net	1	1	100.0%	0.0%	4.00	0	0.0%	0.0%	00:01:34
epaper.jagran.com	1	1	100.0%	100.0%	1.00	0	0.0%	0.0%	00:00:00
espn.com	1	1	100.0%	0.0%	3.00	0	0.0%	0.0%	00:00:51
fh-mxap03	1	1	100.0%	0.0%	2.00	0	0.0%	0.0%	00:00:10
freshome.com	1	1	100.0%	100.0%	1.00	0	0.0%	0.0%	00:00:00
games.latimes.com	1	1	100.0%	100.0%	1.00	0	0.0%	0.0%	00:00:00
ie.search.yahoo.com	1	1	100.0%	0.0%	3.00	0	0.0%	0.0%	00:00:31
imsservicemarketing.com	1	1	100.0%	0.0%	2.00	0	0.0%	0.0%	00:00:11
kizi.com	1	1	100.0%	100.0%	1.00	0	0.0%	0.0%	00:00:00
link.orangeworld.co.uk	1	1	100.0%	100.0%	1.00	0	0.0%	0.0%	00:00:00
links.honda.mkt015.com	1	1	100.0%	100.0%	1.00	0	0.0%	0.0%	00:00:00

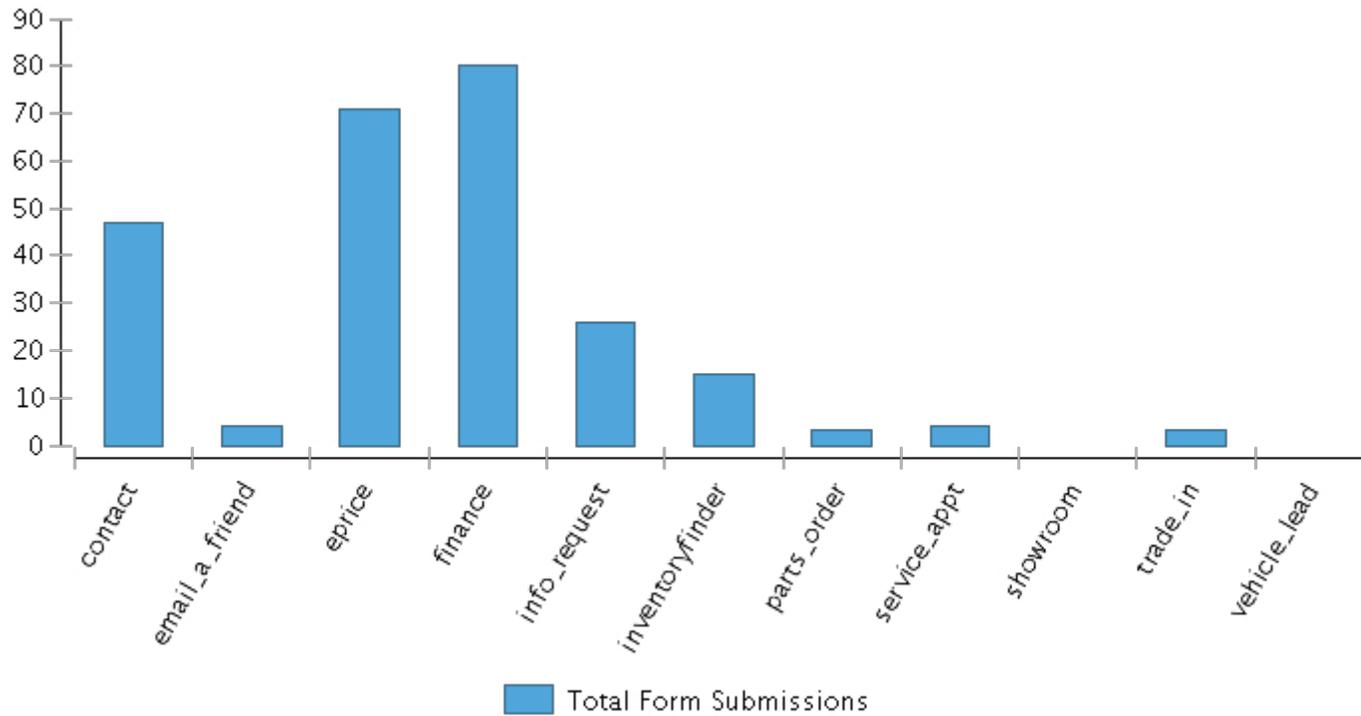
External Referrer Category	Visitors	Visits	% New Visits	Bounce Rate	Page Views / Visit	Form Submissions	% of Form Submissions	Form Submission Rate	Avg. Time on Site
live_geo.tv	1	1	100.0%	100.0%	1.00	0	0.0%	0.0%	00:00:00
mad.com	1	1	100.0%	100.0%	1.00	0	0.0%	0.0%	00:00:00
manta.com	1	1	100.0%	0.0%	7.00	0	0.0%	0.0%	00:02:16
mfds.baseball.cbssports.com	1	1	100.0%	100.0%	1.00	0	0.0%	0.0%	00:00:00
nx8.com	1	1	100.0%	100.0%	1.00	0	0.0%	0.0%	00:00:00
oceanfm.ie	1	1	100.0%	0.0%	2.00	0	0.0%	0.0%	00:07:38
safesearch.whiteskysearch.com	1	1	100.0%	0.0%	6.00	1	0.4%	100.0%	00:06:19
sellout.woot.com	1	1	100.0%	0.0%	10.00	0	0.0%	0.0%	00:03:04
stocktonhondacares.com	1	1	100.0%	100.0%	1.00	0	0.0%	0.0%	00:00:00
thesaurus.com	1	1	100.0%	100.0%	1.00	0	0.0%	0.0%	00:00:00
timesofindia.indiatimes.com	1	1	100.0%	0.0%	15.00	0	0.0%	0.0%	00:06:55
video.creaders.net	1	1	100.0%	100.0%	1.00	0	0.0%	0.0%	00:00:00
vtc.vn	1	1	100.0%	100.0%	1.00	0	0.0%	0.0%	00:00:00
wallstcheatsheet.com	1	1	100.0%	100.0%	1.00	0	0.0%	0.0%	00:00:00
www.ballerarcade.com	1	1	100.0%	100.0%	1.00	0	0.0%	0.0%	00:00:00
www.boyis.com	1	1	100.0%	100.0%	1.00	0	0.0%	0.0%	00:00:00
www.cbsnews.com	1	1	100.0%	100.0%	1.00	0	0.0%	0.0%	00:00:00
www.coolgames.com	0	1	0.0%	100.0%	1.00	0	0.0%	0.0%	00:00:00
www.dailykos.com	1	1	100.0%	100.0%	1.00	0	0.0%	0.0%	00:00:00
www.diretube.com	1	1	100.0%	0.0%	2.00	0	0.0%	0.0%	00:00:14
www.escapehere.com	1	1	100.0%	100.0%	1.00	0	0.0%	0.0%	00:00:00
www.factmonster.com	1	1	100.0%	100.0%	1.00	0	0.0%	0.0%	00:00:00
www.fingerhut.com	1	1	100.0%	0.0%	2.00	0	0.0%	0.0%	00:00:42
www.foxnews.com	0	1	0.0%	100.0%	1.00	0	0.0%	0.0%	00:00:00
www.freegamesinc.com	1	1	100.0%	100.0%	1.00	0	0.0%	0.0%	00:00:00
www.funnygames.us	1	1	100.0%	100.0%	1.00	0	0.0%	0.0%	00:00:00

External Referrer Category	Visitors	Visits	% New Visits	Bounce Rate	Page Views / Visit	Form Submissions	% of Form Submissions	Form Submission Rate	Avg. Time on Site
www.gamezhero.com	1	1	100.0%	100.0%	1.00	0	0.0%	0.0%	00:00:00
www.greatcargames.com	1	1	100.0%	100.0%	1.00	0	0.0%	0.0%	00:00:00
www.intellicast.com	1	1	100.0%	100.0%	1.00	0	0.0%	0.0%	00:00:00
www.irishtimes.com	0	1	0.0%	0.0%	4.00	0	0.0%	0.0%	00:34:28
www.justin.tv	1	1	100.0%	0.0%	9.00	0	0.0%	0.0%	00:05:30
www.komando.com	0	1	0.0%	0.0%	4.00	0	0.0%	0.0%	00:01:41
www.last.fm	1	1	100.0%	0.0%	2.00	0	0.0%	0.0%	00:00:14
www.livesoccertv.com	0	1	0.0%	0.0%	2.00	0	0.0%	0.0%	00:00:41
www.mail.com	0	1	0.0%	0.0%	13.00	0	0.0%	0.0%	00:07:19
www.multiplication.com	1	1	100.0%	100.0%	1.00	0	0.0%	0.0%	00:00:00
www.myfootballgames.co.uk	1	1	100.0%	100.0%	1.00	0	0.0%	0.0%	00:00:00
www.nguoi-viet.com	0	1	0.0%	0.0%	3.00	0	0.0%	0.0%	00:00:32
www.paisdelosjuegos.co.ve	1	1	100.0%	100.0%	1.00	0	0.0%	0.0%	00:00:00
www.policeone.com	1	1	100.0%	100.0%	1.00	0	0.0%	0.0%	00:00:00
www.roblox.com	1	1	100.0%	100.0%	1.00	0	0.0%	0.0%	00:00:00
www.search.ask.com	0	1	0.0%	0.0%	3.00	0	0.0%	0.0%	00:14:09
www.secretstheweek.com	1	1	100.0%	0.0%	2.00	0	0.0%	0.0%	00:00:24
www.shertonenglish.com	1	1	100.0%	100.0%	1.00	0	0.0%	0.0%	00:00:00
www.songsterr.com	0	1	0.0%	0.0%	3.00	0	0.0%	0.0%	00:00:18
www.sparknotes.com	1	1	100.0%	100.0%	1.00	0	0.0%	0.0%	00:00:00
www.spikesgamezone.com	1	1	100.0%	100.0%	1.00	0	0.0%	0.0%	00:00:00
www.spyfu.com	1	1	100.0%	100.0%	1.00	0	0.0%	0.0%	00:00:00
www.stickgames.com	1	1	100.0%	100.0%	1.00	0	0.0%	0.0%	00:00:00
www.tisby.com	1	1	100.0%	100.0%	1.00	0	0.0%	0.0%	00:00:00
www.topspeed.com	1	1	100.0%	100.0%	1.00	0	0.0%	0.0%	00:00:00
www.totaljerkface.com	1	1	100.0%	100.0%	1.00	0	0.0%	0.0%	00:00:00

External Referrer Category	Visitors	Visits	% New Visits	Bounce Rate	Page Views / Visit	Form Submissions	% of Form Submissions	Form Submission Rate	Avg. Time on Site
www.typingweb.com	1	1	100.0%	100.0%	1.00	0	0.0%	0.0%	00:00:00
www.usatoday.com	1	1	100.0%	100.0%	1.00	0	0.0%	0.0%	00:00:00
www.weather.com	1	1	100.0%	0.0%	2.00	0	0.0%	0.0%	00:00:24
www.weeworld.com	1	1	100.0%	100.0%	1.00	0	0.0%	0.0%	00:00:00
yourcategories.com	1	1	100.0%	100.0%	1.00	0	0.0%	0.0%	00:00:00

Form Submissions Report

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.



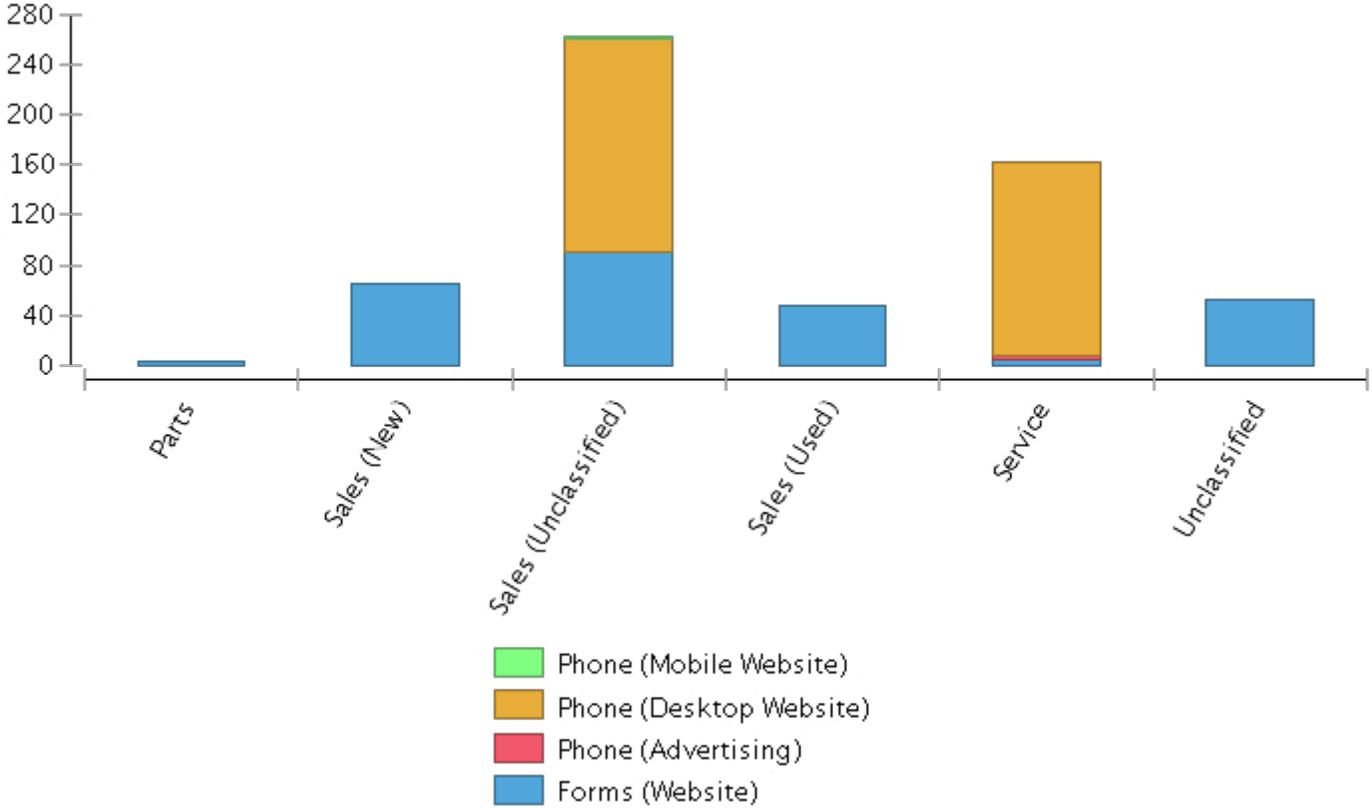
Form Name	Form Submissions	% of Form Submissions
contact	47	18.6%
email_a_friend	4	1.6%
eprice	71	28.1%



Form Name	Form Submissions	% of Form Submissions
finance	80	31.6%
info_request	26	10.3%
inventoryfinder	15	5.9%
parts_order	3	1.2%
service_appt	4	1.6%
showroom	0	0.0%
trade_in	3	1.2%
vehicle_lead	0	0.0%
Totals:	253	100.0%

Origins By Profit Center Report

June 1, 2014 - June 30, 2014



Profit Center	Origin Category	Leads	% of Leads
Parts		3	0.5%
	Forms (Website)	3	0.5%
Sales (New)		65	11.0%
	Forms (Website)	65	11.0%
Sales (Unclassified)		261	44.2%
	Phone (Desktop Website)	169	28.6%
	Forms (Website)	91	15.4%
	Phone (Mobile Website)	1	0.2%
Sales (Used)		47	8.0%
	Forms (Website)	47	8.0%
Service		161	27.3%
	Phone (Desktop Website)	153	25.9%
	Phone (Advertising)	4	0.7%
	Forms (Website)	4	0.7%
Unclassified		53	9.0%
	Forms (Website)	53	9.0%
Totals:		590	100.0%

Campaign Benchmarks
PPC, Display, YouTube, Rep Management



Branded Campaign				
	CTR	Avg Position	Average CPC	Impression Share
Poor	< 10%	2	\$4-\$5	< 70
Average	10%-15%	1.5	\$2-\$3	75-85%
Great	15% and above	1	\$0.50-\$2	85-100%

New Car, Regional, Parts, Service, DAG				
	CTR	Avg Position	Average CPC	Impression Share
Poor	< 1%	5 and up	\$7 and up	< 50
Average	1-2%	3-4	\$5-6	50-70%
Great	2% and above	1-2	\$3-\$4	70% and above

Competitor Campaign				
	CTR	Avg Position	Average CPC	Impression Share
Poor	< 0.8%	5 and up	\$7 and up	< 50
Average	0.8%-1%	3-4	\$5-6	50-70%
Great	1% and above	1-2	\$2-\$4	70% and above

YouTube	View-through Rate*
Poor	< 10%
Average	10-14%
Great	15% and above

*Viewers who chose to watch 100% of the video

Display	CTR
Poor	< 0.08%
Average	0.08%-0.10%
Great	0.10% and above

Reputation Management	Rating
Poor	1-2 stars
Average	3 stars
Great	4-5 stars

Stockton Honda

Optimizations for PPC - June:

- ✓ 156 lead opportunities were generated in June, including 119 phone calls and 37 onsite form submissions.
- ✓ 4.29% overall click-through rate, a **7% increase** from May!
- ✓ Competitor campaign generated an excellent 2.80% click-through rate, a **23% increase!**
- ✓ Regional keywords produced 223 clicks, a **24% increase!**
 - Tracy keywords produced 99 clicks and an excellent 4.66% CTR.
 - Modesto keywords produced 74 clicks.
 - Lodi keywords produced 28 clicks.
- ✓ New Car campaign generated 945 clicks.
 - Accord keywords produced 228 clicks.
 - Civic produced 147 clicks.
 - Pilot produced 113 clicks.
- ✓ Decreased daily budget on Competitor to account for increased CPCs.
- ✓ Decreased max CPCs and daily budget on New Car campaign to account for increased CPCs.
- ✓ Increased daily budget on Regional campaign to capture more available traffic.
- ✓ Ad copy updated to include June incentives.

Optimizations for Display - June:

- ✓ Redistributed budget towards Remarketing audience. Remarketing audience produced a fantastic 0.31% CTR, a **37% increase** from May!

Impression Share Report:

- ✓ Overall impression share fell to 55.21% last month, a slight decrease.

Campaign	Budget ?	Status ?	+ Clicks ?	+ Impr. ?	+ CTR ?	+ Avg. Pos. ?	+ Search Impr. share ?
Branded Campaign/Honda	\$40.00/day <input checked="" type="checkbox"/>	Limited by budget ?	1,304	5,368	24.29%	1.1	91.37%
Service/Honda	\$30.00/day <input checked="" type="checkbox"/>	Eligible	216	2,196	9.84%	1.1	86.87%
Parts/Honda	\$20.00/day <input checked="" type="checkbox"/>	Limited by budget ?	191	3,896	4.90%	1.2	95.72%
Regional/Honda	\$25.00/day <input checked="" type="checkbox"/>	Limited by budget ?	223	7,271	3.07%	2.4	58.69%
Competitor/Honda	\$10.00/day <input checked="" type="checkbox"/>	Limited by budget ?	85	3,031	2.80%	2.6	63.84%
New Cars/Honda	\$100.00/day <input checked="" type="checkbox"/>	Limited by budget ?	945	39,950	2.37%	2.3	47.89%
[dag4a] - used cars	\$20.00/day <input checked="" type="checkbox"/>	Paused	123	10,190	1.21%	3.8	58.99%
DAG	\$20.00/day <input checked="" type="checkbox"/>	Limited by budget ?	6	1,291	0.46%	3.4	57.05%
Total - all filtered campaigns			3,093	73,193	4.23%	2.4	55.21%



MONTHLY PPC REPORT

Stockton Honda Campaign Performance Summary

Below are the results for Stockton Honda paid search campaigns based on a monthly budget of \$9,000. Highlights include:

- 156 lead opportunities were generated in June, including 119 phone calls and 37 onsite form submissions.
- 4.29% overall click-through rate, a 7% increase from May!
- Competitor campaign generated an excellent 2.80% click-through rate, a 23% increase!
- Accord keywords produced 228 clicks, Civic produced 147 clicks, Pilot produced 113 clicks.

Please note that all budget adjustments must be submitted to your Digital Advisor 5 days prior to the next business month. You will find contact information for your SEM team at the end of this report should you have any questions.

CONSOLIDATED CAMPAIGN PERFORMANCE OVERVIEW

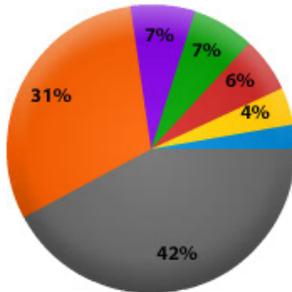
Date range : Last Month (June)

Campaign Groups	Clicks	Impr.	CTR	Avg. Pos.	Avg. CPC
Branded Campaign/Honda	1,304	5,368	24.29 %	1.12	\$0.65
New Cars/Honda	945	39,950	2.37 %	2.34	\$3.93
Regional/Honda	223	7,271	3.07 %	2.44	\$3.81
Service/Honda	216	2,196	9.84 %	1.15	\$1.77
Parts/Honda	191	3,896	4.90 %	1.21	\$2.43
Dynamic Campaigns	129	11,481	1.12 %	3.75	\$4.72
Competitor/Honda	85	3,031	2.80 %	2.61	\$4.12
Total:	3,093	73,193	4.23 %	2.40	\$2.33



CLICKS by CAMPAIGN

Date range : Last Month (June)

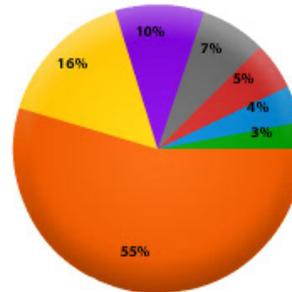


Branded Campaign/Honda	1,304	42.15 %
New Cars/Honda	945	30.55 %
Regional/Honda	223	7.20 %
Service/Honda	216	6.98 %
Parts/Honda	191	6.17 %
Dynamic Campaigns	129	4.17 %
Competitor/Honda	85	2.74 %

Total Clicks: 3,093

IMPRESSIONS by CAMPAIGN

Date range : Last Month (June)



New Cars/Honda	39,950	54.58 %
Dynamic Campaigns	11,481	15.68 %
Regional/Honda	7,271	9.93 %
Branded Campaign/Honda	5,368	7.33 %
Parts/Honda	3,896	5.32 %
Competitor/Honda	3,031	4.14 %
Service/Honda	2,196	3.00 %

Total Impressions: 73,193

Top 25 Keywords - Stockton Honda - Based on Clicks (All campaigns)

Date range : Last Month (June)

Keyword	Match Type	Campaign	Ad Group	Clicks	CTR
1 Stockton Honda	Exact	Branded Campaign/Honda	Stockton Honda	1,035	31.99 %
2 Stockton Honda	Phrase	Branded Campaign/Honda	Stockton Honda	150	13.71 %
3 +Honda +service centers	Broad	Service/Honda	Service/Honda	74	17.66 %
4 2014 +Honda +accord	Broad	New Cars/Honda	Accord	67	1.02 %
5 Northern California Honda Dealers	Broad	Regional/Honda	Tracy	58	6.35 %
6 +Stockton +Honda +stockton	Broad	Branded Campaign/Honda	Stockton Honda	56	18.01 %
7 Honda accord	Exact	New Cars/Honda	Accord	53	4.48 %
8 +Honda prices +accord	Broad	New Cars/Honda	Accord	51	1.90 %
9 +Honda +parts	Broad	Parts/Honda	Nissan General	46	3.80 %
10 +Stockton +Honda +California	Broad	Branded Campaign/Honda	Stockton Honda	44	6.59 %
11 Tracy Honda	Exact	Competitor/Honda	Tracy Honda	37	3.35 %
12 +honda dealer +modesto	Broad	Regional/Honda	Modesto	36	2.91 %
13 2013 +Honda +Pilot	Broad	New Cars/Honda	Pilot	36	6.63 %
14 Honda.com	Broad	New Cars/Honda	General/Honda	36	3.08 %
15 +Honda +services	Broad	Service/Honda	Service/Honda	34	4.02 %
16 +Honda car +service	Broad	Service/Honda	Service/Honda	32	24.43 %
17 Honda Pilot	Exact	New Cars/Honda	Pilot	30	7.23 %
18 Honda civic	Exact	New Cars/Honda	Civic	29	2.12 %
19 2014 Honda accord	Phrase	New Cars/Honda	Accord	27	2.64 %
20 +2013 +Honda	Broad	New Cars/Honda	General/Honda	27	2.21 %



Top 25 Keywords - Stockton Honda - Based on Clicks (All campaigns) (cont.)

Date range : Last Month (June)

Keyword	Match Type	Campaign	Ad Group	Clicks	CTR
21 Honda Crv	Exact	New Cars/Honda	CR-V	27	4.77 %
22 +honda dealer +tracy	Broad	Regional/Honda	Tracy	26	4.38 %
23 Honda dealership	Phrase	New Cars/Honda	General/Honda	25	3.19 %
24 Honda parts	Phrase	Parts/Honda	Nissan General	25	11.63 %
25 Lodi Honda	Exact	Competitor/Honda	Lodi Honda	24	5.49 %

Match Type Definitions

Broad Match: Synonyms, relevant searches, and other relevant variations

+Broad Match Modifier: Close variations but not synonyms or related searches

"Phrase Match": A phrase and close variation of that phrase

Top 10 Ads - Stockton Honda - Based on Clicks (All campaigns)

Date range : Last Month (June)

Creative	Campaign	Ad Group	Clicks	CTR
1 Stockton Honda View Special Offers Online And Schedule A Test Drive Today! www.StocktonHonda.com	Branded Campaign/Honda	Stockton Honda	835	27.62 %
2 Stockton Honda View Special Offers Online And Schedule A Test Drive Today! www.StocktonHonda.com	Branded Campaign/Honda	Stockton Honda	377	18.94 %
3 {Keyword:2014 Honda} View Special Offers Online And Schedule A Test Drive Today! www.StocktonHonda.com	New Cars/Honda	General/Honda	132	3.48 %
4 {Keyword:Honda Parts} OEM Original Factory Parts At Great Prices. Order Online Today! www.StocktonHonda.com/Parts	Parts/Honda	Nissan General	122	6.60 %
5 {Keyword:Honda Accord} 2014 Honda Accord Is In Stock. Schedule A Test Drive Today! www.StocktonHonda.com	New Cars/Honda	Accord	88	1.50 %
6 Honda Service Center Schedule An Appointment With Us! Call Today & Talk To Our Experts. www.StocktonHonda.com/Service	Service/Honda	Service/Honda	88	10.81 %
7 Honda Dealer View Inventory And Specials Online. Schedule A Test Drive Today! www.StocktonHonda.com	Regional/Honda	Tracy	84	4.75 %
8 Stockton Honda View Monthly Specials Online And Schedule A Test Drive Today! www.StocktonHonda.com	New Cars/Honda	General/Honda	75	4.00 %
9 Honda Service Dept View Service Coupons Online. Call & Schedule Appointment Today! www.StocktonHonda.com/Service	Service/Honda	Service/Honda	73	10.49 %
10 Honda Dealer View Inventory And Specials Online. Schedule A Test Drive Today! www.StocktonHonda.com	Regional/Honda	Modesto	72	3.39 %



DYNAMIC AD GENERATION PERFORMANCE OVERVIEW

CONSOLIDATED CAMPAIGN PERFORMANCE OVERVIEW

Date range : Last Month (June)

Campaign Groups	Clicks	Impr.	CTR	Avg. Pos.	Avg. CPC
Dynamic Campaigns	129	11,481	1.12 %	3.75	\$4.72
Total:	129	11,481	1.12 %	3.75	\$4.72

Top 5 Keywords - Stockton Honda - Based on Clicks (1 campaigns)

Date range : Last Month (June)

Keyword	Match Type	Campaign	Ad Group	Clicks	CTR
1 used honda	Phrase	[dag4a] - used cars	[dag4a] - used - honda - accord sdn - 1997	22	2.14 %
2 used toyota	Phrase	[dag4a] - used cars	[dag4a] - used - toyota - yaris - 2011	12	0.96 %
3 used honda	Phrase	[dag4a] - used cars	[dag4a] - used - honda - civic sedan - 2014	7	2.75 %
4 used honda	Phrase	[dag4a] - used cars	[dag4a] - used - honda - civic sdn - 2012	6	7.41 %
5 used honda	Phrase	[dag4a] - used cars	[dag4a] - used - honda - civic coupe - 2014	6	1.16 %

Top 10 Ads - Stockton Honda - Based on Clicks (1 campaigns)

Date range : Last Month (June)

Creative	Campaign	Ad Group	Clicks	CTR
1 Looking For Used Honda? Great Accord Sdn Inventory Schedule A Test Drive Today! StocktonHonda.com	[dag4a] - used cars	[dag4a] - used - honda - accord sdn - 1997	15	1.81 %
2 Looking For Used Toyota? Great Yaris Inventory Schedule A Test Drive Today! StocktonHonda.com	[dag4a] - used cars	[dag4a] - used - toyota - yaris - 2011	9	2.50 %
3 Used GMC Acadia Great Acadia Deals Schedule A Test Drive Today! StocktonHonda.com	[dag4a] - used cars	[dag4a] - used - gmc - acadia - 2009	9	2.31 %
4 Used Honda Civic Sdn Great Civic Sdn Deals Schedule A Test Drive Today! StocktonHonda.com	[dag4a] - used cars	[dag4a] - used - honda - civic sdn - 2012	6	7.79 %
5 Used Yaris Priced At \$11900.00 Schedule A Test Drive Today! StocktonHonda.com	[dag4a] - used cars	[dag4a] - used - toyota - yaris - 2011	6	0.56 %
6 Used Honda Civic Coupe Great Civic Coupe Deals Schedule A Test Drive Today! StocktonHonda.com	[dag4a] - used cars	[dag4a] - used - honda - civic coupe - 2014	6	1.58 %



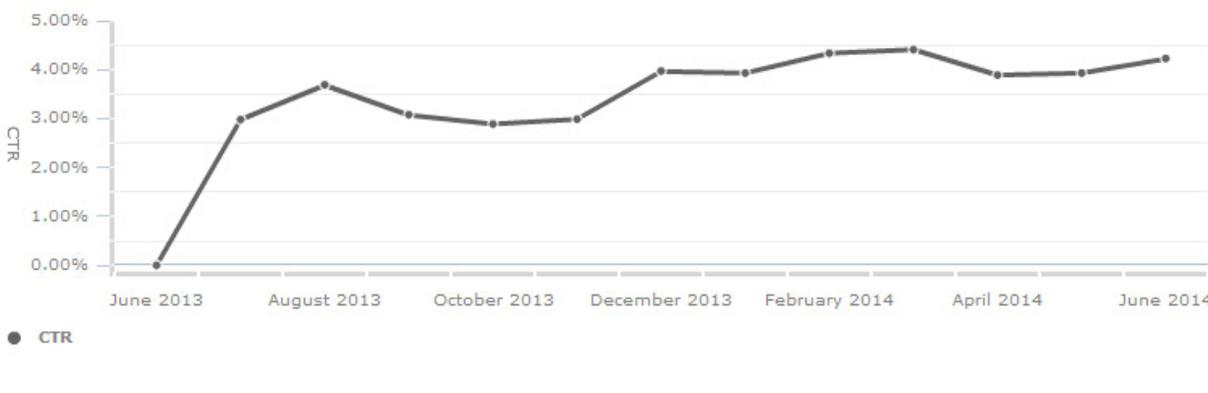
Top 10 Ads - Stockton Honda - Based on Clicks (1 campaigns) (cont.)

Date range : Last Month (June)

Creative	Campaign	Ad Group	Clicks	CTR
7 Used xB Priced At \$14900.00 Schedule A Test Drive Today! StocktonHonda.com	[dag4a] - used cars	[dag4a] - used - scion - xb - 2010	5	2.84 %
8 Used Honda Pilot Great Pilot Deals Schedule A Test Drive Today! StocktonHonda.com	[dag4a] - used cars	[dag4a] - used - honda - pilot - 2013	5	4.81 %
9 Used Honda Civic Sedan Great Civic Sedan Deals Schedule A Test Drive Today! StocktonHonda.com	[dag4a] - used cars	[dag4a] - used - honda - civic sedan - 2014	5	2.07 %
10 Used Ridgeline Priced At \$33900.00 Schedule A Test Drive Today! StocktonHonda.com	[dag4a] - used cars	[dag4a] - used - honda - ridgeline - 2013	4	1.53 %

EXTENDED PERFORMANCE OVERVIEW

Date range : 6/1/2013 - 6/30/2014



PERFORMANCE OVERVIEW

Date range : Two Months Ago (May)

Campaign Groups	Clicks	Impr.	CTR	Avg. Pos.	Avg. CPC
New Cars/Honda	1,426	61,902	2.30 %	2.94	\$2.80
Branded Campaign/Honda	1,382	5,355	25.81 %	1.13	\$0.66
Service/Honda	205	1,952	10.50 %	1.15	\$1.49
Parts/Honda	204	3,982	5.12 %	1.22	\$2.22
Regional/Honda	180	5,985	3.01 %	2.56	\$2.85
Dynamic Campaigns	107	8,255	1.30 %	3.91	\$4.05
Total:	3,504	87,431	4.01 %	2.77	\$1.88

PERFORMANCE OVERVIEW - THIS YEAR

Date range : 6/1/2013 - 6/30/2014

Campaign Groups	Clicks	Impr.	CTR	Avg. Pos.	Avg. CPC
Branded Campaign/Honda	13,337	65,293	20.43 %	1.05	\$0.56
New Cars/Honda	9,096	431,498	2.11 %	2.42	\$3.32
Regional/Honda	2,900	119,034	2.44 %	2.19	\$3.00
Dynamic Campaigns	1,641	125,433	1.31 %	3.54	\$3.95
Service/Honda	785	7,689	10.21 %	1.17	\$1.61
Parts/Honda	780	17,573	4.44 %	1.22	\$2.22
Competitor/Honda	181	7,201	2.51 %	2.50	\$3.99
Total:	28,720	773,721	3.71 %	2.41	\$1.97

CONTACT INFORMATION

DIGITAL ADVISOR

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 nfriedman@l2tmedia.com
 847-944-9278

SEM MANAGER

Jason Hamblin
 jhamblin@l2tmedia.com
 847-944-9276



Please Contact Your Account Manager
With Any Questions or Concerns

Natalie Friedman
847-994-9278
nfriedman@l2tmedia.com

Stockton Honda - June 2014 CAMPAIGN DETAILS

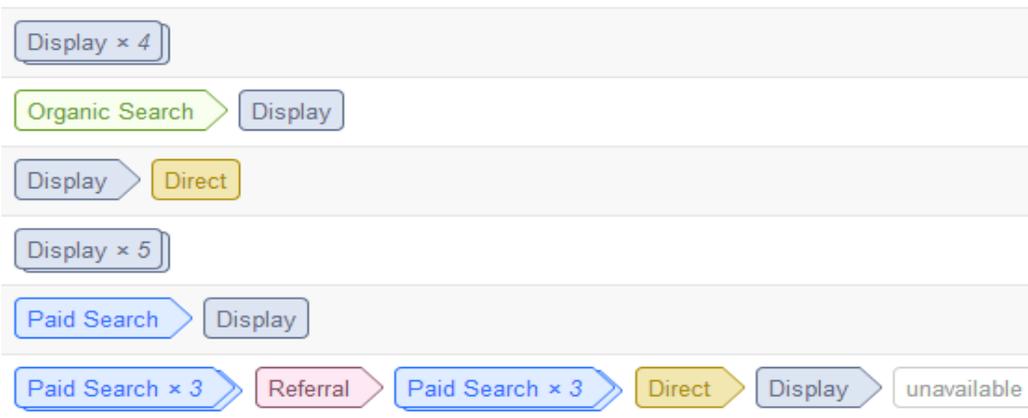
	April	May	June
Results			
Budget	\$ 1,500	\$ 1,500	\$ 1,500
Impressions	348,484	329,334	329,264
Clicks	474	601	541
Click Through Rate (CTR)	0.14%	0.18%	0.16%
Goals			
Lead Conversions	1	4	2
Assisted Conversions	178	213	162
View-through Conversions	6	6	5
Inventory Page Views	477	205	493
Site Engagement Conversion	55	412	61

*Assisted Conversion - A lead submission as a result of at least one display impression viewed and/or click, but was not the final consumer interaction before a lead was submitted.

*Site Engagement Conversion - The combination of the following secondary conversions - number of times visitors stay on your website longer than 2 minutes, there is a specials page view or there is a directions page view.

*View-Through Conversion - A consumer who reached the website and submitted a lead after viewing an impression but did not click to site at that exact moment.

Top Conversion Paths



Sample Site List

- www.cargurus.com
- www.weather.com
- www.youtube.com
- www.yelp.com
- www.autoanything.com
- www.stocktongasprices.com
- www.sfgate.com



WEBSITE MANAGEMENT & INTERNET CONSULTING

1114 carolyn avenue | san jose, california 95125 | OFFICE: 408.564.6897 | imos consulting.com | info@imos.me

728x90

 Stockton Honda	<p>New 2014 Honda Civic FOR JUST \$199/mo. + TAX PER MONTH</p> 	<small>DISCLAIMER</small> LEARN MORE
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160x600

 Stockton Honda
<p>New 2014 Honda Civic</p>  <p>FOR JUST \$199/mo. + TAX PER MONTH</p> LEARN MORE <small>DISCLAIMER</small>

300x250

 Stockton Honda
<p>New 2014 Honda Civic FOR JUST \$199/mo. + TAX PER MONTH</p>  <p><small>DISCLAIMER</small> LEARN MORE</p>



Please Contact Your Digital Advisor
With Any Questions or Concerns

Natalie Friedman
847-994-9278
nfriedman@l2tmedia.com

Stockton Honda Video - June 2014			
CAMPAIGN DETAILS			
RESULTS	April	May	June
Budget	\$ 1,500	\$ 1,500	\$ 1,500
Impressions	60,830	60,172	57,334
Views	8,550	8,228	7,632
Clicks to Website	377	365	331
View Through Rate	14.06%	13.67%	13.31%
Click Through Rate (CTR)	0.62%	0.61%	0.58%
Video URL https://www.youtube.com/watch?v=s6T8hc-j2Os			

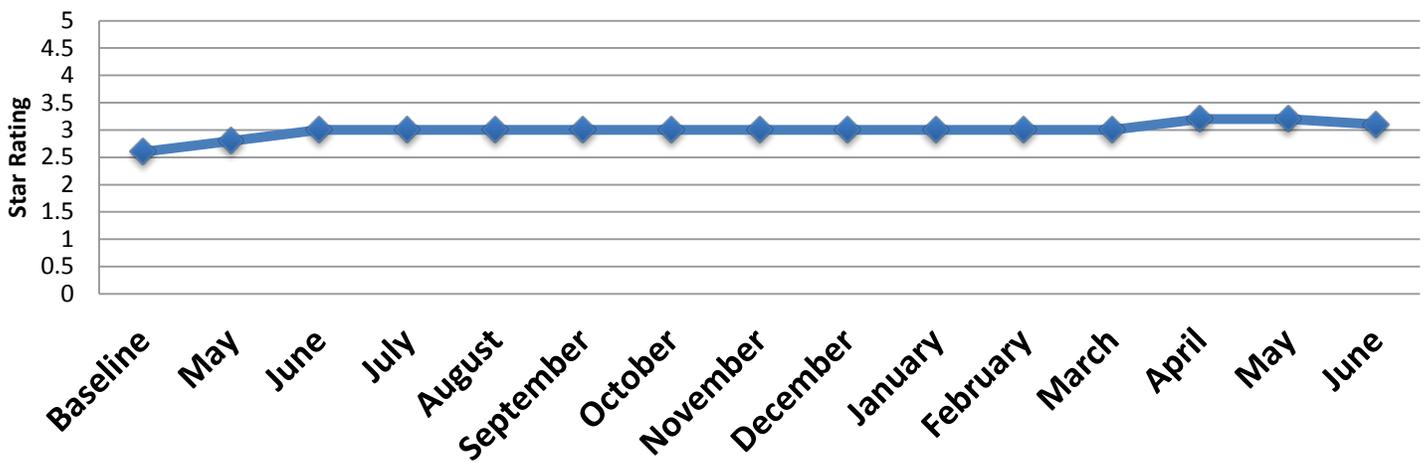


Video Played To:	
25%	47%
50%	22%
75%	17%
100%	14%

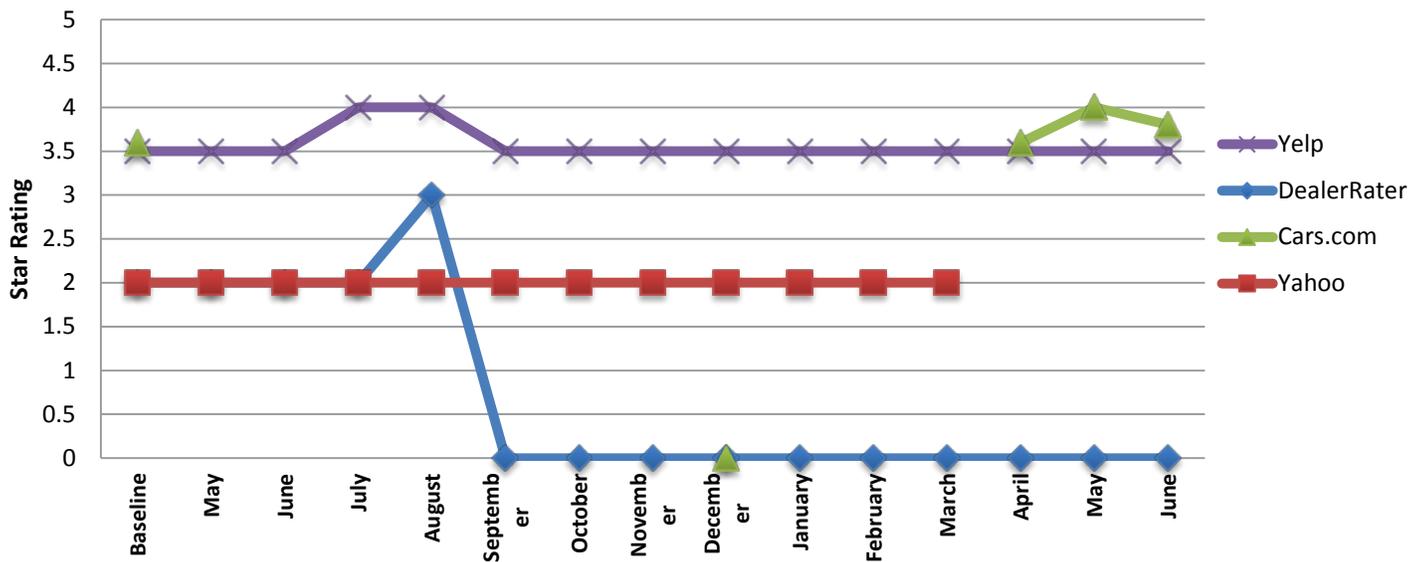
Reputation Management Summary

In June, we saw 1 positive review posted to your review sites. During your Reputation Management campaign we have seen 20 positive reviews added to these sites.

Google+ Local Page Star Rating



Star Rating Over Time by Review Site

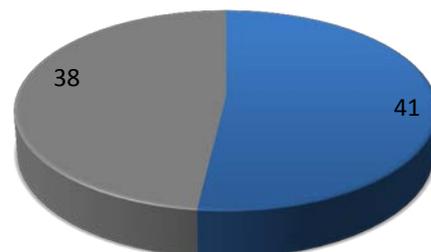
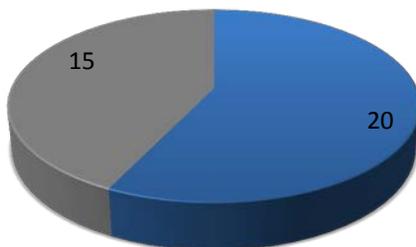
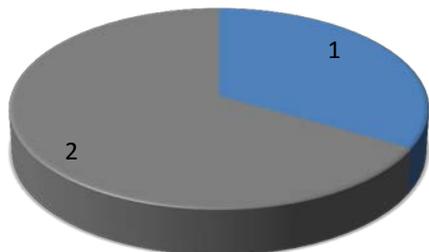




June Reviews

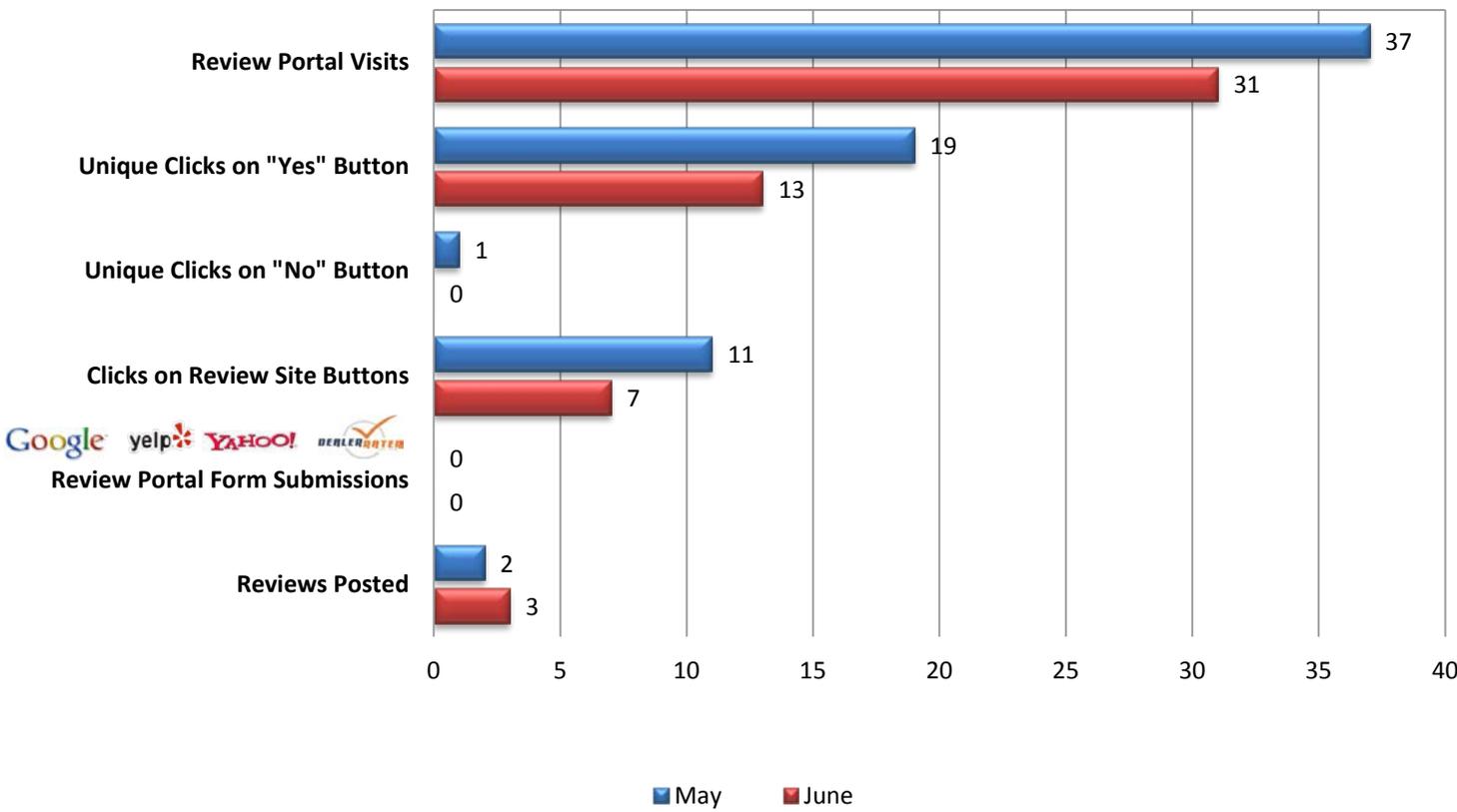
Reputation Management Campaign Reviews

All Time Reviews



■ Positive Reviews ■ Hot Issue Reviews

StocktonHondaCares.com Interaction





		All Time	Baseline	April	May	June
Total	Review Portal Visits	253	n/a	32	37	31
	Unique Clicks on "Yes" Button	116	n/a	23	19	13
	Unique Clicks on "No" Button	11	n/a	1	1	0
	Clicks on Review Site Buttons	111	n/a	14	11	7
	Review Portal Form Submissions	3	n/a	0	0	0
	Reviews Posted	79	44	3	2	3
	Positive Reviews	41	21	2	1	1
	Hot Issue Reviews	38	23	1	1	2
	Average Star Rating*		2.5	2.0	2.8	2.7
Google	Clicks to Google	43	n/a	9	6	6
	Reviews Posted	16	12	1	0	1
	Positive Reviews	7	5	1	0	0
17 Reviews	Hot Issue Reviews	9	7	0	0	1
	Star Rating		2.6	3.2	3.2	3.1
Yelp	Clicks to Yelp	38	n/a	3	2	1
	Reviews Posted	53	23	2	1	2
	Positive Reviews	31	14	1	0	1
45 Reviews	Hot Issue Reviews	22	9	1	1	1
	Star Rating		3.5	3.5	3.5	3.5
DealerRater	Clicks to DealerRater	9	n/a	0	1	0
	Reviews Posted	2	2	0	0	0
	Positive Reviews	0	0	0	0	0
0 Reviews	Hot Issue Reviews	2	2	0	0	0
	Star Rating		2	0	0	0
Cars.com	Clicks to Cars.com	12	n/a	2	2	0
	Reviews Posted	6	5	0	1	0
	Positive Reviews	4	3	0	1	0
6 Reviews	Hot Issue Reviews	2	2	0	0	0
	Star Rating		3.6	3.6	4	3.8
Yahoo	Clicks to Yahoo	18	n/a			
	Reviews Posted	9	9			
	Positive Reviews	2	2			
10 Reviews	Hot Issue Reviews	7	7			
	Star Rating		2			

* Google rating weighted double due to its more significant visibility.

Create Ad in Campaign

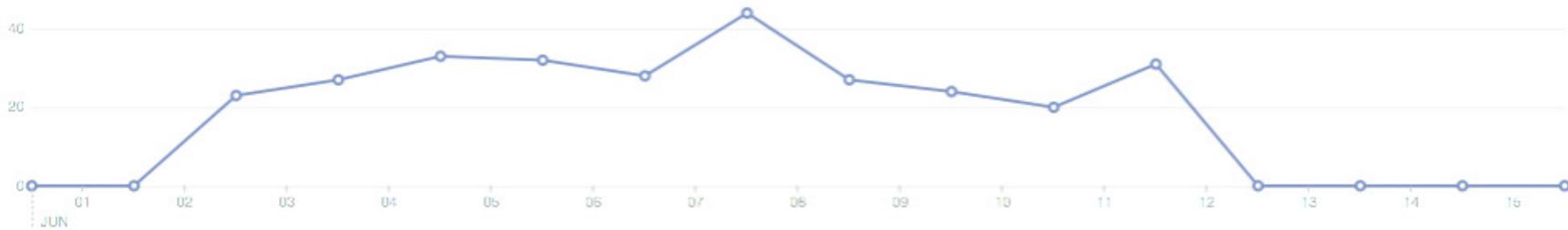
All Campaigns ▶ Post: "Get dad something he really wants this year, a..."

STATUS <input checked="" type="checkbox"/>	DELIVERY ● Not Delivering Ad Set Completed	OBJECTIVE Post Engagements	SCHEDULE Jun 3, 2014 – Jun 12, 2014 11:17am 5:00pm	SPENT TODAY \$0.00	LIFETIME SPENT \$89.00 of \$100.00
--	---	--------------------------------------	---	------------------------------	--

POST ENGAGEMENTS ? 289	REACH ? 24,700	FREQUENCY ? 1.76	TOTAL SPENT ? \$89.00	AVG. COST PER POST ENGAGEMENT ? \$0.31
----------------------------------	--------------------------	----------------------------	---------------------------------	--

June 1, 2014 - June 16, 2014

— Page Post Engagement



Ad Sets Ads All Except Deleted Edit Ad Sets View Report View History

1 Result

<input type="checkbox"/>	Status ?	Ad Set ?	Delivery ?	Results ?	Cost ?	Reach ?	Budget ?	Spent Today ?	Total Spent ?	Start Date ?	End Date ?
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Post: "Get dad something he really wants this year, a..."	● Completed	289 Post Engagements	\$0.30 Per Post Engagement	24,700	\$100.00 Lifetime	\$0.00	\$89.00	06/03/2014 11:17am	06/12/2014 5:00pm

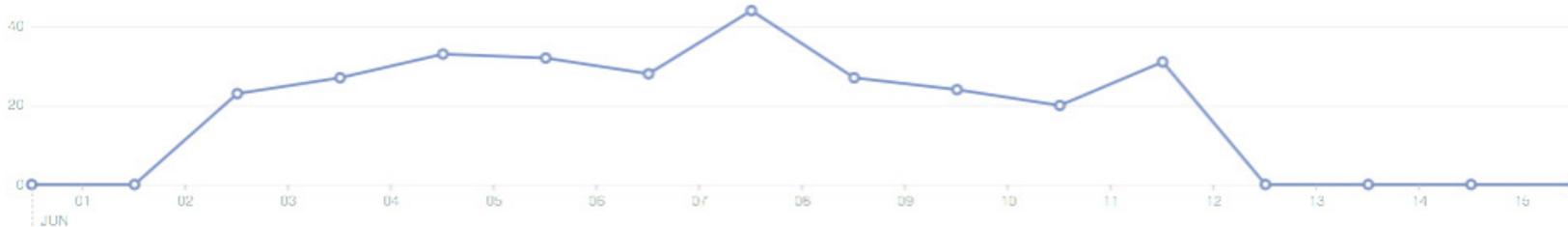
1 Result

STATUS On
DELIVERY ● Completed
SCHEDULE Jun 3, 2014 – Jun 12, 2014
 11:17am 5:00pm
BUDGET \$100.00
 Lifetime
SPENT TODAY \$0.00
LIFETIME SPENT \$89.00 of \$100.00

POST ENGAGEMENTS ? 289
REACH ? 24,700
FREQUENCY ? 1.76
TOTAL SPENT ? \$89.00
AVG. COST PER POST ENGAGEMENT ? \$0.31

June 1, 2014 - June 16, 2014

— Page Post Engagement



All Except Deleted |
 Edit Ads |
 |

4 Results

<input type="checkbox"/>	Status ?	Ad ?	Delivery ?	Results ?	Cost ?	Reach ?	Frequency ?	Clicks ?	Click-Through Rate ?	Spent Today	Total Spent ?	Max. Bid ?	Avg. Price ?
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Post: "There's still time to win a free game of golf f..." - Post Engagement	● Not Delivering Ad Set Completed	2 Post Engagements	\$0.95 Per Post Engagement	1,554	1.90	3	0.102%	\$0.00	\$1.91	Auto Optimized CPM	\$0.65 Optimized CPM
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Post: "Enter our free Father's Day raffle to win a gam..." - Post Engagement	● Not Delivering Ad Set Completed	17 Post Engagements	\$0.40 Per Post Engagement	6,395	2.59	21	0.127%	\$0.00	\$6.84	Auto Optimized CPM	\$0.41 Optimized CPM
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Post: /stocktonhonda/posts /10152195375367672 to others	● Not Delivering Ad Set Completed	260 Post Engagements	\$0.30 Per Post Engagement	17,687	1.33	317	1.346%	\$0.00	\$78.11	Auto Optimized CPM	\$3.32 Optimized CPM
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Post: /stocktonhonda/posts /10152195375367672 to fans	● Not Delivering Ad Set Completed	10 Post Engagements	\$0.21 Per Post Engagement	170	2.31	11	2.806%	\$0.00	\$2.14	Auto Optimized CPM	\$5.46 Optimized CPM

4 Results

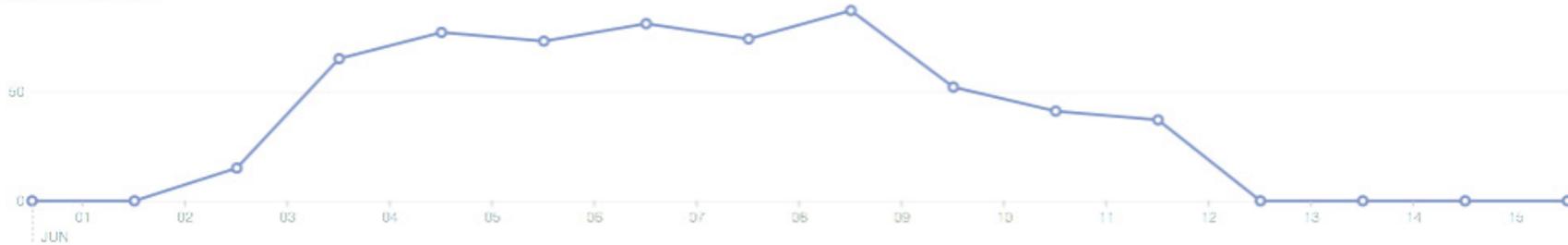
Create Ad In Campaign

All Campaigns ▶ Post: "Grads, give yourself the gift of an awesome..."

STATUS <input checked="" type="radio"/>	DELIVERY ● Not Delivering Ad Set Completed	OBJECTIVE Post Engagements	SCHEDULE Jun 3, 2014 – Jun 12, 2014 3:26pm 8:00pm	SPENT TODAY \$0.00	LIFETIME SPENT \$89.01 of \$100.00
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POST ENGAGEMENTS ? 602	REACH ? 18,877	FREQUENCY ? 1.32	TOTAL SPENT ? \$89.01	AVG. COST PER POST ENGAGEMENT ? \$0.15	June 1, 2014 - June 16, 2014
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— Page Post Engagement



Ad Sets Ads All Except Deleted Edit Ad Sets View Report View History

1 Result

<input type="checkbox"/>	Status ?	Ad Set ?	Delivery ?	Results ?	Cost ?	Reach ?	Budget ?	Spent Today ?	Total Spent ?	Start Date ?	End Date ?
<input type="checkbox"/>	<input checked="" type="radio"/>	Post: "Grads, give yourself the gift of an awesome..."	● Completed	602 Post Engagements	\$0.14 Per Post Engagement	18,877	\$100.00 Lifetime	\$0.00	\$89.01	06/03/2014 3:26pm	06/12/2014 8:00pm

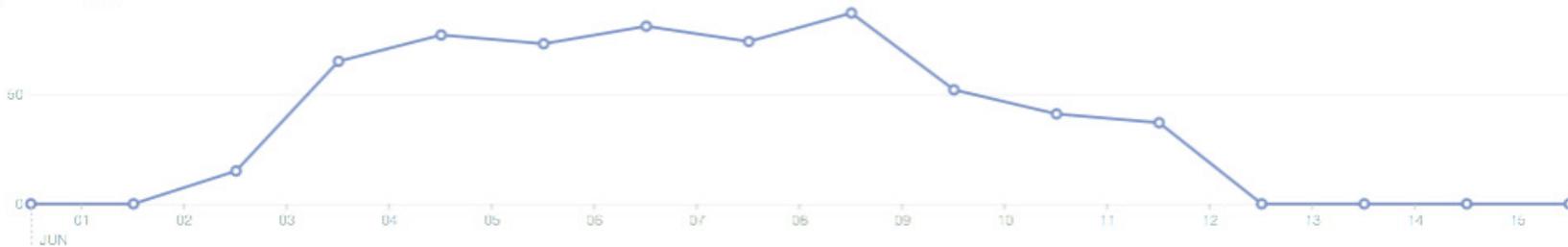
1 Result

STATUS <input checked="" type="checkbox"/>	DELIVERY ● Completed	SCHEDULE Jun 3, 2014 – Jun 12, 2014 3:26pm 8:00pm	BUDGET \$100.00 Lifetime	SPENT TODAY \$0.00	LIFETIME SPENT \$89.01 of \$100.00
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POST ENGAGEMENTS ? 602	REACH ? 18,877	FREQUENCY ? 1.32	TOTAL SPENT ? \$89.01	AVG. COST PER POST ENGAGEMENT ? \$0.15
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June 1, 2014 - June 16, 2014

— Page Post Engagement



All Except Deleted Edit Ads View Report View History

4 Results

Status ?	Ad ?	Delivery ?	Results ?	Cost ?	Reach ?	Frequency ?	Clicks ?	Click-Through Rate ?	Spent Today	Total Spent ?	Max. Bid ?	Avg. Price ?
<input type="checkbox"/>	Post: "Want to go to the Vans Waped Tour...for FREE? ..." - Post Engagement	● Not Delivering Ad Set Completed	0 Post Engagements	--	98	1.24	0	0.000%	\$0.00	\$0.16	Auto Optimized CPM	\$1.31 Optimized CPM
<input type="checkbox"/>	Post: "Enter our free Father's Day raffle to win a gam..." - Post Engagement	● Not Delivering Ad Set Completed	5 Post Engagements	\$0.11 Per Post Engagement	688	1.74	3	0.251%	\$0.00	\$0.57	Auto Optimized CPM	\$0.48 Optimized CPM
<input type="checkbox"/>	Post: /stocktonhonda/posts /10152195386902672 to fans	● Not Delivering Ad Set Completed	1 Post Engagement	\$0.43 Per Post Engagement	61	1.31	2	2.500%	\$0.00	\$0.43	Auto Optimized CPM	\$5.38 Optimized CPM
<input type="checkbox"/>	Post: /stocktonhonda/posts /10152195386902672 to others	● Not Delivering Ad Set Completed	596 Post Engagements	\$0.14 Per Post Engagement	18,164	1.30	673	2.853%	\$0.00	\$87.85	Auto Optimized CPM	\$3.72 Optimized CPM



Stockton Honda added 2 new photos.

June 3 at 11:17am · 🌐

Get dad something he really wants this year, a round of golf at one of Stockton's most premier courses. Enter our raffle to win a golf game for four at The Reserve at Spanos!

For details and to enter the contest visit <http://www.stocktonhonda.com/father-s-day-raffle-event.htm>



24,700 people reached



✔ See Results ▾

Like · Comment · Share · 👍 13 ➦ 4

17,864 People Reached

21 Likes, Comments & Shares

15 Likes	13 On Post	2 On Shares
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0 Comments	0 On Post	0 On Shares
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6 Shares	4 On Post	2 On Shares
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295 Post Clicks

246 Photo Views	20 Link Clicks	29 Other Clicks ⓘ
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NEGATIVE FEEDBACK

0 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page



Stockton Honda added 2 new photos.

June 3 at 3:10pm · 🌐

Grads, give yourself the gift of an awesome summer! No more pencils, no more books, no more teachers' dirty looks- just you and a friend rockin' out at the Vans Warped Tour.

To enter our raffle and get the details visit <http://www.stocktonhonda.com/graduation-raffle-event.htm>



18,877 people reached

✔ See Results ▾

Like · Comment · Share · 👍 8 ➦ 3

2 People Reached

14 Likes, Comments & Shares

10 Likes	8 On Post	2 On Shares
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1 Comments	0 On Post	1 On Shares
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3 Shares	3 On Post	0 On Shares
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658 Post Clicks

582 Photo Views	31 Link Clicks	45 Other Clicks ⓘ
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NEGATIVE FEEDBACK

0 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page