

Stockton Honda

*i*MOS CONFIDENTIAL REPORTING

*July 2014*

Stockton Honda														
MONTHLY STATISTICS	July	August	September	October	November	December	January	February	March	April	May	June	July	Benchmark
<b>Google Analytics</b>														
Visits	7,148	6,610	5,493	5,776	5,045	5,064	5,511	7,455	11,430	9,002	9,087	8,473	10,096	Poor - Average - Great
Pageviews	33,410	33,575	26,599	25,271	24,384	25,712	28,039	35,670	44,580	38,048	41,444	37,956	47,385	
Pages / Visit	4.67	5.08	4.84	4.38	4.83	5.08	5.09	4.78	3.90	4.23	4.56	4.48	4.69	
Time on Site	3:00	3:11	3:16	3:02	3:17	3:33	3:29	3:19	2:41	2:52	2:50	2:55	2:50	
Bounce Rate	32.96%	29.23%	28.45%	39.28%	29.85%	28.65%	26.31%	29.23%	37.15%	35.46%	36.52%	31.32%	34.95%	
% New Visits	66.51%	66.29%	66.78%	70.95%	65.83%	67.77%	66.63%	63.98%	68.73%	63.89%	62.02%	62.03%	62.14%	
<b>Dealer.com Analytics</b>														
Form Submissions	303	264	240	186	153	191	193	171	216	202	243	253	297	
Phone Calls	157	76	108	145	247	282	334	318	403	351	346	327	421	
Total Leads	460	340	348	331	400	473	527	489	619	553	589	580	718	
Conversion Rate	6.44%	5.14%	6.34%	5.73%	7.93%	9.34%	9.56%	6.56%	5.42%	6.14%	6.48%	6.85%	7.11%	
<b>L2T PPC</b>														
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	3,781	
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	99,960	
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%	3.78%	< 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	2.79	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	\$2.42	\$7 and up - (\$5-6) - \$2-4
Leads			184	282	279	268	161	168	219	176	166	156	262	
Budget			\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$9,000	\$9,000	\$9,000	\$9,000	\$9,000	
<b>L2T YouTube Ads</b>														
Impressions									53,132	60,830	60,172	57,334	66,562	
Views									7,653	8,500	8,228	7,632	8,538	
Clicks									397	377	365	331	393	
View Through Rate									14.40%	14.06%	13.67%	13.31%	12.83%	< 10% - (10-14%) - 15% and above
Click Through Rate									0.75%	0.62%	0.61%	0.58%	0.59%	
Budget									\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	
<b>L2T Display Ads</b>														
Impressions									309,641	348,484	329,334	329,264	337,660	
Clicks									420	474	601	541	629	
Click Through Rate									0.14%	0.14%	0.18%	0.16%	0.19%	< 0.08% - (0.08%-0.10%) - (0.10% and above)
Budget									\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	
<b>L2T Reputation Management</b>														
Google	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.2	3.2	3.1	3.3	(1-2) - 3 - (4-5)
Yahoo	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	N/A	N/A	N/A	N/A	(1-2) - 3 - (4-5)
Yelp	4.0	4.0	3.5	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	3.0	0.0	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	3.4	(1-2) - 3 - (4-5)
<b>Facebook Advertisements</b>														
Total Likes	649	694	721	743	761	769	1,038	1,064	1,088	1,118	1,136	1,146	1,365	
Campaign Reach		44,000	36,500	46,976	24,904	26,040	13,009	15,176	12,612	13,179	34,976	49,400	18,125	
Post Clicks		892	4,700	4,295	410	635	N/A	480	61	160	846	N/A	N/A	
Post Shares, Likes, Comments		51	1,600	1,852	163	262	N/A	66	37	128	311	N/A	N/A	
<b>Google Places</b>														
Impressions	13,646	15,159	9,332	10,774	12,239	10,617	12,136	N/A	10,807	9,598	9,191	14,968	19,730	
Clicks												1,603	1,680	
<b>Email Blast</b>														
Quantity									100,000					
Opens									13,220					
Clicks									2,189					
Open Rate%									13.220%					
Click Through Rate %									2.189%					

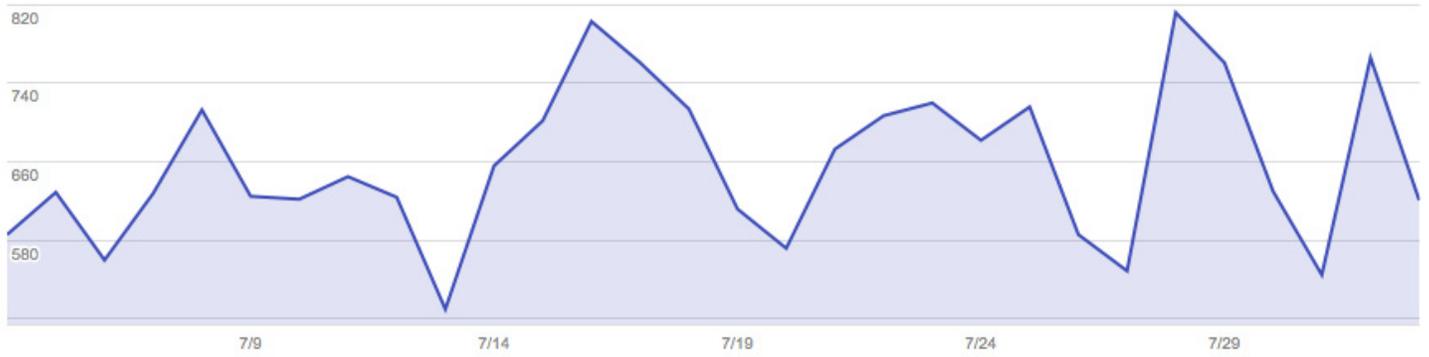


Visibility Engagement Audience

Views ⓘ 264,282 All-time total

Last 30 days ▾

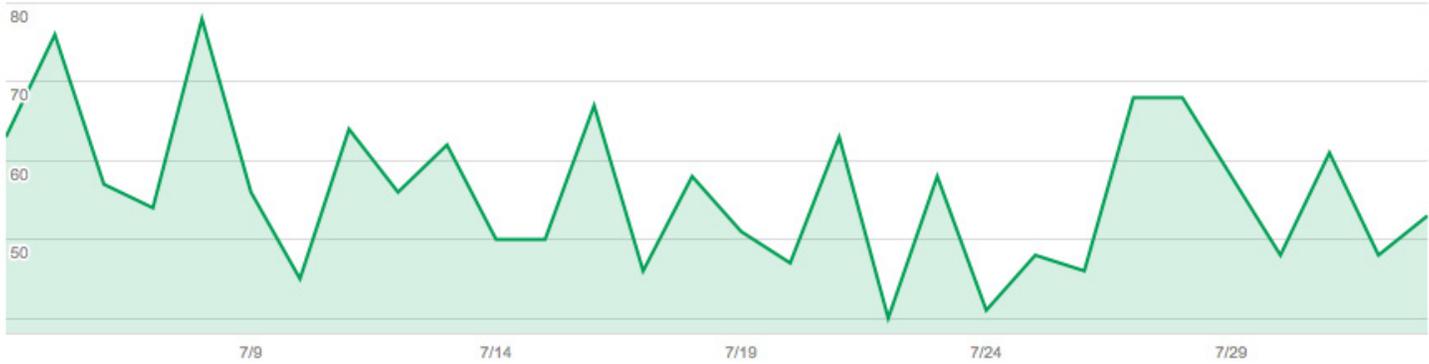
19,730 total views ▾



Clicks ⓘ

Last 30 days ▾

1,680 total clicks ▾

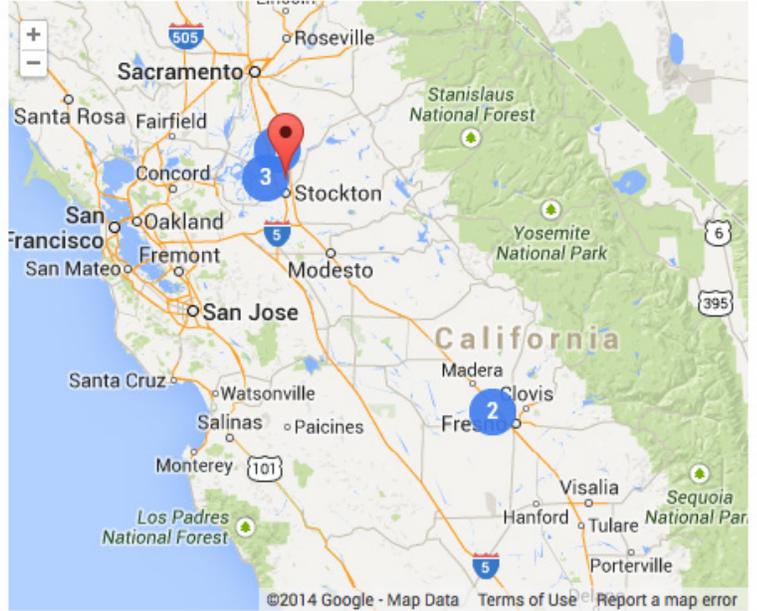


## Driving directions requests ⓘ

Last 30 days ▾

### Region (by zipcode)

Region (by zipcode)	Requests
1 Stockton 95209	8
2 Fresno 93706	5
3 Stockton 95206	5



The information you see here may only be accessed for use by this organization. You agree to not attempt to use Insights to track or collect personally identifiable information of any users. Values are approximate and only significant values may be shown. [Learn more](#)

## Insights

Stockton Honda Used Cars  
1920 East Hammer Ln., Stockton, CA 95210



Visibility

Engagement

Audience

Views ⓘ 30,044 All-time total

Last 30 days ▾

4,041 total views ▾



## Audience Overview

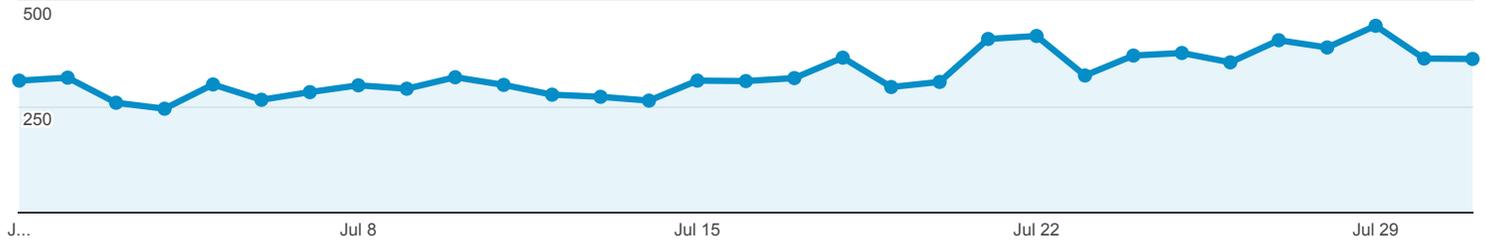
Jul 1, 2014 - Jul 31, 2014

All Sessions  
100.00%

+ Add Segment

### Overview

Sessions



Sessions  
**10,096**

Users  
**7,073**

Pageviews  
**47,385**

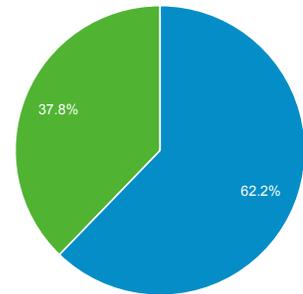
Pages / Session  
**4.69**

Avg. Session Duration  
**00:02:50**

Bounce Rate  
**34.95%**

% New Sessions  
**62.14%**

New Visitor Returning Visitor



Language	Sessions	% Sessions
1. en-us	9,864	97.70%
2. en	74	0.73%
3. es-es	41	0.41%
4. zh-cn	18	0.18%
5. pt-br	15	0.15%
6. es-419	14	0.14%
7. en-gb	13	0.13%
8. es-us	12	0.12%
9. ko	7	0.07%
10. es-mx	6	0.06%

## Location

Jul 1, 2014 - Jul 31, 2014

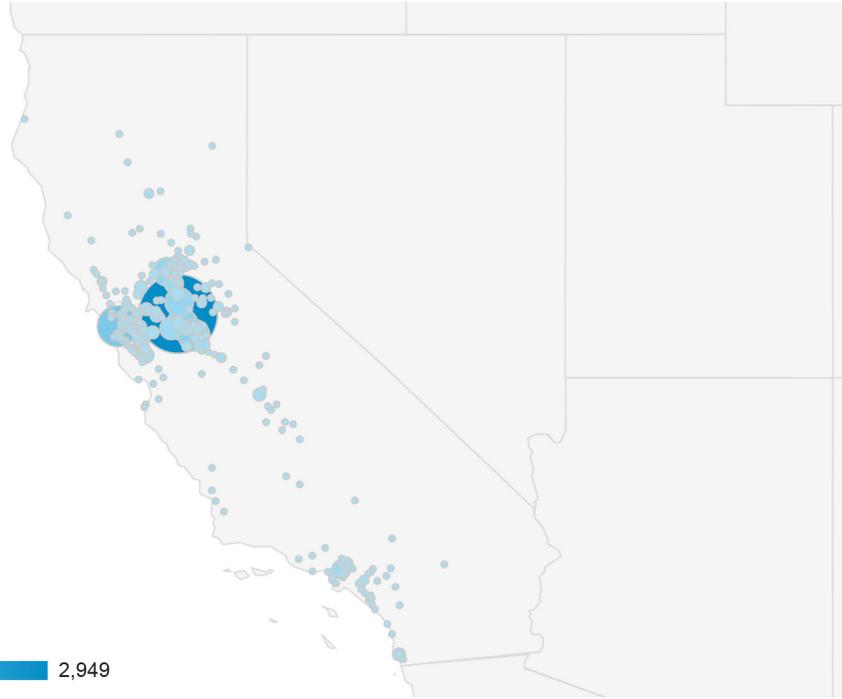
ALL » COUNTRY / TERRITORY: United States » REGION: California

All Sessions  
84.73%

+ 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
	8,554 % of Total: 84.73% (10,096)	61.80% Site Avg: 62.14% (-0.56%)	5,286 % of Total: 84.25% (6,274)	34.60% Site Avg: 34.95% (-1.00%)	4.75 Site Avg: 4.69 (1.12%)	00:02:52 Site Avg: 00:02:50 (1.48%)	0.00% Site Avg: 0.00% (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (\$0.00)
1. Stockton	2,949 (34.48%)	53.27%	1,571 (29.72%)	28.35%	5.31	00:03:29	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. San Francisco	808 (9.45%)	54.95%	444 (8.40%)	34.03%	4.04	00:02:45	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. Manteca	474 (5.54%)	61.39%	291 (5.51%)	40.51%	4.51	00:02:28	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. Modesto	472 (5.52%)	63.14%	298 (5.64%)	26.91%	5.59	00:03:29	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. Lodi	342 (4.00%)	64.33%	220 (4.16%)	39.18%	4.85	00:02:57	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. Sacramento	332 (3.88%)	81.02%	269 (5.09%)	43.07%	3.70	00:01:46	0.00%	0 (0.00%)	\$0.00 (0.00%)

7.	Tracy	192 (2.24%)	59.90%	115 (2.18%)	28.65%	4.88	00:02:19	0.00%	0 (0.00%)	\$0.00 (0.00%)
8.	Elk Grove	176 (2.06%)	72.16%	127 (2.40%)	44.89%	4.27	00:01:38	0.00%	0 (0.00%)	\$0.00 (0.00%)
9.	Los Angeles	148 (1.73%)	61.49%	91 (1.72%)	46.62%	3.93	00:03:48	0.00%	0 (0.00%)	\$0.00 (0.00%)
10.	Turlock	120 (1.40%)	72.50%	87 (1.65%)	33.33%	4.38	00:02:13	0.00%	0 (0.00%)	\$0.00 (0.00%)
11.	San Jose	104 (1.22%)	70.19%	73 (1.38%)	39.42%	4.55	00:02:22	0.00%	0 (0.00%)	\$0.00 (0.00%)
12.	Fremont	95 (1.11%)	73.68%	70 (1.32%)	64.21%	2.75	00:01:41	0.00%	0 (0.00%)	\$0.00 (0.00%)
13.	Oakland	87 (1.02%)	67.82%	59 (1.12%)	45.98%	5.22	00:03:48	0.00%	0 (0.00%)	\$0.00 (0.00%)
14.	Folsom	71 (0.83%)	69.01%	49 (0.93%)	57.75%	2.59	00:01:06	0.00%	0 (0.00%)	\$0.00 (0.00%)
15.	Pleasanton	71 (0.83%)	69.01%	49 (0.93%)	39.44%	4.77	00:02:01	0.00%	0 (0.00%)	\$0.00 (0.00%)
16.	Roseville	70 (0.82%)	71.43%	50 (0.95%)	35.71%	4.63	00:02:16	0.00%	0 (0.00%)	\$0.00 (0.00%)
17.	San Diego	67 (0.78%)	49.25%	33 (0.62%)	28.36%	3.42	00:02:17	0.00%	0 (0.00%)	\$0.00 (0.00%)
18.	Rancho Cordova	63 (0.74%)	73.02%	46 (0.87%)	39.68%	5.06	00:03:13	0.00%	0 (0.00%)	\$0.00 (0.00%)
19.	Brentwood	59 (0.69%)	89.83%	53 (1.00%)	45.76%	4.37	00:02:21	0.00%	0 (0.00%)	\$0.00 (0.00%)
20.	Pasadena	51 (0.60%)	47.06%	24 (0.45%)	31.37%	4.73	00:02:25	0.00%	0 (0.00%)	\$0.00 (0.00%)
21.	Ripon	51 (0.60%)	33.33%	17 (0.32%)	23.53%	3.47	00:01:19	0.00%	0 (0.00%)	\$0.00 (0.00%)
22.	Sonoma	49 (0.57%)	63.27%	31 (0.59%)	24.49%	5.63	00:02:40	0.00%	0 (0.00%)	\$0.00 (0.00%)
23.	Livermore	48 (0.56%)	81.25%	39 (0.74%)	41.67%	3.48	00:01:22	0.00%	0 (0.00%)	\$0.00 (0.00%)
24.	Pittsburg	43 (0.50%)	65.12%	28 (0.53%)	58.14%	2.37	00:00:41	0.00%	0 (0.00%)	\$0.00 (0.00%)
25.	Lathrop	42 (0.49%)	59.52%	25 (0.47%)	19.05%	5.02	00:02:47	0.00%	0 (0.00%)	\$0.00 (0.00%)

Rows 1 - 25 of 227

## Organic Search Traffic

Jul 1, 2014 - Jul 31, 2014

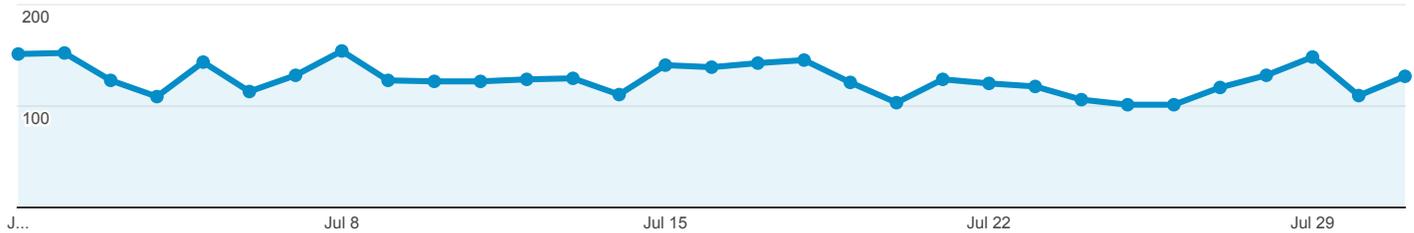
All Sessions  
38.79%

+ 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
	3,916 % of Total: 38.79% (10,096)	56.38% Site Avg: 62.14% (-9.27%)	2,208 % of Total: 35.19% (6,274)	20.28% Site Avg: 34.95% (-41.99%)	5.59 Site Avg: 4.69 (19.18%)	00:03:38 Site Avg: 00:02:50 (28.71%)	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)	3,036 (77.53%)	55.63%	1,689 (76.49%)	19.80%	5.68	00:03:39	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. stockton honda	428 (10.93%)	58.64%	251 (11.37%)	18.46%	5.41	00:03:30	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. stockton honda stockton ca	54 (1.38%)	53.70%	29 (1.31%)	20.37%	6.30	00:02:59	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. honda stockton	34 (0.87%)	88.24%	30 (1.36%)	17.65%	5.71	00:03:23	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. honda of stockton	30 (0.77%)	50.00%	15 (0.68%)	10.00%	5.90	00:04:45	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. honda of stockton ca	16 (0.41%)	25.00%	4 (0.18%)	18.75%	7.81	00:05:36	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. stocktonhonda	13 (0.33%)	76.92%	10 (0.45%)	23.08%	8.62	00:04:27	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. honda	12 (0.31%)	41.67%	5 (0.23%)	41.67%	4.42	00:04:11	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. honda stockton ca	9 (0.23%)	44.44%	4 (0.18%)	33.33%	4.22	00:01:26	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. stockton honda dealer	9 (0.23%)	66.67%	6 (0.27%)	66.67%	3.44	00:01:02	0.00%	0 (0.00%)	\$0.00 (0.00%)
11. stockton honda used cars	8 (0.20%)	62.50%	5 (0.23%)	0.00%	6.62	00:02:12	0.00%	0 (0.00%)	\$0.00 (0.00%)
12. stockton honda service	7 (0.18%)	85.71%	6 (0.27%)	71.43%	1.86	00:00:27	0.00%	0 (0.00%)	\$0.00 (0.00%)
13. stockton honda service department	7 (0.18%)	28.57%	2 (0.09%)	28.57%	2.57	00:01:40	0.00%	0 (0.00%)	\$0.00 (0.00%)

14.	<a href="#">stocktonhonda.com</a>	7 (0.18%)	71.43%	5 (0.23%)	28.57%	8.43	00:04:58	0.00%	0 (0.00%)	\$0.00 (0.00%)
15.	<a href="#">stocton honda</a>	7 (0.18%)	71.43%	5 (0.23%)	14.29%	6.29	00:01:03	0.00%	0 (0.00%)	\$0.00 (0.00%)
16.	<a href="http://www.stocktonhonda.com/">http://www.stocktonhonda.com/</a>	6 (0.15%)	83.33%	5 (0.23%)	0.00%	3.50	00:04:35	0.00%	0 (0.00%)	\$0.00 (0.00%)
17.	<a href="#">honda dealer stockton</a>	5 (0.13%)	60.00%	3 (0.14%)	40.00%	3.00	00:00:52	0.00%	0 (0.00%)	\$0.00 (0.00%)
18.	<a href="#">honda manteca ca</a>	5 (0.13%)	20.00%	1 (0.05%)	20.00%	6.40	00:26:42	0.00%	0 (0.00%)	\$0.00 (0.00%)
19.	<a href="#">stockon honda</a>	5 (0.13%)	80.00%	4 (0.18%)	0.00%	11.00	00:18:43	0.00%	0 (0.00%)	\$0.00 (0.00%)
20.	<a href="#">stockton honda phone number</a>	5 (0.13%)	20.00%	1 (0.05%)	60.00%	1.20	00:00:42	0.00%	0 (0.00%)	\$0.00 (0.00%)
21.	<a href="#">honda dealer in stockton</a>	4 (0.10%)	75.00%	3 (0.14%)	25.00%	4.25	00:01:14	0.00%	0 (0.00%)	\$0.00 (0.00%)
22.	<a href="#">honda dealer stockton ca</a>	4 (0.10%)	75.00%	3 (0.14%)	0.00%	8.75	00:07:41	0.00%	0 (0.00%)	\$0.00 (0.00%)
23.	<a href="#">honda dealers in stockton ca</a>	4 (0.10%)	0.00%	0 (0.00%)	25.00%	4.00	00:07:10	0.00%	0 (0.00%)	\$0.00 (0.00%)
24.	<a href="#">honda hammerlane</a>	4 (0.10%)	25.00%	1 (0.05%)	75.00%	0.75	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
25.	<a href="#">honda in stockton</a>	4 (0.10%)	100.00%	4 (0.18%)	50.00%	3.00	00:01:53	0.00%	0 (0.00%)	\$0.00 (0.00%)

Rows 1 - 25 of 174

## Referral Traffic

Jul 1, 2014 - Jul 31, 2014

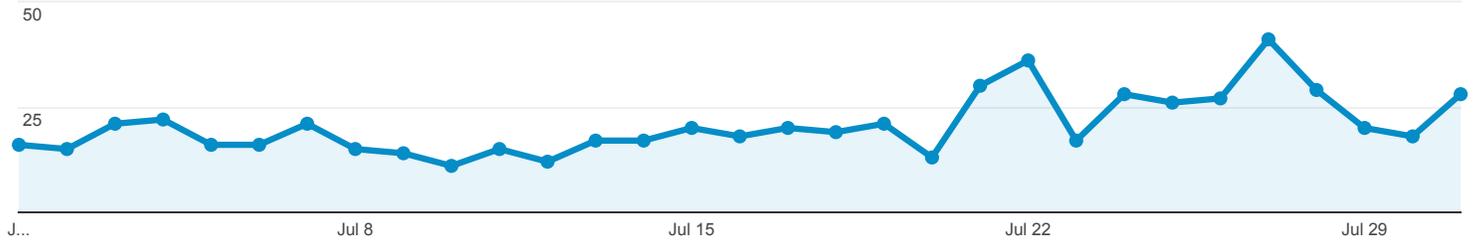
All Sessions  
6.33%

+ 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
	639 % of Total: 6.33% (10,096)	67.29% Site Avg: 62.14% (8.29%)	430 % of Total: 6.85% (6,274)	36.78% Site Avg: 34.95% (5.21%)	4.95 Site Avg: 4.69 (5.36%)	00:02:55 Site Avg: 00:02:50 (3.13%)	0.00% Site Avg: 0.00% (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (\$0.00)
1. <a href="#">automobiles.honda.com</a>	237 (37.09%)	60.76%	144 (33.49%)	21.52%	5.88	00:03:14	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. <a href="#">xfinity.comcast.net</a>	90 (14.08%)	86.67%	78 (18.14%)	85.56%	1.33	00:00:20	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. <a href="#">iphone.stocktonhonda.com</a>	71 (11.11%)	49.30%	35 (8.14%)	26.76%	5.44	00:03:51	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. <a href="#">autotrader.com</a>	39 (6.10%)	61.54%	24 (5.58%)	10.26%	7.77	00:03:15	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. <a href="#">semalt.semalt.com</a>	30 (4.69%)	100.00%	30 (6.98%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. <a href="#">kbb.com</a>	26 (4.07%)	50.00%	13 (3.02%)	11.54%	10.62	00:10:02	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. <a href="#">cars.com</a>	14 (2.19%)	71.43%	10 (2.33%)	0.00%	6.86	00:02:23	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. <a href="#">m.autotrader.com</a>	12 (1.88%)	91.67%	11 (2.56%)	58.33%	3.25	00:00:33	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. <a href="#">web.mail.comcast.net</a>	11 (1.72%)	72.73%	8 (1.86%)	63.64%	1.27	00:00:16	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. <a href="#">yelp.com</a>	7 (1.10%)	57.14%	4 (0.93%)	28.57%	4.43	00:07:07	0.00%	0 (0.00%)	\$0.00 (0.00%)
11. <a href="#">carfax.com</a>	6 (0.94%)	83.33%	5 (1.16%)	0.00%	4.83	00:01:26	0.00%	0 (0.00%)	\$0.00 (0.00%)
12. <a href="#">edmunds.com</a>	6 (0.94%)	66.67%	4 (0.93%)	16.67%	5.67	00:02:04	0.00%	0 (0.00%)	\$0.00 (0.00%)
13. <a href="#">hondafinancialservices.com</a>	5 (0.78%)	40.00%	2 (0.47%)	40.00%	2.00	00:00:23	0.00%	0 (0.00%)	\$0.00 (0.00%)

14.	<a href="#">search.suddenlink.net</a>	5 (0.78%)	0.00%	0 (0.00%)	0.00%	7.80	00:13:44	0.00%	0 (0.00%)	\$0.00 (0.00%)
15.	<a href="#">swagbucks.com</a>	5 (0.78%)	20.00%	1 (0.23%)	0.00%	6.20	00:02:16	0.00%	0 (0.00%)	\$0.00 (0.00%)
16.	<a href="#">yellowpages.com</a>	5 (0.78%)	100.00%	5 (1.16%)	60.00%	1.60	00:00:10	0.00%	0 (0.00%)	\$0.00 (0.00%)
17.	<a href="#">google.com</a>	4 (0.63%)	75.00%	3 (0.70%)	0.00%	3.25	00:08:18	0.00%	0 (0.00%)	\$0.00 (0.00%)
18.	<a href="#">facebook.com</a>	3 (0.47%)	66.67%	2 (0.47%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
19.	<a href="#">m.facebook.com</a>	3 (0.47%)	66.67%	2 (0.47%)	33.33%	4.00	00:03:44	0.00%	0 (0.00%)	\$0.00 (0.00%)
20.	<a href="#">m.owners.honda.com</a>	3 (0.47%)	100.00%	3 (0.70%)	33.33%	6.67	00:03:39	0.00%	0 (0.00%)	\$0.00 (0.00%)
21.	<a href="#">m.yelp.com</a>	3 (0.47%)	100.00%	3 (0.70%)	0.00%	4.33	00:03:19	0.00%	0 (0.00%)	\$0.00 (0.00%)
22.	<a href="#">m.yp.com</a>	3 (0.47%)	100.00%	3 (0.70%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
23.	<a href="#">mail.aol.com</a>	3 (0.47%)	66.67%	2 (0.47%)	33.33%	2.00	00:00:59	0.00%	0 (0.00%)	\$0.00 (0.00%)
24.	<a href="#">stocktonhondacares.com</a>	3 (0.47%)	100.00%	3 (0.70%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
25.	<a href="#">windowssearch.com</a>	3 (0.47%)	33.33%	1 (0.23%)	33.33%	14.00	00:08:16	0.00%	0 (0.00%)	\$0.00 (0.00%)

Rows 1 - 25 of 59

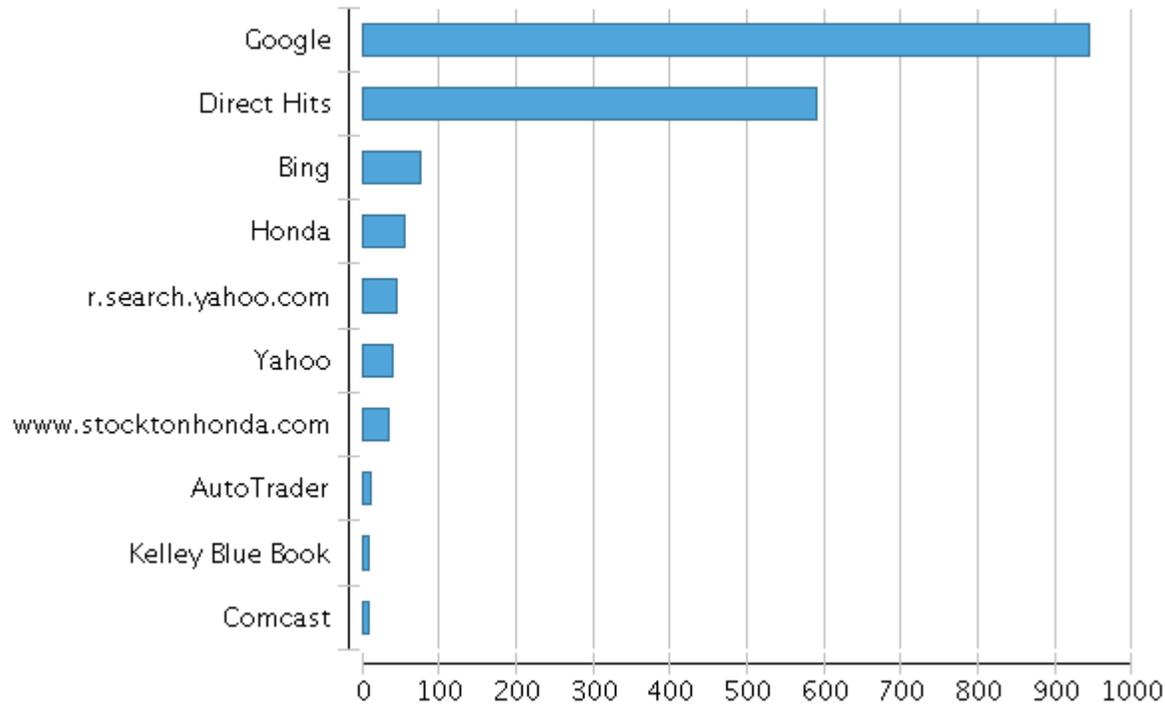
# External Referrers Report

August 1, 2014 - August 7, 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
	1,381	1,881	73.4%	26.7%	4.42	57	4.1%	00:04:48

## 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	777	944	82.3%	20.8%	4.60	32	56.1%	4.1%	00:04:31
Direct Hits	341	590	57.8%	35.9%	4.06	10	17.5%	2.9%	00:05:08
Bing	63	75	84.0%	16.0%	4.41	6	10.5%	9.5%	00:02:52
Honda	46	56	82.1%	8.9%	5.20	2	3.5%	4.3%	00:07:42
r.search.yahoo.com	34	45	75.6%	4.4%	6.82	2	3.5%	5.9%	00:07:47
Yahoo	26	39	66.7%	20.5%	4.49	1	1.8%	3.8%	00:07:41
www.stocktonhonda.com	13	35	37.1%	51.4%	3.89	2	3.5%	15.4%	00:05:10

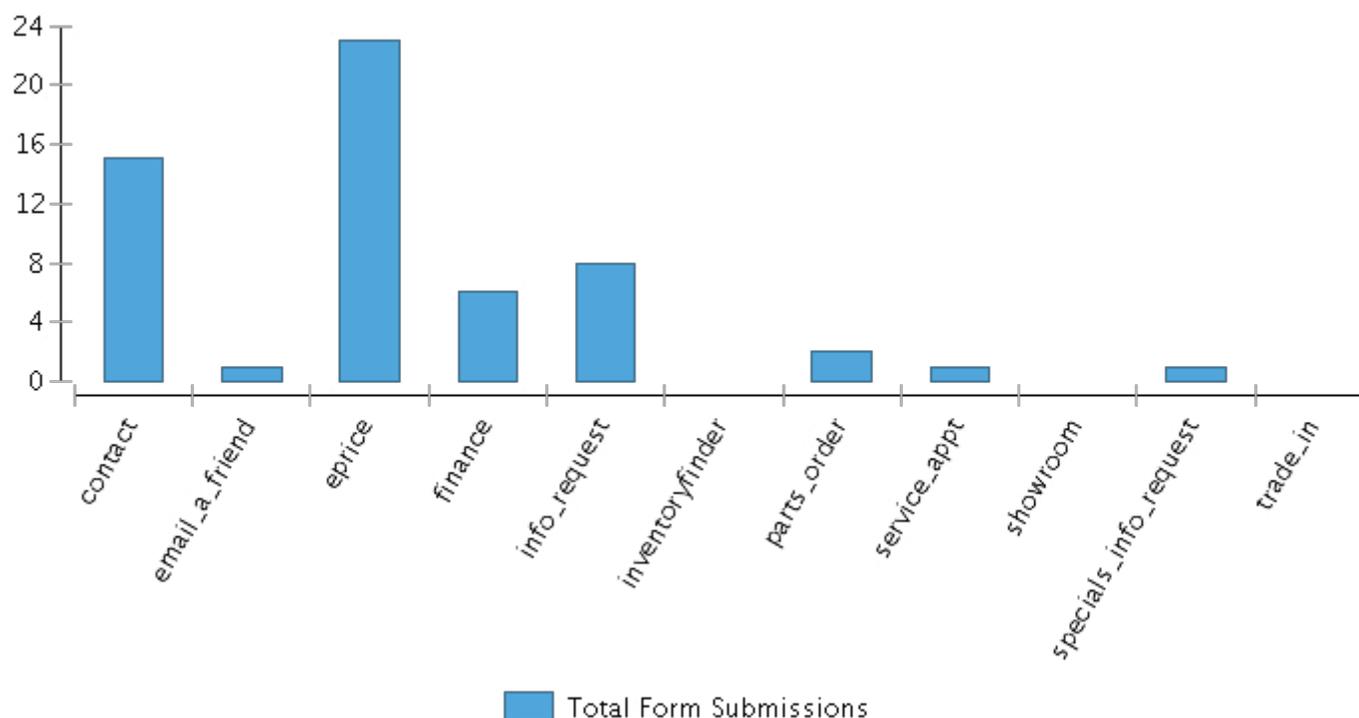
External Referrer Category	Visitors	Visits	% New Visits	Bounce Rate	Page Views / Visit	Form Submissions	% of Form Submissions	Form Submission Rate	Avg. Time on Site
AutoTrader	9	10	90.0%	0.0%	4.60	1	1.8%	11.1%	00:01:07
Comcast	8	9	88.9%	100.0%	1.00	0	0.0%	0.0%	00:00:00
Kelley Blue Book	5	9	55.6%	11.1%	6.00	1	1.8%	20.0%	00:09:41
iphone.stocktonhonda.com	1	8	12.5%	62.5%	2.38	0	0.0%	0.0%	00:01:29
YouTube	7	7	100.0%	100.0%	1.00	0	0.0%	0.0%	00:00:00
semalt.semalt.com	6	6	100.0%	100.0%	1.00	0	0.0%	0.0%	00:00:00
AOL	3	4	75.0%	25.0%	5.50	0	0.0%	0.0%	00:02:00
EBay	4	4	100.0%	50.0%	1.50	0	0.0%	0.0%	00:00:06
Edmunds	3	3	100.0%	0.0%	4.67	0	0.0%	0.0%	00:00:26
Google Syndication	3	3	100.0%	66.7%	1.33	0	0.0%	0.0%	00:00:04
dp.g.doubleclick.net	3	3	100.0%	0.0%	3.33	0	0.0%	0.0%	00:14:56
www.dailymotion.com	3	3	100.0%	100.0%	1.00	0	0.0%	0.0%	00:00:00
m.autotrader.com	1	2	50.0%	50.0%	4.00	0	0.0%	0.0%	00:01:19
m.owners.honda.com	2	2	100.0%	0.0%	3.50	0	0.0%	0.0%	00:01:04
s.yimg.com	2	2	100.0%	100.0%	1.00	0	0.0%	0.0%	00:00:00
www.googleadservices.com	2	2	100.0%	0.0%	12.50	0	0.0%	0.0%	00:14:55
14.semalt.com	1	1	100.0%	100.0%	1.00	0	0.0%	0.0%	00:00:00
17.kambasoft.com	1	1	100.0%	100.0%	1.00	0	0.0%	0.0%	00:00:00
72.semalt.com	1	1	100.0%	100.0%	1.00	0	0.0%	0.0%	00:00:00
Amazon.com	1	1	100.0%	0.0%	2.00	0	0.0%	0.0%	00:00:07
Cars.com	1	1	100.0%	0.0%	3.00	0	0.0%	0.0%	00:07:13
DealerRater.com	1	1	100.0%	100.0%	1.00	0	0.0%	0.0%	00:00:00
Earthlink	1	1	100.0%	0.0%	8.00	0	0.0%	0.0%	00:03:19
Facebook.com	1	1	100.0%	100.0%	1.00	0	0.0%	0.0%	00:00:00
Group	1	1	100.0%	100.0%	1.00	0	0.0%	0.0%	00:00:00
Total Control Dominator	0	1	0.0%	0.0%	10.00	0	0.0%	0.0%	00:04:27
YellowPages	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
adserving.speedshiftmedia.com	1	1	100.0%	0.0%	4.00	0	0.0%	0.0%	00:01:01
m.yelp.com	1	1	100.0%	0.0%	6.00	0	0.0%	0.0%	00:06:56
m.yp.com	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
owners.honda.com	1	1	100.0%	0.0%	2.00	0	0.0%	0.0%	00:12:21
search.genieo.com	1	1	100.0%	0.0%	26.00	0	0.0%	0.0%	00:17:04
search.us.com	1	1	100.0%	0.0%	3.00	0	0.0%	0.0%	00:00:12
us.wow.com	1	1	100.0%	100.0%	1.00	0	0.0%	0.0%	00:00:00
xfinitytv.comcast.net	1	1	100.0%	0.0%	12.00	0	0.0%	0.0%	00:01:59

# Form Submissions Report

August 1, 2014 - August 7, 2014

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.

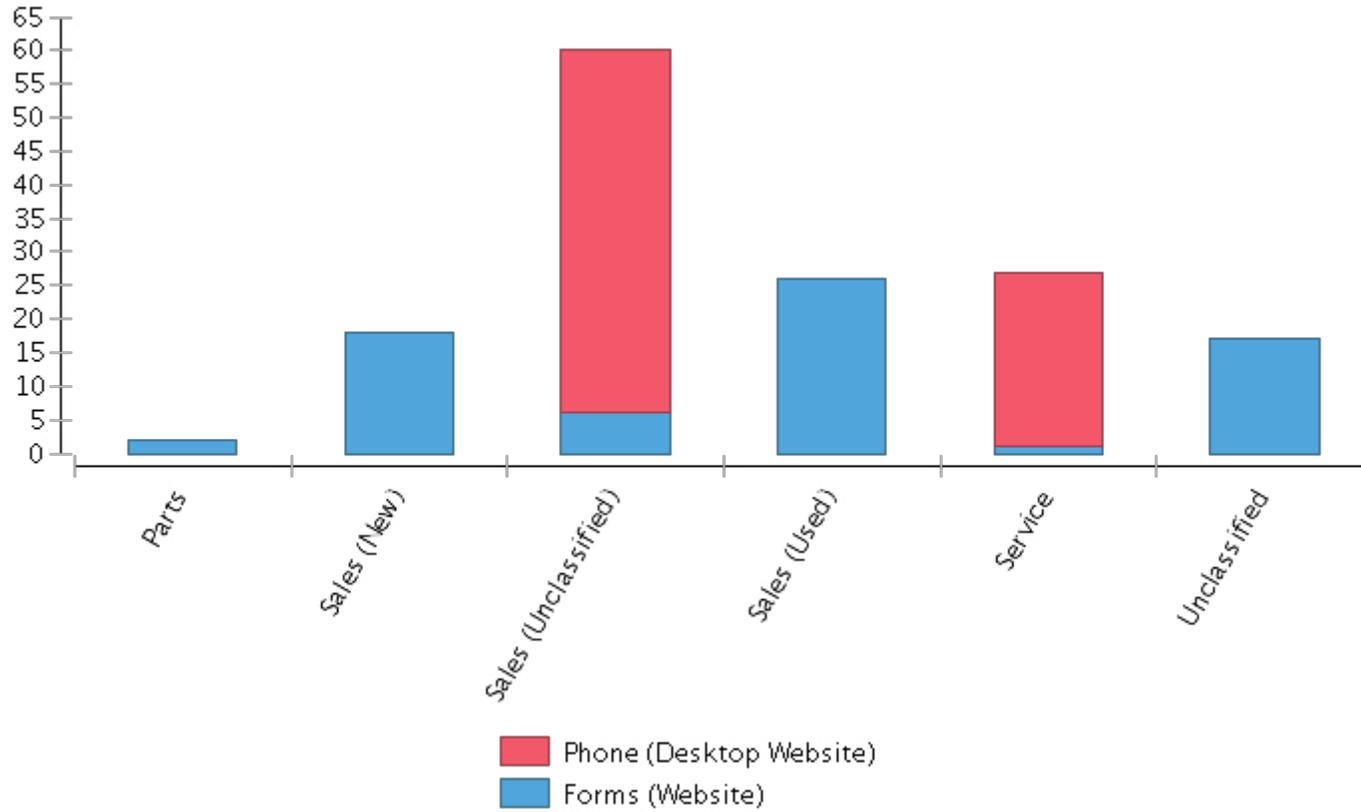


Form Name	Form Submissions	% of Form Submissions
contact	15	26.3%
email_a_friend	1	1.8%
eprice	23	40.4%

Form Name	Form Submissions	% of Form Submissions
finance	6	10.5%
info_request	8	14.0%
inventoryfinder	0	0.0%
parts_order	2	3.5%
service_appt	1	1.8%
showroom	0	0.0%
specials_info_request	1	1.8%
trade_in	0	0.0%
<b>Totals:</b>	<b>57</b>	<b>100.0%</b>

# Origins By Profit Center Report

August 1, 2014 - August 7, 2014



Profit Center	Origin Category	Leads	% of Leads
<b>Parts</b>		<b>2</b>	<b>1.3%</b>
	Forms (Website)	2	1.3%
<b>Sales (New)</b>		<b>18</b>	<b>12.0%</b>
	Forms (Website)	18	12.0%
<b>Sales (Unclassified)</b>		<b>60</b>	<b>40.0%</b>
	Phone (Desktop Website)	54	36.0%
	Forms (Website)	6	4.0%
<b>Sales (Used)</b>		<b>26</b>	<b>17.3%</b>
	Forms (Website)	26	17.3%
<b>Service</b>		<b>27</b>	<b>18.0%</b>
	Forms (Website)	1	0.7%
	Phone (Desktop Website)	26	17.3%
<b>Unclassified</b>		<b>17</b>	<b>11.3%</b>
	Forms (Website)	17	11.3%
<b>Totals:</b>		<b>150</b>	<b>100.0%</b>



# Stockton Honda

## Optimizations for PPC - July:

- ✓ 262 lead opportunities were generated in July, including 180 phone calls and 82 onsite form submissions.
  - An **outstanding 68% increase** in lead opportunities from June!
- ✓ 3,781 clicks to the site, a **22% increase**.
  - Branded keywords generated 1,667 clicks, a **28% increase**.
  - New Car keywords generated 1,272 clicks, a **34% increase**.
- ✓ Overall click-through rate remained very strong at 3.78%.
- ✓ Service keywords generated 219 clicks and a fantastic CTR of 9.84%, a **13% increase** in CTR!
- ✓ Accord keywords produced 384 clicks, a **68% increase**, as well as a great CTR of 2.44%.
- ✓ CRV keywords produced 171 clicks, a **57% increase**.
- ✓ Pilot keywords produced 151 clicks, a **34% increase**.
- ✓ Tracy Honda keywords drove 72 clicks to the site, Lodi keywords drove 56 clicks.
- ✓ Decreased daily budget on DAG campaign to account for high CPCs.
- ✓ Increased max CPCs and daily budget on New Car keywords to capture more available traffic.
- ✓ Increased max CPCs on Service campaign to capture more available traffic.
- ✓ Ad copy updated to include July incentives.

## Optimizations for Display - July:

- ✓ Display ads generated 628 clicks, a **16% increase!**
- ✓ Redistributed 27% of the budget towards Auto Intenders, which had a much lower CPC than the Remarketing audience and allowed us to capture more traffic.

## Impression Share Report:

- ✓ Overall impression share fell to 42.77% last month, a **23% decrease**.

Campaign	Budget <sup>?</sup>	Status <sup>?</sup>	+ Clicks <sup>?</sup>	+ Impr. <sup>?</sup>	+ CTR <sup>?</sup>	+ Avg. Pos. <sup>?</sup>	+ Search Impr. share <sup>?</sup>
Regional/Honda	\$20.00/day <input type="checkbox"/>	Limited by budget <sup>?</sup> <input type="checkbox"/>	196	6,789	2.89%	3.1	44.90%
Branded Campaign/Honda	\$40.00/day <input checked="" type="checkbox"/>	Eligible	1,667	6,270	26.59%	1.1	94.12%
New Cars/Honda	\$80.00/day <input type="checkbox"/>	Limited by budget <sup>?</sup> <input type="checkbox"/>	1,272	51,479	2.47%	2.7	47.61%
Service/Honda	\$15.00/day <input checked="" type="checkbox"/>	Eligible	219	1,965	11.15%	1.2	80.17%
Parts/Honda	\$20.00/day <input checked="" type="checkbox"/>	Eligible	194	3,576	5.43%	1.3	92.09%
Competitor/Honda	\$40.00/day <input checked="" type="checkbox"/>	Eligible	42	2,141	1.96%	2.5	55.34%
DAG	\$40.00/day <input type="checkbox"/>	Limited by budget <sup>?</sup> <input type="checkbox"/>	191	27,740	0.69%	3.5	29.63%
[dag4a] - used cars	\$20.00/day <input type="checkbox"/>	Paused	0	0	0.00%	0.0	—
<b>Total - all filtered campaigns</b>			<b>3,781</b>	<b>99,960</b>	<b>3.78%</b>	<b>2.8</b>	<b>42.77%</b>

July 2014  
**PPC Monthly Budget**  
 Budget: **\$9000**

**Stockton Honda**

**DIGITAL ADVISOR**  
 Natalie Friedman

EMAIL: [nfriedman@l2tmedia.com](mailto:nfriedman@l2tmedia.com)  
 PHONE: 847-944-9278

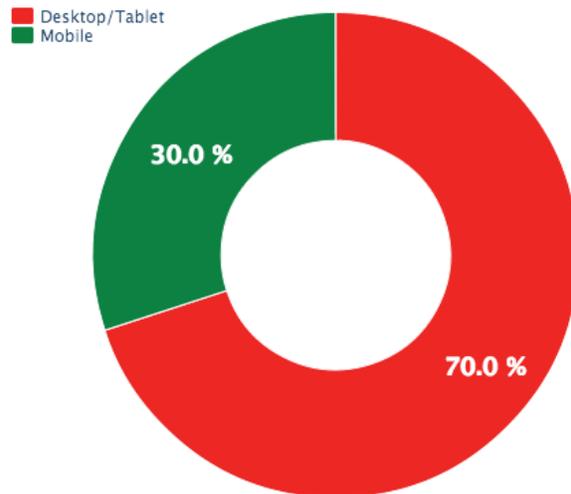
## Campaign Performance Metrics

CAMPAIGNS	ACTUAL SPEND	IMPRESSIONS	CLICKS	CPC	CTR	FORMS	CALLS	COST/LEAD	AVG. POSITION	IMP. SHARE
Regional/Honda	\$644	6,789	196	\$3.29	2.88%	5	6	\$58.57	3.13	44.9%
Branded Campaign/Honda	\$1,347	6,270	1,667	\$0.81	26.58%	52	101	\$8.8	1.05	94.12%
New Cars/Honda	\$5,183	51,479	1,272	\$4.07	2.47%	22	17	\$132.89	2.73	47.61%
Service/Honda	\$401	1,965	219	\$1.83	11.14%	0	42	\$9.54	1.25	80.17%
Parts/Honda	\$493	3,576	194	\$2.54	5.42%	1	14	\$32.89	1.3	92.09%
Competitor/Honda	\$166	2,141	42	\$3.95	1.96%	0	0	\$0	2.46	55.34%
DAG	\$932	27,740	191	\$4.88	0.68%	2	0	\$466.1	3.52	29.63%
<b>TOTAL/AVG.</b>	<b>\$9,167</b>	<b>99,960</b>	<b>3,781</b>	<b>\$2.42</b>	<b>3.78%</b>	<b>82</b>	<b>180</b>	<b>\$34.98</b>	<b>2.79</b>	<b>42.77%</b>

## Market Reach

New Cars/Honda	<b>35 MILE RADIUS</b>
Service/Honda	<b>15 MILE RADIUS</b>
Parts/Honda	<b>15 MILE RADIUS</b>
Competitor/Honda	<b>35 MILE RADIUS</b>
Regional/Honda	<b>50 MILE RADIUS</b>
Branded Campaign/Honda	<b>35 MILE RADIUS</b>
DAG	<b>35 MILE RADIUS</b>

## Desktop/Mobile Share



July 2014  
**PPC Monthly Budget**  
 Budget: \$9000

**DIGITAL ADVISOR**  
 Natalie Friedman

EMAIL: [nfriedman@l2tmedia.com](mailto:nfriedman@l2tmedia.com)  
 PHONE: 847-944-9278

**Stockton Honda**

**Top 20 Performing Keywords**

	KEYWORD	MATCH TYPE	CAMPAIGN	AD GROUP	CTR	CLICKS
1	Stockton Honda	Exact	Branded Campaign/Honda	Stockton Honda	35.83%	1,350
2	Stockton Honda	Phrase	Branded Campaign/Honda	Stockton Honda	11.97%	149
3	2014 +Honda +accord	Broad	New Cars/Honda	Accord	1.62%	135
4	+Honda +service centers	Broad	Service/Honda	Service/Honda	17.72%	103
5	+Stockton +Honda +stockton	Broad	Branded Campaign/Honda	Stockton Honda	22.14%	95
6	Honda accord	Exact	New Cars/Honda	Accord	4.68%	75
7	+Stockton +Honda +California	Broad	Branded Campaign/Honda	Stockton Honda	7.81%	61
8	2014 Honda accord	Phrase	New Cars/Honda	Accord	3.81%	59
9	+Honda prices +accord	Broad	New Cars/Honda	Accord	1.91%	52
10	Honda Pilot	Exact	New Cars/Honda	Pilot	7.08%	50
11	2013 +Honda +Pilot	Broad	New Cars/Honda	Pilot	3.43%	48
12	new +Honda +Crv	Broad	New Cars/Honda	CR-V	2.79%	44
13	+Honda +parts	Broad	Parts/Honda	Nissan General	3.77%	43
14	+honda dealer +lodi	Broad	Regional/Honda	Lodi	5.32%	42
15	+Honda +services	Broad	Service/Honda	Service/Honda	5.94%	39
16	Honda civic	Exact	New Cars/Honda	Civic	2.28%	34
17	Northern California Honda Dealers	Broad	Regional/Honda	Tracy	3.18%	34
18	2013 +Honda +Odyssey	Broad	New Cars/Honda	Odyssey	1.02%	33
19	Honda Crv	Exact	New Cars/Honda	CR-V	4.03%	33
20	Honda dealer	Phrase	New Cars/Honda	General/Honda	3.83%	32
<b>TOTAL/AVG.</b>					<b>7.23%</b>	<b>2,511</b>

July 2014  
**PPC Monthly Budget**  
 Budget: \$9000

**DIGITAL ADVISOR**  
 Natalie Friedman

EMAIL: [nfriedman@l2tmedia.com](mailto:nfriedman@l2tmedia.com)  
 PHONE: 847-944-9278

## Stockton Honda

### Top 20 PPC Performing Ads

	AD	CAMPAIGN	AD GROUP	CTR	CLICKS
1	<a href="#">Stockton Honda</a> <a href="http://www.StocktonHonda.com">www.StocktonHonda.com</a> New 2014 Honda Vehicles In Stock. Call Today For Available Specials.	Branded Campaign/Honda	Stockton Honda	31.35%	475
2	<a href="#">Stockton Honda</a> <a href="http://www.StocktonHonda.com">www.StocktonHonda.com</a> View Special Offers Online And Schedule A Test Drive Today!	Branded Campaign/Honda	Stockton Honda	20.23%	289
3	<a href="#">Stockton Honda</a> <a href="http://www.StocktonHonda.com">www.StocktonHonda.com</a> View Special Offers Online And Schedule A Test Drive Today!	Branded Campaign/Honda	Stockton Honda	32.59%	221
4	<a href="#">Stockton Honda</a> <a href="http://www.StocktonHonda.com">www.StocktonHonda.com</a> View Inventory and Specials Online. Stop By Today & Test Drive A Honda.	Branded Campaign/Honda	Stockton Honda	20.52%	172
5	<a href="#">Stockton Honda</a> <a href="http://www.StocktonHonda.com">www.StocktonHonda.com</a> View Inventory and Specials Online. Stop By Today & Test Drive A Honda.	Branded Campaign/Honda	Stockton Honda	30.2%	148
6	<a href="#">Stockton Honda</a> <a href="http://www.StocktonHonda.com">www.StocktonHonda.com</a> View Special Offers Online And Schedule A Test Drive Today!	Branded Campaign/Honda	Stockton Honda	21.81%	144
7	{Keyword: Honda Accord} <a href="http://www.StocktonHonda.com">www.StocktonHonda.com</a> 2014 Honda Accord Is In Stock. Schedule A Test Drive Today!	New Cars/Honda	Accord	1.59%	104
8	<a href="#">2014 Honda Accord</a> <a href="http://www.StocktonHonda.com">www.StocktonHonda.com</a> New 2014 Accord In Stock Now! Call & Request More Info Today.	New Cars/Honda	Accord	6.56%	95
9	<a href="#">Honda Service Center</a> <a href="http://www.StocktonHonda.com/Service">www.StocktonHonda.com/Service</a> Great Honda Service & Pricing. View Specials Online and Call Today	Service/Honda	Service/Honda	9.77%	94
10	{Keyword: Honda Parts} <a href="http://www.StocktonHonda.com/Parts">www.StocktonHonda.com/Parts</a> OEM Original Factory Parts At Great Prices. Order Online Today!	Parts/Honda	Nissan General	6.08%	78
11	<a href="#">Honda Service Dept</a> <a href="http://www.StocktonHonda.com/Service">www.StocktonHonda.com/Service</a> View Service Coupons Online. Call & Schedule Appointment Today!	Service/Honda	Service/Honda	13.33%	78
12	<a href="#">Stockton Honda</a> <a href="http://www.StocktonHonda.com">www.StocktonHonda.com</a> Wide New and Used Honda Selection Call Now For More Information.	New Cars/Honda	General/Honda	2.27%	73
13	<a href="#">2014 Honda Pilot</a> <a href="http://www.StocktonHonda.com">www.StocktonHonda.com</a> New 2014 Pilot In Stock Now! Call & Request More Info Today.	New Cars/Honda	Pilot	6.27%	70
14	{Keyword: Honda Parts} <a href="http://www.StocktonHonda.com/Parts">www.StocktonHonda.com/Parts</a> Find The Honda Part You Need Now. Call Us Or Order Online Today!	Parts/Honda	Nissan General	10.43%	70

July 2014  
**PPC Monthly Budget**  
 Budget: \$9000

**DIGITAL ADVISOR**  
 Natalie Friedman

EMAIL: [nfriedman@l2tmedia.com](mailto:nfriedman@l2tmedia.com)  
 PHONE: 847-944-9278

**Stockton Honda**

	AD	CAMPAIGN	AD GROUP	CTR	CLICKS
15	<a href="#">{Keyword: Honda CR-V}</a> <a href="http://www.StocktonHonda.com">www.StocktonHonda.com</a> 2014 Honda CR-V Is In Stock. Schedule A Test Drive Today!	New Cars/Honda	CR-V	2.13%	61
16	<a href="#">{Keyword: 2014 Honda}</a> <a href="http://www.StocktonHonda.com">www.StocktonHonda.com</a> View Special Offers Online And Schedule A Test Drive Today!	New Cars/Honda	General/Honda	3.19%	47
17	<a href="#">2014 Honda Accord LX</a> <a href="http://www.StocktonHonda.com">www.StocktonHonda.com</a> Lease A New Accord LX For Only \$249/Month. View Offer & Call Today	New Cars/Honda	Accord	3.16%	45
18	<a href="#">Used Honda CR-Z</a> <a href="http://StocktonHonda.com">StocktonHonda.com</a> Great CR-Z Deals. Schedule a Test Drive Today!	DAG	Used - Honda - CR-Z - 2014	0.95%	44
19	<a href="#">{Keyword: Honda Accord}</a> <a href="http://www.StocktonHonda.com">www.StocktonHonda.com</a> 2014 Honda Accord Is In Stock. Schedule A Test Drive Today!	New Cars/Honda	Accord	3.15%	39
20	<a href="#">Honda Dealer</a> <a href="http://www.StocktonHonda.com">www.StocktonHonda.com</a> View Inventory And Specials Online. Schedule A Test Drive Today!	Regional/Honda	Tracy	2.4%	34



Please Contact Your Account Manager  
With Any Questions or Concerns

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

## Stockton Honda - July 2014 CAMPAIGN DETAILS

	May	June	July
<b>Results</b>			
Budget	\$ 1,500	\$ 1,500	\$ 1,500
Impressions	329,334	329,264	337,660
Clicks	601	541	629
Click Through Rate (CTR)	0.18%	0.16%	0.19%
<b>Goals</b>			
Lead Conversions	4	2	2
Assisted Conversions	213	162	178
View-through Conversions	6	5	-
Inventory Page Views	205	493	552
Site Engagement Conversion	412	61	45

\*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](http://www.cargurus.com)
- [www.weather.com](http://www.weather.com)
- [www.youtube.com](http://www.youtube.com)
- [www.yelp.com](http://www.yelp.com)
- [www.autoanything.com](http://www.autoanything.com)
- [www.stocktongasprices.com](http://www.stocktongasprices.com)
- [www.sfgate.com](http://www.sfgate.com)

Stockton Honda - July

728x90

Stockton Honda

SUMMER CLEARANCE EVENT

2014 Honda CIVIC LX COUPE CVT

\$179 PER MONTH + TAX PER MONTH

LEARN MORE

Disclaimer

160x600

Stockton Honda

2014 Honda CIVIC LX COUPE CVT

SUMMER CLEARANCE EVENT

\$179 PER MONTH + TAX PER MONTH

LEARN MORE

Disclaimer

300x250

HONDA Stockton Honda

SUMMER CLEARANCE EVENT

2014 Honda CIVIC LX COUPE CVT

\$179 PER MONTH + TAX PER MONTH

LEARN MORE

Disclaimer



Please Contact Your Digital Advisor  
With Any Questions or Concerns

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

Stockton Honda Video - July 2014			
CAMPAIGN DETAILS			
RESULTS	May	June	July
Budget	\$ 1,500	\$ 1,500	\$ 1,500
Impressions	60,172	57,334	66,562
Views	8,228	7,632	8,538
Clicks to Website	365	331	393
View Through Rate	13.67%	13.31%	12.83%
Click Through Rate (CTR)	0.61%	0.58%	0.59%
Video URL <a href="https://www.youtube.com/watch?v=s6T8hc-j2Os">https://www.youtube.com/watch?v=s6T8hc-j2Os</a>			



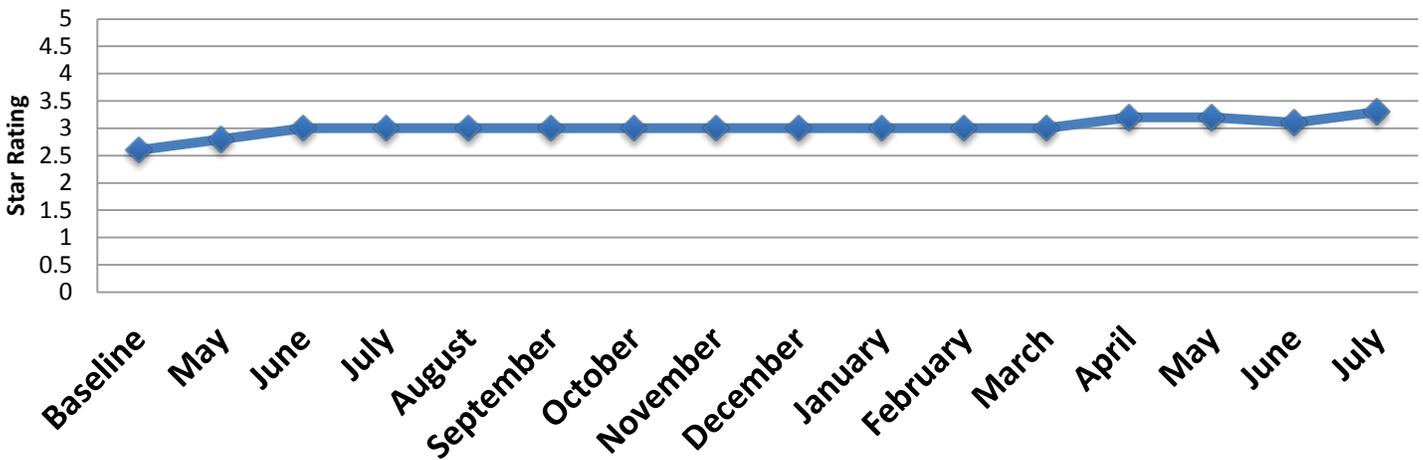
Video Played To:	
25%	45%
50%	21%
75%	16%
100%	14%



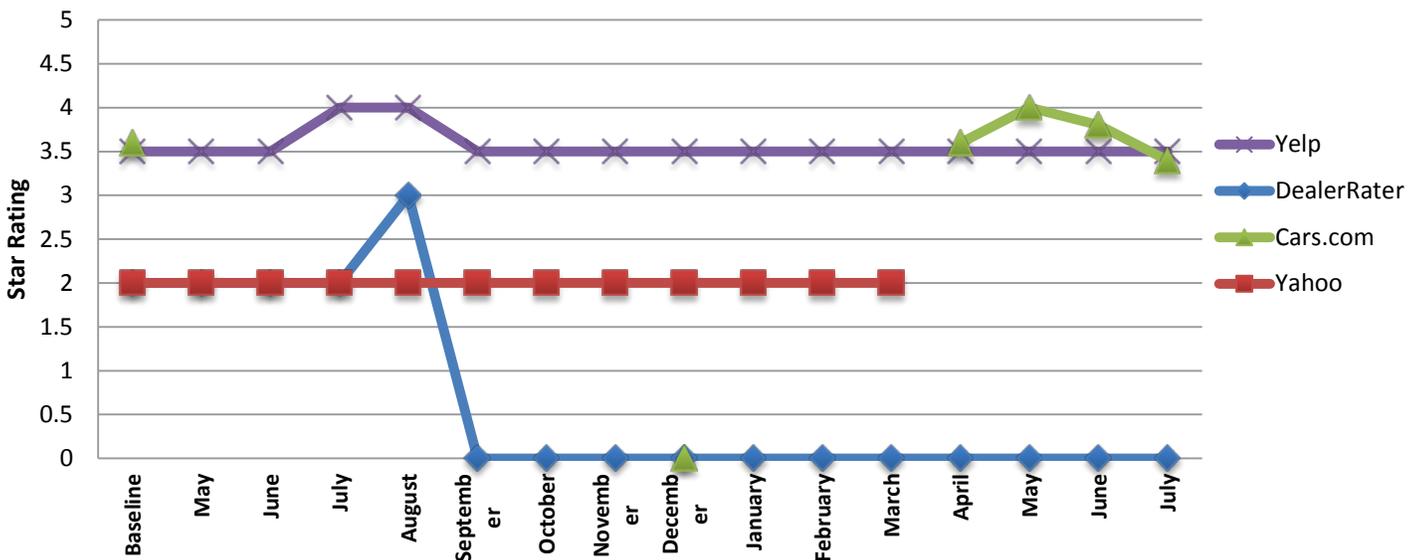
## Reputation Management Summary

In July, we saw 1 positive review posted to your review sites. During your Reputation Management campaign we have seen 21 positive reviews added to these sites.

### Google+ Local Page Star Rating

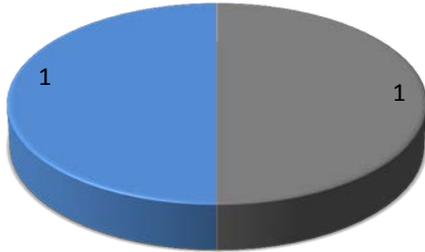


### Star Rating Over Time by Review Site

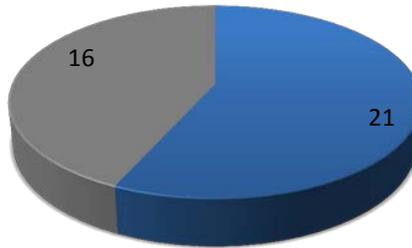




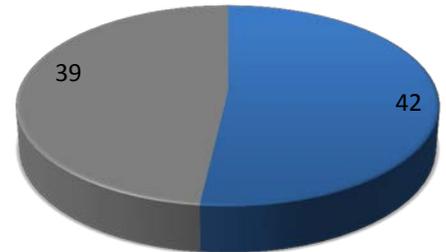
### July Reviews



### Reputation Management Campaign Reviews

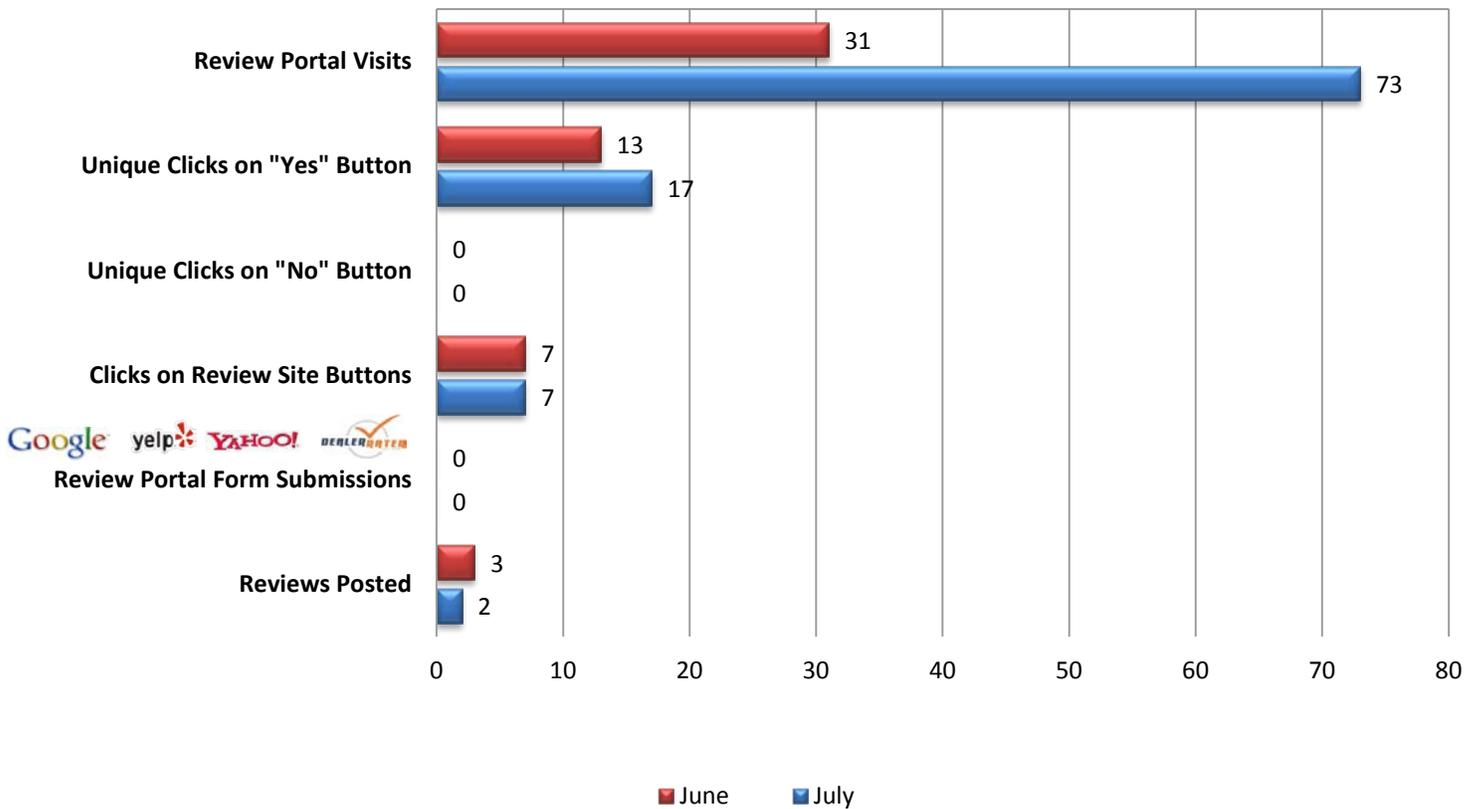


### All Time Reviews



■ Positive Reviews      ■ Hot Issue Reviews

### StocktonHondaCares.com Interaction





		All Time	Baseline	May	June	July
<b>Total</b>	Review Portal Visits	326	n/a	37	31	73
	Unique Clicks on "Yes" Button	133	n/a	19	13	17
	Unique Clicks on "No" Button	11	n/a	1	0	0
	Clicks on Review Site Buttons	118	n/a	11	7	7
	Review Portal Form Submissions	3	n/a	0	0	0
	Reviews Posted	81	44	2	3	2
	Positive Reviews	42	21	1	1	1
	Hot Issue Reviews	39	23	1	2	1
	Average Star Rating*		2.5	2.8	2.7	2.7
<b>Google</b>	Clicks to Google	47	n/a	6	6	4
	Reviews Posted	17	12	0	1	1
	Positive Reviews	8	5	0	0	1
17 Reviews	Hot Issue Reviews	9	7	0	1	0
	Star Rating		2.6	3.2	3.1	3.3
<b>Yelp</b>	Clicks to Yelp	41	n/a	2	1	3
	Reviews Posted	53	23	1	2	0
	Positive Reviews	31	14	0	1	0
46 Reviews	Hot Issue Reviews	22	9	1	1	0
	Star Rating		3.5	3.5	3.5	3.5
<b>DealerRater</b>	Clicks to DealerRater	9	n/a	1	0	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
<b>Cars.com</b>	Clicks to Cars.com	12	n/a	2	0	0
	Reviews Posted	7	5	1	0	1
	Positive Reviews	4	3	1	0	0
7 Reviews	Hot Issue Reviews	3	2	0	0	1
	Star Rating		3.6	4	3.8	3.4
<b>Yahoo</b>	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.

<input type="checkbox"/>	<input checked="" type="checkbox"/>	Acura of Stockton - Page Likes - Image 1	● Not Delivering Ad Set Completed	37 Page Likes	\$1.92 Per Page Like	6,272	1.19	62	0.833%	\$0.00	\$71.20	Auto Optimized CPM	\$9.57 Optimized CPM
--------------------------	-------------------------------------	--	--------------------------------------	------------------	-------------------------	-------	------	----	--------	--------	---------	-----------------------	-------------------------

**Creative** [Edit](#)

**Bidding** [Edit](#)

**Performance**

Michael Balistreri likes this.



Dedicated to giving our clients an experience that exceeds their expectations, every time.



**Acura of Stockton**  
Car Dealership  
1,149 likes



Ad Preview and Placements

Create Similar Ad

**Bidding**  
Bid for Page likes

**Pricing**  
Your bid will be optimized to get more Page likes. You'll be charged each time your ad is served.

**Targeting** [Edit](#)

Potential Audience for this ad: 1,000,000 people

**Location**  
Stockton (+50 mi),  
California, United States

**Age**  
16 and older

**Not connected to**  
Acura of Stockton

**Actions** [Clicks](#) [CTR](#) [Impressions](#)

37 Total Actions?

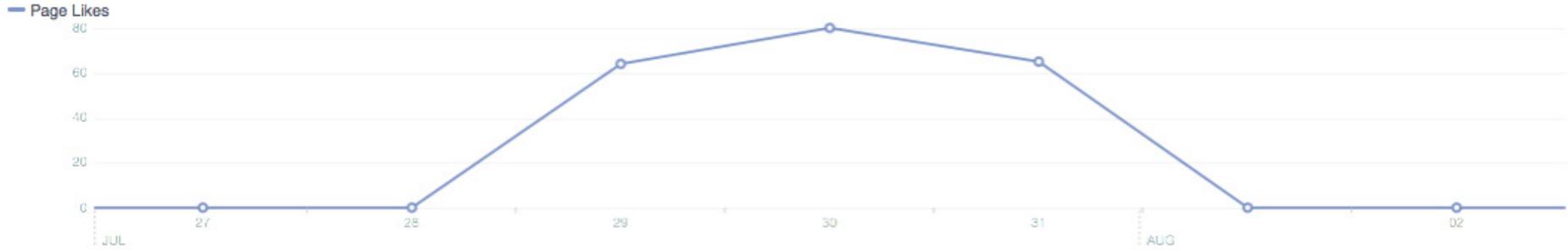
37 Page Likes?

[See full actions report](#)

Create Ad In Campaign

<b>STATUS</b> <input checked="" type="checkbox"/>	<b>DELIVERY</b> ● Not Delivering Ad Set Completed	<b>OBJECTIVE</b> Page Likes	<b>SCHEDULE</b> Jul 29, 2014 – Jul 31, 2014 6:44am 7:43pm	<b>SPENT TODAY</b> \$0.00	<b>LIFETIME SPENT</b> \$200.00 of \$200.00
--	---	--------------------------------	---	------------------------------	---

<b>PAGE LIKES ?</b> 209	<b>REACH ?</b> 18,125	<b>FREQUENCY ?</b> 1.23	<b>TOTAL SPENT ?</b> \$200.00	<b>AVG. COST PER PAGE LIKE ?</b> \$0.96	July 29, 2014 - August 2, 2014
----------------------------	--------------------------	----------------------------	----------------------------------	--	--------------------------------



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"/>	Stockton, CA - 16+	● Completed	209 Page Likes	\$0.95 Per Page Like	18,125	\$200.00 Lifetime	\$0.00	\$200.00	07/29/2014 6:44am	07/31/2014 7:43pm

1 Result

<input type="checkbox"/>	<input checked="" type="checkbox"/>	Stockton Honda - Page Likes - Image 1	● Not Delivering Ad Set Completed	166 Page Likes	\$0.89 Per Page Like	14,495	1.14	246	1.489%	\$0.00	\$148.34	Auto Optimized CPM	\$8.98 Optimized CPM
--------------------------	-------------------------------------	---------------------------------------	--------------------------------------	-------------------	-------------------------	--------	------	-----	--------	--------	----------	-----------------------	-------------------------

Creative <a href="#">Edit</a>	Bidding <a href="#">Edit</a>	Performance
-------------------------------	------------------------------	-------------

Michael Balistreri likes this.



**Stockton Honda**  
Sponsored

Always striving to be the dealership where customers look forward to doing business.



**Stockton Honda**  
Automotive Repair  
1,366 likes

[Like Page](#)

[Ad Preview and Placements](#)   [Create Similar Ad](#)

**Bidding**  
Bid for Page likes

**Pricing**  
Your bid will be optimized to get more Page likes. You'll be charged each time your ad is served.

**Targeting** [Edit](#)

**Potential Audience for this ad: 1,000,000 people**

<b>Location</b> Stockton (+50 mi), California, United States	<b>Age</b> 16 and older
<b>Not connected to</b> Stockton Honda	

[Actions](#)   [Clicks](#)   [CTR](#)   [Impressions](#)

**190 Total Actions?**

- 166 Page Likes?
- 23 Page Photo Views?
- 1 Post Likes?

[See full actions report](#)

<input type="checkbox"/>	<input checked="" type="checkbox"/>	Stockton Honda - Page Likes - Image 2	● Not Delivering Ad Set Completed	32 Page Likes	\$1.22 Per Page Like	4,356	1.07	55	1.176%	\$0.00	\$39.34	Auto Optimized CPM	\$8.41 Optimized CPM
--------------------------	-------------------------------------	---------------------------------------	--------------------------------------	------------------	-------------------------	-------	------	----	--------	--------	---------	-----------------------	-------------------------

Creative <a href="#">Edit</a>	Bidding <a href="#">Edit</a>	Performance
-------------------------------	------------------------------	-------------

Michael Balistreri likes this.



**Stockton Honda**  
Sponsored

Always striving to be the dealership where customers look forward to doing business.



**Stockton Honda**  
Automotive Repair  
1,366 likes

[Like Page](#)

[Ad Preview and Placements](#)   [Create Similar Ad](#)

**Bidding**  
Bid for Page likes

**Pricing**  
Your bid will be optimized to get more Page likes. You'll be charged each time your ad is served.

**Targeting** [Edit](#)

**Potential Audience for this ad: 1,000,000 people**

<b>Location</b> Stockton (+50 mi), California, United States	<b>Age</b> 16 and older
<b>Not connected to</b> Stockton Honda	

[Actions](#)   [Clicks](#)   [CTR](#)   [Impressions](#)

**33 Total Actions?**

- 32 Page Likes?
- 1 Post Likes?

[See full actions report](#)

<input type="checkbox"/>	<input checked="" type="checkbox"/>	Stockton Honda - Page Likes - Image 3	● Not Delivering Ad Set Completed	0 Page Likes	--	212	1.07	1	0.442%	\$0.00	\$2.52	Auto Optimized CPM	\$11.15 Optimized CPM
--------------------------	-------------------------------------	---------------------------------------	--------------------------------------	-----------------	----	-----	------	---	--------	--------	--------	-----------------------	--------------------------

**Creative** [Edit](#)

Michael Balistreri likes this.

---



**Stockton Honda**  
Sponsored

Always striving to be the dealership where customers look forward to doing business.



**Stockton Honda**  
Automotive Repair  
1,366 likes

[Like Page](#)

[Ad Preview and Placements](#) [Create Similar Ad](#)

**Bidding** [Edit](#)

**Bidding**  
Bid for Page likes

**Pricing**  
Your bid will be optimized to get more Page likes. You'll be charged each time your ad is served.

---

**Targeting** [Edit](#)

**Potential Audience for this ad: 1,000,000 people**

**Location**  
Stockton (+50 mi), California, United States

**Age**  
16 and older

**Not connected to**  
Stockton Honda

**Performance**

[Clicks](#) [CTR](#) [Impressions](#)



Date	Clicks	CTR	Impressions
27 JUL	0	0	0
29 JUL	1	1.0	1
31 JUL	0	0	0
02 AUG	0	0	0

<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"/>	Stockton Honda - Page Likes - Image 4	● Not Delivering Ad Set Completed	11 Page Likes	\$0.89 Per Page Like	821	1.04	14	1.645%	\$0.00	\$9.80	Auto Optimized CPM	\$11.52 Optimized CPM

Creative <a href="#">Edit</a>	Bidding <a href="#">Edit</a>	Performance
-------------------------------	------------------------------	-------------

Michael Balistreri likes this.



**Stockton Honda**  
Sponsored

Always striving to be the dealership where customers look forward to doing business.



**Stockton Honda**  
Automotive Repair  
1,366 likes

[Like Page](#)

[Ad Preview and Placements](#) [Create Similar Ad](#)

**Bidding**  
Bid for Page likes

**Pricing**  
Your bid will be optimized to get more Page likes. You'll be charged each time your ad is served.

**Targeting** [Edit](#)

**Potential Audience for this ad: 1,000,000 people**

<b>Location</b> Stockton (+50 mi), California, United States	<b>Age</b> 16 and older
<b>Not connected to</b> Stockton Honda	

[Actions](#) [Clicks](#) [CTR](#) [Impressions](#)

**11 Total Actions?**

11 Page Likes?

[See full actions report](#)