

# Future Nissan of Roseville

*i*MOS CONFIDENTIAL REPORTING

*February 2015*

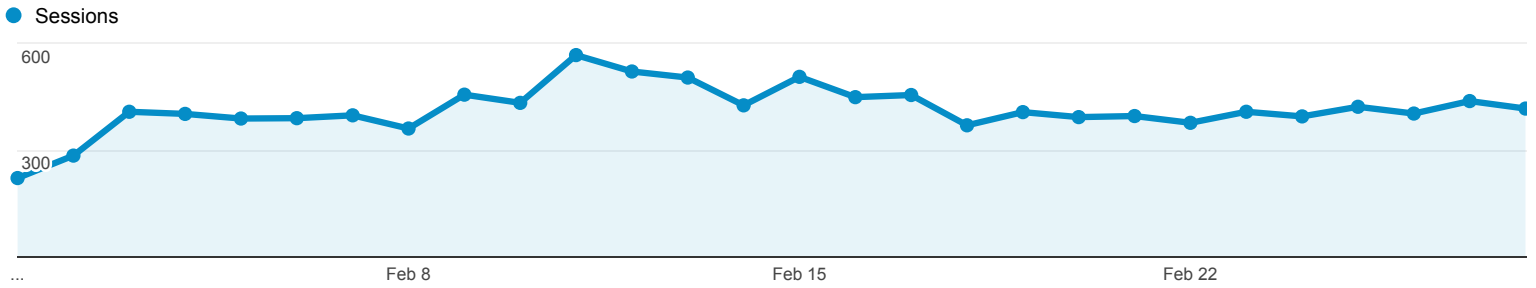
Nissan Roseville													
MONTHLY STATISTICS	February	March	April	May	June	July	August	September	October	November	December	January	February
<b>Google Analytics</b>													
Visits	10,586	11,087	9,896	11,812	10,064	11,444	11,978	10,993	10,759	10,759	10,327	11,866	11,570
Pageviews	49,188	48,833	42,535	47,748	45,498	54,812	59,760	50,124	47,615	49,238	47,447	57,221	53,602
Pages / Visit	4.65	4.40	4.30	4.04	4.52	4.79	4.99	4.56	4.43	4.58	4.59	4.82	4.63
Time on Site	3:29	3:03	3:18	3:21	3:26	3:32	3:34	3:14	3:08	3:30	3:18	3:34	3:18
Bounce Rate	37.76%	40.61%	39.26%	37.75%	37.18%	37.42%	35.59%	39.55%	40.00%	39.01%	38.20%	36.59%	36.66%
% New Visits	73.56%	76.32%	76.84%	76.06%	74.07%	72.17%	67.22%	70.24%	68.38%	67.85%	67.87%	67.26%	66.73%
<b>Dealer.com Analytics</b>													
Sales Leads	688	620	601	672	681	688	498	522	426	442	481	486	479
Parts/ Service Leads	645	636	703	796	841	732	572	594	620	489	645	693	622
Total Leads	1333	1256	1304	1468	1522	1420	1070	1116	1046	931	1151	1179	1109
Eprice	62	72	49	62	29	45	73	58	65	82	102	108	91
Contact	31	38	33	43	24	32	43	27	27	22	24	29	25
Request More Information	23	27	10	14	18	26	19	20	22	14	20	25	26
Other	64	66	84	126	146	137	116	139	118	109	129	127	148
Total	180	203	176	245	217	240	251	244	232	227	275	289	290
Total Conversion Rate	12.59%	11.33%	13.18%	12.43%	15.12%	12.41%	8.93%	10.15%	9.72%	8.65%	11.15%	9.94%	9.59%
Sales Conversion Rate	6.5%	5.6%	6.1%	5.7%	6.8%	6.0%	4.2%	4.7%	4.0%	4.1%	4.7%	4.1%	4.1%
<b>TCD</b>													
Average Position	3.57	3.46	3.46	3.39	3.19	1.90	2.11	2.43	3.04	2.58	2.94	2.78	2.66
Clicks	4,006	4,086	4,217	4,126	4,035	4,084	4,025	4,157	3,931	4,192	4,078	4,193	3,951
Impressions	174,305	171,462	149,958	157,835	157,822	150,526	159,070	172,484	173,603	188,809	185,172	166,545	141,360
Click Through Rate	2.298%	2.383%	2.812%	2.614%	2.557%	2.713%	2.530%	2.410%	2.264%	2.220%	2.203%	2.518%	2.795%
Cost Per Click	\$2.75	\$2.95	\$2.85	\$2.92	\$2.98	\$2.95	\$2.99	\$2.89	\$3.07	\$3.22	\$3.35	\$3.18	\$3.29
Combined Conversions	622	592	687	742	854	658	679	755	649	639	798	781	674
Cost Per Conversion	\$17.71	\$20.34	\$17.52	\$16.21	\$14.10	\$18.28	\$17.71	\$15.92	\$18.58	\$21.10	\$17.14	\$17.07	\$19.29
Conversion Rate	15.5%	14.5%	16.3%	18.0%	21.2%	16.1%	16.9%	18.2%	16.5%	15.2%	19.6%	18.6%	17.1%
Cost	\$11,016	\$12,042	\$12,038	\$12,027	\$12,043	\$12,029	\$12,025	\$12,017	\$12,058	\$13,482	\$13,677	\$13,334	\$13,004
<b>Display Advertising</b>													
Impressions	150,916	195,607	178,254	284,594	264,406	276,925	246,993	189,448	134,065	137,511	126,072	124,462	107,756
Clicks	70	58	54	83	81	104	133	110	72	66	48	70	52
Click Through Rate	0.046%	0.030%	0.030%	0.029%	0.031%	0.038%	0.054%	0.058%	0.054%	0.048%	0.038%	0.056%	0.048%
CPM	\$6.27	\$6.70	\$6.16	\$6.77	\$7.49	\$7.17	\$7.17	\$7.04	\$7.06	\$7.20	\$7.18	\$7.18	\$7.13
Cost Per Click	\$13.52	\$22.59	\$20.34	\$23.21	\$24.46	\$19.09	\$13.31	\$12.13	\$13.15	\$15.01	\$18.87	\$12.77	\$14.78
Combined Conversions	3	5	18	16	16	11	4	4	10	8	14	7	19
Conversion Rate	4.3%	8.6%	33.3%	19.3%	19.8%	10.6%	3.0%	3.6%	13.9%	12.1%	29.2%	10.0%	36.5%
Cost	\$946	\$1,310	\$1,098	\$1,927	\$1,981	\$1,986	\$1,770	\$1,335	\$947	\$991	\$906	\$894	\$769
<b>Facebook Statistics</b>													
Total Likes	587	630	658	684	696	714	730	771	789	848	877	895	956
<b>Google Plus</b>													
Views	16,364	16,452	14,784	N/A	N/A	N/A	24,961	22,207	20,826	19,500	20,057	23,617	28,468
Clicks							2,098	2,503	2,108	1,897	1,681	1,976	2,436

## Audience Overview

Feb 1, 2015 - Feb 28, 2015

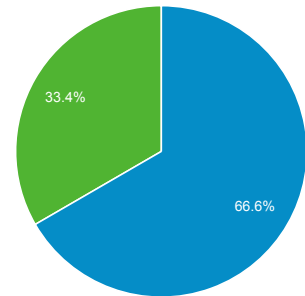
All Sessions  
100.00%

### Overview



Sessions <b>11,570</b>	Users <b>8,552</b>	Pageviews <b>53,602</b>
Pages / Session <b>4.63</b>	Avg. Session Duration <b>00:03:18</b>	Bounce Rate <b>36.66%</b>
% New Sessions <b>66.73%</b>		

■ New Visitor ■ Returning Visitor



Language	Sessions	% Sessions
1. en-us	11,314	97.79%
2. en	46	0.40%
3. es-es	44	0.38%
4. en-gb	32	0.28%
5. es-419	26	0.22%
6. es-us	24	0.21%
7. es	15	0.13%
8. ru	14	0.12%
9. ru-ru	9	0.08%
10. zh-cn	8	0.07%

## Location

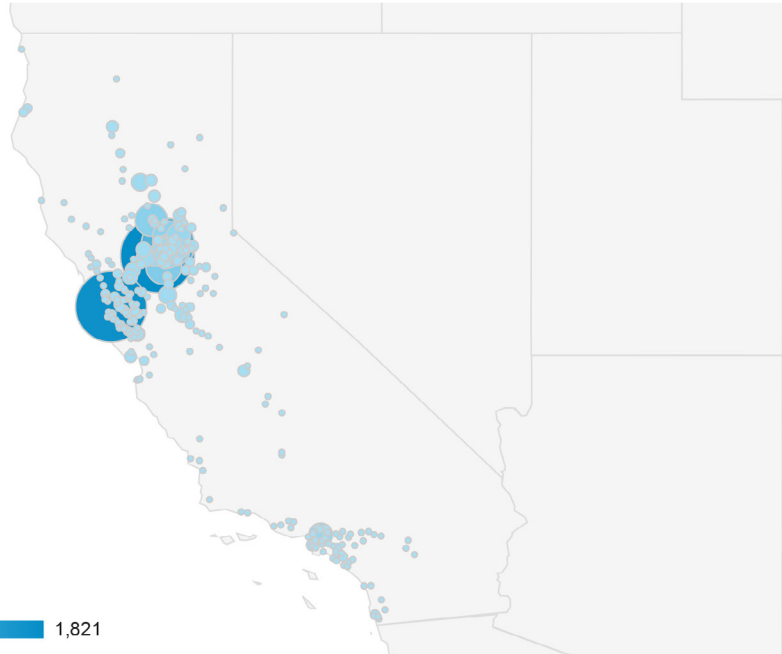
Feb 1, 2015 - Feb 28, 2015

ALL » COUNTRY: United States » REGION: California

 All Sessions  
89.20%

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
	10,320 % of Total: 89.20% (11,570)	64.91% Avg for View: 66.73% (-2.73%)	6,699 % of Total: 86.76% (7,721)	34.39% Avg for View: 36.66% (-6.18%)	4.80 Avg for View: 4.63 (3.65%)	00:03:26 Avg for View: 00:03:18 (3.99%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (\$0.00)
1. Sacramento	1,821 (17.65%)	67.05%	1,221 (18.23%)	35.09%	4.72	00:03:20	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. San Francisco	1,724 (16.71%)	62.06%	1,070 (15.97%)	35.79%	4.07	00:03:06	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. Roseville	945 (9.16%)	61.59%	582 (8.69%)	31.85%	5.07	00:03:29	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. Elk Grove	446 (4.32%)	66.14%	295 (4.40%)	35.20%	5.13	00:03:38	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. Rocklin	419 (4.06%)	64.92%	272 (4.06%)	35.56%	4.51	00:02:41	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. Folsom	371 (3.59%)	66.04%	245 (3.66%)	35.31%	4.75	00:02:57	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. Yuba City	338 (3.28%)	67.46%	228 (3.40%)	37.87%	4.66	00:03:35	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. Lincoln	292 (2.83%)	60.27%	176 (2.63%)	38.36%	5.35	00:03:35	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. Citrus Heights	242 (2.34%)	66.53%	161 (2.40%)	41.74%	4.20	00:03:07	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. Rancho Cordova	215 (2.08%)	73.95%	159 (2.37%)	40.00%	4.24	00:03:10	0.00%	0 (0.00%)	\$0.00 (0.00%)

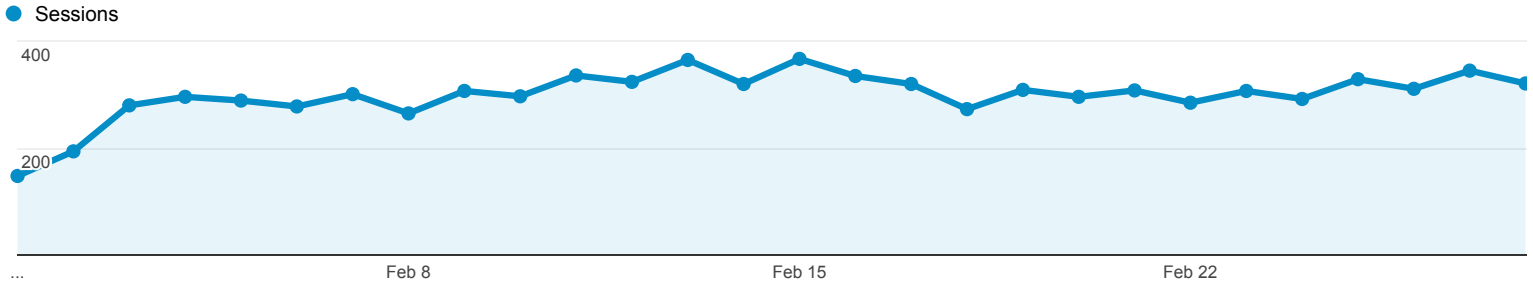
# Organic Search Traffic

Feb 1, 2015 - Feb 28, 2015

All Sessions  
72.58%

Explorer

Summary



Keyword	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	8,398 % of Total: 72.58% (11,570)	66.37% Avg for View: 66.73% (-0.54%)	5,574 % of Total: 72.19% (7,721)	34.71% Avg for View: 36.66% (-5.30%)	4.81 Avg for View: 4.63 (3.77%)	00:03:21 Avg for View: 00:03:18 (1.57%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (\$0.00)
1. (not provided)	5,945 (70.79%)	65.03%	3,866 (69.36%)	34.08%	5.00	00:03:33	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. (not set)	1,396 (16.62%)	74.57%	1,041 (18.68%)	41.76%	3.77	00:02:30	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. future nissan	161 (1.92%)	50.31%	81 (1.45%)	20.50%	5.85	00:03:28	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. future nissan roseville	102 (1.21%)	47.06%	48 (0.86%)	21.57%	5.74	00:03:54	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. roseville nissan	74 (0.88%)	50.00%	37 (0.66%)	25.68%	6.16	00:03:41	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. nissan roseville	58 (0.69%)	58.62%	34 (0.61%)	17.24%	6.57	00:04:17	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. future nissan of roseville	28 (0.33%)	53.57%	15 (0.27%)	17.86%	5.86	00:04:06	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. nissan	23 (0.27%)	82.61%	19 (0.34%)	26.09%	4.70	00:03:18	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. nissan sacramento	19 (0.23%)	73.68%	14 (0.25%)	10.53%	9.32	00:08:14	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. nissan of roseville	16 (0.19%)	68.75%	11 (0.20%)	31.25%	5.25	00:02:31	0.00%	0 (0.00%)	\$0.00 (0.00%)

Rows 1 - 10 of 421

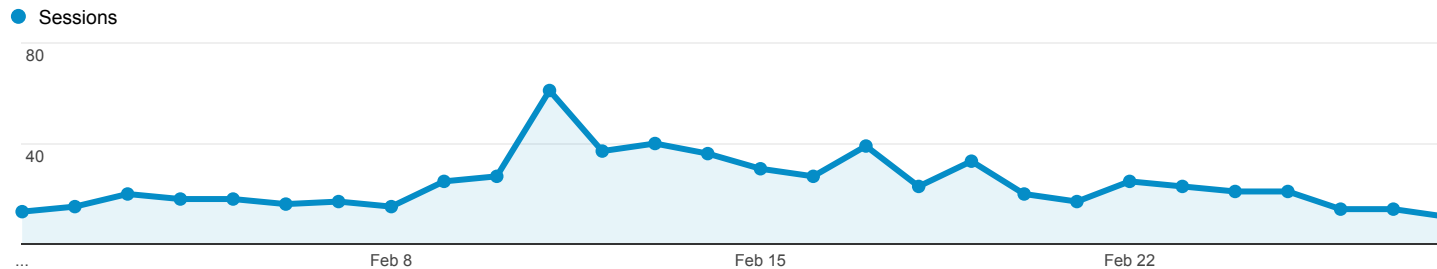
## Referral Traffic

Feb 1, 2015 - Feb 28, 2015

All Sessions  
5.84%

Explorer

Summary



Source	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	676 % of Total: 5.84% (11,570)	63.91% Avg for View: 66.73% (-4.24%)	432 % of Total: 5.60% (7,721)	41.72% Avg for View: 36.66% (13.81%)	4.18 Avg for View: 4.63 (-9.86%)	00:02:46 Avg for View: 00:03:18 (-16.25%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (\$0.00)
1. <a href="#">choosenissan.com</a>	71 (10.50%)	70.42%	50 (11.57%)	19.72%	5.07	00:03:06	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. <a href="#">m.facebook.com</a>	52 (7.69%)	80.77%	42 (9.72%)	67.31%	3.77	00:01:11	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. <a href="#">autotrader.com</a>	46 (6.80%)	52.17%	24 (5.56%)	21.74%	7.41	00:06:22	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. <a href="#">futureautomotivegroup.com</a>	44 (6.51%)	50.00%	22 (5.09%)	29.55%	4.75	00:02:42	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. <a href="#">xfinity.comcast.net</a>	41 (6.07%)	92.68%	38 (8.80%)	75.61%	1.34	00:00:06	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. <a href="#">facebook.com</a>	39 (5.77%)	66.67%	26 (6.02%)	79.49%	1.67	00:00:38	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. <a href="#">adsw.esm1.net</a>	38 (5.62%)	26.32%	10 (2.31%)	23.68%	3.32	00:03:02	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. <a href="#">m.futurenissan.sensibledriver.com</a>	37 (5.47%)	27.03%	10 (2.31%)	35.14%	7.43	00:03:16	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. <a href="#">dp.g.doubleclick.net</a>	27 (3.99%)	85.19%	23 (5.32%)	18.52%	2.30	00:01:30	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. <a href="#">futurenissanroseville.cimasystems.biz</a>	23 (3.40%)	26.09%	6 (1.39%)	39.13%	4.35	00:03:05	0.00%	0 (0.00%)	\$0.00 (0.00%)

Rows 1 - 10 of 67

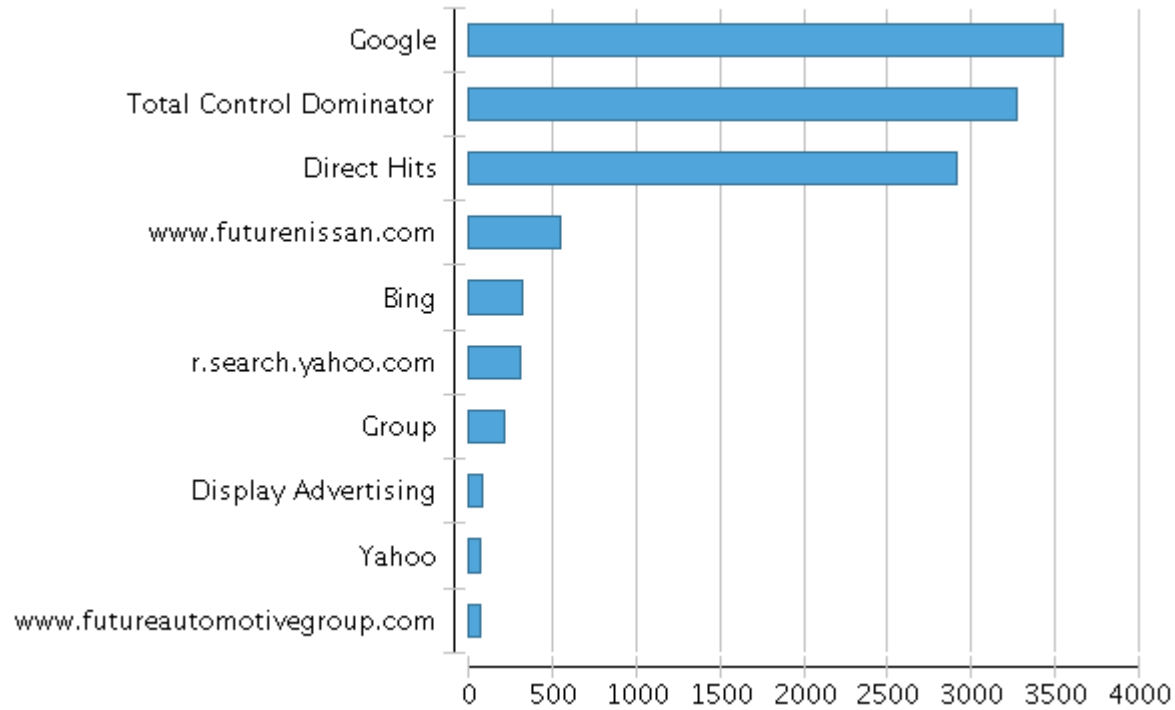
# External Referrers Report

February 1, 2015 - February 28, 2015

*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
	8,310	11,769	70.6%	39.6%	3.92	290	3.5%	00:06:12

## Top 10 External Referrers



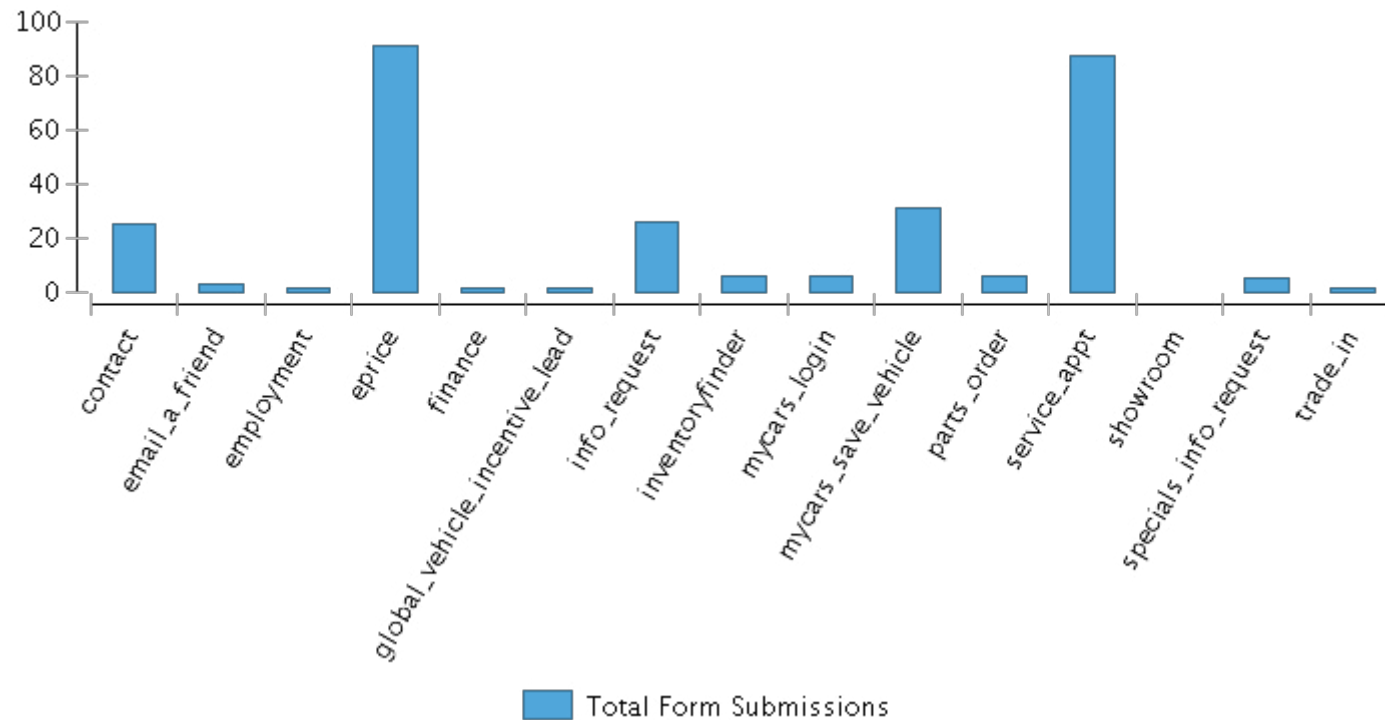
External Referrer Category	Visitors	Visits	% New Visits	Bounce Rate	Page Views / Visit	Form Submissions	% of Form Submissions	Form Submission Rate	Avg. Time on Site
Google	2,897	3,544	81.7%	33.8%	4.37	97	33.4%	3.3%	00:05:14
Total Control Dominator	2,638	3,267	80.7%	42.0%	3.43	56	19.3%	2.1%	00:04:25
Direct Hits	1,611	2,908	55.4%	42.7%	3.78	104	35.9%	6.5%	00:09:01
www.futurenissan.com	89	552	16.1%	57.4%	3.01	6	2.1%	6.7%	00:10:53
Bing	213	321	66.4%	29.0%	5.27	8	2.8%	3.8%	00:05:05
r.search.yahoo.com	242	313	77.3%	21.4%	5.61	6	2.1%	2.5%	00:05:53
Group	148	216	68.5%	42.6%	4.21	3	1.0%	2.0%	00:03:31



# Form Submissions Report

February 1, 2015 - February 28, 2015

Each form on your website is represented here with the number of form submissions for each, as well as the percentage of total form submissions. You can evaluate the effectiveness of each and take steps to direct customers to successful forms.



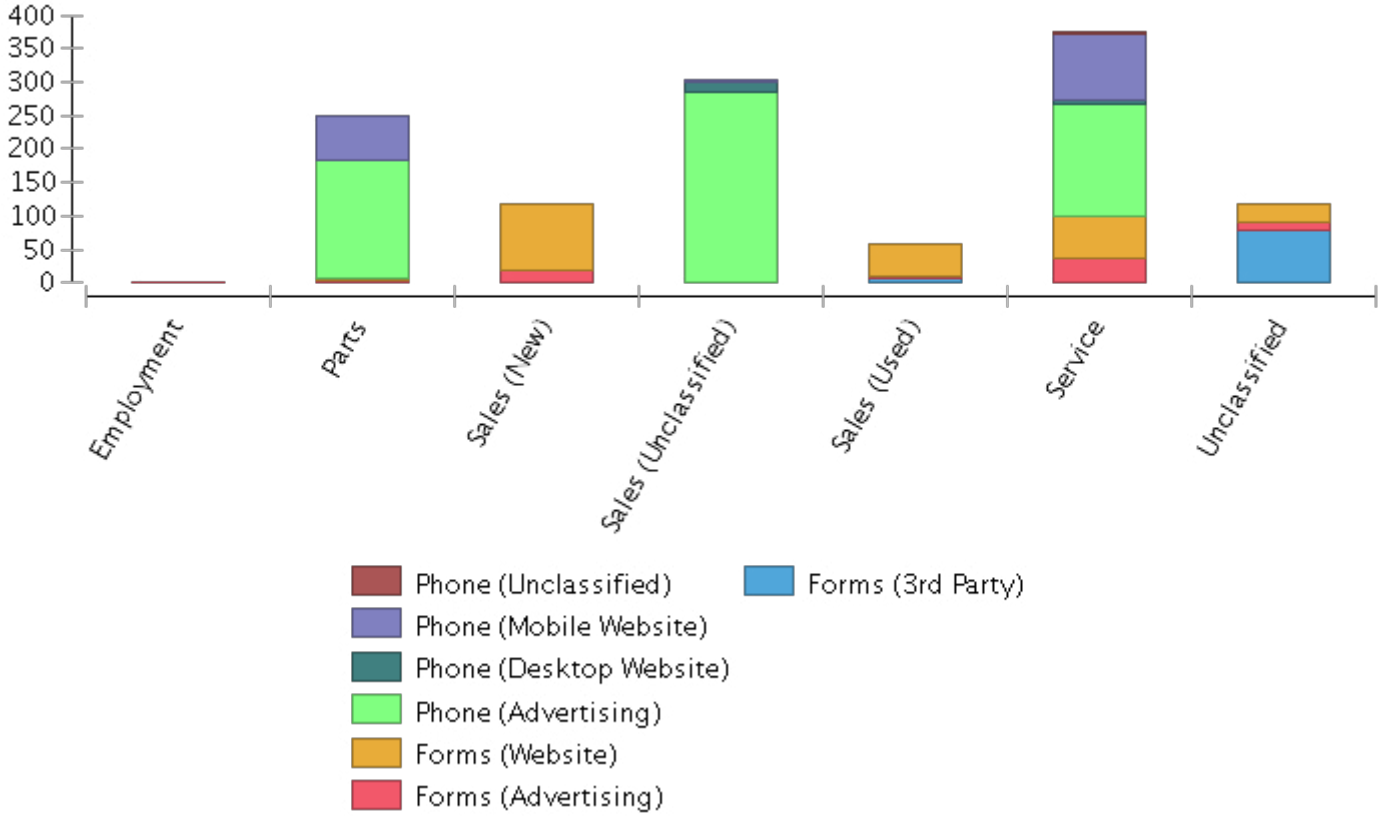
Form Name	Form Submissions	% of Form Submissions
contact	25	8.6%
email_a_friend	3	1.0%
employment	1	0.3%



Form Name	Form Submissions	% of Form Submissions
eprice	91	31.4%
finance	1	0.3%
global_vehicle_incentive_lead	1	0.3%
info_request	26	9.0%
inventoryfinder	6	2.1%
mycars_login	6	2.1%
mycars_save_vehicle	31	10.7%
parts_order	6	2.1%
service_appt	87	30.0%
showroom	0	0.0%
specials_info_request	5	1.7%
trade_in	1	0.3%
<b>Totals:</b>	<b>290</b>	<b>100.0%</b>

# Origins By Profit Center Report

February 1, 2015 - February 28, 2015



Profit Center	Origin Category	Leads	% of Leads
<b>Employment</b>		<b>1</b>	<b>0.1%</b>
	Forms (Advertising)	1	0.1%
<b>Parts</b>		<b>248</b>	<b>20.3%</b>
	Phone (Mobile Website)	66	5.4%
	Phone (Advertising)	176	14.4%
	Forms (Website)	2	0.2%
	Forms (Advertising)	4	0.3%
<b>Sales (New)</b>		<b>118</b>	<b>9.7%</b>
	Forms (Website)	99	8.1%
	Forms (Advertising)	17	1.4%
	Forms (3rd Party)	2	0.2%
<b>Sales (Unclassified)</b>		<b>304</b>	<b>24.9%</b>
	Phone (Advertising)	282	23.1%
	Phone (Desktop Website)	17	1.4%
	Phone (Mobile Website)	3	0.2%
	Forms (Website)	2	0.2%
<b>Sales (Used)</b>		<b>57</b>	<b>4.7%</b>
	Forms (3rd Party)	6	0.5%
	Forms (Website)	46	3.8%
	Forms (Advertising)	5	0.4%
<b>Service</b>		<b>374</b>	<b>30.7%</b>
	Phone (Mobile Website)	99	8.1%
	Phone (Advertising)	168	13.8%
	Forms (Website)	62	5.1%
	Phone (Desktop Website)	7	0.6%
	Forms (Advertising)	37	3.0%
	Phone (Unclassified)	1	0.1%
<b>Unclassified</b>		<b>117</b>	<b>9.6%</b>
	Forms (Website)	25	2.1%

# TCD Monthly Report

February 2015

## Metrics Summary

Last 13 Months

	Position	Impressions	Clicks	Cost	Click Through Rate	Cost Per Click	Combined Conversions	Cost Per Combined Conversion
Account Totals	2.92	2,148,906	53,081	\$160,790.41	2.470%	\$3.03	9,133	\$17.61

## Search Engine Metrics

Last 13 Months

Provider	Position	Impressions	Clicks	Cost	Click Through Rate	Cost Per Click	Combined Conversions	Cost Per Combined Conversion
Google Adwords	2.92	2,148,906	53,081	\$160,790.41	2.470%	\$3.03	8,860	\$18.15
Microsoft Bing	.00	0	0	\$0.00	0.000%	\$0.00	273	\$0.00

### Top Keywords

Keyword	Clicks
Nissan	6,479
nissan parts	3,150
future nissan	2,376
new nissan	1,659
new nissan roseville	1,507
Roseville Nissan	1,475
nissan sacramento	1,466
2014 Nissan	1,130
future nissan roseville	1,100
nissan leaf	1,002
nissan roseville	865
nissan altima	842

### Top Models

Model	Clicks
Altima	1,424
LEAF	1,345
Murano	750
Frontier	720
370Z	689
Pathfinder	598
Rogue	597
Maxima	536
350Z	477
GT-R	461
Juke	456
Xterra	450

## Monthly Metrics

Last 13 Months

Date	Position	Impressions	Clicks	Cost	Click Through Rate	Cost Per Click	Combined Conversions	Cost Per Combined Conversion	Combined Conversion Rate
Feb, 2015	2.66	141,360	3,951	\$13,004.34	2.795%	\$3.29	674	\$19.29	17.1%
Jan, 2015	2.78	166,545	4,193	\$13,333.58	2.518%	\$3.18	781	\$17.07	18.6%
Dec, 2014	2.94	185,127	4,078	\$13,676.95	2.203%	\$3.35	798	\$17.14	19.6%
Nov, 2014	2.85	188,809	4,192	\$13,481.91	2.220%	\$3.22	639	\$21.10	15.2%
Oct, 2014	3.04	173,603	3,931	\$12,057.58	2.264%	\$3.07	649	\$18.58	16.5%
Sep, 2014	2.43	172,484	4,157	\$12,016.74	2.410%	\$2.89	755	\$15.92	18.2%
Aug, 2014	2.11	159,070	4,025	\$12,024.70	2.530%	\$2.99	679	\$17.71	16.9%
Jul, 2014	1.90	150,526	4,084	\$12,028.73	2.713%	\$2.95	659	\$18.25	16.1%
Jun, 2014	3.19	157,822	4,035	\$12,042.78	2.557%	\$2.98	856	\$14.07	21.2%
May, 2014	3.39	157,835	4,126	\$12,027.46	2.614%	\$2.92	742	\$16.21	18.0%
Apr, 2014	3.46	149,958	4,217	\$12,037.64	2.812%	\$2.85	687	\$17.52	16.3%
Mar, 2014	3.46	171,462	4,086	\$12,042.32	2.383%	\$2.95	592	\$20.34	14.5%
Feb, 2014	3.57	174,305	4,006	\$11,015.68	2.298%	\$2.75	622	\$17.71	15.5%

Last 13 Months

February 2014 - February 2015

# Display Advertising Monthly Report

February 2015

## Metrics Summary

Last 13 Months

	Position	Impressions	Clicks	Cost	Click Through Rate	CPM	Cost Per Click	Combined Conversions	Cost Per Combined Conversion
Account Totals	.00	2,416,939	1,001	\$16,858.27	0.041%	\$6.98	\$16.84	134	\$125.81

## Display Network Metrics

Last 13 Months

Provider	Position	Impressions	Clicks	Cost	Click Through Rate	CPM	Cost Per Click	Combined Conversions	Cost Per Combined Conversion
Display Network Partners	.00	2,416,939	1,001	\$16,858.27	0.041%	\$6.98	\$16.84	88	\$191.57
Google Adwords	.00	0	0	\$0.00	0.000%	NaN	\$0.00	46	\$0.00

## Monthly Metrics

Last 13 Months

Date	Position	Impressions	Clicks	Cost	Click Through Rate	CPM	Cost Per Click	Combined Conversions	Cost Per Combined Conversion	Combined Conversion Rate
Feb, 2015	.00	107,756	52	\$768.65	0.048%	\$7.13	\$14.78	19	\$40.46	36.5%
Jan, 2015	.00	124,462	70	\$893.78	0.056%	\$7.18	\$12.77	7	\$127.68	10.0%
Dec, 2014	.00	126,072	48	\$905.80	0.038%	\$7.18	\$18.87	14	\$64.70	29.2%
Nov, 2014	.00	137,511	66	\$990.63	0.048%	\$7.20	\$15.01	8	\$123.83	12.1%
Oct, 2014	.00	134,065	72	\$946.99	0.054%	\$7.06	\$13.15	10	\$94.70	13.9%
Sep, 2014	.00	189,448	110	\$1,334.62	0.058%	\$7.04	\$12.13	4	\$333.66	3.6%
Aug, 2014	.00	246,993	133	\$1,770.27	0.054%	\$7.17	\$13.31	4	\$442.57	3.0%
Jul, 2014	.00	276,925	104	\$1,985.65	0.038%	\$7.17	\$19.09	11	\$180.51	10.6%
Jun, 2014	.00	264,406	81	\$1,981.25	0.031%	\$7.49	\$24.46	15	\$132.08	18.5%
May, 2014	.00	284,594	83	\$1,926.67	0.029%	\$6.77	\$23.21	16	\$120.42	19.3%
Apr, 2014	.00	178,254	54	\$1,098.47	0.030%	\$6.16	\$20.34	18	\$61.03	33.3%
Mar, 2014	.00	195,607	58	\$1,310.37	0.030%	\$6.70	\$22.59	5	\$262.07	8.6%
Feb, 2014	.00	150,846	70	\$945.12	0.046%	\$6.27	\$13.50	3	\$315.04	4.3%

Last 13 Months

February 2014 - February 2015

[Create Ad in Campaign](#)

STATUS  DELIVERY ● **Not Delivering**  
 Ad Set Completed

OBJECTIVE **Video Views**

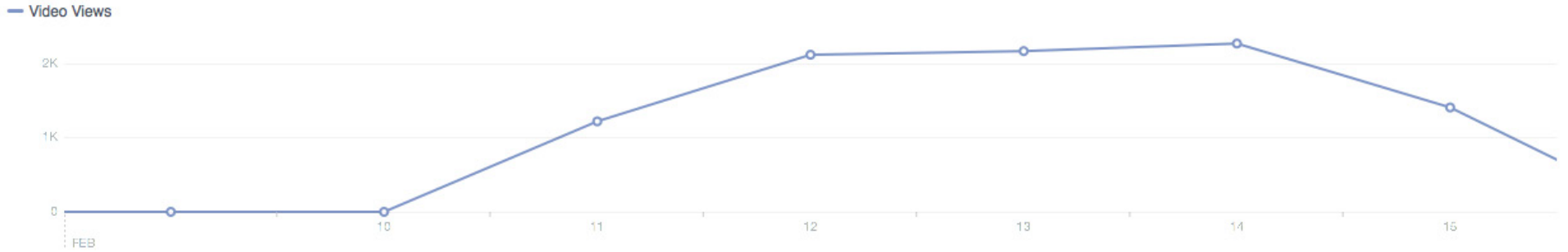
SCHEDULE **Feb 11, 2015 – Feb 15, 2015**  
 8:09am 5:00pm

SPENT TODAY **\$0.00**

LIFETIME SPENT **\$350.00** of \$350.00

VIDEO VIEWS ? **9,152** REACH ? **24,886** FREQUENCY ? **1.20** TOTAL SPENT ? **\$350.00** AVG. COST PER VIDEO VIEW ? **\$0.04**

February 11, 2015 - February 15, 2015 ▼



**Ad Sets** Ads **All Except Deleted** Edit Ad Sets View Report View History 1 Result

Status ?	Ad Set ?	Delivery ?	Results ?	Cost ?	Reach ?	Budget ?	Spent Today ?	Total Spent ?	Start Date ?	End Date ?
<input checked="" type="checkbox"/>	Videos	● Recently Completed	9,152 Video Views	\$0.04 Per Video View	24,886	\$350.00 Lifetime	\$0.00	\$350.00 of \$350.00	02/11/2015 8:09am	02/15/2015 5:00pm

1 Result



STATUS  DELIVERY ● Recently Completed SPENT TODAY \$0.00 LIFETIME SPENT \$350.00 of \$350.00 END DATE Feb 15 [✎](#)



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 type="checkbox"/>	Future Nissan of Roseville - Video Views	● Not Approved	129 Video Views	\$0.10 Per Video View	941	1.01	16	1.682%	\$0.00	\$13.45	Auto Optimized CPM	\$14.14 Optimized CPM
<input type="checkbox"/>	<input type="checkbox"/>	Future Nissan of Roseville - Video Views	● Not Approved	13 Video Views	\$0.07 Per Video View	69	1.00	2	2.899%	\$0.00	\$0.92	Auto Optimized CPM	\$13.33 Optimized CPM
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Future Nissan of Roseville - Video Views	● Not Delivering Ad Set Completed	4,969 Video Views	\$0.04 Per Video View	13,548	1.11	401	2.674%	\$0.00	\$182.08	Auto Optimized CPM	\$12.14 Optimized CPM
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Future Nissan of Roseville - Video Views	● Not Delivering Ad Set Completed	4,041 Video Views	\$0.04 Per Video View	12,347	1.12	165	1.191%	\$0.00	\$153.55	Auto Optimized CPM	\$11.08 Optimized CPM

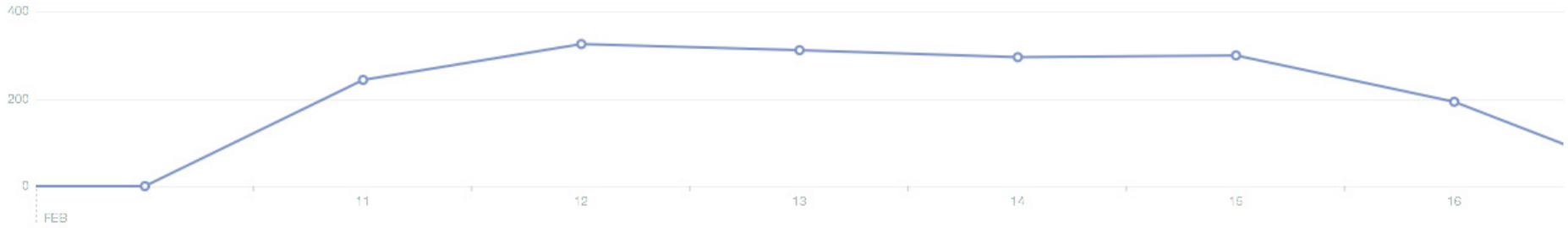
4 Results ◀ ▶

Create Ad In Campaign

STATUS  DELIVERY ● **Not Delivering** OBJECTIVE **Post Engagements** SCHEDULE **Feb 11, 2015 – Feb 16, 2015** SPENT TODAY **\$0.00** LIFETIME SPENT **\$350.00** of \$350.00  
Ad Set Completed 8:27am 6:40pm

POST ENGAGEMENTS ? **1,666** REACH ? **25,274** FREQUENCY ? **1.33** TOTAL SPENT ? **\$350.00** AVG. COST PER POST ENGAGEMENT ? **\$0.21** February 11, 2015 - February 16, 2015 ▼

— Page Post Engagement



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

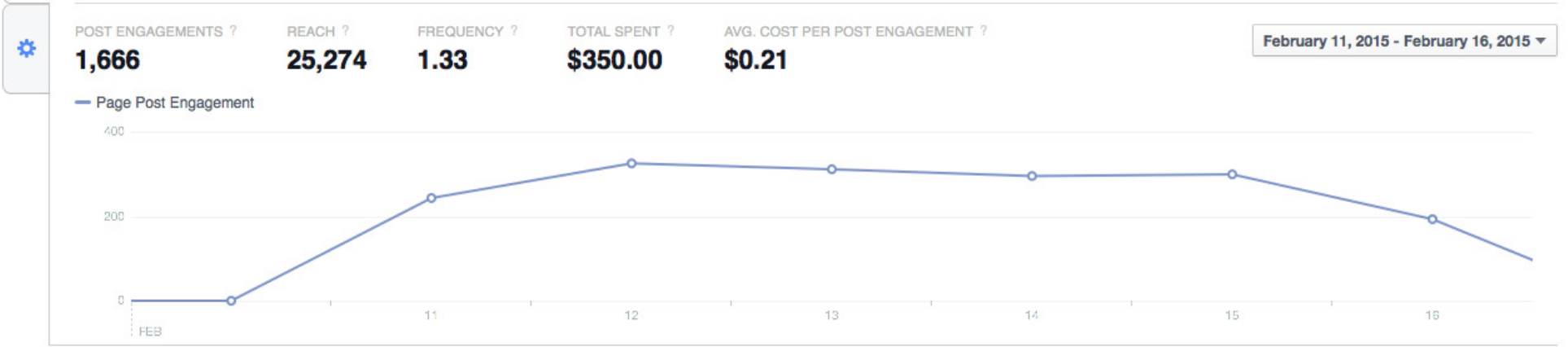
2 Results ◀ ▶

<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"/>	Photo	● Recently Completed	1,666 Post Engagements	\$0.21 Per Post Engagement	25,274	\$350.00 Lifetime	\$0.00	\$350.00 of \$350.00	02/11/2015 9:41am	02/16/2015 6:40pm
<input type="checkbox"/>	<input type="radio"/>	Photo - deleted	● Inactive	0 Post Engagements	--	0	\$350.00 Lifetime	\$0.00	\$0.00 of \$350.00	02/11/2015 8:27am	02/16/2015 6:00pm

2 Results ◀ ▶



STATUS  DELIVERY ● Recently Completed SPENT TODAY \$0.00 LIFETIME SPENT \$350.00 of \$350.00 END DATE Yesterday [✎](#)



All Except Deleted ▾ Edit Ads ▾ View Report View History 2 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: ""Thanks Future Nissan!!! #newride #bonuscash #f..." - Post Engagement	● Not Delivering Ad Set Completed	1,295 Post Engagements	\$0.21 Per Post Engagement	22,338	1.21	1,402	5.182%	\$0.00	\$276.72	Auto Optimized CPM	\$10.23 Optimized CPM
<input type="checkbox"/>	<input type="checkbox"/>	Post: ""Thanks Future Nissan!!! #newride #bonuscash #f..." - Post Engagement	● Inactive	371 Post Engagements	\$0.20 Per Post Engagement	6,260	1.04	393	6.016%	\$0.00	\$73.28	Auto Optimized CPM	\$11.22 Optimized CPM

2 Results ◀ ▶