



ENTERPRISE EDITION

Evaluate the effectiveness of your advertising programs.

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REVIEW AND ANALYZE ALL TRANSACTIONS ON YOUR SITE

Use our detailed reports to benchmark and track your site activity and performance, including site usage, traffic, advertiser and dealer responses and product sales. These reports have been designed to help you manage and analyze your data efficiently and effectively. Under Motors Reports you can access valuable statistics and information by using our "At-A-Glance" Reports, Stat Reports and Detail Reports.

Our "At-A-Glance" reports section enables you to quickly review the number of Toll Free Number Leads, the Total Email Leads and the number of Vehicle Searches over any time period you choose.

Under our Stat Reports you can switch views and look at single stats or compare stats to gain valuable insight into your website activity.

Under the "Detail Reports" section, you can access special reports such as Auto-Expand Search Radius by Make, Dealer ROI Report, Feed Report, Opportunity Leads Report, PowerLeads (Buy) Report, PowerLeads (Sell) Report, No Results Found by Make, Product Sales Report, Response Report, Search Analysis Report, Top Video Reviews, Top Vehicle Searches by Make & Model, and Wrap Report.

Dealer ROI Report – The Dealer ROI Report is a powerful tool that enables you to show your dealers their ROI! You set the assumptions (cost of packages, gross profit margin per converted lead, conversion rates, etc.) for each dealer. You can use the default assumptions for all dealers or create separate assumptions for each individual dealer and show your dealers their ROI based on the number of qualified leads they are getting from advertising on your website.

Dealer ROI Report

Date Range: 02/1/2011 - 02/28/2011 Dealerships: 253

Dealer Name	Phone Leads	Email Leads	Total Leads	Phone %	Email %	Total %	Cost	Profit	ROI
Adicio	202	117	419	25%	8%	33%	17.36	67.86	450%
Adicio	51	3	54	25%	8%	33%	12.75	0.24	2%
Adicio	49	26	75	25%	8%	33%	3.0	2.08	12.00
Adicio	30	36	66	25%	8%	33%	7.5	2.88	10.30
Adicio	29	30	59	25%	8%	33%	7.25	2.4	9.65
Adicio	30	18	48	25%	8%	33%	7.5	1.44	8.94
Adicio	29	21	50	25%	8%	33%	7.25	1.88	8.93
Adicio	28	17	45	25%	8%	33%	7	1.36	8.36
Adicio	25	18	43	25%	8%	33%	6.25	1.44	7.69
Adicio	27	16	43	25%	8%	33%	6.75	1.28	8.03
Adicio	24	14	38	25%	8%	33%	6	1.12	7.12
Adicio	86	173	259	25%	8%	33%	23.5	13.84	35.34

Response Report – Analyze and evaluate your site's performance with our Response Report! Accurate and detailed reporting is crucial to the success of your online classifieds. You can view your site's traffic statistics and analyze trends to make informed business decisions, download contact information on all leads generated by your site, view traffic statistics for each dealership, and compare the performance of selected dealerships.

Site Summary

Inventory Sharing: Group to Printing Site * Start Date: 03/22/2011 * End Date: 03/22/2011

* Total Impressions: 1,271,750 * Total Page Views: 98,329 * Total Leads: 919

* Date Range: 03/22/2011 - 03/22/2011

Top Sites by Impressions, Top Sites by Page Views, Top Sites by Leads

Column Action	2 Radius	3 Radius	4 Radius	5 Radius	6 Radius	7 Radius	8 Radius	9 Radius
Site	888,888,888	888,888,888	888,888,888	888,888,888	888,888,888	888,888,888	888,888,888	888,888,888
Impressions	11,401	4,439	8,644	29	88	2	28	28
Page Views	693,369	3,355	1,964	56	72	20	52	52
Leads	753,854	2,481	6,374	49	30	8	24	24
Cost	88,454	18,847	2,774	115	30	6	24	24
Profit	46,263	2,387	4,193	31	20	1	18	18
ROI	49,624	878	1,398	24	14	1	12	12
Page Views	1,034,882	3,883	6,374	12	14	1	12	12
Leads	188,279	2,363	1,361	37	22	12	18	18
Page Views	6,239,847	89,848	1,986	838	819	27	888	888
Total	6,271,750	98,329	1,915	878	819	400	919	919