

DATE OF LAST DESIGN:
02/12/2018

[SCHEDULE A MEETING](#)

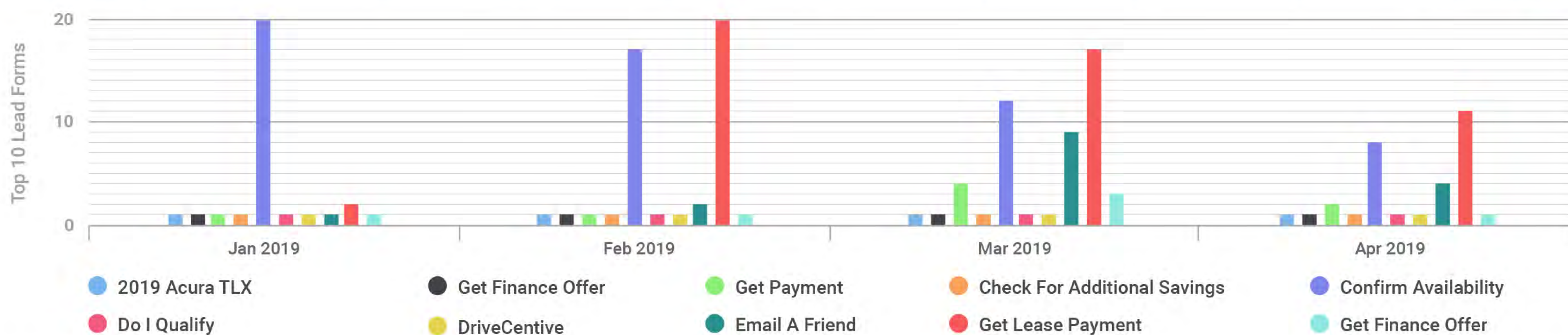
ANALYTICS STATISTICS

WEBSITE ANALYTICS	JANUARY 2019	FEBRUARY 2019	MARCH 2019	APRIL 2019
UNIQUE VISITORS	12,819	12,075	12,241	12,868 ↑
PAGE VIEWS	91,717	84,515	93,636	92,313 ↓
AVG. TIME ON SITE	03:32	03:34	04:02	03:45 ↓
AVG. TIME ON PAGE	00:49	00:51	00:55	00:54 ↓
BOUNCE RATE	38%	31%	24%	27% ↓
TOTAL VISITORS	21,552	20,294	21,500	22,383 ↑

VISITORS BY CHANNEL/SOURCE	JANUARY 2019	FEBRUARY 2019	MARCH 2019	APRIL 2019
DIRECT	6,188	5,423	5,825	6,619 ↑
DISPLAY	81	65	67	145 ↑
EMAIL	2	0	1	6 ↑
FACEBOOK ADVERTISING	0	0	0	0 —
ORGANIC SEARCH	8,254	7,503	8,368	8,185 ↓
PAID SEARCH	5,763	5,695	6,130	6,039 ↓
REFERRAL	1,107	1,229	816	1,041 ↑
SOCIAL	105	343	210	288 ↑
OTHER	52	36	83	60 ↓

LEAD DATA

WEBSITE LEAD FORM DATA	JANUARY 2019	FEBRUARY 2019	MARCH 2019	APRIL 2019
SALES	113	161	132	138 ↑
FINANCE	25	37	40	32 ↓
GENERAL INQUIRY	20	39	28	88 ↑
PARTS	12	13	12	19 ↑
SERVICE	15	17	18	16 ↓
TOTAL LEADS	185	267	230	293 ↑



LEAD BREAKOUTS

SRP/VDP LEAD BREAKOUT	JANUARY 2019	FEBRUARY 2019	MARCH 2019	APRIL 2019	
SRP	53	35	54	66	↑
VDP	25	43	63	52	↓
OTHER	12	32	24	32	↑

LEAD SOURCE	JANUARY 2019	FEBRUARY 2019	MARCH 2019	APRIL 2019	
AUTOTRADER	1	32	5	32	↑
CARFAX	3	5	5	5	—
CARS.COM	5	5	5	5	—
CARGURUS	5	42	8	42	↑
FACEBOOK ORGANIC	42	8	8	8	—
USED CARS NETWORK	23	5	5	5	—
FACEBOOK ADS	4	0	0	0	—
CUSTOM CONTENT	4	8	8	8	—
LOTLINX PPC	8	5	5	5	—
BING PPC	9	8	8	8	—
ADWORDS PPC	32	8	8	8	—

LEAD CONVERSION TOOLS

TOOL NAME	JANUARY 2019	FEBRUARY 2019	MARCH 2019	APRIL 2019	
ENGAGE TO SELL CHAT	35	41	30	34	↑

INVENTORY SOURCES

PROVIDER (NEW)	PROVIDER (USED)	PRICING (NEW)	PRICING (USED)	PHOTO SOURCE (NEW)	PHOTO SOURCE (USED)
Homenet CSV	Homenet CSV	Homenet CSV	Homenet CSV	Homenet CSV	Homenet CSV

INVENTORY ANALYTICS

CLICK SOURCE	JANUARY 2019	FEBRUARY 2019	MARCH 2019	APRIL 2019	
SPECIFICATION TAB CLICKS	2,042	1,649	2,132	1,544	↓
FILTER ADVANCED SEARCH	0	0	193	0	↓
FILTER SMART SEARCH	997	839	642	322	↓
PHOTO GALLERY VIEW ALL	1,235	2,173	2,544	2,852	↑
PHOTO GALLERY VIEW NEXT	107,710	83,186	92,425	94,867	↑
PHOTO GALLERY VIEW LARGER	461	924	1,104	1,243	↑
VIDEO PLAY	9	2	4	0	↓
VEHICLE BROCHURE	43	275	324	310	↓
PAYMENT CALCULATOR	237	76	135	187	↑
NEW VDP PAGEVIEWS	6,097	5,296	5,558	5,797	↑
USED VDP PAGEVIEWS	4,233	3,471	3,680	4,144	↑
TOTAL VDP PAGEVIEWS	10,330	8,767	9,238	9,941	↑

INVENTORY ANALYTICS (Cont'd.)

INVENTORY IN STOCK	JANUARY 2019	FEBRUARY 2019	MARCH 2019	APRIL 2019	
NEW	156	178	172	181	↑
USED	200	195	134	156	↑
CERTIFIED PRE-OWNED	51	23	45	32	↓

DEALER GRADES

SOURCE	JANUARY 2019	FEBRUARY 2019	MARCH 2019	APRIL 2019	
NEW VEHICLE PHOTOS	12%	54%	80%	80%	—
USED VEHICLE PHOTOS	32%	32%	100%	100%	—
NEW VEHICLE SPECIALS	100%	80%	54%	12%	↓
USED VEHICLE SPECIALS	32%	12%	32%	54%	↑
NEW VEHICLE COMMENTS	54%	100%	54%	54%	↓
USED VEHICLE COMMENTS	80%	12%	12%	80%	↑
STAFF	32%	54%	100%	54%	—
TESTIMONIALS	100%	100%	100%	100%	—
SERVICE COUPONS	80%	80%	80%	80%	—
PARTS COUPONS	100%	100%	100%	100%	—
OVERALL	67%	56%	58%	60%	↑

WEBSITE INTEGRATIONS

INTEGRATION TYPE	JANUARY 2019	FEBRUARY 2019	MARCH 2019	APRIL 2019
CHAT	EngageToSell	EngageToSell	EngageToSell	EngageToSell
TRADE-IN	TradePending	TradePending	TradePending	TradePending
CREDIT APP	X	X	X	X
DIGITAL RETAILING	X	X	SARA	SARA
TEXTING	X	X	X	X
TESTIMONIALS	DealerWatch	DealerWatch	DealerWatch	DealerWatch
SERVICE SCHEDULER	X	X	X	X
PARTS CATALOG	X	X	X	X

CURRENT USERS

MITSUBISHIOFANYTOWN.COM USERS	EMAIL ADDRESS	USER NAME	CREATED	STATUS
Tom Blackman	tblackman@acuraofanytown.com	tblackman	January 10, 2018	Active
C-4 Analytics Team	avdo.biogradlija@acuraofanytown.com	C4_team	September 18, 2018	Inactive
Dawn Hofer	acuraanytown@gmail.com	dhofer	July 25, 2018	Active
Bill Tolley	bill.tolley@acuraofanytown.com	btolley	August 9, 2018	Inactive
Zach Bagans	zachbagans@gmail.com	zbagans	July 25, 2018	Inactive
Service Department	servicedept@acuraofanytown.com	acuraanytown_service	August 9, 2018	Active
Marketing Department	marketingdept@acuraofanytown.com	acuraanytown_marketing	August 9, 2018	Active

MISSED OPPORTUNITIES

OPPORTUNITY	JANUARY 2019	FEBRUARY 2019	MARCH 2019	APRIL 2019
WEBSITE VERSION 2.0	X	X	X	X
PRICE DROP	X	X	X	X
ANDROID PAY	X	X	X	X
APPLE WALLET	X	X	X	X
FACEBOOK API FORMS	X	X	X	X
GOOGLE API FORMS	X	X	X	X
CLOUDFLARE	X	X	X	X
SSL/HTTPS	X	X	X	X

ANNOUNCEMENTS

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LATEST & GREATEST



DriveCentive

Offering customers special offers and promotions to come into your store is nothing new. But presenting customers with targeted offers based on what they've viewed on your site, where they are geographically, how long they've been browsing, and other personalized information, changes the game.

With our logic-based DriveCentive platform, offers can be strategically placed in front of the right customers to give them that final push needed to get them into your showroom.

LOCAL LISTINGS MANAGEMENT

There are hundreds of online directories and consistency across all of them is necessary to build authority with search engines. However, monitoring and managing all directories out there to ensure business information remain consistent and accurate can be difficult and time consuming.

Local Listing Management powered by Dealer Watch is the solution by keeping your online business listings up-to-date and available however your customers are searching for you.



Our AutoBot features artificial intelligence that conducts a conversation on behalf of a dealer, but also allows dealership personnel to jump into the chat and take over.

With AutoBot technology you have the potential to reach customers more efficiently, with high levels of customer engagement.

UPDATES



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Dealer eProcess is pleased to announce its NEW website integration with CARFAX®. One of the first website providers to include this feature, customers now have the ability to quickly filter available vehicles based on top CARFAX® condition categories.

In an effort to continue to provide industry-leading website features and optimal user experience, Dealer eProcess has increased the website integration with CARFAX®.

TRAINING



Two new videos have been added to DEP University!

Be sure to check them out soon!

<http://www.training.dealereprocess.com/learn/dashboard>

CONTACT INFORMATION



YOUR ACCOUNT EXECUTIVE

Stephanie Shiffler

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Cell: (630) 441-7442

Email: stephanie.shiffler@dealereprocess.com

ADDITIONAL CONTACT DETAILS

Customer Service

(866) 749-4806

support@dealereprocess.com

Digital AMMP - PPC Team

(888) 906-5305

sem@dealereprocess.com

Inventory Team

(866) 603-0619

inventory@dealereprocess.com

Compliance Team

(888) 413-2377

compliance@dealereprocess.com