

## Site Usage

**1,167** Visits

**23.14%** Bounce Rate

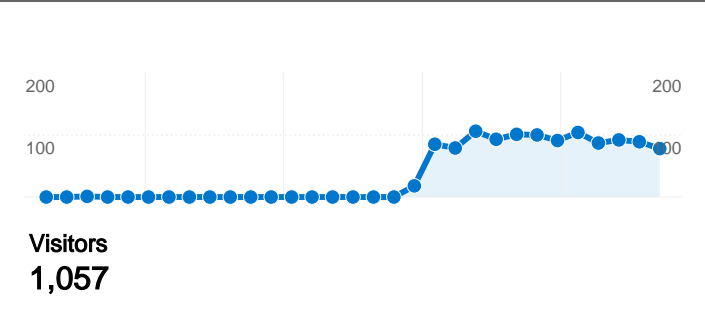
**5,711** Pageviews

**00:02:44** Avg. Time on Site

**4.89** Pages/Visit

**90.49%** % New Visits

## Visitors Overview



## Content by Title

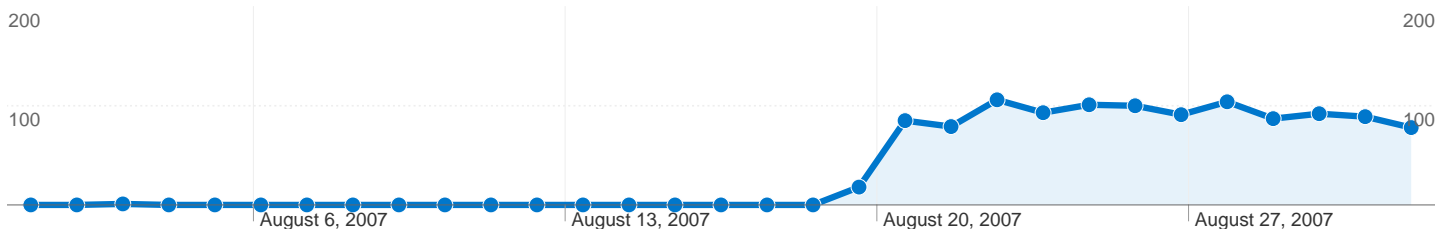
Page Title	Pageviews	% visits
Search Inventory	2,355	41.24%
Inventory Search Results	2,011	35.21%
Inventory Detail	701	12.27%
Specials Ad	262	4.59%
Quick Quote	61	1.07%

## New vs. Returning







Visitor Type	Visits	% visits
New Visitor	1,057	90.57%
Returning Visitor	110	9.43%

## Content Overview

Pages	Pageviews	% Pageviews
/en_US/f_PreOwnedVehicleSe	1,560	27.32%
/en_US/VehicleSearchResults.j	689	12.06%
/en_US/VehicleSearchResults.j	573	10.03%
/en_US/f_NewVehicleSearch_1	549	9.61%
/en_US/AdWizardAd.jsp?adId=	262	4.59%



## 1,057 people visited this site

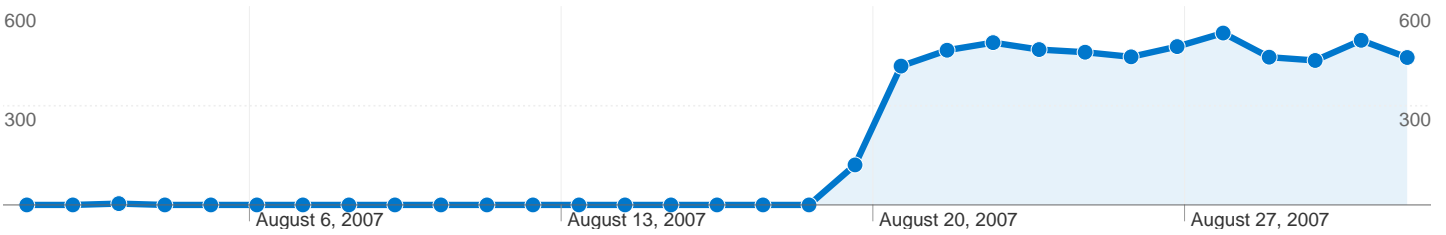
-  **1,167** Visits
-  **1,057** Absolute Unique Visitors
-  **5,711** Pageviews
-  **4.89** Average Pageviews
-  **00:02:44** Time on Site
-  **23.14%** Bounce Rate
-  **90.57%** New Visits

## Technical Profile

Browser	Visits	% visits	Connection Speed	Visits	% visits
Internet Explorer	1,030	88.26%	Cable	420	35.99%
Firefox	105	9.00%	Unknown	386	33.08%
Safari	29	2.49%	DSL	189	16.20%
Netscape	3	0.26%	T1	95	8.14%
			Dialup	63	5.40%

# Content by Title

Aug 1, 2007 - Aug 31, 2007

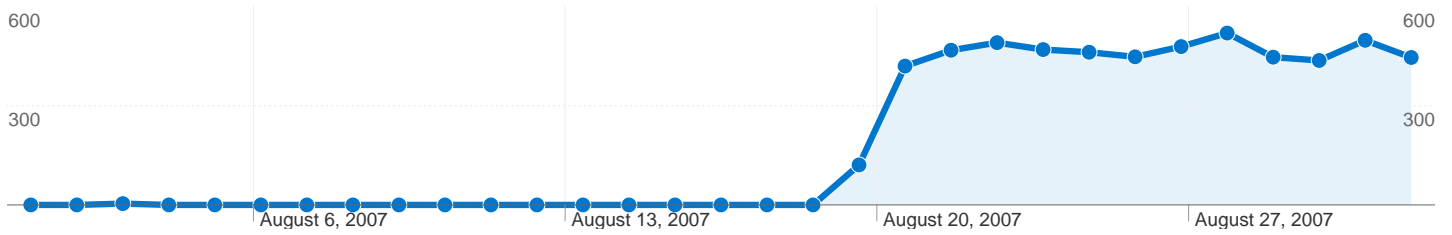


19 page titles were viewed a total of 5,711 times

## Content Performance

Page Title	Pageviews	Unique Pageviews	Time on Page	Bounce Rate	% Exit	\$ Index
Search Inventory	2,355	1,279	00:00:24	21.68%	26.11%	\$0.00
Inventory Search Results	2,011	1,044	00:00:30	16.67%	14.72%	\$0.00
Inventory Detail	701	596	00:01:04	76.92%	14.12%	\$0.00
Specials Ad	262	99	00:00:13	9.09%	20.61%	\$0.00
Quick Quote	61	49	00:01:09	25.00%	36.07%	\$0.00
Request Financing	61	39	00:00:17	0.00%	18.03%	\$0.00
Specials Index	61	34	00:00:02	0.00%	0.00%	\$0.00
Hours & Directions	46	37	00:00:50	62.50%	36.96%	\$0.00
(not set)	45	43	00:00:21	18.75%	20.00%	\$0.00
Payment Calculator	36	33	00:01:37	25.00%	33.33%	\$0.00

1 - 10 of 19



Pages on this site were viewed a total of 5,711 times

5,711 Pageviews

3,314 Unique Views

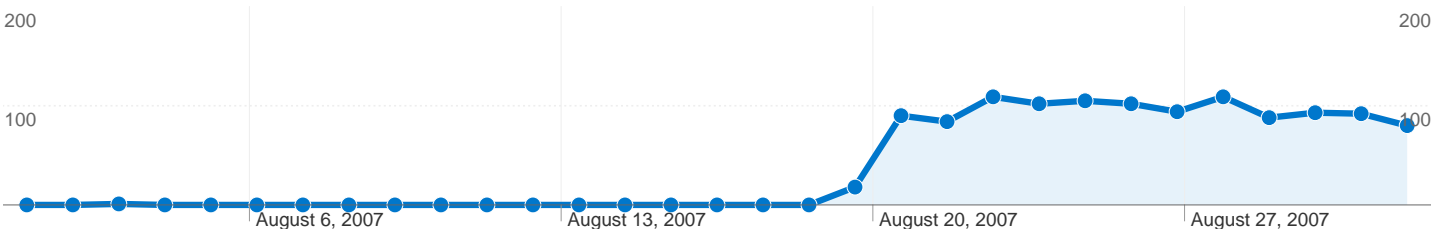
23.14% Bounce Rate

## Top Content

Pages	Pageviews	% Pageviews
/en_US/f_PreOwnedVehicleSearch_1.shtml	1,560	27.32%
/en_US/VehicleSearchResults.jsp?pageName=VehicleSearchRes	689	12.06%
/en_US/VehicleSearchResults.jsp?make=&model=&pageName=V	573	10.03%
/en_US/f_NewVehicleSearch_1.shtml	549	9.61%
/en_US/AdWizardAd.jsp?adId=1574984&adName=Saturn of	262	4.59%

# New vs. Returning

Aug 1, 2007 - Aug 31, 2007



## 1,167 visits from 2 visitor types

Site Usage

<b>Visits</b> <b>1,167</b> % of Site Total: 100.00%	<b>Pages/Visit</b> <b>4.89</b> Site Avg: 4.89 (0.00%)	<b>Avg. Time on Site</b> <b>00:02:44</b> Site Avg: 00:02:44 (0.00%)	<b>% New Visits</b> <b>90.57%</b> Site Avg: 90.49% (0.09%)	<b>Bounce Rate</b> <b>23.14%</b> Site Avg: 23.14% (0.00%)	
Visitor Type	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
New Visitor	1,057	4.88	00:02:43	100.00%	23.18%
Returning Visitor	110	4.98	00:02:53	0.00%	22.73%