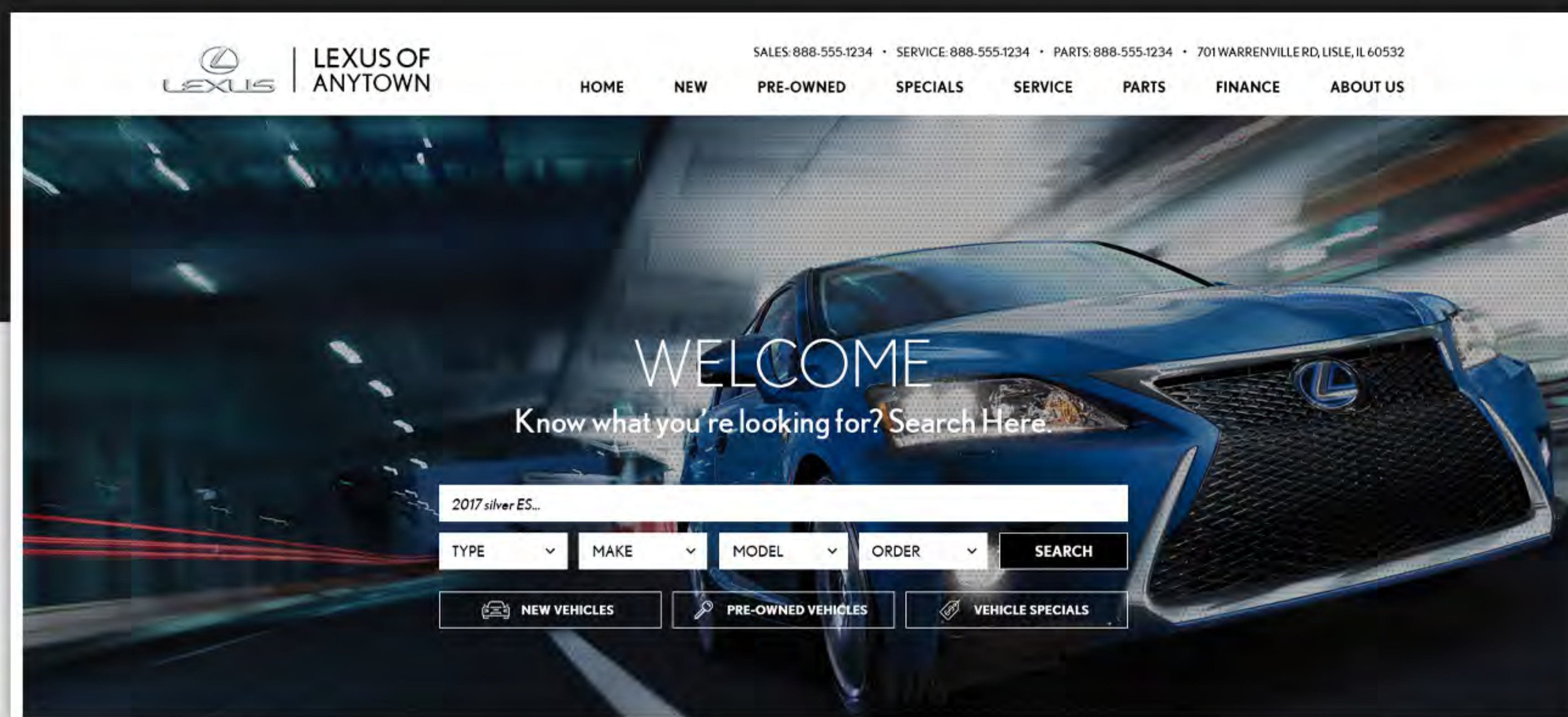




DATE OF LAST DESIGN:  
02/12/2017

SCHEDULE A MEETING



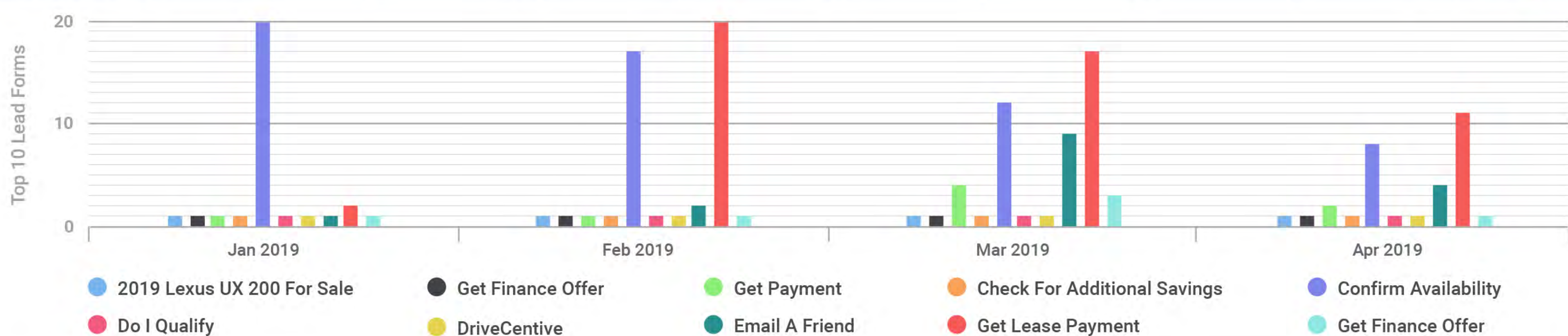
## ANALYTICS STATISTICS

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

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

## LEAD DATA

| WEBSITE LEAD FORM DATA | JANUARY 2019 | FEBRUARY 2019 | MARCH 2019 | APRIL 2019                               |
|------------------------|--------------|---------------|------------|--|
| SALES                  | 113          | 161           | 132        | 138 <span style="color: green;">↑</span> |
| FINANCE                | 25           | 37            | 40         | 32 <span style="color: red;">↓</span>    |
| GENERAL INQUIRY        | 20           | 39            | 28         | 88 <span style="color: green;">↑</span>  |
| PARTS                  | 12           | 13            | 12         | 19 <span style="color: green;">↑</span>  |
| SERVICE                | 15           | 17            | 18         | 16 <span style="color: red;">↓</span>    |
| TOTAL LEADS            | 185          | 267           | 230        | 293 <span style="color: green;">↑</span> |



## 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        | ↑        |
| <b>TOTAL VDP PAGEVIEWS</b> | <b>10,330</b> | <b>8,767</b>  | <b>9,238</b> | <b>9,941</b> | <b>↑</b> |

## 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@lexusofanytown.com        | tblackman              | January 10, 2018   | Active   |
| C-4 Analytics Team            | avdo.biogradlija@lexusofanytown.com | C4_team                | September 18, 2018 | Inactive |
| Dawn Hofer                    | lexusanytown@gmail.com              | dhofer                 | July 25, 2018      | Active   |
| Bill Tolley                   | bill.tolley@lexusofanytown.com      | btolley                | August 9, 2018     | Inactive |
| Zach Bagans                   | zachbagans@gmail.com                | zbagans                | July 25, 2018      | Inactive |
| Service Department            | servicedept@lexusofanytown.com      | lexusanytown_service   | August 9, 2018     | Active   |
| Marketing Department          | marketingdept@lexusofanytown.com    | lexusanytown_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**

Office: (331) 775-2013

Cell: (630) 441-7442

Email: [stephanie.shiffler@dealereprocess.com](mailto:stephanie.shiffler@dealereprocess.com)

### ADDITIONAL CONTACT DETAILS

#### Customer Service

(866) 749-4806

[support@dealereprocess.com](mailto:support@dealereprocess.com)

#### Digital AMMP - PPC Team

(888) 906-5305

[sem@dealereprocess.com](mailto:sem@dealereprocess.com)

#### Inventory Team

(866) 603-0619

[inventory@dealereprocess.com](mailto:inventory@dealereprocess.com)

#### Compliance Team

(888) 413-2377

[compliance@dealereprocess.com](mailto:compliance@dealereprocess.com)