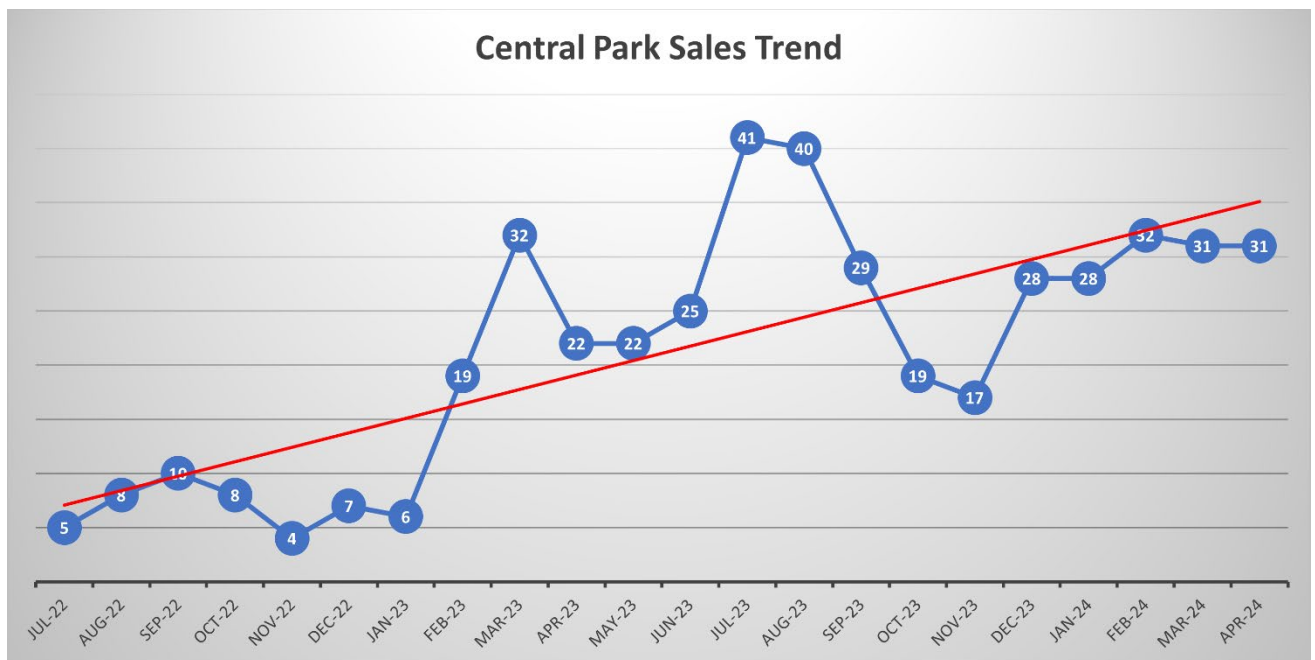
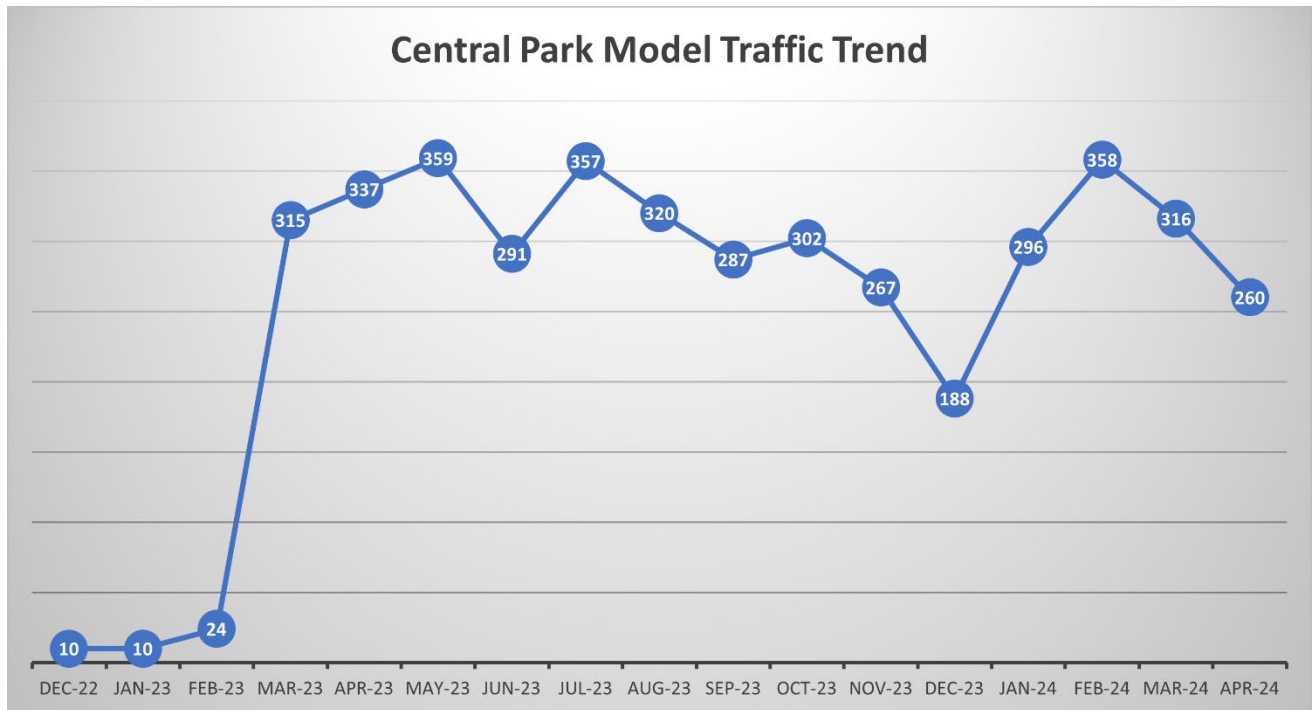
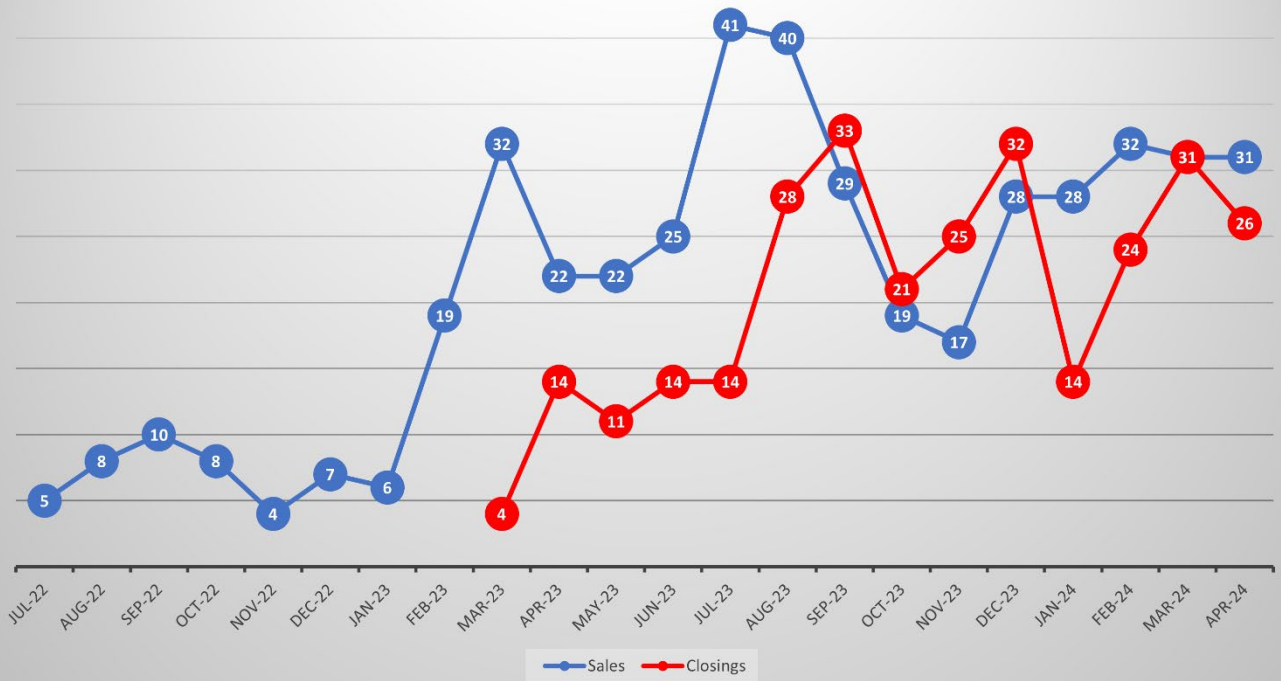


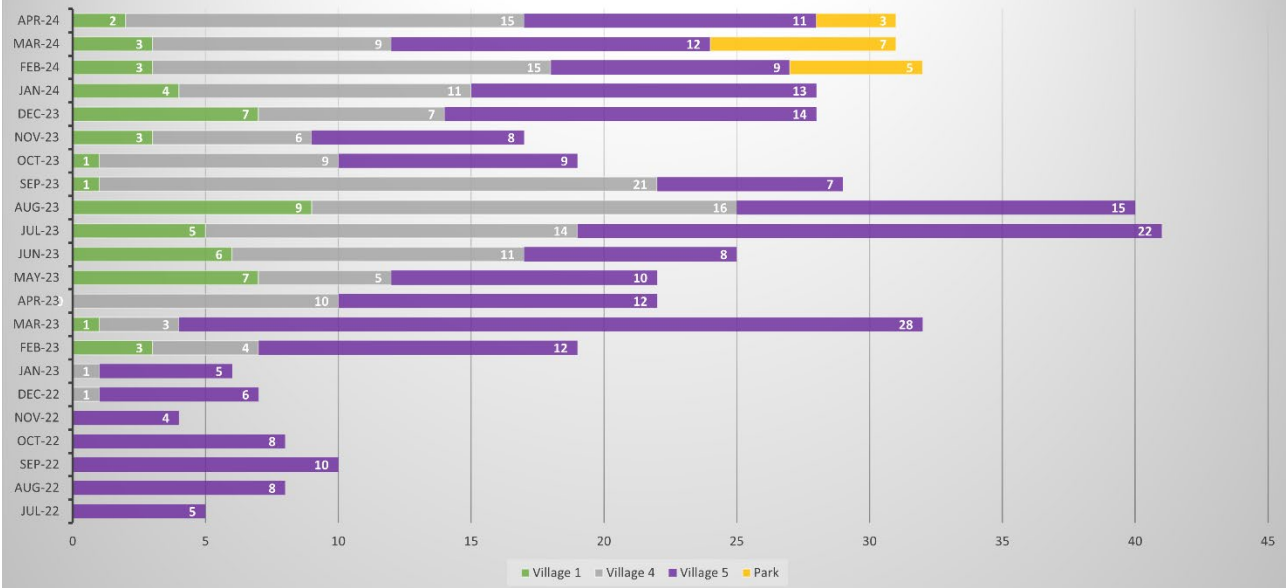
Central Park Traffic & Sales as of April 2024

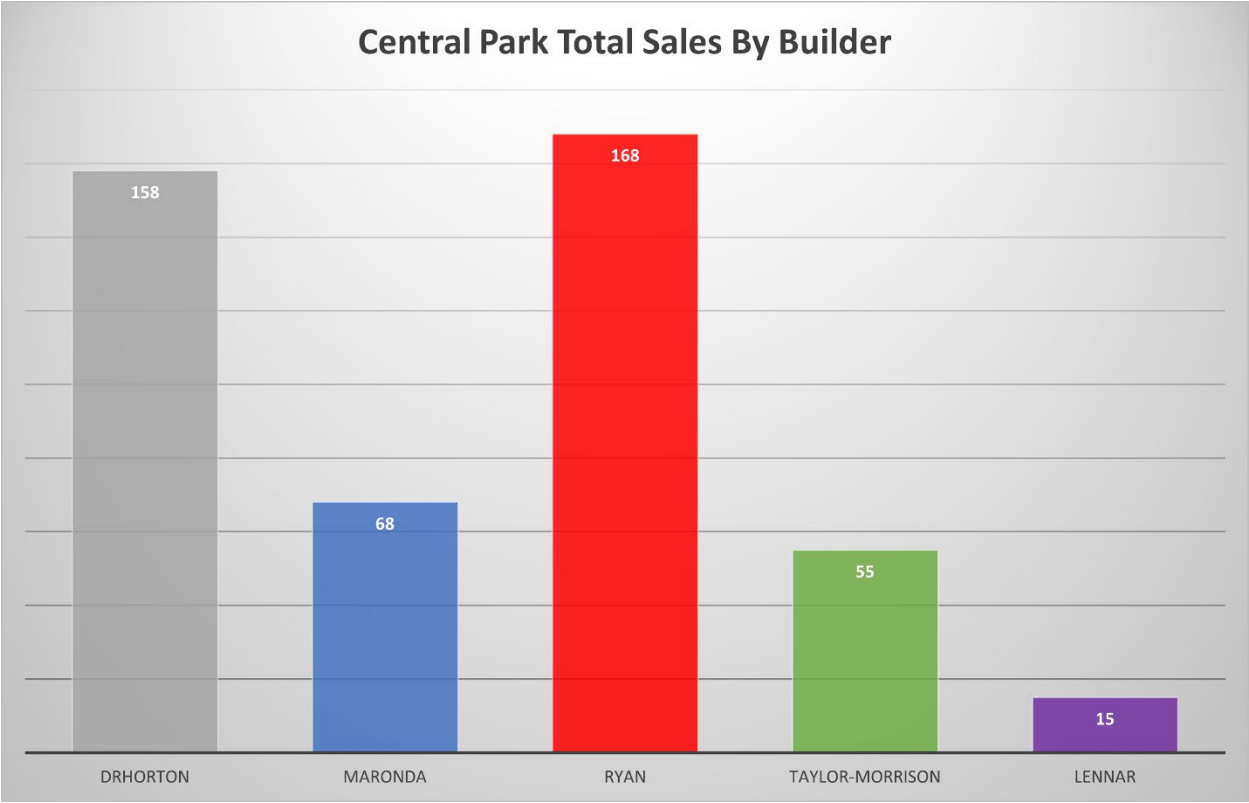
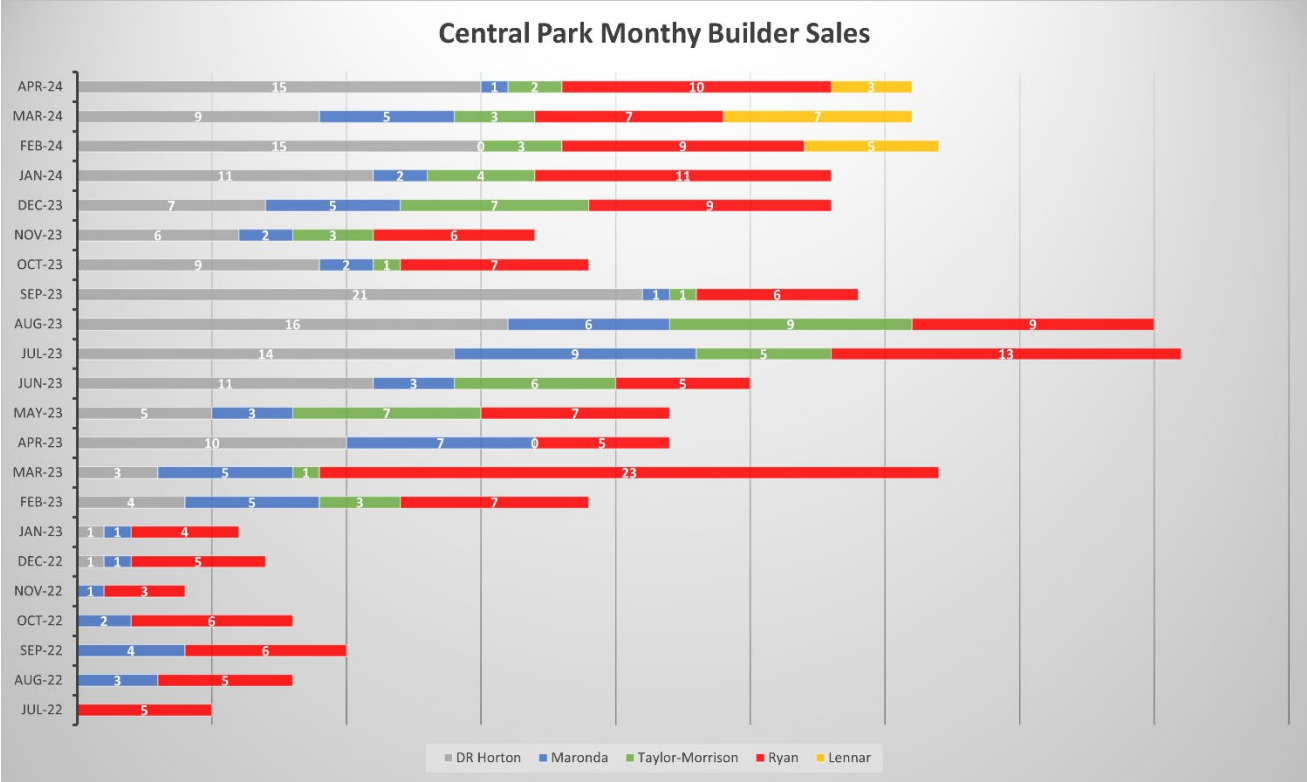


Central Park Sales & Closings Trend



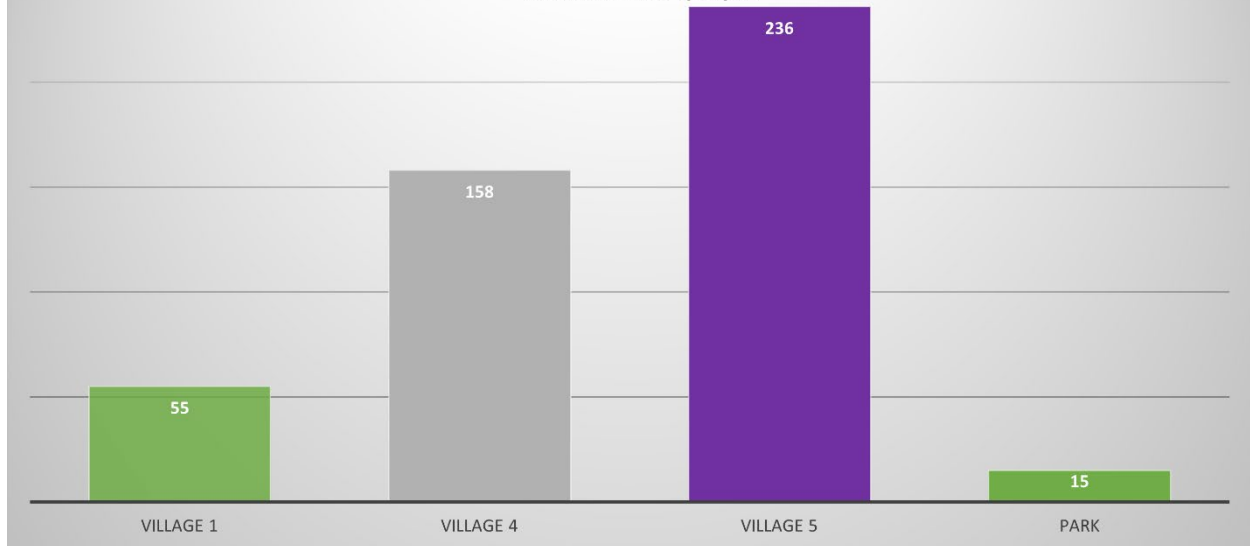
Central Park Trends by Village





Central Park Total Sales

464 Sales as of 4/30/24



Central Park – April 2024 Analytics Report

Users

1.8K

↑ 30.1%

New users

1.7K

↑ 31.1%

Sessions

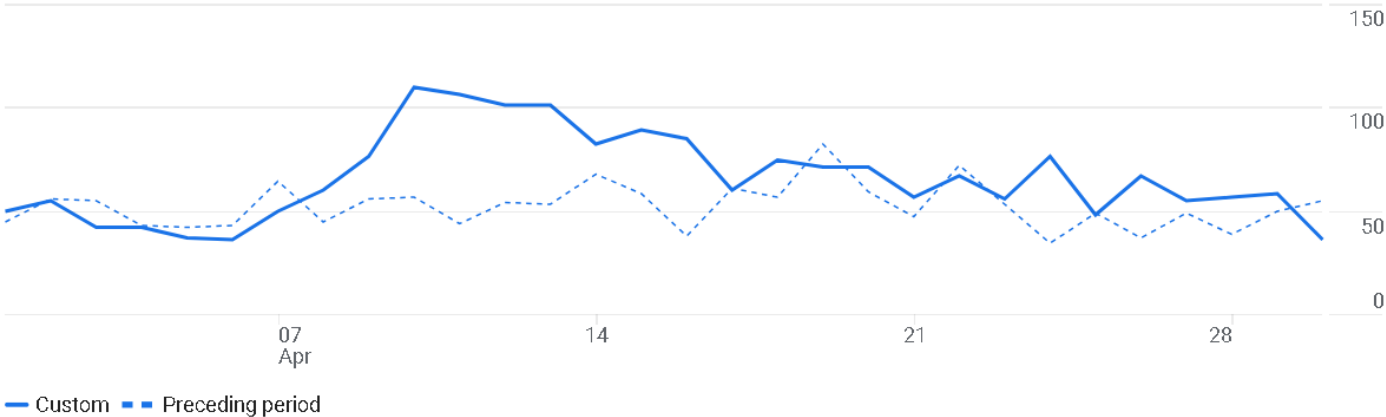
2.5K

↑ 23.5%

Views

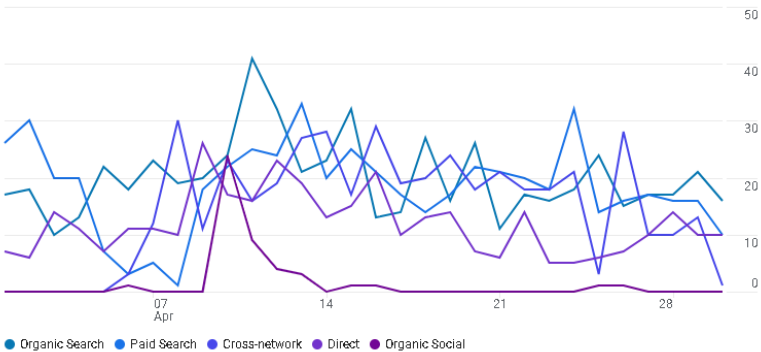
5.4K

↑ 22.4%

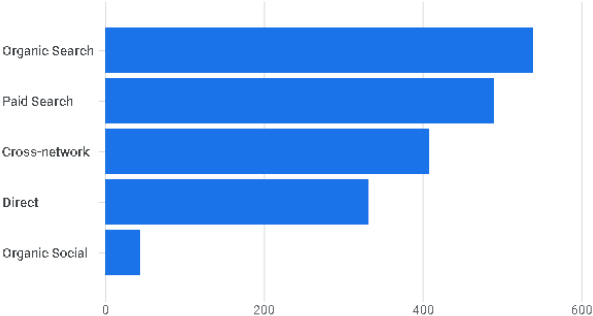


User Acquisition

Users by Session primary channel group (Default Channel Group) over time



Users by Session primary channel group (Default Channel Group)



Session primary...Channel Group) ▾ +		Users	Sessions	Engaged sessions	Average engagement time per session	Engaged sessions per user	Events per session	Engagement rate	Event count All events ▾	Key events All events ▾
		1,765 of total	2,451 100% of total	1,544 100% of total	49s Avg 0%	0.87 Avg 0%	6.29 Avg 0%	62.99% Avg 0%	15,428 100% of total	1,104.00 100% of total
1	Organic Search	539	802	536	1m 03s	0.99	7.03	66.83%	5,642	480.00
2	Paid Search	490	667	439	55s	0.90	6.66	65.82%	4,439	374.00
3	Cross-network	408	472	306	37s	0.75	5.33	64.83%	2,515	122.00
4	Direct	332	456	240	33s	0.72	5.66	52.63%	2,583	120.00
5	Organic Social	44	48	17	7s	0.39	3.79	35.42%	182	1.00
6	Referral	6	8	6	20s	1.00	4.13	75%	33	0.00
7	Unassigned	4	4	0	1m 49s	0.00	8.50	0%	34	7.00

Bounce Rate = 37.01%

Locations of Users

Country ▾ +		↓ Users	New users	Engaged sessions	Engagement rate	Engaged sessions per user	Average engagement time
		1,765 100% of total	1,692 100% of total	1,544 100% of total	62.99% Avg 0%	0.87 Avg 0%	1m 08s Avg 0%
1	United States	1,713	1,641	1,510	63.77%	0.88	1m 09s
2	Canada	11	11	10	31.25%	0.91	2m 13s
3	South Korea	5	5	1	20%	0.20	0s
4	China	4	4	0	0%	0.00	0s
5	India	4	3	3	50%	0.75	26s
6	Puerto Rico	4	4	4	80%	1.00	19s
7	Colombia	3	3	2	40%	0.67	1m 33s
8	Ireland	3	3	2	66.67%	0.67	47s
9	Austria	2	2	1	50%	0.50	11s
10	Germany	2	2	1	50%	0.50	43s

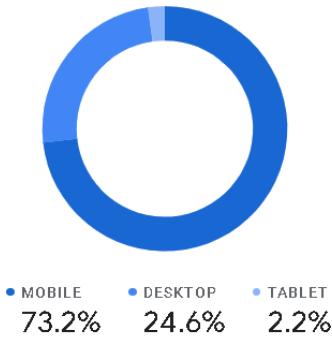
Region ▾ +		↓ Users	New users	Engaged sessions	Engagement rate	Engaged sessions per user	Average engagement time
		1,765 100% of total	1,692 100% of total	1,544 100% of total	62.99% Avg 0%	0.87 Avg 0%	1m 08s Avg 0%
1	Florida	1,255	1,167	1,110	65.14%	0.88	1m 08s
2	Georgia	161	126	135	66.5%	0.84	59s
3	New York	60	42	58	69.88%	0.97	1m 09s
4	Ohio	34	23	27	75%	0.79	25s
5	Texas	32	29	19	47.5%	0.59	45s
6	Virginia	32	25	25	59.52%	0.78	52s
7	Indiana	29	18	23	67.65%	0.79	40s
8	North Carolina	29	18	19	50%	0.66	34s
9	Pennsylvania	28	20	22	73.33%	0.79	40s
10	Michigan	27	20	22	64.71%	0.81	1m 42s

City ▾ +		↓ Users	New users	Engaged sessions	Engagement rate	Engaged sessions per user	Average engagement time
		1,765 100% of total	1,692 100% of total	1,544 100% of total	62.99% Avg 0%	0.87 Avg 0%	1m 08s Avg 0%
1	Port St. Lucie	434	405	365	62.93%	0.84	1m 04s
2	Miami	259	230	223	65.98%	0.86	1m 08s
3	(not set)	133	118	96	60%	0.72	57s
4	Atlanta	129	107	111	67.68%	0.86	1m 06s
5	Orlando	80	72	59	63.44%	0.74	53s
6	Fort Myers	30	25	21	70%	0.70	40s
7	New York	29	22	26	61.9%	0.90	59s
8	West Palm Beach	29	24	42	63.64%	1.45	2m 06s
9	Fort Pierce	24	21	18	56.25%	0.75	1m 35s
10	Miami Beach	21	20	11	50%	0.52	30s

User Devices

Users ▾ by Device category ✔ ▾

Device category ▾ +		↓ Users	New users	Engaged sessions	Engagement rate	Engaged sessions per user	Average engagement time
		1,765 100% of total	1,692 100% of total	1,544 100% of total	62.99% Avg 0%	0.87 Avg 0%	1m 08s Avg 0%
1	mobile	1,292	1,267	1,003	58.86%	0.78	50s
2	desktop	434	387	508	72.47%	1.17	2m 01s
3	tablet	39	38	32	69.57%	0.82	1m 32s



Referrals

Session primary...Channel Group) ▾		Session source ▾	×	↓ Users	Sessions	Engaged sessions	Average engagement time per session	Engaged sessions per user
				6 0.34% of total	8 0.33% of total	6 0.39% of total	20s Avg -58.45%	1.00 Avg +14.31%
1	Referral	statics.teams.cdn.office.net		2	3	2	33s	1.00
2	Referral	browardpalmbeachesstlucierealtors1.createsend.com		1	1	1	3s	1.00
3	Referral	search1.me		1	1	1	17s	1.00
4	Referral	tagassistant.google.com		1	2	1	14s	1.00
5	Referral	url-opener.com		1	1	1	15s	1.00

Page Views

Page title and screen class ▾		+	↓ Views	Users	Views per user	Average engagement time	Event count All events ▾	Key events All events ▾
			5,416 100% of total	1,765 100% of total	3.07 Avg 0%	1m 08s Avg 0%	15,428 100% of total	1,104.00 100% of total
1	Central Park St. Lucie - A New Home Community in St. Lucie County FL.		901	593	1.52	26s	2,776	45.00
2	New Home Community, Florida.		888	607	1.46	27s	2,703	32.00
3	Request Info: from builders with homes for sale at Central Park St. Lucie FL		701	542	1.29	22s	2,286	14.00
4	Available Homes: Specs for sale by Builders Central Park St. Lucie FL		442	306	1.44	1m 02s	1,598	760.00
5	Amenities:Central Park St. Lucie Includes Inspiration Park 10-Acre Recreation Amenity Center		365	252	1.45	55s	885	5.00
6	Homes&Builders:Builders home sales Central Park St. Lucie by D.R.Horton, Maronda, Taylor Morrison and Ryan.		349	189	1.85	18s	800	3.00
7	Site Plan: Central Park community plan with lot numbers in St. Lucie FL		335	238	1.41	33s	757	1.00
8	Ryan Homes: for sale and models open daily Central Park St. Lucie FL		260	143	1.82	47s	712	47.00
9	DRHorton: homes for sale and models open daily Central Park St. Lucie FL		212	148	1.43	23s	585	34.00
10	About:Quick Facts for Central Park St. Lucie community in St. Lucie County FL		208	157	1.32	34s	497	1.00
11	Location-Directions:Central Park St. Lucie Fl locator map and driving directions to model homes		208	168	1.24	38s	439	30.00
12	Maronda Homes: for sale and models open daily Central Park St. Lucie FL		182	130	1.40	19s	476	37.00
13	Taylor Morrison: homes for sale and models open daily Central Park St. Lucie FL		168	104	1.62	24s	460	36.00
14	POI:Central Park St. Lucie close to St. Lucie West, Tradition Town Center, Schools		110	77	1.43	28s	219	0.00
15	Virtual Tours: of new builder homes for sale at Central Park St. Lucie FL		64	35	1.83	1m 21s	183	59.00
16	Request Info Confirmation: Thanks for contacting Central Park St. Lucie FL		23	13	1.77	11s	47	0.00
17	Comunidad de casas nuevas, Florida.		0	1	0.00	4s	1	0.00
18	Solicitar información: de constructores con casas en venta en Central Park St. Lucie FL		0	2	0.00	26s	2	0.00
19	DRHorton: homes for sale and models open daily Central Park St. Lucie FL		0	1	0.00	8s	1	0.00
20	Site Plan: Central Park community plan with lot numbers in St. Lucie FL		0	1	0.00	1m 16s	1	0.00

Event-Clicks Out to Builder Websites

Builder Specific Clicks	#	Total
DR Horton Website	32	
DR Horton Telephone	2	
DRH Allex 12152	16	
DRH Allex 12217	2	
DRH Allex 12312	33	
DRH Allex 12380	6	
DRH Allex 12416	12	
DRH Allex 12428	7	
DRH Cali 9755	9	
DRH Cali 9791	13	
DRH Cali 9808	9	
DRH Cali 9856	6	
DRH Delray 9731	9	
DRH Delray 9754	27	
DRH Delray 9790	12	
DRH Delray 9814	10	
DRH Delray 9850	10	
DRH Elston 12300	13	
DRH Jemison 12336	33	
DRH Jemison 12410	5	
DRH Robie 12335	18	
DR Horton	284	
Lennar Website	71	
Lennar Telephone	1	
Lennar Cheyenne 12232	18	
Lennar Cheyenne 12321	18	
Lennar Helena 12226	8	
Lennar Helena 12333	13	
Lennar Lincoln 12244	26	
Lennar Lincoln 12286	23	
Lennar Lincoln 12316	50	
Lennar SantaFe 12250	35	
Lennar SantaFe 12315	4	
Lennar SantaFe 12322	30	
Lennar Wyoming 12274	32	
Lennar Wyoming 12303	16	
Lennar-Virtual_Tour-Helena	1	
Lennar-Virtual_Tour-Santa_Fe	11	
Lennar-Virtual_Tour-Wyoming	3	
Lennar	360	

Maronda Website	35
Maronda Carrington 9399	25
Maronda Miramar 9405	41
Maronda	101
Ryan Homes Website - Paired Villas	16
Ryan Homes Website - Single Family Homes	28
Ryan Homes Phone Number - 561-359-0506	3
Ryan Homes - Adeline 12501	6
Ryan Homes - Winterhaven 9580	10
RyanHomes-Virtual_Tour-Adeline	3
RyanHomes-Virtual_Tour-Baymont	4
RyanHomes-Virtual_Tour-Century	9
RyanHomes-Virtual_Tour-Glen_Ridge	1
RyanHomes-Virtual_Tour-Panama	4
RyanHomes-Virtual_Tour-Windermere	1
RyanHomes-Virtual_Tour-Winterhaven	6
Ryan Homes	91
Taylor Morrison Website	35
T/M Barbados 11870	24
T/M Barbados 11900	13
T/M Barbados 11924	19
T/M Bermuda 11876	19
T/M Bermuda 11923	21
T/M SaintVincent 12092	3
T/M SaintVincent 12176	46
T/M SaintVincent 9286	5
TM-Virtual_Tour-Antigua	2
TM-Virtual_Tour-Barbados	4
TM-Virtual_Tour-Bonaire	5
TM-Virtual_Tour-Saint_Thomas	5
Taylor Morrison	201
Total	1037

Central Park – April 2024 Adwords

Sessions by Session Google Ads campaign over time

07 Apr091113151719212325272901 May03

● Leads-Performance Max-1 ● Website traffic-Search Ads

Search...

Rows per page: 101-2 of 2

Session Google Ads campaign	Users	Sessions	Engaged sessions	Bounce rate	Key events	Average engagement time per session	Engaged sessions per user	Events per session	Engagement rate
	835	1,073	715	33.36%	464.00	48s	0.86	5.90	66.64%
	100% of total	100% of total	100% of total	Avg 0%	100% of total	Avg 0%	Avg 0%	Avg 0%	Avg 0%
1 Leads-Performance Max-1	477	552	352	36.23%	123.00	38s	0.74	5.19	63.77%
2 Website traffic-Search Ads	361	521	363	30.33%	341.00	58s	1.01	6.66	69.67%

ClicksImpr.

Chart typeExpandAdjust

Apr 1, 2024Apr 30, 2024

Add filter

SearchSegmentColumnsReportsDownloadExpandMore

Campaign	Budget	Status	Optimization score	Impr.	Clicks	CTR	Avg. CPC	Cost	Bid strategy type	Conv. rate	Conv. value	Conv. value / cost
Website traffic-Search Ads	\$15.00/day	Limited by budget	72.1%	3,677	502	13.65%	\$1.41	\$708.99	Maximize conversions (Target CPA)	11.16%	42.00	0.06
Performance Max-1	\$5.00/day	Eligible	82.6%	7,417	641	8.64%	\$0.20	\$128.94	Maximize conversion value	76.26%	\$12.01	3.97
Total: All but removed c...				11,094	1,143	10.30%	\$0.73	\$837.93		48.06%	\$54.01	0.66

Submit lead form

Account-default goal2 of 2 campaigns

Edit goal

Conversion action	Action optimization	Conversion source	All conv.	All conv. value	Status	Actions
Submit Contact Form	Primary	Website	16.00	32.00	Active	

1 - 1 of 1

Page view

Account-default goal2 of 2 campaigns

Edit goal

Conversion action	Action optimization	Conversion source	All conv.	All conv. value	Status	Actions
Contact Page View	Primary	Website	541.01	522.01	Active	

1 - 1 of 1

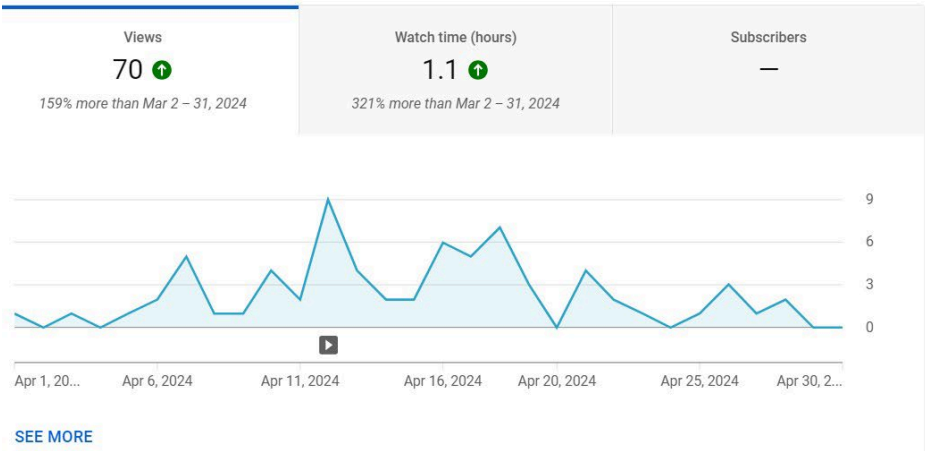
Session Google ...s keyword text ▾ +		Users	↓ Sessions	Engaged sessions	Average engagement time per session	Engaged sessions per user	Events per session	Engagement rate	Key events All events ▾	Event count All events ▾
		66	73	47	33s	0.71	5.25	64.38%	16.00	383
		100% of total	100% of total	100% of total	Avg 0%	Avg 0%	Avg 0%	Avg 0%	100% of total	100% of total
1	fl home	14	15	12	32s	0.86	5.47	80%	5.00	82
2	new construction	7	9	4	18s	0.57	4.00	44.44%	1.00	36
3	new homes florida	7	8	5	33s	0.71	7.75	62.5%	4.00	62
4	home sale	6	6	5	31s	0.83	4.33	83.33%	1.00	26
5	new homes in St. Lucie	4	6	3	1m 19s	0.75	5.17	50%	0.00	31
6	real estate listing	5	6	1	7s	0.20	4.50	16.67%	0.00	27
7	search homes	5	5	4	19s	0.80	4.80	80%	3.00	24
8	homes sale	4	4	2	19s	0.50	4.00	50%	0.00	16
9	new home construction	2	2	1	11s	0.50	3.50	50%	0.00	7
10	buy property	1	1	1	1m 00s	1.00	4.00	100%	0.00	4
11	find a property for sale	1	1	0	0s	0.00	3.00	0%	0.00	3
12	fl real estate	1	1	1	15s	1.00	4.00	100%	0.00	4
13	home general contractor	1	1	1	2m 13s	1.00	16.00	100%	0.00	16
14	home listings	1	1	1	0s	1.00	5.00	100%	0.00	5
15	homes and communities	1	1	1	1m 06s	1.00	11.00	100%	1.00	11
16	homes contractors	1	1	0	0s	0.00	3.00	0%	0.00	3
17	housing florida	1	1	1	1m 14s	1.00	4.00	100%	0.00	4
18	housing in florida	1	1	1	27s	1.00	4.00	100%	0.00	4
19	housing search	1	1	1	16s	1.00	3.00	100%	0.00	3
20	new developments	1	1	1	3m 02s	1.00	11.00	100%	1.00	11
21	new homes for sale	1	1	1	16s	1.00	4.00	100%	0.00	4

Session Google Ads query ▾ +		Users	↓ Sessions	Engaged sessions	Average engagement time per session	Engaged sessions per user	Events per session	Engagement rate	Key events All events ▾	Event count All events ▾
		251	340	239	1m 07s	0.95	7.27	70.29%	244.00	2,473
		100% of total	100% of total	100% of total	Avg 0%	Avg 0%	Avg 0%	Avg 0%	100% of total	100% of total
1	central park port st lucie	107	143	104	1m 13s	0.97	7.64	72.73%	91.00	1,092
2	central park tradition	17	25	19	1m 21s	1.12	9.56	76%	52.00	239
3	central park port saint lucie	9	21	13	36s	1.44	6.71	61.9%	26.00	141
4	central park st lucie	12	14	8	1m 05s	0.67	8.29	57.14%	1.00	116
5	d r horton central park	1	12	10	1m 47s	10.00	10.83	83.33%	36.00	130
6	inspiration park port st lucie	6	8	7	3m 48s	1.17	5.25	87.5%	1.00	42
7	central park port st lucie hoa fees	4	5	2	51s	0.50	4.80	40%	0.00	24
8	lennar homes port st lucie	4	5	4	22s	1.00	5.20	80%	3.00	26
9	central park psl	3	4	4	1m 14s	1.33	9.50	100%	3.00	38
10	dr horton central park	3	4	2	19s	0.67	3.75	50%	0.00	15
11	lennar at central park	3	4	4	48s	1.33	13.25	100%	3.00	53
12	central park builders	1	3	1	6s	1.00	2.67	33.33%	0.00	8
13	central park lennar	3	3	1	26s	0.33	9.33	33.33%	1.00	28
14	dr horton port st lucie fl	1	3	1	1m 31s	1.00	4.33	33.33%	0.00	13
15	inspiration park	3	3	1	29s	0.33	3.00	33.33%	0.00	9
16	lennar central park	3	3	3	43s	1.00	3.67	100%	1.00	11
17	lennar central park port st lucie	2	3	3	1m 22s	1.50	8.00	100%	3.00	24
18	lennar port st lucie	3	3	3	50s	1.00	5.67	100%	0.00	17
19	new construction port st lucie	3	3	3	34s	1.00	5.67	100%	0.00	17
20	new homes port st lucie no hoa	1	3	1	51s	1.00	7.33	33.33%	0.00	22
21	taylor morrison port st lucie	3	3	3	52s	1.00	7.00	100%	0.00	21
22	verano port st lucie	2	3	2	1m 58s	1.00	7.33	66.67%	4.00	22
23	alton central park	2	2	2	27s	1.00	4.00	100%	0.00	8
24	central park subdivision	1	2	1	13s	1.00	4.00	50%	0.00	8
25	central park villas port st lucie	2	2	1	19s	0.50	5.00	50%	0.00	10

YouTube Analytics

April 2024

In April, people watched your videos 70 times



Realtime

Updating live

1

Subscribers

SEE LIVE COUNT

2

Views · Last 48 hours



Top content

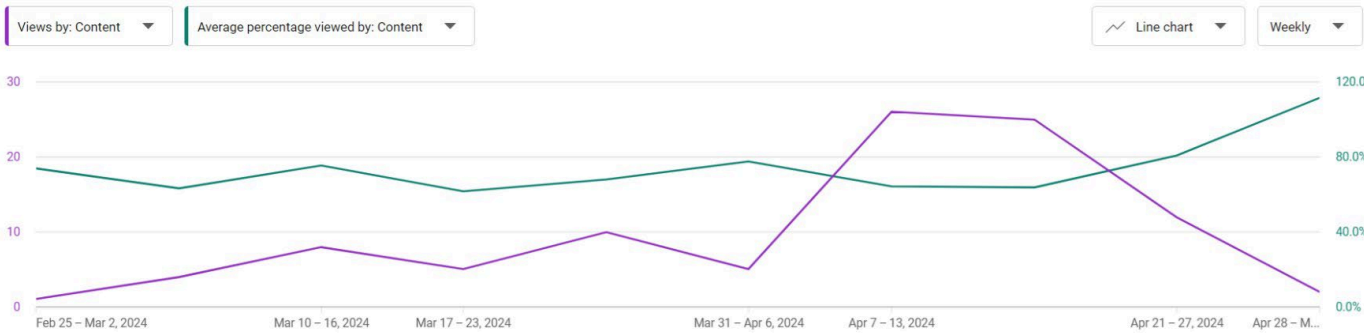
Views




	Central Park St. Lucie Preview Lifestyle Video	1
	Community Video 2024 CentralPark	1
	Points of Interest Video CentralPark	0

Your top content in this period

	Content	Average view duration	Views
1	<div>Community Video 2024 CentralPark Mar 17, 2024</div>	1:03 (69.8%)	58
2	<div>Points of Interest Video CentralPark Apr 12, 2024</div>	0:41 (70.6%)	10
3	<div>Central Park St. Lucie Preview Lifestyle Video Jul 1, 2022</div>	0:06 (43.3%)	1

Trend



Content		Average view duration	Average percentage viewed	Views	Impressions	Impressions click-through rate
Total		0:52	68.6%	98	343	11.1%
 Community Video 2024 CentralPark		1:02	68.9%	72 73.5%	223	12.1%
 Central Park St. Lucie Preview Lifestyle Video		0:10	71.6%	15 15.3%	77	6.5%
 Points of Interest Video CentralPark		0:41	70.6%	10 10.2%	42	14.3%