

Benstead Car Co - 47281
3386 Pasific Highway

4 weeks ending 05 Feb 2012

DETAILED VEHICLE VIEWS



9,999



999



999

The number of times people have viewed the details of your vehicle online and on their mobile

Average Stock Items: 85

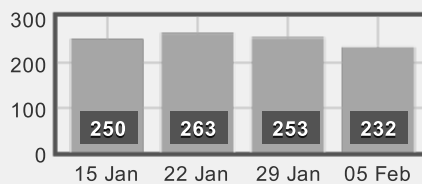
ADS IN SEARCH RESULTS



199,999

The number of times your vehicles and brand have appeared in search results

POTENTIAL BUYERS



The number of unique buyers viewing your ads

ENQUIRES



8



5



81



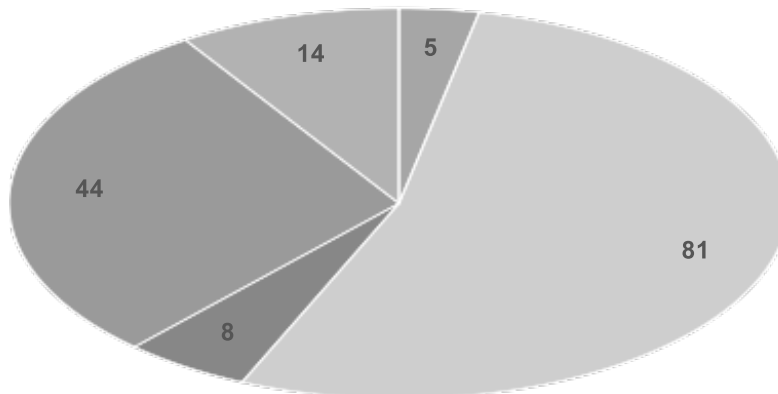
14



44

DERIVED TOTAL RETURN ON INVESTMENT

SALES OPPORTUNITIES



☐ Email
 ☐ Loc Req
 ☐ Phone
 ☐ Walk Ins
 ☐ Web Link



BRAND EXPOSURE

54 hrs 17 min

Multiply the value of your advertising. Trading Post delivers value beyond the lead by letting buyers know who and where you are, as well as promoting your brand online.

77% of people walk into a dealership after seeing an ad online

SELL MORE CARS WITH A DEDICATED MOBILE SITE
ASK YOUR ACCOUNT MANAGER HOW TODAY

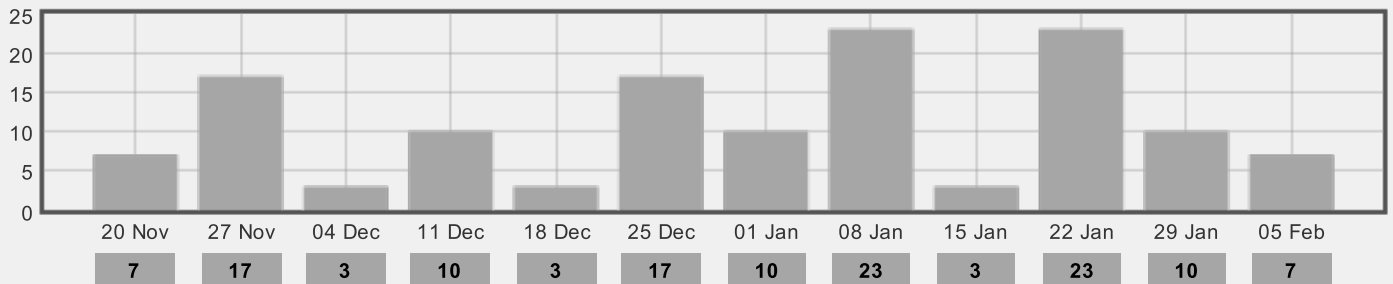
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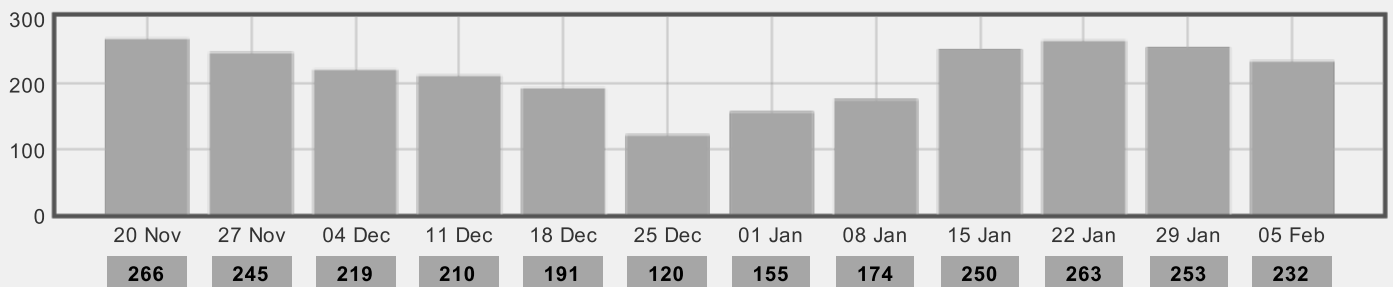
Last 12 weeks Performance

Advertising Performance

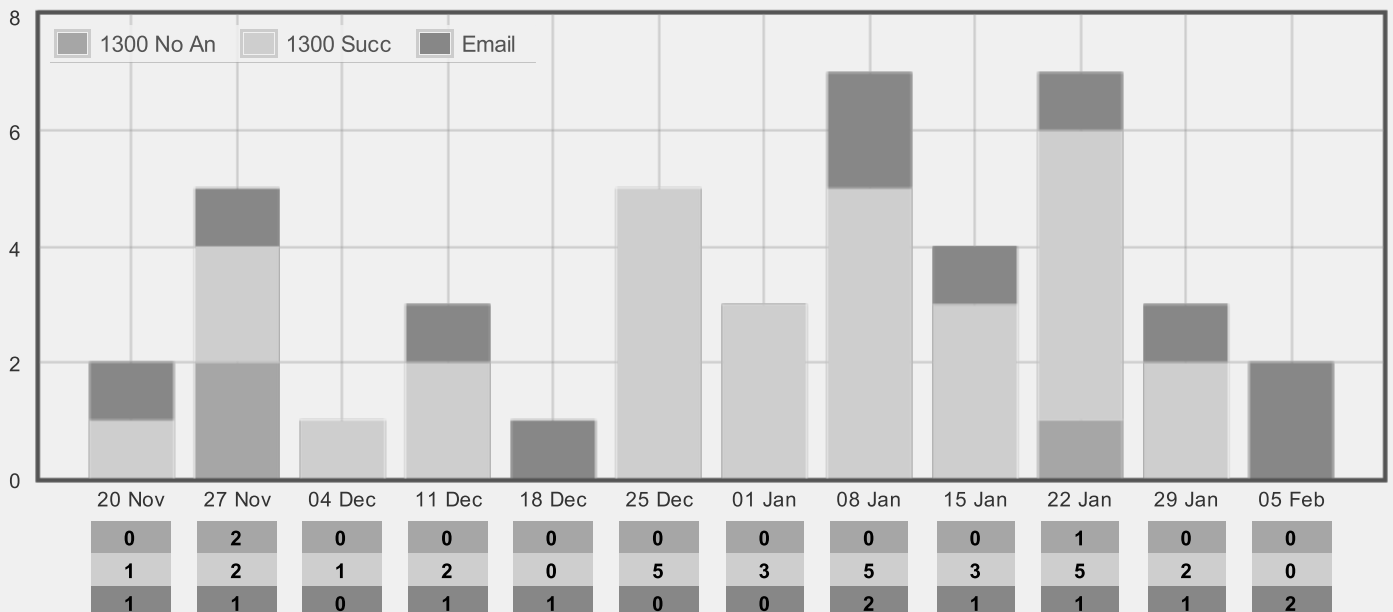
ESTIMATE WALK IN¹



UNIQUE ONLINE VISITORS REPORT



DIRECT ENQUIRY REPORT



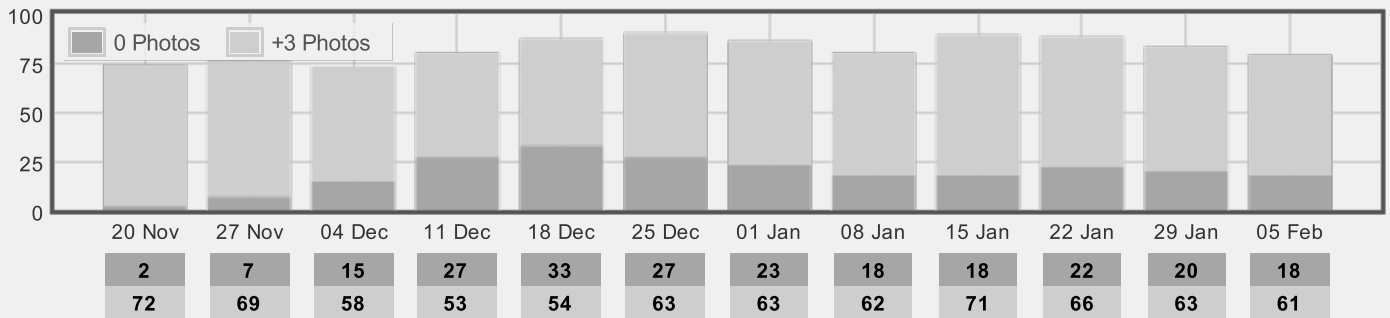
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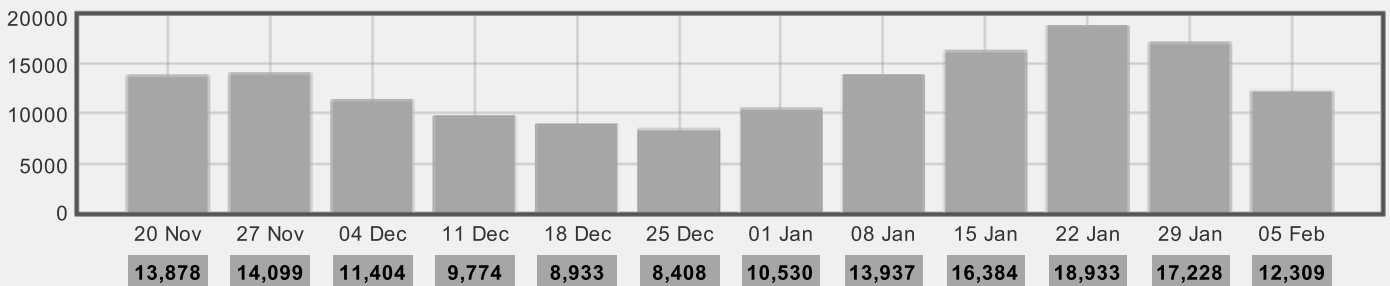
Last 12 weeks Performance

Advertising Performance

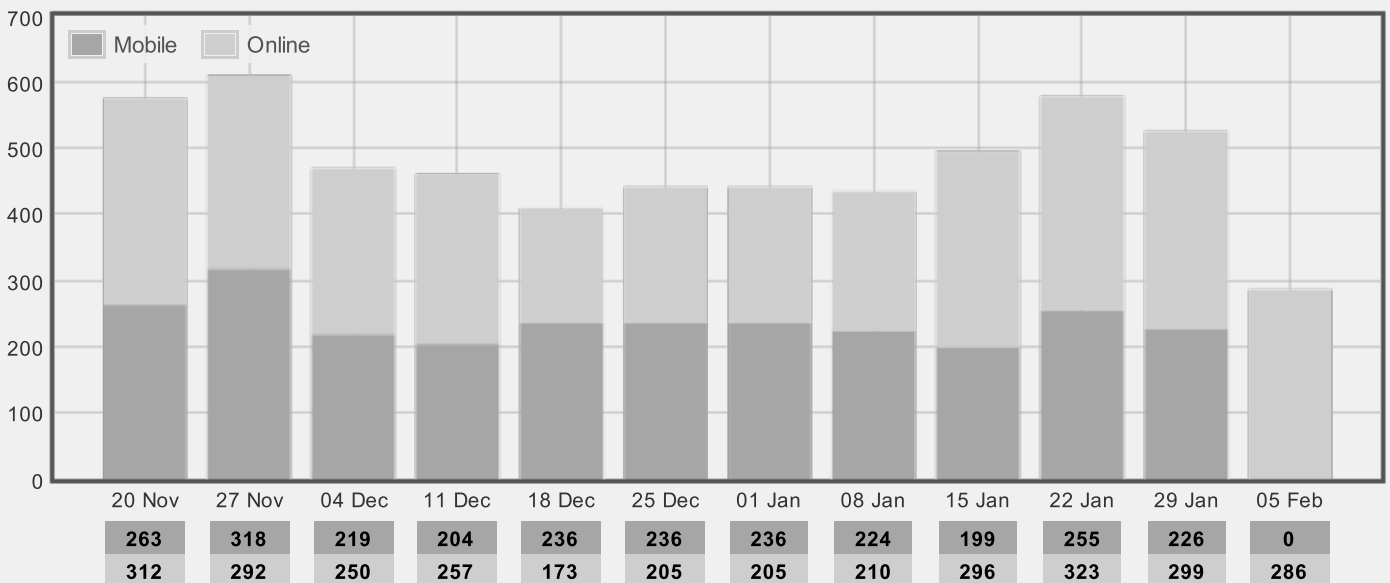
WEEKLY AVERAGE INVENTORY



ADS PRESENTED IN SEARCH RESULTS



ADS VIEW REPORT



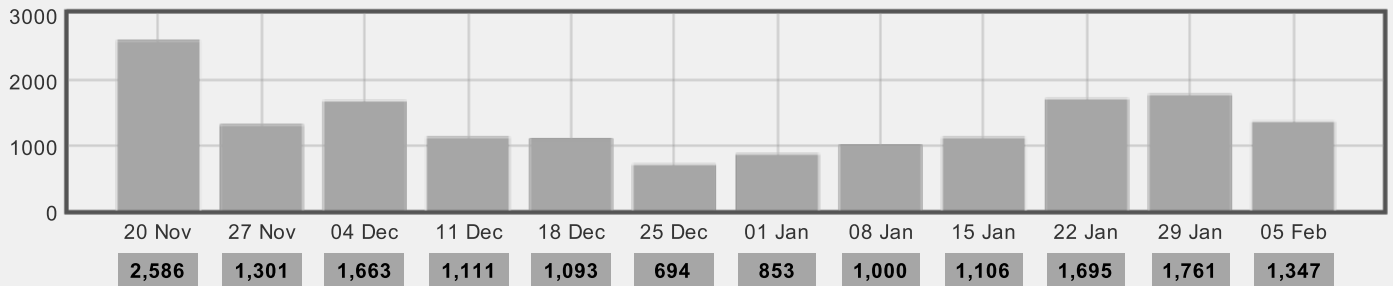
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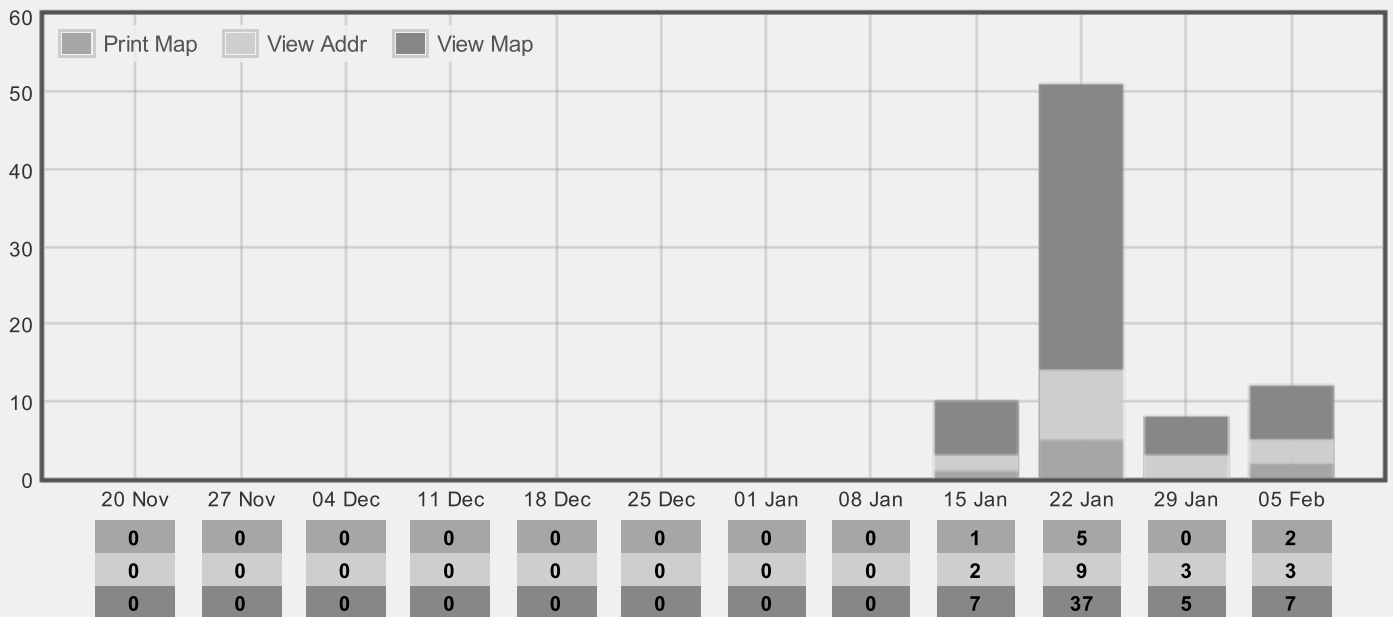
Last 12 weeks Performance

Advertising Performance

SLIDESHOW IMAGES VIEW REPORT



ADS VIEW REPORT



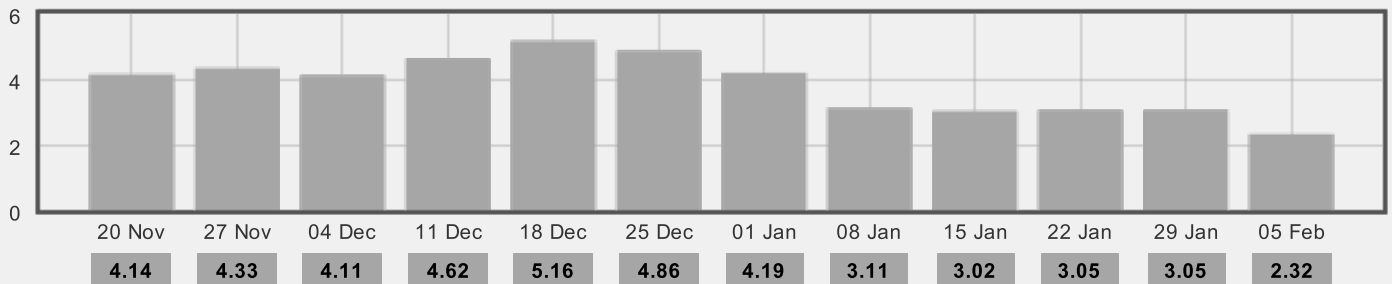
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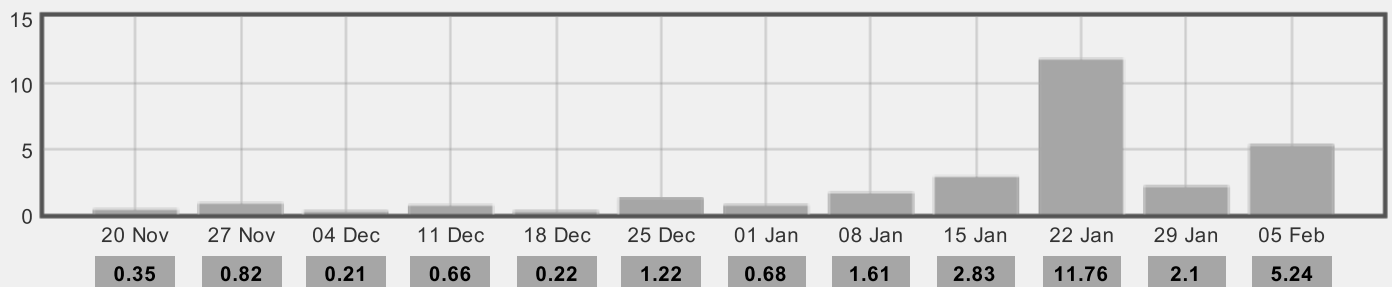
Last 12 weeks Performance

Advertising Performance

CLICK THROUGH RATE REPORT² (PER ADS %)



LEAD CONVERSION RATE REPORT³ (PER ADS %)

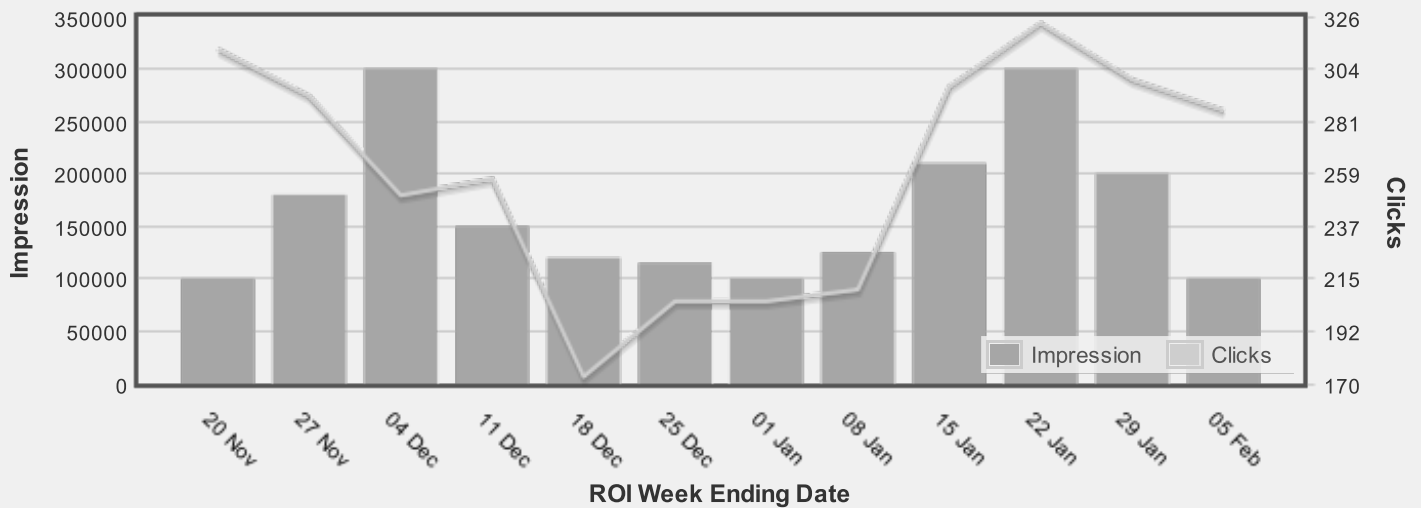


1. This figure represents the estimated number of people who saw your ads on the tradingpost.com.au and walked in to your dealership but did not generate a recordable lead. Trading post research shows that 77% of buyers who find an car online do not contact the dealer before walking in. This is supported by similar studies overseas. Please ask your account representative for details.
2. This figure represents the ratio of ad views to items returned in the search results, and demonstrates the effectiveness of attracting buyers to your ads.
3. This figure represents the ratio of leads to ad views, and shows the proportion of buyers who called your 1300 number, sent an email lead, visited your website or requested your location once they had viewed the ad.

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Campaign Name	Campaign Start Date	Campaign End Date	Total Clicks	Impr. To Date	Click Ratio
Benstead Car Company Mobile Oct11-Jan12	06/10/2011	18/01/2012	1,188	325,014	0.37%
Benstead Car Company ST Jun-Jul11	16/06/2011	13/07/2011	80	74,524	0.11%
Benstead Car Company ST Sept-Oct11	05/09/2011	02/10/2011	131	96,322	0.14%
Benstead Car Company Finance ST Jan-Feb12	19/01/2012	12/03/2012	0	1,093	0.00%
Benstead Car Company ST Apr-Jul11	19/04/2011	17/07/2011	230	204,673	0.11%
Benstead Car Company ST Oct-Nov11	30/10/2011	26/11/2011	0	0	0.00%
Benstead Car Company Mobile Jul-Oct11	15/07/2011	05/10/2011	981	299,968	0.33%
Benstead Car Company Mobile Apr-Jul11	21/04/2011	13/07/2011	1,672	300,066	0.56%
Benstead Car Company ST Jul-Oct11	18/07/2011	16/10/2011	260	205,480	0.13%
Benstead Car Company ST Oct11	04/10/2011	19/10/2011	54	46,011	0.12%
Benstead Car Company ST-Used Cars Dec11-Jan12	09/12/2011	19/01/2012	633	1,021,747	0.06%
Benstead Car Company ST-Used Cars Oct11-Jan12	20/10/2011	18/01/2012	1,326	1,397,047	0.09%
Benstead Car Company Carbuying ST Jan-Feb12	20/01/2012	12/03/2012	0	0	0.00%
Benstead Car Company Mobile Jan-Feb12	06/10/2011	12/03/2012	1,188	325,014	0.37%



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Campaign Name	Target Note	Size	Impression	Clicks
Mobile Display				
Benstead Car Company Mobile Oct11-Jan12	Mobile: Home Page, Auto Browse & Auto Search Results - QLD	9x9	325,014	1,188
Benstead Car Company Mobile Jul-Oct11	Mobile: Home Page, Auto Browse & Auto Search Results - QLD	9x9	325,014	1,188
Benstead Car Company Mobile Apr-Jul11	Mobile: Home Page, Auto Browse & Auto Search Results - QLD	9x9	325,223	1,815
Total			950,205	3,984
Seller Tile				
Benstead Car Company ST Apr-Jul11	Used Cars Model: Ford Falcon - Position 1 - QLD	206x125	71,693	99
Benstead Car Company ST Apr-Jul11	Used Cars Model: Holden Commodore - Position 2 - QLD	206x125	132,980	131
Benstead Car Company ST Jul-Oct11	Used Cars Model: Holden Commodore - Position 2 - QLD	206x125	130,017	171
	Used Cars Model: Ford Falcon - Position 1 - QLD	206x125	75,463	89
Benstead Car Company ST Jul-Oct11	Used Cars Model: Mitsubishi Pajero - Position 1 - QLD	206x125	11,501	19
	Used Cars Model: Holden Astra - Position 2 - QLD	206x125	3,278	7
	Used Cars Model: Nissan Navara - Position 2 - QLD	206x125	12,513	10
	Used Cars Model: Toyota Hilux - Position 2 - QLD	206x125	47,232	44
Benstead Car Company ST Sept-Oct11	Used Cars Model: Holden Rodeo - Position 2 - QLD	206x125	11,133	11
	Used Cars Model: Nissan Patrol - Position 2 - QLD	206x125	26,123	42
	Used Cars Model: Toyota Landcruiser - Position 2 - QLD	206x125	59,066	78
Benstead Car Company ST Oct11	Used Cars Model: Mitsubishi Pajero - Position 1 - QLD	206x125	6,219	7
	Used Cars Model: Toyota Hilux - Position 1 - QLD	206x125	24,579	29
	Used Cars Model: Nissan Navara - Position 1 - QLD	206x125	6,808	14
	Used Cars Model: Holden Astra - Position 1 - QLD	206x125	2,163	0
Benstead Car Company Finance ST Jan-Feb12	Used Cars Model: Ford Falcon - Position 3 - QLD	206x125	440	7
	Used Cars Model: Holden Commodore - Position 3 - QLD	206x125	653	7
Benstead Car Company ST-Used Cars Dec11-Jan12	Search Results Pages Auro - Used Cars - Position 3 - QLD	206x125	1,021,747	633
Benstead Car Company ST-Used Cars Oct11-Jan12	Search Results Pages Auto - Used Cars - Position 3 - QLD	206x125	1,397,047	1,326
Total			3,040,655	2,710
Total			3,040,655	2,710