

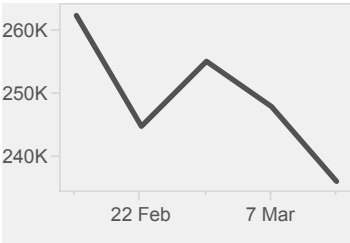


# Digital Estate Dashboard: Week Starting 14/03/2016

## SITE TRAFFIC LAST WEEK

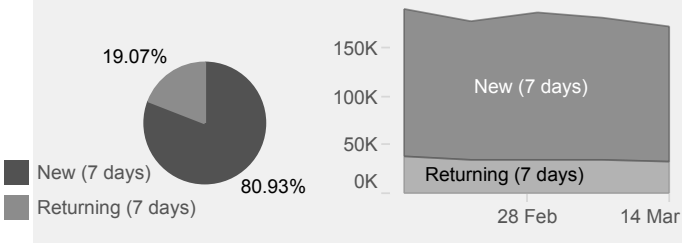
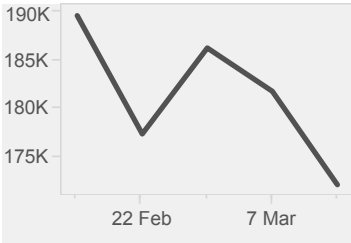
236,124  
-4.80%  
vs  
Previous Week

TOTAL SESSIONS



172,173  
-5.30%  
vs  
Previous Week

UNIQUE USERS



## TRAFFIC QUALITY

	Visits	Channel Pct vs Previous	Bounce Pct	Target Audience	Target Audience
Direct	155,979	-5.75%	48.69%	69,925	44.83%
Email	801	110.24%	40.70%	298	37.15%
Organic	51,058	-4.19%	27.66%	22,174	43.43%
Paid	53,908	-1.56%	21.59%	24,765	45.94%
Other	10,912	-7.21%	53.84%	4,666	42.76%
Grand Total	272,658	91.55%	19.48%	121,829	44.68%

44.68%  
OF VISITS FROM  
TARGET AUDIENCE



170,723

72.30%  
OF ALL  
SESSIONS

136,190

79.10%  
OF ALL  
USERS

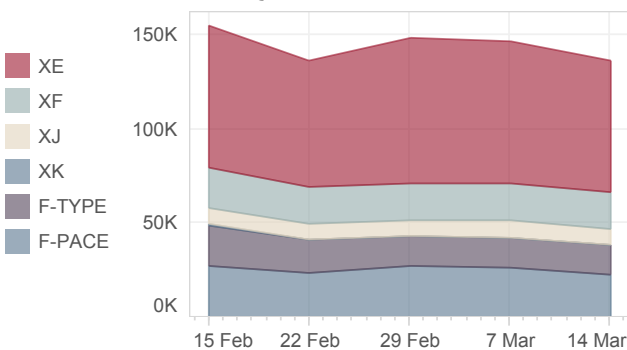
VISITING MODEL CONTENT

Target Audience is the number of visits by made by the target market based on the age profile of users by channel; the Target Audience Percent is the proportion of visitors aged 35 - 55 to each channel.

## MODEL INSIGHTS LAST WEEK

	Sessions	Visitors	New Percent	All Engaged	Target Visitors	Non-Target Visitors	Known Visitors	Unknown Visitors
XE	95,985	69,972	77.02%	33,642	20,992	48,980	794	69,178
XF	22,030	19,373	74.60%	12,697	5,812	13,561	807	18,566
XJ	9,096	8,451	77.02%	4,387	2,535	5,916	244	8,207
XK	535	496	81.05%	166	149	347	10	486
F-TYPE	16,772	15,109	77.64%	9,459	4,533	10,576	416	14,693
F-PACE	26,305	22,789	75.13%	14,353	6,837	15,952	1,265	21,524
Grand Total	170,723	136,190		74,704	40,857	95,333	3,536	132,654

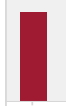
## TOTAL UNIQUE VISITORS



## NAMEPLATE ENGAGEMENT SCORE

NES 48

XE



NES 63

XF



NES 50

XJ



NES 33

XK



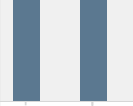
NES 61

F-TYPE



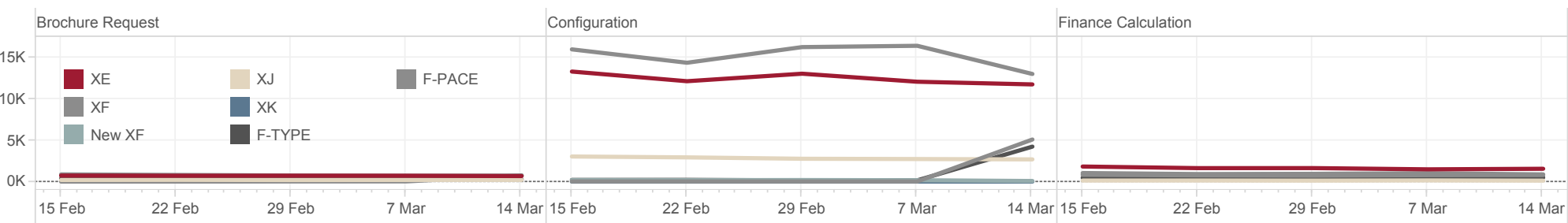
NES 60

F-PACE

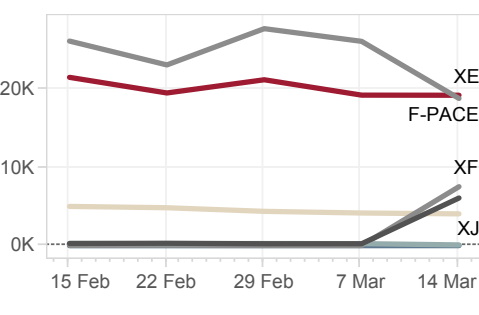


NES: The percentage of Engaged out of all visitors last week - Engaged visitors have more than two pageviews over a session lasting 120 seconds or more

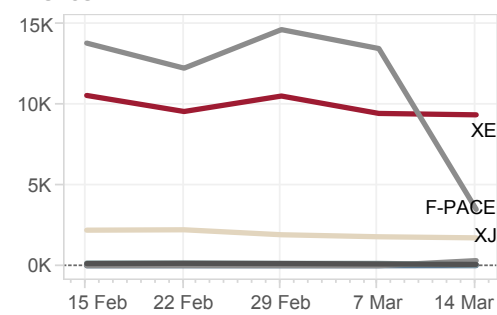
## KEY EVENTS



## CONFIGURATION Starts



## Finishes

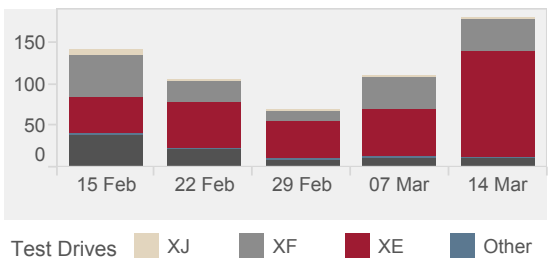


CONFIGURATION  
STARTS FINISHES  
79,097 34,344  
ABANDONS  
44,753

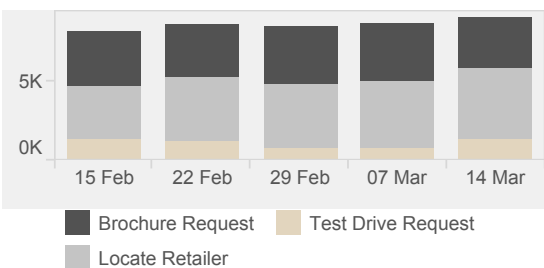
## SENT TO DEALER

	Completions	Completions Pct
XE	21	(43.75% of total)
XF	0	(0.00% of total)
XJ	0	(0.00% of total)
Other	27	(56.25% of total)
Grand Total	48	(100.00% of total)

## KEY CONVERSIONS



181  
63.06%  
vs  
Previous Week



4,874  
6.16%  
vs  
Previous Week