

CAMPAIGN: **Stevenson Kia D1**

S.O.#: 49520

JobID#: 20915

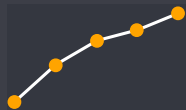
DEPLOYMENT: 05/16/2018

## SEND PERFORMANCE



Delivery Rate **98.13 %**  
 Deployed 50,952  
 Delivered 50,000

## OPEN PERFORMANCE



Open Rate **14.39 %**  
 Total Opens 7,197

**1,035**  
Total Clicks

**2.07 %**  
Click Percentage

**14.38 %**  
HTML CTR

**952**  
Total Bounces

**15**  
Opt Outs

## OPENS BY DEVICE



**6,269**



Desktop



Mobile

**928**

## CREATIVE



Subject: Kia Summer Sales Event

From Line: Stevenson Kia

**STEVENSON KIA**

**AMERICA'S BEST VALUE SUMMER EVENT**

SOUL | NANO | SPORTAGE | SORRENTO | OPTIMA | FORTE

[LEARN MORE](#)

**\$0 DOWN 0% 66 MONTH FINANCING AVAILABLE ON SEVEN 2018 KIA MODELS!** [VIEW INVENTORY](#)

NEW 2018 KIA SOUL BASE<sup>1</sup>

**BUY FOR \$15,199**

**LEASE FOR \$209** / 36 mo.

[VIEW DETAILS](#)

NEW 2018 KIA OPTIMA LX<sup>2</sup>

**BUY FOR \$19,990**

**LEASE FOR \$209** / 36 mo.

[VIEW DETAILS](#)

2018 KIA SORRENTO LX<sup>3</sup>

**BUY FOR \$21,990**

**LEASE FOR \$199** / 36 mo.

[VIEW DETAILS](#)

[CLICK HERE TO GET PRE-APPROVED](#) [VALUE YOUR TRADE](#)

**STEVENSON KIA** | 6100 MARKET ST. | CHARLOTTE, NC 28405 | 1-855-579-2174

**JLS Automotive Marketing Inc.****TRACKING REPORT**CAMPAIGN: **Stevenson Kia D1**

S.O.#: 49520

DEPLOYMENT: 05/16/2018

CREATIVE URLs & ACTIVITY 

URLS	Clicks	Unique Clicks	Link
<a href="https://www.stevensonkia.com/?utm_source=Take5&amp;utm_medium=email&amp;utm_campaign=49520_Stevenson_Kia">https://www.stevensonkia.com/?utm_source=Take5&amp;utm_medium=email&amp;utm_campaign=49520_Stevenson_Kia</a>	415	297	<a href="#">View</a>
<a href="https://www.stevensonkia.com/new-cars-wilmington-NC?utm_source=Take5&amp;utm_medium=email&amp;utm_campaign=49520_Stevenson_Kia">https://www.stevensonkia.com/new-cars-wilmington-NC?utm_source=Take5&amp;utm_medium=email&amp;utm_campaign=49520_Stevenson_Kia</a>	270	200	<a href="#">View</a>
<a href="https://www.stevensonkia.com/new-kia-soul?utm_source=Take5&amp;utm_medium=email&amp;utm_campaign=49520_Stevenson_Kia">https://www.stevensonkia.com/new-kia-soul?utm_source=Take5&amp;utm_medium=email&amp;utm_campaign=49520_Stevenson_Kia</a>	168	115	<a href="#">View</a>
<a href="https://www.stevensonkia.com/new-kia-optima?utm_source=Take5&amp;utm_medium=email&amp;utm_campaign=49520_Stevenson_Kia">https://www.stevensonkia.com/new-kia-optima?utm_source=Take5&amp;utm_medium=email&amp;utm_campaign=49520_Stevenson_Kia</a>	95	74	<a href="#">View</a>
<a href="https://www.stevensonkia.com/new-kia-sorento?utm_source=Take5&amp;utm_medium=email&amp;utm_campaign=49520_Stevenson_Kia">https://www.stevensonkia.com/new-kia-sorento?utm_source=Take5&amp;utm_medium=email&amp;utm_campaign=49520_Stevenson_Kia</a>	44	28	<a href="#">View</a>
<a href="https://www.stevensonkia.com/credit-application?utm_source=Take5&amp;utm_medium=email&amp;utm_campaign=49520_Stevenson_Kia">https://www.stevensonkia.com/credit-application?utm_source=Take5&amp;utm_medium=email&amp;utm_campaign=49520_Stevenson_Kia</a>	32	24	<a href="#">View</a>
<a href="https://www.stevensonkia.com/value-your-trade?utm_source=Take5&amp;utm_medium=email&amp;utm_campaign=49520_Stevenson_Kia">https://www.stevensonkia.com/value-your-trade?utm_source=Take5&amp;utm_medium=email&amp;utm_campaign=49520_Stevenson_Kia</a>	11	7	<a href="#">View</a>

# JLS Automotive Marketing Inc.

This example Email Marketing Campaign for Stevenson Kia shows the effectiveness in Email Marketing in our overall strategy:

- This campaign, through 2 drops per month, created a significant increase in website activity in both unique users and conversion volume
- By uniquely targeting in-market individuals, we significantly decrease typical campaign cost while maintaining volume efficiency.
- This specific email marketing campaign matched Paid Search in Conversion Percentage Volume and brought a significant lift in E-Leads to the store.

STEVENSON KIA May '18 Analytic Snapshot

Source / Medium	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	17,008 % of Total: 100.00% (17,008)	64.63% Avg for View: 64.56% (0.10%)	10,992 % of Total: 100.10% (10,981)	46.59% Avg for View: 46.59% (0.00%)	4.54 Avg for View: 4.54 (0.00%)	00:03:22 Avg for View: 00:03:22 (0.00%)	6.01% Avg for View: 6.01% (0.00%)	1,023 % of Total: 100.00% (1,023)	\$0.00 % of Total: 0.00% (\$0.00)
1. google / organic	4,677 (27.50%)	50.76%	2,374 (21.60%)	21.70%	7.13	00:05:27	8.92%	417 (40.76%)	\$0.00 (0.00%)
2. (direct) / (none)	3,704 (21.78%)	80.24%	2,972 (27.04%)	57.96%	3.52	00:02:38	3.35%	124 (12.12%)	\$0.00 (0.00%)
3. google / cpc	3,612 (21.24%)	48.59%	1,755 (15.97%)	47.18%	4.29	00:03:00	6.09%	220 (21.51%)	\$0.00 (0.00%)
4. (none) / email	2,463 (14.48%)	95.29%	2,347 (21.35%)	73.73%	1.59	00:00:56	6.54%	161 (15.74%)	\$0.00 (0.00%)
5. bing / organic	531 (3.12%)	48.78%	259 (2.36%)	10.92%	8.43	00:07:01	8.10%	43 (4.20%)	\$0.00 (0.00%)
6. facebook / cpc	389 (2.29%)	69.15%	269 (2.45%)	47.04%	3.29	00:02:18	1.80%	7 (0.68%)	\$0.00 (0.00%)
7. m.facebook.com / referral	370 (2.18%)	81.08%	300 (2.73%)	79.19%	1.89	00:00:57	1.62%	6 (0.59%)	\$0.00 (0.00%)
8. dynamic-vehicles / AAN.cpc	331 (1.95%)	64.35%	213 (1.94%)	80.97%	1.55	00:01:20	0.30%	1 (0.10%)	\$0.00 (0.00%)
9. l.facebook.com / referral	177 (1.04%)	90.40%	160 (1.46%)	83.62%	2.30	00:01:06	1.13%	2 (0.20%)	\$0.00 (0.00%)
10. yahoo / organic	164 (0.96%)	53.05%	87 (0.79%)	18.29%	8.09	00:06:20	6.71%	11 (1.08%)	\$0.00 (0.00%)

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