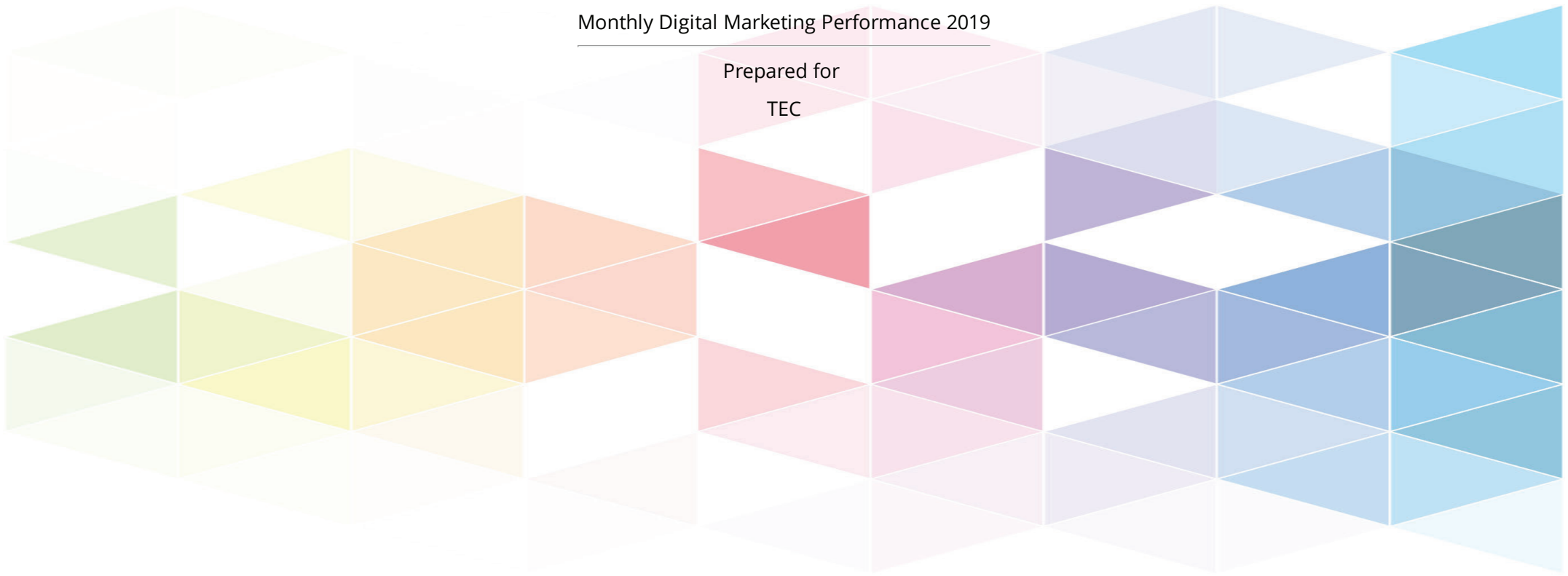




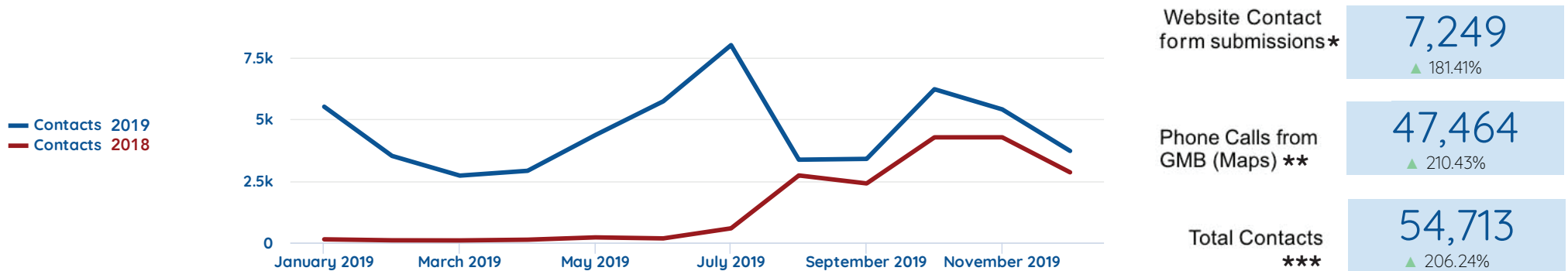
Monthly Digital Marketing Performance 2019

Prepared for
TEC



CONTACT LEAD GENERATION

Customer Contacts (Leads) - 2019 01/01/2019 - 12/31/2019



*Website contact forms are submitted by consumers using the contact form on the dealer's website.

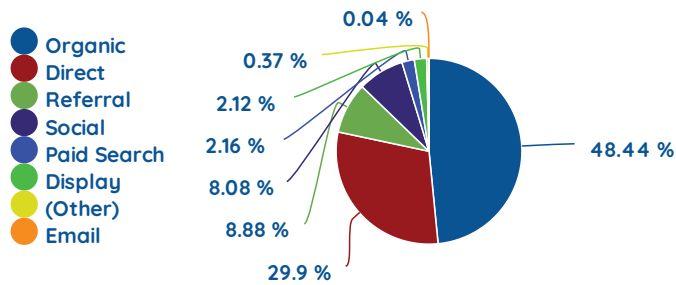
**Phone Calls come from a consumer's mobile device to the dealer's business where the consumer found and called them directly from Google My Business (maps) (Using the Call Button).

***The data compares 2018 to 2019. You will notice an increase of 181.41% for # of website contact forms submitted. A 210.43% increase in phone calls from Google My Business. With a total increase of contacts of 206.24%.

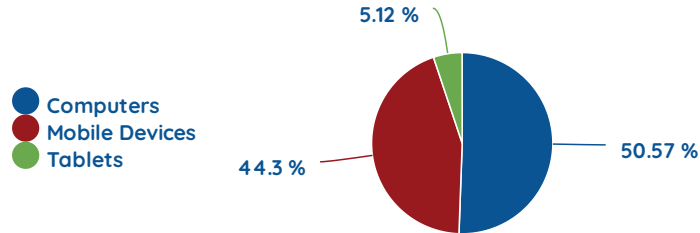
WEBSITE VISIBILITY AND TRAFFIC

Data shows Traffic Type, Traffic by Device, New Users

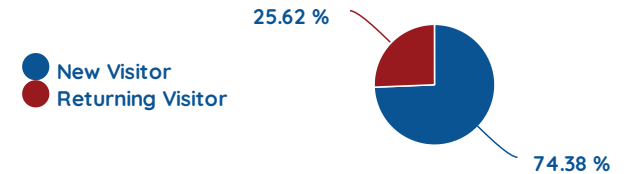
Traffic Type



Traffic by Device Type



New vs. Returning User



Sessions Statistics

Bounce Rate

56.09%

▼ -0.06%

Pages per Session

2.12

▼ -1.51%

Avg. Session Duration

1:38

▲ 1.37%

New Users

111,585

▲ 9.01%

Bounce Rate - a Bounce is defined as a user who leaves your website after viewing only one page and takes no further action (i.e. submit contact form, print coupon, etc.).

Target: 50% or less for Organic Traffic.

Pages Per Session - this is the average number of pages a user views after navigating to your website.

Target: 2.00 pages or more for Organic Traffic

Session Duration - the average length of time a user stays on your website once they land there.

Target: 2:00 or longer for Organic Traffic

GOOGLE MY BUSINESS (Map Section)

Shows the number of phone calls from a mobile device, website visits and request for directions through the Google My Business/map area.

Customer Actions



How Customers Found You

Discovery Search

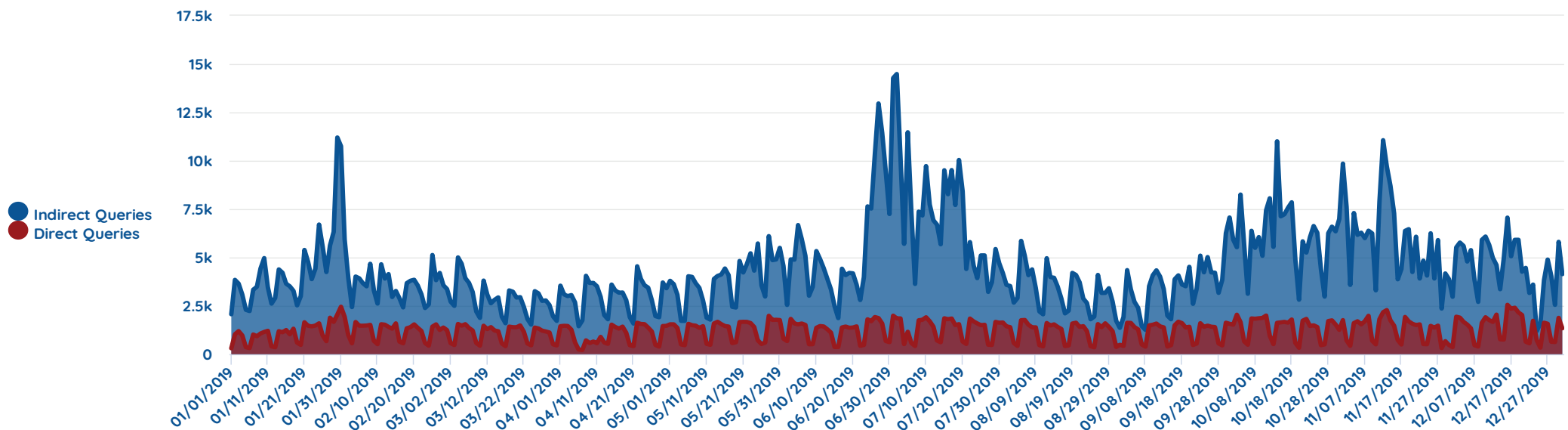
1,631,638

Discovery - Customers who find your listing searching for a category, product or service

Direct Search

445,671

Direct - Customers who find your listing searching for your business name or address



SUMMARY PAGE

01/01/2019 - 12/31/2019

Month of Year	Phone Click (Google My Business)	Contact Form Submission (Total
January	5,017	516	5,533
February	3,177	355	3,532
March	2,352	392	2,744
April	2,499	473	2,972
May	3,730	679	4,409
June	4,971	849	5,820
July	7,182	874	8,056
August	2,800	587	3,387
September	2,667	720	3,387
October	5,289	915	6,204
November	4,639	750	5,389
December	3,141	567	3,708
Total	47,464	7,677	55,141

Note: This data is compiled from Google Analytics and Google Insights. The data not included: Phone calls from consumers that visited a dealer's website and called using the number listed on the Website. This information is tracked through HVAC Partners. A conservative formula to approx. the number of leads is (Organic Traffic 145,694 x 15% conversion = 2,354 website leads)