

Page View Detail Report

Start Date: 1/1/2007
End Date: 10/31/2007

CONNECTICUT media GROUP

Campaign: American Garage Doors

Page	Views
http://www.americangaragedoors.com	11403
http://www.americangaragedoors.com/garage_door_index.html	352
http://www.americangaragedoors.com/home.html	330
http://www.americangaragedoors.com/res_g_door.html	253
http://www.americangaragedoors.com/favicon.ico	158
http://www.americangaragedoors.com/store.html	98
http://www.americangaragedoors.com/n_ins.html	93
http://www.americangaragedoors.com/f_ins.html	92
http://www.americangaragedoors.com/p_ins.html	68
http://www.americangaragedoors.com/opener_index.html	35
http://www.americangaragedoors.com/com_g_door.html	28
http://www.americangaragedoors.com/g_door_access.html	23
http://www.americangaragedoors.com/res_opener.html	22
http://www.americangaragedoors.com/contact.html	21
http://www.americangaragedoors.com/quote2240.html	18
http://www.americangaragedoors.com/window_index.html	18
http://www.americangaragedoors.com/entry_door_index.html	17
http://www.americangaragedoors.com/index.html	17
http://www.americangaragedoors.com/windowoption.html	15

- Every time a page on the proxy (copy) of your website is viewed it is captured and reported in the Page View Detail Report.
- Page views show the pages that are viewed the most, providing an indication of “stickyness” or how much time is spent on a given page in your site.
- This is valuable information that can help you determine if your site is doing what you want it to to – are searchers following the path you want them to, are they taking the actions that you want them to?

- Page Views for every page on your site are reported, providing proof that every page on every site is proxied. This ensures that searchers are not lost when they jump from page to page within your site.

Keyword Detail Report

Start Date: 10/1/2008

End Date: 10/31/2008

- Campaigns can be constructed with “Ad Groups”, which are essentially mini campaigns within a campaign. Each Ad Group has it’s own keywords, it’s own text ad written specifically for that topic of interest, and it’s URL to ensure searchers land on the page that discusses exactly what they were searching for. Performance for each individual Ad Group is reported in the Keyword Detail Report.
- Performance for each keyword / keyword phrase in play in a campaign is reported, including the # of clicks, impressions used to generate the clicks, click-through rate (CTR), total cost of the clicks, average cost-per-click, and the average placement.

Campaign	Ad Group	Keyword	Engine	Clicks	Impres sions	CTR %	Cost	Avg. CPC	Position
Geo-Modified United Way Houston				88	14204	0.62%	\$125.39	\$1.42	2.20
	Donate			88	14204	0.62%	\$125.39	\$1.42	2.20
		charities donations houston tx		2	101	1.98%	\$1.56	\$0.78	3.26
			Yahoo	2	97	2.06%	\$1.56	\$0.78	3.35
			MSN	0	2	0.00%	\$0.00	0	1.00
			Google	0	2	0.00%	\$0.00	0	4.00
		charity donations houston tx		1	11	9.09%	\$1.41	\$1.41	3.50
			MSN	1	1	100.00%	\$1.41	\$1.41	2.00
			Google	0	10	0.00%	\$0.00	0	3.71
		donation houston tx		3	242	1.24%	\$6.52	\$2.17	2.55
			Google	2	120	1.67%	\$5.49	\$2.75	3.36
			MSN	0	14	0.00%	\$0.00	0	1.50
			Yahoo	1	108	0.93%	\$1.03	\$1.03	2.29

- The performance of every keyword is broken down by search engine as well.

- The actual cost of every keyword on each search engine is reported. Transparency of pricing enables transparency of reporting.

Call Detail Report

Start Date: 1/1/2007
 End Date: 10/31/2007
 Run Date: 11/11/2007 11:26:52 PM

- Call detail captured on this report is for the call-tracking number that appears on the proxy (copy) of your website. This number can only be seen if the searcher clicked on your SEM ad, so you know all calls reported here are a product of SEM.



Campaign: American Garage Doors

Call Date	Call Time	Rings	Duration (mm:ss)	Status	Phone #	Caller	Type	Address	City	State	Zip
10/25/2007	4:41:43 PM	2	0:07	Answered	7168792716						
10/24/2007	10:09:31 AM	2	1:30	Answered	7162971271	John R Jasper	Residential	4749 Chester	NIAGARA FALLS	NY	
10/16/2007	1:30:38 PM	2	10:04	Answered	5855993334						
10/5/2007	4:57:17 PM	3	0:08	Answered	7169085694		Cell				
10/2/2007	10:32:49 AM	2	2:21	Answered	7166365511	Paul J Vallone	Residential	5162 Eastbrooke Pl	Buffalo	NY	
9/24/2007	1:05:33 PM	2	10:32	Answered	7162571501						
9/16/2007	10:46:51 AM	3	1:25	Answered	7162000606						
9/16/2007	10:41:10 AM	3	1:32	Answered	7162000606						
7/11/2007	5:06:20 PM	3	0:18	Answered	7166485698	Paul M Fitzery	Residential	5353 Ontario Ave	Hamburg	NY	
7/6/2007	3:35:15 PM	2	1:31	Answered	7164743567		Cell				
6/11/2007	1:45:19 PM	2	1:41	Answered	7166349525	Salvatore A Galioto	Residential	111 Princeton Ct	Buffalo	NY	
5/17/2007	3:15:47 PM	3	0:39	Answered	7166752794	George E Billingslea	Residential	152 Lowell Ln	Buffalo	NY	
4/18/2007	12:06:52 PM	2	4:46	Answered	7168792925						
3/2/2007	4:09:16 PM	3	0:03	Answered	9729004616						
2/26/2007	4:00:43 PM	3	0:04	Answered							

- The Call Detail Report will not only show how many calls were received on the call-tracking number during a given month, but it will tell you when the call was made, if it was answered, and capture all Caller-ID information that is available – things like the originating phone number, name, address, etc. Calls to the call-tracking number may also be recorded.

Campaign Summary Report

Campaign	Date	Engine	Clicks	Impres sions	CTR %	Cost	Avg. CPC	Position
		Yahoo	5	1089	0.46%	\$7.10	\$1.42	3.03

- Part of the Campaign Summary Report is a summary of "actions" taken by searchers on the proxy (copy) of your website. Things such as phone calls made to the call-tracking number, emails sent, coupons printed, etc. will be captured and reported. Detailed information about those actions taken may be found in the separate Call Detail, Email Detail, etc. reports.

Calls: 10/1/2008 - 10/31/2008

Call To	Call Date	Call Time	Rings	Durat ion	Status	Phone #	Caller	Address	City	State	Zip
(713) 685-2300											
	10/1/2008	9:14:18 AM		0:22	Answered	(281) 438-3829		USA - Houston, TX 77489			
	10/1/2008	10:47:27 AM		0:32	Answered	(713) 524-2381		USA - Houston, TX 77098			
	10/1/2008	10:49:26 AM		5:57	Answered	(713) 524-2381		USA - Houston, TX 77098			
	10/1/2008	4:55:06 PM		2:05	Answered	(540) 270-3970		USA - Warrenton, VA 20187			
	10/1/2008	9:16:55 PM		0:27	Answered	(832) 830-3120		USA - Houston, TX 77097			
	10/2/2008	8:00:33 AM		0:39	Answered	(713) 201-4456		USA - Houston, TX 77057			

Campaign Summary Report

CONNECTICUT media GROUP

October Summary:

Order Details:	
Order Name:	United Way Houston
Budget:	\$1,300.00
Start Date:	9/16/2008
End Date:	11/16/2008
Order Status:	Fulfilled
MTD Spend:	\$1,996.70
MTD Clicks:	1,521
Calls:	102
Emails:	0

- Monthly targeted spend on clicks.
- Total spent on clicks over the selected period of time; actual spend is larger than targeted spend due to slow pacing the previous month – there was spend to make up.
- Total clicks received over the selected period of time.
- Number of phone calls received; 1,521 clicks resulted in 102 phone calls – that is a click-to-call ratio of 6%, which is very good.

- Total clicks received during the specified period for the geo-modified campaign.
- Total impressions generated for the geo-modified campaign; impressions = the number of times the ad was served up to be seen.
- CTR% = click-through rate; CTR is the % of times the ad was clicked upon given how many times it was displayed, so CTR = clicks divided by impressions. A CTR of between .5% and 1% is good.

Details: 10/1/2008 - 10/31/2008

Campaign	Date	Engine	Clicks	Impressions	CTR %	Cost	Avg. CPC	Position
Geo-Modified United Way Houston			88	14204	0.62%	\$125.39	\$1.42	2.15
	10/1/2008		4	565	0.71%	\$6.12	\$1.53	2.05
		Google	1	262	0.38%	\$2.72	\$2.72	2.17
		MSN	1	18	5.56%	\$1.41	\$1.41	2.26
		Yahoo	2	285	0.70%	\$1.99	\$1.00	1.72

- Two simultaneous campaigns are set up for each client – geo modified and geo-targeted

- Avg. CPC = the average cost per click.
- Position = the average placement of the text ad on the search results page.
- Look at the difference in the average cost of each click – how expensive Google is relative to the others.