



Confidential Client Info Removed!

Adwords, Bing Ads and SEO

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The KPIs are compared to **Mar 02 - Mar 31**

102 [↗] +117%
 CONVERTED CLICKS
 AdWords: Cash For Strips

\$ 10.55 [↘] -52%
 COST / CONVERTED CLICK
 AdWords: Cash For Strips

\$ 1,076 [↗] +4%
 COST
 AdWords: Cash For Strips

785 [↘] -5%
 CLICKS
 AdWords: Cash For Strips

\$ 1.37 [↗] +9%
 AVG. CPC
 AdWords: Cash For Strips

40 [↗] +11%
 CONVERSIONS
 Bing Ads: rspillenterprz - X7447772

\$ 25.29 [↗] +1%
 COST / CONVERSION
 Bing Ads: rspillenterprz - X7447772

\$ 1,012 [↗] +12%
 COST
 Bing Ads: rspillenterprz - X7447772

584 [↗] +4%
 CLICKS
 Bing Ads: rspillenterprz - X7447772

\$ 1.73 [↗] +8%
 CPC AVERAGE
 Bing Ads: rspillenterprz - X7447772

41 [↗] +141%
 GOALS (Organic)
 Analytics: All Web Site Data

9 [↗] +80%
 GOALS (Referral)
 Analytics: All Web Site Data

13 [↘] -7%
 GOALS (Direct)
 Analytics: All Web Site Data

268 [↗] +18%
 SESSIONS (Organic)
 Analytics: All Web Site Data

2.50 [↗] +0%
 AVG. POSITION
 AdWords: Cash For Strips

4.17 [↗] +2%
 AVG. POSITION
 Bing Ads: rspillenterprz - X7447772

103 [↗] +12%
 GOALS (Cpc)
 Analytics: All Web Site Data

Executive Summary

Overall the campaigns are all progressing nicely with a large increase in conversions at a very modest increase in ad spend. We are continuing to optimize your campaigns with new creatives, bid adjustments and keyword revisions. SEO progress is strong and link building continues.

Google Adwords:

We are seeing a nice increase in conversions over last month and a substantially lower CPA which is great. Remarketing is making a nice impact.

Bing Ads:

We are seeing a small but noticeable increase in conversions while CPA has remained the same. Many new competitors are advertising on Bing so this has become a more challenging space as is evident in comparing the CPA vs. Google which is less than half.

SEO:

We are seeing a huge increase in conversions in the period. As per the rankings report (provided separately) all of your keywords are now in 1st or 2nd position.

Bing Campaign Performance rspillenterprz

Campaign metrics

| Campaign | Clicks | Impr. | CTR | Avg. CPC | Cost | Avg. Position | Conv. | Cost / conv. | Conv. rate | Phone call conv. |
|-----------------------|--------|--------|-------|----------|----------|---------------|-------|--------------|------------|------------------|
| ✓ TTFV - SEM Campaign | 584 | 33,435 | 1.75% | \$ 1.73 | \$ 1,012 | 4.16 | 40 | \$ 25.29 | 6.85% | 0 |

✓ Active || Paused ✗ Deleted

Adwords Campaign Performance Cash For Strips

Comparison of campaign metrics

| | Campaign | Clicks | Impr. | CTR | Avg. CPC | Cost | Avg. position | Converted clicks | Cost / converted click | View-through conv. | Est. total conv. |
|---|----------------------------------|--------|--------|-------|----------|-----------|---------------|------------------|------------------------|--------------------|------------------|
| ✓ | TTFV - SEM Campaign | 489 | 31,275 | 1.56% | \$ 1.86 | \$907.73 | 4.0 | 72 | \$ 12.61 | 0 | 90 |
| ✓ | TTFV - Remarketing Campaign | 258 | 64,817 | 0.40% | \$ 0.57 | \$ 146.35 | 1.3 | 30 | \$ 4.88 | 2 | 30 |
| ✓ | TTFV - Targeted Diabetes Display | 38 | 49,780 | 0.08% | \$ 0.57 | \$21.56 | 3.0 | 0 | \$ 0 | 0 | 0 |

✓ Active ■ Paused ✗ Deleted

Goals per traffic source All Web Site Data

Conversions by referrer

| Source / Medium | Goal Completions |
|-------------------------------------|------------------|
| google / cpc | 103 |
| bing / ppc | 87 |
| google / organic | 28 |
| (direct) / (none) | 13 |
| bing / organic | 4 |
| aol / organic | 4 |
| quickcash4teststrips.com / referral | 4 |
| yahoo / organic | 4 |
| search.tb.ask.com / referral | 2 |
| centurylink.net / referral | 1 |
| comcast / organic | 1 |
| adroll / cpm | 1 |
| search.centurylink.com / referral | 1 |
| webmail.earthlink.net / referral | 1 |
| hideaddr.es / referral | 0 |
| Total | 254 |






Ad performance rspillenterprz - X7447772

Best performing Ads - Bing

| Ad | Ad group | Clicks | Impr. | CTR | Avg. CPC | Cost | Avg. Position | Conv. | Cost / conv. | Conv. rate |
|--|----------|--------|--------|-------|----------|-----------|---------------|-------|--------------|------------|
| Sell Your Test Strips | Payouts | 333 | 19,075 | 1.75% | \$ 1.66 | \$ 554.01 | 4.15 | 30 | \$ 18.47 | 9.01% |
| Payouts average \$100. See how much you could get. 3-Day Pay Guarantee! | | | | | | | | | | |
| Cash For Test Strips | Payouts | 117 | 8,065 | 1.45% | \$ 1.81 | \$ 212.00 | 4.17 | 4 | \$ 53.00 | 3.42% |
| Payouts Average \$100. See How Much You Could Get. 3-Day Pay Guarantee! | | | | | | | | | | |
| Sell Your Test Strips | Payouts | 96 | 5,352 | 1.79% | \$ 1.75 | \$ 168.43 | 4.00 | 4 | \$ 42.11 | 4.17% |
| We Pay Up To \$40/Box. Guaranteed 3-Day Payout. Try Our Free Calculator! | | | | | | | | | | |
| Sell Your Test Strips | Brands | 38 | 943 | 4.03% | \$ 2.03 | \$ 77.22 | 4.94 | 2 | \$ 38.61 | 5.26% |
| Payouts Average \$100. See How Much You Could Get. 3-Day Pay Guarantee! | | | | | | | | | | |

Ad performance Cash For Strips

Best Performing Ads - AdWords

| Ad | Clicks | Impressions | CTR | Avg. CPC | Cost | Avg. position | Converted clicks | Cost / converted click | Click conversion rate |
|---|--------|-------------|-------|----------|-----------|---------------|------------------|------------------------|-----------------------|
|  Want to Sell Test Strips? Payouts average \$100. See how much you could get. 3-Day Pay Guarantee! | 346 | 19,935 | 1.74% | \$ 1.88 | \$ 651.55 | 4.2 | 61 | \$ 10.68 | 17.63% |
|  Sell Your Test Strips Payouts average \$100. See how much you could get. 3-Day Pay Guarantee! | 225 | 49,314 | 0.46% | \$ 0.55 | \$ 124.36 | 1.4 | 24 | \$ 5.18 | 10.67% |
|  Top Dollar For Strips Payouts average \$100. See how much you could get. 3-Day Pay Guarantee! | 91 | 8,568 | 1.06% | \$ 1.78 | \$ 162.30 | 3.9 | 8 | \$ 20.29 | 8.79% |
|  Want to Sell Test Strips? Payouts average \$100. See how much you could get. 3-Day Pay Guarantee! | 38 | 49,465 | 0.08% | \$ 0.57 | \$ 21.56 | 3.0 | 0 | \$ 0 | 0% |
|  Get \$100 for Test Strips That's what we pay on average. Free Calculator. 3-Day payout! | 31 | 1,873 | 1.66% | \$ 1.92 | \$ 59.49 | 3.9 | 0 | \$ 0 | 0% |

 Active
  Paused
  Deleted

Conversions per goal by date All Web Site Data

Conversion trend for the month

