



PREPARED FOR:

DIGITAL MARKETING SUMMARY

This report covers digital marketing activity for June 2015

Observations

I. Adwords Campaigns

- AdWords Spend this month:
- Total clicks from Paid Search: 371
- Average Search Cost-Per-Click:
- Website Call and Form Conversions:

EXAMPLE

AdWords Campaigns Overview

Search Campaigns

Total Spent	Conversions	Cost per Conversion
\$1,245.88	96	\$12.97

Campaign	Clicks	Cost	Conversions	Conv. Rate	Cost/Conv
Plumbing Geo-Modified	130	\$1,245.88	49	37.69%	\$25.43
Air Conditioning - Category	68	\$875.00	18	26.47%	\$48.61
Branded Terms	16	\$112.50	11	68.75%	\$10.23
Heating - Affinity	46	\$495.00	4	10.87%	\$123.75
Air Conditioning - Intent	14	\$425.00	4	28.57%	\$106.25
Plumbing - General	7	\$87.50	3	13.04%	\$29.17
Heating - Geo-Modified	5	\$87.50	3	18.75%	\$29.17
Plumbing - Intent	2	\$29.17	1	14.29%	\$29.17
Heating - Intent	2	\$29.17	1	50.00%	\$29.17
Plumber - Affinity	1	\$29.17	1	100.00%	\$29.17
Plumbing - Category	38	\$425.00	0	0.00%	
Heating - Category	1	\$29.17	0	0.00%	
Air Conditioning - Affinity	1	\$29.17	0	0.00%	
Total	371	\$1,245.88	96	25.88%	\$12.97

Adwords Search Campaign: Plumbing Geo-Modified

Total Spent	Conversions	Cost per Conversion
██████████	49	██████████

Top Performing Keywords by Clicks

Keyword	Clicks	CTR	Cost	CPC	Conversions
+ Plumbing	23	6.34%	██████████	██████████	10
"Plumbing"	9	5.26%	██████████	██████████	4
+ Plumbing	8	4.55%	██████████	██████████	4
+ Plumbers	7	15.91%	██████████	██████████	4
"Plumbing"	7	6.90%	██████████	██████████	2
+ Plumbing	7	1.57%	██████████	██████████	0
+ Plumbers	4	22.22%	██████████	██████████	3
"Plumbing"	4	6.90%	██████████	██████████	2
" Plumbing"	4	10.00%	██████████	██████████	1
[Plumbers]	3	20.00%	██████████	██████████	1

Top Converting Keywords

Keyword	Clicks	CTR	Conversions	Conv. Rate	Cost/Conv
+ Plumbing	23	6.34%	10	43.48%	██████████
"Plumbing"	9	5.26%	4	44.44%	██████████
+ Plumbing	8	4.55%	4	50.00%	██████████
+ Plumbers	7	15.91%	4	57.14%	██████████
+ Plumbe	4	22.22%	3	75.00%	██████████
[Plumbers	3	3.66%	3	100.00%	██████████
"Plumbing"	7	6.60%	2	28.57%	██████████
"Plumbing"	4	6.90%	2	50.00%	██████████
+ Plumber	3	14.29%	2	66.67%	██████████
[Plumbing]	2	9.09%	2	100.00%	██████████

Adwords Search Campaign: Air Conditioning - Category

Total Spent	Conversions	Cost per Conversion
1,000.00	18	55.56

Top Performing Keywords by Clicks

Keyword	Clicks	CTR	Cost	CPC	Conversions
"air conditioning"	51	0.88%	100.00	1.96	14
"central air"	11	2.47%	100.00	40.00	3
+central +air	3	12.50%	100.00	33.33	0
"air conditioning systems"	2	4.65%	100.00	50.00	1
"central AC"	1	0.88%	100.00	100.00	0

Top Converting Keywords

Keyword	Clicks	CTR	Conversions	Conv. Rate	Cost/Conv
"air conditioning"	51	0.88%	14	27.45%	39.64
"central air"	11	2.47%	3	27.27%	33.33
"air conditioning systems"	2	4.65%	1	50.00%	100.00