

MONTHLY PPC REPORT

RESULTS COMMENTS

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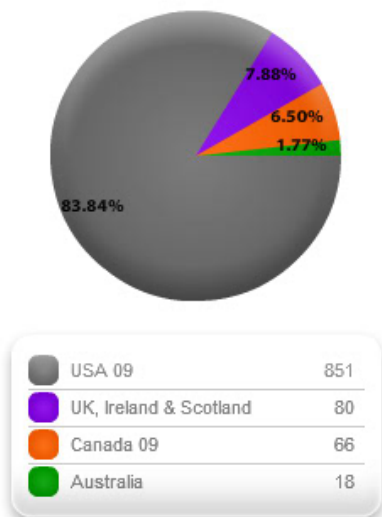
CONSOLIDATED AD CAMPAIGN PERFORMANCE OVERVIEW

Date range : Last Month (May)

Consolidated Campaigns	Impr.	Clicks	CTR	Avg. CPC	Cost	Avg. Pos.	Conv.	Conv. Rate	Cost/Conv.
USA 09	89,402	851	0.95 %	\$4.01	\$3,413.52	2.96	7	0.82 %	\$487.64
Canada 09	6,490	66	1.01 %	\$1.93	\$127.53	2.17	0	0.00 %	\$0.00
UK, Ireland & Scotland	5,650	80	1.41 %	\$2.48	\$198.51	3.74	3	3.75 %	\$66.17
Australia	1,695	18	1.06 %	\$1.17	\$21.15	5.11	2	11.11 %	\$10.57
Total:	103,237	1,015	0.98 %	\$3.70	\$3,760.72	2.99	12	1.18 %	\$313.39

CLICKS by AD CAMPAIGN

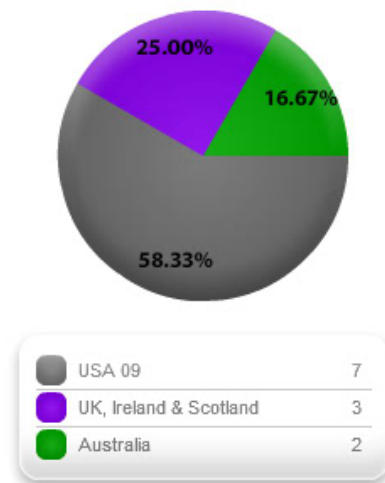
Date range : Last Month (May)



Total Clicks: 1,015

CONVERSIONS by AD CAMPAIGN

Date range : Last Month (May)



Total Conversions: 12

PERFORMANCE OVERVIEW by SEARCH ENGINE

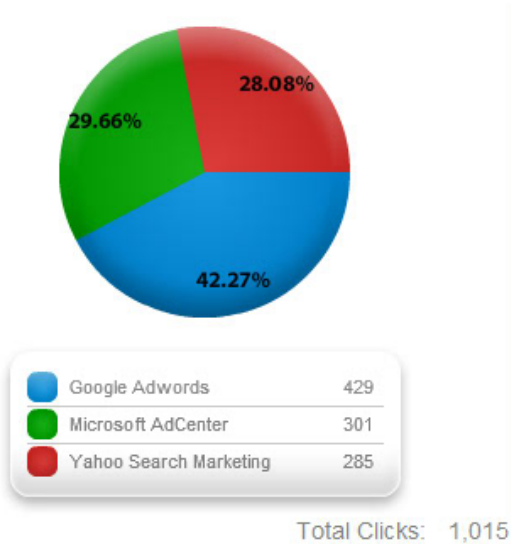
PERFORMANCE by SEARCH ENGINE

Date range : Last Month (May)

Consolidated Campaigns	Impr.	Clicks	CTR	Avg. CPC	Cost	Avg. Pos.	Conv.	Conv. Rate	Cost/Conv.
AdWords	36,735	429	1.16 %	\$5.96	\$2,559.70	3.43	9	2.09 %	\$284.41
AdCenter	27,023	301	1.11 %	\$1.23	\$373.23	3.15	3	0.99 %	\$124.41
Yahoo Search Marketing	39,479	285	0.72 %	\$2.90	\$827.79	2.47	0	0.00 %	\$0.00
	103,237	1,015	0.98 %	\$3.70	\$3,760.72	2.99	12	1.18 %	\$313.39

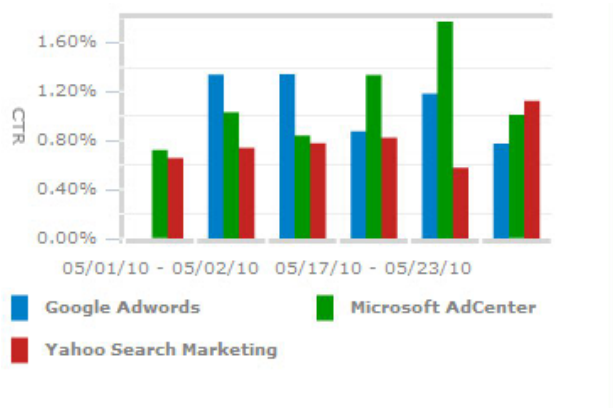
CLICKS by SEARCH ENGINE

Date range : Last Month (May)



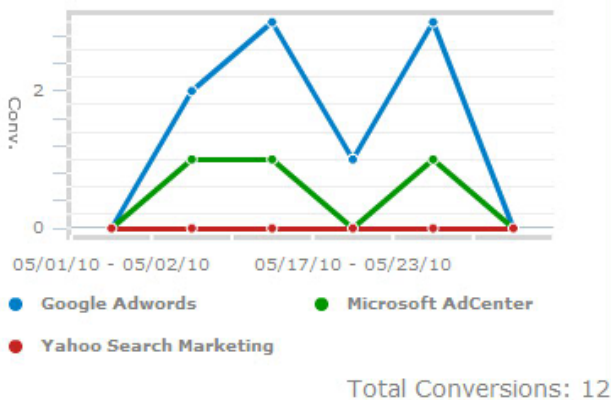
CLICK THROUGH RATE by SEARCH ENGINE

Date range : Last Month (May)



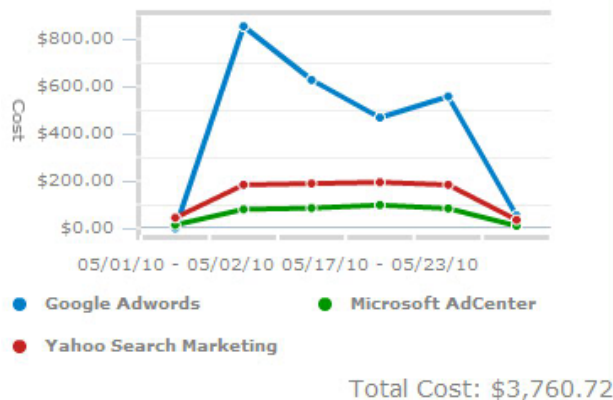
CONVERSIONS by SEARCH ENGINE

Date range : Last Month (May)



COST by SEARCH ENGINE

Date range : Last Month (May)



KEYWORD SUMMARY

GOOGLE TOP 10 KEYWORDS by CLICKS

Date range : Last Month (May)

AdWords Keywords	Impr.	Clicks	CTR	Avg. CPC	Cost	Avg. Pos.	Conv.	Conv. Rate	Cost/Conv.
acquisio	293	26	8.87 %	\$1.11	\$28.87	1.69	0	0.00 %	\$0.00
sem software	1,006	19	1.88 %	\$7.94	\$150.92	1.88	0	0.00 %	\$0.00
ppc software	760	16	2.10 %	\$8.54	\$136.65	3.16	0	0.00 %	\$0.00
acquisio	71	13	18.30 %	\$0.19	\$2.48	1.38	0	0.00 %	\$0.00
ppc management software	622	13	2.09 %	\$11.21	\$145.77	2.68	1	7.69 %	\$145.77
online marketing tools	525	12	2.28 %	\$5.08	\$60.98	1.72	0	0.00 %	\$0.00
sem software	182	11	6.04 %	\$7.99	\$87.91	2.12	0	0.00 %	\$0.00
Adwords management	826	10	1.21 %	\$8.37	\$83.75	5.01	0	0.00 %	\$0.00
bid management	274	8	2.91 %	\$3.44	\$27.56	2.27	0	0.00 %	\$0.00
search management systems	278	6	2.15 %	\$3.37	\$20.27	1.71	0	0.00 %	\$0.00
	4,837	134	2.77 %	\$5.56	\$745.16	2.70	1	0.74 %	\$745.16

YAHOO TOP 10 KEYWORDS by CLICKS

Date range : Last Month (May)

Yahoo! Keywords	Impr.	Clicks	CTR	Avg. CPC	Cost	Avg. Pos.	Conv.	Conv. Rate	Cost/Conv.
pay per click software	7,727	154	1.99 %	\$3.33	\$513.02	1.60	0	0.00 %	\$0.00
ppc management softwares	1,887	18	0.95 %	\$3.53	\$63.66	2.19	0	0.00 %	\$0.00
keywords selection tool	3,753	15	0.39 %	\$3.18	\$47.71	2.20	0	0.00 %	\$0.00
search engine marketing managemer	263	15	5.70 %	\$1.46	\$22.02	1.08	0	0.00 %	\$0.00
Search Engine Strategies	1,238	11	0.88 %	\$0.16	\$1.77	2.06	0	0.00 %	\$0.00
ppc bid management	686	7	1.02 %	\$1.42	\$9.97	1.93	0	0.00 %	\$0.00
pay per click software	899	7	0.77 %	\$4.24	\$29.68	2.51	0	0.00 %	\$0.00
ppc management software	1,940	4	0.20 %	\$3.55	\$14.22	3.10	0	0.00 %	\$0.00
SMX	357	4	1.12 %	\$0.51	\$2.05	1.04	0	0.00 %	\$0.00
ppc optimization	418	4	0.95 %	\$0.72	\$2.91	1.42	0	0.00 %	\$0.00
	19,168	239	1.24 %	\$2.95	\$707.00	1.99	0	0.00 %	\$0.00

TRENDS - LAST MONTH

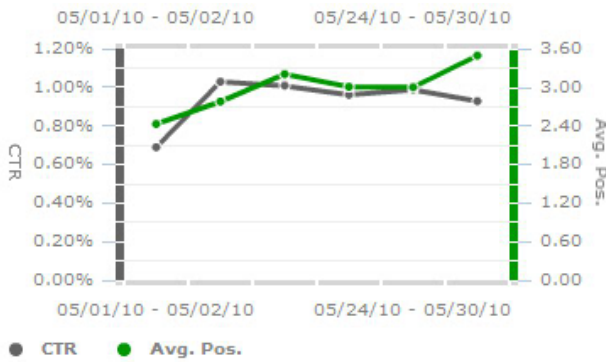
WEEK by WEEK OVERVIEW

Date range : Last Month (May)

Date Ranges	Impr.	Clicks	CTR	Avg. CPC	Cost	Avg. Pos.	Conv.	Conv. Rate	Cost/Conv.
05/01/10 - 05/02/10	4,205	29	0.68 %	\$2.03	\$58.97	2.43	0	0.00 %	\$0.00
05/03/10 - 05/09/10	25,266	260	1.02 %	\$4.29	\$1,116.63	2.78	3	1.15 %	\$372.21
05/10/10 - 05/16/10	24,598	248	1.00 %	\$3.63	\$901.14	3.21	4	1.61 %	\$225.28
05/17/10 - 05/23/10	22,247	214	0.96 %	\$3.55	\$760.03	3.01	1	0.46 %	\$760.03
05/24/10 - 05/30/10	23,908	236	0.98 %	\$3.48	\$823.40	3.00	4	1.69 %	\$205.85
05/31/10 - 05/31/10	3,013	28	0.92 %	\$3.59	\$100.52	3.50	0	0.00 %	\$0.00
Total:	103,237	1,015	0.98 %	\$3.70	\$3,760.72	2.99	12	1.18 %	\$313.39

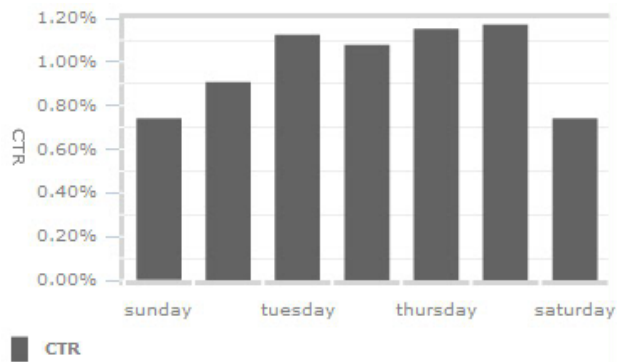
CLICK THROUGH RATE vs AVERAGE POSITION

Date range : Last Month (May)



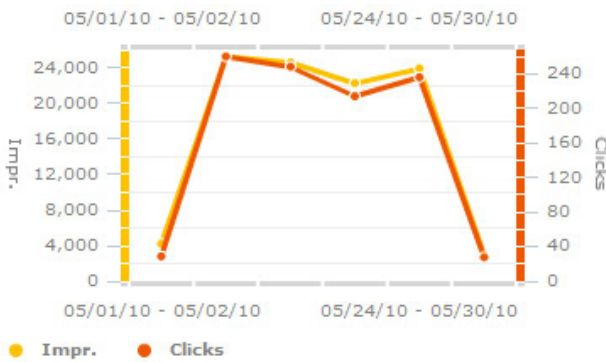
CLICK THROUGH RATE by DAY OF WEEK

Date range : Last Month (May)



IMPRESSIONS vs CLICKS

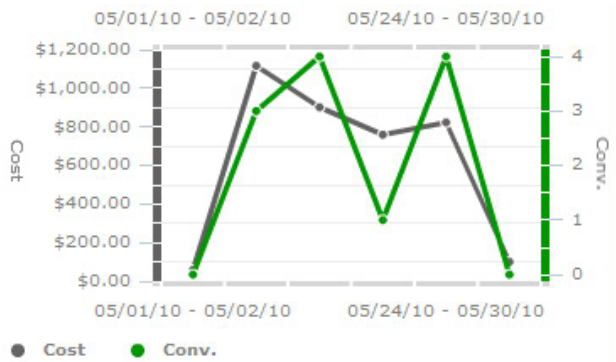
Date range : Last Month (May)



Total Impressions: 103,237, Total Clicks: 1,015

COST vs CONVERSIONS

Date range : Last Month (May)



Total Cost: \$3,760.72, Total Conversions: 12

TRENDS - OVER TIME

LAST 7 DAYS

Date range : Last 7 Days (05/27/10 - 06/02/10)

Date Ranges	Impr.	Clicks	CTR	Avg. CPC	Cost	Avg. Pos.	Conv.	Conv. Rate	Cost/Conv.
05/27/10 - 06/02/10	22,555	207	0.91 %	\$3.37	\$699.03	3.07	4	1.93 %	\$174.75
Total:	22,555	207	0.91 %	\$3.37	\$699.03	3.07	4	1.93 %	\$174.75

LAST 30 DAYS

Date range : Last 30 Days (05/04/10 - 06/02/10)

Date Ranges	Impr.	Clicks	CTR	Avg. CPC	Cost	Avg. Pos.	Conv.	Conv. Rate	Cost/Conv.
05/04/10 - 06/02/10	101,762	1,020	1.00 %	\$3.74	\$3,818.14	3.06	15	1.47 %	\$254.54
Total:	101,762	1,020	1.00 %	\$3.74	\$3,818.14	3.06	15	1.47 %	\$254.54

LAST 90 DAYS

Date range : Last 90 Days (03/05/10 - 06/02/10)

Date Ranges	Impr.	Clicks	CTR	Avg. CPC	Cost	Avg. Pos.	Conv.	Conv. Rate	Cost/Conv.
03/05/10 - 06/02/10	429,648	3,552	0.82 %	\$3.37	\$11,986.14	2.69	64	1.80 %	\$187.28
Total:	429,648	3,552	0.82 %	\$3.37	\$11,986.14	2.69	64	1.80 %	\$187.28

LAST YEAR

Date range : Last Year (2009)

Date Ranges	Impr.	Clicks	CTR	Avg. CPC	Cost	Avg. Pos.	Conv.	Conv. Rate	Cost/Conv.
01/01/09 - 12/31/09	1,282,009	12,799	0.99 %	\$4.21	\$53,936.23	2.93	296	2.31 %	\$182.21
Total:	1,282,009	12,799	0.99 %	\$4.21	\$53,936.23	2.93	296	2.31 %	\$182.21