

MONTHLY REPORT

PERFORMANCE RECAP

Account: zenclick | Period: February 1-29, 2012

OBJECTIVES vs. ACTUAL PERFORMANCE

Budget: \$25,000 | Actual Spend: \$23,065.97

Objective: 10,000 Clicks at \$1.50 CPC | Actual: 15,509 Clicks at \$1.49 CPC

Objective: 110 Conv. at \$100 CPA | Actual: 195 Conv. at \$118.29 CPA

- The number of leads increased significantly since the new campaign launched on January 7th 2012; the CPA remained relatively stable between \$100 and \$120.
- In mid February we were asked to increase budget for our PPC campaigns. This resulted in an increase of weekly adspend and traffic.
- The campaigns are still being optimized to adapt to this new budget allocation.
- The share of budget dedicated to "Brand" accounted for 8.60% of the total ad spend in July (8.57% in June). The target is to keep this share below 10%.

LAST MONTH

Date range : Last Month (February)

Date Ranges	Impr.	Clicks	CTR	Avg. Pos.	Avg. CPC	Cost	Conv.	Conv. Rate	Cost/Conv.
2/1/2012 - 2/29/2012	16,344,729	15,509	0.09 %	2.02	\$1.49	\$23,065.97	195	1.26 %	\$118.29
Total:	16,344,729	15,509	0.09 %	2.02	\$1.49	\$23,065.97	195	1.26 %	\$118.29

TWO MONTHS AGO

Date range : Two Months Ago (January)

Date Ranges	Impr.	Clicks	CTR	Avg. Pos.	Avg. CPC	Cost	Conv.	Conv. Rate	Cost/Conv.
1/1/2012 - 1/31/2012	13,430,206	11,425	0.09 %	2.39	\$1.50	\$17,095.00	159	1.39 %	\$107.52
Total:	13,430,206	11,425	0.09 %	2.39	\$1.50	\$17,095.00	159	1.39 %	\$107.52

CLICKS

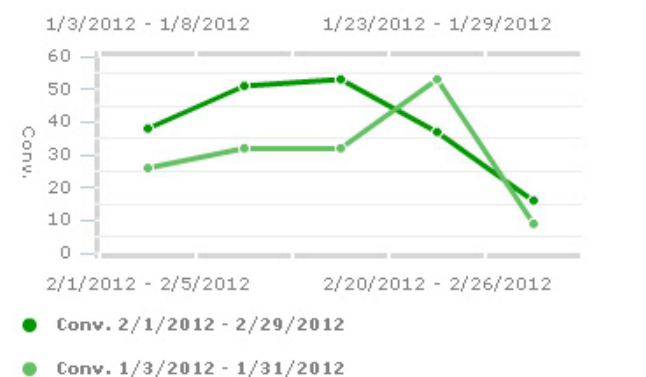
Date range : Last Month (February)



Total Clicks: 15,509

CONVERSIONS

Date range : Last Month (February)



Total Conversions: 195

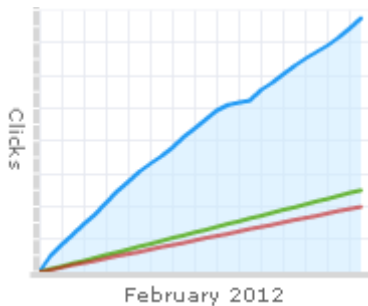
Budget KPI Overview



Budget Spent: \$23,065.97

Target Budget:	\$25,000.00	End of Month Target:	\$25,000.00
% of Target Spent:	92.26%	% of End of Month Target:	92.26%
Daily Spend:	\$795.38/Day	End of Month Forecast:	\$23,065.97
Daily Spend to reach target:	None	Remaining Days	None

Clicks KPI Overview



Clicks: 15,509

Target Clicks at this date:	5,000	End of Month Target:	5,000
% of Target Clicks:	310.18%	% of End of Month Target:	310.18%
Daily Clicks:	534.79/Day	End of Month Forecast:	15,509
Daily Clicks to reach target:	—	Remaining Days	None

Conversions KPI Overview



Conversions: 195

Target Conversions at this date:	110	End of Month Target:	110
% of Target Conversions:	177.27%	% of End of Month Target:	177.27%
Daily Conversions:	6.72/Day	End of Month Forecast:	195
Daily Conversions to reach target:	—	Remaining Days	None

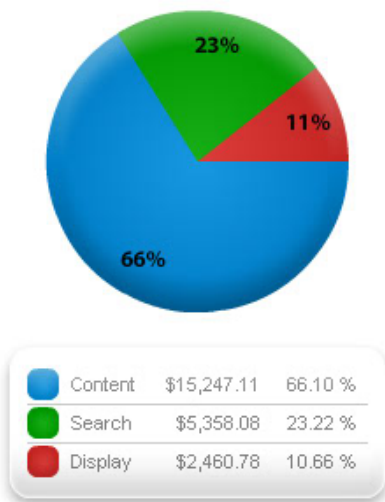
PERFORMANCE by CHANNEL

Date range : Last Month (February)

Network Type	Impr.	Clicks	CTR	Avg. Pos.	Avg. CPC	Cost	Conv.	Conv. Rate	Cost/Conv.
Content	15,593,317	4,062	0.03 %	2.02	\$3.75	\$15,247.11	136	3.35 %	\$112.11
Search	63,698	1,341	2.11 %	2.38	\$4.00	\$5,358.08	45	3.36 %	\$119.07
Display	687,714	10,106	1.47 %	0.00	\$0.24	\$2,460.78	14	0.14 %	\$175.77
Total:	16,344,729	15,509	0.09 %	2.02	\$1.49	\$23,065.97	195	1.26 %	\$118.29

COST by CHANNEL

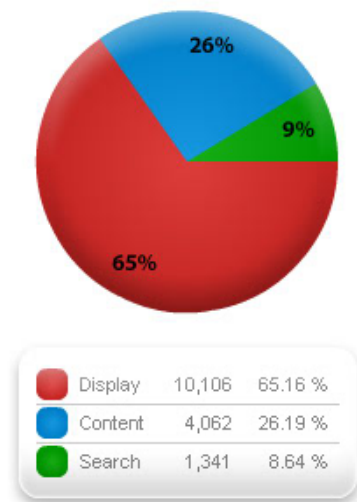
Date range : Last Month (February)



Total Cost : \$23,065.97

CLICKS by CHANNEL

Date range : Last Month (February)



Total Clicks: 15,509

Attribution Paths - Acquisio

Date range : Last Month (February)

	Frequent Conversion Paths	Conv.	% of All Conv.
1.	Display impr.	206	5.3%
2.	Search click	41	1.0%
3.	Content click → Display impr.	7	0.1%
4.	Search click → Display impr.	4	0.1%
5.	Content click → Search click	3	0.0%
	Other	0	0.0%
	Unknown	3557	93.0%
Total:		3818	

KEYWORD PERFORMANCE

Top 20 Keywords - Google AdWords - Based on Clicks (All campaigns)

Date range : Last Month (February)

	Keyword	Match Type	Impr.	Clicks	CTR	Avg. Pos.	Avg. CPC	Cost	Conv.	Conv. Rate	Cost/Conv.
1	pay per click advertising software	Broad	4,444	194	4.36 %	3.42	\$5.77	\$1,119.84	6	3.09 %	\$186.64
2	+acquisio	Exact	1,047	143	13.65 %	1.00	\$0.24	\$34.05	3	2.09 %	\$11.35
3	acquisio.	Exact	390	46	11.79 %	1.00	\$0.22	\$9.98	5	10.86 %	\$2.00
4	www. acquisio. com	Broad	241	38	15.76 %	1.00	\$0.53	\$20.13	0	0.00 %	\$0.00
5	pay per click management	Broad	5,074	23	0.45 %	4.60	\$10.31	\$237.22	1	4.34 %	\$237.22
6	bid management	Phrase	842	18	2.13 %	2.19	\$8.09	\$145.61	1	5.55 %	\$145.61
7	adwords management tool	Broad	687	16	2.32 %	2.29	\$9.48	\$151.72	1	6.25 %	\$151.72
8	acquisio com	Broad	303	14	4.62 %	1.00	\$0.99	\$13.91	1	7.14 %	\$13.91
9	pay per click management software	Broad	775	14	1.80 %	4.60	\$10.52	\$147.29	0	0.00 %	\$0.00
10	+acquisio	Phrase	378	14	3.70 %	1.01	\$1.04	\$14.53	1	7.14 %	\$14.53
11	pay per click software	Broad	1,671	13	0.77 %	4.39	\$5.89	\$76.52	1	7.69 %	\$76.52
12	automated bidding software	Broad	182	12	6.59 %	1.18	\$4.45	\$53.40	0	0.00 %	\$0.00
13	ppc management software	Broad	779	10	1.28 %	3.82	\$10.00	\$100.00	0	0.00 %	\$0.00
14	+acquisio	Broad	71	10	14.08 %	1.00	\$0.29	\$2.91	0	0.00 %	\$0.00
15	pay per click software	Broad	626	9	1.43 %	3.04	\$7.80	\$70.23	0	0.00 %	\$0.00
16	pay per click advertising software	Broad	164	9	5.48 %	2.35	\$7.00	\$63.00	0	0.00 %	\$0.00
17	bid management	Exact	202	8	3.96 %	2.17	\$7.78	\$62.27	1	12.50 %	\$62.27
18	bid management software	Broad	347	8	2.30 %	2.44	\$5.97	\$47.78	1	12.50 %	\$47.78
19	software pay per click	Broad	430	7	1.62 %	1.88	\$5.65	\$39.54	0	0.00 %	\$0.00

Top 20 Keywords - Google AdWords - Based on Conv. (All campaigns)

Date range : Last Month (February)

	Keyword	Match Type	Impr.	Clicks	CTR	Avg. Pos.	Avg. CPC	Cost	Conv.	Conv. Rate	Cost/Conv.
1	pay per click advertising software	Broad	4,444	194	4.36 %	3.42	\$5.77	\$1,119.84	6	3.09 %	\$186.64
2	acquisio.	Exact	390	46	11.79 %	1.00	\$0.22	\$9.98	5	10.86 %	\$2.00
3	+acquisio	Exact	1,047	143	13.65 %	1.00	\$0.24	\$34.05	3	2.09 %	\$11.35
4	ppc management tool	Broad	176	7	3.97 %	3.65	\$11.31	\$79.15	2	28.57 %	\$39.58
5	social media advertising	Phrase	345	5	1.44 %	1.89	\$6.81	\$34.06	1	20.00 %	\$34.06
6	sem software	Phrase	13	1	7.69 %	1.00	\$6.08	\$6.08	1	100.00 %	\$6.08
7	bid management	Phrase	842	18	2.13 %	2.19	\$8.09	\$145.61	1	5.55 %	\$145.61
8	acquisio com	Broad	303	14	4.62 %	1.00	\$0.99	\$13.91	1	7.14 %	\$13.91
9	bid management	Exact	202	8	3.96 %	2.17	\$7.78	\$62.27	1	12.50 %	\$62.27
10	ppc management software	Broad	234	4	1.70 %	1.85	\$7.03	\$28.12	1	25.00 %	\$28.12
11	ppc campaign management software	Exact	1	1	100.00 %	1.00	\$3.75	\$3.75	1	100.00 %	\$3.75
12	adcenter management software	Exact	1	1	100.00 %	1.00	\$4.14	\$4.14	1	100.00 %	\$4.14
13	pay per click management	Broad	5,074	23	0.45 %	4.60	\$10.31	\$237.22	1	4.34 %	\$237.22
14	ppc bid management software	Broad	278	4	1.43 %	3.16	\$9.82	\$39.27	1	25.00 %	\$39.27
15	+paid +search +bidding +software	Broad	2	1	50.00 %	2.50	\$11.87	\$11.87	1	100.00 %	\$11.87
16	+aquisio	Exact	36	6	16.66 %	1.00	\$0.31	\$1.86	1	16.66 %	\$1.86
17	+acquisio	Phrase	378	14	3.70 %	1.01	\$1.04	\$14.53	1	7.14 %	\$14.53
18	adwords management tool	Broad	687	16	2.32 %	2.29	\$9.48	\$151.72	1	6.25 %	\$151.72
19	bid management tools	Broad	129	2	1.55 %	3.61	\$9.25	\$18.49	1	50.00 %	\$18.49

TEXT AD PERFORMANCE

Top 10 Text Ads - All publishers - Based on Conv.

Date range : Last Month (February)

	Text Ad	Impr.	Clicks	Avg. Pos.	CTR	Avg. CPC	Cost	Conv.	Conv. Rate	Cost/Conv.
1	Make AdWords Rock Get Better PPC Results. Save Time. Manage Accounts Easier. Get a Demo! www.acquisio.com/AdWords	3,377,691	785	1.83	0.02 %	\$4.35	\$3,411.77	43	5.47 %	\$79.34
2	Make AdWords Rock Need Better PPC Results? Optimize Campaigns Fast, Easy. Try Acquisio! www.acquisio.com/AdWords	3,426,057	890	1.80	0.02 %	\$4.21	\$3,751.14	30	3.37 %	\$125.04
3	Rock Your PPC Campaigns Get Better PPC Results. Save Time. Manage Accounts Easier. Get a Demo! www.acquisio.com/PPC	2,266,213	457	2.20	0.02 %	\$4.71	\$2,152.74	21	4.59 %	\$102.51
4	Get More Out of AdWords Get Better PPC Results. Save Time. Manage Accounts Easier. Get a Demo! www.acquisio.com/AdWords	702,357	165	1.83	0.02 %	\$4.51	\$744.39	7	4.24 %	\$106.34
5	Check Out Acquisio Now Pay Per Click Management Software Designed for Agencies. Get a Demo! www.Acquisio.com/PPCSoftware	190,936	144	1.57	0.07 %	\$2.14	\$307.78	6	4.16 %	\$51.30
6	Make AdWords Rock Get Better PPC Results. Save Time. Manage Accounts Easier. Get a Demo! www.acquisio.com/AdWords	940,941	200	2.22	0.02 %	\$4.20	\$840.22	6	3.00 %	\$140.04
7	Make AdWords Rock Need Better PPC Results? Optimize Campaigns Fast, Easy. Try Acquisio! www.acquisio.com/AdWords	196,942	80	2.35	0.04 %	\$4.10	\$327.98	5	6.25 %	\$65.60
8	Pay Per Click Software Get Better PPC Results. Save Time. Manage Accounts Easier. Get a Demo! www.acquisio.com/ppc+software	1,571	74	3.46	4.71 %	\$6.58	\$487.13	5	6.75 %	\$97.43
9	Acquisio Search Pay Per Click Management Software Designed for Agencies. Get a Demo! www.Acquisio.com/PPCSoftware	678	64	1.29	9.43 %	\$0.39	\$25.00	4	6.25 %	\$6.25
10	Rock Your PPC Campaigns Need Better PPC Results? Optimize Campaigns Fast, Easy. Try Acquisio! www.acquisio.com/PPC	346,667	92	2.01	0.02 %	\$5.21	\$479.35	4	4.34 %	\$119.84

TRENDS OVER TIME

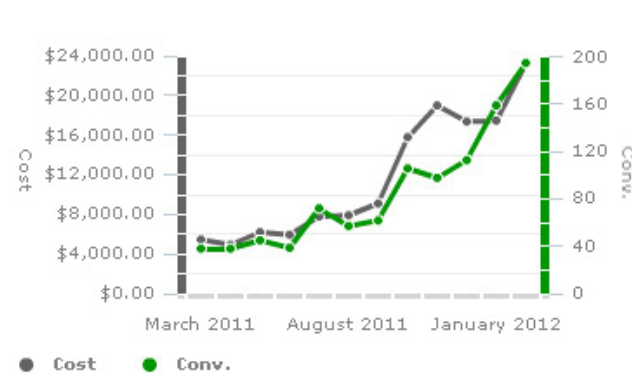
LAST 12 MONTHS

Date range : Last 12 Months (3/1/2011 - 2/29/2012)

Date Ranges	Impr.	Clicks	CTR	Avg. Pos.	Avg. CPC	Cost	Conv.	Conv. Rate	Cost/Conv.
March 11 (3/1/2011 - 3/31/2011)	51,114	808	1.58 %	3.22	\$6.78	\$5,479.22	38	4.70 %	\$144.19
April 11 (4/1/2011 - 4/30/2011)	39,797	664	1.67 %	3.85	\$7.44	\$4,939.12	38	5.72 %	\$129.98
May 11 (5/1/2011 - 5/31/2011)	92,769	1,045	1.13 %	4.40	\$5.96	\$6,230.65	45	4.31 %	\$138.46
June 11 (6/1/2011 - 6/30/2011)	170,314	1,191	0.70 %	4.59	\$4.99	\$5,940.79	39	3.27 %	\$152.33
July 11 (7/1/2011 - 7/31/2011)	6,001,741	2,328	0.04 %	3.48	\$3.35	\$7,787.55	72	3.09 %	\$108.16
August 11 (8/1/2011 - 8/31/2011)	3,991,692	2,394	0.06 %	3.52	\$3.31	\$7,912.61	57	2.38 %	\$138.82
September 11 (9/1/2011 - 9/30/2011)	4,369,733	2,584	0.06 %	3.75	\$3.52	\$9,108.59	62	2.40 %	\$146.91
October 11 (10/1/2011 - 10/31/2011)	18,838,402	6,257	0.03 %	2.78	\$2.52	\$15,784.22	106	1.69 %	\$148.91
November 11 (11/1/2011 - 11/30/2011)	13,837,506	11,380	0.08 %	2.92	\$1.67	\$19,010.05	98	0.86 %	\$193.98
December 11 (12/1/2011 - 12/31/2011)	9,251,677	7,149	0.08 %	3.13	\$2.43	\$17,372.67	113	1.58 %	\$153.74
January 12 (1/1/2012 - 1/31/2012)	13,430,206	11,425	0.09 %	2.39	\$1.53	\$17,449.91	159	1.39 %	\$109.75
February 12 (2/1/2012 - 2/29/2012)	16,344,729	15,509	0.09 %	2.02	\$1.50	\$23,203.79	195	1.26 %	\$118.99
Total:	86,419,680	62,734	0.07 %	2.73	\$2.24	\$140,219.16	1,022	1.63 %	\$137.20

COST vs CONVERSIONS

Date range : Last 12 Months (3/1/2011 - 2/29/2012)



Total Cost: \$140,219.16, Total Conversions: 1,022

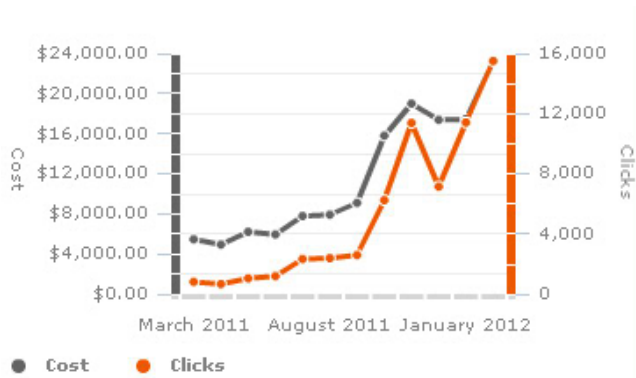
COST PER CONVERSION

Date range : Last 12 Months (3/1/2011 - 2/29/2012)



COST vs CLICKS

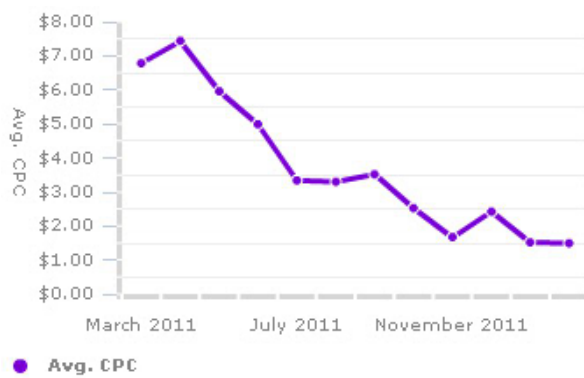
Date range : Last 12 Months (3/1/2011 - 2/29/2012)



Total Cost: \$140,219.16, Total Clicks: 62,734

AVERAGE COST PER CLICK

Date range : Last 12 Months (3/1/2011 - 2/29/2012)



NEXT STEPS...

NEXT MONTH'S OBJECTIVES

Budget: \$30,000

17,000 Clicks at \$1.10 CPC

300 Conv. at \$90 CPA

RECOMMENDATIONS

- Progressive reopening and optimization of the campaigns on Microsoft AdCenter.
- The list of services has not been updated since last fall. We believe that it would be beneficial to update the list of keywords to include new match types and variations.
- Integration of Google Analytics data into campaign reporting (data connector needs to be activated).