

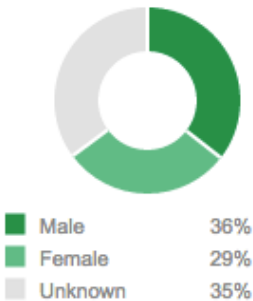


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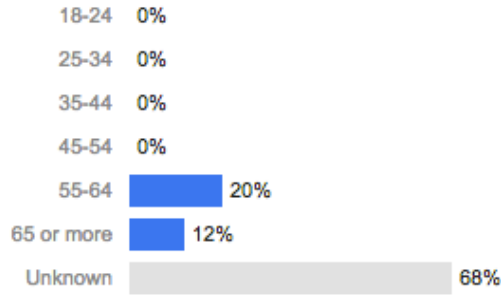
**Client Name**  
 Google AdWords Performance Overview  
 Month Year

Campaign Name	Campaign Name				
Campaign Type	Display Network Only				
Ad Group	Interests	Keywords	Placements	Topics	Totals
Clicks	63	415	9	0	487
Impressions	26,109	159,926	3,393	1,459	190,887
CTR	0.24%	0.26%	0.27%	0.00%	0.26%
Avg. CPC	\$0.66	\$0.58	\$1.67	\$0.00	\$0.61
Avg. CPM	\$1.60	\$1.52	\$4.43	\$0.00	\$1.57
<b>Cost</b>	<b>\$41.82</b>	<b>\$242.62</b>	<b>\$15.03</b>	<b>\$0.00</b>	<b>\$299.47</b>

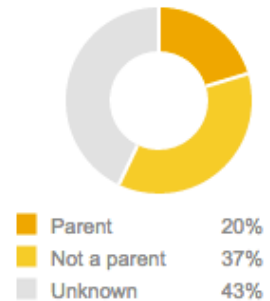
Gender



Age



Parental status



**Notes**

This campaign consistently maxed out its daily budget throughout the month, achieving 487 clicks and 190,887 impressions. In spite of the seemingly broad geographic targeting, the campaign was limited to areas in the southeastern United States with an average household income in the top 30% and it saw an above-average click-through rate (CTR) of 0.26% - nearly three times the industry average of 0.09% for display campaigns. The 'Topics' ad group didn't see any clicks and few impressions during the month, and will be paused in the future. The frequency cap has been changed from 2 per day to 3 per week.

- *Impression:* Counted each time ad is shown on a search result page or other site on the Google Network
- *CTR:* Click-Through Rate; no. of clicks vs. no. of impressions (*display campaign industry average: 0.09%*)
- *Avg. CPC:* Average Cost Per Click
- *Avg. CPM:* Cost per thousand impressions (*industry average for display campaigns: \$10-60*)