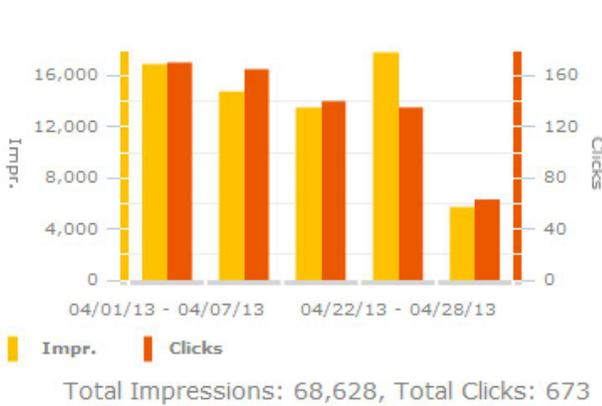


## PPC Performance Analysis

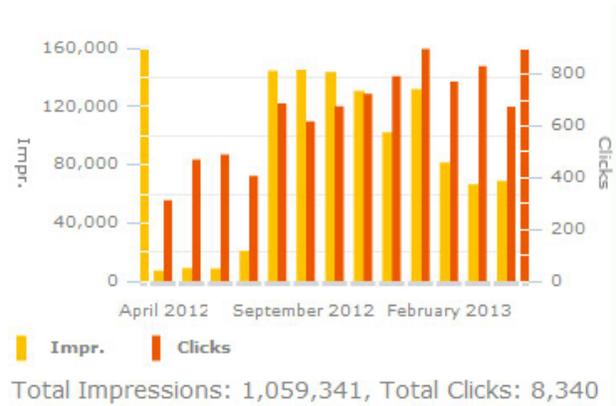
### Total Imp & Clicks

Date range : Last Month (April)



### Total Imp & Clicks Last 13 Months

Date range : 4/1/2012 - 4/30/2013



### CTR Last 13 Mos (Content=Remarketing CTR)

Date range : 4/1/2012 - 4/30/2013



### Impressions and Clicks

Account Impressions are keeping steady over the past few months. Our persistent work on negatives and tweaking of the fine tuned exposure has paid off. Additional changes were made to the account this month to increase quality traffic. These changes were to boost the higher search volume keywords. The changes are moving these keywords in a positive direction and has already improved the CTR (click through ratio) for non remarketing campaigns for the month of April. An adjustment has been made this month to allow additional display on remarketing to assist in the slight decrease of CTR. Analysis will continue on increasing remarketing impressions while focusing on conversions.

#### Next Quarter Suggestions:

- Continue Ad copy Project for PPC ads
- Discuss expansion into MSN/Bing
- Discuss expansion into Display Network with a very targeted reach
- Continue work on campaigns and tactics to improve performance using expert strategies.

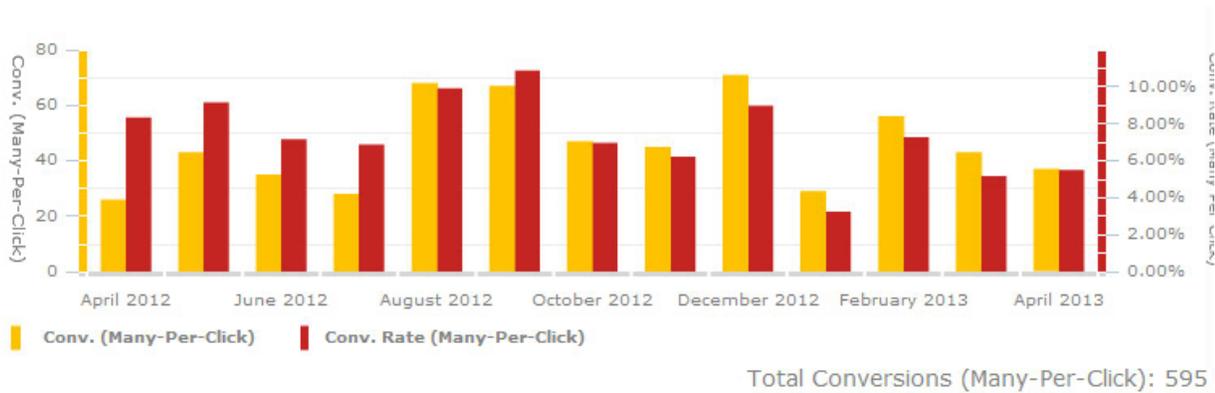
**Conv & Conv Rate Last 13 Mos**

Date range : 4/1/2012 - 4/30/2013



**Conv & Conv Rate Many Per Click Last 13 Mos**

Date range : 4/1/2012 - 4/30/2013

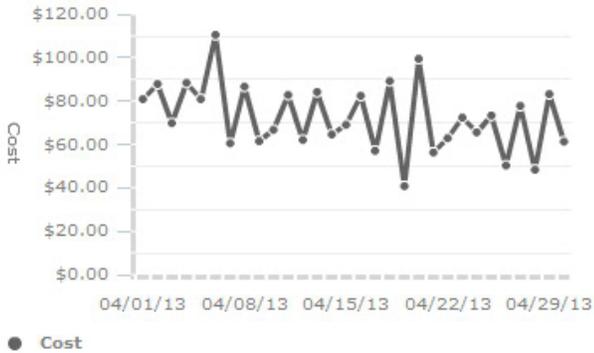


**Conversions and Conversion Rates**

With the discussed focus this last month, the month of April received an increase in the conversion rate over March which proves a higher percentage of the people visiting the site converted. Great strategy and proved itself in the results. While great to see trends monthly, comparing year over year for the same month is very important as seasons and markets change throughout the year. The overall conversion numbers are consistent with the account trend and well above the April 2012 numbers. With new strategies in place, and travel season picking up, expect to see the ROI to continue to improve even more as we grow the account. Work continues to receive the best possible ROI (Return On Investment).

**Cost**

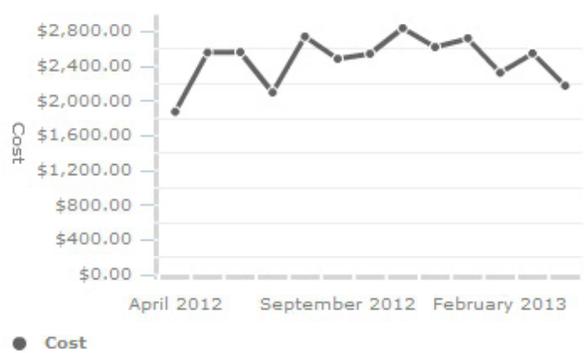
Date range : Last Month (April)



Total Cost: \$2,176.84

**Cost Trend Last 13 Mos**

Date range : 4/1/2012 - 4/30/2013



Total Cost: \$32,125.27

**Cost/Spend**

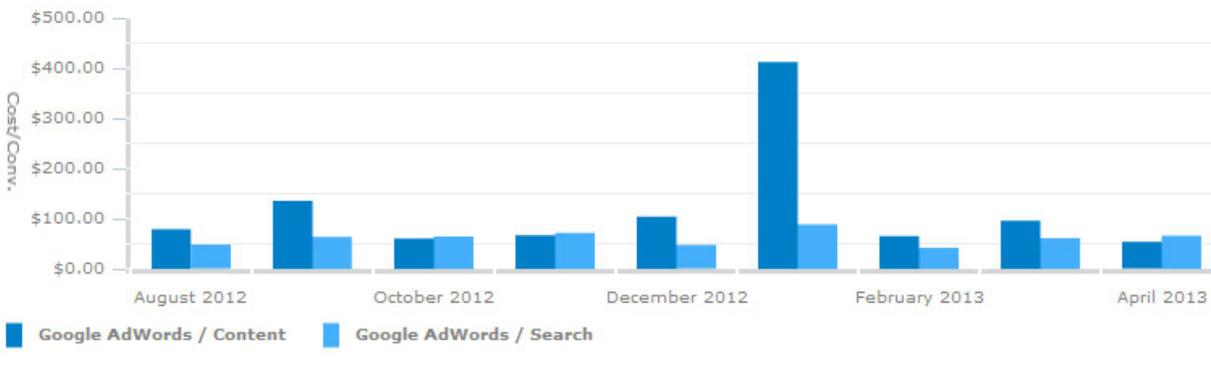
Adjustments continue to be made on the account to generate as many leads as possible with in the allocated budget. Strategies for the different campaigns are being implemented with adjustments to bids and overall daily campaign spend. This month's spend came in below budget to help keep in line with overall yearly budgets.

**Next Quarter Suggestions**

- There is additional opportunities in expanding the Remarketing Campaign
- Discuss Lead Forecast
- Expand to MSN PPC program as discussed

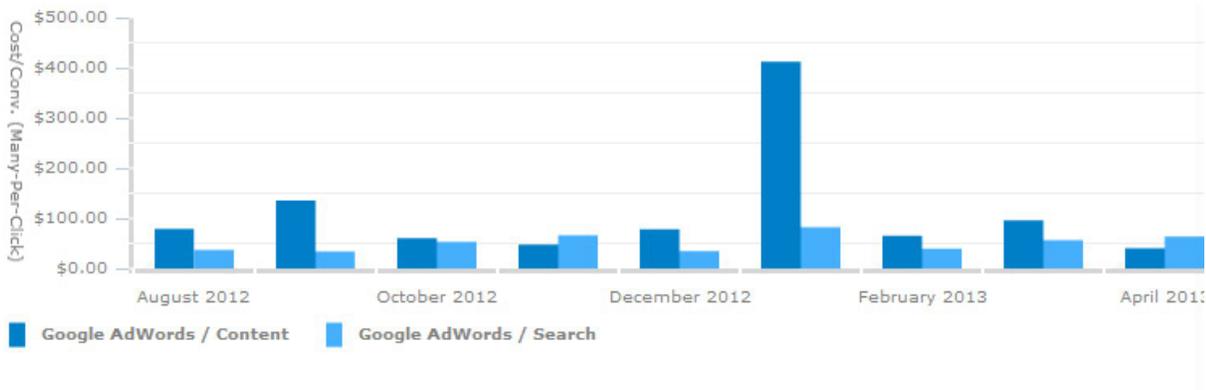
**Cost Per Conversion**

Date range : 8/1/2012 - 4/30/2013



**Cost Per Conversion (ManyPerClick)**

Date range : 8/1/2012 - 4/30/2013



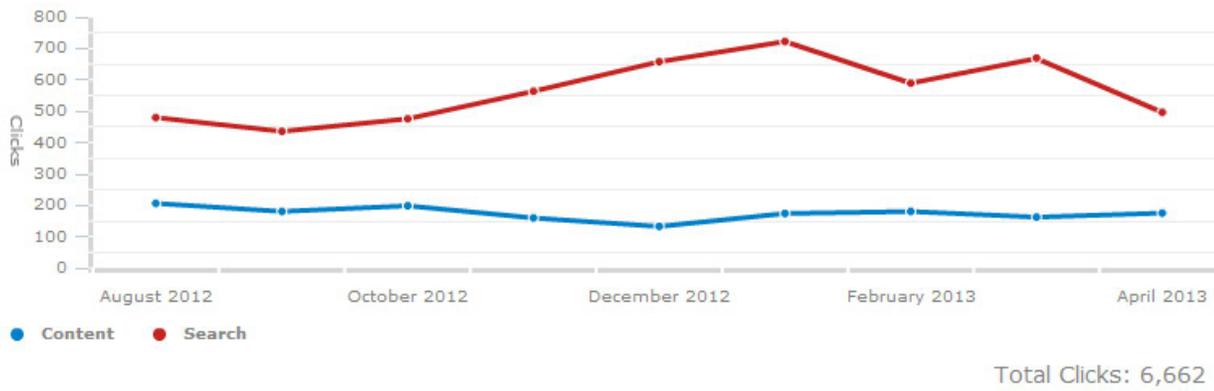
**Cost Per Conversion**

April received positive results this month with a decrease in the cost per conversion (CPCon) percent over March 2013. A decrease of \$16 per conversion for traditional PPC campaigns and a \$32 decrease for remarketing campaigns. These results are due to the extensive research and changes to the account to drive more targeted traffic as well as negate traffic that is unwanted and unrelated. Daily focus continues to keep the cost per conversion at a respectable and profitable level.

## Remarketing Performance

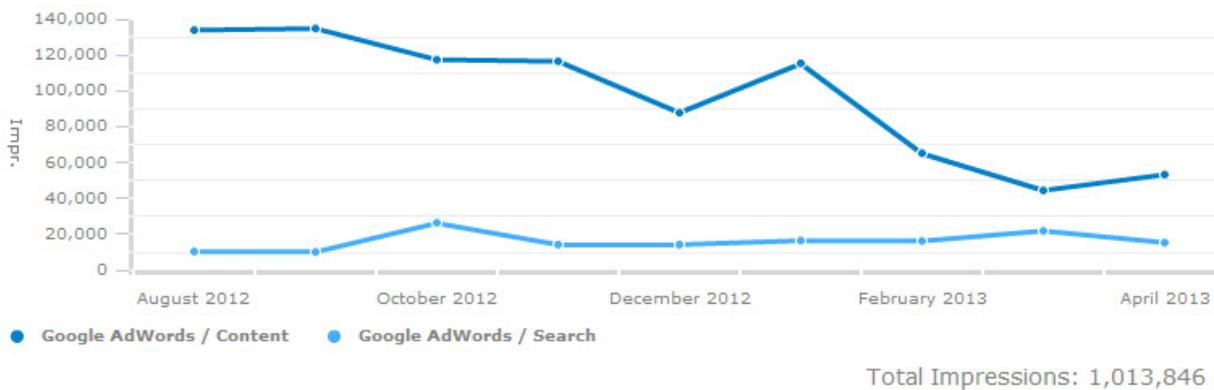
### Remarketing Vs Search Clicks

Date range : 8/1/2012 - 4/30/2013



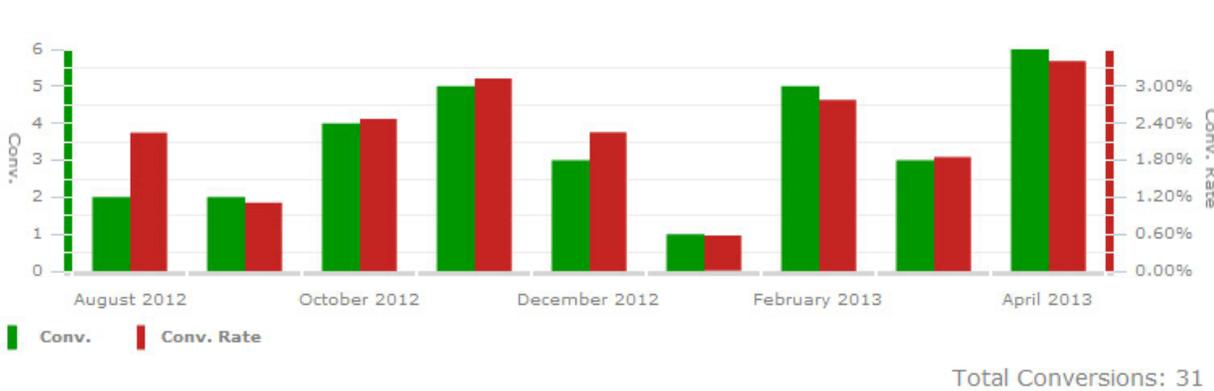
### Remarketing Vs Search Impressions

Date range : 8/1/2012 - 4/30/2013



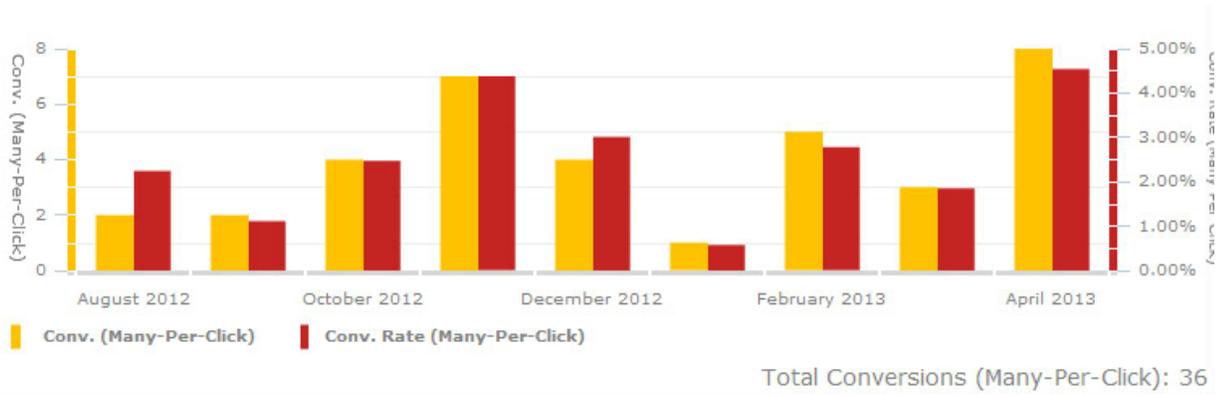
### Remarketing Monthly Conv & Conv Rate Trend

Date range : 8/1/2012 - 4/30/2013



**Remarketing Monthly Conv & Conv Rate Trend (Many Per Click)**

Date range : 8/1/2012 - 4/30/2013



**Remarketing**

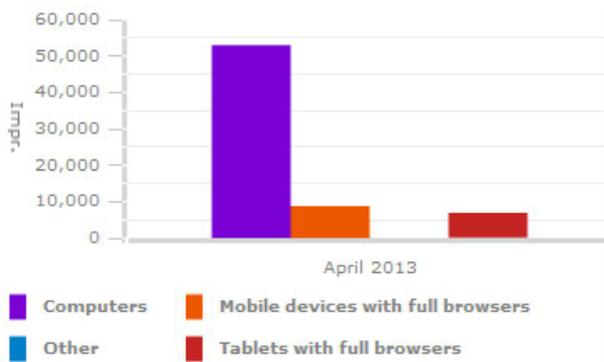
April produced a record number of remarketing conversions. Additional adjustments were made to remarketing campaigns to help with ad display time and allow more overall display time.

Keep in mind remarketing is also serving to create brand awareness.

## Performance By Device

### Total Impressions By Device

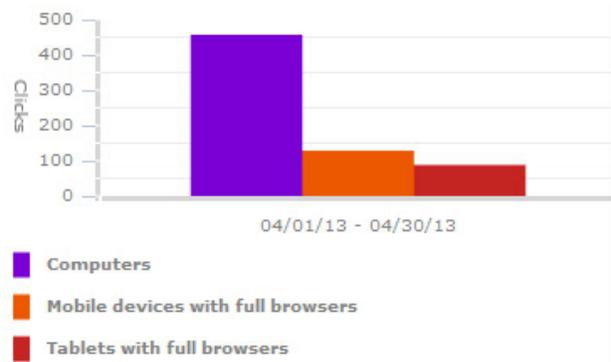
Date range : Last Month (April)



Total Impressions:

### Total Clicks By Device

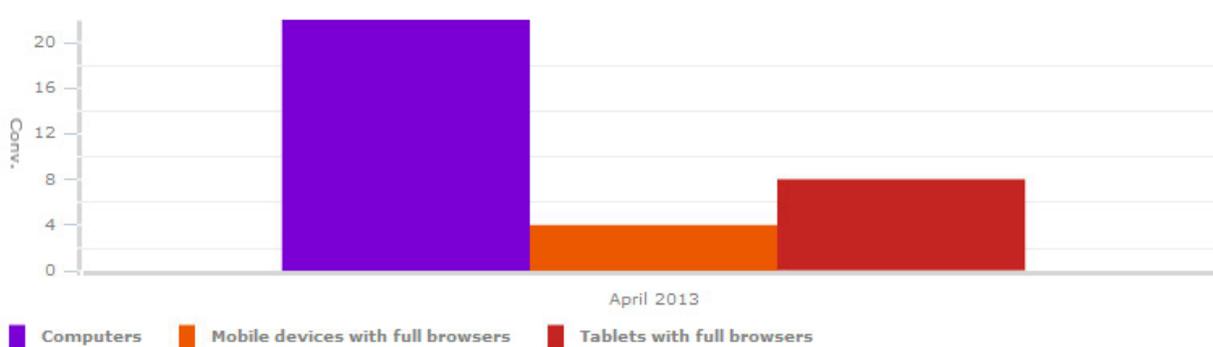
Date range : Last Month (April)



Total Clicks: 673

### Total Conversions By Device

Date range : Last Month (April)



Total Conversions: 34

## Devices

Clearly, the majority of your searchers are viewing your advertising from a desktop computer or Laptop as well as clicking over to the website from your ads. This device is also the leader in where the majority of your conversions are coming from. While more mobile users are clicking through the ads than tablet users, the tablet users are actually converting more often.

### Top 10 Converting Keywords April 2013

| Keyword                  | Match Type | Campaign              | Conversions |
|--------------------------|------------|-----------------------|-------------|
| ABC Airlines             | Phrase     | Brand                 | 27          |
| ABC Airlines             | Broad      | Brand                 | 21          |
| airline tickets          | Phrase     | General Airline Terms | 17          |
| airline flight           | Exact      | General Airline Terms | 12          |
| airline ticket prices    | Exact      | Pricing Terms         | 12          |
| book a flight            | Phrase     | General Flight Terms  | 8           |
| discount airline tickets | Exact      | Pricing Terms         | 4           |
| airline tickets          | Broad      | General Airline Terms | 2           |
| flight specials          | Exact      | Pricing Terms         | 2           |
| ABC flight deals         | Exact      | Brand                 | 1           |

### Top 10 Converting Keywords Last 12 Months

| Keyword                  | Match Type | Campaign              | Conversions |
|--------------------------|------------|-----------------------|-------------|
| ABC Airlines             | Phrase     | Brand                 | 199         |
| ABC Airlines             | Broad      | Brand                 | 121         |
| airline tickets          | Phrase     | General Airline Terms | 83          |
| airline flight           | Exact      | General Airline Terms | 74          |
| airline ticket prices    | Exact      | Pricing Terms         | 38          |
| book a flight            | Phrase     | General Flight Terms  | 22          |
| discount airline tickets | Exact      | Pricing Terms         | 7           |
| airline tickets          | Broad      | General Airline Terms | 5           |
| flight specials          | Exact      | Pricing Terms         | 4           |
| ABC flight deals         | Exact      | Brand                 | 2           |

### Call Details Report April 2013

| Start time      | End time        | Status   | Duration (seconds) | Caller area code | Phone cost | Call type       |
|-----------------|-----------------|----------|--------------------|------------------|------------|-----------------|
| 4/7/2013 10:19  | 4/7/2013 10:21  | Received | 89                 | 309              | \$1.00     | Manually dialed |
| 4/7/2013 15:23  | 4/7/2013 15:23  | Received | 14                 | 516              | \$0.00     | Manually dialed |
| 4/8/2013 1:28   | 4/8/2013 1:28   | Received | 9                  | 201              | \$0.00     | Manually dialed |
| 4/8/2013 15:24  | 4/8/2013 15:37  | Received | 789                | 309              | \$1.00     | Manually dialed |
| 4/9/2013 10:50  | 4/9/2013 10:54  | Received | 234                | 626              | \$1.00     | Manually dialed |
| 4/9/2013 11:08  | 4/9/2013 11:08  | Received | 21                 | 574              | \$0.00     | Manually dialed |
| 4/9/2013 11:09  | 4/9/2013 11:09  | Received | 13                 | 574              | \$0.00     | Manually dialed |
| 4/9/2013 12:05  | 4/9/2013 12:05  | Received | 29                 | 814              | \$0.00     | Manually dialed |
| 4/10/2013 16:51 | 4/10/2013 16:51 | Received | 10                 | 321              | \$0.00     | Manually dialed |
| 4/15/2013 16:53 | 4/15/2013 16:53 | Received | 28                 | 601              | \$0.00     | Manually dialed |
| 4/15/2013 17:14 | 4/15/2013 17:14 | Received | 26                 | 601              | \$0.00     | Manually dialed |
| 4/15/2013 17:25 | 4/15/2013 17:26 | Received | 30                 | 601              | \$1.00     | Manually dialed |
| 4/15/2013 17:36 | 4/15/2013 17:37 | Received | 30                 | 601              | \$1.00     | Manually dialed |
| 4/15/2013 17:47 | 4/15/2013 17:48 | Received | 27                 | 601              | \$0.00     | Manually dialed |
| 4/15/2013 17:58 | 4/15/2013 17:58 | Received | 27                 | 601              | \$0.00     | Manually dialed |
| 4/15/2013 18:09 | 4/15/2013 18:09 | Received | 33                 | 601              | \$1.00     | Manually dialed |
| 4/15/2013 18:20 | 4/15/2013 18:20 | Received | 34                 | 601              | \$1.00     | Manually dialed |
| 4/15/2013 18:31 | 4/15/2013 18:32 | Received | 88                 | 601              | \$1.00     | Manually dialed |
| 4/17/2013 0:56  | 4/17/2013 0:56  | Received | 13                 | 888              | \$0.00     | Manually dialed |
| 4/17/2013 7:00  | 4/17/2013 7:01  | Received | 77                 | 512              | \$1.00     | Manually dialed |
| 4/19/2013 10:50 | 4/19/2013 10:51 | Received | 34                 | 845              | \$1.00     | Manually dialed |
| 4/19/2013 10:51 | 4/19/2013 10:51 | Received | 28                 | 845              | \$0.00     | Manually dialed |



**Call Details Report April 2013 (cont.)**

| Start time      | End time        | Status   | Duration (seconds) | Caller area code | Phone cost | Call type       |
|-----------------|-----------------|----------|--------------------|------------------|------------|-----------------|
| 4/19/2013 15:18 | 4/19/2013 15:21 | Received | 155                | 314              | \$1.00     | Manually dialed |
| 4/19/2013 16:03 | 4/19/2013 16:04 | Received | 29                 | 203              | \$0.00     | Manually dialed |
| 4/19/2013 16:23 | 4/19/2013 16:24 | Received | 30                 | 830              | \$1.00     | Manually dialed |
| 4/20/2013 12:43 | 4/20/2013 12:43 | Received | 12                 | 256              | \$0.00     | Manually dialed |
| 4/20/2013 18:21 | 4/20/2013 18:22 | Received | 51                 | 403              | \$1.00     | Manually dialed |
| 4/20/2013 19:03 | 4/20/2013 19:03 | Received | 46                 | 847              | \$1.00     | Manually dialed |
| 4/22/2013 9:30  | 4/22/2013 9:30  | Received | 8                  | 570              | \$0.00     | Manually dialed |
| 4/22/2013 18:29 | 4/22/2013 18:42 | Received | 752                | 512              | \$1.00     | Manually dialed |
| 4/23/2013 12:31 | 4/23/2013 12:32 | Received | 15                 | 253              | \$0.00     | Manually dialed |
| 4/23/2013 12:53 | 4/23/2013 12:53 | Received | 35                 | 979              | \$1.00     | Manually dialed |
| 4/23/2013 16:28 | 4/23/2013 16:28 | Received | 13                 | 818              | \$0.00     | Manually dialed |
| 4/24/2013 10:14 | 4/24/2013 10:15 | Received | 82                 | 843              | \$1.00     | Manually dialed |
| 4/24/2013 10:17 | 4/24/2013 10:18 | Received | 24                 | 843              | \$0.00     | Manually dialed |
| 4/25/2013 9:26  | 4/25/2013 9:26  | Received | 27                 | 845              | \$0.00     | Manually dialed |
| 4/25/2013 14:55 | 4/25/2013 14:55 | Received | 17                 | 313              | \$0.00     | Manually dialed |
| 4/25/2013 15:16 | 4/25/2013 15:18 | Received | 101                | 609              | \$1.00     | Manually dialed |
| 4/25/2013 17:01 | 4/25/2013 17:01 | Received | 15                 | 760              | \$0.00     | Manually dialed |
| 4/26/2013 11:01 | 4/26/2013 11:01 | Received | 31                 | 704              | \$1.00     | Manually dialed |
| 4/26/2013 12:56 | 4/26/2013 13:07 | Received | 629                | 516              | \$1.00     | Manually dialed |
| 4/26/2013 14:17 | 4/26/2013 14:18 | Received | 35                 | 516              | \$1.00     | Manually dialed |
| 4/26/2013 17:06 | 4/26/2013 17:06 | Received | 30                 | 516              | \$1.00     | Manually dialed |
| 4/28/2013 11:53 | 4/28/2013 11:57 | Received | 238                | 251              | \$1.00     | Manually dialed |
| 4/29/2013 17:03 | 4/29/2013 17:04 | Received | 68                 | 541              | \$1.00     | Manually dialed |
| 4/29/2013 17:51 | 4/29/2013 17:52 | Received | 64                 | 541              | \$1.00     | Manually dialed |
| 4/30/2013 18:03 | 4/30/2013 18:04 | Received | 33                 | 601              | \$1.00     | Manually dialed |
| 4/30/2013 18:14 | 4/30/2013 18:15 | Received | 31                 | 601              | \$1.00     | Manually dialed |
| 4/30/2013 18:25 | 4/30/2013 18:26 | Received | 26                 | 601              | \$0.00     | Manually dialed |
| 4/30/2013 18:36 | 4/30/2013 18:38 | Received | 93                 | 601              | \$1.00     | Manually dialed |
| 4/30/2013 18:48 | 4/30/2013 18:48 | Received | 10                 | 601              | \$0.00     | Manually dialed |
| 4/30/2013 18:59 | 4/30/2013 19:01 | Received | 102                | 601              | \$1.00     | Manually dialed |
| 4/30/2013 19:11 | 4/30/2013 19:11 | Received | 3                  | 601              | \$0.00     | Manually dialed |
| 4/30/2013 19:22 | 4/30/2013 19:23 | Received | 103                | 601              | \$1.00     | Manually dialed |
| 4/30/2013 19:34 | 4/30/2013 19:35 | Received | 55                 | 601              | \$1.00     | Manually dialed |