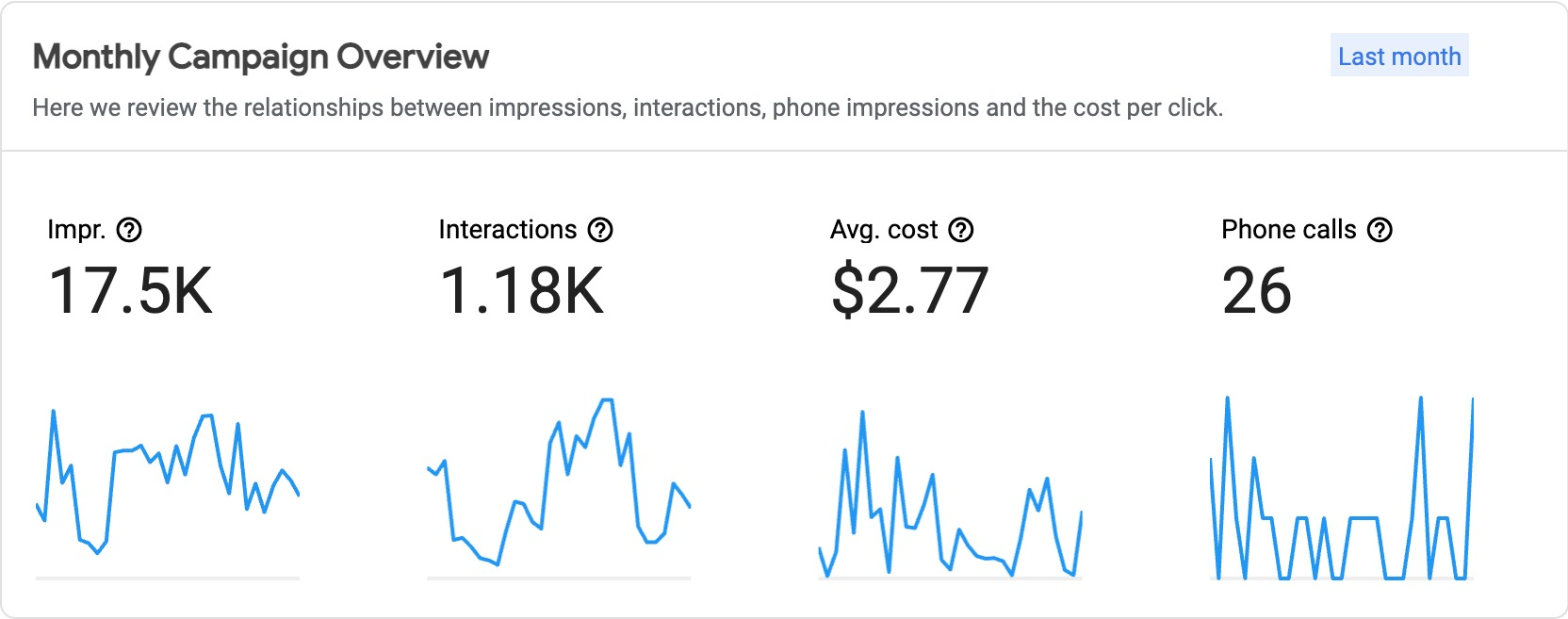


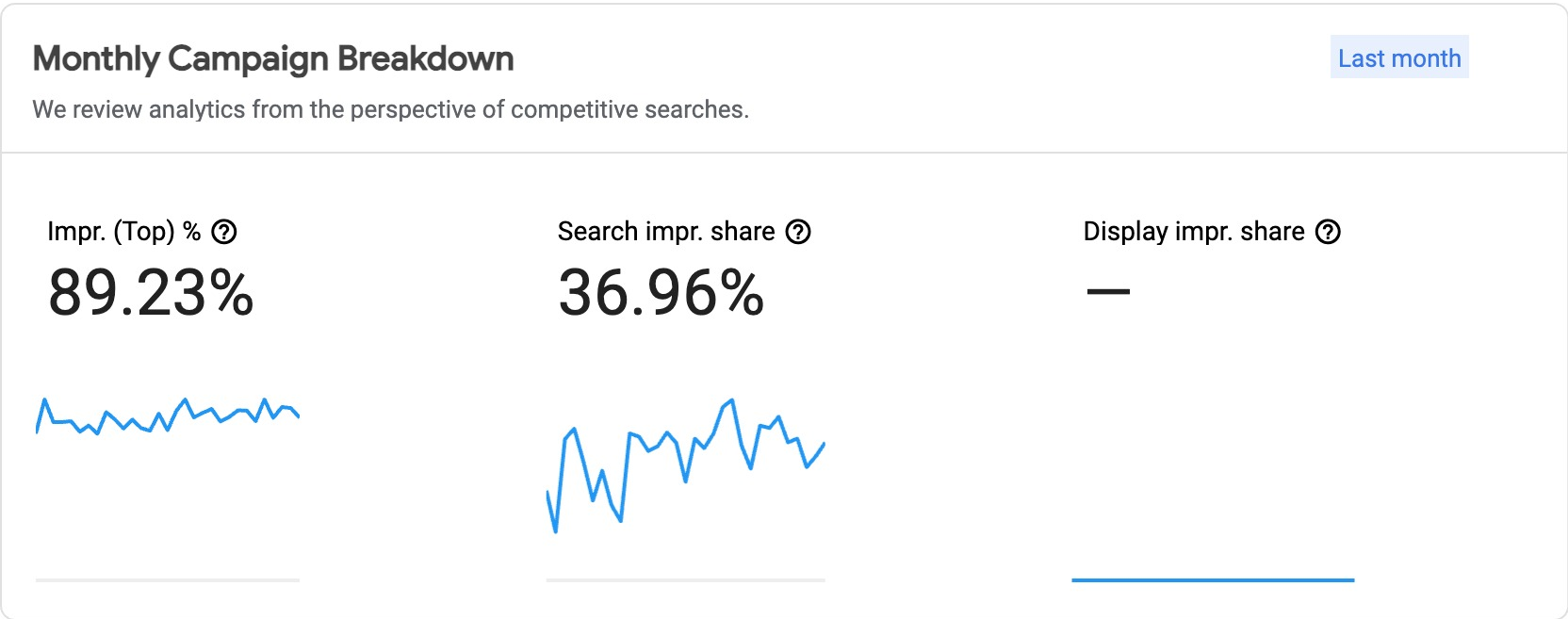
### MEASURING CLICKS?

In the monthly campaign overview, we we review a snapshot of the campaign's performance between the month's total budget Cost, Clicks, Click Through Rate and Cost Per Click.



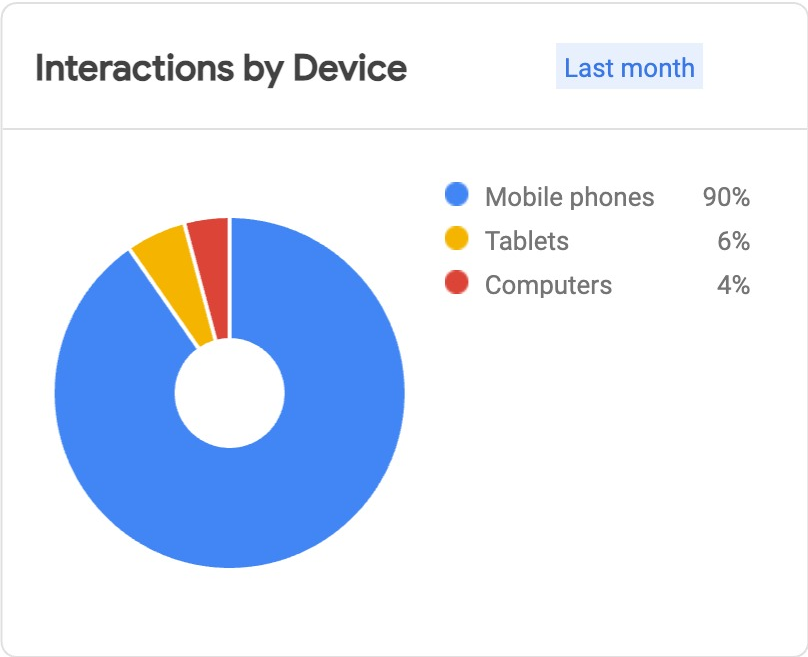
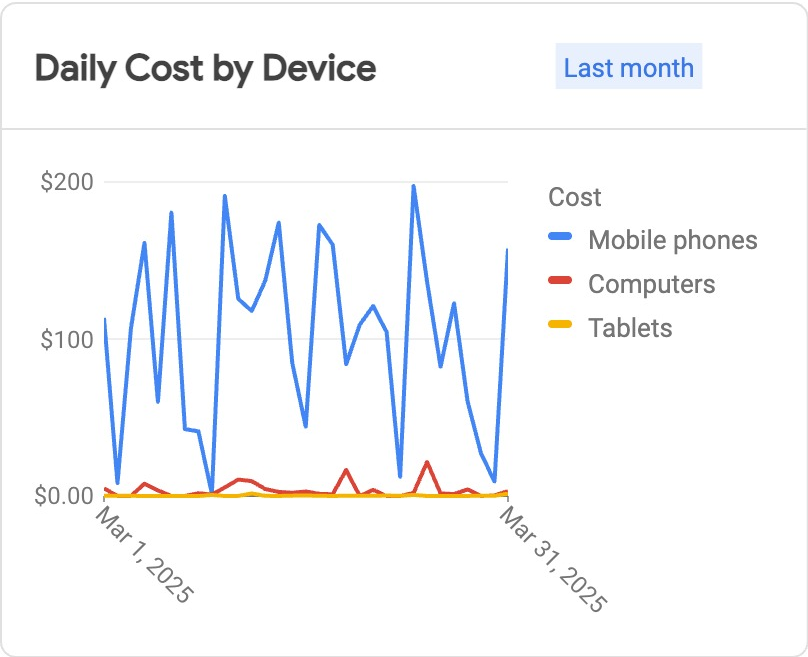
### MEASURING IMPRESSIONS?

We look at the campaign's relationship between the month's total impressions, interaction, phone impressions and the cost per click.



### COMPETITION MARKETING SHARE?

We review how your ads are comparing to other companies in your industry or organizations using similar search terms.



### WHERE ARE CLICKS COMING FROM?

This measurement shows you what device people are using to access the ads/website. The snapshot breaks down the cost between Computers, Phones and Tablets.