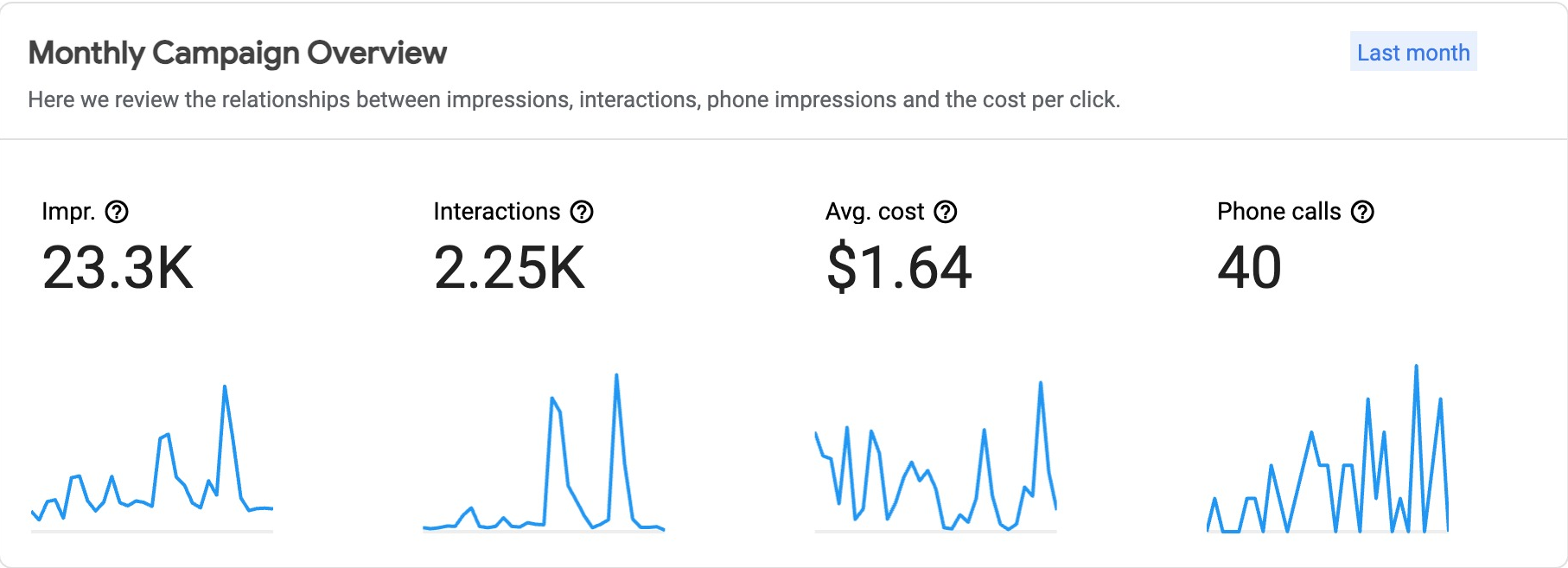


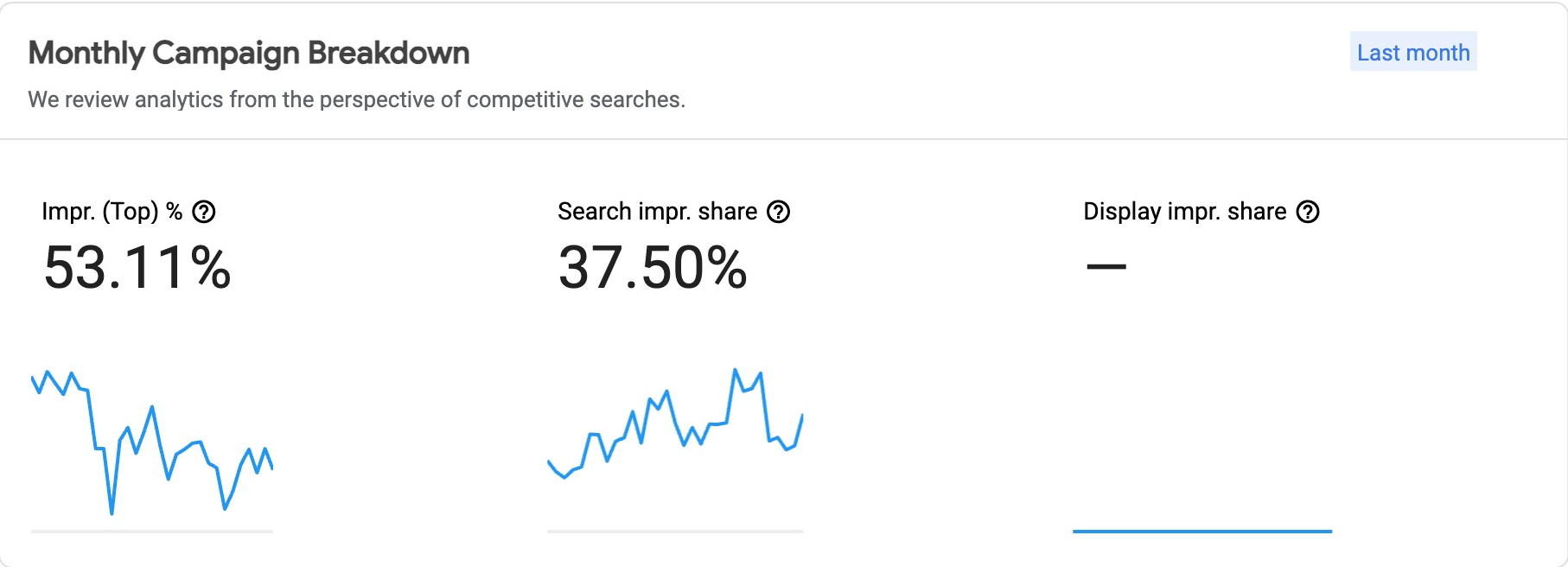
MEASURING CLICKS?

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.



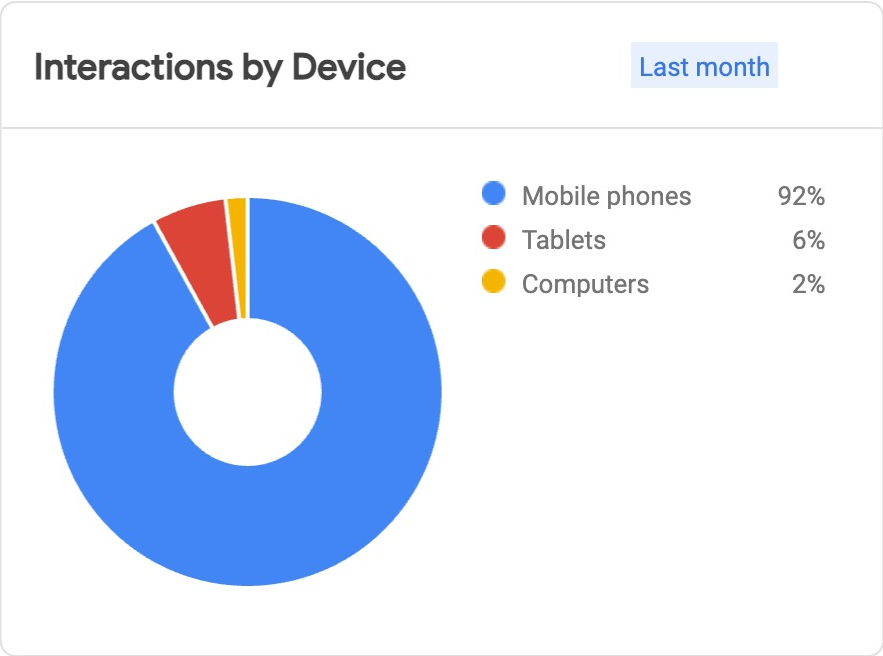
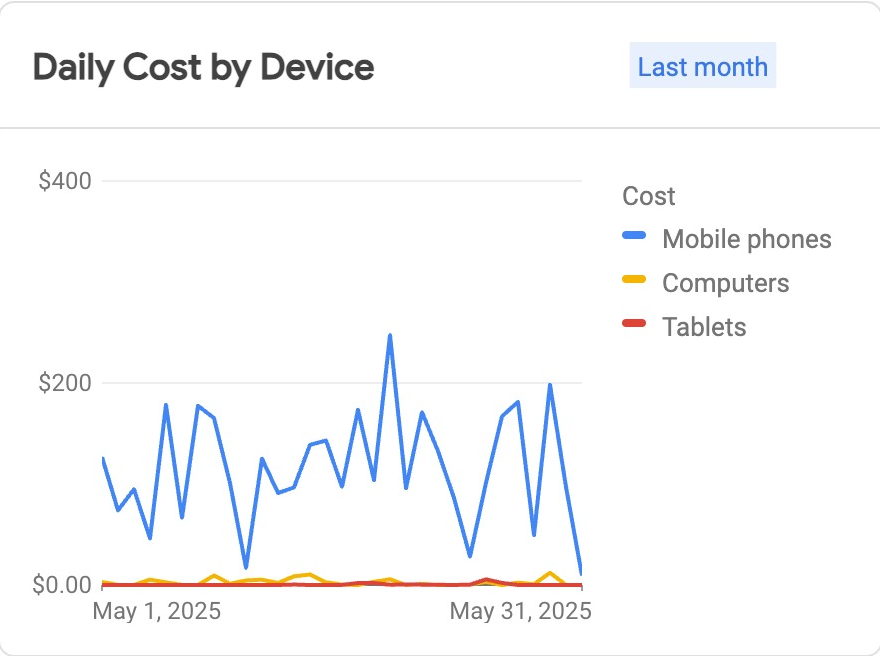
MEASURING IMPRESSIONS?

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.