

# PERFORMANCE REPORT - LAST 12 MONTHS

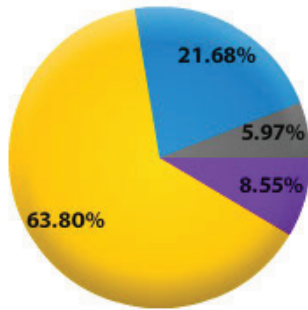
## CONSOLIDATED AD CAMPAIGN

Date range : Last 12 Months (12/01/09 - 11/30/10)

Consolidated Campaigns	Impr.	Clicks	CTR	Avg. Pos.	Avg. CPC	Cost	Conv.	Conv. Rate	Cost/Conv.
USA	274,344	3,334	1.21 %	2.77	\$2.89	\$9,639.04	58	1.73 %	\$166.19
UK, Ireland & Scotland	74,391	1,133	1.52 %	2.73	\$4.67	\$5,288.07	32	2.82 %	\$165.25
Korea	14,493	312	2.15 %	2.18	\$0.59	\$183.55	11	3.52 %	\$16.69
Canada	10,776	264	2.44 %	1.56	\$2.87	\$757.83	6	2.27 %	\$126.31
Rest of Countries	4,075	92	2.25 %	2.70	\$0.56	\$51.83	3	3.26 %	\$17.28
Australia	3,647	91	2.49 %	1.58	\$4.51	\$410.26	6	6.59 %	\$68.38
<b>Total:</b>	<b>381,726</b>	<b>5,226</b>	<b>1.36 %</b>	<b>2.70</b>	<b>\$3.12</b>	<b>\$16,330.58</b>	<b>116</b>	<b>2.21 %</b>	<b>\$140.78</b>

## CLICKS by AD CAMPAIGN

Date range : Last 12 Months (12/01/09 - 11/30/10)

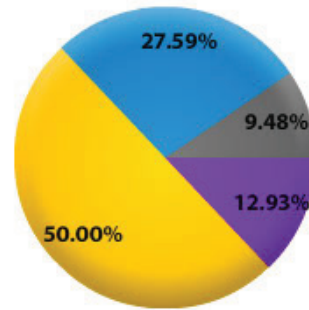


USA	3,334	63.80 %
UK, Ireland & Scotland	1,133	21.68 %
Others	447	8.55 %
Korea	312	5.97 %

Total Clicks: 5,226

## CONVERSIONS by AD CAMPAIGN

Date range : Last 12 Months (12/01/09 - 11/30/10)



USA	58	50.00 %
UK, Ireland & Scotland	32	27.59 %
Others	15	12.93 %
Korea	11	9.48 %

Total Conversions: 116

## Top 3 Text Ads - All publishers - Based on Conv.

Date range : Last 12 Months (12/01/09 - 11/30/10)

	Text Ad	SE	Campaign	Ad Group	Conv.
1		AdWords	Search - USA	Brand	
2		AdWords	Search - USA	bid_management	
3		AdWords	Search - UK_Ireland	pay-per-click_management	

## PERFORMANCE OVERVIEW by PUBLISHER

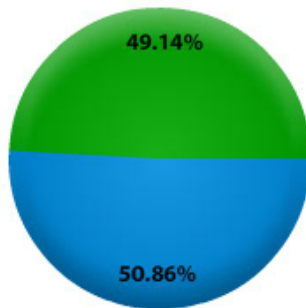
### PERFORMANCE by PUBLISHER

Date range : Last 12 Months (12/01/09 - 11/30/10)

Publisher Type	Impr.	Clicks	CTR	Avg. Pos.	Avg. CPC	Cost	Conv.	Conv. Rate	Cost/Conv.
AdCenter	211,950	2,568	1.21 %	2.67	\$1.47	\$3,782.50	14	0.54 %	\$270.18
AdWords	169,776	2,658	1.56 %	2.72	\$4.72	\$12,548.08	102	3.83 %	\$123.02
<b>Total:</b>	<b>381,726</b>	<b>5,226</b>	<b>1.36 %</b>	<b>2.70</b>	<b>\$3.12</b>	<b>\$16,330.58</b>	<b>116</b>	<b>2.21 %</b>	<b>\$140.78</b>

### CLICKS by PUBLISHER

Date range : Last 12 Months (12/01/09 - 11/30/10)

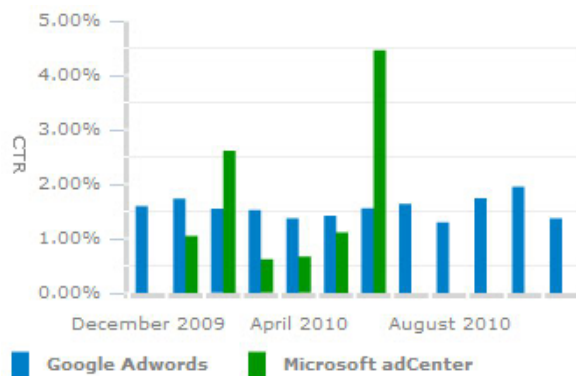


Google Adwords	2,658	50.86 %
Microsoft adCenter	2,568	49.14 %

Total Clicks: 5,226

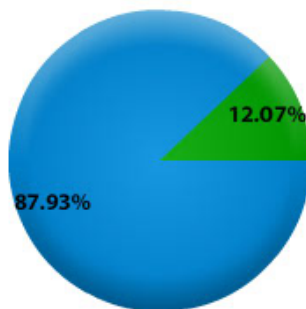
### CLICK THROUGH RATE by PUBLISHER

Date range : Last 12 Months (12/01/09 - 11/30/10)



### CONVERSION by PUBLISHER

Date range : Last 12 Months (12/01/09 - 11/30/10)

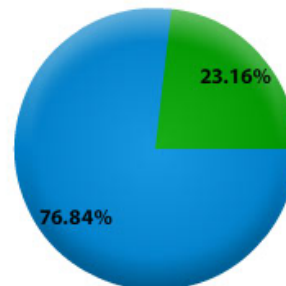


Google Adwords	102	87.93 %
Microsoft adCenter	14	12.07 %

Total Conversions: 116

### COST by PUBLISHER

Date range : Last 12 Months (12/01/09 - 11/30/10)



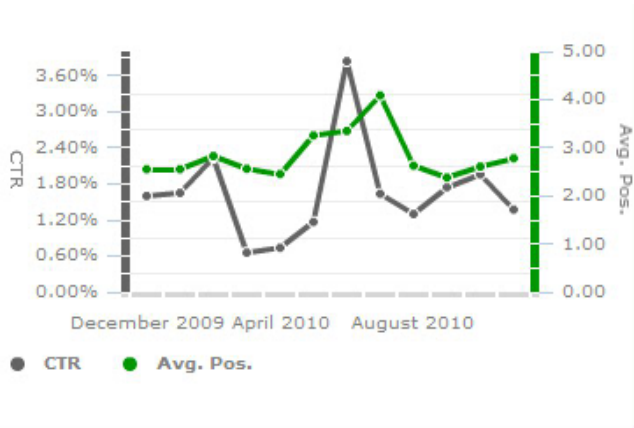
Google Adwords	\$12,548.08	76.84 %
Microsoft adCenter	\$3,782.50	23.16 %

Total Cost : \$16,330.58

## TRENDS - LAST 12 MONTHS

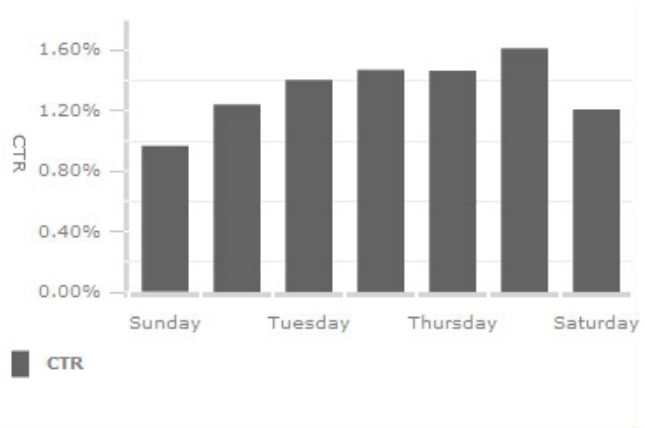
### CLICK THROUGH RATE vs AVERAGE POSITION

Date range : Last 12 Months (12/01/09 - 11/30/10)



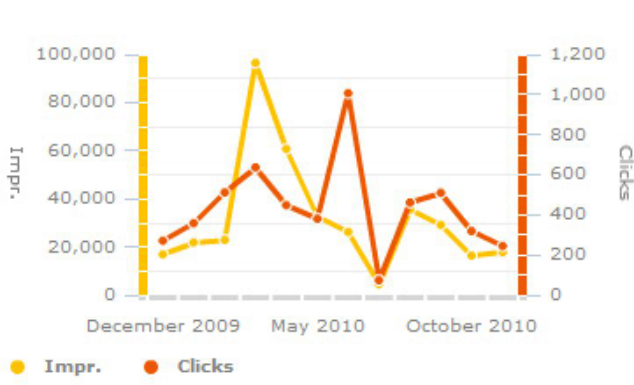
### CLICK THROUGH RATE by DAY OF WEEK

Date range : Last 12 Months (12/01/09 - 11/30/10)



### IMPRESSIONS vs CLICKS

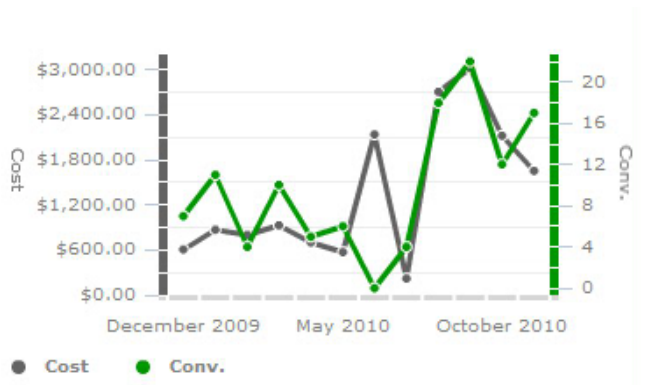
Date range : Last 12 Months (12/01/09 - 11/30/10)



Total Impressions: 381,726, Total Clicks: 5,226

### COST vs CONVERSIONS

Date range : Last 12 Months (12/01/09 - 11/30/10)



Total Cost: \$16,330.58, Total Conversions: 116

# TRENDS - OVER TIME

## MONTH by MONTH OVERVIEW

Date range : Last 12 Months (12/01/09 - 11/30/10)

Date Ranges	Impr.	Clicks	CTR	Avg. Pos.	Avg. CPC	Cost	Conv.	Conv. Rate	Cost/Conv.
December 09 (12/01/09 - 12/31/09)	17,016	272	1.59 %	2.56	\$2.22	\$603.83	7	2.57 %	\$86.26
January 10 (01/01/10 - 01/31/10)	21,799	359	1.64 %	2.56	\$2.42	\$870.50	11	3.06 %	\$79.14
February 10 (02/01/10 - 02/28/10)	22,894	512	2.23 %	2.83	\$1.56	\$798.96	4	0.78 %	\$199.74
March 10 (03/01/10 - 03/31/10)	96,597	636	0.65 %	2.57	\$1.46	\$928.18	10	1.57 %	\$92.82
April 10 (04/01/10 - 04/30/10)	60,819	448	0.73 %	2.45	\$1.57	\$702.13	5	1.11 %	\$140.43
May 10 (05/01/10 - 05/31/10)	32,673	381	1.16 %	3.25	\$1.50	\$571.74	6	1.57 %	\$95.29
June 10 (06/01/10 - 06/30/10)	26,214	1,007	3.84 %	3.35	\$2.12	\$2,135.55	0	0.00 %	\$0.00
July 10 (07/01/10 - 07/31/10)	4,583	75	1.63 %	4.08	\$2.93	\$220.04	4	5.33 %	\$55.01
August 10 (08/01/10 - 08/31/10)	35,634	462	1.29 %	2.63	\$5.85	\$2,704.41	18	3.89 %	\$150.25
September 10 (09/01/10 - 09/30/10)	29,242	509	1.74 %	2.38	\$5.93	\$3,020.77	22	4.32 %	\$137.31
October 10 (10/01/10 - 10/31/10)	16,374	320	1.95 %	2.61	\$6.63	\$2,120.65	12	3.75 %	\$176.72
November 10 (11/01/10 - 11/30/10)	17,881	245	1.37 %	2.78	\$6.75	\$1,653.82	17	6.93 %	\$97.28
<b>Total:</b>	<b>381,726</b>	<b>5,226</b>	<b>1.36 %</b>	<b>2.70</b>	<b>\$3.12</b>	<b>\$16,330.58</b>	<b>116</b>	<b>2.21 %</b>	<b>\$140.78</b>

## LAST 3 MONTHS

Date range : Last 3 Months (09/01/10 - 11/30/10)

Date Ranges	Impr.	Clicks	CTR	Avg. Pos.	Avg. CPC	Cost	Conv.	Conv. Rate	Cost/Conv.
09/01/10 - 09/05/10	4,568	69	1.51 %	2.39	\$7.19	\$496.02	3	4.34 %	\$165.34
09/06/10 - 09/12/10	6,669	121	1.81 %	2.22	\$6.43	\$778.18	6	4.95 %	\$129.70
09/13/10 - 09/19/10	6,535	120	1.83 %	2.36	\$5.24	\$628.60	4	3.33 %	\$157.15
09/20/10 - 09/26/10	7,214	116	1.60 %	2.46	\$5.45	\$632.21	5	4.31 %	\$126.44
09/27/10 - 10/03/10	6,307	114	1.80 %	2.54	\$6.01	\$685.58	6	5.26 %	\$114.26
10/04/10 - 10/10/10	5,448	103	1.89 %	2.40	\$6.67	\$687.35	3	2.91 %	\$229.12
10/11/10 - 10/17/10	4,295	73	1.69 %	2.50	\$6.39	\$466.18	2	2.73 %	\$233.09
10/18/10 - 10/24/10	2,590	62	2.39 %	2.96	\$6.66	\$412.86	2	3.22 %	\$206.43
10/25/10 - 10/31/10	1,990	51	2.56 %	3.00	\$6.95	\$354.44	3	5.88 %	\$118.15
11/01/10 - 11/07/10	1,705	34	1.99 %	2.71	\$7.54	\$256.46	2	5.88 %	\$128.23
11/08/10 - 11/14/10	1,406	36	2.56 %	2.77	\$7.13	\$256.51	4	11.11 %	\$64.13
11/15/10 - 11/21/10	5,171	50	0.96 %	2.73	\$6.25	\$312.37	5	10.00 %	\$62.47
11/22/10 - 11/28/10	6,846	86	1.25 %	2.82	\$7.11	\$611.05	5	5.81 %	\$122.21
11/29/10 - 11/30/10	2,753	39	1.41 %	2.81	\$5.58	\$217.43	1	2.56 %	\$217.43
<b>Total:</b>	<b>63,497</b>	<b>1,074</b>	<b>1.69 %</b>	<b>2.55</b>	<b>\$6.33</b>	<b>\$6,795.24</b>	<b>51</b>	<b>4.74 %</b>	<b>\$133.24</b>

## LAST WEEK

Date range : Last Week (Mon-Sun) (12/13/10 - 12/19/10)

Date Ranges	Impr.	Clicks	CTR	Avg. Pos.	Avg. CPC	Cost	Conv.	Conv. Rate	Cost/Conv.
12/13/10	1,971	29	1.47 %	3.99	\$7.51	\$217.76	1	3.44 %	\$217.76
12/14/10	2,117	20	0.94 %	3.75	\$6.59	\$131.86	0	0.00 %	\$0.00
12/15/10	2,013	27	1.34 %	3.77	\$4.91	\$132.45	0	0.00 %	\$0.00
12/16/10	1,880	27	1.43 %	3.75	\$7.67	\$206.97	0	0.00 %	\$0.00
12/17/10	1,612	23	1.42 %	3.73	\$6.85	\$157.44	2	8.69 %	\$78.72
12/18/10	1,299	15	1.15 %	3.74	\$7.34	\$110.05	0	0.00 %	\$0.00
12/19/10	1,422	13	0.91 %	3.67	\$5.91	\$76.83	1	7.69 %	\$76.83
<b>Total:</b>	<b>12,314</b>	<b>154</b>	<b>1.25 %</b>	<b>3.78</b>	<b>\$6.71</b>	<b>\$1,033.36</b>	<b>4</b>	<b>2.59 %</b>	<b>\$258.34</b>

# KEYWORD PERFORMANCE

## Top 25 Keywords - All publishers - Based on Clicks

Date range : Last 12 Months (12/01/09 - 11/30/10)

Keyword	Type	SE	Impr.	Clicks	CTR	Avg. Pos.	Avg. CPC	Cost	Conv.	Conv. Rate	Cost/Conv.
1	Exact	Bing	8,869	1,348	15.19 %	1.16	\$1.39	\$1,876.62	2	0.14 %	\$938.31
2	Advanced	YSM	109,137	1,111	1.01 %	2.11	\$3.20	\$3,558.48	2	0.18 %	\$1,779.24
3	Advanced	YSM	20,254	299	1.47 %	3.63	\$2.13	\$637.53	1	0.33 %	\$637.53
4	Broad	Bing	3,670	231	6.29 %	1.28	\$0.82	\$189.65	0	0.00 %	\$0.00
5	Phrase	Bing	4,124	223	5.40 %	1.14	\$0.85	\$191.41	2	0.89 %	\$95.70
6	Advanced	YSM	4,124	195	4.72 %	1.11	\$1.17	\$229.21	0	0.00 %	\$0.00
7	Exact	Bing	2,343	183	7.81 %	2.02	\$1.81	\$331.46	4	2.18 %	\$82.86
8	Advanced	YSM	42,062	153	0.36 %	2.26	\$2.64	\$404.08	0	0.00 %	\$0.00
9	Advanced	YSM	13,695	139	1.01 %	3.22	\$0.23	\$33.21	0	0.00 %	\$0.00
10	Advanced	YSM	38,781	99	0.25 %	3.11	\$3.38	\$335.27	1	1.01 %	\$335.27
11	Advanced	YSM	9,201	84	0.91 %	2.37	\$4.05	\$340.86	0	0.00 %	\$0.00
12	Exact	AdWords	1,190	82	6.89 %	1.02	\$2.03	\$166.92	6	7.31 %	\$27.81
13	Broad	AdWords	7,504	81	1.07 %	1.66	\$7.18	\$582.32	0	0.00 %	\$0.00
14	Advanced	YSM	8,253	69	0.83 %	2.43	\$4.08	\$282.20	0	0.00 %	\$0.00
15	Exact	AdWords	605	69	11.40 %	1.00	\$0.45	\$31.62	1	1.44 %	\$31.62
16	Phrase	AdWords	2,204	64	2.90 %	1.44	\$0.48	\$31.20	1	1.56 %	\$31.20
17	Broad	Bing	114,326	64	0.05 %	1.95	\$2.75	\$176.19	0	0.00 %	\$0.00
18	Advanced	YSM	2,080	63	3.02 %	1.42	\$0.34	\$22.04	0	0.00 %	\$0.00
19	Exact	AdWords	482	61	12.65 %	1.07	\$0.17	\$10.70	0	0.00 %	\$0.00
20	Advanced	YSM	2,952	51	1.72 %	1.68	\$2.53	\$129.52	0	0.00 %	\$0.00
21	Advanced	YSM	14,757	51	0.34 %	2.64	\$3.73	\$190.24	0	0.00 %	\$0.00
22	Broad	AdWords	7,679	50	0.65 %	1.80	\$4.59	\$229.92	0	0.00 %	\$0.00
23	Broad	Bing	14,715	49	0.33 %	3.56	\$2.57	\$125.94	0	0.00 %	\$0.00
24	Broad	AdWords	2,505	49	1.95 %	1.47	\$3.65	\$179.12	0	0.00 %	\$0.00
25	Broad	AdWords	6,497	48	0.73 %	4.08	\$8.51	\$408.57	1	2.08 %	\$408.57

## Top 25 Keywords - All publishers - Based on Conv.

Date range : Last 12 Months (12/01/09 - 11/30/10)

Keyword	Type	SE	Impr.	Clicks	CTR	Avg. Pos.	Avg. CPC	Cost	Conv.	Conv. Rate	Cost/Conv.
1	Exact	AdWords	1,190	82	6.89 %	1.02	\$2.03	\$166.92	6	7.31 %	\$27.81
2	Phrase	AdWords	1,679	38	2.26 %	4.35	\$2.47	\$94.03	5	13.15 %	\$18.80
3	Exact	AdWords	862	34	3.94 %	3.92	\$11.39	\$387.28	4	11.76 %	\$96.82
4	Exact	Bing	2,343	183	7.81 %	2.02	\$1.81	\$331.46	4	2.18 %	\$82.86
5	Exact	AdWords	313	10	3.19 %	1.80	\$8.15	\$81.58	3	30.00 %	\$27.19
6	Exact	AdWords	34	12	35.29 %	1.00	\$0.70	\$8.40	3	25.00 %	\$2.80
7	Broad	AdWords	134	14	10.44 %	2.50	\$7.38	\$103.38	3	21.42 %	\$34.46
8	Broad	Bing	8,416	29	0.34 %	6.58	\$2.79	\$81.07	2	6.89 %	\$40.53
9	Phrase	Bing	4,124	223	5.40 %	1.14	\$0.85	\$191.41	2	0.89 %	\$95.70
10	Exact	AdWords	186	18	9.67 %	2.52	\$5.30	\$95.54	2	11.11 %	\$47.77
11	Advanced	YSM	109,137	1,111	1.01 %	2.11	\$3.20	\$3,558.48	2	0.18 %	\$1,779.24
12	Broad	AdWords	297	18	6.06 %	1.64	\$6.49	\$116.95	2	11.11 %	\$58.47
13	Phrase	AdWords	127	14	11.02 %	1.62	\$0.51	\$7.18	2	14.28 %	\$3.59
14	Exact	AdWords	249	20	8.03 %	3.95	\$4.00	\$80.19	2	10.00 %	\$40.09
15	Broad	AdWords	216	10	4.62 %	1.71	\$2.29	\$22.91	2	20.00 %	\$11.45
16	Exact	Bing	8,869	1,348	15.19 %	1.16	\$1.39	\$1,876.62	2	0.14 %	\$938.31
17	Exact	AdWords	74	11	14.86 %	1.00	\$3.33	\$36.72	2	18.18 %	\$18.36
18	Phrase	AdWords	1,146	31	2.70 %	1.17	\$3.87	\$120.06	2	6.45 %	\$60.03
19	Exact	Bing	1,029	24	2.33 %	1.00	\$1.05	\$25.39	1	4.16 %	\$25.39
20	Broad	AdWords	7	1	14.28 %	1.57	\$4.23	\$4.23	1	100.00 %	\$4.23
21	Broad	AdWords	1,261	11	0.87 %	4.63	\$8.27	\$91.00	1	9.09 %	\$91.00
22	Broad	AdWords	65	5	7.69 %	2.30	\$7.55	\$37.78	1	20.00 %	\$37.78
23	Broad	AdWords	2,528	33	1.30 %	1.55	\$6.09	\$200.99	1	3.03 %	\$200.99
24	Exact	AdWords	17	2	11.76 %	1.35	\$4.52	\$9.05	1	50.00 %	\$9.05
25	Broad	AdWords	35	4	11.42 %	2.31	\$9.04	\$36.16	1	25.00 %	\$36.16

# TEXT AD PERFORMANCE

## Top 10 Text Ads - All publishers - Based on Clicks

Date range : Last 12 Months (12/01/09 - 11/30/10)

	Text Ad	Impr.	Clicks	Avg. Pos.	CTR	Avg. CPC	Cost	Conv.	Conv. Rate	Cost/Conv.
1	<a href="#">Zenclick Blog Management Tool</a> The ultimate management tool for your blog/CRM integrates Twitter <a href="#">www.zenclick.com</a>	6,463	732	1.31	11.32 %	\$1.26	\$928.12		0.40 %	\$309.37
2	<a href="#">Zenclick PPC Management Tool</a> Monitor, Manage and Optimize your PPC The ultimate tool <a href="#">www.zenclick.com</a>	6,529	723	1.31	11.07 %	\$1.30	\$944.09		0.41 %	\$314.69
3	<a href="#">Zenclick Blog Management Tool</a> Monitor, Manage and Optimize your blog/CRM integrates Twitter <a href="#">www.zenclick.com</a>	6,734	584	1.30	8.67 %	\$1.35	\$789.05		0.34 %	\$394.52
4	<a href="#">Zenclick PPC Management Tool</a> PPC Management for agencies - Get the best results <a href="#">www.zenclick.com</a>	79,698	542	2.35	0.68 %	\$2.92	\$1,585.73		0.18 %	\$1,585.73
5	<a href="#">Zenclick PPC Management Tool</a> PPC Management for agencies - Get the best results <a href="#">www.zenclick.com</a>	81,814	539	2.22	0.65 %	\$2.91	\$1,571.69		0.37 %	\$785.84
6	<a href="#">Zenclick PPC Management Tool</a> Monitor, Manage and Optimize your PPC integrates Twitter <a href="#">www.zenclick.com</a>	76,491	495	2.45	0.64 %	\$2.77	\$1,374.16		0.20 %	\$1,374.16
7	<a href="#">The PPC Tool for Agencies</a> Monitor, Manage and Optimize your PPC integrates Twitter <a href="#">www.zenclick.com</a>	47,001	355	2.62	0.75 %	\$2.90	\$1,030.83		0.00 %	\$0.00
8	<a href="#">The PPC Tool for Agencies</a> Monitor, Manage and Optimize your PPC integrates Twitter <a href="#">www.zenclick.com</a>	27,379	239	2.60	0.87 %	\$3.67	\$878.99		0.00 %	\$0.00
9	<a href="#">Zenclick PPC Software</a> Monitor, Manage and Optimize your PPC integrates Twitter <a href="#">www.zenclick.com</a>	10,609	181	2.54	1.70 %	\$5.11	\$925.74		1.65 %	\$308.58
10	<a href="#">Zenclick PPC</a> The ultimate management tool for agencies - Get the best results <a href="#">www.zenclick.com</a>	3,166	180	1.08	5.68 %	\$2.33	\$420.37		7.22 %	\$32.33