

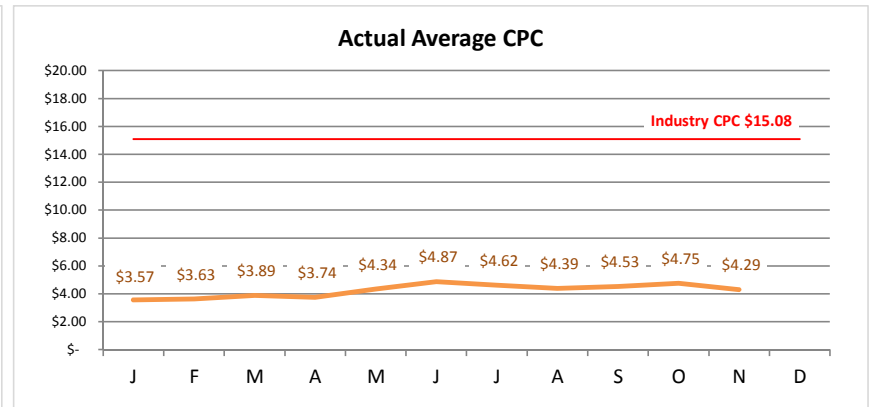
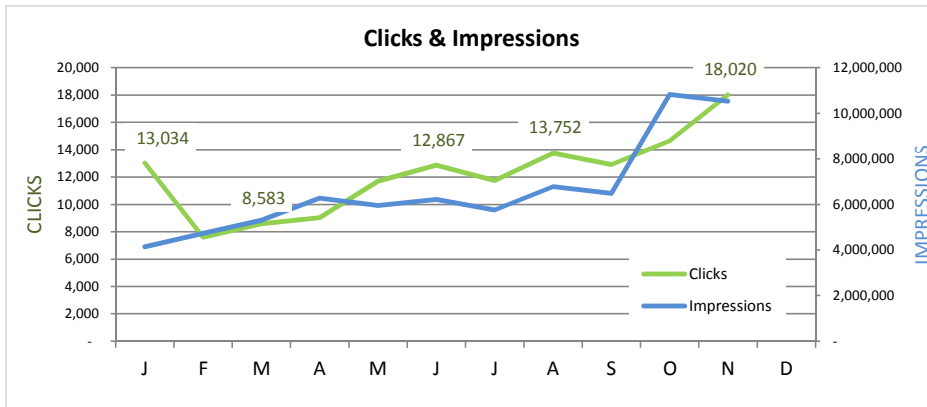
YOUR LOGO



Estimated CPC	Actual Avg CPC	% Difference
\$ 15.08	\$ 4.29	-251%

Traffic Express

	January-11	February-11	March-11	April-11	May-11	June-11	July-11	August-11	September-11	October-11	November-11	December-11
Clicks	13,034	7,608	8,583	9,022	11,698	12,867	11,751	13,752	12,908	14,649	18,020	
Impressions	4,134,215	4,734,630	5,300,962	6,280,507	5,947,792	6,225,376	5,760,271	6,775,222	6,489,273	10,822,781	10,528,809	
CTR	0.32%	0.16%	0.16%	0.14%	0.20%	0.21%	0.20%	0.20%	0.20%	0.14%	0.17%	
Cost	\$ 46,470.16	\$ 27,625.86	\$ 33,360.97	\$ 33,726.84	\$ 50,728.65	\$ 62,608.77	\$ 54,295.63	\$ 60,327.61	\$ 58,471.60	\$ 69,526.26	\$ 77,354.25	
Average CPC	\$ 3.57	\$ 3.63	\$ 3.89	\$ 3.74	\$ 4.34	\$ 4.87	\$ 4.62	\$ 4.39	\$ 4.53	\$ 4.75	\$ 4.29	
Estimated CPC	\$ 15.08	\$ 15.08	\$ 15.08	\$ 15.08	\$ 15.08	\$ 15.08	\$ 15.08	\$ 15.08	\$ 15.08	\$ 15.08	\$ 15.08	\$ 15.08



Highlights

- We have combed your QueryStream report to identify keywords we are wasting money on and added them as campaign and adgroup level negatives.
- Mobile campaigns were created to target those on their mobile devices. This will allow us to segment the campaign and identify the most cost effective device -- computer vs. mobile device.



Traffic Express: Google AdWords

Search Network	January-11	February-11	March-11	April-11	May-11	June-11	July-11	August-11	September-11	October-11	November-11	December-11	% Change
Clicks	9922	6127	7641	7600	9895	10485	9103	10676	9980	11339	12681	0	11.84%
Impressions	3981293	4645889	5253256	6241453	5878533	6119237	5646203	6649322	6343329	10662501	10219980	0	-4.15%
CTR	0.25%	0.13%	0.15%	0.12%	0.17%	0.17%	0.16%	0.16%	0.16%	0.11%	0.12%	-	16.68%
Cost	37840.54	23954.21	30524.4	30835.59	45700.48	55071.26	45686.99	50506.7	48243.32	58494	62942.83	0	7.61%
Average CPC	\$ 3.81	\$ 3.91	\$ 3.99	\$ 4.06	\$ 4.62	\$ 5.25	\$ 5.02	\$ 4.73	\$ 4.83	\$ 5.16	\$ 4.96	-	-3.78%
Conversions	550	420	601	487	352	293	252	364	315	340	354	0	4.12%

Keyword	Clicks	% of Google Clicks
"trendy designer sunglasses"	747	5.89%
[womens designer sunglasses]	617	4.87%
[women's designer sunglasses]	510	4.02%
[womans designer sunglasses]	466	3.67%
[woman's designer sunglasses]	437	3.45%
[trendy white designer sunglasses]	433	3.41%

Top 20 Keywords	Clicks
"trendy designer sunglasses"	747
[womens designer sunglasses]	617
[women's designer sunglasses]	510
[womans designer sunglasses]	466
[woman's designer sunglasses]	437
[trendy white designer sunglasses]	433
+womens +designer +sunglasses	276
[trendy black designer sunglasses]	219
[trendy gold designer sunglasses]	208
"women's coach sunglasses"	190
+womens +designer +sunglasses + gold	190
"white frame bvlhari sunglasses"	186
+womens +designer +sunglasses +pink	184
[real designer sunglasses]	169
[polarized designer sunglasses]	166
+womens +designer +sunglasses +silver	153
"bvlhari sunglasses classic co uk"	126
[new gold designer]	114
[new trendy designer sunglasses]	107
[new polarized designer sunglasses]	93

Search Network	January-11	February-11	March-11	April-11	May-11	June-11	July-11	August-11	September-11	October-11	November-11	December-11	% Change
Clicks	3112	1481	942	1422	1803	2382	2648	3076	2928	3310	5339	0	61.30%
Impressions	152922	88741	47706	39054	69259	106139	114068	125900	145944	160280	308829	0	92.68%
CTR	2.04%	1.67%	1.97%	3.64%	2.60%	2.24%	2.32%	2.44%	2.01%	2.07%	1.73%	-	-16.29%
Cost	8629.62	3671.65	2836.57	2891.25	5028.17	7537.51	8608.64	9820.91	10228.28	11032.26	14411.42	0	30.63%
Average CPC	\$ 2.77	\$ 2.48	\$ 3.01	\$ 2.03	\$ 2.79	\$ 3.16	\$ 3.25	\$ 3.19	\$ 3.49	\$ 3.33	\$ 2.70	-	-19.01%

Keyword	Clicks	% of adCenter Clicks
trendy designer sunglasses	1130	21.17%
womens designer sunglasses	586	10.98%
women's designer sunglasses	286	5.36%
womans designer sunglasses	229	4.29%
woman's designer sunglasses	226	4.23%

Keyword	Clicks
trendy designer sunglasses	1130
womens designer sunglasses	586
women's designer sunglasses	286
womans designer sunglasses	229
woman's designer sunglasses	226
trendy white designer sunglasses	213
trendy black designer sunglasses	183
trendy gold designer sunglasses	142
women's coach sunglasses	105
womens designer sunglasses gold	97
white frame bvlhari sunglasses	95
womens designer sunglasses pink	87
real designer sunglasses	87
polarized designer sunglasses	85
womens designer sunglasses silver	78
bvlhari sunglasses classic co uk	69
new trendy designer sunglasses	60
new polarized designer sunglasses	55
new designer sunglasses	54
latest designer sunglasses	53