

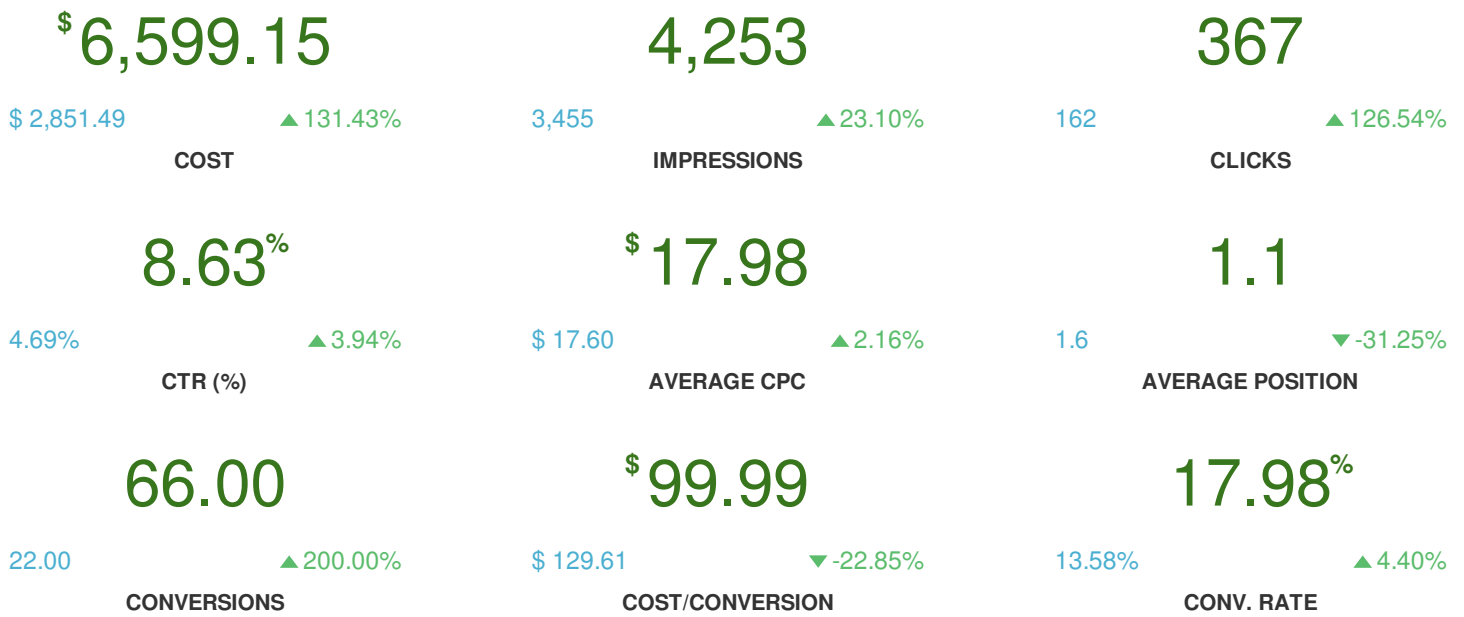
Google AdWords

Campaign Performance Report



Account Performance Overview

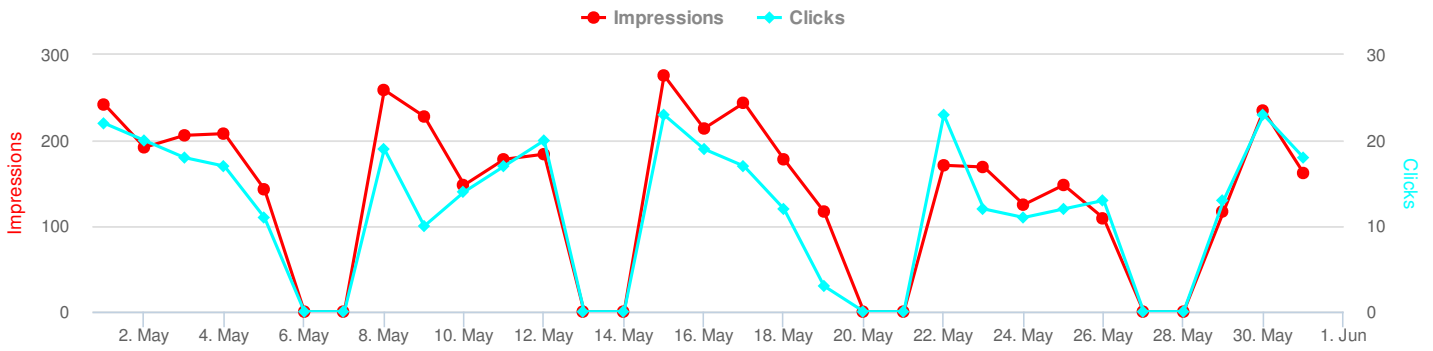
Compared with previous period



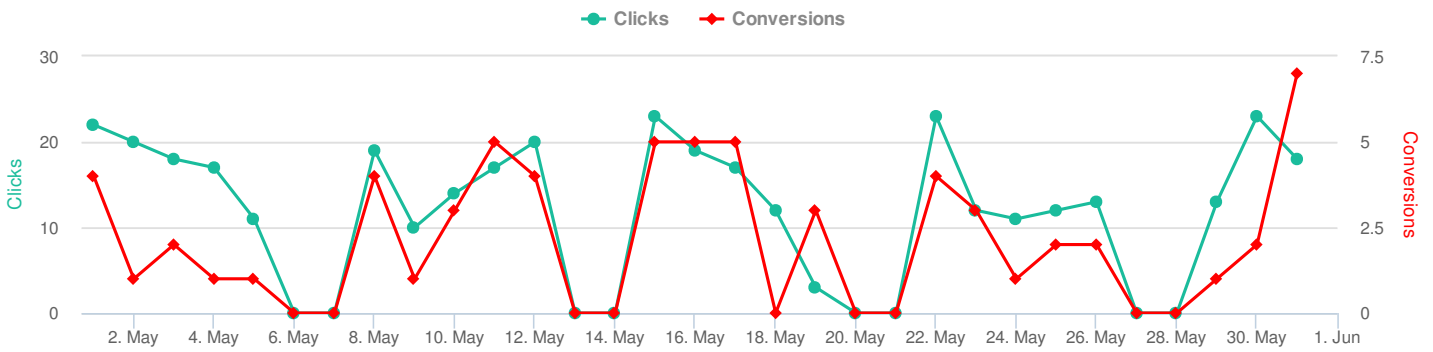
Overall Changes

1. New Expanded Ads and Ad rotation
2. Location options (advanced)
3. New Ad groups and Keywords
4. Ad Copy Refinement
5. Changed the Campaign Type and Networks
6. Device and Location level bid Adjustment
7. Ad scheduling and New Negative keywords

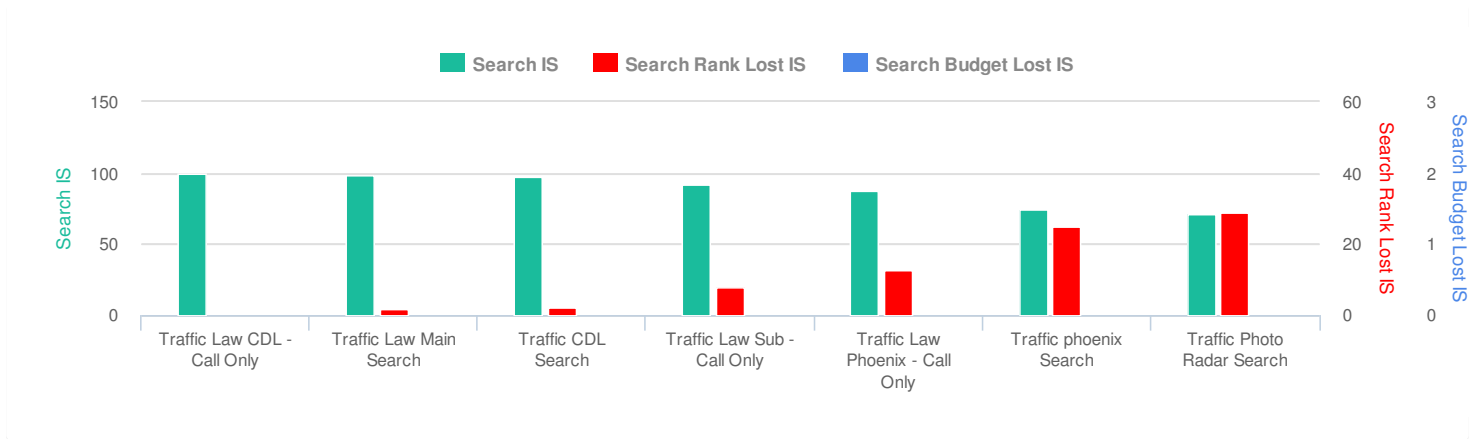
Impressions vs Clicks



Clicks vs Conversions



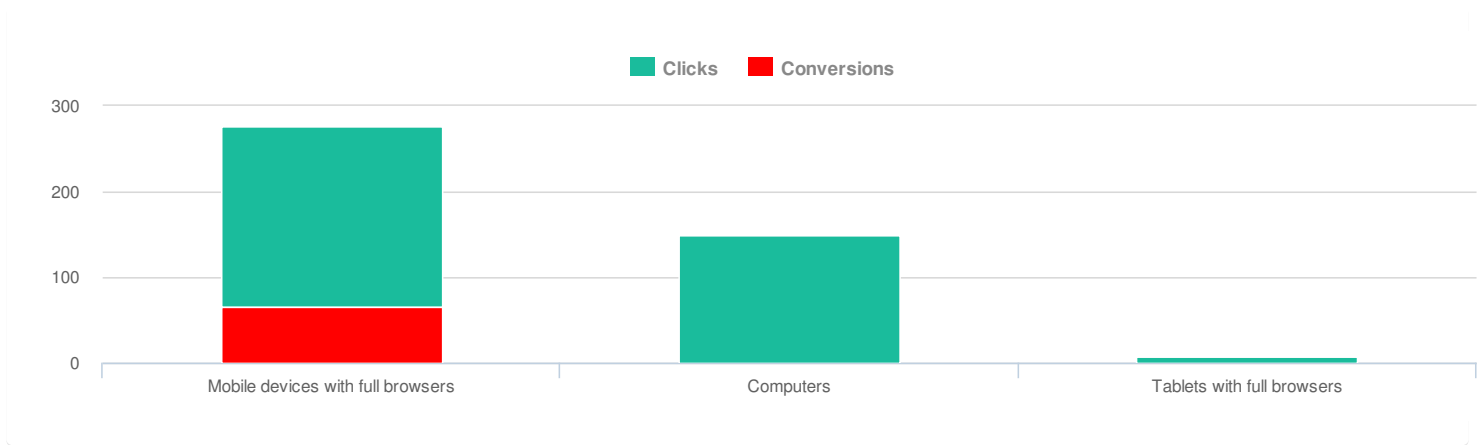
Search Impression share



	Search IS	Search Rank Lost IS	Search Budget Lost IS
Traffic Law CDL - Call Only	100.00	0.00	0.00
Traffic Law Main Search	98.45	1.55	0.00
Traffic CDL Search	97.65	2.35	0.00
Traffic Law Sub - Call Only	92.31	7.69	0.00
Traffic Law Phoenix - Call Only	87.50	12.50	0.00

Action Taken : Based on the Search IS and Search IS lost due to budget we have increased the daily budget to 25% and **we achieved the excellent Search IS rate for all campaigns as the avg of 80%.**

Clicks & Conversions by Device



	Cost (\$)	Clicks	Conversions	Cost/Conversion (\$)	Click Conv. Rate (%)
Mobile devices with full browsers	4,852.79	210	66.00	73.53	31.43
Computers	1,639.01	149	0.00	0.00	0.00
Tablets with full browsers	107.35	8	0.00	0.00	0.00

Clicks & Conversion by City



	Cost (\$)	Clicks	Cost/Conversion (\$)	Conversions	Conv. Rate
Phoenix	1,538.70	68	118.36	13.00	19.12
Scottsdale	300.15	22	50.03	6.00	27.27
Mesa	258.17	20	86.06	3.00	15.00
Tucson	342.54	20	342.54	1.00	5.00
Los Angeles	257.67	14	85.89	3.00	21.43
Tempe	153.63	11	51.21	3.00	27.27
San Diego	136.10	10	68.05	2.00	20.00
Las Vegas	109.80	10	36.60	3.00	30.00
Gilbert	96.73	8	96.73	1.00	12.50
Chandler	77.90	7	77.90	1.00	14.29

Action Taken : Location options (advanced) – changed from “People in, searching for, or who show interest in my targeted location” to “People in my targeted location”

Click & Conversion by Networks

	Cost (\$)	Clicks	Conversions	Cost/Conversion (\$)	Conv. Rate
Google search					
Computers	1,639.01	149	0.00	0.00	0.00
Mobile devices with full browsers	4,852.79	210	66.00	73.53	31.43
Tablets with full browsers	107.35	8	0.00	0.00	0.00

Action Taken : To increase the traffic, In the Networks - Search Partners Also enabled.

Campaign Performance

	Cost (\$)	Impressions	Clicks	CTR (%)	Average CPC (\$)	Conversions	Cost/Conversion (\$)	Conv. Rate
Traffic Law Main Search	6,326.04	3,933	349	8.87	18.13	64.00	98.84	18.34
Traffic CDL Search	246.41	83	9	10.84	27.38	0.00	0.00	0.00
Traffic Sub Search	25.63	165	7	4.24	3.66	2.00	12.82	28.57
Traffic Photo Radar Search	1.07	39	2	5.13	0.54	0.00	0.00	0.00

Action Taken : To avail all the features and options of a search campaign we have changed the campaign type from "Search Network only – Standard" to "Search Network only – All features."

Ad Group Performance

	Cost (\$)	Impressions	Clicks	CTR (%)	Average CPC (\$)	Conversions	Cost/Conversion (\$)	Conv. Rate
Traffic Attorney BMM	4,244.22	2,215	203	9.16	20.91	44.00	96.46	21.67
Traffic Attorney EM	408.34	128	30	23.44	13.61	7.00	58.33	23.33
Traffic Ticket BMM	663.44	1,020	51	5.00	13.01	6.00	110.57	11.76
Traffic Ticket EM	157.14	69	11	15.94	14.29	3.00	52.38	27.27
Ticket Clinic BMM	362.30	146	27	18.49	13.42	3.00	120.77	11.11
Reckless Driving PM	3.64	67	2	2.99	1.82	2.00	1.82	100.00
Traffic Lawyer PM	85.08	49	4	8.16	21.27	1.00	85.08	25.00

Action Taken: We have created theme based Adgroups for EM, PM and BMM.

Keyword Performance

	Cost (\$)	Impressions	Clicks	CTR (%)	Average CPC (\$)	Conversions	Cost/Conversion (\$)	Conv. Rate
traffic attorney	1,948.03	929	80	8.61	24.35	21.00	92.76	26.25
traffic lawyer	919.08	629	58	9.22	15.85	8.00	114.89	13.79
traffic law lawyer	617.51	219	21	9.59	29.41	6.00	102.92	28.57
+arizona +traffic +lawyer	418.10	131	21	16.03	19.91	5.00	83.62	23.81
+traffic +ticket +lawyer	231.99	147	11	7.48	21.09	4.00	58.00	36.36
+ticket +clinic	362.30	146	27	18.49	13.42	3.00	120.77	11.11
"reckless driving in arizona"	3.64	20	2	10.00	1.82	2.00	1.82	100.00
[arizona traffic attorney]	71.12	25	7	28.00	10.16	2.00	35.56	28.57
[arizona traffic lawyer]	149.17	40	10	25.00	14.92	2.00	74.58	20.00
+arizona +traffic +ticket	358.69	776	35	4.51	10.25	2.00	179.35	5.71
[traffic attorney]	76.08	16	6	37.50	12.68	2.00	38.04	33.33
[scottsdale traffic ticket lawyer]	16.18	3	1	33.33	16.18	2.00	8.09	200.00
+arizona +traffic +attorney	99.65	47	5	10.64	19.93	1.00	99.65	20.00
"traffic lawyer"	85.08	46	4	8.70	21.27	1.00	85.08	25.00
+driving +lawyers	33.42	56	4	7.14	8.36	1.00	33.42	25.00
[traffic ticket lawyer]	36.20	10	2	20.00	18.10	1.00	36.20	50.00
traffic defense lawyer	129.91	102	7	6.86	18.56	1.00	129.91	14.29
[traffic lawyer near me]	23.94	9	2	22.22	11.97	1.00	23.94	50.00
+traffic +lawyer	14.17	14	2	14.29	7.09	1.00	14.17	50.00

Action Taken : To avoid the keyword competition we have Split the Phrase, BMM and Exact match keywords in different Ad Groups.

We have added New keywords (We have already got approval for new keywords, File Name : New Keywords - Oct 2016)

Text Ad Performance

	Ad Group Name	Cost (\$)	Impressions	Clicks	CTR (%)	Average CPC (\$)	Conversions	Cost/Conversion (\$)	Conv. Rate
Arizona Traffic Ticket - Expert Traffic Ticket Lawyers www.azpinnaclelaw.com/Arizona/Traffic Law Our Expert Traffic Violation Lawyer Will Fight For You! Contact Us Today.	Traffic Attorney BMM	1,053.22	597	57	9.55	18.48	13.00	81.02	22.81
Arizona Traffic Attorney - Experienced Traffic Attorney www.azpinnaclelaw.com/Arizona/Traffic Law Hire a Professional Attorney Specializing In Traffic & CDL Violations. Call Now!	Traffic Attorney BMM	1,139.06	621	59	9.50	19.31	11.00	103.55	18.64
Arizona Traffic Defence - Aggressive Experienced Lawyers www.azpinnaclelaw.com/Arizona/Traffic Law Our Lawyer Defends Traffic Tickets.Let Our Defense Attorney Help You. Consult Us	Traffic Attorney BMM	1,320.80	533	43	8.07	30.72	10.00	132.08	23.26
Arizona Traffic Ticket - Expert Traffic Ticket Lawyers www.azpinnaclelaw.com/Arizona/Traffic Law Our Expert Traffic Violation Lawyer Will Fight For You. {=IF(device=mobile,Call Now!):Contact Us Today.}	Traffic Attorney BMM	386.66	341	32	9.38	12.08	8.00	48.33	25.00
Arizona Ticket Clinic - Experienced Traffic Lawyers www.azpinnaclelaw.com/Arizona/Ticket Clinic Our Expert Traffic Violation Lawyer Will Fight For You! Contact Us Today.	Ticket Clinic BMM	253.03	67	17	25.37	14.88	3.00	84.34	17.65
Arizona Traffic Ticket - Expert Traffic Ticket Lawyers www.azpinnaclelaw.com/Arizona/Traffic Law Our Expert Traffic Violation Lawyer Will Fight For You! Contact Us Today.	Traffic Attorney EM	121.00	31	9	29.03	13.44	3.00	40.33	33.33
Arizona Traffic Ticket Lawyer - Experienced Traffic Attorneys www.azpinnaclelaw.com/Arizona/Traffic Law Don't Pay A Fine Before Speaking To Us We Will Fight Your Ticket. Consult Now!	Traffic Ticket BMM	357.24	417	27	6.47	13.23	3.00	119.08	11.11
Reckless Driving Defense - Aggressive Experienced Lawyers www.azpinnaclelaw.com/Arizona/Traffic Law Hire a professional lawyer specializing in reckless driving. Call now!	Reckless Driving PM	2.91	21	1	4.76	2.91	2.00	1.46	200.00
Arizona Traffic Ticket - Experienced Traffic Attorney www.azpinnaclelaw.com/Arizona/Traffic Law Hire a Professional Attorney Specializing In Traffic & CDL Violations. Call Now!	Traffic Ticket BMM	253.26	507	22	4.34	11.51	2.00	126.63	9.09
Traffic Ticket Lawyer Arizona - Experienced Traffic Lawyers www.azpinnaclelaw.com/Arizona/Traffic Law Our Expert Traffic Violation Lawyer Will Fight For You! Contact Us Today.	Traffic Ticket EM	103.83	41	7	17.07	14.83	2.00	51.92	28.57

	Ad Group Name	Cost (\$)	Impressions	Clicks	CTR (%)	Average CPC (\$)	Conversions	Cost/Conversion (\$)	Conv. Rate
Arizona Traffic Lawyer - Experienced Traffic Lawyers www.azpinnaclelaw.com/Arizona/Traffic Law Our Expert Traffic Violation Lawyer Will Fight For You! Contact Us Today.	Traffic Attorney BMM	322.42	86	11	12.79	29.31	2.00	161.21	18.18
Arizona Traffic Lawyer - Experienced Traffic Lawyers www.azpinnaclelaw.com/Arizona/Traffic Law Our Expert Traffic Violation Lawyer Will Fight For You! Contact Us Today.	Traffic Attorney EM	124.94	43	11	25.58	11.36	2.00	62.47	18.18
Traffic Ticket Defense Lawyers - Experienced Traffic Attorneys www.azpinnaclelaw.com/Arizona/Traffic Law Don't Pay A Fine Before Speaking To Us We Will Fight Your Ticket. Consult Now!	Traffic Ticket EM	17.90	6	1	16.67	17.90	1.00	17.90	100.00
Traffic Ticket Defence - Aggressive Experienced Lawyers www.azpinnaclelaw.com/Arizona/Traffic Law Our Lawyer Defends Traffic Tickets.Let Our Defense Attorney Help You. Consult Us	Traffic Ticket BMM	35.40	18	1	5.56	35.40	1.00	35.40	100.00
Arizona Traffic Attorney - Experienced Traffic Attorney www.azpinnaclelaw.com/Arizona/Traffic Law Hire a Professional Attorney Specializing In Traffic & CDL Violations. Call Now!	Traffic Attorney EM	29.86	7	2	28.57	14.93	1.00	29.86	50.00
Arizona Traffic Defence - Aggressive Experienced Lawyers www.azpinnaclelaw.com/Arizona/Traffic Law Our Lawyer Defends Traffic Tickets.Let Our Defense Attorney Help You. Consult Us	Traffic Attorney EM	82.85	36	5	13.89	16.57	1.00	82.85	20.00
Arizona Traffic Lawyers - Need Help With Traffic Dispute www.azpinnaclelaw.com/Arizona/Traffic Law Our Expert Traffic Violation Lawyer Will Fight For You! Contact Us Today.	Traffic Lawyer PM	12.71	4	1	25.00	12.71	1.00	12.71	100.00

Action Taken : Ad rotation – Changed from “Optimize for clicks” to “Optimize for conversion”

New Expanded ads are added in all ad groups & we have created new call only extensions

Search Queries

	Cost (\$)	Impressions	Clicks	CTR (%)	Average CPC (\$)	Conversions	Cost/Conversion (\$)	Conv. Rate
glendale traffic lawyer	113.72	1	2	200.00	56.86	3.00	37.91	150.00
traffic attorney	91.17	12	7	58.33	13.02	3.00	30.39	42.86
az traffic lawyers	28.47	3	2	66.67	14.24	2.00	14.24	100.00
charged with reckless driving in arizona	2.91	1	1	100.00	2.91	2.00	1.46	200.00
the ticket clinic phoenix az	27.20	3	2	66.67	13.60	2.00	13.60	100.00
traffic lawyer	42.36	5	5	100.00	8.47	2.00	21.18	40.00
cdl lawyer traffic ticket prescott valley	50.33	1	1	100.00	50.33	2.00	25.17	200.00
scottsdale traffic ticket lawyer	16.18	1	1	100.00	16.18	2.00	8.09	200.00
ticket clinic arizona	62.80	16	10	62.50	6.28	2.00	31.40	20.00
mr ticket	16.40	9	2	22.22	8.20	2.00	8.20	100.00
a 13 year old traffic ticket in az is an adjudicated what can i do to pay it	17.25	1	1	100.00	17.25	1.00	17.25	100.00
arizona lawyers	17.52	1	1	100.00	17.52	1.00	17.52	100.00
phoenix traffic court lawyer	18.95	1	1	100.00	18.95	1.00	18.95	100.00
lawyer speed ticket in eloy az	16.49	1	1	100.00	16.49	1.00	16.49	100.00
free legal advice on traffic tickets and restotion in arizona	19.49	1	1	100.00	19.49	1.00	19.49	100.00
lawyer	31.62	1	1	100.00	31.62	1.00	31.62	100.00
traffic law questions arizona	12.64	1	1	100.00	12.64	1.00	12.64	100.00
legal traffic ticket advice	13.75	1	1	100.00	13.75	1.00	13.75	100.00
clinic ticket arizona	4.48	2	1	50.00	4.48	1.00	4.48	100.00
traffic lawyer san tan valley arizona	16.68	1	1	100.00	16.68	1.00	16.68	100.00

Action Taken: We analyzed the search term and we have added irrelevant terms as a negative.

Conclusion:

1. **Search Impression Share:** Based on the Search IS and Search IS lost due to budget we have increased the daily budget to 25%. **After implementing that we achieved the excellent Search IS rate for all campaigns as the avg of 80%.**
 2. **Clicks & Conversions by City:** We have changed the Location options (advanced) – from “People in, searching for, or who show interest in my targeted location” to “People in my targeted location” . After implementing that the unwanted traffic is reduced from outside of the targeting location.
 3. **Clicks & Conversions by Networks:** To increase the traffic, In the Networks - Search Partners Also enabled. which results 18 clicks and 7 more conversions from search partners.
 4. **Campaign Performance:** To avail all the features and options of a search campaign we have changed the campaign type from “Search Network only – Standard” to “Search Network only – All features. After this change we have made Ad Schedule and Device level bid adjustments.
 5. **Ad group Performance:** To increase the ad group performance we have created two new Ad groups “Used Car Dealers” and “Rent to own” and also we have added the additional keywords to the other ad groups.
 6. **Keyword Performance:** To avoid the keyword competition, we have Split the Phrase, BMM and Exact match keywords in different Ad Groups. We have added new keywords after that the keyword performance has improved.
 7. **Text Ad Performance:** Ad rotation – Changed from “Optimize for clicks” to “Optimize for conversion”. We have added the new Expanded ads are in all ad groups & we have created new call only extensions. After Implementing the new Ad creatives the **CTR is increased from 4.69% to 8.63%.**
 8. **Search Queries:** We analyzed the search term and we have added irrelevant terms as a negative. After adding the negative keywords the unwanted searches are reduced.
- By applying these changes we have,
- o Increased the conversion from 22 to 66.
 - o Improved Avg position from 1.6 to 1.1.
 - o Improved conversion rate from 13.58 to 17.98%
 - o Reduced Cost/conversion from \$129.61 to \$99.9