

May 2008 - Monthly PPC Campaign report for <http://www.DomainName.com/>

Hi Jules,

We constantly monitor your positions and perform regular changes to your pay per click campaigns in order to maximize the use of your monthly budget. The following report includes detailed information for the Google AdWords campaign.

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Campaign Summary (5/1/08 – 5/31/08)

Sponsored Link Campaign Summary

	Google	MSN	Yahoo	Totals
Search Engine				
Number of Keywords	22			22
Number of Adgroups	5			5
Spend budget	\$400.00 - \$600.00			-
Date Range	5/1/08 – 5/31/08			
Spend value	\$486.82			\$486.82
Management value	\$125.00			\$125.00
Totals	\$611.82			\$611.82

Monthly Activity

General Observations

It appears that the low search volume keywords have not changed from last month. “patient tracking” and “rtls” continue to be the most successful keywords in addition to also being the most expensive. “patient flow” ranks just underneath the top two keywords. The Overall click through rate has improved (from .29% to 1.35). Because “zigbee” was consuming approximately 25% of the monthly budget, the respective AdGroup was paused as recommended and instructed.

General Observations Summary		
Activity	Status	Comment
Ad impressions trend	Low	Certain Keywords have low search volume and thus low impressions.
Keyword bid cost trend	Up	It appears certain keyword spaces are increasing in competitiveness
Other	CTR low	Consider revising Ad Copies or revise Keywords with more Search Volume

PPC Journal

PPC Journal for Awarepoint		
Month of March	Activity	Comment
5/6/2008	Bid Gap Management - increase Keywords by \$.2-.6	To improve rankings of Ads
5/6/2008	Increase bid of “rfid asset tracking” (+1.00), “asset tracking rfid” (+1.00), and “asset tracking solution” (+.50)	To improve rankings of Ads
5/20/2008	Pause “zigbee” AdGroup	To allot more budget toward better performing and more relevant keywords
5/20/2008	Increase bid of “medical equipment management” (+1.00) and “rfid asset management” (+.50)	To improve rankings of Ads

Monthly Recommendations

- Consider revising Ad Copies to attract more end-users to click through to the website.
- Consider revising the keyword list to include keywords that are relevant and have more search volume.

Attached Google AdWords Information



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Ad Copies/Ad Groups

AdGroup	Keyword	AdCopy
Real Time Location System	rtls	Real Time Location System Co Name 100% wireless RFID Free ROI Calculator
Real Time Location System	real time location systems	
Zigbee	zigbee	ZigBee Asset Tracking From A to Zigbee, The Truth About Sensor Networks. Free whitepaper.
Asset Tracking	asset tracking rfid	Hospital Asset Tracking 100% wireless RFID designed for healthcare. Free planning guide.
Asset Tracking	asset tracking solution	
Asset Tracking	healthcare asset tracking	
Asset Tracking	hospital asset tracking	
Asset Tracking	medical tracking system	
Asset Tracking	rfid asset tracking	
Asset Tracking	medical asset tracking	
Asset Tracking	real time asset tracking for hospital	
Asset Tracking	asset hospital tracking	
Asset Tracking	rfid medical asset tracking	
Hospital Asset Management	healthcare equipment management	Hospital Asset Management Navigating the RFID-RTLS Technology Maze. Free whitepaper.
Hospital Asset Management	medical equipment management	
Hospital Asset Management	hospital asset management	
Hospital Asset Management	rfid medical asset management	
Hospital Asset Management	rfid asset management	
RFID Patient Tracking	medical patient tracking	RFID Patient Tracking Active RFID-RTLS patient tracking. Improves patient flow. Learn more.
RFID Patient Tracking	patient tracking	
RFID Patient Tracking	medical patient tracking system	
RFID Patient Tracking	patient flow	

Please feel free to contact me if you have any questions.

Regards,
 Kasey Wallrath
 Search Engine Analyst
 Position Research, Inc.

Reviewed by:
 Dave Johnson, Director of Marketing
 Gil Vidals, CEO