

ADWORDS REPORTING

What the heck does it all mean???



OVERALL PERFORMANCE

CLICKS - This is the number of clicks that your ad received during the reporting period.

IMPRESSIONS - This is the number of times your ads showed for a search that included the keywords you're targeting.

CTR - This is Click Through Rate. The higher the better. Google says a good click through rate is 1% or better. This number is determined by dividing the number of clicks your ads receive by the number of Impressions your ads received. Higher CTRs indicate higher relevancy, which translates to better ad positioning at a lower cost per click.

AVG. CPC - This is the average cost per click. reporting period.



3,489

↑ 1397.4%



2.5

↑ 56.2%



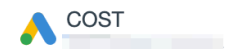
51,893

↑ 1051.1%



\$2.05

↓ -82.0%



\$7,165.91

↑ 168.9%



110

↑ 175.0%



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| | |
|---------------|------------|
| Clicks | 3,489 |
| Impr. | 51,893 |
| CTR | 6.72% |
| Avg. CPC | \$2.05 |
| Cost | \$7,165.91 |
| Avg. position | 2.5 |
| All conv. | 257 |

OVERALL PERFORMANCE CONTINUED

COST - This is your overall ad budget spend for the reporting period.

AVG. POSITION - This is the average position in which your ads showed. (1, 2, 3, and 4 are top of page ad positions on Google's Search results page, located above the Map and organic listings.

CONV. - Conversions are leads (Phone calls and Form Fills). Note: You also need to add any Click and/or Impression Assisted Conversions to this number to get your total number of Conversions for the reporting period.



3,489

↑ 1397.4%



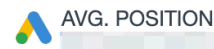
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CAMPAIGN PERFORMANCE

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| Campaign | | Clicks  | Impr. | CTR | Avg. CPC | Cost | Avg. position |
|--------------------------------|---|--|---------------|--------------|---------------|-------------------|---------------|
| Search Implants Waxahachie |  | 2,295 | 20,580 | 11.15% | \$1.12 | \$2,578.98 | 2.6 |
| Search General Waxahachie |  | 737 | 24,650 | 2.99% | \$3.38 | \$2,494.07 | 2.5 |
| Search General Corsicana |  | 308 | 5,413 | 5.69% | \$4.07 | \$1,252.72 | 1.8 |
| Search Implants Corsicana |  | 149 | 1,250 | 11.92% | \$5.64 | \$840.13 | 2.3 |
| | | 3,489 | 51,893 | 6.72% | \$2.05 | \$7,165.91 | 2.5 |

This section of the report shows the same overall data, only now broken down into Campaigns. Here, you can review and compare how each campaign is performing on its own and compared to the other(s).

AD GROUP PERFORMANCE

AD GROUP PERFORMANCE

This section of the report shows the same overall data, only now broken down into your Top 10 performing Ad groups.

| Ad group | Campaign | ✓ | Clicks | Impr. | CTR | Avg. CPC | Cost | Avg. position |
|---------------------|--------------------------------|---|--------------|---------------|--------------|---------------|-------------------|---------------|
| Implants - Dental | Search Implants Waxahachie | ✓ | 2,019 | 17,864 | 11.3% | \$1.10 | \$2,216.64 | 2.5 |
| General | Search General Waxahachie | ✓ | 636 | 22,398 | 2.84% | \$2.77 | \$1,764.07 | 2.5 |
| General | Search General Corsicana | ✓ | 192 | 3,552 | 5.41% | \$2.39 | \$458.18 | 1.9 |
| Implant - Dentist | Search Implants Waxahachie | ✓ | 110 | 656 | 16.77% | \$1.45 | \$159.39 | 2.4 |
| Implants - Dental | Search Implants Corsicana | ✓ | 98 | 835 | 11.74% | \$5.28 | \$517.21 | 2.3 |
| Implants - All On 4 | Search Implants Waxahachie | ✓ | 86 | 843 | 10.2% | \$1.13 | \$97.09 | 2.9 |
| Implants - Teeth | Search Implants Waxahachie | ✓ | 61 | 710 | 8.59% | \$1.19 | \$72.43 | 2.8 |
| Near Me | Search General Waxahachie | ✓ | 52 | 1,284 | 4.05% | \$8.66 | \$450.57 | 2.3 |
| Near Me | Search General Corsicana | ✓ | 47 | 756 | 6.22% | \$6.24 | \$293.47 | 1.8 |
| Branded | Search General Corsicana | ✓ | 32 | 154 | 20.78% | \$2.79 | \$89.15 | 1.0 |
| | | | 3,489 | 51,893 | 6.72% | \$2.05 | \$7,165.91 | 2.5 |

AD PERFORMANCE

This section of the report shows the same overall data, only now broken down into your Top 10 performing ads.

AD PERFORMANCE

| Ad | Campaign | Ad group | Clicks | Impr. | CTR | Avg. CPC | Cost | Ad position |
|---|--------------------------------|-------------------|--------|--------|--------|----------|------------|-------------|
| <p>Dental Implants Dentist One Day Dental Implants Life-Changing Results</p> <p>Take Our Implant Assessment & Find Out If You Qualify For A Free Exam, X-Ray & C.T. Scan!</p> | Search Implants Waxahachie | Implants - Dental | 1,031 | 9,147 | 11.27% | \$1.11 | \$1,149.36 | 2. |
| <p>Dental Implants Dentist Have Teeth In One Day Life-Changing Results</p> <p>Take Our Implant Assessment & Find Out If You Qualify For A Free Exam, X-Ray & C.T. Scan!</p> | Search Implants Waxahachie | Implants - Dental | 788 | 6,552 | 12.03% | \$1.04 | \$822.86 | 2. |
| <p>Dental Looking For A Great Dentist? Waxahachie, TX Dentist Dentist In Waxahachie Book An Appointment Now</p> <p>Waxahachie Family & Cosmetic Dentistry. Ask About Our Affordable Savings Plan! No Insurance? No Problem! Ask About Our Affordable Savings Plan When You Call Now.</p> | Search General Waxahachie | General | 407 | 13,487 | 3.02% | \$2.72 | \$1,107.97 | 2. |
| <p>Waxahachie Dental Office Schedule An Appointment Today General & Cosmetic Dentistry</p> <p>Specializing In General & Cosmetic Dental Services For All Ages.</p> | Search General Waxahachie | General | 209 | 7,628 | 2.74% | \$2.88 | \$601.40 | 2. |

KEYWORD PERFORMANCE

KEYWORDS PERFORMANCE



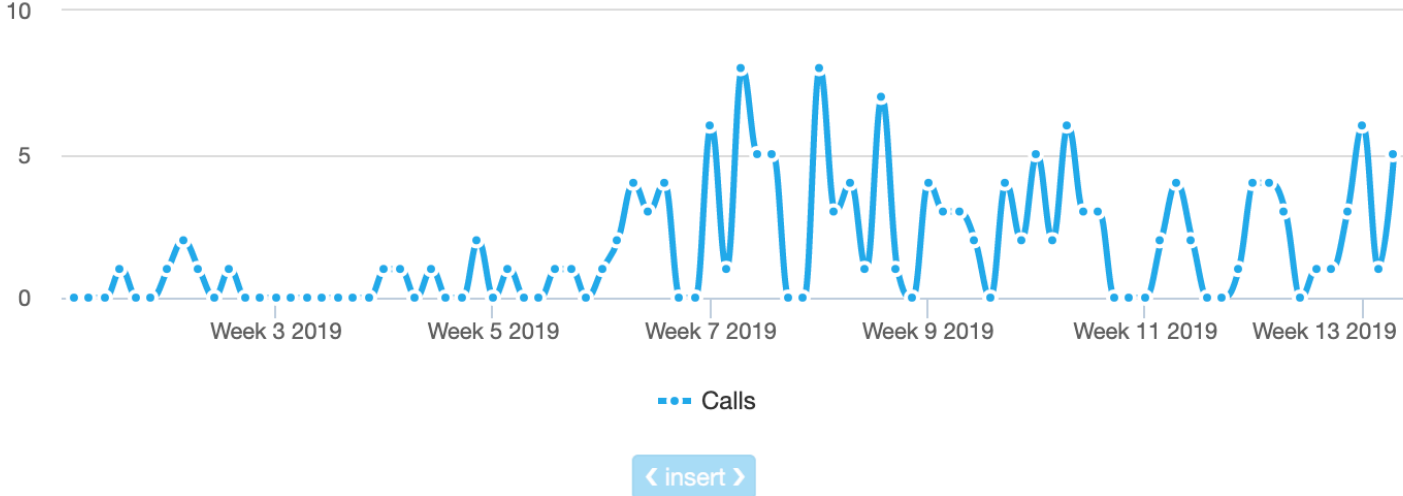
| Keyword | | Campaign | Ad group | Clicks | Impr. | CTR | Avg. CPC | Cost | Avg. position |
|---------------------------------------|---|--------------------------------|-------------------|--------------|---------------|--------------|---------------|-------------------|---------------|
| "dental implants" | ✓ | | | 512 | 4,426 | 11.57% | \$1.28 | \$655.47 | 2.4 |
| +dental +implants | ✓ | Search Implants Waxahachie | Implants - Dental | 497 | 4,081 | 12.18% | \$1.12 | \$556.74 | 2.5 |
| +dentist | ✓ | | | 452 | 12,756 | 3.54% | \$2.62 | \$1,185.63 | 2.2 |
| "dentist" | ✓ | | | 363 | 12,766 | 2.84% | \$2.57 | \$932.70 | 2.2 |
| [affordable dental implants] | ✓ | | | 355 | 2,910 | 12.2% | \$1.17 | \$416.53 | 2.0 |
| [full mouth dental implants] | ✓ | | | 245 | 2,884 | 8.5% | \$1.31 | \$320.81 | 2.6 |
| [dental implants] | ✓ | | | 163 | 1,474 | 11.06% | \$1.33 | \$217.59 | 2.8 |
| [best dental implants] | ✓ | | | 102 | 817 | 12.48% | \$1.16 | \$118.53 | 2.3 |
| [dental implants near me] | ✓ | | | 58 | 402 | 14.43% | \$1.79 | \$103.83 | 2.3 |
| [affordable dental implant dentistry] | ✓ | Search Implants Waxahachie | Implant - Dentist | 53 | 316 | 16.77% | \$1.23 | \$65.24 | 2.4 |
| | | | | 3,338 | 49,563 | 6.73% | \$1.94 | \$6,460.32 | 2.5 |

This section of the report shows the same overall data, only now broken down into your Top 10 (of literally hundreds) performing keywords.

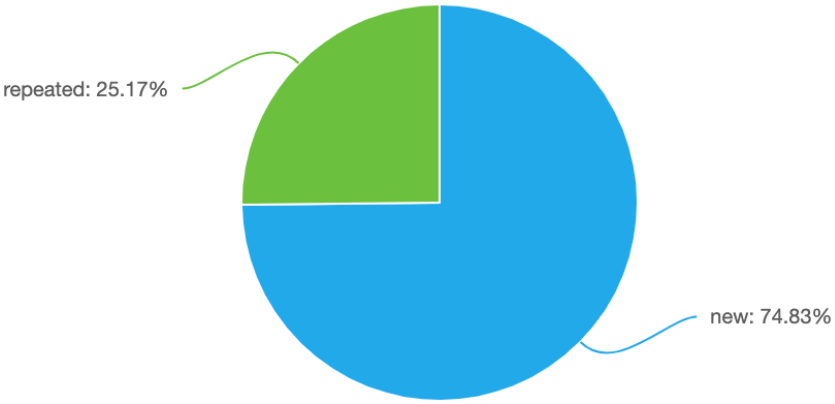
CALL PERFORMANCE

This section of the report shows your call data by Day and then the percentage of calls that were new and repeat.

CALLS BY DAY



CALLS BY REPEAT CALL STATUS (TEXT)



CALL PERFORMANCE



FORMATTED CALLER NUMBER PERFORMANCE JUST WRIGHT DENTAL

This section of the report shows your call data, including the caller's number, name (associated with that phone's account), number of calls, ring time and call duration.

| Formatted caller number | Name | Call: <input type="checkbox"/> | Ring time | Call Duration |
|-------------------------|-----------------|--------------------------------|-----------|---------------|
| (903) [REDACTED] | Sigeley, Carmen | 7 | 59s | 13m 7s |
| (469) [REDACTED] | Evans,Stephanie | 5 | 27s | 3m 9s |
| (214) [REDACTED] | Walton Teresa | 5 | 1m 21s | 12m 7s |
| (325) [REDACTED] | Abilene, TX | 5 | 30s | 19m 54s |
| (903) [REDACTED] | Eules, TX | 4 | 1m 6s | 8m 29s |
| (903) [REDACTED] | Isaac Judy | 3 | 33s | 14m 52s |
| (469) [REDACTED] | Carrillo,Meliss | 3 | 20s | 9m 46s |
| (806) [REDACTED] | Amarillo, TX | 2 | 20s | 3m 24s |
| (972) [REDACTED] | Rodriguez Johnn | 2 | 30s | 9m 29s |
| (903) [REDACTED] | Knott Teresa | 2 | 17s | 3m 45s |
| (918) [REDACTED] | Stepp Sarah | 2 | 36s | 36s |
| (903) [REDACTED] | Q Link Wireless | 2 | 11s | 56s |
| (214) [REDACTED] | Bow Roofing | 2 | 14s | 3m 42s |
| (903) [REDACTED] | Freeman Michael | 2 | 24s | 4m 11s |
| (816) [REDACTED] | Larry D Dowden | 2 | 13s | 1m 9s |
| (830) [REDACTED] | San Antonio, TX | 2 | 22s | 1m 16s |
| (903) [REDACTED] | Price,Angela | 2 | 22s | 5m 52s |
| (972) [REDACTED] | Baker Dennis | 2 | 16s | 3m 32s |