



company

OVERVIEW

December 2015
SEM REPORT

Company - Analysis

- Traffic volume across all active areas saw significant increase following pause and reallocation of Brand and Content dollars
- Non Brand traffic increased 72%; Mobile traffic increased 62%; Competitive traffic increased 51%.
- Stable front-end performance following a significant increase in traffic and support Display Ads received 92 clicks and 40,733 impressions.
- Competitive terms experienced the most significant change with a 33% lift in CTRs MoM

Company - Adjustments

- Twitter Ads campaign will begin January 1st.
- Audit of Search Query Reports within specific areas experiencing drops in engagement.
- Facebook Ad Groups will be monitored for best performing and lowest Cost Per lead.
- Initial results since launch on 9/4 are very positive (averaging a 0:02:37 ASD up from 0:00:12 the week prior)



CAMPAIGN PERFORMANCE

COMPANY- SEARCH CAMPAIGN

	November	December
Clicks	1,609	1,765
Impressions	71,987	78,329
CTR	2.24%	2.25%
Avg. CPC	\$2.57	\$2.53
Avg. Position	2.2	2.1

COMPANY - DISPLAY CAMPAIGN

	November	December
Clicks	403	456
Impressions	22,546	17,809
CTR	1.79%	2.56%
Avg. CPC	\$0.56	\$0.78
Avg. Position	N/A	N/A

TOP PERFORMING KEYWORDS - CLICKS

	November	December
"Audi Repair"	201	231
[mercedes mechanic]	146	131
auto mechanic service	87	124
+Volkswagen repair shop	99	82
[car repair shops]	53	67

TOP PERFORMING KEYWORDS - CTR

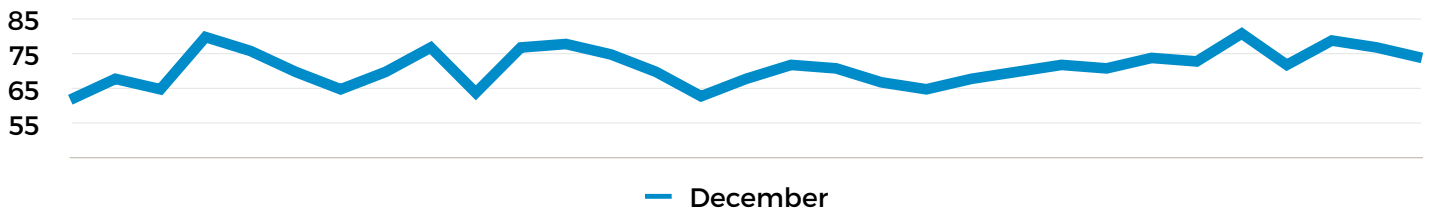
	November	December
"body repair"	11.34%	12.86%
"mercedes auto"	8.54%	11.36%
"mercedes benz repair"	8.09%	10.42%
"audi car mechanic"	7.43%	8.45%
automotive repairs	5.22%	7.59%



PAGE STATISTICS

Sessions	Users	Pageviews	Avg. Session Duration	Bounce Rate
6.62%	9.86%	6.55%	-3.85%	1.35%

DAILY CLICKS - SITE



PAGE ANALYTICS - OVERVIEW

	November	December
Sessions (New Users)	11,871 (6,733)	12,657 (7,397)
Pageviews (New Pageviews)	27,068 (21,776)	28,840 (23,610)
Avg. Session Duration	2:18	2:09
Bounce Rate	64.03%	64.90%

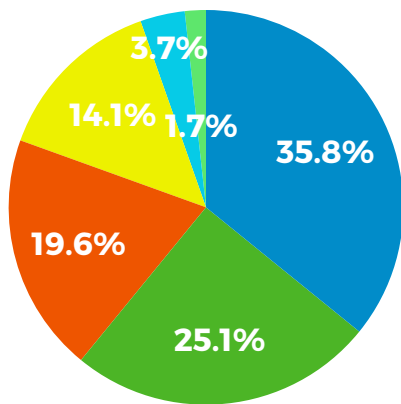
PPC VS. HIGHEST PERFORMING SOURCE

	Google PPC	Google / Organic
Sessions (New Users)	1,765 (1,662)	4,523 (3,770)
Avg. Time On Page	1:54	2:37
Bounce Rate	79.25%	74.01%



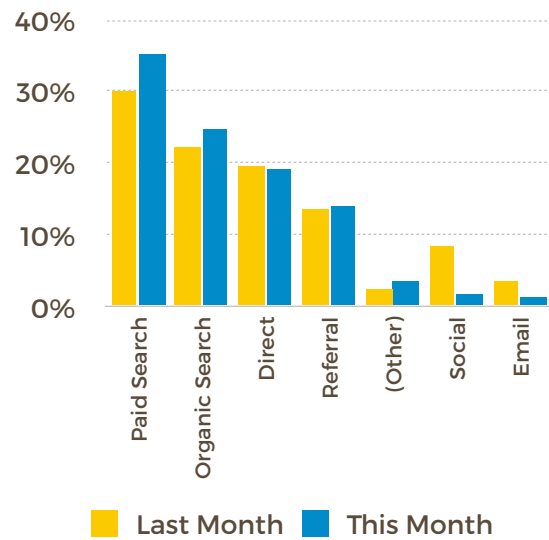
MONTHLY TRAFFIC

TRAFFIC SOURCES



- Paid
- Organic
- Direct
- Referral
- (Other)
- Social

MONTH OVER MONTH



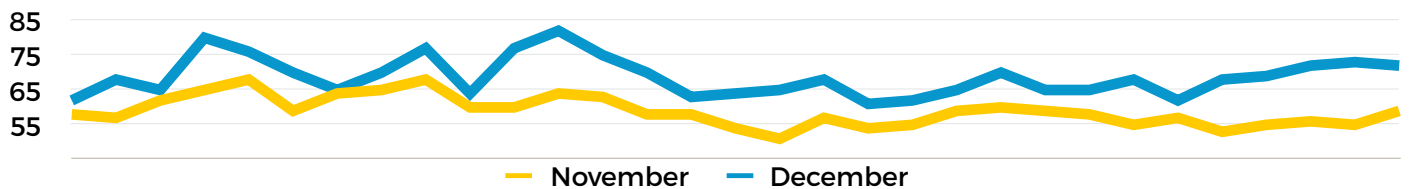
SUMMARY BY CATEGORY

Category	Last Month	This Month	Difference
Paid Search	30%	35.3%	5.3%
Organic Search	22.1%	24.7%	2.6%
Direct	19.7%	19.3%	(0.40%)
Referral	13.5%	13.9%	0.4%
(Other)	2.5%	3.6%	1.1%
Social	8.5%	1.7%	(6.8%)
Email	3.7%	1.5%	(2.2%)



CAMPAIGN PERFORMANCE

Clicks	Impressions	CTR	Avg. CPC	Cost	Avg. Position	Conversions	Cost per Conv.
1,765	78,329	2.25%	\$2.53	\$4,458.39	2.12	102	\$43.71



TOP PERFORMING CAMPAIGNS

CAMPAIGN	Clicks	Impressions	CTR	Avg. CPC	Cost	Avg. Pos.	Conversions
Company - Display	106	41,892	0.25%	\$0.86	\$91.16	N/A	12
Company - Search Comp	401	14,548	2.76%	\$2.38	\$954.38	2.42	30
Company - Remarketing	332	3,225	10.29%	\$1.85	\$614.20	N/A	23
Company - Phrase	377	11,366	3.32%	\$2.33	\$878.41	1.56	15
Company - Store	549	7,298	7.52%	\$5.21	\$2860.29	2.39	22
	1765	78,329	2.25%	\$2.53	\$4458.39	2.12	102



CAMPAIGN PERFORMANCE

TOP PERFORMING AD GROUPS

Ad Group	Campaign	Clicks	Impressions	CTR	Avg. CPC	Conversions
Body repair	Company - Search	323	7,880	4.10%	\$1.45	15
Mercedes	Company - Search Comp	205	5,208	3.94%	\$1.77	13
vehicle repair	Company - Search Comp	153	4,877	3.14%	\$1.80	6
location based	Company - Remarketing	117	6,430	1.82%	\$2.31	4
Remarketing	Company - Phrase	102	6,727	1.52%	\$4.55	6
auto repair chicago il	Company - Store	100	4,365	2.29%	\$1.60	1
phrase - store	Company - Phrase	94	5,231	1.80%	\$1.50	17
my special service care	Company - Search	79	5,234	1.51%	\$1.22	1
gen keywords	Company - Search	62	4,550	1.36%	\$2.31	12
[service] - special	Company - Search Comp	34	2,340	1.45%	\$3.40	6

TOP PERFORMING KEYWORDS

Keyword	Match Type	Clicks	Impressions	CTR	Avg. CPC	Cost	Avg. Pos.	Conversion Rate
"body repair"	broad	6	14	42.86%	\$1.86	\$11.16	1.43	0
"mercedes auto"	phrase	5	44	11.36%	\$2.38	\$11.90	1.59	1
"mercedes benz repair"	phrase	5	48	10.42%	\$1.85	\$9.25	1.92	1
"audi car mechanic"	phrase	6	71	8.45%	\$2.53	\$15.18	1.42	0
automotive repairs	broad	41	540	7.59%	\$5.55	\$227.55	3.40	9
auto repair chicago il	broad	27	436	6.19%	\$1.90	\$51.30	2.33	1
"auto mercedes"	phrase	6	113	5.31%	\$1.50	\$9.00	4.88	0
"my mercedes service"	phrase	5	100	5.00%	\$1.85	\$9.25	3.23	0
"mercedes my service"	phrase	5	102	4.90%	\$2.71	\$13.55	1.23	0
[automotive service]	exact	10	211	4.74%	\$8.26	\$82.60	2.66	6
"automotive repair"	phrase	10	220	4.55%	\$1.93	\$19.30	1.07	0
mechanics for mercedes	broad	5	113	4.42%	\$1.47	\$7.35	1.14	0
"car body shop"	phrase	15	367	4.09%	\$2.18	\$32.70	1.26	0
[mercedes mechanic]	exact	131	3,259	4.02%	\$1.48	\$193.88	1.18	15
car +body +repair	broad MM	18	463	3.89%	\$2.76	\$49.68	1.19	1
repair auto	broad	7	182	3.85%	\$2.39	\$16.73	2.18	3
"car mechanic"	phrase	26	698	3.72%	\$2.51	\$65.26	1.30	3
+Volkswagen repair shop	broad MM	82	2,223	3.69%	\$2.07	\$169.74	1.04	0
brake repair +service	broad MM	31	869	3.57%	\$2.24	\$69.44	2.60	0
automotive +brake repair	broad MM	38	1,130	3.36%	\$2.08	\$79.04	1.94	0
auto mechanic service	broad	124	3,790	3.27%	\$1.80	\$223.20	1.33	12
BMW repair	broad	18	592	3.04%	\$2.38	\$42.84	1.83	0
[auto service]	exact	7	244	2.87%	\$2.55	\$17.85	3.39	0
"auto repairing"	phrase	20	770	2.60%	\$2.50	\$50.00	1.53	1
"auto repair"	phrase	9	353	2.55%	\$1.27	\$11.43	1.30	0
repair car shop	broad	9	358	2.51%	\$9.88	\$88.92	4.07	2
[repair automotive]	exact	17	724	2.35%	\$2.15	\$36.55	1.04	2
[bmw service]	exact	5	230	2.17%	\$2.41	\$12.05	2.11	0
car mechanic shops	broad	25	1,163	2.15%	\$2.73	\$68.25	2.19	0
"Audi mechanic"	phrase	6	281	2.14%	\$2.10	\$12.60	1.14	0