



June 12, 2014

Campaign Start Date: August 24, 2006

This Internet Marketing Report is for:

Don L. Doe, M.D., A Medical Corporation
1234 Main Street, Suite 555
Anytown, USA 55555

Please utilize the following information to better understand where your advertising dollars are being allocated. All statistics will be displayed graphically, as well as, listed in the chart below. Please reference each statistical terms definitions located below the respective graph to help you understand how each figure affects your entire Internet Marketing Campaign.

We are eager to review this report and will be contacting you within the next 24 hours to present the key points of your campaign and answer any questions that you may have. If you are unavailable to speak with one of our customer care representatives at that time, please get back to us upon your leisure, and we will be happy to evaluate your Internet Marketing Report in further detail.

Your Internet Marketing Team of Professionals

May 2007 Statement | Feb 1, 2006 • May 31, 2007 • (GMT -08:00) Pacific Time • AD TYPE:

month	imps	clicks	invalidClicks	invalidClicksRate	ctr	cpc	cost	pos
February 2006	34	2	0.0	0.00%	5.88%	\$1.00	\$2.00	1.0
March 2006	193	24	0.0	0.00%	12.44%	\$1.93	\$46.21	1.0
April 2006	533	33	0.0	0.00%	6.19%	\$2.87	\$94.66	1.1
May 2006	896	49	1	2.00%	5.47%	\$2.18	\$106.59	1.1
June 2006	1079	42	1	2.33%	3.89%	\$3.26	\$137.11	1.1
July 2006	831	59	1	1.67%	7.10%	\$2.98	\$176.07	1.0
August 2006	1058	51	5	8.93%	4.82%	\$2.93	\$149.24	1.3
September 2006	933	41	1	2.38%	4.39%	\$2.27	\$92.97	1.5
October 2006	1012	33	1	2.94%	3.26%	\$2.57	\$84.90	1.7
November 2006	847	59	4	6.35%	6.97%	\$2.27	\$133.93	1.5
December 2006	798	45	3	6.25%	5.64%	\$2.30	\$103.55	1.4
January 2007	906	61	0.0	0.00%	6.73%	\$2.37	\$144.70	1.2
February 2007	638	38	1	2.56%	5.96%	\$2.78	\$105.51	1.1
March 2007	766	67	9	11.84%	8.75%	\$3.19	\$213.65	1.0
April 2007	1043	67	1	1.47%	6.42%	\$3.59	\$240.26	1.1
May 2007	996	71	1	1.39%	7.13%	\$3.98	\$282.64	1.1
Totals & Overall Averages	12,563	742	29	3.76%	5.91%	\$2.85	\$21,139.90	1.2

*Note: Monthly statistics for the first and last months listed may vary due to start date of campaign. Please reference start date listed above for your specific campaign. Let's Rate your performance so far.... Use this scale to determine how you've done with our program based on your CTR.

Excellent: 2.5% and above **Good:** 1.51% - 2.49% **Average:** 1.01% -1.50%

Poor: 0.51% - 1.00% **Failing:** < 0.50%

Industry Average CTR Percentage is 0.5% - 1.0%