

### Step 18 – Sample Campaign “Dial In” Report

Date	Likely emails	Tot Clicks /CTR	Cost (\$)	CPC	<u>Comment</u> <b>Code for emails: B = Bear, HM = Honeymoon F = Fish, L= Lakes or Lovers, F = Family or Camping</b>
Tues 2-17-09	0	0 0%	0	0	Campaign to start tomorrow.
Wed 2-18-09		67 .08%	80	1.19	<b>Re-wrote copy</b> for non-fish/hunt Included 36 clicks from content net
Thu 2-19-09		64 .06%	104	1.61	Included 49 clicks from content net Eliminated midnight to 6AM - all campaigns
Fri 2-20-09		63 .23%	95	1.51	<b>Turned off content</b> except for camping and HM which had 19/10 content clicks [29]
Sat 2-21-09		69 .1%	120	1.73	Included 35 clicks from content net for family, secluded, HM
Sun 2-22-09		63 .4%	115	1.83	Turned off content for all but secluded (10) Seriously added keywords to campaigns
Mon 2-23-09		61 1.6%	118	1.93	<b>Changed Lovers copy</b> to ‘Yr own pvt Lake’ <b>Midwest focus</b> non-fish/hunt to 500 mi Chi
Tues 2-24-09		41 1.8%	78	1.92	Increased Secluded and HM to \$30/day <b>Eastern Metro focus</b> to 300 mi Phila
Wed 2-25-09		53 2.3%	89	1.69	Reduced Lovers and Honeymoon to \$2.00 bid. <b>Non-hunt/fish pulling in AM</b>
Thurs 2-26-09		67 2.9%	113	1.69	One visitor ~every 15 mintues of the 18 hour day. <b>Highest daily CTR</b>
Friday 2-27-09		67 3.4%	116	1.74	<b>Highest daily CTR</b> Added KC -200mi and Atl -150mi to honeymoon
Saturday 2-28-09		68 3.0%	115	1.68	Tweaked Private lakes copy but to no avail
Sunday 3-1-09		81 3.25%	132	1.64	<b>Record total clicks. Near record CTR</b> Increased budget to \$40 on Generic Fish
Monday 3-2-09		78 3.2%	115	1.52	2 hits on private lakes <b>Record for low CPC</b>
Tuesday 3-3-09		65 2.5%	106	1.64	
Wed 3-4-09		80 3.0%	143	1.79	
Thursday 3-6-09		53 3.4%	83	1.58	<b>Secluded Lovers paused</b>
Friday 3-7-09		39 2.8%	63	1.62	
Saturday 3-8-09		48 4.2%	75	1.56	