



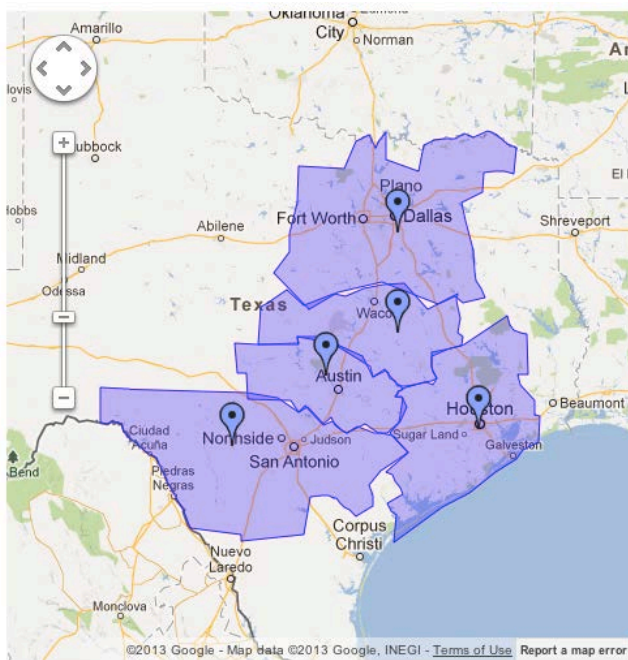
marketing & advertising

## Texas Take Time – Pay-Per-Click Final Report

Date: March 25th to June 14th, 2013

In this final report you will see numbers that show the highest searched keyword, the best performing display ads as well as a Google Analytics comparison of the website traffic during the PPC campaign and the month after the PPC campaign ended. This is particularly helpful for us as it provided a comparison being that Google Analytics was not on the website prior to the start of the PPC campaign.

**Targeted Locations – Approximated Reach: 27,639,000**





marketing & advertising

	Search Campaigns	Display	Totals
Total Clicks:	1,240	1,593	<b>2,833</b>
Total Impressions:	124,396	639,117	<b>763,513</b>
Total Cost:	\$6,623	\$3,450	<b>\$10,074</b>

Most Search Clicks per Location:

Houston Area	416 clicks
Dallas Area	403 clicks
San Antonio Area	252 clicks
Austin Area	169 clicks

Most Clicked Search Ad:

119 clicks (Dallas area)

[Respite Care San Antonio](#)  
 Have a Loved One w/ Special Needs?  
 Resources and Educational Materials  
[www.TakeTimeTexas.com/respiteCare](http://www.TakeTimeTexas.com/respiteCare)

114 clicks (San Antonio Area)

[Respite Care in Dallas TX](#)  
 Have a Loved One w/ Special Needs?  
 Resources and Educational Materials  
[www.TakeTimeTexas.com/respiteCare](http://www.TakeTimeTexas.com/respiteCare)

112 clicks (Houston Area)

[Respite Care - Houston TX](#)  
 Relief and Support for Caregiver  
 Resources and Educational Materials  
[www.TakeTimeTexas.com/respiteCare](http://www.TakeTimeTexas.com/respiteCare)

Total Number of Active Keywords: 150

Search Related Keywords:

Caregivers	456 clicks
Respite Care	420 clicks
Other	316 clicks



marketing & advertising

**Display Ads:**

The below banner ad received the most clicks at 538 clicks



This banner ad received 469 total clicks



And this banner ad still performed well and received 283 Clicks





marketing & advertising

### Google Analytics

Here is a comparison of several indicators during the last month of the campaigns and the following month after turning the campaigns off. These statistics are only for pages under Texas Inventory of Respite Services as these were the only pages we had access to but provide a sense of the impact the PPC campaign had on website visits.

	W/ PPC	W/O PPC	Difference	
<b>Visit</b>	488	369	<b>24%</b>	
<b>Unique Visitors</b>	371	259	<b>30%</b>	
<b>Page Views</b>	1560	1255	<b>20%</b>	
<b>Page/Visits</b>	3.2	3.4	<b>6%</b>	
<b>Avg. Duration</b>	3:13	3:05	<b>4%</b>	
<b>Bounce Rate</b>	32.99%	30.35%	<b>8%</b>	
<b>New Visitors</b>	73.57%	68.56%	<b>7%</b>	
<b>Returning</b>	26.40%	31.40%	<b>19%</b>	
<b>Visit Duration</b>	61-600	225	<b>178</b>	<b>21%</b>

### Considerations

- The top 3 indicators - Visit, Unique Visitors and Page View experienced a drop in numbers after the PPC campaign ended.
- 46% of visitors spent between 1-10 minutes on the website viewing almost the same percentage of pages. This indicator also took a hit in number of visits after the PPC campaign ended.
- The majority of visits came from the Houston area with Dallas coming in close second.

Even without the detailed tracking measures that we typically have during a PPC campaign, you can see the impact that running a PPC campaign had on the number of people who visited the website, how long they stayed on the website as well as how many pages were visited during their stay during the campaign and after.