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
<table>
<thead>
<tr>
<th></th>
<th>Search Campaigns</th>
<th>Display</th>
<th>Totals</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Clicks:</td>
<td>1,240</td>
<td>1,593</td>
<td>2,833</td>
</tr>
<tr>
<td>Total Impressions:</td>
<td>124,396</td>
<td>639,117</td>
<td>763,513</td>
</tr>
<tr>
<td>Total Cost:</td>
<td>$6,623</td>
<td>$3,450</td>
<td>$10,074</td>
</tr>
</tbody>
</table>

**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:**
- **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
Display Ads:

The below banner ad received the most clicks at 538 clicks

![Banner Ad]

This banner ad received 469 total clicks

![Banner Ad]

And this banner ad still performed well and received 283 Clicks

![Banner Ad]
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.

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

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.