

SITE TRAFFIC REPORTING

RECAP THE REASON FOR THE CAMPAIGN

THE CAMPAIGN GOAL

- Increase site traffic by delivering the advertiser's message to the target audience and finding more of their audience using general tactics and optimization algorithms.

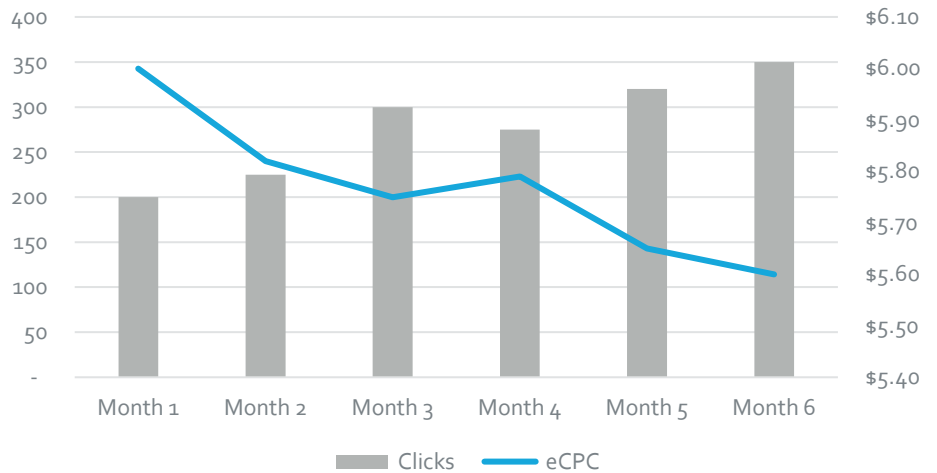
THE AUDIENCE & PLAN

- Highlight the targeted audience and targeting methods used to reach that audience.

SHOWCASE RELEVANT METRICS

SITE TRAFFIC METRICS

- Total Number of Clicks
- eCPC (Average Cost per Click)
- CTR (Click Through Rate)



USE THE DATA TO TELL A STORY

TIE DATA BACK TO THE BUSINESS

- Explain the numbers as it relates to the advertiser. Identify ways campaign drove more site traffic over time and increased efficiency of cost per click.

SHOW TRENDS OVER TIME

- Compare current data points to previous months. Show how campaign optimizations capitalized on wins and overcame losses.