

Dynamic Portfolio & Bid-Optimization

Portfolio Name: * East Coast Universities

Enable Dynamic Sub-Portfolio Refresh

Sub-Portfolio Name: Bleeders

Description: All keywords with cost > \$1500.00 and 0 conversions in the last 28 days that are in position 9 or worse

Conversion Type: Conversions

Campaign: Google

- East Coast Universities
 - North East Coast
 - South East Coast
- East Coast Colleges
 - Pennsylvania State
 - University of Maryland
 - Excelsior College
- Private Schools
- Yahoo
- MSN

Keyword Match Type & Status: Broad Phrase Exact

Keyword Performance Metrics: Last 28 Days

Max. CPC: [] to [] USD

Min. CPC: [] to [] USD

Avg. CPC: [] to [] USD

Impressions: [] to []

Clicks: [] to []

Cost: 1,500 to [] USD

CTR: [] to [] %

Avg. Position: 9 to []

Conversions: 0 to 0

Conv. Rate: [] to [] %

Conv. Value: [] to [] USD

CPA: [] to [] USD

ROAS: [] to [] %

Keyword Name Match: []

Save Cancel

SearchForce Account: Account Name

Portfolio Overview Search Content Placement Bid Rule

Portfolio	Create Date	Strategy	Status	Target	Actual	Cost	Units	Impr.	CTR(%)	Clicks	Avg CPC	Avg CPM	Conv.Events	Revenue
Universities						\$47,560.92		16994443	0.28%	48463	\$0.98	\$2.79	410	\$820.64
▼ Base Portfolio Summary	02/11/08	Performance	🟢			\$42,902.36		16987341	0.21%	36131	\$1.18	\$2.52	381	\$593.10
Search			🟢	\$100.00	\$95.86	\$23,582.75	513	1083169	2.82%	30519	\$0.77	\$21.77	246	\$459.00
▼ Content Network Summary						\$19,319.61		15904172	0.04%	5612	\$3.44	\$1.21	135	\$134.10
Content			🟢	\$25.00	\$24.04	\$480.76	37	303574	0.08%	257	\$1.87	\$1.58	20	\$11.59
Targeted Placement			🟢	\$175.00	\$163.82	\$18,838.85	251	15600598	0.03%	5355	\$3.52	\$1.21	115	\$122.51
▼ Sub Portfolio Summary						\$4658.56	234	206026	5.98%	12332	\$0.38	\$22.61	29	\$227.54
Bleeding Keywords	02/16/08	Traffic	🟡	\$0.47	\$0.45	\$2,122.22	76	92102	5.08%	4675	\$0.45	\$23.04	3	\$85.51
Brand terms	02/18/08	Position	🟢	3	3.3	\$1841.40	114	106822	6.77%	7234	\$0.25	\$17.24	8	\$121.03
High volume low CPA terms	02/16/08	Bid Rule	🟢			\$694.94	44	7102	5.96%	423	\$1.64	\$97.85	18	\$21.00
West Coast Universities						\$2,103.31		153493	1.25%	1926	\$1.09	\$13.70	147	\$2425.50
▶ Base Portfolio Summary	05/22/07	Performance		\$13.00	\$6.77	\$54.19		6028	1.23%	74	\$0.73	\$8.99	8	\$132.00
▶ Sub Portfolio Summary						\$2,049.12	2435	147465	1.26%	1852	\$1.11	\$13.90	139	\$293.50

Strategy Type for Universities: Performance

Enable strategy for the search network

Maximize: Conversions

Subject to CPA: \$100.00

Maximum Bid: \$5.00

Advanced Parameters

Control Level: Portfolio Keyword

Bid Aggressiveness: Aggressive

Spend Aggressiveness: Aggressive

Response Timescale: Short Term

Low Performing Keywords: Pause

Bid Rule for High volume low CPA terms

Action: Increase bids by 5 %

Not to exceed: 3.20 USD

Execution Schedule: Weekly

Start Date: Set 02/16/2008

End Date: None

Use all keywords in this portfolio

Last executed on: 08/15/2008

Reporting and Analytics

