



Scanning Revolution

June 15, 2015 - July 14, 2015

NetFlyDigital.com

AVG. CPC
SCANNING REVOLUTION

\$5.65

↑ 12%

CLICKS
SCANNING REVOLUTION

98

↓ 10%

CTR
SCANNING REVOLUTION

2.11%

↓ 22%

AVG. POSITION
SCANNING REVOLUTION

3.1

↓ 10%

CONV. RATE
SCANNING REVOLUTION

39.8%

↑ 2069%

CONVERSIONS
SCANNING REVOLUTION

39

↑ 1850%

COST
SCANNING REVOLUTION

\$553.84

↑ 0.9%

TOTAL CONV. VALUE
SCANNING REVOLUTION

\$97,000.00

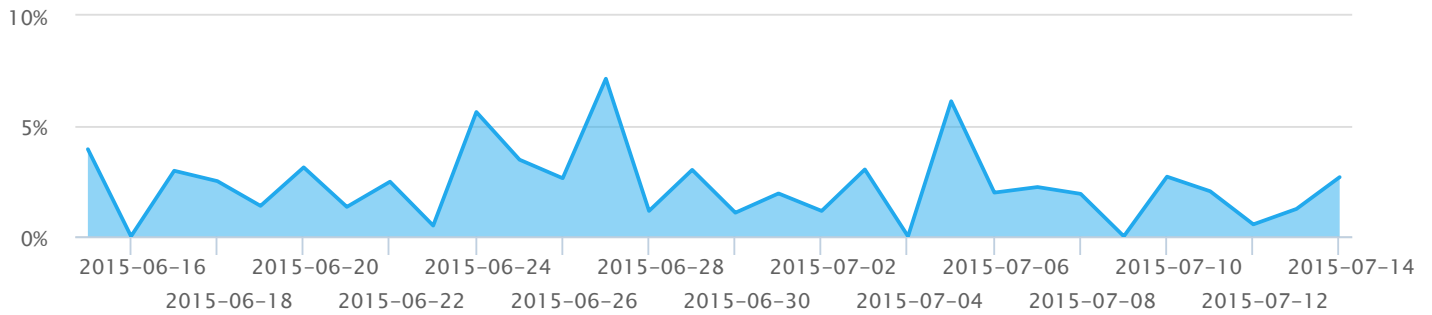
↑ 2325%

RETURN ON AD SPEND
SCANNING REVOLUTION

17,514.08%

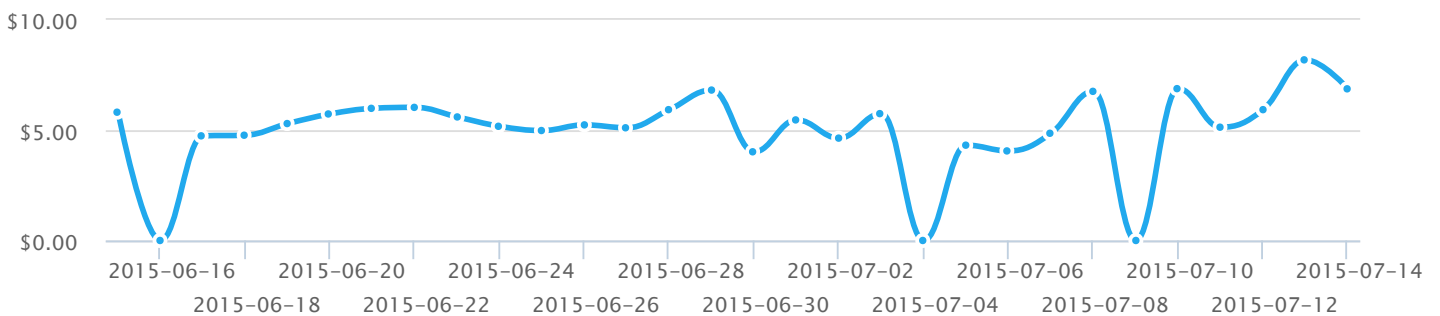
↑ 2303%

CTR
SCANNING REVOLUTION



■ CTR

AVG. CPC
SCANNING REVOLUTION



● Avg. CPC

CLICK TYPE PERFORMANCE

SCANNING REVOLUTION

Click type	Clicks	Impr.	Cost	Converted clicks
Headline	96	4,650	\$ 538.26	35
Sitelink	2	2,204	\$ 15.58	0
Phone calls	0	461	\$ 0	0

CAMPAIGN PERFORMANCE

SCANNING REVOLUTION

	Campaign	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. position	Search impr. share
	Conversions Exact	42	1,291	3.25%	\$ 5.56	\$ 233.36	3.6	89.1%
✓	Conversions BMM	38	2,268	1.68%	\$ 5.37	\$ 203.94	2.8	91.04%
✓	Mobile Only	18	1,037	1.74%	\$ 6.47	\$ 116.54	3.0	78.84%
✓	Branded	0	18	0%	\$ 0	\$ 0	6.2	47.06%
✓	Remarketing	0	36	0%	\$ 0	\$ 0	6.9	55.38%

✓ Active || Paused ✗ Deleted

AD GROUP PERFORMANCE






SCANNING REVOLUTION

	Ad group	Campaign	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. position
✓	Medical	Conversions BMM	31	1,923	1.61%	\$ 4.93	\$ 152.73	2.8
✓	Document Scanning	Conversions Exact	15	635	2.36%	\$ 5.28	\$ 79.23	4.5
✓	Conversion	Conversions Exact	6	87	6.9%	\$ 5.70	\$ 34.17	2.6
✓	Microfilm Scanning	Conversions Exact	6	179	3.35%	\$ 3.90	\$ 23.38	2.8
✓	Pricing	Conversions BMM	6	312	1.92%	\$ 7.82	\$ 46.91	3.0
✓	Bulk Scanning	Conversions Exact	4	86	4.65%	\$ 5.69	\$ 22.76	2.2
✓	Aperture Cards	Conversions Exact	3	40	7.5%	\$ 4.78	\$ 14.35	2.1
✓	Pricing	Conversions Exact	3	48	6.25%	\$ 8.69	\$ 26.08	1.5
✓	Microfiche Scanning	Conversions Exact	2	77	2.6%	\$ 5.68	\$ 11.35	2.8
✓	Pricing Download	Conversions Exact	2	10	20%	\$ 8.58	\$ 17.16	1.5

✓ Active || Paused ✗ Deleted



Ad	Campaign	Ad group	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. position
✓ Scan Medical Documents? Rated #1 Saving Practices Millions. Contact Us Today for a Free Quote! www.scanningrevolution.com/medical	Conversions BMM	Medical	24	1,589	1.51%	\$ 4.94	\$ 118.65	2.7
Computers			18	1,161	1.55%	\$ 4.96	\$ 89.24	3.0
Mobile devices with full browsers			4	361	1.11%	\$ 4.66	\$ 18.65	1.7
Tablets with full browsers			2	67	2.99%	\$ 5.38	\$ 10.76	2.3
✓ Document Scanning Service Bulk Scanning #1 in Affordability. Contact Us Today for a Free Quote! www.scanningrevolution.com	Conversions Exact	Document Scanning	15	621	2.42%	\$ 5.28	\$ 79.23	4.5
Computers			12	518	2.32%	\$ 5.50	\$ 66.01	4.7
Mobile devices with full browsers			2	80	2.5%	\$ 5.00	\$ 9.99	2.9
Tablets with full browsers			1	23	4.35%	\$ 3.23	\$ 3.23	3.9
✓ Scan Medical Documents? Rated #1 Saving Practices Millions. Contact Us Today for a Free Quote! www.scanningrevolution.com/medical	Mobile Only	Medical	7	355	1.97%	\$ 6.41	\$ 44.86	2.5
Computers			6	204	2.94%	\$ 6.42	\$ 38.53	3.1
Mobile devices with full browsers			1	119	0.84%	\$ 6.33	\$ 6.33	1.8
Tablets with full browsers			0	32	0%	\$ 0	\$ 0	1.5
✓ Bulk Scanning Services Affordable Digital Conversions Email Us Today for a Free Quote! www.scanningrevolution.com	Mobile Only	Bulk Scanning	6	166	3.61%	\$ 5.88	\$ 35.26	2.1
Computers			5	142	3.52%	\$ 6.52	\$ 32.59	2.2
Tablets with full browsers			1	3	33.33%	\$ 2.67	\$ 2.67	3.3
Mobile devices with full browsers			0	21	0%	\$ 0	\$ 0	1.2
✓ Scan Medical Documents Save Time & Tons of Money This Way. Contact Us Today for a Free Quote! www.scanningrevolution.com/medical	Conversions BMM	Medical	5	206	2.43%	\$ 4.64	\$ 23.19	3.2
Computers			4	181	2.21%	\$ 4.80	\$ 19.21	3.4
Mobile devices with full browsers			1	18	5.56%	\$ 3.98	\$ 3.98	2.2
			78	3,308	2.36%	\$5.49	\$428.36	3.0

Ad	Campaign	Ad group	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. position
Tablets with full browsers			0	7	0%	\$0	\$0	2.3
 Microfiche Conversion Top quality at competitive prices. Visit us for a Free Quote Now! www.scanningrevolution.com	Conversions Exact	Conversion	5	33	15.15%	\$5.68	\$28.40	2.1
Computers			5	32	15.63%	\$5.68	\$28.40	2.1
Mobile devices with full browsers			0	1	0%	\$0	\$0	2.0
 Fast Microfiche Scanning Top Quality at Competitive Prices. Click Here For A Free Quote! www.scanningrevolution.com	Conversions BMM	Pricing	5	146	3.42%	\$7.42	\$37.09	2.0
Computers			5	100	5%	\$7.42	\$37.09	2.1
Mobile devices with full browsers			0	43	0%	\$0	\$0	1.9
Tablets with full browsers			0	3	0%	\$0	\$0	1.0
 Bulk Scanning Services Affordable Digital Conversions Email Us Today for a Free Quote! www.scanningrevolution.com	Conversions Exact	Bulk Scanning	4	86	4.65%	\$5.69	\$22.76	2.2
Computers			4	58	6.9%	\$5.69	\$22.76	2.5
Tablets with full browsers			0	2	0%	\$0	\$0	1.0
Mobile devices with full browsers			0	26	0%	\$0	\$0	1.5
 Microfilm Scanning Convert Microfilm Files to Any Digital Format. Highest resolution. www.scanningrevolution.com	Conversions Exact	Microfilm Scanning	4	58	6.9%	\$3.21	\$12.84	2.8
Computers			4	56	7.14%	\$3.21	\$12.84	2.8
Tablets with full browsers			0	2	0%	\$0	\$0	2.5
 Fast Microfiche Scanning Top Quality at Competitive Prices. Click Here For A Free Quote! www.scanningrevolution.com	Conversions Exact	Pricing	3	48	6.25%	\$8.69	\$26.08	1.5
Computers			2	42	4.76%	\$9.79	\$19.58	1.5
Mobile devices with full browsers			1	6	16.67%	\$6.50	\$6.50	1.3
			78	3,308	2.36%	\$5.49	\$428.36	3.0

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KEYWORDS PERFORMANCE

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	Keyword	Campaign	Ad group	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. position
✓	[aperture card scanning services]	Conversions Exact	Aperture Cards	1	4	25%	\$ 5.98	\$ 5.98	2.0
✓	"bulk scanning services"	Mobile Only	Bulk Scanning	4	17	23.53%	\$ 6.75	\$ 27.00	2.5
✓	[microfiche scanning]	Conversions Exact	Pricing Download	2	10	20%	\$ 8.58	\$ 17.16	1.5
✓	[microfiche conversion]	Conversions Exact	Conversion	5	33	15.15%	\$ 5.68	\$ 28.40	2.1
✓	[microfiche scanning service]	Conversions Exact	Microfiche Scanning	1	9	11.11%	\$ 5.36	\$ 5.36	3.2
✓	+medical +records +scanner	Conversions BMM	Medical	1	9	11.11%	\$ 3.98	\$ 3.98	3.9
✓	[bulk scanning services]	Conversions Exact	Bulk Scanning	2	19	10.53%	\$ 5.68	\$ 11.36	2.3
✓	+microfiche +scanning	Conversions BMM	Pricing	5	52	9.62%	\$ 7.52	\$ 37.59	1.6
✓	[scan microfilm]	Conversions Exact	Microfilm Scanning	1	11	9.09%	\$ 4.99	\$ 4.99	1.7
✓	[microfilm to digital]	Conversions Exact	Microfilm Scanning	1	11	9.09%	\$ 5.55	\$ 5.55	3.0

✓ Active
|| Paused
✗ Deleted

SITELINK EXTENSIONS PERFORMANCE

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Ad extensions	Clicks	Impr.	CTR	Avg. CPC	Cost
Equipment Film or 125 pgs of Microfiche/min http://scanningrevolution.com/equipment.html	63	2,170	2.9%	\$ 5.76	\$ 363.15
Specials Microfilm, and Aperture Card Scans http://scanningrevolution.com/specials.html	63	2,166	2.91%	\$ 5.76	\$ 363.15
Services Retrieval of Essential Documents http://scanningrevolution.com/services.html	63	2,126	2.96%	\$ 5.76	\$ 363.15
Pricing Pass the Savings onto Our Customers http://scanningrevolution.com/pricing.html	63	2,124	2.97%	\$ 5.76	\$ 363.15

 **AD EXTENSIONS PERFORMANCE**
SCANNING REVOLUTION

Ad extensions	Clicks	Impr.	CTR	Avg. CPC	Cost	Converted clicks	Conv.
1-800-274-5568	36	1,837	1.96%	\$ 5.42	\$ 195.17	17	18

