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**Walahi Tea**  
**Adwords April**  
**2009**

**Performance by Month:**

Month	Clicks	Imprs	CTR	CPC	Cost	Convs %	Convs \$	Convs
Apr-09	71,570	18,939,000	0.4%	\$0.29	\$20,755	0.50%	\$63	330
Mar-09	54,485	28,638,000	0.2%	\$0.46	\$25,063	0.60%	\$71	352
Feb-09	65,371	50,662,000	0.1%	\$0.42	\$27,456	0.50%	\$81	339
Jan-09	48,922	28,637,000	0.2%	\$0.64	\$31,310	0.70%	\$92	342
Dec-08	16,634	16,149,000	0.1%	\$1.60	\$26,615	1.70%	\$96	277
Nov-08	16,806	8,945,000	0.2%	\$1.77	\$29,746	1.90%	\$104	287

- As demonstrated by the above statistics taken from the Adwords account interface, account performance has improved significantly over the past several months, based on cost per conversion. Spending and number of conversions is slightly off for the first portion of April, but we plan to remedy this for May.
- Lower overall CPC reflects higher spending outside the US, which seems to be less competitive.
- We believe the Arabic language page may have the potential to make a meaningful contribution to conversions in the ensuing month, based on recent improvements and results.

**Account Summary:** Results from 21 March to 20 April 2009 can be summarized as follows:

Campaign	Impr	Clicks	CTR	CPC	Cost	Convs	\$/Convs	Convs%
Content Arabic Text	9,951,239	46,087	0.5%	\$0.04	\$1,865.58	15	\$124.37	0.0%
Content Intl	5,952,712	7,279	0.1%	\$0.39	\$2,866.97	25	\$114.68	0.3%
Content US	352,114	884	0.3%	\$0.63	\$552.73	2	\$276.37	0.2%
Content US CST	599,088	881	0.2%	\$0.68	\$595.36	3	\$198.45	0.3%
Content US EST	1,397,494	2,112	0.2%	\$0.81	\$1,704.00	7	\$243.43	0.3%
Content US MST	301,871	424	0.1%	\$0.95	\$403.00	3	\$134.33	0.7%
Content US PST	83,462	109	0.1%	\$0.55	\$59.50	1	\$59.50	0.9%
Search Arabic	62,181	6,789	10.9%	\$0.26	\$1,745.49	14	\$124.68	0.2%
Search Australia	21,889	674	3.1%	\$1.23	\$830.60	9	\$92.29	1.3%
Search Brand Asia	8,740	113	1.3%	\$0.60	\$68.25	1	\$68.25	0.9%
<b>Search Brand English</b>	<b>109,080</b>	<b>4,630</b>	<b>4.2%</b>	<b>\$1.78</b>	<b>\$8,253.44</b>	<b>243</b>	<b>\$34.25</b>	<b>5.2%</b>
Search Den / Nor	734	34	4.6%	\$1.09	\$36.98	0	\$0.00	0.0%
Search Ireland	21,365	358	1.7%	\$1.47	\$525.05	5	\$105.01	1.4%
Search Spanish	4,238	110	2.6%	\$0.52	\$57.00	0	\$0.00	0.0%
Search UK	15,059	567	3.8%	\$0.88	\$496.20	1	\$496.20	0.2%
<b>Search US</b>	<b>58,162</b>	<b>479</b>	<b>0.8%</b>	<b>\$1.45</b>	<b>\$695.27</b>	<b>1</b>	<b>\$695.27</b>	<b>0.2%</b>
<b>Totals and Averages:</b>	<b>18,939,428</b>	<b>71,530</b>	<b>0.4%</b>	<b>\$0.29</b>	<b>\$20,755.42</b>	<b>330</b>	<b>\$62.90</b>	<b>0.5%</b>



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Yahoo Campaigns							
Search Brand English							
Ad Group	Impr	Clicks	CTR	CPC	Cost	Convs	\$/Convs
Walahi	441	4	0.9%	\$1.63	\$6.52	0	\$0.00
Wa Lahi	621	1	0.2%	\$2.44	\$2.44	0	\$0.00
Okahi	263	0	0.0%	\$0.00	\$0.00	0	\$0.00
PolyteaRx	21	0	0.0%	\$0.00	\$0.00	0	\$0.00
<b>Total and Average</b>	<b>1,346</b>	<b>5</b>	<b>0.4%</b>	<b>\$1.79</b>	<b>\$8.96</b>	<b>0</b>	<b>\$0.00</b>
Non-US Recipe							
Ad Group	Impr	Clicks	CTR	CPC	Cost	Convs	\$/Convs
Recipe	15,721	120	0.8%	\$1.26	\$151.21	0	\$0.00
<b>Total and Average</b>	<b>17,067</b>	<b>125</b>	<b>0.7%</b>	<b>\$1.28</b>	<b>\$160.17</b>	<b>0</b>	<b>\$0.00</b>

MSN Campaigns							
Non-US Recipe							
Ad Group	Impr	Clicks	CTR	CPC	Cost	Convs	\$/Convs
Recipe	497,361	790	0.2%	\$0.76	\$716.16	0	\$0.00
Search Brand English							
Ad Group	Imps	Clicks	CTR	CPC	Cost	Convs	\$/Convs
Okahi	12,052	20	0.2%	\$1.62	\$32.38	0	\$0.00
PolyteaRx	704	12	1.7%	\$0.89	\$21.30	0	\$0.00
Wa Lahi	18,935	237	1.3%	\$1.63	\$395.35	4	\$98.84
<b>Walahi</b>	<b>118,322</b>	<b>164</b>	<b>0.1%</b>	<b>\$1.51</b>	<b>\$281.33</b>	<b>8</b>	<b>\$35.17</b>
<b>Total and Average</b>	<b>150,013</b>	<b>433</b>	<b>0.3%</b>	<b>\$1.41</b>	<b>\$730.36</b>	<b>12</b>	<b>\$60.86</b>
<b>Account Total and Averages:</b>	<b>647,374</b>	<b>1,223</b>	<b>0.2%</b>	<b>\$1.18</b>	<b>\$1,446.52</b>	<b>12</b>	<b>\$120.54</b>

**Account Manager Discussion:**

- Account Manager has very recently undertaken a significant restructuring of the Content US campaign, splitting it between image and text ads and shattering it from 14 active ad groups to 106 ad groups. The advantage of the finer granularity is that it will allow us to more precisely evaluate the performance of variants.

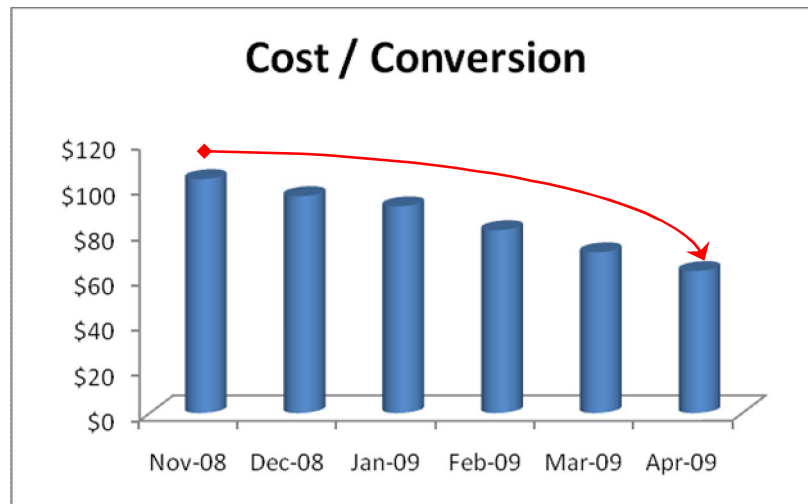


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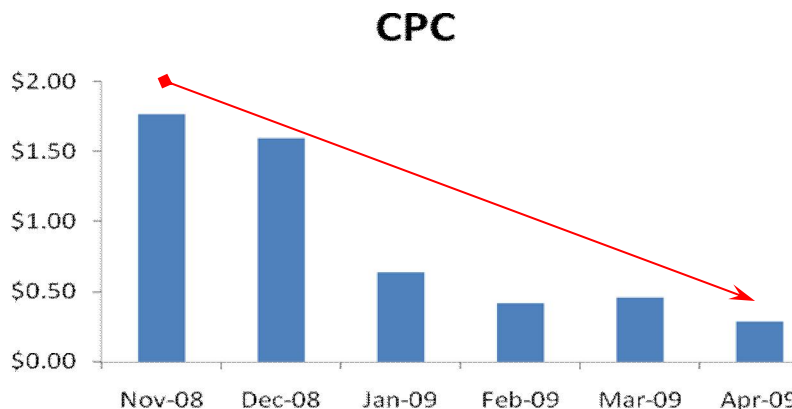
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- The Adwords campaigns recorded 330 online conversions, with a cost per conversion of \$63 which is a significant improvement, as it is the lowest cost per conversion the account has ever recorded:



- The table below shows a significant improvement in the cost per click (CPC), during this reporting period the account recorded the lowest average CPC of \$0.29, compared to an average CPC of \$0.46 for the previous reporting period:



- The above notwithstanding, the account has performed worse this month in terms of number of conversions, the improvement in CPC results from spending more on Content and less on Search over the past few months and contributes to a deteriorating conversion rate. Net, net, the content seems to be providing better value than the equivalent search, allowing us to convert topics like “diet” etc for content, something we have not managed to achieve for search.
- Adwords recorded 64,096 visits to the website during this reporting period which represents 87.7% of the total website traffic.

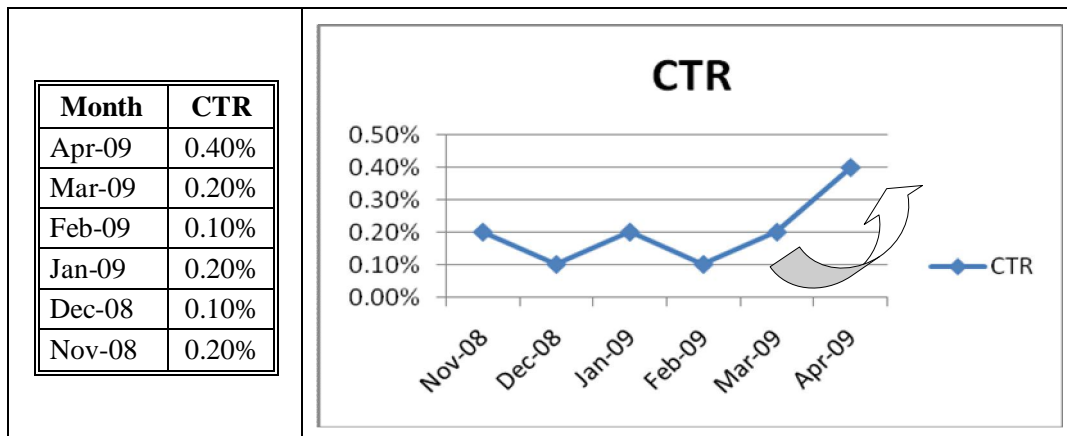


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- The Yahoo campaigns spent \$160.17 during this reporting period, while the MSN campaigns spent \$1,446.52 and recorded 12 online conversions with a cost per conversion of \$120.54.
- The Yahoo and MSN campaigns have performed worse this period than in previous periods.
- Adwords account recorded a Search CTR of 4.5% during this reporting period, and recorded a significant improvement in the total average CTR of 0.4% which represents the highest average CTR the account has ever recorded:



- The best performing campaign based on CTR is **Search Arabic** with a CTR of 10.9%. The campaign recorded 14 online conversions during this reporting period, which reflects a positive impact of the implementation of the previous reporting period's recommendations.
- The worst performing campaign was **Search US** with the highest cost per conversion of \$695.27; the campaign performed better in the previous reporting period.
- In terms of the impression share (IS), Adwords recorded an impression share of 10%-50% for 3 search campaigns, as well as recording an impression share above 50% for 6 search campaigns during this reporting period.

**Multi-Language Search Campaign Analysis:**

According to Google analytics language statistics for the multi language campaigns (Search Brand English, Search Brand Asia and Search Den/Nor) the following table shows the bounce rates of the underperforming targeted languages which have never converted based on all time data:

Campaign	Language	Bounce %
Search Brand English	Polish	90.0%
Search Brand English	Hungarian	88.6%
Search Brand English	Dutch	88.5%

**Notes:**

The above table shows that the **Search Brand English** campaign has the highest bounce rate for the 3 languages above, which represent a negative impact on the total average bounce rate of the account.

**Best Performing Ads based on Conversion Rate:**

<p><a href="#">Official Walahi Tea</a>  Highest quality Chinese Walahi tea  Natural, healthy way to lose weight  Tea-is-Healthy.WalahiForLife.com  <span style="float: right;">{20.0%}</span>  Ad group <b>Walahi</b> in <b>Search Arabic</b> Campaign</p>	<p><a href="#">Official Walahi Tea</a>  Highest quality Chinese Walahi tea  Natural, healthy way to lose weight  Tea-is-Healthy.WalahiForLife.com  <span style="float: right;">{9.09%}</span>  Ad group <b>Walahi</b> in <b>Search Brand English</b> campaign</p>
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*{Conversion Rate} Based on the reporting period; includes ads with at least ten clicks*

**Best Performing Ads based on Click Through Rate:**

<p>a _____  % 100  www.WalahiForLife.com  {20.19%}</p>	<p>_____ a  .3  www.WalahiForLife.com  {17.46%}</p>
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*{Click Thru Rate} Based on the reporting period; includes all ads with at least ten clicks*

{20.24%}

**Notes about best performing ads:**

- As shown above the best performing ad based on the conversion rate are similar, but are located in different campaigns.
- Including information in the ad about using the Walahi tea for dieting does seem to have a positive impact on the account CTR in the Arabic campaigns.

**Image Ads vs. Text Ads Performance analysis:**

The following table shows the analysis of the performance of each ad category for Text and Image ads in all Content campaigns, based on this reporting period (as mentioned above, we have just split image and text ads into separate campaigns for Content US):

Campaign	Text Ads			Image Ads		
	Cost	Conv	\$/Conv	Cost	Conv	\$/Conv
Content Arabic Text	\$935.89	7	\$133.70	\$929.69	8	\$116.21
Content Intl	\$1,935.24	12	\$161.27	\$931.73	13	\$71.67
Content US	\$527.94	1	\$527.94	\$24.79	1	\$24.79
Content US CST	\$557.38	3	\$185.79	\$37.98	0	\$0.00
Content US EST	\$1,531.84	6	\$255.31	\$172.16	1	\$172.16
Content US MST	\$371.23	3	\$123.74	\$31.77	0	\$0.00
Content US PST	\$57.39	1	\$57.39	\$2.11	0	\$0.00
<b>Totals &amp; averages</b>	<b>\$5,916.91</b>	<b>33</b>	<b>\$179.30</b>	<b>\$2,130.23</b>	<b>23</b>	<b>\$92.62</b>

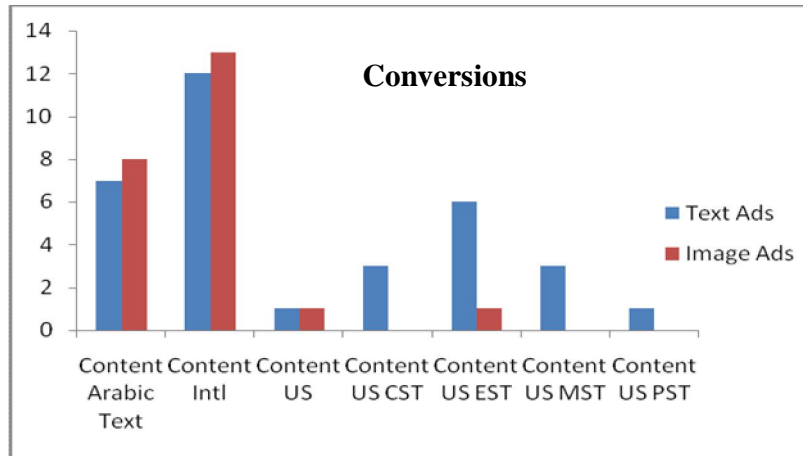


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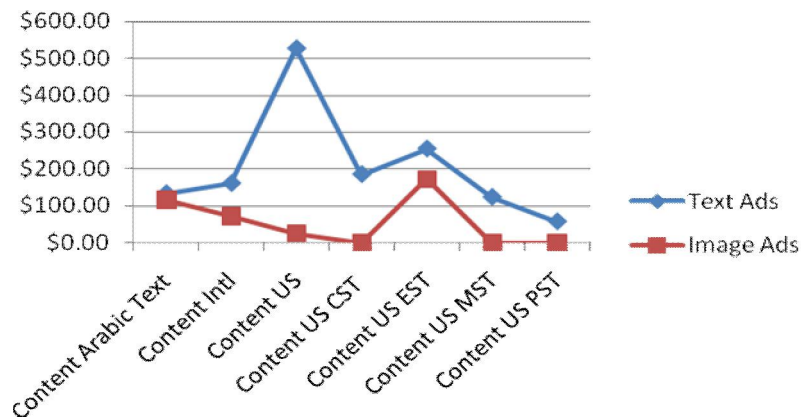
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§ The following graph shows the results by ad type for each campaign as measured by **conversions**:



§ We have recently created new image ads for Content Arabic; the new, more conservative ads are outperforming the ones developed for the US market.

§ The following graph shows the results by ad type for each campaign as measured by **cost per conversion**:



**Notes:**

- Without exception, the image ads have outperformed the text ads, as measured by cost per conversion. (See related recommendations)

**Account Manager Recommendations:**

- **Web Master:** Repair the analytics goal tracking, as it doesn't track the website goals.
- **Adwords Manager:** Referring to the multi language analysis above, exclude all 3 underperforming languages in **Search Brand English** campaign which has never converted based on all time data to improve the account bounce rate.



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- **Adwords Manager:** Due to the **Search US** campaigns disappointing performance during this reporting period, exclude the following underperforming regions from this campaign based on the geographic analysis results according to all time data: (Done)

Region	Cost	Conv	\$/Conv
Massachusetts	\$199.07	0	\$0
California	\$1295.52	2	\$647.76
Illinois	\$365.23	1	\$365.23
Pennsylvania	\$334.57	1	\$334.57
Texas	\$654.24	2	\$327.12
Florida	\$570.44	2	\$285.22
Virginia	\$279.85	1	\$279.85
Georgia	\$260.35	1	\$260.35
Ohio	\$246.67	1	\$246.67

- **Adwords Manager:** Confirm the presence of the information about using the Walahi Tea when dieting in each ad group ads' in the whole account, otherwise, create new ads including this information to improve the account CTR.
- **Adwords Manager:** As per the best performing ads based on the conversion rate analysis, copy the best performing ad to all the ad groups and campaigns in the whole account to improve the account performance.
- **Adwords Manager:** Pause **Recipe weight loss** ad group in the **Search US** campaign as it has a cost and has never converted based on all time data and to improve the account cost per conversion.(Done)
- **Adwords Manager:** Based on the ads types' analysis above (Image Vs Text Ads), create new image ads in all the content campaigns based on the best performing ad sizes' and content in order to improve the performance of these campaigns.
- **Adwords Manager:** Break the Content Arabic out into two campaigns, **Content Arabic Text** with just text ads and **Content Arabic Image** with just image ads to maximize the profit of running the 2 types of ads and to get more accurate statistics for the performance of each ad type and more effectively control spending for both types. (Done)
- **Adwords Manager:** **Search UK** campaign had recorded such disappointing statistics during this reporting period, pause **Herbal Tea, Diet Tea, Walahi Teas Goes, Slimming Tea** ad groups as they recorded high costs and have never converted based on all time data, and to improve the campaign performance and decrease the average cost per conversion for the whole account.(Done)
- **Adwords Manager:** Based on the **Side By Side Languages and Location** analysis above, exclude New Jersey from the **Content US** campaign, as it has a high cost per conversion based on all time data. (Done)



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- **Adwords Manager:** Based on a placement performance report, add the following new placements to their relevant campaigns, as they have converted at a low cost per conversion based on all time data: (Done)

Campaign	Domain	Campaign	Domain
Content Intl	diet-fads.com	Content US EST	fitness.com
Content Intl	weightlossforall.com	Content US EST	3daydiets.net
Content Intl	mergemedia.net	Content US MST	associatedcontent.com
Content Intl	allrecipes.com	Content US MST	wuyigreentea.com
Content Intl	learn-about-tea.com	Content US MST	the-zone-diet-recipes.com
Content Intl	everydiet.org	Content Arabic	atkins-diet-advisor.com
Content US CST	womenfitness.net	Content Arabic	diet.lovetoknow.com
Content US EST	annecollins.com	Content Arabic	dietas.com
Content US EST	southbeach-diet-plan.com	Content Arabic	dietfacts.com
Content US EST	suite101.com	Content Arabic	eborecipes.com
Content US EST	suite101.com	Content Arabic	myfitnesspal.com
Content Arabic	weightview.com	Content Intl	diet-fads.com

- **Adwords Manager:** Based on the Google analytics statistics, pause the following placements in the table below as they have recorded a high bounce rate during this reporting period and never converted based on all time data:

Campaign	Ad group	Placements	Bounce %
Content Intl	Recipe diet	goodtoknow.co.uk	100.0%
Content Intl	Recipe diet	whatscookingamerica.net	100.0%
Content Intl	Recipe diet	www.sailusfood.com	100.0%
Content Intl	Recipe diet	weightlossresources.co.uk	97.3%
Content Intl	Recipe diet	www.cooks.com	91.5%
Content Intl	Diet	everydiet.org	100.0%
Content Intl	Diet	nutritiondata.com	94.4%
Content US EST	Diet	buzzle.com	100.0%
Content US EST	Diet	southbeach-diet-plan.com	100.0%
Content US EST	Diet	dietbites.com	95.7%
Content US EST	Diet	thedietchannel.com	95.7%
Content US EST	Diet	weightlossforall.com	95.3%
Content US	Diet	shapefit.com	100.0%
Content US	Diet	southbeach-diet-plan.com	94.4%
Content US CST	Diet	annecollins.com	100.0%
Content US CST	Diet	dietbites.com	100.0%
Content US CST	Diet	thecaloriecounter.com	100.0%
Content US CST	Recipe diet	southernfood.about.com	100.0%
Content US CST	Recipe diet	www.cooks.com	100.0%



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- **Adwords Manager:** Based on a geo scope report, exclude the following countries/regions which have recorded a high cost and no conversions based on all time data:

Campaign	Country / Region	Cost	Convs	\$/Convs
Content Arabic Text	Israel	\$179.5	0	0
Content Arabic Text	Jordan	\$264.54	0	0
Content Arabic Text	Morocco	\$275.35	0	0
Content Arabic Text	Palestinian Territory	\$265.59	0	0
Content US CST	Minnesota	\$133.19	0	0
Content US EST	Kentucky	\$143.87	0	0
Content US EST	South Carolina	\$139.36	0	0

- **Adwords Manager:** Based on a Search Query report, add the following new keywords to their relevant ad groups in every campaign:

Ad group	Keyword	Ad group	Keyword
Weight lose	best way to lose weight	Arabic weight loss	
Diet	cheap diet plans	Arabic weight loss	
Weight lose	lose weight foods	Arabic weight loss	
Weight lose	lose weight healthy	Arabic weight loss	
Diet	natural cleansing diet	Diet tea	best herbal weight loss
Weight lose	natural weightloss	Diet tea	best weight loss method
Weight lose	safe quick weight loss	Diet tea	fast weight loss diets
Arabic weight loss		Diet tea	green diet tea
Arabic weight loss		Diet tea	quick weight loss diets
Arabic weight loss		Arabic weight loss	
Arabic weight loss		Arabic weight loss	
Arabic weight loss		Arabic weight loss	
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- **Adwords Manager:** Based on a geo scope report, exclude the following countries/regions which have recorded a high cost per conversion based on all time data:

Campaign	Country / Region	Cost	Convs	\$/Convs
Content US EST	Virginia	\$281.45	1	\$281.45

- **Adwords Manager:** Create new ads in the **E-Marketing Yahoo** campaign based on the best performing ads which have recorded a high number of conversions at low cost per conversion according to all time, data to improve the **Yahoo** campaign performance. (Done)

**About Recommendations:** As long as you agree with recommendations marked "Ad Manager," no action is required by you. Such recommendations will be implemented by default after 7 business days from the date this report is submitted to you, unless you object to any of the proposed improvements. If you have questions or comments about the recommendations, then please drop a line or phone us.