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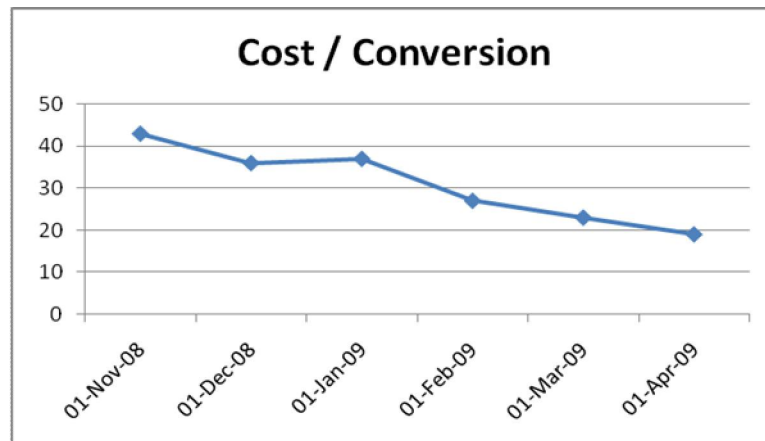
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Durango Anglers Adwords Report April 2009

Historical Performance:

- The account recorded 229 online conversions during this 24 day reporting period with an average cost per conversion of \$19, which is a significant improvement over previous periods.
- The following table shows the totals and averages for the Adwords account over the previous seven months (includes the two months preceding our appointment for purpose of reference):

Month	Days	Ad Spend	Conv's	Average Conv/Day	Cost/Conv	Sales Value	CPA %
24 Apr 09	24	\$4,374	229	9.5	\$19	60,685	7.2%
Mar 09	31	\$4,833	211	6.8	\$23	55,493	8.7%
Feb 09	28	\$4,967	184	6.6	\$27	47,472	10.5%
Jan 09	31	\$4,920	133	4.3	\$37	32,186	15.3%
Dec 08	31	\$6,049	168	5.4	\$36	44,520	13.6%
Nov 08	30	\$7,919	184	6.1	\$43	45,632	17.4%
Oct 08	31	\$8,092	212	6.8	\$38	53,424	15.1%
Totals & Averages	206	\$38,752	1,302	6.3	\$32	339,412	11.4%



- We were appointed to manage this account on 26 November 2008. Overall ad spending budget was decreased by Advertiser to \$6K for December, and \$5K, thereafter. December and January were both impacted by seasonality; historically December has represented the best, and January the worst month of the year (based on previous two years).
- Cost per conversion and CPA as a percent of sales has been cut by half since we took over the management of this Adwords account. The account is now generating more conversions per month, for half the ad spending!



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Account Summary: Results from 25 March to 24 April 2009 can be summarized as follows:

Campaign	Impr	Clicks	CTR	CPC	Cost	Convs.	\$/Conv.	Bounce
A Search Canada	29,012	293	1.00%	\$0.49	\$144	9	\$16	29.90%
A Search Den / Nor	1,331	46	3.50%	\$0.44	\$20	1	\$20	41.50%
A Search Spain	80,780	2,023	2.50%	\$0.27	\$538	37	\$15	52.50%
A Search UK	3,686	159	4.30%	\$0.45	\$72	2	\$36	55.00%
Content Boots	997,673	1,124	0.10%	\$0.42	\$477	13	\$37	73.80%
Content Reels	2,004,885	2,568	0.10%	\$0.16	\$417	16	\$26	62.90%
Content Rods	2,768,595	4,884	0.20%	\$0.14	\$698	56	\$12	63.90%
Content Vests	1,310,755	1,082	0.10%	\$0.18	\$200	11	\$18	68.70%
Search Accessories	5,343	291	5.50%	\$0.46	\$133	4	\$33	53.70%
Search Apparel	913	56	6.10%	\$0.74	\$41	0	\$0	60.40%
Search Boots US	30,318	855	2.80%	\$0.65	\$559	32	\$17	51.20%
Search Boots World	52,368	987	1.90%	\$0.47	\$461	25	\$18	42.20%
Search Reels	8,708	222	2.60%	\$0.70	\$155	6	\$26	23.60%
Search Rods	4,550	106	2.30%	\$0.70	\$74	3	\$25	40.40%
Search Tying	6,670	342	5.10%	\$0.34	\$116	5	\$23	42.70%
Search Luggage	847	64	7.60%	\$0.71	\$45	2	\$23	47.50%
Search Nets	2,494	129	5.20%	\$0.36	\$46	2	\$23	58.10%
Search Vests	766	68	8.90%	\$0.88	\$60	2	\$30	70.80%
Search Waders	4,242	149	3.50%	\$0.79	\$118	3	\$39	37.30%
Totals & Averages:	7,313,936	15,448	2.50%	\$0.29	\$4,374	229	\$19	58.20%

Account Manager Discussion:

- Search Boots World and Content Fly Rods campaigns have the best & lowest cost per conversion for this reporting period.
- Search Waders and Content Boots were the most disappointing campaigns for this period as they have recorded the worst cost per conversion of \$39 and \$37 respectively. Otherwise the Search Warders campaign shows improvements for this reporting period.
- Google analytics recorded 55.0% of the total website traffic which is up from last months 50.4%. A total of 14,113 visitors came from the Adwords campaigns during this reporting period
- The best performing campaign in terms of bounce rate was Search Fly Reels with a bounce rate of 23.6%.
- In terms of impression share, there is 1 campaign with an impression share lower than 10%, 9 campaigns with impression shares between 15%-50%, and 6 campaigns with impression shares more than 50%. While the impression shares are somewhat higher than last period, the relatively low impression share for this account indicates that the advertising would benefit from an increase in the ad-spending budget.



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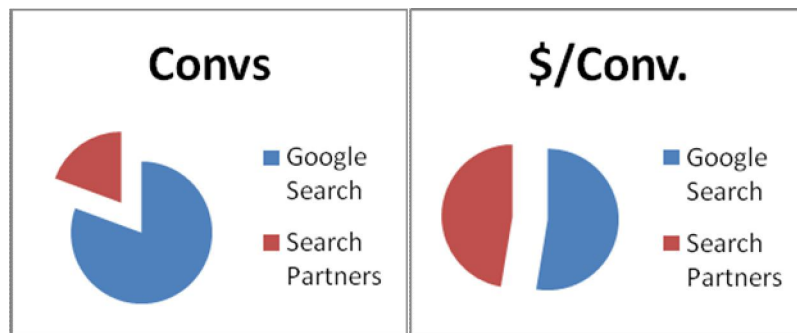
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- The account had a search CTR of 2.5% for this reporting period. The average CPC of \$0.29 is a significant improvement from \$0.35 for last reporting period. The improvement reflects the impact of recommendations implemented since the previous report.
- The best performing campaign, based on number of conversions and cost per conversion is Content Fly Rods with 56 online conversions, and a cost per conversion of \$12.
- As a result of implementing the last report recommendations, A Search Den/Nor Campaign were paused on April 8.

(A) Google Search vs. Google Partner Analysis:

The following charts and table shows the performance for Google Search vs. Google Search Partner Network for the entire account:



Ad Distribution	Impr	Clicks	CTR	Cost	Convs	Conv%	\$/Conv.
Google Search	101,003	4,691	4.6%	\$2,208	108	2.3%	\$20
Search Partners	137,417	1,210	0.9%	\$473	26	2.2%	\$18

Based on the above, it's evident that the Search Partners are performing on par or better than Google Search and should be retained.

(B) Bounce Rate Analysis:

The account recorded a high bounce rate of 58.2% compared to 52.4% as an average for the web site during this reporting period. We performed a detailed bounce analysis and identified some ways to improve the Adwords campaigns bounce rates, as follows:

B-1) Multi Languages Search Campaigns Analysis:

According to Google analytics language, statistics for the multi language campaigns (Search Boots World and all Content Campaign) the following table shows the bounce rates of underperforming targeted languages based on this reporting data and never converted in all time data:



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Languages	Visits	Bounce
French	14	85.7%
Spanish	24	83.3%
Portuguese	173	80.3%
Lithuania	31	77.4%
Taiwan.	97	76.3%
Turkish	247	72.9%
Japanese	11	72.7%
Traditional Chinese	388	70.9%

Based on reporting period; includes Languages with at least 10 visits

French, Spanish and Portuguese language searches are bouncing at a very high rate. The other languages are also bouncing significantly higher than average rate.

B-2) Landing Page Analysis:

The following table shows bounce rate for the landing pages in the account based on the reporting period:

Campaign	Landing Page (Sub-Domains)	Visits	Bounce
Search Accessories	/shop/proddetail.php?prod=wjstrippingbasket&cat=142	31	96.8%
Search Apparel	/shop/products.php?id=136	27	81.5%
Content Vests	/shop/products.php?cat=288	71	78.9%
Search Spain	/shop/scientificanglersspeyflyline.html	345	76.2%
Content Fly Rods	/shop/winstonspey.htm	20	75.0%
Content Vests	/shop/proddetail.php?prod=wjfusionvest	104	74.0%
Search Nets	/shop/products.php?cat=278	85	72.9%
Search Accessories	/shop/products.php?cat=292	22	72.7%
A Search UK	/shop/proddetail.php?prod=dynakingkit	67	70.1%

Based on the reporting period; includes landing pages with at least 10 visits

The above landing pages are bouncing at an extraordinarily high rate. The high bounce rates can be remedied by modifying the target URL's, modifying ad text, pausing the ads, or improving the web offer or landing page itself.



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B-3) Ad Content Analysis:

The following Table shows the bounce rate for the Ad content in the account based on the reporting period:

Ad Content	Bounce	Ad Content	Bounce
Fishing Stripping Baskets	100.0%	Save on Redington Waders	73.3%
{ Keyword:Wind Stopper SL Jacket }	91.7%	Beginners Fly Tying Kit	72.7%
{ Keyword:Anglers Fishing DVDs }	90.0%	All Galvan Fly Reels	72.7%
Classic Redington Vests	89.7%	{ Keyword:Buy Bass Fly Rods Online }	72.6%
{ Keyword:Save on Spey Fly Reels }	85.7%	{ Keyword:Simms Fishing Waders }	72.4%
Redington Gear Vests-Save	82.4%	Save on Fly Tying Hooks	72.2%
{ Keyword:Flip-Mitt Fishing Gloves }	79.2%	{ Keyword:Simms Wading Boots }	72.1%
Linea Duradera Para Pesca	77.7%	{ Keyword:Save on Fly Tying Hooks }	72.0%
Simms G3 Guide Vests	75.0%	Fly Reels with Free Line	71.4%
{ Keyword:Bass Fly Fishing Rod Sale }	74.5%	{ Keyword:Save on Simms Vests }	70.3%
William Joseph Vests	74.3%	{ Keyword:Fishing Landing Nets-Save }	70.1%
Womens Fishing Vests	73.5%	{ Keyword:Buy Ross Fly Reels Online }	70.0%
{ Keyword:Linea Duradera Para Pesca }	73.4%		

Conclusions Regarding Ad Content Analysis:

Stripping baskets is the biggest loser, probably due to tangential searches. The fact that many of the above ads are DKI ads requires further study on an ad group by ad group basis. Obviously the ads associated with the above statistics should be paused, and replaced.

(C) Image Ads vs. Text Ads Performance Analysis:

The following table shows the analysis for the performance of each ad category for text and image ads in Content Boots, Content Fly Reels, and Content Fly Rods campaigns based on this reporting period:

Campaign	Text Ads			Image Ads		
	Cost	Conv	\$/Conv	Cost	Conv	\$/Conv
Content Boots	\$185	4	\$46	\$236	8	\$30
Content Fly Reels	\$144	8	\$18	\$273	8	\$34
Content Fly Rods	\$141	12	\$12	\$557	44	\$13
Totals & averages	\$470	24	\$20	\$1,066	60	\$18

Conclusions Regarding Content Image Ads:

In general using the image ads seem to have had a positive impact on the content campaigns' performance and should continue to be developed and applied for the content campaigns.



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(D) Ads Performance Analysis:

D-1) Best Performing Ads By Conversion Rate:

Durable Renzetti Vises A wide variety of fly tying vises Pedestal & clamp base starts at \$99 RenzettiVises.DurangoAnglers.com {9.5%}	Simms Wading Boots Compare features, models & prices Ships free, 25% off. Buy online now Simms-Boots.DurangoAnglers.com {8.9%}
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{Conversion Rate} Based on all time data; includes ads with at least 20 clicks.

D-2) Best Performing Ads Based On Click Thru Rate:

Save on Great Reel Cases Extra protection for reels & spools Huge selection. Ships fast & free Reel-Cases.DurangoAnglers.com {12.6%}	{Keyword:Flip-Mitt Fishing Gloves} Glued and stitched with fleece back Available online; Competitive price FishingGloves.DurangoAnglers.com {12.0%}
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{Click Thru Rate} Based on all time data; includes all ads with at least 20 clicks

Conclusions Regarding the Best / Worst Ad Analysis:

The best converting ads may be those which are very specific in terms of product and include prices or special offers. The ads with the highest click through rates are product category ads, not individual product ads. Free Shipping seems to be important (every ad group in the account already has at least one ad mentioning free shipping). DKI (Dynamic Keyword Inclusion) ads outperformed as per above in terms of CTR; we already have at least one DKI ad in every ad group.

Recommendations to Improve Economic Performance:

- **Adwords Manager:** Delete all keywords that have zero impressions and zero clicks all time, to improve the accounts quality score.
- **Adwords Manager:** Pause the following keywords as they have poor quality scores and have never converted.

Campaign	Ad Group	Keyword	Match Type	QS
A Search Canada	Reels-Fly Reels	flyreels	Phrase	4
Search Fly Reels	Brand Hatch	hatch reels	Broad	4
Search Fly Reels	Brand Hatch	Hatch reels	Phrase	4

- **Adwords Manager:** To improve the bounce rate of Search Boots world campaign, pause the high bounce rate languages, which have never converted during this reporting period.



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- **Adwords Manager:** Based on the landing page analysis, pause all ads with a high bounce rate and zero conversion, and replicate them with different landing pages to improve the accounts bounce rate.
- **Adwords Manager:** Based on the ad content analysis, pause all ads with a high bounce rate that have never converted and replicate them extracting the worst performing attributes and replacing them with best performing attributes.
- **Adwords Manager:** Pause the DKI ads from all content campaigns to get more accurate clicks and improve the accounts CTR. (Done)
- **Adwords Manager:** Pause the worse performing ads in each ad group based on all time data, to focus the ad spending on the best performing ads. (Done)
- **Adwords Manager:** To improve the Search Warders campaign, pause the following keywords with a high cost per conversion: “chest wader” and [fishing waders]. Also, replicate “chest wader” in exact match type as it is an essential keyword, and make sure all underperforming ads get paused. (Done)
- **Adwords Manager:** Based on the text ads vs. image ads performance analysis, Content Fly Reels campaign recorded the same number of conversions for the text and the image ads during this reporting period, but the text ads recorded a lower cost per conversion then the image ads. Based on these findings, create new text ads in the Content Fly Reels campaign to decrease the average cost per conversion for this campaign.
- **Adwords Manager:** Based on the placement performance report, add the following new placements as they have converted at a low cost per conversion based on all time data to improve the accounts performance. (Done)

New Placements		
superflyfishing.com	flyforums.co.uk	rusa.com.ua
flybass.com	midcurrent.com	flyfish-slovenia.com
reel-time.com	smallmouths.com	fishstring.com
midcurrent.com	fishing.com	fishing.com

- **Adwords Manager:** Based on the placement performance report in all time data, add the following new negative placements to get more accurate and relevant impressions. (Done)

Negative placements		
freegames911.com	asiagames.com	net-games.biz
gamefaqs.com	bobsgameblog.com	123games.dk
games1234.net	oceanbreezegames.com	graffitcreator.net
kibagames.com	game-over.cl	gratisiklan.com

- **Adwords Manager:** As the **Content Boots** performance was disappointing during this reporting period, based on the text ads vs. image ads performance analysis above, create new image ads for the **Content Boots** campaign to focus the ad spending on the image ads. The image ads are converting more effectively than the text ads at lower cost per conversion.



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- **Adwords Manager:** Based on the text ads vs. image ads performance analysis, **Content Fly Rods** image ads recorded more conversions than the text ads at an almost similar cost per conversion. Create more image ads for this campaign to increase the ad spending and to capture more conversions.
- **Adwords Manager:** Based on a search query report, add the following keywords as negatives to all campaigns to improve the account performance:

Negative Keywords	
airflo	gortex
claw	calcutta
fenwick	chaussure
moncton	oxygene
quarrow	tioga

- **Adwords Manager:** Based on the Google search vs. Google partner analysis, expand the targeted networks to Google partners for the following campaigns:

Campaign	
A Search UK	Search Fly Rods
Search Accessories	Search Luggage
Search Apparel	Search Nets
Search Fly Reels	Search Vests

- **Adwords Manager:** Based on a search query report, add the following keywords to their relevant ad groups:

Campaign	Ad Group	Search Query
A Search Canada	Waders-Cloudveil Waders	cloudveil canada
A Search Spain	Waders-Simms Waders	vadeadores simms
A Search Spain	Fly Line-Spey	lineas para pesca con mosca
A Search Spain	Nets-Nets	redes de pesca
Search Boots US	Korkers	korkers wading shoes
Search Boots US	Simms	simms fishing gear
Search Boots US	Simms	simms flats boots
Search Boots World	Simms	simms g3 sale
Search Fly Reels	Brand Ross	ross rhythm spool
Search Fly Tying	Renzetti	renzetti fly tying vise

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 us a line or phone us.