

Huron Regional Medical Center

April 2019 Campaign Performance

Executive Summary

April 1, 2019 - April 30, 2019

Campaign Summary

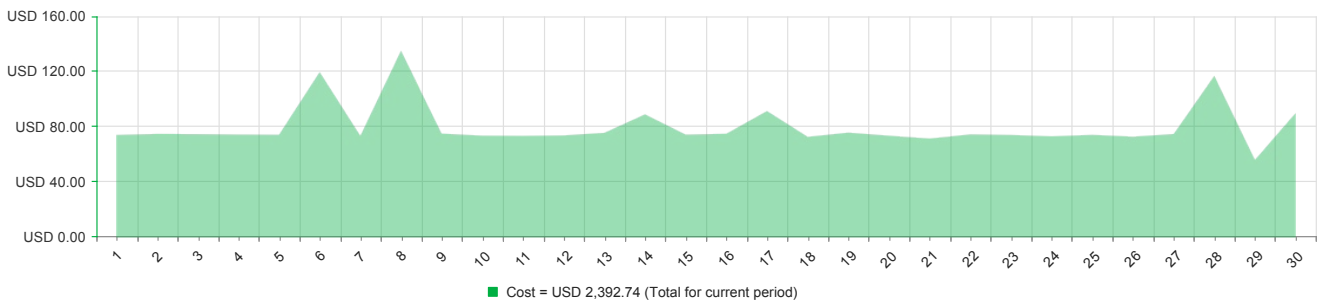
Summary	Facebook	Google AdWords	
183,797	109,316	322	Impr.
374	304	9	Clicks
0.20 %	0.28 %	2.80 %	CTR
3	3	0	Conv.
0.80 %	0.99 %	0.00 %	Conv. Rate
USD 6.40	USD 5.11	USD 25.08	Avg. CPC
USD 2,392.74	USD 1,553.21	USD 225.73	Cost

Call Summary

25	Call Answered Count
3.75	Avg. Call Answered Duration
USD 95.71	Cost / Call Answered
6.68 %	Call Answered Conv. Rate

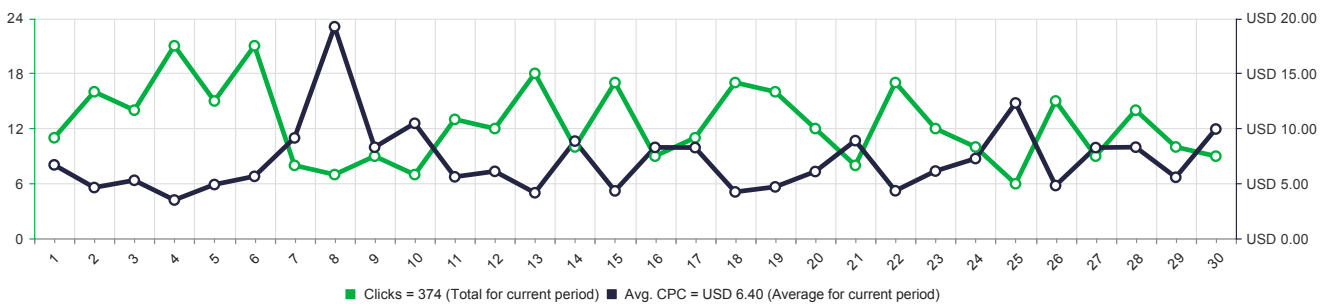
Daily Spend

April 1, 2019 - April 30, 2019



Daily Clicks & Avg CPC

April 1, 2019 - April 30, 2019



Publisher Performance

April 1, 2019 - April 30, 2019
Compare To March 2, 2019 - March 31, 2019

Publisher	Impr.	Clicks	CTR	Conv. Rate	Conv.	Avg. CPC	Cost	Avg. Pos.
 Facebook	109,316 ▲ 14% 95,788	304 ▼ -21% 387	0.28% ▼ -31% 0.40 %	0.99% ▲ 27% 0.78 %	3 - 0% 3	USD 5.11 ▲ 28% USD 3.98	USD 1,553.21 ▲ 1% USD 1,538.87	0.00 - 0.00
 AdWords Video	74,159 ▲ 65% 44,944	61 ▲ 36% 45	0.08% ▼ -18% 0.10 %	0.00% - 0.00 %	0 - 0	USD 10.06 ▲ 9% USD 9.26	USD 613.80 ▲ 47% USD 416.74	1.00 - 0% 1.00

Publisher	Impr.	Clicks	CTR	Conv. Rate	Conv.	Avg. CPC	Cost	Avg. Pos.
 Google AdWords	322 ▲ 6% 304	9 ▼ -18% 11	2.80% ▼ -23% 3.62 %	0.00% – 0.00 %	0 – 0	USD 25.08 ▼ -4% USD 26.20	USD 225.73 ▼ -22% USD 288.25	1.00 ▼ -1% 1.01
 Calls	0 – 0	0 – 0	0.00% – 0.00 %	0.00% – 0.00 %	0 – 0	USD 0.00 – USD 0.00	USD 0.00 – USD 0.00	0.00 – 0.00
All Results	183,797 ▲ 30% 141,036	374 ▼ -16% 443	0.20% ▼ -35% 0.31 %	0.80% ▲ 18% 0.68 %	3 – 0% 3	USD 6.40 ▲ 26% USD 5.07	USD 2,392.74 ▲ 7% USD 2,243.85	1.00 – -0% 1.00

Top 5 Campaigns by Clicks										April 1, 2019 - April 30, 2019
Rank	Campaign	Publisher	Impr.	Clicks	CTR	Conv. Rate	Conv.	Avg. CPC	Cost	Avg. Pos.
1	Women's Wellness Video		51,349	142	0.28%	0.00%	0	USD 5.63	USD 798.79	0.00
2	Conversions		30,354	90	0.30%	3.33%	3	USD 4.42	USD 397.58	0.00
3	Huron OBGYN YouTube		74,159	61	0.08%	0.00%	0	USD 10.06	USD 613.80	1.00
4	Conversions - Teen/YA		11,096	27	0.24%	0.00%	0	USD 4.43	USD 119.57	0.00
5	Conversions - OB		10,022	26	0.26%	0.00%	0	USD 4.53	USD 117.86	0.00
	All Results		183,797	374	0.20%	0.80%	3	USD 6.40	USD 2,392.74	1.00

AdWords Impression Share Grid					April 1, 2019 - April 30, 2019
Campaign	Impr.	Impr. Share - Search	Lost IS (budget) - Search		Lost IS (rank) - Search
GEO OBGYN	322	100.00%	0.00%		0.00%

AdWords Geo Performance Grid								April 1, 2019 - April 30, 2019
City	Campaign	Impr.	Clicks	CTR	Conv.	Conv. Rate	Cost	
Huron	GEO OBGYN	131	6	4.58%	0	0.00%	USD 89.85	
Woonsocket	GEO OBGYN	36	2	5.56%	0	0.00%	USD 50.80	
--	GEO OBGYN	45	1	2.22%	0	0.00%	USD 28.65	
Miller	GEO OBGYN	8	0	0.00%	0	0.00%	USD 0.00	
Letcher	GEO OBGYN	2	0	0.00%	0	0.00%	USD 0.00	
Howard	GEO OBGYN	1	0	0.00%	0	0.00%	USD 0.00	
Wessington Springs	GEO OBGYN	10	0	0.00%	0	0.00%	USD 0.00	
Alpena	GEO OBGYN	3	0	0.00%	0	0.00%	USD 0.00	
Lake Preston	GEO OBGYN	3	0	0.00%	0	0.00%	USD 0.00	
De Smet	GEO OBGYN	11	0	0.00%	0	0.00%	USD 0.00	

Clicks By Device Type	April 1, 2019 - April 30, 2019
-----------------------	--------------------------------



Top 10 Keywords by Clicks										April 1, 2019 - April 30, 2019
Rank	Keyword	Publisher	Impr.	Clicks	CTR	Conv. Rate	Conv.	Avg. CPC	Cost	Avg. Pos.
1	+obgyn		37	3	8.11%	0.00%	0	USD 22.36	USD 67.08	1.00
2	"obgyn"		34	3	8.82%	0.00%	0	USD 23.54	USD 70.62	1.00
3	"cancer screening"		40	1	2.50%	0.00%	0	USD 60.72	USD 60.72	1.02
4	"ob gyn"		33	1	3.03%	0.00%	0	USD 3.67	USD 3.67	1.00
5	"gyn"		16	1	6.25%	0.00%	0	USD 23.64	USD 23.64	1.00
6	"pap smear"		33	0	0.00%	0.00%	0	USD 0.00	USD 0.00	1.00
7	"obgyn near me"		1	0	0.00%	0.00%	0	USD 0.00	USD 0.00	1.00
8	+obstetrician		19	0	0.00%	0.00%	0	USD 0.00	USD 0.00	1.00
9	"ob"		34	0	0.00%	0.00%	0	USD 0.00	USD 0.00	1.00
10	"top gynecologist"		1	0	0.00%	0.00%	0	USD 0.00	USD 0.00	1.00
All Results			322	9	2.80%	0.00%	0	USD 25.08	USD 225.73	1.00

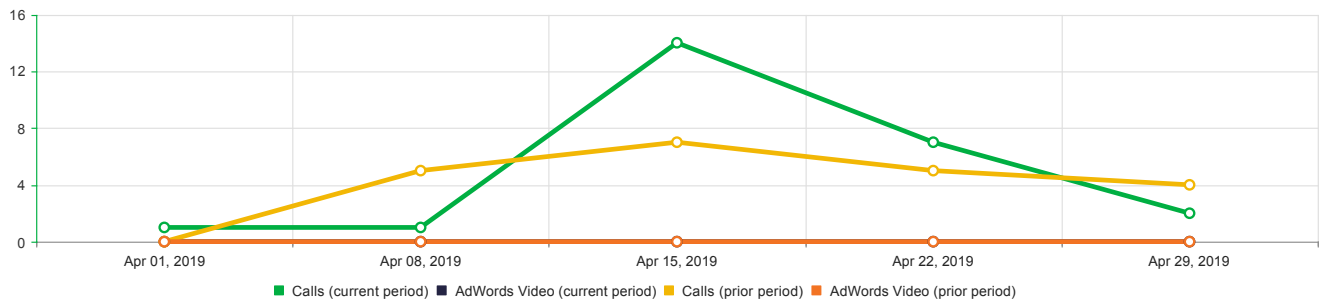
Top 10 Keywords by Conv.										April 1, 2019 - April 30, 2019
Rank	Keyword	Publisher	Impr.	Clicks	CTR	Conv. Rate	Conv.	Avg. CPC	Cost	Avg. Pos.
1	"pap smear"		33	0	0.00%	0.00%	0	USD 0.00	USD 0.00	1.00
2	"cancer screening"		40	1	2.50%	0.00%	0	USD 60.72	USD 60.72	1.02
3	"obgyn near me"		1	0	0.00%	0.00%	0	USD 0.00	USD 0.00	1.00
4	+obgyn		37	3	8.11%	0.00%	0	USD 22.36	USD 67.08	1.00
5	+obstetrician		19	0	0.00%	0.00%	0	USD 0.00	USD 0.00	1.00
6	"obgyn"		34	3	8.82%	0.00%	0	USD 23.54	USD 70.62	1.00
7	"ob gyn"		33	1	3.03%	0.00%	0	USD 3.67	USD 3.67	1.00
8	"ob"		34	0	0.00%	0.00%	0	USD 0.00	USD 0.00	1.00
9	"top gynecologist"		1	0	0.00%	0.00%	0	USD 0.00	USD 0.00	1.00
10	"best gynecologist"		1	0	0.00%	0.00%	0	USD 0.00	USD 0.00	1.00
All Results			322	9	2.80%	0.00%	0	USD 25.08	USD 225.73	1.00

Rank	Ad	Publisher	Impr.	Clicks	CTR	Conv. Rate	Conv.	Avg. CPC	Cost	Avg. Pos.
1	Women's Wellness Video All-Female OB/GYN Care Our caring all-female doctors & clinical staff provide comprehensive well-woman & gynecologic care for all ages. Call us today! 		45,125	122	0.27%	0.00%	0	USD 5.64	USD 687.76	0.00
2	Default name - Conversions Well-Woman Care with a Whole-Woman Approach Our caring all-female doctors & clinical staff provide comprehensive well-woman & gynecologic care for all ages. 		30,354	90	0.30%	3.33%	3	USD 4.42	USD 397.58	0.00
3	YouTube Videos		74,148	61	0.08%	0.00%	0	USD 10.06	USD 613.72	1.00
4	OB - pregnancy targeted Experienced Care for You and Baby Our board-certified expertise allows for the best possible care for expecting mothers and their babies to provide the healthiest start at life. 		10,022	26	0.26%	0.00%	0	USD 4.53	USD 117.86	0.00
5	Women's Wellness Video - Copy Well-Woman Care with a Whole-Woman Approach Our caring all-female doctors & clinical staff provide comprehensive well-woman & gynecologic care for all ages. Call us today! 		6,224	20	0.32%	0.00%	0	USD 5.55	USD 111.04	0.00
6	Well-Woman Care: 40+, Huron +45 Well-Woman Care with a Whole-Woman Approach A woman's health care needs change over time. That's why we believe in wellness for the "whole patient," and have created a comprehensive, high-quality center of care for women. Visit us for complete woman's care and good health throughout your lifetime. 		6,495	19	0.29%	0.00%	0	USD 6.28	USD 119.41	0.00
7	Teen/YA: Lookalike, 18-25, Huron +30 - Image 1 Healthy Starts Here We believe in wellness for the "whole person." That's why we've created a comprehensive, high-quality center of care. 		5,892	19	0.32%	0.00%	0	USD 3.44	USD 65.43	0.00

Rank	Ad	Publisher	Impr.	Clicks	CTR	Conv. Rate	Conv.	Avg. CPC	Cost	Avg. Pos.
8	Teen/YA: Lookalike, 18-25, Huron +30 - Image 2 Healthy Starts Here We believe in wellness for the "whole person." That's why we've created a comprehensive, high-quality center of care. 		5,204	8	0.15%	0.00%	0	USD 6.77	USD 54.15	0.00
9	Huron's OBGYN Specialists - Request An Appointment Today huronobgyn.org/OBGYN Huron's Only Board-Certified Women's Health Doctors. All Female Staff. Call Now!		99	3	3.03%	0.00%	0	USD 12.03	USD 36.09	1.00
10	Huron's Leading OBGYN Clinic - Board-Certified Doctors - Call Now huronobgyn.org Comprehensive OBGYN Care. Caring All Female Staff. Comprehensive Women's Care. Request An Appointment Today.		30	2	6.67%	0.00%	0	USD 41.15	USD 82.29	1.00
All Results			183,797	374	0.20%	0.80%	3	USD 6.40	USD 2,392.74	1.00

Call Summary

April 1, 2019 - April 30, 2019
Compare To March 2, 2019 - March 31, 2019



Call Campaign Summary

April 1, 2019 - April 30, 2019

Campaign Name	Call Answered Count	Avg. Call Answered Duration
Display	1	0.32
PPCLP	2	1.84
SEOLP	22	4.08
All Results	25	3.75

Call Details

April 1, 2019 - April 30, 2019

Publisher Account	Date	Time	Call Duration	Status	Device Type	Call Recording Url	Call Id
SEOLP	2019-04-06	05:30:33	00:00:55	Answered	Mobile		63DFC49D-E2F4718E
SEOLP	2019-04-09	11:20:30	00:15:40	Answered	Mobile		7532F447-C9556D4F
SEOLP	2019-04-15	05:36:34	00:00:24	Answered	Mobile		90918F19-CC3EBAD9
SEOLP	2019-04-15	05:39:13	00:01:01	Answered	Landline		96503B99-379D7E9B
SEOLP	2019-04-15	06:16:18	00:02:12	Answered	Mobile		202DEF19-B523516B

Publisher Account	Date	Time	Call Duration	Status	Device Type	Call Recording Url	Call Id
SEOLP	2019-04-15	06:19:35	00:05:52	Answered	Mobile	▶	C9C1D46A-D9820F6C
SEOLP	2019-04-15	06:33:19	00:01:02	Answered	Mobile	▶	9990066A-A922026C
SEOLP	2019-04-15	07:09:31	00:00:44	Answered	Mobile	▶	C67E9E99-476D729B
SEOLP	2019-04-15	07:18:45	00:10:28	Answered	Landline	▶	62E6CF19-ACF3F5B0
SEOLP	2019-04-15	07:24:55	00:11:14	Answered	Mobile	▶	32D31D02-D5464FB1
SEOLP	2019-04-15	07:29:38	00:01:55	Answered	Landline	▶	8EC8D643-ECFCC56F
SEOLP	2019-04-16	06:00:22	00:06:21	Answered	Landline	▶	F77C656A-F1D93E0C
SEOLP	2019-04-18	09:48:32	00:06:43	Answered	Mobile	▶	4A341899-79B11F74
SEOLP	2019-04-22	12:25:32	00:00:01	Answered	Landline		62E89480-015E6582
SEOLP	2019-04-22	12:41:26	00:00:06	Answered	Mobile	▶	92343219-FCB3F2B0
SEOLP	2019-04-22	12:42:09	00:04:24	Answered	Mobile	▶	60740D19-6CDEBED9
SEOLP	2019-04-22	12:54:47	00:08:01	Answered	Landline	▶	02318780-F19E6182
SEOLP	2019-04-23	08:09:44	00:01:51	Answered	Landline	▶	5F49A3E7-FFB4F054
SEOLP	2019-04-24	06:35:46	00:01:15	Answered	Landline	▶	6C5FD82E-593A9633
SEOLP	2019-04-25	09:12:53	00:02:40	Answered	Mobile	▶	208F0819-CCCEB3D9
SEOLP	2019-04-29	08:04:05	00:00:45	Answered	Mobile	▶	17E84F56-2D1D4BFC
SEOLP	2019-04-29	10:58:21	00:06:14	Answered	Mobile	▶	F76CD556-DDFD4BFC
PPCLP	2019-04-17	13:41:57	00:00:47	Answered	Landline	▶	39B356E2-4127E775
PPCLP	2019-04-18	05:45:37	00:02:54	Answered	Landline	▶	A9572AE2-21D7E075
Display	2019-04-18	15:38:57	00:00:19	Answered	Mobile	▶	3F3CBEE7-CF34F754