

Huron Regional Medical Center

Executive Summary

October 1, 2019 - October 31, 2019

Campaign Summary

Summary	Facebook	Google AdWords	
239,544	238,126	1,418	Impr.
681	612	69	Clicks
0.28 %	0.26 %	4.87 %	CTR
3.00	3.00	0.00	Conv.
0.44 %	0.49 %	0.00 %	Conv. Rate
USD 7.20	USD 6.30	USD 15.23	Avg. CPC
USD 4,904.03	USD 3,853.03	USD 1,051.00	Cost

Call Summary

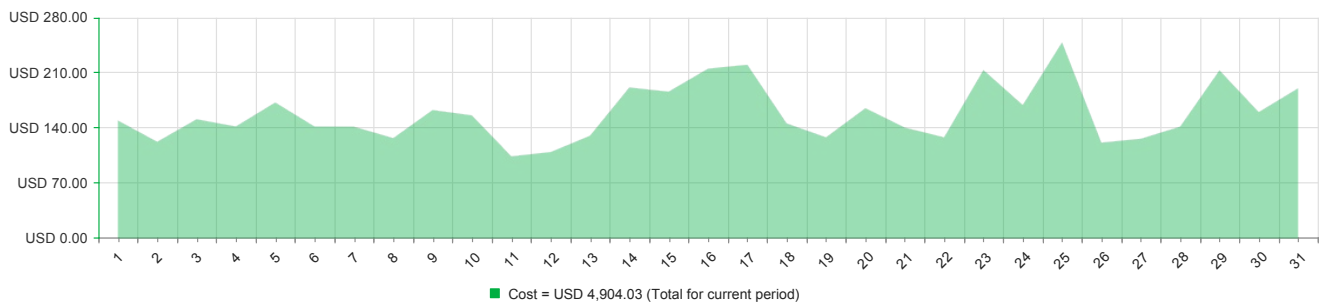
43	Call Answered Count
3.37	Avg. Call Answered Duration
USD 114.05	Cost / Call Answered
6.31 %	Call Answered Conv. Rate

Campaign Performance: All campaigns have been optimized and yielding steady month over month call and form fill submission results. With only 2 leads more in Sept. vs Oct.

The Increased spend within Google ads for the Keyword Search Campaign drove the Cost Per Lead (CPL) up for the month of Oct. to \$114.05

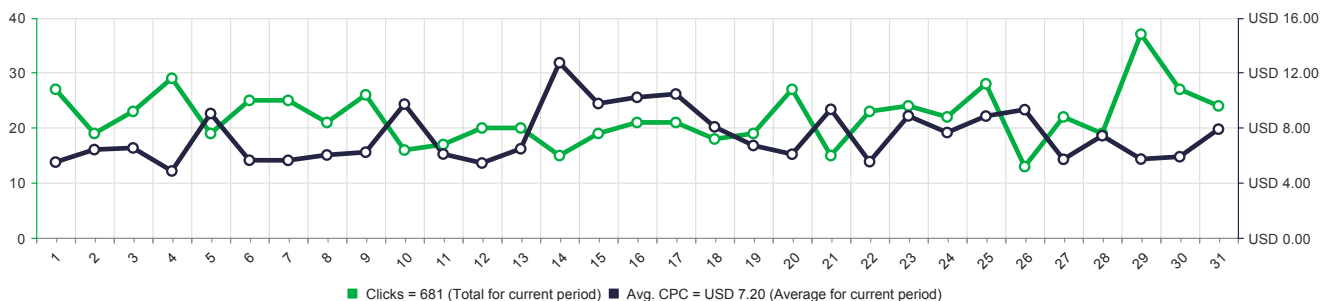
Daily Spend


October 1, 2019 - October 31, 2019








Daily Clicks & Avg CPC

October 1, 2019 - October 31, 2019



Publisher Performance							October 1, 2019 - October 31, 2019 Compare To August 31, 2019 - September 30, 2019
Publisher	Impr.	Clicks	CTR	Conv.	Conv. Rate	Avg. CPC	Cost
 Facebook	238,126 ▲ 41% 169,132	612 ▲ 16% 529	0.26% ▼ -18% 0.31 %	3.00 ▼ -50% 6.00	0.49% ▼ -57% 1.13 %	USD 6.30 ▼ -2% USD 6.43	USD 3,853.03 ▲ 13% USD 3,401.60
 Google Ads	1,418 ▲ 366% 304	69 ▲ 306% 17	4.87% ▼ -13% 5.59 %	0.00 - 0.00	0.00% - 0.00 %	USD 15.23 ▲ 68% USD 9.07	USD 1,051.00 ▲ 582% USD 154.14
All Results	239,544 ▲ 41% 169,436	681 ▲ 25% 546	0.28% ▼ -12% 0.32 %	3.00 ▼ -50% 6.00	0.44% ▼ -60% 1.10 %	USD 7.20 ▲ 11% USD 6.51	USD 4,904.03 ▲ 38% USD 3,555.74











Top 5 Campaigns by Clicks										
October 1, 2019 - October 31, 2019										
Rank	Campaign	Publisher	Impr.	Clicks	CTR	Conv.	Conv. Rate	Avg. CPC	Cost	Impr. (Top) %
1	Huron Physicians Clinic - Traffic - Image		126,090	397	0.31%	0.00	0.00%	USD 3.68	USD 1,460.76	0.00%
2	Huron Women's Wellness Center - Conversions - All Formats		97,558	172	0.18%	3.00	1.74%	USD 12.08	USD 2,078.13	0.00%
3	GEO Physicians Clinic		1,090	49	4.50%	0.00	0.00%	USD 16.06	USD 787.08	90.61%
4	Huron Women's Wellness - Conversions - Image		10,386	31	0.30%	0.00	0.00%	USD 7.09	USD 219.92	0.00%
5	GEO Wellness Center		328	20	6.10%	0.00	0.00%	USD 13.20	USD 263.92	93.53%
All Results			239,544	681	0.28%	3.00	0.44%	USD 7.20	USD 4,904.03	0.54%











Google Ads Impression Share Grid				
October 1, 2019 - October 31, 2019				
Campaign	Impr.	Impr. Share - Search	Lost IS (budget) - Search	Lost IS (rank) - Search
GEO Wellness Center	328	91.11%	0.00%	8.89%
GEO Physicians Clinic	1,090	74.56%	0.00%	25.44%











Google Ads Geo Performance Grid								
October 1, 2019 - October 31, 2019								
City	Campaign	Impr.	Clicks	CTR	Conv.	Conv. Rate	Cost	
Huron	GEO Physicians Clinic	420	20	4.76%	0.00	0.00%	USD 160.53	
--	GEO Physicians Clinic	192	12	6.25%	0.00	0.00%	USD 108.62	
Miller	GEO Physicians Clinic	50	7	14.00%	0.00	0.00%	USD 83.40	
Huron	GEO Wellness Center	147	5	3.40%	0.00	0.00%	USD 73.55	
Redfield	GEO Physicians Clinic	119	4	3.36%	0.00	0.00%	USD 61.02	
Redfield	GEO Wellness Center	35	3	8.57%	0.00	0.00%	USD 7.14	
Miller	GEO Wellness Center	14	3	21.43%	0.00	0.00%	USD 16.47	
Clark	GEO Wellness Center	28	3	10.71%	0.00	0.00%	USD 30.23	
Doland	GEO Physicians Clinic	27	2	7.41%	0.00	0.00%	USD 17.15	
Lake Preston	GEO Wellness Center	10	2	20.00%	0.00	0.00%	USD 5.10	

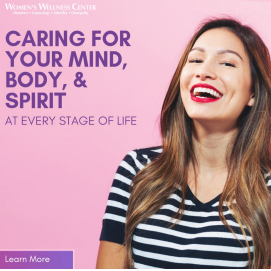






Clicks By Device Type	
October 1, 2019 - October 31, 2019	





Top 10 Keywords by Clicks										October 1, 2019 - October 31, 2019
Rank	Keyword	Publisher	Impr.	Clicks	CTR	Conv.	Conv. Rate	Avg. CPC	Cost	Impr. (Top) %
1	"flu shot"		622	28	4.50%	0.00	0.00%	USD 16.45	USD 460.69	92.68%
2	"family medicine"		86	8	9.30%	0.00	0.00%	USD 12.94	USD 103.52	86.34%
3	"pediatrician"		224	7	3.13%	0.00	0.00%	USD 15.43	USD 108.04	86.22%
4	"pap smear"		63	7	11.11%	0.00	0.00%	USD 10.56	USD 73.92	100.00%
5	"hysterectomy"		118	5	4.24%	0.00	0.00%	USD 22.60	USD 113.00	95.25%
6	+gynecologist		61	4	6.56%	0.00	0.00%	USD 13.23	USD 52.93	86.97%
7	"immunization"		83	3	3.61%	0.00	0.00%	USD 16.68	USD 50.03	90.19%
8	"family physician"		29	2	6.90%	0.00	0.00%	USD 25.56	USD 51.12	91.38%
9	"gyn"		58	2	3.45%	0.00	0.00%	USD 8.38	USD 16.77	97.72%
10	"family medicine clinic"		2	1	50.00%	0.00	0.00%	USD 13.68	USD 13.68	100.00%
All Results			1,418	69	4.87%	0.00	0.00%	USD 15.23	USD 1,051.00	91.29%

Top 10 Keywords by Conv.										October 1, 2019 - October 31, 2019
Rank	Keyword	Publisher	Impr.	Clicks	CTR	Conv.	Conv. Rate	Avg. CPC	Cost	Impr. (Top) %
7	"pediatrician"		224	7	3.13%	0.00	0.00%	USD 15.43	USD 108.04	86.22%
4	"family medicine"		86	8	9.30%	0.00	0.00%	USD 12.94	USD 103.52	86.34%
3	"family physician"		29	2	6.90%	0.00	0.00%	USD 25.56	USD 51.12	91.38%
10	"tdap vaccine"		16	0	0.00%	0.00	0.00%	USD 0.00	USD 0.00	93.75%
5	"family practice"		12	0	0.00%	0.00	0.00%	USD 0.00	USD 0.00	91.67%
1	"family medicine clinic"		2	1	50.00%	0.00	0.00%	USD 13.68	USD 13.68	100.00%
9	"cdc immunization"		2	0	0.00%	0.00	0.00%	USD 0.00	USD 0.00	100.00%
2	"family medical center"		1	0	0.00%	0.00	0.00%	USD 0.00	USD 0.00	100.00%
6	"best pediatrician"		1	0	0.00%	0.00	0.00%	USD 0.00	USD 0.00	100.00%
8	"vaccination shot"		1	0	0.00%	0.00	0.00%	USD 0.00	USD 0.00	100.00%
All Results			1,418	69	4.87%	0.00	0.00%	USD 15.23	USD 1,051.00	91.29%

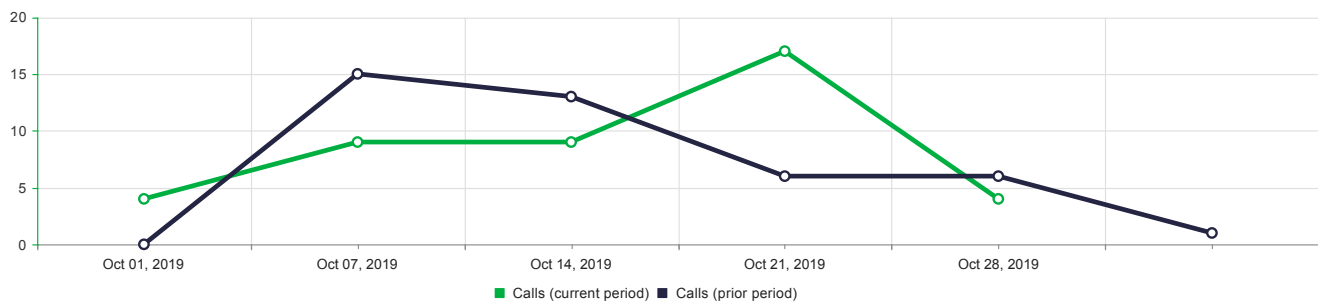
Rank	Ad	Publisher	Impr.	Clicks	CTR	Conv.	Conv. Rate	Avg. CPC	Cost
1	HRPC - Family in Roof Family Medicine Clinic Huron, SD Care for your whole family under one roof—from the youngest of hearts through adults of all ages! Our experienced doctors & caring staff can provide you and your family the right care, right here in Huron. 		65,748	183	0.28%	0.00	0.00%	USD 3.73	USD 682.21
2	HRPC - Family in Roof - Copy Family Medicine Clinic Huron, SD Care for your whole family under one roof—from the youngest of hearts through adults of all ages! Our experienced doctors & caring staff can provide you and your family the right care, right here in Huron. 		57,833	176	0.30%	0.00	0.00%	USD 3.87	USD 681.13
3	Osteopathy Ease Pain, Release Tension and Increase Flexibility with Spe Dr. Castellanos' degree in osteopathic medicine underscores her view that every person's health — and every illness — is unique. A type of patient-focused care that can complement, and sometimes replace, the use of pharmaceutical medications or invasive surgery. 		28,398	45	0.16%	2.00	4.44%	USD 12.59	USD 566.43
4	HRPC Video Right care, Right Here in Huron Care for your whole family under one roof. 		2,509	38	1.51%	0.00	0.00%	USD 2.56	USD 97.42
5	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. 		10,386	31	0.30%	0.00	0.00%	USD 7.09	USD 219.92

Rank	Ad	Publisher	Impr.	Clicks	CTR	Conv.	Conv. Rate	Avg. CPC	Cost
6	<p>Female_Pink</p> <p>Advanced, Compassionate Care for Women At Huron Women's Wellness Center, we're committed to your well-being through every stage of life. That's why we offer unsurpassed experience, state-of-the-art capabilities, and the caring and independence to always do what's right for you.</p> 		11,214	30	0.27%	1.00	3.33%	USD 10.24	USD 307.09
7	<p>Female Osteopathy</p> <p>Ease Pain, Release Tension and Increase Flexibility with Sp... Dr. Castellanos' degree in osteopathic medicine underscores her view that every person's health — and every illness — is unique. A type of patient-focused care that can complement, and sometimes replace, the use of pharmaceutical medications or invasive surgery.</p> 		21,854	26	0.12%	0.00	0.00%	USD 15.87	USD 412.72
8	<p>Group of Women</p> <p>Advanced, Compassionate Care for Women From a woman's first gynecological exam to managing menopause, the 5-star-rated doctors of Huron's favorite group of OB and GYNs. Discover the difference for yourself.</p> 		11,665	22	0.19%	0.00	0.00%	USD 8.88	USD 195.34
9	<p>Family Medicine Clinic - Immunization Shots - Experienced & Compassionate +6 www.hrmcphysiciansclinic.org/family-medicine Children & Adult Immunization Shots Offered Here. Various Vaccines Available. Accept Most Major Insurance Plans. Experienced Doctors & Caring Staff. Call for More Info.</p>		411	18	4.38%	0.00	0.00%	USD 15.75	USD 283.56

Rank	Ad	Publisher	Impr.	Clicks	CTR	Conv.	Conv. Rate	Avg. CPC	Cost
10	Baby Animation Pregnancy Planning That Makes You Feel Special We help make your entire pregnancy experience exciting and successful. From family planning through pregnancy and delivery, we can provide the care you need because we are specialists with extensive obstetrical training. 		8,174	13	0.16%	0.00	0.00%	USD 11.33	USD 147.24
All Results			239,544	681	0.28%	3.00	0.44%	USD 7.20	USD 4,904.03

Call Summary

October 1, 2019 - October 31, 2019
Compare To August 31, 2019 - September 30, 2019














Call Campaign Summary

October 1, 2019 - October 31, 2019

Campaign Name	Call Answered Count	Avg. Call Answered Duration
Paid Search	2	6.65
Paid Search - Physicians Clinic	2	0.24
SEOLP	39	3.36
All Results	43	3.37

Call Details

October 1, 2019 - October 31, 2019

Publisher Account	Date	Time	Call Duration	Status	Device Type	Call Recording Url	Call Id
SEOLP	2019-10-01	00:25:25	00:01:19	Answered	Landline		1FBF15A5-404F413B
SEOLP	2019-10-02	05:46:36	00:04:49	Answered	Mobile		77402BFC-4C2AC22C
SEOLP	2019-10-04	07:27:13	00:01:30	Answered	Mobile		785ADFDC-98891A9F
SEOLP	2019-10-07	10:17:08	00:01:41	Answered	Landline		150F5971-310C6733
SEOLP	2019-10-07	12:07:51	00:11:27	Answered	Mobile		8F247B76-6A7A19F5
SEOLP	2019-10-08	12:35:59	00:05:36	Answered	Mobile		D39BBC39-F21709E4
SEOLP	2019-10-09	11:31:02	00:01:41	Answered	Mobile		BA9E47E2-F594C8C1
SEOLP	2019-10-10	05:27:04	00:00:43	Answered	Mobile		E35DB3B1-032DB05D
SEOLP	2019-10-10	06:02:37	00:02:17	Answered	Mobile		2602C0C0-4E3EE620
SEOLP	2019-10-10	11:29:02	00:00:01	Answered	Landline		DA8A92C1-084721B0
SEOLP	2019-10-11	06:05:56	00:00:18	Answered	Mobile		1AB98F22-8BA4B8DB
SEOLP	2019-10-11	06:06:25	00:02:00	Answered	Mobile		E3092133-887259BA

Publisher Account	Date	Time	Call Duration	Status	Device Type	Call Recording Url	Call Id
SEOLP	2019-10-14	09:48:45	00:02:18	Answered	Mobile	▶	16603403-1C375D4D
SEOLP	2019-10-15	10:06:31	00:14:16	Answered	Mobile	▶	898DF775-DAA7CCD4
SEOLP	2019-10-15	12:04:40	00:04:13	Answered	Mobile	▶	844C58AB-8E0437AA
SEOLP	2019-10-16	05:51:57	00:04:28	Answered	Mobile	▶	C91DBC9A-87B08A49
SEOLP	2019-10-16	10:03:30	00:04:08	Answered	Landline	▶	BDD90C2B-7B94FA42
SEOLP	2019-10-16	10:42:59	00:01:26	Answered	Landline	▶	54C3938A-AF960255
SEOLP	2019-10-16	11:33:31	00:05:30	Answered	Mobile	▶	21BC437A-69070D8F
SEOLP	2019-10-18	05:30:39	00:00:46	Answered	Mobile	▶	F30D9BB1-939DB55D
SEOLP	2019-10-18	06:02:13	00:00:01	Answered	Mobile		56BAE973-C1194494
SEOLP	2019-10-21	08:35:48	00:04:30	Answered	Mobile	▶	073B38DC-46C27F88
SEOLP	2019-10-21	09:34:07	00:01:59	Answered	Mobile	▶	D69DE873-A1F94894
SEOLP	2019-10-22	05:32:37	00:07:23	Answered	Mobile	▶	1B2F1C5E-0BE2CBD5
SEOLP	2019-10-22	06:43:50	00:04:51	Answered	Mobile	▶	50D7E564-B5C4FBA2
SEOLP	2019-10-22	07:27:32	00:01:30	Answered	Mobile	▶	5B6C3A5E-7BC2C8D5
SEOLP	2019-10-22	08:49:45	00:02:45	Answered	Landline	▶	B24E234F-6AAAE8F
SEOLP	2019-10-22	09:26:21	00:00:05	Answered	Mobile	▶	BFC94B30-F46F260B
SEOLP	2019-10-22	09:29:52	00:02:17	Answered	Mobile	▶	CFEC938B-BB03145E
SEOLP	2019-10-22	10:08:14	00:01:02	Answered	Landline	▶	91738F7E-421531CB
SEOLP	2019-10-24	07:35:59	00:08:52	Answered	Mobile	▶	DC67454C-14114B02
SEOLP	2019-10-24	10:05:05	00:03:52	Answered	Mobile	▶	D1B7D27A-09F7098F
SEOLP	2019-10-24	13:35:02	00:00:23	Answered	Landline	▶	099A1BE6-E28BE708
SEOLP	2019-10-24	13:35:45	00:00:29	Answered	Landline	▶	88158450-1EEB1727
SEOLP	2019-10-25	07:02:32	00:03:35	Answered	Landline	▶	013605C8-EB4D96D1
SEOLP	2019-10-25	11:09:27	00:00:52	Answered	Mobile	▶	6FA9E9FE-C9A243A9
SEOLP	2019-10-28	08:23:37	00:02:58	Answered	Mobile	▶	253DC04A-B986DBED
SEOLP	2019-10-30	09:53:10	00:10:26	Answered	Mobile	▶	C0D1EC7C-22F97009
SEOLP	2019-10-31	09:14:48	00:02:43	Answered	Mobile	▶	2E5C80C8-1FCB814F
Paid Search - Physicians Clinic	2019-10-04	05:22:27	00:00:06	Answered	Landline	▶	036F16B1-738DB45D
Paid Search - Physicians Clinic	2019-10-28	11:13:06	00:00:23	Answered	Mobile	▶	DD0FFCC5-DA4874F0
Paid Search	2019-10-21	09:37:42	00:05:47	Answered	Mobile	▶	96087943-E2E4BA92
Paid Search	2019-10-21	11:12:33	00:07:31	Answered	Mobile	▶	B6AF1C03-6C375B4D