

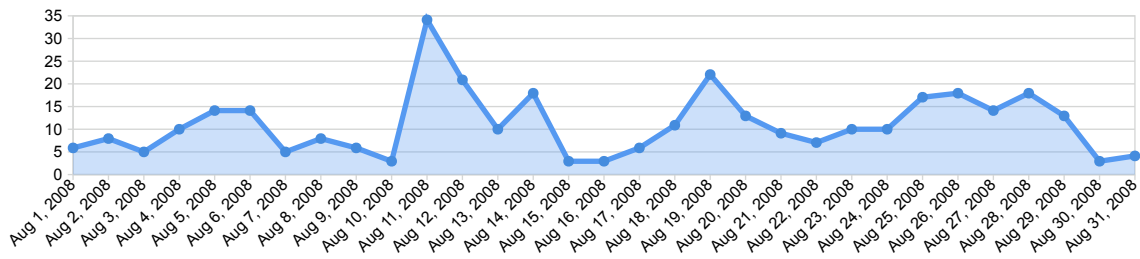


Report Profile: www.epikone.com
 Report Type: Campaign Comparison Report

August Campaigns
 Date Range: Aug 01, 2008 — Aug 31, 2008

gaac_adw_test	Google_Partnership	2008-8-11	spring2008
Medium(s): referral	Medium(s): referral	Medium(s): email	Medium(s): banner
Sources(s): gaac_listing	Sources(s): woac_listing	Sources(s): newsletter	Sources(s): searchmarketingstandard

Visits from Selected Campaigns



Key Performance Indicators	Selected Campaigns Ad Content sorted by Visits
39.36% Bounce Rate from Selected Campaigns	landing_12 (gaac_adw_test) 133
00:02:17 Avg Time on Site from Selected Campaigns	(not set) (Google_Partnership) 128
2.74 Pages per Visit from Selected Campaigns	gatraininbw (spring2008) 29
	analytics_talk_cta (2008-8-11) 26
	s4s_article_cta (2008-8-11) 15
	s4s_article_title (2008-8-11) 7
	analytics_talk_title (2008-8-11) 4
	s4s_article_graphic (2008-8-11) 1

Campaign Performance Report					
KPI	gaac_adw_test	Google_Partnership	2008-8-11	spring2008	All Campaigns
Visits	133	128	53	29	18,543
Pages per Visit	3.38	2.78	0.98	2.83	0.81
Avg Time on Site	00:02:52	00:01:45	00:02:05	00:02:21	00:02:23
% New Visits	66.17%	86.72%	54.72%	86.21%	72.03%
Bounce Rate	37.59%	44.53%	28.30%	44.83%	11.47%

ANALYSIS:

KPI Legend

Selected Campaigns Ad Content sorted by Visits: Top Ten ad contents sorted by Visits

Bounce Rate from Selected Campaigns: Average Bounce rate for the following campaigns: gaac_adw_test, Google_Partnership, 2008-8-11, spring2008

Avg Time on Site from Selected Campaigns: Average Time on Site for the following campaigns: gaac_adw_test, Google_Partnership, 2008-8-11, spring2008

Pages per Visit from Selected Campaigns: Average Pages per Visit for the following campaigns: gaac_adw_test, Google_Partnership, 2008-8-11, spring2008

Campaign Comparison Table: This table provides side-by-side comparison of the following campaigns: gaac_adw_test, Google_Partnership, 2008-8-11, spring2008