



Improve Performance of Your PPC Campaigns

The VisualCalc™ AdWords Dashboard is an easy, affordable web-based software solution that can significantly improve the performance of Google AdWords and other PPC (pay-per-click) campaigns. It transforms your complex AdWords/PPC data into interactive, easy-to-interpret graphs and charts that help you quickly identify and act on issues and opportunities, maximizing the effectiveness and ROI of your AdWords/PPC programs. Unlike other solutions on the market, the VisualCalc AdWords Dashboard is a flexible, customizable solution that enables the display and analysis of virtually any combination of PPC data.

The VisualCalc AdWords Dashboard provides immediate, visual answers to you key PPC questions, such as:

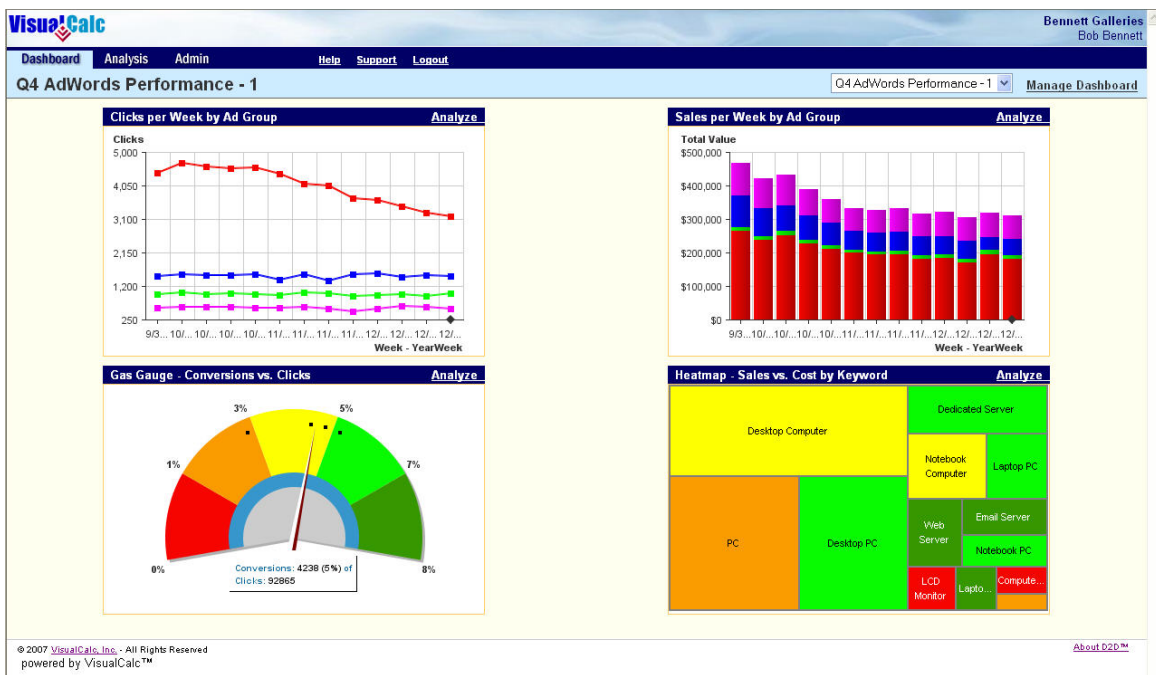
- *Which campaigns, ad groups and keywords deliver the best return on investment (ROI)?*
- *How are key measurements such as impressions, clicks and conversions trending over time?*
- *Which keywords are generating the most clicks, conversions and sales?*
- *How do measures such as click through rate (CTR) and conversion rate compare across ad groups and keywords, and how are they trending over time?*
- *What are the causal factors behind changes in clicks, conversions and impressions?*

Turn PPC Data into Meaningful Insight

The VisualCalc AdWords Dashboard turns your raw PPC data into graphical **performance indicators**, such as clicks vs. impressions, conversions by ad group, click through rate by keyword, etc. Indicators can be created for virtually any combination of Google AdWords or PPC data. These indicators are expressed by a variety of graph formats of your choosing, including bar charts, pie charts, line graphs, gauges and heat maps. Each time the underlying data changes, the indicators that use this data are automatically updated. These indicator graphs are then grouped into customized **dashboards** that provide a visual, easy-to-understand view into the performance of your Google AdWords and other PPC campaigns.

Make Quicker, Better Informed Decisions

VisualCalc AdWords Dashboard helps organizations monitor and manage Google AdWords and other PPC campaigns, leading to quicker, better informed decisions. See something that needs investigation? You can point-and-click on any of the indicator graphs in a dashboard to drill-down, slice-and-dice, and analyze the details associated with that indicator. Select key variables and filters to get immediate graphical answers to your specific AdWords/PPC questions.



A Vehicle for SEM Client Communication

The VisualCalc AdWords Dashboard provides SEM (search engine marketing) companies with a visual, interactive vehicle for communicating PPC campaign performance improvements to their clients. If desired, SEM companies can even create accessible sub-accounts for each of their individual clients, enabling their clients to perform their own analysis on the PPC results data.

For Companies & Departments of All Sizes

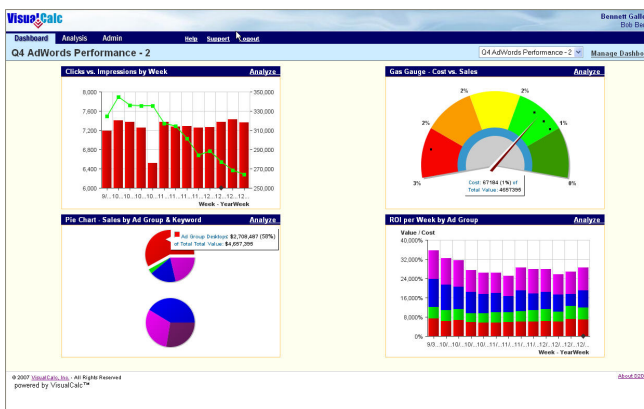
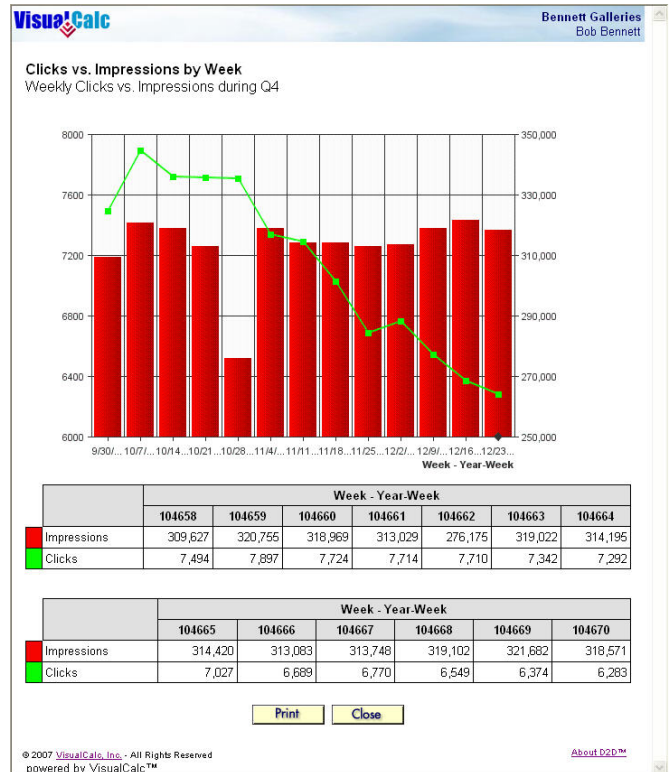
Unlike the expensive, complex executive dashboard and business intelligence solutions available on the market today, the VisualCalc AdWords Dashboard is quick to implement, easy to use, and affordably priced, but at the same time offers the interactivity, customization and advanced analysis capabilities only found in high-end solutions. These characteristics make it ideally suited for organizations of all sizes, including large corporations, individual departments, and small and mid-size businesses.

Easy to Deploy & Use

The VisualCalc AdWords Dashboard can either be hosted by VisualCalc, or deployed on a company's internal servers. In either case, the process to implement it is quick and easy. In addition, the VisualCalc AdWords Dashboard is a web-based application, enabling rapid deployment without significant hardware or software investments. Finally, the intuitive nature of the VisualCalc AdWords Dashboard enables business decision makers to create and customize their own indicators and dashboards, without having to rely on the IT staff or data analysis experts. Net-net, implementing the VisualCalc AdWords Dashboard is a quick, easy and inexpensive process with a very low learning curve.

Quick & Easy Reporting Capabilities

Find something that needs to be shared with others to trigger action? Communicate your findings by clicking the "Printer" icon to generate a static report, or the "Communicate" tab to see the list of reports available for distribution. The results of your analysis can be broadcast to desired parties as a static report, or as a URL pointer to same dynamic application you were using.



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