

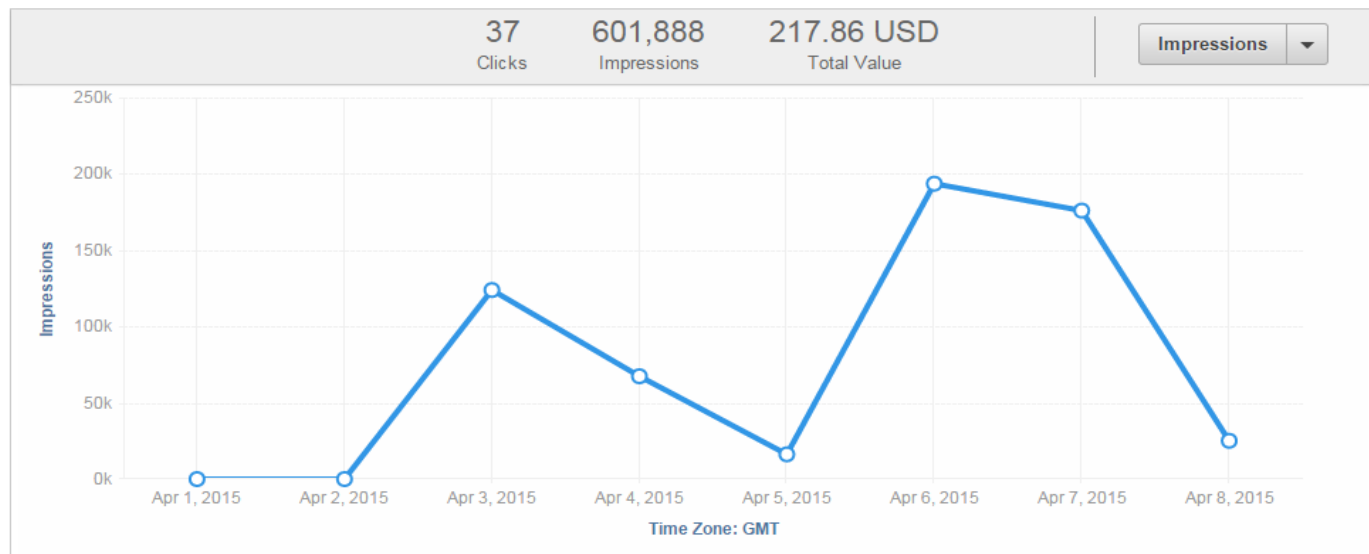
LinkedIn

eZnet CRM Promotions April




Created: Apr 1, 2015 [View Details](#)

Apr 1, 2015 - Apr 8, 2015

General Turn Off	Audience Edit	Campaign settings Edit
<ul style="list-style-type: none"> Campaign name: eZnet CRM Promotions April Edit Media Type: Basic Rotate ad variations: Optimize click-through rate Edit Language: English 	<p>6,954,548 LinkedIn Members</p> <p> Location: United States</p> <p> Company Size: 1-10 employees, 11-50 employees, 51-200 employees or 201-500 employees</p> <p> Age: 18-24, 25-34, 35-54 or 55+</p> <p> Audience Expansion: Enabled</p>	<ul style="list-style-type: none"> Campaign runs: Until Apr 30, 2015 Daily budget: 63.33 USD Your bid: 6.93 USD You pay when someone clicks on your ad (CPC)



Ad Variations

Ad	Status ?	Clicks ?	Impressions ? ^	CTR ?	Avg. CPC ?	Total Value ?
Total for All Ad Variations		37	602,670	0.006 %	5.89 USD	217.86 USD
 How is Your CRM ? eZnet CRM, the best alternative for small businesses. No Contracts.	<input checked="" type="checkbox"/> On	24	425,787	0.006 %	6.13 USD	147.24 USD
Go To URL: http://eznetcrm.com/erp/eznetcrm/lin						
 Improve Your CRM Try eZnet CRM for 6 months Free!. No Contracts. No Credit Card required.	<input checked="" type="checkbox"/> On	13	160,841	0.008 %	5.43 USD	70.62 USD
Go To URL: http://eznetcrm.com/erp/eznetcrm/lin						
 CRM too Expensive? Get the affordable option. Try eZnet CRM for 6 Months Free! No Contracts.	<input checked="" type="checkbox"/> On	0	16,042	0.000 %	--	0.00 USD
Go To URL: http://eznetcrm.com/erp/eznetcrm/lin						
Total for All Ad Variations		37	602,670	0.006 %	5.89 USD	217.86 USD

Twitter

RUNNING



eZnet CRM Promotion April

LEADS ON TWITTER

Started 1 Apr 2015

Ends 30 Apr 2015

Export

[Edit campaign](#)

Targeting: 2 languages · 2 interests · 11 users · 1 location · 16 keywords

TOTAL BUDGET
\$900.00DAILY BUDGET
\$30.00AUTOMATIC BID
-

This quarter ▼

Tweets

Platforms

Locations

Demographics

Interests

@ Handles

Keywords

18.2K

IMPRESSIONS

0

LEADS

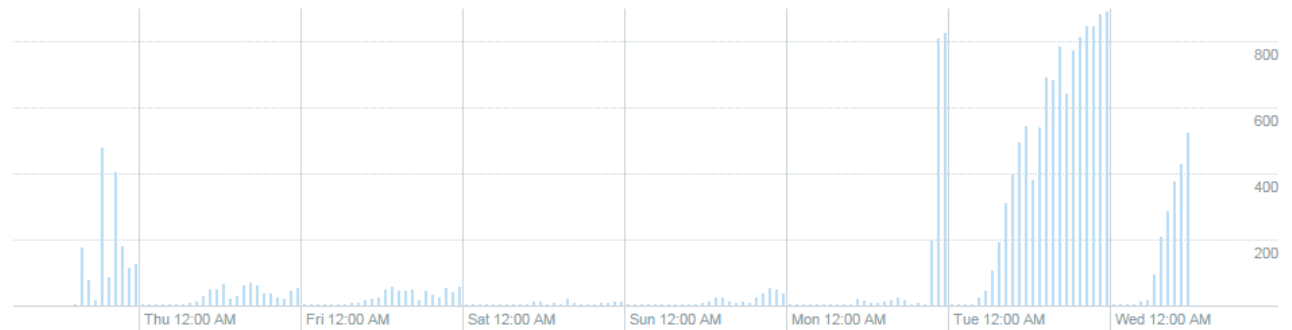
\$0.00

SPEND

\$0.00

COST PER LEAD

Campaign totals



Summary







Engagements

Demographic	Spend ▼	Impressions	Leads ?	Lead Rate	Cost per lead ?
Campaign totals	\$0.00	18,225	0	0.00%	\$0.00
Female	\$0.00	12,651	0	0.00%	\$0.00
Male	\$0.00	4,557	0	0.00%	\$0.00
Unknown	\$0.00	1,017	0	0.00%	\$0.00

Keyword	Spend ▼	Impressions	Leads ?	Lead Rate	Cost per lead ?
Campaign totals	\$0.00	18,224	0	0.00%	\$0.00
"Cloud"	\$0.00	12,580	0	0.00%	\$0.00
#Cloud	\$0.00	12,533	0	0.00%	\$0.00
#PaaS	\$0.00	2,222	0	0.00%	\$0.00
SaaS	\$0.00	802	0	0.00%	\$0.00
#SaaS	\$0.00	776	0	0.00%	\$0.00
Small Business	\$0.00	318	0	0.00%	\$0.00
CRM	\$0.00	152	0	0.00%	\$0.00
Cloud Computing	\$0.00	33	0	0.00%	\$0.00
+ Free CRM	\$0.00	5	0	0.00%	\$0.00
Free CRM	\$0.00	5	0	0.00%	\$0.00

Handle	Spend	Impressions	Leads ?	Lead Rate	Cost per lead ?
Campaign totals	\$0.00	18,224	0	0.00%	\$0.00
@VentureBeat	\$0.00	1,161	0	0.00%	\$0.00
@eMarketer	\$0.00	83	0	0.00%	\$0.00
@CRMTrends	\$0.00	21	0	0.00%	\$0.00
@InsideCRM	\$0.00	12	0	0.00%	\$0.00
@SearchCRM	\$0.00	7	0	0.00%	\$0.00
@VirtualStacks	\$0.00	6	0	0.00%	\$0.00
@CRM2Day	\$0.00	6	0	0.00%	\$0.00
@CRM	\$0.00	6	0	0.00%	\$0.00
@CRMevolution	\$0.00	6	0	0.00%	\$0.00
@SocialCRMTrends	\$0.00	2	0	0.00%	\$0.00

Platform	Spend	Impressions	Leads ?	Lead Rate	Cost per lead ?
Campaign totals	\$0.00	18,226	0	0.00%	\$0.00
iOS devices	\$0.00	14,833	0	0.00%	\$0.00
Desktop and laptop computers	\$0.00	2,893	0	0.00%	\$0.00
Android devices	\$0.00	439	0	0.00%	\$0.00
Mobile web on other devices	\$0.00	49	0	0.00%	\$0.00
Unknown	\$0.00	9	0	0.00%	\$0.00
Blackberry phones and tablets	\$0.00	3	0	0.00%	\$0.00

Tweet	Start	Spend	Impressions	Leads [?]	Lead Rate	Cost per lead [?]
Campaign totals						
<div>  EZnetCRM @eZnetCRM 1 Apr 2015 </div> <p>Tired of your old CRM? Time for an upgrade! Try eZnet CRM for 6 months! No contracts. #Cloud cards.twitter.com/cards/18ce53yo...</p> <div>  <p>Find out how eZnet CRM can work for you. Sign Up Now</p> </div>	1 Apr	\$0.00	15,544	0	0.00%	\$0.00
<div>  EZnetCRM @eZnetCRM 1 Apr 2015 </div> <p>Want to Improve Your CRM? Move into a better space. Try eZnet CRM for 6 months! No Contracts. cards.twitter.com/cards/18ce53yo...</p> <div>  <p>The best alternative for small business. Sign Up Today</p> </div>	1 Apr	\$0.00	1,333	0	0.00%	\$0.00
<div>  EZnetCRM @eZnetCRM 31 Mar 2015 </div> <p>How do you CRM? Get dibs on the best alternative for Small Businesses. Get 6 Months Free! No Contracts. cards.twitter.com/cards/18ce53yo...</p> <div>  <p>Learn more about how eZnet CRM can work for you. Sign up Now</p> </div>	31 Mar	\$0.00	1,248	0	0.00%	\$0.00

Yahoo!Bing Network

All Campaigns

Campaign: eZnet CRM Promotions April

4/1/2015

- 4/8/2015

Go

Status: Enabled Budget: 26.30/day Locations: United States

[Ad Groups](#)
[Settings](#)
[Ads](#)
[Keywords](#)
[Ad Extensions](#)
[Product Targets](#)
[Change History](#)
[Dimensions](#)

View: Keywords



Compare to: None

[Add keyword](#)
[Edit](#)
[Details](#)
[Export](#)

All keywords

Columns

Filter

Keywords

<input type="checkbox"/>			Keyword	Ad group	Delivery	Current bid	Clicks	Impr.	CTR	Avg. CPC	Spend	Avg. pos.
			Overall total - 38 keywords				62	76,537	0.08%	2.00	124.00	4.36
<input type="checkbox"/>			Free CRM Software	April Promo CRM	Below first page bid	0.19 	0	124	0.00%	0.00	0.00	3.08
<input type="checkbox"/>			Best CRM Software	April Promo CRM	Eligible	3.71 	5	6,244	0.08%	1.62	8.11	5.58
<input type="checkbox"/>			CRM	April Promo CRM	Below first page bid	0.07 	0	42	0.00%	0.00	0.00	5.69
<input type="checkbox"/>			CRM Software	April Promo CRM	Eligible	3.42 	1	4,286	0.02%	1.55	1.55	5.43
<input type="checkbox"/>			Top CRM Software	April Promo CRM	Eligible	2.99 	1	487	0.21%	2.97	2.97	5.21
<input type="checkbox"/>			Top 10 CRM Software	April Promo CRM	Below first page bid	0.37 	1	64	1.56%	0.22	0.22	5.15
<input type="checkbox"/>			CRM Software vendors	April Promo CRM	Below first page bid	0.50 	0	2	0.00%	0.00	0.00	7.00
<input type="checkbox"/>			CRM Software for Small Business	April Promo CRM	Eligible	4.36 	4	650	0.62%	2.30	9.19	3.59
<input type="checkbox"/>			Cloud Based CRM Software	April Promo CRM	Eligible	3.93 	0	70	0.00%	0.00	0.00	3.96
<input type="checkbox"/>			Free CRM Small Business	April Promo CRM	Eligible	14.71 	3	259	1.16%	9.44	28.31	3.50
<input type="checkbox"/>			New CRM	April Promo CRM	Eligible	0.18 	0	1	0.00%	0.00	0.00	1.00
<input type="checkbox"/>			Small Business CRM	April Promo CRM	Eligible	6.23 	11	55,126	0.02%	4.45	48.93	4.07
<input type="checkbox"/>			Compare CRM	April Promo CRM	Eligible	0.82 	0	9	0.00%	0.00	0.00	4.11
<input type="checkbox"/>			Free CRM	April Promo CRM	Eligible	1.96 	1	227	0.44%	1.89	1.89	4.86
<input type="checkbox"/>			best crm software free	April Promo CRM	Below first page bid	4.79 	0	13	0.00%	0.00	0.00	3.62
<input type="checkbox"/>			best crm software small business	April Promo CRM	Eligible	4.79 	0	75	0.00%	0.00	0.00	4.23
<input type="checkbox"/>			best sales crm software	April Promo CRM	Eligible	4.79 	0	44	0.00%	0.00	0.00	1.98
<input type="checkbox"/>			best software crm	April Promo CRM	Eligible	4.79 	1	300	0.33%	4.66	4.66	3.39
<input type="checkbox"/>			crm best software	April Promo CRM	Eligible	4.79 	0	124	0.00%	0.00	0.00	3.61
<input type="checkbox"/>			crm management software	April Promo CRM	Eligible	4.79 	0	174	0.00%	0.00	0.00	3.53
<input type="checkbox"/>			crm online software	April Promo CRM	Eligible	4.79 	0	421	0.00%	0.00	0.00	4.14
<input type="checkbox"/>			crm software best	April Promo CRM	Below first page bid	4.79 	0	155	0.00%	0.00	0.00	3.95
<input type="checkbox"/>			crm software free	April Promo CRM	Eligible	4.79 	1	104	0.96%	2.81	2.81	3.33
<input type="checkbox"/>			crm software programs	April Promo CRM	Eligible	4.79 	0	34	0.00%	0.00	0.00	3.79
<input type="checkbox"/>			crm software reviews	April Promo CRM	Eligible	4.79 	0	78	0.00%	0.00	0.00	4.69
<input type="checkbox"/>			crm software small businesses	April Promo CRM	Eligible	4.79 	1	319	0.31%	3.10	3.10	4.02
<input type="checkbox"/>			crm software solution	April Promo CRM	Eligible	4.79 	1	130	0.77%	1.33	1.33	3.65
<input type="checkbox"/>			crm software vendor	April Promo CRM	Eligible	4.79 	0	3	0.00%	0.00	0.00	6.00
<input type="checkbox"/>			free simple crm software	April Promo CRM	Eligible	4.79 	0	3	0.00%	0.00	0.00	1.67
<input type="checkbox"/>			free small business crm	April Promo CRM	Below first page bid	4.79 	0	7	0.00%	0.00	0.00	2.57
<input type="checkbox"/>			free software crm	April Promo CRM	Eligible	4.79 	1	106	0.94%	4.11	4.11	3.54
<input type="checkbox"/>			top crm system	April Promo CRM	Eligible	4.79 	0	6	0.00%	0.00	0.00	6.50
<input type="checkbox"/>			Small Business CRM Software	April Promo CRM	Keyword paused	1.03 	0	30	0.00%	0.00	0.00	2.76
<input type="checkbox"/>			Compare	April Promo CRM	Keyword paused	0.50 	30	6,820	0.44%	0.23	6.82	5.20
<input type="checkbox"/>			eZnet CRM	April Promo CRM	Keyword paused	0.23 	0	0	0.00%	0.00	0.00	0.00
<input type="checkbox"/>			crm software small	April Promo CRM	Keyword paused	4.79 	0	0	0.00%	0.00	0.00	0.00
<input type="checkbox"/>			crm software top	April Promo CRM	Keyword paused	4.79 	0	0	0.00%	0.00	0.00	0.00
<input type="checkbox"/>			crm softwares	April Promo CRM	Keyword paused	4.79 	0	0	0.00%	0.00	0.00	0.00
			Search total				52	74,465	0.07%	2.37	123.00	4.46
			Content total				10	2,072	0.48%	0.10	1.00	1.10
			Deleted items total				0	0	0.00%	0.00	0.00	0.00
			Overall total - 38 keywords				62	76,537	0.08%	2.00	124.00	4.36

Conclusion:

LinkedIn: Receiving a fair amount of Clicks and Click- Through –Rates. Based on the impressions of the Ads, our clicks and CTR should be more. The Budget is on track for Week 1 at \$217.86. Ads are improving daily.

Suggestions:

- On weekends, we can pause the campaign until Mondays to test whether or not it increases the CTR.
- Create another Ad Variation with a different ad copy and photo to ascertain its strength against existing ads.
- Expand Audience limits.

Twitter: No results. Engagement rate results are low and there are no clicks to report.

Suggestions:

- Will switch the reason for the ad from “ Gaining Leads” to “ Increase Website Vistors”.
- Rewrite another ad
- Transfer Ad to Virtual Stacks Twitter Account
- Increase Followers on eZnet CRM Twitter Account before transferring Ad back to account.

Bing: Most keywords are performing above average, except a few that are under performing because of set budget limits. Clicks and CTRs are improving daily.

Suggestions:

- Add more keywords to compensate for paused and under performing keywords.
- Paused keywords that were over budget and will re enable once bidding price decreases.
- Try a dynamic ad format (8X8 or banner) to be displayed on YBN partners' websites.