

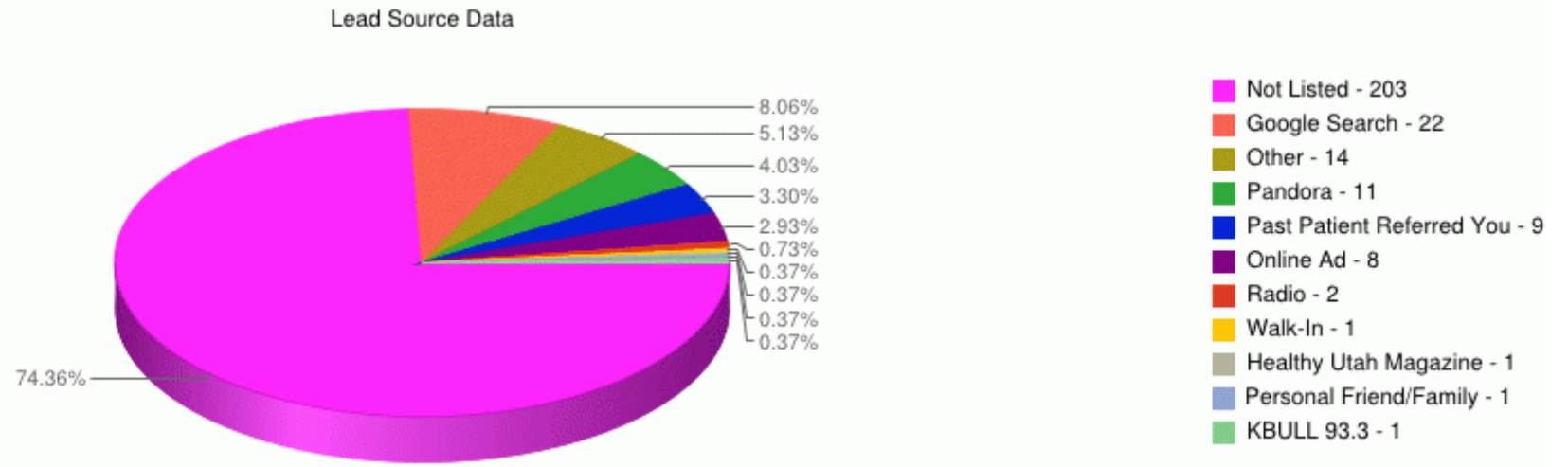
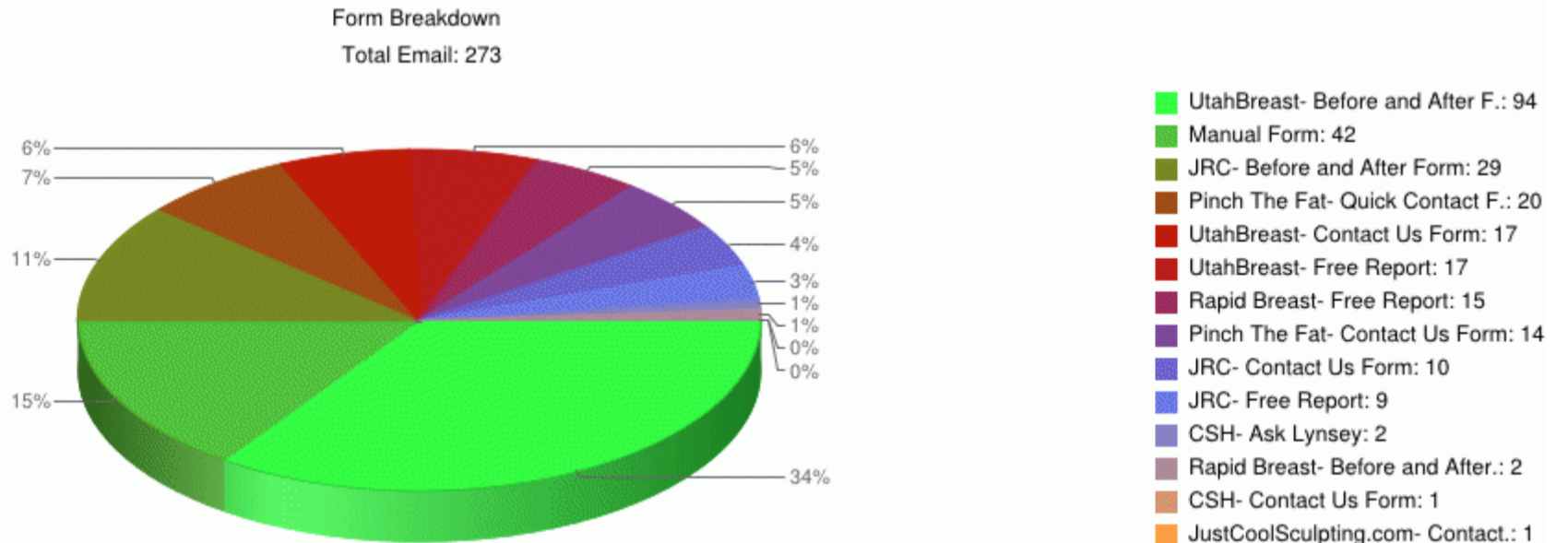
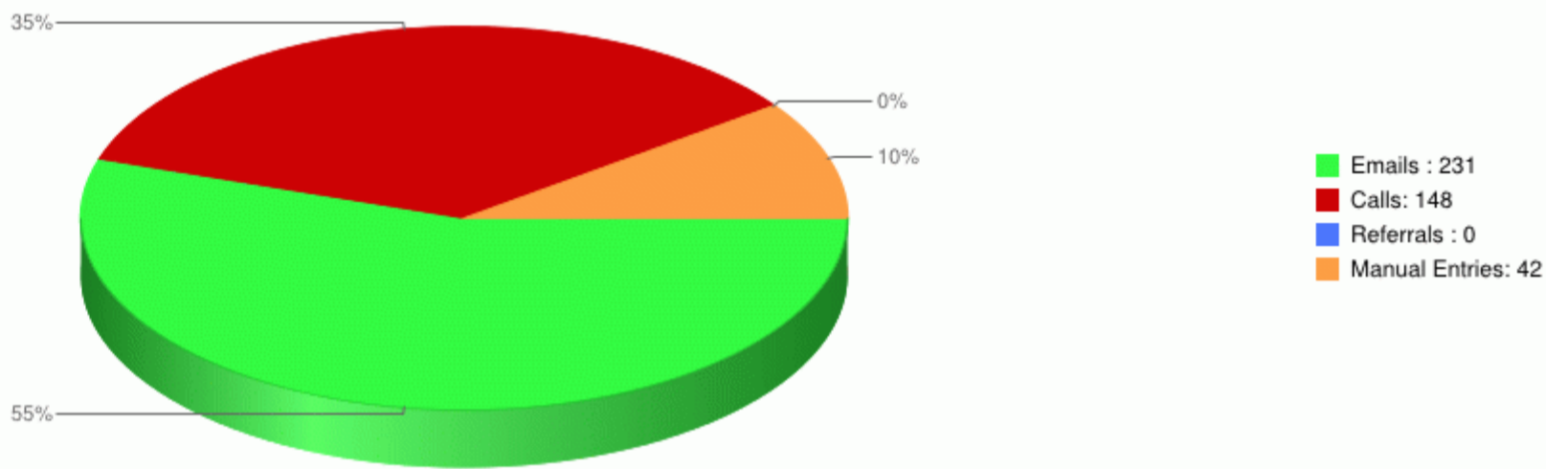
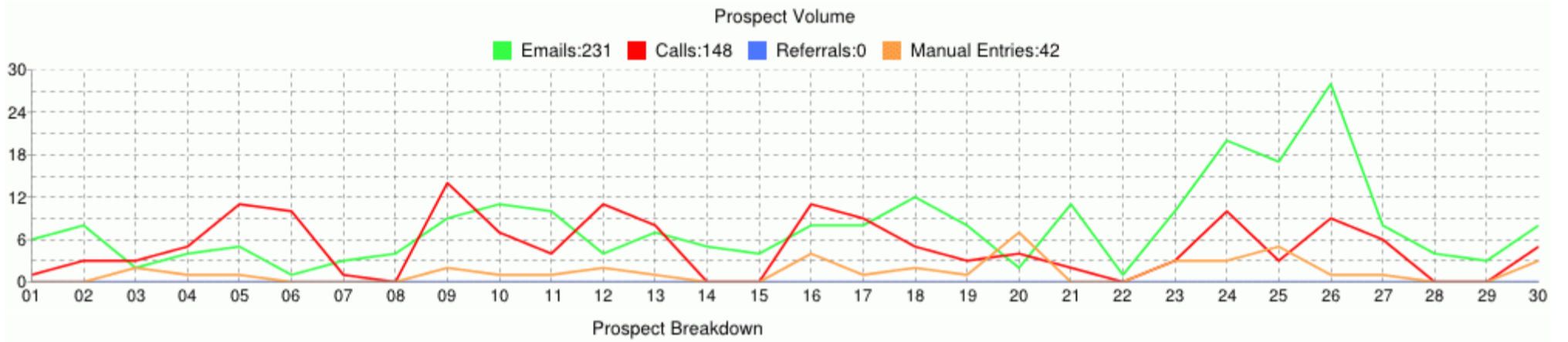
MDProspects Reporting System

Clinic: Just The Right Curves
 Report Name: September Combined Report
 Type: Combined Performance
 Frequency: Summary
 Date Range: Sep 1, 2013 - Sep 30, 2013
 Generated on: Jan 17, 2014 4:51:30 PM

Performance Metrics			
Total Number of Emails	: 231, (9.09%) (+12%)	Average Number of Forms Per Day	: 11.55 (+12%)
Total Number of Calls	: 148 (+43%)	Average Number of Calls Per Day	: 7.40 (+43%)
Total Number of Manual Entries	: 42, (71.43%) (-26%)	Average View Time	: 4 hrs. 11 mins. (-30%)
Total Number of Referrals	: 0, (0.00%) (0%)	Average Reply Time	: 6 mins. (-17%)
View Rate	: 98% (+10%)	Reply Rate (by Email)	: 85% (+4%)
Conversion Rate	: 18.68% (-15%)	Reply Rate (by Phone)	: 2% (+100%)

Conversion Rate Data					
Lead to Consult	Lead to Eval	Lead to Treatment	Consult to Eval	Consult to Treatment	Eval to Treatment
12		3		1	

Visits			
Consultation	Evaluation	Surgery	Post-Op
0	0	0	0



Lead Sources

	Source	Conversion #	Leads #	Conversion Rate	Leads/Total
1	Not Listed	22	203	0%	74%
2	Google Search	3	22	13.64%	8%
3	Other	8	14	57.14%	5%
4	Pandora	2	11	18.18%	4%
5	Past Patient Referred You	7	9	77.78%	3%
6	Online Ad	5	8	62.50%	3%
7	Radio	2	2	100.00%	1%
8	Walk-In	0	1	0.00%	0%
9	Healthy Utah Magazine	0	1	0.00%	0%
10	Personal Friend/Family	1	1	100.00%	0%
11	KBULL 93.3	1	1	100.00%	0%
Total :		51	273	Average Conversion: : 19%	

Top 10 Referrers

1	google.com (organic)	12
2	m.utahbreast.com	7
3	pandora.com	6
4	google.com (ad)	2

Top 10 Keywords

1	gummy bear implants utah	5
2	breast augmentation utah	3
3	breast augmentation in utah	2
4	gummy bear implants	2
5	gummy bear implants cost	2
6	gummy bear implants salt lake city	2
7	natural breast augmentation utah	2
8	before and after pictures of high profile breast implants	1
9	best breast augmentation in utah	1
10	boob job before and after	1

Ad Tracking

Ad Name	Views	Leads	Conversion	Calls
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