



# **Enterprise Portfolio & Brand Visibility (Monthly)**

06/18/2015

## Portfolio Rank Performance Overview

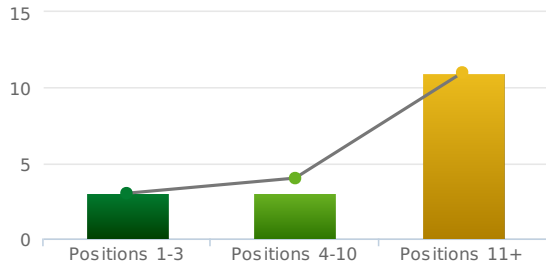
Showing results for May 01, 2015 - May 31, 2015

Campaign Name	Page 1	Page 2	Page 3	Avg. Rank	Avg. Rank Change	SE Avg. Rank	Visibility Score	Visibility Score Change	SE Visibility Score	Total Traffic	Total Traffic Change
Amazon Books	70	9	3	8.45	▲29.81%	▲57.08% ▲20.67% ▼∞% ▲58.59% ▼∞%	2,110	▲65.88%	▲7.39% ▲7.60% ▲∞% ▲6.03% ▲∞%	42,443	▼31.77%
App Store - Google Play Sports	4	1	0	5.13	▼92.19%	▲0.00% ▼106.25%	120	▼27.71%	▲0.00% ▼15.74%	N/A	
App Store - iTunes NY Times	11	1	0	4.00	▲5.88%	▲25.00% ▲0.00% ▲11.11% ▼9.09%	324	▲0.93%	▲3.70% ▲0.00% ▲1.19% ▼1.22%	N/A	
Apple	115	1	1	3.92	▼66.85%	▼81.33% ▲48.51% ▼17.24% ▼181.73% ▼∞%	3,451	▼1.17%	▲0.29% ▼4.46% ▲0.00% ▼1.58% ▲∞%	15,916	▼19.35%
Maps-Capital Grille (Geo Keywords)	16	15	11	35.33	▲0.00%	▲0.00% ▲0.00% ▲0.00%	684	▲0.00%	▲0.00% ▲0.00% ▲0.00%	N/A	
Mashable Tech	8	4	8	24.12	▲46.08%	▲56.36% ▲42.83% ▲38.02%	333	▲306.10%	▲414.29% ▲290.00% ▲248.39%	182,964	▲∞%
One Republic	2	0	0	5.00	▲16.67%	▲16.67%	52	▲4.00%	▲4.00%	N/A	
Reputation Management - FedEx	2	0	0	2.50	▼25.00%	▼25.00%	57	▼1.72%	▼1.72%	15,916	▼19.35%
Tags - Ford	116	14	2	7.35	▲81.90%	▲78.94% ▲74.08% ▲95.42% ▼∞%	3,697	▲1,588.13%	▲1,172.60% ▲1,053.75% ▲1,351.52% ▲∞%	97,400	▼27.56%
Trip Advisor	19	0	0	2.45	▲23.44%	▲20.83% ▲25.00%	543	▲2.65%	▲1.75% ▲3.70%	N/A	
Video Chat	26	5	5	27.06	▲54.65%	▲57.16% ▲58.06% ▲48.45%	804	▲∞%	▲∞% ▲∞% ▲∞%	N/A	
WL Campaign	22	3	1	7.99	▼31.73%	▼265.00% ▲71.04% ▼16.67%	680	▼10.76%	▼21.85% ▼5.37% ▼4.00%	15,916	▼19.35%
YouTube - Let's Play Minecraft	0	0	0	52.00	▼1.30%	▼1.30%	0	▼100.00%	▼100.00%	N/A	

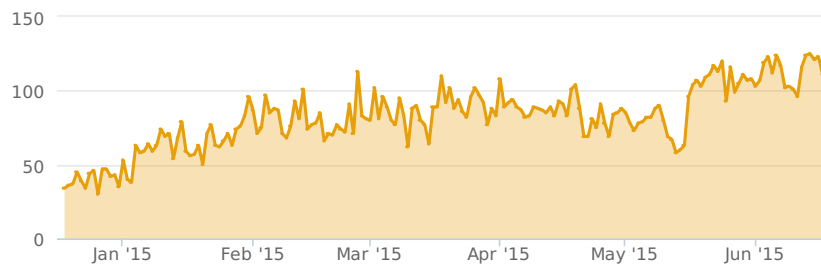
# Reports > Brand Visibility

Showing results for Google USA

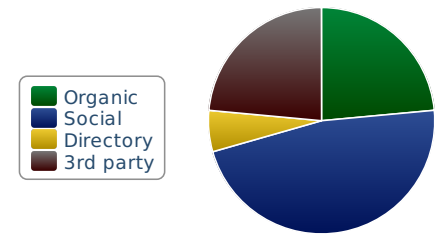
### Positions Distribution



### Visibility



### Result Page Type



Keyword	Top 20 Positions	Total Positions	Page 1 Coverage
mashable	<ul style="list-style-type: none"> <li>1  Organic</li> <li>3  3rd Party</li> <li>7  Social</li> <li>8  Social</li> <li>9  Social</li> <li>11  Social</li> <li>12 3rd Party</li> <li>13 3rd Party</li> <li>14  Social</li> <li>15  Social</li> <li>16  Directory</li> <li>17  Social</li> <li>18 3rd Party</li> <li>19  Social</li> </ul>	14	50%
mobile technology trends	<ul style="list-style-type: none"> <li>1  Organic</li> </ul>	1	10%
social media trends	<ul style="list-style-type: none"> <li>16  Organic</li> </ul>	1	0%

This [Brand Visibility report](#) features:

**Positions Distribution Chart** that provides the total (for all keywords in the campaign) number of times any of your brand pages rank in the top 20 search engine results on the day the report is run. The dark gray line represents the baseline number of times brand pages ranked in the top 20 on the day we began tracking the Brand URLs.

**Visibility Graph** displays the trend of the your brand's visibility across all tracked search engines for the previous 6 months. This is based on the position of ranking keywords and average search volume.

**Results Page Type** pie chart provides a graphic representation of the number of the brand top 20 search results by type - Organic, Maps, Social pages, Apps, Directory listings and 3rd party (e.g., reviews, news, etc.)

In the **Top 20 Positions** column, the numbers represent Rank position and the icons are the logo corresponding to the site URL, followed by the type (e.g., Maps, Organic, Directory, Social, 3<sup>rd</sup> party).

The **Total Positions** column is the total number of positions each keyword scored in the Top 20 search results.

**Page 1 Coverage** represents the percentage of brand appearance on Page 1 search engine results.

A **SERP Snapshot** that displays the actual Top 20 search engine results for each keyword is available when you log in to your Dashboard to view this Brand Visibility report and click the discovery screen icon corresponding to any keyword.