

## New Ad Copy Alert

Date: Monday, July 11, 2011

Keyword Group: blinds

The advertisers below have begun displaying ad copy that has not been seen in the past 7 days

Advertiser	Ad	Coverage	Avg. Pos	Keywords
hunterdouglas.com	<a href="#">Hunter Douglas Blinds</a> Innovative Blinds, From Hunter Douglas. View Gallery Online. <a href="http://www.HunterDouglas.com/WindowBlinds">www.HunterDouglas.com/WindowBlinds</a>	1.7%	4.4	2 blinds,35mm wood blinds,8ft wooden blinds,93 inch venetian blinds,aluminium blinds,bathroom blinds,blackout blinds easyblinds,blinds,blinds and shades,blinds to go,budget blinds,buying blinds for home,custom blinds,custom mini blinds,custom roman blinds,custom wood blinds,debel blinds,electrical blinds,faux suede blinds,genuine wood blinds,honeycomb blinds,horizontal mini blinds,imitation wood blinds,levolor mini blinds,matchstick blinds,mini blinds,natural blinds,online blinds,sheer vertical blinds,velux window blinds,venetian blinds,vinyl mini blinds,windows and blinds,wood blinds for sash windows,wood venetian blinds
hunterdouglas.com	<a href="#">Hunter Douglas Blinds</a> Premier Window Blinds From Hunter Douglas. Official Site. <a href="http://www.HunterDouglas.com/WindowBlinds">www.HunterDouglas.com/WindowBlinds</a>	1.6%	4.1	2 blinds,3 day blinds,35mm wood blinds,93 inch venetian blinds,a1 blinds,aluminium blinds,blackout blinds,blinds,blinds bracknell,blinds for house,blinds for sale,blinds on line,blinds to go,budget blinds,colt roto blinds,concorde blinds,cordless blinds,curtain blinds,debel blinds,electrical blinds,faux suede blinds,genuine wood blinds,honeycomb blinds,imitation wood blinds,mini blinds,venetian blinds,vinyl blinds,windows and blinds,wood mini blinds,wood venetian blinds,wooden venetian blinds

Your 3 pieces of Ad copy that had the highest coverage for the past 7 days are:

Advertiser	Ad	Coverage	Avg. Pos	Keywords
blinds.com	<a href="#">Blinds.com™ - Low Prices</a> You Won't Find Lower Prices Any Where Else, Plus Free Shipping! <a href="http://www.blinds.com">www.blinds.com</a>	5.7%	2.5	2 blinds,blinds and window treatments,blinds discount,blinds for sale,cheap blinds,cheap venetian blinds,cheap wooden blinds,custom blinds,discount window blinds,glazed units with fitted blinds,windows and blinds
blinds.com	<a href="#">Blinds.com™ - Verticals</a> Lowest Prices on Vertical Blinds Anywhere. Plus Free Shipping! <a href="http://www.blinds.com/Vertical_Blinds">www.blinds.com/Vertical_Blinds</a>	2.6%	4.2	sheer vertical blinds,vertical blind,vertical blinds,vertical window blinds
blinds.com	<a href="#">Venetian Blinds</a> Made-to-Order Venetian Blinds at Great Prices Plus, Free Shipping! <a href="http://www.blinds.com/Venetian_Blinds">www.blinds.com/Venetian_Blinds</a>	2.6%	3.5	24 inch venetian blinds,93 inch venetian blinds,venetian blinds,venetian blinds made to order uk

## Change In Natural Rankings Alert

Date: Monday, July 11, 2011

Keyword Group: blinds

The Natural Rankings for the keywords below have increased or decreased over the past week.

Keyword	Monthly Search Volume	Est. Monthly Clicks	URL	Rank	Weekly	Monthly	Last Check	Max Rank
matchstick shades	800	95	<a href="http://www.blinds.com/control/product/productID,8331">www.blinds.com/control/product/productID,8331</a>	2	-1	0	7/9/2011	1
natural blinds	800	95	<a href="http://www.blinds.com/control/subCategory/categoryID,47">www.blinds.com/control/subCategory/categoryID,47</a>	2	+1	0	7/9/2011	2
blinds to go	24,750	1,492	<a href="http://www.blinds.com/control/infopage?page=Blindstogowithall.html">www.blinds.com/control/infopage?page=Blindstogowithall.html</a>	4	+2	0	7/9/2011	4
discount window blinds	500	30	<a href="http://www.blinds.com/">www.blinds.com/</a>	4	+2	0	7/9/2011	4
faux wood blinds	13,550	817	<a href="http://www.blinds.com/control/subCategory/categoryID,5">www.blinds.com/control/subCategory/categoryID,5</a>	4	-1	0	7/9/2011	3
wood blinds	37,000	1,798	<a href="http://www.blinds.com/control/subCategory/categoryID,10">www.blinds.com/control/subCategory/categoryID,10</a>	5	+2	0	7/6/2011	5
custom blinds	7,400	360	<a href="http://www.blinds.com/">www.blinds.com/</a>	5	-2	0	7/6/2011	3
blinds for house	2,700	131	<a href="http://www.blinds.com/?page=home-28932-1.html">www.blinds.com/?page=home-28932-1.html</a>	5	+96	0	7/8/2011	5
vertical blind	16,550	804	<a href="http://www.blinds.com/control/subCategory/categoryID,14">www.blinds.com/control/subCategory/categoryID,14</a>	5	-1	0	7/9/2011	4
custom	500	24	<a href="http://www.blinds.com/">www.blinds.com/</a>	5	-2	0	7/9/2011	3

wood blinds								
vinyl blinds	7,400	360	<a href="http://www.blinds.com/control/subCategory/categoryID,44">www.blinds.com/control/subCategory/categoryID,44</a>	5	-4	0	7/6/2011	1
custom roman shade	1,200	58	<a href="http://www.blinds.com/control/subCategory/categoryID,18">www.blinds.com/control/subCategory/categoryID,18</a>	5	+2	0	7/7/2011	5
natural shades	2,700	108	<a href="http://www.blinds.com/control/subCategory/categoryID,47">www.blinds.com/control/subCategory/categoryID,47</a>	6	+6	0	7/9/2011	6
cordless pleated shades	360	14	<a href="http://www.blinds.com/control/product/productID,8641">www.blinds.com/control/product/productID,8641</a>	6	+5	0	7/9/2011	6
graber blinds	2,700	108	<a href="http://www.blinds.com/control/infopage?page=Graber.html">www.blinds.com/control/infopage?page=Graber.html</a>	6	+2	0	7/9/2011	6
discounted blinds	130	4	<a href="http://www.blinds.com/control/infopage?page=economy_blinds.html">www.blinds.com/control/infopage?page=economy_blinds.html</a>	7	+14	0	7/9/2011	7
discount blinds	6,050	204	<a href="http://www.blinds.com/control/infopage?page=economy_blinds.html">www.blinds.com/control/infopage?page=economy_blinds.html</a>	7	-4	0	7/10/2011	3
wood vertical blinds	800	27	<a href="http://www.blinds.com/control/product/productID,8584">www.blinds.com/control/product/productID,8584</a>	7	+3	0	7/9/2011	7
blinds discount	6,050	180	<a href="http://www.blinds.com/control/infopage?page=economy_blinds.html">www.blinds.com/control/infopage?page=economy_blinds.html</a>	8	+2	0	7/6/2011	8
cellular blinds	7,400	209	<a href="http://www.blinds.com/control/subCategory/categoryID,13">www.blinds.com/control/subCategory/categoryID,13</a>	9	+2	0	7/9/2011	9
matchstick blinds	2,700	76	<a href="http://www.blinds.com/control/subCategory/categoryID,47">www.blinds.com/control/subCategory/categoryID,47</a>	9	-1	0	7/6/2011	8
custom window shade	950	28	<a href="http://www.blinds.com/">www.blinds.com/</a>	10	+2	0	7/6/2011	10

## SEM Insight Competitive Keyword Dropoff Alert

Date: Monday, July 04, 2011

Keyword Group: blinds

Selected advertisers: americanblinds.com

Over the past 7 days, the competitors below have NOT shown ads on the first page on sponsored listings for the keywords and regions marked.

**americanblinds.com**

Keyword	Google US	Bing US	Yahoo US
2 blinds			
24 inch venetian blinds			
3 day blinds	X		
35mm wood blinds	X		
3ft aluminium venetian blind - silver.			
7ft blind		X	
8ft wooden blinds		X	
93 inch venetian blinds			
a1 blinds	X		
aluminium blinds	X		X
aluminum blinds			
bali blinds			
bali mini blinds			
bali vertical blinds			

## SEM Insight Change In Competitive Landscape Alert

The advertisers within the competitive set for **blinds** all saw a change of 20% or more for either of the metrics specified below:

### Ad Coverage

Advertiser	Last Week Coverage	This Week Coverage	Coverage Delta	Last Week Avg Pos	This Week Avg Pos	Change in Avg Pos	Last Week Est. Impressions	This Week Est. Impressions	Est. Impression Delta
graberblind.shopcompare.net	0.0%	0.7%	+3084.1%	8.0	5.7	-2.3	25	660	+2516.8%
blindness.org	0.1%	0.2%	+123.9%	6.8	7.7	+0.9	3	6	+141.3%
stoneside.com	5.6%	12.5%	+123.4%	3.3	3.5	+0.2	10,736	77,378	+620.7%
cincinnati Curtains and Blinds.com	0.6%	1.4%	+119.6%	3.6	4.3	+0.6	3,838	5,358	+39.6%
blindsstudio.com	0.7%	1.5%	+114.6%	5.9	6.1	+0.2	313	1,228	+292.0%
originalblindfactory.net	0.3%	0.6%	+106.7%	5.3	5.5	+0.2	2,226	738	-66.9%
a-aservices.com	0.0%	0.0%	+99.0%	8.0	8.0	0.0	1	2	+125.0%
act2interiors.com	0.0%	0.0%	+99.0%	1.0	3.0	+2.0	33	40	+21.5%
bathrooms.directbuy.com	0.0%	0.0%	+99.0%	8.0	6.5	-1.5	3	8	+150.0%
blindcrafterspa.com	0.0%	0.0%	+99.0%	2.0	0.8	-1.2	905	1,810	+100.0%
housecentral.com	0.0%	0.0%	+99.0%	8.0	6.0	-2.0	3	7	+120.1%
lasenterprises.com	0.0%	0.0%	+99.0%	8.0	6.0	-2.0	9	66	+675.2%

Click to view the full [Group Detail Show Advertisers](#) report for all 366 advertisers.

## Estimated Clicks & Spend

Advertiser	Last Week Est. Clicks	This Week Est. Clicks	Est. Clicks Delta	Last Week Est. Spend	This Week Est. Spend	Est. Spend Delta
usablindsdirect.com	6.4	128.5	+1921.0%	\$1.46	\$30.92	+2011.0%
dependableshutterservice.com	0.0	0.1	+1714.0%	\$0.02	\$0.03	+34.0%
acefastblinds.com	0.1	0.9	+1610.0%	\$0.09	\$0.21	+123.0%
vango.hdwfg.com	0.6	9.2	+1492.0%	\$1.49	\$1.62	+8.0%
rockvilleinteriors.com	0.7	10.8	+1435.0%	\$2.50	\$2.33	-6.0%
shades.smarter.com	0.1	1.4	+1425.0%	\$0.57	\$0.31	-45.0%
windowcoveringsolutions.com	0.6	8.1	+1370.0%	\$1.01	\$1.77	+74.0%
beldoncustomwindows.com	0.2	2.5	+1086.0%	\$0.26	\$0.61	+137.0%
lasenterprises.com	0.0	0.4	+978.0%	\$0.01	\$0.09	+1013.0%
servicemagic.com	0.2	1.9	+884.0%	\$0.63	\$0.42	-33.0%
maggiesshutters.com	8.3	76.8	+827.0%	\$2.57	\$18.66	+624.0%
shadestoyou.hdspd.com	1.9	17.5	+804.0%	\$5.75	\$4.23	-26.0%
AutomatedShade.com	0.0	0.0	+741.0%	\$0.02	\$0.01	-49.0%
woodenblinds.shopcompare.net	1.9	16.2	+735.0%	\$0.47	\$3.89	+723.0%
southerncharmblinds.com	0.0	0.1	+631.0%	\$0.06	\$0.02	-72.0%
the3day.org	0.4	2.8	+610.0%	\$9.39	\$0.59	-93.0%
avenuewindowfashions.net	1.6	11.1	+575.0%	\$1.18	\$2.40	+103.0%
shadesco.com	35.6	237.7	+567.0%	\$93.90	\$32.22	-65.0%
chiproducts.com	4.5	29.8	+565.0%	\$13.72	\$6.56	-52.0%
decorzen.com	7.4	48.8	+555.0%	\$14.50	\$10.03	-30.0%

cholak.com	0.1	0.9	+542.0%	\$0.70	\$0.17	-75.0%
columbiahi.net	0.2	1.3	+514.0%	\$0.51	\$0.34	-32.0%
cybersound.tv	0.0	0.0	-65.0%	\$0.11	\$0.00	-97.0%
blindeffects.net	102.3	35.4	-65.0%	\$418.65	\$7.62	-98.0%
skylightsforless.com	0.0	0.0	-65.0%	\$0.55	\$0.00	-99.0%
shadeandsound.com	0.5	0.2	-66.0%	\$2.27	\$0.04	-98.0%
royaltechwindows.com	29.9	10.0	-66.0%	\$77.15	\$2.45	-96.0%
manasco-upholstery.com	1.7	0.6	-66.0%	\$2.81	\$0.13	-95.0%
shadestogo.com	18.5	6.0	-67.0%	\$35.75	\$1.20	-96.0%
loveourwindowtreatmentsga.com	0.3	0.1	-67.0%	\$1.34	\$0.03	-98.0%
shopping.yahoo.com	2.3	0.7	-69.0%	\$10.11	\$0.16	-98.0%
windowdecorfairfax.com	0.1	0.0	-69.0%	\$0.38	\$0.01	-98.0%
shadesofmarin.com	19.3	5.9	-69.0%	\$37.22	\$1.44	-96.0%
halfpricedrapes.com	7.9	2.4	-69.0%	\$13.41	\$0.58	-95.0%
lwincwindows.com	0.4	0.1	-69.0%	\$0.53	\$0.03	-94.0%
modernwindowshade.com	1.6	0.5	-70.0%	\$12.21	\$0.10	-99.0%
apolldraperies.com	20.1	5.9	-70.0%	\$28.22	\$1.47	-94.0%
backyardxscapes.com	8.6	2.5	-70.0%	\$24.89	\$0.65	-97.0%
gotchacoveredsoutheastpa.com	19.7	5.8	-70.0%	\$28.33	\$1.28	-95.0%
eastpasadenashadeco.com	13.6	4.0	-70.0%	\$53.31	\$0.96	-98.0%
blind.buycheapr.com	0.1	0.0	-71.0%	\$0.46	\$0.01	-98.0%
huffflooring.com	7.1	2.0	-71.0%	\$1.47	\$0.48	-67.0%
marctashinteriors.com	15.5	4.3	-72.0%	\$36.92	\$1.03	-97.0%

# Monthly SEM Insight Campaign Summary

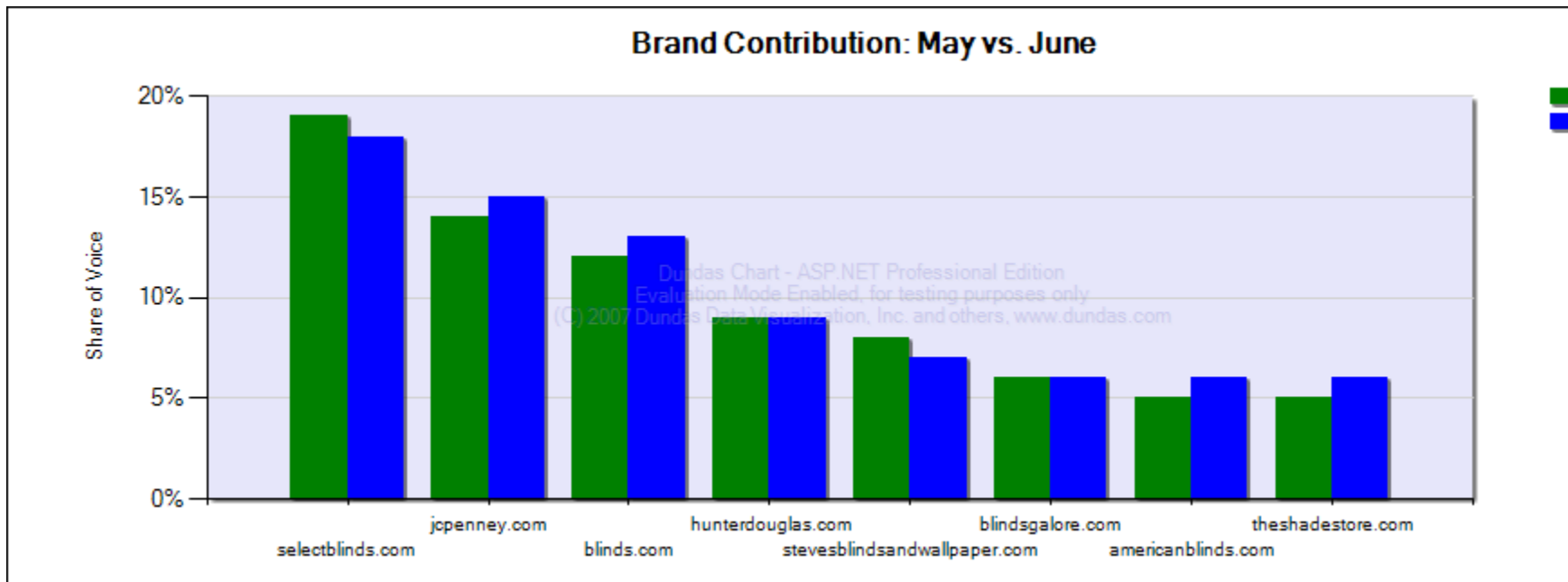
Date: Friday, July 01, 2011

Keyword Group: blinds

Out of 885 competitors, blinds.com was found to be the 3<sup>rd</sup> most competitive advertiser with 69.9%% Ad Coverage for the selected group of keywords

## Month over Month Change in Brand Contribution

The charts below reflect the month over month change in Share of Voice\* of the top advertisers for the selected keyword group.



\*Share of voice is calculated by dividing the squared Coverage of a specific advertiser by the squared Coverage of all advertisers showing first page sponsored listings on one or more terms in the keyword group for a given date range.

Click to view the [Keyword Group Coverage And Rank Comparison](#) report

### Top 10 Advertisers By Coverage

The table below reflects the month over month change in Coverage\* of the top advertisers for the selected keyword group.

Advertiser	May Coverage	June Coverage	Coverage Delta
selectblinds.com	83.2%	80.6%	-3.2%
jcpenny.com	71.8%	74.1%	+3.2%
blinds.com	66.3%	69.9%	+5.3%
hunterdouglas.com	56.0%	56.3%	+0.5%
stevesblindsandwallpaper.com	52.6%	52.0%	-1.3%
blindsgalore.com	45.7%	48.1%	+5.3%
americanblinds.com	43.5%	47.6%	+9.4%
theshadestore.com	40.6%	46.0%	+13.4%
justblinds.com	47.5%	42.4%	-10.8%
budgetblinds.com	30.1%	34.1%	+13.4%

\*Coverage is the frequency with which an advertiser is serving ads on the first page of sponsored listings.

Click to view the [PPC Keyword Group](#) report

### Highest Coverage Ad Copy

Below are your three top ads that had the highest coverage over the past 30 days:

Ad	Coverage	Avg. Pos	Keywords
<a href="#">Blinds.com™ - Low Prices</a> You Won't Find Lower Prices Any Where Else, Plus Free Shipping! <a href="http://www.blinds.com">www.blinds.com</a>	4.7%	1.6	2 blinds,bathroom blinds,blinds and window treatments,blinds discount,blinds for bathroom,blinds for sale,blinds on line,blinds to go,cheap blinds,cheap wooden blinds,custom blinds,discount blinds,discount window blinds,discounted blinds,glazed units with fitted blinds,horizontal blinds,low-cost blinds,windows and blinds
<a href="#">Blinds.com™ - Low Prices</a> You Won't Find Lower Prices Any Where Else, Plus Free Shipping! <a href="http://www.blinds.com">www.blinds.com</a>	3.9%	3.7	2 blinds,bathroom blinds,blinds and window treatments,blinds discount,blinds for house,blinds for sale,blinds to go,cheap blinds,cheap wooden blinds,colt roto blinds,custom blinds,debel blinds,discount blinds,discount window blinds,discounted blinds,glazed units with fitted blinds,low-cost blinds,windows and blinds,woodenblinds
<a href="#">Blinds.com™ - Verticals</a> Lowest Prices on Vertical Blinds Anywhere. Plus Free Shipping! <a href="http://www.blinds.com/Vertical_Blinds">www.blinds.com/Vertical_Blinds</a>	2.7%	4.6	blackout vertical blind,buying blinds for home,sheer vertical blinds,vertical blind,vertical blinds,vertical window blinds

Click to view the [PPC Advertiser Detail](#) report

### Keyword Opportunities

The keywords below represent your best opportunities to generate additional impressions (and traffic):

Keyword	Coverage	Avg Position	Total Search Volume	Captured Impressions	Missed Impressions
window treatment	20.3%	6.5	135,775	25,496	110,279
blinds	54.8%	0.1	250,704	177,809	72,896
wood blinds	25.2%	1.3	32,064	8,381	23,683
vertical blinds	51.9%	6.0	35,040	16,748	18,292
bamboo shades	2.1%	7.7	15,751	286	15,466