

**UNITED STATES OF AMERICA
BEFORE THE FEDERAL TRADE COMMISSION
OFFICE OF ADMINISTRATIVE LAW JUDGES**



In the Matter of)
)
1-800 Contacts, Inc.,) Docket No. 9372
a corporation)
)

**NON-PARTY VISIONWORKS OF AMERICA, INC.’S MOTION FOR
IN CAMERA TREATMENT**

Pursuant to 16 C.F.R. §§ 3.45, 4.10(g), Non-Party Visionworks of America, Inc. (“Visionworks”) respectfully requests this Court grant *in camera* treatment for eight exhibit numbers identified by either Complaint Counsel or Counsel for Respondent 1-800-Contacts, Inc. to Visionworks as documents and testimony to be offered into evidence in this matter. Specifically, Visionworks requests *in camera* treatment for each of the following exhibit numbers, in whole or a portion thereof, for the duration provided, as described in Table A below (the “Confidential Documents”):

Exhibit No.	Description	Date	In Camera Status	Duration
CX0943	Declaration of Jared Duley and Exhibits	06/03/2016	Paragraph 16	3 years
CX1477	Visionworks 2015 Contact Lens Margins Analysis		In its entirety	Indefinite
CX1778	Declaration of Jared Duley	06/03/2016	Paragraph 16	3 years
CX1796	Visionworks Keywords for Google Adwords 2008-2016	06/03/2016	Column D (“Keyword”) for years 2013-2016	5 years
CX9036	Deposition Transcript of Jared Duley	01/26/2017	Revenue [22:22-23:23] Budget [52:2-54:1] Paragraph 16 [149:9-155:13,164:12-165:18] Marketing Strategy [54:2-56:5, 60:5-	3 years

			82:17, 101:10-14, 119:9-20, 120:21- 132:15, 136:17-137:5, 167:3-12; 168:5- 25,175:10-176:24]	
RX246	Visionworks Keywords for Google Adwords Competitor		Column D ("Keyword")	5 years
RX245	Visionworks Keywords for Google Adwords 2015		Column D ("Keyword")	5 years
RX241	Declaration of Jared Duley	06/03/2016	Paragraph 16	3 years

Table A – Documents Requested For *In Camera* Treatment and Duration

Each of the Confidential Documents includes highly sensitive, confidential information to Visionworks that was either produced or provided in this matter on a confidential basis, subject to the Protective Order. Therefore, Visionworks submits this Motion requesting *in camera* treatment of the Confidential Documents in the manner and duration as described in Table A.

All of the materials Visionworks is seeking *in camera* treatment contain highly sensitive, confidential information and, if made public, would cause significant financial harm to Visionworks. In support of this Motion, Visionworks relies on the Declaration of Jared Duley ("Duley Declaration"), attached as Exhibit A, which provides additional support for each of the Confidential Documents Visionworks is seeking *in camera* treatment. Each of the Confidential Documents, in whole or a portion thereof, is attached hereto as Exhibit B.

I. Materials are Sufficiently Secret and Material and Disclosure Would Injure Visionworks

A party or third party may obtain *in camera* treatment for material, or portions thereof, offered into evidence only by a motion to the Administrative Law Judge. 16

C.F.R. § 3.45(b). Material will be placed *in camera* only after “finding that its public disclosure will likely result in a clearly defined, serious injury to the person, partnership, or corporation requesting *in camera* treatment or after finding that the material constitutes sensitive personal information.” *Id.* Serious injury requires a “clear showing that the information concerned is sufficiently secret and sufficiently material to their business that disclosure would result in serious competitive injury.” *General Foods Corp.*, 95 F.T.C. 352, 355 (1980).

In *Bristol Myers*, the following six factors are weighed when determining the secrecy and materiality: (1) the extent to which the information is known outside of the applicant’s business; (2) the extent to which the information is known by employees and others involved in the applicant’s business; (3) the extent of measures taken by the applicant to guard the secrecy of the information; (4) the value of information to the applicant and its competitors; (5) the amount of effort or money expended by the applicant in developing the information; and (6) the ease and difficulty with which the information could be properly acquired or duplicated by others. *Bristol-Myers Co.*, 90 F.T.C. 455, 456-57 (1977).

The Confidential Documents are both secret and material to Visionworks’ business and would result in serious competitive injury, as described in the Duley Declaration.

A. June 3, 2016 Declaration of Jared Duley (CX0943, CX1778, RX241)

The June 3, 2016 Declaration of Jared Duley contains information that is secret and material to Visionworks and its disclosure would result in serious competitive injury. Specifically, Visionworks seeks *in camera* treatment for Paragraph 16 that contains

information highly confidential to Visionworks. Duley Declaration at ¶ 4,9. The information is not publicly known and only shared with certain Visionworks employees. *Id.* at ¶¶ 4,5,9. Its disclosure would be highly valuable to its competitor. *Id.* at ¶¶ 4,5.

B. Visionworks 2015 Contact Lens Margins Analysis (CX1477)

Visionworks is seeking *in camera* treatment for the entirety of this document. *Id.* at ¶¶ 5,6. The information is highly confidential, trade secret financial data that is less than three years old and includes, but is not limited to, Visionworks' contact lens pricing strategy, net contact lens margins, discounts, average gross sales, net sales, cost per unit, and gross margin. *Id.* at ¶¶ 4,6. If disclosed, Visionworks would suffer substantial harm. *Id.* at ¶6. For example, Visionworks' competitors would be able to undercut Visionworks' pricing so as to attain an unfair market advantage. *Id.*

C. Visionworks Keywords for Google Adwords (CX1796, RX245-46)

Visionworks is seeking *in camera* treatment of its marketing data that consists of Visionworks Google Adwords data. *Id.* at ¶¶ 5,7. This information is secret and material to Visionworks and its disclosure would result in serious competitive injury. *Id.* at ¶7. Specifically, Visionworks seeks *in camera* treatment for Column D ("Keyword") for the years 2013-2016 which contain the keywords Visionworks bids on in Google Adwords. *Id.* The information is not publicly known and only shared with certain Visionworks employees. *Id.* at ¶4. Disclosure of Visionworks keywords, along with the remaining data in the documents, would expose Visionworks secret Google Adwords marketing strategy to its competitors and cause significant harm to Visionworks. *Id.* at ¶¶ 5,7. For example, competitors could significantly drive up Visionworks costs by competitively bidding on keywords shown to be valuable to Visionworks. *Id.* at ¶7.

D. Deposition of Jared Duley (CX9036)

The Deposition of Jared Duley contains information that is secret and material to Visionworks and its disclosure would result in serious competitive injury. *Id.* at ¶¶ 4-5,8,9. Specifically, Visionworks seeks *in camera* treatment for revenues [22:22-23:13], marketing strategy and budget [52:2-56:5, 60:5-82:17, 101:10-14, 119:9-20, 120:21-132:15, 136:17-137:5, 167:3-12; 168:5-25,175:10-176:24], and testimony related to Paragraph 16 of June 3, 2016 Declaration of Jared Duley [149:9-155:13, 164:12-165:18]. *Id.* These portions of Mr. Duley's testimony contain information secret and material to Visionworks. *Id.* at ¶¶ 4-5. The information is not publicly known and only shared with certain Visionworks employees. *Id.* at ¶¶ 5,9. Its disclosure would be highly valuable to its competitors. *Id.* at ¶¶ 4-5,8.

II. The Duration for Confidential Documents Held In Camera Varies From Three Years to Indefinite

The Confidential Documents identified by Visionworks contain sensitive information, trade secret, and ordinary business records. *Id.* at ¶4. Visionworks is seeking durations for *in camera* treatment that only cover a period in which the information remains commercially sensitive for Visionworks. *Id.* at ¶¶ 6-9. The Contact Lens Margins Analysis, Ex. No. CX1477, is comprised entirely of highly confidential, trade secret information and the need for its confidentiality will not decrease over time because it comprises Visionworks overall pricing strategy for contact lenses, and thus Visionworks seeks protection for an indefinite duration. *Id.* at ¶6; *See also In re Dura Lube Corp.*, 1999 FTC Lexis at *7-8. For the Google Adwords reports, Ex. Nos. CX1796, RX245-46, Visionworks believes a duration of five years is appropriate given that Visionworks foresees it will maintain the same Google Adwords marketing strategy for the next five

years. *Id.* at ¶7. The June 3, 2016 Declaration of Jared Duley, Ex. Nos. CX0943, CX1778, RX241, contains information that will remain commercially sensitive for Visionworks for a period of three years and will remain secret and material during this same period, therefore Visionworks seeks protections for a duration of three years. *Id.* at ¶9. Finally, portions of the Deposition of Jared Duley, Ex. No. CX9036, include different types of confidential information and Visionworks requests *in camera* treatment for a duration of three years as stated in Table A. *Id.* at ¶¶ 8, 9.

Respectfully submitted,

By: /s/ J. Daniel Harkins

J. Daniel Harkins
Texas Bar No. 09008990
Sherri A. Wilson
Texas Bar No. 24075291
DYKEMA COX SMITH
112 East Pecan, Suite 1800
San Antonio, Texas 78205
(210) 554-5500
(210) 226-8395 (fax)
Email: dharkins@dykema.com
Email: swilson@dykema.com

**COUNSEL FOR NON-PARTY
VISIONWORKS OF AMERICA, INC.**

CERTIFICATE OF CONFERENCE

The undersigned certifies that counsel for Non-Party Visionworks of America, Inc. (“Visionworks”) notified counsel for the parties via email on March 27, 2017 that it would be seeking in camera treatment of the Confidential Documents. Both Complaint Counsel and Counsel for the Respondent 1-800 Contacts, Inc. have indicated they would neither oppose nor consent to Visionworks’ Motion for *In Camera* Treatment.

Dated: March 27, 2017

/s/ J. Daniel Harkins

J. Daniel Harkins

CERTIFICATE OF SERVICE

The undersigned hereby certifies that a true and correct copy of the above and foregoing document has been served on March 27, 2017, to all counsel of record who are deemed to have consented to electronic service via the FTC's E-Filing System.

Daniel Matheson
Nathaniel Hopkin
Gustav Chiarello
Federal Trade Commission
Bureau of Competition
400 7th Street, SW
Washington, DC 20024
Email: dmatheson@ftc.gov
nhopkin@ftc.gov
gchiarello@ftc.gov

Steven Perry
Munger Tolles & Olson LLP
355 South Grand Ave., 35th Floor
Los Angeles, CA 90071
Email: steven.perry@mto.com

I also hereby certify that the undersigned filed electronic copies of the foregoing document as indicated below:

Office of the Secretary (email courtesy copy):

Donald S. Clark, Secretary
Federal Trade Commission
600 Pennsylvania Ave., NW, Room H-113 Washington, D.C. 20580
Email: secretary@ftc.gov

Office of the Administrative Law Judge (email courtesy copy):

The Honorable D. Michael Chappell, Administrative Law Judge
600 Pennsylvania Ave., NW, Room H-110 Washington, D.C. 20580
Email: oalj@ftc.gov

/s/ J. Daniel Harkins
J. Daniel Harkins

EXHIBIT A
Declaration of Jared Duley

UNITED STATES OF AMERICA
BEFORE THE FEDERAL TRADE COMMISSION
OFFICE OF ADMINISTRATIVE LAW JUDGES

In the Matter of)
)
1-800 Contacts, Inc.,) Docket No. 9372
a corporation)
)

DECLARATION OF JARED DULEY IN SUPPORT
OF NON-PARTY VISIONWORKS OF AMERICA, INC.’S MOTION FOR *IN CAMERA*
TREATMENT

Pursuant to 28 U.S.C. § 1746, the undersigned Jared Duley declares as follows:

1. My name is Jared Duley. I am the Director of Marketing at Visionworks of America, Inc. (“Visionworks”).

2. I make this declaration in support of Visionworks’ Motion for *In Camera* Treatment (the “Motion”).

3. I am familiar with the documents and testimony Complaint Counsel and Counsel for Respondent 1-800 Contacts, Inc. intend to offer into evidence which are the subject of the Motion (the “Confidential Documents”).

4. The documents and testimony include Visionworks’ highly confidential trade secrets (CX1477) and other confidential and commercially sensitive information (CX9036, CX1778, CX0943, CX1796, RX246, RX245, RX241). This information includes pricing strategies and data, sales data, revenues, documents concerning marketing strategies and budgets, and information about Visionworks’ incentives, discounts, and rebates. Such information is highly valuable, proprietary to Visionworks, and not publically known outside of Visionworks.

5. Visionworks takes steps to protect and safeguard from disclosure information and documentation concerning its pricing, budgets, revenues, marketing strategies, and practices, as well as information and documentation relating to incentives, discounts, and rebates. This type of information is contained in the Confidential Documents and is highly valuable to Visionworks and its competitors. Visionworks has spent significant sums of money in developing the information contained in the Confidential Documents and would be sufficiently harmed if the information were made public.

6. Exhibit No. CX1477 contains highly confidential financial data and information relating to Visionworks’ contact lens sales, including, but not limited to confidential information as to its contact lens pricing strategy, the number and type of contact lenses marketed and sold, net contact lens margins, discounts, average gross sales, net sales, cost per unit, and gross margin. If Exhibit No. CX1477 were made available to Visionworks’ competitors or vendors,

Visionworks would suffer substantial and irreparable harm. If public, Visionworks' competitors would be able to undercut Visionworks' pricing so as to attain an unfair market advantage. Visionworks' vendors would be able to use information regarding our costs and margins to inflate vendor costs where possible. Visionworks does not foresee a time when this trade secret information is no longer highly sensitive because Visionworks will continue to use the pricing strategy identified in this document. Because CX1477 outlines Visionworks contacts lens pricing strategy, Visionworks would be sufficiently harmed if made public at any time in the future and should, therefore, be given indefinite *in camera* status.

7. Exhibits CX1796 and RX245-246 contain a series of spreadsheets which reflect the Google AdWords used by Visionworks in years 2008 through 2016. Visionworks believes it would be harmed by the disclosure of its Google AdWords marketing strategy and believes that *in camera* status for Column D ("Keyword") for the years 2013-2016 is necessary for a duration of five years given that Google Adwords is a commonly used advertising tool in the vision care industry, with its use growing year-over-year. To date, Visionworks foresees it is likely that it will continue to implement the same Google Adwords marketing strategy for the next five years. If disclosed, Visionworks' competitors would gain insight into Visionworks' confidential Google Adwords marketing strategy and competitively bid on keywords used by Visionworks, significantly harming Visionworks by driving up costs for Visionworks.

8. Exhibit CX9036 is the transcript of the Deposition of Jared Duley in this action. At the time the deposition was taken, the entire transcript was designated Highly Confidential pursuant to the Protective Order. Beginning at page 52, line 2 through page 54, line 1, the transcript contains highly sensitive information about Visionworks Marketing Budget for 2016 and prior years. Beginning at page 22, line 22 through page 23, line 13, the transcript contains highly sensitive information about Visionworks revenues. The disclosure of Visionworks' highly sensitive marketing budget and revenues would injure Visionworks because its disclosure would provide significant insight to Visionworks' competitors of its selling strategy with contact lenses, causing significant harm to Visionworks. Accordingly, Visionworks believes that *in camera* status for the relevant portion of the transcript located at 52:2-54:1 and 22:22-23:13 is necessary for a duration of three years. Visionworks also believes its marketing strategy is highly sensitive and requests *in camera* treatment for those relevant portions for a duration of three years.

9. Visionworks takes steps to protect and safeguard from disclosure information and documentation concerning any legal disputes between Visionworks and third parties, including terms of settlement agreements. This type of information is contained in the documents and testimony of Exhibits CX0943, CX1778, CX9036, and RX241. Exhibits CX00943, CX1778, RX241 are the Declaration of Jared Duley provided in this matter. Paragraph 16 of the June 3, 2016 Declaration of Jared Duley contains information about the legal dispute and settlement agreement. Likewise, Exhibit CX9036, which is the transcript of the Deposition of Jared Duley in this action, contains information about the legal dispute and settlement agreement. The relevant portion of the Deposition wherein this is discussed is from page 149, line 9 through page 155, line 13 and from page 164, line 12 through page 165, line 18. Visionworks would be sufficiently harmed if this information were disclosed publicly. Accordingly, Visionworks

believes that *in camera* status for Paragraph 16 of the June 3, 2016 Declaration of Jared Duley (CX00943,CX1778, RX241), as well as, relevant portions of the deposition testimony discussing Paragraph 16, specifically 149:9-155:13 and 164:12-165:18, is necessary for a duration of three years to [REDACTED]

I declare under penalty of perjury that the foregoing is true and correct.

Executed on March 27, 2017.



Jared Duley

EXHIBIT B

**Exhibit Nos. CX0943, CX1477, CX1778, CX1796,
CX9036, RX246, RX245, RX241**

DECLARATION OF JARED DULEY

1. My name is Jared Duley, and I am the Director of Marketing for Visionworks of America, Inc. (“Visionworks”). I have been an employee of Visionworks in the Marketing Department since July of 2012, and I became the Director of Marketing in October of 2014. As the Director of Marketing, it is my job to oversee marketing of all aspects of the company, including but not limited to the management of website and website advertisement.

2. This Declaration is being provided to the Federal Trade Commission (“FTC”) in connection with its investigation of 1-800 Contacts, Inc. (“1-800 Contacts”).

3. I request that my identity and the identity of the company for whom I work be kept confidential.

4. It is my understanding that 1-800 Contacts has granted a waiver of confidentiality to Visionworks relating to the Settlement Agreement entered into by and between Visionworks and 1-800 Contacts, as reflected in the Letter dated June 8, 2015, attached hereto as Exhibit 1 and incorporated herein by reference.

5. Visionworks (formerly Eye Care Centers of America, Inc.), by and through its subsidiaries, including Visionworks, Inc. and Empire Vision Centers, Inc., is a leading provider of eye care services, with more than 700 optical retail stores in 42 states and the District of Columbia (collectively referred to herein as “Visionworks”). Visionworks’ comprehensive service offerings include contact lens dispensing, in-store labs which provide one-hour service on many prescriptions at any location, and doctors of optometry at or next to every store. Visionworks currently operates its retail stores under the trademark VISIONWORKS.

6. Visionworks has continuously marketed and sold contact lenses online since 2005. Previously, Visionworks, through its subsidiary Empire Vision Centers, Inc., marketed and sold contact lenses through its website lens123.com. Empire Vision Centers, Inc. started selling contacts online in 2005. Visionworks now markets and sells contact lens online at visionworkscontacts.com.

7. In connection with the sales and marketing of its contacts, Visionworks utilizes online advertisements through Google, Bing and other search engine providers. Visionworks uses keyword advertising to deliver advertising content to its customers and potential customers about its sales of contact lenses. Visionworks has identified various keyword search terms to help identify potential customers who utilize internet search engines with online marketing entities such as Google, Bing and other search engine providers.

8. In connection with its online marketing, Visionworks has bid on keywords through the online auction process. I am not aware of Visionworks ever having bid on the keyword term “1-800 Contacts” or variations thereof. Instead, it appears that Visionworks would bid on generic keywords such as “contacts” or “contact lenses.”

9. On or about February 26, 2010, Visionworks received a letter from the attorneys for 1-800 Contacts (the “February 26, 2010 Demand Letter”) notifying Visionworks that 1-800 Contacts had sued Empire Vision Centers, Inc., a subsidiary of Visionworks, for allegedly

infringing the trademarks of 1-800 Contacts. A true and correct copy of the February 26, 2010 Demand Letter is attached hereto as Exhibit 2.

10. Visionworks denied all such allegations and denied any sort of trademark infringement of 1-800 Contacts' registered trademarks. Notwithstanding the fact that it denied any sort of infringement, in order to avoid the litigation expense of defending the case, on May 13, 2010, Visionworks entered into a Settlement Agreement with 1-800 Contacts to resolve and dismiss the case (the "Settlement Agreement"). A true and correct copy of the Settlement Agreement is attached hereto as Exhibit 3.

11. Pursuant to the Settlement Agreement, Visionworks was required to agree not to use, acquire or bid on any of the following words or phrases as keywords to target or trigger the appearance or delivery of any Visionworks advertisements or other content to any Visionworks customers or potential customers conducting keyword internet searches:

- 1 800 contact
- 1 800, contacts
- 1800 contacts
- 1-800 contacts
- 1 800.contacts
- 1800contact
- 1800contacts
- 1-800-contacts
- 1800contacts.com
- 1800contacs
- 1800 contacs
- 1800contacs
- 1.800 contacts
- 1 8000 contacts
- 800 contacts
- 800.contacts
- 800contacts
- Aguasoft
- Aguasoft Complete Vision System
- Evision
- The World's Largest Contact Lens Store
- Exact Same Contact Lenses, Delivered to Your Door, for Less Than You're Paying Now
- We Make it Simple
- We Deliver You Save
- www.1800contacts.com
- www.1800contacts.net
- www.1800contacts.org
- www.1800contacs.com
- www.1800contacs.net
- www.1-800contacts.com
- www.1-800contacts.net
- www.800contacts.com
- www.800contacts.net
- www.contacts.com
- www.lens1st.com
- www.lensfirst.com
- www.lensexpress.com

12. Moreover, Visionworks was required to adopt the list of terms and phrases set forth above in paragraph 11 as "negative keywords," the purpose of which was to inhibit Visionworks' advertisement from being distributed to customers and prospective customers of Visionworks when the customer or potential customer typed in a query that included the above-listed keywords in an online internet search. Prior to the Settlement Agreement, Visionworks did not use any of these terms as negative keywords.

13. For each internet search provider from which Visionworks purchased keywords to display advertising and/or internet links, Visionworks was required to provide to such internet search provider the foregoing terms and phrases as negative keywords, such that advertisements

and/or links would not be displayed to the user when the negative keywords are part of a search performed on the internet search provider's website.

14. Following the execution of the Settlement Agreement and dismissal of the lawsuit, on or about July 28, 2010, Visionworks was contacted again by the attorneys for 1-800 Contacts alleging that advertisements for Visionworks on its Lens123 website were being displayed in response to searches for the term "1800 contact," allegedly in violation of the terms of the Settlement Agreement (the "July 28, 2010 Demand Letter"). A true and correct copy of the July 28, 2010 Demand Letter is attached hereto as Exhibit 4.

15. In response to the July 28, 2010 Demand Letter, Visionworks agreed to add the term "1800 contact" to the previously agreed list of terms and phrases that Visionworks would not use, acquire or bid on, as set forth in paragraph 11 above. Additionally, Visionworks agreed to add the term "1800 contact" to the previously agreed list of terms and phrases that Visionworks was required to use as a negative keyword, as set forth in paragraph 12 above.


16. [REDACTED]

17. If the Settlement Agreement were terminated or otherwise invalidated, it is possible that Visionworks would test to see if any of the keywords listed in paragraph 11 above, including but not limited to "1-800 Contacts" and other similar keywords would be desirable to use for online marketing purposes.

18. If the Settlement Agreement were terminated or otherwise invalidated, Visionworks would also cease using the negative keywords listed in the Settlement Agreement. Visionworks believes that this would give the search engine providers, such as Google, Bing and others, the opportunity to best deliver advertisements to Visionworks' customers and/or potential customers who would be interested in Visionworks goods and/or services.

I declare under penalty of perjury under the laws of the United States, that the foregoing statements are true and correct and within my personal knowledge.

Dated: June 3, 2016


Jared Duley

MUNGER, TOLLES & OLSON LLP

355 SOUTH GRAND AVENUE
THIRTY-FIFTH FLOOR
LOS ANGELES, CALIFORNIA 90071-1560
TELEPHONE (213) 683-9100
FACSIMILE (213) 687-3702

580 MISSION STREET
SAN FRANCISCO, CALIFORNIA 94105-2007
TELEPHONE (415) 512-4000
FACSIMILE (415) 512-4077

RONALD L. OLSON*
ROBERT E. DENHAM
JEFFREY I. WEINBERGER
CARY E. LERMAN
GREGORY P. STONE
BRAD D. BRIAN
BRADLEY S. PHILLIPS
GEORGE H. GARVEY
WILLIAM D. TEMKO
STEPHEN M. KRISTOVICH
JOHN W. SPIEGEL
TERRY E. SANCHEZ
STEVEN M. FERRY
MARK B. HELM
JOSEPH D. LEE
MICHAEL R. DOVEH
MICHAEL E. SOLOFF
GREGORY D. PHILLIPS
KATHLEEN H. WOODHILL
OLENN D. POWERSANTZ
THOMAS B. WALPER
PATRICK J. CAFFERTY, JR.
JAY M. FUJITANI
O'MALLEY M. MILLER
SANDRA A. BEVILLE-JONES
MARK H. EPSTEIN
HENRY WEISSMANN
KEVIN S. ALLRED
BART H. WILLIAMS
JEFFREY A. HEINTZ
JUDITH T. MITANI
KRISTIN LINSLEY MILES
MARC T.O. DWORBSKY
JEROME C. ROTH
STEPHEN D. ROSE
JEFFREY L. BLEICH
GARTH T. VINCENT
TED DANÉ
STUART N. SENATOR
MARTIN D. BERN
DANIEL P. COLLINS
ROBERT L. DELL ANGELO
BRUCE A. ABBOTT
JOHNATHAN E. ALTMAN
MARY ANN TODD
MICHAEL J. O'SULLIVAN
KELLY M. KLAUS
DAVID B. GOLDMAN
KEVIN S. MASUDA
KOLJOON HWANG
PETER A. DEIRIC
DAVID H. FRY
ISA J. DEMSKY
NARCISLA A. HEINICKE
GREGORY J. WEINGART

SUSAN E. NASH
TAMERLIN J. GODLEY
JAMES C. RUTTEN
RICHARD ST. JOHN
ROHIT M. SINGLA
LUIS LI
CAROLYN HOECKER LUEDTKE
C. DAVID LEE
BRETT J. ROKOS
SEAN ESKOVITZ
FRED A. ROWLEY, JR.
KATHERINE M. FORSTER
BLANCA FROMM YOUNG
RANDALL Q. SOMMER
MANUEL F. CACKAN
ROSEMARIE T. RING
TODD J. ROSEN
MELINDA EADES LEMOINE
BETH GOLDMAN
GRANT A. DAVIS-BENNY
JONATHAN H. BLAVIN
DANIEL B. LEVIN
MIRIAM KIM
NIEMY N. SANFORD
KATHERINE HU
HAILYN J. CHEN
BETHANY W. KRISTOVICH
JACOB S. KREIKAMP
JEFFREY Y. WU
LAURA D. SMIDLOWE
ANJAN CHOUHURY
KYLE V. MACH
SUSAN R. SZABO
KIMBERLY A. CHI
HEATHER E. TAKAHASHI
KETH R.D. HAMILTON, II
SORAYA C. KELLY
ADAM R. LAWTON
JENNY H. HONG
AARON SELIG LOWENSTEIN
MATTHEW A. MACDONALD
MARGARET G. MARASCHINO
ESTHER H. SUNG
BENJAMIN J. MARO
JOEL M. PURLES
KYLE A. CASAZZA
ERIN J. COX
CLAIRE YAN
JESSLYN A. MILLER
MARK R. SAYSOH
PETER E. GRATZINGER

JEREMY A. LAWRENCE
BENJAMIN E. FRIEDMAN
CHRISTOPHER M. LYNCH
RAY S. SELIG
ADAM I. KAPLAN
AMELIA L.B. SARGENT
KENNETH M. TRUJILLO-JAMISON
BRYAN H. HECKENLIVELY
LAURA WIRTH
JASMINE M. ROBERTS
JENNIFER A. JONES
LAURA H. LIN
JEFFREY M. OSOFKY
GREGORY M. SERBI
ACHYUT J. PHADKE
DAVID A. TAYLOR
HARI OVERBECK
JESSE MAX CREED
JOHN H. GILDERLEIVE
ERIC K. CHIU
SARAH L. GRAMAM
JESSICA BARCLAY-STROBEL
ZACHARY M. BRIERS
JENNIFER M. BRODER
CHRISTINA P. MONODISI
JOHN R. MITTELBAUGH
SARAH GARBER
SAMUEL T. GREENBERG
CAROLINE M. CUNNINGHAM
EMILY B. VIGLIETTA
KEVIN L. BRADY
EMILY R.D. MURPHY
ELLEN MEDLIN RICHMOND
JORDAN O. SEGOALL
VICTORIA A. DEGTYAROVA
WESLEY T.L. BURNELL
CHRISTA L. CULVER
ANYA J. GOLDSTEIN
KAREN A. LORANS
KURUVILLA J. OLASA
KEVIN H. SCOTT
JUSTIN P. RAPHAEL
HANNAH E. SHEARER
ROBERT W. GRAY, JR.
THOMAS P. CLANCY
JOSHUA PATAESHNIK
ERIC C. TUNG
DUIHA KRISHNAMURTHI
JOSHUA S. MELTZER
SARA E. STOLL
ANDREW G. PROUT

THANE REHN
ADAM B. WEISS
ROSE LEDA EHLER
AMY L. GREYWITT
ANDREW Z. WOLSTAN
NASHIM NAZEHI
CATHLEEN H. HARTGE
JOON S. HUR
MARIA JIM
GRACE R. DILARA
ADAM P. BARRY
JENNIFER L. BRYANT
JUSTIN T. HELLMAN
ANDREW CATH RUBENSTEIN
RID PIERCE
JEFFREY A. PAYNE
VARUN BEHL
HANNAH L. DUBINA
ADAM DOTTEFFELD
NICHOLAS D. FRAM
JOHNSA L. BENESH
SARAHINA C. BODDY
JOHN F. MULLER
BRIONNA N. NED
JESSE W. KING
LAURA C. ZARAGOZA
JOHN L. SCHWAB
SARA H. TAYLOR
ALEXANDER D. TERNER
MAXIMILIAN L. FELDMAN
LAURA E. HAINE
SAMUEL T. BOYD
OF COUNSEL
RICHARD D. EBBENSHADE*
ROBERT K. JOHNSON*
ALAN V. FRIEDMAN*
RONALD K. MEYER
MARK H. NIM
MARIA DEFERIAN
ALLISON B. STEIN
WILLIANA CHANG
BRAD SCHNEIDER
BENJAMIN J. HORWICH
E. MARTIN ESTRADA
ERIC P. TUTTLE
E. LEROY TOLLES
(1922-2008)

June 8, 2015

Re: 1-800 Contacts, Inc., FTC File No. 141-0200

Dear Gus:

I am writing on behalf of 1-800 Contacts, Inc. ("1-800") to confirm that 1-800 grants a temporary limited waiver of confidentiality to those parties with whom it has entered any trademark litigation settlement agreement for the sole purpose of permitting discussion of the terms of such agreement with attorneys or staff employed by the FTC in connection with the above-referenced investigation. The parties to those agreements remain bound by the confidentiality terms of those agreements as to all other parties and for all other purposes.

If any of these parties has any questions or concerns about this temporary limited waiver, they should feel free to contact me.

Very truly yours,
Garth T. Vincent
Garth T. Vincent

GTV/ps

26986986.1

Writer's Direct Contact
(213) 683-9170
(213) 683-5170 FAX
garth.vincent@mto.com



MARK A. MILLER
Of Counsel
Registered Patent Attorney
(801) 799-7805
mmiller@hollandhart.com
41364

February 26, 2010

VIA UPS NEXT-DAY AIR

David L. Holmberg
EMPIRE VISION CENTER, INC.
d/b/a LENS123
2921 Erie Blvd. East
Syracuse, NY 13224

Re: Unauthorized Use of 1-800 Contacts, Inc.'s Trademarks in Sponsored
Advertisements at Google and Other Search Engines

Dear Mr. Holmberg:

We represent 1-800 Contacts, Inc. with respect to its intellectual property matters, including its rights to the trademarks 1800CONTACTS and 1800 CONTACTS. As you are undoubtedly aware, our client is among the most recognizable companies engaged in the business of marketing and distributing contact lenses and contact lens care products under its name and its federally registered 1800 CONTACTS and 1800CONTACTS marks (collectively the "1800 CONTACTS marks"). 1-800 Contacts, Inc. has been in the retail contact lens industry for 15 years and has distributed contact lenses throughout the United States to millions of customers. The United States Patent and Trademark Office granted our client the following trademark registrations for its 1800 CONTACTS marks and variations thereof.

MARK	NUMBER	DATE
1800 CONTACTS	2,731,114	10/02/2000
1800CONTACTS	2,675,866	07/08/1999

1-800 Contacts, Inc.'s retail and distribution services, as well as the products provided by our client in connection therewith, are well-known and highly regarded by consumers and competitors throughout the country. Our client has expended considerable resources in promoting its contact lens distribution services and eye care products under these marks through various media, including newspapers, magazines, other print advertisements, radio and television advertisements, and the Internet. As a result, the public has come to recognize these marks as a symbol of our client, its quality services, and its goodwill.

4742162_1.DOC

Holland & Hart LLP

Phone (801) 799-5800 Fax (801) 799-5700 www.hollandhart.com

60 East South Temple Suite 2000 Salt Lake City, UT 84111

Aspen Billings Boise Boulder Cheyenne Colorado Springs Denver Denver Tech Center Jackson Hole Salt Lake City Santa Fe Washington, D.C.



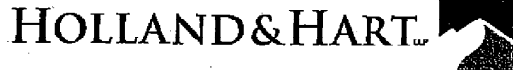
February 26, 2010
Page 2

It has come to our attention that you are infringing upon our client's trademark rights through your purchase of sponsored advertisements at Google, Ask, AOL, and possibly other search engines, for your directly competitive services and website, www.lens123.com, that are triggered by at least the following keywords.

- 800contacts
- www.1800contacts
- 1-800 contacts
- 1800contacts coupon code
- 1800contacts
- www.1800contacts
- 800 contacts
- 1800contacts coupon code
- 800 contacts
- 1800 contacts
- 1800contacts coupon code
- 1-800 contacts
- 1800contacts
- 800contacts
- 800 contacts
- 1800contacts
- 1-800 contacts
- 1800contacts coupon code
- 1800contacts
- www.1800contacts
- 1800 contacts
- 1-800 contacts
- 800 contacts
- 1800contacts coupon code

Your use of the 1800 CONTACTS marks and the confusingly similar variations and misspellings listed above as triggering keywords to advertise for your directly competitive goods and services is an obvious attempt to trade off the goodwill and reputation established by 1-800 Contacts, Inc. in its famous trademarks. The law is well established that the purchase of a trademark as a keyword in a search engine's advertising program constitutes a use in commerce for purposes of trademark infringement. Accordingly, we believe that your purchase of the 1800 CONTACTS marks and variations or misspellings thereof constitutes trademark infringement under state and federal law in that it is likely to cause initial interest confusion and likely to

4742162_1.DOC



February 26, 2010
Page 3

cause the public to mistakenly assume that your business activities originate from, are sponsored by, or are in some way associated with 1-800 Contacts, Inc. For the same reasons, we believe your conduct constitutes unfair competition and false advertising under state law and violates Section 43(a) of the Lanham Act, 15 U.S.C. §1125(a), as a "false designation of origin." We also believe your activities violate the Federal Dilution Act of 1995, 15 U.S.C. §1125(c).

Because of the infringing activity, we have filed the enclosed complaint in federal court. We have not yet formally served the complaint, as we believe an amicable resolution to this matter is possible. To that end, I have also enclosed a copy of our standard settlement agreement for these types of matters. I note that the agreement is bi-lateral in nature and does not demand anything from you that 1-800 Contacts, Inc. is not willing to do itself in order to maintain free and fair competition. I also note that the agreement is not limited in geographic scope, as my client holds trademark rights in this country and others, such as Canada. It is important to emphasize the fact that, at this time, no payment from Empire Vision Center, Inc. (d/b/a Lens123) is being demanded as part of the settlement agreement. However, this is the only offer my client will make that does not include a demand for compensation for past infringement. If we are forced to serve the complaint, any settlement thereafter will entail a monetary settlement. My client has not settled any dispute after service of the complaint without such a payment. I sincerely hope we can resolve this matter soon without the need for litigation.

We, therefore, demand that you provide a written response within ten (10) calendar days from the date of this letter indicating whether you will accept the terms of our standard agreement. If we fail to hear from you within the next ten (10) days, or if you are not willing to accept our standard agreement, we will serve the complaint and move forward with litigation. I look forward to your prompt response.

Sincerely,

A handwritten signature in black ink, appearing to read "Mark A. Miller".

Mark A. Miller
of HOLLAND & HART LLP

MAM:bwt
Enclosure: Complaint & Settlement Agreement
cc: David Zeidner via email
Bryan Pratt via email

4742162_1.DOC

Mark A. Miller, 9563
mmiller@hollandhart.com
Bryan G. Pratt, 9924
bgpratt@hollandhart.com
Brett L. Foster, 6089
bfoster@hollandhart.com
HOLLAND & HART LLP
60 East South Temple, Suite 2000
Salt Lake City, UT 84111-1031
Telephone: (801) 799-5800
Facsimile: (801) 799-5700
Attorneys for Plaintiff

IN THE UNITED STATES DISTRICT COURT
FOR THE DISTRICT OF UTAH, CENTRAL DIVISION

<p>1-800 CONTACTS, INC., a Delaware corporation;</p> <p style="text-align: center;">Plaintiff,</p> <p>vs.</p> <p>EMPIRE VISION CENTER, INC., d/b/a LENS123, a New York corporation,</p> <p style="text-align: center;">Defendant.</p>	<p style="text-align: center;">COMPLAINT</p> <p style="text-align: center;">Case No. 2:10-cv-173</p> <p style="text-align: center;">Judge Dale A. Kimball</p> <p style="text-align: center;">(JURY DEMAND)</p>
--	--

Plaintiff 1-800 Contacts, Inc. ("1-800 Contacts" or "Plaintiff"), by and through counsel, alleges and complains against Defendant Empire Vision Center, Inc., d/b/a Lens123 ("Defendant") as follows:

JURISDICTION AND VENUE

1. This is an action for trademark infringement and unfair competition under §§ 32 and 43 of the Lanham Act (a.k.a. Trademark Act of 1946, 15 U.S.C. §§ 1051-1127, as amended), and state law infringement and false advertising claims.

4742163_1.DOC

2. This Court has subject matter jurisdiction over this action under 28 U.S.C. § 1331 (federal question), 28 U.S.C. § 1338(a) (trademarks), and 15 U.S.C. § 1121 (trademarks). This Court has supplemental jurisdiction over Plaintiff's state law claims under 28 U.S.C. § 1367(a), because those claims arise from the common nucleus of operative facts alleged in Plaintiff's federal claims.

3. This Court has personal jurisdiction over Defendant because, on information and belief, Defendant has transacted business in Utah and has caused damage to Plaintiff in Utah. Defendant has purposefully availed itself of the privilege of transacting business in this District by, *inter alia*, advertising its contact lens products via the Internet in this District, offering an interactive website www.lcns123.com accessible to consumers throughout the country, including in this District, which permits the consumer to create an account and order contact lenses to be shipped to the consumer in this District. Defendant has used Plaintiff's trademarks in connection with its Internet advertising, including in this District, without the authorization or consent of Plaintiff.

4. Venue is proper in this district pursuant to 28 U.S.C. § 1391 because there is personal jurisdiction over Defendant, and because a substantial part of Defendant's acts and omissions giving rise to Plaintiff's claims occurred in this judicial district.

PARTIES

5. Plaintiff 1-800 Contacts, Inc. is a Delaware corporation having its principal place of business at 66 East Wadsworth Park Drive, Draper, Utah 84020. Plaintiff is engaged in retail sales of contact lenses, including marketing and selling contact lenses via the Internet.

6. Upon information and belief, Defendant is a New York corporation having a place of business at 2921 Erie Blvd. East, Syracuse, New York 13224. Upon information and

belief, Defendant is also engaged in retail sales of contact lenses, including marketing and selling contact lenses via the Internet in direct competition with Plaintiff.

7. Upon information and belief, Defendant owns and operates the website www.lens123.com, and possibly others, relating to its business of offering and selling contact lenses and vision-related products.

GENERAL ALLEGATIONS

8. For over a decade, Plaintiff has been, and continues to be, engaged in the business of advertising, offering for sale, selling and distributing contact lenses and eye care products via telephone, fax, Internet, and mail orders (the "Goods and Services"). 1-800 Contacts is the market leader, having filled over ten million orders for millions customers. Plaintiff's contact lens and eye care products can be ordered via the Internet at Plaintiff's website: www.1800contacts.com.

9. Plaintiff owns common law and federally registered trademark rights in the marks 1-800 CONTACTS, 1800 CONTACTS (U.S. Registration No. 2,731,114) and 1800CONTACTS (U.S. Registration No. 2,675,866) (the "1-800 Contacts marks").

10. Since at least as early as 1995, Plaintiff has advertised and offered its Goods and Services using one or more of the 1-800 Contacts marks in interstate commerce throughout the United States. The 1-800 Contacts marks have been used extensively in advertising and promotional media, including the Internet, radio, television, trade shows, various printed media, and direct mail.

11. Plaintiff has expended hundreds of millions of dollars advertising and marketing its Goods and Services using the 1-800 Contacts marks over many years. As a result, the 1-800 Contacts marks and Goods and Services have achieved significant commercial success and

widespread consumer fame and recognition. In addition, the consuming public has come to regard the 1-800 Contacts marks as symbols of Plaintiff, of Plaintiff's quality Goods and Services, and of Plaintiff's goodwill as the leader in the retail contact lens industry.

12. Like Plaintiff, Defendant advertises and offers contact lenses over the Internet through its www.lens123.com website in direct competition with Plaintiff. Defendant does so via keyword advertising campaigns through various search engines such as, for example, Google, Yahoo, Ask, AOL, and Bing.

13. On information and belief, Defendant is aware of the strong consumer recognition enjoyed by the 1-800 Contacts marks and the significant goodwill Plaintiff has created in those marks.

14. In order to trade off of Plaintiff's goodwill and capitalize on the fame and recognition of the 1-800 Contacts marks, Defendant has purchased, continues to purchase, and has caused to be purchased, the 1-800 Contacts marks and/or confusingly similar variations or misspellings thereof as keywords that trigger the display of sponsored advertisements for Defendant's competitive goods and services.

15. On information and belief, the keyword advertising programs offered by the various search engines give control to the user, such as Defendant, to (a) select the keywords it wishes to purchase to trigger its sponsored advertisements, and (b) implement "negative keywords" that will ensure such advertisements are not triggered in response to a search for such negative keywords.

16. On information and belief, Defendant is aware of the control it has over the keyword advertising programs offered by the various search engines with respect to Defendant's advertisements. In particular, Defendant is aware that it can easily implement the 1-800 Contacts

marks and confusingly similar variations or misspellings thereof as "negative keywords" in its Internet advertising campaigns to ensure that Defendant's directly competitive advertisements are not displayed in response to a consumer searching for Plaintiff and/or Plaintiff's Goods and Services.

17. Notwithstanding the foregoing, Defendant has not sufficiently implemented the 1-800 Contacts marks (and confusingly similar variations or misspellings thereof) as negative keywords, but has instead voluntarily and consciously participated in causing its competitive advertisements to be displayed in response to consumers searching for the 1-800 Contacts marks and Plaintiff's Goods and Services.

18. Defendant's unauthorized use of the 1-800 Contacts marks as keywords in its Internet advertising campaigns and Defendant's participation in causing its sponsored advertisements to be displayed in response to searches for Plaintiff and Plaintiff's Goods and Services has caused, and will continue to cause, confusion and mistake, including initial interest confusion, as to the source or origin of Defendant's goods and services and is likely to falsely suggest a sponsorship, connection, license, endorsement or association by Plaintiff with Defendant's goods and services, thereby injuring Plaintiff and the consuming public.

19. Defendant's actions also unjustly enrich Defendant by wrongfully directing consumers searching for Plaintiff and Plaintiff's Goods and Services on the Internet to Defendant's competitive website where such consumers purchase contact lenses from Defendant rather than Plaintiff.

20. Despite Plaintiff repeatedly providing Defendant with notice of its infringing activities, Defendant's actions of infringement have not ceased.

CAUSES OF ACTION

COUNT I

(TRADEMARK INFRINGEMENT UNDER SECTION 43(a) OF THE LANHAM ACT – 35 U.S.C. § 1125)

21. Plaintiff realleges and incorporates by reference all of the foregoing paragraphs.

22. Defendant's acts as alleged herein with respect to its infringement of Plaintiff's marks are likely to cause public confusion, mistake, or deception as to the affiliation, connection, or association of Plaintiff with Defendant. Defendant's acts are also likely to cause public confusion, mistake, or deception as to the origin, sponsorship, or approval of Defendant's goods and services by Plaintiff. Accordingly, Defendant's acts constitute trademark infringement in violation of 15 U.S.C. § 1125(a).

23. To the extent Defendant utilizes affiliates to conduct keyword advertising on its behalf, Defendant is secondarily liable for the infringing acts of its affiliates that likewise purchase the 1-800 Contacts marks and confusingly similar variations or misspellings thereof as keywords (and fail to implement corresponding negative keywords) in order to display advertisements for Defendant's competitive goods and services in response to searches for Plaintiff and Plaintiff's Goods and Services.

24. Plaintiff has been and will continue to be damaged by such wrongful acts.

25. Because Defendant's actions, on information and belief, were intentional, willful and/or deliberate, Plaintiff is entitled to an award of treble damages under § 35(a) of the Lanham Act (15 U.S.C. § 1117(a)).

26. This is an exceptional case, and thus Plaintiff is entitled to an award of attorneys' fees under § 35(a) of the Lanham Act (15 U.S.C. § 1117(a)).

27. By reason of the foregoing, Plaintiff is entitled to preliminary and permanent injunctive relief and monetary damages against Defendant.

COUNT II

(TRADEMARK INFRINGEMENT UNDER SECTION 32 OF THE LANHAM ACT – 35 U.S.C. § 1114)

28. Plaintiff realleges and incorporates by reference all of the foregoing paragraphs.

29. Defendant's acts as alleged herein with respect to its infringement of Plaintiff's marks are likely to cause public confusion, mistake, or deception and, therefore, constitute trademark infringement in violation of 15 U.S.C. § 1114.

30. To the extent Defendant utilizes affiliates to conduct keyword advertising on its behalf, Defendant is secondarily liable for the infringing acts of its affiliates that likewise purchase the 1-800 Contacts marks and confusingly similar variations or misspellings thereof as keywords (and fail to implement corresponding negative keywords) in order to display advertisements for Defendant's competitive goods and services in response to searches for Plaintiff and Plaintiff's Goods and Services.

31. Plaintiff has been and will continue to be damaged by such wrongful acts.

32. Because Defendant's actions, on information and belief, were intentional, willful and/or deliberate, Plaintiff is entitled to an award of treble damages under § 35(a) of the Lanham Act (15 U.S.C. § 1117(a)).

33. This is an exceptional case, and thus Plaintiff is entitled to an award of attorneys' fees under § 35(a) of the Lanham Act (15 U.S.C. § 1117(a)).

34. By reason of the foregoing, Plaintiff is entitled to preliminary and permanent injunctive relief and monetary damages against Defendant.

COUNT III

(CONTRIBUTORY TRADEMARK INFRINGEMENT UNDER SECTIONS 43(A) AND 32 OF THE LANHAM ACT)

35. Plaintiff realleges and incorporates by reference all of the foregoing paragraphs.

36. On information and belief, the search engines through which Defendant conducts its advertising use the 1-800 Contacts marks in order to display Defendant's competitive advertisements and links to Defendant's competitive websites. Such use is a use in commerce in connection with the advertisement of Defendant's competitive goods and services which is likely to cause public confusion, mistake, or deception as to the affiliation, connection, or association of Plaintiff with Defendant. Such use is also likely to cause public confusion, mistake, or deception as to the origin, sponsorship, or approval of Defendant's goods and services by Plaintiff. Accordingly, the search engines' acts constitute trademark infringement in violation of 15 U.S.C. §§ 1114 and 1125(a).

37. Defendant's actions as alleged above, and particularly Defendant's failure to implement appropriate negative keywords in connection with its internet advertising campaigns through the search engines to ensure that Defendant's advertisements and/or links to Defendant's competitive websites are not displayed in response to or as a result of a search for Plaintiff's trademarks and/or Goods and Services, demonstrate a willful blindness to the infringement of the 1-800 Contacts marks and the consumer confusion being caused by its participation in its internet advertising campaigns. Such actions constitute contributory infringement, whether or not Defendant affirmatively purchases any of Plaintiff's trademarks as keywords.

38. Plaintiff has been and will continue to be damaged by such wrongful acts.

39. Plaintiff is, therefore, entitled to all damages and relief set forth under Counts I and II above due to Defendant's contributory trademark infringement.

COUNT IV
(COMMON LAW UNFAIR COMPETITION, MISAPPROPRIATION, AND TRADEMARK
INFRINGEMENT – UTAH UNFAIR COMPETITION ACT, UTAH CODE ANN. §13-5a-101 et. seq.)

40. Plaintiff realleges and incorporates by reference all of the foregoing paragraphs.

41. The 1-800 Contacts marks are distinctive of Plaintiff's Goods and Services and of Plaintiff as the source for those Goods and Services.

42. Defendant's actions, as alleged above, were intentional business acts that infringe and diminish the value of Plaintiff's trademark rights under federal common law and Utah common law and, therefore, constitute acts of unfair competition under Utah Code Ann. §13-5a-102(4)(a).

43. By reason of the foregoing, Plaintiff is entitled to injunctive relief and monetary damages against Defendant.

44. The infringing activities of Defendant, on information and belief, are willful and intentional, thereby justifying an award of exemplary and/or punitive damages.

**COUNT V
(UNJUST ENRICHMENT)**

45. Plaintiff realleges and incorporates by this reference all of the foregoing paragraphs.

46. Defendant has benefited from the improper, unfair, and unauthorized use of the 1-800 Contacts marks in its Internet advertising and its unauthorized trading off of Plaintiff's goodwill attendant thereto, as alleged above.

47. Defendant has knowledge and fully appreciates the benefits it has received from Plaintiff's trademark rights, consumer recognition, and goodwill as a result of such actions.

48. Defendant would be unjustly enriched if it were permitted to retain the proceeds obtained from such actions.

49. Equity and good conscience dictate that Defendant be required to account for and turn over to Plaintiff an amount equal to the value of the benefits involuntarily conferred upon it.

JURY DEMAND

Plaintiff demands that all claims and causes of action raised in this complaint against Defendant be tried to a jury to the fullest extent possible under the United States and Utah Constitutions.

PRAYER FOR RELIEF

WHEREFORE, Plaintiff demands judgment against Defendant as follows:

A. Preliminarily and permanently enjoining Defendant, its affiliates, and all other persons participating or acting in concert with it, from infringing any of Plaintiff's rights in the 1-800 Contacts marks.

B. Preliminarily and permanently enjoining Defendant, its affiliates, and all other persons participating or acting in concert with it, from purchasing or using the 1-800 Contacts marks or any marks confusingly similar to the 1-800 Contacts marks as keywords in Internet search engine advertising programs and from otherwise using such marks in any manner that is likely to cause confusion or mistake as to whether Defendant and its goods and services are authorized by, affiliated with, sponsored by, or endorsed by Plaintiff;

C. Ordering Defendant, its affiliates, and all other persons participating or acting in concert with it to implement the 1-800 Contacts marks and all confusingly similar variations and misspelling thereof as negative keywords in all of their search engine advertising campaigns;

D. Ordering Defendant to provide an accounting of all revenues and profits gained by Defendant while engaging in the acts complained of in this complaint;

E. Ordering Defendant to promulgate corrective advertising pursuant to Utah Code Ann. § 13-11a-4(3);

F. Awarding Plaintiff its actual damages, and awarding Plaintiff any additional damages that the Court deems just and equitable under the circumstances of the case; but in no case less than the statutory damages mandated under Utah Code Ann. § 13-11a-4(2)(b);

G. Awarding Plaintiff, at its election, either treble or statutory damages in accordance with § 35 of the Lanham Act (15 U.S.C. § 1117) on all claims asserted under § 43 of the Lanham Act (15 U.S.C. § 1125);

H. Awarding Plaintiff damages to which it is entitled based upon Defendant's unjust enrichment;

I. Awarding Plaintiff prejudgment interest at the rate established under 26 U.S.C. § 6621(a)(2) from the date of service of the Complaint through the date of judgment;

J. Awarding Plaintiff its allowable costs and attorneys fees; and

K. Awarding Plaintiff such other and/or further relief as is just and equitable.

DATED this 25th day of February, 2010.

Respectfully submitted,

/s/ Mark A. Miller
Mark A. Miller (9563)
Bryan G. Pratt (9924)
Brett L. Foster (6089)

Plaintiff's Address:
66 East Wadsworth Park Drive
Draper, Utah 84020

SETTLEMENT AGREEMENT

This SETTLEMENT AGREEMENT ("Agreement") is made and entered into as of _____, 2010 (the "Effective Date") by and between 1-800 Contacts, Inc. ("1-800 Contacts" or "Plaintiff") and Empire Vision Center, Inc. d/b/a Lens123 ("Lens123" or "Defendant") (collectively with Plaintiff, the "Parties").

WHEREAS, Plaintiff has alleged trademark infringement and unfair competition against Defendant for use of Plaintiff's trademarks in its keyword advertising programs;

WHEREAS, the Parties have determined that, in order to avoid the expense, inconvenience, and disruption of pursuing and defending a litigation, it is desirable and in their respective best interests to settle any claims related thereto;

NOW, THEREFORE, in consideration of the mutual promises hereinafter set forth and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the Parties agree as follows:

1. **RELEASE:** Other than with respect to the obligations contained in this Agreement, and in consideration of the mutual releases and covenants contained herein, the Parties, on behalf of themselves and their officers, directors, agents, shareholders, employees, attorneys, affiliates, subsidiaries, parent entities, successors, heirs and assigns, hereby release and discharge each other and their respective officers, directors, agents, shareholders, employees, attorneys, affiliates, subsidiaries, parent entities, successors, heirs and assigns, from any and all liability, claims, counterclaims, demands, debts, charges, liens and causes of action of every kind and character, known or unknown, accrued or unaccrued, whether arising out of contract, tort or otherwise, in law or in equity, arising from, or relating to the infringement claims raised by Plaintiff.

2. **OBLIGATIONS AND PROHIBITED ACTS:**

(A) From the Effective Date of this Agreement, each Party, its parent, subsidiaries, agents, servants, employees, officers, affiliates, and other entities controlled by such Party mutually agree to refrain from and not to cause in the future any other entity to engage in any of the following Prohibited Acts.

The Prohibited Acts include:

- a. engaging in or participating in internet advertising or any other action that causes any website, advertisement, including pop-up advertisements, and/or a

link to any website to be displayed in response to or as a result of any internet search that includes the other Party's trademark keywords or URLs (as listed in Exhibit 1).

- b. using the other Party's trademark keywords or URLs (as listed in Exhibit 1) to target or trigger the appearance or delivery of advertisements or other content to the user;
- c. using generic, non-trademarked words as keywords in any internet advertising campaign that causes any website, advertisement, including pop-up advertisements, and/or a link to any website to be displayed in response to or as a result of any internet search that includes the other Party's trademark keywords or URLs (as listed in Exhibit 1) without also using negative keywords as set forth in subsection (C) below, unless the particular internet search provider does not permit use of negative keywords.
- d. displaying or causing to be displayed pop-up advertisements, promotional material, or other content on top of, over, underneath, behind, or in connection with a user's viewing or interaction with any of the other Party's websites (as listed in Exhibit 1);
- e. altering or modifying in any way a copy of or the appearance of any one of the other Party's websites (as listed in Exhibit 1);

(B) The Prohibited Acts shall not include (i) use of the other Party's trademarks on the Internet in a manner that would not constitute an infringing use in a non-Internet context, *e.g.*, comparative advertising, parodies, and similar non-Infringing uses; and (ii) the purchase by either Party of keywords that are generic, non-trademarked words, such as "contacts," "contact lens," "lenses," and "lens." The Parties acknowledge that any advertisements triggered by such keywords are not prohibited under this agreement as long as the appropriate negative keywords are also being used as set forth in subsection (C) below.

(C) From the Effective Date of this Agreement, each Party, its parent, subsidiaries, agents, servants, employees, officers, affiliates, and other entities controlled by such Party mutually agree to use the other Party's trademark keywords and URLs (as listed in Exhibit 1) as negative keywords in all of their respective keyword advertising

campaigns for any internet search provider that allows the use of negative keywords, to the fullest extent allowable by the internet search provider, in order to prevent the display of advertisements and/or internet links in response to or as a result of any internet search that includes the other Party's trademark keywords or URLs (as listed in Exhibit 1).

Specifically, for each internet search provider from which a Party purchases keywords to display advertising and/or internet links, the other Party's trademark keywords and URLs listed in Exhibit 1 shall also be provided to such internet search provider as negative keywords, such that advertisements and/or links will not be displayed when the negative keywords are part of a search performed on the internet search provider's website.

(D) The Parties agree to cause any third-party participating in an associate or affiliate program or similar program for any of that Party's websites (an "Affiliate") to also abide by the terms of the Obligations and Prohibited Acts set forth in this Section 4.

(E) The Parties understand and appreciate that new internet advertising techniques and technologies that are unknown as of the Effective Date of this Agreement will likely be developed and employed in the future. It is the intent of the Parties to construe this Section 2 in good faith such that all future internet advertising techniques and advertisement delivery technologies that are substantially similar to the foregoing Obligations and Prohibited Acts shall also be considered Obligations and Prohibited Acts under this Agreement.

(F) The Parties may supplement Exhibit 1 (and as a result, the list of each Party's trademark keywords and URLs) as necessary pursuant to the following parameters.

- a. Each Party may supplement its list of websites/URLs on Exhibit 1 by providing the other Party with written notice of the additional websites and that the additional websites are owned by that Party, its successors, or affiliates of that Party. The other Party shall have fifteen (15) days thereafter to comply with the Obligations and Prohibited Acts under this Section 4 with respect to the additional websites or object to their inclusion; provided that the only basis for objecting to the addition of a website to Exhibit 1 is that the website (i) is not owned by the supplementing Party, its successors, or affiliates of that Party or (ii) does not relate to the supplementing Party's business of offering and selling vision-related products.

- b. Each Party may supplement its list of trademark keywords on Exhibit 1 by providing the other Party with written notice of the additional trademarks (and/or confusingly similar variations thereof) and, for each additional trademark, notice that the trademark is either registered in this or any other country or has been adjudicated by a court of competent jurisdiction to qualify as that Party's trademark under common law. The other Party shall have fifteen (15) days thereafter to comply with the Obligations and Prohibited Acts under this Section 2 with respect to the additional trademarks (and/or confusingly similar variations thereof) or object to their inclusion; provided that the only basis for objecting to the addition of a trademark keyword to Exhibit 1 is that the trademark keyword (i) is not owned by the supplementing Party, its successors, or affiliates of that Party or (ii) is not a confusingly similar variation of a genuine trademark owned by the supplementing Party, its successors, or affiliates of that Party, or (iii) is not either a registered trademark or an adjudicated common-law trademark.

3. **NOTICE OF BREACH:** In the event that a Party (the enforcing Party) believes the Agreement has been breached by the other Party (the breaching Party) through the commission or omission of one or more of the Obligations and Prohibited Acts set forth above in Section 2 of this Agreement, or otherwise, the enforcing Party shall provide written notice of such alleged breach to the breaching Party, who shall have 5 calendar days from the receipt of such notice to respond or remedy the breach. In the event the breaching Party does not respond to or remedy the alleged breach within 5 calendar days, the enforcing Party shall be entitled to enforce this Agreement in accordance with its terms and to seek, without limitation, all available remedies at law or equity.

In the event that one of the Parties breaches this agreement and does not cure within the five (5) days allotted for curing, the enforcing Party shall be entitled to damages of \$1,000 for each day of the breach, beginning on the sixth day after notice, as a reasonable estimate of the minimum damages that would result from a breach of this Agreement.

Any notice provided for under this Agreement shall be in writing and shall be either personally delivered, or mailed by first class mail, return receipt requested, to the recipient at the address below indicated:

Notices to LENS123
Empire Vision Center, Inc. d/b/a Lens123
2921 Erie Blvd. East
Syracuse, New York 13224
Attn: _____

Notices to 1-800 CONTACTS:
1-800 CONTACTS, INC.
66 East Wadsworth Park Drive
Draper, Utah 84020
Attn: Joe Zeidner

If this Agreement is breached by one Party more than once in any given six-month period, as calculated from a first breaching offense, the non-breaching Party shall be entitled to damages of \$5,000 for each day of the repeat-breach, beginning on and including the date of notice of such a breach to the repeat-breaching Party.

4. **NOTICE OF BREACH BY AN AFFILIATE:** In the event that a Party (the enforcing Party) believes the Agreement has been breached by an Affiliate of the other Party (the breaching Party) through the commission or omission of one or more of the Obligations and Prohibited Acts set forth above in Section 2 of this Agreement, the enforcing Party shall provide written notice of the alleged breach to the breaching Party pursuant to Section 3 of this Agreement. Within five (5) calendar days of receiving such Notice, the breaching Party shall provide the Affiliate a written request to remedy the breach, with a copy of such notice being simultaneously sent to the enforcing Party.

If the Affiliate fails to remedy the alleged breach within ten (10) calendar days of its receipt of the written notice, the breaching Party will immediately terminate the Affiliate's associate or affiliate relationship with the breaching Party, with evidence of said termination provided to the enforcing Party. Should the breaching Party fail to effect such a termination, the enforcing Party shall be entitled to damages of \$1,000 for each day of the breach after the ten (10) calendar days provided for above. Neither Party shall have an affirmative duty to police Affiliate advertising for potential violations of the other Party's intellectual property rights. However, each Party shall have terms and conditions included in their respective Affiliate agreements consistent with the provisions of this Agreement, and particularly to effectuate the Obligations and Prohibited Acts set forth in Section 2 of this Agreement.

7. **LITIGATION:** Any litigation in connection with this Agreement, including but not limited to any breach of this Agreement or the interpretation or construction of the terms of this Agreement, shall only be brought in the United States District Court for the District of Utah. The Parties hereby waive any objections to venue or jurisdiction in the United States District Court for the District of Utah. The prevailing Party shall be entitled to recover the costs of any action brought under this Agreement, including court costs and reasonable attorney fees.

8. **WARRANTY AND CAPACITY TO EXECUTE:** The Parties represent and warrant that they have read and understand this Agreement, that they are duly authorized to execute this Agreement, and that they have executed this Agreement in consultation with their respective attorneys.

9. **NEUTRAL CONSTRUCTION:** This Agreement shall be construed and enforced without regard to which Party is the drafter of the Agreement.

10. **WAIVER:** The waiver of any breach of any term or provision of this Agreement shall not be construed and shall not be a waiver of any other breach of this Agreement.

11. **UTAH LAW:** This Agreement and matters relating to the performance thereof shall be construed, interpreted and enforced in accordance with the laws of the State of Utah, without giving effect to its choice of law principles.

12. **ENTIRE AGREEMENT:** This Agreement constitutes the entire understanding between the Parties with respect to the subject matter herein and merges all prior discussions and communications between them with respect to this Agreement. This Agreement supersedes and replaces all prior representations, statements, promises, commitments, and agreements between the Parties whether oral or written, expressed or implied, and related to any subject matter.

13. **ASSIGNMENT:** No Party may assign its rights, duties or obligations under this Agreement, directly or indirectly, in whole or in part, without the prior written consent of the other Party, except in connection with a merger, reorganization or change in control, or a sale of all or substantially all of a Party's business, equity and/or assets. Any such permitted assignee must agree in writing to assume all of the assigning Party's obligations hereunder, and the assigning Party must guarantee such assignee's performance hereunder.

Any purported assignment in contravention of this Section 13 shall be void *ab initio* and of no force or effect. In the event of a permitted assignment, this Agreement shall be binding upon such Party's permitted successors and assigns.

14. **SEVERABILITY:** If for any reason a competent authority finds any provision of this Agreement, or portion thereof, to be unenforceable, that provision or portion shall be enforced to the maximum extent permissible to effect the intent of the Parties, and the remainder of this Agreement shall continue in full force and effect.

15. **COUNTERPARTS:** This Agreement may be executed in any number of counterparts, each of which shall be deemed an original, but all of which taken together shall constitute one single agreement among the Parties.

16. **NON-DISCLOSURE:** The Parties agree to generally keep this Agreement confidential. The Parties will mutually agree on any press releases and/or public statements regarding this Agreement ("the mutually agreed PR"). Neither Party will deviate from the mutually agreed PR without the prior written consent of the other Party, which consent will not be unreasonably withheld. Neither Party is prevented from disclosing this Agreement in connection with other litigation.

IN WITNESS WHEREOF, the parties hereto have caused this Agreement to be signed below by their respective duly authorized officers.

1-800 CONTACTS, INC.

EMPIRE VISION CENTER, INC.

d/b/a/ LENS123

By: _____

By: _____

Title: _____

Title: _____

Date: _____

Date: _____

4699781_1.DOC

Exhibit 1

1-800 Contacts, Inc.'s Trademark Keywords	Empire Vision Center, Inc.'s Trademark Keywords
1 800 contact	
1 800 contacts	
1800 contacts	
1-800 contacts	
1800.contacts	
1800contact	
1800contacts	
1-800-contacts	
1800contacts.com	
1800contacs	
1800 contacs	
1800contacs	
1.800 contacts	
1 8000 contacts	
800 contacts	
800.contacts	
800contacts	
Aquasoft	
Aquasoft Complete Vision System	
Evision	
The World's Largest Contact Lens Store	
Exact Same Contact Lenses, Delivered to Your Door, for Less Than You're Paying Now	
We Make it Simple	
We Deliver You Save	

1-800 Contacts, Inc.'s Websites/URLs	Empire Vision Center, Inc.'s Websites/URLs
www.1800contacts.com	
www.1800contacts.net	
www.1800contacts.org	
www.1800contacs.com	
www.1800contacs.net	
www.1-800contacts.com	
www.1-800contacts.net	
www.800contacts.com	
www.800contacts.net	
www.contacts.com	
www.lens1st.com	
www.lensfirst.com	
www.lensexpress.com	

4701168_1.DOC

SETTLEMENT AGREEMENT

This SETTLEMENT AGREEMENT ("Agreement") is made and entered into as of May 13, 2010 (the "Effective Date") by and between 1-800 Contacts, Inc. ("1-800 Contacts" or "Plaintiff") and Empire Vision Center, Inc. d/b/a Lens123, HVHC, Inc., ECCA Enterprises, Inc., Eye Care Centers of America, Inc., Viva Optique, Inc., Davis Vision, Inc., Eye Care Holdings, Inc., Hour Eyes, Inc., and Viva IP Corp. (collectively "Defendants") (collectively with Plaintiff, the "Parties").

WHEREAS, Plaintiff has alleged trademark infringement and unfair competition against Empire Vision Center, Inc. d/b/a Lens123 for use of Plaintiff's trademarks in its keyword advertising programs;

WHEREAS, Defendants have denied Plaintiff's allegations that use of trademarks in its keyword advertising programs constitutes trademark infringement or unfair competition;

WHEREAS, the Parties have determined that, in order to avoid the expense, inconvenience, and disruption of pursuing and defending a litigation, it is desirable and in their respective best interests to settle any claims related thereto;

NOW, THEREFORE, in consideration of the mutual promises hereinafter set forth and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the Parties agree as follows:

1. **RELEASE:** Other than with respect to the obligations contained in this Agreement, and in consideration of the mutual releases and covenants contained herein, the Parties, on behalf of themselves and their officers, directors, agents, shareholders, employees, attorneys, affiliates, subsidiaries, parent entities, successors, heirs and assigns, hereby release and discharge each other and their respective officers, directors, agents, shareholders, employees, attorneys, affiliates, subsidiaries, parent entities, successors, heirs and assigns, from any and all liability, claims, counterclaims, demands, debts, charges, liens and causes of action of every kind and character, known or unknown, accrued or unaccrued, whether arising out of contract, tort or otherwise, in law or in equity, arising from, or relating to the infringement claims raised by Plaintiff.

2. **OBLIGATIONS AND PROHIBITED ACTS:**

(A) From the Effective Date of this Agreement, each Party, its parent, subsidiaries, agents, servants, employees, officers, affiliates, and other entities controlled by such Party mutually agree to refrain from and not to cause in the future any other entity to engage in any of the following Prohibited Acts.

The Prohibited Acts include:

- a. engaging in or participating in internet advertising or any other action that causes any website, advertisement, including pop-up advertisements, and/or a link to any website to be displayed in response to or as a result of any internet search that includes the other Party's trademark keywords or URLs (as listed in Exhibit 1).
- b. using the other Party's trademark keywords or URLs (as listed in Exhibit 1) to target or trigger the appearance or delivery of advertisements or other content to the user;
- c. using generic, non-trademarked words as keywords in any internet advertising campaign that causes any website, advertisement, including pop-up advertisements, and/or a link to any website to be displayed in response to or as a result of any internet search that includes the other Party's trademark keywords or URLs (as listed in Exhibit 1) without also using negative keywords as set forth in subsection (C) below, unless the particular internet search provider does not permit use of negative keywords.
- d. displaying or causing to be displayed pop-up advertisements, promotional material, or other content on top of, over, underneath, behind, or in connection with a user's viewing or interaction with any of the other Party's websites (as listed in Exhibit 1);
- e. altering or modifying in any way a copy of or the appearance of any one of the other Party's websites (as listed in Exhibit 1);

(B) The Prohibited Acts shall not include (i) use of the other Party's trademarks on the Internet in a manner that would not constitute an infringing use in a non-Internet context, *e.g.*, comparative advertising, parodies, and similar non-Infringing uses; and (ii) the purchase by either Party of keywords that are generic, non-trademarked words, such as

"contacts," "contact lens," "lenses," and "lens." The Parties acknowledge that any advertisements triggered by such keywords are not prohibited under this agreement as long as the appropriate negative keywords are also being used as set forth in subsection (C) below.

(C) From the Effective Date of this Agreement, each Party, its parent, subsidiaries, agents, servants, employees, officers, affiliates, and other entities controlled by such Party mutually agree to use the other Party's trademark keywords and URLs (as listed in Exhibit 1) as negative keywords in all of their respective keyword advertising campaigns for any internet search provider that allows the use of negative keywords, to the fullest extent allowable by the internet search provider, in order to prevent the display of advertisements and/or internet links in response to or as a result of any internet search that includes the other Party's trademark keywords or URLs (as listed in Exhibit 1). Specifically, for each internet search provider from which a Party purchases keywords to display advertising and/or internet links, the other Party's trademark keywords and URLs listed in Exhibit 1 shall also be provided to such internet search provider as negative keywords, such that advertisements and/or links will not be displayed when the negative keywords are part of a search performed on the internet search provider's website.

(D) The Parties agree to cause any third-party participating in an associate or affiliate program or similar program for any of that Party's websites (an "Affiliate") to also abide by the terms of the Obligations and Prohibited Acts set forth in this Section 4.

(E) The Parties understand and appreciate that new internet advertising techniques and technologies that are unknown as of the Effective Date of this Agreement will likely be developed and employed in the future. It is the intent of the Parties to construe this Section 2 in good faith such that all future internet advertising techniques and advertisement delivery technologies that are substantially similar to the foregoing Obligations and Prohibited Acts shall also be considered Obligations and Prohibited Acts under this Agreement.

(F) The Parties may supplement Exhibit 1 (and as a result, the list of each Party's trademark keywords and URLs) as necessary pursuant to the following parameters.

- a. Each Party may supplement its list of websites/URLs on Exhibit 1 by providing the other Party with written notice of the additional websites and that the

additional websites are owned by that Party, its successors, or affiliates of that Party. The other Party shall have fifteen (15) days thereafter to comply with the Obligations and Prohibited Acts under this Section 2 with respect to the additional websites or object to their inclusion; provided that the only basis for objecting to the addition of a website to Exhibit 1 is that the website (i) is not owned by the supplementing Party, its successors, or affiliates of that Party or (ii) does not relate to the supplementing Party's business of offering and selling vision-related products.

- b. Each Party may supplement its list of trademark keywords on Exhibit 1 by providing the other Party with written notice of the additional trademarks (and/or confusingly similar variations thereof) that are owned by that Party, its successors, or affiliates of that Party, and, for each additional trademark, notice that the trademark is either registered in this or any other country or has been adjudicated by a court of competent jurisdiction to qualify as that Party's trademark under common law. The other Party shall have fifteen (15) days thereafter to comply with the Obligations and Prohibited Acts under this Section 2 with respect to the additional trademarks (and/or confusingly similar variations thereof) or object to their inclusion; provided that the only basis for objecting to the addition of a trademark keyword to Exhibit 1 is that the trademark keyword (i) is not owned by the supplementing Party, its successors, or affiliates of that Party or (ii) is not a confusingly similar variation of a genuine trademark owned by the supplementing Party, its successors, or affiliates of that Party, or (iii) is not either a registered trademark or an adjudicated common-law trademark.

3. **DISMISSAL OF LAWSUIT:** Within fifteen days of receipt by 1-800 Contacts of a fully executed copy of this Settlement Agreement, 1-800 Contacts shall file a Notice of Dismissal with Prejudice in the form attached hereto as Exhibit 2 and incorporated herein by reference.

4. **ATTORNEYS FEES AND COSTS:** Each party shall bear its own attorneys' fees, cost and expenses incurred in connection with this litigation.

5. **NOTICE OF BREACH:** In the event that a Party (the enforcing Party) believes the Agreement has been breached by the other Party (the breaching Party) through the commission or omission of one or more of the Obligations and Prohibited Acts set forth above in Section 2 of this Agreement, or otherwise, the enforcing Party shall provide written notice of such alleged breach to the breaching Party, who shall have 5 calendar days from the receipt of such notice to respond or remedy the breach. In the event the breaching Party does not respond to or remedy the alleged breach within 5 calendar days, the enforcing Party shall be entitled to enforce this Agreement in accordance with its terms and to seek, without limitation, all available remedies at law or equity.

In the event that one of the Parties breaches this agreement and does not cure within the five (5) days allotted for curing, the enforcing Party shall be entitled to damages of \$1,000 for each day of the breach, beginning on the sixth day after notice, as a reasonable estimate of the minimum damages that would result from a breach of this Agreement.

Any notice provided for under this Agreement shall be in writing and shall be either personally delivered, faxed, emailed, or mailed by first class mail, return receipt requested, to the recipient at the address below indicated:

Notices to any one of Defendants

Empire Vision Center, Inc.
Eye Care Plaza
11103 West Avenue
San Antonio, Texas 78213
bcalvert@ecca.com
(210) 524-6564 (office)
(210) 524-6718 (fax)
Attn: Brett Calvert
copy to: Mr. J. Daniel Harkins
Cox Smith Matthews Incorporated
112 East Pecan Street
Suite 1800
San Antonio, TX 78205-1536
dharkins@coxsmith.com
(210) 554-5285 (office)
(210) 226-8395 (fax)

Notices to 1-800 CONTACTS:

1-800 CONTACTS, INC.
66 East Wadsworth Park Drive
Draper, Utah 84020
Attn: Joe Zeidner

copy to: Mark A. Miller
& Bryan G. Pratt
Holland & Hart, LLP
222 South Main St.
Suite 2200
Salt Lake City, Utah 84101

If this Agreement is breached by one Party more than once in any given six-month period, as calculated from a first breaching offense, the non-breaching Party shall be

entitled to damages of \$5,000 for each day of the repeat-breach, beginning on and including the date of notice of such a breach to the repeat-breaching Party.

6. **NOTICE OF BREACH BY AN AFFILIATE:** In the event that a Party (the enforcing Party) believes the Agreement has been breached by an Affiliate of the other Party (the breaching Party) through the commission or omission of one or more of the Obligations and Prohibited Acts set forth above in Section 2 of this Agreement, the enforcing Party shall provide written notice of the alleged breach to the breaching Party pursuant to Section 5 of this Agreement. Within five (5) calendar days of receiving such Notice, the breaching Party shall provide the Affiliate a written request to remedy the breach, with a copy of such notice being simultaneously sent to the enforcing Party.

If the Affiliate fails to remedy the alleged breach within ten (10) calendar days of its receipt of the written notice, the breaching Party will immediately terminate the Affiliate's associate or affiliate relationship with the breaching Party, with evidence of said termination provided to the enforcing Party. Should the breaching Party fail to effect such a termination, the enforcing Party shall be entitled to damages of \$1,000 for each day of the breach after the ten (10) calendar days provided for above. Neither Party shall have an affirmative duty to police Affiliate advertising for potential violations of the other Party's intellectual property rights. However, each Party shall have terms and conditions included in their respective Affiliate agreements consistent with the provisions of this Agreement, and particularly to effectuate the Obligations and Prohibited Acts set forth in Section 2 of this Agreement.

7. **DISPUTED CLAIMS:** It is understood that this Agreement concerns disputed claims, and that neither (1) the consideration provided for herein, (2) the entering into of this Agreement, nor (3) any recital or terms contained herein, shall be construed or interpreted as an admission of liability by or on behalf of any Party to this Agreement, all such liability being expressly denied.

8. **LITIGATION:** In any litigation in connection with this Agreement, including but not limited to any breach of this Agreement or the interpretation or construction of the terms of this Agreement, the prevailing Party shall be entitled to recover the costs of any action brought under this Agreement, including court costs and reasonable attorney fees.

9. **WARRANTY AND CAPACITY TO EXECUTE:** The Parties represent and warrant that they have read and understand this Agreement, that they are duly authorized to execute this Agreement, and that they have executed this Agreement in consultation with their respective attorneys.

10. **NEUTRAL CONSTRUCTION:** This Agreement shall be construed and enforced without regard to which Party is the drafter of the Agreement.

11. **WAIVER:** The waiver of any breach of any term or provision of this Agreement shall not be construed and shall not be a waiver of any other breach of this Agreement.

12. **ENTIRE AGREEMENT:** This Agreement constitutes the entire understanding between the Parties with respect to the subject matter herein and merges all prior discussions and communications between them with respect to this Agreement. This Agreement supersedes and replaces all prior representations, statements, promises, commitments, and agreements between the Parties whether oral or written, expressed or implied, and related to any subject matter.

13. **ASSIGNMENT:** No Party may assign its rights, duties or obligations under this Agreement, directly or indirectly, in whole or in part, without the prior written consent of the other Party, except in connection with a merger, reorganization or change in control, or a sale of all or substantially all of a Party's business, equity and/or assets. Any such permitted assignee must agree in writing to assume all of the assigning Party's obligations hereunder, and the assigning Party must guarantee such assignee's performance hereunder. Any purported assignment in contravention of this Section 13 shall be void *ab initio* and of no force or effect. In the event of a permitted assignment, this Agreement shall be binding upon such Party's permitted successors and assigns.

14. **SEVERABILITY:** If for any reason a competent authority finds any provision of this Agreement, or portion thereof, to be unenforceable, that provision or portion shall be enforced to the maximum extent permissible to effect the intent of the Parties, and the remainder of this Agreement shall continue in full force and effect.

15. **COUNTERPARTS:** This Agreement may be executed in any number of counterparts, each of which shall be deemed an original, but all of which taken together shall constitute one single agreement among the Parties.

16. **NON-DISCLOSURE:** The Parties agree to generally keep this Agreement confidential. The Parties will mutually agree on any press releases and/or public statements regarding this Agreement ("the mutually agreed PR"). Neither Party will deviate from the mutually agreed PR without the prior written consent of the other Party, which consent will not be unreasonably withheld. Neither Party is prevented from disclosing this Agreement in connection with other litigation.

IN WITNESS WHEREOF, the parties hereto have caused this Agreement to be signed below by their respective duly authorized officers.

1-800 CONTACTS, INC.

By: 

Title: Legal Counsel

Date: 5-17-2010

EMPIRE VISION CENTER, INC.

By: 

Title: Chairman

Date: 5/13/10

ECCA ENTERPRISES, INC.

By: 

Title: Chairman & President

Date: 5/13/10

DAVIS VISION INC.

By: 

Title: Chairman

Date: 5/13/10

EYE CARE CENTERS OF AMERICA, INC.

By: 

Title: Chairman & CEO

Date: 5/13/10

VIVA OPTIQUE, INC.

By: 



Title: Chairman

Date: 5/13/10

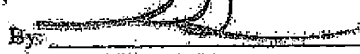
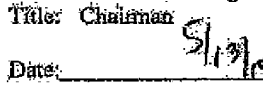
EYE CARE HOLDINGS, INC.

By: 
David Holmberg
Title: Chairman & President
Date:  5/13/10

HOUR EYES, INC.

By: 
David Holmberg
Title: Chairman & President
Date:  5/13/10

AVIA IP CORP.

By: 
David Holmberg
Title: Chairman
Date:  5/13/10

EVHC, INC.

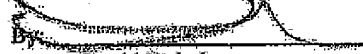
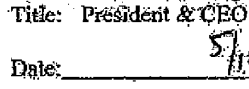
By: 
David Holmberg
Title: President & CEO
Date:  5/13/10

Exhibit 1

1-800-Contacts, Inc.'s Trademark/Keywords	Defendants' Trademark/Keywords
1 800 contact	ADVANTAGE EYE CARE PROGRAM
1 800 contacts	ALBERTO ROMANI
1800 contacts	AZTEC COLLECTION
1-800 contacts	BEAU MONDE
1800.contacts	BINYON'S
1800contact	BLUE MOON
1800contacts	BOARDROOM CLASSICS
1-800-contacts	CAMBRIDGE EYE ASSOCIATES
1800contacts.com	CAMBRIDGE EYE DOCTORS
1800contacs	CAYLA & CO
1800 contacs	CENTRIPETAL FORCE TECHNOLOGY
1800contacs	CEREDA
1.800 contacts	CFT
1 8000 contacts	CHELSEA MORGAN
800 contacts	CLAIMS PAID IN THE USA
800.contacts	CLEARSHIELD
800contacts	CLIP 1 ON
Aquasoft	COMPLETE ADVANTAGE
Aquasoft Complete Vision System	COMPUVISION
Evision	COMPUVISION II
The World's Largest Contact Lens Store	CONTACTS MADE EASY
Exact Same Contact Lenses, Delivered to Your Door, for Less Than You're Paying Now	DAVISVISION
We Make it Simple	DAVISVISION SEE LIFE
We Deliver You Save	DAVISVISION THE EYECARE ADVANTAGE
	DAVISVISION'S EYE HEALTH & WELLNESS PROGRAM
	DO YOU HAVE A SCREW LOOSE AGAIN?
	DOCTOR'S VALU VISION
	DOCTOR'S VALUVISION
	DOCTOR'S VISIONWORKS
	DR. BIZER'S VALUVISION OPTOMETRISTS
	DR. BIZER'S VISIONWORLD
	ECCA MANAGED VISION CARE
	EMPIRE VISION
	EMPIRE VISION CENTERS
	EMPIRE VISION CENTERS FOCUSED ON YOU
	ENSURING AMERICA'S VISION
	EV
	EVSD
	EVSD SUN DEFENSE
	EYE CARE CENTERS OF AMERICA, INC.

	EYE DRX
	EYE MASTERS
	EYEMASTERS
	EYEMASTERS WHY PAY MORE
	FOCUS ON AMERICA
	GAME POINT
	HAVANA COLLECTION
	HOUR EYES
	LENS123
	MAGIC CLIP
	MAGIC TWIST
	MAGNETIX
	MASTER EYE ASSOCIATES
	MYFOCAL
	ONE HOUR OPTICAL
	PINNACLE
	PLANET I
	PROVSPORT
	PURE MAGIC
	RAYZ
	ROBERT MITCHEL
	ROBERT MITCHEL EYEWEAR
	SALSA
	SAVVY
	SAVVY EYES
	SEE BETTER LOOK BETTER
	SERGIO CEREDA
	SIGHT FROM AMERICA
	SIGHTCARE
	SLIMLITE
	SOUTH HAMPTON
	SPLENDOR
	STEIN OPTICAL
	SUPERPAGE
	TECHNOLITE
	THE EXCEL ADVANTAGE
	THE BYBCARE ADVANTAGE
	TOTAL VISION CARE
	TUCKER EST. 1952
	TWENTY TWENTY +
	VALUE ADVANTAGE PROGRAM
	VERONICA TAYLOR
	VISION LOCK
	VISION WORLD
	VISIONWORKS

	VISIONWORLD
	VIVA
	VIVA MODA ITALIANA
	VIVA UOMO
	VIVAOPTIQ
	V-LOCK
	XANADIUM

Plaintiff's Websites/URLs	Defendants Websites/URLs
www.1800contacts.com	binyons.biz
www.1800contacts.net	binyons.com
www.1800contacts.org	cambridge-eyedoctors.com
www.1800contacs.com	doctorbizers.com
www.1800contacs.net	doctorbizersvaluvision.com
www.1-800contacts.com	doctorbizersvisionworld.com
www.1-800contacts.net	doctorsvaluvision.biz
www.800contacts.com	doctorsvaluvision.com
www.800contacts.net	doctorsvisionworks.biz
www.contacts.com	doctorsvisionworld.biz
www.lens1st.com	doctorsvisionworld.com
www.lensfirst.com	drbizers.biz
www.lensexpress.com	drbizers.com
	drbizersvaluvision.biz
	drbizersvaluvision.com
	drbizersvisionworld.biz
	drbizersvisionworld.com
	drsvaluvision.com
	drsvisionworks.com
	dvretail.com
	ecca.biz
	ecca.com
	empirevision.com
	enclavegroup.com
	eyedrx.biz
	eyedrx.com
	eyemasters.biz
	eyemasters.com
	houreyes.biz
	houreyes.com
	houreyesdc.biz
	houreyesdc.com
	houreyesmd.biz
	houreyesmd.com
	houreyes-virginia.com

	houreyeswashingtondc.biz
	houreyeswashingtondc.com
	hvhcretail.biz
	hvhcretail.com
	hvhcretail.net
	steinoptical.biz
	steinoptical.com
	steinopticalexpress.biz
	steinopticalexpress.com
	total-visioncare.com
	visionworks-ccca.com
	visionworkseyewear.com
	visionworld.biz
	visionworld.com
	visionworld-ri.com
	len123.com

Exhibit 2

Mark A. Miller, 9563
mamiller@hollandhart.com
Bryan G. Pratt, 9924
bgpratt@hollandhart.com
Brett L. Foster, 6089
bfoster@hollandhart.com
HOLLAND & HART LLP
60 East South Temple, Suite 2000
Salt Lake City, UT 84111-1031
Tel: (801) 799-5800
Fax: (801) 799-5700
Attorneys for Plaintiff

UNITED STATES DISTRICT COURT
FOR THE DISTRICT OF UTAH, CENTRAL DIVISION

1-800 CONTACTS, INC., a Delaware
Corporation,

Plaintiff,

v.

EMPIRE VISION CENTER, INC., d/b/a
LENS 123, a New York corporation,

Defendant.

**NOTICE OF DISMISSAL WITH
PREJUDICE**

Case No. 2:10-cv-173

Judge Dale A. Kimball

Pursuant to Federal Rule of Civil Procedure 41(a)(1)(A)(i), Plaintiff 1-800
Contacts, Inc. files this Notice of Dismissal With Prejudice, advising the Court that this
matter is dismissed with prejudice, with each party to bear its own costs.

Dated this ____ day of May, 2010

HOLLAND & HART LLP

/s/ Mark A. Miller

Mark A. Miller

Bryan G. Pratt

Brett L. Foster

Attorneys for Plaintiff

1-800 Contacts, Inc.

HOLLAND & HART LLP



MARK A. MILLER
Of Counsel
Registered Patent Attorney
(801) 799-7805
mmiller@hollandhart.com
41364.0126

July 28, 2010

VIA UPS NEXT-DAY AIR

Brett Calvert
EMPIRE VISION CENTER, INC.
Eye Care Plaza
11103 West Avenue
San Antonio, TX 78213

J. Daniel Harkins
COX SMITH MATTHEWS, INC.
112 East Pecan Street, Suite 1800
San Antonio, TX 78205-1536

Re: *Amendment to Settlement Agreement with 1-800 Contacts, Inc.*

Gentlemen:

I write pursuant to Section 2.F.b. in the March 13, 2010 Settlement Agreement between 1-800 Contacts, Inc. and Empire Vision Center, et al. It has come to our attention that advertisements for the Lens123.com website are being displayed in response to searches for the term "1800 contact." We hereby give notice of our amendment to Exhibit 1 of the Settlement Agreement to include the term "1800 contact," which is a confusingly similar variation/misspelling of my client's federally-registered mark. Attached is an amended copy of Exhibit 1. We anticipate your full compliance with the Settlement Agreement, in particular Section 2.C., with respect to this additional term moving forward.

Please be informed that we will be monitoring such activity closely and will enforce the provisions of the Settlement Agreement.

Sincerely,

Mark A. Miller
of HOLLAND & HART LLP

MAM:bwt

cc: Dave Zeidner (via email)
Bryan G. Pratt (via email)

4879227_1.DOC

Holland & Hart LLP

Phone (801) 799-5800 Fax (801) 799-5700 www.hollandhart.com
222 South Main Street Suite 2200 Salt Lake City, UT 84101

Aspen Boulder Carson City Colorado Springs Denver Denver Tech Center Billings Boise Cheyenne Jackson Hole Las Vegas Reno Salt Lake City Santa Fe Washington, D.C. ☐

Exhibit 1

Amended July 28, 2010

1-800 Contacts, Inc.'s Trademark Keywords	Defendants' Trademark Keywords
1 800 contact	ADVANTAGE EYE CARE PROGRAM
1 800 contacts	ALBERTO ROMANI
1800 contacts	AZTEC COLLECTION
1-800 contacts	BEAU MONDE
1800.contacts	BINYON'S
1800contact	BLUE MOON
1800contacts	BOARDROOM CLASSICS
1-800-contacts	CAMBRIDGE EYE ASSOCIATES
1800contacts.com	CAMBRIDGE EYE DOCTORS
1800contacs	CAYLA & CO
1800 contacs	CENTRIPETAL FORCE TECHNOLOGY
1800contacs	CEREDA
1.800 contacts	CFT
1 8000 contacts	CHELSEA MORGAN
800 contacts	CLAIMS PAID IN THE USA
800.contacts	CLEARSHIELD
800contacts	CLIP 1 ON
Aquasoft	COMPLETE ADVANTAGE
Aquasoft Complete Vision System	COMPUVISION
Evision	COMPUVISION II
The World's Largest Contact Lens Store	CONTACTS MADE EASY
Exact Same Contact Lenses, Delivered to Your Door, for Less Than You're Paying Now	DAVISVISION
We Make it Simple	DAVISVISION SEE LIFE
We Deliver You Save	DAVISVISION THE EYECARE ADVANTAGE
1800 contact	DAVISVISION'S EYE HEALTH & WELLNESS PROGRAM
	DO YOU HAVE A SCREW LOOSE AGAIN?
	DOCTOR'S VALU VISION
	DOCTOR'S VALUVISION
	DOCTOR'S VISIONWORKS
	DR. BIZER'S VALUVISION OPTOMETRISTS
	DR. BIZER'S VISIONWORLD
	ECCA MANAGED VISION CARE
	EMPIRE VISION
	EMPIRE VISION CENTERS
	EMPIRE VISION CENTERS FOCUSED ON YOU
	ENSURING AMERICA'S VISION
	EV
	EVSD

	EVSD SUN DEFENSE
	EYE CARE CENTERS OF AMERICA, INC.
	EYE DRX
	EYE MASTERS
	EYEMASTERS
	EYEMASTERS WHY PAY MORE
	FOCUS ON AMERICA
	GAME POINT
	HAVANA COLLECTION
	HOUR EYES
	LENS123
	MAGIC CLIP
	MAGIC TWIST
	MAGNETIX
	MASTER EYE ASSOCIATES
	MYFOCAL
	ONE HOUR OPTICAL
	PINNACLE
	PLANET I
	PROVSPORT
	PURE MAGIC
	RAYZ
	ROBERT MITCHEL
	ROBERT MITCHEL EYEWEAR
	SALSA
	SAVVY
	SAVVY EYES
	SEE BETTER LOOK BETTER
	SERGIO CEREDA
	SIGHT FROM AMERICA
	SIGHTCARE
	SLIMLITE
	SOUTH HAMPTON
	SPLENDOR
	STEIN OPTICAL
	SUPERPAGE
	TECHNOLITE
	THE EXCEL ADVANTAGE
	THE EYECARE ADVANTAGE
	TUCKER EST. 1952
	TWENTY TWENTY +
	VALUE ADVANTAGE PROGRAM
	VERONICA TAYLOR
	VISION LOCK
	VISION WORLD

	VISIONWORKS
	VISIONWORLD
	VIVA
	VIVA MODA ITALIANA
	VIVA UOMO
	VIVAOPTIQ
	V-LOCK
	XANADIUM

1-800 Contacts, Inc.'s Websites/URLs:	Defendants' Websites/URLs
www.1800contacts.com	binyons.biz
www.1800contacts.net	binyons.com
www.1800contacts.org	cambridge-eyedoctors.com
www.1800contacs.com	doctorbizers.com
www.1800contacs.net	doctorbizersvaluvision.com
www.1-800contacts.com	doctorbizersvisionworld.com
www.1-800contacts.net	doctorsvaluvision.biz
www.800contacts.com	doctorsvaluvision.com
www.800contacts.net	doctorsvisionworks.biz
www.contacts.com	doctorsvisionworld.biz
www.lens1st.com	doctorsvisionworld.com
www.lensfirst.com	drbizers.biz
www.lensexpress.com	drbizers.com
	drbizersvaluvision.biz
	drbizersvaluvision.com
	drbizersvisionworld.biz
	drbizersvisionworld.com
	drvaluvision.com
	drsvisionworks.com
	dvretail.com
	ecca.biz
	ecca.com
	empirevision.com
	enclavegroup.com
	eyedrx.biz
	eyedrx.com
	eyemasters.biz
	eyemasters.com
	houreyes.biz
	houreyes.com
	houreyesdc.biz
	houreyesdc.com
	houreyesmd.biz
	houreyesmd.com

	houreyes-virginia.com
	houreyeswashingtondc.biz
	houreyeswashingtondc.com
	hvhcretail.biz
	hvhcretail.com
	hvhcretail.net
	steinoptical.biz
	steinoptical.com
	steinopticalexpress.biz
	steinopticalexpress.com
	total-visioncare.com
	visionworks-ecca.com
	visionworkseyewear.com
	visionworld.biz
	visionworld.com
	visionworld-ri.com
	len123.com

Redacted In Its Entirety

DECLARATION OF JARED DULEY

1. My name is Jared Duley, and I am the Director of Marketing for Visionworks of America, Inc. ("Visionworks"). I have been an employee of Visionworks in the Marketing Department since July of 2012, and I became the Director of Marketing in October of 2014. As the Director of Marketing, it is my job to oversee marketing of all aspects of the company, including but not limited to the management of website and website advertisement.

2. This Declaration is being provided to the Federal Trade Commission ("FTC") in connection with its investigation of 1-800 Contacts, Inc. ("1-800 Contacts").

3. I request that my identity and the identity of the company for whom I work be kept confidential.

4. It is my understanding that 1-800 Contacts has granted a waiver of confidentiality to Visionworks relating to the Settlement Agreement entered into by and between Visionworks and 1-800 Contacts, as reflected in the Letter dated June 8, 2015, attached hereto as Exhibit 1 and incorporated herein by reference.

5. Visionworks (formerly Eye Care Centers of America, Inc.), by and through its subsidiaries, including Visionworks, Inc. and Empire Vision Centers, Inc., is a leading provider of eye care services, with more than 700 optical retail stores in 42 states and the District of Columbia (collectively referred to herein as "Visionworks"). Visionworks' comprehensive service offerings include contact lens dispensing, in-store labs which provide one-hour service on many prescriptions at any location, and doctors of optometry at or next to every store. Visionworks currently operates its retail stores under the trademark VISIONWORKS.

6. Visionworks has continuously marketed and sold contact lenses online since 2005. Previously, Visionworks, through its subsidiary Empire Vision Centers, Inc., marketed and sold contact lenses through its website lens123.com. Empire Vision Centers, Inc. started selling contacts online in 2005. Visionworks now markets and sells contact lens online at visionworkscontacts.com.

7. In connection with the sales and marketing of its contacts, Visionworks utilizes online advertisements through Google, Bing and other search engine providers. Visionworks uses keyword advertising to deliver advertising content to its customers and potential customers about its sales of contact lenses. Visionworks has identified various keyword search terms to help identify potential customers who utilize internet search engines with online marketing entities such as Google, Bing and other search engine providers.

8. In connection with its online marketing, Visionworks has bid on keywords through the online auction process. I am not aware of Visionworks ever having bid on the keyword term "1-800 Contacts" or variations thereof. Instead, it appears that Visionworks would bid on generic keywords such as "contacts" or "contact lenses."

9. On or about February 26, 2010, Visionworks received a letter from the attorneys for 1-800 Contacts (the "February 26, 2010 Demand Letter") notifying Visionworks that 1-800 Contacts had sued Empire Vision Centers, Inc., a subsidiary of Visionworks, for allegedly

infringing the trademarks of 1-800 Contacts. A true and correct copy of the February 26, 2010 Demand Letter is attached hereto as Exhibit 2.

10. Visionworks denied all such allegations and denied any sort of trademark infringement of 1-800 Contacts' registered trademarks. Notwithstanding the fact that it denied any sort of infringement, in order to avoid the litigation expense of defending the case, on May 13, 2010, Visionworks entered into a Settlement Agreement with 1-800 Contacts to resolve and dismiss the case (the "Settlement Agreement"). A true and correct copy of the Settlement Agreement is attached hereto as Exhibit 3.

11. Pursuant to the Settlement Agreement, Visionworks was required to agree not to use, acquire or bid on any of the following words or phrases as keywords to target or trigger the appearance or delivery of any Visionworks advertisements or other content to any Visionworks customers or potential customers conducting keyword internet searches:

- 1 800 contact
- 1 800, contacts
- 1800 contacts
- 1-800 contacts
- 1 800.contacts
- 1800contact
- 1800contacts
- 1-800-contacts
- 1800contacts.com
- 1800contacs
- 1800 contacs
- 1800contacs
- 1.800 contacts
- 1 8000 contacts
- 800 contacts
- 800.contacts
- 800contacts
- Aguasoft
- Aguasoft Complete Vision System
- Evision
- The World's Largest Contact Lens Store
- Exact Same Contact Lenses, Delivered to Your Door, for Less Than You're Paying Now
- We Make it Simple
- We Deliver You Save
- www.1800contacts.com
- www.1800contacts.net
- www.1800contacts.org
- www.1800contacs.com
- www.1800contacs.net
- www.1-800contacts.com
- www.1-800contacts.net
- www.800contacts.com
- www.800contacts.net
- www.contacts.com
- www.lenslst.com
- www.lensfirst.com
- www.lensexpress.com

12. Moreover, Visionworks was required to adopt the list of terms and phrases set forth above in paragraph 11 as "negative keywords," the purpose of which was to inhibit Visionworks' advertisement from being distributed to customers and prospective customers of Visionworks when the customer or potential customer typed in a query that included the above-listed keywords in an online internet search. Prior to the Settlement Agreement, Visionworks did not use any of these terms as negative keywords.

13. For each internet search provider from which Visionworks purchased keywords to display advertising and/or internet links, Visionworks was required to provide to such internet search provider the foregoing terms and phrases as negative keywords, such that advertisements

and/or links would not be displayed to the user when the negative keywords are part of a search performed on the internet search provider's website.

14. Following the execution of the Settlement Agreement and dismissal of the lawsuit, on or about July 28, 2010, Visionworks was contacted again by the attorneys for 1-800 Contacts alleging that advertisements for Visionworks on its Lens123 website were being displayed in response to searches for the term "1800 contact," allegedly in violation of the terms of the Settlement Agreement (the "July 28, 2010 Demand Letter"). A true and correct copy of the July 28, 2010 Demand Letter is attached hereto as Exhibit 4.

15. In response to the July 28, 2010 Demand Letter, Visionworks agreed to add the term "1800 contact" to the previously agreed list of terms and phrases that Visionworks would not use, acquire or bid on, as set forth in paragraph 11 above. Additionally, Visionworks agreed to add the term "1800 contact" to the previously agreed list of terms and phrases that Visionworks was required to use as a negative keyword, as set forth in paragraph 12 above.

16. [REDACTED]

17. If the Settlement Agreement were terminated or otherwise invalidated, it is possible that Visionworks would test to see if any of the keywords listed in paragraph 11 above, including but not limited to "1-800 Contacts" and other similar keywords would be desirable to use for online marketing purposes.

18. If the Settlement Agreement were terminated or otherwise invalidated, Visionworks would also cease using the negative keywords listed in the Settlement Agreement. Visionworks believes that this would give the search engine providers, such as Google, Bing and others, the opportunity to best deliver advertisements to Visionworks' customers and/or potential customers who would be interested in Visionworks goods and/or services.

I declare under penalty of perjury under the laws of the United States, that the foregoing statements are true and correct and within my personal knowledge.

Dated: June 3, 2016


Jared Duley

OLD - Visio	3/1/08	VisionWorks Value - Competitiv	"eyeglasses bifocals"	Bifocals	4	0.00%	0	0	0	0	1	Phrase	--	campaign f	enabled	paused	enabled
OLD - Visio	4/1/08	VisionWorks Value - Competitiv	contact lens	Contacts	176	0.00%	0	0	0	0	7.4	Broad	--	campaign f	enabled	paused	enabled
OLD - Visio	4/1/08	VisionWorks Value - Competitiv	contact lenses	Lenses	336	0.00%	0	0	0	0	5.1	Broad	--	campaign f	enabled	paused	enabled
OLD - Visio	4/1/08	VisionWorks Value - Competitiv	eyewear	Eye Care	19652	0.81%	160	1.23	196.38	70	3.4	Broad	--	campaign f	enabled	paused	enabled
OLD - Visio	4/1/08	VisionWorks Value - Competitiv	prescription sunglasses	Eyeglasses	49	4.08%	2	0.48	0.97	3	7.8	Broad	--	campaign f	enabled	paused	enabled
OLD - Visio	4/1/08	VisionWorks Value - Competitiv	contacts	Contacts	1259	0.16%	2	1.8	3.59	0	4.4	Broad	--	campaign f	enabled	paused	enabled
OLD - Visio	4/1/08	VisionWorks Value - Competitiv	lenses	Lenses	606	0.00%	0	0	0	0	3.8	Broad	--	campaign f	enabled	paused	enabled
OLD - Visio	4/1/08	VisionWorks Value - Competitiv	eye contacts	Contacts	32	0.00%	0	0	0	0	4.2	Broad	--	campaign f	enabled	paused	enabled
OLD - Visio	4/1/08	VisionWorks Value - Competitiv	eyeglasses frames	Frames	59	1.69%	1	0.87	0.87	0	3.5	Broad	--	campaign f	enabled	paused	enabled
OLD - Visio	4/1/08	VisionWorks Value - Competitiv	[contact lenses]	Contacts	116	0.00%	0	0	0	0	11.8	Exact	--	campaign f	enabled	paused	enabled
OLD - Visio	4/1/08	VisionWorks Value - Competitiv	"cheap glasses"	Eyeglasses	57	8.77%	5	1.47	7.35	2	1.6	Phrase	--	campaign f	enabled	paused	enabled
OLD - Visio	4/1/08	VisionWorks Value - Competitiv	eye exam	Eye Care	229	2.62%	6	0.84	5.04	2	2.5	Broad	--	campaign f	enabled	paused	enabled
OLD - Visio	4/1/08	VisionWorks Value - Competitiv	prescription glasses	Eyeglasses	379	2.11%	8	0.95	7.57	3	4.1	Broad	--	campaign f	enabled	paused	enabled
OLD - Visio	4/1/08	VisionWorks Value - Competitiv	children eyeglasses	Eyeglasses	122	3.28%	4	0.88	3.5	0	4.2	Broad	--	campaign f	enabled	paused	enabled
OLD - Visio	4/1/08	VisionWorks Value - Competitiv	childrens eyeglasses	Kids Eyeglasses	60	1.67%	1	1.5	1.5	0	1.8	Broad	--	campaign f	enabled	paused	enabled
OLD - Visio	4/1/08	VisionWorks Value - Competitiv	"contact lens"	Lenses	8	0.00%	0	0	0	0	16.4	Phrase	--	campaign f	enabled	paused	enabled
OLD - Visio	4/1/08	VisionWorks Value - Competitiv	[color contacts]	Contacts	216	0.00%	0	0	0	0	7.6	Exact	--	campaign f	enabled	paused	enabled
OLD - Visio	4/1/08	VisionWorks Value - Competitiv	"bifocal contact lenses"	Lenses	1	0.00%	0	0	0	0	5	Phrase	--	campaign f	enabled	paused	enabled
OLD - Visio	4/1/08	VisionWorks Value - Competitiv	"order contact lenses"	Lenses	18	0.00%	0	0	0	0	8.1	Phrase	--	campaign f	enabled	paused	enabled
OLD - Visio	4/1/08	VisionWorks Value - Competitiv	"designer eyewear"	Designer Eyeglasses	69	0.00%	0	0	0	0	2.8	Phrase	--	campaign f	enabled	paused	enabled
OLD - Visio	4/1/08	VisionWorks Value - Competitiv	"eyeglasses online"	Eyeglasses	18	5.56%	1	1.01	1.01	4	4.9	Phrase	--	campaign f	enabled	paused	enabled
OLD - Visio	4/1/08	VisionWorks Value - Competitiv	[buy glasses online]	Eyeglasses	7	42.86%	3	1.59	4.76	1	1.6	Exact	--	campaign f	enabled	paused	enabled
OLD - Visio	4/1/08	VisionWorks Value - Competitiv	childrens eyeglass frames	Kids Eyeglasses	9	0.00%	0	0	0	0	1.1	Broad	--	campaign f	enabled	paused	enabled
OLD - Visio	4/1/08	VisionWorks Value - Competitiv	[eye contact]	Contacts	114	0.88%	1	1.8	1.8	0	3.7	Exact	--	campaign f	enabled	paused	enabled
OLD - Visio	4/1/08	VisionWorks Value - Competitiv	"eye exam"	Eye Care	1332	6.53%	87	1.28	111.23	86	1.5	Phrase	--	campaign f	enabled	paused	enabled
OLD - Visio	4/1/08	VisionWorks Value - Competitiv	[bifocal lens]	Bifocals	5	0.00%	0	0	0	0	2.6	Exact	--	campaign f	enabled	paused	enabled
OLD - Visio	4/1/08	VisionWorks Value - Competitiv	[soft contacts]	Contacts	1	0.00%	0	0	0	0	10	Exact	--	campaign f	enabled	paused	enabled
OLD - Visio	4/1/08	VisionWorks Value - Competitiv	[soft contact lenses]	Lenses	13	0.00%	0	0	0	0	9.8	Exact	--	campaign f	enabled	paused	enabled
OLD - Visio	4/1/08	VisionWorks Value - Competitiv	"glasses"	Eyeglasses	14750	2.72%	401	1.08	431.9	268	2.8	Phrase	--	campaign f	enabled	paused	enabled
OLD - Visio	4/1/08	VisionWorks Value - Competitiv	[eyeglass lens]	Lenses	15	13.33%	2	1.48	2.95	0	1.6	Exact	--	campaign f	enabled	paused	enabled
OLD - Visio	4/1/08	VisionWorks Value - Competitiv	"bifocal"	Bifocals	93	1.08%	1	1.32	1.32	0	3	Phrase	--	campaign f	enabled	paused	enabled
OLD - Visio	4/1/08	VisionWorks Value - Competitiv	"children glasses"	Eyeglasses	2	0.00%	0	0	0	0	1	Phrase	--	campaign f	enabled	paused	enabled
OLD - Visio	4/1/08	VisionWorks Value - Competitiv	"bifocals"	Bifocals	182	2.20%	4	1.46	5.86	0	1.7	Phrase	--	campaign f	enabled	paused	enabled
OLD - Visio	4/1/08	VisionWorks Value - Competitiv	"kids glasses"	Kids Eyeglasses	16	18.75%	3	1.29	3.88	2	1.6	Phrase	--	campaign f	enabled	paused	enabled
OLD - Visio	4/1/08	VisionWorks Value - Competitiv	[designer glasses]	Designer Eyeglasses	74	1.35%	1	0.44	0.44	0	5	Exact	--	campaign f	enabled	paused	enabled
OLD - Visio	4/1/08	VisionWorks Value - Competitiv	[prescription glasses]	Eyeglasses	126	9.52%	12	0.88	10.61	7	2.6	Exact	--	campaign f	enabled	paused	enabled
OLD - Visio	4/1/08	VisionWorks Value - Competitiv	[eyeglasses frames]	Frames	1	0.00%	0	0	0	0	4	Exact	--	campaign f	enabled	paused	enabled
OLD - Visio	4/1/08	VisionWorks Value - Competitiv	same day glasses	Eyeglasses	29	10.34%	3	1.03	3.09	2	1.4	Broad	--	campaign f	enabled	paused	enabled
OLD - Visio	4/1/08	VisionWorks Value - Competitiv	[ready made frames]	Frames	26	0.00%	0	0	0	0	3.4	Exact	--	campaign f	enabled	paused	enabled
OLD - Visio	4/1/08	VisionWorks Value - Competitiv	designer prescription glasses	Designer Eyeglasses	52	13.46%	7	1.13	7.9	4	2.6	Broad	--	campaign f	enabled	paused	enabled
OLD - Visio	4/1/08	VisionWorks Value - Competitiv	eyeglasses bifocals	Bifocals	1	0.00%	0	0	0	0	1	Broad	--	campaign f	enabled	paused	enabled
OLD - Visio	4/1/08	VisionWorks Value - Competitiv	[kids frames]	Kids Eyeglasses	4	0.00%	0	0	0	0	1.8	Exact	--	campaign f	enabled	paused	enabled
OLD - Visio	4/1/08	VisionWorks Value - Competitiv	[kids eyeglass frames]	Kids Eyeglasses	4	0.00%	0	0	0	0	1	Exact	--	campaign f	enabled	paused	enabled
OLD - Visio	4/1/08	VisionWorks Value - Competitiv	[polarized bifocal sunglasses]	Bifocals	2	0.00%	0	0	0	0	3	Exact	--	campaign f	enabled	paused	enabled
OLD - Visio	4/1/08	VisionWorks Value - Competitiv	[eye care centers of america]	Eye Care	35	2.86%	1	0.5	0.5	0	1.9	Exact	--	campaign f	enabled	paused	enabled
OLD - Visio	4/1/08	VisionWorks Value - Competitiv	[eyeglasses bifocals]	Bifocals	3	0.00%	0	0	0	0	1.3	Exact	--	campaign f	enabled	paused	enabled
OLD - Visio	5/1/08	VisionWorks Value - Competitiv	glasses online	Eyeglasses	19	0.00%	0	0	0	0	7.8	Broad	--	campaign f	enabled	paused	enabled
OLD - Visio	5/1/08	VisionWorks Value - Competitiv	eye contacts	Contacts	4	0.00%	0	0	0	0	7.5	Broad	--	campaign f	enabled	paused	enabled
OLD - Visio	5/1/08	VisionWorks Value - Competitiv	[armani glasses]	Designer Eyeglasses	12	0.00%	0	0	0	0	4.4	Exact	--	campaign f	enabled	paused	enabled
OLD - Visio	5/1/08	VisionWorks Value - Competitiv	designer eyeglasses	Designer Eyeglasses	345	4.06%	14	0.94	13.1	11	2.3	Broad	--	campaign f	enabled	paused	enabled
OLD - Visio	5/1/08	VisionWorks Value - Competitiv	eyeglasses frames	Frames	18	0.00%	0	0	0	0	6.3	Broad	--	campaign f	enabled	paused	enabled
OLD - Visio	5/1/08	VisionWorks Value - Competitiv	[eye glasses]	Eyeglasses	560	10.18%	57	1.45	82.47	62	1.4	Exact	--	campaign f	enabled	paused	enabled
OLD - Visio	5/1/08	VisionWorks Value - Competitiv	eyewear frames	Eye Care	5	20.00%	1	0.51	0.51	0	4.4	Broad	--	campaign f	enabled	paused	enabled
OLD - Visio	5/1/08	VisionWorks Value - Competitiv	[colored contacts]	Contacts	22	0.00%	0	0	0	0	12	Exact	--	campaign f	enabled	paused	enabled
OLD - Visio	5/1/08	VisionWorks Value - Competitiv	"cheap contact lenses"	Lenses	2	0.00%	0	0	0	0	10.5	Phrase	--	campaign f	enabled	paused	enabled
OLD - Visio	5/1/08	VisionWorks Value - Competitiv	"bifocal contact lenses"	Lenses	2	0.00%	0	0	0	0	4.5	Phrase	--	campaign f	enabled	paused	enabled
OLD - Visio	5/1/08	VisionWorks Value - Competitiv	"childrens eyewear"	Kids Eyeglasses	4	0.00%	0	0	0	0	1	Phrase	--	campaign f	enabled	paused	enabled
OLD - Visio	5/1/08	VisionWorks Value - Competitiv	"eyeglasses online"	Eyeglasses	1	0.00%	0	0	0	0	5	Phrase	--	campaign f	enabled	paused	enabled
OLD - Visio	5/1/08	VisionWorks Value - Competitiv	[lense]	Lenses	66	0.00%	0	0	0	0	2.1	Exact	--	campaign f	enabled	paused	enabled
OLD - Visio	5/1/08	VisionWorks Value - Competitiv	[eyecare]	Eye Care	30	10.00%	3	1.65	4.94	3	1.4	Exact	--	campaign f	enabled	paused	enabled
OLD - Visio	1/1/08	VisionWorks Value - Competitiv	bifocal contact lenses	Lenses	7	0.00%	0	0	0	0	5	Broad	--	campaign f	enabled	paused	enabled

Name Keywords 2009
 Type Keyword
 Frequency One time

Account	Month	Campaign	Keyword	Ad group	Impression	CTR	Clicks	Avg. CPC	Cost	Conversion	Avg. positiv	Match type	Quality sco	Status	Keyword st	Campaign	Ad group state
VOA & EVC	6/1/09	-NB- Visionworks	[contact lens]	Contacts	9	0.00%	0	0	0	0	8.9	Exact	--	campaign r enabled	removed	removed	
VOA & EVC	2/1/09	-NB- Dr Bizers Visionworld	[cheap designer eyeglasses]	Designer Eyeglasses	3	0.00%	0	0	0	0	3.7	Exact	--	campaign r enabled	removed	removed	
VOA & EVC	10/1/09	-NB- Eyemasters L2	bifocal contact lens	Bifocals	6	0.00%	0	0	0	0	8.5	Broad	--	campaign r enabled	removed	removed	
VOA & EVC	9/1/09	-NB- Dr Bizers Visionworld	[computer glasses]	Eyeglasses	8	0.00%	0	0	0	0	9.5	Exact	--	campaign r enabled	removed	removed	
VOA & EVC	3/1/09	-NB- Hour Eyes L2	same day eyeglasses	Eyeglasses	6	0.00%	0	0	0	0	3.7	Broad	--	campaign r enabled	removed	removed	
VOA & EVC	5/1/09	EVC - EmpireVision	[contacts for eyes]	Contacts	1	0.00%	0	0	0	0	10	Exact	--	campaign r enabled	removed	removed	
VOA & EVC	8/1/09	EVC - Cambridge Eye Drs	[cheap glasses]	Eyeglasses	268	0.37%	1	1.15	1.15	0	8	Exact	--	campaign r enabled	removed	removed	
VOA & EVC	6/1/09	-NB- Eyemasters L2	[sports eyewear]	Eye Wear	9	0.00%	0	0	0	0	5.2	Exact	--	campaign r enabled	removed	removed	
VOA & EVC	3/1/09	-NB- Hour Eyes L2	cat eye frames	Frames	15	0.00%	0	0	0	0	1.9	Broad	--	campaign r enabled	removed	removed	
VOA & EVC	5/1/09	-NB- Eyemasters L2	[eye contact lens]	Contacts	22	4.55%	1	1.78	1.78	0	3.9	Exact	--	campaign r enabled	removed	removed	
VOA & EVC	10/1/09	-NB- Hour Eyes L2	same day eyeglasses	Eyeglasses	6	0.00%	0	0	0	0	7	Broad	--	campaign r enabled	removed	removed	
VOA & EVC	8/1/09	-NB- Eyemasters L2	prescription glasses frames	Eyeglasses	304	3.95%	12	1.1	13.14	2	3.5	Broad	--	campaign r enabled	removed	removed	
VOA & EVC	7/1/09	z - DELETE-NB- Stein Optical	[glasses lenses]	Kids Eyeglasses	3	33.33%	1	1.19	1.19	1	2	Exact	--	campaign r enabled	removed	removed	
VOA & EVC	1/1/09	z - DELETE-NB- Stein Optical	[hydrogel contact lenses]	Contacts	3	0.00%	0	0	0	0	3	Exact	--	campaign r enabled	removed	removed	
VOA & EVC	10/1/09	-NB- Eyemasters L2	[target optical frames]	Competitors	9	0.00%	0	0	0	0	1.2	Exact	--	campaign r enabled	removed	removed	
VOA & EVC	3/1/09	Z-NB- Visionworld	designer prescription sunglasses	Designer Eyeglasses	8	0.00%	0	0	0	0	2.8	Broad	--	campaign r enabled	removed	removed	
VOA & EVC	2/1/09	-NB- Visionworks	[best eyeglass frames]	Frames	1	0.00%	0	0	0	0	1	Exact	--	campaign r enabled	removed	removed	
VOA & EVC	10/1/09	-NB- EYE DRX L4	glasses lens	Kids Eyeglasses	20	0.00%	0	0	0	0	9.5	Broad	--	campaign r enabled	removed	removed	
VOA & EVC	3/1/09	EVC - DavisVision	eyeglasses nyc	Eyeglasses	865	1.27%	11	1.68	18.47	3	4	Broad	--	campaign r enabled	removed	removed	
VOA & EVC	2/1/09	-NB- Eyemasters L2	[sports eyewear]	Eye Wear	3	0.00%	0	0	0	0	1.3	Exact	--	campaign r enabled	removed	removed	
VOA & EVC	9/1/09	-NB- Eyemasters L2	[urban eyecare]	Eye Care	6	0.00%	0	0	0	0	1.3	Exact	--	campaign r enabled	removed	removed	
VOA & EVC	7/1/09	-NB- Eyemasters L2	designer frames for glasses	Designer Eyeglasses	61	8.20%	5	1.16	5.82	0	2	Broad	--	campaign r enabled	removed	removed	
VOA & EVC	9/1/09	ECCA - VisionWorld Value	fashionable eyeglasses	Designer Eyeglasses	1	0.00%	0	0	0	0	1	Broad	--	campaign r enabled	removed	paused	
VOA & EVC	7/1/09	EVC - Vision World	[non prescription contacts]	Contacts	3	0.00%	0	0	0	0	9.7	Exact	--	campaign r enabled	removed	removed	
VOA & EVC	6/1/09	ECCA - Eyemasters Value	eyewear readers	Eye Wear	71	1.41%	1	1.22	1.22	2	7.3	Broad	--	campaign r enabled	removed	paused	
VOA & EVC	6/1/09	-NB- Eyemasters L2	[rx eyeglasses]	Eyeglasses	4	0.00%	0	0	0	0	1.8	Exact	--	campaign r enabled	removed	removed	
VOA & EVC	7/1/09	-NB- Hour Eyes L2	multifocal contact lenses	Contacts	5	0.00%	0	0	0	0	8.2	Broad	--	campaign r enabled	removed	removed	
VOA & EVC	9/1/09	EVC - DavisVision	[multifocal contact lenses]	Contacts	25	0.00%	0	0	0	0	9.6	Exact	--	campaign r enabled	removed	removed	
VOA & EVC	5/1/09	EVC - EmpireVision	glasses kids	Kids Eyeglasses	695	1.15%	8	1.38	11.06	0	4.1	Broad	--	campaign r enabled	removed	removed	
VOA & EVC	11/1/09	EVC - DavisVision	eyeglass frames	Frames	139	0.00%	0	0	0	0	13.5	Broad	--	campaign r enabled	removed	removed	
VOA & EVC	3/1/09	EVC - EmpireVision	eyeglasses prescription	Bifocals	362	4.14%	15	1.52	22.74	8	2.9	Broad	--	campaign r enabled	removed	removed	
VOA & EVC	12/1/09	EVC - DavisVision	eyeglass frames	Frames	258	0.78%	2	0.76	1.53	0	8.9	Broad	--	campaign r enabled	removed	removed	
VOA & EVC	9/1/09	EVC - Vision World	[prescription glasses]	Eyeglasses	25	4.00%	1	1.49	1.49	0	3.6	Exact	--	campaign r enabled	removed	removed	
VOA & EVC	3/1/09	-NB- Dr Bizers ValuVision	[contact lens eye exam]	Eye Care	1	0.00%	0	0	0	0	10	Exact	--	campaign r enabled	removed	removed	
VOA & EVC	1/1/09	ECCA - Visionworks Value	eyecare centers	Eye Care	20	10.00%	2	1.28	2.55	0	1.2	Broad	--	campaign r enabled	removed	paused	
VOA & EVC	5/1/09	-NB- Eyemasters L2	[vision contact lens]	Contacts	2	0.00%	0	0	0	0	5.5	Exact	--	campaign r enabled	removed	removed	
VOA & EVC	12/1/09	ECCA - Dr Bizers Visionworld Value	eyeglass holders	Eyeglasses	11	0.00%	0	0	0	0	3.8	Broad	--	campaign r enabled	removed	removed	
VOA & EVC	3/1/09	EVC - Cambridge Eye Drs	buy glasses online	Eyeglasses	2	0.00%	0	0	0	0	6.5	Broad	--	campaign r enabled	removed	removed	
VOA & EVC	11/1/09	ECCA - Eyemasters Value	[orgreen eyewear]	Eye Wear	5	0.00%	0	0	0	0	4.6	Exact	--	campaign r enabled	removed	paused	
VOA & EVC	11/1/09	-NB- Visionworks	colored contact lens	Contacts	1	0.00%	0	0	0	0	3	Broad	--	campaign r enabled	removed	removed	
VOA & EVC	2/1/09	ECCA - Dr Bizers Visionworld Value	laser vision	Eye Care	49	0.00%	0	0	0	0	4	Broad	--	campaign r enabled	removed	removed	
VOA & EVC	5/1/09	EVC - Vision World	[wide angle lenses]	Lenses	4	0.00%	0	0	0	0	1.5	Exact	--	campaign r enabled	removed	removed	
VOA & EVC	11/1/09	-BR- Eyemasters L2	doctors value vision	Drs ValuVision	835	10.90%	91	0.2	17.93	50	1.5	Broad	--	campaign r enabled	removed	removed	
VOA & EVC	9/1/09	-NB- Visionworks	plastic frames	Frames	90	0.00%	0	0	0	0	8.6	Broad	--	campaign r enabled	removed	removed	
VOA & EVC	10/1/09	EVC - DavisVision	eye wear frames	Eye Wear	249	0.00%	0	0	0	0	4	Broad	--	campaign r enabled	removed	removed	
VOA & EVC	2/1/09	ECCA - Visionworks Value	children eye care	Eye Care	16	0.00%	0	0	0	0	2.3	Broad	--	campaign r enabled	removed	paused	
VOA & EVC	1/1/09	-NB- Visionworks	[contact lens]	Contacts	10	0.00%	0	0	0	0	7.7	Exact	--	campaign r enabled	removed	removed	
VOA & EVC	12/1/09	EVC - EmpireVision	[contact lens king]	Contacts	52	0.00%	0	0	0	0	8.1	Exact	--	campaign r enabled	removed	removed	
VOA & EVC	5/1/09	-NB- Dr Bizers Visionworld	contact lenses no prescription	Contacts	1	0.00%	0	0	0	0	9	Broad	--	campaign r enabled	removed	removed	
VOA & EVC	2/1/09	-NB- Eyemasters L2	prescription glasses frames	Eyeglasses	13	0.00%	0	0	0	0	2.4	Broad	--	campaign r enabled	removed	removed	
VOA & EVC	7/1/09	EVC - Cambridge Eye Drs	direct glasses	Eyeglasses	29	3.45%	1	1.18	1.18	0	4.7	Broad	--	campaign r enabled	removed	removed	
VOA & EVC	11/1/09	-NB- Hour Eyes L2	[judith leiber eyewear]	Eye Wear	2	0.00%	0	0	0	0	8	Exact	--	campaign r enabled	removed	removed	
VOA & EVC	12/1/09	EVC - Total Vision Care	[aspheric lenses]	Lenses	2	0.00%	0	0	0	0	8.5	Exact	--	campaign r enabled	removed	removed	
VOA & EVC	10/1/09	EVC - EmpireVision	eyeglasses prescription	Bifocals	156	1.28%	2	0.88	1.77	0	5.8	Broad	--	campaign r enabled	removed	removed	
VOA & EVC	1/1/09	-NB- EYE DRX L4	[plastic lenses]	Lenses	2	0.00%	0	0	0	0	2	Exact	--	campaign r enabled	removed	removed	
VOA & EVC	11/1/09	-NB- Visionworks	plastic frames	Frames	1	0.00%	0	0	0	0	5	Broad	--	campaign r enabled	removed	removed	

VOA & EVC	6/1/09	EVC - Total Vision Care	lens stores	Lenses	12	8.33%	1	0.7	0.7	0	6.5	Broad	--	campaign r enabled	removed	removed
VOA & EVC	10/1/09	EVC - EmpireVision	contact lenses cleaner	Contacts	21	0.00%	0	0	0	0	5.8	Broad	--	campaign r enabled	removed	removed
VOA & EVC	1/1/09	-NB- Eyemasters L2	[spectacles eyewear]	Eye Wear	3	0.00%	0	0	0	0	1	Exact	--	campaign r enabled	removed	removed
VOA & EVC	5/1/09	z - DELETE-NB- Binyons	[cool glasses]	Eyeglasses	73	2.74%	2	1.02	2.03	0	1	Exact	--	campaign r enabled	removed	removed
VOA & EVC	8/1/09	Z-NB- Visionworld	[discount eye exams]	Eye Care	1	0.00%	0	0	0	0	4	Exact	--	campaign r enabled	removed	removed
VOA & EVC	4/1/09	EVC - EmpireVision	[premier eyecare]	Eye Care	1	0.00%	0	0	0	0	1	Exact	--	campaign r enabled	removed	removed
VOA & EVC	1/1/09	ECCA - VisionWorld Value	[contact colors]	Contacts	1	0.00%	0	0	0	0	3	Exact	--	campaign r enabled	removed	paused
VOA & EVC	5/1/09	-NB- EYE DRX L4	[marc eyewear]	Eye Wear	2	0.00%	0	0	0	0	1	Exact	--	campaign r enabled	removed	removed
VOA & EVC	7/1/09	-NB- Eyemasters L2	small glasses frames	Frames	126	0.00%	0	0	0	0	2.4	Broad	--	campaign r enabled	removed	removed
VOA & EVC	9/1/09	-NB- Hour Eyes L2	retro glasses frames	Frames	46	0.00%	0	0	0	0	1.8	Broad	--	campaign r enabled	removed	removed
VOA & EVC	4/1/09	EVC - Cambridge Eye Drs	plastic eyeglasses	Eyeglasses	180	1.67%	3	1.21	3.62	0	3.7	Broad	--	campaign r enabled	removed	removed
VOA & EVC	4/1/09	-NB- Eyemasters L2	[eye exam]	Eye Care	1011	3.76%	38	0.94	35.87	43	4.2	Exact	--	campaign r enabled	removed	removed
VOA & EVC	3/1/09	EVC - Total Vision Care	[non prescription colored contac	Contacts	24	0.00%	0	0	0	0	5.6	Exact	--	campaign r enabled	removed	removed
VOA & EVC	1/1/09	ECCA - Visionworks Value	prescription safety glasses	Eyeglasses	66	0.00%	0	0	0	0	5.8	Broad	--	campaign r enabled	removed	paused
VOA & EVC	4/1/09	EVC - Cambridge Eye Drs	[for eyes contacts]	Competitors	1	0.00%	0	0	0	0	9	Exact	--	campaign r enabled	removed	removed
VOA & EVC	12/1/09	ECCA - VisionWorld Value	[advanced eyecare]	Eye Care	6	0.00%	0	0	0	0	1	Exact	--	campaign r enabled	removed	paused
VOA & EVC	5/1/09	-NB- Dr Bizers ValuVision	[laser vision]	Eye Care	19	0.00%	0	0	0	0	2.4	Exact	--	campaign r enabled	removed	removed
VOA & EVC	1/1/09	ECCA - Eyemasters Value	[crazy lenses]	Lenses	1	0.00%	0	0	0	0	1	Exact	--	campaign r enabled	removed	paused
VOA & EVC	5/1/09	ECCA - Visionworks Value	[safety glasses bifocals]	Bifocals	1	0.00%	0	0	0	0	6	Exact	--	campaign r enabled	removed	paused
VOA & EVC	9/1/09	ECCA - VisionWorld Value	eyeglass fashion	Eyeglasses	2	0.00%	0	0	0	0	4	Broad	--	campaign r enabled	removed	paused
VOA & EVC	2/1/09	ECCA - Dr Bizers Visionworld Value	the bifocals	Bifocals	4	0.00%	0	0	0	0	1	Broad	--	campaign r enabled	removed	removed
VOA & EVC	4/1/09	EVC - EmpireVision	spectacles frame	Frames	6	0.00%	0	0	0	0	3.3	Broad	--	campaign r enabled	removed	removed
VOA & EVC	6/1/09	Z-NB- Visionworld	[black contact lenses]	Contacts	12	0.00%	0	0	0	0	5.2	Exact	--	campaign r enabled	removed	removed
VOA & EVC	7/1/09	-NB- Visionworks	small glasses frames	Frames	2	0.00%	0	0	0	0	5.5	Broad	--	campaign r enabled	removed	removed
VOA & EVC	4/1/09	-NB- Dr Bizers Visionworld	[vision health plans]	Eye Care	3	0.00%	0	0	0	0	2.7	Exact	--	campaign r enabled	removed	removed
VOA & EVC	2/1/09	z - DELETE-NB- Stein Optical	engraved frames	Frames	37	0.00%	0	0	0	0	5.4	Broad	--	campaign r enabled	removed	removed
VOA & EVC	10/1/09	EVC - EmpireVision	spectacles frame	Frames	1	0.00%	0	0	0	0	4	Broad	--	campaign r enabled	removed	removed
VOA & EVC	10/1/09	ECCA - Visionworks Value	colour contact lenses	Contacts	273	0.00%	0	0	0	0	7.8	Broad	--	campaign r enabled	removed	paused
VOA & EVC	5/1/09	Z-NB- Visionworld	[wrap around prescription sungl	Eyeglasses	3	0.00%	0	0	0	0	4	Exact	--	campaign r enabled	removed	removed
VOA & EVC	10/1/09	-NB- EYE DRX L4	online eyewear	Eye Wear	17	0.00%	0	0	0	0	9.5	Broad	--	campaign r enabled	removed	removed
VOA & EVC	5/1/09	-NB- Dr Bizers ValuVision	eyeglass holders	Eyeglasses	13	0.00%	0	0	0	0	2.6	Broad	--	campaign r enabled	removed	removed
VOA & EVC	8/1/09	-NB- Dr Bizers Visionworld	sports eyewear	Eye Wear	42	4.76%	2	0.68	1.37	0	4.3	Broad	--	campaign r enabled	removed	removed
VOA & EVC	5/1/09	ECCA - Dr Bizers Visionworld Value	optical frames	Frames	31	3.23%	1	0.38	0.38	0	3.5	Broad	--	campaign r enabled	removed	removed
VOA & EVC	7/1/09	EVC - Vision World	eyeglass factory	Eyeglasses	5	20.00%	1	0.62	0.62	0	2.2	Broad	--	campaign r enabled	removed	removed
VOA & EVC	2/1/09	ECCA - VisionWorld Value	contact lens coupons	Contacts	1	0.00%	0	0	0	0	7	Broad	--	campaign r enabled	removed	paused
VOA & EVC	6/1/09	ECCA - Dr Bizers Visionworld Value	glasses with bifocals	Bifocals	2	0.00%	0	0	0	0	8	Broad	--	campaign r enabled	removed	removed
VOA & EVC	1/1/09	-NB- Eyemasters L2	[vision contact lens]	Contacts	1	0.00%	0	0	0	0	11	Exact	--	campaign r enabled	removed	removed
VOA & EVC	2/1/09	-NB- Dr Bizers Visionworld	eyeglass frames	Eyeglasses	1	0.00%	0	0	0	0	3	Broad	--	campaign r enabled	removed	removed
VOA & EVC	5/1/09	ECCA - Visionworks Value	[modo frames]	Frames	11	18.18%	2	1.14	2.28	0	2.4	Exact	--	campaign r enabled	removed	paused
VOA & EVC	9/1/09	Z-NB- Visionworld	[name brand eyeglasses]	Designer Eyeglasses	1	0.00%	0	0	0	0	5	Exact	--	campaign r enabled	removed	removed
VOA & EVC	7/1/09	Z-NB- Visionworld	vision eye care	Eye Care	37	10.81%	4	0.75	2.99	2	1.9	Broad	--	campaign r enabled	removed	removed
VOA & EVC	9/1/09	EVC - EmpireVision	kids contact lens	Kids Eyeglasses	13	0.00%	0	0	0	0	6.5	Broad	--	campaign r enabled	removed	removed
VOA & EVC	11/1/09	-NB- Dr Bizers ValuVision	eyecare professionals	Eye Care	1	0.00%	0	0	0	0	2	Broad	--	campaign r enabled	removed	removed
VOA & EVC	4/1/09	Z-NB- Visionworld	designer prescription sunglasses	Designer Eyeglasses	8	0.00%	0	0	0	0	3	Broad	--	campaign r enabled	removed	removed
VOA & EVC	7/1/09	z - DELETE-NB- Stein Optical	laser eye surgery	Eye Care	31	0.00%	0	0	0	0	11.5	Broad	--	campaign r enabled	removed	removed
VOA & EVC	5/1/09	ECCA - Eyemasters Value	eyeglass frame	Frames	36	2.78%	1	0.76	0.76	1	2.7	Broad	--	campaign r enabled	removed	paused
VOA & EVC	10/1/09	-NB- Dr Bizers ValuVision	designer eye frames	Designer Eyeglasses	1	0.00%	0	0	0	0	4	Broad	--	campaign r enabled	removed	removed
VOA & EVC	5/1/09	-NB- Hour Eyes L2	multifocal contact lenses	Contacts	51	0.00%	0	0	0	0	7.3	Broad	--	campaign r enabled	removed	removed
VOA & EVC	11/1/09	EVC - EmpireVision	glasses optometrist	Eyeglasses	75	0.00%	0	0	0	0	3	Broad	--	campaign r enabled	removed	removed
VOA & EVC	6/1/09	-NB- Hour Eyes L2	lasik eye care	Eye Care	9	0.00%	0	0	0	0	5.9	Broad	--	campaign r enabled	removed	removed
VOA & EVC	11/1/09	ECCA - Eyemasters Value	eyeglass fashion	Eyeglasses	2	0.00%	0	0	0	0	2.5	Broad	--	campaign r enabled	removed	paused
VOA & EVC	8/1/09	-NB- Visionworks	discounted eye glasses	Eyeglasses	3	0.00%	0	0	0	0	1.3	Broad	--	campaign r enabled	removed	removed
VOA & EVC	5/1/09	EVC - DavisVision	[multifocal contact lenses]	Contacts	205	0.00%	0	0	0	0	8.1	Exact	--	campaign r enabled	removed	removed
VOA & EVC	4/1/09	-NB- Dr Bizers ValuVision	[eye contact]	Contacts	21	0.00%	0	0	0	0	6	Exact	--	campaign r enabled	removed	removed
VOA & EVC	1/1/09	-NB- Dr Bizers Visionworld	buy eyeglasses	Eyeglasses	6	16.67%	1	0.95	0.95	0	3.2	Broad	--	campaign r enabled	removed	removed
VOA & EVC	3/1/09	ECCA - Visionworks Value	doc eyewear	Eye Wear	38	5.26%	2	0.92	1.85	3	1.7	Broad	--	campaign r enabled	removed	paused
VOA & EVC	9/1/09	Z-NB- Visionworld	[discount eye exams]	Eye Care	1	0.00%	0	0	0	0	3	Exact	--	campaign r enabled	removed	removed
VOA & EVC	4/1/09	EVC - DavisVision	kawasaki eyewear	Eye Wear	321	4.05%	13	1.16	15.11	6	3.2	Broad	--	campaign r enabled	removed	removed
VOA & EVC	4/1/09	EVC - Vision World	[non prescription contacts]	Contacts	1	0.00%	0	0	0	0	8	Exact	--	campaign r enabled	removed	removed
VOA & EVC	4/1/09	Z-NB- Visionworld	[eyeglasses online]	Eyeglasses	87	4.60%	4	1.52	6.06	0	2.1	Exact	--	campaign r enabled	removed	removed
VOA & EVC	3/1/09	EVC - EmpireVision	[designer eye glass frames]	Designer Eyeglasses	6	0.00%	0	0	0	0	2.5	Exact	--	campaign r enabled	removed	removed
VOA & EVC	9/1/09	-NB- Dr Bizers Visionworld	prescription color contact lens	Lenses	9	0.00%	0	0	0	0	8	Broad	--	campaign r enabled	removed	removed

VOA & EVC	1/1/09	-NB- Eyemasters L2	[eyeglass parts]	Eyeglasses	14	7.14%	1	101	101	0	1.1	Exact	--	campaign r enabled	removed	removed
VOA & EVC	10/1/09	ECCA - Visionworks Value	prescription safety glasses	Eyeglasses	117	0.85%	1	1	1	0	7.8	Broad	--	campaign r enabled	removed	paused
VOA & EVC	5/1/09	EVC - Vision World	[discount prescription eyeglasse	Eyeglasses	1	0.00%	0	0	0	0	6	Exact	--	campaign r enabled	removed	removed
VOA & EVC	8/1/09	EVC - DavisVision	[multifocal contact lenses]	Contacts	41	0.00%	0	0	0	0	10.9	Exact	--	campaign r enabled	removed	removed
VOA & EVC	12/1/09	EVC - EmpireVision	[small eyeglass frames]	Frames	1	0.00%	0	0	0	0	5	Exact	--	campaign r enabled	removed	removed
VOA & EVC	1/1/09	ECCA - Dr Bizers Visionworld Value	[eye glass]	Eyeglasses	3	0.00%	0	0	0	0	1.7	Exact	--	campaign r enabled	removed	removed
VOA & EVC	4/1/09	z - DELETE-NB- Binyons	[bifocal eyeglasses]	Bifocals	1	0.00%	0	0	0	0	3	Exact	--	campaign r enabled	removed	removed
VOA & EVC	10/1/09	EVC - Total Vision Care	[optical eyeglasses]	Eyeglasses	1	0.00%	0	0	0	0	5	Exact	--	campaign r enabled	removed	removed
VOA & EVC	3/1/09	z - DELETE-NB- Stein Optical	[color lens]	Lenses	1	0.00%	0	0	0	0	2	Exact	--	campaign r enabled	removed	removed
VOA & EVC	1/1/09	z - DELETE-NB- Stein Optical	doc eyeglasses	Eyeglasses	3	0.00%	0	0	0	0	4.7	Broad	--	campaign r enabled	removed	removed
VOA & EVC	9/1/09	EVC - Total Vision Care	selecting eyeglass frames	Frames	2	0.00%	0	0	0	0	2	Broad	--	campaign r enabled	removed	removed
VOA & EVC	11/1/09	EVC - EmpireVision	[designer eye glass frames]	Designer Eyeglasses	1	0.00%	0	0	0	0	9	Exact	--	campaign r enabled	removed	removed
VOA & EVC	6/1/09	z - DELETE-NB- Binyons	eyewear glasses	Eye Wear	1499	1.20%	18	102	18.28	0	3.7	Broad	--	campaign r enabled	removed	removed
VOA & EVC	9/1/09	ECCA - Eyemasters Value	[bifocal lense]	Bifocals	1	0.00%	0	0	0	0	5	Exact	--	campaign r enabled	removed	paused
VOA & EVC	11/1/09	-NB- Dr Bizers Visionworld	[computer glasses]	Eyeglasses	13	0.00%	0	0	0	0	8.1	Exact	--	campaign r enabled	removed	removed
VOA & EVC	9/1/09	z - DELETE-NB- Stein Optical	[buy eyeglasses online]	Eyeglasses	5	0.00%	0	0	0	0	9	Exact	--	campaign r enabled	removed	removed
VOA & EVC	5/1/09	-NB- Dr Bizers Visionworld	non prescription color contacts	Contacts	2	0.00%	0	0	0	0	8.5	Broad	--	campaign r enabled	removed	removed
VOA & EVC	10/1/09	-NB- Hour Eyes L2	[contact lens store]	Contacts	7	0.00%	0	0	0	0	7.6	Exact	--	campaign r enabled	removed	removed
VOA & EVC	11/1/09	-NB- Visionworks	[best eyeglass frames]	Frames	4	0.00%	0	0	0	0	4.3	Exact	--	campaign r enabled	removed	removed
VOA & EVC	12/1/09	EVC - EmpireVision	cheap contact	Contacts	1	0.00%	0	0	0	0	7	Broad	--	campaign r enabled	removed	removed
VOA & EVC	6/1/09	EVC - DavisVision	childrens eyewear	Kids Eyeglasses	29	0.00%	0	0	0	0	4.6	Broad	--	campaign r enabled	removed	removed
VOA & EVC	6/1/09	ECCA - Eyemasters Value	[latest eyeglass styles]	Eyeglasses	3	0.00%	0	0	0	0	4.3	Exact	--	campaign r enabled	removed	paused
VOA & EVC	11/1/09	-NB- Dr Bizers Visionworld	direct glasses	Eyeglasses	1	0.00%	0	0	0	0	2	Broad	--	campaign r enabled	removed	removed
VOA & EVC	6/1/09	-NB- Visionworks	smilen eyewear	Eye Wear	5	0.00%	0	0	0	0	1.4	Broad	--	campaign r enabled	removed	removed
VOA & EVC	9/1/09	Z-NB- Visionworld	contact eye exam	Eye Care	30	13.33%	4	1.28	5.12	0	3.6	Broad	--	campaign r enabled	removed	removed
VOA & EVC	3/1/09	-NB- Visionworks	toric lenses	Lenses	2	0.00%	0	0	0	0	10.5	Broad	--	campaign r enabled	removed	removed
VOA & EVC	2/1/09	-NB- Dr Bizers ValuVision	aspheric lenses	Lenses	7	0.00%	0	0	0	0	4.1	Broad	--	campaign r enabled	removed	removed
VOA & EVC	3/1/09	-NB- Visionworks	discounted eye glasses	Eyeglasses	3	0.00%	0	0	0	0	2.3	Broad	--	campaign r enabled	removed	removed
VOA & EVC	9/1/09	-NB- EYE DRX L4	[modo frames]	Frames	1	0.00%	0	0	0	0	3	Exact	--	campaign r enabled	removed	removed
VOA & EVC	9/1/09	-NB- EYE DRX L4	discount eyewear	Eye Care	208	0.48%	1	1.38	1.38	0	8.1	Broad	--	campaign r enabled	removed	removed
VOA & EVC	10/1/09	-NB- Dr Bizers ValuVision	eyeglasses prescription	Bifocals	84	1.19%	1	1.5	1.5	0	4.2	Broad	--	campaign r enabled	removed	removed
VOA & EVC	1/1/09	-NB- Dr Bizers ValuVision	folding reading glasses	Eyeglasses	1	0.00%	0	0	0	0	4	Broad	--	campaign r enabled	removed	removed
VOA & EVC	6/1/09	z - DELETE-NB- Binyons	[focus night & day contact lense	Lenses	1	0.00%	0	0	0	0	12	Exact	--	campaign r enabled	removed	removed
VOA & EVC	5/1/09	EVC - Cambridge Eye Drs	glasses repair	Eyeglasses	10	0.00%	0	0	0	0	7.4	Broad	--	campaign r enabled	removed	removed
VOA & EVC	10/1/09	-NB- Eyemasters L2	armani eyeglass	Designer Eyeglasses	1	0.00%	0	0	0	0	6	Broad	--	campaign r enabled	removed	removed
VOA & EVC	8/1/09	-NB- Hour Eyes L2	[eyeglasses on line]	Eyeglasses	10	0.00%	0	0	0	0	7.5	Exact	--	campaign r enabled	removed	removed
VOA & EVC	12/1/09	EVC - EmpireVision	[colour contact lenses]	Contacts	4	0.00%	0	0	0	0	9.8	Exact	--	campaign r enabled	removed	removed
VOA & EVC	4/1/09	EVC - EmpireVision	silhouette eyeglasses	Eyeglasses	72	0.00%	0	0	0	0	1.6	Broad	--	campaign r enabled	removed	removed
VOA & EVC	7/1/09	z - DELETE-NB- Binyons	eye doctors	Eye Care	424	0.47%	2	0.79	1.58	0	5.1	Broad	--	campaign r enabled	removed	removed
VOA & EVC	3/1/09	-NB- Eyemasters L2	[eye care centers of america]	Eye Care	125	2.40%	3	0.94	2.83	4	2	Exact	--	campaign r enabled	removed	removed
VOA & EVC	8/1/09	ECCA - Dr Bizers Visionworld Value	lense	Lenses	821	0.12%	1	1.23	1.23	0	3.4	Broad	--	campaign r enabled	removed	removed
VOA & EVC	3/1/09	EVC - Cambridge Eye Drs	[cheap glasses]	Eyeglasses	205	0.49%	1	1.38	1.38	0	8.4	Exact	--	campaign r enabled	removed	removed
VOA & EVC	2/1/09	-NB- EYE DRX L4	discount eyewear	Eye Care	268	2.99%	8	1.93	15.43	5	4.4	Broad	--	campaign r enabled	removed	removed
VOA & EVC	4/1/09	-NB- Visionworks	non prescription designer glasse	Designer Eyeglasses	12	0.00%	0	0	0	0	4.8	Broad	--	campaign r enabled	removed	removed
VOA & EVC	5/1/09	ECCA - VisionWorld Value	eyeglass fashion	Eyeglasses	7	0.00%	0	0	0	0	1.9	Broad	--	campaign r enabled	removed	paused
VOA & EVC	3/1/09	-NB- Eyemasters L2	doctors value vision	Drs ValuVision	261	13.79%	36	0.24	8.81	60	1.6	Broad	--	campaign r enabled	removed	removed
VOA & EVC	10/1/09	EVC - Vision World	[prescription glasses]	Eyeglasses	35	5.71%	2	1.35	2.7	2	3.3	Exact	--	campaign r enabled	removed	removed
VOA & EVC	7/1/09	EVC - EmpireVision	[vision eye care]	Eye Care	8	25.00%	2	1.06	2.11	0	2.3	Exact	--	campaign r enabled	removed	removed
VOA & EVC	4/1/09	z - DELETE-NB- Binyons	non prescription designer glasse	Designer Eyeglasses	2	0.00%	0	0	0	0	1	Broad	--	campaign r enabled	removed	removed
VOA & EVC	1/1/09	-NB- Dr Bizers ValuVision	eyecare professionals	Eye Care	2	0.00%	0	0	0	0	1	Broad	--	campaign r enabled	removed	removed
VOA & EVC	6/1/09	-NB- Eyemasters L2	fashionable eyewear	Eye Wear	131	0.76%	1	1.21	1.21	0	2.4	Broad	--	campaign r enabled	removed	removed
VOA & EVC	2/1/09	z - DELETE-NB- Stein Optical	[color contact lenses]	Lenses	4	0.00%	0	0	0	0	19	Exact	--	campaign r enabled	removed	removed
VOA & EVC	9/1/09	EVC - Cambridge Eye Drs	direct glasses	Eyeglasses	91	1.10%	1	1.49	1.49	0	4.5	Broad	--	campaign r enabled	removed	removed
VOA & EVC	4/1/09	-NB- Eyemasters L2	[disposable contact lens]	Lenses	12	0.00%	0	0	0	0	8.8	Exact	--	campaign r enabled	removed	removed
VOA & EVC	3/1/09	z - DELETE-NB- Binyons	plastic eyeglass frames	Frames	24	0.00%	0	0	0	0	3.2	Broad	--	campaign r enabled	removed	removed
VOA & EVC	4/1/09	-NB- Eyemasters L2	[eye contact lens]	Contacts	14	0.00%	0	0	0	0	4	Exact	--	campaign r enabled	removed	removed
VOA & EVC	1/1/09	-NB- Eyemasters L2	[prescription safety glasses]	Eyeglasses	131	2.29%	3	1.27	3.81	1	5.5	Exact	--	campaign r enabled	removed	removed
VOA & EVC	4/1/09	EVC - Cambridge Eye Drs	eyes care	Eye Care	809	12.73%	103	0.52	53.97	150	2.1	Broad	--	campaign r enabled	removed	removed
VOA & EVC	9/1/09	-NB- Visionworks	designer prescription eyewear	Designer Eyeglasses	2	0.00%	0	0	0	0	2.5	Broad	--	campaign r enabled	removed	removed
VOA & EVC	5/1/09	EVC - Cambridge Eye Drs	eyeglass frames	Frames	6	0.00%	0	0	0	0	4.5	Broad	--	campaign r enabled	removed	removed
VOA & EVC	8/1/09	-NB- Dr Bizers Visionworld	contact lenses no prescription	Contacts	2	0.00%	0	0	0	0	6.5	Broad	--	campaign r enabled	removed	removed
VOA & EVC	7/1/09	-NB- Dr Bizers ValuVision	contactlenses	Contacts	3	0.00%	0	0	0	0	7.7	Broad	--	campaign r enabled	removed	removed

Name	Keywords 2010	Type	Keyword	Frequency	One time	Date range	Custom date range	Dates	Jan 1, 2010-Dec 31, 2010									
Account	Month	Campaign	Keyword	Ad group	Impression	CTR	Clicks	Avg. CPC	Cost	Conversion	Avg. positiv	Match type	Quality sco	Status	Keyword st	Campaign :	Ad group	state
VOA & EVC	6/1/10	ECCA - Eyemasters Value	vintage eyeglasses	Nonbranded	28	0.00%	0	0	0	0	10.6	Broad	--	campaign r enabled	removed	removed		
VOA & EVC	3/1/10	z - DELETE-NB- Binyons	contact lens eye exam	Nonbranded	6	0.00%	0	0	0	0	5.5	Broad	--	campaign r enabled	removed	removed		
VOA & EVC	1/1/10	Rebrand -NB- Doctors ValuVision	round eyeglass frames	Nonbranded	5	0.00%	0	0	0	0	2.6	Broad	--	campaign r enabled	removed	removed		
VOA & EVC	5/1/10	Z-NB- Visionworld	non prescription glasses	Nonbranded	33	0.00%	0	0	0	0	3.5	Broad	--	campaign r enabled	removed	removed		
VOA & EVC	12/1/10	-NB- Dr Bizers ValuVision	discount eyeglass frames	Nonbranded	2	0.00%	0	0	0	0	5.5	Broad	--	campaign r enabled	removed	removed		
VOA & EVC	2/1/10	ECCA - Dr Bizers Visionworld Val	antique eyeglasses	Nonbranded	8	0.00%	0	0	0	0	4	Broad	--	campaign r enabled	removed	removed		
VOA & EVC	2/1/10	ECCA - Visionworks Value	rimless eyewear	Nonbranded	38	0.00%	0	0	0	0	5.5	Broad	--	campaign r enabled	removed	removed		
VOA & EVC	7/1/10	EVC - Cambridge Eye Drs	vision centers	Nonbranded	2	0.00%	0	0	0	0	3	Broad	--	campaign r enabled	removed	removed		
VOA & EVC	11/1/10	-BR- Eyemasters L2	visionworld optometry	VisionWorld	1	0.00%	0	0	0	0	2	Broad	--	campaign r enabled	removed	removed		
VOA & EVC	4/1/10	-NB- Visionworks	eyeglass direct	Nonbranded	7	14.29%	1	1.3	1.3	0	6.1	Broad	--	campaign r enabled	removed	removed		
VOA & EVC	9/1/10	EVC - EmpireVision	italee eyewear	Nonbranded	15	0.00%	0	0	0	0	1.5	Broad	--	campaign r enabled	removed	removed		
VOA & EVC	11/1/10	EVC - Cambridge Eye Drs	glasses and frames	Nonbranded	17	5.88%	1	0.85	0.85	0	7.4	Broad	--	campaign r enabled	removed	removed		
VOA & EVC	9/1/10	EVC - EmpireVision	discount eyeglass frames	Nonbranded	41	2.44%	1	1.51	1.51	0	3.6	Broad	--	campaign r enabled	removed	removed		
VOA & EVC	1/1/10	EVC - DavisVision	39 dollars glasses	Nonbranded	2	0.00%	0	0	0	0	9.5	Broad	--	campaign r enabled	removed	removed		
VOA & EVC	8/1/10	Rebrand -NB- Doctors ValuVision	eyeglass holder pins	Nonbranded	2	0.00%	0	0	0	0	3	Broad	--	campaign r enabled	removed	removed		
VOA & EVC	5/1/10	EVC - Cambridge Eye Drs	custom glasses frames	Nonbranded	1	0.00%	0	0	0	0	3	Broad	--	campaign r enabled	removed	removed		
VOA & EVC	10/1/10	EVC - EmpireVision	sears optical	Nonbranded	1612	0.87%	14	1.05	14.66	4	2.9	Broad	--	campaign r enabled	removed	removed		
VOA & EVC	6/1/10	EVC - Vision World	rimless eyeglass frames	Nonbranded	2	0.00%	0	0	0	0	2.5	Broad	--	campaign r enabled	removed	removed		
VOA & EVC	1/1/10	-NB- Dr Bizers ValuVision	[eyesight]	Eye Care	3	0.00%	0	0	0	0	1.7	Exact	--	campaign r enabled	removed	removed		
VOA & EVC	4/1/10	EVC - DavisVision	eyeglass tools	Nonbranded	18	0.00%	0	0	0	0	3.2	Broad	--	campaign r enabled	removed	removed		
VOA & EVC	4/1/10	Z-NB- Visionworld	shopko eyecare	Nonbranded	42	0.00%	0	0	0	0	2.7	Broad	--	campaign r enabled	removed	removed		
VOA & EVC	8/1/10	-NB- Hour Eyes L2	photochromic lens	Nonbranded	22	0.00%	0	0	0	0	3.5	Broad	--	campaign r enabled	removed	removed		
VOA & EVC	2/1/10	ECCA - Visionworks Value	engraved frames	Nonbranded	19	0.00%	0	0	0	0	5.9	Broad	--	campaign r enabled	removed	removed		
VOA & EVC	2/1/10	EVC - DavisVision	professional eyecare	Nonbranded	15	0.00%	0	0	0	0	3.7	Broad	--	campaign r enabled	removed	removed		
VOA & EVC	3/1/10	ECCA - Visionworks Value	contacts	Nonbranded	868	0.35%	3	1.07	3.2	0	5.9	Broad	--	campaign r enabled	removed	removed		
VOA & EVC	5/1/10	Z-NB- Visionworld	america's best frames	Nonbranded	9	0.00%	0	0	0	0	4.2	Broad	--	campaign r enabled	removed	removed		
VOA & EVC	6/1/10	ECCA - Eyemasters Value	eyeglasses eyewear	Nonbranded	15	0.00%	0	0	0	0	1.7	Broad	--	campaign r enabled	removed	removed		
VOA & EVC	7/1/10	ECCA - Visionworks Value	bifocals with	Nonbranded	70	0.00%	0	0	0	0	5.1	Broad	--	campaign r enabled	removed	removed		
VOA & EVC	1/1/10	z - DELETE-NB- Stein Optical	designer eye glass frames	Designer Eyeglass	7	0.00%	0	0	0	0	4.6	Broad	--	campaign r enabled	removed	removed		
VOA & EVC	1/1/10	Z-NB- Visionworld	[bifocal]	Bifocals	4	0.00%	0	0	0	0	2.5	Exact	--	campaign r enabled	removed	removed		
VOA & EVC	11/1/10	Rebrand -NB- Doctors ValuVision	selecting eyeglass frames	Nonbranded	1	0.00%	0	0	0	0	1	Broad	--	campaign r enabled	removed	removed		
VOA & EVC	6/1/10	EVC - EmpireVision	lafont eyewear	Nonbranded	80	0.00%	0	0	0	0	5.7	Broad	--	campaign r enabled	removed	removed		
VOA & EVC	3/1/10	ECCA - Eyemasters Value	eyeglass discount	Nonbranded	7	0.00%	0	0	0	0	4.7	Broad	--	campaign r enabled	removed	removed		
VOA & EVC	5/1/10	EVC - EmpireVision	contact lens fitting	Nonbranded	13	0.00%	0	0	0	0	5.2	Broad	--	campaign r enabled	removed	removed		
VOA & EVC	11/1/10	-NB- Dr Bizers ValuVision	39 glasses com	Nonbranded	1	0.00%	0	0	0	0	2	Broad	--	campaign r enabled	removed	removed		
VOA & EVC	3/1/10	EVC - Total Vision Care	contact glasses	Nonbranded	2	0.00%	0	0	0	0	4.5	Broad	--	campaign r enabled	removed	removed		
VOA & EVC	4/1/10	-BR- Eyemasters L2	eye doctor	EYE DRx	7	0.00%	0	0	0	0	2	Broad	--	campaign r removed	removed	removed		
VOA & EVC	2/1/10	-NB- Dr Bizers ValuVision	designer eye glasses	Nonbranded	6	0.00%	0	0	0	0	6	Broad	--	campaign r enabled	removed	removed		
VOA & EVC	1/1/10	ECCA - Eyemasters Value	eyeglasses eyewear	Nonbranded	88	0.00%	0	0	0	0	1.1	Broad	--	campaign r enabled	removed	removed		
VOA & EVC	9/1/10	-NB- Dr Bizers Visionworld	for eyes	Nonbranded	997	0.00%	0	0	0	0	3.9	Broad	--	campaign r enabled	removed	removed		
VOA & EVC	1/1/10	EVC - EmpireVision	vision centers	Eye Care	10	10.00%	1	0.15	0.15	0	4.7	Broad	--	campaign r enabled	removed	removed		
VOA & EVC	4/1/10	-NB- Dr Bizers Visionworld	eyeglass parts	Nonbranded	2	0.00%	0	0	0	0	3	Broad	--	campaign r enabled	removed	removed		
VOA & EVC	5/1/10	ECCA - Eyemasters Value	glasses styles	Nonbranded	72	1.39%	1	0.83	0.83	0	2.7	Broad	--	campaign r enabled	removed	removed		
VOA & EVC	8/1/10	EVC - Cambridge Eye Drs	vision centers	Nonbranded	231	1.30%	3	3.08	9.23	0	1.7	Broad	--	campaign r enabled	removed	removed		
VOA & EVC	3/1/10	EVC - EmpireVision	optical contact lens	Nonbranded	4	0.00%	0	0	0	0	6	Broad	--	campaign r enabled	removed	removed		
VOA & EVC	2/1/10	ECCA - Dr Bizers Visionworld Val	vision insurance	Nonbranded	16	0.00%	0	0	0	0	5.4	Broad	--	campaign r enabled	removed	removed		
VOA & EVC	7/1/10	ECCA - Eyemasters Value	eyeglasses eyewear	Nonbranded	44	0.00%	0	0	0	0	2.6	Broad	--	campaign r enabled	removed	removed		
VOA & EVC	12/1/10	EVC - EmpireVision	empire vision auburn	Branded EmpireVit	24	0.00%	0	0	0	0	1	Broad	--	campaign r enabled	removed	removed		
VOA & EVC	10/1/10	EVC - Cambridge Eye Drs	eyeglass frames online	Nonbranded	6	0.00%	0	0	0	0	8.5	Broad	--	campaign r enabled	removed	removed		
VOA & EVC	8/1/10	-NB- EYE DRx L4	rimless eyeglass frames	Nonbranded	52	1.92%	1	2.32	2.32	2	5.7	Broad	--	campaign r enabled	removed	removed		
VOA & EVC	5/1/10	EVC - Cambridge Eye Drs	vision centers	Nonbranded	9	0.00%	0	0	0	0	7.2	Broad	--	campaign r enabled	removed	removed		
VOA & EVC	1/1/10	-NB- Visionworks	designer eyeglasses frame	Nonbranded	1	0.00%	0	0	0	0	3	Broad	--	campaign r enabled	removed	removed		
VOA & EVC	3/1/10	-NB- Visionworks	women frames	Nonbranded	3371	1.45%	49	0.68	33.2	11	1.7	Broad	--	campaign r enabled	removed	removed		
VOA & EVC	11/1/10	EVC - EmpireVision	empire vision auburn	Branded EmpireVit	4	0.00%	0	0	0	0	1	Broad	--	campaign r enabled	removed	removed		

VOA & EVC	9/1/10	EVC - Cambridge Eye Drs	kids eyeglass cases	Nonbranded	18	0.00%	0	0	0	0	4.9	Broad	--	campaign r enabled	removed	removed
VOA & EVC	8/1/10	-BR- Eyemasters L2	eyemasters contacts	EyeMasters Exact	45	13.33%	6	0.68	4.1	0	3	Broad	--	campaign r paused	removed	removed
VOA & EVC	8/1/10	EVC - EmpireVision	jcpenny optical	Nonbranded	344	0.58%	2	1.92	3.85	0	1.9	Broad	--	campaign r enabled	removed	removed
VOA & EVC	11/1/10	-NB- Dr Bizers ValuVision	prescription eyeglass frames	Nonbranded	5	0.00%	0	0	0	0	5	Broad	--	campaign r enabled	removed	removed
VOA & EVC	2/1/10	EVC - Vision World	rimless eyeglass frames	Nonbranded	3	33.33%	1	1.24	1.24	0	1.7	Broad	--	campaign r enabled	removed	removed
VOA & EVC	11/1/10	-NB- Hour Eyes L2	cheap designer eyeglasses	Nonbranded	11	9.09%	1	1.18	1.18	0	6.1	Broad	--	campaign r enabled	removed	removed
VOA & EVC	8/1/10	EVC - Vision World	new glasses	Nonbranded	74	0.00%	0	0	0	0	3.4	Broad	--	campaign r enabled	removed	removed
VOA & EVC	10/1/10	-NB- Visionworks	americas best eye glasses	Nonbranded	191	1.57%	3	0.54	1.62	0	3.2	Broad	--	campaign r enabled	removed	removed
VOA & EVC	3/1/10	ECCA - Dr Bizers Visionworld	antique eyeglasses	Nonbranded	2	0.00%	0	0	0	0	4	Broad	--	campaign r enabled	removed	removed
VOA & EVC	6/1/10	EVC - Vision World	eyeglass chains	Nonbranded	2	0.00%	0	0	0	0	4.5	Broad	--	campaign r enabled	removed	removed
VOA & EVC	5/1/10	EVC - EmpireVision	sears optical	Nonbranded	1441	0.76%	11	1.03	11.3	0	3.4	Broad	--	campaign r enabled	removed	removed
VOA & EVC	1/1/10	-NB- Eyemasters L2	[toric contacts]	Contacts	1	0.00%	0	0	0	0	11	Exact	--	campaign r enabled	removed	removed
VOA & EVC	3/1/10	-NB- Dr Bizers Visionworld	pink contact lens	Nonbranded	4	0.00%	0	0	0	0	3.5	Broad	--	campaign r enabled	removed	removed
VOA & EVC	3/1/10	EVC - EmpireVision	eyeglass styles	Nonbranded	112	0.00%	0	0	0	0	4.7	Broad	--	campaign r enabled	removed	removed
VOA & EVC	1/1/10	z - DELETE-NB- Binyons	eye care insurance	Eye Care	5	0.00%	0	0	0	0	6.2	Broad	--	campaign r enabled	removed	removed
VOA & EVC	6/1/10	z - DELETE-NB- Binyons	contact lens eye exam	Nonbranded	1	0.00%	0	0	0	0	8	Broad	--	campaign r enabled	removed	removed
VOA & EVC	12/1/10	EVC - EmpireVision	fendi eyeglasses	Nonbranded	183	0.00%	0	0	0	0	6.1	Broad	--	campaign r enabled	removed	removed
VOA & EVC	3/1/10	ECCA - Visionworks Value	engraved frames	Nonbranded	8	0.00%	0	0	0	0	7.6	Broad	--	campaign r enabled	removed	removed
VOA & EVC	7/1/10	EVC - Total Vision Care	glasses frames brands	Nonbranded	7	0.00%	0	0	0	0	2.4	Broad	--	campaign r enabled	removed	removed
VOA & EVC	3/1/10	EVC - EmpireVision	discount eyeglass frames	Nonbranded	133	6.77%	9	1.4	12.56	0	2.9	Broad	--	campaign r enabled	removed	removed
VOA & EVC	11/1/10	Rebrand-NB- Doctors ValuVision	contact lenses online	Nonbranded	2	0.00%	0	0	0	0	14	Broad	--	campaign r enabled	removed	removed
VOA & EVC	12/1/10	-NB- Eyemasters L2	american eyeglasses	Nonbranded	485	1.44%	7	0.92	6.45	1	3.3	Broad	--	campaign r enabled	removed	removed
VOA & EVC	11/1/10	z - DELETE-NB- Binyons	lens frames	Nonbranded	54	1.85%	1	1.38	1.38	0	3.6	Broad	--	campaign r enabled	removed	removed
VOA & EVC	6/1/10	-NB- Dr Bizers Visionworld	men's glasses	Nonbranded	31	0.00%	0	0	0	0	18.6	Broad	--	campaign r enabled	removed	removed
VOA & EVC	5/1/10	ECCA - VisionWorld Value	eye reading glasses	Nonbranded	1	0.00%	0	0	0	0	5	Broad	--	campaign r enabled	removed	removed
VOA & EVC	11/1/10	z - DELETE-NB- Stein Optical	eyeglasses styles	Nonbranded	14	0.00%	0	0	0	0	4.6	Broad	--	campaign r enabled	removed	removed
VOA & EVC	3/1/10	ECCA - Eyemasters Value	kata eyewear	Nonbranded	31	0.00%	0	0	0	0	2.2	Broad	--	campaign r enabled	removed	removed
VOA & EVC	11/1/10	Rebrand-NB- Doctors ValuVision	purevision toric	Nonbranded	1	0.00%	0	0	0	0	10	Broad	--	campaign r enabled	removed	removed
VOA & EVC	12/1/10	-NB- Hour Eyes L2	rimless designer glasses	Nonbranded	6	0.00%	0	0	0	0	14.3	Broad	--	campaign r enabled	removed	removed
VOA & EVC	11/1/10	-NB- EYE DRX L4	glasses online	Nonbranded	32	0.00%	0	0	0	0	7.9	Broad	--	campaign r enabled	removed	removed
VOA & EVC	8/1/10	ECCA - Visionworks Value	for eyes locations	Nonbranded	1348	1.41%	19	2.85	54.19	11	2	Broad	--	campaign r enabled	removed	removed
VOA & EVC	4/1/10	EVC - Vision World	eye problem	Nonbranded	1	0.00%	0	0	0	0	7	Broad	--	campaign r enabled	removed	removed
VOA & EVC	5/1/10	ECCA - Eyemasters Value	vintage eyeglasses	Nonbranded	10	0.00%	0	0	0	0	7.6	Broad	--	campaign r enabled	removed	removed
VOA & EVC	10/1/10	-BR- Eyemasters L2	[doctor's valu vision]	Drs ValuVision	136	12.50%	17	0.31	5.19	4	1	Exact	--	campaign r enabled	removed	removed
VOA & EVC	5/1/10	EVC - Total Vision Care	buy eye glasses online	Nonbranded	1	0.00%	0	0	0	0	2	Broad	--	campaign r enabled	removed	removed
VOA & EVC	10/1/10	Z-NB- Visionworld	types of eye glasses	Nonbranded	8	0.00%	0	0	0	0	2.3	Broad	--	campaign r enabled	removed	removed
VOA & EVC	3/1/10	VisionWorks Pitt Grand Opening	eyeglass store	Nonbranded	33	0.00%	0	0	0	0	4.8	Broad	--	campaign r enabled	removed	removed
VOA & EVC	10/1/10	-NB- Dr Bizers ValuVision	eye care centers	Nonbranded	6	0.00%	0	0	0	0	3.2	Broad	--	campaign r enabled	removed	removed
VOA & EVC	7/1/10	ECCA - Dr Bizers Visionworld	Valt eyeglass store	Nonbranded	8	0.00%	0	0	0	0	3.5	Broad	--	campaign r enabled	removed	removed
VOA & EVC	7/1/10	EVC - EmpireVision	contacts lens	Nonbranded	4	0.00%	0	0	0	0	8.8	Broad	--	campaign r enabled	removed	removed
VOA & EVC	6/1/10	EVC - Cambridge Eye Drs	eyeglass store	Nonbranded	12	0.00%	0	0	0	0	7.5	Broad	--	campaign r enabled	removed	removed
VOA & EVC	6/1/10	ECCA - Visionworks Value	for eyes kids eyeglasses	Nonbranded	1	0.00%	0	0	0	0	2	Broad	--	campaign r enabled	removed	removed
VOA & EVC	8/1/10	z - DELETE-NB- Stein Optical	contact lenses coupons	Nonbranded	1	0.00%	0	0	0	0	10	Broad	--	campaign r enabled	removed	removed
VOA & EVC	12/1/10	-NB- Dr Bizers Visionworld	fashionable eyeglasses	Nonbranded	1	0.00%	0	0	0	0	6	Broad	--	campaign r enabled	removed	removed
VOA & EVC	9/1/10	EVC - Vision World	transition eyewear	Nonbranded	1	0.00%	0	0	0	0	1	Broad	--	campaign r enabled	removed	removed
VOA & EVC	2/1/10	ECCA - Eyemasters Value	kids prescription glasses	Nonbranded	16	0.00%	0	0	0	0	5.4	Broad	--	campaign r enabled	removed	removed
VOA & EVC	8/1/10	ECCA - Eyemasters Value	contact lens eye exam	Nonbranded	8	0.00%	0	0	0	0	8.5	Broad	--	campaign r enabled	removed	removed
VOA & EVC	1/1/10	-NB- Hour Eyes L2	cheap designer eyeglasses	Nonbranded	6	16.67%	1	1.25	1.25	0	5.8	Broad	--	campaign r enabled	removed	removed
VOA & EVC	10/1/10	Rebrand-NB- Doctors ValuVision	colored contact lens	Nonbranded	1	0.00%	0	0	0	0	10	Broad	--	campaign r enabled	removed	removed
VOA & EVC	7/1/10	ECCA - Dr Bizers Visionworld	Valt vision insurance	Nonbranded	53	3.77%	2	0.98	1.96	0	6.5	Broad	--	campaign r enabled	removed	removed
VOA & EVC	7/1/10	ECCA - Visionworks Value	for eyes eyeglasses	Nonbranded	33	0.00%	0	0	0	0	6.4	Broad	--	campaign r enabled	removed	removed
VOA & EVC	9/1/10	EVC - Vision World	spectacle frames	Nonbranded	9	0.00%	0	0	0	0	4.1	Broad	--	campaign r enabled	removed	removed
VOA & EVC	2/1/10	EVC - DavisVision	eyeglasses holder	Nonbranded	9	0.00%	0	0	0	0	7.2	Broad	--	campaign r enabled	removed	removed
VOA & EVC	12/1/10	EVC - Vision World	eye problem	Nonbranded	6	0.00%	0	0	0	0	5.3	Broad	--	campaign r enabled	removed	removed
VOA & EVC	1/1/10	EVC - Cambridge Eye Drs	kids eye glass	Kids Eyeglasses	4	25.00%	1	1.64	1.64	1	1.5	Broad	--	campaign r enabled	removed	removed
VOA & EVC	11/1/10	EVC - DavisVision	sears optical frames	Nonbranded	1	0.00%	0	0	0	0	3	Broad	--	campaign r enabled	removed	removed
VOA & EVC	1/1/10	Z-NB- Visionworld	[eyeglasses bifocals]	Bifocals	1	0.00%	0	0	0	0	10	Exact	--	campaign r enabled	removed	removed
VOA & EVC	5/1/10	EVC - EmpireVision	lafont eyewear	Nonbranded	49	0.00%	0	0	0	0	5.1	Broad	--	campaign r enabled	removed	removed
VOA & EVC	7/1/10	-NB- Visionworks	americas best eye glasses	Nonbranded	24	0.00%	0	0	0	0	2.1	Broad	--	campaign r enabled	removed	removed
VOA & EVC	6/1/10	Z-NB- Visionworld	america's best frames	Nonbranded	16	6.25%	1	0.44	0.44	0	5.4	Broad	--	campaign r enabled	removed	removed

VOA & EVC	9/1/10	z - DELETE-NB- Binyons	round glasses	Nonbranded	119	0.00%	0	0	0	0	5.3	Broad	--	campaign r enabled	removed	removed
VOA & EVC	2/1/10	EVC - DavisVision	eye problems	Nonbranded	8	0.00%	0	0	0	0	8.3	Broad	--	campaign r enabled	removed	removed
VOA & EVC	1/1/10	-BR- Eyemasters L2	eye doctor	EYE DRx	2207	0.54%	12	0.61	7.37	3	6.9	Broad	--	campaign r removed	removed	removed
VOA & EVC	5/1/10	EVC - EmpireVision	eyeglass styles	Nonbranded	38	0.00%	0	0	0	0	4.8	Broad	--	campaign r enabled	removed	removed
VOA & EVC	12/1/10	z - LOC Change -BR- Stein Optical	[stein optical]	Stein Optical Exact	1179	16.96%	200	0.08	15.32	169	1	Exact	--	campaign r enabled	removed	removed
VOA & EVC	2/1/10	Z-NB- Visionworld	jill stuart eyewear	Nonbranded	8	0.00%	0	0	0	0	3	Broad	--	campaign r enabled	removed	removed
VOA & EVC	7/1/10	ECCA - Visionworks Value	eyeglasses bifocals	Nonbranded	53	1.89%	1	1.13	1.13	0	4.2	Broad	--	campaign r enabled	removed	removed
VOA & EVC	10/1/10	EVC - Total Vision Care	eyecare professionals	Nonbranded	5	0.00%	0	0	0	0	2.4	Broad	--	campaign r enabled	removed	removed
VOA & EVC	5/1/10	ECCA - Visionworks Value	sears optical eyeglasses	Nonbranded	9	11.11%	1	0.59	0.59	0	1.7	Broad	--	campaign r enabled	removed	removed
VOA & EVC	1/1/10	-NB- Dr Bizers ValuVision	eye exam prescription	Eye Care	1	0.00%	0	0	0	0	1	Broad	--	campaign r enabled	removed	removed
VOA & EVC	8/1/10	ECCA - VisionWorld Value	john lennon eyewear	Nonbranded	1	0.00%	0	0	0	0	4	Broad	--	campaign r enabled	removed	removed
VOA & EVC	1/1/10	Z-NB- Visionworld	eye clinics	Nonbranded	94	4.26%	4	1.06	4.25	3	4.6	Broad	--	campaign r enabled	removed	removed
VOA & EVC	12/1/10	-NB- Visionworks	premier eyecare	Nonbranded	313	0.00%	0	0	0	0	2.2	Broad	--	campaign r enabled	removed	removed
VOA & EVC	7/1/10	EVC - EmpireVision	prescription glasses	Nonbranded	13	0.00%	0	0	0	0	6.5	Broad	--	campaign r enabled	removed	removed
VOA & EVC	2/1/10	EVC - EmpireVision	jcpenny optical	Nonbranded	134	2.24%	3	0.49	1.47	2	2.6	Broad	--	campaign r enabled	removed	removed
VOA & EVC	12/1/10	-NB- Eyemasters L2	lenses	Nonbranded	11091	0.28%	31	0.8	24.9	15	5.9	Broad	--	campaign r enabled	removed	removed
VOA & EVC	1/1/10	-NB- Dr Bizers ValuVision	designer eyewear	Designer Eyeglass	7	0.00%	0	0	0	0	3.7	Broad	--	campaign r enabled	removed	removed
VOA & EVC	9/1/10	EVC - EmpireVision	sears optical	Nonbranded	2082	0.91%	19	1.22	23.23	14	3.3	Broad	--	campaign r enabled	removed	removed
VOA & EVC	4/1/10	ECCA - Dr Bizers Visionworld Val	women's eyeglasses	Nonbranded	12	0.00%	0	0	0	0	5	Broad	--	campaign r enabled	removed	removed
VOA & EVC	10/1/10	z - DELETE-NB- Stein Optical	safilo frames	Nonbranded	15	0.00%	0	0	0	0	3.9	Broad	--	campaign r enabled	removed	removed
VOA & EVC	1/1/10	ECCA - VisionWorld Value	eyeglass cases	Nonbranded	2	0.00%	0	0	0	0	6.5	Broad	--	campaign r enabled	removed	removed
VOA & EVC	4/1/10	-NB- Dr Bizers ValuVision	discount eyeglass frames	Nonbranded	3	0.00%	0	0	0	0	6.3	Broad	--	campaign r enabled	removed	removed
VOA & EVC	1/1/10	EVC - Cambridge Eye Drs	eyeglass store	Nonbranded	9	0.00%	0	0	0	0	6.8	Broad	--	campaign r enabled	removed	removed
VOA & EVC	12/1/10	-NB- Dr Bizers ValuVision	eyeglass stores	Nonbranded	29	6.90%	2	0.89	1.78	0	3	Broad	--	campaign r enabled	removed	removed
VOA & EVC	12/1/10	z - DELETE-NB- Binyons	contact lens eye exam	Nonbranded	5	0.00%	0	0	0	0	9.8	Broad	--	campaign r enabled	removed	removed
VOA & EVC	1/1/10	-NB- Dr Bizers ValuVision	eye care vision center	Eye Care	1	0.00%	0	0	0	0	2	Broad	--	campaign r enabled	removed	removed
VOA & EVC	6/1/10	-NB- Hour Eyes L2	plastic glasses frames	Nonbranded	36	0.00%	0	0	0	0	5.5	Broad	--	campaign r enabled	removed	removed
VOA & EVC	7/1/10	-NB- Dr Bizers Visionworld	eyeglass parts	Nonbranded	8	0.00%	0	0	0	0	6.5	Broad	--	campaign r enabled	removed	removed
VOA & EVC	8/1/10	ECCA - Visionworks Value	eyeglasses bifocals	Nonbranded	28	0.00%	0	0	0	0	4.6	Broad	--	campaign r enabled	removed	removed
VOA & EVC	6/1/10	-NB- Hour Eyes L2	for eyes kids eyeglasses	Nonbranded	2	0.00%	0	0	0	0	2	Broad	--	campaign r enabled	removed	removed
VOA & EVC	1/1/10	Z-NB- Visionworld	men's eyeglass frames	Frames	3	33.33%	1	1.4	1.4	0	3.7	Broad	--	campaign r enabled	removed	removed
VOA & EVC	2/1/10	EVC - EmpireVision	vision problem	Nonbranded	273	0.00%	0	0	0	0	2.7	Broad	--	campaign r enabled	removed	removed
VOA & EVC	7/1/10	-NB- Hour Eyes L2	non prescription colored contact	Nonbranded	65	0.00%	0	0	0	0	8	Broad	--	campaign r enabled	removed	removed
VOA & EVC	2/1/10	-NB- Visionworks	orgreen eyewear	Nonbranded	7	0.00%	0	0	0	0	1	Broad	--	campaign r enabled	removed	removed
VOA & EVC	12/1/10	EVC - Total Vision Care	buy eye glasses online	Nonbranded	7	14.29%	1	1.59	1.59	0	5.7	Broad	--	campaign r enabled	removed	removed
VOA & EVC	1/1/10	-NB- EYE DRx L4	rimless eyeglass frames	Nonbranded	14	0.00%	0	0	0	0	4.5	Broad	--	campaign r enabled	removed	removed
VOA & EVC	7/1/10	ECCA - Eyemasters Value	non prescription glasses	Nonbranded	77	0.00%	0	0	0	0	6.4	Broad	--	campaign r enabled	removed	removed
VOA & EVC	12/1/10	-BR- Eyemasters L2	vision works ocala	Visionworks	9	33.33%	3	0.1	0.3	0	1.6	Broad	--	campaign r enabled	removed	removed
VOA & EVC	1/1/10	Z-NB- Visionworld	kenmark eyewear	Nonbranded	4	0.00%	0	0	0	0	3.8	Broad	--	campaign r enabled	removed	removed
VOA & EVC	9/1/10	EVC - DavisVision	glass lenses	Nonbranded	25	0.00%	0	0	0	0	4.8	Broad	--	campaign r enabled	removed	removed
VOA & EVC	5/1/10	Rebrand-NB- Doctors ValuVision	eyeglass frames discount	Nonbranded	1	0.00%	0	0	0	0	9	Broad	--	campaign r enabled	removed	removed
VOA & EVC	9/1/10	EVC - Vision World	rimless eyeglass frames	Nonbranded	4	0.00%	0	0	0	0	2.8	Broad	--	campaign r enabled	removed	removed
VOA & EVC	2/1/10	Z-NB- Visionworld	shopko eyecare	Nonbranded	32	0.00%	0	0	0	0	1.8	Broad	--	campaign r enabled	removed	removed
VOA & EVC	2/1/10	-NB- Hour Eyes L2	eye exam	Nonbranded	2599	2.46%	64	0.97	62.03	24	3	Broad	--	campaign r enabled	removed	removed
VOA & EVC	7/1/10	Rebrand-NB- Doctors ValuVision	transitions lenses	Nonbranded	20	0.00%	0	0	0	0	6.6	Broad	--	campaign r enabled	removed	removed
VOA & EVC	1/1/10	EVC - Cambridge Eye Drs	eyes glasses	Nonbranded	72	1.39%	1	1.14	1.14	0	2.4	Broad	--	campaign r enabled	removed	removed
VOA & EVC	6/1/10	-NB- Hour Eyes L2	eye exam	Nonbranded	2240	1.34%	30	0.96	28.92	8	3.6	Broad	--	campaign r enabled	removed	removed
VOA & EVC	12/1/10	EVC - EmpireVision	contacts lens	Nonbranded	2	0.00%	0	0	0	0	8	Broad	--	campaign r enabled	removed	removed
VOA & EVC	2/1/10	ECCA - Visionworks Value	for eyes kids eyeglasses	Nonbranded	4	0.00%	0	0	0	0	5.8	Broad	--	campaign r enabled	removed	removed
VOA & EVC	3/1/10	ECCA - Visionworks Value	for eyes eyeglasses	Nonbranded	82	1.22%	1	0.74	0.74	1	2.8	Broad	--	campaign r enabled	removed	removed
VOA & EVC	1/1/10	EVC - Total Vision Care	advanced eyecare	Nonbranded	1	0.00%	0	0	0	0	6	Broad	--	campaign r enabled	removed	removed
VOA & EVC	9/1/10	EVC - EmpireVision	optical lenses	Nonbranded	91	1.10%	1	2.72	2.72	0	3.9	Broad	--	campaign r enabled	removed	removed
VOA & EVC	9/1/10	EVC - Vision World	new glasses	Nonbranded	32	0.00%	0	0	0	0	3.2	Broad	--	campaign r enabled	removed	removed
VOA & EVC	5/1/10	EVC - EmpireVision	izod eyewear	Nonbranded	6	16.67%	1	1.12	1.12	0	4.7	Broad	--	campaign r enabled	removed	removed
VOA & EVC	12/1/10	-NB- Dr Bizers ValuVision	armani eyeglass frames	Nonbranded	2	0.00%	0	0	0	0	7.5	Broad	--	campaign r enabled	removed	removed
VOA & EVC	6/1/10	-NB- Hour Eyes L2	vision works eyewear	Nonbranded	20	0.00%	0	0	0	0	1.6	Broad	--	campaign r enabled	removed	removed
VOA & EVC	5/1/10	-BR- Eyemasters L2	vision works eye wear	Visionworks	22	13.64%	3	0.06	0.19	3	3.6	Broad	--	campaign r enabled	removed	removed
VOA & EVC	1/1/10	ECCA - Visionworks Value	[eyeglass frame styles]	Frames	5	20.00%	1	1.1	1.1	0	2.2	Exact	--	campaign r enabled	removed	paused
VOA & EVC	3/1/10	-NB- Hour Eyes L2	eye exam	Nonbranded	3342	2.84%	95	1.05	100.21	54	2.8	Broad	--	campaign r enabled	removed	removed
VOA & EVC	12/1/10	-NB- Hour Eyes L2	transition glasses	Nonbranded	141	0.71%	1	0.76	0.76	1	5	Broad	--	campaign r enabled	removed	removed

Name	Keywords 2011	Type	Keyword	Frequency	One time	Date range	Custom date range	Dates	Jan 1, 2011-Dec 31, 2011								
Account	Month	Campaign	Keyword	Ad group	Impression	CTR	Clicks	Avg. CPC	Cost	Conversion	Avg. positic	Match type	Quality sco	Status	Keyword st	Campaign :	Ad group state
VOA & EVC	3/1/11	EVC - DavisVision	eyeglasses repair	Nonbranded	14	0.00%	0	0	0	0	7.1	Broad	--	campaign r enabled	removed	removed	
VOA & EVC	1/1/11	z - DELETE-NB- Stein Optical	women glasses frames	Nonbranded	8	0.00%	0	0	0	0	3.4	Broad	--	campaign r enabled	removed	removed	
VOA & EVC	2/1/11	-NB- Dr Bizers ValuVision	cartier frames	Nonbranded	21	0.00%	0	0	0	0	1.7	Broad	--	campaign r enabled	removed	removed	
VOA & EVC	3/1/11	Rebrand -NB- Doctors ValuVision	stylish eyeglasses	Nonbranded	1	0.00%	0	0	0	0	10	Broad	--	campaign r enabled	removed	removed	
VOA & EVC	8/1/11	EVC - BR - Cambridge Eye Drs	cambridge eyewear locations	Branded	19	15.79%	3	0.31	0.93	1	2.4	Broad	--	campaign r enabled	removed	enabled	
VOA & EVC	11/1/11	-BR - Visionworks	binyons eugene or	Branded	25	12.00%	3	0.63	1.9	0	1	Broad	--	campaign r enabled	removed	enabled	
VOA & EVC	3/1/11	-BR - Visionworks	vision work charlotte nc	Branded	45	2.22%	1	1.33	1.33	0	2.7	Broad	--	campaign r enabled	removed	enabled	
VOA & EVC	10/1/11	-NB- Dr Bizers Visionworld	eye doctor	Tier 5 - long tail	497	0.20%	1	1.09	1.09	0	3	Broad	--	campaign r enabled	removed	enabled	
VOA & EVC	11/1/11	EVC - Cambridge Eye Drs	eyeglass world	Competitor	15	0.00%	0	0	0	0	3.3	Broad	--	campaign r enabled	removed	enabled	
VOA & EVC	3/1/11	z - DELETE-NB- Binyons	contacts lense	Nonbranded	3	0.00%	0	0	0	0	8.3	Broad	--	campaign r enabled	removed	removed	
VOA & EVC	2/1/11	EVC - EmpireVision	order contact lenses	Nonbranded	3	0.00%	0	0	0	0	22.3	Broad	--	campaign r enabled	removed	removed	
VOA & EVC	9/1/11	-NB- Dr Bizers ValuVision	eyeglasses sales	Tier 5 - long tail	3	33.33%	1	0.88	0.88	3	3.7	Broad	--	campaign r enabled	removed	enabled	
VOA & EVC	11/1/11	-NB- Visionworks	eye exam bolingbrook	Local	32	0.00%	0	0	0	0	4.2	Broad	--	campaign r enabled	removed	enabled	
VOA & EVC	8/1/11	-NB- Hour Eyes L2	glasses fairfax va	Local	61	3.28%	2	0.94	1.88	2	3.1	Broad	--	campaign r enabled	removed	enabled	
VOA & EVC	1/1/11	z - DELETE-NB- Stein Optical	see eyeglasses	Nonbranded	11	0.00%	0	0	0	0	2.2	Broad	--	campaign r enabled	removed	removed	
VOA & EVC	2/1/11	EVC - Cambridge Eye Drs	contact len	Nonbranded	1	0.00%	0	0	0	0	4	Broad	--	campaign r enabled	removed	removed	
VOA & EVC	6/1/11	-BR - Eyemasters L2	eyemaster new braunfels	Branded	15	6.67%	1	1.84	1.84	0	1	Broad	--	campaign r enabled	removed	enabled	
VOA & EVC	6/1/11	-NB- Eyemasters L2	optometrist garland	Local	136	1.47%	2	0.82	1.65	0	3.2	Broad	--	campaign r enabled	removed	enabled	
VOA & EVC	10/1/11	Z-NB- Visionworld	eye exam la crosse wi	Local	6	0.00%	0	0	0	0	1.5	Broad	--	campaign r enabled	removed	enabled	
VOA & EVC	3/1/11	-NB- Dr Bizers Visionworld	frameless eyewear	Nonbranded	6	16.67%	1	1.91	1.91	0	1.5	Broad	--	campaign r enabled	removed	removed	
VOA & EVC	2/1/11	EVC - Cambridge Eye Drs	vintage eyeglasses	Nonbranded	128	0.78%	1	1.09	1.09	0	4.5	Broad	--	campaign r enabled	removed	removed	
VOA & EVC	2/1/11	Rebrand -NB- Doctors ValuVision	eyeglasses and contacts	Nonbranded	13	0.00%	0	0	0	0	1.5	Broad	--	campaign r enabled	removed	removed	
VOA & EVC	1/1/11	EVC - EmpireVision	empire vision center geneva ny	Branded EmpireVisi	8	0.00%	0	0	0	0	1.1	Broad	--	campaign r enabled	removed	removed	
VOA & EVC	8/1/11	-BR - Visionworks	vision works 80920	Branded	2	50.00%	1	0.2	0.2	0	1	Broad	--	campaign r enabled	removed	enabled	
VOA & EVC	3/1/11	-NB- Visionworks	women's eyeglasses	Nonbranded	1150	0.35%	4	0.86	3.44	0	4	Broad	--	campaign r enabled	removed	removed	
VOA & EVC	3/1/11	z - DELETE-NB- Binyons	modo eyewear	Nonbranded	29	0.00%	0	0	0	0	1.4	Broad	--	campaign r enabled	removed	removed	
VOA & EVC	2/1/11	-NB- EYE DRx L4	titanium glasses	Nonbranded	13	0.00%	0	0	0	0	4.9	Broad	--	campaign r enabled	removed	removed	
VOA & EVC	6/1/11	-NB- Hour Eyes L2	eye glasses arlington	Local	18	0.00%	0	0	0	0	3.9	Broad	--	campaign r enabled	removed	enabled	
VOA & EVC	3/1/11	EVC - Vision World	eyewear frames	Nonbranded	2	0.00%	0	0	0	0	3	Broad	--	campaign r enabled	removed	removed	
VOA & EVC	7/1/11	Rebrand -NB- Doctors ValuVision	optical centers	Tier 5 - long tail	1	0.00%	0	0	0	0	1	Broad	--	campaign r enabled	removed	enabled	
VOA & EVC	1/1/11	EVC - DavisVision	vision care insurance	Nonbranded	10	0.00%	0	0	0	0	5.5	Broad	--	campaign r enabled	removed	removed	
VOA & EVC	11/1/11	-NB- Visionworks	glasses in a hour	Tier 5 - long tail	3	0.00%	0	0	0	0	3	Broad	--	campaign r enabled	removed	enabled	
VOA & EVC	6/1/11	z - LOC CHANGE-BR- Binyons to V	binyons com	Branded	27	48.15%	13	0.24	3.07	4	1	Broad	--	campaign r enabled	removed	enabled	
VOA & EVC	3/1/11	-NB- EYE DRx L4	contact lenses brands	Nonbranded	9	0.00%	0	0	0	0	9	Broad	--	campaign r enabled	removed	removed	
VOA & EVC	7/1/11	-BR - Eyemasters L2	eyemasters nashville tn	Branded	221	3.17%	7	1.46	10.22	2	2.1	Broad	--	campaign r enabled	removed	enabled	
VOA & EVC	3/1/11	EVC - Total Vision Care	jcpenney optical frames	Nonbranded	1	0.00%	0	0	0	0	3	Broad	--	campaign r enabled	removed	removed	
VOA & EVC	1/1/11	-NB- Hour Eyes L2	prescription frames	Nonbranded	82	0.00%	0	0	0	0	3.7	Broad	--	campaign r enabled	removed	removed	
VOA & EVC	9/1/11	-NB- Hour Eyes L2	optical gaithersburg md	Local	15	0.00%	0	0	0	0	2.5	Broad	--	campaign r enabled	removed	enabled	
VOA & EVC	2/1/11	z - DELETE-NB- Stein Optical	see eyeglasses	Nonbranded	21	0.00%	0	0	0	0	1.9	Broad	--	campaign r enabled	removed	removed	
VOA & EVC	1/1/11	Z-NB- Visionworld	cheap designer eyeglasses	Nonbranded	78	0.00%	0	0	0	0	2.2	Broad	--	campaign r enabled	removed	removed	
VOA & EVC	2/1/11	-NB- Dr Bizers ValuVision	shopko eyecare	Nonbranded	2	0.00%	0	0	0	0	1.5	Broad	--	campaign r enabled	removed	removed	
VOA & EVC	8/1/11	-BR - Visionworks	visionworks website	Branded	4	50.00%	2	0.4	0.79	1	1	Broad	--	campaign r enabled	removed	enabled	
VOA & EVC	1/1/11	-NB- Dr Bizers Visionworld	for eyes contacts	Nonbranded	2	0.00%	0	0	0	0	5.5	Broad	--	campaign r enabled	removed	removed	
VOA & EVC	3/1/11	EVC - Cambridge Eye Drs	transition lens	Nonbranded	24	0.00%	0	0	0	0	5.1	Broad	--	campaign r enabled	removed	removed	
VOA & EVC	3/1/11	EVC - Vision World	name brand glasses	Nonbranded	8	0.00%	0	0	0	0	5	Broad	--	campaign r enabled	removed	removed	
VOA & EVC	9/1/11	-NB- Eyemasters L2	bebe eyeglasses	Types of Glasses	343	4.37%	15	0.5	7.44	1	4.1	Broad	--	campaign r enabled	removed	enabled	
VOA & EVC	3/1/11	Rebrand -NB- Doctors ValuVision	contacts without a prescription	Nonbranded	2	0.00%	0	0	0	0	5.5	Broad	--	campaign r enabled	removed	removed	
VOA & EVC	9/1/11	EVC - Cambridge Eye Drs	eyeglass world	Competitor	33	0.00%	0	0	0	0	3.3	Broad	--	campaign r enabled	removed	enabled	
VOA & EVC	11/1/11	Rebrand -NB- Doctors ValuVision	glasses frames for women	Tier 5 - long tail	2	0.00%	0	0	0	0	4.5	Broad	--	campaign r enabled	removed	enabled	
VOA & EVC	11/1/11	-NB- Eyemasters L2	eye glass providers	Tier 5 - long tail	16	0.00%	0	0	0	0	3.4	Broad	--	campaign r enabled	removed	enabled	
VOA & EVC	9/1/11	Z-BR - Visionworld	vision world knollwood mall	Branded	47	4.26%	2	0.25	0.5	0	1.5	Broad	--	campaign r enabled	removed	enabled	
VOA & EVC	12/1/11	-BR - Eyemasters L2	eyemasters madison tn	Branded	7	0.00%	0	0	0	0	1	Broad	--	campaign r enabled	removed	enabled	
VOA & EVC	2/1/11	z - DELETE-NB- Binyons	latest eyeglass styles	Nonbranded	10	0.00%	0	0	0	0	3.6	Broad	--	campaign r enabled	removed	removed	
VOA & EVC	1/1/11	z - DELETE-NB- Stein Optical	eye contact lens	Nonbranded	7	0.00%	0	0	0	0	6	Broad	--	campaign r enabled	removed	removed	

VOA & EVC	10/1/11 -BR- Visionworks	vision works tampa fl	Branded	61	0.00%	0	0	0	0	1.2	Broad	--	campaign r enabled	removed	enabled
VOA & EVC	11/1/11 -NB- Eyemasters L2	eye centers in houston texas	Local	47	0.00%	0	0	0	0	5.7	Broad	--	campaign r enabled	removed	enabled
VOA & EVC	3/1/11 z -DELETE-NB- Binyons	name brand eyeglasses	Nonbranded	1	0.00%	0	0	0	0	10	Broad	--	campaign r enabled	removed	removed
VOA & EVC	3/1/11 -NB- Dr Bizers Visionworld	2.5 eyewear	Nonbranded	37	0.00%	0	0	0	0	2.4	Broad	--	campaign r enabled	removed	removed
VOA & EVC	4/1/11 EVC - BR - EmpireVision	empire vision horseheads ny	Branded	19	0.00%	0	0	0	0	1	Broad	--	campaign r enabled	removed	enabled
VOA & EVC	2/1/11 EVC - Cambridge Eye Drs	transition lens	Nonbranded	25	0.00%	0	0	0	0	4.8	Broad	--	campaign r enabled	removed	removed
VOA & EVC	4/1/11 -NB- Eyemasters L2	eye centers in houston texas	Local	12	0.00%	0	0	0	0	3.5	Broad	--	campaign r enabled	removed	enabled
VOA & EVC	3/1/11 Z-NB- Visionworld	armani eyeglass frames	Nonbranded	8	0.00%	0	0	0	0	4	Broad	--	campaign r enabled	removed	removed
VOA & EVC	7/1/11 EVC - BR - Cambridge Eye Drs	cambridge eyewear locations	Branded	20	10.00%	2	1.95	3.9	1	1.4	Broad	--	campaign r enabled	removed	enabled
VOA & EVC	2/1/11 z -DELETE-NB- Binyons	america's best glasses	Nonbranded	77	1.30%	1	2.27	2.27	0	1.5	Broad	--	campaign r enabled	removed	removed
VOA & EVC	9/1/11 -NB- Hour Eyes L2	optometrist bethesda	Local	22	0.00%	0	0	0	0	5.6	Broad	--	campaign r enabled	removed	enabled
VOA & EVC	11/1/11 EVC - BR - Cambridge Eye Drs	cambridge eyewear locations	Branded	21	28.57%	6	1.11	6.68	0	1	Broad	--	campaign r enabled	removed	enabled
VOA & EVC	2/1/11 -NB- Dr Bizers Visionworld	2.5 eyewear	Nonbranded	21	0.00%	0	0	0	0	2.5	Broad	--	campaign r enabled	removed	removed
VOA & EVC	2/1/11 -NB- Hour Eyes L2	prescription frames	Nonbranded	102	1.96%	2	1.34	2.68	0	3.9	Broad	--	campaign r enabled	removed	removed
VOA & EVC	4/1/11 EVC - Vision World	d&g eyeglasses	Types of Glasses	1	0.00%	0	0	0	0	5	Broad	--	campaign r enabled	removed	enabled
VOA & EVC	5/1/11 -BR- Dr Bizers ValuVision	dr bisers	Branded	55	5.45%	3	1.33	4	0	1	Broad	--	campaign r enabled	removed	enabled
VOA & EVC	10/1/11 -NB- EYE DRx L4	gant eyeglass frames	Types of Glasses	5	0.00%	0	0	0	0	8	Broad	--	campaign r enabled	removed	enabled
VOA & EVC	9/1/11 -BR- Eyemasters L2	eyemasters barton creek	Branded	10	10.00%	1	0.3	0.3	0	1.1	Broad	--	campaign r enabled	removed	enabled
VOA & EVC	10/1/11 -NB- Dr Bizers Visionworld	juicy couture eyeglasses	Types of Glasses	19	0.00%	0	0	0	0	3.9	Broad	--	campaign r enabled	removed	enabled
VOA & EVC	1/1/11 EVC - DavisVision	eyeglass frames for less	Nonbranded	5	0.00%	0	0	0	0	8	Broad	--	campaign r enabled	removed	removed
VOA & EVC	8/1/11 Z-NB- Visionworld	eye glasses uptown minneapolis	Local	2	0.00%	0	0	0	0	3	Broad	--	campaign r enabled	removed	enabled
VOA & EVC	12/1/11 EVC - BR - EmpireVision	empire vision guilderland	Branded	110	0.91%	1	3.98	3.98	0	1	Broad	--	campaign r enabled	removed	enabled
VOA & EVC	2/1/11 -NB- Hour Eyes L2	eye wears	Nonbranded	88	1.14%	1	1.02	1.02	0	3.2	Broad	--	campaign r enabled	removed	removed
VOA & EVC	7/1/11 EVC - BR - EmpireVision	empire vision guilderland	Branded	57	0.00%	0	0	0	0	1	Broad	--	campaign r enabled	removed	enabled
VOA & EVC	2/1/11 z -DELETE-NB- Binyons	optical contact lens	Nonbranded	6	0.00%	0	0	0	0	4.7	Broad	--	campaign r enabled	removed	removed
VOA & EVC	11/1/11 Rebrand-NB- Doctors ValuVision	optical centers	Tier 5 - long tail	3	0.00%	0	0	0	0	1	Broad	--	campaign r enabled	removed	enabled
VOA & EVC	4/1/11 -NB- Eyemasters L2	katy discount eyeglasses	Local	6	0.00%	0	0	0	0	1.7	Broad	--	campaign r enabled	removed	enabled
VOA & EVC	8/1/11 Rebrand-BR- Doctors ValuVision	doctors value vision kingsport t	Branded	57	36.84%	21	0.12	2.59	13	1.2	Broad	--	campaign r enabled	removed	enabled
VOA & EVC	7/1/11 -NB- Eyemasters L2	optometrist garland	Local	27	0.00%	0	0	0	0	5.1	Broad	--	campaign r enabled	removed	enabled
VOA & EVC	1/1/11 EVC - Total Vision Care	fashionable eyewear	Nonbranded	3	0.00%	0	0	0	0	6	Broad	--	campaign r enabled	removed	removed
VOA & EVC	6/1/11 -BR- Visionworks	vision works tampa fl	Branded	345	11.01%	38	1.02	38.79	13	1	Broad	--	campaign r enabled	removed	enabled
VOA & EVC	3/1/11 EVC - Cambridge Eye Drs	cambridge eye associates mn	Branded Cambridge	22	0.00%	0	0	0	0	1.2	Broad	--	campaign r enabled	removed	removed
VOA & EVC	10/1/11 Z-NB- Visionworld	glasses coupons	Tier 5 - long tail	168	3.57%	6	0.9	5.37	2	4.6	Broad	--	campaign r enabled	removed	enabled
VOA & EVC	4/1/11 EVC - Cambridge Eye Drs	one hour glasses	Tier 5 - long tail	4	0.00%	0	0	0	0	3.8	Broad	--	campaign r enabled	removed	enabled
VOA & EVC	11/1/11 EVC - BR - EmpireVision	empire vision guilderland	Branded	91	2.20%	2	0.5	1	0	1	Broad	--	campaign r enabled	removed	enabled
VOA & EVC	12/1/11 EVC - Vision World	optometrist	Tier 5 - long tail	88	0.00%	0	0	0	0	5.2	Broad	--	campaign r enabled	removed	enabled
VOA & EVC	3/1/11 -NB- Eyemasters L2	pearlie vision kansas city	Competitor	4	0.00%	0	0	0	0	1.8	Broad	--	campaign r enabled	removed	enabled
VOA & EVC	2/1/11 EVC - EmpireVision	glasses	Nonbranded	1584	1.07%	17	0.48	8.19	11	6.3	Broad	--	campaign r enabled	removed	removed
VOA & EVC	10/1/11 EVC - Total Vision Care	rampage glasses	Types of Glasses	4	0.00%	0	0	0	0	1	Broad	--	campaign r enabled	removed	enabled
VOA & EVC	3/1/11 -NB- Eyemasters L2	eyeglasses utah	Local	16	0.00%	0	0	0	0	2.6	Broad	--	campaign r enabled	removed	enabled
VOA & EVC	9/1/11 -NB- Dr Bizers ValuVision	vision centers	Tier 5 - long tail	123	1.63%	2	0.54	1.07	1	2.8	Broad	--	campaign r enabled	removed	enabled
VOA & EVC	5/1/11 EVC - Cambridge Eye Drs	eyeglass world	Competitor	75	2.67%	2	2.52	5.04	0	2.5	Broad	--	campaign r enabled	removed	enabled
VOA & EVC	1/1/11 -BR- Eyemasters L2	eyemasters independence cent	Branded	12	0.00%	0	0	0	0	1	Broad	--	campaign r enabled	removed	enabled
VOA & EVC	1/1/11 -NB- Hour Eyes L2	safety glasses frames	Nonbranded	18	0.00%	0	0	0	0	7.3	Broad	--	campaign r enabled	removed	removed
VOA & EVC	5/1/11 -BR- Dr Bizers VisionWorld	dr bisers	Branded	34	20.59%	7	1.19	8.36	0	1	Broad	--	campaign r enabled	removed	enabled
VOA & EVC	10/1/11 -BR- Visionworks	vision works optical	Branded	407	4.67%	19	0.42	8.07	1	3.6	Broad	--	campaign r enabled	removed	enabled
VOA & EVC	1/1/11 EVC - EmpireVision	cheap glasses	Nonbranded	812	0.12%	1	0.71	0.71	1	8.2	Broad	--	campaign r enabled	removed	removed
VOA & EVC	3/1/11 EVC - EmpireVision	empire vision center geneva ny	Branded EmpireVisi	2	0.00%	0	0	0	0	1	Broad	--	campaign r enabled	removed	removed
VOA & EVC	3/1/11 -NB- Dr Bizers ValuVision	cartier frames	Nonbranded	43	0.00%	0	0	0	0	2.1	Broad	--	campaign r enabled	removed	removed
VOA & EVC	10/1/11 Rebrand-NB- Doctors ValuVision	optometrist nashville west	Local	10	0.00%	0	0	0	0	1.7	Broad	--	campaign r enabled	removed	enabled
VOA & EVC	3/1/11 EVC - Vision World	multifocal contacts	Nonbranded	3	0.00%	0	0	0	0	6	Broad	--	campaign r enabled	removed	removed
VOA & EVC	9/1/11 Z-NB- Visionworld	glasses coupons	Tier 5 - long tail	160	1.25%	2	0.58	1.17	0	3.7	Broad	--	campaign r enabled	removed	enabled
VOA & EVC	4/1/11 EVC - Cambridge Eye Drs	1 hour optical	Tier 5 - long tail	2	0.00%	0	0	0	0	3	Broad	--	campaign r enabled	removed	enabled
VOA & EVC	2/1/11 -NB- Hour Eyes L2	discounted eyeglasses	Nonbranded	38	2.63%	1	2.37	2.37	0	5	Broad	--	campaign r enabled	removed	removed
VOA & EVC	1/1/11 EVC - Cambridge Eye Drs	contacts lenses	Nonbranded	1	0.00%	0	0	0	0	10	Broad	--	campaign r enabled	removed	removed
VOA & EVC	7/1/11 Rebrand-NB- Doctors ValuVision	glasses eyewear	Tier 5 - long tail	1	0.00%	0	0	0	0	4	Broad	--	campaign r enabled	removed	enabled
VOA & EVC	11/1/11 z -DELETE-NB- Stein Optical	same day glasses	Tier 5 - long tail	6	16.67%	1	1	1	0	3.8	Broad	--	campaign r enabled	removed	enabled
VOA & EVC	7/1/11 -NB- Visionworks	optometrist cranberry	Local	4	0.00%	0	0	0	0	3.3	Broad	--	campaign r enabled	removed	enabled
VOA & EVC	6/1/11 EVC - BR - DavisVision	davis eye care	Branded	101	12.87%	13	0.81	10.47	1	1.1	Broad	--	campaign r enabled	removed	enabled
VOA & EVC	4/1/11 -NB- Eyemasters L2	americas best eyeglasses	Competitor	976	0.20%	2	1.83	3.66	0	1.7	Broad	--	campaign r enabled	removed	enabled

VOA & EVC	9/1/11	EVC - Cambridge Eye Drs	where can i get eyeglasses in ai	Tier 5 - long tail	1	0.00%	0	0	0	0	1	Broad	--	campaign r enabled	removed	enabled
VOA & EVC	9/1/11	EVC - BR - Cambridge Eye Drs	cambridge eyewear locations	Branded	16	12.50%	2	0.09	0.18	0	2	Broad	--	campaign r enabled	removed	enabled
VOA & EVC	2/1/11	EVC - Total Vision Care	rimless eyeglasses	Nonbranded	58	1.72%	1	0.97	0.97	2	8.8	Broad	--	campaign r enabled	removed	removed
VOA & EVC	7/1/11	z - DELETE-NB- Stein Optical	bifocal eyeglasses	Tier 5 - long tail	3	0.00%	0	0	0	0	8.7	Broad	--	campaign r enabled	removed	enabled
VOA & EVC	3/1/11	Z-NB- Visionworld	eyewear lenses	Nonbranded	4	0.00%	0	0	0	0	30.8	Broad	--	campaign r enabled	removed	removed
VOA & EVC	2/1/11	Z-NB- Visionworld	safety eyewear	Nonbranded	289	0.00%	0	0	0	0	6.7	Broad	--	campaign r enabled	removed	removed
VOA & EVC	10/1/11	EVC - Total Vision Care	eyeglass sales	Tier 5 - long tail	3	0.00%	0	0	0	0	4	Broad	--	campaign r enabled	removed	enabled
VOA & EVC	6/1/11	Z-BR- Visionworld	vision world knollwood mall	Branded	33	6.06%	2	0.26	0.53	0	1	Broad	--	campaign r enabled	removed	enabled
VOA & EVC	4/1/11	EVC - Cambridge Eye Drs	eyeglass styles 2011	Tier 5 - long tail	4	0.00%	0	0	0	0	4.8	Broad	--	campaign r enabled	removed	enabled
VOA & EVC	1/1/11	-NB- Visionworks	buy glasses online	Nonbranded	1113	1.26%	14	1	14.03	1	6.7	Broad	--	campaign r enabled	removed	removed
VOA & EVC	2/1/11	Rebrand -NB- Doctors ValuVision	eyeglasses for kids	Nonbranded	57	1.75%	1	1.47	1.47	0	2.5	Broad	--	campaign r enabled	removed	removed
VOA & EVC	1/1/11	EVC - Vision World	contact colors	Nonbranded	1	0.00%	0	0	0	0	7	Broad	--	campaign r enabled	removed	removed
VOA & EVC	3/1/11	-BR- Visionworks	vision works optical	Branded	1460	1.44%	21	1	20.97	6	3.9	Broad	--	campaign r enabled	removed	enabled
VOA & EVC	1/1/11	EVC - Cambridge Eye Drs	vision lenses	Nonbranded	29	0.00%	0	0	0	0	5.2	Broad	--	campaign r enabled	removed	removed
VOA & EVC	3/1/11	-NB- Dr Bizers ValuVision	kids frames	Nonbranded	130	0.00%	0	0	0	0	9.1	Broad	--	campaign r enabled	removed	removed
VOA & EVC	10/1/11	-NB- Dr Bizers Visionworld	tommy hiffiger glasses	Types of Glasses	5	0.00%	0	0	0	0	5.6	Broad	--	campaign r enabled	removed	enabled
VOA & EVC	1/1/11	-NB- EYE DRx L4	discount glasses	Nonbranded	523	0.00%	0	0	0	0	5.3	Broad	--	campaign r enabled	removed	removed
VOA & EVC	9/1/11	EVC - Vision World	2 for 1 glasses	Tier 5 - long tail	1	100.00%	1	1.1	1.1	0	2	Broad	--	campaign r enabled	removed	enabled
VOA & EVC	4/1/11	-BR- Eyemasters L2	eye masters scottsdale	Branded	62	12.90%	8	2.4	19.19	4	1	Broad	--	campaign r enabled	removed	enabled
VOA & EVC	9/1/11	-NB- Dr Bizers ValuVision	eye exams cost	Tier 5 - long tail	3	0.00%	0	0	0	0	4.3	Broad	--	campaign r enabled	removed	enabled
VOA & EVC	11/1/11	-NB- EYE DRx L4	bellagio eyewear frames	Types of Glasses	14	0.00%	0	0	0	0	4.5	Broad	--	campaign r enabled	removed	enabled
VOA & EVC	3/1/11	z - DELETE-NB- Binyons	silicone hydrogel contacts	Nonbranded	1	0.00%	0	0	0	0	8	Broad	--	campaign r enabled	removed	removed
VOA & EVC	2/1/11	z - DELETE-NB- Binyons	small eyeglass frames	Nonbranded	30	0.00%	0	0	0	0	1.9	Broad	--	campaign r enabled	removed	removed
VOA & EVC	8/1/11	EVC - Vision World	liz claborne glasses	Types of Glasses	30	0.00%	0	0	0	0	2.2	Broad	--	campaign r enabled	removed	enabled
VOA & EVC	10/1/11	z - DELETE-NB- Stein Optical	eyeglass frames guide	Tier 5 - long tail	4	0.00%	0	0	0	0	3.5	Broad	--	campaign r enabled	removed	enabled
VOA & EVC	8/1/11	-BR- Visionworks	binyons lloyd center	Branded	21	0.00%	0	0	0	0	1	Broad	--	campaign r enabled	removed	enabled
VOA & EVC	3/1/11	EVC - Cambridge Eye Drs	one hour glasses	Tier 5 - long tail	13	7.69%	1	1.28	1.28	1	4.7	Broad	--	campaign r enabled	removed	enabled
VOA & EVC	9/1/11	Rebrand -NB- Doctors ValuVision	transitions eyeglasses	Types of Glasses	36	2.78%	1	0.89	0.89	0	5.1	Broad	--	campaign r enabled	removed	enabled
VOA & EVC	1/1/11	Z-NB- Visionworld	eye glass holder	Nonbranded	37	2.70%	1	1.46	1.46	0	3.1	Broad	--	campaign r enabled	removed	removed
VOA & EVC	11/1/11	-NB- Eyemasters L2	americas best eyeglasses	Competitor	953	0.52%	5	1.32	6.62	1	3.5	Broad	--	campaign r enabled	removed	enabled
VOA & EVC	2/1/11	-BR- Eyemasters L2	eyemasters nashville tn	Branded	33	3.03%	1	0.12	0.12	0	1.8	Broad	--	campaign r enabled	removed	enabled
VOA & EVC	11/1/11	-NB- Hour Eyes L2	eye glasses arlington	Local	15	0.00%	0	0	0	0	4.9	Broad	--	campaign r enabled	removed	enabled
VOA & EVC	2/1/11	-NB- Dr Bizers Visionworld	for eyes contacts	Nonbranded	5	0.00%	0	0	0	0	4.6	Broad	--	campaign r enabled	removed	removed
VOA & EVC	2/1/11	-NB- Visionworks	buy glasses online	Nonbranded	181	0.00%	0	0	0	0	8.5	Broad	--	campaign r enabled	removed	removed
VOA & EVC	1/1/11	Rebrand -NB- Doctors ValuVision	stylish eyeglasses	Nonbranded	19	5.26%	1	2.11	2.11	0	2.6	Broad	--	campaign r enabled	removed	removed
VOA & EVC	9/1/11	-NB- Eyemasters L2	optical alameda	Local	5	20.00%	1	0.49	0.49	0	2.6	Broad	--	campaign r enabled	removed	enabled
VOA & EVC	1/1/11	z - DELETE-NB- Binyons	glasses and frames	Nonbranded	23	8.70%	2	1.65	3.3	0	2.8	Broad	--	campaign r enabled	removed	removed
VOA & EVC	2/1/11	EVC - Vision World	eyewear frames	Nonbranded	44	6.82%	3	1.72	5.17	1	4	Broad	--	campaign r enabled	removed	removed
VOA & EVC	2/1/11	-BR- Visionworks	vision works tampa fl	Branded	98	6.12%	6	0.07	0.44	0	1.5	Broad	--	campaign r enabled	removed	enabled
VOA & EVC	2/1/11	Rebrand -NB- Doctors ValuVision	eyecare specialist	Nonbranded	15	0.00%	0	0	0	0	2.1	Broad	--	campaign r enabled	removed	removed
VOA & EVC	2/1/11	EVC - Total Vision Care	lens store	Nonbranded	11	0.00%	0	0	0	0	4.1	Broad	--	campaign r enabled	removed	removed
VOA & EVC	1/1/11	EVC - DavisVision	skaga eyewear	Nonbranded	2	0.00%	0	0	0	0	4.5	Broad	--	campaign r enabled	removed	removed
VOA & EVC	11/1/11	Z-NB- Visionworld	vision glasses frames	Tier 5 - long tail	28	0.00%	0	0	0	0	2.2	Broad	--	campaign r enabled	removed	enabled
VOA & EVC	4/1/11	-BR- Visionworks	vision works brandon fl	Branded	96	4.17%	4	0.43	1.73	0	1	Broad	--	campaign r enabled	removed	enabled
VOA & EVC	2/1/11	-BR- Dr Bizers VisionWorld	dr bisers	Branded	17	58.82%	10	0.12	1.18	3	1	Broad	--	campaign r enabled	removed	enabled
VOA & EVC	9/1/11	-NB- Eyemasters L2	glasses store	Tier 5 - long tail	909	2.20%	20	0.95	19.01	2	4.2	Broad	--	campaign r enabled	removed	enabled
VOA & EVC	1/1/11	-NB- Dr Bizers Visionworld	mens glasses	Nonbranded	783	0.13%	1	0.64	0.64	0	2.9	Broad	--	campaign r enabled	removed	removed
VOA & EVC	9/1/11	EVC - Vision World	d&g eyeglasses	Types of Glasses	77	2.60%	2	1.9	3.8	0	3.4	Broad	--	campaign r enabled	removed	enabled
VOA & EVC	11/1/11	-BR- Visionworks	vision works charlottesville	Branded	157	25.48%	40	0.84	33.79	6	1.1	Broad	--	campaign r enabled	removed	enabled
VOA & EVC	3/1/11	-NB- Dr Bizers ValuVision	innovative eyewear	Nonbranded	3	0.00%	0	0	0	0	1	Broad	--	campaign r enabled	removed	removed
VOA & EVC	6/1/11	z - DELETE-NB- Stein Optical	sears optical	Competitor	355	0.85%	3	0.53	1.6	0	4	Broad	--	campaign r enabled	removed	enabled
VOA & EVC	11/1/11	-NB- Visionworks	optical centers in maryland	Local	1	0.00%	0	0	0	0	3	Broad	--	campaign r enabled	removed	enabled
VOA & EVC	8/1/11	-NB- EYE DRx L4	buy one pair of glasses get one	Tier 5 - long tail	4	0.00%	0	0	0	0	1.8	Broad	--	campaign r enabled	removed	enabled
VOA & EVC	7/1/11	EVC - Total Vision Care	lens crafters	Competitor	101	0.00%	0	0	0	0	2.6	Broad	--	campaign r enabled	removed	enabled
VOA & EVC	6/1/11	-BR- Eyemasters L2	eyemasters nashville tn	Branded	139	4.32%	6	1.88	11.29	0	1.5	Broad	--	campaign r enabled	removed	enabled
VOA & EVC	4/1/11	-NB- Dr Bizers ValuVision	eye exams cost	Tier 5 - long tail	1	0.00%	0	0	0	0	5	Broad	--	campaign r enabled	removed	enabled
VOA & EVC	9/1/11	EVC - Total Vision Care	eyeglass sales	Tier 5 - long tail	11	0.00%	0	0	0	0	5.9	Broad	--	campaign r enabled	removed	enabled
VOA & EVC	3/1/11	z - DELETE-NB- Stein Optical	designer eyeglasses frame	Nonbranded	20	0.00%	0	0	0	0	2	Broad	--	campaign r enabled	removed	removed
VOA & EVC	7/1/11	-BR- Eyemasters L2	eyemasters independence cent	Branded	108	12.96%	14	0.68	9.53	2	1	Broad	--	campaign r enabled	removed	enabled
VOA & EVC	7/1/11	z - LOC CHANGE-BR- Binyons to V	binyons com	Branded	23	43.48%	10	0.11	1.08	0	1	Broad	--	campaign r enabled	removed	enabled

Name Keywords 2012

Type Keyword

Frequency One time

Date range Custom date range

Dates Jan 1, 2012-Dec 31, 2012

Account	Month	Campaign	Keyword	Ad group	Impression	CTR	Clicks	Avg. CPC	Cost	Conversion	Avg. position	Match type	Quality score	Status	Keyword state	Campaign state	Ad group state
VOA & EVC	11/1/12	-NB- Eyemasters L2	eyeglass places	Tier 5 - long tail	27	0.00%	0	0	0	0	2.7	Broad	--	campaign r enabled	removed	enabled	
VOA & EVC	10/1/12	EVC - Cambridge Eye Drs	free glasses for kids	Tier 5 - long tail	2	0.00%	0	0	0	0	4.5	Broad	--	campaign r enabled	removed	enabled	
VOA & EVC	3/1/12	-NB- Eyemasters L2	glasses scottsdale	Local	135	0.00%	0	0	0	0	4.8	Broad	--	campaign r enabled	removed	enabled	
VOA & EVC	12/1/12	-NB- EYE DRx L4	evatik eyewear	Types of Glasses	2	0.00%	0	0	0	0	1.5	Broad	--	campaign r enabled	removed	enabled	
VOA & EVC	3/1/12	Rebrand -NB- Doctors ValuVisio	childrens glasses	Tier 5 - long tail	9	0.00%	0	0	0	0	6	Broad	--	campaign r enabled	removed	enabled	
VOA & EVC	5/1/12	MOBILE-BR- Eyemasters L2	eyemasters memorial city mall	Mobile -Branded	19	0.00%	0	0	0	0	1.7	Broad	--	campaign r enabled	removed	enabled	
VOA & EVC	8/1/12	Rebrand -NB- Eyemasters L3	optometrist frisco	Local	567	0.35%	2	1.12	2.25	0	4.4	Broad	--	campaign r enabled	removed	enabled	
VOA & EVC	3/1/12	MOBILE-BR- Eyemasters L2	eye masters omaha	Mobile -Branded	69	5.80%	4	0.64	2.57	0	1.2	Broad	--	campaign r enabled	removed	enabled	
VOA & EVC	2/1/12	MOBILE-BR- Eyemasters L2	eyecare masters fuqua	Mobile -Branded	2	0.00%	0	0	0	0	1.5	Broad	--	campaign r enabled	removed	enabled	
VOA & EVC	8/1/12	z - Rebrand -NB- Eyemasters 3	progressive lenses	Types of Glasses	307	0.98%	3	0.89	2.68	3	6.4	Broad	--	campaign r enabled	removed	enabled	
VOA & EVC	4/1/12	MOBILE-BR- Eyemasters L2	eyemaster houston texas	Mobile -Branded	2	0.00%	0	0	0	0	2	Broad	--	campaign r enabled	removed	enabled	
VOA & EVC	2/1/12	Z-NB- Visionworld	eye exam	Tier 5 - long tail	516	0.97%	5	0.53	2.67	0	6	Broad	--	campaign r enabled	removed	enabled	
VOA & EVC	4/1/12	Z-EE - Visionworks Johnstown	vision care center	EE - Visionworks Johnst	1	0.00%	0	0	0	0	2	Broad	--	campaign r enabled	removed	enabled	
VOA & EVC	10/1/12	EVC - EmpireVision	coach glasses	Types of Glasses	1005	0.10%	1	1.16	1.16	0	4.1	Broad	--	campaign r enabled	removed	enabled	
VOA & EVC	10/1/12	MOBILE-BR- Hour Eyes L2	our eyes	Mobile -Branded	147	13.61%	20	0.08	1.5	0	1.3	Broad	--	campaign r enabled	removed	enabled	
VOA & EVC	4/1/12	Z-EE - Houeyes Washington Dt	hour eyes in fair oaks mall	EE - Houeyes Washingt	10	0.00%	0	0	0	0	1.1	Broad	--	campaign r enabled	removed	enabled	
VOA & EVC	5/1/12	-BR- Visionworks	contacts binyons	Branded	3	0.00%	0	0	0	0	2.3	Broad	--	campaign r enabled	removed	enabled	
VOA & EVC	1/1/12	EVC - EmpireVision	coach glasses	Types of Glasses	590	0.51%	3	0.46	1.39	0	5.4	Broad	--	campaign r enabled	removed	enabled	
VOA & EVC	6/1/12	-NB- Eyemasters L2	eyeglass places	Tier 5 - long tail	23	0.00%	0	0	0	0	3.3	Broad	--	campaign r enabled	removed	enabled	
VOA & EVC	6/1/12	EVC - Cambridge Eye Drs	optical coupons	Tier 5 - long tail	48	0.00%	0	0	0	0	5.5	Broad	--	campaign r enabled	removed	enabled	
VOA & EVC	12/1/12	Rebrand -NB- Eyemasters L3	ray ban glasses	Types of Glasses	22	0.00%	0	0	0	0	6.4	Broad	--	campaign r enabled	removed	enabled	
VOA & EVC	11/1/12	EVC - DavisVision	pearlie vision eyeglasses	Competitor	22	0.00%	0	0	0	0	7.2	Broad	--	campaign r enabled	removed	enabled	
VOA & EVC	2/1/12	-BR- Eyemasters L2	eyemasters reno nv	Branded	94	20.21%	19	0.21	3.99	15	1.2	Broad	--	campaign r enabled	removed	enabled	
VOA & EVC	3/1/12	-NB- Dr Bizers Visionworld	eyeglass places	Tier 5 - long tail	15	0.00%	0	0	0	0	4.3	Broad	--	campaign r enabled	removed	enabled	
VOA & EVC	9/1/12	Z-NB- Visionworks L3	americas best eye care	Competitor	210	2.86%	6	1.04	6.21	1	3.6	Broad	--	campaign r enabled	removed	enabled	
VOA & EVC	11/1/12	Rebrand -NB- Doctors ValuVisio	eye glasses cool springs	Local	11	0.00%	0	0	0	0	2.6	Broad	--	campaign r enabled	removed	enabled	
VOA & EVC	5/1/12	z-Rebrand -NB- Eyemasters 1	one hour glasses	Tier 5 - long tail	54	18.52%	10	0.54	5.44	5	1.6	Broad	--	campaign r enabled	removed	enabled	
VOA & EVC	5/1/12	MOBILE-BR- Eyemasters L2	eyemasters in arizona	Mobile -Branded	3	0.00%	0	0	0	0	1.3	Broad	--	campaign r enabled	removed	enabled	
VOA & EVC	4/1/12	-BR- Visionworks	vision works pittsburgh pa	Branded	55	1.82%	1	0.2	0.2	0	2.2	Broad	--	campaign r enabled	removed	enabled	
VOA & EVC	4/1/12	-NB- Dr Bizers Visionworld	1 hour glasses	Tier 5 - long tail	18	0.00%	0	0	0	0	1.7	Broad	--	campaign r enabled	removed	enabled	
VOA & EVC	8/1/12	Mobile - EVC - BR - EmpireVisio	empir vision	Branded	1	0.00%	0	0	0	0	1	Broad	--	campaign r enabled	removed	enabled	
VOA & EVC	12/1/12	Rebrand -BR- Doctors ValuVisio	doctors value vision cookeville t	Branded	22	27.27%	6	0.94	5.66	8	1.1	Broad	--	campaign r enabled	removed	enabled	
VOA & EVC	9/1/12	z - Rebrand -NB- Eyemasters 3	glasses frisco	Local	1	0.00%	0	0	0	0	1	Broad	--	campaign r enabled	removed	enabled	
VOA & EVC	1/1/12	EVC - Cambridge Eye Drs	eyeglasses coupons	Tier 5 - long tail	50	0.00%	0	0	0	0	8.1	Broad	--	campaign r enabled	removed	enabled	
VOA & EVC	2/1/12	Rebrand -NB- Doctors ValuVisio	eye exam murfreesboro tn	Local	38	5.26%	2	0.66	1.33	0	3.1	Broad	--	campaign r enabled	removed	enabled	
VOA & EVC	6/1/12	Mobile - EVC - BR - DavisVision	davis vision nj	Branded	29	3.45%	1	0.05	0.05	0	1.1	Broad	--	campaign r enabled	removed	enabled	
VOA & EVC	10/1/12	Z-NB- Visionworks L2	prescription sunglasses	Tier 5 - long tail	13	0.00%	0	0	0	0	4.8	Broad	--	campaign r enabled	removed	enabled	
VOA & EVC	12/1/12	-NB- Visionworks L4	cole haan optical	Types of Glasses	85	0.00%	0	0	0	0	4.2	Broad	--	campaign r enabled	removed	enabled	
VOA & EVC	9/1/12	-NB- Hour Eyes L2	gucci frames	Types of Glasses	98	0.00%	0	0	0	0	6	Broad	--	campaign r enabled	removed	enabled	
VOA & EVC	3/1/12	Rebrand -NB- Doctors ValuVisio	eye glasses bristol tn	Local	15	0.00%	0	0	0	0	4.5	Broad	--	campaign r enabled	removed	enabled	
VOA & EVC	9/1/12	-BR- Visionworks	vision works eye care	Branded	384	6.25%	24	1.51	36.16	3	1.1	Broad	--	campaign r enabled	removed	enabled	
VOA & EVC	1/1/12	-NB- Hour Eyes L2	optical vienna va	Local	5	0.00%	0	0	0	0	3.6	Broad	--	campaign r enabled	removed	enabled	
VOA & EVC	12/1/12	-NB- EYE DRx L4	glasses eyewear	Tier 5 - long tail	9	0.00%	0	0	0	0	6.4	Broad	--	campaign r enabled	removed	enabled	
VOA & EVC	4/1/12	Z-EE 49 - Eyemasters Baton Rouj	penney optical coupons	EE 49 - Eyemasters Batc	1	0.00%	0	0	0	0	2	Broad	--	campaign r enabled	removed	enabled	
VOA & EVC	4/1/12	TEST-B+NB- Eyemasters	optometrist independence	Local	26	0.00%	0	0	0	0	3.4	Broad	--	campaign r enabled	removed	paused	
VOA & EVC	9/1/12	-BR- Visionworks	vision works pittsburgh pa	Branded	40	2.50%	1	1.24	1.24	0	1.3	Broad	--	campaign r enabled	removed	enabled	
VOA & EVC	5/1/12	-BR- Visionworks	binyons salem or	Branded	12	0.00%	0	0	0	0	1	Broad	--	campaign r enabled	removed	enabled	
VOA & EVC	9/1/12	Rebrand -NB- Eyemasters L3	eyeglasses san antonio	Local	1	0.00%	0	0	0	0	2	Broad	--	campaign r enabled	removed	enabled	
VOA & EVC	10/1/12	MOBILE-BR- Dr Bizers ValuVisio	dr bizer value vision	Mobile -Branded	83	4.82%	4	0.03	0.11	0	1	Broad	--	campaign r enabled	removed	enabled	
VOA & EVC	7/1/12	-NB- Dr Bizers Visionworld	buy eyeglasses	Tier 5 - long tail	33	3.03%	1	0.97	0.97	0	5.9	Broad	--	campaign r enabled	removed	enabled	
VOA & EVC	4/1/12	-BR- Visionworks	vision works eye care	Branded	738	9.21%	68	1.25	84.94	41	1.1	Broad	--	campaign r enabled	removed	enabled	
VOA & EVC	8/1/12	Mobile - EVC - BR - DavisVision	davis vision nj	Branded	47	6.38%	3	0.15	0.45	0	1.1	Broad	--	campaign r enabled	removed	enabled	
VOA & EVC	8/1/12	z - Rebrand -NB- Eyemasters 3	same day glasses	Tier 5 - long tail	204	10.29%	21	0.89	18.75	9	2.7	Broad	--	campaign r enabled	removed	enabled	
VOA & EVC	6/1/12	-NB- Hour Eyes L2	ralph lauren eyeglasses	Types of Glasses	289	0.00%	0	0	0	0	7.2	Broad	--	campaign r enabled	removed	enabled	
VOA & EVC	4/1/12	-NB- Hour Eyes L2	ralph lauren eyeglasses	Types of Glasses	98	0.00%	0	0	0	0	6.5	Broad	--	campaign r enabled	removed	enabled	

VOA & EVC	4/1/12	Z-EE - Visionworks Baltimore	kate spade eyewear	EE - Visionworks Baltim	29	0.00%	0	0	0	0	8.6 Broad	--	campaign r enabled	removed	enabled
VOA & EVC	6/1/12	-NB- Visionworks	optical columbia	Local	44	0.00%	0	0	0	0	3.4 Broad	--	campaign r enabled	removed	enabled
VOA & EVC	11/1/12	-NB- Visionworks L4	glasses for soccer	Tier 5 - long tail	64	0.00%	0	0	0	0	5 Broad	--	campaign r enabled	removed	enabled
VOA & EVC	4/1/12	Z-EE - Dr. Bizer's Visionworld	Karmani glasses	EE - Dr. Bizer's Visionwc	3	0.00%	0	0	0	0	3.3 Broad	--	campaign r enabled	removed	enabled
VOA & EVC	4/1/12	Z-EE - Doctor's ValuVision	Tri-C eye wear	EE - Doctor's ValuVision	36	0.00%	0	0	0	0	4.1 Broad	--	campaign r enabled	removed	enabled
VOA & EVC	4/1/12	Z-EE - Visionworks Chicago	for eyes miami	EE - Visionworks Chicag	1	0.00%	0	0	0	0	1 Broad	--	campaign r enabled	removed	enabled
VOA & EVC	4/1/12	Z-EE - Visionworld Minneapolis	optical specials	EE - Visionworld Minne	16	0.00%	0	0	0	0	4.8 Broad	--	campaign r enabled	removed	enabled
VOA & EVC	3/1/12	-NB- Dr Bizers Visionworld	jc penney optical	Competitor	121	0.00%	0	0	0	0	3 Broad	--	campaign r enabled	removed	enabled
VOA & EVC	6/1/12	-NB- EYE DRx L4	optical clifton nj	Local	43	0.00%	0	0	0	0	2.2 Broad	--	campaign r enabled	removed	enabled
VOA & EVC	4/1/12	TEST-B+Nb- Eyemasters	varilux lenses review	Local	10	10.00%	1	1.27	1.27	0	1.1 Broad	--	campaign r enabled	removed	paused
VOA & EVC	6/1/12	MOBILE-BR- Dr Bizers VisionWo	dr bizers hamburg	Mobile - Branded	2	0.00%	0	0	0	0	1 Broad	--	campaign r enabled	removed	enabled
VOA & EVC	6/1/12	MOBILE-BR- Visionworks	visionworks cranberry pa	Mobile - Branded	1	0.00%	0	0	0	0	2 Broad	--	campaign r enabled	removed	enabled
VOA & EVC	2/1/12	EVC - Vision World	discount eyeglasses frames	Tier 5 - long tail	10	0.00%	0	0	0	0	6.3 Broad	--	campaign r enabled	removed	enabled
VOA & EVC	1/1/12	Z-Nb- Visionworld	glasses sale	Tier 5 - long tail	43	0.00%	0	0	0	0	6.7 Broad	--	campaign r enabled	removed	enabled
VOA & EVC	10/1/12	EVC - Total Vision Care	one hour optical	Tier 5 - long tail	3	0.00%	0	0	0	0	3 Broad	--	campaign r enabled	removed	enabled
VOA & EVC	2/1/12	-NB- Hour Eyes L2	glasses leesburg	Local	23	4.35%	1	0.65	0.65	0	3.5 Broad	--	campaign r enabled	removed	enabled
VOA & EVC	2/1/12	-NB- Visionworks	optical monroe nc	Local	23	0.00%	0	0	0	0	2.7 Broad	--	campaign r enabled	removed	enabled
VOA & EVC	9/1/12	Z-Nb- Eyemasters L2	eye exam tuscon	Local	276	3.62%	10	1.01	10.08	7	3.3 Broad	--	campaign r enabled	removed	enabled
VOA & EVC	4/1/12	Z-EE - Visionworld Minneapolis	cole haan optical	EE - Visionworld Minne	3	0.00%	0	0	0	0	9 Broad	--	campaign r enabled	removed	enabled
VOA & EVC	12/1/12	-NB- Visionworks L2	macy's eyeglasses	Competitor	3	0.00%	0	0	0	0	2.3 Broad	--	campaign r enabled	removed	enabled
VOA & EVC	4/1/12	MOBILE-BR- Hour Eyes L2	our eyes	Mobile - Branded	76	9.21%	7	0.17	1.22	0	1.4 Broad	--	campaign r enabled	removed	enabled
VOA & EVC	10/1/12	Rebrand -BR- Doctors ValuVisio	[doctors value vision]	Branded	874	20.14%	176	0.57	100.01	153	1 Exact	--	campaign r enabled	removed	enabled
VOA & EVC	7/1/12	-NB- Dr Bizers ValuVision	eyeglasses brands	Tier 5 - long tail	3	0.00%	0	0	0	0	4.3 Broad	--	campaign r enabled	removed	enabled
VOA & EVC	12/1/12	EVC - EmpireVision	1 hour optical	Tier 5 - long tail	6	0.00%	0	0	0	0	5.3 Broad	--	campaign r enabled	removed	enabled
VOA & EVC	9/1/12	-BR- Dr Bizers VisionWorld	dr bizer springhurst	Branded	11	0.00%	0	0	0	0	1 Broad	--	campaign r enabled	removed	enabled
VOA & EVC	12/1/12	-BR- Dr Bizers VisionWorld	doctor bizers vision world	Branded	3	0.00%	0	0	0	0	1 Broad	--	campaign r enabled	removed	enabled
VOA & EVC	5/1/12	EVC - Vision World	discount eyeglasses frames	Tier 5 - long tail	5	0.00%	0	0	0	0	7.8 Broad	--	campaign r enabled	removed	enabled
VOA & EVC	2/1/12	EVC - Cambridge Eye Drs	optical coupons	Tier 5 - long tail	71	0.00%	0	0	0	0	5.3 Broad	--	campaign r enabled	removed	enabled
VOA & EVC	6/1/12	EVC - Cambridge Eye Drs	nautica eyewear	Types of Glasses	128	1.56%	2	1.18	2.35	0	4.3 Broad	--	campaign r enabled	removed	enabled
VOA & EVC	11/1/12	MOBILE-BR- Dr Bizers ValuVisio	dr bizer's	Mobile - Branded	117	11.97%	14	0.09	1.29	4	1.1 Broad	--	campaign r enabled	removed	enabled
VOA & EVC	12/1/12	-NB- Hour Eyes L2	eyeglasses randy jackson	Tier 5 - long tail	17	0.00%	0	0	0	0	7.6 Broad	--	campaign r enabled	removed	enabled
VOA & EVC	8/1/12	-NB- Dr Bizers Visionworld	optometrist middletown ky	Local	2	0.00%	0	0	0	0	2 Broad	--	campaign r enabled	removed	enabled
VOA & EVC	12/1/12	MOBILE-BR- Hour Eyes L2	hour eyes optometry	Mobile - Branded	25	4.00%	1	0.74	0.74	0	2.9 Broad	--	campaign r enabled	removed	enabled
VOA & EVC	7/1/12	-NB- Hour Eyes L2	eye glasses vienna	Local	13	0.00%	0	0	0	0	6.8 Broad	--	campaign r enabled	removed	enabled
VOA & EVC	4/1/12	Z-EE - Visionworld Minneapolis	glasses brandon	EE - Visionworld Minne	4	0.00%	0	0	0	0	2.3 Broad	--	campaign r enabled	removed	enabled
VOA & EVC	1/1/12	Rebrand -NB- Doctors ValuVisio	eye glasses bristol tn	Local	6	16.67%	1	0.42	0.42	0	6 Broad	--	campaign r enabled	removed	enabled
VOA & EVC	7/1/12	EVC - Total Vision Care	prescription glasses	Tier 5 - long tail	56	0.00%	0	0	0	0	6.8 Broad	--	campaign r enabled	removed	enabled
VOA & EVC	5/1/12	TEST-B+Nb- Visionworks	optometrist washington pa	Local	43	0.00%	0	0	0	0	3.5 Broad	--	campaign r enabled	removed	paused
VOA & EVC	8/1/12	MOBILE-BR- Eyemasters L2	eyemasters in arizona	Mobile - Branded	2	0.00%	0	0	0	0	1 Broad	--	campaign r enabled	removed	enabled
VOA & EVC	2/1/12	-BR- Eyemasters L2	eyemasters baton rouge la	Branded	52	13.46%	7	1.1	7.67	6	1.1 Broad	--	campaign r enabled	removed	enabled
VOA & EVC	3/1/12	-NB- Visionworks	optical colorado	Local	1262	0.40%	5	0.62	3.11	0	2.5 Broad	--	campaign r enabled	removed	enabled
VOA & EVC	1/1/12	Rebrand -NB- Doctors ValuVisio	girls glasses	Tier 5 - long tail	2	0.00%	0	0	0	0	1 Broad	--	campaign r enabled	removed	enabled
VOA & EVC	3/1/12	MOBILE-BR- Hour Eyes L2	hour eyes optometry	Mobile - Branded	7	0.00%	0	0	0	0	2.1 Broad	--	campaign r enabled	removed	enabled
VOA & EVC	3/1/12	-NB- Eyemasters L2	sam's club eye exam cost	Competitor	61	1.64%	1	0.99	0.99	0	4 Broad	--	campaign r enabled	removed	enabled
VOA & EVC	9/1/12	-NB- Visionworks	glasses littleton	Local	20	0.00%	0	0	0	0	5.3 Broad	--	campaign r enabled	removed	enabled
VOA & EVC	4/1/12	Grand Opening - Eyemasters	optical centers	Tier 5 - long tail	27	0.00%	0	0	0	0	2.7 Broad	--	campaign r enabled	removed	enabled
VOA & EVC	9/1/12	-NB- EYE DRx L4	for eyes	Competitor	182	0.00%	0	0	0	0	3.1 Broad	--	campaign r enabled	removed	enabled
VOA & EVC	1/1/12	-NB- Eyemasters L2	kid eyeglasses	Tier 5 - long tail	62	1.61%	1	0.56	0.56	0	6.4 Broad	--	campaign r enabled	removed	enabled
VOA & EVC	8/1/12	EVC - Cambridge Eye Drs	optician	Tier 5 - long tail	3944	0.38%	15	1.25	18.75	0	3.7 Broad	--	campaign r enabled	removed	enabled
VOA & EVC	8/1/12	EVC - DavisVision	pearle vision eyeglasses	Competitor	107	1.87%	2	1.97	3.94	0	5.4 Broad	--	campaign r enabled	removed	enabled
VOA & EVC	8/1/12	z-Rebrand -NB- Eyemasters 1	contact lens exam	Tier 5 - long tail	96	2.08%	2	1.14	2.27	0	5.9 Broad	--	campaign r enabled	removed	enabled
VOA & EVC	5/1/12	-NB- Eyemasters L2	eyeglass places	Tier 5 - long tail	142	2.11%	3	1.1	3.31	2	2.5 Broad	--	campaign r enabled	removed	enabled
VOA & EVC	11/1/12	-NB- Visionworks L4	glasses in about an hour	Tier 5 - long tail	78	5.13%	4	1.1	4.4	4	2.2 Broad	--	campaign r enabled	removed	enabled
VOA & EVC	12/1/12	-NB- Hour Eyes L2	lenscrafters coupons	Competitor	802	0.87%	7	0.77	5.38	14	3.3 Broad	--	campaign r enabled	removed	enabled
VOA & EVC	8/1/12	EVC - EmpireVision	childrens glasses	Tier 5 - long tail	178	0.00%	0	0	0	0	7.8 Broad	--	campaign r enabled	removed	enabled
VOA & EVC	5/1/12	-NB- EYE DRx L4	optometrist bloomfield	Local	62	0.00%	0	0	0	0	2.2 Broad	--	campaign r enabled	removed	enabled
VOA & EVC	4/1/12	Z-EE - Visionworks Milwaukee	prescription eyeglasses	EE - Visionworks Milwa	55	0.00%	0	0	0	0	8 Broad	--	campaign r enabled	removed	enabled
VOA & EVC	5/1/12	-NB- Hour Eyes L2	glasses germantown md	Local	57	0.00%	0	0	0	0	3.3 Broad	--	campaign r enabled	removed	enabled
VOA & EVC	2/1/12	-NB- Dr Bizers ValuVision	eyeglasses brands	Tier 5 - long tail	4	0.00%	0	0	0	0	7 Broad	--	campaign r enabled	removed	enabled
VOA & EVC	6/1/12	Rebrand -NB- Doctors ValuVisio	girls glasses	Tier 5 - long tail	8	0.00%	0	0	0	0	10 Broad	--	campaign r enabled	removed	enabled
VOA & EVC	4/1/12	Rebrand -NB- Doctors ValuVisio	girls glasses	Tier 5 - long tail	3	0.00%	0	0	0	0	5.3 Broad	--	campaign r enabled	removed	enabled

VOA & EVC	1/1/12	-NB- Eyemasters L2	pearl vision reno	Competitor	23	8.70%	2	0.19	0.38	0	2.1 Broad	--	campaign r enabled	removed	enabled
VOA & EVC	10/1/12	EVC - EmpireVision	1 hour optical	Tier 5 - long tail	8	0.00%	0	0	0	0	3.9 Broad	--	campaign r enabled	removed	enabled
VOA & EVC	11/1/12	-NB- Eyemasters L4	optical superstition springs	Local	16	0.00%	0	0	0	0	1.8 Broad	--	campaign r enabled	removed	enabled
VOA & EVC	5/1/12	-BR- Visionworks	vision works eye care	Branded	641	7.49%	48	1.36	65.51	17	1.2 Broad	--	campaign r enabled	removed	enabled
VOA & EVC	4/1/12	-NB- Visionworks	glasses fayetteville nc	Local	307	0.65%	2	1.1	2.21	2	3.6 Broad	--	campaign r enabled	removed	enabled
VOA & EVC	7/1/12	-NB- Hour Eyes L2	eyeglasses	Tier 5 - long tail	1927	0.36%	7	0.79	5.5	5	7.9 Broad	--	campaign r enabled	removed	enabled
VOA & EVC	2/1/12	Z-NB- Visionworld	eyeglasses sioux falls	Local	146	6.85%	10	0.88	8.77	1	3.8 Broad	--	campaign r enabled	removed	enabled
VOA & EVC	7/1/12	Rebrand -NB- Eyemasters L3	lenscrafters	Competitor	18099	0.79%	143	1.08	153.74	43	2.8 Broad	--	campaign r enabled	removed	enabled
VOA & EVC	3/1/12	-BR- Eyemasters L2	eyemasters mcallen tx	Branded	200	14.00%	28	0.36	10.19	9	1 Broad	--	campaign r enabled	removed	enabled
VOA & EVC	9/1/12	-BR- Visionworks	visionworks columbia md	Branded	18	0.00%	0	0	0	0	1 Broad	--	campaign r enabled	removed	enabled
VOA & EVC	7/1/12	Rebrand -NB- Doctors ValuVisio	inexpensive eye exam	Tier 5 - long tail	1	0.00%	0	0	0	0	4 Broad	--	campaign r enabled	removed	enabled
VOA & EVC	5/1/12	EVC - Vision World	same day glasses	Tier 5 - long tail	16	6.25%	1	1.06	1.06	0	2.4 Broad	--	campaign r enabled	removed	enabled
VOA & EVC	9/1/12	-NB- Visionworks	glasses grand junction	Local	8	0.00%	0	0	0	0	3.3 Broad	--	campaign r enabled	removed	enabled
VOA & EVC	8/1/12	MOBILE-BR- Visionworks	vision works fort lauderdale	Mobile - Branded	6	0.00%	0	0	0	0	1 Broad	--	campaign r enabled	removed	enabled
VOA & EVC	2/1/12	-NB- Eyemasters L2	jcpenny opticals	Competitor	28	7.14%	2	0.62	1.23	1	3.6 Broad	--	campaign r enabled	removed	enabled
VOA & EVC	9/1/12	MOBILE-BR- Hour Eyes L2	our eyes	Mobile - Branded	187	9.63%	18	0.11	1.98	3	1.4 Broad	--	campaign r enabled	removed	enabled
VOA & EVC	5/1/12	-NB- Eyemasters L2	kid eyeglasses	Tier 5 - long tail	584	0.68%	4	1.22	4.9	1	6.6 Broad	--	campaign r enabled	removed	enabled
VOA & EVC	9/1/12	-NB- Hour Eyes L2	vera bradley glasses	Types of Glasses	64	3.12%	2	1.2	2.41	1	5 Broad	--	campaign r enabled	removed	enabled
VOA & EVC	1/1/12	-NB- Hour Eyes L2	eye glasses vienna	Local	3	0.00%	0	0	0	0	5 Broad	--	campaign r enabled	removed	enabled
VOA & EVC	1/1/12	Z-NB- Visionworld	prescription glasses coupons	Tier 5 - long tail	4	0.00%	0	0	0	0	7.3 Broad	--	campaign r enabled	removed	enabled
VOA & EVC	6/1/12	Rebrand -BR- Doctors ValuVisio	doctor value vision murreesbor	Branded	9	0.00%	0	0	0	0	1.1 Broad	--	campaign r enabled	removed	enabled
VOA & EVC	12/1/12	-NB- Visionworks L2	rampage glasses	Types of Glasses	1	0.00%	0	0	0	0	2 Broad	--	campaign r enabled	removed	enabled
VOA & EVC	9/1/12	-NB- EYE DRX L4	optical clifton nj	Local	73	0.00%	0	0	0	0	3 Broad	--	campaign r enabled	removed	enabled
VOA & EVC	4/1/12	EVC - DavisVision	prescription eyeglasses	Tier 5 - long tail	76	1.32%	1	1.34	1.34	0	7.3 Broad	--	campaign r enabled	removed	enabled
VOA & EVC	4/1/12	EVC - EmpireVision	eye doctors	Tier 5 - long tail	1331	2.03%	27	0.6	16.23	3	5.2 Broad	--	campaign r enabled	removed	enabled
VOA & EVC	7/1/12	-NB- Hour Eyes L2	ralph lauren eyeglasses	Types of Glasses	246	0.81%	2	1.26	2.52	0	6.7 Broad	--	campaign r enabled	removed	enabled
VOA & EVC	10/1/12	EVC - Cambridge Eye Drs	eyeglasses coupons	Tier 5 - long tail	57	8.77%	5	1.16	5.81	11	6.4 Broad	--	campaign r enabled	removed	enabled
VOA & EVC	4/1/12	MOBILE-BR- Dr Bizers ValuVisio	dr bizer value vision	Mobile - Branded	10	40.00%	4	0.1	0.41	0	1 Broad	--	campaign r enabled	removed	enabled
VOA & EVC	9/1/12	EVC - BR - EmpireVision	empire vision oneida ny	Branded	56	7.14%	4	0.49	1.96	0	1.1 Broad	--	campaign r enabled	removed	enabled
VOA & EVC	1/1/12	-BR- Eyemasters L2	eye masters san antonio tx	Branded	43	6.98%	3	1.01	3.03	0	1 Broad	--	campaign r enabled	removed	enabled
VOA & EVC	7/1/12	-BR- Eyemasters L2	eyemasters eyeglass frames	Branded	598	9.53%	57	2.45	139.57	7	1.3 Broad	--	campaign r enabled	removed	enabled
VOA & EVC	1/1/12	-NB- Eyemasters L2	optometrist slidell la	Local	60	3.33%	2	0.54	1.09	2	4.7 Broad	--	campaign r enabled	removed	enabled
VOA & EVC	4/1/12	EVC - EmpireVision	coach glasses	Types of Glasses	1198	0.17%	2	0.68	1.37	1	5.6 Broad	--	campaign r enabled	removed	enabled
VOA & EVC	3/1/12	-BR- Visionworks	visionworks stonecrest	Branded	26	3.85%	1	1.52	1.52	0	1 Broad	--	campaign r enabled	removed	enabled
VOA & EVC	7/1/12	-BR- Dr Bizers VisionWorld	dr bizer springhurst	Branded	11	9.09%	1	0.04	0.04	0	1 Broad	--	campaign r enabled	removed	enabled
VOA & EVC	4/1/12	-NB- Visionworks	optical columbia	Local	43	0.00%	0	0	0	0	3.3 Broad	--	campaign r enabled	removed	enabled
VOA & EVC	2/1/12	-NB- Visionworks	eye exam mcdonough	Local	9	0.00%	0	0	0	0	5.2 Broad	--	campaign r enabled	removed	enabled
VOA & EVC	8/1/12	-BR- Visionworks	contacts binyons	Branded	4	0.00%	0	0	0	0	4.3 Broad	--	campaign r enabled	removed	enabled
VOA & EVC	12/1/12	Rebrand -NB- Eyemasters L3	glasses deal	Tier 5 - long tail	17	0.00%	0	0	0	0	4.7 Broad	--	campaign r enabled	removed	enabled
VOA & EVC	2/1/12	-NB- Hour Eyes L2	optical vienna va	Local	23	0.00%	0	0	0	0	2.1 Broad	--	campaign r enabled	removed	enabled
VOA & EVC	10/1/12	EVC - DavisVision	cheap hello kitty glasses	Types of Glasses	13	0.00%	0	0	0	0	4.5 Broad	--	campaign r enabled	removed	enabled
VOA & EVC	4/1/12	Z-EE 29 - Eyemasters Nashville	coach glasses frames	EE 29 - Eyemasters Nasi	9	0.00%	0	0	0	0	6.9 Broad	--	campaign r enabled	removed	enabled
VOA & EVC	5/1/12	TEST-B+NB- Visionworks	four eyes	Competitor	1192	1.26%	15	0.93	13.99	4	1.8 Broad	--	campaign r enabled	removed	paused
VOA & EVC	1/1/12	EVC - BR - EmpireVision	empire vision auburn	Branded	54	3.70%	2	2	4.01	1	1 Broad	--	campaign r enabled	removed	enabled
VOA & EVC	12/1/12	-NB- Visionworks L3	vision center	Tier 5 - long tail	38	2.63%	1	1.36	1.36	0	1.8 Broad	--	campaign r enabled	removed	enabled
VOA & EVC	11/1/12	-NB- Eyemasters L4	pearl vision	Competitor	398	1.26%	5	1.04	5.22	1	2.7 Broad	--	campaign r enabled	removed	enabled
VOA & EVC	8/1/12	z-Rebrand -NB- Eyemasters 1	one hour glasses	Tier 5 - long tail	36	5.56%	2	0.29	0.58	0	1.9 Broad	--	campaign r enabled	removed	enabled
VOA & EVC	3/1/12	-NB- EYE DRX L4	eyeglasses sale	Tier 5 - long tail	7	14.29%	1	0.89	0.89	1	5.4 Broad	--	campaign r enabled	removed	enabled
VOA & EVC	3/1/12	-NB- EYE DRX L4	eyeglasses edison	Local	5	0.00%	0	0	0	0	6.6 Broad	--	campaign r enabled	removed	enabled
VOA & EVC	4/1/12	Z-EE 29 - Eyemasters Kansas Ci	lenscrafters coupons	EE 29 - Eyemasters Kan:	62	4.84%	3	0.61	1.83	1	3.6 Broad	--	campaign r enabled	removed	enabled
VOA & EVC	12/1/12	-BR- Visionworks L4	visionworks st pete	Branded	26	7.69%	2	0.55	1.1	0	1 Broad	--	campaign r enabled	removed	enabled
VOA & EVC	4/1/12	Z-EE - Doctor's ValuVision Padu	optical cape girardeau	EE - Doctor's ValuVision	47	2.13%	1	0.55	0.55	0	2.1 Broad	--	campaign r enabled	removed	enabled
VOA & EVC	12/1/12	EVC - BR - EmpireVision	empire vision auburn	Branded	25	16.00%	4	0.09	0.37	0	1.4 Broad	--	campaign r enabled	removed	enabled
VOA & EVC	6/1/12	-NB- Visionworks	glasses grand junction	Local	3	33.33%	1	0.93	0.93	0	3 Broad	--	campaign r enabled	removed	enabled
VOA & EVC	12/1/12	-NB- Dr Bizers Visionworld	eyeglass deals	Tier 5 - long tail	19	5.26%	1	0.83	0.83	0	6.7 Broad	--	campaign r enabled	removed	enabled
VOA & EVC	2/1/12	-NB- Visionworks	eye glasses lithonia ga	Local	20	10.00%	2	0.9	1.81	1	3.5 Broad	--	campaign r enabled	removed	enabled
VOA & EVC	8/1/12	-BR- Dr Bizers ValuVision	bizer's value vision	Branded	9	22.22%	2	0.21	0.42	3	1.1 Broad	--	campaign r enabled	removed	enabled
VOA & EVC	3/1/12	-NB- Dr Bizers ValuVision	big eyeglasses	Tier 5 - long tail	14	0.00%	0	0	0	0	4.9 Broad	--	campaign r enabled	removed	enabled
VOA & EVC	10/1/12	-NB- Hour Eyes L2	vision stores	Tier 5 - long tail	229	3.06%	7	0.58	4.07	6	3.7 Broad	--	campaign r enabled	removed	enabled
VOA & EVC	4/1/12	-NB- Hour Eyes L2	stylish eyeglass frames for wom	Tier 5 - long tail	1	0.00%	0	0	0	0	9 Broad	--	campaign r enabled	removed	enabled
VOA & EVC	4/1/12	-NB- Visionworks	eye glasses asheville	Local	389	1.54%	6	1.12	6.74	6	3.5 Broad	--	campaign r enabled	removed	enabled

Name	Keywords 2013	Type	Keyword	Frequency	One time	Date range	Custom date range	Account	Month	Campaign	Keyword	Ad group	Impression	CTR	Clicks	Avg. CPC	Cost	Conversion	Avg. positio	Match type	Quality sco	Status	Keyword st	Campaign	Ad group state		
VOA & EVC	9/1/13	Visionworks - B - Miami/Ft. Lauderdale										Tier 5 - long tail	4	0.00%	0	0	0	2	Broad	--		campaign r	enabled	paused	paused		
VOA & EVC	9/1/13	Visionworks - B - Portland										Tier 5 - long tail	60	0.00%	0	0	0	4.7	Broad	--		campaign r	enabled	paused	paused		
VOA & EVC	5/1/13	Visionworks - D - Laredo										Tier 5 - long tail	24	0.00%	0	0	0	4.6	Broad	--		campaign r	enabled	paused	paused		
VOA & EVC	11/1/13	Vision World - C - Providence										Types of Glasses	1	0.00%	0	0	0	7	Broad	--		campaign r	enabled	paused	enabled		
VOA & EVC	8/1/13	Visionworks - A - Philadelphia										Competitor	1650	1.88%	31	1.21	37.44	7	2.2	Broad	--		campaign r	enabled	paused	paused	
VOA & EVC	12/1/13	Visionworks - D - Ft. Myers/Naples										Types of Glasses	4	0.00%	0	0	0	2.5	Broad	--		campaign r	enabled	paused	paused		
VOA & EVC	8/1/13	Visionworks - AA - Washington, DC										Local	838	0.24%	2	0.98	1.97	0	3.5	Broad	--		campaign r	enabled	paused	paused	
VOA & EVC	7/1/13	Visionworks - D - Jacksonville										Branded	1	0.00%	0	0	0	0	2	Broad	--		campaign r	enabled	paused	paused	
VOA & EVC	9/1/13	Visionworks - B - Austin										Local	17	0.00%	0	0	0	1.6	Broad	--		campaign r	enabled	paused	paused		
VOA & EVC	1/1/13	-NB- Doctors ValuVision L2										Tier 5 - long tail	56	3.57%	2	0.92	1.83	12	4.6	Broad	--		campaign r	enabled	removed	enabled	
VOA & EVC	8/1/13	Visionworks - D - West Palm Beach										Local	1	0.00%	0	0	0	0	3	Broad	--		campaign r	enabled	paused	enabled	
VOA & EVC	7/1/13	Visionworks - D - Lafayette										Competitor	1	0.00%	0	0	0	0	1	Broad	--		campaign r	enabled	paused	paused	
VOA & EVC	8/1/13	Visionworks - D - Hattiesburg										Tier 5 - long tail	8	0.00%	0	0	0	0	1.8	Broad	--		campaign r	enabled	paused	paused	
VOA & EVC	8/1/13	Visionworks - C - Colorado Springs										Local	8	12.50%	1	2.18	2.18	2	2.1	Broad	--		campaign r	enabled	paused	paused	
VOA & EVC	11/1/13	Visionworks - D - Laredo										Prescription	4	0.00%	0	0	0	0	5.5	Broad	--		campaign r	enabled	paused	enabled	
VOA & EVC	11/1/13	Visionworks - C - Branded - ALL Mar										Branded - C	1	0.00%	0	0	0	0	1	Exact	--		campaign r	enabled	paused	enabled	
VOA & EVC	6/1/13	Visionworks - D - Greensboro/Wins										Types of Glasses	2	0.00%	0	0	0	0	3	Broad	--		campaign r	enabled	paused	paused	
VOA & EVC	5/1/13	Visionworks - AA - Chicago										Local	5	0.00%	0	0	0	0	3.4	Broad	--		campaign r	enabled	paused	paused	
VOA & EVC	7/1/13	Visionworks - D - Spokane										Types of Glasses	15	0.00%	0	0	0	0	4.5	Broad	--		campaign r	enabled	paused	enabled	
VOA & EVC	11/1/13	Visionworks - D - St. Joseph										Tier 5 - long tail	1	0.00%	0	0	0	0	11	Broad	--		campaign r	enabled	paused	enabled	
VOA & EVC	12/1/13	Visionworks - B - Cleveland										Branded	1	0.00%	0	0	0	0	1	Broad	--		campaign r	enabled	paused	enabled	
VOA & EVC	1/1/13	-NB- Visionworks L2										Local	9	0.00%	0	0	0	0	3.4	Broad	--		campaign r	enabled	removed	enabled	
VOA & EVC	8/1/13	Visionworks - D - Myrtle Beach										Types of Glasses	1	0.00%	0	0	0	0	3	Broad	--		campaign r	enabled	paused	enabled	
VOA & EVC	5/1/13	Total Vision Care - B - Pittsburgh										Types of Glasses	1	0.00%	0	0	0	0	1	Broad	--		campaign r	enabled	paused	paused	
VOA & EVC	10/1/13	Visionworks - AA - Washington, DC										Competitor	92	0.00%	0	0	0	0	3	Broad	--		campaign r	enabled	paused	paused	
VOA & EVC	2/1/13	-NB- Doctors ValuVision										Tier 5 - long tail	6	0.00%	0	0	0	0	4.7	Broad	--		campaign r	enabled	removed	enabled	
VOA & EVC	8/1/13	Visionworks - B - Baltimore										Tier 5 - long tail	2	0.00%	0	0	0	0	8	Broad	--		campaign r	enabled	paused	paused	
VOA & EVC	9/1/13	Visionworks - C - Branded - ALL Mar										Branded - C	15	13.33%	2	0.3	0.61	0	1.1	Exact	--		campaign r	enabled	paused	enabled	
VOA & EVC	1/1/13	-BR- Hour Eyes L2										Branded	4578	6.40%	293	0.82	240.09	131	1.1	Broad	--		campaign r	enabled	removed	enabled	
VOA & EVC	1/1/13	EVC - BR - EmpireVision										Branded	5	0.00%	0	0	0	0	1	Broad	--		campaign r	enabled	removed	enabled	
VOA & EVC	9/1/13	Visionworks - D - Panama City										Tier 5 - long tail	5	0.00%	0	0	0	0	4.2	Broad	--		campaign r	enabled	paused	paused	
VOA & EVC	4/1/13	Visionworks - B - Portland										Competitor	3	0.00%	0	0	0	0	1.3	Broad	--		campaign r	enabled	paused	paused	
VOA & EVC	4/1/13	Visionworks - AA - Dallas/Ft. Worth										Tier 5 - long tail	23	4.35%	1	1.27	1.27	0	2.3	Broad	--		campaign r	enabled	paused	paused	
VOA & EVC	10/1/13	Visionworks - C - Harlingen/Weslac										Tier 5 - long tail	3	0.00%	0	0	0	0	4.7	Broad	--		campaign r	enabled	paused	paused	
VOA & EVC	6/1/13	Visionworks - D - Springfield										Competitor	2	0.00%	0	0	0	0	3	Broad	--		campaign r	enabled	paused	paused	
VOA & EVC	3/1/13	-NB- Visionworks										Types of Glasses	21	0.00%	0	0	0	0	6.6	Broad	--		campaign r	enabled	removed	enabled	
VOA & EVC	4/1/13	Visionworks - C - Charlotte										Branded	1	0.00%	0	0	0	0	1	Broad	--		campaign r	enabled	paused	paused	
VOA & EVC	11/1/13	Visionworks - B - Cleveland										Competitor	1	0.00%	0	0	0	0	1	Broad	--		campaign r	enabled	paused	paused	
VOA & EVC	9/1/13	Visionworks - C - Omaha										Tier Two	33	0.00%	0	0	0	0	2.1	Exact	--		campaign r	enabled	paused	paused	
VOA & EVC	5/1/13	Visionworks - D - Medford										Competitor	2	0.00%	0	0	0	0	1.5	Broad	--		campaign r	enabled	paused	paused	
VOA & EVC	10/1/13	Visionworks - D - Mankato										Tier 5 - long tail	3	0.00%	0	0	0	0	1.7	Broad	--		campaign r	enabled	paused	enabled	
VOA & EVC	11/1/13	Visionworks - B - Miami/Ft. Lauderdale										Local	4	0.00%	0	0	0	0	4	Broad	--		campaign r	enabled	paused	paused	
VOA & EVC	6/1/13	Visionworks - D - Albuquerque										Local	2	0.00%	0	0	0	0	6.5	Broad	--		campaign r	enabled	paused	paused	
VOA & EVC	11/1/13	Visionworks - C - Las Vegas										Competitor	49	0.00%	0	0	0	0	3.3	Broad	--		campaign r	enabled	paused	paused	
VOA & EVC	9/1/13	Cambridge Eye Doctors - A - Cambr										Tier One	3	0.00%	0	0	0	0	3.3	Broad	--		campaign r	enabled	paused	enabled	
VOA & EVC	11/1/13	Visionworks - AA - Chicago										Local	3	33.33%	1	0.91	0.91	0	1.7	Broad	--		campaign r	enabled	paused	paused	
VOA & EVC	5/1/13	Visionworks - B - Pittsburgh										Local	3	0.00%	0	0	0	0	1	Broad	--		campaign r	enabled	paused	paused	
VOA & EVC	5/1/13	Visionworks - A - Phoenix										Tier 5 - long tail	43	0.00%	0	0	0	0	4.9	Broad	--		campaign r	enabled	paused	paused	
VOA & EVC	5/1/13	Visionworks - D - Greensboro/Wins										Branded	17	11.76%	2	1.48	2.96	0	1	Broad	--		campaign r	enabled	paused	paused	
VOA & EVC	6/1/13	Visionworks - AA - Dallas/Ft. Worth										Branded	4	0.00%	0	0	0	0	2	Broad	--		campaign r	enabled	paused	paused	
VOA & EVC	6/1/13	Visionworks - C - Orlando										Branded	2	0.00%	0	0	0	0	1	Broad	--		campaign r	enabled	paused	paused	
VOA & EVC	9/1/13	Visionworks - C - Kansas City										Tier 5 - long tail	1	0.00%	0	0	0	0	5	Broad	--		campaign r	enabled	paused	paused	
VOA & EVC	4/1/13	Visionworks - C - Las Vegas										Tier 5 - long tail	1	0.00%	0	0	0	0	0	3	Broad	--		campaign r	enabled	paused	paused
VOA & EVC	6/1/13	Visionworks - C - Tucson										Tier 5 - long tail	3	0.00%	0	0	0	0	5.3	Broad	--		campaign r	enabled	paused	paused	
VOA & EVC	5/1/13	Visionworks - A - Tampa/St. Pete/S										Types of Glasses	27	3.70%	1	1.45	1.45	1	6.1	Broad	--		campaign r	enabled	paused	paused	
VOA & EVC	9/1/13	Visionworks - C - Orlando										Local	91	1.10%	1	2.23	2.23	0	3.9	Broad	--		campaign r	enabled	paused	paused	
VOA & EVC	11/1/13	Visionworks - D - Greensboro/Wins										Types of Glasses	1	0.00%	0	0	0	0	4	Broad	--		campaign r	enabled	paused	paused	
VOA & EVC	10/1/13	Visionworks - AA - Louisville										Tier 5 - long tail	1	0.00%	0	0	0	0	7	Broad	--		campaign r	enabled	paused	paused	
VOA & EVC	11/1/13	Visionworks - B - Baltimore										Types of Glasses	28	0.00%	0	0	0	0	5.4	Broad	--		campaign r	enabled	paused	paused	
VOA & EVC	4/1/13	Visionworks - B - Denver										Local	57	0.00%	0	0	0	0	6.3	Broad	--		campaign r	enabled	paused	paused	

VOA & EVC	1/1/13	-NB- Visionworks L3	Tier 5 - long tail	774	1.68%	13	1.45	18.8	2	5.1 Broad	--	campaign r	enabled	removed	enabled
VOA & EVC	5/1/13	Visionworks - C - Kansas City	Local	1	0.00%	0	0	0	0	4 Broad	--	campaign r	enabled	paused	paused
VOA & EVC	9/1/13	Visionworks - D - Wichita Falls	Types of Glasses	1	0.00%	0	0	0	0	4 Broad	--	campaign r	enabled	paused	enabled
VOA & EVC	8/1/13	Visionworks - D - Beaumont/Port A	Types of Glasses	2	0.00%	0	0	0	0	4 Broad	--	campaign r	enabled	paused	paused
VOA & EVC	10/1/13	Visionworks - A - Phoenix	Types of Glasses	6	0.00%	0	0	0	0	2.5 Broad	--	campaign r	enabled	paused	paused
VOA & EVC	7/1/13	Visionworks - AA - Chicago	Branded	3	66.67%	2	0.43	0.86	0	1 Broad	--	campaign r	enabled	paused	paused
VOA & EVC	8/1/13	Visionworks - A - San Antonio	Types of Glasses	35	0.00%	0	0	0	0	3.2 Broad	--	campaign r	enabled	paused	paused
VOA & EVC	9/1/13	Visionworks - D - Mobile/Pensacola	Local	4	0.00%	0	0	0	0	2.5 Broad	--	campaign r	enabled	paused	paused
VOA & EVC	9/1/13	Visionworks - C - Charleston/Huntin	Tier 5 - long tail	7	0.00%	0	0	0	0	5.4 Broad	--	campaign r	enabled	paused	paused
VOA & EVC	10/1/13	Visionworks - D - Greensboro/Wins	Tier 5 - long tail	11	0.00%	0	0	0	0	4.6 Broad	--	campaign r	enabled	paused	paused
VOA & EVC	1/1/13	-NB- Visionworks L4	Local	1	0.00%	0	0	0	0	2 Broad	--	campaign r	enabled	removed	enabled
VOA & EVC	7/1/13	Visionworks - C - Tucson	Tier 5 - long tail	26	0.00%	0	0	0	0	3.9 Broad	--	campaign r	enabled	paused	paused
VOA & EVC	6/1/13	Visionworks - D - Lake Charles	Branded	1	0.00%	0	0	0	0	1 Broad	--	campaign r	enabled	paused	paused
VOA & EVC	1/1/13	MOBILE-BR- Visionworks L2	Mobile- Branded	100	2.00%	2	1.13	2.26	3	1.9 Broad	--	campaign r	enabled	removed	enabled
VOA & EVC	9/1/13	Visionworks - B - Baltimore	Types of Glasses	1	0.00%	0	0	0	0	5 Broad	--	campaign r	enabled	paused	paused
VOA & EVC	11/1/13	Visionworks - D - Alexandria	Promotional	1	0.00%	0	0	0	0	8 Broad	--	campaign r	enabled	paused	enabled
VOA & EVC	7/1/13	Visionworks - D - Lincoln	Competitor	22	0.00%	0	0	0	0	3.3 Broad	--	campaign r	enabled	paused	paused
VOA & EVC	7/1/13	Visionworks - D - Greensboro/Wins	Competitor	113	0.88%	1	1.18	1.18	0	2.5 Broad	--	campaign r	enabled	paused	paused
VOA & EVC	1/1/13	-BR- Visionworks L2	Branded	105	0.00%	0	0	0	0	1.1 Broad	--	campaign r	enabled	removed	enabled
VOA & EVC	1/1/13	-NB- Hour Eyes L2	Local	8	0.00%	0	0	0	0	3.6 Broad	--	campaign r	enabled	removed	enabled
VOA & EVC	9/1/13	Visionworks - D - Mobile/Pensacola	Tier 5 - long tail	16	0.00%	0	0	0	0	9 Broad	--	campaign r	enabled	paused	paused
VOA & EVC	2/1/13	-BR- Visionworks	Branded	6	0.00%	0	0	0	0	1 Broad	--	campaign r	enabled	removed	enabled
VOA & EVC	5/1/13	Visionworks - D - Evansville	Tier 5 - long tail	72	0.00%	0	0	0	0	4.3 Broad	--	campaign r	enabled	paused	paused
VOA & EVC	9/1/13	Visionworks - C - Kansas City	Tier 5 - long tail	3	0.00%	0	0	0	0	2 Broad	--	campaign r	enabled	paused	paused
VOA & EVC	6/1/13	Visionworks - B - Miami/Ft. Lauder	Tier 5 - long tail	54	1.85%	1	0.77	0.77	0	4.8 Broad	--	campaign r	enabled	paused	paused
VOA & EVC	9/1/13	Cambridge Eye Doctors - A - Cambr	Competitor	2	0.00%	0	0	0	0	7 Broad	--	campaign r	enabled	paused	enabled
VOA & EVC	10/1/13	Visionworks - C - Harlingen/Weslac	Tier 5 - long tail	1	0.00%	0	0	0	0	3 Broad	--	campaign r	enabled	paused	paused
VOA & EVC	4/1/13	Visionworks - D - Dothan	Types of Glasses	2	0.00%	0	0	0	0	3 Broad	--	campaign r	enabled	paused	paused
VOA & EVC	10/1/13	Visionworks - B - Austin	Tier 5 - long tail	63	1.59%	1	1.31	1.31	0	8 Broad	--	campaign r	enabled	paused	paused
VOA & EVC	10/1/13	Visionworks - C - Las Vegas	Tier 5 - long tail	5	0.00%	0	0	0	0	3.6 Broad	--	campaign r	enabled	paused	paused
VOA & EVC	4/1/13	EVC - DavisVision	Tier 5 - long tail	281	0.36%	1	1.1	1.1	0	4.3 Broad	--	campaign r	enabled	removed	enabled
VOA & EVC	3/1/13	-NB- Dr Bizers Visionworld	Tier Two	129	0.78%	1	0.9	0.9	0	6.5 Exact	--	campaign r	enabled	removed	enabled
VOA & EVC	11/1/13	Visionworks - C - Charlotte	Types of Glasses	2	0.00%	0	0	0	0	7 Broad	--	campaign r	enabled	paused	paused
VOA & EVC	11/1/13	Visionworks - D - Tyler/Longview	Tier 5 - long tail	1	0.00%	0	0	0	0	7 Broad	--	campaign r	enabled	paused	enabled
VOA & EVC	8/1/13	Visionworks - D - Mobile/Pensacola	Types of Glasses	1	0.00%	0	0	0	0	5 Broad	--	campaign r	enabled	paused	paused
VOA & EVC	2/1/13	-NB- Visionworks L4	Tier 5 - long tail	134	2.24%	3	1.13	3.39	4	3.9 Broad	--	campaign r	enabled	removed	enabled
VOA & EVC	8/1/13	Visionworks - C - Oklahoma City	Tier 5 - long tail	12	0.00%	0	0	0	0	1.9 Broad	--	campaign r	enabled	paused	paused
VOA & EVC	4/1/13	Visionworks - D - Joplin	Tier 5 - long tail	2	0.00%	0	0	0	0	1 Broad	--	campaign r	enabled	paused	paused
VOA & EVC	4/1/13	Visionworks - D - Duluth	Tier 5 - long tail	22	0.00%	0	0	0	0	7.1 Broad	--	campaign r	enabled	paused	paused
VOA & EVC	9/1/13	Visionworks - B - Cleveland	Competitor	1	0.00%	0	0	0	0	1 Broad	--	campaign r	enabled	paused	paused
VOA & EVC	12/1/13	Visionworks - A - Tampa/St. Pete/S	Local	7	0.00%	0	0	0	0	1.7 Broad	--	campaign r	enabled	paused	paused
VOA & EVC	7/1/13	Visionworks - D - Erie	Local	1	0.00%	0	0	0	0	8 Broad	--	campaign r	enabled	paused	paused
VOA & EVC	11/1/13	Vision World - C - Providence	Tier 5 - long tail	2	0.00%	0	0	0	0	2 Broad	--	campaign r	enabled	paused	enabled
VOA & EVC	10/1/13	Visionworks - C - Kansas City	Competitor	1437	3.13%	45	1.39	62.62	16	2.4 Broad	--	campaign r	enabled	paused	paused
VOA & EVC	3/1/13	-NB-VISIONWORKS 69 ONLY	Types of Glasses	862	0.23%	2	1.12	2.23	1	3.3 Broad	--	campaign r	enabled	removed	enabled
VOA & EVC	10/1/13	Visionworks - B - Portland	Competitor	3538	3.08%	109	1.21	132.11	20	2.4 Broad	--	campaign r	enabled	paused	paused
VOA & EVC	7/1/13	Visionworks - D - Lafayette	Tier 5 - long tail	1	0.00%	0	0	0	0	2 Broad	--	campaign r	enabled	paused	paused
VOA & EVC	2/1/13	-BR- Eyemasters L2	Branded	1	100.00%	1	3.55	3.55	0	2 Broad	--	campaign r	enabled	removed	enabled
VOA & EVC	6/1/13	Visionworks - C - Orlando	Competitor	161	1.86%	3	1.64	4.91	0	3.1 Broad	--	campaign r	enabled	paused	paused
VOA & EVC	7/1/13	Visionworks - C - Las Vegas	Local	2	0.00%	0	0	0	0	3 Broad	--	campaign r	enabled	paused	paused
VOA & EVC	12/1/13	Visionworks - D - Abilene	Local	2	0.00%	0	0	0	0	3 Broad	--	campaign r	enabled	paused	paused
VOA & EVC	10/1/13	Visionworks - D - Raleigh/Durham	Tier 5 - long tail	14	0.00%	0	0	0	0	6.2 Broad	--	campaign r	enabled	paused	enabled
VOA & EVC	11/1/13	Visionworks - D - Greensboro/Wins	Promotional	16	0.00%	0	0	0	0	5.4 Broad	--	campaign r	enabled	paused	paused
VOA & EVC	11/1/13	Visionworks - D - Mobile/Pensacola	Competitor	2	0.00%	0	0	0	0	1.5 Broad	--	campaign r	enabled	paused	paused
VOA & EVC	7/1/13	Visionworks - AA - Washington, DC	Local	470	0.21%	1	1.15	1.15	0	4.1 Broad	--	campaign r	enabled	paused	paused
VOA & EVC	7/1/13	Visionworks - C - Tri- C - Cities	Tier One	35	2.86%	1	1.64	1.64	0	3 Exact	--	campaign r	enabled	paused	paused
VOA & EVC	5/1/13	Visionworks - AA - Washington, DC	Branded	3	66.67%	2	0.54	1.07	3	1 Broad	--	campaign r	enabled	paused	enabled
VOA & EVC	12/1/13	Visionworks - C - Charlotte	Tier 5 - long tail	182	2.20%	4	2.05	8.2	0	2.8 Broad	--	campaign r	enabled	paused	paused
VOA & EVC	3/1/13	-BR- Visionworks	Branded	127	11.02%	14	0.76	10.61	12	1.2 Broad	--	campaign r	enabled	removed	enabled
VOA & EVC	4/1/13	Visionworks - B - Baltimore	Types of Glasses	1	0.00%	0	0	0	0	10 Broad	--	campaign r	enabled	paused	paused
VOA & EVC	9/1/13	Visionworks - D - Wilmington	Tier 5 - long tail	7	0.00%	0	0	0	0	5.7 Broad	--	campaign r	enabled	paused	enabled
VOA & EVC	12/1/13	Visionworks - AA - Chicago	Tier 5 - long tail	215	2.79%	6	0.73	4.38	0	3 Broad	--	campaign r	enabled	paused	paused
VOA & EVC	7/1/13	Visionworks - D - Albuquerque	Local	1	0.00%	0	0	0	0	3 Broad	--	campaign r	enabled	paused	paused
VOA & EVC	6/1/13	Visionworks - C - Paducah	Types of Glasses	7	0.00%	0	0	0	0	3.1 Broad	--	campaign r	enabled	paused	paused
VOA & EVC	5/1/13	Visionworks - C - Waco	Tier 5 - long tail	4	0.00%	0	0	0	0	5.5 Broad	--	campaign r	enabled	paused	paused
VOA & EVC	6/1/13	Visionworks - A - Minneapolis/St. P	Branded	1	0.00%	0	0	0	0	3 Broad	--	campaign r	enabled	paused	paused

VOA & EVC	4/1/13	Visionworks - D - St. Joseph	Tier 5 - long tail	4	0.00%	0	0	0	0	4	Broad	--	campaign r	enabled	paused	enabled
VOA & EVC	6/1/13	Visionworks - A - Atlanta	Types of Glasses	11	0.00%	0	0	0	0	4.5	Broad	--	campaign r	enabled	paused	paused
VOA & EVC	4/1/13	Visionworks - AA - Chicago	Local	1	0.00%	0	0	0	0	1	Broad	--	campaign r	enabled	paused	paused
VOA & EVC	6/1/13	Visionworks - D - Wichita Falls	Tier 5 - long tail	13	0.00%	0	0	0	0	4.5	Broad	--	campaign r	enabled	paused	enabled
VOA & EVC	9/1/13	Visionworks - C - Colorado Springs	Tier 5 - long tail	12	0.00%	0	0	0	0	1	Broad	--	campaign r	enabled	paused	paused
VOA & EVC	11/1/13	Cambridge Eye Doctors - A - Cambridge	Tier Two	2	0.00%	0	0	0	0	4.5	Broad	--	campaign r	enabled	paused	enabled
VOA & EVC	4/1/13	Visionworks - A - Philadelphia	Competitor	1563	0.90%	14	1.14	16	3	2.7	Broad	--	campaign r	enabled	paused	paused
VOA & EVC	11/1/13	Visionworks - D - Raleigh/Durham	Promotional	44	0.00%	0	0	0	0	6.3	Broad	--	campaign r	enabled	paused	enabled
VOA & EVC	11/1/13	Visionworks - C - Las Vegas	Types of Glasses	16	0.00%	0	0	0	0	5.3	Broad	--	campaign r	enabled	paused	paused
VOA & EVC	5/1/13	Visionworks - D - Beaumont/Port Aransas	Tier Two	23	0.00%	0	0	0	0	3.1	Exact	--	campaign r	enabled	paused	paused
VOA & EVC	6/1/13	Visionworks - D - La Crosse/Eau Claire	Tier 5 - long tail	2	0.00%	0	0	0	0	7.5	Broad	--	campaign r	enabled	paused	paused
VOA & EVC	10/1/13	Visionworks - A - Atlanta	Tier 5 - long tail	1	0.00%	0	0	0	0	3	Broad	--	campaign r	enabled	paused	paused
VOA & EVC	7/1/13	Visionworks - D - Jacksonville	Branded	1	0.00%	0	0	0	0	1	Broad	--	campaign r	enabled	paused	paused
VOA & EVC	7/1/13	Visionworks - C - Oklahoma City	Branded	22	31.82%	7	1.29	9.04	0	1	Broad	--	campaign r	enabled	paused	paused
VOA & EVC	12/1/13	Visionworks - D - Mobile/Pensacola	Local	1	0.00%	0	0	0	0	3	Broad	--	campaign r	enabled	paused	paused
VOA & EVC	8/1/13	Visionworks - A - Atlanta	Local	231	0.00%	0	0	0	0	2.1	Broad	--	campaign r	enabled	paused	paused
VOA & EVC	4/1/13	Visionworks - A - Atlanta	Tier 5 - long tail	61	1.64%	1	1.28	1.28	1	2.4	Broad	--	campaign r	enabled	paused	paused
VOA & EVC	11/1/13	Visionworks - D - Tallahassee	Tier 5 - long tail	1	0.00%	0	0	0	0	3	Broad	--	campaign r	enabled	paused	paused
VOA & EVC	11/1/13	Visionworks - D - Fargo	Tier 5 - long tail	1	0.00%	0	0	0	0	9	Broad	--	campaign r	enabled	paused	paused
VOA & EVC	2/1/13	-NB- Visionworks L2	Local	153	3.92%	6	1.15	6.92	9	3	Broad	--	campaign r	enabled	removed	enabled
VOA & EVC	12/1/13	Visionworks - D - Greenville	Prescription	17	5.88%	1	1.68	1.68	0	3.6	Broad	--	campaign r	enabled	paused	enabled
VOA & EVC	8/1/13	Visionworks - C - Branded - ALL Markets	Branded - C	51	23.53%	12	0.58	7.02	4	1.1	Exact	--	campaign r	enabled	paused	enabled
VOA & EVC	2/1/13	EVC - Total Vision Care	Tier 5 - long tail	26	0.00%	0	0	0	0	5.5	Broad	--	campaign r	enabled	removed	enabled
VOA & EVC	9/1/13	Visionworks - D - Lake Charles	Tier 5 - long tail	4	0.00%	0	0	0	0	4	Broad	--	campaign r	enabled	paused	paused
VOA & EVC	8/1/13	Visionworks - AA - Dallas/Ft. Worth	Tier 5 - long tail	581	1.55%	9	1.67	15.06	4	4.9	Broad	--	campaign r	enabled	paused	paused
VOA & EVC	4/1/13	Visionworks - B - Milwaukee	Tier 5 - long tail	9	0.00%	0	0	0	0	4	Broad	--	campaign r	enabled	paused	paused
VOA & EVC	7/1/13	Visionworks - C - Memphis	Local	6	0.00%	0	0	0	0	5.2	Broad	--	campaign r	enabled	paused	paused
VOA & EVC	8/1/13	Visionworks - C - Kansas City	Types of Glasses	1	0.00%	0	0	0	0	3	Broad	--	campaign r	enabled	paused	paused
VOA & EVC	12/1/13	Visionworks - B - Cleveland	Tier 5 - long tail	1	0.00%	0	0	0	0	3	Broad	--	campaign r	enabled	paused	paused
VOA & EVC	4/1/13	Visionworks - D - St. Joseph	Competitor	1	0.00%	0	0	0	0	4	Broad	--	campaign r	enabled	paused	enabled
VOA & EVC	11/1/13	Visionworks - D - Albuquerque	Competitor	5	0.00%	0	0	0	0	6.6	Broad	--	campaign r	enabled	paused	paused
VOA & EVC	8/1/13	Visionworks - D - Baton Rouge	Competitor	12	0.00%	0	0	0	0	2.8	Broad	--	campaign r	enabled	paused	paused
VOA & EVC	2/1/13	-NB- Hour Eyes L2	Local	62	6.45%	4	0.98	3.9	0	2.4	Broad	--	campaign r	enabled	removed	enabled
VOA & EVC	4/1/13	Visionworks - C - Omaha	Tier Two	129	0.78%	1	0.71	0.71	0	1.5	Exact	--	campaign r	enabled	paused	paused
VOA & EVC	1/1/13	-NB- Visionworks L4	Tier 5 - long tail	28	10.71%	3	0.9	2.71	0	2.1	Broad	--	campaign r	enabled	removed	enabled
VOA & EVC	11/1/13	Visionworks - C - Salt Lake City	Competitor	1	0.00%	0	0	0	0	3	Broad	--	campaign r	enabled	paused	paused
VOA & EVC	1/1/13	-NB- Dr Bizers Visionworld	Tier 5 - long tail	6	16.67%	1	0.48	0.48	0	3.7	Broad	--	campaign r	enabled	removed	enabled
VOA & EVC	9/1/13	Visionworks - D - Ft. Myers/Naples	Local	476	3.15%	15	1.71	25.69	6	2.9	Broad	--	campaign r	enabled	paused	paused
VOA & EVC	5/1/13	Visionworks - AA - Chicago	Local	2	0.00%	0	0	0	0	2	Broad	--	campaign r	enabled	paused	paused
VOA & EVC	11/1/13	Visionworks - D - Johnston/Altoona	Local	1	0.00%	0	0	0	0	3	Broad	--	campaign r	enabled	paused	paused
VOA & EVC	9/1/13	Visionworks - AA - Houston	Tier 5 - long tail	49	2.04%	1	1.33	1.33	0	3	Broad	--	campaign r	enabled	paused	paused
VOA & EVC	5/1/13	Visionworks - D - Jacksonville	Local	2	0.00%	0	0	0	0	3	Broad	--	campaign r	enabled	paused	paused
VOA & EVC	9/1/13	Visionworks - D - Springfield	Competitor	1	0.00%	0	0	0	0	2	Broad	--	campaign r	enabled	paused	paused
VOA & EVC	1/1/13	EVC - EmpireVision	Tier Two	1426	0.42%	6	1.24	7.44	1	4.3	Exact	--	campaign r	enabled	removed	enabled
VOA & EVC	12/1/13	Visionworks - A - Minneapolis/St. Paul	Local	5	0.00%	0	0	0	0	1.6	Broad	--	campaign r	enabled	paused	paused
VOA & EVC	9/1/13	Visionworks - C - Omaha	Local	2	0.00%	0	0	0	0	5	Broad	--	campaign r	enabled	paused	paused
VOA & EVC	11/1/13	Visionworks - A - New York	Competitor	181	2.21%	4	0.53	2.11	1	3.3	Broad	--	campaign r	enabled	paused	paused
VOA & EVC	5/1/13	Visionworks - B - Milwaukee	Branded	43	2.33%	1	1.12	1.12	1	1	Broad	--	campaign r	enabled	paused	paused
VOA & EVC	5/1/13	Visionworks - D - Baton Rouge	Tier 5 - long tail	1	0.00%	0	0	0	0	2	Broad	--	campaign r	enabled	paused	paused
VOA & EVC	4/1/13	Visionworks - A - Phoenix	Tier 5 - long tail	2	0.00%	0	0	0	0	5	Broad	--	campaign r	enabled	paused	paused
VOA & EVC	1/1/13	-NB- Eyemasters L2	Types of Glasses	2	0.00%	0	0	0	0	1.5	Broad	--	campaign r	enabled	removed	enabled
VOA & EVC	11/1/13	Visionworks - A - Nashville	Local	1	0.00%	0	0	0	0	1	Broad	--	campaign r	enabled	paused	paused
VOA & EVC	5/1/13	Visionworks - B - Denver	Local	3	0.00%	0	0	0	0	4.3	Broad	--	campaign r	enabled	paused	paused
VOA & EVC	12/1/13	Visionworks - D - Ft. Myers/Naples	Tier 5 - long tail	2	0.00%	0	0	0	0	8	Broad	--	campaign r	enabled	paused	paused
VOA & EVC	7/1/13	Visionworks - A - Tampa/St. Pete/Sarasota	Local	1	0.00%	0	0	0	0	6	Broad	--	campaign r	enabled	paused	paused
VOA & EVC	9/1/13	Empire Vision Center - A - Albany	Tier 5 - long tail	58	0.00%	0	0	0	0	3.7	Broad	--	campaign r	enabled	paused	paused
VOA & EVC	5/1/13	Visionworks - AA - Washington, DC	Tier 5 - long tail	22	9.09%	2	0.73	1.46	0	4.9	Broad	--	campaign r	enabled	paused	paused
VOA & EVC	4/1/13	Visionworks - D - Wichita	Tier 5 - long tail	3	0.00%	0	0	0	0	4.3	Broad	--	campaign r	enabled	paused	enabled
VOA & EVC	11/1/13	Visionworks - B - Miami/Ft. Lauderdale	Local	3	0.00%	0	0	0	0	4	Broad	--	campaign r	enabled	paused	paused
VOA & EVC	5/1/13	Visionworks - D - Jacksonville	Types of Glasses	3	0.00%	0	0	0	0	5.7	Broad	--	campaign r	enabled	paused	removed
VOA & EVC	8/1/13	Empire Vision Center - B - Rochester	Branded	2492	7.99%	199	0.67	132.93	50	1	Exact	--	campaign r	enabled	paused	enabled
VOA & EVC	6/1/13	Visionworks - C - Salt Lake City	Local	1	0.00%	0	0	0	0	7	Broad	--	campaign r	enabled	paused	paused
VOA & EVC	5/1/13	Empire Vision Center - A - Syracuse	Types of Glasses	3	0.00%	0	0	0	0	3.3	Broad	--	campaign r	enabled	paused	paused
VOA & EVC	10/1/13	Cambridge Eye Doctors - A - Cambridge	Tier Two	2	0.00%	0	0	0	0	4.5	Broad	--	campaign r	enabled	paused	enabled
VOA & EVC	6/1/13	Visionworks - B - Cleveland	Local	1	0.00%	0	0	0	0	4	Broad	--	campaign r	enabled	paused	paused
VOA & EVC	10/1/13	Visionworks - C - Tri-Cities	Tier 5 - long tail	341	0.59%	2	1.41	2.82	0	3.3	Broad	--	campaign r	enabled	paused	paused

Name Keywords 2014
Type Keyword
Frequency One time
Date range Custom date range
Dates Jan 1, 2014-Dec 31, 2014

Table with columns: Account, Month, Campaign, Keyword, Ad group, Impression, CTR, Clicks, Avg. CPC, Cost, Conversion, Avg. position, Match type, Quality score, Status, Keyword state, Campaign state, Ad group state. Contains multiple rows of campaign performance data.

Table with columns for VOA Search, dates, campaign names, and various metrics (e.g., 1 0.00%, 0 0 0 0, 1 Broad --, campaign r enabled, removed, enabled).

VOA Search	6/1/14	Visionworks Non Branded Main-L6	Competitor - L6	31	0.00%	0	0	0	0	4.7	Exact	--	campaign r	enabled	removed	enabled
VOA Search	4/1/14	Visionworks Branded Main-L2	Branded - Old Terms	1	0.00%	0	0	0	0	1	Broad	--	campaign r	enabled	removed	removed
VOA Search	12/1/14	Visionworks Branded Main-L1	Branded - Locations - M	5	0.00%	0	0	0	0	2.6	Broad	--	removed	removed	enabled	enabled
VOA Search	12/1/14	Visionworks Non Branded Main-L1	Long Tail 2 - M	6	16.67%	1	1.49	1.49	0	2.5	Exact	--	below first	enabled	enabled	enabled
VOA Search	12/1/14	Visionworks Non Branded Main-L1	Eyeglasses Location - M	30	6.67%	2	0.7	1.41	2	1.5	Exact	--	6 below first	enabled	enabled	enabled
VOA Search	7/1/14	Market Boost - Search - Columbus	Long Tail 2 - L2	17	0.00%	0	0	0	0	2.2	Broad	--	campaign r	enabled	paused	removed
VOA Search	6/1/14	Visionworks Non Branded Main-L1	Long Tail 2 - M	21	9.52%	2	1.65	3.3	1	1.8	Exact	--	paused	paused	enabled	enabled
VOA Search	3/1/14	Visionworks Branded Main-L6	Branded - Locations	1	0.00%	0	0	0	0	1	Broad	--	campaign r	enabled	removed	removed
VOA Search	5/1/14	Visionworks Non Branded Main-L6	Competitor - L6	14	0.00%	0	0	0	0	3.7	Exact	--	campaign r	enabled	removed	enabled
VOA Search	7/1/14	Visionworks Non Branded Main-L6	Head Terms 2 - L6	23	0.00%	0	0	0	0	7.7	Exact	--	campaign r	enabled	removed	enabled
VOA Search	1/1/14	Visionworks Branded Main-L3	Branded - Old Terms - L3	23	4.35%	1	0.51	0.51	1	2.2	Broad	--	campaign r	enabled	removed	removed
VOA Search	6/1/14	Market Boost - Search - Columbus	Competitor - Lenscrafter - L2	18	0.00%	0	0	0	0	1.6	Broad	--	campaign r	enabled	paused	removed
VOA Search	7/1/14	Market Boost - Search - Columbus	Competitor - L2	1	0.00%	0	0	0	0	7	Exact	--	campaign r	enabled	paused	removed
VOA Search	2/1/14	Visionworks Non Branded Main-L1	Competitor - Lenscrafter - M	9	0.00%	0	0	0	0	2.2	Exact	--	below first	enabled	enabled	enabled
VOA Search	8/1/14	Visionworks Non Branded Main-L1	Long Tail 2 - M	7	0.00%	0	0	0	0	1.9	Exact	--	below first	enabled	enabled	enabled
VOA Search	7/1/14	Visionworks Non Branded Main-L3	Competitor - L3	3	0.00%	0	0	0	0	4	Broad	--	campaign r	enabled	removed	enabled
VOA Search	6/1/14	Visionworks Non Branded Main-L6	Competitor - L6	1	0.00%	0	0	0	0	3	Phrase	--	campaign r	enabled	removed	enabled
VOA Search	8/1/14	Visionworks Branded Main-L1	Branded - Old Terms - M	28	0.00%	0	0	0	0	1	Exact	--	ad group r	enabled	enabled	removed
VOA Search	6/1/14	Visionworks Branded Main-L3	Branded - Old Terms - L3	1	0.00%	0	0	0	0	1	Broad	--	campaign r	enabled	removed	removed
VOA Search	1/1/14	Market Boost - Search - Columbus	Competitor - Online	18	0.00%	0	0	0	0	3.3	Exact	--	campaign r	enabled	paused	removed
VOA Search	6/1/14	Visionworks Non Branded DC One Off	Head Terms 2 - M	26	0.00%	0	0	0	0	4.5	Broad	--	campaign r	enabled	removed	enabled
VOA Search	3/1/14	Visionworks Non Branded Main-L1	Prescription - M	33	0.00%	0	0	0	0	3.8	Exact	--	ad group p	paused	enabled	paused
VOA Search	4/1/14	Visionworks Branded Main-L1	Branded - Old Terms - M	28	0.00%	0	0	0	0	2.6	Broad	--	ad group r	enabled	enabled	removed
VOA Search	4/1/14	Visionworks Branded Main-L3	Branded - L3	3	0.00%	0	0	0	0	1	Exact	--	campaign r	enabled	removed	enabled
VOA Search	1/1/14	Market Boost - Search - Columbus	Long Tail 2	17	0.00%	0	0	0	0	5.5	Broad	--	campaign r	enabled	paused	removed
VOA Search	3/1/14	Visionworks Non Branded Main-L6	Long Tail 2	8	0.00%	0	0	0	0	6.1	Broad	--	campaign r	enabled	removed	removed
VOA Search	9/1/14	Visionworks Branded Main-L2	Branded - L2	4	25.00%	1	0.56	0.56	0	1	Broad	--	campaign r	enabled	removed	enabled
VOA Search	3/1/14	Visionworks Non Branded Main-L7	Long Tail 2	7	0.00%	0	0	0	0	4.4	Broad	--	campaign r	enabled	removed	enabled
VOA Search	2/1/14	Visionworks Branded Main-L6	Branded	16	12.50%	2	0.56	1.12	2	1.4	Exact	--	campaign r	enabled	removed	removed
VOA Search	8/1/14	Visionworks Branded Main-L1	Branded - Locations - M	79	0.00%	0	0	0	0	3.5	Broad	--	removed	removed	enabled	enabled
VOA Search	1/1/14	Visionworks Branded Main-L2	Branded - Old Terms	1	0.00%	0	0	0	0	1	Broad	--	campaign r	enabled	removed	removed
VOA Search	5/1/14	Visionworks Non Branded Main-L1	Competitor - Lenscrafter - M	352	17.90%	63	1.43	89.92	26	1.4	Exact	--	below first	enabled	enabled	enabled
VOA Search	6/1/14	Visionworks Branded Main-L1	Branded - Locations - M	45	15.56%	7	0.25	1.78	1	1.1	Broad	--	removed	removed	enabled	enabled
VOA Search	12/1/14	Visionworks Branded Main-L1	Branded - Locations - M	9	22.22%	2	0.84	1.69	3	1	Exact	--	8 eligible	enabled	enabled	enabled
VOA Search	3/1/14	Visionworks Branded Main-L8	Branded - Old Terms	13	7.69%	1	0.16	0.16	0	3.7	Broad	--	campaign r	enabled	removed	enabled
VOA Search	5/1/14	Visionworks Non Branded Main-L4	Long Tail 2	2	0.00%	0	0	0	0	8.5	Broad	--	campaign r	enabled	removed	enabled
VOA Search	7/1/14	Market Boost - Search - Columbus	Long Tail 2 - L2	8	0.00%	0	0	0	0	2.9	Exact	--	campaign r	enabled	paused	removed
VOA Search	5/1/14	Visionworks Non Branded Main-L1	Competitor - M	359	0.00%	0	0	0	0	5.9	Exact	--	paused	paused	enabled	enabled
VOA Search	10/1/14	Visionworks Non Branded Main-L1	Competitor - M	216	0.93%	2	1.21	2.42	0	3.8	Exact	--	paused	paused	enabled	enabled
VOA Search	9/1/14	Visionworks Branded Main-L1	Branded - Locations - M	6	33.33%	2	0.72	1.43	0	1	Exact	--	8 eligible	enabled	enabled	enabled
VOA Search	1/1/14	Visionworks Branded Main-L1	Branded - Old Terms - M	17	0.00%	0	0	0	0	2.9	Broad	--	ad group r	enabled	enabled	removed
VOA Search	5/1/14	Market Boost - Search - Columbus	Location -	1	0.00%	0	0	0	0	3	Exact	--	campaign r	enabled	paused	removed
VOA Search	6/1/14	Visionworks Branded Main-L2	Branded - Locations - L2	7	14.29%	1	0.7	0.7	0	1	Broad	--	campaign r	enabled	removed	enabled
VOA Search	4/1/14	Market Boost - Search - Columbus	Long Tail	66	3.03%	2	0.42	0.83	0	3.1	Broad	--	campaign r	enabled	paused	removed
VOA Search	11/1/14	Visionworks Non Branded Main-L1	Competitor - M	1896	0.69%	13	0.91	11.81	0	6.3	Exact	--	paused	paused	enabled	enabled
VOA Search	6/1/14	Visionworks Non Branded Main-L1	Competitor - M	26	3.85%	1	0.88	0.88	1	6.7	Exact	--	6 eligible	enabled	enabled	enabled
VOA Search	6/1/14	Visionworks Branded Main-L1	Branded - Locations - M	10	40.00%	4	0.1	0.4	2	1	Exact	--	8 eligible	enabled	enabled	enabled
VOA Search	8/1/14	Visionworks Branded Main-L1	Branded - Locations - M	23	4.35%	1	0.45	0.45	0	1	Exact	--	8 eligible	enabled	enabled	enabled
VOA Search	1/1/14	Visionworks Non Branded Main-L1	Glasses Brands - M	5	0.00%	0	0	0	0	4.8	Broad	--	ad group p	enabled	enabled	paused
VOA Search	4/1/14	Market Boost - Search - Columbus	Competitor -	3	0.00%	0	0	0	0	2.7	Exact	--	campaign r	enabled	paused	removed
VOA Search	3/1/14	Visionworks Non Branded Main-L6	Long Tail 2	88	0.00%	0	0	0	0	4.5	Broad	--	campaign r	enabled	removed	enabled
VOA Search	7/1/14	Visionworks Branded Main-L1	Branded - Locations - M	73	21.92%	16	0.35	5.59	7	1	Exact	--	10 eligible	enabled	enabled	enabled
VOA Search	7/1/14	Visionworks Branded Main-L1	Branded - Old Terms - M	5319	3.03%	161	0.55	88.43	64	3	Phrase	--	ad group r	enabled	enabled	removed
VOA Search	1/1/14	Visionworks Branded Main-L1	Branded - M	198	21.72%	43	0.14	5.97	12	1	Exact	--	10 eligible	enabled	enabled	enabled
VOA Search	5/1/14	Visionworks Non Branded Main-L1	Competitor - M	337	9.20%	31	0.41	12.85	4	1.8	Exact	--	5 below first	enabled	enabled	enabled
VOA Search	9/1/14	Visionworks Branded Main-L1	Branded - Old Terms - M	3542	3.33%	118	0.55	64.96	149	2.8	Exact	--	ad group r	enabled	enabled	removed
VOA Search	9/1/14	Visionworks Branded Main-L1	Branded - Old Terms - M	4247	2.35%	100	0.5	50.26	132	3.3	Phrase	--	ad group r	enabled	enabled	removed
VOA Search	10/1/14	Visionworks Non Branded Main-L1	Long Tail 2 - M	3629	2.23%	81	1.07	86.29	26	5.3	Broad	--	below first	enabled	enabled	enabled
VOA Search	8/1/14	Visionworks Branded Main-L1	Branded - M	4	50.00%	2	0.28	0.57	1	1	Exact	--	removed	removed	enabled	enabled
VOA Search	1/1/14	Visionworks Non Branded Main-L1	Head Terms 2 - M	2503	0.96%	24	0.86	20.63	3	4	Broad	--	ad group r	enabled	enabled	removed
VOA Search	11/1/14	Visionworks Branded Main-L1	Branded - Old Terms - M	4060	5.30%	215	0.51	110.32	244	2.1	Exact	--	ad group r	enabled	enabled	removed
VOA Search	4/1/14	Visionworks Branded Main-L1	Branded - M	165	24.85%	41	0.17	6.86	8	1	Exact	--	10 eligible	enabled	enabled	enabled
VOA Search	6/1/14	Visionworks Non Branded Main-L1	Questions ?? - M	7441	0.15%	11	1.03	11.31	2	3.2	Broad	--	removed	removed	enabled	enabled
VOA Search	10/1/14	Visionworks Branded Main-L1	Branded - M	86	30.23%	26	0.14	3.71	34	1	Exact	--	10 eligible	enabled	enabled	enabled
VOA Search	4/1/14	Market Boost - Search - Columbus	Competitor	18	0.00%	0	0	0	0	2.3	Broad	--	campaign r	enabled	paused	removed
VOA Search	4/1/14	Visionworks Non Branded Main-L1	Long Tail 2 - M	5186	0.39%	20	0.9	18.08	4	5.5	Broad	--	below first	enabled	enabled	enabled

Name Keywords 2015
Type Keyword
Frequency One time
Date range Custom date range
Dates Jan 1, 2015-Dec 31, 2015

Table with columns: Account, Month, Campaign, Keyword, Ad group, Impression, CTR, Clicks, Avg. CPC, Cost, Conversion, Avg. position, Match type, Quality score, Status, Keyword status, Campaign status, Ad group status. Contains multiple rows of search performance data.

VOA Search	12/1/15	GO NB Broad - ROCHESTER HILLS		Long Tail 2 - M	53	1.89%	1	3.34	3.34	0	3.2	Broad	--	campaign enabled	paused	enabled
VOA Search	1/1/15	Visionworks Branded Main-L1		Branded - M	7036	3.62%	255	0.79	201.37	208	2.3	Broad	--	removed removed	enabled	enabled
VOA Search	8/1/15	Visionworks Non Branded Main-L1		Competitor - Lenscrafter - M	255	4.71%	12	1.06	12.67	1	1.3	Exact	--	6 below first enabled	enabled	enabled
VOA Search	6/1/15	Market Boost - Search - Dallas - America's		America's Best Non Branded Phras	356	1.12%	4	3.14	12.58	0	5.2	Phrase	--	campaign enabled	paused	enabled
VOA Search	10/1/15	Visionworks Non Branded Main-L1		EyeGlasses Location - M	37	0.00%	0	0	0	0	2.5	Exact	--	6 below first enabled	enabled	enabled
VOA Search	8/1/15	Visionworks Spanish Non Branded Head Te		Long Tail - M	38	5.26%	2	2.52	5.03	0	1.9	Broad	--	campaign enabled	paused	enabled
VOA Search	12/1/15	GO NB Broad - QUEENS		Branded - Old Terms - M	1	0.00%	0	0	0	0	1	Broad	--	1 campaign enabled	paused	enabled
VOA Search	7/1/15	Market Boost - Search - Dallas - America's		America's Best Non Branded Phras	34	5.88%	2	3.16	6.32	0	3.3	Phrase	--	campaign enabled	paused	enabled
VOA Search	4/1/15	Visionworks Non Branded Head Terms Bro		Eye Glass Lense	2084	0.67%	14	1.13	15.77	4	3.4	Broad	--	5 eligible enabled	enabled	enabled
VOA Search	4/1/15	Visionworks SR-L1		Long Tail 2 - M	3	0.00%	0	0	0	0	1.7	Exact	--	6 eligible enabled	enabled	enabled
VOA Search	8/1/15	Visionworks Non Branded Main-L1		Competitor - M - optical	3122	0.42%	13	0.91	11.88	1	2.4	Broad	--	5 eligible enabled	enabled	enabled
VOA Search	9/1/15	Visionworks Branded Main-L1		Spelling Error	2	0.00%	0	0	0	0	1	Phrase	--	removed removed	enabled	enabled
VOA Search	7/1/15	Visionworks Branded Main-L1		Branded - M	81	2.47%	2	0.38	0.75	0	3.2	Broad	--	removed removed	enabled	enabled
VOA Search	12/1/15	Visionworks Non Branded Main-L2		Competitor - M - pearle vision	5	0.00%	0	0	0	0	4.4	Exact	--	ad group r removed	enabled	removed
VOA Search	1/1/15	Visionworks Branded Main-L1		Branded - Locations - M	11	18.18%	2	0.51	1.02	2	1.1	Exact	--	10 eligible enabled	enabled	enabled
VOA Search	12/1/15	Visionworks Non Branded Main-L2		Competitor - M - optical	3	0.00%	0	0	0	0	2	Exact	--	ad group r removed	enabled	removed
VOA Search	10/1/15	Visionworks Non Branded Main-L1		EyeGlasses Location - M	414	9.66%	40	0.79	31.53	1	2.2	Exact	--	6 eligible enabled	enabled	enabled
VOA Search	12/1/15	Visionworks Non Branded Main-L2		Prescription - M	3	0.00%	0	0	0	0	4.3	Broad	--	ad group r removed	enabled	removed
VOA Search	4/1/15	Visionworks Branded Main-L3		Branded - L3	1	0.00%	0	0	0	0	2	Exact	--	campaign enabled	removed	enabled
VOA Search	2/1/15	Visionworks Non Branded Main-L1		EyeGlasses Location - M	14	21.43%	3	0.4	1.2	4	2.9	Exact	--	5 low search enabled	enabled	enabled
VOA Search	1/1/15	Visionworks Non Branded Main-L3		Head Terms - L3	148	2.03%	3	2.62	7.86	1	3	Broad	--	campaign enabled	removed	enabled
VOA Search	11/1/15	Visionworks Branded Main-L1		Branded - Locations - M	14	7.14%	1	0.36	0.36	0	1.1	Broad	--	removed removed	enabled	enabled
VOA Search	3/1/15	Visionworks Branded Main-L2		Branded - Old Terms - L2	2	0.00%	0	0	0	0	1	Broad	--	campaign enabled	removed	enabled
VOA Search	8/1/15	Visionworks Branded Main-L1		Spelling Error	10	30.00%	3	0.54	1.62	1	1	Phrase	--	removed removed	enabled	enabled
VOA Search	2/1/15	Visionworks Branded Main-L3		Branded - L3	6	16.67%	1	0.1	0.1	0	1	Exact	--	campaign enabled	removed	enabled
VOA Search	7/1/15	Visionworks Branded Main-L1		Spelling Error	8	25.00%	2	0.98	1.95	0	1	Phrase	--	removed removed	enabled	enabled
VOA Search	1/1/15	Visionworks Non Branded Main-L3		Long Tail 2 - L3	1	0.00%	0	0	0	0	7	Broad	--	campaign paused	removed	enabled
VOA Search	10/1/15	Visionworks Branded Main-L1		Branded - Locations - M	6	16.67%	1	0.66	0.66	0	1	Exact	--	10 eligible enabled	enabled	enabled
VOA Search	3/1/15	Visionworks Non Branded Main-L1		Competitor - M	9	0.00%	0	0	0	0	5	Phrase	--	5 below first enabled	enabled	enabled
VOA Search	6/1/15	Visionworks Non Branded Main-L1		Competitor - Lenscrafter - M	5	0.00%	0	0	0	0	2.2	Exact	--	6 below first enabled	enabled	enabled
VOA Search	12/1/15	GO NB Broad - NOVI		Competitor - M - pearle vision	33	0.00%	0	0	0	0	2.3	Exact	--	5 campaign enabled	paused	enabled
VOA Search	5/1/15	Visionworks Branded Main-L3		Branded - Locations - L3	14	28.57%	4	0.14	0.58	0	1	Exact	--	campaign enabled	removed	enabled
VOA Search	8/1/15	Visionworks Spanish Non Branded Head Te		Competitor - M - eyemart	5	0.00%	0	0	0	0	1	Broad	--	campaign enabled	paused	enabled
VOA Search	7/1/15	Visionworks Non Branded Main-L1		Long Tail 2 - M	43	0.00%	0	0	0	0	6.9	Exact	--	6 below first enabled	enabled	enabled
VOA Search	11/1/15	Visionworks Non Branded Main-L1		Competitor - M - pearle vision	2	0.00%	0	0	0	0	2	Exact	--	below first enabled	enabled	enabled
VOA Search	12/1/15	Visionworks Non Branded Main-L1		Long Tail 2 - M	46	0.00%	0	0	0	0	6.9	Exact	--	6 below first enabled	enabled	enabled
VOA Search	11/1/15	Visionworks Branded Main-L1		Branded - M	66	0.00%	0	0	0	0	3.5	Broad	--	removed removed	enabled	enabled
VOA Search	3/1/15	Market Boost - Search - Columbus		Competitor - L2	15	0.00%	0	0	0	0	3.9	Broad	--	campaign enabled	paused	removed
VOA Search	8/1/15	Visionworks Non Branded Main-L1		Competitor - Lenscrafter - M	4	0.00%	0	0	0	0	2.8	Exact	--	6 below first enabled	enabled	enabled
VOA Search	5/1/15	Visionworks Branded Main-L1		Branded - M	346	1.45%	5	0.6	2.99	4	3.1	Broad	--	removed removed	enabled	enabled
VOA Search	11/1/15	Visionworks Non Branded Main-L1		Competitor - M	121	0.00%	0	0	0	0	2.1	Exact	--	3 below first enabled	enabled	enabled
VOA Search	1/1/15	Visionworks Non Branded Main-L1		Long Tail 2 - M	282	0.35%	1	0.78	0.78	0	3.7	Broad	--	6 below first enabled	enabled	enabled
VOA Search	2/1/15	Market Boost - Search - Columbus		Competitor - L2	18	0.00%	0	0	0	0	4.1	Broad	--	campaign enabled	paused	removed
VOA Search	5/1/15	Visionworks Non Branded Main-L1		Long Tail 2 - M	6478	0.94%	61	0.66	40.53	5	4	Broad	--	3 below first enabled	enabled	enabled
VOA Search	4/1/15	Visionworks Non Branded Main-L1		Long Tail 2 - M	64	12.50%	8	0.96	7.71	0	5.3	Exact	--	6 below first enabled	enabled	enabled
VOA Search	6/1/15	Visionworks Non Branded Head Terms Phr		Buy Eyeglasses	189	1.06%	2	1.12	2.23	1	5.6	Phrase	--	6 eligible enabled	enabled	enabled
VOA Search	3/1/15	Visionworks Branded Main-L3		Branded - Locations - L3	1	0.00%	0	0	0	0	1	Exact	--	campaign enabled	removed	enabled
VOA Search	2/1/15	Visionworks Branded Main-L1		Branded - Locations - M	1	0.00%	0	0	0	0	1	Broad	--	removed removed	enabled	enabled
VOA Search	2/1/15	Visionworks Non Branded Main-L1		Competitor - M	191	4.19%	8	0.46	3.67	7	2	Exact	--	3 below first enabled	enabled	enabled
VOA Search	5/1/15	Market Boost - Search - Dallas - America's		America's Best Non Branded Phras	94	0.00%	0	0	0	0	4.7	Phrase	--	campaign enabled	paused	enabled
VOA Search	7/1/15	Visionworks Non Branded Main-L3		Branded - Old Terms - L3	1	0.00%	0	0	0	0	2	Broad	--	campaign enabled	removed	enabled
VOA Search	4/1/15	Visionworks Branded Main-L1		Branded - Locations - M	4	0.00%	0	0	0	0	1	Exact	--	10 eligible enabled	enabled	enabled
VOA Search	1/1/15	Visionworks SR-L1		Long Tail 2 - M	5	0.00%	0	0	0	0	1.4	Exact	--	6 eligible enabled	enabled	enabled
VOA Search	9/1/15	Visionworks Branded Main-L3		Branded - L3	14	35.71%	5	0.38	1.92	1	1	Exact	--	campaign enabled	removed	enabled
VOA Search	2/1/15	Visionworks Non Branded Main-L1		Long Tail 2 - M	32	15.62%	5	0.76	3.78	1	4.5	Exact	--	6 below first enabled	enabled	enabled
VOA Search	10/1/15	Visionworks Non Branded Main-L1		Competitor - M - optical	2377	0.55%	13	0.93	12.09	2	3.3	Broad	--	5 eligible enabled	enabled	enabled
VOA Search	3/1/15	Visionworks Non Branded Main-L3		Branded - Old Terms - L3	25	0.00%	0	0	0	0	4.5	Broad	--	campaign enabled	removed	enabled
VOA Search	2/1/15	Visionworks Branded Main-L2		Branded - Locations - L2	1	0.00%	0	0	0	0	1	Broad	--	campaign enabled	removed	enabled
VOA Search	12/1/15	GO NB Broad - NOVI		Competitor - M	2	0.00%	0	0	0	0	8	Exact	--	campaign enabled	paused	enabled
VOA Search	6/1/15	Visionworks Non Branded Main-L3		Branded - Old Terms - L3	9	0.00%	0	0	0	0	5.1	Broad	--	campaign enabled	removed	enabled
VOA Search	10/1/15	Visionworks Branded Main-L1		Branded - Locations - M	60	13.33%	8	0.32	2.56	1	1.1	Broad	--	removed removed	enabled	enabled
VOA Search	11/1/15	Visionworks Branded Main-L1		Branded - Locations - M	4	0.00%	0	0	0	0	1	Exact	--	10 eligible enabled	enabled	enabled
VOA Search	1/1/15	Visionworks Branded Main-L3		Branded - L3	9	33.33%	3	0.17	0.5	1	1	Exact	--	campaign enabled	removed	enabled
VOA Search	9/1/15	Visionworks Branded Main-L1		Branded - Locations - M	34	29.41%	10	0.44	4.36	5	1.3	Broad	--	removed removed	enabled	enabled
VOA Search	12/1/15	GO NB Broad - KIRKWOOD COMMONS		Long Tail 2 - M	1	0.00%	0	0	0	0	5	Broad	--	campaign enabled	paused	enabled
VOA Search	9/1/15	Visionworks Branded Main-L1		Branded - Locations - M	3	0.00%	0	0	0	0	1	Broad	--	removed removed	enabled	enabled
VOA Search	12/1/15	GO NB Broad - TULSA		Long Tail 2 - M	49	8.16%	4	1.34	5.36	1	2.2	Broad	--	campaign enabled	paused	enabled
VOA Search	12/1/15	GO NB Broad - NOVI		Optical Stores	3	0.00%	0	0	0	0	4.3	Exact	--	campaign enabled	paused	enabled

VOA Search	11/1/15	Contacts Non Branded		Exact	4	0.00%	0	0	0	0	9.8	Exact	--	campaign	paused	enabled
VOA Search	3/1/15	Market Boost - Search - Columbus		Long Tail 2 - L2	5	0.00%	0	0	0	0	4.2	Broad	--	campaign	enabled	removed
VOA Search	10/1/15	Visionworks Non Branded Main-L3		Long Tail 2 - L3	3	0.00%	0	0	0	0	2.7	Broad	--	campaign	enabled	removed
VOA Search	9/1/15	Visionworks Spanish Non Branded Head Te		Long Tail 2 - M	5	0.00%	0	0	0	0	1	Broad	--	campaign	enabled	removed
VOA Search	5/1/15	Visionworks Non Branded Main-L1		Branded - Old Terms - Eyemaster	14	7.14%	1	0.25	0.25	0	2.1	Exact	--	6 eligible	enabled	enabled
VOA Search	5/1/15	Market Boost - Search - Columbus		General	3	0.00%	0	0	0	0	6.3	Exact	--	campaign	paused	enabled
VOA Search	5/1/15	Market Boost - Search - Columbus		Eye Exam - M	33	0.00%	0	0	0	0	4.9	Exact	--	campaign	enabled	removed
VOA Search	11/1/15	Visionworks Non Branded Main-L2		Prescription - M	1	0.00%	0	0	0	0	4	Exact	--	ad group	removed	enabled
VOA Search	6/1/15	Visionworks Branded Main-L3		Branded - L3	2	0.00%	0	0	0	0	3.5	Broad	--	campaign	enabled	removed
VOA Search	11/1/15	Visionworks Non Branded Main-L2		Location - M	34	0.00%	0	0	0	0	6	Exact	--	ad group	removed	enabled
VOA Search	12/1/15	Visionworks Non Branded Main-L3		Long Tail 2 - L3	24	4.17%	1	2.23	2.23	0	3.1	Broad	--	campaign	enabled	removed
VOA Search	12/1/15	Visionworks Non Branded Main-L2		Location - M	2	0.00%	0	0	0	0	1.5	Exact	--	ad group	removed	enabled
VOA Search	2/1/15	Visionworks Non Branded Main-L1		Competitor - M	8	0.00%	0	0	0	0	1.6	Phrase	--	paused	enabled	enabled
VOA Search	7/1/15	Visionworks Non Branded Main-L1		Promotional - M	10	10.00%	1	0.78	0.78	0	6.1	Exact	--	8 eligible	enabled	enabled
VOA Search	11/1/15	Visionworks Branded Main-L3		Branded - Locations - L3	43	32.56%	14	0.12	1.7	1	1	Exact	--	campaign	enabled	removed
VOA Search	7/1/15	Visionworks Branded Main-L1		Branded - Locations - M	4	0.00%	0	0	0	0	3.5	Broad	--	removed	enabled	enabled
VOA Search	4/1/15	Visionworks Non Branded Main-L1		Long Tail 2 - M	5624	0.91%	51	0.66	33.45	7	4	Broad	--	3 below first	enabled	enabled
VOA Search	7/1/15	Visionworks Non Branded Main-L1		Competitor - Lenscrafter - M	39961	1.46%	584	0.87	506.81	46	3.1	Broad	--	6 below first	enabled	enabled
VOA Search	1/1/15	Visionworks Non Branded Main-L1		Competitor - Lenscrafter - M	25633	2.02%	517	0.86	446.17	415	2.7	Broad	--	6 below first	enabled	enabled
VOA Search	1/1/15	Visionworks Branded Main-L3		Branded - Old Terms - L3	206	11.65%	24	0.82	19.66	21	1.3	Broad	--	campaign	enabled	removed
VOA Search	5/1/15	Visionworks Branded Main-L1		Branded - Locations - M	114	15.79%	18	0.28	5.12	0	1.2	Broad	--	removed	removed	enabled
VOA Search	1/1/15	Visionworks Non Branded Main-L1		Eyeglasses Location - M	12	16.67%	2	0.42	0.83	1	2.6	Exact	--	6 eligible	enabled	enabled
VOA Search	10/1/15	Visionworks Branded Main-L3		Branded - L3	1	0.00%	0	0	0	0	2	Broad	--	campaign	enabled	removed
VOA Search	9/1/15	Market Boost - Search - St Louis		Long Tail 2 - M	16	0.00%	0	0	0	0	3.1	Broad	--	campaign	enabled	paused
VOA Search	12/1/15	Visionworks Non Branded Main-L1		Eyeglasses Location - M	31	9.68%	3	1.33	4	4	3.3	Exact	--	6 eligible	enabled	enabled
VOA Search	10/1/15	Visionworks Non Branded Main-L1		Competitor - Lenscrafter - M	7030	4.82%	339	0.61	208.01	93	2.8	Broad	--	6 below first	enabled	enabled
VOA Search	8/1/15	Visionworks Non Branded Main-L1		Competitor - Lenscrafter - M	43801	1.48%	648	0.78	507.85	88	3.1	Broad	--	6 below first	enabled	enabled
VOA Search	12/1/15	GO NB Broad - BOURBONNAIS		Branded - Old Terms - Dr Bizer	2	0.00%	0	0	0	0	1	Broad	--	campaign	enabled	paused
VOA Search	3/1/15	Visionworks Non Branded Main-L1		Branded - Old Terms - Eyemaster	2	0.00%	0	0	0	0	2.5	Exact	--	6 eligible	enabled	enabled
VOA Search	8/1/15	Visionworks Non Branded Main-L1		Long Tail 2 - M	56	0.00%	0	0	0	0	7.1	Exact	--	6 below first	enabled	enabled
VOA Search	1/1/15	Visionworks Non Branded Main-L1		Long Tail 2 - M	86	3.49%	3	1.63	4.88	1	3.1	Exact	--	6 below first	enabled	enabled
VOA Search	12/1/15	Visionworks Branded Main-L3		Branded - L3	26	26.92%	7	0.28	1.97	1	1	Exact	--	campaign	enabled	removed
VOA Search	6/1/15	Market Boost - Search - Columbus		General	1	0.00%	0	0	0	0	9	Exact	--	campaign	paused	enabled
VOA Search	7/1/15	Visionworks Branded Main-L1		Branded - Locations - M	4	25.00%	1	0.66	0.66	0	1.3	Exact	--	10 eligible	enabled	enabled
VOA Search	8/1/15	Visionworks Branded Main-L3		Branded - L3	1	0.00%	0	0	0	0	2	Broad	--	campaign	enabled	removed
VOA Search	8/1/15	Visionworks Non Branded Main-L1		Long Tail 2 - M	171	0.00%	0	0	0	0	2.8	Broad	--	6 below first	enabled	enabled
VOA Search	1/1/15	Visionworks Competitor Terms Exact		Eye Frames	208	0.96%	2	0.98	1.95	0	5.3	Exact	--	campaign	enabled	removed
VOA Search	12/1/15	Visionworks Branded Main-L2		Branded - M	8	50.00%	4	0.19	0.76	0	1.4	Exact	--	10 eligible	enabled	enabled
VOA Search	7/1/15	Visionworks Spanish Non Branded Head Te		Optical	158	6.96%	11	1.36	15.01	1	1.4	Broad	--	campaign	enabled	paused
VOA Search	4/1/15	Visionworks SR-L1		Competitor - Lenscrafter - M	1	0.00%	0	0	0	0	2	Exact	--	5 below first	enabled	enabled
VOA Search	8/1/15	Visionworks Non Branded Main-L3		Head Terms - L3	3	0.00%	0	0	0	0	6.7	Broad	--	campaign	enabled	removed
VOA Search	10/1/15	Visionworks Non Branded Main-L1		Competitor - M	199	4.02%	8	0.88	7.06	1	1.6	Exact	--	3 below first	enabled	enabled
VOA Search	12/1/15	Visionworks Non Branded Main-L2		Location - M	3	0.00%	0	0	0	0	8.7	Exact	--	ad group	removed	enabled
VOA Search	12/1/15	Visionworks Non Branded Main-L2		Competitor - M - optical	67	5.97%	4	1.17	4.69	3	2.9	Broad	--	ad group	removed	enabled
VOA Search	4/1/15	Visionworks Branded Main-L1		Branded - M	1758	1.93%	34	1.3	44.3	4	2.8	Broad	--	removed	removed	enabled
VOA Search	5/1/15	Visionworks Branded Main-L3		Branded - L3	6	16.67%	1	0.21	0.21	1	1.2	Exact	--	campaign	enabled	removed
VOA Search	11/1/15	Visionworks Non Branded Main-L1		Competitor - M	188	0.00%	0	0	0	0	2.5	Phrase	--	6 below first	enabled	enabled
VOA Search	6/1/15	Visionworks Branded Main-L1		Spelling Error	6	50.00%	3	0.83	2.49	1	1.3	Phrase	--	removed	removed	enabled
VOA Search	12/1/15	Visionworks Non Branded Main-L1		Long Tail 2 - M	10	0.00%	0	0	0	0	3.3	Broad	--	5 eligible	enabled	enabled
VOA Search	12/1/15	Visionworks Non Branded Main-L1		Eyeglasses Location - M	4	0.00%	0	0	0	0	3.3	Exact	--	5 low search	enabled	enabled
VOA Search	6/1/15	Visionworks Non Branded Head Terms Bro		Eye Glasses Near Me	3025	4.20%	127	1.65	209.83	9	3.2	Broad	--	eligible	enabled	enabled
VOA Search	7/1/15	Visionworks Non Branded Main-L1		Competitor - Vision World - M	53	22.64%	12	0.51	6.16	2	1.1	Exact	--	6 eligible	enabled	enabled
VOA Search	3/1/15	Visionworks Non Branded Main-L1		Competitor - Lenscrafter - M	1996	0.90%	18	0.99	17.76	3	3	Exact	--	5 below first	enabled	enabled
VOA Search	2/1/15	Visionworks Non Branded Head Terms Phy		Cheapest Glasses	373	2.68%	10	1.11	11.08	3	5.6	Phrase	--	6 below first	enabled	enabled
VOA Search	4/1/15	Visionworks Branded Main-L1		Branded - M	10	20.00%	2	0.63	1.26	1	1.5	Broad	--	removed	removed	enabled
VOA Search	3/1/15	Visionworks Non Branded Main-L1		Competitor - Lenscrafter - M	1	0.00%	0	0	0	0	2	Exact	--	3 below first	enabled	enabled
VOA Search	4/1/15	Visionworks Non Branded Main-L1		Long Tail 2 - M	1	0.00%	0	0	0	0	3	Exact	--	below first	enabled	enabled
VOA Search	4/1/15	Visionworks Non Branded Main-L3		Competitor - L3	1	0.00%	0	0	0	0	10	Broad	--	campaign	paused	removed
VOA Search	11/1/15	Visionworks Non BRANX		Location - M	1	0.00%	0	0	0	0	4	Exact	--	ad group	removed	enabled
VOA Search	12/1/15	GO NB Broad - BRONX		Long Tail 2 - M	6	0.00%	0	0	0	0	3.7	Exact	--	campaign	enabled	paused
VOA Search	9/1/15	Visionworks Non Branded Main-L3		Competitor - L3	3	33.33%	1	1.9	1.9	0	2.7	Broad	--	campaign	enabled	removed
VOA Search	12/1/15	Visionworks Branded Main-L1		Branded - M	125986	36.25%	45668	0.16	7,530.57	14,295.00	1	Exact	--	removed	removed	enabled
VOA Search	6/1/15	Market Boost - Search - St Louis		Eye Exam - M	1	0.00%	0	0	0	0	4	Exact	--	campaign	enabled	paused
VOA Search	11/1/15	Visionworks Branded Main-L2		Branded - Locations - M	133	25.56%	34	0.3	10.3	11	1.1	Broad	--	eligible	enabled	enabled
VOA Search	12/1/15	Visionworks Non Branded Main-L1		Branded - Old Terms - M	10	0.00%	0	0	0	0	1.9	Broad	--	5 below first	enabled	enabled
VOA Search	2/1/15	Visionworks SR-L1		Competitor - M	1	0.00%	0	0	0	0	3	Exact	--	below first	enabled	enabled
VOA Search	9/1/15	Visionworks Non Branded Main-L1		Branded - Old Terms - M	9	0.00%	0	0	0	0	3.2	Broad	--	5 below first	enabled	enabled
VOA Search	6/1/15	Visionworks Non Branded Main-L1		Branded - Old Terms - Eyemaster	102	7.84%	8	0.58	4.67	0	1.7	Exact	--	6 eligible	enabled	enabled

Name Keywords 2016
 Type Keyword
 Frequency One time
 Date range Custom date range
 Dates Jan 1, 2016-Oct 21, 2016

Account	Month	Campaign	Keyword	Ad group	Impression	CTR	Clicks	Avg. CPC	Cost	Conversion	Avg. posit	Match type	Quality sco	Status	Keyword st	Campaign	Ad group state
VOA Search	9/1/16	Visionworks Non Branded Locations		glasses store	2	0.00%	0	0	0	0	0	2 Phrase		3 low search	enabled	enabled	enabled
VOA Search	9/1/16	GO NB Broad - Canton		Competitor - M - Costco	4	0.00%	0	0	0	0	2.8	Phrase		6 eligible	enabled	enabled	enabled
VOA Search	5/1/16	GO NB Broad - TULSA		Competitor - M - Pearle Vision	6	0.00%	0	0	0	0	2.3	Phrase		5 campaign	enabled	paused	enabled
VOA Search	10/1/16	GO NB Broad - Kansas City		Branded - Old Terms - M	2	0.00%	0	0	0	0	1.5	Broad		3 eligible	enabled	enabled	enabled
VOA Search	10/1/16	Visionworks Non Branded Locations		eye glasses	10	10.00%	1	0.74	0.74	0	4.2	Phrase		6 below first	enabled	enabled	enabled
VOA Search	8/1/16	Visionworks Non Branded Main-510 EE		Branded - Old Terms - Dr Bizer	8	0.00%	0	0	0	0	1	Exact		5 campaign	enabled	paused	enabled
VOA Search	7/1/16	GO NB Broad - HUNTINGTON STATION		Long Tail 2 - M	32	0.00%	0	0	0	0	2.9	Broad	--	5 campaign	enabled	paused	enabled
VOA Search	3/1/16	Visionworks Non Branded Main-L1		Long Tail 2 - M	9	0.00%	0	0	0	0	3	Broad	--	6 below first	enabled	enabled	enabled
VOA Search	10/1/16	Visionworks Non Branded Locations		eye glasses	4	0.00%	0	0	0	0	2.8	Phrase		5 eligible	enabled	enabled	enabled
VOA Search	6/1/16	Visionworks Non Branded Main-L1		Competitor - Vision World - M	4	0.00%	0	0	0	0	2.5	Broad		3 below first	enabled	enabled	enabled
VOA Search	1/1/16	GO NB Broad - TULSA		Long Tail 2 - M	9	0.00%	0	0	0	0	2	Broad	--	6 campaign	enabled	paused	enabled
VOA Search	2/1/16	GO NB Broad - HUNTINGTON STATION		Long Tail 2 - M	5	0.00%	0	0	0	0	2.8	Broad		6 campaign	enabled	paused	enabled
VOA Search	4/1/16	GO NB Broad - PATCHOGUE		Long Tail 2 - M	1	0.00%	0	0	0	0	1	Exact		5 campaign	enabled	paused	enabled
VOA Search	10/1/16	Visionworks Non Branded Locations		optical	8	0.00%	0	0	0	0	1.4	Phrase		3 eligible	enabled	enabled	enabled
VOA Search	7/1/16	ECOM - SALSA		Frames	7	0.00%	0	0	0	0	1.3	Phrase		3 campaign	enabled	paused	enabled
VOA Search	10/1/16	GO NB Broad - Sterling Heights		Kids Glasses Frames	3	0.00%	0	0	0	0	2.3	Broad	--	4 eligible	enabled	enabled	enabled
VOA Search	10/1/16	Visionworks Non Branded Main-L1		Branded - Old Terms - Eyemaster	6	0.00%	0	0	0	0	1.8	Exact		4 eligible	enabled	enabled	enabled
VOA Search	10/1/16	GO NB Broad - Ann Arbor		Long Tail 2 - M	44	0.00%	0	0	0	0	3.3	Broad		5 eligible	enabled	enabled	enabled
VOA Search	3/1/16	GO NB Broad - NOVI		Long Tail - M	40	7.50%	3	1.92	5.75	0	3.3	Broad	--	6 campaign	enabled	paused	enabled
VOA Search	1/1/16	GO NB Broad - HIXON		Long Tail 2 - M	2	0.00%	0	0	0	0	3	Exact	--	5 campaign	enabled	paused	enabled
VOA Search	3/1/16	GO NB Broad - VIRGINIA BEACH		Competitor - Vision World - M	3	33.33%	1	0.33	0.33	0	1	Broad	--	6 campaign	enabled	paused	enabled
VOA Search	4/1/16	GO NB Broad - Renton		Branded - M	1	0.00%	0	0	0	0	3	Broad	--	6 eligible	enabled	enabled	enabled
VOA Search	1/1/16	Visionworks Branded Main-L1		Branded - Locations - M	5	20.00%	1	0.44	0.44	2	1.4	Exact		6 below first	enabled	enabled	enabled
VOA Search	8/1/16	Visionworks Non Branded Head Terms Exact		Eye Glass Frames	35	2.86%	1	0.64	0.64	2	5.9	Exact		6 campaign	enabled	paused	enabled
VOA Search	3/1/16	GO NB Broad - JACKSON HEIGHTS		Designer Glasses For Men	66	0.00%	0	0	0	0	3.3	Broad	--	6 campaign	enabled	paused	enabled
VOA Search	1/1/16	Visionworks Non Branded Main-L2		Long Tail 2 - M	6327	2.99%	189	1.01	190.61	44	3.5	Broad	--	6 ad group	enabled	removed	removed
VOA Search	1/1/16	Visionworks Non Branded Head Terms Exact		opticals	255	2.75%	7	1.05	7.36	0	1.7	Exact	--	5 eligible	enabled	enabled	enabled
VOA Search	4/1/16	GO NB Broad - NOVI		Long Tail 2 - M	3	0.00%	0	0	0	0	3	Broad	--	6 campaign	enabled	paused	enabled
VOA Search	5/1/16	GO NB Broad - Wheaton		Long Tail 2 - M	1	0.00%	0	0	0	0	1	Broad	--	6 campaign	enabled	paused	enabled
VOA Search	5/1/16	ECOM - GUESS - L2		Glasses	136	0.00%	0	0	0	0	1.9	Phrase	--	6 campaign	enabled	removed	removed
VOA Search	1/1/16	Visionworks Branded Main-L2		Branded - M	4	0.00%	0	0	0	0	4	1 Broad	--	6 eligible	enabled	enabled	enabled
VOA Search	1/1/16	GO NB Broad - HIXON		Designer Eyeglasses	53	0.00%	0	0	0	0	2.9	Broad	--	6 campaign	enabled	paused	enabled
VOA Search	10/1/16	GO NB Broad - Longmont		Competitor - Vision World - M	5	0.00%	0	0	0	0	1.6	Broad	--	6 eligible	enabled	enabled	enabled
VOA Search	7/1/16	GO NB Broad - PATCHOGUE		Designer Eyeglass Frames For Women	2	0.00%	0	0	0	0	5.5	Broad	--	6 campaign	enabled	paused	enabled
VOA Search	2/1/16	Visionworks Non Branded Main-L1		Branded - Old Terms - Eyemaster	12	0.00%	0	0	0	0	1.5	Exact		4 eligible	enabled	enabled	enabled
VOA Search	2/1/16	Visionworks Non Branded Main-L2		Competitor - M - eyemart	1	0.00%	0	0	0	0	5	Exact		5 below first	enabled	enabled	enabled
VOA Search	8/1/16	GO NB Broad - Kansas City		Long Tail 2 - M	3	0.00%	0	0	0	0	3.3	Broad	--	5 eligible	enabled	enabled	enabled
VOA Search	2/1/16	GO NB Broad - BOURBONNAIS		Kids Glasses	11	9.09%	1	3.03	3.03	0	2.4	Broad	--	6 campaign	enabled	paused	enabled
VOA Search	10/1/16	GO NB Broad - Canton		Long Tail 2 - M	7	0.00%	0	0	0	0	4.6	Broad	--	6 eligible	enabled	enabled	enabled
VOA Search	10/1/16	Visionworks Non Branded Main-L1		Competitor - Vision World - M	2	0.00%	0	0	0	0	1	Broad	--	3 below first	enabled	enabled	enabled
VOA Search	5/1/16	GO NB Broad - Bronx Broadway		Long Tail 2 - M	29	0.00%	0	0	0	0	3	Broad	--	6 campaign	enabled	paused	enabled
VOA Search	8/1/16	GO NB Broad - Canton		Long Tail 2 - M	4	0.00%	0	0	0	0	2	Broad	--	6 eligible	enabled	enabled	enabled
VOA Search	8/1/16	Visionworks SR-L1		Competitor - M	1	0.00%	0	0	0	0	4	Phrase	--	6 eligible	enabled	enabled	enabled
VOA Search	3/1/16	GO NB Broad - LAKE ORION		Long Tail 2 - M	17	0.00%	0	0	0	0	3.1	Broad	--	6 campaign	enabled	paused	enabled
VOA Search	5/1/16	Visionworks Non Branded Main-L1		Competitor - M	61	3.28%	2	0.68	1.37	0	3	Broad	--	6 below first	enabled	enabled	enabled
VOA Search	6/1/16	Visionworks Non Branded Main-L2		Competitor - M	1	0.00%	0	0	0	0	3	Phrase	--	6 below first	enabled	enabled	enabled
VOA Search	7/1/16	GO NB Broad - Staten Island Bricktown		Branded - M	4	0.00%	0	0	0	0	1	Broad	--	6 eligible	enabled	enabled	enabled
VOA Search	8/1/16	Visionworks Non Branded Main-519 EE		Long Tail - M	657	1.98%	13	0.92	11.93	17	3.7	Broad	--	6 campaign	enabled	paused	enabled
VOA Search	7/1/16	Visionworks Non Branded Main-L1		Competitor - M	1	0.00%	0	0	0	0	3	Exact	--	5 below first	enabled	enabled	enabled
VOA Search	8/1/16	GO NB Broad - Renton		Branded - Old Terms - M	7	0.00%	0	0	0	0	1.1	Broad	--	6 eligible	enabled	enabled	enabled
VOA Search	8/1/16	Visionworks Non Branded Main-L1		Long Tail 2 - M	67	1.49%	1	0.77	0.77	0	2.8	Broad	--	6 below first	enabled	enabled	enabled
VOA Search	2/1/16	Visionworks Non Branded Main-L2		Competitor - M - optical	1	0.00%	0	0	0	0	3	Exact	--	6 ad group	enabled	removed	removed
VOA Search	9/1/16	GO NB Broad - Midlothian		Competitor - M - eyemart	1	0.00%	0	0	0	0	3	Exact	--	3 eligible	enabled	enabled	enabled
VOA Search	2/1/16	GO NB Broad - QUEENS		Long Tail 2 - M	1	0.00%	0	0	0	0	2	Exact	--	6 campaign	enabled	paused	enabled
VOA Search	8/1/16	GO NB Broad - Canton		Competitor - M - Costco	3	0.00%	0	0	0	0	1.3	Phrase	--	6 eligible	enabled	enabled	enabled
VOA Search	3/1/16	Visionworks Non Branded Main-L5		Eye Exam - M	1	0.00%	0	0	0	0	2	Exact	--	6 campaign	enabled	paused	enabled
VOA Search	3/1/16	Visionworks Non Branded Main-L5		Long Tail 2 - M	146	0.00%	0	0	0	0	3	Broad	--	6 campaign	enabled	paused	enabled
VOA Search	9/1/16	GO NB Broad - Staten Island Mall		Long Tail - M	32	0.00%	0	0	0	0	3.5	Broad	--	6 eligible	enabled	enabled	enabled
VOA Search	8/1/16	Visionworks Branded Main-L2		Branded - M	30	0.00%	0	0	0	0	4.1	Broad	--	10 below first	enabled	enabled	enabled
VOA Search	4/1/16	Visionworks Branded Main-L1		Branded - Locations - M	51	11.76%	6	0.34	2.07	3	1.1	Exact		10 eligible	enabled	enabled	enabled
VOA Search	1/1/16	Visionworks Non Branded Main-L1		Long Tail 2 - M	208875	1.18%	2464	1.25	3,075.45	430	2.9	Broad	--	6 below first	enabled	enabled	enabled
VOA Search	5/1/16	Visionworks Non Branded Head Terms Exact		Glasses Frames	30086	1.10%	330	0.97	321.4	65	3.6	Exact		6 eligible	enabled	enabled	enabled
VOA Search	7/1/16	ECOM - SPLENDOR		Glasses	16	18.75%	3	0.85	2.54	0	2.2	Phrase		6 campaign	enabled	paused	enabled
VOA Search	6/1/16	Visionworks Non Branded Head Terms Exact		Glasses Frames	28118	0.57%	160	0.91	145.3	19	3.8	Exact		6 eligible	enabled	enabled	enabled
VOA Search	1/1/16	GO NB Broad - TEMPE		Long Tail 2 - M	2053	1.56%	32	2.03	64.92	4	3.2	Broad	--	6 campaign	enabled	paused	enabled

VOA Seard	3/1/16	Visionworks Branded Main-L1	Branded - Locations - M	30	13.33%	4	0.47	1.89	3	1.1	Exact	8	eligible	enabled	enabled	enabled	
VOA Seard	8/1/16	Visionworks Branded Main-\$10 EE	Branded - M	16	37.50%	6	0.26	1.55	3	1.4	Exact	10	campaign	enabled	paused	enabled	
VOA Seard	2/1/16	GO NB Broad - QUEENS STEINWAY	Long Tail 2 - M	6	0.00%	0	0	0	0	2.3	Exact	--	10	campaign	enabled	paused	enabled
VOA Seard	9/1/16	Visionworks Branded Main-\$10 EE	Spelling Error	15	20.00%	3	0.52	1.56	6	1	Exact	--	10	campaign	enabled	paused	enabled
VOA Seard	9/1/16	GO NB Broad - Canton	Eye Glass	1277	0.47%	6	1.44	8.62	0	2.7	Broad	--	8	eligible	enabled	enabled	enabled
VOA Seard	5/1/16	Visionworks Non Branded Prescription Head	order prescription +glasses	18	0.00%	0	0	0	0	6.3	Exact	--	6	eligible	enabled	enabled	enabled
VOA Seard	8/1/16	Visionworks Non Branded Locations	optical	21	4.76%	1	2.06	2.06	0	1.9	Phrase	--	3	eligible	enabled	enabled	enabled
VOA Seard	3/1/16	GO NB Broad - TEMPE	Long Tail 2 - M	250	1.20%	3	1.38	4.13	0	2.9	Broad	--	8	campaign	enabled	paused	enabled
VOA Seard	5/1/16	GO NB Broad - Pelham Manor	Long Tail 2 - M	18	0.00%	0	0	0	0	3.6	Broad	--	8	campaign	enabled	paused	enabled
VOA Seard	10/1/16	GO NB Broad - St. Louis	Branded - Old Terms - M	2	0.00%	0	0	0	0	1	Broad	--	6	eligible	enabled	enabled	enabled
VOA Seard	6/1/16	GO NB Broad - Renton	Branded - Old Terms - M	30	16.67%	5	0.8	4	0	1.1	Broad	--	6	eligible	enabled	enabled	enabled
VOA Seard	2/1/16	Visionworks SR-L1	Competitor - M	1	0.00%	0	0	0	0	7	Phrase	--	7	eligible	enabled	enabled	enabled
VOA Seard	3/1/16	Visionworks Branded Main - L4	Branded - M	29	10.34%	3	0.24	0.72	4	2	Broad	--	6	campaign	enabled	paused	enabled
VOA Seard	5/1/16	Visionworks SR-L1	Long Tail 2 - M	1	100.00%	1	0.82	0.82	0	3	Exact	--	6	eligible	enabled	enabled	enabled
VOA Seard	5/1/16	Visionworks Branded Main-L1	Branded - Locations - M	2	0.00%	0	0	0	0	1	Exact	--	8	eligible	enabled	enabled	enabled
VOA Seard	9/1/16	GO NB Broad - Canton	Branded - Old Terms - M	1	0.00%	0	0	0	0	1	Broad	--	8	eligible	enabled	enabled	enabled
VOA Seard	7/1/16	GO NB Broad - Brooksville	Eye Vision Store	20	0.00%	0	0	0	0	2	Broad	--	8	eligible	enabled	enabled	enabled
VOA Seard	2/1/16	Visionworks Non Branded Main-L2	Location - M	7	0.00%	0	0	0	0	5.9	Exact	--	ad group r	removed	enabled	removed	
VOA Seard	8/1/16	GO NB Broad - Canton	Long Tail 2 - M	206	0.49%	1	1.44	1.44	0	3.2	Broad	--	8	eligible	enabled	enabled	enabled
VOA Seard	4/1/16	Visionworks Branded Main-L1	Spelling Error	2	0.00%	0	0	0	0	1	Exact	--	6	eligible	enabled	enabled	enabled
VOA Seard	5/1/16	Visionworks Branded Main-L2	Branded - M	3	0.00%	0	0	0	0	2	Broad	--	8	eligible	enabled	enabled	enabled
VOA Seard	8/1/16	Visionworks Non Branded Head Terms Exact	opticals	241	3.73%	9	0.85	7.68	2	1.4	Exact	--	5	eligible	enabled	enabled	enabled
VOA Seard	9/1/16	Visionworks Non Branded Main-\$19 EE	Long Tail 2 - M	7	0.00%	0	0	0	0	4.1	Broad	--	5	campaign	enabled	paused	enabled
VOA Seard	2/1/16	GO NB Broad - Pelham Manor	Long Tail 2 - M	2	0.00%	0	0	0	0	1	Broad	--	6	campaign	enabled	paused	enabled
VOA Seard	7/1/16	GO NB Broad - Canton	Long Tail 2 - M	53	1.89%	1	1.16	1.16	0	3.6	Broad	--	8	eligible	enabled	enabled	enabled
VOA Seard	8/1/16	Visionworks Non Branded Head Terms Exact	Glasses Frames	19904	0.59%	118	0.86	100.91	29	4.5	Exact	--	6	eligible	enabled	enabled	enabled
VOA Seard	1/1/16	GO NB Broad - QUEENS	Long Tail 2 - M	15	0.00%	0	0	0	0	4.4	Broad	--	6	campaign	enabled	paused	enabled
VOA Seard	8/1/16	Visionworks Non Branded Main-\$10 EE	Competitor - Lenscrafter - M	44	4.55%	2	0.57	1.14	2	2.6	Broad	--	6	campaign	enabled	paused	enabled
VOA Seard	5/1/16	GO NB Broad - Sterling Heights	Eye Vision Store	13	0.00%	0	0	0	0	2.3	Broad	--	8	eligible	enabled	enabled	enabled
VOA Seard	9/1/16	GO NB Broad - Brooksville	Long Tail 2 - M	2	0.00%	0	0	0	0	2.5	Broad	--	8	eligible	enabled	enabled	enabled
VOA Seard	8/1/16	GO NB Broad - Canton	Competitor - M	2	0.00%	0	0	0	0	1.5	Phrase	--	6	eligible	enabled	enabled	enabled
VOA Seard	5/1/16	GO NB Broad - Deerfield Beach	Designer Eyewear Stores	1	0.00%	0	0	0	0	4	Broad	--	6	campaign	enabled	paused	enabled
VOA Seard	5/1/16	ECOM - SPLENDOR	Glasses	12	0.00%	0	0	0	0	3	Phrase	--	6	campaign	enabled	paused	enabled
VOA Seard	3/1/16	Visionworks Branded Main-L5	Branded - Locations - M	2	50.00%	1	0.52	0.52	0	1	Exact	--	6	campaign	enabled	paused	enabled
VOA Seard	3/1/16	GO NB Broad - QUEENS ROCKAWAY	Branded - Old Terms - M	3	0.00%	0	0	0	0	2	Broad	--	6	campaign	enabled	paused	enabled
VOA Seard	6/1/16	Visionworks Branded Main-L1	Spelling Error	6	33.33%	2	0.56	1.13	0	1	Exact	--	6	eligible	enabled	enabled	enabled
VOA Seard	3/1/16	GO NB Broad - FARMINGDALE	Branded - M	15	6.67%	1	2.14	2.14	0	1.6	Broad	--	6	campaign	enabled	paused	enabled
VOA Seard	1/1/16	GO NB Broad - KIRKWOOD COMMONS	Branded - Old Terms - M	1	0.00%	0	0	0	0	3	Broad	--	10	campaign	enabled	paused	enabled
VOA Seard	9/1/16	Visionworks Branded Main-L1	Branded - Locations - M	24	8.33%	2	0.5	1.01	0	1	Exact	--	10	eligible	enabled	enabled	enabled
VOA Seard	2/1/16	Visionworks SR-L1	Long Tail 2 - M	1	0.00%	0	0	0	0	4	Broad	--	6	below first	enabled	enabled	enabled
VOA Seard	3/1/16	GO NB Broad - BOURBONNAIS	Kids Glasses	14	0.00%	0	0	0	0	1.4	Broad	--	8	campaign	enabled	paused	enabled
VOA Seard	5/1/16	ECOM - 200	Guess by Marciano GM 201	14	0.00%	0	0	0	0	1.8	Broad	--	1	campaign	enabled	paused	enabled
VOA Seard	6/1/16	ECOM - SALSA	Frames	3	0.00%	0	0	0	0	3	Phrase	--	3	campaign	enabled	paused	enabled
VOA Seard	1/1/16	GO NB Broad - TULSA	Competitor - M - pearle vision	37	0.00%	0	0	0	0	3.1	Phrase	--	5	campaign	enabled	paused	enabled
VOA Seard	5/1/16	GO NB Broad - Renton	Branded - M	1	0.00%	0	0	0	0	1	Broad	--	8	eligible	enabled	enabled	enabled
VOA Seard	4/1/16	GO NB Broad - CARY	Long Tail 2 - M	3	0.00%	0	0	0	0	2	Broad	--	8	eligible	enabled	enabled	enabled
VOA Seard	4/1/16	GO NB Broad - TULSA	Long Tail 2 - M	7	0.00%	0	0	0	0	3.4	Exact	--	8	campaign	enabled	paused	enabled
VOA Seard	1/1/16	GO NB Broad - HIXON	Competitor - M	1	0.00%	0	0	0	0	1	Exact	--	8	campaign	enabled	paused	enabled
VOA Seard	3/1/16	GO NB Broad - QUEENS	Eye Vision Associates	18	0.00%	0	0	0	0	2.5	Broad	--	8	campaign	enabled	paused	enabled
VOA Seard	2/1/16	Visionworks Non Branded Main-L2	Location - M	24	0.00%	0	0	0	0	6.8	Exact	--	ad group r	removed	enabled	removed	
VOA Seard	3/1/16	GO NB Broad - FARMINGDALE	Competitor - M - optical	2	0.00%	0	0	0	0	1.5	Broad	--	8	campaign	enabled	paused	enabled
VOA Seard	1/1/16	GO NB Broad - LAKE ORION	Long Tail 2 - M	1	0.00%	0	0	0	0	2	Broad	--	8	campaign	enabled	paused	enabled
VOA Seard	8/1/16	Visionworks Branded Main-L1	Branded - Locations - M	120	25.00%	30	0.31	9.32	17	1.3	Exact	--	8	eligible	enabled	enabled	enabled
VOA Seard	9/1/16	GO NB Broad - Canton	Competitor - M	2	0.00%	0	0	0	0	2.5	Phrase	--	6	eligible	enabled	enabled	enabled
VOA Seard	5/1/16	GO NB Broad - Longmont	Long Tail 2 - M	11	0.00%	0	0	0	0	4.5	Broad	--	8	eligible	enabled	enabled	enabled
VOA Seard	9/1/16	GO NB Broad - Longmont	Branded - M	1	0.00%	0	0	0	0	1	Broad	--	8	eligible	enabled	enabled	enabled
VOA Seard	10/1/16	Visionworks Non Branded Main-L1	Competitor - M - eyemart	1	0.00%	0	0	0	0	2	Exact	--	5	below first	enabled	enabled	enabled
VOA Seard	10/1/16	GO NB Broad - Rockaway	Long Tail 2 - M	1	0.00%	0	0	0	0	3	Broad	--	8	eligible	enabled	enabled	enabled
VOA Seard	6/1/16	GO NB Broad - Hummelstown	Glasses For Kids	4	0.00%	0	0	0	0	1	Broad	--	8	eligible	enabled	enabled	enabled
VOA Seard	7/1/16	Visionworks Non Branded Prescription Head	Discount prescription glasses	12	0.00%	0	0	0	0	6.3	Exact	--	6	below first	enabled	enabled	enabled
VOA Seard	8/1/16	GO NB Broad - Kansas City	Branded - M	44	38.64%	17	0.58	9.89	3	1.2	Broad	--	8	eligible	enabled	enabled	enabled
VOA Seard	3/1/16	GO NB Broad - BOCA RATON	Long Tail 2 - M	5	0.00%	0	0	0	0	2	Broad	--	8	campaign	enabled	paused	enabled
VOA Seard	8/1/16	Visionworks Non Branded Main-\$10 EE	Competitor - Lenscrafter - M	8	0.00%	0	0	0	0	2.3	Exact	--	6	campaign	enabled	paused	enabled
VOA Seard	3/1/16	Visionworks Branded Main-L1	Branded - M	15	0.00%	0	0	0	0	1	Exact	--	7	eligible	enabled	enabled	enabled
VOA Seard	6/1/16	GO NB Broad - Meriden	Eye Vision Store	204	1.47%	3	1.06	3.19	0	2.1	Broad	--	8	eligible	enabled	enabled	enabled
VOA Seard	9/1/16	GO NB Broad - Lafayette	Long Tail 2 - M	2	0.00%	0	0	0	0	1	Exact	--	5	eligible	enabled	enabled	enabled
VOA Seard	1/1/16	Visionworks Non Branded Main-L1	Eyeglasses Location - M	31	0.00%	0	0	0	0	2.9	Exact	--	6	eligible	enabled	enabled	enabled
VOA Seard	1/1/16	Visionworks Non Branded Main-L2	Location - M	1	0.00%	0	0	0	0	2	Exact	--	ad group r	removed	enabled	removed	
VOA Seard	9/1/16	Visionworks Non Branded Prescription Head	Discount prescription glasses	4	0.00%	0	0	0	0	5.8	Exact	--	6	below first	enabled	enabled	enabled
VOA Seard	7/1/16	Visionworks Branded Main-L1	Branded - Locations - M	3	0.00%	0	0	0	0	1	Exact	--	10	eligible	enabled	enabled	enabled
VOA Seard	8/1/16	ECOM - SALSA	Frames	5	0.00%	0	0	0	0	1.4	Phrase	--	3	campaign	enabled	paused	enabled

VOA Seard	10/1/16	VISIONWORKS Non Branded Main-L1	Eyeglasses Location - M	4	0.00%	0	0	0	0	2.3	Exact	5	below first	enabled	enabled	enabled
VOA Seard	3/1/16	Visionworks Branded Main-L2	Branded - Locations - M	2	0.00%	0	0	0	0	1	Exact	--	eligible	enabled	enabled	enabled
VOA Seard	1/1/16	Visionworks Branded Main-L2	Branded - Locations - M	2	50.00%	1	0.33	0.33	0	1	Exact	--	eligible	enabled	enabled	enabled
VOA Seard	1/1/16	GO NB Broad - BROOKLYN-BENSONHURST	Optical	2089	0.34%	7	1.7	11.93	2	2.3	Broad	--	campaign	enabled	paused	enabled
VOA Seard	4/1/16	GO NB Broad - Longmont	Competitor - Vision World - M	6	0.00%	0	0	0	0	1.7	Broad	--	6	eligible	enabled	enabled
VOA Seard	8/1/16	GO NB Broad - Longmont	Designer Glasses Frames For Wome	1	0.00%	0	0	0	0	1	Broad	--	6	eligible	enabled	enabled
VOA Seard	10/1/16	Visionworks Non Branded Head Terms Exact	Glasses Frames	12444	0.59%	74	0.92	68.12	4	4.6	Exact	--	6	eligible	enabled	enabled
VOA Seard	3/1/16	GO NB Broad - CARY	Branded - Old Terms - M	1	0.00%	0	0	0	0	1	Broad	--	campaign	enabled	enabled	enabled
VOA Seard	3/1/16	Visionworks Non Branded Main-L5	Long Tail 2 - M	18	0.00%	0	0	0	0	1.6	Broad	--	campaign	enabled	paused	enabled
VOA Seard	2/1/16	GO NB Broad - KIRKWOOD COMMONS	Long Tail - M	53	0.00%	0	0	0	0	1.9	Broad	--	campaign	enabled	paused	enabled
VOA Seard	4/1/16	Visionworks Branded Main-L1	Branded - Locations - M	7	0.00%	0	0	0	0	1.3	exact	--	6	below first	enabled	enabled
VOA Seard	9/1/16	GO NB Broad - Staten Island Mall	Long Tail 2 - M	244	2.05%	5	1.29	6.44	0	2.8	Broad	--	eligible	enabled	enabled	enabled
VOA Seard	2/1/16	GO NB Broad - TEMPE	Long Tail 2 - M	2	0.00%	0	0	0	0	3	Broad	--	campaign	enabled	paused	enabled
VOA Seard	7/1/16	Visionworks Non Branded Main-L1	Eyeglasses Location - M	10	0.00%	0	0	0	0	2.7	exact	--	5	below first	enabled	enabled
VOA Seard	10/1/16	GO NB Broad - Chandler	Long Tail 2 - M	2	0.00%	0	0	0	0	5.5	Broad	--	eligible	enabled	enabled	enabled
VOA Seard	2/1/16	Visionworks Non Branded Main-L2	Long Tail 2 - M	9	0.00%	0	0	0	0	2.3	exact	--	ad group r	removed	enabled	removed
VOA Seard	3/1/16	GO NB Broad - CARY	Long Tail 2 - M	14	0.00%	0	0	0	0	3.8	Broad	--	campaign	enabled	paused	enabled
VOA Seard	8/1/16	GO NB Broad - Somerset	Competitor - Lenscrafter - M	2	50.00%	1	0.48	0.48	0	1	Broad	--	8	eligible	enabled	enabled
VOA Seard	3/1/16	Visionworks Non Branded Main-L1	Branded - Old Terms - Eyemaster	11	0.00%	0	0	0	0	1.5	exact	--	4	eligible	enabled	enabled
VOA Seard	1/1/16	GO NB Broad - TEMPE	Long Tail 2 - M	1	0.00%	0	0	0	0	6	exact	--	campaign	enabled	paused	enabled
VOA Seard	3/1/16	GO NB Broad - HIXON	Lenses For Eyeglasses	7	0.00%	0	0	0	0	3.1	Broad	--	campaign	enabled	paused	enabled
VOA Seard	9/1/16	GO NB Broad - Brooksville	Competitor - Lenscrafter - M	2	0.00%	0	0	0	0	2	exact	--	5	eligible	enabled	enabled
VOA Seard	9/1/16	GO NB Broad - Ann Arbor	Branded - M	8	25.00%	2	1.25	2.5	1	2	Broad	--	6	eligible	enabled	enabled
VOA Seard	10/1/16	Visionworks Non Branded Main-L1	Competitor - Lenscrafter - M	4	0.00%	0	0	0	0	3.3	exact	--	6	below first	enabled	enabled
VOA Seard	1/1/16	Visionworks Non Branded Main-L2	Long Tail 2 - M	85	1.18%	1	1.04	1.04	0	1.4	exact	--	ad group r	removed	enabled	removed
VOA Seard	2/1/16	GO NB Broad - TEMPE	Long Tail 2 - M	1	0.00%	0	0	0	0	7	exact	--	campaign	enabled	paused	enabled
VOA Seard	3/1/16	GO NB Broad - JACKSON HEIGHTS	Long Tail - M	5	0.00%	0	0	0	0	1.6	Broad	--	campaign	enabled	paused	enabled
VOA Seard	4/1/16	GO NB Broad - Bronx Broadway	Long Tail 2 - M	7	0.00%	0	0	0	0	2	Broad	--	campaign	enabled	paused	enabled
VOA Seard	3/1/16	GO NB Broad - CHESTERFIELD	Long Tail 2 - M	1	0.00%	0	0	0	0	6	Broad	--	campaign	enabled	paused	enabled
VOA Seard	8/1/16	GO NB Broad - Kansas City	Competitor - M - eyemart	9	11.11%	1	1.8	1.8	0	1.4	Broad	--	6	eligible	enabled	enabled
VOA Seard	7/1/16	GO NB Broad - HUNTINGTON STATION	Long Tail 2 - M	37	5.41%	2	1	1.99	0	2.4	Broad	--	6	campaign	enabled	paused
VOA Seard	3/1/16	Visionworks Non Branded Main-L3	Long Tail 2 - L3	2	0.00%	0	0	0	0	1.5	Broad	--	removed	removed	enabled	removed
VOA Seard	4/1/16	Visionworks Branded Main-L1	Branded - Locations - M	126	13.49%	17	0.36	6.15	0	1.1	exact	--	removed	removed	enabled	enabled
VOA Seard	8/1/16	Visionworks Non Branded Locations	optical	6	0.00%	0	0	0	0	1.3	Phrase	--	3	low search	enabled	enabled
VOA Seard	5/1/16	GO NB Broad - QUEENS	Long Tail 2 - M	47	0.00%	0	0	0	0	3.1	Broad	--	campaign	enabled	paused	enabled
VOA Seard	7/1/16	Visionworks Non Branded Main-L1	Eyeglasses Location - M	2	0.00%	0	0	0	0	4	exact	--	5	below first	enabled	enabled
VOA Seard	7/1/16	GO NB Broad - TEMPE	Long Tail 2 - M	6	16.67%	1	0.64	0.64	0	2.2	Broad	--	campaign	enabled	paused	enabled
VOA Seard	8/1/16	GO NB Broad - Canton	Eye Glass	1394	1.00%	14	1.21	16.99	2	2.7	Broad	--	8	eligible	enabled	enabled
VOA Seard	6/1/16	GO NB Broad - Longmont	Competitor - Vision World - M	11	0.00%	0	0	0	0	2.2	Broad	--	6	eligible	enabled	enabled
VOA Seard	2/1/16	Visionworks Branded Main-L2	Branded - M	162	29.63%	48	0.4	19.17	12	1.4	exact	--	10	eligible	enabled	enabled
VOA Seard	2/1/16	GO NB Broad - PATCHOUE	Branded - Old Terms - M	1	200.00%	2	0.75	1.5	1	3	Broad	--	5	campaign	enabled	paused
VOA Seard	2/1/16	GO NB Broad - PATCHOUE	Long Tail 2 - M	13	7.69%	1	1.59	1.59	0	2.5	exact	--	5	below first	enabled	enabled
VOA Seard	1/1/16	Visionworks Non Branded Head Terms Broa	Designer Glass Frames	15163	1.00%	152	0.99	150.57	28	3.1	Broad	--	3	eligible	enabled	enabled
VOA Seard	10/1/16	GO NB Broad - Meriden	Eyecare	425	0.71%	3	1.73	5.19	0	3.1	Broad	--	5	below first	enabled	enabled
VOA Seard	10/1/16	GO NB Broad - Lafayette	Long Tail 2 - M	21	14.29%	3	1.02	3.07	0	2.4	Broad	--	3	eligible	enabled	enabled
VOA Seard	10/1/16	Visionworks Non Branded Main-L1	Branded - Old Terms - M	121	4.96%	6	0.47	2.8	0	2.2	exact	--	5	below first	enabled	enabled
VOA Seard	10/1/16	GO NB Broad - Brooksville	Long Tail 2 - M	55	0.00%	0	0	0	0	3.5	Broad	--	6	eligible	enabled	enabled
VOA Seard	8/1/16	Visionworks Non Branded Main-\$10 EE	Long Tail 2 - M	86	0.00%	0	0	0	0	3.7	Broad	--	6	campaign	enabled	paused
VOA Seard	9/1/16	Visionworks Non Branded Main-L1	Competitor - M	287	4.18%	12	0.76	9.12	1	1.3	Exact	--	3	below first	enabled	enabled
VOA Seard	10/1/16	Visionworks Non Branded Locations	eye glasses	12	0.00%	0	0	0	0	1.8	Phrase	--	5	low search	enabled	enabled
VOA Seard	10/1/16	Visionworks Non Branded Main-L2	Long Tail - M	14	7.14%	1	0.88	0.88	1	5.2	Broad	--	6	below first	enabled	enabled
VOA Seard	9/1/16	Visionworks Branded Main-L1	Branded - M	28	28.57%	8	0.49	3.93	2	1	Exact	--	6	eligible	enabled	enabled
VOA Seard	4/1/16	GO NB Broad - Highland	Long Tail 2 - M	1	0.00%	0	0	0	0	3	Broad	--	5	campaign	enabled	paused
VOA Seard	9/1/16	Visionworks Non Branded Main-\$10 EE	Competitor - M - optical	93	3.23%	3	0.33	0.98	2	2.2	Broad	--	5	campaign	enabled	paused
VOA Seard	7/1/16	Visionworks Non Branded Main-L1	Long Tail 2 - M	1	0.00%	0	0	0	0	5	Exact	--	3	below first	enabled	enabled
VOA Seard	3/1/16	GO NB Broad - TULSA	Long Tail 2 - M	40	0.00%	0	0	0	0	3.5	Broad	--	campaign	enabled	paused	enabled
VOA Seard	8/1/16	GO NB Broad - Sterling Heights	Long Tail 2 - M	1	0.00%	0	0	0	0	5	Broad	--	6	eligible	enabled	enabled
VOA Seard	2/1/16	GO NB Broad - QUEENS STEINWAY	Long Tail 2 - M	172	0.58%	1	2	2	0	2.8	Broad	--	6	campaign	enabled	paused
VOA Seard	9/1/16	Visionworks Non Branded Main-\$19 EE	Competitor - M - eyemartexpress	2	0.00%	0	0	0	0	1	Exact	--	8	campaign	enabled	paused
VOA Seard	7/1/16	GO NB Broad - Brooksville	Competitor - M - optical	1	0.00%	0	0	0	0	2	Exact	--	3	eligible	enabled	enabled
VOA Seard	1/1/16	GO NB Broad - BOCA RATON	Lenses For Eyeglasses	27	7.41%	2	2.7	5.4	0	4.3	Broad	--	3	campaign	enabled	paused
VOA Seard	10/1/16	Visionworks Non Branded Locations	glasses	24	0.00%	0	0	0	0	2	Phrase	--	3	below first	enabled	enabled
VOA Seard	6/1/16	Visionworks Non Branded Main-L1	Branded - Old Terms - M	244	2.46%	6	0.41	2.47	0	2.4	Exact	--	5	below first	enabled	enabled
VOA Seard	9/1/16	Visionworks Branded Main-L2	Branded - Locations - M	2	0.00%	0	0	0	0	1.5	Broad	--	9	eligible	enabled	enabled
VOA Seard	7/1/16	Visionworks Non Branded Main-L1	Branded - Old Terms - Eyemaster	14	0.00%	0	0	0	0	1.2	Exact	--	7	eligible	enabled	enabled
VOA Seard	4/1/16	Visionworks Non Branded Head Terms Broa	Eye Glass Lense	493	1.01%	5	1.22	6.1	2	3.6	Broad	--	5	eligible	enabled	enabled
VOA Seard	5/1/16	GO NB Broad - Pelham Manor	Long Tail 2 - M	1	0.00%	0	0	0	0	1	Broad	--	campaign	enabled	paused	enabled
VOA Seard	5/1/16	GO NB Broad - QUEENS	Long Tail 2 - M	3	0.00%	0	0	0	0	4.3	Broad	--	5	campaign	enabled	paused
VOA Seard	7/1/16	GO NB Broad - Hummelstown	Glasses Frames	14	0.00%	0	0	0	0	3.5	Broad	--	6	eligible	enabled	enabled
VOA Seard	10/1/16	Visionworks Non Branded Main-L1	Competitor - M - eyemartexpress	5	0.00%	0	0	0	0	2.4	Exact	--	6	eligible	enabled	enabled
VOA Seard	9/1/16	Visionworks Non Branded Locations	glasses	18	0.00%	0	0	0	0	3.1	Phrase	--	3	below first	enabled	enabled

In the Matter of:

1-800 Contacts

January 26, 2017

Jared Duley - Highly Confidential

Condensed Transcript with Word Index



For The Record, Inc.
(301) 870-8025 - www.ftrinc.net - (800) 921-5555

Duley - Highly Confidential &

1-800 Contacts

1/26/2017 &

1

1 FEDERAL TRADE COMMISSION
2
3 -----
4 IN THE MATTER OF: Docket No. 9372
5 1-800 CONTACTS
6 -----
7
8 DEPOSITION OF JARED DULEY
9 JANUARY 26, 2017
10
11 ORAL DEPOSITION OF JARED DULEY, produced as a
12 witness at the instance of the Respondent, 1-800
13 Contacts and duly sworn, was taken in the above-styled
14 and numbered cause on January 26, 2017, from 10:04 a.m.
15 to 2:27 p.m. before Della M. Duett, Certified Shorthand
16 Reporter in and for the State of Texas, reported by
17 machine shorthand, at the law offices of Dykema Cox
18 Smith, 112 East Pecan Street, Suite 1800, San Antonio,
19 Texas, 78205 pursuant to the Federal Rules of Civil
20 Procedure and the provisions stated on the record or
21 attached hereto.
22
23
24
25

2

1 APPEARANCES:
2
3 ON BEHALF OF THE FEDERAL TRADE COMMISSION
4 GUSTAV P. CHIARELLO, ESQUIRE
5 Federal Trade Commission
6 400 7th Street, S.W.
7 Washington, D.C. 20024
8 (202) 326-2633
9 gchiarello@ftc.gov
10
11 ON BEHALF OF RESPONDENT 1-800 CONTACTS:
12 CHAD I. GOLDER
13 MUNGER, TOLLES & OLSON, LLP
14 1155 F Street, N.W.
15 7th Floor
16 Washington, D.C. 20004
17 (202) 220-1103
18 chad.golder@mto.com
19
20 ON BEHALF OF THE WITNESS:
21 J. DAN HARKINS
22 DYKEMA COX SMITH
23 112 East Pecan Street
24 Suite 1800
25 San Antonio, Texas 78205
(210) 554-5285
dharkins@dykema.com

3

1 FEDERAL TRADE COMMISSION
2 I N D E X
3 WITNESS: JARED DULEY
4 By Mr. Golder 5
5 By Mr. Chiarello 82
6 By Mr. Golder 139
7 By Mr. Chiarello 167
8 By Mr. Golder 177
9 By Mr. Chiarello 181
10 Changes and Corrections 183
11 Signature of Witness 184
12 Reporter's Certificate 185

EXHIBITS

EXHIBIT NO.	DESCRIPTION	PAGE
11	RX241 Declaration of Jared Duley	6
12	RX242 Printout from Visionworks' Website	26
13	RX243 Web announcement	31
14	RX244 Return Policy	48
15	RX245 Spreadsheet of the keyword terms that Visionworks bid on in 2015	67
16	RX246 Excel Spreadsheet	67
17	RX247 Excel Spreadsheet (first ten pages of the entire spreadsheet and pages involving the keyword term "1800 contacts")	76
18	RX248 Spreadsheet dated January 1, 2015 through December 31, 2015	155
19	RX249 FAQ on the visionworkscontacts.com site	158

4

PREMARKED EXHIBITS	PAGE
1 CX943 Declaration of Jared Duley with attachments	88
2 CX1401 E-mail string beginning from Dan Harkins to Brett Calvert dated March 26, 2010	105
3 CX1402 E-mail string beginning from Matt Beshear to Brett Calvert dated March 30, 2010	110
4 CX1404 E-mail string beginning from Jared Duley to Cat O'Donnell dated April 29, 2015	116

5	<p>1 Thereupon,</p> <p>2 Jared Duley,</p> <p>3 was called for examination and, after having been first</p> <p>4 duly sworn by the court reporter, was examined and</p> <p>5 testified as follows:</p> <p>6 EXAMINATION</p> <p>7 BY MR. GOLDER:</p> <p>8 Q. Good morning.</p> <p>9 A. Hi.</p> <p>10 Q. Hi. My name is Chad Golder. I represent the</p> <p>11 respondent, 1-800 Contacts in this matter. Why don't we</p> <p>12 go over a few basics about the deposition process first.</p> <p>13 A. Okay.</p> <p>14 Q. As you can see, we're making a record of</p> <p>15 today's proceeding. So please always answer orally.</p> <p>16 Don't nod. The court reporter can't report a nod. And</p> <p>17 wait until I finish before answering. We don't want to</p> <p>18 talk over each other to make it easier for the court</p> <p>19 reporter to take down everyone's statements.</p> <p>20 If you don't hear one of my questions,</p> <p>21 please ask me to repeat it. If you don't understand a</p> <p>22 question, ask me to rephrase it. But if you don't ask</p> <p>23 for clarification, I'll assume that you understand the</p> <p>24 question. If at any time during the deposition you feel</p> <p>25 like you need to take a break, please let me know and we</p>	7	<p>1 Q. (BY MR. GOLDER) What is this document? What</p> <p>2 is this document?</p> <p>3 A. The title says, "Declaration of Jared Duley."</p> <p>4 Q. And can you please turn to Page 3?</p> <p>5 MR. CHIARELLO: Counsel, just to note on</p> <p>6 the record, the Declaration, it appears that the --</p> <p>7 there are references to exhibits to the Declaration, and</p> <p>8 I don't see that they're attached.</p> <p>9 MR. GOLDER: Yes. This is just the</p> <p>10 Declaration.</p> <p>11 MR. CHIARELLO: Okay.</p> <p>12 Q. (BY MR. GOLDER) And did -- is that your</p> <p>13 signature?</p> <p>14 A. Yes, it is.</p> <p>15 Q. And when is it dated?</p> <p>16 A. June 3rd, 2016.</p> <p>17 Q. Who drafted this declaration?</p> <p>18 A. I am not sure.</p> <p>19 Q. Did you draft this declaration?</p> <p>20 A. I did not.</p> <p>21 Q. Did you suggest any -- how did you receive the</p> <p>22 Declaration to sign it?</p> <p>23 A. Via e-mail.</p> <p>24 Q. From who?</p> <p>25 A. I believe from Dan.</p>
6	<p>1 can take one. Do you have any questions about the</p> <p>2 process today?</p> <p>3 A. No.</p> <p>4 Q. Please state your name for the record.</p> <p>5 A. Jared Duley.</p> <p>6 Q. And what is your address?</p> <p>7 A. 521 Brook Shadow, Cibolo, Texas, 78108.</p> <p>8 Q. Have you been deposed before?</p> <p>9 A. No.</p> <p>10 Q. Is there any reason you can't give full,</p> <p>11 complete and accurate testimony today?</p> <p>12 A. No.</p> <p>13 Q. Is there any other reason why we shouldn't go</p> <p>14 forward today?</p> <p>15 A. No.</p> <p>16 Q. Prior to today's deposition, have you had</p> <p>17 conversations with complaint counsel from the FTC?</p> <p>18 A. No.</p> <p>19 Q. At some point in this matter, did you discuss</p> <p>20 with the FTC whether to submit a declaration in</p> <p>21 connection with this investigation?</p> <p>22 A. I haven't had any discussions with the FTC.</p> <p>23 Q. Okay. All right.</p> <p>24 MR. GOLDER: Will you mark this as 241?</p> <p>25 (Exhibit No. RX241 marked)</p>	8	<p>1 MR. HARKINS: I'll represent to counsel</p> <p>2 that I assisted the client in drafting the Declaration.</p> <p>3 Q. (BY MR. GOLDER) Did you suggest any edits to</p> <p>4 this declaration?</p> <p>5 A. Yeah. I believe we had numerous edits, yeah.</p> <p>6 Q. And what were those edits?</p> <p>7 A. I'm not sure.</p> <p>8 Q. Do you have a redline of those edits?</p> <p>9 A. I do not.</p> <p>10 Q. Do you have any record of the edits that you</p> <p>11 sent?</p> <p>12 A. I would imagine there would be some record,</p> <p>13 yes.</p> <p>14 Q. Have we received those?</p> <p>15 MR. HARKINS: I will object to production</p> <p>16 of those. It's attorney/client communications. I</p> <p>17 had -- I'll represent that I have had discussions with</p> <p>18 the client about it in preparation of the Declaration.</p> <p>19 Q. (BY MR. GOLDER) Prior to your signature of</p> <p>20 this declaration, what did -- if you can answer in a</p> <p>21 nonprivileged manner, what is your client -- what did</p> <p>22 your attorney advise you about why this declaration was</p> <p>23 going to be submitted?</p> <p>24 MR. CHIARELLO: Objection to the form of</p> <p>25 the question.</p>

9	11
<p>1 Q. (BY MR. GOLDER) You can answer. 2 MR. HARKINS: To the extent that it 3 discloses just the reason why you had to prepare a 4 declaration. 5 A. So can you restate the question? 6 (Requested portion read by the reporter) 7 Q. (BY MR. GOLDER) Prior to your signature of 8 this, and to the extent you can answer in a 9 nonprivileged manner, what did your attorney advise you 10 about why this declaration was going to be submitted? 11 MR. CHIARELLO: And same objection. 12 A. I don't recall. 13 Q. (BY MR. GOLDER) Did the FTC provide you or 14 your attorney with any documents prior to this -- the 15 submission of this declaration? 16 A. I don't recall. I don't recall any. 17 Q. Okay. Prior to this deposition, did you have 18 any contact with the FTC? 19 A. I did not. 20 Q. Okay. Prior to your -- this deposition, did 21 you ever discuss their views about the merits of 1-800 22 Contacts' underlying claims against Visionworks? 23 MR. CHIARELLO: Objection to the form of 24 the question. It calls -- it's vague. 25 Q. (BY MR. GOLDER) You can answer.</p>	<p>1 A. I did not. 2 Q. And did you attend graduate school? 3 A. I did. 4 Q. And where was that? 5 A. Kansas State University. 6 Q. And what did you study there? 7 A. Industrial organizational psychology. 8 Q. And did you take any courses on paid Internet 9 search advertising? 10 A. I did not. 11 Q. Did you study that at all? 12 A. I did not. 13 Q. Okay. Where did you work after graduate 14 school? 15 A. At AT&T. 16 Q. And what were -- what did you do there? 17 A. It was a research division in AT&T for doing 18 internal customer research and test selection and 19 development. 20 Q. Were you at all responsible for paid Internet 21 search advertising? 22 A. I was not. 23 Q. And where did you work after AT&T? 24 A. Luckie & Company. 25 Q. And what is Luckie & Company?</p>
<p>10</p> <p>1 A. Who is the -- who is "they" in this statement? 2 Q. The -- oh. The -- sorry. Excuse me. 3 Complaint counsel. 4 A. So can you repeat the question? 5 Q. Yeah. Prior to this deposition, did you have 6 any conversations with complaint counsel about that -- 7 their views about the underlying merits of 1-800 8 Contacts' claims against Visionworks? 9 MR. CHIARELLO: Objection, asked and 10 answered. 11 A. As the previous question, I haven't had any 12 communication with the FTC. 13 Q. (BY MR. GOLDER) Okay. Why don't we talk a 14 little bit about your educational background. Where did 15 you go to college? 16 A. University -- it's currently called the 17 University of Central Missouri. At the time, it was 18 Central Missouri State University. 19 Q. And what did you study? 20 A. In undergraduate, it was rehabilitation 21 psychology for undergraduate. 22 Q. And during that time, did you take any courses 23 on paid search Internet advertising? 24 A. I did not. 25 Q. Did you study marketing?</p>	<p>12</p> <p>1 A. Advertising agency. 2 THE REPORTER: Lucky? 3 A. Luckie, L-u-c-k-i-e. 4 THE REPORTER: And he asked, "What is 5 Luckie & Company?" 6 A. Advertising agency. 7 THE REPORTER: Thank you. 8 Q. (BY MR. GOLDER) And what were your 9 responsibilities there? 10 A. Client support and analysis for advertising 11 campaigns for AT&T. 12 Q. And were you responsible at all for paid 13 Internet search advertising? 14 A. I was not. 15 Q. Okay. When did you start at Visionworks? 16 A. In July of 2012. 17 Q. And what was your title? 18 A. Manager of database marketing and analysis at 19 that time. 20 Q. And what were your responsibilities? 21 A. Customer analysis, customer segmentation, sales 22 analysis were primary roles. 23 Q. And were you responsible at all for paid 24 Internet search advertising? 25 A. I was not.</p>

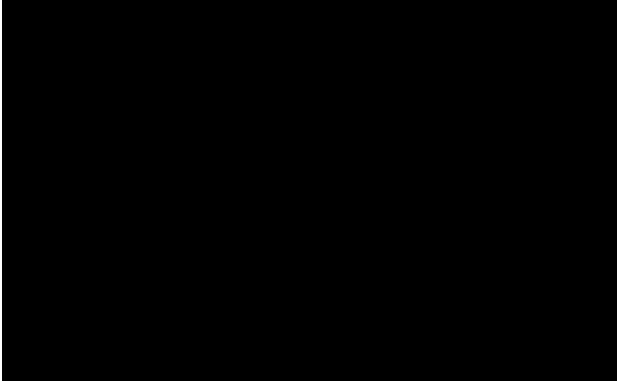
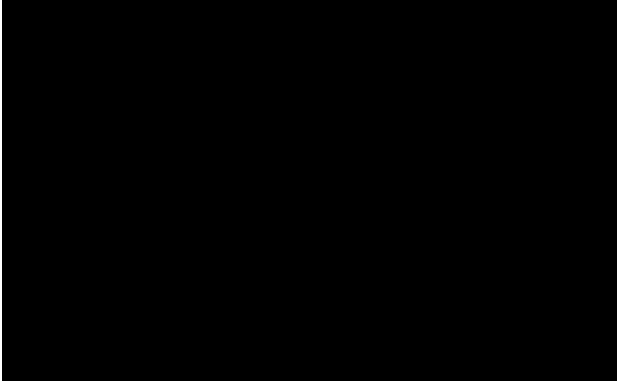
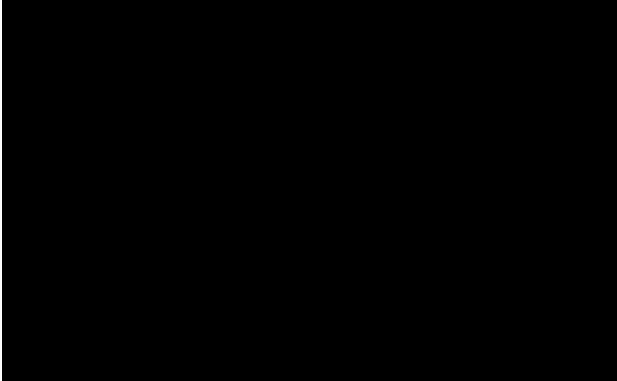
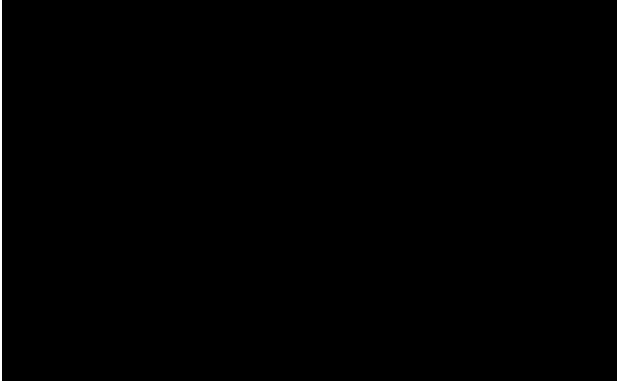
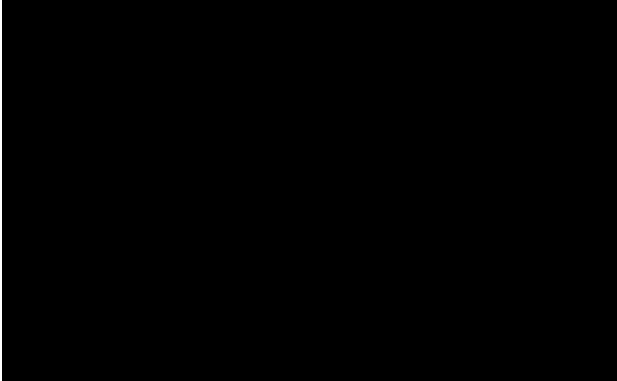
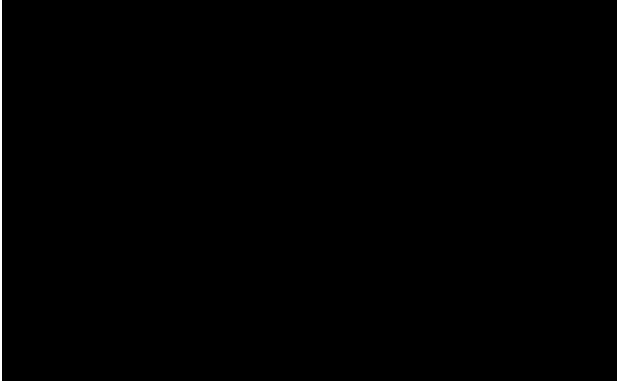
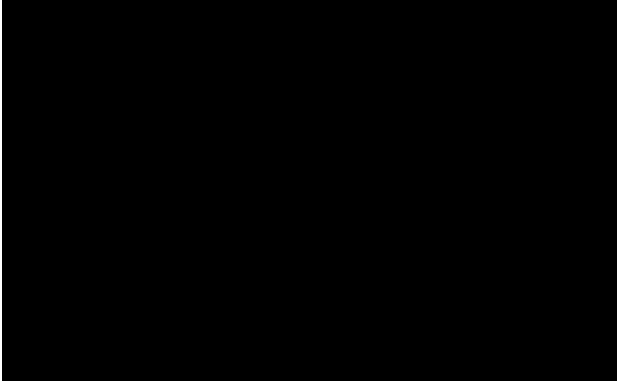
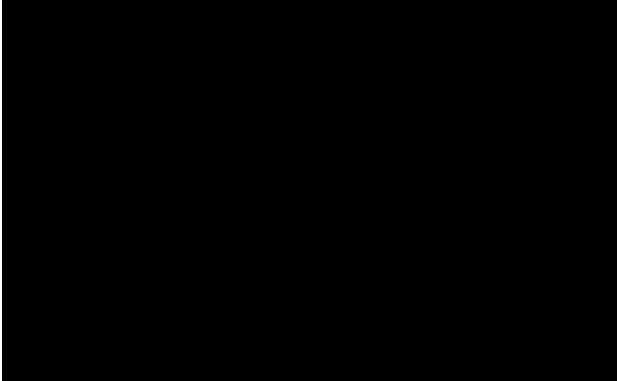
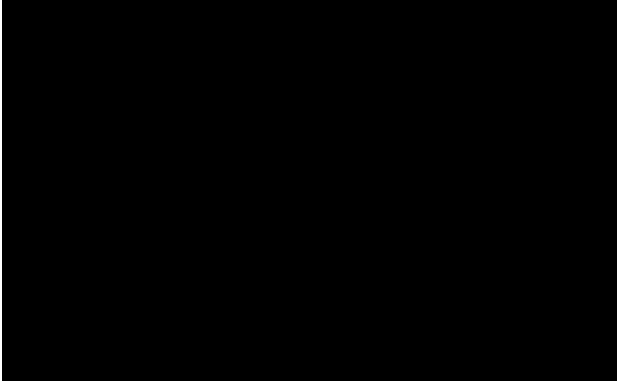
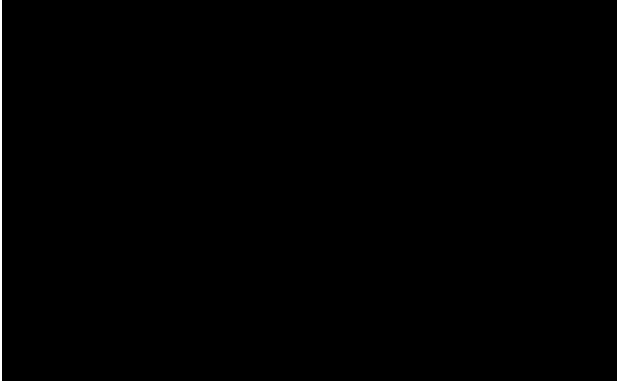
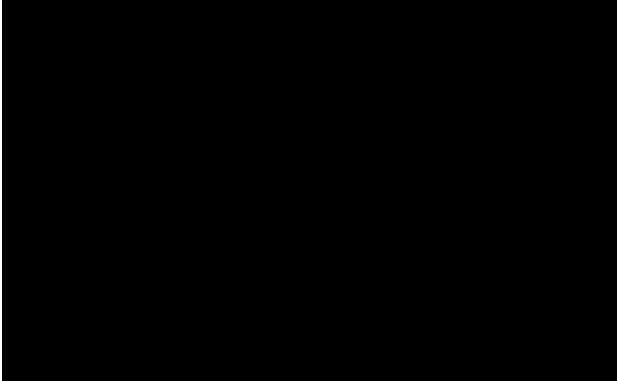
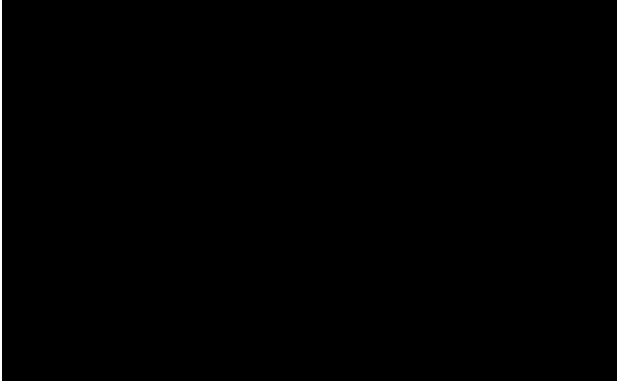
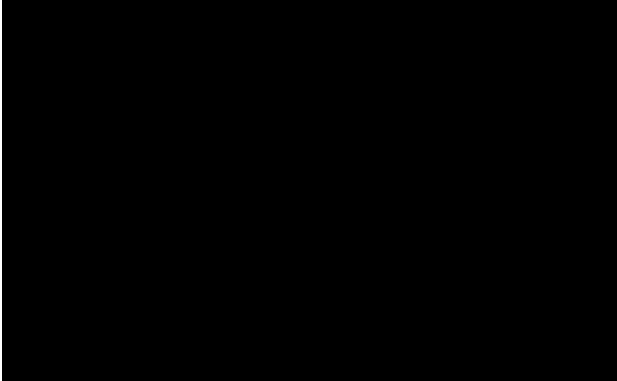
13	15
<p>1 Q. What is your current title? 2 A. Director of marketing. 3 Q. When did you become director of marketing? 4 A. I believe October of 2014. 5 Q. Okay. And what are your responsibilities as 6 director of marketing? 7 A. '15. '14 or '15. Responsibilities are 8 overseeing, again, sales and analysis for the company, 9 marketing strategy, testing and promotions, the customer 10 segmentation and database, digital marketing and 11 analysis, direct marketing and analysis -- 12 THE REPORTER: Drug? 13 A. Direct. 14 THE REPORTER: Direct. Thank you. 15 A. Let's see -- be some of the primary roles. 16 Q. (BY MR. GOLDER) And does that include 17 marketing for the online sale of contact lenses? 18 A. It does. 19 Q. What Website URL does Visionworks use to sell 20 contact lenses online? 21 A. visionworkscontacts.com. 22 Q. And does your -- do your responsibilities also 23 include marketing for -- 24 THE REPORTER: I'm sorry. "Does your" -- 25 Q. (BY MR. GOLDER) Do you responsibilities also</p>	<p>1 dedicated to the marketing of contact lenses? 2 A. None. 3 Q. Are any of them strictly dedicated to the 4 marketing for visionworkscontacts.com? 5 A. No. 6 Q. Okay. What percentage of your time do you 7 spend on marketing for visionworkscontacts.com? 8 A. Currently, probably less than 5 percent of my 9 time. 10 Q. And why is that? 11 A. Because 95 percent of my time is spent on other 12 things. 13 Q. What are the other things that it's spent on? 14 A. The -- my title -- the -- the things I listed 15 as things in my responsibility. Sales analysis, 16 customer database, overall marketing strategy. All of 17 the things I previously listed. 18 Q. And do your responsibilities include paid 19 keyword search advertising for visionworkscontacts.com? 20 A. They do. 21 Q. Who is -- do one of those three employees have 22 primary responsibility for paid Internet search 23 advertising? 24 A. No. 25 Q. You all work as a team?</p>
<p>1 include marketing for in-store sales of contact lenses? 2 A. Yeah -- yes. It would fall under my purview, 3 yes. 4 Q. I sense some hesitation. What -- how do you 5 view the difference between online and in-store sales? 6 A. Well, in-store sales are -- are very much 7 associate driven. I don't obviously oversee associates 8 in the stores or the -- the store operations department. 9 There is store marketing, but the production of that 10 marketing such as the design of the signs and other 11 things are not -- I'm not in the -- is not -- the design 12 of signs is not under my responsibilities. So that's -- 13 was my hesitation. 14 Q. So what are -- what are your responsibilities 15 with respect to the sale of contact lenses in store? 16 A. Any particular strategy or around marketing 17 campaigns to promote sale of contact lenses would fall 18 under my responsibilities. 19 Q. How many -- how many employees work under you? 20 A. Three. 21 Q. Who are they? 22 A. Dana Downs, Franchesca -- I can't pronounce her 23 last name. Maybe let's just say Brahaz maybe. And 24 Roxana Rosco. 25 Q. And how many of those employees are strictly</p>	<p>1 MR. CHIARELLO: Objection to the form of 2 the question. 3 A. Do we work as a team? I don't understand. 4 Q. (BY MR. GOLDER) Do you share responsibilities 5 for all forms of marketing? 6 A. They all have their -- each -- 7 responsibilities. So -- 8 Q. Does any one of them have responsibility for 9 paid Internet search advertising? 10 A. I think I already answered this, didn't I? And 11 said no. 12 Q. As director of marketing do you have ultimate 13 responsibility for paid Internet search advertising? 14 A. What does that mean? 15 Q. Do you -- do you sign off on recommendations 16 from your subordinates? 17 A. The -- my subordinates do not work on paid 18 Internet advertising. 19 Q. So you are the only person in the marketing 20 department that works on paid Internet search 21 advertising? 22 A. No. That's not true. 23 Q. Who -- who works on it? 24 A. So myself would work on it. Another associate 25 at the company who currently is there, Philip Bankey,</p>

17	19
<p>1 would work on it. I think they would be -- we would be 2 the primary people working on this.</p> <p>3 Q. But Philip Bankey doesn't work for you? 4 A. He does not.</p> <p>5 Q. Where does he work within the company? 6 A. Geographically?</p> <p>7 Q. What department does he work in? 8 A. Marketing.</p> <p>9 Q. And -- but as director of marketing you do not 10 oversee him? 11 A. That's correct.</p> <p>12 Q. Who oversees him? 13 A. Sue Hopeman.</p> <p>14 Q. And what is her title? 15 A. Chief merchandising -- chief merchandising and 16 marketing offer -- officer.</p> <p>17 Q. Did you work for her? 18 A. I do.</p> <p>19 Q. What is Apollo Interactive? 20 A. They're a digital agency.</p> <p>21 Q. And what is the relationship between 22 Visionworks and Apollo Interactive? 23 A. They -- currently, we don't have a relationship 24 with them but they were our formal -- formerly they were 25 our digital agency of record.</p>	<p>1 A. December 31st of 2016.</p> <p>2 Q. Why did it end? 3 A. We put an RFP out in the summer for digital 4 agencies and Apollo was part of that RFP -- RFP process, 5 and ultimately we decided to go with another agency.</p> <p>6 Q. And what's an RFP process? 7 A. Request for proposal.</p> <p>8 Q. What -- have you hired a replacement? 9 A. We have.</p> <p>10 Q. And what is that -- 11 A. Razorfish.</p> <p>12 THE REPORTER: I didn't get the end of 13 your question. "And what is that" -- "company" maybe? 14 MR. GOLDER: Yeah.</p> <p>15 THE REPORTER: Okay. Sorry. And if 16 you'll let him just finish his question, that way it 17 will be complete. Thank you.</p> <p>18 Q. (BY MR. GOLDER) And what work is Razorfish 19 doing for you? 20 A. The same work Apollo would have been doing. 21 Digital buys. They don't do any e-mail marketing, but 22 digital advertising, PPC -- 23 THE REPORTER: PPC? 24 A. Yeah. Pay-per-click. Banner ads, social -- 25 you know, all the kind of typical digital buys.</p>
<p>18</p> <p>1 Q. And what does it mean to be a digital agency of 2 record? 3 A. It means they were our primary agency doing 4 digital buys and advertising.</p> <p>5 Q. And what are digital buys and advertising? 6 A. Such as pay-per-click advertising, purchasing 7 of banner ads, display ads, anything -- they also did 8 our Website hosting. Anything to drive traffic to the 9 Website was all things -- e-mail marketing was part of 10 their responsibilities as well for a period of time.</p> <p>11 Q. When you use pay per -- excuse me. When you 12 use pay-per-click, is that -- do you understand that to 13 be paid Internet search advertising? 14 A. Yes.</p> <p>15 Q. Okay. Do you understand that -- what do you 16 understand -- what is -- what is the definition of 17 "pay-per-click," in your mind? 18 A. It's keyword purchasing of search terms which 19 the general population may search for and directing 20 the -- and returning results which would -- you know, 21 especially in Google in a rank order. Ranking your -- 22 your business higher up based on search terms and the 23 purchasing of those search terms.</p> <p>24 Q. When did your relationship with Apollo 25 Interactive end?</p>	<p>19</p> <p>1 Q. (BY MR. GOLDER) Uh-huh. Were you unhappy 2 with Apollo's performance? 3 A. No. I think they -- they had good performance. 4 We were just -- since -- growing as a company and we 5 were looking for someone with more capabilities.</p> <p>6 Q. And what capabilities did Razorfish bring that 7 Apollo didn't have? 8 A. I think they have a wider -- a larger staff who 9 can contribute more expertise in particular areas than 10 Apollo had. Apollo was probably a medium- to small-size 11 shop. So there's a -- Razorfish has a larger number of 12 employees who can bring more diversity and -- of ideas.</p> <p>13 Q. Were you at all unhappy with Apollo's 14 performance for pay-per-click, as you would call it? 15 A. No. I think -- I think we thought we were 16 doing fairly with PPC.</p> <p>17 Q. Okay. We should take a step back. When -- 18 when you were consulting with your lawyer on this 19 declaration, who at Visionworks did you -- who, if 20 anyone, did you consult with? 21 A. Consult with on the Declaration? I don't 22 believe anybody at Visionworks.</p> <p>23 Q. And did you consult with anyone at Apollo? 24 A. I don't -- I'm trying to see if there was any 25 particular one of these declarations that would have</p>

21

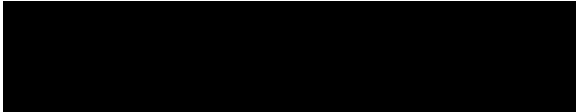
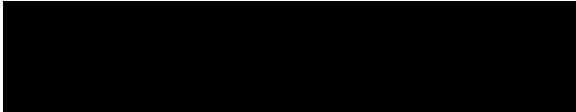
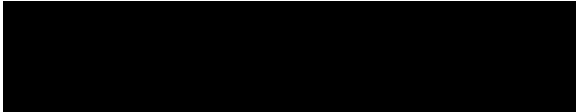
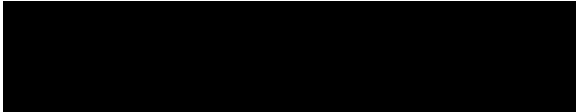
23

1 required me to ask Apollo anything. In the preparation
 2 of this declaration, I can't say for a fact whether or
 3 not I spoke with Apollo about -- about this in the
 4 period of time where were producing this.
 5 **Q. Okay. While we're on that subject, do you know**
 6 **who produced the first draft of this declaration?**
 7 A. I do not.
 8 **Q. Was there anything that you suggested to**
 9 **include in this that was not included?**
 10 A. I don't recall.
 11 **Q. Okay. Why don't we talk a little bit about**
 12 **Visionworks' business. What is Visionworks' primary**
 13 **business?**
 14 A. Primary business would be eyeglass sales and
 15 exams.
 16 **Q. And what other products do they sell?**
 17 A. Eyeglasses, contacts. We provide, you know,
 18 exams and medical-related services. We do sell
 19 accessories for -- eyeglass accessories. I think those
 20 would be the primary products that we sell.
 21 **Q. Do you also sell sunglasses?**
 22 A. Yes.
 23 **Q. And you sell contact lenses?**
 24 A. Uh-huh. That's correct.
 25 **Q. What percentage of Visionworks' revenues are**

1 
 2 
 3 
 4 
 5 
 6 
 7 
 8 
 9 
 10 
 11 
 12 
 13 
 14 **Q. Less than 2 percent?**
 15 A. I'm not sure.
 16 **Q. Does your -- does Visionworks sell contact**
 17 **lenses through brick-and-mortar stores as well as**
 18 **online?**
 19 A. Yes.
 20 **Q. And how many brick-and-mortar stores do you**
 21 **have -- Visionworks have?**
 22 A. Currently, 748.
 23 **Q. And other than brick and mortar and online,**
 24 **does Visionworks sell contact lenses --**
 25 THE REPORTER: I'm sorry. Hang on just

22

24

1 **from contact lenses?**
 2 MR. HARKINS: I'm going to object, just to
 3 make sure, for purposes of the record. There is some
 4 information that's confidential, and I would like to
 5 request that we designate it being confidential. I
 6 don't know what the rules of -- of your proceedings are
 7 in terms of keeping it confidential.
 8 MR. GOLDER: No problem.
 9 MR. CHIARELLO: The -- the -- the
 10 protective order in the case is -- specifies all of the
 11 terms of the confidentiality, but unless counsel
 12 objects, I take that your comment here is that -- that
 13 you would like this whole deposition to be treated as
 14 confidential.
 15 MR. HARKINS: If that's okay, yes. I
 16 would like to for purposes of the confidentiality order,
 17 yes. Thank you.
 18 MR. GOLDER: No objection.
 19 **Q. (BY MR. GOLDER) Would you like me to repeat**
 20 **the question?**
 21 A. Yes, please.
 22 
 23 
 24 
 25 

1 one second.
 2 MR. GOLDER: Sure.
 3 THE REPORTER: And then go ahead with your
 4 question.
 5 MR. GOLDER: Yep.
 6 **Q. (BY MR. GOLDER) Other than brick-and-mortar**
 7 **stores and the online channel, does Visionworks sell**
 8 **contact lenses through any other channels?**
 9 A. No.
 10 **Q. Does it sell by phone?**
 11 A. I don't believe so.
 12 **Q. Okay. What percentage of Visionworks' contact**
 13 **lens sales come from brick-and-mortar stores?**
 14 A. Something -- something less than 10 percent.
 15 **Q. Sorry. Of the total contacts lens sales for**
 16 **Visionworks, what percentage comes from the**
 17 **brick-and-mortar stores as opposed to the online --**
 18 A. I'm not sure.
 19 **Q. Has that -- can you talk about how that**
 20 **percentage may have changed over time since you've**
 21 **arrived at Visionworks in 2012?**
 22 A. I can't speak to its change, no.
 23 **Q. Okay. Does Visionworks track where a**
 24 **particular customer buys his or her contact lenses?**
 25 A. If a customer purchase -- purchases glasses in

25	<p>1 a store, we know the location of that store, yes.</p> <p>2 Q. Sorry. I -- does Visionworks track where a</p> <p>3 particular customer buys his or her contact lenses?</p> <p>4 From a store as opposed to online?</p> <p>5 A. Do we know -- you're asking which channel</p> <p>6 are -- do we know which channel sales come from?</p> <p>7 Q. Yes.</p> <p>8 A. Yes. We know which channel sales come from.</p> <p>9 Q. What percentage of Visionworks' customers buy</p> <p>10 their contacts only from brick-and-mortar stores?</p> <p>11 A. I don't know.</p> <p>12 Q. And what percentage buys contact lenses only</p> <p>13 from online?</p> <p>14 A. I don't know.</p> <p>15 Q. Do some of Visionworks' customers buy from both</p> <p>16 its brick-and-mortar stores and online?</p> <p>17 A. I don't know.</p> <p>18 Q. Okay. And do you know how this has changed</p> <p>19 over time since your arrival?</p> <p>20 A. I do not.</p> <p>21 Q. What percentage of visionworkscontacts.com</p> <p>22 sales come from refills?</p> <p>23 A. I do not know.</p> <p>24 Q. Okay. Are doctors of optometry available at or</p> <p>25 near every Visionworks brick-and-mortar store?</p>	27	<p>1 Q. Yeah. Does Visionworks track how many of its</p> <p>2 online contact lens customers buy their first contact</p> <p>3 lenses from Visionworks after an exam from one of the</p> <p>4 doctors of optometry inside or next to Visionworks'</p> <p>5 store?</p> <p>6 A. If I understand the question, I don't believe</p> <p>7 so.</p> <p>8 Q. Okay. So you cannot answer what percentage of</p> <p>9 its online customers buy their first lenses following an</p> <p>10 exam from an optometrist?</p> <p>11 MR. CHIARELLO: Objection to the form of</p> <p>12 the question.</p> <p>13 Q. (BY MR. GOLDER) Inside or near a Visionworks'</p> <p>14 store?</p> <p>15 MR. CHIARELLO: Same objection.</p> <p>16 A. I'm not sure. Can you -- can we break the</p> <p>17 question -- it's a really long question. Can you write</p> <p>18 it down or -- I can't -- I'm -- I'm getting lost halfway</p> <p>19 through it.</p> <p>20 Q. (BY MR. GOLDER) Why don't I break it down.</p> <p>21 Doctors of -- of optometry inside or next to</p> <p>22 Visionworks --</p> <p>23 A. Uh-huh.</p> <p>24 Q. -- examine customers for the potential use of</p> <p>25 contact lenses.</p>
26	<p>1 A. Define "near."</p> <p>2 MR. GOLDER: Mark it as Visionworks 242.</p> <p>3 MR. CHIARELLO: Could we go off the record</p> <p>4 for a second?</p> <p>5 MR. GOLDER: Yes.</p> <p>6 (Exhibit No. RX242 marked)</p> <p>7 Q. (BY MR. GOLDER) This is a printout from</p> <p>8 Visionworks' Website?</p> <p>9 A. Uh-huh.</p> <p>10 Q. I did -- the 21st of January. Do you see the</p> <p>11 line that says, "Most doctors inside or next to</p> <p>12 Visionworks are independent and own their own practice"?</p> <p>13 Doctors in some locations may be employed by</p> <p>14 Visionworks?</p> <p>15 A. Yes, I see the line.</p> <p>16 Q. Of the 700 store -- brick-and-mortar stores,</p> <p>17 what percentage have doctors inside or next to</p> <p>18 Visionworks?</p> <p>19 A. It would be greater than 90 percent, but I</p> <p>20 don't know the exact percentage.</p> <p>21 Q. Okay. Does Visionworks track how many of its</p> <p>22 online customers buy their first contact lenses after an</p> <p>23 exam from one of the doctors inside or next to</p> <p>24 Visionworks' brick-and-mortar store?</p> <p>25 A. Can you repeat that?</p>	28	<p>1 A. That's correct.</p> <p>2 Q. Do you know how many of the customers at</p> <p>3 visionworkscontacts.com purchase contact lenses after an</p> <p>4 exam from one of those doctors?</p> <p>5 A. I do not.</p> <p>6 Q. Do you know what percentage buy their refills</p> <p>7 following an exam from one of those doctors?</p> <p>8 A. I do not.</p> <p>9 Q. Do you know how many customers get an eye exam</p> <p>10 but do not purchase contact lenses from one of these</p> <p>11 doctors inside or next to Visionworks, but do not</p> <p>12 purchase contact lenses at a Visionworks' store?</p> <p>13 A. I do not.</p> <p>14 Q. Okay. Why don't we just turn back briefly to</p> <p>15 your declaration, which is RX241. If you'll turn to</p> <p>16 Paragraph 10. Did you discuss the settlement agreement</p> <p>17 between 1-800 Contacts and Visionworks that was signed</p> <p>18 on May 13th, 2010?</p> <p>19 MR. CHIARELLO: Objection to the form of</p> <p>20 the question.</p> <p>21 Q. (BY MR. GOLDER) You can answer.</p> <p>22 A. Can you repeat the question?</p> <p>23 Q. What does Paragraph 10 discuss?</p> <p>24 A. And Paragraph 10 would be the -- the item --</p> <p>25 the Question No. 10?</p>

29

1 **Q. Paragraph 10.**
 2 A. And so -- sorry. Ask the question one more
 3 time.
 4 **Q. What does that discuss, please?**
 5 A. What does that discuss? I can read it to you
 6 if you'd like.
 7 **Q. I believe it speaks for itself. Why don't we**
 8 **just -- were you an employee at the time a -- the**
 9 **settlement agreement discussed in Paragraph 10 -- were**
 10 **you an employee of Visionworks then?**
 11 A. I was not.
 12 **Q. And were you at all involved in Visionworks'**
 13 **decision to enter that agreement?**
 14 A. I was not.
 15 **Q. Were you involved in any discussions, if any**
 16 **occurred, between the settling parties over the terms of**
 17 **that agreement?**
 18 A. I -- I did not. I was not.
 19 **Q. Was Visionworks operating under the name**
 20 **Visionworks at that time?**
 21 A. I do not know.
 22 **Q. What Website URL was it using to sell contact**
 23 **lenses online at the time?**
 24 A. I do not know.
 25 **Q. Can we go to Paragraph 6. Do you see the**

30

1 sentence that says, "Previously Visionworks through its
 2 subsidiary Empire Vision Centers, marketed and sold
 3 contact lenses" --
 4 THE REPORTER: I'm sorry. "Through its
 5 subsidiary, Empire" --
 6 **Q. (BY MR. GOLDER) -- "Vision Centers, Inc.,**
 7 **marketed and sold contact lenses through its Website**
 8 **Lens123"?**
 9 A. Yes. I see that.
 10 **Q. Prior to the time of the settlement agreement,**
 11 **did Visionworks sell contact lenses through a Website**
 12 **called Lens123?**
 13 A. Yes, that is my understanding.
 14 **Q. And when you just said, "I don't know," what**
 15 **was your basis for including Paragraph 6 in this**
 16 **declaration?**
 17 A. Can you -- can you repeat the question which I
 18 said, "I don't know" to.
 19 **Q. Yeah. I previously asked you at the time of**
 20 **the settlement agreement what Website was it using --**
 21 **was Visionworks using to sell contact lenses, roughly.**
 22 **I can read -- and you answered, "I don't know." But**
 23 **then you put Paragraph 6. You seemed to know at the**
 24 **time you signed your declaration. What was your basis**
 25 **for --**

31

1 A. It's my understanding that we were selling
 2 under one eight -- lens123.com. I can't say with
 3 absolute fact that is the case, but that is my
 4 understanding.
 5 **Q. Was Visionworks using any other Websites to**
 6 **sell contact lenses at that time?**
 7 A. Not that I am aware of.
 8 **Q. Was there a period of time when visionworks.com**
 9 **stopped using Lens123?**
 10 A. Yes.
 11 **Q. When was that?**
 12 A. I don't recall, unless we have it here
 13 documented. I don't exactly recall.
 14 **Q. And what document are you referring to?**
 15 A. This declaration.
 16 **Q. So your knowledge of when Visionworks stopped**
 17 **using it would be solely contained in this declaration**
 18 **that was originally prepared by your lawyer?**
 19 MR. CHIARELLO: Objection to the form of
 20 the question. Assumes facts.
 21 A. My knowledge would be solely contained in this
 22 document? I don't -- I don't imagine that's true, but
 23 it could be.
 24 (Exhibit No. RX243 marked)
 25 **Q. (BY MR. GOLDER) Okay. Let me mark this as**

32

1 **RX243. Oh. It's -- I apologize. It's two pages. I**
 2 **was one page off. This is an announcement that we**
 3 **pulled from the web. Do you see the sentence where it**
 4 **says starting --**
 5 MR. HARKINS: Just a second.
 6 MR. CHIARELLO: You gave me two of the
 7 same thing.
 8 MR. HARKINS: Here you go.
 9 **Q. (BY MR. GOLDER) Do you see the sentence that**
 10 **says, "Starting June 29th, 2014, lens123.com will**
 11 **convert into two separate Websites, Davis Vision**
 12 **Contacts and" www.visionworks.com?**
 13 A. Visionworkscontacts.com. Yes, I do see that.
 14 **Q. Why did that split happen?**
 15 A. I'm -- I'm not completely sure. I'm not clear
 16 on that.
 17 **Q. Okay. Does Visionworks sell glasses in some --**
 18 **I'm done with that document. Does Visionworks sell**
 19 **sunglasses and glasses online?**
 20 A. Yes.
 21 **Q. Through what Website?**
 22 A. Visionworks.com.
 23 **Q. When did it begin selling glasses and**
 24 **sunglasses online?**
 25 A. Approximately April 12th of 2016.

33	<p>1 Q. And prior to that, did it only sell glasses and</p> <p>2 sunglasses in its brick-and-mortar stores?</p> <p>3 A. Yes.</p> <p>4 Q. And why did it make the decision to sell</p> <p>5 glasses and sunglasses online?</p> <p>6 A. That's a complicated answer. At least I --</p> <p>7 Visionworks saw it as a potential revenue channel.</p> <p>8 Q. And was Visionworks tracking how many past</p> <p>9 in-store customers it was losing to companies who sold</p> <p>10 glasses and sunglasses online?</p> <p>11 A. Not that I'm aware of.</p> <p>12 Q. Does it track how many in-store customers it</p> <p>13 loses -- in-store contact lens customers it loses to</p> <p>14 online retailers?</p> <p>15 A. Not that I'm aware of.</p> <p>16 Q. How long after the decision was made to sell</p> <p>17 glasses online did the visionworks.com site go live to</p> <p>18 sell contact -- sunglasses and glasses online?</p> <p>19 A. I'm not sure.</p> <p>20 Q. During that time, as director of marketing, did</p> <p>21 you develop a strategy around the new online sales</p> <p>22 option?</p> <p>23 A. During which time?</p> <p>24 Q. The time between the decision was made and the</p> <p>25 going live of the Website?</p>	35	<p>1 Q. What, if any, changes did Visionworks make to</p> <p>2 its marketing budget in connection with opening of the</p> <p>3 online store?</p> <p>4 MR. CHIARELLO: Objection to foundation.</p> <p>5 A. I would -- there was -- there was likely</p> <p>6 some -- some increasing digital spend as a result of it,</p> <p>7 but I can't say exactly how much that would be.</p> <p>8 Q. (BY MR. GOLDER) Was that an overall increase</p> <p>9 in digital spend or a reallocation?</p> <p>10 A. A reallocation.</p> <p>11 Q. Was keyword search advertising used as part of</p> <p>12 the marketing strategy to promote the new line of</p> <p>13 glasses and sunglasses?</p> <p>14 A. Yes.</p> <p>15 Q. And how did the budget for keyword search</p> <p>16 advertising change in connection with that opening?</p> <p>17 A. I'm not sure.</p> <p>18 Q. What, if any, changes did Visionworks make to</p> <p>19 the keywords it bid on --</p> <p>20 THE REPORTER: I'm sorry. Hang on just</p> <p>21 one second. Your question was, "How did the budget for</p> <p>22 keyword search advertising change in connection with</p> <p>23 that" --</p> <p>24 MR. GOLDER: Opening.</p> <p>25 THE REPORTER: Opening. Okay. I'm sorry.</p>
34	<p>1 A. I don't know when a decision was made.</p> <p>2 Q. Did you develop a strategy for the announcement</p> <p>3 of the online sale of glasses and sunglasses?</p> <p>4 MR. CHIARELLO: Objection to foundation.</p> <p>5 A. Did we -- yes.</p> <p>6 Q. (BY MR. GOLDER) And what was that marketing</p> <p>7 strategy?</p> <p>8 A. To try -- what was our strategy to sell glasses</p> <p>9 and contacts?</p> <p>10 Q. Online.</p> <p>11 A. I mean, glasses and sunglasses online?</p> <p>12 Q. (Nodding affirmative).</p> <p>13 A. I mean, to try to promote Visionworks to sell</p> <p>14 those products online.</p> <p>15 Q. What channels did you use?</p> <p>16 A. What channels did we use to sell glasses?</p> <p>17 Q. To promote the sale of glasses and sunglasses</p> <p>18 online.</p> <p>19 A. Television, print co-ops, direct mail, e-mail,</p> <p>20 digital buys, social and various other -- if we say --</p> <p>21 if we go digital -- is a broad category. Digital.</p> <p>22 Q. And what percentage did you attempt to promote</p> <p>23 through these channels?</p> <p>24 A. That we have -- we sell glasses and -- and</p> <p>25 glasses and sunglasses online.</p>	36	<p>1 Thank you. And then you started to say "What, if</p> <p>2 any" --</p> <p>3 Q. (BY MR. GOLDER) -- changes did Visionworks</p> <p>4 make to the keywords it bid on in connection with the</p> <p>5 opening of the online store?</p> <p>6 A. I can't say exactly which changes. So there</p> <p>7 would likely be changes around more SKU-based terms, but</p> <p>8 I can't say exactly what the changes were.</p> <p>9 Q. And what do you mean by a SKU-based term?</p> <p>10 A. Marketing specific SKUs or products. So an</p> <p>11 exact -- trying to sell one particular product or SKU,</p> <p>12 we would probably do keywords around that.</p> <p>13 Q. And by that, you mean a particular brand of</p> <p>14 glasses?</p> <p>15 A. Well, a SKU would fall under a brand, yes.</p> <p>16 Q. As part of its marketing strategy, in</p> <p>17 connection with the opening of the online glasses and</p> <p>18 sunglasses option, did it -- did Visionworks also</p> <p>19 advertise the fact that it already sold contact lenses</p> <p>20 online?</p> <p>21 A. Can you say that again?</p> <p>22 Q. In connection with the opening of the online</p> <p>23 store --</p> <p>24 A. Okay.</p> <p>25 Q. -- did Visionworks also advertise the fact that</p>

37	<p>1 it already sold contact lenses online?</p> <p>2 A. You're asking did we advertise that we sold</p> <p>3 contacts online?</p> <p>4 Q. Yes.</p> <p>5 A. Yes.</p> <p>6 Q. In connection with the opening?</p> <p>7 A. What does that mean?</p> <p>8 Q. So in addition to the purchase of glasses and</p> <p>9 sunglasses online, you can also purchase contact lenses</p> <p>10 online at visionworkscontacts.com?</p> <p>11 A. I don't know if that was -- I don't recall the</p> <p>12 exact messaging.</p> <p>13 Q. Can you recall if that was part of it?</p> <p>14 A. I don't remember.</p> <p>15 Q. Okay. Does the Website URL</p> <p>16 visionworkscontacts.com sell contact lenses to customers</p> <p>17 directly?</p> <p>18 A. Yes.</p> <p>19 Q. How does that work?</p> <p>20 A. What do you mean?</p> <p>21 Q. So can I purchase a contact lens from</p> <p>22 visionworks.com?</p> <p>23 A. From visionworks.com?</p> <p>24 Q. Yes.</p> <p>25 A. No. From visionworkscontacts.com.</p>	39	<p>1 A. You're asking who -- are you asking who hosts</p> <p>2 the site?</p> <p>3 Q. I'm just asking the question. Are any of the</p> <p>4 aspects of the sale of contact lenses from</p> <p>5 visionworkscontacts.com outsourced to another entity?</p> <p>6 A. Yes.</p> <p>7 Q. Can you please describe who it is outsourced to</p> <p>8 and --</p> <p>9 A. Well, I don't know the -- from start to finish.</p> <p>10 I can't speak to, like, who hosts the site or how the</p> <p>11 credit card processing is done. Who's the credit card</p> <p>12 processor, I can't speak to that. The -- the</p> <p>13 distribution, it's my understanding that the fulfillment</p> <p>14 of the orders is conducted through ADD. Shipping is</p> <p>15 probably through UPS. So, yes, there's a number of</p> <p>16 aspects of the entire fulfillment of the order are</p> <p>17 done -- are outsourced.</p> <p>18 Q. Does visionworkscontacts.com have its own</p> <p>19 separate leadership within the Visionworks org chart?</p> <p>20 A. No.</p> <p>21 Q. Who do they report to?</p> <p>22 A. Who's "they" in this --</p> <p>23 Q. Visionworkscontacts.com?</p> <p>24 A. That's not -- that's not a person. Who's</p> <p>25 "they"?</p>
38	<p>1 Q. Was an intentional decision made not to sell</p> <p>2 contact lenses from visionworks.com?</p> <p>3 A. I would assume it didn't happen by chance. So</p> <p>4 I would say it probably was an intentional decision, but</p> <p>5 I can't speak to that.</p> <p>6 Q. Were you involved in any discussions about</p> <p>7 that?</p> <p>8 A. No.</p> <p>9 Q. Why doesn't it sell contact lenses -- why</p> <p>10 doesn't Visionworks not sell contact lenses directly</p> <p>11 from Visionworks.com?</p> <p>12 MR. CHIARELLO: Objection to the form of</p> <p>13 the question. It's confusing because there's a double</p> <p>14 negative in there.</p> <p>15 A. Yeah.</p> <p>16 Q. (BY MR. GOLDER) Why does Visionworks not sell</p> <p>17 contact lenses from visionworks.com?</p> <p>18 A. We don't because we sell it through</p> <p>19 visionworkscontacts.com.</p> <p>20 Q. What is -- does Visionworks itself manage the</p> <p>21 operations for visionworkscontacts.com?</p> <p>22 A. Define "the operations." What does that mean?</p> <p>23 Q. Who -- is there -- are any responsibilities for</p> <p>24 the sale of online contact lenses from</p> <p>25 visionworkscontacts.com outsourced to another entity?</p>	40	<p>1 Q. Who is the -- whom -- who is the -- is there a</p> <p>2 CEO of visionworkscontacts.com?</p> <p>3 A. There is not.</p> <p>4 Q. Who runs visionworks.com? What person?</p> <p>5 A. I do not know.</p> <p>6 Q. Do you know who that person reports to?</p> <p>7 A. I don't know who that person is.</p> <p>8 Q. Does that person report to the CEO of</p> <p>9 Visionworks dot -- Visionworks?</p> <p>10 A. I don't know who that person is.</p> <p>11 Q. Where in the org chart for Visionworks does</p> <p>12 Visionworks' online contact lens sales fit?</p> <p>13 A. I don't know.</p> <p>14 Q. Do you -- is there a director of marketing for</p> <p>15 Visionworks Contacts?</p> <p>16 A. There is not.</p> <p>17 Q. Are you the director of marketing for</p> <p>18 Visionworks Contacts?</p> <p>19 A. I am not.</p> <p>20 Q. Who is -- you don't know that person, though?</p> <p>21 A. I don't believe there is a director of</p> <p>22 marketing for Visionworks Contacts.</p> <p>23 Q. Is there a marketing department for</p> <p>24 visionworkscontacts.com?</p> <p>25 A. Not specifically for that entity, no.</p>

41	43
<p>1 Q. Does that fall within your responsibilities?</p> <p>2 A. Yes.</p> <p>3 Q. Okay. And you are in charge of selecting the</p> <p>4 keywords that they -- that are used for the sale of</p> <p>5 online contacts?</p> <p>6 A. I -- ultimately it would -- it would roll up to</p> <p>7 me or even roll up to my boss. But, yeah, I'm in</p> <p>8 that -- in that chain of responsibility, yes.</p> <p>9 Q. Okay. Does visionworkscontacts.com have a</p> <p>10 price match policy?</p> <p>11 A. I'm -- I don't know.</p> <p>12 Q. And since you are in charge of their marketing,</p> <p>13 I assume you do not know whether that -- whether a price</p> <p>14 match policy is advertised?</p> <p>15 A. I'm not --</p> <p>16 MR. CHIARELLO: Objection to the form of</p> <p>17 the question.</p> <p>18 Q. (BY MR. GOLDER) Go ahead.</p> <p>19 A. I don't know.</p> <p>20 Q. Have you ever tried to advertise a price match</p> <p>21 policy for visionworks dot -- contacts dot com?</p> <p>22 A. I have not, no.</p> <p>23 Q. Okay. Has Visionworks or have -- has</p> <p>24 Visionworks ever done any studies or surveys to</p> <p>25 determine what factors online consumers rely on when</p>	<p>1 Visionworks' customers care about?</p> <p>2 MR. CHIARELLO: Objection, vague, and</p> <p>3 calls for speculation.</p> <p>4 A. I don't know.</p> <p>5 Q. (BY MR. GOLDER) All right. Is it important</p> <p>6 for consumers -- online consumers for contact lenses to</p> <p>7 trust their retailer?</p> <p>8 MR. CHIARELLO: Objection, calls for</p> <p>9 speculation.</p> <p>10 A. Yeah, I don't know.</p> <p>11 Q. (BY MR. GOLDER) Is delivery time important to</p> <p>12 customers?</p> <p>13 A. I don't know.</p> <p>14 MR. CHIARELLO: Objection, calls for</p> <p>15 speculation.</p> <p>16 Q. (BY MR. GOLDER) Is it important to its online</p> <p>17 customers for contact lenses that the contacts are made</p> <p>18 for sale in the United States?</p> <p>19 MR. CHIARELLO: Objection, calls for</p> <p>20 speculation.</p> <p>21 A. I mean, I can speak to what -- my personal</p> <p>22 opinion, but as far as customers in general, that broad</p> <p>23 bucket, I don't know.</p> <p>24 Q. (BY MR. GOLDER) But you are -- you are</p> <p>25 responsible for attracting customers to the</p>
<p>42</p> <p>1 deciding which retailer to purchase contact lenses from?</p> <p>2 A. Not that I'm aware of.</p> <p>3 Q. Has Visionworks ever reviewed any literature</p> <p>4 that studied the factors that online customers rely on</p> <p>5 when deciding what retailer to purchase contact lenses</p> <p>6 from?</p> <p>7 A. Can -- sorry. Can you repeat that?</p> <p>8 Q. Has Visionworks ever reviewed any literature</p> <p>9 that analyzed the factors that online customers rely on</p> <p>10 when deciding what retailer to purchase contact lenses</p> <p>11 from?</p> <p>12 MR. CHIARELLO: Objection, vague, and</p> <p>13 calls for speculation.</p> <p>14 A. I would assume, but I'm not sure.</p> <p>15 Q. (BY MR. GOLDER) Have you ever read any such</p> <p>16 literature yourself?</p> <p>17 A. Probably, but I can't say for -- for a fact.</p> <p>18 Q. Okay. What, if anything, does Visionworks do</p> <p>19 to track the extent of comparison shopping consumers do</p> <p>20 before purchasing contact lenses online?</p> <p>21 MR. CHIARELLO: Objection to the form of</p> <p>22 the question.</p> <p>23 A. I'm not -- I don't know.</p> <p>24 Q. (BY MR. GOLDER) Okay. When selecting an</p> <p>25 online retailer for contact lenses, what factors do</p>	<p>44</p> <p>1 visionworkscontacts.com --</p> <p>2 THE REPORTER: I'm sorry.</p> <p>3 Q. (BY MR. GOLDER) But you are responsible for</p> <p>4 attracting customers to the visionworkscontacts.com</p> <p>5 Website?</p> <p>6 A. Yes.</p> <p>7 Q. Do you try to promote the fact that contacts</p> <p>8 are made for sale in the U.S. to potential customers for</p> <p>9 visionworkscontacts.com?</p> <p>10 A. Can you restate the question? That they're</p> <p>11 made -- they're made -- are you asking if they're made</p> <p>12 in the U.S.?</p> <p>13 Q. Yes.</p> <p>14 A. Or made --</p> <p>15 Q. Made in the U.S.?</p> <p>16 A. You're asking if they're produced in the U.S.?</p> <p>17 Q. Correct.</p> <p>18 A. Not sold in the U.S.?</p> <p>19 Q. Correct.</p> <p>20 A. I don't believe so.</p> <p>21 Q. Are you aware of the term "gray market</p> <p>22 contacts"?</p> <p>23 A. Yes, I am.</p> <p>24 Q. What does that mean?</p> <p>25 A. It's my understanding it's contacts that are</p>

45	<p>1 sold probably below a retail -- typical retail pricing 2 through maybe unauthorized retailers. I think that's -- 3 I think that's what the term means.</p> <p>4 Q. Is ease of returning products important to 5 online customers of contact lenses?</p> <p>6 A. I -- I don't -- I can't say for a fact.</p> <p>7 Q. Is that something you try to promote to your 8 customers as director of marketing?</p> <p>9 A. I don't believe so.</p> <p>10 Q. Is ease in handling of customer complaints 11 important to customers for online purchase of contact 12 lenses?</p> <p>13 A. I would assume, but I don't know.</p> <p>14 MR. CHIARELLO: Objection, calls for 15 speculation.</p> <p>16 Q. (BY MR. GOLDER) Is that something you try to 17 promote to your customers?</p> <p>18 A. I don't -- I don't believe so.</p> <p>19 Q. I want to talk a little bit about customer 20 service. Does visionworkscontacts.com have an online 21 function where a customer can chat with a customer 22 service representative?</p> <p>23 A. I don't know for a fact.</p> <p>24 Q. And you're in charge of the marketing for 25 visionworkscontacts.com?</p>	47	<p>1 visionworkscontacts.com's customer service 2 representatives other than by telephone?</p> <p>3 A. I don't know.</p> <p>4 Q. Do they -- is there an e-mail option for 5 customer service?</p> <p>6 A. At visionworkscontacts.com? I don't know.</p> <p>7 Q. Does visionworkscontacts.com offer free 8 shipping?</p> <p>9 A. I don't know.</p> <p>10 Q. What does visionworkscontacts.com charge for 11 delivery?</p> <p>12 A. I don't know.</p> <p>13 Q. Does visionworkscontacts.com guarantee next-day 14 delivery?</p> <p>15 A. I don't know.</p> <p>16 Q. So does visionworkscontacts.com -- 17 THE REPORTER: I'm sorry. You said, 18 "guarantee next-day deliveries"?</p> <p>19 MR. GOLDER: Uh-huh.</p> <p>20 THE REPORTER: Okay. Go ahead.</p> <p>21 Q. (BY MR. GOLDER) Does visionworkscontacts.com 22 guarantee delivery with a certain number of days?</p> <p>23 A. I don't know.</p> <p>24 Q. Does visionworkscontacts.com ship directly 25 itself to customers?</p>
46	<p>1 A. You've asked that already.</p> <p>2 Q. Does Visionworks Contacts have service 3 representatives available 24 hours a day to speak with 4 customers by phone?</p> <p>5 A. I don't know.</p> <p>6 Q. What hours are visionworkscontacts.com's 7 customer service representatives available to speak with 8 customers by phone?</p> <p>9 A. I don't know.</p> <p>10 Q. What would happen if a customer called outside 11 those hours?</p> <p>12 MR. CHIARELLO: Objection, calls for 13 speculation.</p> <p>14 Q. (BY MR. GOLDER) How many customer service 15 representatives does visionworkscontacts.com employ?</p> <p>16 A. I don't know.</p> <p>17 Q. Does visionworkscontacts.com seek to promote 18 its customer service as a reason to choose 19 visionworkscontacts.com over other online retailers?</p> <p>20 A. Not that I'm aware of.</p> <p>21 Q. What kind of training, if any, do 22 visionworkscontacts.com's customer service 23 representatives get?</p> <p>24 A. I don't know.</p> <p>25 Q. Is there another way to get in touch with</p>	48	<p>1 A. I believe so.</p> <p>2 Q. How many -- does visionworkscontacts.com keep 3 its own inventory of contact lenses?</p> <p>4 A. I believe so, but I can't state with certainty.</p> <p>5 Q. How many SKUs does visionworkscontacts.com keep 6 in its own inventory?</p> <p>7 A. I don't know.</p> <p>8 Q. Has visionworkscontacts.com ever had to tell a 9 customer that it is out of stock of a particular contact 10 lens product that the customer ordered?</p> <p>11 A. I don't know.</p> <p>12 Q. What is visionworkscontacts.com's return 13 policy?</p> <p>14 A. I don't know offhand. 15 (Exhibit RX244 marked)</p> <p>16 Q. (BY MR. GOLDER) This is a document Visionworks 17 produced, Bates stamped 752. It's the return policy as 18 of 10/20/2016. Do you see the line under "Return" 19 procedures "to VisionworksContacts.com"? No. 1, "In 20 order for us to properly process your return, we kindly 21 ask our customers to complete the following steps. 1, 22 "Order replacement" lenses "with 23 VisionworksContacts.com"?</p> <p>24 A. Yes, I see that line.</p> <p>25 Q. Is it your understanding that the only way to</p>

49

1 **return a contact lens product is to order a new contact**
 2 **lens?**
 3 A. My only understanding is -- is from reading
 4 this document right now. So --
 5 **Q. Are you at all involved in the return process**
 6 **for --**
 7 A. I'm not.
 8 **Q. Does visionworkscontacts.com send its customers**
 9 **prepaid return labels?**
 10 A. I don't know.
 11 **Q. Can you look at No. 5? "Address your return to**
 12 **the address listed on your invoice."**
 13 A. Okay. I see it.
 14 **Q. Does that suggest that they do not send prepaid**
 15 **return labels?**
 16 MR. CHIARELLO: Objection, calls for
 17 speculation. The document speaks for itself.
 18 **Q. (BY MR. GOLDER) Who is responsible for the**
 19 **shipping costs of returns? Visionworks Contacts or the**
 20 **customer?**
 21 A. I don't know.
 22 **Q. All right. Is it noted anywhere in this**
 23 **document?**
 24 A. This is the first time I'm looking at this
 25 document. So I don't -- I'm not sure.

50

1 **Q. This is the first time in your time as director**
 2 **of marketing that you've looked at Visionworks Contacts'**
 3 **advertised return policy on its Website?**
 4 MR. CHIARELLO: Objection to the form of
 5 the question.
 6 A. Maybe. I -- I'm not sure.
 7 **Q. (BY MR. GOLDER) Have you ever reviewed the**
 8 **return policy before in your time while you were at**
 9 **Visionworks?**
 10 A. You just asked that, right?
 11 **Q. And he objected to the form. So I would just**
 12 **like to have -- in your time as -- at Visionworks, have**
 13 **you ever reviewed visionworkscontacts.com's return**
 14 **policy?**
 15 A. I may have. I'm not sure.
 16 **Q. Does visionworkscontacts.com accept**
 17 **responsibility for torn lenses?**
 18 A. I don't know.
 19 **Q. Can you look at the heading "Satisfaction**
 20 **Guarantee" in the -- the fifth bullet? What does it**
 21 **say?**
 22 A. Visionworkscontacts.com is not responsible for
 23 torn, abused lenses or changes in the doctor's
 24 prescription or fit --
 25 THE REPORTER: Torn or used?

51

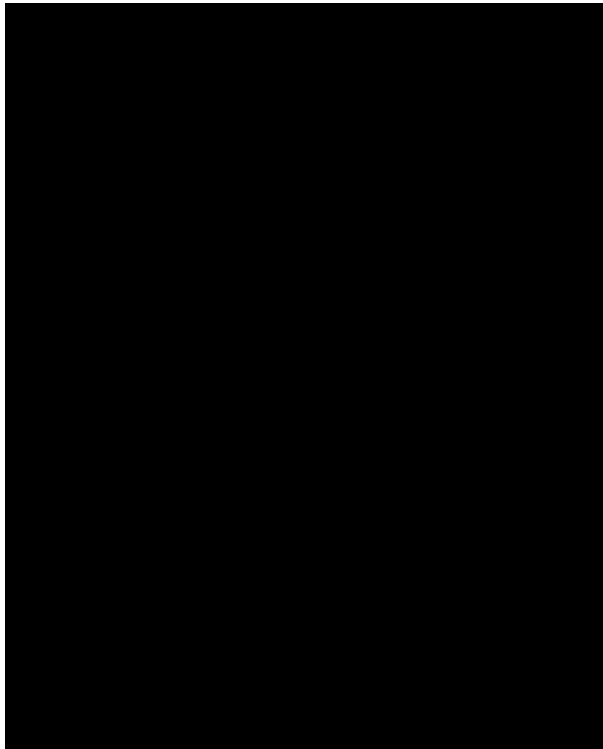
1 A. Torn, abused --
 2 THE REPORTER: Abused.
 3 A. -- lenses or changes in doctor's prescription
 4 or fit.
 5 THE REPORTER: Thank you.
 6
 7 **Q. (BY MR. GOLDER) Does Visionworks Contacts**
 8 **accept returns for changes in a doctor's prescription?**
 9 A. I'm sorry. I didn't catch that.
 10 **Q. Sorry. Does visionworkscontacts.com accept**
 11 **returns for changes to a doctor's prescription?**
 12 A. If this document is accurate, the fifth bullet
 13 point says it is not responsible for torn, abused lenses
 14 or changes in doctor's prescription or fit.
 15 **Q. Does visionworkscontacts.com track how many**
 16 **refunds it has to issue each year?**
 17 A. I don't know.
 18 **Q. So based on that answer, I'd assume you don't**
 19 **know how many refunds they issued in 2016?**
 20 A. I do not.
 21 **Q. Has visionworkscontacts.com done any customer**
 22 **satisfaction surveys?**
 23 A. I'm not sure.
 24 **Q. Has visionworkscontacts.com ever won any awards**
 25 **for customer service?**

52

1 A. I'm not sure.
 2
 3
 4
 5
 6
 7
 8
 9
 10
 11
 12
 13
 14
 15
 16
 17
 18
 19
 20
 21
 22
 23
 24
 25

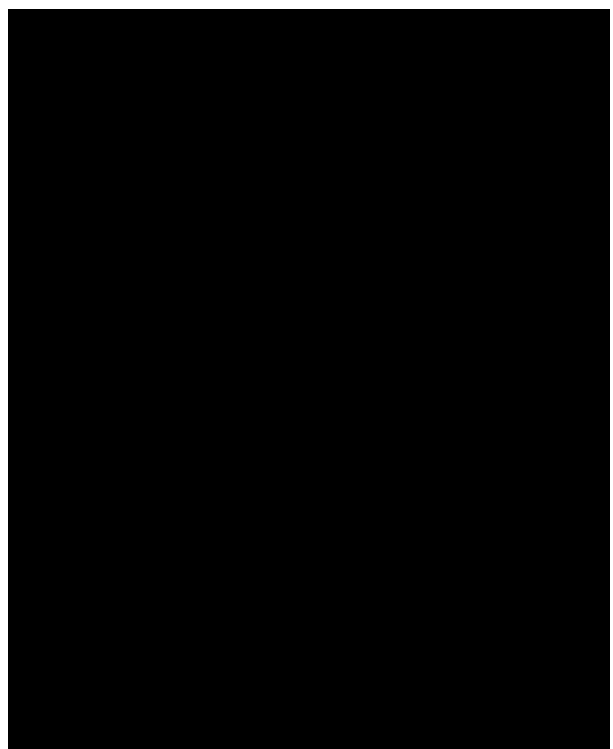
53

1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21
22
23
24
25



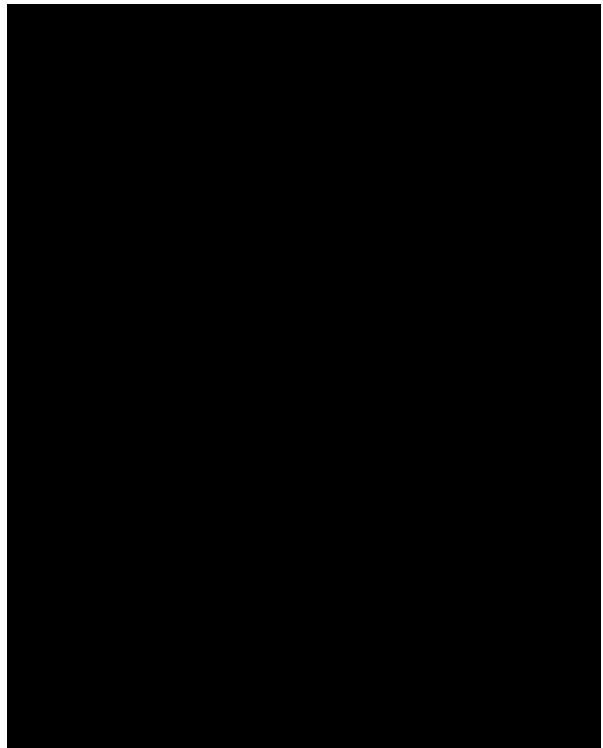
55

1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21
22
23
24
25



54

1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21
22
23
24
25



56

1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21
22
23
24
25

1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21
22
23
24
25

Q. (BY MR. GOLDBER) In addition to paid keyword search advertising, does visionworkscontacts.com use television to market its contact lenses?

A. I'm not sure.

Q. As director of marketing have you ever seen an ad from visionworkscontacts.com, a television ad?

A. An ad from visionworkscontacts.com? No, I have not.

Q. Have you ever seen an ad from Visionworks marketing its contact lens option?

A. I may have. I can't -- I -- I don't remember exactly.

Q. In your four-plus years at Visionworks --

A. Uh-huh.

Q. -- have you ever seen that?

A. I'm not sure.

Q. Okay. Does visionworkscontacts.com use terrestrial radio to market contact lenses?

MR. CHIARELLO: Objection to the form of the question, lacks foundation.

57

1 A. I'm not sure.

2 **Q. (BY MR. GOLDER) Does visionworks.com use**

3 **Internet radio, like Pandora or iTunes music to market**

4 **contact lenses?**

5 A. I don't know.

6 **Q. Does visionworkscontacts.com use billboards to**

7 **market its contact lenses?**

8 A. I'm not aware of any.

9 **Q. Does visionworkscontacts.com use print media to**

10 **market its contact lenses?**

11 A. Potentially. Maybe.

12 **Q. As director of marketing have you ever approved**

13 **or reviewed -- have you ever reviewed a form of print**

14 **media advertisement from visionworkscontacts.com to**

15 **market contact lenses?**

16 A. Print meaning advertisement from

17 visionworkscontacts.com?

18 **Q. Yes.**

19 A. Visionworks dot -- contacts dot com is a -- is

20 a -- there is not a person or a department. So there

21 wouldn't be anything -- there's no -- there's no person

22 that would be doing that.

23 **Q. Have you ever reviewed a print advertisement**

24 **for visionworkscontacts.com?**

25 A. You're asking if I ever reviewed a print

58

1 advertisement that advertised visionworkscontacts.com?

2 **Q. Yes.**

3 A. You know what? Maybe. I can't -- I can't

4 recall.

5 **Q. Has Visionworks used social media to market**

6 **visionworkscontacts.com?**

7 A. I'm not sure.

8 **Q. Has Visionworks ever used product listing ads**

9 **to market visionworkscontacts.com?**

10 A. I don't know.

11 **Q. Has Visionworks ever used remarketing to market**

12 **contact lenses through visionworkscontacts.com?**

13 A. I don't know.

14 **Q. Has Visionworks ever used e-mails to market**

15 **visionworkscontacts.com?**

16 A. Probably, but I'm not sure.

17 **Q. Does visionworkscontacts.com send different**

18 **e-mails to customers depending on how long it's been**

19 **since they've ordered contacts?**

20 A. Yes. Since they ordered them from

21 visionworkscontacts.com?

22 **Q. Uh-huh.**

23 A. I don't think so.

24 **Q. What are the search engines where Visionworks**

25 **bids on keywords?**

59

1 A. Google for sure, and probably Bing and Yahoo!

2 **Q. But you're not certain other than Bing or**

3 **Yahoo!?**

4 A. No.

5 **Q. Do you receive regular reports on the**

6 **performance of keywords through these -- through Google?**

7 A. I don't think -- we don't like keyword level

8 reports.

9 THE REPORTER: You said, "We don't like"?

10 A. Sorry. I don't think I get any -- I'm trying

11 to think in 2016 if Apollo provided any keyword reports.

12 We may have. Maybe.

13 **Q. (BY MR. GOLDER) Do you recall reading any**

14 **reports?**

15 A. I mean, I've read keyword reports before but I

16 don't remember, like, regular reports or dashboards on

17 that.

18 **Q. Who would send them to you, if you know?**

19 A. For 2016, Apollo Interactive would have sent

20 them.

21 **Q. In 2017, it'll be Razorfish?**

22 A. Uh-huh.

23 **Q. In 2015?**

24 A. Apollo.

25 **Q. 2014?**

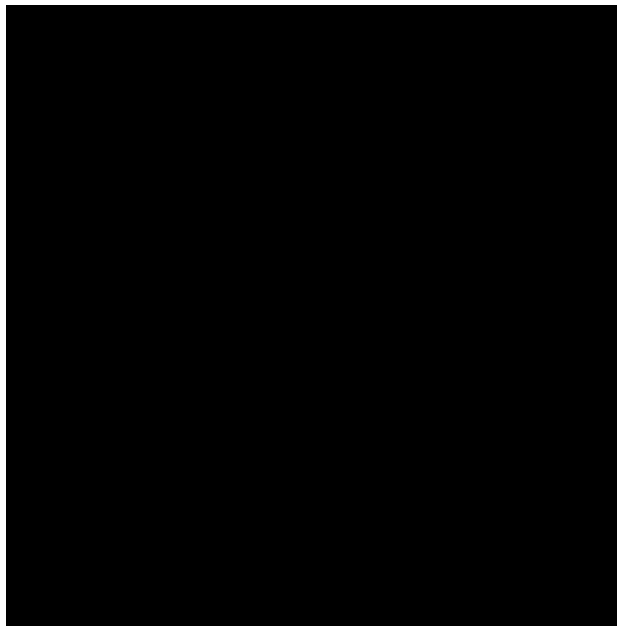
60

1 A. Apollo.

2 **Q. Do you recall what information was in these**

3 **reports?**

4 A. No.

5 

6

7

8

9

10

11

12

13

14

15

16

17

18

19

20

21

22

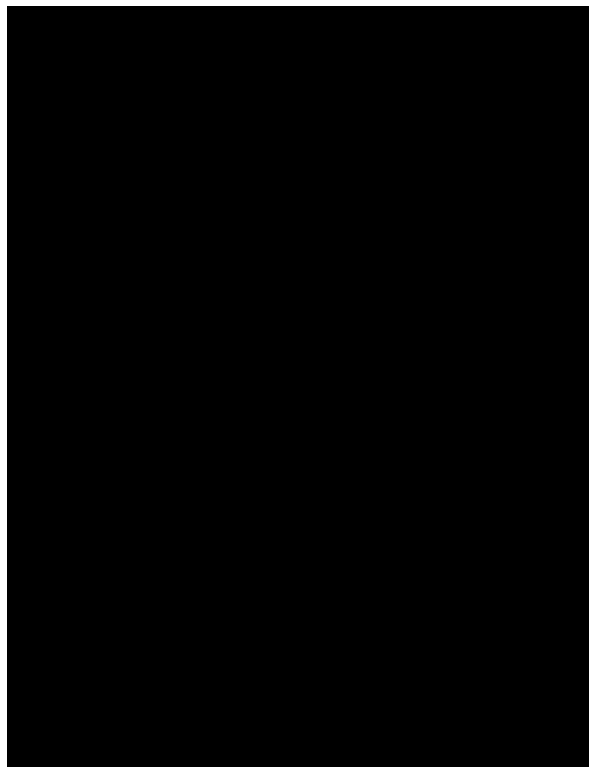
23

24

25

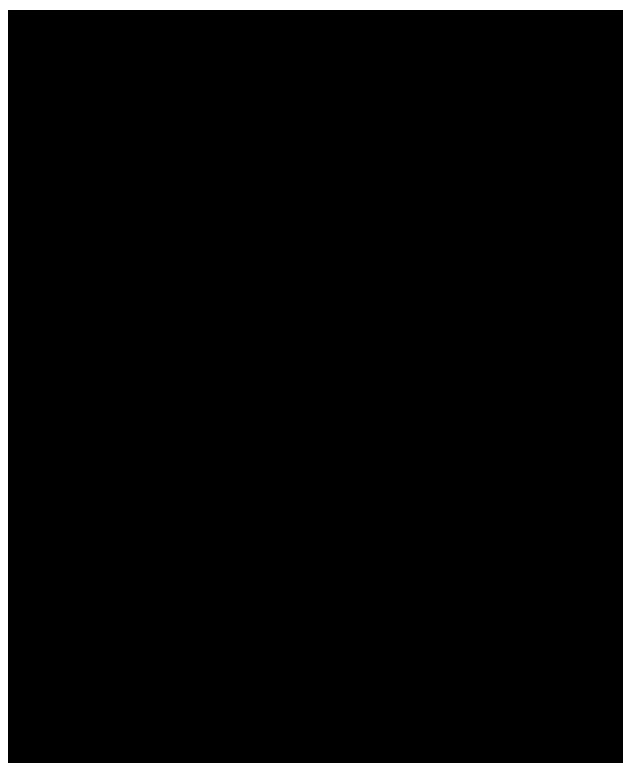
61

- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10
- 11
- 12
- 13
- 14
- 15
- 16
- 17
- 18
- 19
- 20
- 21
- 22
- 23
- 24
- 25



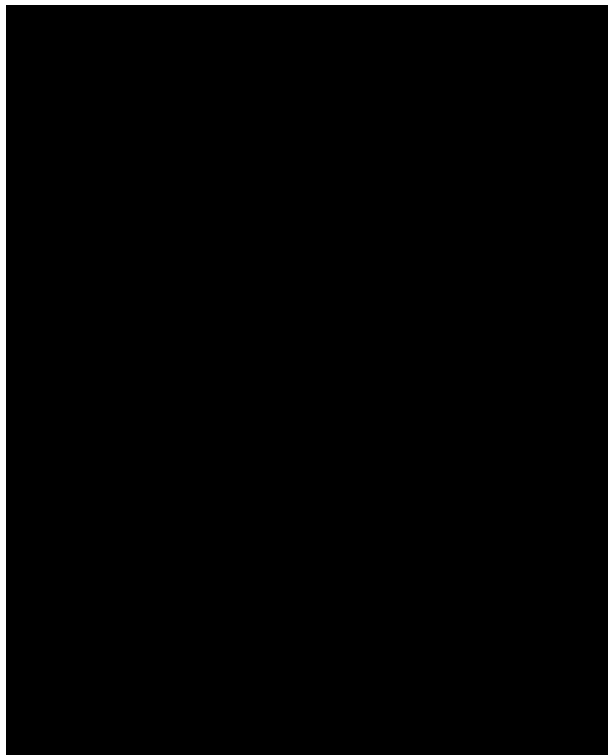
63

- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10
- 11
- 12
- 13
- 14
- 15
- 16
- 17
- 18
- 19
- 20
- 21
- 22
- 23
- 24
- 25



62

- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10
- 11
- 12
- 13
- 14
- 15
- 16
- 17
- 18
- 19
- 20
- 21
- 22
- 23
- 24
- 25



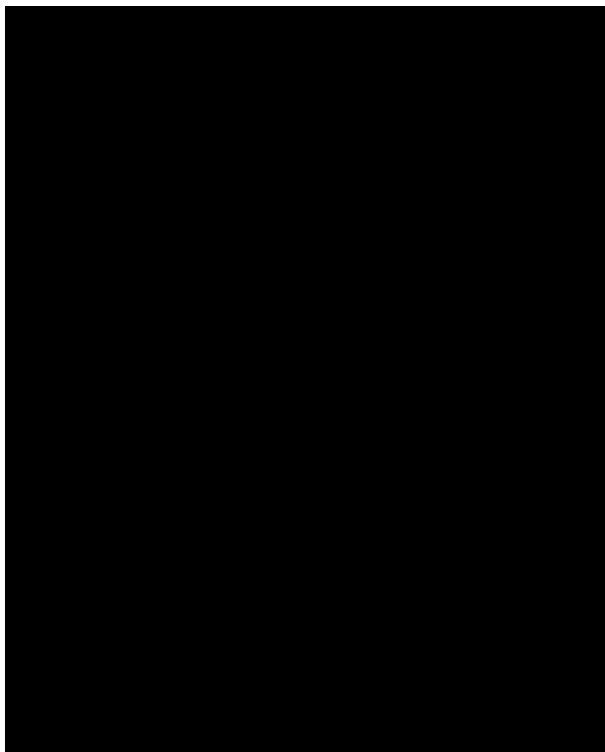
64

- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10
- 11
- 12
- 13
- 14
- 15
- 16
- 17
- 18
- 19
- 20
- 21
- 22
- 23
- 24
- 25



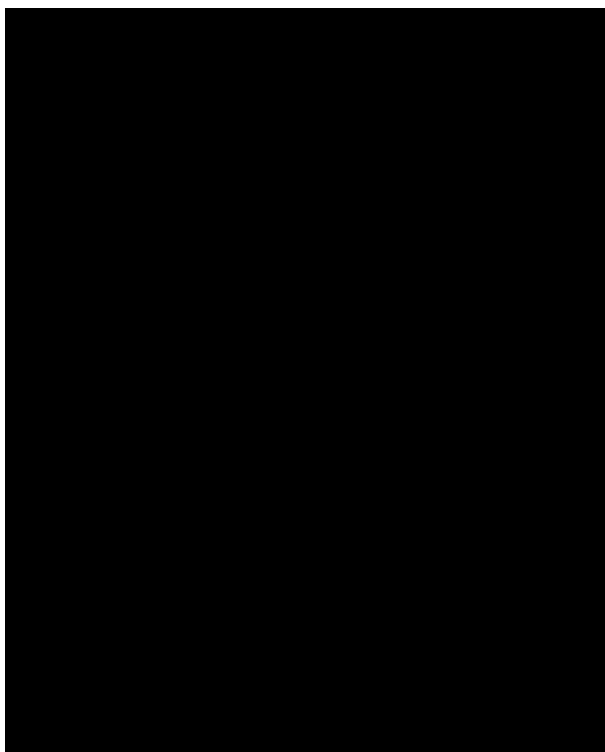
65

- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10
- 11
- 12
- 13
- 14
- 15
- 16
- 17
- 18
- 19
- 20
- 21
- 22
- 23
- 24
- 25



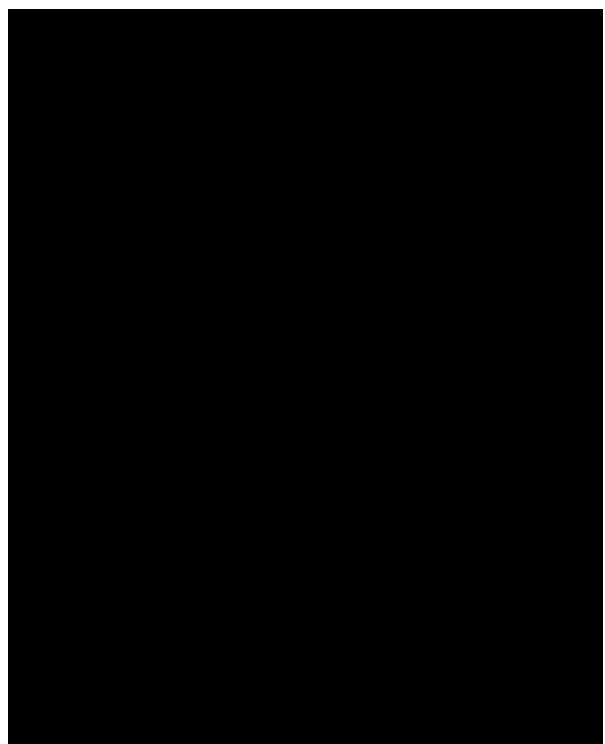
67

- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10
- 11
- 12
- 13
- 14
- 15
- 16
- 17
- 18
- 19
- 20
- 21
- 22
- 23
- 24
- 25



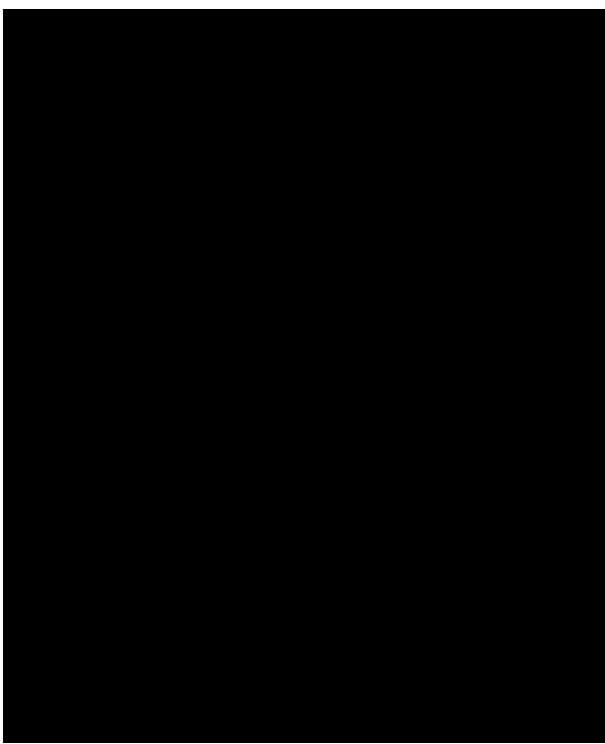
66

- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10
- 11
- 12
- 13
- 14
- 15
- 16
- 17
- 18
- 19
- 20
- 21
- 22
- 23
- 24
- 25



68

- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10
- 11
- 12
- 13
- 14
- 15
- 16
- 17
- 18
- 19
- 20
- 21
- 22
- 23
- 24
- 25



69

1	[Redacted]
2	[Redacted]
3	[Redacted]
4	[Redacted]
5	[Redacted]
6	[Redacted]
7	[Redacted]
8	[Redacted]
9	[Redacted]
10	[Redacted]
11	[Redacted]
12	[Redacted]
13	[Redacted]
14	[Redacted]
15	[Redacted]
16	[Redacted]
17	[Redacted]
18	[Redacted]
19	[Redacted]
20	[Redacted]
21	[Redacted]
22	[Redacted]
23	[Redacted]
24	[Redacted]
25	[Redacted]

71

1	[Redacted]
2	[Redacted]
3	[Redacted]
4	[Redacted]
5	[Redacted]
6	[Redacted]
7	[Redacted]
8	[Redacted]
9	[Redacted]
10	[Redacted]
11	[Redacted]
12	[Redacted]
13	[Redacted]
14	[Redacted]
15	[Redacted]
16	[Redacted]
17	[Redacted]
18	[Redacted]
19	[Redacted]
20	[Redacted]
21	[Redacted]
22	[Redacted]
23	[Redacted]
24	[Redacted]
25	[Redacted]

70

1	[Redacted]
2	[Redacted]
3	[Redacted]
4	[Redacted]
5	[Redacted]
6	[Redacted]
7	[Redacted]
8	[Redacted]
9	[Redacted]
10	[Redacted]
11	[Redacted]
12	[Redacted]
13	[Redacted]
14	[Redacted]
15	[Redacted]
16	[Redacted]
17	[Redacted]
18	[Redacted]
19	[Redacted]
20	[Redacted]
21	[Redacted]
22	[Redacted]
23	[Redacted]
24	[Redacted]
25	[Redacted]

72

1	[Redacted]
2	[Redacted]
3	[Redacted]
4	[Redacted]
5	[Redacted]
6	[Redacted]
7	[Redacted]
8	[Redacted]
9	[Redacted]
10	[Redacted]
11	[Redacted]
12	[Redacted]
13	[Redacted]
14	[Redacted]
15	[Redacted]
16	[Redacted]
17	[Redacted]
18	[Redacted]
19	[Redacted]
20	[Redacted]
21	[Redacted]
22	[Redacted]
23	[Redacted]
24	[Redacted]
25	[Redacted]

73

1	[Redacted]
2	[Redacted]
3	[Redacted]
4	[Redacted]
5	[Redacted]
6	[Redacted]
7	[Redacted]
8	[Redacted]
9	[Redacted]
10	[Redacted]
11	[Redacted]
12	[Redacted]
13	[Redacted]
14	[Redacted]
15	[Redacted]
16	[Redacted]
17	[Redacted]
18	[Redacted]
19	[Redacted]
20	[Redacted]
21	[Redacted]
22	[Redacted]
23	[Redacted]
24	[Redacted]
25	[Redacted]

75

1	[Redacted]
2	[Redacted]
3	[Redacted]
4	[Redacted]
5	[Redacted]
6	[Redacted]
7	[Redacted]
8	[Redacted]
9	[Redacted]
10	[Redacted]
11	[Redacted]
12	[Redacted]
13	[Redacted]
14	[Redacted]
15	[Redacted]
16	[Redacted]
17	[Redacted]
18	[Redacted]
19	[Redacted]
20	[Redacted]
21	[Redacted]
22	[Redacted]
23	[Redacted]
24	[Redacted]
25	[Redacted]

74

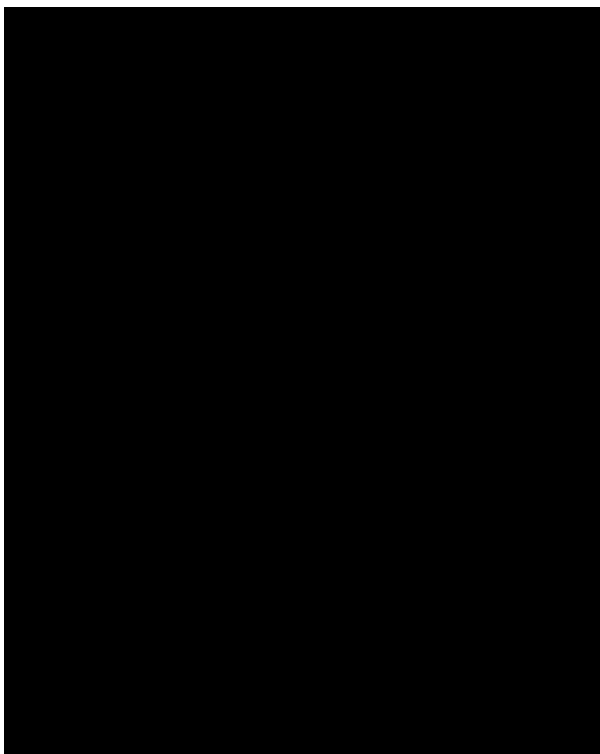
1	[Redacted]
2	[Redacted]
3	[Redacted]
4	[Redacted]
5	[Redacted]
6	[Redacted]
7	[Redacted]
8	[Redacted]
9	[Redacted]
10	[Redacted]
11	[Redacted]
12	[Redacted]
13	[Redacted]
14	[Redacted]
15	[Redacted]
16	[Redacted]
17	[Redacted]
18	[Redacted]
19	[Redacted]
20	[Redacted]
21	[Redacted]
22	[Redacted]
23	[Redacted]
24	[Redacted]
25	[Redacted]

76

1	[Redacted]
2	[Redacted]
3	[Redacted]
4	[Redacted]
5	[Redacted]
6	[Redacted]
7	[Redacted]
8	[Redacted]
9	[Redacted]
10	[Redacted]
11	[Redacted]
12	[Redacted]
13	[Redacted]
14	[Redacted]
15	[Redacted]
16	[Redacted]
17	[Redacted]
18	[Redacted]
19	[Redacted]
20	[Redacted]
21	[Redacted]
22	[Redacted]
23	[Redacted]
24	[Redacted]
25	[Redacted]

77

- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10
- 11
- 12
- 13
- 14
- 15
- 16
- 17
- 18
- 19
- 20
- 21
- 22
- 23
- 24
- 25



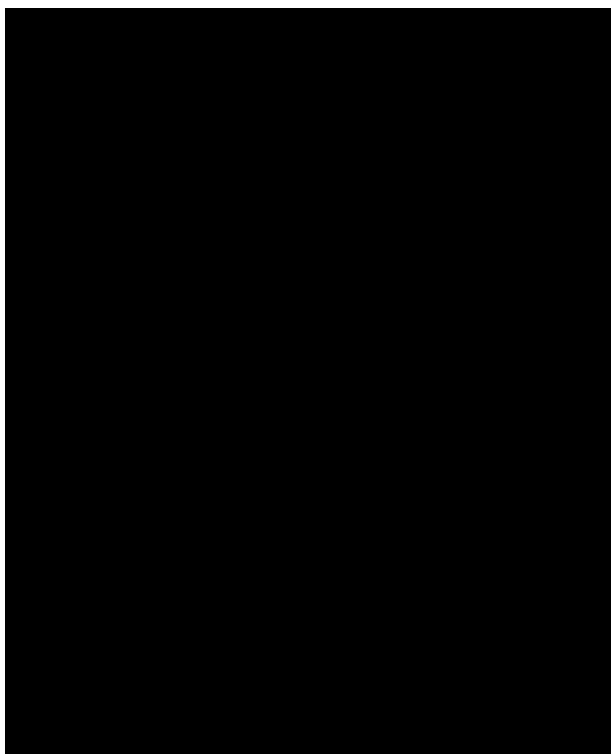
79

- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10
- 11
- 12
- 13
- 14
- 15
- 16
- 17
- 18
- 19
- 20
- 21
- 22
- 23
- 24
- 25



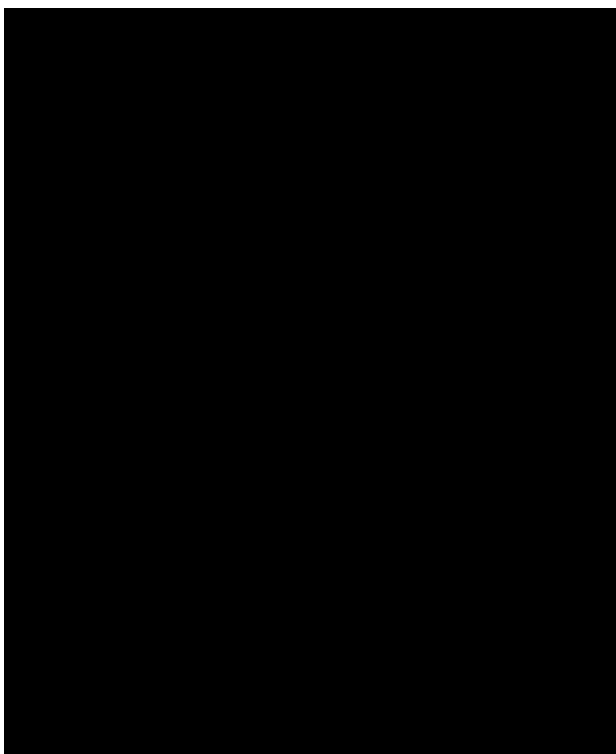
78

- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10
- 11
- 12
- 13
- 14
- 15
- 16
- 17
- 18
- 19
- 20
- 21
- 22
- 23
- 24
- 25

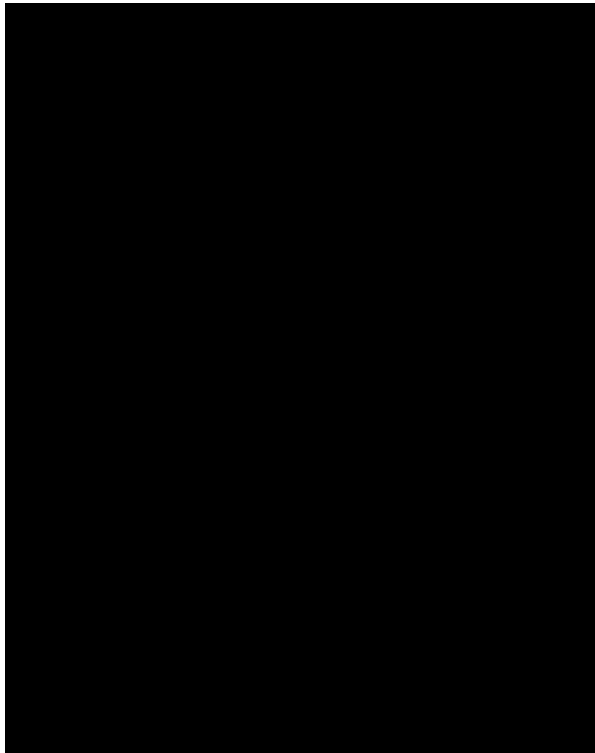


80

- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10
- 11
- 12
- 13
- 14
- 15
- 16
- 17
- 18
- 19
- 20
- 21
- 22
- 23
- 24
- 25



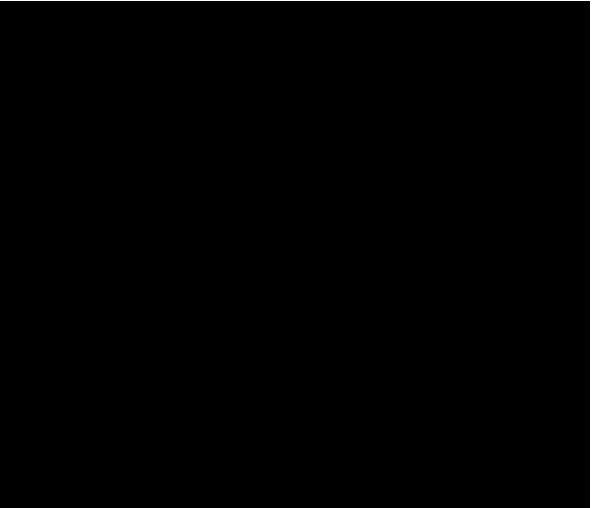
1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21
22
23
24
25



1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21
22
23
24
25

Q. -- and ask a few questions. First, could you explain, what is your experience in search advertising marketing, and particularly with AdWords?
A. My particular experience is I -- I manage the -- or oversee the agency who does all of the work for this. So I don't have intimate knowledge of a lot of the Google platforms and the AdWords stuff. That's all managed by the agency. So it's more of a management of agencies than it is management of particular keywords and -- and advertising.
Q. Does your work in -- involve analysis of consumer behavior in the search advertising market?
A. No, I don't -- we haven't conducted any consumer research studies on search behavior, I don't believe.
Q. Does it involve analysis of click-throughs based on queries?
A. We would -- Apollo would present at times click-through rates on particular groups of things and we would evaluate those just to make sure they were on track, but that was the -- you know, they -- they managed that a lot themselves.
Q. I want to go to a question that -- that Mr. Golder asked before and your answer and -- and try to get some clarity or better understanding of that. He

1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21
22
23
24
25



MR. GOLDER: I'm going to reserve the rest of my time.
MR. CHIARELLO: Want to go off the record?
EXAMINATION
BY MR. CHIARELLO:
Q. Good morning, Mr. Duley. I want to go back to some of your testimony from earlier today --
A. Okay.

1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21
22
23
24
25

asked you, and I quote, "In your user experience in marketing, what do you think a customer is trying to find when he or she types Visionworks' trade name as a search term?" And your answer was, "If they're searching for Visionworks, I would assume they're trying to find Visionworks." What I want to ask you is do you know when someone types the trademark Visionworks into a query, what that consumer is actually looking for?
A. Do I know exactly? That consumer? No.
Q. Your answer seemed to presuppose that they were searching for Visionworks, but would you actually know --
A. I --
Q. -- what they're searching for?
A. No.
Q. In your years as -- in search marketing and also as a consumer, have you ever used the Google search engine?
A. Sure.
Q. And are you familiar with a -- when you go to the Google Website, there's a box in the middle where you type a query in?
A. Yes.
Q. Are you familiar with two boxes underneath? One that says "Search" and then one to the right that

85	<p>1 sometimes says "I feel lucky"?</p> <p>2 A. Yes.</p> <p>3 Q. Do you know in your experience what the "I feel</p> <p>4 lucky" button does?</p> <p>5 A. I think it just returns random results but I</p> <p>6 don't -- I am not sure.</p> <p>7 Q. Okay.</p> <p>8 A. I don't -- I don't normally search from that</p> <p>9 box actually.</p> <p>10 Q. When you click on the search box, what do you</p> <p>11 expect to get in return from Google?</p> <p>12 A. Results.</p> <p>13 MR. GOLDER: Objection -- object to form.</p> <p>14 A. Results relevant to the term you've entered,</p> <p>15 the word or term you've entered.</p> <p>16 Q. (BY MR. CHIARELLO) Okay. And when -- when</p> <p>17 Mr. Golder asked you before about bidding on your own</p> <p>18 trademark, meaning the Visionworks trademark, you</p> <p>19 testified, I believe, that you would expect by bidding</p> <p>20 on your trademark Google would deliver a result with</p> <p>21 your -- with an advertisement from Visionworks. Is that</p> <p>22 what you said before?</p> <p>23 A. I would expect that they would -- would return</p> <p>24 our results higher in the list of returned results.</p> <p>25 That by bidding on it, we would rank in the top -- if</p>	87	<p>1 Q. What's a PLA?</p> <p>2 A. Private listing ads. So, they'll -- the -- so,</p> <p>3 yeah. Google is constantly making changes to it. There</p> <p>4 seems to be -- monthly.</p> <p>5 Q. Do you at Visionworks have any control over how</p> <p>6 they deliver ads?</p> <p>7 A. We could control potentially if they deliver an</p> <p>8 ad but not how it's delivered.</p> <p>9 Q. So you -- you have no control over where --</p> <p>10 strike that.</p> <p>11 You don't have any control over how Google</p> <p>12 would place the ads on --</p> <p>13 MR. GOLDER: Object to form.</p> <p>14 MR. CHIARELLO: Let me finish the</p> <p>15 question.</p> <p>16 Q. (BY MR. CHIARELLO) You have no control over</p> <p>17 how Google would place the ads or organize the ads and</p> <p>18 the other search results on the page?</p> <p>19 MR. GOLDER: Object to form.</p> <p>20 A. I don't have any control over how Google would</p> <p>21 do it, no.</p> <p>22 Q. (BY MR. CHIARELLO) And -- strike that.</p> <p>23 I'm going to introduce -- or hand you a</p> <p>24 document marked CX943. It's premarked.</p> <p>25 MR. HARKINS: Thank you.</p>
86	<p>1 there's -- if there's ten on a page, we would be</p> <p>2 somewhere in the top five on that page because of</p> <p>3 bidding on the term.</p> <p>4 Q. And why is that?</p> <p>5 A. Because that's how Google -- that's how Google</p> <p>6 ranks the -- well, the current -- I don't know what it</p> <p>7 was in all of '16, but currently they -- the first three</p> <p>8 return results are paid ads. The remaining whatever are</p> <p>9 organic ads, and then I think right now the bottom three</p> <p>10 are also paid ads. So if you've paid -- paid and you</p> <p>11 haven't been outbid on someone else, you'll -- you would</p> <p>12 likely return in the top three or the -- those bottom</p> <p>13 three. If not, you would end up on one of the second or</p> <p>14 third pages, and then organically you would fall --</p> <p>15 potentially fall somewhere in the middle.</p> <p>16 Q. In your experience over the last four years at</p> <p>17 Visionworks, and even prior in marketing, has the Google</p> <p>18 search results page changed over time?</p> <p>19 A. Yeah. I think Google's constantly making</p> <p>20 changes to their pages. Yes.</p> <p>21 Q. In what ways?</p> <p>22 A. I think one of the most recent changes was they</p> <p>23 removed the PLAs from the side. They're always making</p> <p>24 changes either to the search rankings or the side --</p> <p>25 where they return, there may be PLAs on the side.</p>	88	<p>1 (Exhibit No. CX943 marked)</p> <p>2 Q. (BY MR. CHIARELLO) And this is --</p> <p>3 THE REPORTER: Do you have one for me or</p> <p>4 is it --</p> <p>5 (Discussion off the record)</p> <p>6 Q. (BY MR. CHIARELLO) And, Mr. Duley, would you</p> <p>7 please look through this document, and if you would,</p> <p>8 please tell me what it is.</p> <p>9 A. Pages 1 through 3 are the "DECLARATION OF JARED</p> <p>10 DULEY" and the rest of the pages are -- I don't think</p> <p>11 I've seen -- I don't know that I've seen these before.</p> <p>12 What are these? Are these e-mails?</p> <p>13 Q. No.</p> <p>14 MR. HARKINS: Wasn't there an Exhibit A on</p> <p>15 it? It said Exhibit A and B. I thought there was a</p> <p>16 marking on it.</p> <p>17 Q. (BY MR. CHIARELLO) I'll represent that this</p> <p>18 copy --</p> <p>19 MR. HARKINS: Or Exhibit 1 and 2 and 3</p> <p>20 is -- I thought they were marked as exhibits.</p> <p>21 Q. (BY MR. CHIARELLO) I'll represent that when we</p> <p>22 assembled this exhibit, we may have inadvertently</p> <p>23 omitted pages that were entitled, "Exhibit A and B."</p> <p>24 MR. HARKINS: Oh, that's what it was.</p> <p>25 A. Okay.</p>

89

1 **Q. (BY MR. CHIARELLO)So I apologize for any**
 2 **confusion.**
 3 A. Sorry. What was our question?
 4 **Q. I was waiting for you to make sure you've seen**
 5 **the document.**
 6 A. No. I've -- I mean, I haven't. I mean, I
 7 haven't looked through every page but I -- I have the
 8 document, yes.
 9 **Q. To the best of your knowledge, do these appear**
 10 **to be exhibits that were submitted along with your**
 11 **declaration and referred to in your declaration?**
 12 A. It -- I'm not sure.
 13 **Q. Okay. If you would, please, turn to the page**
 14 **marked as CX943-027.**
 15 A. Okay.
 16 **Q. What does it say at the top of the page?**
 17 A. "SETTLEMENT AGREEMENT."
 18 **Q. If you would flip through to page -- Pages 034**
 19 **and 035 of the exhibit.**
 20 A. Okay.
 21 **Q. It appears that there's signature blocks here,**
 22 **several signed by someone named David Holmberg. Do you**
 23 **see that?**
 24 A. I do.
 25 **Q. Do you know who that person is?**

90

1 MR. GOLDER: Objection, lacks foundation.
 2 A. Yes, I know who David is.
 3 **Q. (BY MR. CHIARELLO) Who is David Holmberg?**
 4 A. Currently he's the CEO of Highmark Health.
 5 **Q. Do you know what his position was with -- do**
 6 **you know if he ever worked for Visionworks?**
 7 MR. GOLDER: Objection, lacks foundation.
 8 A. Yes. Yes. He was the president of
 9 Visionworks. I don't know if he was the CEO of
 10 Visionworks but he was a -- I believe at least the
 11 president of Visionworks -- oh. And CEO of HVHC at one
 12 point.
 13 THE REPORTER: H --
 14 A. HVHC.
 15 **Q. (BY MR. CHIARELLO) What does HVHC stand for?**
 16 A. Highmark Vision Holding Company, I believe.
 17 **Q. This exhibit that starts at Page 27 and goes**
 18 **through Page 39, were you involved in the drafting or --**
 19 **or negotiations of this settlement agreement?**
 20 A. I was not.
 21 MR. GOLDER: Objection, lacks foundation.
 22 A. I was not.
 23 **Q. (BY MR. CHIARELLO)Looking at the top of Page**
 24 **27, it says that the settlement agreement has made it**
 25 **into -- entered into as of May 13th, 2010. Do you see**

91

1 **that?**
 2 A. I do.
 3 **Q. Does that predate your employment with**
 4 **Visionworks?**
 5 A. It does.
 6 **Q. If you would, please, turn to Page 2. And**
 7 **before we discuss the terms there, do you know if the**
 8 **terms of this agreement were shared with Apollo when**
 9 **they were providing search advertising services for**
 10 **Visionworks and its subsidiaries?**
 11 MR. GOLDER: Objection, lacks foundation.
 12 A. I don't know if they were provided the -- I
 13 mean, they were -- they were provided the list of key --
 14 this keyword list and negative keyword list to use. I
 15 don't know if the -- all the terms of the settlement
 16 were provided to them or not.
 17 **Q. (BY MR. CHIARELLO)Were they provided**
 18 **instructions as to how to --**
 19 MR. GOLDER: Objection, foundation. Go
 20 ahead.
 21 MR. CHIARELLO: Let me ask the question,
 22 please.
 23 **Q. (BY MR. CHIARELLO)Were they provided any**
 24 **instructions, if you know, as to how to implement the --**
 25 **the list that was provided to them?**

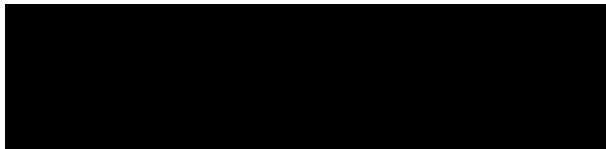
92

1 MR. GOLDER: Objection, lacks foundation.
 2 A. It's my understanding they were provided the
 3 list and told to execute the keyword negative to -- as
 4 pursuant to the agreement, but I don't know that for a
 5 fact.
 6 **Q. (BY MR. CHIARELLO) If you would, please, turn**
 7 **to Page 28 of the exhibit. And the paragraph at the top**
 8 **of the page, it says "OBLIGATIONS AND PROHIBITED ACTS."**
 9 **Do you see that?**
 10 A. I do.
 11 **Q. And then if you look at large Roman -- large**
 12 **letter -- capital letter A, it says "From the Effective**
 13 **Date of this Agreement." Do you see that paragraph?**
 14 A. I do.
 15 **Q. If you scroll down, look down, it says, "The**
 16 **Prohibited Acts Include: a." Do you see that?**
 17 A. I do.
 18 **Q. And the -- the term says "engaging in or**
 19 **participating in internet advertising or any other**
 20 **action that causes any website, advertisement, including**
 21 **pop-up advertisements, and/or a link to any website to**
 22 **be displayed in response to or as a result of any**
 23 **internet search that includes the other Party's**
 24 **trademark" -- "or URLs (as listed in Exhibit 1)." Do**
 25 **you see that?**

93	95
<p>1 A. I do.</p> <p>2 Q. And did I read that properly?</p> <p>3 A. You did.</p> <p>4 Q. The first question I have is what is your</p> <p>5 understanding as you read this as of any Internet</p> <p>6 search?</p> <p>7 MR. GOLDER: Objection to form, calls for</p> <p>8 a legal conclusion and lacks foundation.</p> <p>9 A. What is my -- can you ask the question again?</p> <p>10 Q. (BY MR. CHIARELLO) Yeah. What is your</p> <p>11 understanding of the term as you read it here, the term</p> <p>12 Internet search within that paragraph?</p> <p>13 MR. GOLDER: Same objections.</p> <p>14 A. That would be going to any of the popular</p> <p>15 search providers such as Google, Yahoo! or Bing and</p> <p>16 entering a keyword into the search box and -- and</p> <p>17 executing that search.</p> <p>18 Q. (BY MR. CHIARELLO) When you use the term</p> <p>19 "keyword," is it one keyword?</p> <p>20 A. It can be a word or a phrase or a set of words.</p> <p>21 Q. When we just talked a few moments ago about the</p> <p>22 search for Visionworks, could that be a search?</p> <p>23 A. It could, sure.</p> <p>24 Q. If we had the search, I am looking for</p> <p>25 Visionworks, quote, I am looking for Visionworks, end</p>	<p>1 MR. GOLDER: Objection to form, calls for</p> <p>2 a legal conclusion, lacks foundation.</p> <p>3 A. What does includes mean?</p> <p>4 Q. (BY MR. CHIARELLO) Yeah.</p> <p>5 A. It's in. I mean --</p> <p>6 Q. Well, does it mean anywhere in the -- in the</p> <p>7 query?</p> <p>8 A. Yes.</p> <p>9 Q. So back to the first example where I said just</p> <p>10 type in Visionworks, does that query include the --</p> <p>11 the -- the term -- assuming for the purposes of argument</p> <p>12 that the Visionworks name is trademarked as -- does that</p> <p>13 include -- does the search for only Visionworks include</p> <p>14 the trademark keyword for Visionworks?</p> <p>15 MR. GOLDER: Excuse me. When you say</p> <p>16 include, are you referring to the -- the document?</p> <p>17 Q. (BY MR. CHIARELLO) Pursuant to this settlement</p> <p>18 agreement?</p> <p>19 MR. GOLDER: Objection to form, calls for</p> <p>20 legal conclusion, lacks foundation.</p> <p>21 A. So are you asking me if the word Visionworks</p> <p>22 includes Visionworks?</p> <p>23 Q. (BY MR. CHIARELLO) I'm asking you if the query</p> <p>24 for "Visionworks" includes the trademark term</p> <p>25 "Visionworks"?</p>
<p>1 quote, would that constitute an Internet search?</p> <p>2 A. Yes.</p> <p>3 Q. Okay. And in the example that I just provided,</p> <p>4 "I am looking for" Internet -- "Visionworks," would that</p> <p>5 search include the -- the Visionworks trademark?</p> <p>6 A. I -- I -- if I understand what Visionworks</p> <p>7 trademark means, I would say yes.</p> <p>8 Q. Okay. If you look at -- back at the -- the</p> <p>9 paragraph that we were just discussing, after "Internet</p> <p>10 search." "That includes the other Party's trademark</p> <p>11 keywords." What does that mean?</p> <p>12 MR. GOLDER: Objection, calls for legal</p> <p>13 conclusion, object to form, lacks foundation.</p> <p>14 A. Sorry. Where are we again?</p> <p>15 Q. (BY MR. CHIARELLO) Where I just read a moment</p> <p>16 ago. It says "or as a result of any Internet search</p> <p>17 that includes the other Party's trademark keywords or</p> <p>18 URLs." What does the portion of that phrase, "includes</p> <p>19 the other Party's trademark keywords" mean?</p> <p>20 MR. GOLDER: Same objection.</p> <p>21 A. I -- I believe it means that the list of</p> <p>22 keywords which was previously defined in one of the</p> <p>23 exhibits would be -- would be my understanding.</p> <p>24 Q. (BY MR. CHIARELLO) And the term "includes,"</p> <p>25 what does that mean?</p>	<p>1 MR. GOLDER: Same objections.</p> <p>2 A. Yes.</p> <p>3 Q. (BY MR. CHIARELLO) And the query, quote, I am</p> <p>4 looking for Visionworks, does that -- end quote, does</p> <p>5 that include the trademark keyword for Visionworks?</p> <p>6 MR. GOLDER: Same objections.</p> <p>7 A. Yes.</p> <p>8 Q. (BY MR. CHIARELLO) The query, "Please compare</p> <p>9 Visionworks with 1-800 Contacts," does that include the</p> <p>10 trademark Visionworks?</p> <p>11 A. Yes.</p> <p>12 MR. GOLDER: Object. The later objection.</p> <p>13 Same ones.</p> <p>14 Q. (BY MR. CHIARELLO) Does that hypothetical</p> <p>15 query that I just provided, "Compare Visionworks with</p> <p>16 1-800 Contacts" -- does that also include the trademark</p> <p>17 for 1-800 Contacts?</p> <p>18 A. It does.</p> <p>19 MR. GOLDER: Same objection. Could you</p> <p>20 give me one second to object before you answer?</p> <p>21 Q. (BY MR. CHIARELLO) If you would, please, turn</p> <p>22 to Page 29 of the document. And I'm looking at</p> <p>23 paragraph capital letter C.</p> <p>24 A. Okay.</p> <p>25 Q. And I'll read this paragraph into the record,</p>

97	<p>1 but I'm going to focus on a couple phrases here.</p> <p>2 Paragraph C reads, "From the Effective Date of this</p> <p>3 Agreement, each Party, its parent, subsidiaries, agents,</p> <p>4 servants, employees, officers, affiliates, and other</p> <p>5 entities controlled by such Party mutually agree to use</p> <p>6 the other Party's trademark keywords and URLs (as listed</p> <p>7 in Exhibit 1) as negative keywords in all of their</p> <p>8 respective keyword advertising campaigns for any</p> <p>9 Internet search provider that allows the use of negative</p> <p>10 keywords, to the fullest extent allowable by the</p> <p>11 Internet search provider, in order to prevent the</p> <p>12 display of advertisements and/or Internet links in</p> <p>13 response to or as a result of any internet search that</p> <p>14 includes the other Party's trademark keywords or URLs</p> <p>15 (as listed in Exhibit 1). Specifically, for each</p> <p>16 Internet search provider from which a Party purchases</p> <p>17 keywords to display advertising and/or internet links,</p> <p>18 the other Party's trademark keywords and URLs listed in</p> <p>19 Exhibit 1 shall also be provided to such internet search</p> <p>20 provider as negative keywords, such that the</p> <p>21 advertisements and/or links will not be displayed when</p> <p>22 the negative keywords are part of a search performed on</p> <p>23 the internet search provider's website." Do you see</p> <p>24 that?</p> <p>25 A. Yes.</p>	99	<p>1 A. I would assume this means displayed when any --</p> <p>2 if -- if any of those terms were inside an entire search</p> <p>3 string. So they could contain words outside that search</p> <p>4 string.</p> <p>5 Q. (BY MR. CHIARELLO) For -- can you explain?</p> <p>6 Maybe give an example?</p> <p>7 A. I think if we're -- if you're asking me --</p> <p>8 they're asking if the negative keyword's part of a</p> <p>9 search string. So if you're asking what -- what does</p> <p>10 that mean, that means it could be part of a larger</p> <p>11 search. The term itself could be part of a larger</p> <p>12 search term.</p> <p>13 Q. And when -- when you described negative</p> <p>14 keyword, you said that's a device used to prevent an ad</p> <p>15 from returning when the -- the negative keyword is part</p> <p>16 of the query?</p> <p>17 MR. GOLDER: Objection, misstates prior</p> <p>18 testimony.</p> <p>19 A. Yes.</p> <p>20 Q. (BY MR. CHIARELLO) Do you understand that</p> <p>21 there are different ways to apply negative keywords?</p> <p>22 A. I don't know.</p> <p>23 Q. Okay. If you would, please, turn to Page 36 of</p> <p>24 this document and Page 37, all the way to Page 39.</p> <p>25 A. Okay.</p>
98	<p>1 Q. Did I read that properly?</p> <p>2 A. Yes.</p> <p>3 Q. Do you know what the term "negative keyword"</p> <p>4 means?</p> <p>5 A. Yeah. It's -- it's -- my understanding, it's</p> <p>6 an exclusion list of -- of -- when someone searches for</p> <p>7 the term, you should not return those -- you should not</p> <p>8 return those results.</p> <p>9 Q. What do you mean by "searches for"?</p> <p>10 A. If you search for -- if he searched for a</p> <p>11 particular word -- if Visionworks included it as a</p> <p>12 negative keyword, when you search for that particular</p> <p>13 word, you would not return a Visionworks result.</p> <p>14 Q. Okay. If you look at the last paragraph here,</p> <p>15 last part of the paragraph. It says "such that</p> <p>16 advertisements and/or links will not be displayed when</p> <p>17 the negative keywords are part of a search performed on</p> <p>18 the Internet search provider's website." Do you see</p> <p>19 that?</p> <p>20 A. I do.</p> <p>21 Q. What does the -- the words -- the phrase "'part</p> <p>22 of a search' performed on the internet search providers'</p> <p>23 website" mean as you read them today?</p> <p>24 MR. GOLDER: Object to the form, calls for</p> <p>25 a legal conclusion, lacks foundation.</p>	100	<p>1 Q. The top of Page 36, what does that say?</p> <p>2 A. "Exhibit 1."</p> <p>3 Q. And do you have any understanding of what</p> <p>4 Exhibit 1 is?</p> <p>5 A. I believe this is the list of keywords and</p> <p>6 negative keywords.</p> <p>7 Q. Okay. And so going back to Page 29, if the</p> <p>8 negative keyword "1-800 Contacts" appeared as part of a</p> <p>9 search performed on the Internet search provider's</p> <p>10 Website, and that term was added as a negative keyword</p> <p>11 in Visionworks' AdWords account, what -- what, if</p> <p>12 anything, would happen?</p> <p>13 MR. GOLDER: Object to form, calls for</p> <p>14 legal conclusion, lacks foundation.</p> <p>15 A. Visionworks would not -- Google would not</p> <p>16 return a Visionworks paid -- paid result.</p> <p>17 Q. (BY MR. CHIARELLO) Okay. So if the query said</p> <p>18 exactly "1-800 Contacts," matching the -- the second</p> <p>19 entry on -- in Exhibit 1 on the left-hand side, would</p> <p>20 Visionworks -- would Google return an ad for Visionworks</p> <p>21 if Visionworks has entered a negative keyword pursuant</p> <p>22 to the terms of this agreement?</p> <p>23 A. No.</p> <p>24 Q. What if the query said, "Compare Visionworks</p> <p>25 and 1-800 Contacts"? Would Google deliver an ad for</p>

101

1 **Visionworks?**
 2 MR. GOLDER: Object to form, lacks
 3 foundation.
 4 A. I don't believe so.
 5 **Q. (BY MR. CHIARELLO) And is that because 1-800**
 6 **Contacts is part of that query?**
 7 MR. GOLDER: Object to form, lacks
 8 foundation.
 9 A. Yes.
 10 
 11
 12
 13
 14
 15 **Q. If a query said the following, "Contacts, 1-800**
 16 **Contacts," would Visionworks deliver an ad to that**
 17 **query?**
 18 MR. GOLDER: Object to the form, lacks
 19 foundation.
 20 A. If the -- the search term matched one of these
 21 keyword or negative keyword lists, then no, we would not
 22 return it? Or not return a Visionworks result?
 23 **Q. (BY MR. CHIARELLO) If the words on this -- I**
 24 **believe you were pointing to Exhibit 1 --**
 25 A. That's correct.

102

1 **Q. -- appear as any part of a query -- and I'm**
 2 **looking at the words under the 1-800 Contacts side of**
 3 **the -- the table -- will Visionworks deliver and**
 4 **instruct Google not to deliver an ad?**
 5 A. Yes.
 6 MR. GOLDER: Object to form, lacks
 7 foundation.
 8 **Q. (BY MR. CHIARELLO) Okay. If you would,**
 9 **please, turn to the first page of Exhibit CX943. In**
 10 **Paragraph 7, it's written, "In connection with the sales**
 11 **and marketing of its contacts, Visionworks utilizes**
 12 **online advertisements through Google, Bing and other**
 13 **search engine providers. Do you see that?**
 14 A. Yes.
 15 **Q. In general, what is Visionworks' goals in**
 16 **marketing through online advertising?**
 17 MR. GOLDER: Object to form.
 18 A. It would be to put our brand in front of
 19 consumers.
 20 **Q. (BY MR. CHIARELLO) By putting your brand in**
 21 **front of consumers, what do you mean?**
 22 MR. GOLDER: Object to form.
 23 A. So this would be -- when consumers use digital
 24 medium, we try to -- such as search -- searching, we
 25 would try to always be displayed for the consumer to

103

1 select Visionworks as a brand.
 2 **Q. (BY MR. CHIARELLO)In -- if you could, please,**
 3 **describe what are the general marketing goals for**
 4 **Visionworks? For example, does Visionworks try to**
 5 **market itself on value or price?**
 6 MR. GOLDER: Object to form.
 7 A. Yeah, we -- we market on value, on price, on
 8 selection, on a number of items.
 9 **Q. (BY MR. CHIARELLO) Do you market on**
 10 **convenience?**
 11 MR. GOLDER: Object to form.
 12 A. I -- I believe we use the term "convenience" in
 13 our advertising.
 14 **Q. (BY MR. CHIARELLO)When you market generally**
 15 **for Visionworks, either through the Website or through**
 16 **search advertising or through any other medium, do you**
 17 **offer -- do you ever offer the whole variety of -- of**
 18 **products that Visionworks has? I believe, for example,**
 19 **you testified earlier that you sell eyeglasses, and you**
 20 **testified that -- that you sell sunglasses, and then you**
 21 **testified that you sell contact lenses. Does any of**
 22 **your advertising try to include all of the offerings**
 23 **with the Visionworks brand?**
 24 MR. GOLDER: Object to the form.
 25 A. All three contained within a single ad?

104

1 **Q. (BY MR. CHIARELLO) Yes.**
 2 A. I believe so, yes.
 3 **Q. What are the overall goals of Visionworks as**
 4 **far as a company?**
 5 MR. GOLDER: Object to form.
 6 A. I would say to provide affordable eye care and
 7 eye -- eye health to consumers and ultimately return a
 8 profit.
 9 **Q. (BY MR. CHIARELLO) What are the competitive**
 10 **offerings that Visionworks provides --**
 11 MR. GOLDER: Object to form.
 12 **Q. (BY MR. CHIARELLO)-- through its marketing?**
 13 A. Oh. Selection, convenience, price, customer
 14 service would all be competitive things we'd offer.
 15 **Q. Does -- does Visionworks offer a call center**
 16 **for the sale of eyeglasses?**
 17 A. I don't believe we complete eyeglass sales
 18 through a call center.
 19 **Q. Do you offer call center for the sale of**
 20 **contact lenses?**
 21 A. I don't -- I don't think we take orders through
 22 the call center.
 23 **Q. How do you take orders?**
 24 A. For contacts, it would be through
 25 visionworkscontacts.com or through stores, through the

105	107
<p>1 brick-and-mortar locations.</p> <p>2 Q. And how do you take orders for glasses?</p> <p>3 A. Through the brick-and-mortar location or</p> <p>4 through visionworks.com.</p> <p>5 (Exhibit No. CX1401 premarked)</p> <p>6 Q. (BY MR. CHIARELLO) You can set that document</p> <p>7 aside for now. And then I'm handing you an exhibit</p> <p>8 marked CX1401. If you could review it and let me know</p> <p>9 when you're done.</p> <p>10 A. Okay.</p> <p>11 Q. What is this document?</p> <p>12 A. This appears to be a document -- well,</p> <p>13 originally from Dan Harkins to Brett Calvert. It's the</p> <p>14 subject of the "Empire Vision - Lens123 v. 1-800</p> <p>15 Contacts."</p> <p>16 Q. Okay. If you would -- are you looking at the</p> <p>17 top of Page 1 of the exhibit?</p> <p>18 A. I am.</p> <p>19 Q. And the -- what does the sent date say?</p> <p>20 A. 3/26/2010 at 1:51 p.m.</p> <p>21 Q. Okay. And do you know who this person, Brett</p> <p>22 Calvert, is?</p> <p>23 A. It's my understanding he was a -- at the time,</p> <p>24 the VP of marketing.</p> <p>25 Q. Did he precede you in --</p>	<p>1 A. He's currently the president of -- of</p> <p>2 Visionworks and the CEO of HVHC.</p> <p>3 Q. What is HVHC?</p> <p>4 A. Highmark Vision Holding Company.</p> <p>5 Q. If you would, please, turn to Page 2 of the</p> <p>6 document.</p> <p>7 A. (Witness complied).</p> <p>8 Q. You'll see at the bottom, it says "Original</p> <p>9 Message." Do you see where it says that on Page 2,</p> <p>10 about a third of the way up from the bottom?</p> <p>11 A. Yes.</p> <p>12 Q. And it says the date "Thu 25 Mar 2010." Do you</p> <p>13 see that?</p> <p>14 A. Yes.</p> <p>15 Q. As you look at that today, does that give you</p> <p>16 any indication as to the timing of this e-mail at the</p> <p>17 bottom compared to the first e-mail at the top of Page</p> <p>18 1?</p> <p>19 A. Appears to be the -- the day before.</p> <p>20 Q. Is it fair to say that the message that begins</p> <p>21 at the bottom of Page 2 preceded the message at the top</p> <p>22 of Page 1?</p> <p>23 A. Yes.</p> <p>24 Q. Do you know who this person at the bottom of</p> <p>25 Page 2, Sas Lari, is?</p>
<p>106</p> <p>1 A. Yes.</p> <p>2 Q. Do you know when he left?</p> <p>3 A. I don't.</p> <p>4 Q. And do you know what he does now?</p> <p>5 A. I don't.</p> <p>6 Q. Okay. Do you know this person, George</p> <p>7 Gebhardt?</p> <p>8 A. I believe George Gebhardt was the CMO, chief</p> <p>9 merchandising officer, but I'm not 100 percent sure of</p> <p>10 that.</p> <p>11 Q. And CMO at Visionworks?</p> <p>12 A. Yes.</p> <p>13 Q. And Jennifer Taylor, do you know who that</p> <p>14 person is?</p> <p>15 A. Yes. She's currently the chief financial</p> <p>16 officer.</p> <p>17 Q. Do you know what her title was at the time that</p> <p>18 this e-mail was sent?</p> <p>19 A. No, I don't.</p> <p>20 Q. The last person on this list says Jim Eisen.</p> <p>21 Do you see that?</p> <p>22 A. Yes.</p> <p>23 Q. Do you know who that is?</p> <p>24 A. Yes.</p> <p>25 Q. Who is that?</p>	<p>108</p> <p>1 A. No.</p> <p>2 Q. In the e-mail, it says</p> <p>3 "lari@apollointeractive.com." Does that give any</p> <p>4 indication as to where this person, Sas Lari might have</p> <p>5 worked?</p> <p>6 A. Yeah. I -- appears at Apollo Interactive.</p> <p>7 Q. Is that the same Apollo that handled search</p> <p>8 advertising for Visionworks until December 31st, 2016?</p> <p>9 A. Yes.</p> <p>10 Q. And the -- looking at this e-mail, it says "To:</p> <p>11 Matthew" -- "Beshear." Do you know who that person is?</p> <p>12 A. Yes.</p> <p>13 Q. Who is Matthew Beshear?</p> <p>14 A. He works at Apollo Interactive.</p> <p>15 Q. Was he someone that worked with Visionworks?</p> <p>16 A. Yes.</p> <p>17 Q. What was his relationship with Visionworks?</p> <p>18 A. I can't speak to what his title was in 2010,</p> <p>19 but he served as the -- probably the key account</p> <p>20 stakeholder for Visionworks. He was our --</p> <p>21 probably the -- he may even be a managing partner at</p> <p>22 Apollo Interactive, but he was definitely on the</p> <p>23 Visionworks account.</p> <p>24 Q. Okay. Was he someone that you've ever had</p> <p>25 communication with?</p>

109	111
<p>1 A. Yes.</p> <p>2 Q. And what was the nature of your communication</p> <p>3 with Mr. Beshear?</p> <p>4 MR. GOLDER: Objection to form.</p> <p>5 A. Had a number of conversations with Matt over</p> <p>6 the years about digital marketing and other -- other</p> <p>7 things.</p> <p>8 Q. (BY MR. CHIARELLO) Generally when you had</p> <p>9 questions related to the account, was he the person you</p> <p>10 would call?</p> <p>11 A. No. Our primary contact was someone who</p> <p>12 reported to Matt.</p> <p>13 Q. Who was that person, if you remember?</p> <p>14 A. Gosh. His name escapes me right now. He --</p> <p>15 he's no longer at Apollo anymore. One of them would</p> <p>16 have been Greg Sheer, but the day-to-day contact,</p> <p>17 I've -- I've lost -- his name escapes me right now.</p> <p>18 Q. The next person next to Mr. Beshear's name, it</p> <p>19 says "Jody Shervanick." Do you see that?</p> <p>20 A. Yes.</p> <p>21 Q. Do you know who that person is?</p> <p>22 A. I don't.</p> <p>23 Q. Okay. Do you know -- as you read this e-mail</p> <p>24 from Mr. Lari, No. 2 -- it says "Added 50 Keyword/URLs</p> <p>25 to the Negative Keyword list (list attached)." Do you</p>	<p>1 Q. Okay. And what is Page 1?</p> <p>2 A. Page 1 is an e-mail from Matt Beshear at Apollo</p> <p>3 to Brett Calvert at Visionworks. Appears to be a</p> <p>4 conversation about the -- the potential settlement</p> <p>5 agreement.</p> <p>6 Q. Okay. Have you seen this e-mail before today?</p> <p>7 A. No.</p> <p>8 Q. In Paragraph 2, it reads "As noted, ECCA would</p> <p>9 need to provide back a list of Negative keywords and</p> <p>10 URLs- however, we struggle with how ECCA or Apollo will</p> <p>11 be able to routinely police if 1-800 Contacts is</p> <p>12 obliging." Do you see that?</p> <p>13 A. Yes.</p> <p>14 Q. Who is -- what is ECCA?</p> <p>15 A. Gosh. What is the acronym? Eye Care Centers</p> <p>16 of America. Sorry. Eye care center of America.</p> <p>17 Q. Okay. And as you read this where it says "ECCA</p> <p>18 would need to provide back a list of Negative keywords,"</p> <p>19 what does that mean?</p> <p>20 MR. GOLDER: Objection to the form. Lacks</p> <p>21 foundation.</p> <p>22 A. I think what Matt is saying here is they would</p> <p>23 need to get this list of negative keywords from Exhibit</p> <p>24 1. They would be looking for Visionworks to provide</p> <p>25 that negative keyword list.</p>
<p>1 know what that means?</p> <p>2 MR. GOLDER: Object to the form, lacks</p> <p>3 foundation.</p> <p>4 A. I believe that what this person is saying is</p> <p>5 that within Google, they've added those terms as</p> <p>6 negative terms in Google.</p> <p>7 Q. (BY MR. CHIARELLO) And the next line says</p> <p>8 "basically adding 'negative keywords' prevents specified</p> <p>9 terms from triggering ads during 'broad match' and</p> <p>10 'content match' searches." Do you see that?</p> <p>11 A. Yes.</p> <p>12 Q. Do you know what he means -- do you know</p> <p>13 generally what the term "broad match" means?</p> <p>14 A. No.</p> <p>15 Q. Do you know what the term, generally, "content</p> <p>16 match" means?</p> <p>17 A. No.</p> <p>18 Q. Do you know what a content match search is?</p> <p>19 A. No.</p> <p>20 Q. Do you know what a broad match search is?</p> <p>21 A. No.</p> <p>22 (Exhibit No. CX1402 premarked)</p> <p>23 Q. (BY MR. CHIARELLO) I'm giving you an exhibit</p> <p>24 previously marked CX1402. Please look that over.</p> <p>25 A. Okay. I've -- I've read Page 1.</p>	<p>1 Q. (BY MR. CHIARELLO) Have you talked to anyone</p> <p>2 in the company other than counsel about how that may</p> <p>3 have come into existence?</p> <p>4 A. How --</p> <p>5 Q. The negative -- list of negative keywords.</p> <p>6 A. About how it came into existence?</p> <p>7 Q. Yes.</p> <p>8 MR. GOLDER: Object to form, lacks</p> <p>9 foundation.</p> <p>10 A. I don't think so.</p> <p>11 Q. (BY MR. CHIARELLO) Okay. The next sentence</p> <p>12 there, No. 2, says "Part of me thinks that any entity</p> <p>13 who is known for being so litigious and has a Settlement</p> <p>14 Agreement ready to go is also ready to play 'Catch me if</p> <p>15 you can' knowing that have employees who may do nothing</p> <p>16 but scour the search engines for violators..." Do you</p> <p>17 see that?</p> <p>18 A. I do.</p> <p>19 Q. Since you came to Visionworks in 2012, do you</p> <p>20 know -- has there been any evidence -- are you aware of</p> <p>21 any instances in which 1-800 Contacts has monitored</p> <p>22 the -- the settlement agreement?</p> <p>23 A. I'm not aware of any.</p> <p>24 Q. If you go back to CX943, it's the Declaration</p> <p>25 and the attachments, and then turn to Page 41 of the</p>

113	115
<p>1 exhibit.</p> <p>2 A. Page 41?</p> <p>3 Q. Yeah. 041 at the back of the exhibit.</p> <p>4 A. Okay.</p> <p>5 Q. Do you see -- what -- what is this that you're</p> <p>6 looking at, at Page 41?</p> <p>7 A. Looks to be an e-mail -- I don't know. I</p> <p>8 assume it was a physical document that was mailed to</p> <p>9 Brett from Dan Harkins.</p> <p>10 Q. Well, at the bottom of the page, it looks like</p> <p>11 a signature and it had the name Mark A. Miller at the</p> <p>12 bottom. Do you see where I'm looking? At the bottom of</p> <p>13 the page?</p> <p>14 A. Okay. This so this is a letter from Mark A.</p> <p>15 Miller, I guess, to Brett Calvert.</p> <p>16 Q. And the second sentence of the letter, it says,</p> <p>17 "It has come to our attention that advertisements for</p> <p>18 the Lens123.com website are being displayed in response</p> <p>19 to searches for the term '1800 contact.'" Do you see</p> <p>20 that?</p> <p>21 A. Uh-huh.</p> <p>22 Q. "We hereby give notice of our amendment to</p> <p>23 Exhibit 1 of the Settlement Agreement to include the</p> <p>24 term '1800 contact,' which is" -- "confusionally similar</p> <p>25 variation/misspelling of my client's</p>	<p>1 A. Return on investment.</p> <p>2 Q. The next sentence, "The purchasing of a</p> <p>3 competitor trademarked terms aren't the best (nor the</p> <p>4 worst) performing keywords in a PPC buy." Do you know</p> <p>5 what PPC stands for there?</p> <p>6 A. Pay-per-click.</p> <p>7 Q. The next sentence says, "Conversely, Google</p> <p>8 allows free competition, and it is well within ECCA's</p> <p>9 rights to purchase competitor keywords." Do you see</p> <p>10 that?</p> <p>11 A. Yes.</p> <p>12 Q. Do you know what that means?</p> <p>13 MR. GOLDER: Object to form, lacks</p> <p>14 foundation.</p> <p>15 A. I would believe Matt -- what Matt is saying is</p> <p>16 here he believes that we -- it's within our rights to</p> <p>17 purchase whatever keywords we would like.</p> <p>18 Q. (BY MR. CHIARELLO)And Matt was a point of</p> <p>19 contact at Apollo?</p> <p>20 A. That's correct.</p> <p>21 Q. How many years was Empire Vision working with</p> <p>22 Apollo?</p> <p>23 A. How many years was Empire Visionworks with</p> <p>24 Apollo?</p> <p>25 Q. Yes.</p>
114	116
<p>1 federally-registered trademark." Do you see that?</p> <p>2 A. I do.</p> <p>3 Q. Does this help answer the question I asked</p> <p>4 previously? If you could -- if there's been any</p> <p>5 subsequent enforcement of the settlement agreement after</p> <p>6 it was entered into?</p> <p>7 MR. GOLDER: Object to the form, it</p> <p>8 misstates your prior question.</p> <p>9 A. I don't know. I don't know what the prior</p> <p>10 question was or --</p> <p>11 Q. (BY MR. CHIARELLO)Let me ask it this way</p> <p>12 then. Having read this, after the settlement agreement</p> <p>13 was -- was entered into on May 13th, 2010, are you aware</p> <p>14 of any subsequent communications from 1-800 Contacts to</p> <p>15 enforce that settlement agreement?</p> <p>16 A. I'm aware now.</p> <p>17 Q. Okay. If you go back to CX1402.</p> <p>18 A. Okay.</p> <p>19 Q. The last paragraph of this e-mail from Matt</p> <p>20 says, "From a current Lens123 business perspective, this</p> <p>21 will not impact our CPC and resulting ROI in any</p> <p>22 meaningful way." Do you know what CPC stands for in</p> <p>23 that sentence?</p> <p>24 A. Cost per public.</p> <p>25 Q. And do you know what ROI stands for?</p>	<p>1 A. I'm not sure.</p> <p>2 Q. Before -- had they worked with -- let me</p> <p>3 restate that. How many years has -- did Visionworks</p> <p>4 have the relationship with Apollo?</p> <p>5 A. I believe it was nine years, but -- or</p> <p>6 something around there.</p> <p>7 Q. Why did they -- why did Visionworks terminate</p> <p>8 the relationship with Apollo?</p> <p>9 MR. GOLDER: Objection, asked and</p> <p>10 answered.</p> <p>11 A. We chose -- as we were growing as a company, we</p> <p>12 chose to go with a larger, more full-service agency</p> <p>13 who's got more expertise in the field.</p> <p>14 Q. (BY MR. CHIARELLO)How did that decision come</p> <p>15 about?</p> <p>16 A. In the spring, we decided to put out an RFP to</p> <p>17 see what the competitor -- what -- what competitors --</p> <p>18 what -- not competitors, but other agencies were doing</p> <p>19 related to digital advertising. Included Apollo in</p> <p>20 that, and as part of that RFP process, we decided to go</p> <p>21 with another agency.</p> <p>22 Q. How many agencies responded to the RFP?</p> <p>23 A. Five, I believe.</p> <p>24 (Exhibit No. CX1404 premarked)</p> <p>25 Q. (BY MR. CHIARELLO) Okay. I'm handing you an</p>

117

119

1 exhibit marked CX1404. And my first question, if you
 2 look at this, is what is this?
 3 A. This is an e-mail from myself to Cat O'Donnell,
 4 the subject of "RE: Dallas Market Boost Traffic Split."
 5 **Q. Who is Cat O'Donnell?**
 6 A. She was a digital marketing manager who worked
 7 for me in 2015 and potentially -- and part of 2016, I
 8 believe.
 9 **Q. In the e-mail from Ms. O'Donnell, there's a box**
 10 **in the middle. What is that?**
 11 A. Looks like a Visionworks ad.
 12 **Q. And would this be a -- an ad that might appear**
 13 **on a search engine result page?**
 14 A. Yes.
 15 **Q. Is it a form of search advertising?**
 16 A. Yes.
 17 **Q. Who created this ad?**
 18 A. Would have been Apollo.
 19 **Q. Okay. The -- the -- the word "Free" appears in**
 20 **the first line. Do you see that?**
 21 A. Yes.
 22 **Q. In fact, it looks like it appears twice. Is a**
 23 **term like "free" -- something that you would want to put**
 24 **in one of your search ads?**
 25 MR. GOLDER: Objection to form.

1 the -- do -- do customers seem to react more favorably
 2 when some components of price are included in the search
 3 advertisements?
 4 MR. GOLDER: Object to form, lacks
 5 foundation.
 6 A. I don't know what the -- the metrics would say
 7 on relation to price or -- or not price -- terms that
 8 contained or did not contain price.
 9
 10
 11
 12
 13
 14
 15
 16
 17
 18
 19
 20
 21 **Q. (BY MR. CHIARELLO)Okay. As you read through**
 22 **this declaration that you signed on June 3rd, 2016, are**
 23 **there any other facts or information that's come to**
 24 **light that might alter any of the statements made in**
 25 **this?**

118

120

1 A. Potentially.
 2 **Q. (BY MR. CHIARELLO)Why?**
 3 A. Well, if it -- if it represented a term within
 4 the offer, we would want to -- want to include it.
 5 **Q. In general, in marketing, do you find that**
 6 **words that signal components of pricing such as "free"**
 7 **or "low price," "cheaper" are helpful to search**
 8 **advertising?**
 9 MR. GOLDER: Object to form.
 10 A. Yeah. I think consumers are generally looking
 11 for -- for those types of terms.
 12 **Q. (BY MR. CHIARELLO)When you testified before**
 13 **that Visionworks tries to market on value, is that**
 14 **some -- are -- are price components part of the value**
 15 **that you're trying to offer?**
 16 A. Yeah, that is -- it would absolutely be one
 17 part of it.
 18 **Q. Do you know how Visionworks compares in its**
 19 **search advertising when it doesn't offer price signals?**
 20 MR. GOLDER: Object to form, lacks
 21 foundation.
 22 A. How does it compare to what?
 23 **Q. (BY MR. CHIARELLO)In search ads that don't --**
 24 A. Even if you don't answer, I'm not sure.
 25 **Q. Well, we'll make the record somewhat clear. Is**

1 A. I don't believe so. I don't think so.
 2 **Q. For example, Paragraph 13 reads, "For each**
 3 **internet search provider from which Visionworks**
 4 **purchased keywords to display advertising and/or**
 5 **internet links, Visionworks was required to provide to**
 6 **such internet search provider the foregoing terms and**
 7 **phrases as negative keywords, such that advertisements**
 8 **and/or links would not be displayed to the user when the**
 9 **negative keywords are part of the search performed on**
 10 **the internet search provider's website." Do you see**
 11 **that?**
 12 A. Uh-huh.
 13 **Q. And you've testified that Apollo was the entity**
 14 **that managed the search advertisement; is that correct?**
 15 A. That's correct.
 16 **Q. And is it your understanding that either**
 17 **through Visionworks directly or Apollo, that list of**
 18 **negative keywords was provided to the search engines?**
 19 A. Yes. I mean, based off one of the e-mails we
 20 reviewed, it does appear it was provided.
 21
 22
 23
 24
 25

121		123	
1	[Redacted]	1	[Redacted]
2	[Redacted]	2	[Redacted]
3	[Redacted]	3	[Redacted]
4	[Redacted]	4	[Redacted]
5	[Redacted]	5	[Redacted]
6	[Redacted]	6	[Redacted]
7	[Redacted]	7	[Redacted]
8	[Redacted]	8	[Redacted]
9	[Redacted]	9	[Redacted]
10	[Redacted]	10	[Redacted]
11	[Redacted]	11	[Redacted]
12	[Redacted]	12	[Redacted]
13	[Redacted]	13	[Redacted]
14	[Redacted]	14	[Redacted]
15	[Redacted]	15	[Redacted]
16	[Redacted]	16	[Redacted]
17	[Redacted]	17	[Redacted]
18	[Redacted]	18	[Redacted]
19	[Redacted]	19	[Redacted]
20	[Redacted]	20	[Redacted]
21	[Redacted]	21	[Redacted]
22	[Redacted]	22	[Redacted]
23	[Redacted]	23	[Redacted]
24	[Redacted]	24	[Redacted]
25	[Redacted]	25	[Redacted]
122		124	
1	[Redacted]	1	[Redacted]
2	[Redacted]	2	[Redacted]
3	[Redacted]	3	[Redacted]
4	[Redacted]	4	[Redacted]
5	[Redacted]	5	[Redacted]
6	[Redacted]	6	[Redacted]
7	[Redacted]	7	[Redacted]
8	[Redacted]	8	[Redacted]
9	[Redacted]	9	[Redacted]
10	[Redacted]	10	[Redacted]
11	[Redacted]	11	[Redacted]
12	[Redacted]	12	[Redacted]
13	[Redacted]	13	[Redacted]
14	[Redacted]	14	[Redacted]
15	[Redacted]	15	[Redacted]
16	[Redacted]	16	[Redacted]
17	[Redacted]	17	[Redacted]
18	[Redacted]	18	[Redacted]
19	[Redacted]	19	[Redacted]
20	[Redacted]	20	[Redacted]
21	[Redacted]	21	[Redacted]
22	[Redacted]	22	[Redacted]
23	[Redacted]	23	[Redacted]
24	[Redacted]	24	[Redacted]
25	[Redacted]	25	[Redacted]

125

1	[Redacted]
2	[Redacted]
3	[Redacted]
4	[Redacted]
5	[Redacted]
6	[Redacted]
7	[Redacted]
8	[Redacted]
9	[Redacted]
10	[Redacted]
11	[Redacted]
12	[Redacted]
13	[Redacted]
14	[Redacted]
15	[Redacted]
16	[Redacted]
17	[Redacted]
18	[Redacted]
19	[Redacted]
20	[Redacted]
21	[Redacted]
22	[Redacted]
23	[Redacted]
24	[Redacted]
25	[Redacted]

127

1	[Redacted]
2	[Redacted]
3	[Redacted]
4	[Redacted]
5	[Redacted]
6	[Redacted]
7	[Redacted]
8	[Redacted]
9	[Redacted]
10	[Redacted]
11	[Redacted]
12	[Redacted]
13	[Redacted]
14	[Redacted]
15	[Redacted]
16	[Redacted]
17	[Redacted]
18	[Redacted]
19	[Redacted]
20	[Redacted]
21	[Redacted]
22	[Redacted]
23	[Redacted]
24	[Redacted]
25	[Redacted]

126

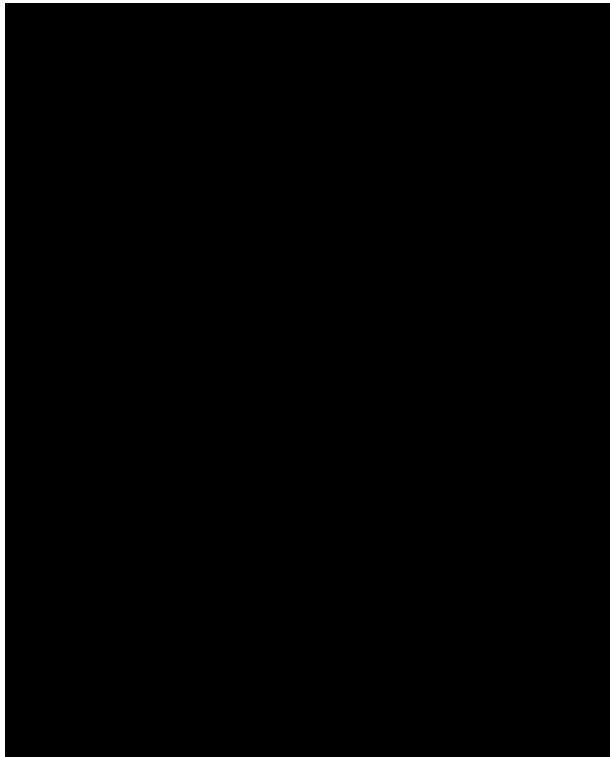
1	[Redacted]
2	[Redacted]
3	[Redacted]
4	[Redacted]
5	[Redacted]
6	[Redacted]
7	[Redacted]
8	[Redacted]
9	[Redacted]
10	[Redacted]
11	[Redacted]
12	[Redacted]
13	[Redacted]
14	[Redacted]
15	[Redacted]
16	[Redacted]
17	[Redacted]
18	[Redacted]
19	[Redacted]
20	[Redacted]
21	[Redacted]
22	[Redacted]
23	[Redacted]
24	[Redacted]
25	[Redacted]

128

1	[Redacted]
2	[Redacted]
3	[Redacted]
4	[Redacted]
5	[Redacted]
6	[Redacted]
7	[Redacted]
8	[Redacted]
9	[Redacted]
10	[Redacted]
11	[Redacted]
12	[Redacted]
13	[Redacted]
14	[Redacted]
15	[Redacted]
16	[Redacted]
17	[Redacted]
18	[Redacted]
19	[Redacted]
20	[Redacted]
21	[Redacted]
22	[Redacted]
23	[Redacted]
24	[Redacted]
25	[Redacted]

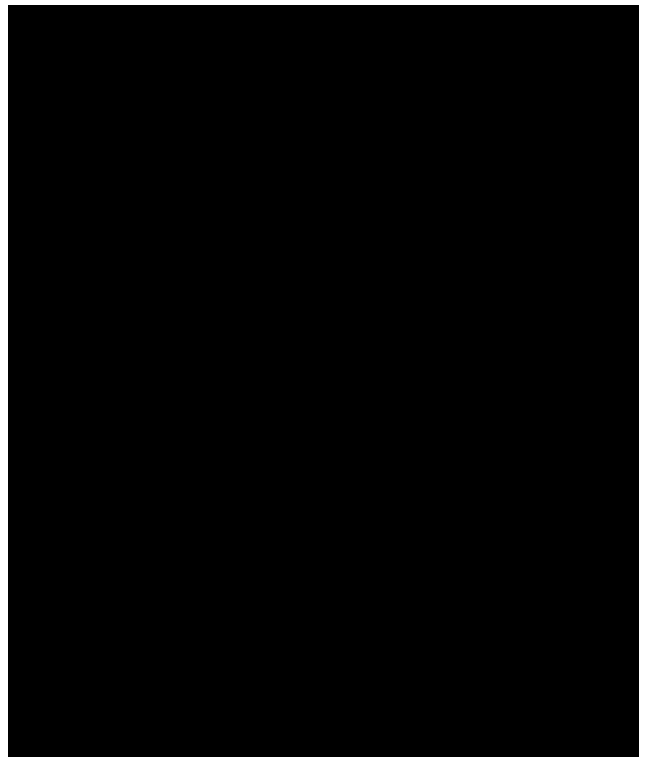
129

1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21
22
23
24
25



131

1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21
22
23
24
25



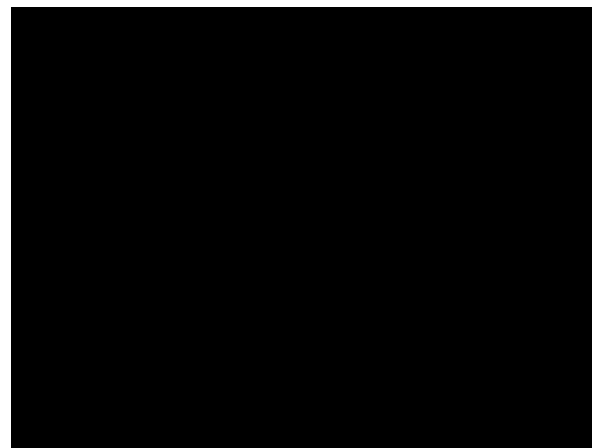
130

1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21
22
23
24
25



132

1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21
22
23
24
25



Q. Have you discussed any metrics to -- as far as the allocation of spend on keywords with them?
A. No.
Q. Do they have a standard protocol that they follow before those things are set up with a new client?
A. I -- I don't know.
Q. It's only been apparently a month since you've started working with --
A. About three weeks, yes.
THE REPORTER: I didn't get the end of

133

135

1 your question. "Working with" --

2 MR. CHIARELLO: Razorfish.

3 THE REPORTER: Okay. Thank you.

4 MR. CHIARELLO: And he said it's been

5 about three weeks.

6 THE REPORTER: Yes.

7 **Q. (BY MR. CHIARELLO)When did you expect to have**

8 **a time to meet with them on setting goals for allocation**

9 **of spend on keywords and search advertisement?**

10 A. They're actually in town tomorrow. So we have

11 all-day strategy sessions with them tomorrow.

12 **Q. Okay. What did you do with Apollo with respect**

13 **to valuing the metrics and shifting spending to maximize**

14 **return on investment?**

15 MR. GOLDER: Object to the form.

16 A. So Apollo would -- Apollo would provide some

17 weekly reports on success metrics and they would -- they

18 would generally, within their digital budget, reallocate

19 funds to whatever was performing the best at any

20 particular day or minute, really.

21 **Q. Uh-huh.**

22 A. And so they would make those allocations within

23 the digital budget.

24 **Q. Okay. And -- and they would report to you**

25 **periodically --**

1 **Q. Do you have a sense of what Visionworks'**

2 **customer acquisition cost is for a customer on -- for**

3 **the online sale of contact lenses?**

4 A. I don't.

5 MR. GOLDER: Object to form, lacks

6 foundation.

7 THE REPORTER: We've been going about an

8 hour and ten minutes. Do you want to take a quick break

9 or are you wrapping it up? Or do you want to get to a

10 spot?

11 MR. CHIARELLO: Let's take a five-minute

12 break. That would be good.

13 (Recess taken 1:01 p.m. - 1:11 p.m.)

14 **Q. (BY MR. CHIARELLO)Mr. Duley, I asked you some**

15 **questions before when we looked at CX1404 about price**

16 **messaging. And is it -- is it your experience that**

17 **Visionworks -- Visionworks has adopted low price**

18 **messaging in some of these ads because they've been**

19 **successful in the past?**

20 A. Yeah. I would assume that all the ads have

21 been tailored to see what is or -- is the most

22 successful, yes.

23 **Q. Is it your experience that consumers who are**

24 **searching for products online are attracted to ads**

25 **containing low price messaging?**

134

136

1 A. Uh-huh.

2 **Q. -- as far as those allocations?**

3 A. Yes.

4 **Q. Is it -- is it fair to say that you didn't have**

5 **any day-to-day involvement with the allocation of**

6 **keywords and spend?**

7 A. No. Key -- keywords was all managed completely

8 by Apollo.

9 **Q. What day-to-day involvement did you have**

10 **related to advertising spend and search advertising?**

11 A. Day-to-day -- I mean, they were -- Apollo would

12 be given an overall budget and they were -- it was up to

13 them to manage their budget, but day-to-day, the -- they

14 worked autonomously.

15 **Q. Are you familiar with the term "customer**

16 **acquisition cost"?**

17 A. Uh-huh.

18 **Q. What does that mean?**

19 A. It's cost to acquire a new customer.

20 **Q. Is customer acquisition costs something that**

21 **Visionworks keeps track of?**

22 A. No.

23 **Q. Is it something that any sub entities of**

24 **Visionworks keep track of?**

25 A. Not that I'm aware of.

1 MR. GOLDER: Object to form.

2 A. Yeah. I would assume that price would be a

3 factor in people's -- in people's searching or -- the

4 likelihood to click on something.

5 **Q. (BY MR. CHIARELLO)Say comparing with the**

6 **customers that go to the brick-and-mortar stores, is it**

7 **your experience in -- in marketing that customers**

8 **shopping online are more price sensitive?**

9 MR. GOLDER: Object to form.

10 A. I don't -- I'm not sure. I don't know that for

11 a fact.

12 **Q. (BY MR. CHIARELLO)Do you know if customers**

13 **shopping online tend to compare prices more?**

14 MR. GOLDER: Object to form.

15 A. I'm not sure.

16 MR. GOLDER: Lacks foundation.

17

18

19

20

21

22

23

24

25



1
2
3
4
5
6 **Q. Do you use the names of competitors in the text of your company's ads, search advertising ads?**
7
8 A. I'm not sure.
9 **Q. Do you use the term "1-800 Contacts" in the text of your company's ads?**
10
11 A. It's my understanding those have been -- been instituted as negative terms. So we're not using them.
12 **Q. I'm not suggesting in -- in the keywords. I'm talking about in the text of the actual ad that would appear on the search engine results page.**
13
14 A. I don't believe so.
15 **Q. Is it the company's policy, in general, to put competitors' names --**
16
17 A. No.
18 **Q. -- in the -- in the content of the search ad?**
19
20 A. It's not, I don't believe.
21 **Q. Do you tend to identify your company in the body of the ads? Again, referring to search advertising?**
22
23 A. Yes.
24
25

1 MR. GOLDER: Object to form.
2 A. It's important to get your brand as broadly
3 advertised as possible.
4 **Q. (BY MR. CHIARELLO)And why is that?**
5 A. So that more -- you reach more customers and
6 they become more aware of your brand.
7 MR. CHIARELLO: Okay. At this time, I'll
8 reserve the rest of my time.
9 MR. GOLDER: Why don't we take a little
10 bit of a break.
11 MR. HARKINS: Okay.
12 (Recess taken 1:17 p.m. - 1:35 p.m.)
13 FURTHER EXAMINATION
14 BY MR. GOLDER:
15 **Q. I'll start with just a few questions about documents that complaint counsel showed you. Can you turn to CX140 -- 1404. It's the e-mail from you to Catherine O'Donnell.**
16
17 A. 1404-01? Is that where you are?
18 **Q. Yep. Let me ask you some questions about the term "Free" in the ad that Apollo produced.**
19
20 A. Uh-huh.
21 **Q. Has Visionworks ever offered free contact lenses?**
22
23 A. Not that I'm aware of.
24
25

1 **Q. Why?**
2 A. Why would I include myself?
3 **Q. Why would you put your company -- why do you put your company's brand in the -- in the content of the search ad?**
4
5 A. Because I would want the -- the customer to know what they were -- I mean, what the ad was for.
6 **Q. Does Visionworks have an incentive to identify itself, in part, to build its own brand?**
7
8 A. I'm sorry. Can you repeat that?
9 **Q. Does Visionworks have the incentive to put its brand in the content of the search advertisement so as to increase the quality of its brand?**
10
11 MR. GOLDER: Object to form.
12 A. Do we have incentive to do that?
13 **Q. (BY MR. CHIARELLO)Yeah.**
14 A. Are we incentivized to do that?
15 **Q. As a means to -- yes. As a means to increase your brand awareness?**
16
17 MR. GOLDER: Same objection.
18 A. We would like it to, to increase our brand awareness. I don't know about an incentive related to that, but yes.
19 **Q. Is it important insofar as helping to build a relationship with the -- the -- the customer?**
20
21
22
23
24
25

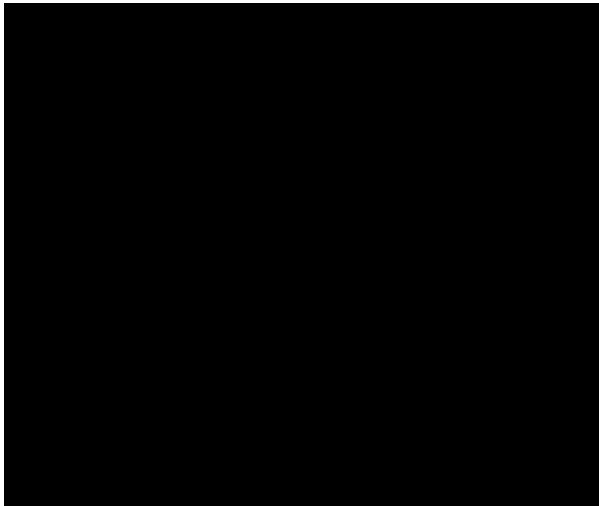
1 **Q. Has it included buy-one-get-one-free offers for contact lenses?**
2
3 A. Not that I'm aware of.
4 **Q. What promotions in your time at Visionworks has it offered with respect to the online sale of contact lenses?**
5
6 A. I believe we ran some Aqua Tech promotions but I do not know if they were available online or not.
7 **Q. Okay. And Aqua Tech is just your brand?**
8
9 A. Uh-huh. Yeah.
10 **Q. Has it run any -- has Visionworks run any promotions online or offline for any other brand of contacts?**
11
12 A. Not that I'm familiar with.
13 **Q. Okay. And does it run any price discounts?**
14
15 A. Not that I'm -- there's the manufacturer rebates. I'm not familiar with any -- the price discounts.
16 **Q. Okay. Why don't we turn to CX1401. That's the e-mail -- the one beginning with Dan's blasted e-mail. Can you turn to 1401003, the third page.**
17
18 A. Okay.
19 **Q. Do you see Paragraph 6 where it says, "The sentiment is" not -- "is that not buying these competitor terms will not adversely affect our**
20
21
22
23
24
25

141	<p>1 performance because we are only spending \$1200/week and</p> <p>2 there are other terms to compensate and bidding on</p> <p>3 competitor terms is not the best performing keywords en</p> <p>4 masse"?</p> <p>5 A. I see that, yes.</p> <p>6 Q. What was he suggesting here?</p> <p>7 MR. CHIARELLO: Objection, lacks</p> <p>8 foundation, calls for speculation.</p> <p>9 A. I would assume at this time they -- when they</p> <p>10 looked at the performance of these keywords, they did</p> <p>11 not see that they were, you know, outperforming other</p> <p>12 terms that they could buy.</p> <p>13 Q. (BY MR. GOLDER) And when you say "these</p> <p>14 keywords," you're -- you're referring -- or the e-mail</p> <p>15 refers to the 1-800 Contacts trademark keywords?</p> <p>16 MR. CHIARELLO: Objection. Objection,</p> <p>17 calls for speculation, lacks foundation.</p> <p>18 A. Yes.</p> <p>19 Q. (BY MR. GOLDER) And do you agree that -- today</p> <p>20 that bidding on key competitor terms is not the best</p> <p>21 performing keywords en masse?</p> <p>22 MR. CHIARELLO: Objection, calls for</p> <p>23 speculation, lacks foundation.</p> <p>24 A. I'm not sure.</p> <p>25 Q. (BY MR. GOLDER) Why don't we turn to -- I'll</p>	143	<p>1 Visionworks after this settlement, did anyone tell you</p> <p>2 that you could not run ads comparing Visionworks to</p> <p>3 other competitors?</p> <p>4 MR. CHIARELLO: Objection, as to scope,</p> <p>5 lacks foundation.</p> <p>6 A. No.</p> <p>7 Q. (BY MR. GOLDER) What, if any, ads do you</p> <p>8 currently run comparing visionworkscontacts.com's prices</p> <p>9 with 1-800 Contacts' prices?</p> <p>10 A. I don't think we are currently doing that.</p> <p>11 Q. Have you done that during your time at</p> <p>12 Visionworks?</p> <p>13 A. Not that I'm aware of.</p> <p>14 Q. What, if any, ads have you run -- or are you</p> <p>15 currently running comparing visionworks.com --</p> <p>16 visionworkscontacts.com's customer service with 1-800</p> <p>17 Contacts customer service?</p> <p>18 A. I don't believe we are running any.</p> <p>19 Q. Have you ever during your time?</p> <p>20 A. I don't believe so.</p> <p>21 Q. What, if any, ads are you currently running</p> <p>22 comparing visionworkscontacts.com's return policy with</p> <p>23 1-800 Contacts?</p> <p>24 A. I don't believe we are or have.</p> <p>25 Q. Or have? Has anyone in your time at</p>
142	<p>1 use the complaint counsel's version of your declaration</p> <p>2 and the settlement agreement.</p> <p>3 MR. CHIARELLO: Are you talking about</p> <p>4 CX943?</p> <p>5 MR. GOLDER: Yes, CX943.</p> <p>6 Q. (BY MR. GOLDER) Can you please turn to Page</p> <p>7 20?</p> <p>8 A. Okay.</p> <p>9 Q. Do you see -- why don't I read it out loud. In</p> <p>10 Paragraph B, "The Prohibited Acts shall not include (i)</p> <p>11 the use" of any other -- "of the other Party's"</p> <p>12 trademark "on the Internet in a manner that would not</p> <p>13 constitute an infringing use in a non-Internet context,</p> <p>14 e.g., comparative advertising, parodies, and similar</p> <p>15 non-Infringing uses." Do you see that?</p> <p>16 A. Yes.</p> <p>17 Q. What do you understand "comparative</p> <p>18 advertising" to mean?</p> <p>19 MR. CHIARELLO: Objection, calls for</p> <p>20 speculation, lacks foundation.</p> <p>21 A. I would assume here -- but I'm not really sure</p> <p>22 if this means comparing to other competitors or -- I'll</p> <p>23 assume this means comparing to other competitors but I'm</p> <p>24 not sure.</p> <p>25 Q. (BY MR. GOLDER) When you arrived at</p>	144	<p>1 Visionworks questioned your ability to run comparative</p> <p>2 advertising on any of these metrics with 1-800 Contacts?</p> <p>3 MR. CHIARELLO: Objection as to form.</p> <p>4 A. I don't believe so.</p> <p>5 Q. (BY MR. GOLDER) Why are you not running such</p> <p>6 ads?</p> <p>7 A. Comparative ads to 1-800 Contacts? I'm not</p> <p>8 allowed to, as far as I understand per this agreement,</p> <p>9 right?</p> <p>10 Q. I can't answer that. But then I would draw</p> <p>11 your attention to Paragraph 2B. Has anyone from 1-800</p> <p>12 Contacts contacted you saying that you cannot run such</p> <p>13 comparative ads?</p> <p>14 A. No.</p> <p>15 Q. Have you tried to run such ads and been told</p> <p>16 that you cannot?</p> <p>17 A. Not -- no. Not that I'm aware of.</p> <p>18 Q. Would you consider such ads to be valuable in</p> <p>19 attracting customers from 1-800 Contacts?</p> <p>20 A. They may be. I'm not sure.</p> <p>21 Q. Have you done any studies to consider whether</p> <p>22 such ads would be valuable?</p> <p>23 A. No.</p> <p>24 Q. And you previously described 1-800 Contacts as</p> <p>25 a competitor?</p>

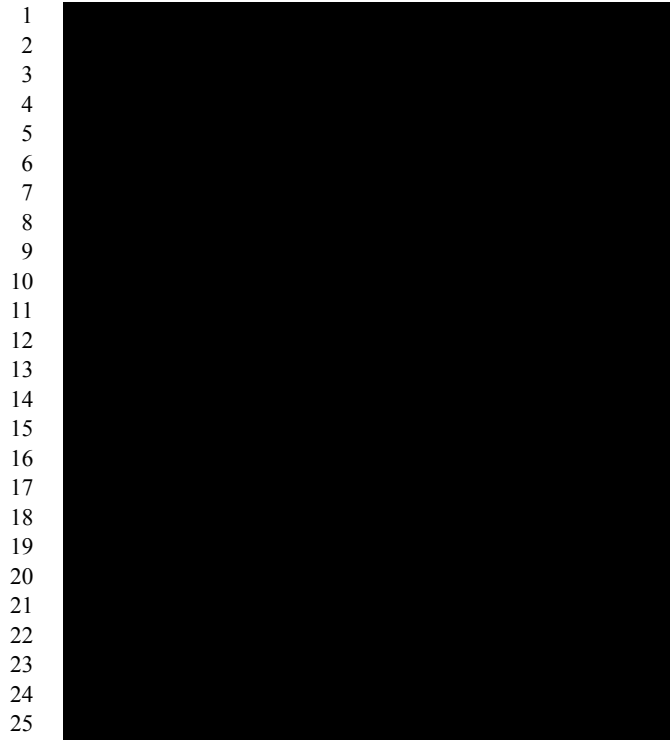
145	<p>1 A. Yes.</p> <p>2 Q. And as a competitor, might you want to take</p> <p>3 some of their customers?</p> <p>4 A. I would like to acquire all new -- all</p> <p>5 customers, yes.</p> <p>6 Q. And would competitor advertising be a way to do</p> <p>7 that?</p> <p>8 A. Potentially.</p> <p>9 Q. Do you run comparative advertising against</p> <p>10 competitors in your glasses business?</p> <p>11 A. I don't -- I don't believe so, no. Well, let</p> <p>12 me rephrase. Within the Google product listings, the</p> <p>13 ads do return and you are compared against other people</p> <p>14 within the Google product listing. So in that context,</p> <p>15 yes, there are ads ran against other people.</p> <p>16 Q. And have you done that for contact lenses</p> <p>17 online?</p> <p>18 A. I don't believe so.</p> <p>19 Q. Are you familiar with comparative shopping</p> <p>20 engines?</p> <p>21 A. Uh-huh.</p> <p>22 Q. Which ones?</p> <p>23 A. Well, we're not using -- I'm familiar with them</p> <p>24 but we're not using comparative shopping engines.</p> <p>25 Q. Have you ever used them?</p>	147	<p>1 A. I would have to look at the keyword list that's</p> <p>2 currently being used. I'm not sure.</p> <p>3 Q. (BY MR. GOLDER) Does the settlement agreement</p> <p>4 bar the use of product names as keywords for Internet</p> <p>5 search advertising?</p> <p>6 MR. CHIARELLO: Objection, document speaks</p> <p>7 for itself.</p> <p>8 A. Let me -- I'd have to review the Exhibit 1</p> <p>9 to -- again.</p> <p>10 Q. (BY MR. GOLDER) Has anyone told you from when</p> <p>11 you arrived at Visionworks that you could not run -- bid</p> <p>12 on such terms?</p> <p>13 MR. CHIARELLO: Objection, vague as to</p> <p>14 what terms you're talking about.</p> <p>15 MR. GOLDER: I'm specifically referring to</p> <p>16 product names. Contact lens product names.</p> <p>17 A. No. I -- I don't recall those discussions.</p> <p>18 Q. (BY MR. GOLDER) And you previously testified</p> <p>19 that running ads for product names -- I believe you said</p> <p>20 Guess was the --</p> <p>21 A. Uh-huh.</p> <p>22 Q. -- useful form of advertising. Do you</p> <p>23 currently run keyword searches for the contact lens</p> <p>24 products that you sell on visionworkscontacts.com?</p> <p>25 A. I don't think so currently, but I don't know</p>
146	<p>1 A. I don't -- they -- Apollo may have in the past</p> <p>2 but I'm not -- it's not an active campaign to do that.</p> <p>3 Q. Why not?</p> <p>4 A. I just -- in terms of our overall focus where</p> <p>5 we couldn't put our efforts, we just haven't put in --</p> <p>6 put them there yet.</p> <p>7 Q. And is that because of budget?</p> <p>8 A. Budget resources and time, yes. Could be.</p> <p>9 They could be of value but we just don't have the</p> <p>10 resources at this point to explore those.</p> <p>11 MR. GOLDER: Mine just went out.</p> <p>12 MR. CHIARELLO: Go off the record for a</p> <p>13 second.</p> <p>14 (Recess taken 1:43 p.m. - 1:44 p.m.)</p> <p>15 Q. (BY MR. GOLDER) Has anyone told you that the</p> <p>16 settlement agreement bars the use of generic terms like</p> <p>17 "contact lenses" as keywords for Internet search</p> <p>18 advertising?</p> <p>19 MR. CHIARELLO: Objection, vague, calls</p> <p>20 for speculation, lacks foundation.</p> <p>21 A. No. No one's -- don't believe anyone's told me</p> <p>22 that.</p> <p>23 Q. (BY MR. GOLDER) Does Visionworks currently</p> <p>24 use such terms?</p> <p>25 MR. CHIARELLO: Objection, vague.</p>	148	<p>1 without looking at the keyword list what's being</p> <p>2 purchased today.</p> <p>3 Q. Have you done -- purchased -- bid on those</p> <p>4 keywords in the past?</p> <p>5 A. I believe so.</p> <p>6 Q. Based on what?</p> <p>7 A. Based on what?</p> <p>8 Q. When you say you believe so, based on what</p> <p>9 information?</p> <p>10 A. I can't be certain without reviewing the</p> <p>11 keyword list, to be honest.</p> <p>12 Q. Okay. Do you know what percentage of all</p> <p>13 contact lens related searches are impacted by the</p> <p>14 settlement agreement?</p> <p>15 A. I do not.</p> <p>16 Q. And do you know what percentage of all contact</p> <p>17 lens related searches on Google contain the 1-800</p> <p>18 Contacts trademark?</p> <p>19 MR. CHIARELLO: Objection, calls for</p> <p>20 speculation.</p> <p>21 A. No, I do not.</p> <p>22 Q. (BY MR. GOLDER) And to determine whether 1-800</p> <p>23 Contact -- whether Visionworks would use 1-800 Contacts'</p> <p>24 trademark in the -- as a keyword in the future, have you</p> <p>25 done any studies to consider how prevalent such searches</p>

149

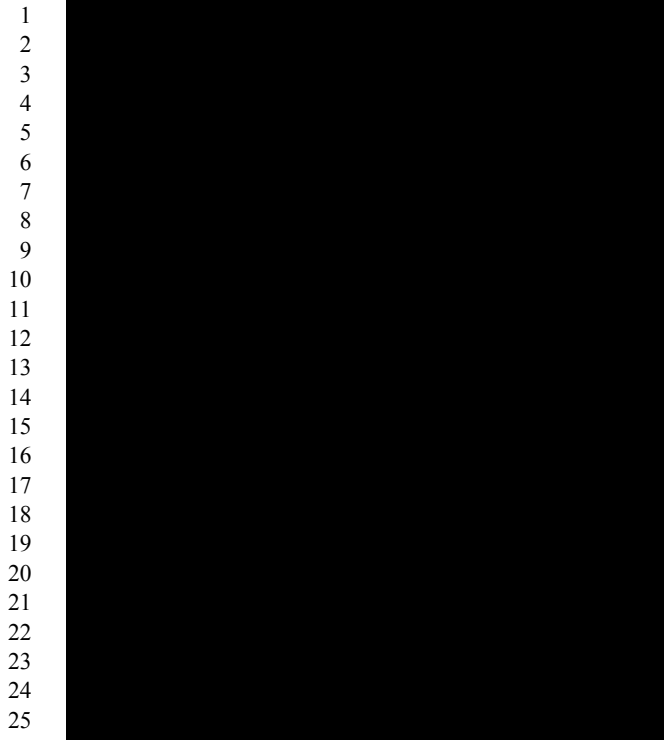
1 are?
2 A. I have not.
3 **Q. Has Apollo?**
4 A. Not that I'm aware of.
5 **Q. Okay. So you previously explained that you**
6 **don't know the difference between broad match and exact**
7 **match; is that correct?**
8 A. Uh-huh.
9
10
11
12
13
14
15
16
17
18
19
20
21
22
23
24
25



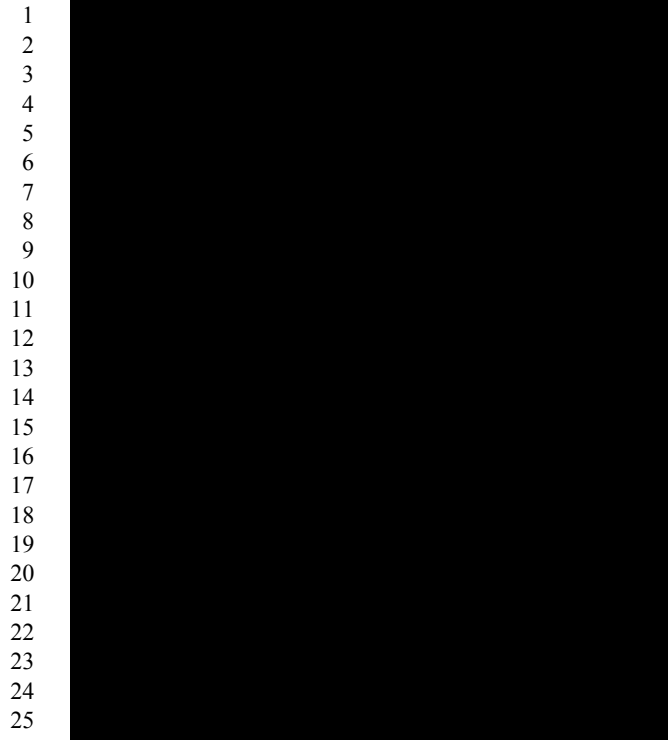
151



150

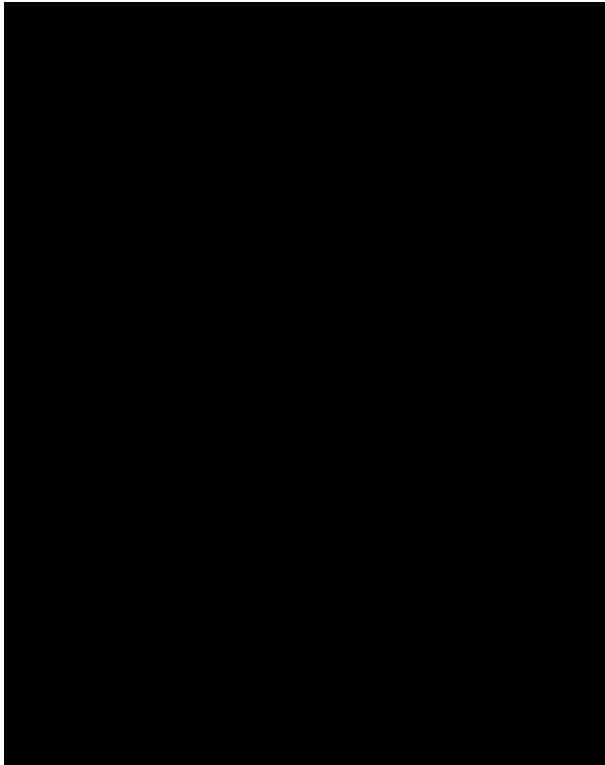


152



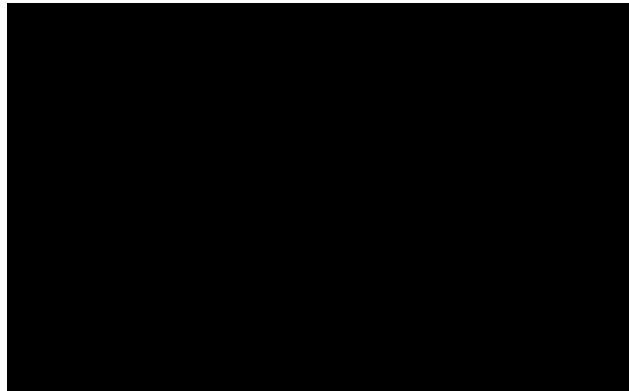
153

1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21
22
23
24
25



155

1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21
22
23
24
25



Q. (BY MR. GOLDER) Okay. Why don't we do this then. I'll mark this 20 -- this document as our next exhibit.

THE REPORTER: Wait. Which one are you going to mark?

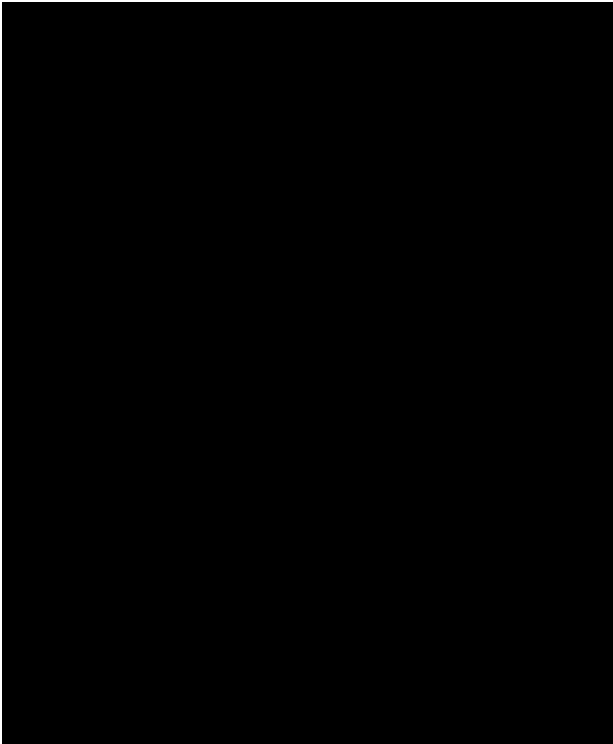
MR. GOLDER: That one over there. (Exhibit No. RX248 marked)

Q. (BY MR. GOLDER) So I will represent to you that this is a selection -- the first column is something we produced. This is a collection of keywords from the larger chart that I showed you before --

A. Uh-huh.

154

1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21
22
23
24
25



156

1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21
22
23
24
25

Q. -- if you need to verify the rows from which those keywords were taken -- are in the far right column. Do you see the column on this chart that says "Average" -- "CTR"?

A. Yes.

Q. What has the -- which keyword has the highest average CTR?

A. "vision works contacts."

Q. And what is that average CTR?

A. 28.30.

Q. And the second highest?

A. "vision works contact."

Q. And what is the average CTR for that?

A. 15.30.

Q. What's the next highest?

A. In quotes, "contacts."

Q. And what's the average CTR for that?

A. 1.30.

Q. What does that drop-off suggest to you?

MR. CHIARELLO: Objection, foundation, and vague.

A. That including the term "vision works" in addition to "contact" or "contacts," increases the click-through rate.

Q. (BY MR. GOLDER) And does it suggest anything

157	159
<p>1 to you about what a consumer is looking for when they 2 type "vision works" into their search? 3 MR. CHIARELLO: Objection, lacks 4 foundation, calls for speculation. 5 A. I'm not sure. 6 Q. (BY MR. GOLDER) Does Visionworks compete with 7 1-800 Contacts on price? 8 A. What do you mean? 9 Q. Do they charge lower prices? 10 A. I don't know. 11 Q. Do they charge the same prices? 12 A. I don't know. 13 Q. Do they advertise that they charge lower 14 prices? 15 A. I'm not aware of that, but I don't know for a 16 fact. 17 Q. Okay. Does -- are Visionworks' contacts less 18 expensive on visionworkscontacts.com than other sites? 19 MR. CHIARELLO: Objection, calls for 20 speculation. 21 A. I don't think. 22 Q. (BY MR. GOLDER) Does Visionworks focus on 23 value, not just price? Which means you get more for 24 your contact dollar? 25 A. I don't know.</p>	<p>1 foundation. 2 A. Does it suggest that Visionworks doesn't focus 3 on price? 4 Q. (BY MR. GOLDER) Uh-huh. 5 A. I don't think so. 6 Q. Is there a simple yes or no answer to the 7 question, "Are contact lenses less expensive at 8 Visionworks"? 9 A. Is there a simple yes or no? 10 Q. Or can that be answered yes or no? 11 MR. CHIARELLO: Objection, lacks 12 foundation, calls for speculation. It's unclear. Less 13 than what, in the question? 14 A. I'm not sure I understand the question. 15 Q. (BY MR. GOLDER) Visionworks asks the question 16 in their FAQ. So I was just trying to understand what 17 Visionworks meant the -- Visionworks Contacts meant by 18 that. Do you know? 19 A. What's the question? 20 Q. Are contact lenses less expensive at 21 Visionworks Contacts? 22 A. I'm not sure. 23 Q. Okay. You but previously stated that prices 24 are an important consideration to the consumers? 25 A. It -- I would assume it is, yes. It is to me</p>
158	160
<p>1 Q. Is that something they advertise on their 2 Website? 3 MR. CHIARELLO: Objection to the form of 4 the question. 5 A. Who -- who --- 6 Q. (BY MR. GOLDER) Visionworkscontacts.com? 7 A. I don't know. 8 Q. I'm going to have this added as another 9 exhibit. 10 MR. GOLDER: Is this 249? 11 THE REPORTER: 249. 12 (Exhibit No. RX249 marked) 13 Q. (BY MR. GOLDER) This is an FAQ on the 14 visionworkscontacts.com site that I printed out on 15 January 17th, 2017. Do you see the question in the FAQ, 16 "Are contacts lenses less expensive at Visionworks"? 17 And the answer is "Visionworks focuses on value, not 18 just price, which means you get more for your contact 19 lens dollar"? 20 A. Yes, I see it. 21 Q. What does that mean? 22 A. I'm not sure. 23 Q. Does it suggest that Visionworks does not focus 24 on price? 25 MR. CHIARELLO: Objection, lacks</p>	<p>1 as a consumer. 2 Q. But you're not sure for all consumers online? 3 A. No. I could not speak for the universe, no. 4 But for me, it's important. 5 Q. And is it important as director of marketing to 6 advertise based on price if your prices are, in fact, 7 lower? 8 A. I would assume it is, but I'm not sure. 9 Q. So do you recall when Mr. Chiarello was asking 10 you about whether 1-800 Contacts had ever contacted 11 Visionworks following the Settlement Agreement about 12 potential additional negative keyword terms? I believe 13 it was the exhibit at CX943-41. 14 A. Okay. So we've got the document. What's your 15 question again? 16 Q. Yeah. So Mr. Chiarello asked you, "Let me ask 17 it this way then. Having read this, after the 18 settlement agreement was entered into" May -- "into on 19 May 13th, 2010, are you aware of any subsequent 20 communications from 1-800 Contacts to enforce that 21 settlement agreement?" And your answer was, "I'm aware 22 now." 23 Are you -- are you suggesting that prior 24 to seeing this document today, you were not aware of 25 this?</p>

161

1 A. I don't believe I've seen this document before
 2 today, I don't think.
 3 **Q. Can we turn to your declaration at CX943?**
 4 A. Yeah.
 5 **Q. Paragraph 14. Do you see that it says "A true
 6 and correct copy of the July 28, 2010 Demand Letter is
 7 attached hereto as Exhibit 4"?**
 8 A. Yes, I see that one.
 9 **Q. Had you read this document before the -- the
 10 letter that we just reviewed before you attached it to
 11 your declaration and signed it?**
 12 A. Have I read --
 13 **Q. Did you read it?**
 14 A. Did I read exhibit -- you're asking if I read
 15 Exhibit 4 prior to attaching it to the -- this --
 16 **Q. And including this statement in your
 17 declaration?**
 18 A. I imagine I did back in June or May or whenever
 19 we did this.
 20 **Q. But you can't say for sure?**
 21 A. No.
 22 **Q. Mr. Chiarello previously showed you e-mails, at
 23 CX1401, prior to the Settlement Agreement where Apollo
 24 was consulted about the addition -- the possibility of
 25 adding negative keywords.**

162

1 A. Okay. I have that -- I have it.
 2 **Q. And again, Apollo was in charge of the keyword
 3 selection for Visionworks during your time there up
 4 until December 31st, 2016?**
 5 A. Yeah, they had the ability to make selections
 6 as they saw fit, yes.
 7 **Q. And they provided -- you said they provided
 8 some reports to you but you were not on the -- involved
 9 in the day-to-day management of that?**
 10 A. That's right.
 11 **Q. And you were not -- did you ever suggest -- did
 12 you ever personally suggest adding a keyword that -- to
 13 them?**
 14 A. I don't recall any specific keywords. We may
 15 have product -- had product-related discussions but I
 16 don't -- I don't recall anything specifically.
 17 **Q. So let's turn back to your declaration. In
 18 Paragraph 17, you state, "If the Settlement Agreement
 19 were terminated or otherwise invalidated, it's possible
 20 that Visionworks would test to see if any of the
 21 keywords in Paragraph 11 above, including but not
 22 limited to '1-800 Contacts' and other similar keywords,
 23 would be desirable to use for online marketing
 24 purposes." You did not run that -- did you run that by
 25 Apollo?**

163

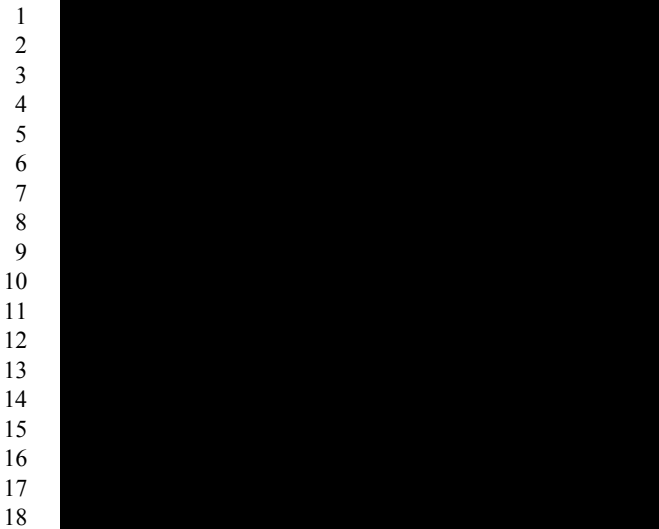
1 A. Did I run Statement 17 by Apollo?
 2 **Q. Yeah.**
 3 A. I'm not sure.
 4 **Q. And what would your basis have been, given your
 5 role -- for this statement given your role in this
 6 selection of keywords?**
 7 A. What would be my basis for this statement?
 8 **Q. Yeah.**
 9 A. I -- I'm not sure I understand.
 10 **Q. Did you run any studies of 1-800 Contacts'
 11 keywords that would suggest that you might want to test
 12 on that?**
 13 A. No. We have not conducted any studies.
 14 **Q. Has -- did Apollo?**
 15 A. Not that I'm aware of.
 16 **Q. Why would you want to test -- why would it be
 17 possible that you might want to test if you were not --
 18 why would you say that you would -- it is possible you
 19 would -- Visionworks would test having not had any
 20 direct day-to-day involvement in the selection of
 21 keywords?**
 22 MR. CHIARELLO: Objection to the form of
 23 the question. It's argumentative. Document speaks for
 24 itself.
 25 A. The reason we would want to test -- if I knew

164

1 the outcome, I wouldn't need to test. I don't know what
 2 the outcome of this would be. So, therefore, I would
 3 like to test it.
 4 **Q. (BY MR. GOLDER) But -- okay. But, again, you
 5 did not run this by Apollo to determine whether there
 6 would have been any basis for that?**
 7 A. No. Not that I'm aware of.
 8 **Q. And -- and did you compare -- prior to putting
 9 this in, did you compare this to the results of 1-800
 10 Contacts-related searches in 2015 and 2016?**
 11 A. No.
 12
 13
 14
 15
 16
 17
 18
 19
 20
 21
 22
 23
 24
 25

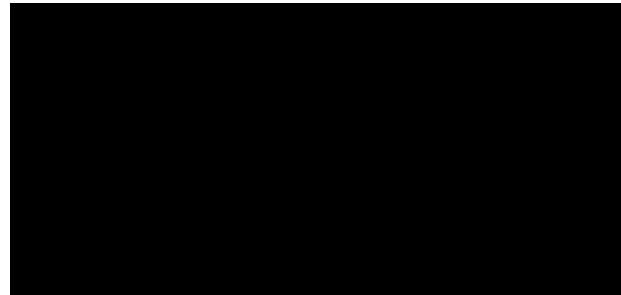
165

167



1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19 **Q. And in Paragraph 18, you say, "If the**
20 **Settlement Agreement were terminated or otherwise**
21 **invalidated, Visionworks would" -- "cease using the**
22 **keywords listed in the Settlement Agreement." Is that**
23 **based on any data from Apollo?**
24 A. No.
25 **Q. Is that based on any studies that you have**

1 A. I can't speak to why one would be more
2 interpreted as definitive than the other.



13 MR. GOLDER: I will reserve the rest of my
14 time.

15 FURTHER EXAMINATION
16 BY MR. CHIARELLO:

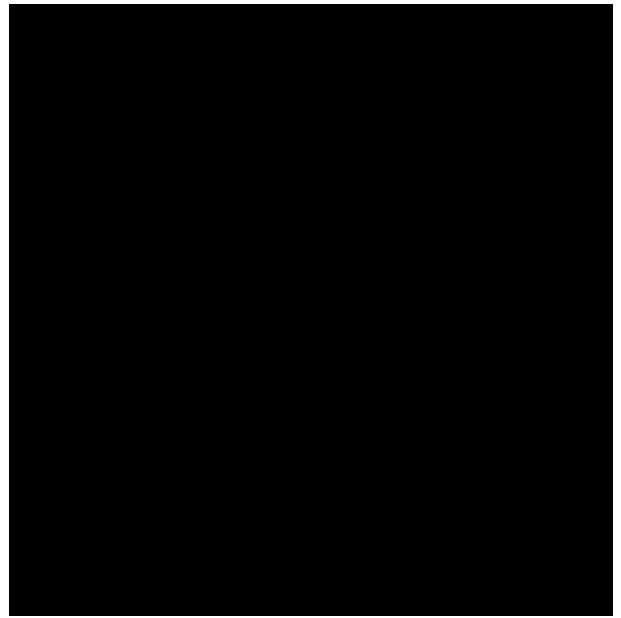
17 **Q. Mr. Duley, if you would go back to CX1404, I**
18 **believe at this point Mr. Golder was asking you about**
19 **comparative advertising.**
20 A. Uh-huh.
21 **Q. If you look at the first e-mail from Catherine**
22 **O'Donnell, it starts with the sentence, "Sorry for the**
23 **confusion. What we are doing is implementing this**
24 **specific Greg reco:" Stopping there. Do you know who**
25 **Greg is?**

166

168

1 **conducted?**
2 A. No.
3 **Q. What is your basis for this statement?**
4 A. We would cease using the term -- for the
5 purposes of testing, to see if they were important terms
6 to be using to drive business, we would cease using the
7 negative terms while we did testing.
8 **Q. No. It doesn't say testing.**
9 A. It does not say it as well.
10 **Q. Yeah. In 17, it does talk about testing?**
11 A. Uh-huh.
12 **Q. What is the difference?**
13 A. What's the difference between testing?
14 **Q. No. Why is there a difference between -- "Is**
15 **it possible that Visionworks would test?" And then you**
16 **said, "We would cease using the negative keywords."**
17 A. Uh-huh.
18 **Q. Why --**
19 MR. CHIARELLO: Objection to the form of
20 the question. Calls for speculation and lacks
21 foundation.
22 **Q. (BY MR. GOLDER) I'm just asking, why are you**
23 **more definitive in Paragraph 18, whereas in Paragraph 17**
24 **you talk about it as possible that we might test?**
25 MR. CHIARELLO: Same objection.

1 A. Likely this is Greg Sheer at Apollo.
2 **Q. Okay. And what does the term "reco" mean?**
3 A. I -- I believe Cat's referring to a
4 recommendation.



169	<p>1 Q. Your reply, above, to Ms. O'Donnell says, "Come 2 over when you have a sec." Do you recall if she came 3 over to -- 4 A. I don't recall. 5 Q. Do you recall a conversation about that? 6 A. No. 7 Q. And back to the source of this recommendation, 8 this is coming from -- did you say Greg at Apollo? 9 A. Yes. 10 Q. All right. If you would, please, turn back to 11 CX943 and the attachment containing the Settlement 12 Agreement. I'm specifically looking at CX943-028. Do 13 you see that? 14 A. Yes. I'm there. 15 Q. And at the bottom of Page 28, it says, "The 16 Prohibited Acts shall not include" the "use of the other 17 Party's trademarks on the Internet in a manner that 18 would not constitute an infringing use in a non-Internet 19 context." Do you see that? 20 A. Yes. 21 Q. And do you recall Mr. Golder's comments to you 22 about that? I'm sorry. Questions to you about that? 23 A. Not specifically, no. 24 Q. Okay. The -- the question here at the bottom 25 of this paragraph -- it states -- and this rolls onto</p>	171	<p>1 see that sentence? 2 A. Where are you? 3 Q. I'm now on Subsection C. 4 A. What line on Subsection C? 5 Q. It is -- one, two, three, four, five, six, 6 seven, eight -- beginning with the ninth typed line 7 down -- 8 A. Got it. 9 Q. -- beginning with the word "Specifically." 10 A. Got it. 11 Q. Do you remember at -- when I asked you 12 questions about that earlier today? And I asked 13 specifically about when the negative keywords are part 14 of a search performed on the Internet search provider's 15 Website? 16 A. I don't remember the exact question, no. 17 Q. Oh, okay. My question here is -- strike that. 18 If you would, please, turn to CX1401. 19 A. Okay. I have it. 20 Q. Mr. Golder asked a question as to whether or 21 not the Settlement Agreement required the implementation 22 of broad match for negative keywords. Do you remember a 23 question along those lines? 24 A. I -- I remember something, yeah. 25 Q. If you would, please, look at the bottom of</p>
170	<p>1 the next page, 029. "The Parties acknowledge that any 2 advertisements triggered by such keywords are not 3 prohibited under this agreement as long as the 4 appropriate negative keywords are also being used as set 5 forth in Subsection (C) below." Do you see that? 6 A. Which page are you on? 7 Q. I'm reading now on -- at the bottom of 8 Paragraph B which starts on 028, and the sentence, I 9 guess, that I read is entirely on Page 029. 10 A. The parties -- starting with "The Parties"? 11 Q. Yeah. "The Parties acknowledge." 12 A. I see that, yeah. 13 Q. What do you read that sentence to mean? 14 MR. GOLDER: Objection, document speaks 15 for itself. Object to the form, lacks foundation. 16 A. I'm not really sure. 17 Q. (BY MR. CHIARELLO) Okay. It refers here to 18 "negative keywords are also being used as set forth in 19 Subsection (C) below." Do you see that? 20 A. Yes. 21 Q. Do you remember when we talked about Subsection 22 C earlier and the -- the sentence that begins with 23 "Specifically"? This is, again, also on Page 029. 24 "Specifically, for each internet search provider from 25 which a Party purchases keywords to display ." Do you</p>	172	<p>1 Page 1401-002. 2 A. Okay. 3 Q. Do you see this e-mail from Sas Lari? 4 A. Yes. 5 Q. And No. 2, the first indentation says 6 "basically adding 'negative keywords' prevents specified 7 terms for triggering ads during 'broad match' and 8 'content match' searches." Do you see that? 9 A. Yes. 10 Q. And does the use of broad match there -- when I 11 asked about that before, you didn't -- you testified 12 that you didn't know what broad match meant. Does your 13 testimony change after evaluating the documents with 14 Mr. Golder? 15 MR. GOLDER: Objection, form, lacks 16 foundation. 17 A. I -- I don't think so. 18 Q. (BY MR. CHIARELLO) Okay. Going back to the 19 Settlement Agreement again, CX943-21, Mr. Golder asked 20 you about a query and he quoted the query as being the 21 query cheaper than 1-800 Contacts. Do you see that? 22 Oh. You didn't do the -- do you remember that question? 23 A. What was the question I was asked? 24 Q. Mr. Golder asked you about a hypothetical query 25 and the query -- "cheaper than 1-800 Contacts."</p>

173

175

1 MR. GOLDER: Objection, misstates the
 2 question.
 3 A. I don't know. I don't specifically remember
 4 it.
 5 **Q. (BY MR. CHIARELLO)In search -- if a user**
 6 **entered a query that says "cheaper than 1-800**
 7 **Contacts" -- back it up. Let's -- let's reset this.**
 8 **And -- and go to CX943-21. And I apologize. I'm**
 9 **getting confused because there's a separate copy in**
 10 **there.**
 11 A. Yeah.
 12 **Q. CX029.**
 13 MR. HARKINS: Right here.
 14 **Q. (BY MR. CHIARELLO)This is the signed**
 15 **agreement. And there might have been a page mixed up**
 16 **before --**
 17 MR. GOLDER: Yeah.
 18 **Q. (BY MR. CHIARELLO) -- in this. But -- so**
 19 **the -- we're -- we're referring to the signed agreement**
 20 **that was attached to your declaration. And the**
 21 **testimony you gave earlier -- I asked you about**
 22 **earlier was the meaning of that last sentence that says**
 23 **"Specifically, for each internet search provider from**
 24 **which a Party purchases keywords to display advertising**
 25 **and/or internet links, the other Party's trademark**

1 **Q. (BY MR. CHIARELLO)In the query -- in a**
 2 **hypothetical query that says, quote, cheaper than 1-800**
 3 **Contacts, end quote, is the term "1-800 Contacts" a part**
 4 **of that search query?**
 5 A. Yes.
 6 MR. GOLDER: Objection to form, misstates
 7 the prior question.
 8 MR. HARKINS: You could answer.
 9 A. Yes.
 10
 11
 12
 13
 14
 15
 16
 17
 18
 19
 20
 21
 22
 23
 24
 25

174

176

1 keywords and URLs listed in Exhibit 1 shall also be
 2 provided to such internet search provider as negative
 3 keywords, such that advertisements and/or links will not
 4 be displayed when the negative keywords are part of a
 5 search performed on the internet search provider's
 6 website." Do you see that?
 7 A. I do.
 8 **Q. And if you flip back to Exhibit 1, which is at**
 9 **Page 36 of the document in the left-hand column, do you**
 10 **see that?**
 11 A. I do.
 12 **Q. The second word down, it says "1 800 contacts."**
 13 **Do you see that?**
 14 A. Yes.
 15 **Q. Now, in the query that Mr. Golder gave you that**
 16 **said "cheaper than 1-800 Contacts," is 1-800 Contacts a**
 17 **part of a search performed in that query?**
 18 MR. GOLDER: Object to form, confusing,
 19 misstates prior question. Doesn't talk about the
 20 difference between exact match and broad match queries
 21 as stated in the question.
 22 MR. CHIARELLO: I didn't ask about the
 23 question. I asked about the query that he was given as
 24 a hypothetical.
 25 A. Can you ask again?

1
 2
 3
 4
 5
 6
 7
 8
 9
 10
 11
 12
 13
 14
 15
 16
 17
 18
 19
 20
 21
 22
 23
 24
 25
 MR. CHIARELLO: Okay. I have no further

177	<p>1 questions. I'll reserve the rest of my time then.</p> <p>2 MR. GOLDER: Why don't we just stick with</p> <p>3 that document.</p> <p>4 FURTHER EXAMINATION</p> <p>5 BY MR. GOLDER:</p> <p>6 Q. Do you see "contacts" as the fourth listing on</p> <p>7 that chart?</p> <p>8 A. I do.</p> <p>9 Q. What's the average CTR?</p> <p>10 A. 1.30 percent.</p> <p>11 Q. And what did the other 98.7 percent do when</p> <p>12 faced with the -- a response triggered by that?</p> <p>13 A. They did not click on it.</p> <p>14 Q. And that's a lot higher than Visionworks -- the</p> <p>15 response to "vision works contacts"?</p> <p>16 MR. CHIARELLO: Objection, lacks</p> <p>17 foundation, calls for speculation.</p> <p>18 A. Which is a lot -- which is a lot higher?</p> <p>19 Q. (BY MR. GOLDER) Yeah. The math that Gus just</p> <p>20 asked you to do as opposed to the math I just asked you</p> <p>21 to do.</p> <p>22 A. Yes. Your math is higher than Gus' math.</p> <p>23 Q. Do you know the average click-through rate for</p> <p>24 a contact lens related term?</p> <p>25 A. No.</p>	179	<p>1 pulls this data out, "vision works contacts" with the</p> <p>2 click-through rate, do you know what kind of search</p> <p>3 "vision works contacts" was?</p> <p>4 A. No, I don't.</p> <p>5 Q. Can you look at Row 1074 again?</p> <p>6 A. Okay.</p> <p>7 Q. And go to M. Column M.</p> <p>8 A. Yes.</p> <p>9 Q. What is that?</p> <p>10 A. That -- that word? It says "Broad."</p> <p>11 Q. Okay. And it's in the column reflecting match</p> <p>12 type?</p> <p>13 A. It is.</p> <p>14 Q. Okay. You previously testified that Google has</p> <p>15 made changes to its ad -- its search pages, correct?</p> <p>16 A. Yes, I believe so.</p> <p>17 Q. One -- one such change reflected is that they</p> <p>18 removed the ads on the right side?</p> <p>19 A. Yeah.</p> <p>20 Q. Are you aware of any other changes they've made</p> <p>21 over time?</p> <p>22 A. I know they're constantly adjusting their</p> <p>23 algorithms on how search results are returned, but, you</p> <p>24 know, who knows what that really means.</p> <p>25 Q. Are you aware that over -- at one point in time</p>
178	<p>1 Q. Do you know the average click-through rate for</p> <p>2 a branded trademark related term?</p> <p>3 A. No.</p> <p>4 Q. Okay. And just to be clear, do you see on the</p> <p>5 right-hand column, the far right on that chart,</p> <p>6 Visionworks Row(s) from Visionworks 761 --</p> <p>7 A. Uh-huh.</p> <p>8 Q. -- Bates stamp. Can you go to the -- the</p> <p>9 bigger chart?</p> <p>10 A. I can't remember it at this time. The 2015</p> <p>11 search chart.</p> <p>12 Q. If you'll go to Page 12.</p> <p>13 A. Okay.</p> <p>14 Q. And do you see column M?</p> <p>15 A. I do.</p> <p>16 Q. And what does that say?</p> <p>17 A. In Column M?</p> <p>18 Q. In Column M, Row 1074?</p> <p>19 A. M -- Column M, Row 1074 says "Broad."</p> <p>20 Q. Okay. Why don't we go to the front of that,</p> <p>21 the first page. What does Column M represent?</p> <p>22 A. On Page 1?</p> <p>23 Q. Yeah.</p> <p>24 A. Column M says "Match type."</p> <p>25 Q. So when we go back to the other chart that</p>	180	<p>1 the color of the paid ads was different than the organic</p> <p>2 searches?</p> <p>3 MR. CHIARELLO: Objection, lacks</p> <p>4 foundation, calls for speculation.</p> <p>5 A. I'm not sure.</p> <p>6 Q. (BY MR. GOLDER) Are you aware that at some</p> <p>7 point in time they changed it from sponsored links to</p> <p>8 ads next to the ads at the top?</p> <p>9 MR. CHIARELLO: Objection, lacks</p> <p>10 foundation, calls for speculation.</p> <p>11 A. I'm not sure.</p> <p>12 Q. (BY MR. GOLDER) Do you use Google day to day?</p> <p>13 A. Yeah. It would be my primary search engine,</p> <p>14 yeah.</p> <p>15 Q. How long have you been using Google?</p> <p>16 A. I'm not sure.</p> <p>17 Q. Have you noticed these -- these particular</p> <p>18 changes over time?</p> <p>19 MR. CHIARELLO: Objection, asked and</p> <p>20 answered.</p> <p>21 A. I'm not sure.</p> <p>22 MR. CHIARELLO: Calls for speculation.</p> <p>23 Q. (BY MR. GOLDER) You previously testified</p> <p>24 roughly that you wouldn't want to confuse a customer</p> <p>25 with your trade name?</p>

181

1 A. Yeah. I would never want to -- I don't want to
 2 confuse a customer, in general. Wouldn't be a good
 3 policy.
 4 **Q. Have you -- have you seen any studies**
 5 **indicating potential confusion for customers by typing**
 6 **in certain trade name ads -- trade names into the search**
 7 **bar and getting different results from their trade name?**
 8 A. I haven't seen the studies, no.
 9 **Q. Do you think it would be possible for a**
 10 **customer to be confused when they search for a**
 11 **particular trade name but to be faced with ads from**
 12 **other competitors?**
 13 MR. CHIARELLO: Objection to the form of
 14 the question, calls for speculation, lacks foundation.
 15 A. I think anything's possible.
 16 MR. GOLDER: I have no further questions
 17 at this time.
 18 MR. CHIARELLO: I just have one question.
 19 FURTHER EXAMINATION
 20 BY MR. CHIARELLO:
 21 **Q. Do you plan to be leaving the United States in**
 22 **the month of April and May of this year?**
 23 A. No, I don't plan to.
 24 MR. CHIARELLO: Okay. Thank you. No
 25 further questions from me.

183

1 CHANGES AND CORRECTIONS
 2 WITNESS NAME: JARED DULEY
 3 DATE: JANUARY 26, 2017
 4 Reason Codes: (1) to clarify the record; (2) to
 5 conform to the facts; (3) to correct a transcription
 6 error; (4) other (please explain).
 7 PAGE/LINE CHANGE REASON CODE
 8 _____
 9 _____
 10 _____
 11 _____
 12 _____
 13 _____
 14 _____
 15 _____
 16 _____
 17 _____
 18 _____
 19 _____
 20 _____
 21 _____
 22 _____
 23 _____
 24 _____
 25 _____

182

1 (Deposition concluded 2:27 p.m.)
 2
 3
 4
 5
 6
 7
 8
 9
 10
 11
 12
 13
 14
 15
 16
 17
 18
 19
 20
 21
 22
 23
 24
 25

184

1 SIGNATURE
 2
 3 I, JARED DULEY, have read the foregoing
 4 deposition and hereby affix my signature that the same
 5 is true and correct, except as noted on the previous
 6 page.
 7
 8 _____
 9 JARED DULEY
 10 THE STATE OF _____
 11 COUNTY OF _____
 12 Before me, _____, on this day personally
 13 appeared JARED DULEY, known to me (or proved to me
 14 under oath or through _____) (description of
 15 identity card or other document) to be the person whose
 16 name is subscribed to the foregoing instrument and
 17 acknowledged to me that he executed the same for the
 18 purposes and consideration therein expressed.
 19 Given under my hand and seal of office this ____
 20 day of _____, 2017.
 21
 22 _____
 23 NOTARY PUBLIC IN AND FOR
 24 THE STATE OF _____
 25 COMMISSION EXPIRES: _____

CERTIFICATION OF REPORTER

DOCKET/FILE NUMBER: 141-0200
CASE TITLE: 1-800 Contacts
DATE: January 26, 2017

REPORTER'S CERTIFICATION

I, DELLA M. DUETT, Certified Shorthand Reporter in and for the State of Texas, hereby certify that this transcript is a true record of the testimony given.

I further certify that I am neither attorney nor counsel for, related to, nor employed by any of the parties to the action in which this testimony was taken.

Further, I am not a relative or employee of any attorney of record in this cause, nor do I have a financial interest in the outcome.

Subscribed and sworn to on this the _____ day of _____, 2017.

DELLA M. DUETT, CSR, RMR, CRR
Certified Shorthand Reporter 4377
In and for the State of Texas
Expiration Date: 12/31/17

A				
a.m 1:14 67:24,24	138:5,7 139:21	120:7 170:2 174:3	29:9,13,17 30:10	120:4,8 173:25
AB 168:8	151:3,10 179:15	advertising 10:23	30:20 66:15 89:17	174:3
ability 144:1 162:5	ADD 39:14	11:9,21 12:1,6,10	90:19,24 91:8 92:4	announcement 3:14
able 111:11 130:17	added 100:10	12:13,24 15:19,23	92:13 95:18 97:3	32:2 34:2
above-styled 1:13	109:24 110:5	16:9,13,18,21 18:4	100:22 111:5	answer 5:15 8:20
absolute 31:3	158:8	18:5,6,13 19:22	112:14,22 113:23	9:1,8,25 27:8
absolutely 118:16	adding 110:8 161:25	35:11,16,22 54:3	114:5,12,15 142:2	28:21 33:6 51:18
abused 50:23 51:1,2	162:12 172:6	55:3 56:7 83:2,10	144:8 146:16	64:14 79:19 80:12
51:13	addition 37:8 56:6	83:12 91:9 92:19	147:3 148:14	80:19 83:24 84:4
AC 127:20	136:24 156:23	97:8,17 102:16	150:5,7 151:13	84:10 96:20 114:3
accept 50:16 51:8,10	161:24	103:13,16,22	153:3,6 160:11,18	118:24 144:10
accessories 21:19,19	additional 160:12	108:8 116:19	160:21 161:23	150:8 155:3
account 69:22,25	Additionally 168:9	117:15 118:8,19	162:18 164:21,23	158:17 159:6
70:1,4,20 77:12,13	address 6:6 49:11	120:4 128:14,20	165:2,20,22	160:21 175:8
77:14 78:7,10 80:6	49:12	128:24 129:6,9,12	169:12 170:3	answered 10:10
81:6 100:11	adjusting 179:22	129:19,20,22,24	171:21 172:19	16:10 30:22 64:5
108:19,23 109:9	adopted 135:17	130:5,10 131:19	173:15,19	116:10 121:4
accurate 6:11 51:12	ads 18:7,7 19:24	131:20 132:4,9,13	ahead 24:3 41:18	154:24 155:6
81:15,18 119:16	58:8 86:8,9,10	134:10,10 136:19	47:20 91:20	159:10 180:20
acknowledge 170:1	87:2,6,12,17,17	137:7,24 142:14	129:17	answering 5:17
170:11	110:9 117:24	142:18 144:2	algorithms 179:23	Antonio 1:18 2:16
acknowledged	118:23 123:2	145:6,9 146:18	all-day 133:11	anybody 20:22
184:16	124:1 135:18,20	147:5,22 167:19	allocate 131:25	152:7
acquire 134:19	135:24 137:7,7,10	173:24	allocation 132:17	anymore 109:15
145:4	137:23 143:2,7,14	advise 8:22 9:9	133:8 134:5	anyone's 146:21
acquisition 134:16	143:21 144:6,7,13	AdWords 70:7,14	allocations 133:22	anything's 153:14
134:20 135:2	144:15,18,22	70:17 83:3,7	134:2	181:15
acronym 111:15	145:13,15 147:19	100:11	allowable 97:10	Anytime 75:5
action 92:20 185:15	152:10,14,14,19	affect 140:25	allowed 144:8	Apollo 17:19,22
active 127:1 146:2	172:7 179:18	affiliates 97:4	allows 97:9 115:8	18:24 19:4,20 20:7
actively 165:16,17	180:1,8,8 181:6,11	131:11,14	alter 119:24	20:10,10,23 21:1,3
Acts 92:8,16 142:10	adversely 140:25	affirmative 34:12	amendment 113:22	59:11,19,24 60:1,8
169:16	advertise 36:19,25	165:12	America 77:17	60:12,18,23 61:7
actual 137:14	37:2 41:20 65:17	affirmatively 75:12	111:16,16	61:10,13 67:7
ad 56:11,11,12,14	130:11,16 157:13	affix 184:4	America's 70:20	68:24 69:1 70:2
87:8 99:14 100:20	158:1 160:6	affordable 104:6	168:7	83:18 91:8 108:6,7
100:25 101:16	advertised 41:14	agencies 19:4 83:9	American's 168:6	108:14,22 109:15
102:4 103:25	50:3 58:1 139:3	116:18,22	amount 22:24	111:2,10 115:19
117:11,12,17	advertisement	agency 12:1,6 17:20	amounts 53:15	115:22,24 116:4,8
121:10 122:10	57:14,16,23 58:1	17:25 18:1,3 19:5	analysis 12:10,18,21	116:19 117:18
123:12,16,18,22	85:21 92:20	83:5,8 116:12,21	12:22 13:8,11,11	120:13,17 133:12
123:23 124:22	120:14 133:9	131:10	15:15 83:11,16	133:16,16 134:8
125:23 126:4	138:12	agents 97:3	132:2	134:11 139:21
127:1,4,8 130:22	advertisements	aggressively 168:6	analytics 167:5	146:1 149:3
131:1 137:14,20	92:21 97:12,21	ago 93:21 94:16	analyzed 42:9	151:22 152:1,2
	98:16 102:12	agree 97:5 141:19	and/or 92:21 97:12	161:23 162:2,25
	113:17 119:3	agreement 28:16	97:17,21 98:16	163:1,14 164:5

165:23 167:3,4 168:1 169:8 Apollo's 20:2,13 70:4 apologize 32:1 89:1 173:8 apparently 132:22 appear 79:14 81:5 82:16 89:9 102:1 117:12 119:20 120:20 137:15 152:19 168:11 APPEARANCES 2:1 appeared 100:8 176:10 184:12 appears 7:6 68:7 71:8,18 89:21 105:12 107:19 108:6 111:3 117:19,22 124:4 apply 99:21 137:4 appropriate 170:4 approved 57:12 approximately 23:1 32:25 52:4,4,8 April 4:10 32:25 181:22 Aqua 65:14,17,21 66:1,3 140:7,9 areas 20:9 argument 95:11 argumentative 163:23 arrival 25:19 52:17 54:16 arrived 24:21 142:25 147:11 aside 105:7 asked 10:9 12:4 30:19 46:1 50:10 55:23 63:25 83:24 84:1 85:17 114:3 116:9 121:3 129:4 131:18 135:14 151:16,22 152:4 154:20 160:16	171:11,12,20 172:11,19,23,24 173:21 174:23 175:21 177:20,20 180:19 asking 25:5 37:2 39:1,1,3 44:11,16 57:25 79:20 95:21 95:23 99:7,8,9 123:7 154:9 160:9 161:14 166:22 167:18 asks 159:15 aspects 39:4,16 assembled 88:22 assisted 8:2 associate 14:7 16:24 associates 14:7 assume 5:23 38:3 41:13 42:14 45:13 51:18 55:8,20 63:9 64:6 70:5 84:5 99:1 113:8 126:18 135:20 136:2 141:9 142:21,23 159:25 160:8 Assumes 31:20 assuming 55:5 69:24 75:9 95:11 176:17 assumption 80:7 129:7 AT&T 11:15,17,23 12:11 attached 1:21 7:8 109:25 161:7,10 173:20 attaching 161:15 attachment 169:11 attachments 4:3 112:25 attempt 34:22 attend 11:2 attention 60:16 67:9 113:17 144:11 attorney 8:22 9:9,14 185:13,17	attorney/client 8:16 attracted 135:24 attracting 43:25 44:4 144:19 autonomously 134:14 available 25:24 46:3 46:7 62:3 140:8 average 156:4,7,9 156:13,17 175:14 175:16,16,23 177:9,23 178:1 avoid 152:18 awards 51:24 aware 31:7 33:11,15 42:2 44:21 46:20 55:1 57:8 65:16 66:12,16,19,25 67:1 81:11 112:20 112:23 114:13,16 131:17 134:25 139:6,25 140:3 143:13 144:17 149:4 150:4 152:7 152:9,13 153:15 153:17,18,22 154:1,3 157:15 160:19,21,24 163:15 164:7 165:11 167:7,7 179:20,25 180:6 awareness 138:19 138:22	172:18 173:7 174:8 178:25 background 10:14 ballpark 22:25 23:4 54:9 Bankey 16:25 17:3 banner 18:7 19:24 bar 63:12,22 147:4 154:12 181:7 bars 146:16 based 18:22 51:18 63:10 64:19 73:6 79:13,18 80:6 83:17 119:18 120:19 131:20 148:6,7,8 160:6 165:23,25 basically 110:8 172:6 basics 5:12 basis 30:15,24 163:4 163:7 164:6 166:3 Bates 48:17 68:6 77:2 178:8 beginning 4:4,6,9 140:20 171:6,9 begins 107:20 170:22 BEHALF 2:3,8,13 behavior 83:12,14 belief 119:14 believe 7:25 8:5 13:4 20:22 24:11 27:6 29:7 40:21 44:20 45:9,18 48:1,4 53:14 62:13 64:24 66:16,18,24 67:6,8 68:24 72:1 77:7 81:17 83:15 85:19 90:10,16 94:21 100:5 101:4,12,24 103:12,18 104:2 104:17 106:8 110:4 115:15 116:5,23 117:8 119:12 120:1 124:24 126:7	131:1,18 137:16 137:21 140:7 143:18,20,24 144:4 145:11,18 146:21 147:19 148:5,8 150:13 160:12 161:1 165:5 167:18 168:3 175:21 179:16 believes 115:16 benefits 62:17 Beshear 4:7 108:11 108:13 109:3 111:2 Beshear's 109:18 best 89:9 115:3 133:19 141:3,20 168:6,7 better 83:25 bid 3:16 35:19 36:4 60:6,8,10 62:12 66:3,7 68:8 75:17 76:8,20 79:20 80:7 81:6,11,17 82:2 127:7 147:11 148:3 151:2,7,8 164:22 bidding 55:14,16 62:17 66:13 75:12 79:14 81:3 82:15 85:17,19,25 86:3 141:2,20 bids 58:25 101:11 165:12 bigger 178:9 billboards 57:6 Bing 59:1,2 93:15 102:12 bit 10:14 21:11 45:19 139:10 blasted 140:20 Bless 149:22,23 blocks 89:21 body 137:23 Boost 117:4 boss 41:7
B				
B 71:3,6 77:19,21,22 77:22,24 88:15,23 142:10 170:8 back 20:17 28:14 68:1 70:6 72:18 75:2 80:13 82:23 94:8 95:9 100:7 111:9,18 112:24 113:3 114:17 119:9 122:4 161:18 162:17 167:17 169:7,10				

bottom 86:9,12 107:8,10,17,21,24 113:10,12,12 169:15,24 170:7 171:25	bucket 43:23	152:22 155:11	148:10 181:6	Chiarello 2:3 3:4,5
box 84:21 85:9,10 93:16 117:9	budget 35:2,15,21 52:2,6,19,24 53:1 53:5,15,18,23 54:3 54:6,7,8,19,23	157:4,19 159:12	certainty 48:4	3:6 7:5,11 8:24
boxes 84:24	55:12,23 133:18	166:20 177:17	Certificate 3:8	9:11,23 10:9 16:1
bracket 121:2	133:23 134:12,13	180:4,10,22	CERTIFICATION	22:9 26:3 27:11,15
brackets 78:25	146:7,8	181:14	185:8	28:19 31:19 32:6
Brahaz 14:23	budgeting 131:19	Calvert 4:5,7 105:13	certifications 70:9	34:4 35:4 38:12
brand 36:13,15 65:18 66:1 102:18 102:20 103:1,23 137:2 138:4,9,12 138:13,19,21 139:2,6 140:9,12	budgets 52:14	105:22 111:3	Certified 1:15	41:16 42:12,21
branded 65:6,9,9 168:7 178:2	build 138:9,24	113:15	185:10,23	43:2,8,14,19 45:14
brands 136:20,25 137:2	bullet 50:20 51:12	campaign 126:22,24 146:2	certify 185:11,13	46:12 49:16 50:4
break 5:25 27:16,20 67:23 135:8,12 139:10	business 18:22 21:12,13,14 69:3 77:9 114:20 145:10 166:6	campaigns 12:11 14:17 97:8	Chad 2:8 5:10	56:2,24 61:4 63:2
Brett 4:4,7 105:13 105:21 111:3 113:9,15	button 85:4	can' 112:15	chad.golder@mt...	63:14,19,23 69:7
brick 23:23	buy 25:9,15 26:22 27:2,9 28:6 60:22 115:4 141:12	cap 54:23,24,24,24 54:25 55:2,4,9,21 55:24	2:11	70:22,25 71:16,22
brick-and-mortar	buying 140:24	capabilities 20:5,6	chain 41:8	73:18 74:19,23
23:17,20 24:6,13	buys 18:4,5 19:21 19:25 24:24 25:3 25:12 34:20	capital 92:12 96:23	chance 38:3	75:4,8 79:23 80:2
24:17 25:10,16,25	buy-one-get-one-f...	captures 71:15 74:5 74:7,12	change 24:22 35:16 35:22 80:18	80:4 81:22 82:4,20
26:16,24 33:2	140:1	card 39:11,11 184:14	172:13 179:17	82:22 85:16 87:14
65:25 105:1,3	C	care 43:1 104:6 111:15,16	183:6	87:16 88:6,21 90:3
128:4 130:2 136:6	C 96:23 97:2 170:5 170:19,22 171:3,4 185:1,1	case 22:10 31:3 68:6 121:16 185:4	changed 24:20 25:18 54:11,12,15 86:18 180:7	90:15 91:21 92:6
briefly 28:14	call 20:14 104:15,18 104:19,22 109:10 119:18	Cat 4:9 117:3,5	86:18 180:7	93:10,18 94:15,24
bring 20:6,12 60:16	called 5:3 10:16 30:12 46:10 127:2 127:5,8	Cat's 168:3	changes 3:7 35:1,18 36:3,6,7,8 50:23 51:3,8,11,14 86:20 86:22,24 87:3 179:15,20 180:18 183:1	95:4,17,23 96:3,8
broad 34:21 43:22 110:9,13,20 129:5 149:6,13,16,17,18 150:6,9,10,22 171:22 172:7,10 172:12 174:20 178:19 179:10	calls 9:24 42:13 43:3 43:8,14,19 45:14 46:12 49:16 63:14 70:25 71:16,22 73:18 79:16,24 81:22 93:7 94:12 95:1,19 98:24 100:13 141:8,17 141:22 142:19 146:19 148:19	category 34:21	183:1	96:14,21 99:5,20
broadly 129:14 139:2		Catherine 139:18 167:21	channel 24:7 25:5,6 25:8 33:7 130:5,6 131:24 132:3	100:17 101:5,10
Brook 6:7		cause 1:14 185:17	channels 24:8 34:15 34:16,23 130:3 132:1	101:23 102:8,20
brought 67:9		causes 92:20	charge 41:3,12 45:24 47:10 157:9 157:11,13 162:2	103:9 104:1,9
		cease 165:21 166:4,6 166:16	179:15,20 180:18 183:1	105:6 109:8 110:7
		ceiling 55:1	chart 39:19 40:11 77:11 155:24 156:3 177:7 178:5 178:9,11,25	110:23 112:1
		center 104:15,18,19 104:22 111:16	charts 76:25 78:2	116:25 125:9,13
		Centers 30:2,6 77:18 80:17 111:15	chat 45:21	125:16,19 133:2,4
		Central 10:17,18	Cheap 154:5,7	135:11 139:7
		CEO 40:2,8 90:4,9 90:11 107:2	cheaper 118:7 151:3 151:9 172:21,25 173:6 174:16 175:2	141:7,16,22 142:3
		certain 47:22 59:2		142:19 143:4
				144:3 146:12,19
				146:25 147:6,13
				148:19 152:22
				154:13,17,20
				155:1,3,11 156:20
				157:3,19 158:3,25
				159:11 160:9,16
				161:22 163:22
				164:17 166:19,25
				167:16 170:17
				172:18 173:18
				174:22 176:25
				177:16 180:3,9,19
				180:22 181:13,18
				181:20,24
				CHIARELLO)--

104:12 CHIARELLO)And 87:22 88:2 115:18 121:6 123:16 125:21 130:9,21 139:4 CHIARELLO)Do 123:5 128:23 130:15 136:12 168:23 CHIARELLO)Fr... 128:10 CHIARELLO)How 116:14 CHIARELLO)I 129:4 CHIARELLO)I'll 88:17 CHIARELLO)If 121:22 175:10 CHIARELLO)In 103:2 118:23 121:1 128:18 173:5 175:1 CHIARELLO)Let 114:11 CHIARELLO)Lo... 90:23 CHIARELLO)Mr 135:14 CHIARELLO)O... 112:11 119:21 126:19 CHIARELLO)Pl... 129:18 CHIARELLO)Say 136:5 CHIARELLO)So 89:1 CHIARELLO)This 173:14 CHIARELLO)W... 91:17,23 CHIARELLO)W... 136:17 CHIARELLO)W... 103:14 118:12	133:7 CHIARELLO)W... 118:2 CHIARELLO)Ye... 138:16 chief 17:15,15 106:8 106:15 choose 46:18 chose 116:11,12 Cibolo 6:7 Civil 1:19 claims 9:22 10:8 clarification 5:23 clarify 183:4 clarity 83:25 clear 32:15 65:11 118:25 164:21 178:4 click 62:2 85:10 123:23 124:1 136:4 176:24 177:13 click-through 62:4 64:25 65:12 83:19 121:20 155:10 156:24 175:16,17 175:23 176:13 177:23 178:1 179:2 click-throughs 83:16 clicked 71:12 72:2,5 72:10 121:10 122:13 clicks 72:4 121:6 123:1 176:15 client 8:2,18,21 12:10 132:20 client's 113:25 clients 70:3 close 136:22 168:8 CMO 106:8,11 co-ops 34:19 CODE 183:6 Codes 183:4 collection 124:24 125:24 126:5,17	155:23 college 10:15 color 180:1 column 69:5,6 70:19 71:3,6,10,13,20 72:3,6,11 73:14,17 74:1,11,12 77:11 77:13,13,19,21,22 78:1,3,13 80:6 121:7,13,23,23 122:1,4,12,14,20 124:4,22 125:1,22 126:12,20 155:22 156:3,3 174:9 175:14,17 176:3 176:14 178:5,14 178:17,18,19,21 178:24 179:7,11 com 41:21 57:19 come 22:23 23:3 24:13 25:6,8,22 55:22 112:3 113:17 116:14 119:23 126:20 169:1 comes 24:16 77:1 coming 169:8 comment 22:12 comments 169:21 Commission 1:1 2:3 2:4 3:1 184:23 communication 10:12 108:25 109:2 communications 8:16 114:14 160:20 companies 33:9 company 11:24,25 12:5 13:8 16:25 17:5 19:13 20:4 52:14,21 90:16 104:4 107:4 112:2 116:11 132:8 137:22 138:3 152:24 company's 62:18,24	128:11 137:7,10 137:17 138:4 comparative 142:14 142:17 144:1,7,13 145:9,19,24 167:19 comparatively 176:9 compare 52:9 66:10 96:8,15 100:24 118:22 130:17,23 130:23,24,25 136:13 164:8,9 compared 65:1,3 107:17 131:1 145:13 compares 52:16 118:18 comparing 136:5 142:22,23 143:2,8 143:15,22 comparison 42:19 128:10 compensate 141:2 compete 157:6 competition 115:8 competitive 104:9 104:14 127:8 competitor 115:3,9 116:17 127:14,17 127:24 131:3 140:25 141:3,20 144:25 145:2,6 168:10,21,21 competitors 65:3 116:17,18 126:11 126:18 127:2,5,6,8 127:11 130:12,16 130:18,24,25 131:2 137:6 142:22,23 143:3 145:10 181:12 competitors' 137:18 153:13 complaint 6:17 10:3 10:6 139:16 142:1 complaints 45:10	complete 6:11 19:17 48:21 104:17 completed 128:6,7 completely 32:15 134:7 154:13 complicated 33:6 complied 107:7 components 118:6 118:14 119:2 concluded 182:1 conclusion 79:17 93:8 94:13 95:2,20 98:25 100:14 conducted 39:14 60:7 83:13 163:13 166:1 confidential 22:4,5 22:7,14 confidentiality 22:11,16 conform 183:4 confuse 180:24 181:2 confused 173:9 181:10 confusing 38:13 124:15 174:18 confusion 89:2 167:23 181:5 confusionally 113:24 connection 6:21 35:2,16,22 36:4,17 36:22 37:6 102:10 consider 70:13,16 144:18,21 148:25 consideration 159:24 184:17 constantly 86:19 87:3 179:22 constitute 94:1 142:13 169:18 consult 20:20,21,23 consulted 161:24 consulting 20:18 consumer 83:12,14 84:8,9,17 102:25
---	---	---	---	--

160:1	32:12 34:9 37:3	127:15	Corrections 3:7	46:18,22 47:1,5
consumers 41:25	40:15,18,22 41:5	contain 65:10 99:3	183:1	48:9,10 49:20
42:19 43:6,6	41:21 43:17 44:7	119:8 126:4	cost 62:2,4 72:7,9	51:21,25 62:23
102:19,21,23	44:22,25 46:2	148:17	73:2 76:2,3,15,16	63:5,21 64:1,10
104:7 118:10	49:19 51:7 53:20	contained 31:17,21	114:24 128:10,11	84:2 104:13 128:7
135:23 159:24	53:24 54:6 57:19	103:25 119:8	134:16,19 135:2	128:8 130:22
160:2	58:19 63:12 64:17	containing 135:25	costs 49:19 73:6	134:15,19,20
contact 9:18 13:17	65:15 72:23 74:2,4	169:11	128:12 134:20	135:2,2 138:6,25
13:20 14:1,15,17	75:18,24 76:12	contains 77:2	counsel 6:17 7:5 8:1	143:16,17 180:24
15:1 21:23 22:1,23	77:4 78:15,22 79:8	content 110:10,15	10:3,6 22:11 74:19	181:2,10
23:3,16,24 24:8,12	79:10 81:3,4 82:2	110:18 137:20	112:2 139:16	customers 25:9,15
24:24 25:3,12	96:9,16,17 100:8	138:4,12 172:8	185:14	26:22 27:2,9,24
26:22 27:2,2,25	100:18,25 101:6	context 122:18,19	counsel's 142:1	28:2,9 33:9,12,13
28:3,10,12 29:22	101:11,15,16	142:13 145:14	COUNTY 184:10	37:16 42:4,9 43:1
30:3,7,11,21 31:6	102:2,11 104:24	169:19	couple 75:15 97:1	43:12,17,22,25
33:13,18 36:19	105:15 111:11	continued 165:1	course 69:3 77:9	44:4,8 45:5,8,11
37:1,9,16,21 38:2	112:21 114:14	continuously 80:14	courses 10:22 11:8	45:17 46:4,8 47:25
38:9,10,17,24 39:4	119:15 121:2,2,11	contribute 20:9	court 5:4,16,18	48:21 49:8 58:18
40:12 42:1,5,10,20	121:24 124:9,12	control 87:5,7,9,11	cover 75:7	119:1 124:8,11
42:25 43:6,17 45:5	124:25 126:1	87:16,20	Cox 1:17 2:14	130:2,16,23 136:6
45:11 48:3,9 49:1	127:13,14,16	controlled 97:5	CPC 114:21,22	136:7,12 139:5
49:1 52:24,25 53:2	137:9 140:13	convenience 103:10	create 74:20 127:8	144:19 145:3,5
54:2,4 55:12 56:8	141:15 143:17,23	103:12 104:13	created 74:25	181:5
56:15,23 57:4,7,10	144:2,7,12,19,24	conversation 111:4	117:17	cuts 53:18
57:15 58:12 61:21	148:18 150:17,20	169:5	creation 74:24	CX029 173:12
62:8 65:18,20,21	150:21 151:1,2,3,6	conversations 6:17	credit 39:11,11	CX140 139:17
66:8 73:11,25	151:8,8,9 152:10	10:6 67:14 109:5	criteria 81:5	CX1401 4:4 105:5,8
80:15,17 103:21	152:15 154:2	150:19	CRR 185:22	140:19 161:23
104:20 109:11,16	156:8,16,23 157:7	Conversely 115:7	CSR 185:22	171:18
115:19 126:5	157:17 158:16	conversion 62:5	CTR 156:4,7,9,13	CX1402 4:6 110:22
127:11 128:3,19	159:17,21 160:10	72:12,13 73:5	156:17 175:15	110:24 114:17
128:20,25 129:13	160:20 172:21,25	121:16 124:1,2,3	177:9	CX1404 4:9 116:24
131:12 135:3	173:7 174:12,16	conversions 73:4	current 13:1 86:6	117:1 135:15
137:4 139:23	174:16 175:3,3,18	76:4,17 121:15,18	114:20	167:17
140:2,5 145:16	176:2,5,9,10,23	122:20	currently 10:16	CX943 4:2 87:24
146:17 147:16,23	177:6,15 179:1,3	convert 32:11	15:8 16:25 17:23	88:1 102:9 112:24
148:13,16,23	185:4	copy 88:18 161:6	23:22 86:7 90:4	119:9 142:4,5
156:12,23 157:24	Contacts' 9:22 10:8	173:9	106:15 107:1	161:3 169:11
158:18 159:7,20	50:2 64:11 66:14	correct 17:11 21:24	143:8,10,15,21	CX943-027 89:14
177:24	75:12 79:15 81:12	28:1 44:17,19	146:23 147:2,23	CX943-028 169:12
contact,' 113:24	143:9 148:23	67:11 79:22	147:25 150:9	CX943-21 172:19
contact.' 113:19	152:20 162:22	101:25 115:20	153:1,15	173:8
contacted 144:12	163:10 164:15	120:14,15 122:20	customer 11:18	CX943-41 160:13
160:10	167:6	122:21 149:7	12:21,21 13:9	
contacts 1:5,13 2:8	Contacts-related	161:6 176:2,4	15:16 24:24,25	D
3:21 5:11 21:17	164:10	179:15 183:4	25:3 45:10,19,21	D 3:2 71:13 73:14
24:15 25:10 28:17	contacts.com	184:5	45:21 46:7,10,14	78:3,13 121:23

D.C 2:5,10 75:3	38:4 56:5 116:14	5:12,24 6:16 9:17	director 13:2,3,6	96:22 99:24 105:6
daily 54:20,24 55:6 55:17	declaration 3:11 4:2 6:20 7:3,6,7,10,17	9:20 10:5 22:13	16:12 17:9 33:20	105:11,12 107:6
Dallas 117:4	7:19,22 8:2,4,18	77:5 175:12 182:1	40:14,17,21 45:8	113:8 119:13
Dan 2:14 4:4 7:25 67:4,9,12 105:13 113:9 165:5	8:20,22 9:4,10,15	184:4	50:1 56:10 57:12	125:4,8,10 126:7
Dan's 140:20	20:19,21 21:2,6	describe 39:7 103:3	160:5	147:6 155:15
Dana 14:22	28:15 30:16,24	129:11,18 131:4,9	disclosed 165:18	160:14,24 161:1,9
dashboards 59:16	31:15,17 61:2,11	described 99:13	discloses 9:3	163:23 165:10
data 23:10 64:21 67:7,17,22 68:22	61:13 66:18,20,23	144:24	discounts 140:15,18	167:11 170:14
68:24 69:19	66:24 67:6 73:8	description 3:10	discuss 6:19 9:21	174:9 177:3
119:18 122:23	76:7 80:13 81:7	184:13	28:16,23 29:4,5	184:14
165:3,5,7,23 167:4 179:1	88:9 89:11,11	design 14:10,11	91:7	documented 31:13
database 12:18 13:10 15:16	112:24 119:10,22	designate 22:5	discussed 29:9	documents 9:14
date 71:9,11 72:20 75:6,9 78:17 82:5	142:1 149:9	desirable 61:16,20	132:16	68:10 139:16
82:7,9,10,11 92:13	150:12 161:3,11	61:25 62:7,9 73:7	discussing 94:9	165:9,11 172:13
97:2 105:19	161:17 162:17	76:7,20 162:23	discussion 88:5	doing 11:17 18:3
107:12 123:8	164:18 173:20	despite 66:14	168:24	19:19,20 20:16
183:3 185:5,24	declarations 20:25	determine 41:25	discussions 6:22	57:22 60:13,24,24
dated 3:22 4:5,7,10 7:15 79:3,12	decrease 53:23	62:6 148:22 164:5	8:17 29:15 38:6	116:18 132:9
Dates 77:24	decreased 53:17	determines 60:5	147:17 162:15	143:10 167:23
David 89:22 90:2,3	dedicated 15:1,3	develop 33:21 34:2	display 18:7 97:12	dollar 157:24
Davis 32:11	deemed 131:24	development 11:19	97:17 120:4	158:19
day 46:3 55:1 107:19 133:20	deeming 70:3	device 99:14	170:25 173:24	dot 40:9 41:21,21
180:12,12 184:11	define 26:1 38:22	devoted 54:3	displayed 92:22	57:19,19
184:19 185:19	72:13 149:19	dharkins@dykem...	97:21 98:16 99:1	double 38:13
day-to-day 109:16 134:5,9,11,13	defined 94:22	2:17	102:25 113:18	Downs 14:22
162:9 163:20	121:16,18 124:4	difference 14:5 65:5	120:8 174:4	draft 7:19 21:6
days 47:22	definitely 108:22	65:12 149:6	distribution 39:13	drafted 7:17
deal 151:20,25	definition 18:16	165:15 166:12,13	diversity 20:12	drafting 8:2 90:18
Dec 77:24	definition 166:23	166:14 174:20	divided 176:15	draw 144:10
December 3:22 19:1 108:8 162:4	167:2	different 58:17	division 11:17	drive 18:8 130:2
decided 19:5 116:16 116:20	deliver 85:20 87:6,7	63:16,18 78:9	Docket 1:4	166:6 168:22
deciding 42:1,5,10 60:8	100:25 101:16	99:21 128:3 180:1	DOCKET/FILE	driven 14:7
decision 29:13 33:4 33:16,24 34:1 38:1	102:3,4 123:21	181:7	185:3	drop-off 156:19
	delivered 87:8	digital 13:10 17:20	doctor's 50:23 51:3	Drug 13:12
	123:18	17:25 18:1,4,5	51:8,11,14	Duett 1:15 185:10
	deliveries 47:18	19:3,21,22,25	doctors 25:24 26:11	185:22
	delivery 43:11 47:11	34:20,21,21 35:6,9	26:13,17,23 27:4	Duley 1:8,11 3:3,11
	47:14,22	102:23 109:6	27:21 28:4,7,11	4:2,9 5:2 6:5 7:3
	Della 1:15 185:10,22	116:19 117:6	document 7:1,2	82:23 88:6,10
	Demand 161:6	133:18,23	31:14,22 32:18	135:14 167:17
	department 14:8	direct 13:11,13,14	48:16 49:4,17,23	183:2 184:3,8,12
	16:20 17:7 40:23	34:19 128:1	49:25 51:12 68:5	duly 1:13 5:4
	57:20	163:20	69:13,14,15,18,20	dump 67:7 68:22
	depending 58:18	directing 18:19	69:21 72:17 73:13	119:19
	deposed 6:8	directly 37:17 38:10	74:22 77:6,8 79:13	dumped 122:25
	deposition 1:8,11	47:24 120:17	79:19 81:14 87:24	Dykema 1:17 2:14
		168:11	88:7 89:5,8 95:16	

E				
E 3:2 124:22 125:22 126:12 185:1,1,1	employment 91:3	149:6 151:1,6,11	exhibits 3:9 4:1 7:7 68:2 88:20 89:10 94:23	factors 41:25 42:4,9 42:25
e-mail 4:4,6,9 7:23 18:9 19:21 34:19 47:4 106:18 107:16,17 108:2 108:10 109:23 111:2,6 113:7 114:19 117:3,9 139:17 140:20,20 141:14 167:21 172:3	en 141:3,21	151:13 152:5	existence 66:14 112:3,6	facts 31:20 119:23 183:4
e-mails 58:14,18 88:12 120:19 161:22	encouraged 66:1	171:16 174:20 176:8	expect 85:11,19,23 133:7	fair 60:17 67:12 107:20 134:4
e.g 142:14	ended 126:24	exactly 23:11 31:13 35:7 36:6,8 55:21 56:17 82:10 84:9 100:18 154:24 168:19	expensive 128:12 157:18 158:16 159:7,20	fairly 20:16
earlier 82:24 103:19 170:22 171:12 173:21,22	enforce 114:15 160:20	exam 26:23 27:3,10 28:4,7,9	experience 63:4,10 64:1,9 83:2,4 84:1 85:3 86:16 122:22 135:16,23 136:7	fall 14:2,17 36:15 41:1 53:1 86:14,15
ease 45:4,10	enforcement 114:5	examination 5:3,6 82:21 139:13 167:15 177:4 181:19	experienced 70:13 70:16	falls 122:19
easier 5:18	engaging 92:18	examined 5:4	expertise 20:9 116:13	familiar 84:20,24 134:15 140:14,17 145:19,23
East 1:18 2:15	engine 84:18 102:13 117:13 123:17 137:15 164:15,25 180:13	example 55:16 94:3 95:9 99:6 103:4,18 120:2 150:25	Expiration 185:24	FAQ 3:24 158:13,15 159:16
ECCA 111:8,10,14 111:17	engines 58:24 112:16 120:18 145:20,24	exams 21:15,18 53:11,21	EXPIRES 184:23	far 43:22 104:4 132:16 134:2 144:8 156:2 178:5
ECCA's 115:8	ensure 152:9,13	exceed 55:9,12	explain 83:2 99:5 183:5	favorably 119:1
edits 8:3,5,6,8,10 167:9,10	enter 29:13	Excel 3:18,19 68:14	explained 149:5	February 82:10,11
educational 10:14	entered 85:14,15 90:25 100:21 114:6,13 160:18 173:6	exclusion 98:6	explore 146:10	Federal 1:1,19 2:3,4 3:1
Effective 92:12 97:2	entirely 170:9	exclusive 65:18	expressed 184:17	federally-registered 114:1
efforts 146:5	entities 80:11 82:15 97:5 134:23	excuse 10:2 18:11 74:12 95:15 151:14	extent 9:2,8 42:19 97:10	feel 5:24 85:1,3
eight 31:2 171:6	entitled 88:23	execute 92:3	eye 28:9 104:6,7,7 111:15,16	fell 80:11
Eisen 106:20	entity 38:25 39:5 40:25 80:21 81:2 112:12 120:13	executed 184:16	eyeglass 21:14,19 104:17	felt 127:6
either 86:24 103:15 120:16 130:2,10	entry 100:19	executing 93:17	eyeglasses 21:17 103:19 104:16 154:2,5,7	field 116:13
Empire 30:2,5 77:17 80:16,23 105:14 115:21,23	equals 176:18	exhibit 3:10 6:25 26:6 31:24 48:15 67:25 76:22 88:1 88:14,15,19,22,23 89:19 90:17 92:7 92:24 97:7,15,19 100:2,4,19 101:24 102:9 105:5,7,17 110:22,23 111:23 113:1,3,23 116:24 117:1 120:22 147:8 155:16,20 158:9,12 160:13 161:7,14,15 174:1 174:8	face 125:4	filtered 74:21
employ 46:15	error 183:5	exceed 55:9,12	fact 21:2 31:3 36:19 36:25 42:17 44:7 45:6,23 66:5 92:5 117:22 119:15 136:11 157:16 160:6	financial 106:15 185:18
employed 26:13 185:14	escapes 109:14,17	Excel 3:18,19 68:14	factor 136:3	find 63:6,9 64:2,6,10 72:22 84:3,6 118:5
employee 29:8,10 185:16	especially 18:21	excuse 10:2 18:11 74:12 95:15 151:14		fine 71:2 80:3
employees 14:19,25 15:21 20:12 65:25 97:4 112:15	ESQUIRE 2:3	execute 92:3	F	finish 5:17 19:16 39:9 87:14
	essentially 67:7	executed 184:16	F 2:9 71:20,21 73:1 73:1 122:4 185:1,1	first 3:19 5:3,12 21:6 26:22 27:2,9 49:24 50:1 68:5,11 69:8 77:2 78:14,22 79:7,19 83:1 86:7 93:4 95:9 102:9 107:17 117:1,20 124:22 155:22 167:21 172:5 178:21
	estimate 22:25 54:9	executing 93:17		
	evaluating 172:13	exhibit 3:10 6:25 26:6 31:24 48:15 67:25 76:22 88:1 88:14,15,19,22,23 89:19 90:17 92:7 92:24 97:7,15,19 100:2,4,19 101:24 102:9 105:5,7,17 110:22,23 111:23 113:1,3,23 116:24 117:1 120:22 147:8 155:16,20 158:9,12 160:13 161:7,14,15 174:1 174:8		
	EVC-Search 77:15	exhibits 3:9 4:1 7:7 68:2 88:20 89:10 94:23		
	everyone's 5:19	existence 66:14 112:3,6		
	evidence 112:20	expect 85:11,19,23 133:7		
	exact 22:24 26:20 36:11 37:12 53:15	expensive 128:12 157:18 158:16 159:7,20		

fit 40:12 50:24 51:4 51:14 162:6	181:13	164:24	168:7	68:22 69:8,9,12,16
five 86:2 116:23 171:5	formal 17:24	funds 131:25 132:4 133:19	globally 55:11	69:17 71:2,20,25
five-minute 67:23 135:11	formerly 17:24	further 139:13 167:15 176:25	go 5:12 6:13 10:15 19:5 24:3 26:3	74:21,25 75:5,6,11
flip 89:18 174:8	forth 170:5,18	177:4 181:16,19 181:25 185:13,16	29:25 32:8 33:17 34:21 41:18 47:20	76:23 79:18 80:1,3
Floor 2:10	forward 6:14	future 148:24	68:1 70:6 73:13 76:10,25 78:18	80:9 82:18 83:24
focus 53:21,22 97:1 146:4 157:22	found 153:8		79:4,6 80:13 81:7 81:8 82:20,23	85:13,17 87:13,19
158:23 159:2	foundation 34:4 35:4 56:25 63:3	G	83:23 84:20 91:19 112:14,24 114:17	90:1,7,21 91:11,19
focuses 158:17	73:19 75:8 81:23 90:1,7,21 91:11,19	gchiarello@ftc.gov 2:6	116:12,20 119:9 122:4 129:17	92:1 93:7,13 94:12
follow 132:20	92:1 93:8 94:13 95:2,20 98:25	Gebhardt 106:7,8	136:6 146:12 167:17 173:8	94:20 95:1,15,19
following 27:9 28:7 48:21 101:15	100:14 101:3,8,19 102:7 110:3	general 18:19 43:22 102:15 103:3	178:8,12,20,25 179:7	96:1,6,12,19 98:24
160:11	111:21 112:9 115:14 118:21	118:5 121:17 130:15 137:17	goals 102:15 103:3 104:3 132:14	99:17 100:13
follows 5:5	119:5 126:16 135:6 136:16	181:2	133:8	101:2,7,18 102:6
foregoing 120:6 184:3,15	141:8,17,23 142:20 143:5	generally 52:20 64:24 103:14	going 8:23 9:10 22:2 33:25 68:2 75:23	102:17,22 103:6
form 8:24 9:23 16:1 27:11 28:19 31:19	146:20 155:12 156:20 157:4	109:8 110:13,15 118:10 130:10	81:7 82:18 87:23 93:14 97:1 100:7	103:11,24 104:5
38:12 41:16 42:21	159:1,12 166:21 168:17 170:15	131:5 133:18 154:12	135:7 155:18 158:8 172:18	104:11 109:4
50:4,11 55:21 56:2	172:16 177:17 180:4,10 181:14	generate 72:25 75:25 76:4,13,17	Golder 2:8 3:3,4,5 5:7,10 6:24 7:1,9	110:2 111:20
56:24 57:13 65:15	four 86:16 171:5	generic 146:16	7:12 8:3,19 9:1,7 9:13,25 10:13 12:8	112:8 114:7
70:22 81:21 85:13	four-plus 56:18	Geographically 17:6	13:16,25 16:4 19:14,18 20:1 22:8	115:13 116:9
87:13,19 93:7	fourth 177:6	George 106:6,8	22:18,19 24:2,5,6 26:2,5,7 27:13,20	117:25 118:9,20
94:13 95:1,19	Franchesca 14:22	getting 27:18 173:9 181:7	28:21 30:6 31:25 32:9 34:6 35:8,24	119:4,14,17
98:24 100:13	free 47:7 115:8 117:19,23 118:6	give 6:10 76:24 96:20 99:6 107:15	36:3 38:16 41:18 42:15,24 43:5,11	120:22 121:3,19
101:2,7,18 102:6	139:21,23	108:3 113:22 125:12 150:25	43:16,24 44:3 45:16 46:14 47:19	123:4,14 126:8,16
102:17,22 103:6	frequent 132:6	given 128:8 134:12 163:4,5 174:23	47:21 48:16 49:18 50:7 51:7 56:6	128:5,16,21 129:2
103:11,24 104:5	frequently 132:2	184:18 185:12	57:2 59:13 61:5,7 63:4,16,20,25 67:1	129:16 130:7,13
104:11 109:4	front 23:10 102:18 102:21 165:10	giving 110:23	67:17,21 68:1,5,21	130:20 131:18
110:2 111:20	178:20	glasses 24:25 32:17 32:19,23 33:1,5,10		133:15 135:5
112:8 114:7	FTC 6:17,20,22 9:13,18 10:12	33:17,18 34:3,8,11 34:16,17,24,25		136:1,9,14,16
115:13 117:15,25	fulfillment 39:13,16	35:13 36:14,17 37:8 53:11,21		138:14,20 139:1,9
118:9,20 119:4,17	full 6:10	105:2 145:10		139:14 141:13,19
121:19 123:4,14	full-service 116:12			141:25 142:5,6,25
128:5,16,21 129:2	fullest 97:10			143:7 144:5
129:16 130:7,10	function 45:21			146:11,15,23
130:13,20 133:15	functionality 164:14			147:3,10,15,18
135:5 136:1,9,14				148:22 149:22
138:14 139:1				150:1,4 153:1,20
144:3 147:22				154:15,19,20
158:3 163:22				155:14,19,21
166:19 168:16				156:25 157:6,22
170:15 172:15				158:6,10,13 159:4
174:18 175:6				159:15 164:4,20
				166:22 167:3,13
				167:18 168:16
				170:14 171:20
				172:14,15,19,24
				173:1,17 174:15
				174:18 175:6
				177:2,5,19 180:6

180:12,23 181:16 Golder's 169:21 good 5:8 20:3 82:23 135:12 181:2 Google 18:21 55:5 55:16 59:1,6 62:20 70:7,14,17,21 83:7 84:17,21 85:11,20 86:5,5,17 87:3,11 87:17,20 93:15 100:15,20,25 102:4,12 110:5,6 115:7 145:12,14 148:17 149:19 167:5 179:14 180:12,15 Google's 86:19 Gosh 109:14 111:15 graduate 11:2,13 gray 44:21 greater 26:19 Greg 109:16 167:24 167:25 168:1,15 169:8 Greg's 168:19 group 124:23 125:23 126:4 127:1,2,4,8 groups 83:19 grow 52:14,14 growing 20:4 116:11 grown 65:23 grows 52:22 growth 128:24 guarantee 47:13,18 47:22 50:20 62:19 guess 71:11 113:15 137:2 147:20 170:9 Gus 75:3 154:16 177:19 Gus' 177:22 GUSTAV 2:3	121:7,23 122:1,12 halfway 27:18 hand 68:3 87:23 184:18 handing 105:7 116:25 handled 108:7 131:10 handling 45:10 Hang 23:25 35:20 happen 32:14 38:3 46:10 56:1 62:15 100:12 happened 164:16 happens 55:3 hard 155:2 Harkins 2:14 4:4 8:1,15 9:2 22:2,15 32:5,8 66:21 67:5 67:13 68:17 69:11 69:14 79:16 81:21 87:25 88:14,19,24 105:13 113:9 120:23 125:3,7,11 125:15,18 129:13 139:11 173:13 175:8 header 69:22 71:8 72:22 78:3 heading 50:19 health 90:4 104:7 hear 5:20 heard 124:8,10 127:18,20 128:1 help 114:3 helpful 118:7 helping 138:24 hereto 1:21 161:7 hesitation 14:4,13 Hi 5:9,10 higher 18:22 64:25 85:24 131:25 177:14,18,22 highest 156:6,11,15 highlighted 78:19 78:21 79:7 119:20 126:8	Highmark 90:4,16 107:4 hired 19:8 hit 55:2,24 Holding 90:16 107:4 Holmberg 89:22 90:3 honest 148:11 Hopeman 17:13 hosting 18:8 hosts 39:1,10 hour 135:8 hours 46:3,6,11 Huh-uh 54:10 HVHC 90:11,14,15 107:2,3 hypothetical 96:14 172:24 174:24 175:2	33:9,12,13 inadvertent 165:4 inadvertently 88:22 164:14,25 incentive 138:8,11 138:15,22 incentivized 138:17 include 13:16,23 14:1 15:18 21:9 92:16 94:5 95:10 95:13,13,16 96:5,9 96:16 103:22 113:23 118:4 138:2 142:10 169:16 included 21:9 98:11 116:19 119:2 140:1 149:15 includes 92:23 94:10,17,18,24 95:3,22,24 97:14 including 30:15 92:20 156:22 161:16 162:21 increase 35:8 52:11 55:23 138:13,18 138:21 increases 52:21 156:23 increasing 35:6 indentation 172:5 independent 26:12 indicate 122:25 123:1 indicates 125:1 indicating 181:5 indication 107:16 108:4 indicator 155:9 Industrial 11:7 information 22:4 60:2 119:23 148:9 infringing 142:13 169:18 inside 26:11,17,23 27:4,13,21 28:11 99:2	insofar 138:24 instance 1:12 instances 112:21 instituted 137:12 instruct 102:4 instructed 150:14 150:15,17,22 instructions 91:18 91:24 132:11 instrument 184:15 intentional 38:1,4 Interactive 17:19,22 18:25 59:19 67:8 108:6,14,22 interest 185:18 internal 11:18 internet 10:23 11:8 11:20 12:13,24 15:22 16:9,13,18 16:20 18:13 57:3 92:19,23 93:5,12 94:1,4,9,16 97:9 97:11,12,13,16,17 97:19,23 98:18,22 100:9 120:3,5,6,10 129:11,20,21,22 129:23,23 130:5 142:12 146:17 147:4 169:17 170:24 171:14 173:23,25 174:2,5 interpret 168:14 interpreted 167:2 interrupted 164:14 164:25 interruption 165:4 intimate 83:6 introduce 87:23 invalidated 162:19 165:21 inventory 48:3,6 62:3 investigation 6:21 investment 56:5 115:1 131:21 132:12 133:14 invoice 49:12
<hr/> H <hr/> H 72:3,4 90:13		<hr/> I <hr/> idea 61:9 ideas 20:12 identify 137:22 138:8 identity 184:14 imagine 8:12 31:22 161:18 impact 114:21 impacted 54:1 148:13 implement 91:24 implementation 171:21 implementing 152:8 152:12 167:23 important 43:5,11 43:16 45:4,11 62:24 138:24 139:2 159:24 160:4,5 166:5 impression 71:25 impressions 71:24 72:24 73:1,6 75:25 76:13 122:5,8 123:1 176:15 in-store 14:1,5,6		

involve 83:11,16 128:12 152:20	54:19,23 55:2,13 55:23 56:6 59:7,11	137:13 141:3,10 141:14,15,21	75:21 77:16 78:9 78:24 80:11,23,24	L
involved 29:12,15 38:6 49:5 60:9	59:15 60:15,17,23 61:25 62:3,9 64:21	146:17 147:4 148:4 149:13,13	82:3 83:21 84:7,9 84:12 85:3 86:6	L-u-c-k-i-e 12:3
90:18 162:8	66:4 68:8 71:12,14 71:18 72:1,21 73:7	150:6,10,11,23 151:14,14 152:3,8	88:11 89:25 90:2,5 90:6,9 91:7,12,15	labels 49:9,15
involvement 134:5,9 163:20	73:24 75:18 76:11 77:4 78:12,13,21	152:13,21 153:2,5 153:7,9,10,12	91:24 92:4 98:3 99:22 101:10	lacks 56:25 63:2
involving 3:20 77:4	79:7 81:11 82:16 91:14,14 92:3	155:23 156:2 161:25 162:14,21	105:8,21 106:2,4,6 106:13,17,23	73:19 81:23 90:1,7
issue 51:16	93:16,19,19 95:14 96:5 97:8 98:3,12	162:22 163:6,11 163:21 164:22	107:24 108:11 109:21,23 110:1	90:21 91:11 92:1
issued 51:19	99:14,15 100:8,10 100:21 101:13,21	165:2,22 166:16 167:6 168:10,12	110:12,12,15,18 110:20 112:20	93:8 94:13 95:2,20
it'll 59:21	101:21 109:25 111:25 121:11	170:2,4,18,25 171:13,22 173:24	113:7 114:9,9,22 114:25 115:4,12	98:25 100:14
item 28:24 53:2 54:8 55:12	123:7 129:6,9 147:1,23 148:1,11	174:1,3,4	118:18 119:6 121:1 122:7,11,18	101:2,7,18 102:6
items 103:8	148:24 151:1,7,7,8 153:16,21,23	keywords' 110:8 172:6	123:25 124:23 125:23 126:14,25	110:2 111:20
iTunes 57:3	154:3 156:6 160:12 162:2,12	kind 19:25 46:21 69:2 77:8 179:2	127:3,4,15 128:8 128:22,23 129:3,5	112:8 115:13
J	164:13,24 165:13 168:10,21 176:2,3	kindly 48:20	129:7 131:4 132:21 136:10,12	118:20 119:4
J 2:14 72:6,7,7	176:6,22	knew 163:25	129:7 131:4 132:21 136:10,12	126:16 135:5
Jan 77:24	keyword's 99:8	know 5:25 18:20 19:25 21:5,17 22:6	138:7,22 140:8 141:11 147:25	136:16 141:7,17
January 1:9,14 3:22 26:10 53:8 158:15	Keyword/URLs 109:24	25:1,5,6,8,11,14 25:17,18,23 26:20	148:12,16 149:6 149:15 150:16	141:23 142:20
183:3 185:5	keywords 35:19 36:4,12 41:4 54:6	28:2,6,9 29:21,24 30:14,18,22,23	152:25 153:4 154:21,24 155:5	143:5 146:20
Jared 1:8,11 3:3,11 4:2,9 5:2 6:5 7:3	54:8 55:7,14,17 58:25 59:6 60:6,8	34:1 37:11 39:9 40:5,6,7,10,13,20	157:15,25 158:7 159:18 164:1,16	155:12 157:3
88:9 183:2 184:3,8 184:12	60:10,13 61:19 66:6 67:10 75:12	41:11,13,19 42:23 43:4,10,13,23	165:15 167:24 168:18,19 172:12	158:25 159:11
Jennifer 106:13	77:21 78:1,3,19 79:6,14 83:9 94:11	45:13,23 46:5,9,16 46:24 47:3,6,9,12	173:3 175:14 177:23 178:1	166:20 168:16
Jim 106:20	94:17,19,22 97:6,7 97:10,14,17,18,20	47:15,23 48:7,11 48:14 49:10,21	179:2,22,24 knowing 112:15	170:15 172:15
Jody 109:19	97:22 98:17 99:21 100:5,6 111:9,18	50:18 51:17,19 52:16 53:20 54:25	176:7 knowledge 31:16,21	177:16 180:3,9
July 12:16 161:6	111:23 112:5 115:4,9,17 120:4,7	55:4 56:4 57:5 58:3,10,13 59:18	62:11 63:11,13 64:15,19 83:6 89:9	181:14
June 7:16 32:10 82:5 119:22	120:9,18 123:3,12 124:24 125:14,24	60:22 62:8 63:1 64:17 65:4,5,13,14	150:22,24 known 112:13	large 55:13 92:11,11
161:18	126:5 127:6,9 131:6 132:17	65:22,24 66:2,9,11 68:16,16 69:10	184:12 knows 179:24	larger 20:8,11 53:14
K	133:9 134:6,7	71:10,15 72:8 73:20 74:9 75:14		69:12,14,18 72:16
K 72:11 73:5,5 121:13 122:14				74:6,8,22 99:10,11
124:4				116:12 124:20
Kansas 11:5				155:24
keep 48:2,5 134:24				Lari 107:25 108:4
keeping 22:7				109:24 172:3
keeps 134:21				lari@apollointera... 108:3
key 91:13 108:19 134:7 141:20				law 1:17
keyword 3:16,20 15:19 18:18 35:11				lawyer 20:18 31:18
35:15,22 54:3,11				leadership 39:19
				learn 66:20,23
				leaving 181:21
				left 106:2
				left-hand 100:19 174:9
				legal 79:16 80:11,21
				93:8 94:12 95:2,20
				98:25 100:14
				lengthy 68:10
				lens 24:13,15 27:2 33:13 37:21 40:12

48:10 49:1,2 54:2 55:12 56:15 62:8 66:8 73:25 127:20 129:13 147:16,23 148:13,17 158:19 177:24 Lens.com 127:18 Lens123 30:8,12 31:9 78:8,10 80:7 80:8,9,12,18,22,24 81:5,6 105:14 114:20 119:15 lens123.com 31:2 32:10 113:18 lenses 13:17,20 14:1 14:15,17 15:1 21:23 22:1,23 23:3 23:17,24 24:8,24 25:3,12 26:22 27:3 27:9,25 28:3,10,12 29:23 30:3,7,11,21 31:6 36:19 37:1,9 37:16 38:2,9,10,17 38:24 39:4 42:1,5 42:10,20,25 43:6 43:17 45:5,12 48:3 48:22 50:17,23 51:3,13 52:24 53:3 54:4 56:8,23 57:4 57:7,10,15 58:12 61:21 65:14,18,18 65:21 80:15,17 103:21 104:20 127:11 128:3,19 128:20 129:1 131:12 135:3 137:4 139:24 140:2,6 145:16 146:17 158:16 159:7,20 lenses' 52:25 Lensfirst.com 153:25 let's 13:15 14:23 67:13,14,22 70:6 75:15,16 76:10 79:5 121:23 125:9	135:11 162:17 173:7,7 letter 82:12 92:12 92:12 96:23 113:14,16 161:6 161:10 level 59:7 light 119:24 likelihood 136:4 limit 55:6,17 limited 162:22 164:12,23 line 26:11,15 35:12 48:18,24 53:2 54:8 55:12 110:7 117:20 171:4,6 lines 171:23 link 92:21 links 97:12,17,21 98:16 120:5,8 173:25 174:3 180:7 list 85:24 91:13,14 91:14,25 92:3 94:21 98:6 100:5 106:20 109:25,25 111:9,18,23,25 112:5 120:17 136:22 147:1 148:1,11 listed 15:14,17 49:12 77:15 92:24 97:6,15,18 136:21 153:2 164:22 165:2,22 174:1 listing 58:8 87:2 145:14 177:6 listings 145:12 lists 101:21 154:4 literature 42:3,8,16 litigious 112:13 little 10:14 21:11 45:19 139:9 155:2 live 33:17,25 LLP 2:9 location 25:1 105:3 136:23	location-based 136:21 locations 26:13 105:1 130:3 logic 149:20 150:1,2 long 27:17 33:16 58:18 68:20 170:3 180:15 longer 109:15 look 49:11 50:19 62:2 69:5 71:3 72:17 75:16 82:13 88:7 92:11,15 94:8 98:14 107:15 110:24 117:2 121:22 147:1 151:17,23 152:4 167:21 168:20 171:25 176:12 179:5 looked 50:2 89:7 119:13 122:24 135:15 141:10 looking 20:5 49:24 61:4 63:11,22 84:8 93:24,25 94:4 96:4 96:22 102:2 105:16 108:10 111:24 113:6,12 118:10 122:23 125:22 148:1 154:12,23 157:1 169:12 looks 73:3 75:9 113:7,10 117:11 117:22 125:5 126:8 loses 33:13,13 losing 33:9 lost 27:18 109:17 lot 83:6,22 177:14 177:18,18 loud 142:9 low 53:7,9,12 54:2 118:7 135:17,25 lower 157:9,13 160:7	Luckie 11:24,25 12:3,5 lucky 12:2 85:1,4 <hr/> M <hr/> M 1:15 178:14,17,18 178:19,19,21,24 179:7,7 185:10,22 machine 1:17 mail 34:19 mailed 113:8 maintained 149:12 150:10 majority 60:23 making 5:14 86:19 86:23 87:3 manage 38:20 83:4 134:13 managed 55:8 83:8 83:22 120:14 134:7 management 83:8,9 162:9 manager 12:18 117:6 managing 108:21 manner 8:21 9:9 142:12 169:17 manuals 70:11 manufacturer 140:16 Mar 107:12 March 4:5,7 margins 73:10 mark 6:24 26:2 31:25 67:22 68:2 113:11,14 155:2 155:15,18 marked 6:25 26:6 31:24 48:15 67:25 76:22 87:24 88:1 88:20 89:14 105:8 110:24 117:1 155:20 158:12 market 44:21 56:8 56:23 57:3,7,10,15 58:5,9,11,14 66:7	83:12 103:5,7,9,14 117:4 118:13 marketed 30:2,7 80:15,17 marketing 10:25 12:18 13:2,3,6,9 13:10,11,17,23 14:1,9,10,16 15:1 15:4,7,16 16:5,12 16:19 17:8,9,16 18:9 19:21 33:20 34:6 35:2,12 36:10 36:16 40:14,17,22 40:23 41:12 45:8 45:24 50:2 52:2,6 52:19,23,25 53:1 56:10,15 57:12 61:16,20,25 63:5 64:1,9 83:3 84:2 84:16 86:17 102:11,16 103:3 104:12 105:24 109:6 117:6 118:5 122:23 136:7 160:5 162:23 marketplace 127:10 marking 88:16 masse 141:4,21 match 41:10,14,20 69:17 110:13,16 110:18,20 129:5,9 149:6,7,16,18 150:6,10,11,23 151:1,7,11,13 152:5,10,14 171:22 172:10,12 174:20,20 176:8 178:24 179:11 match' 110:9,10 149:13 172:7,8 matched 101:20 matching 82:6 100:18 math 175:11 177:19 177:20,22,22 Matt 4:7 109:5,12 111:2,22 114:19
--	---	--	---	---

115:15,15,18 matter 1:4 5:11 6:19 Matthew 108:11,13 maximize 133:13 mean 16:14 18:1 34:11,13 36:9,13 37:7,20 38:22 43:21 44:24 54:19 55:4 59:15 61:12 62:19 66:17 80:20 80:22 89:6,6 91:13 94:11,19,25 95:3,5 95:6 98:9,23 99:10 102:21 111:19 120:19 121:9,14 122:17 124:18 126:3,23 127:14 130:1,14 134:11 134:18 137:1 138:7 142:18 149:17 157:8 158:21 168:2 170:13 176:13 meaning 57:16 85:18 127:1 173:22 meaningful 114:22 means 18:3 45:3 94:7,21 98:4 99:1 99:10 110:1,12,13 110:16 115:12 121:2 122:7,12,18 124:1,23 125:23 126:14,24 129:5,9 138:18,18 142:22 142:23 157:23 158:18 175:15 176:14 179:24 meant 149:16 159:17,17 172:12 media 57:9,14 58:5 medical-related 21:18 medium 102:24 103:16 medium- 20:10 meet 133:8	meets 81:5 merchandising 17:15,15 106:9 merits 9:21 10:7 168:24 message 107:9,20,21 messaging 37:12 135:16,18,25 136:18 method 152:18 metrics 62:4,6 119:6 132:16 133:13,17 144:2 middle 84:21 86:15 117:10 Miller 113:11,15 million 52:8 mind 18:17 Mine 146:11 minus 176:17 minute 133:20 minutes 135:8 mirrors 69:24 Missouri 10:17,18 misstated 164:17,19 misstates 63:23 66:22 99:17 114:8 154:14 173:1 174:19 175:6 mixed 173:15 moment 94:15 moments 93:21 monitored 112:21 month 71:8 72:19 78:16 79:11 132:22 181:22 monthly 54:20,24 87:4 132:6 months 79:2 168:9 morning 5:8 82:23 mortar 23:23 MUNGER 2:9 music 57:3 mutually 97:5 <hr/> N N 3:2 185:1	N.W 2:9 name 5:10 6:4 14:23 29:19 62:18,25 63:6 64:3,11 84:3 95:12 109:14,17 109:18 113:11 132:8 180:25 181:6,7,11 183:2 184:15 named 89:22 names 62:12 137:6 137:18 147:4,16 147:16,19 153:13 181:6 National 127:22 nature 109:2 near 25:25 26:1 27:13 need 5:25 72:22 111:9,18,23 152:6 156:1 164:1 needed 123:21 negative 38:14 91:14 92:3 97:7,9 97:20,22 98:3,12 98:17 99:8,13,15 99:21 100:6,8,10 100:21 101:21 109:25 110:6,8 111:9,18,23,25 112:5,5 120:7,9,18 137:12 149:12,13 150:6,10,11 151:1 151:7,14 152:8,12 152:21 153:2,5,7,7 153:9,10,12,16,20 153:23 154:3 160:12 161:25 164:13,24 165:1 165:13 166:7,16 170:4,18 171:13 171:22 172:6 174:2,4 negatively 54:1 negotiations 90:19 neither 185:13 never 82:2 124:10	150:19 181:1 new 33:21 35:12 49:1 132:8,20 134:19 145:4 next-day 47:13,18 nine 116:5 ninth 171:6 nod 5:16,16 Nodding 34:12 Non 65:2 non-Infringing 142:15 non-Internet 142:13 169:18 nonbranded 65:2,5 nonprivileged 8:21 9:9 normally 85:8 Nos 67:25 NOTARY 184:21 note 7:5 noted 49:22 111:8 184:5 notice 113:22 175:13 noticed 180:17 number 20:11 39:15 47:22 72:1,4 73:6 103:8 109:5 121:13,15 122:1,5 122:7,9,12,13,15 127:15 176:12 185:3 numbered 1:14 numbers 176:19 numerous 8:5 <hr/> O O 126:20 185:1,1,1 O'Donnell 4:10 117:3,5,9 139:18 167:22 169:1 oath 184:13 object 8:15 22:2 79:23 85:13 87:13 87:19 94:13 96:12 96:20 98:24	100:13 101:2,7,18 102:6,17,22 103:6 103:11,24 104:5 104:11 110:2 112:8 114:7 115:13 118:9,20 119:4,17 121:19 123:4,14 128:5 129:2,16 130:7,13 130:20 133:15 135:5 136:1,9,14 138:14 139:1 170:15 174:18 objected 50:11 objection 8:24 9:11 9:23 10:9 16:1 22:18 27:11,15 28:19 31:19 34:4 35:4 38:12 41:16 42:12,21 43:2,8,14 43:19 45:14 46:12 49:16 50:4 56:2,24 63:2,14,19,23 66:21 70:22 71:16 71:22 73:18 75:8 79:16 81:21,22 82:4 85:13 90:1,7 90:21 91:11,19 92:1 93:7 94:12,20 95:1,19 96:12,19 99:17 109:4 111:20 116:9 117:25 121:3 126:16 128:16,21 138:20 141:7,16 141:16,22 142:19 143:4 144:3 146:19,25 147:6 147:13 148:19 152:22 154:13 155:11 156:20 157:3,19 158:3,25 159:11 163:22 164:17 166:19,25 168:16 170:14 172:15 173:1 175:6 177:16
--	--	--	---	--

180:3,9,19 181:13 objections 93:13 96:1,6 objects 22:12 OBLIGATIONS 92:8 obliging 111:12 obviously 14:7 128:6 occurred 29:16 124:3 October 13:4 offer 17:16 47:7 61:23 103:17,17 104:14,15,19 118:4,15,19 136:24 offered 139:23 140:5 offerings 103:22 104:10 130:17 offers 140:1 offhand 48:14 office 184:18 officer 17:16 106:9 106:16 officers 97:4 offices 1:17 offline 140:12 oh 10:2 32:1 65:13 75:22,24 88:24 90:11 104:13 130:25 165:16 171:17 172:22 okay 5:13 6:23 7:11 9:17,20 10:13 11:13 12:15 13:5 15:6 18:15 19:15 20:17 21:5,11 22:15 24:12,23 25:18,24 26:21 27:8 28:14 31:25 32:17 35:25 36:24 37:15 41:3,9,23 42:18,24 47:20 49:13 56:22 60:5 61:6,15 62:11 64:8	66:6 67:16,20 68:9 68:13 69:1,5,14,23 70:6,19 71:2 72:15 72:18 74:23 75:4 75:15 76:10,23 77:19 78:1,4,6,12 78:18 81:2,7 82:25 85:7,16 88:25 89:13,15,20 94:3,8 96:24 98:14 99:23 99:25 100:7,17 102:8 105:10,16 105:21 106:6 108:24 109:23 110:25 111:1,6,17 113:4,14 114:17 114:18 116:25 117:19 119:9,11 120:21,21,24,25 122:11,22 124:6,8 124:21 125:8,19 125:20,25 126:6 128:14 130:4 131:4 133:3,12,24 139:7,11 140:9,15 140:19,22 142:8 148:12 149:5 151:12,22 154:15 155:14 157:17 159:23 160:14 162:1 164:4 165:11 167:3,8,12 168:2,5 169:24 170:17 171:17,19 172:2,18 176:25 178:4,13,20 179:6 179:11,14 181:24 OLSON 2:9 omitted 88:23 one's 146:21 ones 96:13 132:1 145:22 online 13:17,20 14:5 23:3,18,23 24:7,17 25:4,13,16 26:22 27:2,9 29:23 32:19 32:24 33:5,10,14	33:17,18,21 34:3 34:10,11,14,18,25 35:3 36:5,17,20,22 37:1,3,9,10 38:24 40:12 41:5,25 42:4 42:9,20,25 43:6,16 45:5,11,20 46:19 61:16,20,21,25 66:7 80:15 102:12 102:16 127:12,13 128:1,3,6,18,20,25 129:1,19 130:3,4,6 130:11 131:5,11 135:3,24 136:8,13 140:5,8,12 145:17 160:2 162:23 opening 35:2,16,24 35:25 36:5,17,22 37:6 operated 80:10 operating 29:19 80:23 operations 14:8 38:21,22 opinion 43:22 opposed 24:17 25:4 131:3 177:20 optical 153:23 option 33:22 36:18 47:4 56:15 optometrist 27:10 optometry 25:24 27:4,21 ORAL 1:11 orally 5:15 order 18:21 22:10 22:16 39:16 48:20 48:22 49:1 97:11 125:12 ordered 48:10 58:19 58:20 orders 39:14 104:21 104:23 105:2 ordinary 69:2 77:9 org 39:19 40:11 organic 86:9 180:1 organically 62:16	86:14 organizational 11:7 organize 87:17 original 74:5,8,12 107:8 originally 31:18 105:13 outbid 86:11 outcome 64:16,18 164:1,2 185:18 outperforming 141:11 outside 46:10 99:3 outsourced 38:25 39:5,7,17 60:18 overall 15:16 35:8 52:2,6 53:1,18,19 62:2,4,5 64:18 104:3 129:19,21 129:23 130:1,5 134:12 146:4 149:20,25 oversee 14:7 17:10 83:5 overseeing 13:8 oversees 17:12 owner 80:21 owns 80:24	112:25 113:2,6,10 113:13 117:13 124:22 126:6 137:15 140:21 142:6 169:15 170:1,6,9,23 172:1 173:15 174:9 178:12,21,22 184:6 PAGE/LINE 183:6 pages 3:19,20 32:1 68:11,11,12,20 75:2 77:3,3 86:14 86:20 88:9,10,23 89:18 179:15 paid 10:23 11:8,20 12:12,23 15:18,22 16:9,13,17,20 18:13 54:18,23 56:6 86:8,10,10,10 100:16,16 180:1 Panda 153:23 Pandora 57:3 paragraph 28:16,23 28:24 29:1,9,25 30:15,23 61:2,15 80:14 81:8 82:13 92:7,13 93:12 94:9 96:23,25 97:2 98:14,15 102:10 111:8 114:19 119:13 120:2 140:23 142:10 144:11 149:9 161:5 162:18,21 164:12 165:19 166:23,23 169:25 170:8 paragraphs 61:8 167:9 parent 97:3 parodies 142:14 part 18:9 19:4 35:11 36:16 37:13 68:22 97:22 98:15,17,21 99:8,10,11,15 100:8 101:6 102:1
P				
P 2:3 185:1				
p.m 1:15 105:20				
135:13,13 139:12				
139:12 146:14,14				
182:1				
page 3:2,10 4:1 7:4				
32:2 68:4 72:16				
78:4,18,19,21 79:4				
79:4,6 86:1,2,18				
87:18 89:7,13,16				
89:18 90:17,18,23				
91:6 92:7,8 96:22				
99:23,24,24 100:1				
100:7 102:9				
105:17 107:5,9,17				
107:21,22,25				
110:25 111:1,2				

112:12 116:20 117:7 118:14,17 120:9 138:9 171:13 174:4,17 175:3 176:10 participating 92:19 particular 14:16 20:9,25 24:24 25:3 36:11,13 48:9 54:7 55:1 60:22 61:19 61:24 83:4,9,19 98:11,12 131:24 133:20 137:2 153:8 180:17 181:11 particularly 62:24 83:3 parties 29:16 170:1 170:10,10,11 185:15 partner 108:21 Party 97:3,5,16 170:25 173:24 Party's 92:23 94:10 94:17,19 97:6,14 97:18 142:11 169:17 173:25 paused 126:22 127:2 pay 18:11 54:22 pay-per-click 18:6 18:12,17 19:24 20:14 115:6 Pecan 1:18 2:15 people 17:2 64:15 64:17 121:10 123:11,15,22 145:13,15 151:20 151:25 people's 136:3,3 percent 15:8,11 23:1 23:12,13,14 24:14 26:19 106:9 176:8 176:12,17,18,18 176:21 177:10,11 percentage 15:6 21:25 22:22 23:2	24:12,16,20 25:9 25:12,21 26:17,20 27:8 28:6 34:22 54:2 55:13 65:20 65:23 148:12,16 perform 123:8 performance 20:2,3 20:14 59:6 141:1 141:10 performed 97:22 98:17,22 100:9 120:9 171:14 174:5,17 performing 115:4 123:2 133:19 141:3,21 period 18:10 21:4 23:5,8 31:8 66:12 75:13 123:8 164:13,23 165:3 periodically 133:25 person 16:19 39:24 40:4,6,7,8,10,20 57:20,21 89:25 105:21 106:6,14 106:20 107:24 108:4,11 109:9,13 109:18,21 110:4 155:9 184:14 personal 43:21 personally 162:12 184:11 perspective 114:20 pertains 132:12 Philip 16:25 17:3 phone 24:10 46:4,8 phrase 93:20 94:18 98:21 129:8 phrases 97:1 120:7 physical 113:8 piece 54:12 PLA 87:1 place 87:12,17 plan 168:5 181:21 181:23 PLAs 86:23,25 platforms 83:7	play 112:14 plays 128:24 please 5:15,21,25 6:4 7:4 22:21 29:4 39:7 81:8 88:7,8 89:13 91:6,22 92:6 96:8,21 99:23 102:9 103:2 107:5 110:24 120:21 124:19 126:6 142:6 169:10 171:18,25 175:10 183:5 point 6:19 51:13 60:21 90:12 115:18 128:11 146:10 167:18 179:25 180:7 pointing 101:24 police 111:11 policy 3:15 41:10,14 41:21 48:13,17 50:3,8,14 137:17 143:22 181:3 pop-up 92:21 popular 93:14 population 18:19 portion 9:6 94:18 position 90:5 possibility 161:24 possible 139:3 152:5 153:14 162:19 163:17,18 166:15 166:24 181:9,15 post 67:6,6 potential 27:24 33:7 44:8 111:4 160:12 167:5 181:5 potentially 57:11 86:15 87:7 117:7 118:1 136:20 145:8 PPC 19:22,23 20:16 115:4,5 practice 26:12 129:20 pre-highlighted	78:5 precede 105:25 preceded 107:21 predate 91:3 premarked 4:1 87:24 105:5 110:22 116:24 prepaid 49:9,14 preparation 8:18 21:1 prepare 9:3 prepared 31:18 prescription 50:24 51:3,8,11,14 present 83:18 presented 176:22 president 90:8,11 107:1 presuppose 84:10 155:3 pretty 124:15 prevalent 148:25 prevent 97:11 99:14 151:3,10 prevents 110:8 151:13 172:6 previous 10:11 184:5 previously 15:17 30:1,19 63:20 80:16 94:22 110:24 114:4 119:19 144:24 147:18 149:5 154:9 159:23 161:22 165:12 179:14 180:23 price 41:10,13,20 103:5,7 104:13 118:7,14,19 119:2 119:7,7,8 135:15 135:17,25 136:2,8 136:19,24 140:15 140:17 157:7,23 158:18,24 159:3 160:6 prices 136:13 143:8	143:9 157:9,11,14 159:23 160:6 pricing 45:1 118:6 primarily 53:20 primary 12:22 13:15 15:22 17:2 18:3 21:12,14,20 53:10 109:11 127:16 180:13 print 34:19 57:9,13 57:16,23,25 75:2 printed 68:11 158:14 printout 3:12 26:7 prior 6:16 8:19 9:7 9:14,17,20 10:5 30:10 33:1 52:9,11 52:17 54:15 66:16 66:18,24 68:15 69:1 80:19 82:1,16 86:17 99:17 114:8 114:9 160:23 161:15,23 164:8 174:19 175:7 Private 87:2 probably 15:8 20:10 23:13 36:12 38:4 39:15 42:17 45:1 53:8 54:5 55:9 58:16 59:1 70:2 108:19,21 168:9 problem 22:8 Procedure 1:20 procedures 48:19 proceeding 5:15 proceedings 22:6 process 5:12 6:2 19:4,6 48:20 49:5 116:20 130:9 131:9,19 processing 39:11 processor 39:12 produced 1:11 21:6 44:16 48:17 68:15 139:21 155:23 producing 21:4 product 36:11 48:10
---	---	---	--	--

49:1 58:8 145:12 145:14 147:4,16 147:16,19 162:15 product-related 162:15 production 8:15 14:9 68:6 75:1 77:1 products 21:16,20 34:14 36:10 45:4 103:18 135:24 147:24 profit 104:8 profitable 132:1,1,3 153:9 programatically 55:7 programmed 55:10 prohibited 92:8,16 142:10 169:16 170:3 promote 14:17 34:13,17,22 35:12 44:7 45:7,17 46:17 66:1 131:11 promotions 13:9 140:4,7,12 pronounce 14:22 properly 48:20 93:2 98:1 proposal 19:7 proposals 60:12 propose 152:18 protective 22:10 protocol 132:19 proved 184:12 provide 9:13 21:17 104:6 111:9,18,24 120:5 133:16 167:4 provided 59:11 68:25 74:9 91:12 91:13,16,17,23,25 92:2 94:3 96:15 97:19 119:14 120:18,20 162:7,7 167:3 174:2	provider 97:9,11,16 97:20 120:3,6 123:17 170:24 173:23 174:2 provider's 97:23 98:18 100:9 120:10 171:14 174:5 providers 93:15 102:13 providers' 98:22 provides 104:10 providing 69:1 91:9 provisions 1:20 psychology 10:21 11:7 public 114:24 184:21 pulled 32:3 125:12 pulls 179:1 purchase 24:25 28:3 28:10,12 37:8,9,21 42:1,5,10 45:11 115:9,17 128:9 purchased 71:12,12 71:19 120:4 148:2 148:3 purchases 24:25 97:16 170:25 173:24 purchasing 18:6,18 18:23 42:20 55:7 73:7 115:2 165:16 purposes 22:3,16 61:16,20 62:1 95:11 162:24 166:5 184:17 pursuant 1:19 92:4 95:17 100:21 purview 14:2 put 19:3 30:23 102:18 116:16 117:23 137:17 138:3,4,11 146:5,5 146:6 151:2 puts 151:9 putting 102:20	164:8 PVC 125:5 <hr/> Q <hr/> quality 138:13 queries 83:17 174:20 query 84:8,22 95:7 95:10,23 96:3,8,15 99:16 100:17,24 101:6,15,17 102:1 123:18 154:22 172:20,20,21,24 172:25 173:6 174:15,17,23 175:1,2,4,18,24 176:10 question 5:22,24 8:25 9:5,24 10:4 10:11 16:2 19:13 19:16 22:20 24:4 27:6,12,17,17 28:20,22,25 29:2 30:17 31:20 35:21 38:13 39:3 41:17 42:22 44:10 50:5 52:5 56:3,25 64:12 70:23 80:19 82:14 83:23 87:15 89:3 91:21 93:4,9 114:3 114:8,10 117:1 123:6 130:4 133:1 154:19 155:1 158:4,15 159:7,13 159:14,15,19 160:15 163:23 166:20 169:24 171:16,17,20,23 172:22,23 173:2 174:19,21,23 175:7 181:14,18 questioned 144:1 questions 5:20 6:1 83:1 109:9 135:15 139:15,20 154:10 169:22 171:12 177:1 181:16,25	quick 135:8 quote 53:12 73:7 84:1 93:25 94:1 96:3,4 165:10 168:14,19,19 175:2,3 quoted 164:18 172:20 quotes 156:16 168:5 <hr/> R <hr/> R 185:1,1,1,1 radio 56:23 57:3 ran 140:7 145:15 random 85:5 range 75:6 rank 18:21 85:25 Ranking 18:21 rankings 86:24 ranks 86:6 rate 62:5,5 65:12 155:10 156:24 175:16,17,23 176:13 177:23 178:1 179:2 rates 64:25 83:19 Razorfish 19:11,18 20:6,11 59:21 132:10,11 133:2 reach 55:6 139:5 reached 55:17 react 119:1 read 9:6 29:5 30:22 42:15 59:15 70:11 77:22 93:2,5,11 94:15 96:25 98:1 98:23 109:23 110:25 111:17 114:12 119:21 142:9 160:17 161:9,12,13,14,14 164:20 170:9,13 184:3 reading 49:3 59:13 70:16 170:7 reads 97:2 111:8 120:2	ready 112:14,14 reallocate 133:18 reallocation 35:9,10 really 27:17 53:7,12 54:2 133:20 142:21 170:16 179:24 reason 6:10,13 9:3 46:18 163:25 183:4,6 rebates 140:17 recall 9:12,16,16 21:10 31:12,13 37:11,13 53:15 58:4 59:13 60:2 61:12 147:17 160:9 162:14,16 167:8 168:23 169:2,4,5,21 receive 7:21 59:5 received 8:14 82:11 167:8 Recess 67:24 135:13 139:12 146:14 reco 167:24 168:2 recommendation 168:4,20 169:7 recommendations 16:15 record 1:20 5:14 6:4 7:6 8:10,12 17:25 18:2 22:3 26:3 68:2,18 82:20 88:5 96:25 118:25 146:12 154:17 183:4 185:12,17 redline 8:8 references 7:7 referred 68:23 89:11 136:25 referring 31:14 69:21 95:16 137:23 141:14 147:15 168:3 173:19 refers 72:8 141:15 170:17
---	---	---	---	--

refills 25:22 28:6	reported 1:16	5:11	101:22,22 104:7	row 72:16,17 73:23
reflected 179:17	109:12	response 92:22	115:1 131:20,25	74:1,3,5,6,7,8,11
reflecting 179:11	reporter 1:16 5:4,16	97:13 113:18	132:12 133:14	74:13 75:16,18,18
reflects 71:10	5:19 9:6 12:2,4,7	123:3,18 152:19	143:22 145:13	75:19,22,24 76:11
refunds 51:16,19	13:12,14,24 19:12	177:12,15	returned 85:24	77:19,21,22 78:14
regular 59:5,16	19:15,23 23:25	responsibilities 12:9	121:11 179:23	121:1,7,22 124:25
rehabilitation 10:20	24:3 30:4 35:20,25	12:20 13:5,7,22,25	returning 18:20	125:2,22,25 126:9
related 53:18,19,20	44:2 47:17,20	14:12,14,18 15:18	45:4 99:15 165:17	126:21 178:18,19
62:9 109:9 116:19	50:25 51:2,5 59:9	16:4,7 18:10 38:23	returns 49:19 51:8	179:5
134:10 138:22	88:3 90:13 132:25	41:1	51:11 85:5	Row(s) 178:6
148:13,17 152:3	133:3,6 135:7	responsibility 15:15	revenue 33:7 53:10	rows 75:16 78:5
177:24 178:2	149:21,24 150:3	15:22 16:8,13 41:8	revenues 21:25	122:23 156:1
185:14	153:18 155:17	50:17	22:22 23:3	Roxana 14:24
relation 119:7	158:11 185:10,23	responsible 11:20	review 61:7 67:17	rules 1:19 22:6
relationship 17:21	Reporter's 3:8	12:12,23 43:25	67:21 77:8 79:13	run 60:12 140:11,11
17:23 18:24	185:8	44:3 49:18 50:22	79:18 105:8 147:8	140:15 143:2,8,14
108:17 116:4,8	reports 40:6 59:5,8	51:13	150:7	144:1,12,15 145:9
138:25	59:11,14,15,16	rest 82:18 88:10	reviewed 42:3,8	147:11,23 162:24
relative 122:25	60:3 70:17 133:17	139:8 167:13	50:7,13 57:13,13	162:24 163:1,10
123:2,10 129:6	162:8	177:1	57:23,25 68:14,18	164:5
132:12 185:16	represent 5:10 8:1	restate 9:5 44:10	68:19 69:2 119:19	running 143:15,18
relevant 85:14	8:17 88:17,21	116:3	120:20 161:10	143:21 144:5
126:17 136:22	155:21 178:21	result 35:6 73:4	reviewing 148:10	147:19
153:10	representative	85:20 92:22 94:16	RFP 19:3,4,4,6	runs 40:4
rely 41:25 42:4,9	45:22	97:13 98:13	116:16,20,22	RX241 3:11 6:25
remaining 86:8	representatives 46:3	100:16 101:22	right 6:23 43:5 49:4	28:15 61:4
remarketing 58:11	46:7,15,23 47:2	117:13 124:2	49:22 50:10 61:23	RX242 3:13 26:6
remember 37:14	represented 70:20	resulting 114:21	64:12 67:4 84:25	RX243 3:14 31:24
56:16 59:16 82:10	118:3	132:4	86:9 109:14,17	32:1
109:13 167:10	represents 176:8	results 18:20 62:15	125:25 129:23	RX244 3:15 48:15
170:21 171:11,16	request 19:7 22:5	85:5,12,14,24,24	144:9 155:7 156:2	RX245 3:16 67:25
171:22,24 172:22	requested 9:6 67:7	86:8,18 87:18 98:8	162:10 165:9	69:7
173:3 178:10	152:6	137:15 164:9,16	169:10 173:13	RX246 3:18 67:25
removal 165:13	required 21:1 120:5	165:17 176:22	178:5 179:18	73:14 120:22
removed 86:23	171:21	179:23 181:7	right-hand 178:5	RX247 3:19 76:22
179:18	requires 150:5	retail 45:1,1	rights 115:9,16	124:19
repeat 5:21 10:4	research 11:17,18	retailer 42:1,5,10,25	RMR 185:22	RX248 3:22 155:20
22:19 26:25 28:22	83:14	43:7	ROI 114:21,25	175:11
30:17 42:7 138:10	reserve 82:18 139:8	retailers 33:14 45:2	role 128:23 163:5,5	RX249 3:24 158:12
rephrase 5:22 54:21	167:13 177:1	46:19	roles 12:22 13:15	
145:12	reset 173:7	return 3:15 48:12	roll 41:6,7	S
replacement 19:8	resources 146:8,10	48:17,18,20 49:1,5	rolls 169:25	S.W 2:4
48:22	respect 14:15	49:9,11,15 50:3,8	Roman 92:11	sale 13:17 14:15,17
reply 169:1	133:12 140:5	50:13 56:5 61:1	Rosco 14:24	22:23 23:3 34:3,17
report 5:16 39:21	respective 97:8	62:15 85:11,23	roughly 30:21	38:24 39:4 41:4
40:8 82:9 133:24	responded 116:22	86:8,12,25 98:7,8	154:10 180:24	43:18 44:8 61:21
151:20	respondent 1:12 2:8	98:13 100:16,20	routinely 111:11	66:1 104:16,19

121:21 127:10,13 128:3,18,25 131:12 135:3 140:5 sales 12:21 13:8 14:1,5,6 15:15 21:14 24:13,15 25:6,8,22 33:21 40:12 53:19 54:1 55:12 65:20 66:8 73:11 102:10 104:17 San 1:18 2:16 Sas 107:25 108:4 172:3 satisfaction 50:19 51:22 saw 33:7 123:12,22 131:1 162:6 saying 66:22 110:4 111:22 115:15 144:12 165:17 says 7:3 26:11 30:1 32:4,10 51:13 69:9 69:22 71:8,24 77:21,24,24 78:8 78:13 80:6 81:10 84:25 85:1 90:24 92:8,12,15,18 94:16 98:15 106:20 107:8,9,12 108:2,10 109:19 109:24 110:7 111:17 112:12 113:16 114:20 115:7 121:24 124:22 125:13,22 140:23 156:3 161:5 169:1,15 172:5 173:6,22 174:12 175:2 176:3 178:19,24 179:10 school 11:2,14 scope 143:4 scour 112:16 scroll 92:15	seal 184:18 search 10:23 11:9 11:21 12:13,24 15:19,22 16:9,13 16:20 18:13,18,19 18:22,23 35:11,15 35:22 54:3,19,23 55:3,13,23 56:7 58:24 63:7,12,22 64:3,11,16,17 69:9 73:16 77:18 83:2 83:12,14 84:4,16 84:17,25 85:8,10 86:18,24 87:18 91:9 92:23 93:6,12 93:15,16,17,22,22 93:24 94:1,5,10,16 95:13 97:9,11,13 97:16,19,22,23 98:10,12,17,18,22 99:2,3,9,11,12 100:9,9 101:20 102:13,24 103:16 108:7 110:18,20 112:16 117:13,15 117:24 118:7,19 118:23 119:2 120:3,6,9,10,14,18 122:22 123:17 128:14,20,24 129:19,21 132:9 132:13 133:9 134:10 136:18,21 137:7,15,20,23 138:5,12 146:17 147:5 149:20,25 150:2 154:12 157:2 164:15,25 168:10 170:24 171:14,14 173:5 173:23 174:2,5,5 174:17 175:4 178:11 179:2,15 179:23 180:13 181:6,10 search' 98:22 searched 71:19	98:10 121:12 122:10 searches 64:21 98:6 98:9 110:10 113:19 147:23 148:13,17,25 152:10,14,19 164:10 172:8 180:2 searching 63:8 64:5 84:5,11,14 102:24 123:11 135:24 136:3,21 155:4,5 155:10 Sears 153:16,20 sec 76:24 169:2 second 24:1 26:4 32:5 35:21 69:19 73:13 78:15,22 79:9 86:13 96:20 100:18 113:16 146:13 156:11 174:12 sections 119:20 sector 130:11 131:6 see 5:14 7:8 13:15 20:24 26:10,15 29:25 30:9 32:3,9 32:13 48:18,24 49:13 61:17 62:2 62:22 71:6 73:14 74:5,18 81:10 89:23 90:25 92:9 92:13,16,25 97:23 98:18 102:13 106:21 107:8,9,13 109:19 110:10 111:12 112:17 113:5,12,19 114:1 115:9 116:17 117:20 120:10 121:24 122:2,15 123:20 125:4 126:1,7,11 130:17 130:22 135:21 140:23 141:5,11 142:9,15 156:3	158:15,20 161:5,8 162:20 166:5 168:10,12 169:13 169:19 170:5,12 170:19 171:1 172:3,8,21 174:6 174:10,13 175:19 177:6 178:4,14 seeing 64:21,21 123:16 160:24 seek 46:17 130:11 130:15 seen 56:10,14,20 62:22 77:5 81:14 88:11,11 89:4 111:6 161:1 165:3 181:4,8 segmentation 12:21 13:10 select 103:1 selected 68:12 selecting 41:3 42:24 selection 11:18 60:9 60:12,15,18,24,25 103:8 104:13 136:20,23 155:22 162:3 163:6,20 selections 162:5 selects 131:6 sell 13:19 21:16,18 21:20,21,23 23:16 23:24 24:7,10 29:22 30:11,21 31:6 32:17,18 33:1 33:4,16,18 34:8,13 34:16,24 36:11 37:16 38:1,9,10,16 38:18 103:19,20 103:21 128:20 147:24 selling 31:1 32:23 137:3 send 49:8,14 58:17 59:18 sense 14:4 128:19 129:8 135:1 sensitive 136:8	sent 8:11 59:19 105:19 106:18 sentence 30:1 32:3,9 81:10 112:11 113:16 114:23 115:2,7 149:10 167:22 170:8,13 170:22 171:1 173:22 sentiment 140:24 separate 32:11 39:19 52:23 53:2 68:4 173:9 servants 97:4 served 72:2 108:19 122:10 service 45:20,22 46:2,7,14,18,22 47:1,5 51:25 104:14 143:16,17 services 21:18 91:9 sessions 133:11 set 55:5,15,16,20 76:25 93:20 105:6 132:14,20 170:4 170:18 sets 55:19 setting 133:8 settlement 28:16 29:9 30:10,20 53:24,25 66:15 81:19 82:1,5,6,10 89:17 90:19,24 91:15 95:17 111:4 112:13,22 113:23 114:5,12,15 142:2 143:1 146:16 147:3 148:14 150:5,7 151:12 152:17 153:3,6 160:11,18,21 161:23 162:18 164:21,23 165:2 165:20,22 169:11 171:21 172:19 settling 29:16 seven 171:6
--	---	---	--	---

Shadow 6:7	158:14	167:1	stamp 178:8	168:8
share 16:4 61:10	sites 127:15 157:18	speaks 29:7 49:17	stamped 48:17 68:7	strategy 13:9 14:16
shared 91:8 165:5	six 171:5	147:6 163:23	77:2	15:16 33:21 34:2,7
sharing 61:13	skip 79:5	170:14	stand 90:15	34:8 35:12 36:16
Sheer 109:16 168:1	SKU 36:11,15	specific 36:10	standard 132:19	129:12,20,21,22
Shervanick 109:19	SKU-based 36:7,9	162:14 167:24	standpoint 70:4	129:24 130:1,6
shift 131:20	SKUs 36:10 48:5	168:12 176:1	stands 77:16 114:22	133:11
shifting 132:4	slight 52:11	specifically 40:25	114:25 115:5	Street 1:18 2:4,9,15
133:13	slightly 52:21	60:22 97:15	start 12:15 39:9	strictly 14:25 15:3
ship 47:24	small 75:21 120:24	130:10 131:5	69:18 121:23	strike 87:10,22
shipped 128:6	small-size 20:10	147:15 162:16	139:15	171:17 176:16
shipping 39:14 47:8	smaller 69:21	168:18 169:12,23	started 36:1 132:23	string 4:4,6,9 99:3,4
49:19	Smith 1:18 2:14	170:23,24 171:9	starting 32:4,10	99:9
shop 20:11 131:2	social 19:24 34:20	171:13 173:3,23	170:10	struggle 111:10
shopping 42:19	58:5	specified 110:8	starts 90:17 167:22	studied 42:4
136:8,13 145:19	software 164:15	172:6	170:8	studies 41:24 83:14
145:24	165:1	specifies 22:10	state 1:16 6:4 10:18	144:21 148:25
shorthand 1:15,17	sold 30:2,7 33:9	speculation 42:13	11:5 48:4 162:18	163:10,13 165:25
185:10,23	36:19 37:1,2 44:18	43:3,9,15,20 45:15	164:12 184:9,22	181:4,8
show 64:23 77:20	45:1 80:15,17	46:13 49:17 63:15	185:11,23	study 10:19,25 11:6
165:7	solely 31:17,21	70:25 71:17,23	stated 1:20 68:19	11:11
showed 139:16	somewhat 118:25	73:19 79:24 81:23	150:11 159:23	stuff 83:7
155:24 161:22	sorry 10:2 13:24	141:8,17,23	174:21	sub 134:23
165:12	19:15 23:25 24:15	142:20 146:20	statement 10:1	subject 21:5 105:14
showing 151:4,10	25:2 29:2 30:4	148:20 152:23	67:12 161:16	117:4
side 86:23,24,25	35:20,25 42:7 44:2	155:12 157:4,20	163:1,5,7 166:3	submission 9:15
100:19 102:2	47:17 51:9,10	159:12 166:20	statements 5:19	submit 6:20
179:18	59:10 65:11 69:11	177:17 180:4,10	119:24	submitted 8:23 9:10
sign 7:22 16:15	72:22 75:19,20,22	180:22 181:14	states 43:18 121:24	89:10
signal 118:6	75:22 78:13 81:8	spend 15:7 35:6,9	169:25 181:21	subordinates 16:16
signals 118:19	81:16,24 82:5 89:3	131:20 132:17	step 20:17	16:17
signature 3:7 7:13	94:14 111:16	133:9 134:6,10	steps 48:21	subscribed 184:15
8:19 9:7 89:21	120:23 121:23	spending 133:13	stick 177:2	185:19
113:11 184:1,4	122:4 125:7,8,8,11	141:1	stock 48:9	Subsection 170:5,19
signed 28:17 30:24	138:10 149:21	spent 15:11,13	stop 55:6,14,15,16	170:21 171:3,4
61:2 89:22 119:22	152:11 153:18	split 32:14 117:4	55:18 76:23	subsequent 114:5
161:11 173:14,19	155:2 167:22	spoke 21:3	stopped 31:9,16	114:14 160:19
significance 78:24	169:22	sponsored 180:7	Stopping 167:24	subsidiaries 91:10
signing 61:11	sorted 75:9	spot 62:20,21	store 14:8,9,15 25:1	97:3
signs 14:10,12	sound 155:6 176:18	135:10	25:1,4,25 26:16,24	subsidiaries' 128:25
similar 113:24	source 53:10 69:19	spreadsheet 3:16,18	27:5,14 28:12 35:3	subsidiary 30:2,5
142:14 162:22	169:7	3:19,20,22 68:7,14	36:5,23 128:7	80:16
simple 159:6,9	space 128:4 154:7	68:19 74:8 77:3	136:22,22	success 133:17
single 52:20 103:25	speak 24:22 38:5	spreadsheets 68:18	stores 14:8 23:17,20	successful 135:19,22
sit 126:25	39:10,12 43:21	spring 116:16	24:7,13,17 25:10	Sue 17:13
site 3:25 33:17 39:2	46:3,7 52:19 53:7	staff 20:8 151:16	25:16 26:16 33:2	suggest 7:21 8:3
39:10 55:19	108:18 160:3	stakeholder 108:20	104:25 136:6	49:14 156:19,25

158:23 159:2 162:11,12 163:11 suggested 21:8 suggesting 137:13 141:6 160:23 suggestion 168:24 Suite 1:18 2:15 sum 176:14,15,15 summer 19:3 sunglasses 21:21 32:19,24 33:2,5,10 33:18 34:3,11,17 34:25 35:13 36:18 37:9 53:11,21 103:20 support 12:10 sure 7:18 8:7 22:3 23:15 24:2,18 27:16 32:15 33:19 35:17 42:14 49:25 50:6,15 51:23 52:1 53:25 54:14,17 56:9,21 57:1 58:7 58:16 59:1 61:22 65:15 66:5 72:14 73:9,12 74:17 76:9 76:21 80:22 83:20 84:19 85:6 89:4,12 93:23 106:9 116:1 118:24 121:15,21 123:10 125:3,9 127:25 128:13,17 136:10,15 137:8 141:24 142:21,24 144:20 147:2 150:8 151:6,11,15 152:12,16 153:11 157:5 158:22 159:14,22 160:2,8 161:20 163:3,9 165:14 170:16 176:11 180:5,11 180:16,21 surprise 70:19 71:1 surveys 41:24 51:22 sworn 1:13 5:4 185:19	T T 74:5,7,11,11,12 185:1,1,1 table 74:20 102:3 124:20 tailored 135:21 take 5:19,25 6:1 10:22 11:8 20:17 22:12 67:22 72:15 82:13 104:21,23 105:2 135:8,11 139:9 145:2 168:11 taken 1:13 67:24 70:9 135:13 139:12 146:14 156:2 185:15 talk 5:18 10:13 21:11 24:19 45:19 67:3,14 166:10,24 174:19 talked 93:21 112:1 170:21 talking 137:14 142:3 147:14 target 168:6 Taylor 106:13 team 15:25 16:3 Tech 65:14,18,21 66:3 140:7,9 Tech's 66:1 technically 81:1 telephone 47:2 television 34:19 56:8,11 tell 48:8 68:2 88:8 123:11,17 143:1 175:11 ten 3:19 68:11 77:2 86:1 135:8 tend 136:13,18 137:22 term 3:20 36:9 44:21 45:3 63:7 64:3,12 65:6,10 73:8 75:16 76:6,7	76:11,11,20 77:4 81:11 84:4 85:14 85:15 86:3 92:18 93:11,11,18 94:24 95:11,24 98:3,7 99:11,12 100:10 101:11,20 103:12 110:13,15 113:19 113:24 117:23 118:3 122:10 123:25 124:22 125:25 126:11,14 126:20 129:5 134:15 137:9 139:21 151:2,2,9 156:22 165:16 166:4 168:2 175:3 177:24 178:2 terminate 116:7 terminated 162:19 165:20 terms 3:16 18:18,22 18:23 22:7,11 29:16 36:7 62:9 64:24 65:2,6,10 68:8 73:16 76:19 79:21 80:21 81:3 91:7,8,15 99:2 100:22 110:5,6,9 115:3 118:11 119:7 120:6 123:8 123:18 126:17 137:12 140:25 141:2,3,12,20 146:4,16,24 147:12,14 153:8 160:12 166:5,7 168:21 172:7 terrestrial 56:23 test 11:18 162:20 163:11,16,17,19 163:25 164:1,3 166:15,24 testified 5:5 79:24 85:19 103:19,20 103:21 118:12 119:12 120:13	147:18 152:23 172:11 179:14 180:23 testify 154:18 testimony 6:11 63:24 82:24 99:18 154:14,16 172:13 173:21 185:12,15 testing 13:9 166:5,7 166:8,10,13 Texas 1:16,19 2:16 6:7 185:11,23 text 137:6,10,14 Thank 12:7 13:14 19:17 22:17 36:1 51:5 75:4 87:25 133:3 149:24 150:3 181:24 thereof 77:5 81:12 thing 32:7 69:2 things 14:11 15:12 15:13,14,15,17 18:9 83:19 104:14 109:7 132:20 136:23 think 16:10 17:1 20:3,8,15,15 21:19 23:7 45:2,3 54:25 58:23 59:7,10,11 63:5 64:1,10 66:21 68:19 81:15,16 84:2 85:5 86:9,19 86:22 88:10 99:7 101:14 104:21 111:22 112:10 118:10 120:1 122:9 124:11,16 125:1 127:16,19 127:21 128:2 131:13 132:6 143:10 147:25 151:24 157:21 159:5 161:2 164:19 165:8,8 172:17 181:9,15 thinking 124:9 thinks 112:12	third 86:14 107:10 140:21 this'll 70:2 thought 20:15 63:21 88:15,20 165:9 thousands 68:20 122:24 three 14:20 15:21 66:13 76:18 86:7,9 86:12,13 103:25 124:4 132:24 133:5 171:5 Thu 107:12 time 5:24 10:17,22 12:19 15:6,9,11 18:10 21:4 23:5,8 24:20 25:19 29:3,8 29:20,23 30:10,19 30:24 31:6,8 33:20 33:23,24 43:11 49:24 50:1,1,8,12 52:5 53:13 54:12 55:22 60:23 65:23 66:7,12 67:8 79:15 80:5,10 82:19 86:18 105:23 106:17 123:8 128:8 133:8 139:7 139:8 140:4 141:9 143:11,19,25 146:8 152:2,17,24 162:3 164:13,16 164:24 165:3 167:14 177:1 178:10 179:21,25 180:7,18 181:17 timeframe 54:18,22 times 72:1,4 81:16 83:18 122:9,13 132:5,7 timing 107:16 title 7:3 12:17 13:1 15:14 17:14 106:17 108:18 185:4 titled 175:14 today 6:2,11,14
---	--	---	---	--

68:15 81:14 82:24 98:23 107:15 111:6 126:25 127:11 141:19 148:2 160:24 161:2 171:12 today's 5:15 6:16 77:5 told 92:3 144:15 146:15,21 147:10 TOLLES 2:9 tomorrow 133:10 133:11 top 62:20,21 85:25 86:2,12 89:16 90:23 92:7 100:1 105:17 107:17,21 125:13 176:3 180:8 torn 50:17,23,25 51:1,13 total 24:15 touch 46:25 town 133:10 track 24:23 25:2 26:21 27:1 33:12 42:19 51:15 83:21 134:21,24 tracking 33:8 trade 1:1 2:3,4 3:1 62:12,18,25 63:6 64:3,11 84:3 180:25 181:6,6,7 181:11 trademark 66:14 79:15 84:7 85:18 85:18,20 92:24 94:5,7,10,17,19 95:14,24 96:5,10 96:16 97:6,14,18 101:13 114:1 141:15 142:12 148:18,24 154:11 154:22 173:25 178:2 trademarked 95:12 115:3	trademarks 152:20 164:15 169:17 traffic 18:8 117:4 168:7,11,22 training 46:21 70:7 transcript 185:12 transcription 183:4 treated 22:13 tried 41:20 144:15 tries 118:13 triggered 170:2 177:12 triggering 110:9 172:7 true 16:22 31:22 60:19 81:15,17,19 81:25 82:1 161:5 184:5 185:12 trust 43:7 try 34:8,13 44:7 45:7,16 83:24 102:24,25 103:4 103:22 168:11,22 trying 20:24 36:11 59:10 63:5,9 64:2 64:6,10 82:6 84:2 84:5 118:15 159:16 turn 7:4 28:14,15 72:16 78:4 89:13 91:6 92:6 96:21 99:23 102:9 107:5 112:25 120:21 124:19 126:6 139:17 140:19,21 141:25 142:6 149:9 161:3 162:17 169:10 171:18 175:10 twice 117:22 two 32:1,6,11 68:2 73:21,22 84:24 122:23 123:7 165:15 171:5 type 63:12 84:22 95:10 126:5 157:2 178:24 179:12	typed 63:21 171:6 types 63:6 64:2,11 84:3,7 118:11 136:17 154:11,21 typical 19:25 45:1 typing 168:7 181:5 <hr/> U <hr/> U.S 44:8,12,15,16 44:18 Uh-huh 20:1 21:24 26:9 27:23 47:19 53:9 56:19 58:22 59:22 61:18 64:4 64:13 68:9 72:3 80:1 82:8 113:21 120:12 122:6 124:17 126:2,10 129:22 132:8 133:21 134:1,17 139:22 140:10 145:21 147:21 149:8,11,14 155:25 159:4 166:11,17 167:20 168:13 178:7 ultimate 16:12 ultimately 19:5 41:6 69:17 104:7 unauthorized 45:2 unclear 159:12 undergraduate 10:20,21 underlying 9:22 10:7 underneath 84:24 understand 5:21,23 16:3 18:12,15,16 27:6 94:6 99:20 123:5 142:17 144:8 159:14,16 163:9 understanding 30:13 31:1,4 39:13 44:25 48:25 49:3 83:25 92:2 93:5,11 94:23 98:5 100:3	105:23 120:16 121:17 137:11 149:18 unhappy 20:1,13 uniques 73:21,22 United 43:18 181:21 universe 160:3 University 10:16,17 10:18 11:5 untrue 60:20 unusual 60:14,15 UPS 39:15 URL 13:19 29:22 37:15 URLs 92:24 94:18 97:6,14,18 174:1 URLs- 111:10 use 13:19 18:11,12 27:24 34:15,16 56:7,22 57:2,6,9 61:15,16,20,25 62:6 67:9 73:7 91:14 93:18 97:5,9 102:23 103:12 137:6,9 142:1,11 142:13 146:16,24 147:4 148:23 150:6,9,22,25 151:6 152:20 153:2,5,7,7,9,10 154:15 162:23 164:13,24 165:1 167:5 169:16,18 172:10 180:12 useful 147:22 user 84:1 120:8 173:5 users 63:11 uses 142:15 utilizes 102:11 <hr/> V <hr/> v 105:14 vague 9:24 42:12 43:2 146:19,25 147:13 155:11 156:21	valuable 128:14,19 144:18,22 value 103:5,7 118:13,14 128:22 146:9 157:23 158:17 valuing 133:13 variation/misspell... 113:25 variations 77:4 81:12 variety 103:17 various 34:20 verify 156:1 version 142:1 versus 165:16 view 14:5 128:11 views 9:21 10:7 violators 112:16 vision 30:2,6 32:11 77:17 80:17 90:16 105:14 107:4 115:21 127:22 128:1 152:14 153:16,20 156:8 156:12,22 157:2 175:18 176:2,5,8,9 176:22 177:15 179:1,3 visionworks 3:16 9:22 10:8 12:15 13:19 17:22 20:19 20:22 23:16,21,24 24:7,16,21,23 25:2 25:25 26:2,12,14 26:18,21 27:1,3,22 28:11,17 29:10,19 29:20 30:1,11,21 31:5,16 32:17,18 33:7,8 34:13 35:1 35:18 36:3,18,25 38:10,16,20 39:19 40:9,9,11,15,18,22 41:21,23,24 42:3,8 42:18 46:2 48:16 49:19 50:2,9,12 51:7 52:10,18,23
---	--	---	---	--

53:13 54:13 55:11 55:19,22 56:14,18 57:19 58:5,8,11,14 58:24 60:5,13,21 62:11 63:8,9,17,18 63:21,22 64:6,7,16 64:19,22 65:6,9,10 65:20,25 66:3,7,13 68:6,7,8 70:3,4,20 72:10,13 73:2,8 75:11,16 76:2,8,20 77:17 79:14,20 80:4,10,14,16,23 81:2,3,11 82:2,15 84:5,6,7,11 85:18 85:21 86:17 87:5 90:6,9,10,11 91:4 91:10 93:22,25,25 94:4,5,6 95:10,12 95:13,14,21,22,24 95:25 96:4,5,9,10 96:15 98:11,13 100:15,16,20,20 100:21,24 101:1 101:10,16,22 102:3,11 103:1,4,4 103:15,18,23 104:3,10,15 106:11 107:2 108:8,15,17,20,23 111:3,24 112:19 115:23 116:3,7 117:11 118:13,18 120:3,5,17 123:12 124:9 128:15,24 129:24,25 131:3,5 131:16,20 134:21 134:24 135:17,17 136:18 138:8,11 139:23 140:4,11 143:1,2,12 144:1 146:23 147:11 148:23 149:12 150:5,9,22 152:9 152:14,18,19 153:1 154:12,22 155:4 157:6,22	158:16,17,23 159:2,8,15,17,17 159:21 160:11 162:3,20 163:19 164:21 165:1,21 166:15 168:8,22 177:14 178:6,6 Visionworks' 3:12 21:12,12,25 22:22 23:2 24:12 25:9,15 26:8,24 27:4,13 28:12 29:12 40:12 43:1 52:2,6 63:6 64:2 77:1 84:3 100:11 102:15 123:2 127:11 129:11,19,21 135:1 154:11 157:17 visionworks.com 31:8 32:22 33:17 37:22,23 38:2,11 38:17 40:4 57:2 65:17 105:4 143:15 visionworks.com's 73:10 visionworksconta... 3:24 13:21 15:4,7 15:19 25:21 28:3 32:13 37:10,16,25 38:19,21,25 39:5 39:18,23 40:2,24 41:9 44:1,4,9 45:20,25 46:15,17 46:19 47:6,7,10,13 47:16,21,24 48:2,5 48:8,19,23 49:8 50:16,22 51:10,15 51:21,24 56:7,11 56:12,22 57:6,9,14 57:17,24 58:1,6,9 58:12,15,17,21 65:16 104:25 147:24 157:18 158:6,14 visionworksconta...	46:6,22 47:1 48:12 50:13 143:8,16,22 VOA 69:9 77:15 volume 53:19,19 VP 105:24 <hr/> W <hr/> wait 5:17 155:17 waiting 89:4 walk 72:15 73:23 75:15 want 5:17 45:19 61:1 62:21 82:20 82:23 83:23 84:6 117:23 118:4,4 124:11 127:7 130:22 135:8,9 138:6 145:2 154:21 163:11,16 163:17,25 180:24 181:1,1 Washington 2:5,10 75:3 wasn't 88:14 152:23 way 19:16 46:25 48:25 99:24 107:10 114:11,22 126:20 145:6 150:13,14,18 152:9,13 160:17 176:7 ways 86:21 99:21 we'll 76:23 118:25 119:18 we're 5:14 21:5 99:7 125:3,10,21,22 131:13 137:12 145:23,24 173:19 173:19 we've 122:24 135:7 160:14 web 3:14 32:3 website 3:13 13:19 18:8,9 26:8 29:22 30:7,11,20 32:21 33:25 37:15 44:5 50:3 80:9,18 84:21	92:20,21 97:23 98:18,23 100:10 103:15 113:18 120:10 158:2 171:15 174:6 Websites 31:5 32:11 65:17 80:20 weekly 54:20,24 133:17 weeks 132:24 133:5 went 146:11 wider 20:8 witness 1:12 2:13 3:2,7 67:3,11 107:7 125:6 149:23 150:2 183:2 won 51:24 word 72:24 85:15 93:20 95:21 98:11 98:13 117:19 124:25 129:8 171:9 174:12 179:10 words 61:16 93:20 98:21 99:3 101:23 102:2 118:6 work 11:13,23 14:19 15:25 16:3,17,24 17:1,3,5,7,17 19:18,20 37:19 79:24 83:5,11 worked 90:6 108:5 108:15 116:2 117:6 134:14 working 17:2 115:21 131:13 132:23 133:1 works 16:20,23 108:14 156:8,12 156:22 157:2 175:18 176:2,5,8 176:10,22 177:15 179:1,3 worst 115:4 wouldn't 57:21 61:22 153:7 164:1	180:24 181:2 wrapping 135:9 write 27:17 written 102:10 www.visionworks... 32:12 <hr/> X <hr/> X 3:2 <hr/> Y <hr/> Yahoo 59:1,3 93:15 yeah 8:5,5 10:5 14:2 19:14,24 22:22 27:1 30:19 38:15 41:7 43:10 54:22 67:5,13,14 68:21 69:8,16 74:18 80:20 86:19 87:3 93:10 95:4 98:5 103:7 108:6 113:3 118:10,16 119:18 123:21 125:9,16 129:15 135:20 136:2 140:10 152:1 160:16 161:4 162:5 163:2 163:8 166:10 170:11,12 171:24 173:11,17 176:5 177:19 178:23 179:19 180:13,14 181:1 year 51:16 52:12,20 52:21,21 53:16 132:5,7 181:22 yearly 54:20,23 years 52:9,16 56:18 63:4,25 64:9 66:13 84:16 86:16 109:6 115:21,23 116:3,5 Yep 24:5 75:25 139:20 <hr/> Z <hr/> 0 <hr/>
---	---	---	---	---

028 170:8	1:43 146:14	17 61:2,15 72:16,18	4:10 59:23 66:10	162:4
029 170:1,9,23	1:44 146:14	162:18 163:1	68:8 117:7 164:10	326-2633 2:5
034 89:18	1:51 105:20	166:10,23 167:9	178:10	36 99:23 100:1
035 89:19	10 23:1 24:14 28:16	177 3:5	2016 7:16 19:1 23:6	174:9
041 113:3	28:23,24,25 29:1,9	17th 158:15	32:25 51:19 52:3,7	37 99:24
	82:13	18 61:3 165:19	53:5,6 54:18 59:11	39 90:18 99:24
	10/20/2016 48:18	166:23 167:9	59:19 66:3,6 108:8	3k 168:9
1	10:04 1:14	180.20 76:3	117:7 119:22	3rd 7:16 119:22
1 3:22 48:19,21	100 106:9 176:17	1800 1:18 2:15 3:21	162:4 164:10	
73:25 74:2 77:19	100,000 53:8	75:24 76:12 77:4	2017 1:9,14 59:21	4
77:21,24 88:9,19	105 4:4	78:15,21 79:7 81:3	158:15 183:3	4 74:3 161:7,15
92:24 97:7,15,19	1074 178:18,19	113:19,24 121:2	184:19 185:5,20	183:5
100:2,4,19 101:24	179:5	121:11,24	202 2:5,11	400 2:4
105:17 107:18,22	11 78:4 126:6	1800contacts 78:14	210 2:16	41 112:25 113:2,6
110:25 111:1,2,24	162:21	181 3:6	21st 26:10	4377 185:23
113:23 121:13	11:17 67:24	183 3:7	220-1103 2:11	48 3:15
147:8 174:1,8,12	11:22 67:24	184 3:7	2248 72:17,18	
178:22 183:4	110 4:6	185 3:8	24 46:3	5
1-800 1:5,12 2:8	112 1:18 2:15	198,036 73:1	241 6:24	5 3:3 15:8 23:12,13
5:11 9:21 10:7	1155 2:9		242 26:2	49:11 77:22
28:17 53:24 63:12	116 4:9	2	246 120:24	5,851.17 73:3
64:11,17 66:13	12 73:5 78:19,21	2 23:14 73:23 88:19	247 76:25	50 109:24
75:12 79:15 80:2	178:12	91:6 107:5,9,21,25	249 158:10,11	521 6:7
81:12 82:2 96:9,16	12/1/15 75:10	109:24 111:8	25 107:12	554-5285 2:16
96:17 100:8,18,25	12/1/2015 72:20	112:12 172:5	26 1:9,14 3:12 4:5	5k.' 168:12
101:5,15 102:2	12/31/17 185:24	183:4	183:3 185:5	
105:14 111:11	1200/week 141:1	2:27 1:15 182:1	26th 82:11	6
112:21 114:14	12th 32:25	20 82:10 142:7	27 90:17,24	6 3:11 29:25 30:15
119:15 124:9,12	13 79:4 82:14 120:2	155:15	28 92:7 161:6	30:23 76:11 80:14
127:14,16 137:9	13,951 76:16	20004 2:10	169:15	121:22 125:22
141:15 143:9,16	139 3:4	20024 2:5	28.3 176:8,12,17	140:23
143:23 144:2,7,11	13th 28:18 82:16	2005 80:15	28.30 156:10 175:25	60 52:4
144:19,24 148:17	90:25 114:13	2008 52:17	283846 126:9	66 52:8
148:22,23 150:17	160:19	2009 77:21,24,25	29 4:10 96:22 100:7	67 3:16,18
150:19,21 151:1,3	14 13:7 161:5	79:15,22 81:4,20	29th 32:10	
151:6,9 152:10,15	1401-002 172:1	125:14,15	2B 144:11	7
152:19 157:7	1401003 140:21	2010 4:5,8 28:18		7 102:10 119:13
160:10,20 162:22	1404 139:17	82:11,14,16 90:25	3	124:25 125:2,25
163:10 164:9,15	1404-01 139:19	107:12 108:18	3 7:4 74:1 75:16,18	7,000 68:11 75:2
167:5 172:21,25	141-0200 185:3	114:13 160:19	75:18,19,22,24	7/1/2009 78:17
173:6 174:16,16	15 13:7,7	161:6	88:9,19 121:1,7	700 26:16
175:2,3 185:4	15.30 156:14	2012 12:16 24:21	122:15 168:9	71.7 176:18,21
1.30 156:18 177:10	155 3:22	52:17 54:16	183:4	748 23:22
1/1/15 75:10	158 3:24	112:19	3/26/2010 105:20	752 48:17
1:01 135:13	16 86:7 149:9	2014 13:4 32:10	30 4:7 79:6	755 77:2
1:11 135:13	164:12	59:25 69:10	31 3:14,23 77:25	76 3:19
1:17 139:12	167 3:5	2015 3:17,22,23	31st 19:1 108:8	761 68:7 178:6
1:35 139:12				

78108 6:7 78205 1:19 2:16 7th 2:4,10 <hr/> 8 <hr/> 8 81:8,9 8,426 76:1 8,687 76:14 122:5,7 8/1/2009 79:3,12 800 73:25 74:2,4 75:18 79:10 81:4 174:12 8001 78:23 800contacts 78:23 82 3:4 84 122:2,12 88 4:2 <hr/> 9 <hr/> 90 26:19 9372 1:4 95 15:11 97 121:8,10 98.7 177:11				
---	--	--	--	--

A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Account	Month	Campaign	Keyword	Ad group	Impressions	CTR	Clicks	Avg. CPC	Cost	Conversions	Avg. position	Match type	Quality score	Status	Keyword state	Campaign state	Ad group state	Original File	Original Row
2	VOA Search 2014	1/1/15	Contacts Non Branded - National	Exact	405	0.0099	4	2.47	9.88	0	3.5	Exact	--	campaign removed	enabled	removed	enabled	VISIONWORKS00000761	1250
3	VOA Search 2014	1/1/15	Contacts Non Branded - National	Exact	8,426	0.0115	97	1.86	180.02	1	2.8	Exact	--	campaign removed	enabled	removed	enabled	VISIONWORKS00000761	18193
4	VOA Search 2014	1/1/15	Contacts Non Branded - National	Exact	1,205	0.0158	19	2.02	38.48	0	2.9	Exact	--	campaign removed	enabled	removed	enabled	VISIONWORKS00000761	34452
5	VOA Search 2014	2/1/15	Contacts Non Branded - National	Exact	291	0.0069	2	1.72	3.42	0	3.9	Exact	--	campaign removed	enabled	removed	enabled	VISIONWORKS00000761	13088
6	VOA Search 2014	2/1/15	Contacts Non Branded - National	Exact	8,687	0.0097	84	1.66	139.51	3	3.2	Exact	--	campaign removed	enabled	removed	enabled	VISIONWORKS00000761	10220
7	VOA Search 2014	2/1/15	Contacts Non Branded - National	Exact	694	0.0101	7	1.73	12.09	0	3.4	Exact	--	campaign removed	enabled	removed	enabled	VISIONWORKS00000761	44349
8	VOA Search 2014	3/1/15	Contacts Non Branded - National	Exact	314	0.0159	5	1.83	9.13	0	3.9	Exact	--	campaign removed	enabled	removed	enabled	VISIONWORKS00000761	13000
9	VOA Search 2014	3/1/15	Contacts Non Branded - National	Exact	9,154	0.0104	95	1.76	166.8	0	2.9	Exact	--	campaign removed	enabled	removed	enabled	VISIONWORKS00000761	44490
10	VOA Search 2014	3/1/15	Contacts Non Branded - National	Exact	719	0.0139	10	1.72	17.24	0	3.6	Exact	--	campaign removed	enabled	removed	enabled	VISIONWORKS00000761	53058
11	VOA Search 2014	4/1/15	Contacts Non Branded - National	Exact	432	0.0069	3	3.21	9.62	0	3.7	Exact	--	campaign removed	enabled	removed	enabled	VISIONWORKS00000761	13135
12	VOA Search 2014	4/1/15	Contacts Non Branded - National	Exact	9,325	0.0094	88	1.8	158.76	1	3.3	Exact	--	campaign removed	enabled	removed	enabled	VISIONWORKS00000761	10135
13	VOA Search 2014	4/1/15	Contacts Non Branded - National	Exact	709	0.0099	7	1.73	12.12	0	3.7	Exact	--	campaign removed	enabled	removed	enabled	VISIONWORKS00000761	44459
14	VOA Search 2014	5/1/15	Contacts Non Branded - National	Exact	228	0.0044	1	2.7	2.7	0	4.7	Exact	--	campaign removed	enabled	removed	enabled	VISIONWORKS00000761	1278
15	VOA Search 2014	5/1/15	Contacts Non Branded - National	Exact	7,849	0.0065	51	2.04	104.07	0	3.5	Exact	--	campaign removed	enabled	removed	enabled	VISIONWORKS00000761	34683
16	VOA Search 2014	5/1/15	Contacts Non Branded - National	Exact	582	0.0034	2	2.48	4.95	0	4.2	Exact	--	campaign removed	enabled	removed	enabled	VISIONWORKS00000761	34471
17	VOA Search 2014	6/1/15	Contacts Non Branded - National	Exact	19	0	0	0	0	0	8.7	Exact	--	campaign removed	enabled	removed	enabled	VISIONWORKS00000761	13113
18	VOA Search 2014	6/1/15	Contacts Non Branded - National	Exact	16	0	0	0	0	0	7.1	Exact	--	campaign removed	enabled	removed	enabled	VISIONWORKS00000761	18215
19	VOA Search 2014	6/1/15	Contacts Non Branded - National	Exact	22	0	0	0	0	0	5.5	Exact	--	campaign removed	enabled	removed	enabled	VISIONWORKS00000761	34531
20	VOA Search 2014	7/1/15	Contacts Non Branded - National	Exact	39	0	0	0	0	0	7.8	Exact	--	campaign removed	enabled	removed	enabled	VISIONWORKS00000761	1239
21	VOA Search 2014	7/1/15	Contacts Non Branded - National	Exact	39	0	0	0	0	0	7.8	Exact	--	campaign removed	enabled	removed	enabled	VISIONWORKS00000761	18236
22	VOA Search 2014	7/1/15	Contacts Non Branded - National	Exact	59	0	0	0	0	0	7.2	Exact	--	campaign removed	enabled	removed	enabled	VISIONWORKS00000761	34575
23	VOA Search 2014	8/1/15	Contacts Non Branded - National	Exact	30	0	0	0	0	0	4.2	Exact	--	campaign removed	enabled	removed	enabled	VISIONWORKS00000761	13061
24	VOA Search 2014	8/1/15	Contacts Non Branded - National	Exact	50	0	0	0	0	0	7.3	Exact	--	campaign removed	enabled	removed	enabled	VISIONWORKS00000761	18233
25	VOA Search 2014	8/1/15	Contacts Non Branded - National	Exact	82	0	0	0	0	0	6.6	Exact	--	campaign removed	enabled	removed	enabled	VISIONWORKS00000761	53040
26	VOA Search 2014	9/1/15	Contacts Non Branded - National	Exact	12	0	0	0	0	0	4.4	Exact	--	campaign removed	enabled	removed	enabled	VISIONWORKS00000761	1245
27	VOA Search 2014	9/1/15	Contacts Non Branded - National	Exact	77	0.013	1	0.41	0.41	0	8.1	Exact	--	campaign removed	enabled	removed	enabled	VISIONWORKS00000761	34629
28	VOA Search 2014	9/1/15	Contacts Non Branded - National	Exact	80	0.025	2	0.76	1.53	0	6.1	Exact	--	campaign removed	enabled	removed	enabled	VISIONWORKS00000761	59086
29	VOA Search 2014	10/1/15	Contacts Non Branded - National	Exact	5	0	0	0	0	0	5.2	Exact	--	campaign removed	enabled	removed	enabled	VISIONWORKS00000761	5883
30	VOA Search 2014	10/1/15	Contacts Non Branded - National	Exact	133	0.0075	1	0.62	0.62	0	7.8	Exact	--	campaign removed	enabled	removed	enabled	VISIONWORKS00000761	10231
31	VOA Search 2014	10/1/15	Contacts Non Branded - National	Exact	69	0	0	0	0	0	6	Exact	--	campaign removed	enabled	removed	enabled	VISIONWORKS00000761	53013
32	VOA Search 2014	11/1/15	Contacts Non Branded	Exact	25	0	0	0	0	0	7.5	Exact	--	campaign paused	paused	paused	enabled	VISIONWORKS00000761	21628
33	VOA Search 2014	11/1/15	Contacts Non Branded	Exact	1,601	0.0081	13	1.08	14.07	0	4.5	Exact	--	campaign paused	paused	paused	enabled	VISIONWORKS00000761	52441
34	VOA Search 2014	11/1/15	Contacts Non Branded	Exact	145	0	0	0	0	0	5	Exact	--	campaign paused	paused	paused	enabled	VISIONWORKS00000761	8467
35	VOA Search 2014	12/1/15	Contacts Non Branded	Exact	16	0	0	0	0	0	5	Exact	--	campaign paused	paused	paused	enabled	VISIONWORKS00000761	4206
36	VOA Search 2014	12/1/15	Contacts Non Branded	Exact	6,438	0.0087	56	1.72	96.57	0	2.7	Exact	--	campaign paused	paused	paused	enabled	VISIONWORKS00000761	43857
37	VOA Search 2014	12/1/15	Contacts Non Branded	Exact	160	0.0125	2	2.7	5.41	0	4.4	Exact	--	campaign paused	paused	paused	enabled	VISIONWORKS00000761	15763

EXHIBIT 246
 WIT: RX
 DATE: 1-26-17
 D. Duett, CSR, CRR, RMR

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
1	Name	Keywords 2015																
2	Type	Keyword																
3	Frequency	One time																
4	Date range	Custom date range Jan 1, 2015-Dec 31, 2015																
5	Dates	31, 2015																
6	Account	Month	Campaign	Keyword	Ad group	Impressions	CTR	Clicks	Avg. CPC	Cost	Conversions	Avg. position	Match type	Quality score	Status	Keyword state	Campaign state	Ad group state
7	VOA Search 2014	11/1/2015	Visionworks Non Branded Main-L2		Location - M	4	0.00%	0	0	0	0	4.3	Exact	--	ad group removed	removed	enabled	removed
8	VOA Search 2014	6/1/2015	Visionworks Non Branded Head Terms Broad-L1		Eye Glass Lense	9581	0.87%	83	1.2	99.82	14	3.7	Broad	5	eligible	enabled	enabled	enabled
9	VOA Search 2014	8/1/2015	Visionworks Non Branded Main-L1		Competitor - M	363	3.58%	13	0.77	10.01	2	2.3	Exact	below first page bid (First page cpc : 3.216)	enabled	enabled	enabled	
10	VOA Search 2014	9/1/2015	Visionworks Non Branded Main-L1		Competitor - M - optical	2145	0.75%	16	0.8	12.8	3	2.9	Broad	5	eligible	enabled	enabled	enabled
11	VOA Search 2014	1/1/2015	Visionworks Non Branded Main-L1		Eyeglasses Location - M	30	3.33%	1	1.26	1.26	0	2.9	Exact	below first page bid (First page cpc : 6.123)	enabled	enabled	enabled	
12	VOA Search 2014	12/1/2015	GO NB Broad - QUEENS		Cheap Designer Eyeglass Frames	42	0.00%	0	0	0	0	3.5	Broad	--	campaign paused	enabled	paused	enabled
13	VOA Search 2014	5/1/2015	Visionworks Non Branded Main-L1		Branded - Old Terms - Eyemaster	29	0.00%	0	0	0	0	1.6	Exact	below first page bid (First page cpc : 5.129)	enabled	enabled	enabled	
14	VOA Search 2014	8/1/2015	Visionworks Non Branded Main-L1		Branded - Old Terms - Eyemaster	37	0.00%	0	0	0	0	2.1	Exact	6	eligible	enabled	enabled	enabled
15	VOA Search 2014	9/1/2015	Visionworks Branded Main-L3		Branded - L3	1	0.00%	0	0	0	0	3	Broad	--	campaign removed	enabled	removed	enabled
16	VOA Search 2014	5/1/2015	Visionworks Non Branded Main-L3		Competitor - L3	7	0.00%	0	0	0	0	3.1	Broad	--	campaign removed	enabled	removed	enabled
17	VOA Search 2014	12/1/2015	GO NB Broad - BROOKLYN - BAYBRIDGE		Long Tail 2 - M	19	10.53%	2	1.42	2.85	2	1.8	Broad	--	campaign paused below first page bid (First page cpc : 5.129)	enabled	paused	enabled
18	VOA Search 2014	12/1/2015	Visionworks Non Branded Main-L1		Branded - Old Terms - Eyemaster	30	3.33%	1	1.64	1.64	0	1.1	Exact	5	eligible	enabled	enabled	enabled

EXHIBIT 245
 WIT: RX
 DATE: 1-26-17
 D. Duett, CSR, CRR, RMR

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	
19	VOA Search 2014	12/1/2015	Visionworks Non Branded Main-L1		Competitor - Lenscrafter - M	23695	0.86%	203	0.82	166.71		50	2.7	Broad	below first page bid (First page cpc : 6 (3.00))	enabled	enabled	enabled	
20	VOA Search 2014	2/1/2015	Visionworks Non Branded Main-L1		Eyeglasses Location - M	280	16.43%	46	0.83	38.1		40	1.8	Exact	6 eligible	enabled	enabled	enabled	
21	VOA Search 2014	5/1/2015	Visionworks Non Branded Main-L1		Competitor - Lenscrafter - M	189	1.59%	3	0.31	0.92		1	1.4	Exact	below first page bid (First page cpc : 6 (2.27))	enabled	enabled	enabled	
22	VOA Search 2014	1/1/2015	Visionworks Branded Main-L3		Branded - L3	2	0.00%	0	0	0		0	2.5	Broad	-- campaign removed	enabled	removed	enabled	
23	VOA Search 2014	1/1/2015	Visionworks Branded Main-L1		Branded - Old Terms - M	666	2.55%	17	0.97	16.47		19	3.4	Broad	-- ad group removed	enabled	enabled	removed	
24	VOA Search 2014	2/1/2015	Visionworks Non Branded Head Terms Phrase-L1		Buy Eyeglasses	89	4.49%	4	1.44	5.77		3	4	Phrase	6 eligible	enabled	enabled	enabled	
25	VOA Search 2014	12/1/2015	GO NB Broad - CHESTERFIELD		Competitor - Lenscrafter - M	50	4.00%	2	2.04	4.09		2	1.8	Broad	-- campaign paused below first page bid (First page cpc : 1.26)	enabled	paused	enabled	
26	VOA Search 2014	12/1/2015	Visionworks Non Branded Main-L1		Competitor - M - pearie vision	1	0.00%	0	0	0		0	2	Exact	-- below first page bid (First page cpc : 6 (2.27))	enabled	enabled	enabled	
27	VOA Search 2014	3/1/2015	Visionworks Non Branded Main-L1		Competitor - Lenscrafter - M	254	2.36%	6	0.79	4.74		4	1.4	Exact	6 (2.27)	enabled	enabled	enabled	
28	VOA Search 2014	6/1/2015	Visionworks Non Branded Main-L1		Eyeglasses Location - M	20	5.00%	1	1.31	1.31		1	3	Exact	6 eligible	enabled	enabled	enabled	
29	VOA Search 2014	5/1/2015	Visionworks Non Branded Main-L1		Competitor - Lenscrafter - M	1	0.00%	0	0	0		0	2	Exact	below first page bid (First page cpc : 6 (1.92))	enabled	enabled	enabled	
30	VOA Search 2014	9/1/2015	Visionworks Spanish Non Branded Head Terms Broad - Other Cities		Eye Glass Stores	1	0.00%	0	0	0		0	1	Broad	-- campaign paused	enabled	paused	enabled	
31	VOA Search 2014	5/1/2015	Visionworks Branded Main-L1		Branded - Locations - M	34	11.76%	4	0.5	2		0	1.2	Broad	-- removed	removed	enabled	enabled	
32	VOA Search 2014	4/1/2015	Visionworks Non Branded Main-L1		Eyeglasses Location - M	8	0.00%	0	0	0		0	2.4	Exact	low search volume	5	enabled	enabled	enabled
33	VOA Search 2014	12/1/2015	GO NB Broad - LAKE ORION		Competitor - M - optical	2	0.00%	0	0	0		0	2	Exact	-- campaign paused	enabled	paused	enabled	

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
34	VOA Search 2014	9/1/2015	Market Boost - Search St Louis		Long Tail 2 - M	9	0.00%	0	0	0	0	2.9	Broad	--	campaign paused	enabled	paused	enabled
35	VOA Search 2014	3/1/2015	Visionworks Non Branded Main-L1		Competitor - Lenscrafter - M	2	0.00%	0	0	0	0	2	Exact	--	below first page bid (First page cpc : 6.1.92)	enabled	enabled	enabled
36	VOA Search 2014	3/1/2015	Visionworks Non Branded Main-L1		Long Tail 2 - M	76	2.63%	2	0.92	1.85	1	5.6	Exact	--	below first page bid (First page cpc : 6.1.07)	enabled	enabled	enabled
37	VOA Search 2014	4/1/2015	Market Boost - Search Columbus		Long Tail 2 - M	5	0.00%	0	0	0	0	3	Exact	--	campaign paused	enabled	paused	enabled
38	VOA Search 2014	1/1/2015	Visionworks Non Branded Main-L1		Promotional - M	18	0.00%	0	0	0	0	1.6	Exact	--	eligible	enabled	enabled	enabled
39	VOA Search 2014	12/1/2015	GO NB Broad - BOCA RATON		Eye Center	22	0.00%	0	0	0	0	2	Broad	--	campaign paused	enabled	paused	enabled
40	VOA Search 2014	3/1/2015	Market Boost - Search Columbus		Competitor - Lenscrafter - L2	136	0.74%	1	1.15	1.15	1	2.4	Broad	--	campaign paused	enabled	paused	removed
41	VOA Search 2014	3/1/2015	Visionworks Non Branded Main-L1		Competitor - M	7	0.00%	0	0	0	0	1.7	Phrase	--	paused	paused	enabled	enabled
42	VOA Search 2014	5/1/2015	Visionworks Branded Main-L1		Spelling Error	13	7.69%	1	0.22	0.22	0	1	Phrase	--	removed	removed	enabled	enabled
43	VOA Search 2014	1/1/2015	Visionworks Branded Main-L1		Branded - Locations - M	29	3.45%	1	0.06	0.06	4	1.6	Broad	--	removed	removed	enabled	enabled
44	VOA Search 2014	11/1/2015	Visionworks Branded Main-L3		Branded - L3	3	0.00%	0	0	0	0	1.3	Exact	--	campaign removed	enabled	removed	enabled
45	VOA Search 2014	11/1/2015	Visionworks Non Branded Main-L2		Competitor - M - optical	2	0.00%	0	0	0	0	2	Exact	--	ad group removed	removed	enabled	removed
46	VOA Search 2014	10/1/2015	Visionworks Non Branded Main-L1		Long Tail 2 - M	2	0.00%	0	0	0	0	5	Exact	--	below first page bid (First page cpc : 3.2.32)	enabled	enabled	enabled
47	VOA Search 2014	9/1/2015	Visionworks Non Branded Main-L3		Competitor - L3	1	0.00%	0	0	0	0	3	Broad	--	campaign removed	enabled	removed	enabled
48	VOA Search 2014	8/1/2015	Visionworks Non Branded Main-L3		Long Tail 2 - L3	5	0.00%	0	0	0	0	3.8	Broad	--	campaign removed	enabled	removed	enabled
49	VOA Search 2014	3/1/2015	Visionworks Branded Main-L1		Branded - Locations - M	7	0.00%	0	0	0	0	1	Exact	--	10 eligible	enabled	enabled	enabled

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
50	VOA Search 2014	6/1/2015	Visionworks Non Branded Main-L1		Eyeglasses Location - M	38	0.00%	0	0	0	0	2.6	Exact	below first page bid (First page cpc : 6 1.23)	enabled	enabled	enabled	
51	VOA Search 2014	7/1/2015	Visionworks Branded Main-L1		Branded - Locations - M	6	33.33%	2	0.38	0.75	0	1.5	Broad	--	removed	removed	enabled	enabled
52	VOA Search 2014	2/1/2015	Market Boost - Search Columbus		Competitor - L2	38	0.00%	0	0	0	0	2.1	Exact	--	campaign paused	enabled	paused	removed
53	VOA Search 2014	3/1/2015	Visionworks Non Branded Main-L3		Long Tail 2 - L3	8	0.00%	0	0	0	0	3.5	Broad	--	campaign removed	paused	removed	enabled
54	VOA Search 2014	12/1/2015	Visionworks Branded Main-L1		Branded - Locations - M	4	0.00%	0	0	0	0	1	Broad	--	removed	removed	enabled	enabled
55	VOA Search 2014	7/1/2015	Visionworks Branded Main-L1		Branded - Locations - M	1	0.00%	0	0	0	0	4	Broad	--	removed	removed	enabled	enabled
56	VOA Search 2014	9/1/2015	Visionworks Non Branded Main-L1		Branded - Old Terms - Eyemaster	22	0.00%	0	0	0	0	1.6	Exact	7	eligible	enabled	enabled	enabled
57	VOA Search 2014	8/1/2015	Visionworks Non Branded Main-L1		Promotional - M	5	0.00%	0	0	0	0	4.6	Exact	8	eligible	enabled	enabled	enabled
58	VOA Search 2014	8/1/2015	Visionworks Non Branded Main-L1		Long Tail 2 - M	2	0.00%	0	0	0	0	4.5	Exact	below first page bid (First page cpc : 3 2.32)	enabled	enabled	enabled	
59	VOA Search 2014	8/1/2015	Visionworks Non Branded Main-L1		Eyeglasses Location - M	46	4.35%	2	1.31	2.62	1	2.6	Exact	below first page bid (First page cpc : 6 1.23)	enabled	enabled	enabled	
60	VOA Search 2014	12/1/2015	GO NB Broad - QUEENS STEINWAY		Long Tail 2 - M	110	12.73%	14	1.36	19.03	2	1.3	Broad	--	campaign paused	enabled	paused	enabled
61	VOA Search 2014	8/1/2015	Visionworks Branded Main-L3		Branded - L3	11	45.45%	5	0.42	2.08	1	1	Exact	--	campaign removed	enabled	removed	enabled
62	VOA Search 2014	11/1/2015	Visionworks Non Branded Main-L2		Long Tail - M	907	4.52%	41	0.9	37.01	3	2.5	Broad	--	ad group removed	removed	enabled	removed
63	VOA Search 2014	5/1/2015	Visionworks Non Branded Head Terms Broad-L1		Eye Glass Lense	2805	0.82%	23	1.13	25.95	4	3.8	Broad	5	eligible	enabled	enabled	enabled
64	VOA Search 2014	7/1/2015	Visionworks Non Branded Main-L1		Competitor - M	370	0.81%	3	0.95	2.85	0	2.1	Exact	below first page bid (First page cpc : 3 2.16)	enabled	enabled	enabled	
65	VOA Search 2014	12/1/2015	Visionworks Non Branded Main-L2		Long Tail 2 - M	1	0.00%	0	0	0	0	9	Exact	--	ad group removed	removed	enabled	removed

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	
66	VOA Search 2014	11/1/2015	Visionworks Non Branded Main-L3		Head Terms - L3	75	0.00%	0	0	0	0	3.5	Broad	--	campaign removed	enabled	removed	enabled	
67	VOA Search 2014	6/1/2015	Visionworks Non Branded Main-L1		Long Tail 2 - M	2	0.00%	0	0	0	0	3	Exact	--	below first page bid (First page cpc : 3.2.32)	enabled	enabled	enabled	
68	VOA Search 2014	9/1/2015	Visionworks Branded Main-L1		Branded - M	79	3.80%	3	0.59	1.76	0	3.1	Broad	--	removed	removed	enabled	enabled	
69	VOA Search 2014	12/1/2015	GO NB Broad - ROCHESTER HILLS		Long Tail 2 - M	53	1.89%	1	3.34	3.34	0	3.2	Broad	--	campaign paused	enabled	paused	enabled	
70	VOA Search 2014	1/1/2015	Visionworks Branded Main-L1		Branded - M	7036	3.62%	255	0.79	201.37	208	2.3	Broad	--	removed	removed	enabled	enabled	
71	VOA Search 2014	8/1/2015	Visionworks Non Branded Main-L1		Competitor - Lenscrafter - M	255	4.71%	12	1.06	12.67	1	1.3	Exact	--	below first page bid (First page cpc : 6.2.27)	enabled	enabled	enabled	
72	VOA Search 2014	6/1/2015	Market Boost - Search Dallas - America's Best		America's Best Non Branded Phrase	356	1.12%	4	3.14	12.58	0	5.2	Phrase	--	campaign paused	below first page bid (First page cpc : 6.1.23)	enabled	paused	enabled
73	VOA Search 2014	10/1/2015	Visionworks Non Branded Main-L1		Eyeglasses Location - M	37	0.00%	0	0	0	0	2.5	Exact	--	below first page bid (First page cpc : 6.1.23)	enabled	enabled	enabled	
74	VOA Search 2014	8/1/2015	Visionworks Spanish Non Branded Head Terms Broad - Other Cities		Long Tail - M	38	5.26%	2	2.52	5.03	0	1.9	Broad	--	campaign paused	enabled	paused	enabled	
75	VOA Search 2014	12/1/2015	GO NB Broad - QUEENS		Branded - Old Terms - M	1	0.00%	0	0	0	0	1	Broad	--	campaign paused	enabled	paused	enabled	
76	VOA Search 2014	7/1/2015	Market Boost - Search Dallas - America's Best		America's Best Non Branded Phrase	34	5.88%	2	3.16	6.32	0	3.3	Phrase	--	campaign paused	enabled	paused	enabled	
77	VOA Search 2014	4/1/2015	Visionworks Non Branded Head Terms Broad-L1		Eye Glass Lense	2084	0.67%	14	1.13	15.77	4	3.4	Broad	--	5 eligible	enabled	enabled	enabled	
78	VOA Search 2014	4/1/2015	Visionworks SR-L1		Long Tail 2 - M	3	0.00%	0	0	0	0	1.7	Exact	--	6 eligible	enabled	enabled	enabled	
79	VOA Search 2014	8/1/2015	Visionworks Non Branded Main-L1		Competitor - M - optical	3122	0.42%	13	0.91	11.88	1	2.4	Broad	--	5 eligible	enabled	enabled	enabled	
80	VOA Search 2014	9/1/2015	Visionworks Branded Main-L1		Spelling Error	2	0.00%	0	0	0	0	1	Phrase	--	removed	removed	enabled	enabled	
81	VOA Search 2014	7/1/2015	Visionworks Branded Main-L1		Branded - M	81	2.47%	2	0.38	0.75	0	3.2	Broad	--	removed	removed	enabled	enabled	
82	VOA Search 2014	12/1/2015	Visionworks Non Branded Main-L2		Competitor - M - pearle vision	5	0.00%	0	0	0	0	4.4	Exact	--	ad group removed	removed	enabled	removed	

A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
83	VOA Search 2014 1/1/2015	Visionworks Branded Main-L1		Branded - Locations - M	11	18.18%	2	0.51	1.02	2	1.1	Exact	10	eligible	enabled	enabled	enabled
84	VOA Search 2014 12/1/2015	Visionworks Non Branded Main-L2		Competitor - M-optical	3	0.00%	0	0	0	0	2	Exact	--	ad group removed	removed	enabled	removed
85	VOA Search 2014 10/1/2015	Visionworks Non Branded Main-L1		Eyeglasses Location - M	414	9.66%	40	0.79	31.53	1	2.2	Exact	6	eligible	enabled	enabled	enabled
86	VOA Search 2014 12/1/2015	Visionworks Non Branded Main-L2		Prescription - M	3	0.00%	0	0	0	0	4.3	Broad	--	ad group removed	removed	enabled	removed
87	VOA Search 2014 4/1/2015	Visionworks Branded Main-L3		Branded - L3	1	0.00%	0	0	0	0	2	Exact	--	campaign removed low search volume	enabled	removed	enabled
88	VOA Search 2014 2/1/2015	Visionworks Non Branded Main-L1		Eyeglasses Location - M	14	21.43%	3	0.4	1.2	4	2.9	Exact	5	volume	enabled	enabled	enabled
89	VOA Search 2014 1/1/2015	Visionworks Non Branded Main-L3		Head Terms - L3	148	2.03%	3	2.62	7.86	1	3	Broad	--	campaign removed	enabled	removed	enabled
90	VOA Search 2014 11/1/2015	Visionworks Branded Main-L1		Branded - Locations - M	14	7.14%	1	0.36	0.36	0	1.1	Broad	--	removed	removed	enabled	enabled
91	VOA Search 2014 3/1/2015	Visionworks Branded Main-L2		Branded - Old Terms - L2	2	0.00%	0	0	0	0	1	Broad	--	campaign removed	enabled	removed	enabled
92	VOA Search 2014 6/1/2015	Visionworks Branded Main-L1		Spelling Error	10	30.00%	3	0.54	1.62	1	1	Phrase	--	removed	removed	enabled	enabled
93	VOA Search 2014 2/1/2015	Visionworks Branded Main-L3		Branded - L3	6	16.67%	1	0.1	0.1	0	1	Exact	--	campaign removed	enabled	removed	enabled
94	VOA Search 2014 7/1/2015	Visionworks Branded Main-L1		Spelling Error	8	25.00%	2	0.98	1.95	0	1	Phrase	--	removed	removed	enabled	enabled
95	VOA Search 2014 1/1/2015	Visionworks Non Branded Main-L3		Long Tail 2 - L3	1	0.00%	0	0	0	0	7	Broad	--	campaign removed	paused	removed	enabled
96	VOA Search 2014 10/1/2015	Visionworks Branded Main-L1		Branded - Locations - M	6	16.67%	1	0.66	0.66	0	1	Exact	10	eligible	enabled	enabled	enabled
97	VOA Search 2014 3/1/2015	Visionworks Non Branded Main-L1		Competitor - M	9	0.00%	0	0	0	0	5	Phrase	below first page bid (First page cpc : 5.2,14)	enabled	enabled	enabled	
98	VOA Search 2014 6/1/2015	Visionworks Non Branded Main-L1		Competitor - Lenscrafter - M	5	0.00%	0	0	0	0	2.2	Exact	below first page bid (First page cpc : 6.1,92)	enabled	enabled	enabled	
99	VOA Search 2014 12/1/2015	GO NB Broad - NOVI		Competitor - M-pearte vision	33	0.00%	0	0	0	0	2.3	Exact	5	paused	enabled	paused	enabled
100	VOA Search 2014 5/1/2015	Visionworks Branded Main-L3		Branded - Locations - L3	14	28.57%	4	0.14	0.58	0	1	Exact	--	campaign removed	enabled	removed	enabled

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
101	VOA Search 2014	8/1/2015	Visionworks Spanish Non Branded Head Terms Broad - Other Cities		Competitor - M - eyemart	5	0.00%	0	0	0	0	1	Broad	--	campaign paused below first page bid (First page cpc : 61.07)	enabled	paused	enabled
102	VOA Search 2014	7/1/2015	Visionworks Non Branded Main-L1		Long Tail 2 - M	43	0.00%	0	0	0	0	6.9	Exact	--	below first page bid (First page cpc : 61.07)	enabled	enabled	enabled
103	VOA Search 2014	11/1/2015	Visionworks Non Branded Main-L1		Competitor - M - pearle vision	2	0.00%	0	0	0	0	2	Exact	--	below first page bid (First page cpc : 1.26)	enabled	enabled	enabled
104	VOA Search 2014	12/1/2015	Visionworks Non Branded Main-L1		Long Tail 2 - M	46	0.00%	0	0	0	0	6.9	Exact	--	below first page bid (First page cpc : 61.07)	enabled	enabled	enabled
105	VOA Search 2014	11/1/2015	Visionworks Branded Main-L1		Branded - M	66	0.00%	0	0	0	0	3.5	Broad	--	removed	removed	enabled	enabled
106	VOA Search 2014	3/1/2015	Market Boost - Search Columbus		Competitor - L2	15	0.00%	0	0	0	0	3.9	Broad	--	campaign paused below first page bid (First page cpc : 61.92)	enabled	paused	removed
107	VOA Search 2014	8/1/2015	Visionworks Non Branded Main-L1		Competitor - Lenscrafter - M	4	0.00%	0	0	0	0	2.8	Exact	--	below first page bid (First page cpc : 32.16)	enabled	enabled	enabled
108	VOA Search 2014	5/1/2015	Visionworks Branded Main-L1		Branded - M	346	1.45%	5	0.6	2.99	4	3.1	Broad	--	removed	removed	enabled	enabled
109	VOA Search 2014	11/1/2015	Visionworks Non Branded Main-L1		Competitor - M	121	0.00%	0	0	0	0	2.1	Exact	--	below first page bid (First page cpc : 61.54)	enabled	enabled	enabled
110	VOA Search 2014	1/1/2015	Visionworks Non Branded Main-L1		Long Tail 2 - M	282	0.35%	1	0.78	0.78	0	3.7	Broad	--	campaign paused below first page bid (First page cpc : 32.85)	enabled	paused	removed
111	VOA Search 2014	2/1/2015	Market Boost - Search Columbus		Competitor - L2	18	0.00%	0	0	0	0	4.1	Broad	--	below first page bid (First page cpc : 61.07)	enabled	enabled	enabled
112	VOA Search 2014	5/1/2015	Visionworks Non Branded Main-L1		Long Tail 2 - M	6478	0.94%	61	0.66	40.53	5	4	Broad	--	below first page bid (First page cpc : 61.07)	enabled	enabled	enabled
113	VOA Search 2014	4/1/2015	Visionworks Non Branded Main-L1		Long Tail 2 - M	64	12.50%	8	0.96	7.71	0	5.3	Exact	--	below first page bid (First page cpc : 61.07)	enabled	enabled	enabled

A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
114	VOA Search 2014	6/1/2015	Visionworks Non Branded Head Terms Phrase-L1	Buy Eyeglasses	189	1.06%	2	1.12	2.23	1	5.6	Phrase	6	eligible	enabled	enabled	enabled
115	VOA Search 2014	3/1/2015	Visionworks Branded Main-L3	Branded - Locations - L3	1	0.00%	0	0	0	0	1	Exact	--	campaign removed	enabled	removed	enabled
116	VOA Search 2014	2/1/2015	Visionworks Branded Main-L1	Branded - Locations - M	1	0.00%	0	0	0	0	1	Broad	--	removed	removed	enabled	enabled
117	VOA Search 2014	2/1/2015	Visionworks Non Branded Main-L1	Competitor - M America's Best	191	4.19%	8	0.46	3.67	7	2	Exact	3	below first page bid (First page cpc : 2.16)	enabled	enabled	enabled
118	VOA Search 2014	5/1/2015	Market Boost - Search Dallas - America's Best	Non Branded Phrase	94	0.00%	0	0	0	0	4.7	Phrase	--	campaign paused	enabled	paused	enabled
119	VOA Search 2014	7/1/2015	Visionworks Non Branded Main-L3	Branded - Old Terms - L3	1	0.00%	0	0	0	0	2	Broad	--	campaign removed	enabled	removed	enabled
120	VOA Search 2014	4/1/2015	Visionworks Branded Main-L1	Branded - Locations - M	4	0.00%	0	0	0	0	1	Exact	10	eligible	enabled	enabled	enabled
121	VOA Search 2014	1/1/2015	Visionworks SR-L1	Long Tail 2 - M	5	0.00%	0	0	0	0	1.4	Exact	6	eligible	enabled	enabled	enabled
122	VOA Search 2014	9/1/2015	Visionworks Branded Main-L3	Branded - L3	14	35.71%	5	0.38	1.92	1	1	Exact	--	campaign removed below first page bid (First page cpc : 6.107)	enabled	removed	enabled
123	VOA Search 2014	2/1/2015	Visionworks Non Branded Main-L1	Long Tail 2 - M	32	15.62%	5	0.76	3.78	1	4.5	Exact	6	1.07	enabled	enabled	enabled
124	VOA Search 2014	10/1/2015	Visionworks Non Branded Main-L1	Competitor - M - optical	2377	0.55%	13	0.93	12.09	2	3.3	Broad	5	eligible	enabled	enabled	enabled
125	VOA Search 2014	3/1/2015	Visionworks Non Branded Main-L3	Branded - Old Terms - L3	25	0.00%	0	0	0	0	4.5	Broad	--	campaign removed	enabled	removed	enabled
126	VOA Search 2014	2/1/2015	Visionworks Branded Main-L2	Branded - Locations - L2	1	0.00%	0	0	0	0	1	Broad	--	campaign removed	enabled	removed	enabled
127	VOA Search 2014	12/1/2015	GO NB Broad - NOVI	Competitor - M	2	0.00%	0	0	0	0	8	Exact	--	campaign paused	enabled	paused	enabled
128	VOA Search 2014	6/1/2015	Visionworks Non Branded Main-L3	Branded - Old Terms - L3	9	0.00%	0	0	0	0	5.1	Broad	--	campaign removed	enabled	removed	enabled
129	VOA Search 2014	10/1/2015	Visionworks Branded Main-L1	Branded - Locations - M	60	13.33%	8	0.32	2.56	1	1.1	Broad	--	removed	removed	enabled	enabled
130	VOA Search 2014	11/1/2015	Visionworks Branded Main-L1	Branded - Locations - M	4	0.00%	0	0	0	0	1	Exact	10	eligible	enabled	enabled	enabled
131	VOA Search 2014	1/1/2015	Visionworks Branded Main-L3	Branded - L3	9	33.33%	3	0.17	0.5	1	1	Exact	--	campaign removed	enabled	removed	enabled

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	
132	VOA Search 2014	9/1/2015	Visionworks Branded Main-L1		Branded - Locations - M	34	29.41%	10	0.44	4.36		5	1.3	Broad	--	removed	removed	enabled	enabled
133	VOA Search 2014	12/1/2015	GO NB Broad - KIRKWOOD COMMONS		Long Tail 2 - M	1	0.00%	0	0	0		0	5	Broad	--	campaign paused	enabled	paused	enabled
134	VOA Search 2014	9/1/2015	Visionworks Branded Main-L1		Branded - Locations - M	3	0.00%	0	0	0		0	1	Broad	--	removed	removed	enabled	enabled
135	VOA Search 2014	12/1/2015	GO NB Broad - TULSA		Long Tail 2 - M	49	8.16%	4	1.34	5.36		1	2.2	Broad	--	campaign paused	enabled	paused	enabled
136	VOA Search 2014	12/1/2015	GO NB Broad - NOV1		Optical Stores	3	0.00%	0	0	0		0	4.3	Exact	--	campaign paused	enabled	paused	enabled
137	VOA Search 2014	11/1/2015	Contacts Non Branded		Exact	4	0.00%	0	0	0		0	9.8	Exact	--	campaign paused	paused	paused	enabled
138	VOA Search 2014	3/1/2015	Market Boost - Search Columbus		Long Tail 2 - L2	5	0.00%	0	0	0		0	4.2	Broad	--	campaign paused	enabled	paused	removed
139	VOA Search 2014	10/1/2015	Visionworks Non Branded Main-L3		Long Tail 2 - L3	3	0.00%	0	0	0		0	2.7	Broad	--	campaign removed	enabled	removed	enabled
140	VOA Search 2014	9/1/2015	Visionworks Spanish Non Branded Head Terms Broad - Other Cities		Long Tail 2 - M Branded - Old Terms - Eyemaster	5	0.00%	0	0	0		0	1	Broad	--	campaign paused	enabled	paused	enabled
141	VOA Search 2014	5/1/2015	Visionworks Non Branded Main-L1		Branded - Eyemaster	14	7.14%	1	0.25	0.25		0	2.1	Exact	--	6 eligible	enabled	enabled	enabled
142	VOA Search 2014	5/1/2015	Market Boost - Search Columbus		General	3	0.00%	0	0	0		0	6.3	Exact	--	campaign paused	paused	paused	enabled
143	VOA Search 2014	5/1/2015	Market Boost - Search Columbus		Eye Exam - M	33	0.00%	0	0	0		0	4.9	Exact	--	campaign paused	enabled	paused	enabled
144	VOA Search 2014	11/1/2015	Visionworks Non Branded Main-L2		Prescription - M	1	0.00%	0	0	0		0	4	Exact	--	ad group removed	removed	enabled	removed
145	VOA Search 2014	6/1/2015	Visionworks Branded Main-L3		Branded - L3	2	0.00%	0	0	0		0	3.5	Broad	--	campaign removed	enabled	removed	enabled
146	VOA Search 2014	11/1/2015	Visionworks Non Branded Main-L2		Location - M	34	0.00%	0	0	0		0	6	Exact	--	ad group removed	removed	enabled	removed
147	VOA Search 2014	12/1/2015	Visionworks Non Branded Main-L3		Long Tail 2 - L3	24	4.17%	1	2.23	2.23		0	3.1	Broad	--	campaign removed	enabled	removed	enabled
148	VOA Search 2014	12/1/2015	Visionworks Non Branded Main-L2		Location - M	2	0.00%	0	0	0		0	1.5	Exact	--	ad group removed	removed	enabled	removed
149	VOA Search 2014	2/1/2015	Visionworks Non Branded Main-L1		Competitor - M	8	0.00%	0	0	0		0	1.6	Phrase	--	paused	paused	enabled	enabled
150	VOA Search 2014	7/1/2015	Visionworks Non Branded Main-L1		Promotional - M	10	10.00%	1	0.78	0.78		0	6.1	Exact	--	8 eligible	enabled	enabled	enabled

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
151	VOA Search 2014	11/1/2015	Visionworks Branded Main-L3		Branded - Locations - L3	43	32.56%	14	0.12	1.7	1	1	Exact	--	campaign removed	enabled	removed	enabled
152	VOA Search 2014	7/1/2015	Visionworks Branded Main-L1		Branded - Locations - M	4	0.00%	0	0	0	0	3.5	Broad	--	removed below first page bid (First page cpc: 32.85)	removed	enabled	enabled
153	VOA Search 2014	4/1/2015	Visionworks Non Branded Main-L1		Long Tail 2 - M	5624	0.91%	51	0.66	33.45	7	4	Broad		below first page bid (First page cpc: 63.00)	enabled	enabled	enabled
154	VOA Search 2014	7/1/2015	Visionworks Non Branded Main-L1		Competitor - Lenscrafter - M	39961	1.46%	584	0.87	506.81	46	3.1	Broad		below first page bid (First page cpc: 63.00)	enabled	enabled	enabled
155	VOA Search 2014	1/1/2015	Visionworks Non Branded Main-L1		Competitor - Lenscrafter - M	25633	2.02%	517	0.86	446.17	415	2.7	Broad		below first page bid (First page cpc: 63.00)	enabled	enabled	enabled
156	VOA Search 2014	1/1/2015	Visionworks Branded Main-L3		Branded - Old Terms - L3	206	11.65%	24	0.82	19.66	21	1.3	Broad	--	campaign removed	enabled	removed	removed
157	VOA Search 2014	5/1/2015	Visionworks Branded Main-L1		Branded - Locations - M	114	15.79%	18	0.28	5.12	0	1.2	Broad	--	removed	removed	enabled	enabled
158	VOA Search 2014	1/1/2015	Visionworks Non Branded Main-L1		Eyeglasses Location - M	12	16.67%	2	0.42	0.83	1	2.6	Exact		6 eligible	enabled	enabled	enabled
159	VOA Search 2014	10/1/2015	Visionworks Branded Main-L3		Branded - L3	1	0.00%	0	0	0	0	2	Broad	--	campaign removed	enabled	removed	enabled
160	VOA Search 2014	9/1/2015	Market Boost - Search St Louis		Long Tail 2 - M	16	0.00%	0	0	0	0	3.1	Broad	--	campaign paused	enabled	paused	enabled
161	VOA Search 2014	12/1/2015	Visionworks Non Branded Main-L1		Eyeglasses Location - M	31	9.68%	3	1.33	4	4	3.3	Exact		6 eligible below first page bid (First page cpc: 63.00)	enabled	enabled	enabled
162	VOA Search 2014	10/1/2015	Visionworks Non Branded Main-L1		Competitor - Lenscrafter - M	7030	4.82%	339	0.61	208.01	93	2.8	Broad		below first page bid (First page cpc: 63.00)	enabled	enabled	enabled
163	VOA Search 2014	8/1/2015	Visionworks Non Branded Main-L1		Competitor - Lenscrafter - M	43801	1.48%	648	0.78	507.85	88	3.1	Broad		63.00	enabled	enabled	enabled
164	VOA Search 2014	12/1/2015	GO NB Broad - BOURBONNAIS		Branded - Old Terms - Dr Bizer	2	0.00%	0	0	0	0	1	Broad	--	campaign paused	enabled	paused	enabled
165	VOA Search 2014	3/1/2015	Visionworks Non Branded Main-L1		Branded - Old Terms - Eyemaster	2	0.00%	0	0	0	0	2.5	Exact		6 eligible	enabled	enabled	enabled

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
1054	VOA Search 2014	9/1/2015	Visionworks Non Branded Main-L1		Branded - Old Terms - Eyemaster	9	0.00%	0	0	0	0	1.7	Exact	5 eligible	enabled	enabled	enabled	
1055	VOA Search 2014	6/1/2015	Market Boost - Search St Louis		Branded - M	25	12.00%	3	0.98	2.95	1	1	Broad	--	campaign paused	enabled	paused	enabled
1056	VOA Search 2014	12/1/2015	Visionworks Non Branded Main-L3		Branded - Old Terms - L3	2	0.00%	0	0	0	0	1	Broad	--	campaign removed	enabled	removed	enabled
1057	VOA Search 2014	5/1/2015	Visionworks Non Branded Main-L1		Long Tail 2 - M	122	0.82%	1	0.95	0.95	0	4.6	Broad	--	below first page bid (First page cpc : 5.2,25)	enabled	enabled	enabled
1058	VOA Search 2014	10/1/2015	Visionworks Non Branded Main-L1		Competitor - Lenscrafter - M	4	0.00%	0	0	0	0	3	Exact	--	below first page bid (First page cpc : 6.1,65)	enabled	enabled	enabled
1059	VOA Search 2014	6/1/2015	Market Boost - Search St Louis		Prescription - M	1	0.00%	0	0	0	0	11	Exact	--	campaign paused	enabled	paused	enabled
1060	VOA Search 2014	9/1/2015	Visionworks Non Branded Main-L1		Long Tail - M	279	2.87%	8	0.76	6.12	0	1.7	Broad	--	below first page bid (First page cpc : 5.2,09)	enabled	enabled	enabled
1061	VOA Search 2014	12/1/2015	GO NB Broad - TULSA		Competitor - M - optical	7	0.00%	0	0	0	0	3.3	Broad	--	campaign paused	enabled	paused	enabled
1062	VOA Search 2014	9/1/2015	Visionworks Branded Main-L1		Branded - Locations - M	363	17.91%	65	0.49	31.91	22	1.6	Broad	--	removed	removed	enabled	enabled
1063	VOA Search 2014	8/1/2015	Visionworks Branded Main-L1		Branded - Locations - M	183	22.95%	42	0.21	9.01	3	1	Broad	--	removed	removed	enabled	enabled
1064	VOA Search 2014	10/1/2015	Visionworks Non Branded Head Terms Exact-L1		Vsp Providers For Glasses	405	14.57%	59	0.55	32.53	11	3.3	Exact	--	6 eligible	enabled	enabled	enabled
1065	VOA Search 2014	1/1/2015	Visionworks Branded Main-L1		Branded - M	19	21.05%	4	0.18	0.7	3	1.2	Exact	--	10 eligible	enabled	enabled	enabled
1066	VOA Search 2014	3/1/2015	Visionworks Non Branded Main-L3		Competitor - L3	7	14.29%	1	0.84	0.84	1	3.6	Broad	--	campaign removed	enabled	removed	enabled
1067	VOA Search 2014	2/1/2015	Visionworks Non Branded Main-L3		Branded - Old Terms - L3	8	0.00%	0	0	0	0	3.1	Broad	--	campaign removed	enabled	removed	enabled
1068	VOA Search 2014	3/1/2015	Contacts Non Branded - National		Exact	58738	0.42%	245	2.86	700.37	1	6.4	Exact	--	campaign removed	enabled	removed	enabled
1069	VOA Search 2014	12/1/2015	GO NB Broad - TEMPE		Competitor - M	4	0.00%	0	0	0	0	2.5	Phrase	--	campaign paused	enabled	paused	enabled
1070	VOA Search 2014	2/1/2015	Market Boost - Search Columbus		Competitor - L2	2	0.00%	0	0	0	0	1	Exact	--	campaign paused	enabled	paused	removed

A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
1071	VOA Search 2014 12/1/2015	GO NB Broad - LAKE ORION		Branded - M	1	0.00%	0	0	0	0	3	Broad	--	campaign paused	enabled	paused	enabled
1072	VOA Search 2014 12/1/2015	Visionworks Non Branded Main-L2		Location - M	1	0.00%	0	0	0	0	3	Exact	--	ad group removed	removed	enabled	removed
1073	VOA Search 2014 6/1/2015	Visionworks Non Branded Main-L1		Eyeglasses Location - M	155	5.16%	8	1.18	9.48	1	2.9	Exact		6 eligible	enabled	enabled	enabled
1074	VOA Search 2014 11/1/2015	Contacts Branded - National		Contacts Broad	16020	20.85%	3340	0.33	1,116.07	106	1.1	Broad	--	campaign paused	paused	paused	enabled
1075	VOA Search 2014 2/1/2015	Visionworks Non Branded Main-L1 Visionworks Spanish Non Branded Head Terms Broad - Other Cities		Eyeglasses Location - M	2	0.00%	0	0	0	0	1	Exact		6 eligible	enabled	enabled	enabled
1076	VOA Search 2014 9/1/2015			Long Tail 2 - M	5	0.00%	0	0	0	0	1.6	Broad	--	campaign paused	enabled	paused	enabled
1077	VOA Search 2014 7/1/2015	Visionworks SR-L1		Long Tail 2 - M	4	0.00%	0	0	0	0	4.8	Broad		8 eligible	enabled	enabled	enabled
1078	VOA Search 2014 1/1/2015	Visionworks Non Branded Main-L1		Long Tail 2 - M	220	16.36%	36	0.71	25.72	45	1.6	Broad		6 eligible	enabled	enabled	enabled
1079	VOA Search 2014 12/1/2015	GO NB Broad - ROSEVILLE		Long Tail 2 - M	44	11.36%	5	1.37	6.84	1	1.9	Broad	--	campaign paused	enabled	paused	enabled
1080	VOA Search 2014 6/1/2015	Market Boost - Search Columbus		Long Tail 2 - M	1	0.00%	0	0	0	0	3	Exact	--	campaign paused	enabled	paused	enabled
1081	VOA Search 2014 7/1/2015	Visionworks Branded Main-L1		Branded - Locations - M	115	8.70%	10	0.34	3.35	4	1.7	Exact		8 eligible below first page bid (First page cpc : 5.225)	enabled	enabled	enabled
1082	VOA Search 2014 11/1/2015	Visionworks Non Branded Main-L1		Long Tail 2 - M	140	0.71%	1	0.48	0.48	0	4.1	Broad		5 eligible below first page bid (First page cpc : 6.134)	enabled	enabled	enabled
1083	VOA Search 2014 5/1/2015	Visionworks Non Branded Head Terms Exact 2 - L1		optical glasses	609	2.13%	13	1.19	15.51	1	3.6	Exact		6 eligible	enabled	enabled	enabled
1084	VOA Search 2014 8/1/2015	Visionworks Non Branded Main-L3		Branded - Old Terms - L3	2	0.00%	0	0	0	0	1	Broad	--	campaign removed	enabled	removed	enabled
1085	VOA Search 2014 1/1/2015	Visionworks Branded Main-L1		Branded - Locations - M	269	17.10%	46	0.48	22.13	40	1	Exact		9 eligible	enabled	enabled	enabled
1086	VOA Search 2014 12/1/2015	GO NB Broad - CARY		Long Tail 2 - M	2	0.00%	0	0	0	0	3.5	Broad	--	campaign paused	enabled	paused	enabled
1087	VOA Search 2014 4/1/2015	Visionworks Branded Main-L1		Branded - Locations - M	227	14.54%	33	0.41	13.58	10	1.3	Exact		9 eligible	enabled	enabled	enabled

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
1139	VOA Search 2014	12/1/2015	Visionworks Non Branded Prescription Head Terms Exact		prescription glasses	4	0.00%	0	0	0	0	7.8	Exact	below first page bid (First page cpc : 5.235)	enabled	enabled	enabled	enabled
1140	VOA Search 2014	3/1/2015	Visionworks Branded Main-L3		Branded - L3	14	0.00%	0	0	0	0	1.4	Broad	campaign removed	enabled	removed	enabled	enabled
1141	VOA Search 2014	7/1/2015	Visionworks Branded Main-L1		Branded - Locations - M	27	3.70%	1	0.29	0.29	0	1	Broad	removed	removed	enabled	enabled	enabled
1142	VOA Search 2014	11/1/2015	Visionworks Non Branded Main-L1		Long Tail 2 - M	4	25.00%	1	0.57	0.57	2	3	Broad	6 eligible	enabled	enabled	enabled	enabled
1143	VOA Search 2014	2/1/2015	Visionworks Non Branded Main-L3		Branded - Old Terms - L3	1	0.00%	0	0	0	0	1	Broad	campaign removed below first page bid (First page cpc :	enabled	removed	enabled	enabled
1144	VOA Search 2014	11/1/2015	Visionworks Non Branded Main-L1		Competitor - Lenscrafter - M	2	0.00%	0	0	0	0	2.5	Exact	5.4.80)	enabled	enabled	enabled	enabled
1145	VOA Search 2014	8/1/2015	Visionworks Spanish Non Branded Head Terms Broad - Other Cities		Long Tail 2 - M	6	0.00%	0	0	0	0	1	Broad	campaign paused	enabled	paused	enabled	enabled
1146	VOA Search 2014	1/1/2015	Visionworks Branded Main-L3		Branded - Old Terms - L3	1	0.00%	0	0	0	0	1	Broad	campaign removed below first page bid (First page cpc :	enabled	removed	removed	removed
1147	VOA Search 2014	10/1/2015	Visionworks Non Branded Main-L1		Competitor - Lenscrafter - M	6	0.00%	0	0	0	0	1.2	Exact	5.4.80)	enabled	enabled	enabled	enabled
1148	VOA Search 2014	12/1/2015	GO NB Broad - WHITE PLAINS		Branded - M	5	0.00%	0	0	0	0	1	Exact	campaign paused	enabled	paused	enabled	enabled
1149	VOA Search 2014	6/1/2015	Visionworks Non Branded Main-L1		Eyeglasses Location - M	3	0.00%	0	0	0	0	3	Exact	6 eligible	enabled	enabled	enabled	enabled
1150	VOA Search 2014	8/1/2015	Visionworks Non Branded Main-L3		Branded - Old Terms - L3	2	0.00%	0	0	0	0	5	Broad	campaign removed	enabled	removed	enabled	enabled
1151	VOA Search 2014	10/1/2015	Visionworks Branded Main-L1		Branded - Locations - M	174	32.76%	57	0.16	8.98	5	1	Exact	9 eligible	enabled	enabled	enabled	enabled
1152	VOA Search 2014	4/1/2015	Contacts Non Branded - National		Exact	43736	0.38%	168	2.88	484.13	0	6.5	Exact	campaign removed	enabled	removed	enabled	enabled
1153	VOA Search 2014	11/1/2015	Visionworks Non Branded Main-L2		Long Tail - M	38	0.00%	0	0	0	0	4.1	Broad	ad group removed	removed	enabled	removed	removed
1154	VOA Search 2014	5/1/2015	Visionworks Branded Main-L1		Branded - Locations - M	97	20.62%	20	0.39	7.74	4	1.1	Broad	removed	removed	enabled	enabled	enabled
1155	VOA Search 2014	9/1/2015	Visionworks Branded Main-L1		Branded - Locations - M	145	32.41%	47	0.26	12.37	9	1	Exact	9 eligible	enabled	enabled	enabled	enabled

A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	
1208	VOA Search 2014	Market Boost - Search Dallas - America's Best		America's Best Non Branded Phrase	151	1.32%	2	0.68	1.37		1	3.5	Phrase	--	campaign paused	enabled	paused	enabled
1209	VOA Search 2014	Visionworks Non Branded Main-L1		Eyeglasses Location - M	225	7.56%	17	1.06	18.08		5	1.8	Exact	6	eligible	enabled	enabled	enabled
1210	VOA Search 2014	Visionworks Branded Main-L1		Branded - Locations - M	45	17.78%	8	0.27	2.16		2	1	Broad	--	removed	removed	enabled	enabled
1211	VOA Search 2014	Visionworks Non Branded Head Terms Exact-L1		Find Glasses	3	0.00%	0	0	0		0	8	Exact	8	below first page bid (First page cpc : 1.86)	enabled	enabled	enabled
1212	VOA Search 2014	Visionworks Branded Main-L1		Branded - Locations - M	1	0.00%	0	0	0		0	4	Broad	--	removed	removed	enabled	enabled
1213	VOA Search 2014	Visionworks Branded Main-L1		Branded - M	5	20.00%	1	0.36	0.36		0	1	Exact	10	eligible	enabled	enabled	enabled
1214	VOA Search 2014	Visionworks Non Branded Main-L3		Long Tail 2 - L3	6	0.00%	0	0	0		0	2.8	Broad	--	campaign removed	enabled	removed	enabled
1215	VOA Search 2014	Visionworks Non Branded Main-L1		Eyeglasses Location - M	1	0.00%	0	0	0		0	3	Exact	6	eligible	enabled	enabled	enabled
1216	VOA Search 2014	Visionworks Branded Main-L1		Branded - Locations - M	76	14.47%	11	0.27	2.95		1	1	Broad	--	removed	removed	enabled	enabled
1217	VOA Search 2014	Visionworks Non Branded Prescription Head Terms Phrase 1		prescription glasses on +sale	14	7.14%	1	1.11	1.11		1	3.5	Phrase	8	eligible	enabled	enabled	enabled
1218	VOA Search 2014	Visionworks Branded Main-L1		Branded - Locations - M	15	0.00%	0	0	0		0	1	Exact	6	eligible	enabled	enabled	enabled
1219	VOA Search 2014	Contacts Branded - National		Contacts Broad	837	16.01%	134	0.87	117.14		3	1.4	Broad	--	campaign paused	paused	paused	enabled
1220	VOA Search 2014	Visionworks Branded Main-L1		Branded - Locations - M	138	15.94%	22	0.41	9.08		2	1.1	Exact	8	eligible	enabled	enabled	enabled
1221	VOA Search 2014	Visionworks Non Branded Main-L1		Branded - Old Terms - M	2	0.00%	0	0	0		0	1	Exact	--	removed	removed	enabled	enabled
1222	VOA Search 2014	Visionworks Branded Main-L1		Branded - Locations - M	4	0.00%	0	0	0		0	1	Exact	6	eligible	enabled	enabled	enabled
1223	VOA Search 2014	Visionworks Branded Main-L1		Branded - Locations - M	17	11.76%	2	0.53	1.06		0	1.1	Exact	6	eligible	enabled	enabled	enabled
1224	VOA Search 2014	Visionworks SR-L1		Long Tail 2 - M	3	0.00%	0	0	0		0	5.3	Broad	8	eligible	enabled	enabled	enabled

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
1237	VOA Search 2014	1/1/2015	Visionworks Non Branded Main-L3		Long Tail 2 - L3	11	0.00%	0	0	0	0	1.9	Broad	--	campaign removed below first page bid (First page cpc : 0.85)	enabled	removed	enabled
1238	VOA Search 2014	9/1/2015	Visionworks SR-L1		Long Tail 2 - M	577	12.13%	70	0.59	41.09	14	1.3	Broad	--	0.85	enabled	enabled	enabled
1239	VOA Search 2014	7/1/2015	Contacts Non Branded - National		Exact	22	0.00%	0	0	0	0	5.5	Exact	--	campaign removed below first page bid (First page cpc : 5.1.86)	enabled	removed	enabled
1240	VOA Search 2014	9/1/2015	Visionworks Non Branded Main-L1		Competitor - Lenscrafter - M	7	0.00%	0	0	0	0	4.6	Broad	--	5.1.86	enabled	enabled	enabled
1241	VOA Search 2014	6/1/2015	Visionworks Non Branded Main-L3		Long Tail 2 - L3	2	0.00%	0	0	0	0	1	Broad	--	campaign removed below first page bid (First page cpc : 5.1.86)	enabled	removed	enabled
1242	VOA Search 2014	5/1/2015	Visionworks Non Branded Main-L1		Competitor - Lenscrafter - M	17	0.00%	0	0	0	0	3.6	Broad	--	5.1.86	enabled	enabled	enabled
1243	VOA Search 2014	3/1/2015	Market Boost - Search Columbus		Long Tail 2 - L2	52	0.00%	0	0	0	0	3.6	Broad	--	campaign paused	enabled	paused	removed
1244	VOA Search 2014	3/1/2015	Visionworks Non Branded Main-L3		Head Terms 2 - L3	30	0.00%	0	0	0	0	4.2	Exact	--	campaign removed	enabled	removed	enabled
1245	VOA Search 2014	9/1/2015	Contacts Non Branded - National		Exact	12	0.00%	0	0	0	0	4.4	Exact	--	campaign removed	enabled	removed	enabled
1246	VOA Search 2014	6/1/2015	Visionworks Non Branded Main-L1		Long Tail 2 - M	39	7.69%	3	0.76	2.29	0	2.8	Broad	--	10 eligible	enabled	enabled	enabled
1247	VOA Search 2014	6/1/2015	Visionworks Non Branded Main-L3		Promotional - L3	11	0.00%	0	0	0	0	3.5	Broad	--	campaign removed	enabled	removed	enabled
1248	VOA Search 2014	9/1/2015	Visionworks Non Branded Main-L3		Branded - Old Terms - L3	7	0.00%	0	0	0	0	1	Exact	--	campaign removed	enabled	removed	enabled
1249	VOA Search 2014	3/1/2015	Visionworks Non Branded Main-L1		Competitor - Lenscrafter - M	66	0.00%	0	0	0	0	4.1	Broad	--	below first page bid (First page cpc : 5.1.86)	enabled	enabled	enabled
1250	VOA Search 2014	1/1/2015	Contacts Non Branded - National		Exact	405	0.99%	4	2.47	9.88	0	3.5	Exact	--	campaign removed	enabled	removed	enabled
1251	VOA Search 2014	7/1/2015	Visionworks Branded Main-L3		Branded - L3	34	5.88%	2	0.56	1.12	0	3.4	Broad	--	campaign removed below first page bid (First page cpc : 3.15)	enabled	removed	enabled
1252	VOA Search 2014	10/1/2015	Visionworks SR-L1		Competitor - Lenscrafter - M	1	0.00%	0	0	0	0	2	Exact	--		enabled	enabled	enabled

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
1269	VOA Search 2014	1/1/2015	Visionworks Non Branded Main-L1		Branded - Old Terms - M	939	1.70%	16	0.74	11.89	9	2.1	Exact		below first page bid (First page cpc: 6.1.28)	enabled	enabled	enabled
1270	VOA Search 2014	7/1/2015	Visionworks Non Branded Head Terms Exact-L1		Buy Eyeglasses	138	2.90%	4	1.24	4.94	0	6.5	Exact		below first page bid (First page cpc: 7.1.07)	enabled	enabled	enabled
1271	VOA Search 2014	12/1/2015	Visionworks SR-L1		Competitor - M	43	2.33%	1	0.71	0.71	2	4.6	Phrase	--	eligible	enabled	enabled	enabled
1272	VOA Search 2014	4/1/2015	Visionworks SR-L1		Competitor - M	62	0.00%	0	0	0	0	3.1	Phrase	--	eligible	enabled	enabled	enabled
1273	VOA Search 2014	12/1/2015	Visionworks Non Branded Main-L2		Long Tail 2 - M	4	25.00%	1	0.74	0.74	2	4	Broad	--	ad group removed below first page bid (First page cpc: 5.1.10)	removed	enabled	removed
1274	VOA Search 2014	9/1/2015	Visionworks Non Branded Main-L1		Branded - Old Terms - M	2	0.00%	0	0	0	0	3.5	Broad		5.1.10	enabled	enabled	enabled
1275	VOA Search 2014	12/1/2015	GO NB Broad - BROOKLYN-BAYRIDGE		Long Tail 2 - M	2	0.00%	0	0	0	0	1.5	Broad	--	campaign paused	enabled	paused	enabled
1276	VOA Search 2014	8/1/2015	Visionworks Non Branded Main-L3		Long Tail 2 - L3	3	0.00%	0	0	0	0	4	Broad	--	campaign removed	enabled	removed	enabled
1277	VOA Search 2014	5/1/2015	Visionworks Non Branded Main-L3		Promotional - L3	18	0.00%	0	0	0	0	3.2	Broad	--	campaign removed	enabled	removed	enabled
1278	VOA Search 2014	5/1/2015	Contacts Non Branded - National		Exact	228	0.44%	1	2.7	2.7	0	4.7	Exact	--	campaign removed	enabled	removed	enabled
1279	VOA Search 2014	1/1/2015	Visionworks SR-L1		Long Tail 2 - M	1	0.00%	0	0	0	0	1	Exact		6	eligible	enabled	enabled
1280	VOA Search 2014	6/1/2015	Visionworks Non Branded Main-L3		Promotional - L3	3	0.00%	0	0	0	0	8.3	Broad	--	campaign removed	paused	removed	enabled
1281	VOA Search 2014	3/1/2015	Visionworks SR-L1		Competitor - M	72	0.00%	0	0	0	0	2.8	Phrase	--	eligible	enabled	enabled	enabled
1282	VOA Search 2014	12/1/2015	Visionworks Non Branded Main-L2		Branded - Old Terms - M	24	0.00%	0	0	0	0	1.5	Broad	--	ad group removed	removed	enabled	removed
1283	VOA Search 2014	1/1/2015	Visionworks Non Branded Main-L3		Promotional - L3	2	0.00%	0	0	0	0	4.5	Broad	--	campaign removed	paused	removed	enabled
1284	VOA Search 2014	6/1/2015	Visionworks Non Branded Main-L1		Competitor - M	12678	0.83%	105	0.89	93.73	20	3.9	Broad		below first page bid (First page cpc: 5.1.62)	enabled	enabled	enabled

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
2240	VOA Search 2014	1/1/2015	Visionworks SR-L1		Long Tail 2 - M	570	4.74%	27	1.28	34.54	22	2.8 Broad		7 eligible	enabled	enabled	enabled	
2241	VOA Search 2014	9/1/2015	Visionworks SR-L1		Long Tail 2 - M	1	0.00%	0	0	0	0	6 Exact		8 eligible	enabled	enabled	enabled	
2242	VOA Search 2014	3/1/2015	Visionworks Non Branded Main-L1		Long Tail - M	338	5.03%	17	0.66	11.15	10	1.2 Exact	--	removed	removed	enabled	enabled	
2243	VOA Search 2014	12/1/2015	GO NB Broad - WHITE PLAINS		Long Tail 2 - M	5333	0.88%	47	2.01	94.32	9	3.6 Broad	--	campaign paused below first page bid (First page cpc : 2.18)	enabled	paused	enabled	
2244	VOA Search 2014	9/1/2015	Visionworks Non Branded Main-L1		Long Tail 2 - M	3663	0.74%	27	0.56	15.04	4	4.5 Broad	--	2.18	enabled	enabled	enabled	
2245	VOA Search 2014	9/1/2015	Visionworks Non Branded Main-L3		Competitor - L3	4	0.00%	0	0	0	0	2 Broad	--	campaign removed below first page bid (First page cpc : 1.92)	enabled	removed	enabled	
2246	VOA Search 2014	11/1/2015	Visionworks Non Branded Main-L1		Long Tail 2 - M	3	0.00%	0	0	0	0	4.3 Broad	--	below first page bid (First page cpc : 2.48)	enabled	enabled	enabled	
2247	VOA Search 2014	12/1/2015	Visionworks Branded Main-L2		Branded - Locations - M	1	100.00%	1	0.33	0.33	0	1 Broad	--	2.48	enabled	enabled	enabled	
2248	VOA Search 2014	12/1/2015	Contacts Non Branded		Broad	198036	1.35%	2673	2.19	5,851.17	12	3.3 Phrase	--	campaign paused	paused	paused	enabled	
2249	VOA Search 2014	12/1/2015	Contacts Branded - National		Contacts Exact	11	9.09%	1	1.19	1.19	0	1.2 Exact	--	campaign paused	paused	paused	enabled	
2250	VOA Search 2014	9/1/2015	Visionworks Branded Main-L1		Branded - Locations - M	105	18.10%	19	0.51	9.65	3	1 Exact		10 eligible	enabled	enabled	enabled	
2251	VOA Search 2014	1/1/2015	Visionworks Non Branded Main-L1		Branded - Old Terms - M	5	0.00%	0	0	0	0	1.8 Exact	--	removed	removed	enabled	enabled	
2252	VOA Search 2014	4/1/2015	Visionworks Branded Main-L1		Branded - Locations - M	21	9.52%	2	0.6	1.19	0	1.4 Broad	--	removed	removed	enabled	enabled	
2253	VOA Search 2014	2/1/2015	Visionworks Non Branded Main-L1		Branded - Old Terms - M	52	0.00%	0	0	0	0	6 Broad	--	removed	removed	enabled	enabled	
2254	VOA Search 2014	12/1/2015	Visionworks Branded Main-L2		Branded - Locations - M	3	0.00%	0	0	0	0	1 Broad	--	below first page bid (First page cpc : 1.35)	enabled	enabled	enabled	
2255	VOA Search 2014	5/1/2015	Visionworks Branded Main-L1		Branded - Locations - M	5	0.00%	0	0	0	0	1 Exact		9 0.68	enabled	enabled	enabled	

A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
3874	VOA Search 2014	11/1/2015	Visionworks Branded Main-L3	Branded - L3	34	26.47%	9	0.37	3.29	4	1.1	Exact	--	campaign removed	enabled	removed	enabled
3875	VOA Search 2014	5/1/2015	Market Boost - Search Dallas - America's Best	America's Best Non Branded Phrase	1967	0.51%	10	1.53	15.26	0	3.2	Phrase	--	campaign paused below first page bid (First page cpc : 6 0.56)	enabled	paused	enabled
3876	VOA Search 2014	10/1/2015	Visionworks SR-L1	Long Tail 2 - M	1	0.00%	0	0	0	0	7	Exact	--	6 0.56	enabled	enabled	enabled
3877	VOA Search 2014	5/1/2015	Market Boost - Search Columbus	General	2	0.00%	0	0	0	0	2.5	Phrase	--	campaign paused	enabled	paused	enabled
3878	VOA Search 2014	10/1/2015	Visionworks Non Branded Main-L3	Branded - Old Terms - L3	1	0.00%	0	0	0	0	1	Broad	--	campaign removed	enabled	removed	enabled
3879	VOA Search 2014	8/1/2015	Visionworks Branded Main-L3	Branded - L3	11	27.27%	3	0.37	1.11	2	2.5	Broad	--	campaign removed	enabled	removed	enabled
3880	VOA Search 2014	12/1/2015	GO NB Broad - TEMPE	Branded - M	7	42.86%	3	0.35	1.06	0	1	Exact	--	campaign paused	enabled	paused	enabled
3881	VOA Search 2014	4/1/2015	Visionworks Non Branded Main-L3	Branded - Old Terms - L3	1	0.00%	0	0	0	0	1	Broad	--	campaign removed	enabled	removed	enabled
3882	VOA Search 2014	12/1/2015	Visionworks Non Branded Main-L1	Long Tail 2 - M America's Best Non Branded Phrase	1	0.00%	0	0	0	0	1	Exact	--	5 eligible	enabled	enabled	enabled
3883	VOA Search 2014	6/1/2015	Market Boost - Search Dallas - America's Best	Phrase	98	0.00%	0	0	0	0	4.6	Phrase	--	campaign paused	enabled	paused	enabled
3884	VOA Search 2014	9/1/2015	Visionworks Non Branded Main-L1	Competitor - Lenscrafters - M	11	0.00%	0	0	0	0	2.6	Exact	--	below first page bid (First page cpc : 6 1.85)	enabled	enabled	enabled
3885	VOA Search 2014	12/1/2015	Visionworks Non Branded Main-L1	Competitor - M - eyemart	52	0.00%	0	0	0	0	1.5	Exact	--	below first page bid (First page cpc : 5 2.73)	enabled	enabled	enabled
3886	VOA Search 2014	12/1/2015	Visionworks Non Branded Main-L2	Eyeglasses Location - M	25	8.00%	2	0.98	1.95	1	1.9	Exact	--	ad group removed	removed	enabled	removed
3887	VOA Search 2014	10/1/2015	Contacts Branded - National	Contacts Broad	2527	16.07%	406	0.84	341.59	5	1.4	Broad	--	campaign paused	paused	paused	enabled
3888	VOA Search 2014	1/1/2015	Visionworks Branded Main-L1	Branded - Locations - M	170	20.59%	35	0.49	17.03	26	1	Exact	--	8 eligible	enabled	enabled	enabled
3889	VOA Search 2014	10/1/2015	Visionworks Non Branded Prescription Head Terms Phrase 1	prescription glasses on +sale	2	0.00%	0	0	0	0	1	Phrase	--	8 eligible	enabled	enabled	enabled
3890	VOA Search 2014	2/1/2015	Contacts Non Branded - National	Exact	53583	0.43%	232	2.78	645.61	1	6.4	Exact	--	campaign removed	enabled	removed	enabled

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
3909	VOA Search 2014	2/1/2015	Visionworks Non Branded Main-L1		Long Tail 2 - M	43	0.00%	0	0	0	0	2.5 Broad		below first page bid (First page cpc : 5.225)	enabled	enabled	enabled	
3910	VOA Search 2014	9/1/2015	Visionworks Branded Main-L1		Branded - Locations - M	69	15.94%	11	0.53	5.86	0	1.1 Broad	--	removed	removed	enabled	enabled	
3911	VOA Search 2014	1/1/2015	Visionworks SR-L1		Long Tail 2 - M	13	0.00%	0	0	0	0	5.5 Broad		8 eligible	enabled	enabled	enabled	
3912	VOA Search 2014	7/1/2015	Market Boost - Search Dallas - America's Best		America's Best Non Branded Phrase	8	0.00%	0	0	0	0	3.5 Phrase	--	campaign paused	enabled	paused	enabled	
3913	VOA Search 2014	8/1/2015	Contacts Non Branded National		Exact	349	1.72%	6	0.62	3.72	0	8.8 Exact	--	campaign removed	enabled	removed	enabled	
3914	VOA Search 2014	6/1/2015	Visionworks Non Branded Main-L1		Long Tail 2 - M	1	0.00%	0	0	0	0	1 Exact		5 eligible below first page bid (First page cpc : 5.4.59)	enabled	enabled	enabled	
3915	VOA Search 2014	12/1/2015	Visionworks Non Branded Prescription Head Terms Exact		best prescription glasses brand	4	0.00%	0	0	0	0	10.5 Exact		ad group removed	removed	enabled	removed	
3916	VOA Search 2014	11/1/2015	Visionworks Non Branded Main-L2		Promotional - M	1	0.00%	0	0	0	0	1 Exact	--	ad group removed	removed	enabled	removed	
3917	VOA Search 2014	3/1/2015	Visionworks Non Branded Main-L1		Competitor - M	738	2.17%	16	0.87	13.85	8	2.2 Broad	--	paused	paused	enabled	enabled	
3918	VOA Search 2014	12/1/2015	Visionworks Non Branded Main-L3		Branded - Old Terms - L3	3	33.33%	1	0.97	0.97	1	2 Broad	--	campaign removed	enabled	removed	enabled	
3919	VOA Search 2014	12/1/2015	Visionworks Branded Main-L3		Branded - L3	6	0.00%	0	0	0	0	3.3 Broad	--	campaign removed	enabled	removed	enabled	
3920	VOA Search 2014	1/1/2015	Visionworks Non Branded Main-L1		Long Tail 2 - M	289	5.88%	17	1.25	21.24	14	1.5 Exact		below first page bid (First page cpc : 6.1.48)	enabled	enabled	enabled	
3921	VOA Search 2014	4/1/2015	Visionworks Branded Main-L3		Branded - L3	7	28.57%	2	0.87	1.74	1	1.1 Broad	--	campaign removed	enabled	removed	enabled	
3922	VOA Search 2014	2/1/2015	Visionworks Branded Main-L2		Branded - Locations - L2	4	0.00%	0	0	0	0	1.3 Broad	--	campaign removed	enabled	removed	enabled	
3923	VOA Search 2014	7/1/2015	Visionworks Non Branded Main-L3		Branded - Old Terms - L3	4	0.00%	0	0	0	0	5 Broad	--	campaign removed below first page bid (First page cpc : 8.1.86)	enabled	removed	enabled	
3924	VOA Search 2014	7/1/2015	Visionworks Non Branded Head Terms Exact-L1		Find Glasses	5	0.00%	0	0	0	0	5.6 Exact		below first page bid (First page cpc : 8.1.86)	enabled	enabled	enabled	

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
3941	VOA Search 2014	6/1/2015	Visionworks Non Branded Main-L1		Competitor - M-eyemart	115	6.96%	8	0.22	1.74	1	1.2	Exact	below first page bid (First page cpc: 5.2.73)	enabled	enabled	enabled	
3942	VOA Search 2014	12/1/2015	Visionworks Non Branded Main-L1		Eyeglasses Location - M	2	0.00%	0	0	0	0	3.5	Exact	6 eligible	enabled	enabled	enabled	
3943	VOA Search 2014	4/1/2015	Visionworks Non Branded Main-L1		Long Tail 2 - M	14	0.00%	0	0	0	0	2.5	Broad	6 eligible	enabled	enabled	enabled	
3944	VOA Search 2014	11/1/2015	Visionworks Branded Main-L2		Branded - M	57	21.05%	12	0.35	4.2	2	1.2	Broad	10 eligible	enabled	enabled	enabled	
3945	VOA Search 2014	4/1/2015	Visionworks Non Branded Main-L1		Long Tail - M	955	3.66%	35	0.83	29.05	4	1.9	Broad	below first page bid (First page cpc: 5.2.09)	enabled	enabled	enabled	
3946	VOA Search 2014	12/1/2015	GO NB Broad - TEMPE		Branded - M	85	22.35%	19	0.31	5.94	6	1	Broad	campaign paused	enabled	paused	enabled	
3947	VOA Search 2014	1/1/2015	Contacts Non Branded - National		Exact	94283	0.50%	470	2.95	1,385.34	5	5.4	Exact	campaign removed	enabled	removed	enabled	
3948	VOA Search 2014	12/1/2015	Visionworks Branded Main-L2		Branded - M	65	27.69%	18	0.29	5.16	5	1.1	Broad	10 eligible	enabled	enabled	enabled	
3949	VOA Search 2014	1/1/2015	Visionworks Non Branded Main-L1		Competitor - M	155	2.58%	4	1.74	6.94	2	1.9	Exact	--	paused	paused	enabled	enabled
3950	VOA Search 2014	9/1/2015	Market Boost - Search St Louis		Branded - Locations - M	1	0.00%	0	0	0	0	1	Exact	--	campaign paused	enabled	paused	enabled
3951	VOA Search 2014	8/1/2015	Visionworks Spanish Non Branded Head Terms Broad - Other Cities		Long Tail 2 - M	1	0.00%	0	0	0	0	1	Broad	--	campaign paused	enabled	paused	enabled
3952	VOA Search 2014	6/1/2015	Market Boost - Search Dallas - America's Best		America's Best Non Branded Phrase	1931	0.26%	5	2.1	10.52	1	4.3	Phrase	--	campaign paused	enabled	paused	enabled
3953	VOA Search 2014	1/1/2015	Visionworks Non Branded Main-L1		Competitor - M	948	0.95%	9	0.83	7.43	7	2.7	Broad	--	paused	paused	enabled	enabled
3954	VOA Search 2014	2/1/2015	Market Boost - Search Columbus		Head Terms 2 - L2	7	0.00%	0	0	0	0	2.4	Broad	--	campaign paused	enabled	paused	removed
3955	VOA Search 2014	12/1/2015	GO NB Broad - BRONX		Long Tail 2 - M	3	0.00%	0	0	0	0	2.3	Exact	--	campaign paused	enabled	paused	enabled
3956	VOA Search 2014	5/1/2015	Visionworks Non Branded Main-L1		Competitor - M	12	0.00%	0	0	0	0	1.7	Exact	--	paused	paused	enabled	enabled
3957	VOA Search 2014	2/1/2015	Visionworks Non Branded Main-L1		Branded - Old Terms - M	29	10.34%	3	0.32	0.95	3	1	Exact	--	removed	removed	enabled	enabled

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
4009	VOA Search 2014	12/1/2015	GO NB Broad - ALLEN PARK		Branded - Old Terms - M	3	0.00%	0	0	0	0	2 Broad	--	campaign paused	enabled	paused	enabled	
4010	VOA Search 2014	12/1/2015	Visionworks Non Branded Main-L1		Long Tail 2 - M	12	8.33%	1	0.6	0.6	0	2.7 Broad		6 eligible	enabled	enabled	enabled	
4011	VOA Search 2014	12/1/2015	GO NB Broad - JACKSON HEIGHTS		Long Tail 2 - M	1	0.00%	0	0	0	0	3 Exact	--	campaign paused	enabled	paused	enabled	
4012	VOA Search 2014	10/1/2015	Visionworks Branded Main-L1		Branded - M	12	25.00%	3	0.43	1.3	0	1 Exact		8 eligible	enabled	enabled	enabled	
4013	VOA Search 2014	5/1/2015	Contacts Non Branded - National		Exact	16091	0.44%	71	2.69	191.23	0	7.1 Exact	--	campaign removed	enabled	removed	enabled	
4014	VOA Search 2014	12/1/2015	Visionworks Branded Main-L1		Branded - M	4	50.00%	2	0.34	0.69	0	1 Exact		10 eligible	enabled	enabled	enabled	
4015	VOA Search 2014	5/1/2015	Visionworks Non Branded Main-L1		Long Tail 2 - M	182	2.75%	5	0.91	4.55	0	2.9 Exact		below first page bid (First page cpc : 6 1.48)	enabled	enabled	enabled	
4016	VOA Search 2014	1/1/2015	Visionworks Branded Main-L1		Branded - Locations - M	1	0.00%	0	0	0	0	1 Broad	--	removed	removed	enabled	enabled	
4017	VOA Search 2014	7/1/2015	Visionworks Branded Main-L3		Branded - L3	24	8.33%	2	0.34	0.67	0	1 Exact	--	campaign removed	enabled	removed	enabled	
4018	VOA Search 2014	6/1/2015	Visionworks SR-L1		Long Tail 2 - M	33	0.00%	0	0	0	0	4.1 Broad	--	below first page bid (First page cpc : 2.54)	enabled	enabled	enabled	
4019	VOA Search 2014	9/1/2015	Visionworks Branded Main-L1		Branded - Locations - M	6	33.33%	2	0.24	0.48	0	1.3 Exact		6 eligible	enabled	enabled	enabled	
4020	VOA Search 2014	1/1/2015	Visionworks Non Branded Main-L3		Competitor - L3	1	0.00%	0	0	0	0	2 Broad	--	campaign removed	enabled	removed	enabled	
4021	VOA Search 2014	5/1/2015	Visionworks Branded Main-L3		Branded - L3	21	23.81%	5	0.53	2.67	1	1 Exact	--	campaign removed	enabled	removed	enabled	
4022	VOA Search 2014	8/1/2015	Visionworks Branded Main-L1		Branded - Locations - M	7	42.86%	3	0.53	1.58	0	1 Exact		6 eligible	enabled	enabled	enabled	
4023	VOA Search 2014	2/1/2015	Visionworks Non Branded Main-L3		Branded - Old Terms - L3	5	0.00%	0	0	0	0	3.2 Broad	--	campaign removed	enabled	removed	enabled	
4024	VOA Search 2014	1/1/2015	Visionworks Non Branded Main-L1		Long Tail 2 - M	217	1.84%	4	0.9	3.58	1	4.1 Broad		below first page bid (First page cpc : 5 2.25)	enabled	enabled	enabled	

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
4191	VOA Search 2014	12/1/2015	Visionworks Non Branded Main-L1		Competitor - M	2	0.00%	0	0	0	0	2	Phrase		below first page bid (First page cpc : 5 2.14)	enabled	enabled	enabled
4192	VOA Search 2014	6/1/2015	Visionworks Non Branded Main-L1		Long Tail 2 - M	8630	1.11%	96	0.69	66.5	11	4.3	Broad		below first page bid (First page cpc : 3 2.85)	enabled	enabled	enabled
4193	VOA Search 2014	6/1/2015	Visionworks Non Branded Main-L1		Competitor - M - optical	3452	0.35%	12	0.84	10.05	5	2.1	Broad		5 eligible	enabled	enabled	enabled
4194	VOA Search 2014	10/1/2015	Visionworks Non Branded Main-L3		Branded - Old Terms - L3	4	25.00%	1	1.78	1.78	0	1.5	Broad		campaign removed	enabled	removed	enabled
4195	VOA Search 2014	5/1/2015	Visionworks Non Branded Main-L1		Long Tail 2 - M	8	0.00%	0	0	0	0	5.3	Exact		below first page bid (First page cpc : 3 2.32)	enabled	enabled	enabled
4196	VOA Search 2014	5/1/2015	Market Boost - Search Columbus		Long Tail 2 - M	7	0.00%	0	0	0	0	2.1	Exact		campaign paused	enabled	paused	enabled
4197	VOA Search 2014	11/1/2015	Visionworks Non Branded Main-L2		Competitor - M - pearle vision	4	0.00%	0	0	0	0	3.5	Exact		ad group removed	removed	enabled	removed
4198	VOA Search 2014	6/1/2015	Visionworks Non Branded Main-L1		Competitor - Lenscrafter - M	22674	2.09%	475	1	473.04	89	2.7	Broad		below first page bid (First page cpc : 6 3.00)	enabled	enabled	enabled
4199	VOA Search 2014	6/1/2015	Visionworks Non Branded Main-L1		Competitor - Lenscrafter - M	283	3.18%	9	1.41	12.66	0	1.3	Exact		below first page bid (First page cpc : 6 2.27)	enabled	enabled	enabled
4200	VOA Search 2014	10/1/2015	Visionworks Non Branded Head Terms Broad-L1		Eye Glass Lense	8697	1.47%	128	1.14	145.72	29	3.8	Broad		5 eligible	enabled	enabled	enabled
4201	VOA Search 2014	5/1/2015	Visionworks Non Branded Main-L1		Competitor - M	3	0.00%	0	0	0	0	3	Phrase		paused	paused	enabled	enabled
4202	VOA Search 2014	8/1/2015	Visionworks Branded Main-L1		Branded - Locations - M	110	20.91%	23	0.41	9.48	3	1.4	Broad		removed	removed	enabled	enabled
4203	VOA Search 2014	5/1/2015	Visionworks Branded Main-L3		Branded - Locations - L3	1	0.00%	0	0	0	0	1	Exact		campaign removed	enabled	removed	enabled
4204	VOA Search 2014	6/1/2015	Market Boost - Search Dallas - America's Best		America's Best Branded Phrase	2	0.00%	0	0	0	0	2.5	Phrase		campaign paused	enabled	paused	enabled
4205	VOA Search 2014	3/1/2015	Visionworks Branded Main-L1		Branded - M	5692	2.86%	163	1.44	235.2	38	2.1	Broad		removed	removed	enabled	enabled
4206	VOA Search 2014	12/1/2015	Contacts Non Branded		Exact	16	0.00%	0	0	0	0	5	Exact		campaign paused	paused	paused	enabled

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
5881	VOA Search 2014	10/1/2015	Visionworks Non Branded Main-L1		Long Tail 2 - M	9	0.00%	0	0	0	0	2.4 Broad		10 eligible	enabled	enabled	enabled	
5882	VOA Search 2014	9/1/2015	Visionworks Spanish Non Branded Head Terms Broad - Dallas		Competitor - Lenscrafter - M	1	0.00%	0	0	0	0	1 Exact	--	campaign paused	enabled	paused	enabled	
5883	VOA Search 2014	10/1/2015	Contacts Non Branded - National		Exact	5	0.00%	0	0	0	0	5.2 Exact	--	campaign removed	enabled	removed	enabled	
5884	VOA Search 2014	5/1/2015	Visionworks Branded Main-L1		Branded - Locations - M	15	6.67%	1	0.67	0.67	0	1 Exact		9 eligible	enabled	enabled	enabled	
5885	VOA Search 2014	4/1/2015	Visionworks Non Branded Head Terms Broad-L1		Eye Glass	4430	0.41%	18	0.65	11.76	2	4.1 Broad	--	below first page bid (First page cpc: 1.68)	enabled	enabled	enabled	
5886	VOA Search 2014	3/1/2015	Visionworks Non Branded Main-L1		Long Tail 2 - M	387	3.62%	14	0.58	8.17	5	3.8 Broad		10 eligible	enabled	enabled	enabled	
5887	VOA Search 2014	12/1/2015	GO NB Broad - TEMPE		Long Tail - M	8	0.00%	0	0	0	0	7 Broad	--	campaign paused	enabled	paused	enabled	
5888	VOA Search 2014	12/1/2015	GO NB Broad - BRONX		Competitor - M - pearle vision	6	0.00%	0	0	0	0	2 Exact	--	campaign paused	enabled	paused	enabled	
5889	VOA Search 2014	8/1/2015	Visionworks Non Branded Main-L1		Eyeglasses Location - M	3	33.33%	1	0.85	0.85	2	1.7 Exact	--	low search volume	enabled	enabled	enabled	
5890	VOA Search 2014	10/1/2015	Visionworks Non Branded Main-L3		Branded - Old Terms - L3	3	0.00%	0	0	0	0	3 Broad	--	campaign removed	enabled	removed	enabled	
5891	VOA Search 2014	3/1/2015	Visionworks Branded Main-L1		Branded - Locations - M	33	3.03%	1	0.96	0.96	1	1 Exact		9 eligible	enabled	enabled	enabled	
5892	VOA Search 2014	3/1/2015	Visionworks Branded Main-L3		Branded - L3	17	11.76%	2	1	1.99	0	1.9 Broad	--	campaign removed	enabled	removed	enabled	
5893	VOA Search 2014	12/1/2015	Visionworks Non Branded Main-L2		Glasses Brands - M	5	0.00%	0	0	0	0	2.4 Broad	--	ad group removed	removed	enabled	removed	
5894	VOA Search 2014	1/1/2015	Visionworks Branded Main-L1		Branded - Old Terms - M	1	0.00%	0	0	0	0	1 Exact	--	ad group removed	enabled	enabled	removed	
5895	VOA Search 2014	6/1/2015	Market Boost - Search - St Louis		Long Tail 2 - M	2	0.00%	0	0	0	0	2 Broad	--	campaign paused	enabled	paused	enabled	
5896	VOA Search 2014	4/1/2015	Contacts Non Branded - National		Exact	14	0.00%	0	0	0	0	5.7 Exact	--	campaign removed	enabled	removed	enabled	
5897	VOA Search 2014	12/1/2015	Visionworks Non Branded Main-L3		Head Terms 2 - L3	31	0.00%	0	0	0	0	3 Exact	--	campaign removed	enabled	removed	enabled	
5898	VOA Search 2014	10/1/2015	Visionworks Non Branded Main-L3		Long Tail 2 - L3	5	0.00%	0	0	0	0	2.4 Broad	--	campaign removed	enabled	removed	enabled	

A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	
6571	VOA Search 2014	4/1/2015	Contacts Non Branded - National		Exact	14	0.00%	0	0	0	0	8.1	Exact	--	campaign removed	enabled	removed	enabled
6572	VOA Search 2014	7/1/2015	Visionworks Non Branded Main-L1		Branded - Old Terms - M	734	1.09%	8	0.95	7.86	2	2.8	Broad	5	below first page bid (First page cpc : 2.13)	enabled	enabled	enabled
6573	VOA Search 2014	11/1/2015	Contacts Non Branded		Broad	91371	1.31%	1194	1.9	2,262.99	7	3.5	Phrase	--	campaign paused	paused	paused	enabled
6574	VOA Search 2014	10/1/2015	Visionworks SR-L1		Long Tail 2 - M	1	0.00%	0	0	0	0	5	Broad	--	below first page bid (First page cpc : 2.07)	enabled	enabled	enabled
6575	VOA Search 2014	7/1/2015	Visionworks Non Branded Main-L3		Branded - Old Terms - L3	1	0.00%	0	0	0	0	1	Broad	--	campaign removed	enabled	removed	enabled
6576	VOA Search 2014	5/1/2015	Visionworks Non Branded Main-L1		Competitor - Lenscrafter - M	10	0.00%	0	0	0	0	2.1	Exact	5	below first page bid (First page cpc : 5.379)	enabled	enabled	enabled
6577	VOA Search 2014	12/1/2015	GO NB Broad - JACKSON HEIGHTS		Long Tail 2 - M	3	0.00%	0	0	0	0	4	Exact	--	campaign paused	enabled	paused	enabled
6578	VOA Search 2014	2/1/2015	Visionworks Non Branded Main-L1		Competitor - Lenscrafter - M	21	0.00%	0	0	0	0	2	Exact	6	below first page bid (First page cpc : 2.53)	enabled	enabled	enabled
6579	VOA Search 2014	2/1/2015	Visionworks Branded Main-L1		Branded - Locations - M	9	55.56%	5	0.46	2.29	0	1	Exact	9	below first page bid (First page cpc : 0.68)	enabled	enabled	enabled
6580	VOA Search 2014	6/1/2015	Visionworks Non Branded Head Terms Exact-L1		Eye Vision Associates	1	0.00%	0	0	0	0	1	Exact	--	below first page bid (First page cpc : 2.76)	enabled	enabled	enabled
6581	VOA Search 2014	1/1/2015	Visionworks Branded Main-L1		Branded - Locations - M	1	0.00%	0	0	0	0	2	Broad	--	removed	removed	enabled	enabled
6582	VOA Search 2014	12/1/2015	GO NB Broad - BRONX		Long Tail 2 - M	9	0.00%	0	0	0	0	1.2	Broad	--	campaign paused	enabled	paused	enabled
6583	VOA Search 2014	11/1/2015	Visionworks Branded Main-L1		Branded - Locations - M	62	12.90%	8	0.42	3.4	0	1	Exact	9	below first page bid (First page cpc : 0.68)	enabled	enabled	enabled
6584	VOA Search 2014	3/1/2015	Contacts Branded - National		BRANDED	20	20.00%	4	1.15	4.59	0	1	Exact	--	campaign paused	enabled	paused	removed

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
8456	VOA Search 2014	9/1/2015	Visionworks Spanish Non Branded Head Terms Broad - Dallas		Long Tail 2 - M	1	0.00%	0	0	0	0	1 Broad	--	campaign paused	enabled	paused	enabled	
8457	VOA Search 2014	5/1/2015	Visionworks Non Branded Main-L1		Competitor - M - pearle vision	2	0.00%	0	0	0	0	1.5 Exact		low search 5 volume	enabled	enabled	enabled	
8458	VOA Search 2014	11/1/2015	Visionworks Non Branded Head Terms Exact-L1		Eye Glasses Deals	55	3.64%	2	0.28	0.56	0	4.3 Exact		6 eligible	enabled	enabled	enabled	
8459	VOA Search 2014	2/1/2015	Visionworks Non Branded Main-L1		Eyeglasses Location - M	76	5.26%	4	1.1	4.38	5	2.6 Exact		6 eligible	enabled	enabled	enabled	
8460	VOA Search 2014	4/1/2015	Visionworks Non Branded Main-L1		Competitor - M	7	0.00%	0	0	0	0	4.4 Phrase		below first page bid (First page cpc : 6.332)	enabled	enabled	enabled	
8461	VOA Search 2014	4/1/2015	Visionworks SR-L1		Competitor - M	5	0.00%	0	0	0	0	2.8 Exact		6 eligible	enabled	enabled	enabled	
8462	VOA Search 2014	3/1/2015	Visionworks SR-L1		Long Tail 2 - M	44	4.55%	2	0.8	1.61	1	3.5 Broad		6 eligible	enabled	enabled	enabled	
8463	VOA Search 2014	12/1/2015	Visionworks SR-L1		Competitor - Lenscrafter - M	3	33.33%	1	1.29	1.29	0	2 Exact		5 eligible	enabled	enabled	enabled	
8464	VOA Search 2014	5/1/2015	Visionworks Non Branded Main-L1		Competitor - M	17	0.00%	0	0	0	0	2.1 Exact	--	paused	paused	enabled	enabled	
8465	VOA Search 2014	8/1/2015	Visionworks Branded Main-L3		Branded - L3	1	0.00%	0	0	0	0	1 Exact	--	campaign removed	enabled	removed	enabled	
8466	VOA Search 2014	9/1/2015	Visionworks Branded Main-L1		Branded - Locations - M	2	0.00%	0	0	0	0	4.5 Broad	--	removed	removed	enabled	enabled	
8467	VOA Search 2014	11/1/2015	Contacts Non Branded		Exact	145	0.00%	0	0	0	0	5 Exact	--	campaign paused	paused	paused	enabled	
8468	VOA Search 2014	11/1/2015	Visionworks Branded Main-L2		Spelling Error	5	40.00%	2	0.48	0.96	0	1 Exact		10 eligible	enabled	enabled	enabled	
8469	VOA Search 2014	10/1/2015	Visionworks Non Branded Main-L1		Competitor - M - pearle vision	12	0.00%	0	0	0	0	1.3 Phrase		below first page bid (First page cpc : 5.421)	enabled	enabled	enabled	
8470	VOA Search 2014	5/1/2015	Market Boost - Search St Louis		Long Tail 2 - M	1	0.00%	0	0	0	0	3 Broad	--	campaign paused	enabled	paused	enabled	
8471	VOA Search 2014	7/1/2015	Visionworks Branded Main-L3		Branded - L3	7	0.00%	0	0	0	0	1.7 Broad	--	campaign removed	enabled	removed	enabled	
8472	VOA Search 2014	9/1/2015	Visionworks Non Branded Main-L1		Long Tail 2 - M	38	5.26%	2	1.02	2.04	0	4.1 Exact		6 eligible	enabled	enabled	enabled	
8473	VOA Search 2014	3/1/2015	Visionworks Branded Main-L2		Branded - Old Terms - L2	1	0.00%	0	0	0	0	2 Broad	--	campaign removed	enabled	removed	enabled	

A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
9212	VOA Search 2014	12/1/2015	GO NB Broad - CHESTERFIELD	Long Tail 2 - M	5	0.00%	0	0	0	0	2.6	Broad	--	campaign paused	enabled	paused	enabled
9213	VOA Search 2014	12/1/2015	Visionworks Non Branded Main-L3	Competitor - L3	1	0.00%	0	0	0	0	3	Broad	--	campaign removed	enabled	removed	enabled
9214	VOA Search 2014	11/1/2015	Visionworks Branded Main-L3	Branded - L3	6	16.67%	1	0.27	0.27	0	1	Broad	--	campaign removed	enabled	removed	enabled
9215	VOA Search 2014	10/1/2015	Contacts Non Branded - National	Exact	173	2.31%	4	0.59	2.36	0	5.8	Exact	--	campaign removed	enabled	removed	enabled
9216	VOA Search 2014	2/1/2015	Visionworks Non Branded Main-L1	Branded - Old Terms - M	10	0.00%	0	0	0	0	2.1	Broad	--	removed	removed	enabled	enabled
9217	VOA Search 2014	12/1/2015	GO NB Broad - CICERO	Long Tail - M	4	0.00%	0	0	0	0	4.3	Broad	--	campaign paused	enabled	paused	enabled
9218	VOA Search 2014	12/1/2015	Visionworks Non Branded Head Terms Exact-L1	Long Tail 2 - L3	7	14.29%	1	1.28	1.28	0	3.9	Broad	--	campaign removed	enabled	removed	enabled
9219	VOA Search 2014	8/1/2015	Visionworks Non Branded Prescription Head Terms Exact	Find Glasses	14	0.00%	0	0	0	0	5.1	Exact	--	below first page bid (First page cpc : 8.186)	enabled	enabled	enabled
9220	VOA Search 2014	11/1/2015	Visionworks Non Branded Prescription Head Terms Exact	glass +prescription	145	0.69%	1	0.85	0.85	0	7.5	Exact	--	below first page bid (First page cpc : 5.338)	enabled	enabled	enabled
9221	VOA Search 2014	2/1/2015	Visionworks Branded Main-L1	Branded - Locations - M	1	0.00%	0	0	0	0	1	Broad	--	removed below first page bid (First page cpc : 5.225)	removed	enabled	enabled
9222	VOA Search 2014	9/1/2015	Visionworks Non Branded Main-L1	Long Tail 2 - M	48	0.00%	0	0	0	0	4.8	Broad	--	below first page bid (First page cpc : 5.225)	enabled	enabled	enabled
9223	VOA Search 2014	1/1/2015	Visionworks Non Branded Main-L3	Competitor - L3	1	0.00%	0	0	0	0	2	Broad	--	campaign removed	enabled	removed	enabled
9224	VOA Search 2014	7/1/2015	Visionworks Branded Main-L1	Branded - Locations - M	31	3.23%	1	0.38	0.38	0	3.1	Broad	--	removed	removed	enabled	enabled
9225	VOA Search 2014	5/1/2015	Visionworks Non Branded Main-L1	Eyeglasses Location - M	2	0.00%	0	0	0	0	5	Exact	--	eligible	enabled	enabled	enabled
9226	VOA Search 2014	7/1/2015	Visionworks Branded Main-L3	Branded - L3	5	0.00%	0	0	0	0	1.6	Broad	--	campaign removed	enabled	removed	enabled
9227	VOA Search 2014	5/1/2015	Market Boost - Search Dallas - America's Best	America's Best Non Branded Broad Modify	70	1.43%	1	0.67	0.67	0	2.6	Broad	--	campaign paused	enabled	paused	enabled
9228	VOA Search 2014	4/1/2015	Visionworks Non Branded Main-L3	Branded - Old Terms - L3	12	0.00%	0	0	0	0	1.9	Broad	--	campaign removed	enabled	removed	enabled

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
9244	VOA Search 2014	9/1/2015	Visionworks Non Branded Main-L1		Competitor - M - optical	1058	0.66%	7	0.78	5.49	2	2.9	Phrase		below first page bid (First page cpc : 5.203)	enabled	enabled	enabled
9245	VOA Search 2014	12/1/2015	Contacts Branded - National		Contacts Broad	25668	23.47%	6024	0.24	1,432.00	379	1.1	Broad	--	campaign paused	paused	paused	enabled
9246	VOA Search 2014	12/1/2015	GO NB Broad - QUEENS STEINWAY		Long Tail 2 - M	1	0.00%	0	0	0	0	11	Exact	--	campaign paused	enabled	paused	enabled
9247	VOA Search 2014	7/1/2015	Visionworks Non Branded Main-L1		Competitor - Lenscrafter - M	19	5.26%	1	0.34	0.34	1	2.1	Exact		below first page bid (First page cpc : 6.1.85)	enabled	enabled	enabled
9248	VOA Search 2014	11/1/2015	Visionworks Branded Main-L1		Branded - M	9	44.44%	4	0.48	1.91	0	1.2	Exact		8 eligible	enabled	enabled	enabled
9249	VOA Search 2014	1/1/2015	Visionworks Branded Main-L1		Branded - Locations - M	2	0.00%	0	0	0	0	1	Broad	--	removed	removed	enabled	enabled
9250	VOA Search 2014	2/1/2015	Visionworks Branded Main-L1		Branded - Locations - M	7	0.00%	0	0	0	0	2.4	Broad	--	removed	removed	enabled	enabled
9251	VOA Search 2014	5/1/2015	Visionworks Branded Main-L1		Branded - Locations - M	9	11.11%	1	0.45	0.45	0	1.2	Exact		6 eligible	enabled	enabled	enabled
9252	VOA Search 2014	12/1/2015	GO NB Broad - WHITE PLAINS		Long Tail - M	68	7.35%	5	1.67	8.33	1	3.7	Broad	--	campaign paused	enabled	paused	enabled
9253	VOA Search 2014	9/1/2015	Contacts Branded - National		Contact Lenses Broad	1	0.00%	0	0	0	0	2	Broad	--	campaign paused	paused	paused	enabled
9254	VOA Search 2014	12/1/2015	GO NB Broad - TEMPE		Competitor - M - eyemartexpress	3	0.00%	0	0	0	0	1.3	Phrase	--	campaign paused	enabled	paused	enabled
9255	VOA Search 2014	12/1/2015	Visionworks Non Branded Main-L1		Long Tail 2 - M	109	0.92%	1	0.6	0.6	3	2.4	Exact		below first page bid (First page cpc : 6.1.48)	enabled	enabled	enabled
9256	VOA Search 2014	12/1/2015	GO NB Broad - QUEENS		Competitor - M - optical	5	0.00%	0	0	0	0	2	Exact		campaign paused	enabled	paused	enabled
9257	VOA Search 2014	4/1/2015	Market Boost - Search Columbus		Long Tail 2 - M	2	0.00%	0	0	0	0	4	Broad	--	campaign paused	enabled	paused	enabled
9258	VOA Search 2014	12/1/2015	GO NB Broad - TAYLOR		Long Tail - M	5	0.00%	0	0	0	0	4.4	Broad	--	campaign paused	enabled	paused	enabled
9259	VOA Search 2014	11/1/2015	Visionworks SR-L1		Competitor - M	1	0.00%	0	0	0	0	2	Phrase	--	eligible	enabled	enabled	enabled
9260	VOA Search 2014	3/1/2015	Visionworks Branded Main-L2		Branded - L2	128	3.12%	4	0.6	2.4	1	1.4	Broad	--	campaign removed	enabled	removed	enabled

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
9312	VOA Search 2014	12/1/2015	GO NB Broad - TEMPE		Long Tail 2 - M	2	0.00%	0	0	0	0	1	Broad	--	campaign paused	enabled	paused	enabled
9313	VOA Search 2014	9/1/2015	Contacts Non Branded - National		Exact	340	2.65%	9	0.56	5.03	0	6.4	Exact	--	campaign removed	enabled	removed	enabled
9314	VOA Search 2014	11/1/2015	Visionworks Branded Main-L1		Branded - Locations - M	54	37.04%	20	0.33	6.55	1	1.1	Broad	--	removed	removed	enabled	enabled
9315	VOA Search 2014	10/1/2015	Visionworks Branded Main-L1		Branded - Locations - M	10	20.00%	2	0.6	1.21	0	1.5	Exact	--	6 eligible	enabled	enabled	enabled
9316	VOA Search 2014	12/1/2015	Visionworks Non Branded Main-L2		Promotional - M	7	14.29%	1	0.98	0.98	0	3.3	Exact	--	ad group removed	removed	enabled	removed
9317	VOA Search 2014	4/1/2015	Visionworks Branded Main-L1		Branded - Locations - M	70	20.00%	14	0.39	5.49	1	1.1	Broad	--	removed	removed	enabled	enabled
9318	VOA Search 2014	6/1/2015	Visionworks Branded Main-L1		Branded - Locations - M	168	8.93%	15	0.49	7.39	6	1.5	Exact	--	8 eligible	enabled	enabled	enabled
9319	VOA Search 2014	12/1/2015	Visionworks Non Branded Main-L2		Location - M	1	0.00%	0	0	0	0	2	Exact	--	ad group removed	removed	enabled	removed
9320	VOA Search 2014	3/1/2015	Visionworks Non Branded Main-L1		Long Tail 2 - M	207	2.42%	5	0.81	4.05	0	2.5	Exact	--	below first page bid (First page cpc: 6.148)	enabled	enabled	enabled
9321	VOA Search 2014	12/1/2015	GO NB Broad - WHITE PLAINS		Long Tail 2 - M	9	0.00%	0	0	0	0	3.9	Broad	--	campaign paused	enabled	paused	enabled
9322	VOA Search 2014	11/1/2015	Visionworks Non Branded Main-L2		Location - M	3	0.00%	0	0	0	0	3.3	Exact	--	ad group removed	removed	enabled	removed
9323	VOA Search 2014	4/1/2015	Visionworks Branded Main-L1		Branded - M	3	33.33%	1	0.66	0.66	0	1	Exact	--	10 eligible	enabled	enabled	enabled
9324	VOA Search 2014	5/1/2015	Visionworks Non Branded Main-L3		Competitor - L3	12	0.00%	0	0	0	0	2.3	Broad	--	campaign removed	enabled	removed	enabled
9325	VOA Search 2014	5/1/2015	Visionworks Non Branded Main-L1		Branded - Old Terms - Eyemaster	4	0.00%	0	0	0	0	1.3	Exact	--	7 eligible	enabled	enabled	enabled
9326	VOA Search 2014	10/1/2015	Visionworks Non Branded Main-L3		Long Tail 2 - L3	2	0.00%	0	0	0	0	4	Broad	--	campaign removed	enabled	removed	enabled
9327	VOA Search 2014	5/1/2015	Visionworks Non Branded Main-L3		Competitor - L3	13	0.00%	0	0	0	0	3.5	Broad	--	campaign removed	enabled	removed	enabled
9328	VOA Search 2014	12/1/2015	GO NB Broad - JACKSON HEIGHTS		Eye Glass	47	0.00%	0	0	0	0	3.8	Broad	--	6 campaign paused	enabled	paused	enabled
9329	VOA Search 2014	9/1/2015	Visionworks Spanish Branded Main - Other Cities		Branded - Spanish	3	0.00%	0	0	0	0	1	Broad	--	campaign paused	enabled	paused	enabled

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
9362	VOA Search 2014	8/1/2015	Visionworks Non Branded Main-L1		Eyeglasses Location - M	188	3.19%	6	1.1	6.57	1	2.6 Exact		6 eligible	enabled	enabled	enabled	
9363	VOA Search 2014	11/1/2015	Visionworks Non Branded Main-L2		Long Tail 2 - M	206	1.46%	3	1.06	3.18	3	3.1 Broad	--	ad group removed	removed	enabled	removed	
9364	VOA Search 2014	6/1/2015	Visionworks Non Branded Main-L3		Branded - Old Terms - L3	6	0.00%	0	0	0	0	3.7 Broad	--	campaign removed	enabled	removed	enabled	
9365	VOA Search 2014	11/1/2015	Visionworks Non Branded Main-L3		Competitor - L3	1	0.00%	0	0	0	0	3 Broad	--	campaign removed	enabled	removed	enabled	
9366	VOA Search 2014	6/1/2015	Visionworks Branded Main-L1		Branded - Locations - M	21	23.81%	5	0.22	1.12	1	1 Broad	--	removed	removed	enabled	enabled	
9367	VOA Search 2014	12/1/2015	GO NB Broad - JACKSON HEIGHTS Market Boost - Search		Long Tail 2 - M	28	0.00%	0	0	0	0	3.3 Broad	--	campaign paused	paused	paused	enabled	
9368	VOA Search 2014	7/1/2015	Dallas - America's Best		America's Best Branded Phrase	1960	0.87%	17	7.44	126.4	1	1.7 Phrase	--	campaign paused	enabled	paused	enabled	
9369	VOA Search 2014	3/1/2015	Visionworks Non Branded Main-L1		Branded - Old Terms - Eyemaster	3	0.00%	0	0	0	0	2.3 Exact		7 eligible	enabled	enabled	enabled	
9370	VOA Search 2014	10/1/2015	Visionworks Non Branded Main-L1		Long Tail 2 - M	116	3.45%	4	0.8	3.18	1	3 Exact		below first page bid (First page cpc : 6.148)	enabled	enabled	enabled	
9371	VOA Search 2014	10/1/2015	Visionworks Non Branded Main-L1		Eyeglasses Location - M	103	4.85%	5	1.06	5.29	1	2 Exact		6 eligible	enabled	enabled	enabled	
9372	VOA Search 2014	12/1/2015	Visionworks Branded Main-L1		Branded - Locations - M	13	15.38%	2	0.18	0.36	0	2.6 Broad	--	removed	removed	enabled	enabled	
9373	VOA Search 2014	11/1/2015	Visionworks Branded Main-L2		Spelling Error	13	23.08%	3	0.67	2.01	4	2.1 Exact		6 eligible	enabled	enabled	enabled	
9374	VOA Search 2014	8/1/2015	Visionworks Branded Main-L3		Branded - L3	58	17.24%	10	0.25	2.54	3	1 Exact	--	campaign removed	enabled	removed	enabled	
9375	VOA Search 2014	11/1/2015	Visionworks Branded Main-L1		Branded - Locations - M	152	31.58%	48	0.2	9.38	7	1 Broad	--	removed	removed	enabled	enabled	
9376	VOA Search 2014	11/1/2015	Contacts Branded - National		Contact Lenses Broad	264	4.17%	11	1.44	15.84	0	3.2 Broad	--	campaign paused	paused	paused	enabled	
9377	VOA Search 2014	6/1/2015	Contacts Non Branded - National		Exact	419	1.67%	7	0.92	6.41	0	6.9 Exact	--	campaign removed	enabled	removed	enabled	
9378	VOA Search 2014	12/1/2015	GO NB Broad - ROSEVILLE		Glasses For Sale	2	0.00%	0	0	0	0	6.5 Broad	--	campaign paused	enabled	paused	enabled	
9379	VOA Search 2014	12/1/2015	GO NB Broad - QUEENS STEINWAY		Branded - Old Terms - M	1	0.00%	0	0	0	0	1 Broad	--	campaign paused	enabled	paused	enabled	

A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
10134	VOA Search 2014	Visionworks Branded Main-L1		Branded - Locations - M	1	0.00%	0	0	0	0	1	Broad	--	removed	removed	enabled	enabled
10135	VOA Search 2014	Contacts Non Branded National		Exact	9325	0.94%	88	1.8	158.76	1	3.3	Exact	--	campaign removed	enabled	removed	enabled
10136	VOA Search 2014	Visionworks Non Branded Main-L1		Competitor - M - eyemart	3346	2.63%	88	0.72	63.01	19	1.9	Broad	6	eligible	enabled	enabled	enabled
10137	VOA Search 2014	Visionworks Non Branded Main-L1		Competitor - M	39	2.56%	1	0.3	0.3	0	1.6	Exact		below first page bid (First page cpc : 5.1.77)	enabled	enabled	enabled
10138	VOA Search 2014	Visionworks Non Branded Main-L1		Competitor - M - eyemart	876	3.31%	29	0.86	24.81	6	1.9	Broad	6	eligible	enabled	enabled	enabled
10139	VOA Search 2014	Visionworks Non Branded Main-L1		Competitor - M	1	0.00%	0	0	0	0	3	Exact	--	paused	paused	enabled	enabled
10140	VOA Search 2014	Market Boost - Search Columbus		Long Tail 2 - L2	16	0.00%	0	0	0	0	4	Broad	--	campaign paused	enabled	paused	removed
10141	VOA Search 2014	Visionworks Non Branded Main-L1		Eyeglasses Location - M	9	0.00%	0	0	0	0	1.7	Exact	6	eligible	enabled	enabled	enabled
10142	VOA Search 2014	Market Boost - Search St Louis		Branded - M	1	0.00%	0	0	0	0	4	Broad	--	campaign paused	enabled	paused	enabled
10143	VOA Search 2014	Visionworks Branded Main-L1		Branded - Locations - M	2	0.00%	0	0	0	0	2.5	Broad	--	removed	removed	enabled	enabled
10144	VOA Search 2014	Visionworks Non Branded Main-L1		Branded - Old Terms - Eyemaster	27	3.70%	1	0.49	0.49	0	1.2	Exact	5	eligible	enabled	enabled	enabled
10145	VOA Search 2014	Visionworks Non Branded Main-L3		Long Tail 2 - L3	96	0.00%	0	0	0	0	3.6	Broad	--	campaign removed	enabled	removed	enabled
10146	VOA Search 2014	Visionworks Non Branded Main-L1		Branded - Old Terms - M	521	3.26%	17	1.26	21.34	15	1.8	Broad		below first page bid (First page cpc : 5.2.41)	enabled	enabled	enabled
10147	VOA Search 2014	Visionworks Non Branded Main-L1		Branded - Old Terms - Eyemaster	138	0.72%	1	0.64	0.64	0	1.3	Exact	5	eligible	enabled	enabled	enabled
10148	VOA Search 2014	Visionworks Branded Main-L1		Branded - Locations - M	1	0.00%	0	0	0	0	1	Broad	--	removed	removed	enabled	enabled
10149	VOA Search 2014	Visionworks Non Branded Main-L1		Long Tail 2 - M	1105	2.81%	31	0.49	15.04	2	3.7	Broad		below first page bid (First page cpc : 5.1.48)	enabled	enabled	enabled
10150	VOA Search 2014	Visionworks Non Branded Main-L1		Competitor - M	2406	1.37%	33	0.59	19.36	7	2.2	Phrase	--	paused	paused	enabled	enabled

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
10216	VOA Search 2014	3/1/2015	Visionworks Non Branded Main-L1		Long Tail 2 - M	230	4.78%	11	0.67	7.36	1	3.1	Broad	--	below first page bid (First page cpc : 1.18)	enabled	enabled	enabled
10217	VOA Search 2014	12/1/2015	Visionworks Non Branded Main-L2		Location - M	2	0.00%	0	0	0	0	1	Exact	--	ad group removed	removed	enabled	removed
10218	VOA Search 2014	11/1/2015	Visionworks Non Branded Main-L3		Long Tail 2 - L3	4	0.00%	0	0	0	0	1.5	Broad	--	campaign removed	enabled	removed	enabled
10219	VOA Search 2014	12/1/2015	GO NB Broad - NOV1		Competitor - M	1	0.00%	0	0	0	0	2	Phrase	--	campaign 5 paused	enabled	paused	enabled
10220	VOA Search 2014	2/1/2015	Contacts Non Branded - National		Exact	8687	0.97%	84	1.66	139.51	3	3.2	Exact	--	campaign removed	enabled	removed	enabled
10221	VOA Search 2014	5/1/2015	Visionworks Non Branded Main-L1		Competitor - M	486	1.44%	7	0.88	6.17	2	2.5	Phrase	--	paused	paused	enabled	enabled
10222	VOA Search 2014	11/1/2015	Visionworks Non Branded Main-L1		Long Tail 2 - M	1334	0.45%	6	1.19	7.15	3	4.4	Exact	--	6 eligible	enabled	enabled	enabled
10223	VOA Search 2014	1/1/2015	Visionworks Non Branded Main-L3		Long Tail - L3	46	6.52%	3	0.94	2.83	2	2.3	Broad	--	campaign removed	enabled	removed	enabled
10224	VOA Search 2014	12/1/2015	Visionworks Non Branded Main-L3		Long Tail 2 - L3	678	0.00%	0	0	0	0	2.4	Broad	--	campaign removed	enabled	removed	enabled
10225	VOA Search 2014	12/1/2015	GO NB Broad - JACKSON HEIGHTS		Competitor - M - pearle vision	1	0.00%	0	0	0	0	3	Exact	--	campaign paused	enabled	paused	enabled
10226	VOA Search 2014	11/1/2015	Visionworks SR-L1		Long Tail 2 - M	10	0.00%	0	0	0	0	2.3	Broad	--	below first page bid (First page cpc : 8 0.58)	enabled	enabled	enabled
10227	VOA Search 2014	3/1/2015	Visionworks Non Branded Main-L1		Eyeglasses Location - M	4	25.00%	1	0.45	0.45	0	2.3	Exact	--	6 eligible	enabled	enabled	enabled
10228	VOA Search 2014	12/1/2015	Visionworks Non Branded Main-L2		Long Tail 2 - M	1	0.00%	0	0	0	0	5	Broad	--	ad group removed	removed	enabled	removed
10229	VOA Search 2014	7/1/2015	Visionworks Branded Main-L1		Branded - Locations - M	2	0.00%	0	0	0	0	4.5	Broad	--	removed	removed	enabled	enabled
10230	VOA Search 2014	3/1/2015	Market Boost - Search Columbus		Long Tail 2 - L2	9	0.00%	0	0	0	0	3.8	Broad	--	campaign paused	enabled	paused	removed
10231	VOA Search 2014	10/1/2015	Contacts Non Branded - National		Exact	133	0.75%	1	0.62	0.62	0	7.8	Exact	--	campaign removed	enabled	removed	enabled
10232	VOA Search 2014	9/1/2015	Market Boost - Search St Louis		Long Tail 2 - M	10	0.00%	0	0	0	0	5.3	Broad	--	campaign paused	enabled	paused	enabled
10233	VOA Search 2014	12/1/2015	Visionworks Branded Main-L1		Branded - Locations - M	72	25.00%	18	0.2	3.69	2	1	Exact	--	7 eligible	enabled	enabled	enabled

A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
11563	VOA Search 2014	Visionworks Non Branded Main-L2		Long Tail 2 - M	23	0.00%	0	0	0	0	7	Exact	--	ad group removed	removed	enabled	removed
11564	VOA Search 2014	Visionworks Non Branded Main-L1		Long Tail 2 - M	11	0.00%	0	0	0	0	4.8	Broad	--	below first page bid (First page cpc : 2.21)	enabled	enabled	enabled
11565	VOA Search 2014	Visionworks Spanish Branded Main - Dallas		Branded - M	1	200.00%	2	0.16	0.36	0	1	Exact	--	campaign paused	enabled	paused	enabled
11566	VOA Search 2014	Visionworks Branded Main-L1		Branded - Locations - M	7	42.86%	3	0.51	1.84	1	1	Exact		6 eligible	enabled	enabled	enabled
11567	VOA Search 2014	Visionworks SR-L1		Long Tail 2 - M	1	0.00%	0	0	0	0	5	Exact		5 eligible	enabled	enabled	enabled
11568	VOA Search 2014	Visionworks Non Branded Main-L1		Long Tail - M	2528	1.31%	33	0.76	25.1	13	4.5	Broad		below first page bid (First page cpc : 6.1.94)	enabled	enabled	enabled
11569	VOA Search 2014	Visionworks Non Branded Main-L1		Long Tail - M	2465	1.26%	31	0.74	22.91	8	3.9	Broad		below first page bid (First page cpc : 6.1.94)	enabled	enabled	enabled
11570	VOA Search 2014	Visionworks Non Branded Main-L1		Long Tail - M	83	14.46%	12	0.76	9.13	21	2.7	Exact	--	removed below first page bid (First page cpc : 6.1.94)	removed	enabled	enabled
11571	VOA Search 2014	Visionworks Non Branded Main-L1		Long Tail - M	192	1.04%	2	0.65	1.3	2	4.1	Broad		below first page bid (First page cpc : 6.1.94)	enabled	enabled	enabled
11572	VOA Search 2014	Visionworks Non Branded Main-L1		Long Tail - M	231635	1.34%	3096	1.39	4,287.98	709	2.5	Broad		below first page bid (First page cpc : 6.1.94)	enabled	enabled	enabled
11573	VOA Search 2014	Visionworks Branded Main-L1		Spelling Error	57	43.86%	25	0.25	6.16	7	1	Exact		10 eligible	enabled	enabled	enabled
11574	VOA Search 2014	Visionworks Branded Main-L1		Spelling Error	33	42.42%	14	0.44	6.19	2	1	Exact		10 eligible	enabled	enabled	enabled
11575	VOA Search 2014	Market Boost - Search Dallas - America's Best		America's Best Non Branded Broad Modify	34	0.00%	0	0	0	0	3.8	Broad	--	campaign paused	enabled	paused	enabled
11576	VOA Search 2014	GO NB Broad - BRONX		Mens Glasses	211	0.00%	0	0	0	0	5.2	Broad	--	campaign paused	enabled	paused	enabled
11577	VOA Search 2014	Visionworks Branded Main-L1		Branded - Locations - M	30	26.67%	8	0.23	1.86	0	1	Exact		10 eligible	enabled	enabled	enabled
11578	VOA Search 2014	Contacts Branded - National		Contacts Broad	25645	23.87%	6122	0.24	1,472.26	402	1.1	Broad	--	campaign paused	paused	paused	enabled

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
11629	VOA Search 2014	11/1/2015	Visionworks Non Branded Main-L1		Reading Glasses - M	2	0.00%	0	0	0	0	4.5 Broad	--	below first page bid (First page cpc : 1.74)	enabled	enabled	enabled	
11630	VOA Search 2014	11/1/2015	Visionworks Non Branded Main-L1		Competitor - Sterling - M	3	0.00%	0	0	0	0	1.7 Exact	--	5 eligible	enabled	enabled	enabled	
11631	VOA Search 2014	10/1/2015	Contacts Branded - National		Contacts Broad	2528	16.02%	405	0.84	339.53	7	1.3 Broad	--	campaign paused	paused	paused	enabled	
11632	VOA Search 2014	11/1/2015	Visionworks Branded Main-L1		Branded - Locations - M	111	18.02%	20	0.62	12.39	1	1.1 Exact	--	8 eligible	enabled	enabled	enabled	
11633	VOA Search 2014	2/1/2015	Visionworks Non Branded Main-L1		Eyeglasses Location - M	30	3.33%	1	1.36	1.36	2	2.1 Exact	--	6 eligible	enabled	enabled	enabled	
11634	VOA Search 2014	12/1/2015	Visionworks Non Branded Main-L2		Location - M	1	0.00%	0	0	0	0	4 Exact	--	ad group removed	removed	enabled	removed	
11635	VOA Search 2014	9/1/2015	Visionworks Non Branded Main-L3		Branded - Old Terms - L3	17	0.00%	0	0	0	0	2.9 Broad	--	campaign removed	enabled	removed	enabled	
11636	VOA Search 2014	2/1/2015	Visionworks Branded Main-L1		Branded - Locations - M	26	11.54%	3	0.95	2.86	2	1 Exact	--	8 eligible	enabled	enabled	enabled	
11637	VOA Search 2014	12/1/2015	Visionworks Branded Main-L2		Branded - Locations - M	18	27.78%	5	0.26	1.3	0	1 Exact	--	eligible below first page bid (First page cpc : 6.205)	enabled	enabled	enabled	
11638	VOA Search 2014	10/1/2015	Visionworks Non Branded Main-L1		Long Tail 2 - M	149	2.68%	4	0.58	2.3	0	4.6 Broad	--	6.205	enabled	enabled	enabled	
11639	VOA Search 2014	4/1/2015	Visionworks Branded Main-L1		Branded - M	2	50.00%	1	0.33	0.33	0	1 Exact	--	removed	removed	enabled	enabled	
11640	VOA Search 2014	11/1/2015	Visionworks Non Branded Main-L3		Competitor - L3	13	7.69%	1	0.9	0.9	0	2.2 Broad	--	campaign removed	enabled	removed	enabled	
11641	VOA Search 2014	12/1/2015	GO NB Broad - TULSA		Long Tail 2 - M	1	0.00%	0	0	0	0	2 Broad	--	campaign paused	enabled	paused	enabled	
11642	VOA Search 2014	8/1/2015	Visionworks SR-L1		Long Tail - M	1	0.00%	0	0	0	0	5 Exact	--	below first page bid (First page cpc : 1.80)	enabled	enabled	enabled	
11643	VOA Search 2014	12/1/2015	Visionworks Non Branded Main-L1		Competitor - Lenscrafter - M	1	0.00%	0	0	0	0	1 Exact	--	low search volume	enabled	enabled	enabled	
11644	VOA Search 2014	11/1/2015	Visionworks SR-L1		Long Tail 2 - M	3	33.33%	1	1.03	1.03	0	2.3 Broad	--	below first page bid (First page cpc : 8.179)	enabled	enabled	enabled	

A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
11677	VOA Search 2014 7/1/2015	Visionworks Non Branded Main-L1		Eyeglasses Location - M	21	23.81%	5	0.4	2.01	1	3.4	Exact	6	eligible	enabled	enabled	enabled
11678	VOA Search 2014 1/1/2015	Visionworks Non Branded Main-L1		Competitor - M	1000	1.30%	13	1.39	18.03	9	2.2	Phrase	--	paused	paused	enabled	enabled
11679	VOA Search 2014 9/1/2015	Contacts Branded - National		Contacts Broad	1636	15.34%	251	0.82	205.49	1	1.4	Broad	--	campaign paused	paused	paused	enabled
11680	VOA Search 2014 10/1/2015	Visionworks Non Branded Head Terms Broad-L1		Buying Eyeglasses	495	1.82%	9	0.76	6.87	0	5.4	Broad	--	below first page bid (First page cpc : 1.94)	enabled	enabled	enabled
11681	VOA Search 2014 11/1/2015	Visionworks Non Branded Main-L1		Long Tail 2 - M	2	0.00%	0	0	0	0	3.5	Exact	--	below first page bid (First page cpc : 1.84)	enabled	enabled	enabled
11682	VOA Search 2014 1/1/2015	Visionworks Non Branded Main-L1		Long Tail 2 - M	1577	1.20%	19	1.12	21.31	14	4	Broad	--	below first page bid (First page cpc : 6.2.05)	enabled	enabled	enabled
11683	VOA Search 2014 12/1/2015	Visionworks Non Branded Main-L3		Long Tail 2 - L3	236	0.85%	2	1.86	3.73	0	2.5	Broad	--	campaign removed	enabled	removed	enabled
11684	VOA Search 2014 3/1/2015	Visionworks Branded Main-L1		Branded - M	2	50.00%	1	0.13	0.13	1	1	Exact	--	removed below first page bid (First page cpc : 1.94)	removed	enabled	enabled
11685	VOA Search 2014 2/1/2015	Visionworks Non Branded Head Terms Broad-L1		Buying Eyeglasses	363	3.31%	12	1.21	14.55	3	3.7	Broad	--	below first page bid (First page cpc : 1.94)	enabled	enabled	enabled
11686	VOA Search 2014 2/1/2015	Market Boost - Search Columbus		Competitor - Lenscrafter - L2	13	0.00%	0	0	0	0	2.3	Broad	--	campaign paused	enabled	paused	removed
11687	VOA Search 2014 12/1/2015	GO NB Broad - ROCHESTER HILLS		Branded - M	14	50.00%	7	0.21	1.49	2	1	Broad	--	campaign paused	enabled	paused	enabled
11688	VOA Search 2014 10/1/2015	Visionworks Non Branded Main-L1		Competitor - Sterling - M	1	0.00%	0	0	0	0	1	Exact	5	eligible below first page bid (First page cpc : 2.50)	enabled	enabled	enabled
11689	VOA Search 2014 10/1/2015	Visionworks Non Branded Main-L1		Competitor - M	4	0.00%	0	0	0	0	6.3	Phrase	5	low search volume	enabled	enabled	enabled
11690	VOA Search 2014 8/1/2015	Visionworks Non Branded Main-L1		Competitor - Lenscrafter - M	1	0.00%	0	0	0	0	2	Exact	--	below first page bid (First page cpc : 1.52)	enabled	enabled	enabled
11691	VOA Search 2014 12/1/2015	Visionworks Branded Main-L2		Branded - Locations - M	8	0.00%	0	0	0	0	1	Broad	--	below first page bid (First page cpc : 1.52)	enabled	enabled	enabled

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
12984	VOA Search 2014	1/1/2015	Visionworks Branded Main-L1		Branded - Locations - M	3	66.67%	2	0.53	1.06	2	1.3 Broad	--	removed	removed	enabled	enabled	
12985	VOA Search 2014	1/1/2015	Visionworks SR-L1		Competitor - M	1	0.00%	0	0	0	0	2 Phrase	--	eligible	enabled	enabled	enabled	
12986	VOA Search 2014	2/1/2015	Visionworks Non Branded Main-L3		Competitor - L3	7	0.00%	0	0	0	0	2.6 Broad	--	campaign removed	enabled	removed	enabled	
12987	VOA Search 2014	8/1/2015	Visionworks Branded Main-L1		Branded - Locations - M	2	50.00%	1	0.31	0.31	0	2 Broad	--	removed	removed	enabled	enabled	
12988	VOA Search 2014	6/1/2015	Visionworks Non Branded Main-L3		Long Tail 2 - L3	35	0.00%	0	0	0	0	7.1 Broad	--	campaign removed	enabled	removed	enabled	
12989	VOA Search 2014	6/1/2015	Market Boost - Search Columbus		Optometrists/Eye Drs - M	1	0.00%	0	0	0	0	2 Phrase	--	campaign paused	enabled	paused	enabled	
12990	VOA Search 2014	8/1/2015	Visionworks Branded Main-L1		Branded - Locations - M	2	0.00%	0	0	0	0	1 Broad	--	removed	removed	enabled	enabled	
12991	VOA Search 2014	12/1/2015	Visionworks Non Branded Main-L2		Location - M	7	14.29%	1	0.6	0.6	0	6.6 Exact	--	ad group removed	removed	enabled	removed	
12992	VOA Search 2014	9/1/2015	Visionworks Non Branded Main-L1		Long Tail 2 - M	1	0.00%	0	0	0	0	9 Exact	--	below first page bid (First page cpc : 1.06)	enabled	enabled	enabled	
12993	VOA Search 2014	12/1/2015	GO NB Broad - CICERO		Branded - Old Terms - M	1	0.00%	0	0	0	0	2 Broad	--	campaign paused	enabled	paused	enabled	
12994	VOA Search 2014	10/1/2015	Visionworks Branded Main-L1		Branded - Locations - M	4	25.00%	1	0.31	0.31	0	1 Exact	--	7 eligible	enabled	enabled	enabled	
12995	VOA Search 2014	4/1/2015	Visionworks Non Branded Main-L3		Long Tail 2 - L3	4	25.00%	1	0.41	0.41	0	2.3 Broad	--	campaign removed	enabled	removed	enabled	
12996	VOA Search 2014	9/1/2015	Visionworks Non Branded Main-L3		Promotional - L3	1	0.00%	0	0	0	0	8 Broad	--	campaign removed	paused	removed	enabled	
12997	VOA Search 2014	12/1/2015	GO NB Broad - JACKSON HEIGHTS		Long Tail - M	3865	0.91%	35	2.35	82.37	2	1.8 Broad	--	campaign 1 paused	enabled	paused	enabled	
12998	VOA Search 2014	12/1/2015	GO NB Broad - ROSEVILLE		Long Tail 2 - M	1	0.00%	0	0	0	0	10 Exact	--	campaign paused	enabled	paused	enabled	
12999	VOA Search 2014	12/1/2015	GO NB Broad - QUEENS		Long Tail 2 - M	11	0.00%	0	0	0	0	3.5 Exact	--	campaign paused	enabled	paused	enabled	
13000	VOA Search 2014	3/1/2015	Contacts Non Branded - National		Exact	314	1.59%	5	1.83	9.13	0	3.9 Exact	--	campaign removed	enabled	removed	enabled	
13001	VOA Search 2014	6/1/2015	Visionworks Branded Main-L1		Branded - Locations - M	4	50.00%	2	0.36	0.72	0	1 Exact	--	7 eligible	enabled	enabled	enabled	

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
13051	VOA Search 2014	3/1/2015	Visionworks SR-L1 Market Boost - Search Dallas - America's Best		Competitor - Lenscrafter - M America's Best Non Branded Phrase	2	0.00%	0	0	0	0	2	Exact	--	below first page bid (First page cpc : 3.15)	enabled	enabled	enabled
13052	VOA Search 2014	5/1/2015	Best			138	0.00%	0	0	0	0	3.4	Phrase	--	campaign paused	enabled	paused	enabled
13053	VOA Search 2014	10/1/2015	Visionworks SR-L1 Visionworks Non Branded Head Terms		Competitor - M name brand frames for glasses cheap	91	0.00%	0	0	0	0	3.5	Phrase	--	eligible	enabled	enabled	enabled
13054	VOA Search 2014	9/1/2015	Exact 2 - L1			1	0.00%	0	0	0	0	5	Exact	--	8 eligible	enabled	enabled	enabled
13055	VOA Search 2014	5/1/2015	Visionworks Non Branded Main-L3		Long Tail 2 - L3	11	9.09%	1	0.23	0.23	0	4.9	Broad	--	campaign removed	enabled	removed	enabled
13056	VOA Search 2014	10/1/2015	Visionworks Non Branded Main-L3 GO NB Broad - BROOKLYN-		Branded - Old Terms - L3	1	0.00%	0	0	0	0	1	Exact	--	campaign removed	enabled	removed	enabled
13057	VOA Search 2014	12/1/2015	BAYRIDGE		Competitor - Lenscrafter - M name brand frames for glasses cheap	1	0.00%	0	0	0	0	3	Exact	--	campaign paused	enabled	paused	enabled
13058	VOA Search 2014	11/1/2015	Visionworks Non Branded Head Terms Exact 2 - L1			3	0.00%	0	0	0	0	10	Exact	--	8 eligible	enabled	enabled	enabled
13059	VOA Search 2014	2/1/2015	Visionworks Non Branded Main-L3		Head Terms 2 - L3	36	2.78%	1	1	1	5	3.2	Exact	--	campaign removed	enabled	removed	enabled
13060	VOA Search 2014	12/1/2015	Visionworks Non Branded Main-L3		Promotional - L3	1	0.00%	0	0	0	0	4	Broad	--	campaign removed	enabled	removed	enabled
13061	VOA Search 2014	8/1/2015	Contacts Non Branded - National		Exact	30	0.00%	0	0	0	0	4.2	Exact	--	campaign removed	enabled	removed	enabled
13062	VOA Search 2014	8/1/2015	Visionworks Non Branded Main-L3		Long Tail 2 - L3	26	0.00%	0	0	0	0	4.1	Broad	--	campaign removed	enabled	removed	enabled
13063	VOA Search 2014	5/1/2015	Visionworks Non Branded Main-L1		Competitor - M	43	2.33%	1	0.33	0.33	0	1.4	Exact	--	paused	paused	enabled	enabled
13064	VOA Search 2014	4/1/2015	Visionworks Non Branded Main-L1		Competitor - Lenscrafter - M	26	0.00%	0	0	0	0	3.2	Broad	--	below first page bid (First page cpc : 5.1.86)	enabled	enabled	enabled
13065	VOA Search 2014	10/1/2015	Visionworks Non Branded Main-L1		Eyeglasses Location - M	23	0.00%	0	0	0	0	4.6	Exact	--	5 eligible	enabled	enabled	enabled
13066	VOA Search 2014	5/1/2015	Visionworks Non Branded Main-L3		Long Tail 2 - L3	1	0.00%	0	0	0	0	2	Broad	--	campaign removed	enabled	removed	enabled
13067	VOA Search 2014	8/1/2015	Visionworks Non Branded Main-L1		Branded - Old Terms - M	3	0.00%	0	0	0	0	5	Broad	--	below first page bid (First page cpc : 5.1.10)	enabled	enabled	enabled

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	
13082	VOA Search 2014	3/1/2015	Market Boost - Search Columbus		Long Tail - L2	15	0.00%	0	0	0	0	6.8 Broad	--	campaign paused	enabled	paused	removed		
13083	VOA Search 2014	2/1/2015	Visionworks Non Branded Main-L1		Long Tail 2 - M	50	2.00%	1	0.62	0.62	0	4.9 Broad	--	below first page bid (First page cpc: 2.02)	enabled	enabled	enabled		
13084	VOA Search 2014	12/1/2015	Visionworks Non Branded Main-L2		Branded - Old Terms - Eyemaster	2	0.00%	0	0	0	0	3.5 Exact	--	ad group removed	removed	enabled	removed		
13085	VOA Search 2014	1/1/2015	Visionworks Competitor Terms Exact		Eye Glasses Near Me	111	1.80%	2	1.01	2.02	0	2.3 Exact	--	campaign removed	enabled	removed	removed		
13086	VOA Search 2014	10/1/2015	Visionworks Branded Main-L1		Branded - Locations - M	4	50.00%	2	0.53	1.06	1	1.3 Broad	--	removed	removed	enabled	enabled		
13087	VOA Search 2014	9/1/2015	Visionworks Non Branded Main-L3		Head Terms - L3	189	1.59%	3	2.01	6.02	0	3.2 Broad	--	campaign removed	enabled	removed	enabled		
13088	VOA Search 2014	2/1/2015	Contacts Non Branded - National		Exact	291	0.69%	2	1.72	3.43	0	3.9 Exact	--	campaign removed	enabled	removed	enabled		
13089	VOA Search 2014	6/1/2015	Visionworks Non Branded Main-L1		Eyeglasses Location - M	113	13.27%	15	1.03	15.41	6	1.5 Exact	--	6 eligible	enabled	enabled	enabled		
13090	VOA Search 2014	10/1/2015	Visionworks Non Branded Main-L1		Branded - Old Terms - M	1571	1.40%	22	0.58	12.68	7	4 Exact	--	below first page bid (First page cpc: 6.128)	enabled	enabled	enabled		
13091	VOA Search 2014	12/1/2015	Visionworks Branded Main-L2		Spelling Error	6	83.33%	5	0.27	1.35	2	1 Exact	--	6 eligible	enabled	enabled	enabled		
13092	VOA Search 2014	1/1/2015	Visionworks Branded Main-L3		Branded - Old Terms - L3	5	0.00%	0	0	0	0	1.2 Broad	--	campaign removed	enabled	removed	removed		
13093	VOA Search 2014	6/1/2015	Visionworks SR-L1		Competitor - M	7	0.00%	0	0	0	0	3 Phrase	--	eligible	enabled	enabled	enabled		
13094	VOA Search 2014	12/1/2015	GO NB Broad - HIXON		Eyeglass Coupons	21	4.76%	1	2.4	2.4	0	2.5 Broad	--	campaign paused	enabled	paused	enabled		
13095	VOA Search 2014	12/1/2015	Visionworks Non Branded Main-L3		Long Tail 2 - L3	1	0.00%	0	0	0	0	2 Broad	--	campaign removed	enabled	removed	enabled		
13096	VOA Search 2014	4/1/2015	Visionworks Non Branded Main-L1		Long Tail 2 - M	170	2.94%	5	0.6	2.99	2	3.6 Broad	--	10 eligible	below first page bid (First page cpc: 5.1.10)	enabled	enabled	enabled	
13097	VOA Search 2014	2/1/2015	Visionworks Non Branded Main-L1		Branded - Old Terms - M	1	0.00%	0	0	0	0	2 Broad	--	5.1.10	enabled	enabled	enabled		
13098	VOA Search 2014	8/1/2015	Visionworks Branded Main-L3		Branded - L3	169	8.28%	14	0.68	9.58	2	1.8 Broad	--	campaign removed	enabled	removed	enabled		

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
13099	VOA Search 2014	7/1/2015	Visionworks Non Branded Main-L1		Branded - Old Terms - M	1211	1.73%	21	0.57	11.97	0	3.7	Exact		below first page bid (First page cpc : 6.128)	enabled	enabled	enabled
13100	VOA Search 2014	8/1/2015	Visionworks Non Branded Main-L1		Long Tail 2 - M	1	0.00%	0	0	0	0	2	Broad	--	low search volume	enabled	enabled	enabled
13101	VOA Search 2014	7/1/2015	Market Boost - Search St Louis		Branded - Locations - M	1	0.00%	0	0	0	0	1	Broad	--	campaign paused	enabled	paused	enabled
13102	VOA Search 2014	3/1/2015	Visionworks Non Branded Main-L1		Competitor - Lenscrafter - M	3	33.33%	1	0.42	0.42	0	3.3	Exact		below first page bid (First page cpc : 5.4.02)	enabled	enabled	enabled
13103	VOA Search 2014	11/1/2015	Visionworks Non Branded Main-L1		Competitor - Lenscrafter - M	4	0.00%	0	0	0	0	2.5	Exact		below first page bid (First page cpc : 5.4.02)	enabled	enabled	enabled
13104	VOA Search 2014	5/1/2015	Visionworks Non Branded Main-L1		Eyeglasses Location - M	11	9.09%	1	0.39	0.39	0	3.7	Exact		5 eligible	enabled	enabled	enabled
13105	VOA Search 2014	2/1/2015	Visionworks SR-L1		Competitor - M	1	0.00%	0	0	0	0	7	Exact	--	eligible	enabled	enabled	enabled
13106	VOA Search 2014	8/1/2015	Visionworks Non Branded Main-L1		Long Tail 2 - M	1	0.00%	0	0	0	0	3	Exact	--	below first page bid (First page cpc : 1.06)	enabled	enabled	enabled
13107	VOA Search 2014	4/1/2015	Visionworks Branded Main-L1		Branded - Locations - M	5	0.00%	0	0	0	0	1.6	Broad	--	removed	removed	enabled	enabled
13108	VOA Search 2014	3/1/2015	Visionworks Non Branded Main-L1		Competitor - Lenscrafter - M	1	0.00%	0	0	0	0	3	Exact	--	below first page bid (First page cpc : 6.09)	enabled	enabled	enabled
13109	VOA Search 2014	9/1/2015	Visionworks Branded Main-L1		Branded - Locations - M	1	0.00%	0	0	0	0	1	Exact		6 eligible	enabled	enabled	enabled
13110	VOA Search 2014	2/1/2015	Visionworks Non Branded Main-L1		Long Tail 2 - M	66	9.09%	6	0.58	3.48	4	3.4	Broad		10 eligible	enabled	enabled	enabled
13111	VOA Search 2014	12/1/2015	GO NB Broad - ALLEN PARK		Competitor - M - optical	2	0.00%	0	0	0	0	1	Exact	--	campaign paused	enabled	paused	enabled
13112	VOA Search 2014	2/1/2015	Visionworks Branded Main-L2		Branded - Old Terms - L2	1	0.00%	0	0	0	0	1	Broad	--	campaign removed	enabled	removed	enabled
13113	VOA Search 2014	6/1/2015	Contacts Non Branded - National		Exact	19	0.00%	0	0	0	0	4.2	Exact	--	campaign removed	enabled	removed	enabled
13114	VOA Search 2014	12/1/2015	GO NB Broad - NOVI		Long Tail 2 - M	3	0.00%	0	0	0	0	2.3	Broad	--	campaign paused	enabled	paused	enabled

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
13131	VOA Search 2014	12/1/2015	GO NB Broad - WHITE PLAINS		Long Tail 2 - M	3	0.00%	0	0	0	0	5 Broad	--	campaign paused	enabled	paused	enabled	
13132	VOA Search 2014	11/1/2015	Visionworks SR-L1		Long Tail 2 - M	5	0.00%	0	0	0	0	2 Exact	--	6 eligible	enabled	enabled	enabled	
13133	VOA Search 2014	12/1/2015	Visionworks Non Branded Main-L2		Location - M	13	0.00%	0	0	0	0	3.2 Exact	--	ad group removed	removed	enabled	removed	
13134	VOA Search 2014	7/1/2015	Visionworks SR-L1		Competitor - Lenscrafter - M	2	0.00%	0	0	0	0	1.5 Exact	--	6 eligible	enabled	enabled	enabled	
13135	VOA Search 2014	4/1/2015	Contacts Non Branded - National		Exact	432	0.69%	3	3.21	9.62	0	3.7 Exact	--	campaign removed	enabled	removed	enabled	
13136	VOA Search 2014	2/1/2015	Visionworks Branded Main-L3		Branded - L3	52	17.31%	9	0.73	6.58	16	1 Broad	--	campaign removed	enabled	removed	enabled	
13137	VOA Search 2014	7/1/2015	Visionworks Branded Main-L1		Branded - Locations - M	1	0.00%	0	0	0	0	2 Broad	--	removed below first page bid (First page cpc: 0.85)	removed	enabled	enabled	
13138	VOA Search 2014	1/1/2015	Visionworks SR-L1		Long Tail 2 - M	356	7.58%	27	0.83	22.44	31	1.5 Broad	--	below first page bid (First page cpc: 5.162)	enabled	enabled	enabled	
13139	VOA Search 2014	7/1/2015	Visionworks Non Branded Main-L1		Competitor - M	9941	0.72%	72	0.92	65.92	11	4.6 Broad	--	5.162	enabled	enabled	enabled	
13140	VOA Search 2014	11/1/2015	Visionworks Branded Main-L1		Spelling Error	26	15.38%	4	0.64	2.54	1	1.1 Exact	--	6 eligible	enabled	enabled	enabled	
13141	VOA Search 2014	11/1/2015	Visionworks Non Branded Main-L1		Eyeglasses Location - M	31	9.68%	3	0.63	1.9	2	1.7 Exact	--	6 eligible	enabled	enabled	enabled	
13142	VOA Search 2014	12/1/2015	Visionworks Non Branded Head Terms Broad - L2		Eye Glass	7195	0.29%	21	0.69	14.49	7	5 Broad	--	below first page bid (First page cpc: 1.84)	enabled	enabled	enabled	
13143	VOA Search 2014	12/1/2015	GO NB Broad - HIXON		Branded - M	4	25.00%	1	0.3	0.3	0	1 Exact	--	campaign paused	enabled	paused	enabled	
13144	VOA Search 2014	4/1/2015	Visionworks Non Branded Main-L3		Branded - Old Terms - L3	11	0.00%	0	0	0	0	1.2 Exact	--	campaign removed	enabled	removed	enabled	
13145	VOA Search 2014	11/1/2015	Visionworks Non Branded Main-L1		Eyeglasses Location - M	18	5.56%	1	1.15	1.15	0	4.6 Exact	--	5 eligible	enabled	enabled	enabled	
13146	VOA Search 2014	8/1/2015	Visionworks Spanish Non Branded Head Terms Broad - Dallas Market Boost - Search		Competitor - Lenscrafter - M	2	50.00%	1	1.54	1.54	0	1 Exact	--	campaign paused	enabled	paused	enabled	
13147	VOA Search 2014	5/1/2015	Dallas - America's Best		America's Best Branded Exact	16	0.00%	0	0	0	0	1.9 Exact	--	campaign paused	enabled	paused	enabled	

A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
13977	VOA Search 2014	3/1/2015	Visionworks Branded Main-L1	Branded - Locations - M	6	0.00%	0	0	0	0	1	Broad	--	removed	removed	enabled	enabled
13978	VOA Search 2014	3/1/2015	Visionworks Non Branded Head Terms Exact-L1	Find Glasses	5	0.00%	0	0	0	0	4.6	Exact	8	below first page bid (First page cpc: 1.86)	enabled	enabled	enabled
13979	VOA Search 2014	5/1/2015	Visionworks Non Branded Main-L1	Competitor - M - eyemart	72	0.00%	0	0	0	0	1.7	Exact	5	below first page bid (First page cpc: 2.73)	enabled	enabled	enabled
13980	VOA Search 2014	11/1/2015	Visionworks Non Branded Main-L3	Branded - Old Terms - L3	1	0.00%	0	0	0	0	1	Broad	--	campaign removed	enabled	removed	enabled
13981	VOA Search 2014	6/1/2015	Visionworks Non Branded Main-L1	Branded - Old Terms - Eyemaster	4	0.00%	0	0	0	0	4	Exact	7	eligible	enabled	enabled	enabled
13982	VOA Search 2014	9/1/2015	Market Boost - Search St Louis	Long Tail 2 - M	1	0.00%	0	0	0	0	10	Exact	--	campaign paused	enabled	paused	enabled
13983	VOA Search 2014	9/1/2015	Visionworks Non Branded Main-L1	Long Tail 2 - M	7	0.00%	0	0	0	0	3.1	Broad	6	eligible	enabled	enabled	enabled
13984	VOA Search 2014	12/1/2015	GO NB Broad - NOVI	Long Tail 2 - M	2	0.00%	0	0	0	0	4.5	Exact	--	campaign paused	enabled	paused	enabled
13985	VOA Search 2014	2/1/2015	Visionworks Non Branded Main-L1	Competitor - Lenscrafter - M	5	0.00%	0	0	0	0	1.8	Exact	5	below first page bid (First page cpc: 4.80)	enabled	enabled	enabled
13986	VOA Search 2014	7/1/2015	Contacts Non Branded - National	Exact	509	2.55%	13	0.76	9.89	0	6.7	Exact	--	campaign removed	enabled	removed	enabled
13987	VOA Search 2014	3/1/2015	Visionworks Branded Main-L1	Branded - Locations - M	124	9.68%	12	0.61	7.28	0	1.2	Broad	--	removed	removed	enabled	enabled
13988	VOA Search 2014	12/1/2015	Contacts Branded - National	Contact Lenses Broad	1484	9.10%	135	1.14	153.86	10	2.9	Broad	--	campaign paused	paused	paused	enabled
13989	VOA Search 2014	1/1/2015	Visionworks Branded Main-L3	Branded - L3	22	13.64%	3	0.47	1.4	1	1	Exact	--	campaign removed	enabled	removed	enabled
13990	VOA Search 2014	12/1/2015	Visionworks Branded Main-L1	Branded - Locations - M	236	18.64%	44	0.46	20.43	8	1.4	Broad	--	removed	removed	enabled	enabled
13991	VOA Search 2014	12/1/2015	Visionworks Non Branded Head Terms Exact 2 - L1	optical glasses	537	1.30%	7	0.71	4.99	2	4.2	Exact	6	below first page bid (First page cpc: 1.34)	enabled	enabled	enabled
13992	VOA Search 2014	1/1/2015	Visionworks Non Branded Head Terms Exact-L1	Vsp Providers For Glasses	465	27.53%	128	0.59	75.75	101	2.1	Exact	6	eligible	enabled	enabled	enabled

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
14011	VOA Search 2014	7/1/2015	Market Boost - Search St Louis		Branded - Locations - M	1	0.00%	0	0	0	0	1 Exact	--	campaign paused	enabled	paused	enabled	
14012	VOA Search 2014	8/1/2015	Visionworks Spanish Branded Main - Other Cities		Branded - Spanish	14	7.14%	1	0.37	0.37	0	1.4 Broad	--	campaign paused below first page bid (First page cpc : 6.148)	enabled	paused	enabled	
14013	VOA Search 2014	2/1/2015	Visionworks Non Branded Main-L1		Long Tail 2 - M	262	1.91%	5	0.86	4.3	1	2.1 Exact		below first page bid (First page cpc : 6.148)	enabled	enabled	enabled	
14014	VOA Search 2014	9/1/2015	Visionworks Non Branded Main-L1		Long Tail 2 - M	113	0.88%	1	0.67	0.67	0	3.1 Exact		below first page bid (First page cpc : 6.148)	enabled	enabled	enabled	
14015	VOA Search 2014	6/1/2015	Visionworks SR-L1		Long Tail 2 - M	3	66.67%	2	1.16	2.32	1	1.7 Exact		8 eligible	enabled	enabled	enabled	
14016	VOA Search 2014	1/1/2015	Visionworks Branded Main-L1		Branded - Old Terms - M	1	0.00%	0	0	0	0	1 Exact	--	ad group removed	enabled	enabled	removed	
14017	VOA Search 2014	3/1/2015	Market Boost - Search Columbus		Competitor - L2	5	0.00%	0	0	0	0	5 Exact	--	campaign paused below first page bid (First page cpc : 5.225)	enabled	paused	removed	
14018	VOA Search 2014	7/1/2015	Visionworks Non Branded Main-L1		Long Tail 2 - M	119	0.00%	0	0	0	0	3.8 Broad		5.225	enabled	enabled	enabled	
14019	VOA Search 2014	12/1/2015	GO NB Broad - LAKE ORION		Long Tail 2 - M	82	2.44%	2	2.22	4.45	2	1.9 Broad		5.225	enabled	paused	enabled	
14020	VOA Search 2014	2/1/2015	Visionworks Branded Main-L2		Branded - Old Terms - L2	1	0.00%	0	0	0	0	8 Broad	--	campaign removed	enabled	removed	enabled	
14021	VOA Search 2014	8/1/2015	Contacts Branded - National		Contacts Broad	46	21.74%	10	0.62	6.19	0	1.4 Broad	--	campaign paused	paused	paused	enabled	
14022	VOA Search 2014	6/1/2015	Market Boost - Search Columbus		Long Tail 2 - M	1	0.00%	0	0	0	0	2 Broad	--	campaign paused below first page bid (First page cpc : 6.134)	enabled	paused	enabled	
14023	VOA Search 2014	3/1/2015	Visionworks Non Branded Head Terms Exact 2 - L1		optical glasses	501	0.80%	4	0.85	3.4	0	4.6 Exact		6.134	enabled	enabled	enabled	
14024	VOA Search 2014	4/1/2015	Visionworks Non Branded Main-L1		Competitor - M	73	4.11%	3	0.99	2.97	1	1.9 Exact	--	paused	paused	enabled	enabled	
14025	VOA Search 2014	12/1/2015	Visionworks Non Branded Main-L3		Long Tail 2 - L3	11	0.00%	0	0	0	0	3 Broad	--	campaign removed	enabled	removed	enabled	
14026	VOA Search 2014	9/1/2015	Market Boost - Search St Louis		Promotional - M	1	0.00%	0	0	0	0	4 Exact	--	campaign paused	enabled	paused	enabled	

A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
15757	VOA Search 2014	12/1/2015	Visionworks Non Branded Main-L2	Competitor - M - Americas best	150	2.00%	3	0.6	1.61	0	2.5	Exact	--	ad group removed below first page bid (First page cpc : 2.97)	removed	enabled	removed
15758	VOA Search 2014	7/1/2015	Visionworks SR-L1	Long Tail 2 - M	1	0.00%	0	0	0	0	9	Broad	--		enabled	enabled	enabled
15759	VOA Search 2014	5/1/2015	Market Boost - Search St Louis	Branded - M	10	0.00%	0	0	0	0	4	Broad	--	campaign paused	enabled	paused	enabled
15760	VOA Search 2014	3/1/2015	Visionworks Non Branded Main-L1	Eyeglasses Location - M	21	0.00%	0	0	0	0	2.2	Exact		6 eligible	enabled	enabled	enabled
15761	VOA Search 2014	8/1/2015	Visionworks Non Branded Main-L1	Eyeglasses Location - M	69	7.25%	5	1.04	5.18	0	2.8	Exact		6 eligible	enabled	enabled	enabled
15762	VOA Search 2014	11/1/2015	Visionworks Non Branded Main-L2	Location - M	1	0.00%	0	0	0	0	1	Exact	--	ad group removed	removed	enabled	removed
15763	VOA Search 2014	12/1/2015	Contacts Non Branded	Exact	160	1.25%	2	2.7	5.41	0	4.4	Exact	--	campaign paused	paused	paused	enabled
15764	VOA Search 2014	3/1/2015	Visionworks Branded Main-L3	Branded - L3	6	0.00%	0	0	0	0	1	Broad	--	campaign removed	enabled	removed	enabled
15765	VOA Search 2014	2/1/2015	Visionworks Non Branded Head Terms Exact-L1	Eye Glasses Deals	79	11.39%	9	1.4	12.6	6	2.2	Exact		8 eligible	enabled	enabled	enabled
15766	VOA Search 2014	9/1/2015	Visionworks SR-L1	Competitor - Lenscrafters - M	2	0.00%	0	0	0	0	2	Exact		6 eligible	enabled	enabled	enabled
15767	VOA Search 2014	4/1/2015	Visionworks SR-L1	Long Tail 2 - M	56	3.57%	2	0.54	1.07	0	2.2	Broad		6 eligible	enabled	enabled	enabled
15768	VOA Search 2014	11/1/2015	Visionworks SR-L1	Competitor - M	2	0.00%	0	0	0	0	3	Exact		6 eligible	enabled	enabled	enabled
15769	VOA Search 2014	7/1/2015	Visionworks Non Branded Main-L1	Long Tail 2 - M	3	0.00%	0	0	0	0	4.7	Broad	--	below first page bid (First page cpc : 0.83)	enabled	enabled	enabled
15770	VOA Search 2014	4/1/2015	Visionworks Branded Main-L3	Branded - L3	1	0.00%	0	0	0	0	1	Exact	--	campaign removed	enabled	removed	enabled
15771	VOA Search 2014	11/1/2015	Visionworks Branded Main-L3	Spelling Error	10	40.00%	4	0.24	0.97	0	1	Exact	--	campaign removed	enabled	removed	enabled
15772	VOA Search 2014	4/1/2015	Visionworks Branded Main-L1	Branded - Locations - M	73	10.96%	8	0.37	2.99	1	1.3	Broad	--	removed	removed	enabled	enabled
15773	VOA Search 2014	10/1/2015	Visionworks Branded Main-L1	Branded - Locations - M	19	15.79%	3	0.4	1.21	1	1	Broad	--	removed	removed	enabled	enabled
15774	VOA Search 2014	8/1/2015	Visionworks Branded Main-L1	Branded - Locations - M	15	6.67%	1	0.33	0.33	0	1.8	Exact		7 eligible	enabled	enabled	enabled

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
18179	VOA Search 2014	2/1/2015	Visionworks Non Branded Main-L1		Competitor - M	26	7.69%	2	0.8	1.59	1	4.2	Exact		below first page bid (First page cpc : 5.2,45)	enabled	enabled	enabled
18180	VOA Search 2014	12/1/2015	GO NB Broad - TULSA		Eye Vision Store	23	0.00%	0	0	0	0	2.1	Broad	--	campaign paused	enabled	paused	enabled
18181	VOA Search 2014	12/1/2015	Visionworks Non Branded Main-L2		Competitor - M - eyemartexpress	6	0.00%	0	0	0	0	1.7	Exact	--	ad group removed	removed	enabled	removed
18182	VOA Search 2014	3/1/2015	Market Boost - Search Columbus		Head Terms 2 - L2	1	0.00%	0	0	0	0	9	Broad	--	campaign paused	enabled	paused	removed
18183	VOA Search 2014	7/1/2015	Visionworks Spanish Non Branded Head Terms Broad - Dallas		Childrens Glasses	3	0.00%	0	0	0	0	1.7	Broad	--	campaign paused below first page bid (First page cpc : 6.2,84)	enabled	paused	enabled
18184	VOA Search 2014	7/1/2015	Visionworks Non Branded Main-L1		Branded - Old Terms - M	2	0.00%	0	0	0	0	3	Broad		6.2,84	enabled	enabled	enabled
18185	VOA Search 2014	2/1/2015	Visionworks Branded Main-L1		Branded - Locations - M	134	15.67%	21	0.66	13.82	22	1.1	Broad	--	removed	removed	enabled	enabled
18186	VOA Search 2014	12/1/2015	Visionworks Non Branded Main-L3		Branded - Old Terms - L3	3	0.00%	0	0	0	0	2	Broad	--	campaign removed	enabled	removed	enabled
18187	VOA Search 2014	3/1/2015	Market Boost - Search Columbus		Long Tail 2 - L2	3	0.00%	0	0	0	0	1.3	Exact	--	campaign paused	enabled	paused	removed
18188	VOA Search 2014	7/1/2015	Visionworks Branded Main-L1		Branded - Locations - M	114	19.30%	22	0.45	9.92	1	1	Exact		7 eligible	enabled	enabled	enabled
18189	VOA Search 2014	11/1/2015	Visionworks Non Branded Main-L2		Competitor - M - eyemartexpress	579	1.90%	11	1.22	13.42	3	1.7	Phrase	--	ad group removed	removed	enabled	removed
18190	VOA Search 2014	7/1/2015	Visionworks Non Branded Main-L1		Long Tail 2 - M	2026	5.43%	110	0.66	72.3	9	1.7	Exact		5 eligible	enabled	enabled	enabled
18191	VOA Search 2014	11/1/2015	Visionworks Non Branded Main-L1		Eyeglasses Location - M	45	8.89%	4	1.18	4.73	1	3.8	Exact		below first page bid (First page cpc : 6.1,56)	enabled	enabled	enabled
18192	VOA Search 2014	12/1/2015	GO NB Broad - QUEENS STEINWAY		Buying Eyeglasses	120	1.67%	2	2.38	4.77	0	4.1	Broad	--	campaign paused	enabled	paused	enabled
18193	VOA Search 2014	1/1/2015	Contacts Non Branded - National		Exact	8426	1.15%	97	1.86	180.02	1	2.8	Exact	--	campaign removed	enabled	removed	enabled
18194	VOA Search 2014	6/1/2015	Visionworks Branded Main-L1		Branded - Locations - M	56	16.07%	9	0.59	5.29	0	1	Exact		7 eligible	enabled	enabled	enabled
18195	VOA Search 2014	12/1/2015	GO NB Broad - CARY		Branded - Old Terms - M	1	0.00%	0	0	0	0	3	Broad	--	campaign paused	enabled	paused	enabled

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
18212	VOA Search 2014	6/1/2015	Visionworks Non Branded Main-L1		Branded - Old Terms - M	8	0.00%	0	0	0	0	3.1	Broad		below first page bid (First page cpc: 6.284)	enabled	enabled	enabled
18213	VOA Search 2014	7/1/2015	Visionworks SR-L1		Long Tail - M	12	16.67%	2	1.06	2.13	0	5.9	Broad	--	eligible	enabled	enabled	enabled
18214	VOA Search 2014	2/1/2015	Visionworks Non Branded Main-L3		Competitor - L3	5	0.00%	0	0	0	0	5.4	Broad	--	campaign removed	enabled	removed	enabled
18215	VOA Search 2014	6/1/2015	Contacts Non Branded - National		Exact	16	0.00%	0	0	0	0	8.7	Exact	--	campaign removed	enabled	removed	enabled
18216	VOA Search 2014	7/1/2015	Visionworks SR-L1		Long Tail 2 - M	2	0.00%	0	0	0	0	7	Exact	--	below first page bid (First page cpc: 1.88)	enabled	enabled	enabled
18217	VOA Search 2014	10/1/2015	Visionworks Non Branded Main-L1		Competitor - M	31	3.23%	1	0.57	0.57	0	2.8	Exact		below first page bid (First page cpc: 5.245)	enabled	enabled	enabled
18218	VOA Search 2014	11/1/2015	Visionworks Non Branded Main-L1		Long Tail 2 - M	4	0.00%	0	0	0	0	2	Broad	--	below first page bid (First page cpc: 1.18)	enabled	enabled	enabled
18219	VOA Search 2014	12/1/2015	Visionworks Branded Main-L1		Branded - Locations - M	1	0.00%	0	0	0	0	1	Broad	--	removed	removed	enabled	enabled
18220	VOA Search 2014	6/1/2015	Market Boost - Search St Louis		Branded - M	1	0.00%	0	0	0	0	1	Exact	--	campaign paused	enabled	paused	enabled
18221	VOA Search 2014	7/1/2015	Market Boost - Search St Louis		Long Tail 2 - M	4	0.00%	0	0	0	0	4.3	Broad	--	campaign paused	enabled	paused	enabled
18222	VOA Search 2014	2/1/2015	Visionworks Branded Main-L1		Branded - Locations - M	2	0.00%	0	0	0	0	1	Broad	--	removed	removed	enabled	enabled
18223	VOA Search 2014	8/1/2015	Visionworks Spanish Non Branded Head Terms Broad - Dallas		Eye Frames	45	2.22%	1	8.31	8.31	0	1	Broad	--	campaign paused	enabled	paused	enabled
18224	VOA Search 2014	5/1/2015	Visionworks Branded Main-L1		Branded - Locations - M	69	26.09%	18	0.56	10.14	2	1	Exact	10	eligible	enabled	enabled	enabled
18225	VOA Search 2014	5/1/2015	Visionworks Non Branded Main-L1		Long Tail 2 - M	785	0.51%	4	1.26	5.06	1	3.8	Exact	6	eligible	enabled	enabled	enabled
18226	VOA Search 2014	5/1/2015	Visionworks Non Branded Main-L3		Long Tail 2 - L3 Deals On Glasses And Eye Exams	3	0.00%	0	0	0	0	4.3	Broad	--	campaign removed	enabled	removed	enabled
18227	VOA Search 2014	12/1/2015	GO NB Broad - NDVI			20	10.00%	2	2.62	5.23	0	3.8	Broad	--	campaign paused	enabled	paused	enabled

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
18228	VOA Search 2014	9/1/2015	Visionworks Non Branded Main-L3		Long Tail 2 - L3	37	0.00%	0	0	0	0	2.4 Broad	--	campaign removed	enabled	removed	enabled	
18229	VOA Search 2014	8/1/2015	Visionworks Spanish Non Branded Head Terms Broad - Other Cities		Eye-glass Coupons	92	6.52%	6	1.19	7.15	1	1.6 Broad	--	campaign paused	enabled	paused	enabled	
18230	VOA Search 2014	12/1/2015	GO NB Broad - CARY		Long Tail 2 - M	1	0.00%	0	0	0	0	3 Broad	--	campaign paused	enabled	paused	enabled	
18231	VOA Search 2014	9/1/2015	Market Boost - Search St Louis		Long Tail 2 - M	5	0.00%	0	0	0	0	4.4 Broad	--	campaign paused	enabled	paused	enabled	
18232	VOA Search 2014	1/1/2015	Visionworks Non Branded Main-L1		Branded - Old Terms - M	48	2.08%	1	0.52	0.52	3	1 Broad	--	removed	removed	enabled	enabled	
18233	VOA Search 2014	8/1/2015	Contacts Non Branded - National		Exact	50	0.00%	0	0	0	0	7.3 Exact	--	campaign removed	enabled	removed	enabled	
18234	VOA Search 2014	6/1/2015	Visionworks Branded Main-L1		Spelling Error	15	20.00%	3	0.56	1.68	0	1.2 Exact		8 eligible	enabled	enabled	enabled	
18235	VOA Search 2014	12/1/2015	GO NB Broad - QUEENS STEINWAY		Long Tail 2 - M	1	0.00%	0	0	0	0	7 Broad	--	campaign paused	enabled	paused	enabled	
18236	VOA Search 2014	7/1/2015	Contacts Non Branded - National		Exact	39	0.00%	0	0	0	0	7.8 Exact	--	campaign removed	enabled	removed	enabled	
18237	VOA Search 2014	7/1/2015	Visionworks Non Branded Main-L1		Long Tail 2 - M	30	3.33%	1	0.15	0.15	0	3.2 Broad	--	below first page bid (First page cpc: 1.18)	enabled	enabled	enabled	
18238	VOA Search 2014	8/1/2015	Visionworks Non Branded Main-L1		Eye-glasses Location - M	15	0.00%	0	0	0	0	2.5 Exact		below first page bid (First page cpc: 6.169)	enabled	enabled	enabled	
18239	VOA Search 2014	11/1/2015	Visionworks Non Branded Main-L3		Branded - Old Terms - L3	2	0.00%	0	0	0	0	4 Broad	--	campaign removed	enabled	removed	enabled	
18240	VOA Search 2014	1/1/2015	Visionworks Non Branded Main-L1		Eye-glasses Location - M	7	0.00%	0	0	0	0	4.1 Exact		below first page bid (First page cpc: 6.169)	enabled	enabled	enabled	
18241	VOA Search 2014	5/1/2015	Visionworks Branded Main-L1		Branded - Locations - M	3	0.00%	0	0	0	0	1.3 Broad	--	removed below first page bid (First page cpc: 2.87)	removed	enabled	enabled	
18242	VOA Search 2014	1/1/2015	Visionworks Non Branded Main-L1		Long Tail 2 - M	2	100.00%	2	2.22	4.43	0	1.5 Exact	--		enabled	enabled	enabled	
18243	VOA Search 2014	8/1/2015	Visionworks SR-L1		Long Tail 2 - M	35	2.86%	1	1.13	1.13	1	5.1 Broad		8 eligible	enabled	enabled	enabled	

A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
19033	VOA Search 2014	Visionworks Branded Main-L1		Branded - Locations - M	142	13.38%	19	0.48	9.14	6	1	Broad	--	removed	removed	enabled	enabled
19034	VOA Search 2014	11/1/2015 Contacts Non Branded		Exact	17961	0.37%	67	2.04	136.94	1	6.4	Exact	--	campaign paused	paused	paused	enabled
19035	VOA Search 2014	4/1/2015 Visionworks SR-L1		Long Tail 2 - M	11224	3.42%	384	1.47	564.96	66	3.3	Broad	6	eligible	enabled	enabled	enabled
19036	VOA Search 2014	Visionworks Non Branded Main-L1		Eyeglasses Location - M	32	6.25%	2	0.94	1.89	4	2.2	Exact	6	eligible	enabled	enabled	enabled
19037	VOA Search 2014	12/1/2015 GO NB Broad - NOVI		Eye Glass	11525	0.38%	44	2.58	113.33	9	3.3	Broad	6	campaign paused	enabled	paused	enabled
19038	VOA Search 2014	Visionworks Non Branded Main-L3		Competitor - L3	6	0.00%	0	0	0	0	1.8	Broad	--	campaign removed	enabled	removed	enabled
19039	VOA Search 2014	4/1/2015 Visionworks SR-L1		Long Tail 2 - M	192	4.69%	9	0.74	6.67	0	3.1	Broad	6	eligible	enabled	enabled	enabled
19040	VOA Search 2014	Visionworks Non Branded Main-L3		Promotional - L3	26	0.00%	0	0	0	0	5.8	Broad	--	campaign removed	enabled	removed	enabled
19041	VOA Search 2014	Visionworks Non Branded Main-L1		Eyeglasses Location - M	17	5.88%	1	1.48	1.48	0	2.4	Exact	6	low search volume	enabled	enabled	enabled
19042	VOA Search 2014	Visionworks Branded Main-L1		Branded - Locations - M	2	100.00%	2	0.5	1	1	1	Exact	10	eligible	enabled	enabled	enabled
19043	VOA Search 2014	Visionworks Non Branded Main-L1		Eyeglasses Location - M	5	20.00%	1	1.07	1.07	1	2.6	Exact	6	low search volume below first page bid (First page cpc : 1.29)	enabled	enabled	enabled
19044	VOA Search 2014	Visionworks Non Branded Main-L1		Competitor - M	4	0.00%	0	0	0	0	7.3	Phrase	--	ad group removed	enabled	enabled	enabled
19045	VOA Search 2014	Visionworks Branded Main-L1		Branded - M	16	37.50%	6	0.51	3.05	4	1	Exact	--	removed	removed	enabled	enabled
19046	VOA Search 2014	Visionworks Non Branded Main-L1		Competitor - M	198	1.52%	3	0.68	2.03	2	1.8	Phrase	--	paused	paused	enabled	enabled
19047	VOA Search 2014	GO NB Broad - LAKE ORION		Buying Eyeglasses	261	0.00%	0	0	0	0	3.2	Broad	--	campaign paused	enabled	paused	enabled
19048	VOA Search 2014	Visionworks Non Branded Main-L2		Eyeglasses Location - M	3	0.00%	0	0	0	0	2.7	Exact	--	ad group removed	removed	enabled	removed
19049	VOA Search 2014	Visionworks Non Branded Main-L1		Competitor - Lenscrafter - M	5	0.00%	0	0	0	0	1.2	Exact	--	below first page bid (First page cpc : 4.39)	enabled	enabled	enabled
19050	VOA Search 2014	Visionworks Branded Main-L1		Branded - Locations - M	25	8.00%	2	0.23	0.46	0	1	Broad	--	removed	removed	enabled	enabled

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
19069	VOA Search 2014	8/1/2015	Visionworks Branded Main-L1		Branded - Locations - M	133	27.82%	37	0.28	10.28	7	1 Exact		9 eligible	enabled	enabled	enabled	
19070	VOA Search 2014	12/1/2015	Visionworks Branded Main-L1		Branded - Locations - M	5	20.00%	1	0.63	0.63	1	1 Broad	--	removed below first page bid (First page cpc : 6.0.96)	removed	enabled	enabled	
19071	VOA Search 2014	4/1/2015	Visionworks Non Branded Main-L1		Long Tail 2 - M	61	1.64%	1	0.95	0.95	0	5.1 Broad		6.0.96	enabled	enabled	enabled	
19072	VOA Search 2014	8/1/2015	Visionworks Non Branded Main-L3		Competitor - L3	20	0.00%	0	0	0	0	2.7 Broad	--	campaign removed	enabled	removed	enabled	
19073	VOA Search 2014	1/1/2015	Visionworks Branded Main-L1		Branded - Locations - M	93	10.75%	10	0.57	5.71	4	1 Exact		8 eligible	enabled	enabled	enabled	
19074	VOA Search 2014	1/1/2015	Visionworks Branded Main-L1		Branded - Locations - M	47	29.79%	14	0.43	6	12	1 Exact		7 eligible	enabled	enabled	enabled	
19075	VOA Search 2014	12/1/2015	Contacts Non Branded		Exact	8537	0.23%	20	2.13	42.62	0	8.3 Exact	--	campaign paused	paused	paused	enabled	
19076	VOA Search 2014	10/1/2015	Visionworks SR-L1		Long Tail 2 - M	2	0.00%	0	0	0	0	2 Exact		8 eligible	enabled	enabled	enabled	
19077	VOA Search 2014	11/1/2015	Visionworks Non Branded Main-L2		Long Tail 2 - M	85	1.18%	1	0.7	0.7	0	5.4 Exact	--	ad group removed	removed	enabled	removed	
19078	VOA Search 2014	3/1/2015	Visionworks Non Branded Main-L1		Branded - Old Terms - M	10	0.00%	0	0	0	0	2.2 Broad	--	removed	removed	enabled	enabled	
19079	VOA Search 2014	7/1/2015	Visionworks Non Branded Main-L1		Eyeglasses Location - M	11	0.00%	0	0	0	0	1.3 Exact		8 eligible	enabled	enabled	enabled	
19080	VOA Search 2014	8/1/2015	Visionworks Non Branded Main-L1		Competitor - Lenscrafter - M	3	0.00%	0	0	0	0	1 Exact	--	below first page bid (First page cpc : 4.39)	enabled	enabled	enabled	
19081	VOA Search 2014	10/1/2015	Visionworks Non Branded Main-L3		Promotional - L3	2	0.00%	0	0	0	0	4 Broad	--	campaign removed	enabled	removed	enabled	
19082	VOA Search 2014	5/1/2015	Market Boost - Search St Louis		Long Tail 2 - M	18	0.00%	0	0	0	0	3.7 Broad	--	campaign paused	enabled	paused	enabled	
19083	VOA Search 2014	4/1/2015	Visionworks Branded Main-L1		Branded - Locations - M	1	0.00%	0	0	0	0	1 Exact		10 eligible	below first page bid (First page cpc : 4.36)	enabled	enabled	enabled
19084	VOA Search 2014	12/1/2015	Visionworks Branded Main-L2		Branded - Locations - M	2	0.00%	0	0	0	0	1 Broad	--	4.36	enabled	enabled	enabled	
19085	VOA Search 2014	12/1/2015	GO NB Broad - WHITE PLAINS		Long Tail 2 - M	4	0.00%	0	0	0	0	3.5 Broad	--	campaign paused	enabled	paused	enabled	

A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
21617	VOA Search 2014	3/1/2015	Visionworks Non Branded Main-L1	Long Tail 2 - M	16	0.00%	0	0	0	0	4.4	Broad	--	paused	paused	enabled	enabled
21618	VOA Search 2014	3/1/2015	Visionworks Branded Main-L1	Branded - M	23	4.35%	1	1.17	1.17	1	4	Broad	--	removed	removed	enabled	enabled
21619	VOA Search 2014	12/1/2015	GO NB Broad - QUEENS	Long Tail 2 - M	1	0.00%	0	0	0	0	3	Broad	--	campaign paused	enabled	paused	enabled
21620	VOA Search 2014	3/1/2015	Market Boost - Search Columbus	Long Tail 2 - L2	23	4.35%	1	1.12	1.12	0	3.4	Broad	--	campaign paused	enabled	paused	removed
21621	VOA Search 2014	1/1/2015	Visionworks Branded Main-L1	Branded - Locations - M	2	0.00%	0	0	0	0	2	Exact		8 eligible below first page bid (First page cpc: 6.032)	enabled	enabled	enabled
21622	VOA Search 2014	12/1/2015	Visionworks SR-L1	Long Tail 2 - M	23	0.00%	0	0	0	0	5.2	Exact		6.032	enabled	enabled	enabled
21623	VOA Search 2014	12/1/2015	GO NB Broad - CARY	Competitor - M - optical	12	0.00%	0	0	0	0	1.7	Broad	--	campaign paused	enabled	paused	enabled
21624	VOA Search 2014	3/1/2015	Visionworks SR-L1	Competitor - Lenscrafter - M	3	0.00%	0	0	0	0	4.7	Broad		8 eligible	enabled	enabled	enabled
21625	VOA Search 2014	11/1/2015	Visionworks Non Branded Main-L2	Competitor - Lenscrafter - M	1	0.00%	0	0	0	0	2	Exact	--	ad group removed	removed	enabled	removed
21626	VOA Search 2014	2/1/2015	Market Boost - Search Columbus	Head Terms 2 - L2	3	0.00%	0	0	0	0	3.3	Exact	--	campaign paused	enabled	paused	removed
21627	VOA Search 2014	3/1/2015	Visionworks Branded Main-L2	Branded - Old Terms - L2	1	0.00%	0	0	0	0	4	Broad	--	campaign removed	enabled	removed	enabled
21628	VOA Search 2014	11/1/2015	Contacts Non Branded	Exact	25	0.00%	0	0	0	0	7.5	Exact	--	campaign paused	paused	paused	enabled
21629	VOA Search 2014	2/1/2015	Visionworks Non Branded Main-L1	Long Tail 2 - M	12	0.00%	0	0	0	0	4.7	Broad	--	paused	paused	enabled	enabled
21630	VOA Search 2014	5/1/2015	Market Boost - Search Columbus	General broad	8	0.00%	0	0	0	0	1.3	Broad	--	campaign paused	enabled	paused	enabled
21631	VOA Search 2014	4/1/2015	Visionworks Branded Main-L1	Branded - M	266	2.63%	7	0.66	4.65	1	3.6	Broad	--	removed	removed	enabled	enabled
21632	VOA Search 2014	12/1/2015	GO NB Broad - TULSA	Competitor - M	7	0.00%	0	0	0	0	3.1	Phrase	--	campaign paused	enabled	paused	enabled
21633	VOA Search 2014	1/1/2015	Visionworks Non Branded Main-L1	Long Tail - M	19885	0.98%	195	0.9	174.96	140	3.4	Broad		3 eligible	enabled	enabled	enabled
21634	VOA Search 2014	8/1/2015	Visionworks Non Branded Main-L1	Eyeglasses Location - M	48	4.17%	2	0.69	1.38	0	3	Exact		6 eligible	enabled	enabled	enabled

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
26795	VOA Search 2014	1/1/2015	Visionworks Non Branded Main-L1		Competitor - M	2	0.00%	0	0	0	0	8	Phrase		below first page bid (First page cpc : 5 2.50)	enabled	enabled	enabled
26796	VOA Search 2014	3/1/2015	Visionworks Non Branded Main-L1		Competitor - M	420	1.19%	5	0.5	2.49	1	2.1	Phrase	--	paused	paused	enabled	enabled
26797	VOA Search 2014	11/1/2015	Contacts Branded - National		Contacts Broad	15787	21.30%	3363	0.32	1,078.55	120	1.1	Broad	--	campaign paused	paused	paused	enabled
26798	VOA Search 2014	3/1/2015	Visionworks Non Branded Main-L1		Branded - Old Terms - M	844	0.83%	7	1.34	9.39	0	2.1	Broad		below first page bid (First page cpc : 3 4.03)	enabled	enabled	enabled
26799	VOA Search 2014	7/1/2015	Visionworks Non Branded Main-L1		Long Tail 2 - M	3994	11.82%	472	0.97	456.61	46	1.9	Broad		6 eligible	enabled	enabled	enabled
26800	VOA Search 2014	8/1/2015	Visionworks Non Branded Main-L1		Competitor - Lenscrafter - M	316	2.53%	8	1.03	8.27	0	4	Exact		5 eligible	enabled	enabled	enabled
26801	VOA Search 2014	10/1/2015	Visionworks Non Branded Main-L1		Long Tail 2 - M	3977	7.97%	317	0.97	308.98	45	2.2	Broad		6 eligible	enabled	enabled	enabled
26802	VOA Search 2014	4/1/2015	Visionworks Non Branded Main-L1		Branded - Old Terms - M	427	0.23%	1	0.95	0.95	0	1.8	Broad		below first page bid (First page cpc : 3 4.03)	enabled	enabled	enabled
26803	VOA Search 2014	3/1/2015	Visionworks Branded Main-L1		Branded - Locations - M	3	0.00%	0	0	0	0	4.3	Broad	--	removed	removed	enabled	enabled
26804	VOA Search 2014	6/1/2015	Visionworks SR-L1		Long Tail - M	372	2.69%	10	0.96	9.56	2	3.6	Broad	--	eligible	enabled	enabled	enabled
26805	VOA Search 2014	12/1/2015	GO NB Broad - TEMPE		Competitor - M	2	0.00%	0	0	0	0	3	Exact	--	campaign paused	enabled	paused	enabled
26806	VOA Search 2014	2/1/2015	Visionworks SR-L1		Long Tail - M	22	4.55%	1	1.28	1.28	0	7.1	Exact	--	below first page bid (First page cpc : 1.80)	enabled	enabled	enabled
26807	VOA Search 2014	3/1/2015	Visionworks Non Branded Main-L1		Competitor - M	227	4.41%	10	0.7	7.02	2	3	Exact	--	paused	paused	enabled	enabled
26808	VOA Search 2014	9/1/2015	Lets Go See Search		Lets Go See Generic	9	0.00%	0	0	0	0	7.3	Broad	--	campaign paused	enabled	paused	enabled
26809	VOA Search 2014	8/1/2015	Visionworks SR-L1		Long Tail 2 - M	27	3.70%	1	0.98	0.98	0	3.6	Broad		below first page bid (First page cpc : 8 1.79)	enabled	enabled	enabled

A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
26889	VOA Search 2014	Market Boost - Search Columbus		Long Tail 2 - M	1	0.00%	0	0	0	0	2	Broad	--	campaign paused	enabled	paused	enabled
26890	VOA Search 2014	Visionworks Non Branded Main-L1		Reading Glasses - M	1	0.00%	0	0	0	0	6	Broad	--	below first page bid (First page cpc : 1.74)	enabled	enabled	enabled
26891	VOA Search 2014	Visionworks Non Branded Main-L1		Long Tail 2 - M	4687	6.83%	320	0.81	259.63	45	1.9	Broad		6 eligible	enabled	enabled	enabled
26892	VOA Search 2014	Visionworks Non Branded Main-L1		Eyeglasses Location - M	12	0.00%	0	0	0	0	2.8	Exact		6 eligible	enabled	enabled	enabled
26893	VOA Search 2014	GO NB Broad - LAKE CRION		Branded - Old Terms - M	5	0.00%	0	0	0	0	1.6	Broad		3 campaign paused	enabled	paused	enabled
26894	VOA Search 2014	Contacts Branded - National		Contacts Broad	4	0.00%	0	0	0	0	1	Broad	--	campaign paused	paused	paused	enabled
26895	VOA Search 2014	Market Boost - Search St Louis		Promotional - M	1	0.00%	0	0	0	0	3	Phrase	--	campaign paused	enabled	paused	enabled
26896	VOA Search 2014	GO NB Broad - NOVI		Long Tail 2 - M	4	0.00%	0	0	0	0	5	Broad	--	campaign paused	enabled	paused	enabled
26897	VOA Search 2014	Visionworks Branded Main-L1		Branded - Locations - M	6	0.00%	0	0	0	0	1.5	Broad	--	removed	removed	enabled	enabled
26898	VOA Search 2014	Visionworks Non Branded Main-L3		Competitor - L3	24	8.33%	2	1.1	2.21	1	3.3	Broad	--	campaign removed	enabled	removed	enabled
26899	VOA Search 2014	Visionworks Branded Main-L2		Branded - Locations - M	2	0.00%	0	0	0	0	1	Broad	--	below first page bid (First page cpc : 1.52)	enabled	enabled	enabled
26900	VOA Search 2014	GO NB Broad - JACKSON HEIGHTS		Long Tail 2 - M	12	0.00%	0	0	0	0	3.8	Broad	--	campaign paused	enabled	paused	enabled
26901	VOA Search 2014	Visionworks Non Branded Main-L1		Competitor - M - eyemart	94	1.06%	1	1.02	1.02	0	2.2	Exact		below first page bid (First page cpc : 3.253)	enabled	enabled	enabled
26902	VOA Search 2014	Visionworks Non Branded Main-L1		Competitor - M	3	0.00%	0	0	0	0	3	Exact	--	below first page bid (First page cpc : 3.05)	enabled	enabled	enabled
26903	VOA Search 2014	Visionworks Non Branded Main-L3		Branded - Old Terms - L3	7	0.00%	0	0	0	0	2.1	Broad	--	campaign removed	enabled	removed	enabled
26904	VOA Search 2014	Visionworks Non Branded Main-L2		Optometrists/Eye Drs - M	2	0.00%	0	0	0	0	8	Exact	--	ad group removed	removed	enabled	removed

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
29119	VOA Search 2014	5/1/2015	Visionworks Non Branded Main-L1		Competitor - Lenscrafter - M	7	14.29%	1	1.1	1.1	0	2.3 Exact		below first page bid (First page cpc : 5.2,83)	enabled	enabled	enabled	
29120	VOA Search 2014	8/1/2015	Visionworks Non Branded Main-L1		Branded - Old Terms - Empire America's Best Non Branded Exact	1	0.00%	0	0	0	0	1 Exact		5 eligible	enabled	enabled	enabled	
29121	VOA Search 2014	5/1/2015	Market Boost - Search Dallas - America's Best		Branded - Locations - M	26	3.85%	1	0.49	0.49	0	2.5 Exact	--	campaign paused	enabled	paused	enabled	
29122	VOA Search 2014	6/1/2015	Visionworks Branded Main-L1		Competitor - M - optical	42	9.52%	4	0.54	2.17	1	1 Broad	--	removed	removed	enabled	enabled	
29123	VOA Search 2014	12/1/2015	GO NB Broad - JACKSON HEIGHTS		Competitor - M - pearle vision	3	0.00%	0	0	0	0	1.3 Exact		campaign 3 paused	enabled	paused	enabled	
29124	VOA Search 2014	12/1/2015	Visionworks Non Branded Main-L1		Branded - Locations - M	29	3.45%	1	1.11	1.11	1	4 Exact		5 eligible	enabled	enabled	enabled	
29125	VOA Search 2014	7/1/2015	Visionworks Branded Main-L1		Spelling Error	97	6.19%	6	0.48	2.91	0	2 Broad	--	removed	removed	enabled	enabled	
29126	VOA Search 2014	9/1/2015	Visionworks Branded Main-L1		Long Tail 2 - M	39	15.38%	6	0.39	2.32	1	1.6 Exact		below first page bid (First page cpc : 6.1.39)	enabled	enabled	enabled	
29127	VOA Search 2014	4/1/2015	Visionworks SR-L1		America's Best Non Branded Exact	4	25.00%	1	0.77	0.77	1	3.8 Broad		5 eligible	enabled	enabled	enabled	
29128	VOA Search 2014	7/1/2015	Market Boost - Search Dallas - America's Best		Head Terms 2 - L3	1	0.00%	0	0	0	0	3 Exact	--	campaign paused	enabled	paused	enabled	
29129	VOA Search 2014	9/1/2015	Visionworks Non Branded Main-L3		Branded - L3	3	0.00%	0	0	0	0	3 Broad	--	campaign removed	enabled	removed	enabled	
29130	VOA Search 2014	3/1/2015	Visionworks Branded Main-L3		Long Tail 2 - M	2	0.00%	0	0	0	0	1 Broad	--	campaign removed	enabled	removed	enabled	
29131	VOA Search 2014	9/1/2015	Visionworks Non Branded Main-L1		Long Tail 2 - M	1	0.00%	0	0	0	0	6 Broad		low quality 1 score	enabled	enabled	enabled	
29132	VOA Search 2014	12/1/2015	Visionworks Non Branded Main-L1		Long Tail 2 - M	14	0.00%	0	0	0	0	2.8 Broad		below first page bid (First page cpc : 6.2.41)	enabled	enabled	enabled	
29133	VOA Search 2014	12/1/2015	Visionworks Branded Main-L1		Branded - Locations - M	5	0.00%	0	0	0	0	1 Broad	--	removed	removed	enabled	enabled	
29134	VOA Search 2014	5/1/2015	Visionworks Branded Main-L3		Branded - L3	1	0.00%	0	0	0	0	2 Broad	--	campaign removed	paused	removed	enabled	

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
32635	VOA Search 2014	6/1/2015	Visionworks Non Branded Main-L1		Competitor - Lenscrafter - M	14	0.00%	0	0	0	0	1.4	Exact	below first page bid (First page cpc : 51.82)	enabled	enabled	enabled	
32636	VOA Search 2014	5/1/2015	Visionworks Non Branded Main-L1		Competitor - Lenscrafter - M	6	0.00%	0	0	0	0	2.7	Exact	6,eligible	enabled	enabled	enabled	
32637	VOA Search 2014	9/1/2015	Visionworks Non Branded Main-L3		Long Tail 2 - L3	2	0.00%	0	0	0	0	2.5	Broad	--	campaign removed	paused	removed	enabled
32638	VOA Search 2014	9/1/2015	Visionworks Spanish Non Branded Head Terms Broad - Other Cities		Long Tail 2 - M	3	0.00%	0	0	0	0	1.3	Broad	--	campaign paused	enabled	paused	enabled
32639	VOA Search 2014	6/1/2015	Visionworks Non Branded Main-L1		Competitor - Lenscrafter - M	5	0.00%	0	0	0	0	1.8	Exact	5,eligible	enabled	enabled	enabled	
32640	VOA Search 2014	9/1/2015	Visionworks Spanish Non Branded Head Terms Broad - Other Cities		Long Tail 2 - M	1	0.00%	0	0	0	0	1	Broad	--	campaign paused	enabled	paused	enabled
32641	VOA Search 2014	7/1/2015	Market Boost - Search Dallas - America's Best		America's Best Non Branded Exact	9	0.00%	0	0	0	0	1.1	Exact	--	campaign paused	enabled	paused	enabled
32642	VOA Search 2014	6/1/2015	Market Boost - Search Columbus		Branded - M	9	0.00%	0	0	0	0	1.7	Broad	--	campaign paused	enabled	paused	enabled
32643	VOA Search 2014	11/1/2015	Visionworks Non Branded Main-L1		Competitor - Lenscrafter - M	1	0.00%	0	0	0	0	2	Exact	below first page bid (First page cpc : 62.83)	enabled	enabled	enabled	
32644	VOA Search 2014	4/1/2015	Visionworks Non Branded Main-L3		Branded - Old Terms - L3	1	0.00%	0	0	0	0	5	Broad	--	campaign removed	enabled	removed	enabled
32645	VOA Search 2014	8/1/2015	Visionworks Non Branded Main-L1		Long Tail - M	25655	2.96%	759	1.18	894.22	98	3.9	Broad	below first page bid (First page cpc : 52.43)	enabled	enabled	enabled	
32646	VOA Search 2014	11/1/2015	Visionworks Non Branded Main-L1		Long Tail 2 - M	4	0.00%	0	0	0	0	2	Broad	below first page bid (First page cpc : 82.21)	enabled	enabled	enabled	
32647	VOA Search 2014	1/1/2015	Visionworks Branded Main-L1		Branded - Locations - M	20	5.00%	1	0.71	0.71	1	3.6	Broad	--	removed below first page bid	removed	enabled	enabled
32648	VOA Search 2014	3/1/2015	Visionworks Non Branded Head Terms Broad-L1		Eyeglass Coupons	6438	13.98%	900	0.37	335.15	499	2.8	Broad	below first page bid (First page cpc : 91.43)	enabled	enabled	enabled	
32649	VOA Search 2014	11/1/2015	Contacts Non Branded		Broad	36770	0.75%	275	1.58	434.46	0	5.2	Phrase	--	campaign paused	paused	paused	enabled

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
34439	VOA Search 2014	2/1/2015	Visionworks Branded Main-L1		Branded - Locations - M	114	22.81%	26	0.64	16.51	23	1 Exact		7 eligible below first page bid (First page cpc : 6.1.86)	enabled	enabled	enabled	enabled
34440	VOA Search 2014	11/1/2015	Visionworks Non Branded Prescription +frames Head Terms Exact		prescription glass +frames	17	0.00%	0	0	0	0	7.5 Exact		6.1.86)	enabled	enabled	enabled	enabled
34441	VOA Search 2014	6/1/2015	Visionworks Branded Main-L3		Branded - L3	3	66.67%	2	0.59	1.18	0	1 Exact	--	campaign removed	enabled	removed	enabled	enabled
34442	VOA Search 2014	1/1/2015	Visionworks Branded Main-L1		Branded - Locations - M	1	0.00%	0	0	0	0	1 Broad	--	removed	removed	enabled	enabled	enabled
34443	VOA Search 2014	3/1/2015	Visionworks Non Branded Main-L1		Eyeglasses Location - M	22	13.64%	3	0.41	1.24	1	1.4 Exact		6 eligible	enabled	enabled	enabled	enabled
34444	VOA Search 2014	8/1/2015	Visionworks Branded Main-L1		Branded - Locations - M	243	18.52%	45	0.46	20.63	3	1.1 Broad	--	removed below first page bid (First page cpc : 6.2.46)	removed	enabled	enabled	enabled
34445	VOA Search 2014	12/1/2015	Visionworks Non Branded Main-L1		Competitor - Lenscrafter - M	54	0.00%	0	0	0	0	4.2 Exact		6.2.46)	enabled	enabled	enabled	enabled
34446	VOA Search 2014	6/1/2015	Visionworks Non Branded Main-L1		Eyeglasses Location - M	5	20.00%	1	1.31	1.31	0	3 Exact		6.1.14)	enabled	enabled	enabled	enabled
34447	VOA Search 2014	4/1/2015	Visionworks Branded Main-L1		Spelling Error	4	25.00%	1	0.9	0.9	0	1 Exact		8 eligible	enabled	enabled	enabled	enabled
34448	VOA Search 2014	5/1/2015	Visionworks Non Branded Main-L1		Competitor - Lenscrafter - M	32	0.00%	0	0	0	0	2.5 Exact		3 eligible	enabled	enabled	enabled	enabled
34449	VOA Search 2014	9/1/2015	Visionworks Branded Main-L3		Branded - L3	4016	19.42%	780	0.38	300.03	71	1 Broad	--	campaign removed	enabled	removed	enabled	enabled
34450	VOA Search 2014	11/1/2015	Visionworks Non Branded Main-L1		Competitor - Lenscrafter - M	1	0.00%	0	0	0	0	3 Exact		3 eligible	enabled	enabled	enabled	enabled
34451	VOA Search 2014	12/1/2015	Visionworks Non Branded Main-L3		Competitor - L3	3	0.00%	0	0	0	0	2 Broad	--	campaign removed	enabled	removed	enabled	enabled
34452	VOA Search 2014	1/1/2015	Contacts Non Branded - National		Exact	1205	1.58%	19	2.03	38.48	0	2.9 Exact	--	campaign removed	enabled	removed	enabled	enabled
34453	VOA Search 2014	12/1/2015	GO NB Broad - JACKSON HEIGHTS		Long Tail 2 - M	6	0.00%	0	0	0	0	4.2 Broad		1 paused below first page bid (First page cpc : 6.3.09)	enabled	paused	enabled	enabled
34454	VOA Search 2014	12/1/2015	Visionworks Non Branded Main-L1		Competitor - M	12	0.00%	0	0	0	0	2.3 Phrase		6.3.09)	enabled	enabled	enabled	enabled

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
34455	VOA Search 2014	5/1/2015	Visionworks Non Branded Main-L1		Eyeglasses Location - M	14	7.14%	1	0.45	0.45	0	1.9	Exact		below first page bid (First page cpc : 6 1.14)	enabled	enabled	enabled
34456	VOA Search 2014	11/1/2015	Visionworks Non Branded Main-L3		Head Terms 2 - L3	34	0.00%	0	0	0	0	2.7	Broad	--	campaign removed	enabled	removed	enabled
34457	VOA Search 2014	11/1/2015	Visionworks Branded Main-L3		Branded - L3	191	17.28%	33	0.55	18.28	13	1	Broad	--	campaign removed	enabled	removed	enabled
34458	VOA Search 2014	9/1/2015	Visionworks SR-L1		Competitor - M	1	0.00%	0	0	0	0	2	Broad	--	eligible	enabled	enabled	enabled
34459	VOA Search 2014	12/1/2015	GO NB Broad - QUEENS STEINWAY		Long Tail 2 - M	1	0.00%	0	0	0	0	5	Broad	--	campaign paused	enabled	paused	enabled
34460	VOA Search 2014	9/1/2015	Visionworks Non Branded Main-L1		Eyeglasses Location - M	3	0.00%	0	0	0	0	4.3	Exact	--	low search volume	enabled	enabled	enabled
34461	VOA Search 2014	12/1/2015	GO NB Broad - ALLEN PARK		Long Tail 2 - M	244	1.23%	3	2.57	7.72	0	2.9	Broad	--	campaign paused	enabled	paused	enabled
34462	VOA Search 2014	9/1/2015	Visionworks Non Branded Main-L1		Competitor - M - eyemart	102	1.96%	2	0.56	1.13	0	1.7	Broad		below first page bid (First page cpc : 5 2.10)	enabled	enabled	enabled
34463	VOA Search 2014	8/1/2015	Visionworks SR-L1		Long Tail 2 - M	4	0.00%	0	0	0	0	2.5	Exact		6 eligible	enabled	enabled	enabled
34464	VOA Search 2014	2/1/2015	Visionworks Non Branded Main-L1		Branded - Old Terms - M	2	0.00%	0	0	0	0	4	Exact	--	removed	removed	enabled	enabled
34465	VOA Search 2014	2/1/2015	Visionworks Non Branded Main-L3		Competitor - L3	23	8.70%	2	0.72	1.43	1	2.8	Broad	--	campaign removed	enabled	removed	enabled
34466	VOA Search 2014	2/1/2015	Visionworks Non Branded Main-L1		Competitor - Lenscrafter - M	95	0.00%	0	0	0	0	2.3	Exact		below first page bid (First page cpc : 6 2.46)	enabled	enabled	enabled
34467	VOA Search 2014	12/1/2015	Visionworks SR-L1		Long Tail 2 - M	1	0.00%	0	0	0	0	7	Exact		6 eligible	enabled	enabled	enabled
34468	VOA Search 2014	8/1/2015	Visionworks Non Branded Main-L3		Competitor - L3	1	0.00%	0	0	0	0	5	Broad	--	campaign removed	enabled	removed	enabled
34469	VOA Search 2014	12/1/2015	GO NB Broad - WHITE PLAINS		Branded - Old Terms - M	1	0.00%	0	0	0	0	1	Broad	--	campaign paused	enabled	paused	enabled
34470	VOA Search 2014	7/1/2015	Visionworks Non Branded Main-L1		Branded - Old Terms - Eyemaster	17	5.88%	1	0.38	0.38	0	2.1	Exact		5 eligible	enabled	enabled	enabled
34471	VOA Search 2014	5/1/2015	Contacts Non Branded - National		Exact	582	0.34%	2	2.48	4.95	0	4	Exact	--	campaign removed	enabled	removed	enabled

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
34524	VOA Search 2014	8/1/2015	Visionworks Non Branded Main-L3		Competitor - L3	10	0.00%	0	0	0	0	2.7 Broad	--	campaign removed	enabled	removed	enabled	
34525	VOA Search 2014	3/1/2015	Visionworks Non Branded Main-L1		Eyeglasses Location - M	6	16.67%	1	1.2	1.2	0	1.7 Exact		below first page bid (First page cpc : 6.1.14)	enabled	enabled	enabled	
34526	VOA Search 2014	2/1/2015	Visionworks Branded Main-L1		Branded - Locations - M	29	10.34%	3	0.53	1.59	1	1 Exact		9 eligible	enabled	enabled	enabled	
34527	VOA Search 2014	10/1/2015	Visionworks Non Branded Prescription Head Terms Exact		prescription for glasses	28	0.00%	0	0	0	0	5.1 Exact		below first page bid (First page cpc : 6.2.74)	enabled	enabled	enabled	
34528	VOA Search 2014	7/1/2015	Visionworks Branded Main-L1		Branded - Locations - M	19	5.26%	1	0.42	0.42	1	1 Exact		9 eligible	enabled	enabled	enabled	
34529	VOA Search 2014	11/1/2015	Visionworks Non Branded Main-L2		Eye Exam - M	1	0.00%	0	0	0	0	11 Exact	--	ad group removed	removed	enabled	removed	
34530	VOA Search 2014	1/1/2015	Visionworks SR-L1		Competitor - M	4	0.00%	0	0	0	0	4 Exact	--	eligible	enabled	enabled	enabled	
34531	VOA Search 2014	6/1/2015	Contacts Non Branded - National		Exact	78	0.00%	0	0	0	0	7.1 Exact	--	campaign removed	enabled	removed	enabled	
34532	VOA Search 2014	12/1/2015	Visionworks Non Branded Main-L1		Branded - Old Terms - Eyemaster	15	0.00%	0	0	0	0	1.7 Exact		5 eligible	enabled	enabled	enabled	
34533	VOA Search 2014	11/1/2015	Visionworks SR-L1		Competitor - M	4	0.00%	0	0	0	0	4.3 Exact	--	eligible	enabled	enabled	enabled	
34534	VOA Search 2014	7/1/2015	Visionworks Non Branded Main-L3		Long Tail 2 - L3	15	0.00%	0	0	0	0	4.2 Broad	--	campaign removed	enabled	removed	enabled	
34535	VOA Search 2014	7/1/2015	Visionworks Non Branded Main-L1		Eyeglasses Location - M	14	0.00%	0	0	0	0	2.3 Exact		6 eligible	enabled	enabled	enabled	
34536	VOA Search 2014	8/1/2015	Visionworks SR-L1		Long Tail 2 - M	2	0.00%	0	0	0	0	6 Exact		6 eligible	enabled	enabled	enabled	
34537	VOA Search 2014	4/1/2015	Visionworks Non Branded Main-L1		Eyeglasses Location - M	6	16.67%	1	0.55	0.55	0	1.3 Exact		low search 5 volume below first page bid (First page cpc : 2.58)	enabled	enabled	enabled	
34538	VOA Search 2014	4/1/2015	Visionworks Non Branded Main-L1		Competitor - Lenscrafter - M	1	0.00%	0	0	0	0	3 Exact	--	2.58)	enabled	enabled	enabled	
34539	VOA Search 2014	2/1/2015	Visionworks Branded Main-L1		Branded - Locations - M	3	0.00%	0	0	0	0	1.7 Broad	--	removed	removed	enabled	enabled	
34540	VOA Search 2014	12/1/2015	GO NB Broad - ROSEVILLE		Designer Lenses	7	0.00%	0	0	0	0	4.4 Broad	--	campaign paused	enabled	paused	enabled	

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
34559	VOA Search 2014	2/1/2015	Market Boost - Search Columbus		Long Tail 2 - L2	19	0.00%	0	0	0	0	2.5	Exact	--	campaign paused	enabled	paused	removed
34560	VOA Search 2014	4/1/2015	Visionworks Non Branded Main-L3		Competitor - L3	25	0.00%	0	0	0	0	2.2	Broad	--	campaign removed	enabled	removed	enabled
34561	VOA Search 2014	1/1/2015	Visionworks Non Branded Main-L1		Eyeglasses Location - M	13	15.38%	2	0.63	1.26	3	2.3	Exact	6	eligible	enabled	enabled	enabled
34562	VOA Search 2014	12/1/2015	GO NB Broad - JACKSON HEIGHTS		Long Tail 2 - M	1	0.00%	0	0	0	0	2	Exact	--	campaign paused	enabled	paused	enabled
34563	VOA Search 2014	12/1/2015	GO NB Broad - NOV		Long Tail 2 - M	1	0.00%	0	0	0	0	2	Exact	--	campaign paused	enabled	paused	enabled
34564	VOA Search 2014	6/1/2015	Market Boost - Search Columbus		General broad	5	20.00%	1	0.88	0.88	0	3.4	Broad	--	campaign paused	enabled	paused	enabled
34565	VOA Search 2014	8/1/2015	Visionworks SR-L1		Competitor - M	5	0.00%	0	0	0	0	1	Broad	--	eligible	enabled	enabled	enabled
34566	VOA Search 2014	12/1/2015	Visionworks Branded Main-L1		Branded - Locations - M	133	24.81%	33	0.35	11.64	6	1	Broad	--	removed	removed	enabled	enabled
34567	VOA Search 2014	9/1/2015	Market Boost - Search St Louis		Branded - Locations - M	116	31.03%	36	0.26	9.39	21	1.1	Broad	--	campaign paused	enabled	paused	enabled
34568	VOA Search 2014	3/1/2015	Market Boost - Search Columbus		Head Terms 2 - L2	4	0.00%	0	0	0	0	5.3	Broad	--	campaign paused	enabled	paused	removed
34569	VOA Search 2014	3/1/2015	Visionworks Branded Main-L1		Branded - Locations - M	8	0.00%	0	0	0	0	1	Exact	9	eligible	enabled	enabled	enabled
34570	VOA Search 2014	7/1/2015	Market Boost - Search St Louis		Branded - Locations - M	2	0.00%	0	0	0	0	1	Exact	--	campaign paused	enabled	paused	enabled
34571	VOA Search 2014	12/1/2015	GO NB Broad - BROOKLYN-BAYRIDGE		Competitor - Vision World - M	56	7.14%	4	1.3	5.18	5	1.5	Broad	5	campaign paused	enabled	paused	enabled
34572	VOA Search 2014	11/1/2015	Visionworks Non Branded Main-L1		Eyeglasses Location - M	15	13.33%	2	1.02	2.04	0	3.5	Exact	6	eligible	enabled	enabled	enabled
34573	VOA Search 2014	3/1/2015	Visionworks Branded Main-L1		Branded - M	12	8.33%	1	0.43	0.43	0	1	Broad	--	removed	removed	enabled	enabled
34574	VOA Search 2014	5/1/2015	Market Boost - Search Dallas - America's Best		America's Best Branded Exact	190	1.58%	3	1.79	5.36	1	2.8	Exact	--	campaign paused	enabled	paused	enabled
34575	VOA Search 2014	7/1/2015	Contacts Non Branded - National		Exact	59	0.00%	0	0	0	0	7.2	Exact	--	campaign removed	enabled	removed	enabled
34576	VOA Search 2014	6/1/2015	Visionworks Non Branded Main-L1		Eyeglasses Location - M	5	20.00%	1	1.5	1.5	0	3.6	Exact	6	eligible	enabled	enabled	enabled
34577	VOA Search 2014	12/1/2015	GO NB Broad - ALLEN PARK		Competitor - M - optical	15	6.67%	1	1	1	1	3.1	Exact	--	campaign paused	enabled	paused	enabled

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
34612	VOA Search 2014	9/1/2015	Visionworks Non Branded Main-L3		Competitor - L3	4	0.00%	0	0	0	0	1.5	Broad	--	campaign removed	enabled	removed	enabled
34613	VOA Search 2014	12/1/2015	GO NB Broad - QUEENS STEINWAY		Competitor - Lenscrafter - M	1	0.00%	0	0	0	0	2	Exact	--	campaign paused	enabled	paused	enabled
34614	VOA Search 2014	9/1/2015	Visionworks Branded Main-L1		Branded - Locations - M	26	19.23%	5	0.26	1.29	0	1	Exact	--	7 eligible	enabled	enabled	enabled
34615	VOA Search 2014	10/1/2015	Visionworks Non Branded Main-L3		Branded - Old Terms - L3	4	25.00%	1	0.12	0.12	0	1	Broad	--	campaign removed	enabled	removed	enabled
34616	VOA Search 2014	2/1/2015	Visionworks Branded Main-L1		Branded - Locations - M	71	21.13%	15	0.51	7.66	4	1	Exact	--	7 eligible	enabled	enabled	enabled
34617	VOA Search 2014	12/1/2015	Visionworks Non Branded Main-L2		Location - M	25	0.00%	0	0	0	0	3.9	Exact	--	ad group removed	removed	enabled	removed
34618	VOA Search 2014	5/1/2015	Market Boost - Search Columbus		General broad	16	0.00%	0	0	0	0	2.5	Broad	--	campaign paused	enabled	paused	enabled
34619	VOA Search 2014	10/1/2015	Visionworks Branded Main-L1		Branded - Locations - M	9	0.00%	0	0	0	0	2.1	Broad	--	removed	removed	enabled	enabled
34620	VOA Search 2014	8/1/2015	Lets Go See Search		Lets Go See Generic	31	0.00%	0	0	0	0	6.1	Broad	--	campaign paused	enabled	paused	enabled
34621	VOA Search 2014	8/1/2015	Visionworks Branded Main-L1		Branded - Locations - M	1	0.00%	0	0	0	0	3	Broad	--	removed	removed	enabled	enabled
34622	VOA Search 2014	10/1/2015	Visionworks Branded Main-L3		Branded - L3	2	0.00%	0	0	0	0	6	Broad	--	campaign removed	enabled	removed	enabled
34623	VOA Search 2014	7/1/2015	Visionworks Branded Main-L1		Branded - Locations - M	1	0.00%	0	0	0	0	1	Broad	--	removed	removed	enabled	enabled
34624	VOA Search 2014	1/1/2015	Visionworks Non Branded Main-L1		Competitor - M	71	2.82%	2	1.56	3.11	1	2.7	Exact	--	paused	paused	enabled	enabled
34625	VOA Search 2014	12/1/2015	GO NB Broad - QUEENS STEINWAY		Branded - Old Terms - M	1	0.00%	0	0	0	0	4	Broad	--	campaign paused	enabled	paused	enabled
34626	VOA Search 2014	6/1/2015	Visionworks Branded Main-L1		Branded - Locations - M	37	5.41%	2	0.44	0.89	0	1	Exact	--	10 eligible	enabled	enabled	enabled
34627	VOA Search 2014	7/1/2015	Visionworks Branded Main-L1		Branded - Locations - M	13	0.00%	0	0	0	0	1.3	Broad	--	removed	removed	enabled	enabled
34628	VOA Search 2014	12/1/2015	GO NB Broad - LAKE ORION		Branded - M	2	50.00%	1	0.48	0.48	0	1	Broad	--	campaign paused	enabled	paused	enabled
34629	VOA Search 2014	9/1/2015	Contacts Non Branded - National		Exact	77	1.30%	1	0.41	0.41	0	8.1	Exact	--	campaign removed	enabled	removed	enabled
34630	VOA Search 2014	4/1/2015	Visionworks Non Branded Main-L1		Long Tail 2 - M	26	0.00%	0	0	0	0	3.7	Broad	--	eligible	enabled	enabled	enabled

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
34681	VOA Search 2014	7/1/2015	Visionworks Non Branded Main-L1		Competitor - M	16	0.00%	0	0	0	0	2	Exact	5	below first page bid (First page cpc: 1.77)	enabled	enabled	enabled
34682	VOA Search 2014	10/1/2015	Visionworks Branded Main-L1		Branded - M	724	3.31%	24	0.63	15.16	7	2.2	Broad	--	removed	removed	enabled	enabled
34683	VOA Search 2014	5/1/2015	Contacts Non Branded - National		Exact	7849	0.65%	51	2.04	104.07	0	3.5	Exact	--	campaign removed	enabled	removed	enabled
34684	VOA Search 2014	3/1/2015	Visionworks Non Branded Main-L1		Eyeglasses Location - M	105	11.43%	12	1.02	12.18	2	2.4	Exact	6	below first page bid (First page cpc: 1.56)	enabled	enabled	enabled
34685	VOA Search 2014	2/1/2015	Visionworks Non Branded Main-L1		Long Tail 2 - M	1942	0.26%	5	1.23	6.13	0	3.6	Exact	6	eligible	enabled	enabled	enabled
34686	VOA Search 2014	5/1/2015	Visionworks Non Branded Main-L1		Branded - Old Terms - M	1	0.00%	0	0	0	0	3	Broad	6	below first page bid (First page cpc: 2.84)	enabled	enabled	enabled
34687	VOA Search 2014	4/1/2015	Market Boost - Search St Louis		Long Tail 2 - M	1	0.00%	0	0	0	0	3	Broad	--	campaign paused	enabled	paused	enabled
34688	VOA Search 2014	3/1/2015	Visionworks Non Branded Main-L1		Long Tail 2 - M	1688	0.41%	7	1.18	8.28	0	3.7	Exact	6	eligible	enabled	enabled	enabled
34689	VOA Search 2014	11/1/2015	Visionworks Branded Main-L1		Branded - Locations - M	47	14.89%	7	0.34	2.38	0	1	Exact	7	eligible	enabled	enabled	enabled
34690	VOA Search 2014	6/1/2015	Visionworks Non Branded Main-L1		Long Tail 2 - M	2071	3.19%	66	0.66	43.7	15	1.9	Exact	5	eligible	enabled	enabled	enabled
34691	VOA Search 2014	4/1/2015	Visionworks Non Branded Main-L1		Competitor - Lenscrafter - M	1	0.00%	0	0	0	0	1	Exact	5	below first page bid (First page cpc: 1.99)	enabled	enabled	enabled
34692	VOA Search 2014	11/1/2015	Visionworks Non Branded Main-L3		Long Tail 2 - L3	199	0.00%	0	0	0	0	2.8	Broad	--	campaign removed	enabled	removed	enabled
34693	VOA Search 2014	9/1/2015	Visionworks SR-L1		Long Tail 2 - M	115	6.09%	7	0.93	6.48	4	4.2	Broad	8	eligible	enabled	enabled	enabled
34694	VOA Search 2014	8/1/2015	Visionworks Non Branded Main-L1		Branded - Old Terms - Eyemaster	216	2.31%	5	0.47	2.33	2	1.3	Exact	5	eligible	enabled	enabled	enabled
34695	VOA Search 2014	10/1/2015	Visionworks Branded Main-L1		Branded - Locations - M	15	0.00%	0	0	0	0	4.2	Broad	--	removed	removed	enabled	enabled
34696	VOA Search 2014	1/1/2015	Visionworks Branded Main-L3		Branded - Old Terms - L3	20	10.00%	2	1.86	3.72	1	1.5	Broad	--	campaign removed	enabled	removed	removed

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
43843	VOA Search 2014	8/1/2015	Visionworks Non Branded Main-L1		Long Tail - M	25635	2.33%	597	1.16	689.79	103	4.5	Broad		below first page bid (First page cpc : 6 1.74)	enabled	enabled	enabled
43844	VOA Search 2014	6/1/2015	Contacts Branded - National		BRANDED	55	14.55%	8	1.12	8.95	0	1.3	Phrase	--	campaign paused	enabled	paused	removed
43845	VOA Search 2014	3/1/2015	Visionworks Branded Main-L2		Branded - L2	2	0.00%	0	0	0	0	1	Broad	--	campaign removed	enabled	removed	enabled
43846	VOA Search 2014	6/1/2015	Market Boost - Search Columbus		Eye Exam - M	1	0.00%	0	0	0	0	7	Phrase	--	campaign paused	enabled	paused	enabled
43847	VOA Search 2014	1/1/2015	Visionworks Non Branded Main-L3		Branded - Old Terms - L3	1	0.00%	0	0	0	0	1	Broad	--	campaign removed	enabled	removed	enabled
43848	VOA Search 2014	7/1/2015	Visionworks Non Branded Main-L1		Long Tail 2 - M	24	45.83%	11	0.8	8.8	3	3	Exact		6 eligible below first page bid (First page cpc : 6 1.50)	enabled	enabled	enabled
43849	VOA Search 2014	7/1/2015	Visionworks Non Branded Main-L1		Competitor - M - optical	27	3.70%	1	0.7	0.7	0	4.6	Exact		6 eligible	enabled	enabled	enabled
43850	VOA Search 2014	11/1/2015	Visionworks SR-L1		Long Tail 2 - M	19	15.79%	3	0.7	2.1	2	1.6	Exact		6 eligible	enabled	enabled	enabled
43851	VOA Search 2014	11/1/2015	Visionworks Branded Main-L1		Branded - Locations - M	3	33.33%	1	0.2	0.2	0	1.3	Exact		8 eligible	enabled	enabled	enabled
43852	VOA Search 2014	5/1/2015	Visionworks Non Branded Main-L1		Promotional - M	8	0.00%	0	0	0	0	3.3	Phrase		8 eligible	enabled	enabled	enabled
43853	VOA Search 2014	4/1/2015	Visionworks Non Branded Head Terms Exact-L1		Eye Glass Stores	79	6.33%	5	0.64	3.19	0	3.8	Exact		6 eligible	enabled	enabled	enabled
43854	VOA Search 2014	8/1/2015	Visionworks Non Branded Main-L1		Competitor - Lenscrafter - M	49	4.08%	2	0.68	1.35	0	3.2	Exact		below first page bid (First page cpc : 3 2.12)	enabled	enabled	enabled
43855	VOA Search 2014	4/1/2015	Visionworks Non Branded Main-L1		Competitor - Lenscrafter - M	33	0.00%	0	0	0	0	3.9	Exact		below first page bid (First page cpc : 3 2.12)	enabled	enabled	enabled
43856	VOA Search 2014	5/1/2015	Visionworks Non Branded Main-L1		Long Tail - M	15756	2.31%	364	1.2	437.07	73	4	Broad		6 1.74)	enabled	enabled	enabled
43857	VOA Search 2014	12/1/2015	Contacts Non Branded		Exact	6438	0.87%	56	1.72	96.57	0	2.7	Exact	--	campaign paused	paused	paused	enabled

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
44340	VOA Search 2014	9/1/2015	Visionworks Non Branded Main-L3		Head Terms 2 - L3	5	0.00%	0	0	0	0	4.2	Broad	--	campaign removed	enabled	removed	enabled
44341	VOA Search 2014	2/1/2015	Visionworks Non Branded Main-L1		Competitor - Lenscrafter - M	18	0.00%	0	0	0	0	1.9	Exact	3	eligible	enabled	enabled	enabled
44342	VOA Search 2014	9/1/2015	Visionworks Branded Main-L3		Branded - L3	1	0.00%	0	0	0	0	1	Exact	--	campaign removed	enabled	removed	enabled
44343	VOA Search 2014	8/1/2015	Visionworks SR-L1		Long Tail 2 - M	1	0.00%	0	0	0	0	6	Broad		below first page bid (First page cpc : 5 0.51)	enabled	enabled	enabled
44344	VOA Search 2014	4/1/2015	Visionworks Non Branded Main-L1		Competitor - M	3	0.00%	0	0	0	0	1.3	Exact	--	paused	paused	enabled	enabled
44345	VOA Search 2014	3/1/2015	Visionworks Non Branded Main-L1		Branded - Old Terms - M	29	0.00%	0	0	0	0	2.4	Exact	--	removed below first page bid (First page cpc :	removed	enabled	enabled
44346	VOA Search 2014	5/1/2015	Visionworks Non Branded Main-L1		Competitor - M - eyemart	68	4.41%	3	0.82	2.46	0	1.6	Broad		5 2.10)	enabled	enabled	enabled
44347	VOA Search 2014	8/1/2015	Visionworks Branded Main-L1		Branded - M	66	43.94%	29	0.18	5.21	0	1	Exact	10	eligible	enabled	enabled	enabled
44348	VOA Search 2014	2/1/2015	Visionworks Branded Main-L2		Branded - L2	98	14.29%	14	0.6	8.37	16	1	Broad	--	campaign removed	enabled	removed	enabled
44349	VOA Search 2014	2/1/2015	Contacts Non Branded - National		Exact	694	1.01%	7	1.73	12.09	0	3.4	Exact	--	campaign removed	enabled	removed	enabled
44350	VOA Search 2014	12/1/2015	Visionworks Branded Main-L2		Branded - Locations - M	1	0.00%	0	0	0	0	1	Exact	--	eligible	enabled	enabled	enabled
44351	VOA Search 2014	1/1/2015	Visionworks Branded Main-L1		Branded - Locations - M	54	12.96%	7	0.75	5.26	5	1.1	Exact	7	eligible	enabled	enabled	enabled
44352	VOA Search 2014	4/1/2015	Visionworks Non Branded Main-L1		Eyeglasses Location - M	2	0.00%	0	0	0	0	1.5	Exact	6	eligible	enabled	enabled	enabled
44353	VOA Search 2014	5/1/2015	Visionworks Non Branded Main-L1		Eyeglasses Location - M	9	0.00%	0	0	0	0	1.8	Exact	6	eligible	enabled	enabled	enabled
44354	VOA Search 2014	11/1/2015	Visionworks Non Branded Main-L3		Competitor - L3	13	7.69%	1	1.02	1.02	1	2.5	Broad	--	campaign removed	enabled	removed	enabled
44355	VOA Search 2014	12/1/2015	GO NB Broad - TULSA		Long Tail 2 - M	17	5.88%	1	1.04	1.04	0	2.9	Broad	--	campaign paused	enabled	paused	enabled
44356	VOA Search 2014	6/1/2015	Market Boost - Search Dallas - America's Best		America's Best Branded Phrase	15	0.00%	0	0	0	0	2.5	Phrase	--	campaign paused	enabled	paused	enabled

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
44443	VOA Search 2014	4/1/2015	Visionworks Branded Main-L1		Branded - M	1	0.00%	0	0	0	0	2	Broad	--	removed	removed	enabled	enabled
44444	VOA Search 2014	11/1/2015	Visionworks Non Branded Main-L2		Competitor - M	3	0.00%	0	0	0	0	1.3	Exact	--	ad group removed below first page bid (First page cpc : 3.182)	removed	enabled	removed
44445	VOA Search 2014	10/1/2015	Visionworks Non Branded Main-L1		Branded - Old Terms - M	1	0.00%	0	0	0	0	1	Broad	--	below first page bid (First page cpc : 2.56)	enabled	enabled	enabled
44446	VOA Search 2014	6/1/2015	Visionworks Non Branded Main-L1		Competitor - Lenscrafter - M	1	0.00%	0	0	0	0	3	Exact	--	campaign removed	enabled	removed	enabled
44447	VOA Search 2014	10/1/2015	Visionworks Non Branded Main-L3		Head Terms 2 - L3	6	0.00%	0	0	0	0	3.3	Broad	--	5 eligible	enabled	enabled	enabled
44448	VOA Search 2014	8/1/2015	Visionworks Non Branded Main-L1		Branded - Old Terms - M	14	0.00%	0	0	0	0	2.1	Broad	--	6 eligible below first page bid (First page cpc : 6.114)	enabled	enabled	enabled
44449	VOA Search 2014	11/1/2015	Visionworks SR-L1		Long Tail 2 - M	2	0.00%	0	0	0	0	5	Exact	--	8 eligible	enabled	enabled	enabled
44450	VOA Search 2014	7/1/2015	Visionworks Non Branded Main-L1		Eyeglasses Location - M	1	0.00%	0	0	0	0	4	Exact	--	4 Broad	removed	enabled	removed
44451	VOA Search 2014	3/1/2015	Visionworks Non Branded Head Terms Exact-L1		Deals On Glasses And Eye Exams	5	0.00%	0	0	0	0	7.4	Exact	--	ad group removed	removed	enabled	removed
44452	VOA Search 2014	12/1/2015	Visionworks Non Branded Main-L3		Competitor - L3	2	0.00%	0	0	0	0	4	Broad	--	campaign removed	enabled	removed	enabled
44453	VOA Search 2014	12/1/2015	Visionworks Non Branded Main-L2		Location - M	13	0.00%	0	0	0	0	3.9	Exact	--	7 eligible	enabled	enabled	enabled
44454	VOA Search 2014	12/1/2015	Visionworks Non Branded Main-L3		Head Terms 2 - L3	47	6.38%	3	2.01	6.04	0	2.9	Broad	--	1 Broad	removed	enabled	removed
44455	VOA Search 2014	5/1/2015	Visionworks Branded Main-L1		Branded - Locations - M	153	13.73%	21	0.29	6.06	2	1	Exact	--	10 eligible	enabled	enabled	enabled
44456	VOA Search 2014	4/1/2015	Visionworks Branded Main-L1		Branded - M	33	27.27%	9	0.32	2.91	1	1	Broad	--	removed	removed	enabled	enabled
44457	VOA Search 2014	1/1/2015	Visionworks Branded Main-L1		Branded - M	56	26.79%	15	0.27	4.12	18	1.1	Exact	--	6 eligible	enabled	enabled	enabled
44458	VOA Search 2014	9/1/2015	Visionworks Non Branded Main-L1		Eyeglasses Location - M	15	20.00%	3	1.01	3.02	0	2.9	Exact	--	campaign removed	enabled	removed	enabled
44459	VOA Search 2014	4/1/2015	Contacts Non Branded - National		Exact	709	0.99%	7	1.73	12.12	0	3.7	Exact	--	removed	enabled	removed	enabled

A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
44475	VOA Search 2014	Visionworks Non Branded Main-L1		Eyeglasses Location - M	2	0.00%	0	0	0	0	6 Exact		6 eligible	enabled	enabled	enabled	
44476	VOA Search 2014	Visionworks Branded Main-L1		Spelling Error	20	50.00%	10	0.55	5.51	5	1 Exact		8 eligible	enabled	enabled	enabled	
44477	VOA Search 2014	GO NB Broad - TULSA		Long Tail 2 - M	5	0.00%	0	0	0	0	2.8 Broad	--	campaign paused	enabled	paused	enabled	
44478	VOA Search 2014	Visionworks Non Branded Main-L1		Long Tail 2 - M	16	12.50%	2	0.27	0.54	0	4.4 Broad	--	eligible	enabled	enabled	enabled	
44479	VOA Search 2014	Visionworks Branded Main-L1		Branded - M	866	3.00%	26	0.57	14.85	6	1.8 Broad	--	removed	removed	enabled	enabled	
44480	VOA Search 2014	Visionworks Branded Main-L3		Branded - L3	2	0.00%	0	0	0	0	1 Exact	--	campaign removed	enabled	removed	enabled	
44481	VOA Search 2014	Market Boost - Search Columbus		Questions ?? - L2	3	0.00%	0	0	0	0	10 Broad	--	campaign paused	enabled	paused	removed	
44482	VOA Search 2014	Visionworks SR-L1		Long Tail - M	56	0.00%	0	0	0	0	5.3 Broad	--	eligible	enabled	enabled	enabled	
44483	VOA Search 2014	Visionworks Non Branded Main-L1		Long Tail 2 - M	15	0.00%	0	0	0	0	3.9 Broad	--	eligible	enabled	enabled	enabled	
44484	VOA Search 2014	Visionworks Non Branded Main-L1		Branded - Old Terms - Dr Blizer	7	0.00%	0	0	0	0	1 Exact		6 eligible	enabled	enabled	enabled	
44485	VOA Search 2014	GO NB Broad - CINCERO		Long Tail 2 - M	1	0.00%	0	0	0	0	4 Broad	--	campaign paused	enabled	paused	enabled	
44486	VOA Search 2014	Visionworks Non Branded Main-L1		Eyeglasses Location - M	8	0.00%	0	0	0	0	3 Exact		below first page bid (First page cpc : 611.69)	enabled	enabled	enabled	
44487	VOA Search 2014	Visionworks Non Branded Main-L1		Long Tail 2 - M	102	3.92%	4	0.7	2.78	4	2.6 Broad	--	below first page bid (First page cpc : 1.18)	enabled	enabled	enabled	
44488	VOA Search 2014	Visionworks Non Branded Main-L1		Long Tail 2 - M	450	1.78%	8	0.61	4.86	5	2.6 Broad		below first page bid (First page cpc : 51.46)	enabled	enabled	enabled	
44489	VOA Search 2014	Visionworks Branded Main-L1		Branded - Locations - M	110	10.00%	11	0.67	7.32	2	1 Exact		10 eligible	enabled	enabled	enabled	
44490	VOA Search 2014	Contacts Non Branded - National		Exact	9154	1.04%	95	1.76	166.8	0	2.9 Exact	--	campaign removed	enabled	removed	enabled	

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
45096	VOA Search 2014	12/1/2015	Visionworks Branded Main-L1		Branded - Locations - M	62	25.81%	16	0.17	2.78	6	1 Exact		10 eligible	enabled	enabled	enabled	
45097	VOA Search 2014	12/1/2015	GO NB Broad - QUEENS STEINWAY		Branded - M	10	30.00%	3	0.24	0.73	4	1.3 Broad	--	campaign paused below first page bid (First page cpc : 6.148)	enabled	paused	enabled	
45098	VOA Search 2014	2/1/2015	Visionworks Non Branded Main-L1		Questions ?? - M	35	2.86%	1	0.95	0.95	0	3 Exact		6.148	enabled	enabled	enabled	
45099	VOA Search 2014	8/1/2015	Visionworks Branded Main-L3		Branded - L3	1	100.00%	1	0.79	0.79	0	1 Exact	--	campaign removed	enabled	removed	enabled	
45100	VOA Search 2014	2/1/2015	Market Boost - Search Columbus		Head Terms 2 - L2	1	0.00%	0	0	0	0	4 Exact	--	campaign paused	enabled	paused	removed	
45101	VOA Search 2014	3/1/2015	Visionworks Non Branded Main-L1		Branded - Old Terms - M	1	0.00%	0	0	0	0	1 Broad	--	removed	removed	enabled	enabled	
45102	VOA Search 2014	6/1/2015	Visionworks Branded Main-L1		Spelling Error	7	42.86%	3	0.75	2.26	0	1.1 Exact		8 eligible	enabled	enabled	enabled	
45103	VOA Search 2014	3/1/2015	Visionworks Branded Main-L1		Branded - Locations - M	56	7.14%	4	0.99	3.97	2	1.2 Exact		7 eligible	enabled	enabled	enabled	
45104	VOA Search 2014	8/1/2015	Visionworks Branded Main-L3		Branded - L3	9	44.44%	4	0.36	1.43	0	1 Exact	--	campaign removed	enabled	removed	enabled	
45105	VOA Search 2014	4/1/2015	Contacts Non Branded - National		Exact	62429	0.15%	95	2.43	230.67	0	7 Exact	--	campaign removed	enabled	removed	enabled	
45106	VOA Search 2014	6/1/2015	Visionworks Non Branded Main-L3		Competitor - L3	4	0.00%	0	0	0	0	5.3 Broad	--	campaign removed	enabled	removed	enabled	
45107	VOA Search 2014	4/1/2015	Visionworks Branded Main-L3		Branded - Locations - L3	3	0.00%	0	0	0	0	1 Broad	--	campaign removed	enabled	removed	enabled	
45108	VOA Search 2014	12/1/2015	GO NB Broad - ROCHESTER HILLS		Long Tail 2 - M	1	0.00%	0	0	0	0	5 Broad	--	campaign paused	enabled	paused	enabled	
45109	VOA Search 2014	1/1/2015	Visionworks Non Branded Main-L3		Competitor - L3	9	0.00%	0	0	0	0	2.7 Broad	--	campaign removed below first page bid (First page cpc : 3.4.18)	enabled	removed	enabled	
45110	VOA Search 2014	6/1/2015	Visionworks Non Branded Main-L1		Branded - Old Terms - Dr Bizer	2	0.00%	0	0	0	0	1 Exact		3.4.18	enabled	enabled	enabled	
45111	VOA Search 2014	3/1/2015	Visionworks Branded Main-L1		Branded - Locations - M	4	0.00%	0	0	0	0	1.3 Exact		10 eligible	enabled	enabled	enabled	
45112	VOA Search 2014	3/1/2015	Visionworks Branded Main-L2		Branded - L2	2	0.00%	0	0	0	0	1 Broad	--	campaign removed	enabled	removed	enabled	
45113	VOA Search 2014	11/1/2015	Visionworks Branded Main-L1		Branded - Locations - M	2	0.00%	0	0	0	0	1.5 Broad	--	removed	removed	enabled	enabled	

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
47795	VOA Search 2014	3/1/2015	Visionworks Non Branded Main-L1		Competitor - Lenscrafter - M	2	0.00%	0	0	0	0	2.5	Exact	below first page bid (First page cpc : 5.2,83)	enabled	enabled	enabled	
47796	VOA Search 2014	12/1/2015	Visionworks Non Branded Main-L2		Long Tail 2 - M	18	0.00%	0	0	0	0	5.4	Broad	--	ad group removed	removed	enabled	removed
47797	VOA Search 2014	3/1/2015	Visionworks Non Branded Head Terms Broad-L1		Eye Glass Stores	525	3.81%	20	1.07	21.37	8	3	Broad	--	below first page bid (First page cpc : 1.28)	enabled	enabled	enabled
47798	VOA Search 2014	9/1/2015	Visionworks SR-L1		Long Tail 2 - M	34	2.94%	1	0.93	0.93	0	5.2	Broad	6	eligible	enabled	enabled	enabled
47799	VOA Search 2014	7/1/2015	Visionworks Branded Main-L3		Spelling Error	2	50.00%	1	0.06	0.06	0	1	Phrase	--	campaign removed	enabled	removed	enabled
47800	VOA Search 2014	6/1/2015	Visionworks Non Branded Main-L3		Competitor - L3	1	0.00%	0	0	0	0	2	Broad	--	campaign removed	enabled	removed	enabled
47801	VOA Search 2014	12/1/2015	GO NB Broad - TULSA		Competitor - M - optical	1	0.00%	0	0	0	0	5	Broad	--	campaign paused low search volume	enabled	paused	enabled
47802	VOA Search 2014	9/1/2015	Visionworks Non Branded Main-L1		Eyeglasses Location - M	9	0.00%	0	0	0	0	3.6	Exact	6	volume	enabled	enabled	enabled
47803	VOA Search 2014	4/1/2015	Visionworks Non Branded Main-L3		Branded - Old Terms - L3	1	0.00%	0	0	0	0	6	Broad	--	campaign removed	enabled	removed	enabled
47804	VOA Search 2014	10/1/2015	Visionworks Non Branded Main-L1		Competitor - Lenscrafter - M	4	0.00%	0	0	0	0	2	Exact	5	2,83)	enabled	enabled	enabled
47805	VOA Search 2014	10/1/2015	Visionworks Non Branded Prescription Head Terms Phrase 1		name brand prescription +glasses	11	0.00%	0	0	0	0	4.5	Phrase	6	eligible	enabled	enabled	enabled
47806	VOA Search 2014	1/1/2015	Visionworks Branded Main-L3		Branded - L3	1	100.00%	1	0.65	0.65	0	2	Broad	--	campaign removed	paused	removed	enabled
47807	VOA Search 2014	8/1/2015	Visionworks Branded Main-L1		Spelling Error	23	4.35%	1	0.87	0.87	0	1.6	Exact	8	1.39)	enabled	enabled	enabled
47808	VOA Search 2014	12/1/2015	GO NB Broad - TULSA		Long Tail - M	22	4.55%	1	1.3	1.3	0	4.8	Broad	--	campaign paused	enabled	paused	enabled
47809	VOA Search 2014	2/1/2015	Visionworks Non Branded Main-L1		Long Tail 2 - M	3	0.00%	0	0	0	0	6.7	Exact	6	2,68)	enabled	enabled	enabled

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
50872	VOA Search 2014	12/1/2015	Visionworks SR-L1		Long Tail - M	9	11.11%	1	0.68	0.68	0	3.7 Broad		5 eligible	enabled	enabled	enabled	
50873	VOA Search 2014	12/1/2015	GO NB Broad - QUEENS		Competitor - M	1	0.00%	0	0	0	0	2 Exact		campaign 3 paused below first page bid (First page cpc : 2.66)	enabled	paused	enabled	
50874	VOA Search 2014	4/1/2015	Visionworks Non Branded Main-L1		Competitor - Lenscrafter - M	1	0.00%	0	0	0	0	2 Exact	--	2.66	enabled	enabled	enabled	
50875	VOA Search 2014	1/1/2015	Visionworks Branded Main-L1		Branded - Locations - M	44	9.09%	4	0.57	2.27	3	1 Exact		8 eligible below first page bid (First page cpc : 8 1.54)	enabled	enabled	enabled	
50876	VOA Search 2014	10/1/2015	Visionworks Non Branded Main-L1		Competitor - Lenscrafter - M	4	0.00%	0	0	0	0	3 Exact		8 1.54	enabled	enabled	enabled	
50877	VOA Search 2014	9/1/2015	Visionworks Non Branded Main-L3		Promotional - L3	1	0.00%	0	0	0	0	7 Broad	--	campaign removed	enabled	removed	enabled	
50878	VOA Search 2014	8/1/2015	Visionworks Non Branded Main-L1		Eyeglasses Location - M	2	0.00%	0	0	0	0	4 Exact	--	low search volume below first page bid (First page cpc : 8 1.99)	enabled	enabled	enabled	
50879	VOA Search 2014	9/1/2015	Visionworks SR-L1		Competitor - M	2	0.00%	0	0	0	0	2.5 Phrase		8 1.99	enabled	enabled	enabled	
50880	VOA Search 2014	11/1/2015	Visionworks SR-L1		Long Tail - M	6	33.33%	2	0.58	1.17	0	1.8 Broad		5 eligible below first page bid (First page cpc : 2.66)	enabled	enabled	enabled	
50881	VOA Search 2014	6/1/2015	Visionworks Non Branded Main-L1		Competitor - Lenscrafter - M	3	0.00%	0	0	0	0	3.7 Exact	--	2.66	enabled	enabled	enabled	
50882	VOA Search 2014	8/1/2015	Visionworks Branded Main-L1		Branded - Locations - M	14	28.57%	4	0.16	0.64	0	1 Exact		8 eligible	enabled	enabled	enabled	
50883	VOA Search 2014	9/1/2015	Visionworks Non Branded Main-L3		Branded - Old Terms - L3	19	0.00%	0	0	0	0	1.5 Broad	--	campaign removed	enabled	removed	enabled	
50884	VOA Search 2014	10/1/2015	Visionworks Non Branded Main-L3		Branded - Old Terms - L3	4	25.00%	1	0.58	0.58	0	1.3 Exact	--	campaign removed	enabled	removed	enabled	
50885	VOA Search 2014	12/1/2015	Contacts Non Branded		Broad	76599	0.69%	532	1.81	961.92	2	5.1 Phrase	--	campaign paused below first page bid (First page cpc : 9 1.43)	paused	paused	enabled	
50886	VOA Search 2014	2/1/2015	Visionworks Non Branded Head Terms Broad-L1		Eyeglass Coupons	252	10.32%	26	0.49	12.79	32	3.3 Broad		9 1.43	enabled	enabled	enabled	
50887	VOA Search 2014	10/1/2015	Visionworks Non Branded Head Terms Exact-L1		Eyewear	5012	1.08%	54	0.74	39.9	11	3.8 Exact		5 eligible	enabled	enabled	enabled	

A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
52427	VOA Search 2014	12/1/2015	GO NB Broad - BROOKLYN-BAYRIDGE	Competitor - Lenscrafter - M	1	0.00%	0	0	0	0	4	Broad	--	campaign paused	enabled	paused	enabled
52428	VOA Search 2014	4/1/2015	Visionworks Non Branded Main-L1	Competitor - Lenscrafter - M	1	0.00%	0	0	0	0	2	Exact	--	below first page bid (First page cpc : 6.278)	enabled	enabled	enabled
52429	VOA Search 2014	8/1/2015	Visionworks Branded Main-L1	Branded - Locations - M	113	9.73%	11	0.36	4	2	1	Broad	--	removed	removed	enabled	enabled
52430	VOA Search 2014	3/1/2015	Visionworks Non Branded Main-L1	Eye-glasses Location - M	19	15.79%	3	0.6	1.79	1	3.1	Exact	--	6 eligible	enabled	enabled	enabled
52431	VOA Search 2014	4/1/2015	Visionworks Branded Main-L1	Branded - M	103	45.63%	47	0.47	21.98	10	1	Exact	--	removed	removed	enabled	enabled
52432	VOA Search 2014	2/1/2015	Visionworks Non Branded Main-L3	Branded - Old Terms - L3	10	0.00%	0	0	0	0	4.2	Broad	--	campaign removed	enabled	removed	enabled
52433	VOA Search 2014	12/1/2015	GO NB Broad - NOV	Long Tail 2 - M	1	0.00%	0	0	0	0	3	Broad	--	campaign paused	enabled	paused	enabled
52434	VOA Search 2014	5/1/2015	Market Boost - Search St Louis	Long Tail 2 - M	2	0.00%	0	0	0	0	3.5	Broad	--	campaign paused	enabled	paused	enabled
52435	VOA Search 2014	2/1/2015	Market Boost - Search Columbus	Head Terms 2 - L2	5	0.00%	0	0	0	0	2.4	Broad	--	campaign paused	enabled	paused	removed
52436	VOA Search 2014	3/1/2015	Contacts Branded - National	BRANDED	68	16.18%	11	1.54	16.91	5	1.1	Phrase	--	campaign paused	enabled	paused	removed
52437	VOA Search 2014	2/1/2015	Visionworks Branded Main-L2	Branded - L2	2	0.00%	0	0	0	0	1.5	Broad	--	campaign removed	enabled	removed	enabled
52438	VOA Search 2014	5/1/2015	Contacts Branded - National	BRANDED	29	3.45%	1	2.25	2.25	0	1.2	Phrase	--	campaign paused	enabled	paused	removed
52439	VOA Search 2014	6/1/2015	Visionworks SR-L1	Long Tail 2 - M	16	0.00%	0	0	0	0	2.4	Exact	--	6 eligible	enabled	enabled	enabled
52440	VOA Search 2014	10/1/2015	Visionworks Non Branded Main-L1	Long Tail 2 - M	46	21.74%	10	0.76	7.55	2	2.2	Exact	--	6 eligible	enabled	enabled	enabled
52441	VOA Search 2014	11/1/2015	Contacts Non Branded	Exact	1601	0.81%	13	1.08	14.07	0	4.5	Exact	--	campaign paused	paused	paused	enabled
52442	VOA Search 2014	10/1/2015	Visionworks Non Branded Main-L1	Competitor - M-optical	75	4.00%	3	0.78	2.34	1	3.8	Exact	--	below first page bid (First page cpc : 6.150)	enabled	enabled	enabled
52443	VOA Search 2014	1/1/2015	Visionworks Non Branded Main-L3	Long Tail - L3	102	0.00%	0	0	0	0	1.8	Broad	--	campaign removed	enabled	removed	enabled
52444	VOA Search 2014	7/1/2015	Visionworks Non Branded Main-L3	Competitor - L3	15	6.67%	1	0.21	0.21	0	4.8	Broad	--	campaign removed	enabled	removed	enabled

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
52830	VOA Search 2014	4/1/2015	Visionworks Non Branded Main-L1		Eyeglasses Location - M	106	3.77%	4	0.95	3.81	0	3.2 Exact		6 eligible	enabled	enabled	enabled	
52831	VOA Search 2014	4/1/2015	Visionworks Branded Main-L1		Branded - Locations - M	3400	26.74%	909	0.26	234.5	146	1.1 Broad	--	removed	removed	enabled	enabled	
52832	VOA Search 2014	12/1/2015	Contacts Non Branded		Exact	10209	0.48%	49	2.14	104.82	0	7.9 Exact	--	campaign paused	paused	paused	enabled	
52833	VOA Search 2014	12/1/2015	Visionworks Non Branded Main-L1		Eyeglasses Location - M	9	11.11%	1	0.8	0.8	0	5.2 Exact	--	low search volume	enabled	enabled	enabled	
52834	VOA Search 2014	12/1/2015	GO NB Broad - ALLEN PARK		Branded - M	7	0.00%	0	0	0	0	1.6 Broad	--	campaign paused	enabled	paused	enabled	
52835	VOA Search 2014	6/1/2015	Visionworks Spanish Branded Main - Dallas		Branded - M	1	0.00%	0	0	0	0	1 Broad	--	campaign paused	enabled	paused	enabled	
52836	VOA Search 2014	2/1/2015	Visionworks Non Branded Main-L3		Long Tail 2 - L3	21	9.52%	2	0.8	1.6	0	5.3 Broad	--	campaign removed	enabled	removed	enabled	
52837	VOA Search 2014	12/1/2015	GO NB Broad - BROOKLYN-BAYRIDGE		Branded - Old Terms - M	1	0.00%	0	0	0	0	2 Broad	--	campaign paused	enabled	paused	enabled	
52838	VOA Search 2014	11/1/2015	Visionworks Non Branded Main-L2		Glasses Brands - M	12	0.00%	0	0	0	0	3.7 Broad	--	ad group removed	removed	enabled	removed	
52839	VOA Search 2014	10/1/2015	Visionworks Non Branded Main-L1		Long Tail 2 - M	22	0.00%	0	0	0	0	3.6 Broad	--	below first page bid (First page cpc : 1.69)	enabled	enabled	enabled	
52840	VOA Search 2014	8/1/2015	Visionworks Branded Main-L1		Branded - Locations - M	1018	30.16%	307	0.25	77.44	43	1 Broad	--	removed	removed	enabled	enabled	
52841	VOA Search 2014	4/1/2015	Visionworks Branded Main-L1		Branded - Locations - M	34	8.82%	3	0.49	1.47	1	1.3 Exact	--	7 eligible	enabled	enabled	enabled	
52842	VOA Search 2014	12/1/2015	GO NB Broad - NOV		Mens Glasses	817	0.12%	1	2.61	2.61	0	4 Broad	--	campaign paused	enabled	paused	enabled	
52843	VOA Search 2014	1/1/2015	Visionworks Branded Main-L1		Branded - Locations - M	7	0.00%	0	0	0	0	1 Broad	--	removed	removed	enabled	enabled	
52844	VOA Search 2014	10/1/2015	Visionworks Non Branded Main-L3		Head Terms - L3	1	0.00%	0	0	0	0	4 Exact	--	campaign removed	enabled	removed	enabled	
52845	VOA Search 2014	1/1/2015	Visionworks Non Branded Main-L1		Long Tail 2 - M	10	0.00%	0	0	0	0	3.4 Exact	--	below first page bid (First page cpc : 3.248)	enabled	enabled	enabled	
52846	VOA Search 2014	6/1/2015	Visionworks Non Branded Main-L1		Compellitor - M - optical	28	0.00%	0	0	0	0	2.1 Exact	--	low search volume	enabled	enabled	enabled	

A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
53001	VOA Search 2014	5/1/2015	Visionworks Non Branded Main-L1	Branded - Old Terms - M	13	0.00%	0	0	0	0	3.2	Broad	5	eligible	enabled	enabled	enabled
53002	VOA Search 2014	7/1/2015	Market Boost - Search Columbus	General	115	0.87%	1	1.96	1.96	0	2.3	Phrase	--	campaign paused	enabled	paused	enabled
53003	VOA Search 2014	12/1/2015	GO NB Broad - QUEENS STEINWAY	Long Tail 2 - M	13	7.69%	1	1.46	1.46	0	2.9	Exact	--	campaign paused	enabled	paused	enabled
53004	VOA Search 2014	11/1/2015	Visionworks Non Branded Main-L1	Competitor - Lenscrafter - M	1	0.00%	0	0	0	0	6	Exact	--	low quality score	enabled	enabled	enabled
53005	VOA Search 2014	3/1/2015	Visionworks Non Branded Main-L3	Long Tail 2 - L3	13	0.00%	0	0	0	0	5.6	Broad	--	campaign removed	enabled	removed	enabled
53006	VOA Search 2014	4/1/2015	Visionworks SR-L1	Long Tail 2 - M	7	0.00%	0	0	0	0	7.1	Exact	6	eligible	enabled	enabled	enabled
53007	VOA Search 2014	6/1/2015	Market Boost - Search St Louis	Long Tail 2 - M	6	0.00%	0	0	0	0	2	Exact	--	campaign paused	enabled	paused	enabled
53008	VOA Search 2014	12/1/2015	Visionworks Non Branded Main-L2	Long Tail 2 - M	19	0.00%	0	0	0	0	6.2	Exact	--	ad group removed	removed	enabled	removed
53009	VOA Search 2014	12/1/2015	GO NB Broad - JACKSON HEIGHTS	Long Tail 2 - M	5	0.00%	0	0	0	0	3.4	Exact	--	campaign paused	enabled	paused	enabled
53010	VOA Search 2014	6/1/2015	Market Boost - Search Columbus	General	573	1.75%	10	1.79	17.89	1	2.8	Phrase	--	campaign paused	enabled	paused	enabled
53011	VOA Search 2014	12/1/2015	Visionworks Branded Main-L2	Branded - M	90	43.33%	39	0.11	4.43	51	1	Exact	10	eligible	enabled	enabled	enabled
53012	VOA Search 2014	12/1/2015	GO NB Broad - QUEENS STEINWAY	Long Tail 2 - M	629	0.48%	3	1.88	5.63	0	4.8	Broad	--	campaign paused	enabled	paused	enabled
53013	VOA Search 2014	10/1/2015	Contacts Non Branded - National	Exact	69	0.00%	0	0	0	0	6	Exact	--	campaign removed	enabled	removed	enabled
53014	VOA Search 2014	8/1/2015	Visionworks Branded Main-L3	Branded - L3	2074	17.45%	362	0.49	176.55	46	1	Broad	--	campaign removed	enabled	removed	enabled
53015	VOA Search 2014	6/1/2015	Visionworks Non Branded Main-L1	Eyeglasses Location - M	2	50.00%	1	1.27	1.27	0	1.5	Exact	6	eligible below first page bid (First page cpc: 63.09)	enabled	enabled	enabled
53016	VOA Search 2014	11/1/2015	Visionworks Non Branded Main-L1	Competitor - M	25	0.00%	0	0	0	0	3.1	Phrase	6	3.09	enabled	enabled	enabled
53017	VOA Search 2014	3/1/2015	Visionworks Non Branded Main-L1	Branded - Old Terms - Eyemaster	8	0.00%	0	0	0	0	3	Exact	5	eligible	enabled	enabled	enabled
53018	VOA Search 2014	6/1/2015	Market Boost - Search St Louis	Long Tail 2 - M	2	0.00%	0	0	0	0	2	Broad	--	campaign paused	enabled	paused	enabled

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
53035	VOA Search 2014	10/1/2015	Visionworks Non Branded Main-L1		Competitor - Lenscrafter - M	27	0.00%	0	0	0	0	4.5	Exact	below first page bid (First page cpc : 6.246)	enabled	enabled	enabled	
53036	VOA Search 2014	7/1/2015	Visionworks Non Branded Main-L1		Branded - Old Terms - M	11	0.00%	0	0	0	0	2.4	Broad	5 eligible	enabled	enabled	enabled	
53037	VOA Search 2014	5/1/2015	Market Boost - Search Columbus		General broad Deals On Glasses And Eye Exams	9	0.00%	0	0	0	0	3.3	Broad	-- campaign paused	enabled	paused	enabled	
53038	VOA Search 2014	4/1/2015	Visionworks Non Branded Head Terms Exact-L1			3	0.00%	0	0	0	0	9.3	Exact	8 eligible	enabled	enabled	enabled	
53039	VOA Search 2014	6/1/2015	Visionworks SR-L1		Competitor - M	1	0.00%	0	0	0	0	6	Exact	-- eligible	enabled	enabled	enabled	
53040	VOA Search 2014	8/1/2015	Contacts Non Branded - National		Exact	82	0.00%	0	0	0	0	6.6	Exact	-- campaign removed	enabled	removed	enabled	
53041	VOA Search 2014	11/1/2015	Visionworks Non Branded Main-L2		Location - M	3	0.00%	0	0	0	0	6.7	Exact	-- ad group removed	removed	enabled	removed	
53042	VOA Search 2014	4/1/2015	Visionworks Non Branded Main-L1		Competitor - M	1	0.00%	0	0	0	0	1	Phrase	-- paused	paused	enabled	enabled	
53043	VOA Search 2014	9/1/2015	Visionworks Spanish Non Branded Head Terms Broad - Dallas		Competitor - M - optical	5	0.00%	0	0	0	0	1	Phrase	-- campaign paused	enabled	paused	enabled	
53044	VOA Search 2014	6/1/2015	Market Boost - Search St Louis		Branded - M	4	0.00%	0	0	0	0	2.5	Broad	-- campaign paused below first page bid (First page cpc : 6.084)	enabled	paused	enabled	
53045	VOA Search 2014	8/1/2015	Visionworks SR-L1		Long Tail 2 - M	6	0.00%	0	0	0	0	1.8	Broad	6.084	enabled	enabled	enabled	
53046	VOA Search 2014	3/1/2015	Visionworks Non Branded Main-L3		Long Tail 2 - L3	25	4.00%	1	0.74	0.74	0	3.4	Broad	-- campaign removed	enabled	removed	enabled	
53047	VOA Search 2014	1/1/2015	Visionworks Non Branded Main-L3		Competitor - L3	26	0.00%	0	0	0	0	2.2	Broad	-- campaign removed	enabled	removed	enabled	
53048	VOA Search 2014	2/1/2015	Visionworks Non Branded Main-L3		Long Tail 2 - L3	4	0.00%	0	0	0	0	5.5	Broad	-- campaign removed	enabled	removed	enabled	
53049	VOA Search 2014	12/1/2015	GO NB Broad - BROOKLYN-BAYRIDGE		Long Tail 2 - M	2	0.00%	0	0	0	0	4.5	Broad	-- campaign paused	enabled	paused	enabled	
53050	VOA Search 2014	11/1/2015	Visionworks Non Branded Main-L2		Location - M	2	0.00%	0	0	0	0	2.5	Exact	-- ad group removed	removed	enabled	removed	
53051	VOA Search 2014	12/1/2015	GO NB Broad - LAKE ORION		Long Tail 2 - M	3	33.33%	1	1.74	1.74	0	1	Broad	-- campaign paused low search volume	enabled	paused	enabled	
53052	VOA Search 2014	7/1/2015	Visionworks Non Branded Main-L1		Eyeglasses Location - M	4	0.00%	0	0	0	0	3	Exact	--	enabled	enabled	enabled	

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
53053	VOA Search 2014	7/1/2015	Visionworks Branded Main-L1		Branded - Locations - M	26	15.38%	4	0.38	1.54	0	1.3	Exact	9	eligible	enabled	enabled	enabled
53054	VOA Search 2014	3/1/2015	Visionworks Branded Main-L2		Branded - L2	2	0.00%	0	0	0	0	1.5	Broad	--	campaign removed	enabled	removed	enabled
53055	VOA Search 2014	9/1/2015	Visionworks Non Branded Main-L3		Competitor - L3	2	0.00%	0	0	0	0	2.5	Broad	--	campaign removed	enabled	removed	enabled
53056	VOA Search 2014	5/1/2015	Visionworks Non Branded Main-L3		Competitor - L3	4	0.00%	0	0	0	0	3.5	Broad	--	campaign removed	enabled	removed	enabled
53057	VOA Search 2014	8/1/2015	Visionworks Branded Main-L1		Spelling Error	2	50.00%	1	0.76	0.76	1	1	Exact	8	eligible	enabled	enabled	enabled
53058	VOA Search 2014	3/1/2015	Contacts Non Branded - National		Exact	719	1.39%	10	1.72	17.24	0	3.6	Exact	--	campaign removed	enabled	removed	enabled
53059	VOA Search 2014	6/1/2015	Visionworks Non Branded Main-L3		Long Tail 2 - L3	1	0.00%	0	0	0	0	8	Broad	--	campaign removed	enabled	removed	enabled
53060	VOA Search 2014	9/1/2015	Visionworks Branded Main-L1		Branded - Locations - M	69	27.54%	19	0.23	4.42	5	1	Exact	9	eligible	enabled	enabled	enabled
53061	VOA Search 2014	12/1/2015	GO NB Broad - BROOKLYN-BAYRIDGE		Long Tail - M	24	4.17%	1	0.94	0.94	0	2.1	Broad	--	campaign paused	enabled	paused	enabled
53062	VOA Search 2014	5/1/2015	Market Boost - Search St Louis		Branded - Locations - M	425	38.82%	165	0.48	78.54	33	1.1	Broad	--	campaign paused	enabled	paused	enabled
53063	VOA Search 2014	4/1/2015	Visionworks Non Branded Main-L1		Competitor - M	577	1.91%	11	0.71	7.82	2	1.7	Phrase	--	paused	paused	enabled	enabled
53064	VOA Search 2014	1/1/2015	Visionworks Branded Main-L1		Branded - Locations - M	68	8.82%	6	0.54	3.21	7	1	Exact	9	eligible	enabled	enabled	enabled
53065	VOA Search 2014	12/1/2015	Visionworks Branded Main-L1		Branded - Locations - M	46	54.35%	25	0.3	7.38	3	1	Exact	9	eligible	enabled	enabled	enabled
53066	VOA Search 2014	9/1/2015	Visionworks Non Branded Main-L1		Competitor - Lenscrafter - M	1	0.00%	0	0	0	0	4	Exact	--	low quality score	enabled	enabled	enabled
53067	VOA Search 2014	11/1/2015	Visionworks Branded Main-L3		Branded - L3	3	100.00%	3	1.07	3.21	0	1	Exact	--	campaign removed	enabled	removed	enabled
53068	VOA Search 2014	11/1/2015	Visionworks Non Branded Main-L1		Branded - Old Terms - M	20	5.00%	1	0.14	0.14	0	2.3	Broad	5	eligible	enabled	enabled	enabled
53069	VOA Search 2014	12/1/2015	Visionworks Non Branded Main-L1		Competitor - Lenscrafter - M	1	0.00%	0	0	0	0	4	Exact	3	eligible	enabled	enabled	enabled
53070	VOA Search 2014	9/1/2015	Visionworks Branded Main-L1		Branded - M	35	25.71%	9	0.11	0.96	5	1	Exact	10	eligible	enabled	enabled	enabled
53071	VOA Search 2014	3/1/2015	Visionworks Non Branded Main-L3		Competitor - L3	69	1.12%	1	0.32	0.32	0	3	Broad	--	campaign removed	enabled	removed	enabled

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
53637	VOA Search 2014	6/1/2015	Visionworks Branded Main-L3		Branded - L3	3	0.00%	0	0	0	0	1	Exact	--	campaign removed	enabled	removed	enabled
53638	VOA Search 2014	9/1/2015	Visionworks Non Branded Main-L1		Long Tail 2 - M	6	0.00%	0	0	0	0	6.5	Exact	--	below first page bid (First page cpc : 6.429)	enabled	enabled	enabled
53639	VOA Search 2014	12/1/2015	Visionworks Non Branded Main-L2		Insurance brands M	1	0.00%	0	0	0	0	1	Broad	--	ad group removed	removed	enabled	removed
53640	VOA Search 2014	2/1/2015	Visionworks Non Branded Main-L1		Long Tail - M	6333	2.40%	152	0.83	125.93	124	1.8	Broad	--	low quality 1 score	enabled	enabled	enabled
53641	VOA Search 2014	1/1/2015	Contacts Non Branded - National		Exact	97064	0.17%	167	2.62	437.76	4	6.3	Exact	--	campaign removed	enabled	removed	enabled
53642	VOA Search 2014	10/1/2015	Visionworks Non Branded Main-L1		Eyeglasses Location - M	12	25.00%	3	0.75	2.24	1	2.9	Exact	--	4 eligible	enabled	enabled	enabled
53643	VOA Search 2014	2/1/2015	Visionworks Branded Main-L3		Branded - L3	1435	15.12%	217	0.51	109.77	236	1	Broad	--	campaign removed	enabled	removed	enabled
53644	VOA Search 2014	2/1/2015	Visionworks Non Branded Main-L1		Eyeglasses Location - M	177	11.30%	20	0.96	19.11	19	1.3	Exact	--	6 eligible	enabled	enabled	enabled
53645	VOA Search 2014	12/1/2015	Visionworks Non Branded Main-L1		Branded - Old Terms - M	517	2.90%	15	1.14	17.08	3	3.5	Broad	--	below first page bid (First page cpc : 5.216)	enabled	enabled	enabled
53646	VOA Search 2014	11/1/2015	Visionworks Non Branded Main-L1		Eyeglasses Location - M	2	0.00%	0	0	0	0	4	Exact	--	6 eligible	enabled	enabled	enabled
53647	VOA Search 2014	4/1/2015	Visionworks Non Branded Main-L1		Eyeglasses Location - M	2	0.00%	0	0	0	0	2	Exact	--	6 eligible	enabled	enabled	enabled
53648	VOA Search 2014	9/1/2015	Visionworks Branded Main-L1		Branded - Locations - M	62	46.77%	29	0.27	7.82	6	1	Exact	--	7 eligible	enabled	enabled	enabled
53649	VOA Search 2014	12/1/2015	GO NB Broad - NOVI		Branded - M	1	100.00%	1	0.29	0.29	0	2	Broad	--	campaign paused	enabled	paused	enabled
53650	VOA Search 2014	7/1/2015	Visionworks Non Branded Main-L1		Questions ?? - M	4	0.00%	0	0	0	0	3	Exact	--	below first page bid (First page cpc : 6.148)	enabled	enabled	enabled
53651	VOA Search 2014	12/1/2015	GO NB Broad - TEMPE		Deals On Eyeglasses	3	66.67%	2	1.9	3.81	1	2.7	Broad	--	campaign paused	enabled	paused	enabled
53652	VOA Search 2014	8/1/2015	Visionworks Branded Main-L1		Branded - Locations - M	8	0.00%	0	0	0	0	1.9	Broad	--	removed	removed	enabled	enabled
53653	VOA Search 2014	2/1/2015	Visionworks Non Branded Main-L1		Eyeglasses Location - M	10	10.00%	1	0.9	0.9	1	3.1	Exact	--	6 eligible	enabled	enabled	enabled

A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
53686	VOA Search 2014	GO NB Broad - ROSEVILLE		Long Tail 2 - M	2	0.00%	0	0	0	0	1	Broad	--	campaign paused	enabled	paused	enabled
53687	VOA Search 2014	Visionworks Non Branded Main-L1		Competitor - Lenscrafter - M	1	0.00%	0	0	0	0	2	Exact	6	eligible	enabled	enabled	enabled
53688	VOA Search 2014	Visionworks Non Branded Main-L2		Long Tail 2 - M	4	0.00%	0	0	0	0	9.5	Exact	--	ad group removed	removed	enabled	removed
53689	VOA Search 2014	GO NB Broad - KIRKWOOD COMMONS		Long Tail 2 - M	1	0.00%	0	0	0	0	9	Broad	--	campaign paused	enabled	paused	enabled
53690	VOA Search 2014	Visionworks SR-L1		Long Tail - M	1	0.00%	0	0	0	0	2	Exact	--	below first page bid (First page cpc : 0.66)	enabled	enabled	enabled
53691	VOA Search 2014	Visionworks Non Branded Main-L2		Long Tail 2 - M	5	0.00%	0	0	0	0	8.8	Exact	--	ad group removed	removed	enabled	removed
53692	VOA Search 2014	Contacts Non Branded 9/1/2015 - National		Exact	61802	0.91%	565	2.41	1,360.32	8	5.7	Exact	--	campaign removed	enabled	removed	enabled
53693	VOA Search 2014	Visionworks Branded 7/1/2015>Main-L1		Branded - M	14055	14.11%	1983	0.36	743.98	176	1.2	Broad	--	removed	removed	enabled	enabled
53694	VOA Search 2014	Visionworks Non Branded Main-L1		Eyeglasses Location - M	15	13.33%	2	1.34	2.68	0	2.7	Exact	4	eligible	enabled	enabled	enabled
53695	VOA Search 2014	Visionworks Branded 3/1/2015>Main-L1		Branded - Locations - M	132	9.85%	13	0.35	4.49	5	1.1	Broad	--	removed	removed	enabled	enabled
53696	VOA Search 2014	Visionworks SR-L1		Long Tail 2 - M	13	7.69%	1	0.13	0.13	1	4.1	Broad	6	eligible	enabled	enabled	enabled
53697	VOA Search 2014	Visionworks Non Branded Main-L1		Branded - Old Terms - M	333	2.40%	8	1.02	8.16	0	5.1	Broad	5	below first page bid (First page cpc : 2.16)	enabled	enabled	enabled
53698	VOA Search 2014	Visionworks Branded 9/1/2015>Main-L3		Branded - L3	79	8.66%	7	0.4	2.63	0	1.8	Broad	--	campaign removed	enabled	removed	enabled
53699	VOA Search 2014	Visionworks Non Branded Main-L2		Competitor - Lenscrafter - M	81	1.23%	1	1.69	1.69	0	2.3	Exact	--	ad group removed	removed	enabled	removed
53700	VOA Search 2014	Visionworks Non Branded Main-L1		Eyeglasses Location - M	1	0.00%	0	0	0	0	2	Exact	--	low search volume below first page bid (First page cpc :	enabled	enabled	enabled
53701	VOA Search 2014	Visionworks Non Branded Main-L1		Long Tail 2 - M	1732	0.81%	14	0.57	7.93	1	3.4	Broad	6	2.21)	enabled	enabled	enabled
53702	VOA Search 2014	Contacts Non Branded 6/1/2015 - National		Exact	94113	0.48%	433	3.75	1,625.67	2	5.2	Exact	--	campaign removed	enabled	removed	enabled

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
53703	VOA Search 2014	11/1/2015	Visionworks Non Branded Main-L1		Long Tail - M	3639	1.40%	51	0.71	36.18		6	2.3 Broad	low quality 1 score	enabled	enabled	enabled	
53704	VOA Search 2014	12/1/2015	GO NB Broad - TULSA		Long Tail 2 - M	9	11.11%	1	2.28	2.28		2	2.4 Broad	campaign paused	enabled	paused	enabled	
53705	VOA Search 2014	12/1/2015	GO NB Broad - WHITE PLAINS		Branded - M	1	0.00%	0	0	0		0	1 Broad	campaign paused	enabled	paused	enabled	
53706	VOA Search 2014	12/1/2015	Visionworks SR-L1		Long Tail 2 - M	8	50.00%	4	0.33	1.31		3	1.4 Broad	8 eligible	enabled	enabled	enabled	
53707	VOA Search 2014	7/1/2015	Visionworks Non Branded Main-L1		Eyeglasses Location - M	9	11.11%	1	0.9	0.9		0	3.4 Exact	6 eligible	enabled	enabled	enabled	
53708	VOA Search 2014	5/1/2015	Contacts Non Branded - National		Exact	80249	0.17%	133	3.03	402.63		3	6.3 Exact	campaign removed	enabled	removed	enabled	
53709	VOA Search 2014	3/1/2015	Visionworks Non Branded Main-L1		Eyeglasses Location - M	5	0.00%	0	0	0		0	2 Exact	6 eligible	enabled	enabled	enabled	
53710	VOA Search 2014	10/1/2015	Visionworks Branded Main-L1		Branded - Locations - M	141	30.50%	43	0.36	15.49		8	1 Exact	7 eligible	enabled	enabled	enabled	
53711	VOA Search 2014	7/1/2015	Visionworks Non Branded Main-L1		Long Tail 2 - M	101	0.00%	0	0	0		0	7.5 Broad	below first page bid (First page cpc : 6.2.21)	enabled	enabled	enabled	
53712	VOA Search 2014	11/1/2015	Visionworks Branded Main-L1		Branded - Locations - M	192	39.58%	76	0.27	20.62		9	1 Exact	7 eligible	enabled	enabled	enabled	
53713	VOA Search 2014	12/1/2015	Visionworks Branded Main-L1		Branded - M	216	0.46%	1	0.67	0.67		0	4.2 Broad	removed	removed	enabled	enabled	
53714	VOA Search 2014	6/1/2015	Visionworks Spanish Branded Main - Dallas		Branded - M	7	0.00%	0	0	0		0	1 Broad	campaign paused	enabled	paused	enabled	
53715	VOA Search 2014	9/1/2015	Visionworks Branded Main-L1		Branded - Locations - M	56	5.36%	3	0.57	1.7		0	1.7 Broad	removed	removed	enabled	enabled	
53716	VOA Search 2014	3/1/2015	Visionworks Non Branded Main-L1		Competitor - M	16	6.25%	1	0.43	0.43		0	1.7 Phrase	paused	paused	enabled	enabled	
53717	VOA Search 2014	11/1/2015	Visionworks Branded Main-L2		Branded - Locations - M	2	0.00%	0	0	0		0	1 Exact	eligible	enabled	enabled	enabled	
53718	VOA Search 2014	3/1/2015	Market Boost - Search Columbus		Long Tail 2 - L2	10	0.00%	0	0	0		0	6 Broad	campaign paused	enabled	paused	removed	
53719	VOA Search 2014	4/1/2015	Visionworks Branded Main-L3		Branded - L3	1	0.00%	0	0	0		0	1 Exact	campaign removed	enabled	removed	enabled	
53720	VOA Search 2014	7/1/2015	Market Boost - Search St Louis		Branded - Locations - M	5	40.00%	2	0.04	0.08		0	1 Broad	campaign paused	enabled	paused	enabled	

A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
53753	VOA Search 2014 12/1/2015	Visionworks Non Branded Main-L2		Location - M	5	0.00%	0	0	0	0	5.6	Exact	--	ad group removed	removed	enabled	removed
53754	VOA Search 2014 2/1/2015	Contacts Non Branded - National		Exact	62520	0.20%	124	2.32	287.25	3	6.9	Exact	--	campaign removed	enabled	removed	enabled
53755	VOA Search 2014 4/1/2015	Visionworks Non Branded Main-L1		Long Tail - M	3187	1.63%	52	0.8	41.74	5	2.3	Broad	--	low quality score	enabled	enabled	enabled
53756	VOA Search 2014 1/1/2015	Visionworks Non Branded Main-L1		Long Tail 2 - M	2394	1.92%	46	1.2	55.42	39	4.7	Broad	--	below first page bid (First page cpc: 6.2.21)	enabled	enabled	enabled
53757	VOA Search 2014 3/1/2015	Contacts Non Branded - National		Exact	65294	0.11%	75	2.43	182.6	0	7.1	Exact	--	campaign removed	enabled	removed	enabled
53758	VOA Search 2014 12/1/2015	Visionworks Non Branded Main-L2		Long Tail 2 - M	11	0.00%	0	0	0	0	2.9	Exact	--	ad group removed	removed	enabled	removed
53759	VOA Search 2014 8/1/2015	Contacts Non Branded - National		Exact	75168	0.70%	528	2.54	1,341.08	7	5.5	Exact	--	campaign removed	enabled	removed	enabled
53760	VOA Search 2014 8/1/2015	Visionworks Branded Main-L1		Branded - Locations - M	2	50.00%	1	0.52	0.52	1	1	Exact	--	10 eligible	enabled	enabled	enabled
53761	VOA Search 2014 9/1/2015	Visionworks Branded Main-L3		Branded - L3	3	0.00%	0	0	0	0	1	Exact	--	campaign removed below first page bid (First page cpc: 6.2.10)	enabled	removed	enabled
53762	VOA Search 2014 10/1/2015	Visionworks Non Branded Main-L1		Competitor - Lenscrafter - M	22	4.55%	1	0.45	0.45	0	3.2	Exact	--	below first page bid (First page cpc: 6.4.29)	enabled	enabled	enabled
53763	VOA Search 2014 8/1/2015	Visionworks Non Branded Main-L1		Long Tail 2 - M	8	0.00%	0	0	0	0	8.3	Exact	--	below first page bid (First page cpc: 6.3.49)	enabled	enabled	enabled
53764	VOA Search 2014 10/1/2015	Visionworks Non Branded Main-L1		Competitor - M - optical	3	0.00%	0	0	0	0	2.7	Exact	--	campaign removed	enabled	enabled	enabled
53765	VOA Search 2014 12/1/2015	GO NB Broad - BRONX		Designer Eyeglass Frames For Women	2	0.00%	0	0	0	0	5	Broad	--	campaign paused	enabled	paused	enabled
53766	VOA Search 2014 2/1/2015	Visionworks Non Branded Main-L3		Promotional - L3	5	0.00%	0	0	0	0	1.8	Broad	--	campaign removed	enabled	removed	enabled
53767	VOA Search 2014 7/1/2015	Visionworks Branded Main-L1		Branded - Locations - M	9	0.00%	0	0	0	0	1.6	Broad	--	removed	removed	enabled	enabled
53768	VOA Search 2014 2/1/2015	Market Boost - Search Columbus		Long Tail 2 - L2	3	0.00%	0	0	0	0	5	Broad	--	campaign paused	enabled	paused	removed

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
58975	VOA Search 2014	5/1/2015	Market Boost - Search St Louis		Branded - M	2	0.00%	0	0	0	0	1.5 Broad	--	campaign paused	enabled	paused	enabled	
58976	VOA Search 2014	12/1/2015	Visionworks Non Branded Main-L2 GO NB Broad - BROOKLYN-		Location - M	2	0.00%	0	0	0	0	2 Exact	--	ad group removed	removed	enabled	removed	
58977	VOA Search 2014	12/1/2015	BAYRIDGE		Competitor - Lenscrafter - M	37	0.00%	0	0	0	0	3.6 Exact	--	campaign 5 paused	enabled	paused	enabled	
58978	VOA Search 2014	4/1/2015	Visionworks Non Branded Main-L3		Long Tail 2 - L3	4	0.00%	0	0	0	0	8 Broad	--	campaign removed	enabled	removed	enabled	
58979	VOA Search 2014	11/1/2015	Visionworks Non Branded Main-L2		Long Tail 2 - M	76	0.00%	0	0	0	0	6.1 Broad	--	ad group removed	removed	enabled	removed	
58980	VOA Search 2014	4/1/2015	Market Boost - Search St Louis		Long Tail 2 - M	2	0.00%	0	0	0	0	3.5 Broad	--	campaign paused	enabled	paused	enabled	
58981	VOA Search 2014	7/1/2015	Visionworks Non Branded Main-L1		Branded - Old Terms - Dr Bizer	3	33.33%	1	0.49	0.49	0	1 Exact	--	low search volume	enabled	enabled	enabled	
58982	VOA Search 2014	6/1/2015	Visionworks Branded Main-L1		Branded - Locations - M	10	0.00%	0	0	0	0	2 Exact	--	7 eligible	enabled	enabled	enabled	
58983	VOA Search 2014	12/1/2015	GO NB Broad - ROCHESTER HILLS		Long Tail 2 - M	15	0.00%	0	0	0	0	2.3 Broad	--	campaign paused	enabled	paused	enabled	
58984	VOA Search 2014	11/1/2015	Visionworks SR-L1		Competitor - Lenscrafter - M	1	0.00%	0	0	0	0	4 Exact	--	6 eligible	enabled	enabled	enabled	
58985	VOA Search 2014	1/1/2015	Visionworks Non Branded Main-L3		Long Tail 2 - L3	2	0.00%	0	0	0	0	2.5 Broad	--	campaign removed	enabled	removed	enabled	
58986	VOA Search 2014	6/1/2015	Market Boost - Search St Louis		Optometrists/Eye Drs - M	409	1.47%	6	1.72	10.3	1	6 Phrase	--	campaign paused	enabled	paused	enabled	
58987	VOA Search 2014	9/1/2015	Visionworks Non Branded Head Terms Exact-L1		Deals On Glasses	103	8.74%	9	0.52	4.67	0	5 Exact	--	8 eligible below first page bid (First page cpc :	enabled	enabled	enabled	
58988	VOA Search 2014	8/1/2015	Visionworks Branded Main-L1		Branded - Locations - M	3	0.00%	0	0	0	0	1.7 Exact	--	7.1.66) below first page bid (First page cpc :	enabled	enabled	enabled	
58989	VOA Search 2014	11/1/2015	Visionworks Non Branded Main-L1		Long Tail 2 - M	23	4.35%	1	0.16	0.16	0	4.3 Broad	--	1.69) below first page bid (First page cpc :	enabled	enabled	enabled	
58990	VOA Search 2014	5/1/2015	Visionworks Non Branded Main-L1		Competitor - M - optical	3	0.00%	0	0	0	0	2.3 Exact	--	5.2.31) below first page bid (First page cpc :	enabled	enabled	enabled	
58991	VOA Search 2014	11/1/2015	Contacts Non Branded		Exact	3546	0.62%	22	1.67	36.79	0	7.2 Exact	--	campaign paused	paused	paused	enabled	

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
59076	VOA Search 2014	1/1/2015	Visionworks SR-L1		Competitor - M	6	16.67%	1	0.88	0.88	1	1.5	Exact		below first page bid (First page cpc : 8.2,11)	enabled	enabled	enabled
59077	VOA Search 2014	12/1/2015	GO NB Broad - CICERO		Branded - M	3	66.67%	2	0.21	0.42	1	1	Broad	--	campaign paused	enabled	paused	enabled
59078	VOA Search 2014	4/1/2015	Visionworks Non Branded Main-L1		Competitor - M	35	0.00%	0	0	0	0	4.5	Exact		below first page bid (First page cpc : 5.1,08)	enabled	enabled	enabled
59079	VOA Search 2014	6/1/2015	Visionworks Non Branded Main-L3		Competitor - L3	7	0.00%	0	0	0	0	4.9	Broad	--	campaign removed	enabled	removed	enabled
59080	VOA Search 2014	7/1/2015	Market Boost - Search Columbus		General	47	0.00%	0	0	0	0	3.7	Phrase	--	campaign paused	enabled	paused	enabled
59081	VOA Search 2014	11/1/2015	Visionworks Non Branded Main-L1		Long Tail 2 - M	10	0.00%	0	0	0	0	3.6	Exact		6 eligible	enabled	enabled	enabled
59082	VOA Search 2014	10/1/2015	Visionworks Non Branded Main-L1		Eyeglasses Location - M	3	0.00%	0	0	0	0	1.7	Exact		6 eligible below first page bid (First page cpc : 6.3,66)	enabled	enabled	enabled
59083	VOA Search 2014	3/1/2015	Visionworks Non Branded Main-L1		Eyeglasses Location - M	2	0.00%	0	0	0	0	2	Exact		6 eligible below first page bid (First page cpc : 3.39)	enabled	enabled	enabled
59084	VOA Search 2014	12/1/2015	GO NB Broad - NOVI		Competitor - M - optical	2	0.00%	0	0	0	0	5	Exact	--	campaign paused	enabled	paused	enabled
59085	VOA Search 2014	9/1/2015	Visionworks Non Branded Main-L1		Eyeglasses Location - M	8	0.00%	0	0	0	0	2.4	Exact		6 eligible	enabled	enabled	enabled
59086	VOA Search 2014	9/1/2015	Contacts Non Branded - National		Exact	80	2.50%	2	0.76	1.53	0	6.1	Exact	--	campaign removed	enabled	removed	enabled
59087	VOA Search 2014	9/1/2015	Market Boost - Search St Louis		Long Tail 2 - M	2	0.00%	0	0	0	0	1.5	Broad	--	campaign paused	enabled	paused	enabled
59088	VOA Search 2014	6/1/2015	Visionworks Non Branded Main-L1		Competitor - Lenscrafter - M	2	0.00%	0	0	0	0	2	Exact	--	below first page bid (First page cpc : 3.39)	enabled	enabled	enabled
59089	VOA Search 2014	6/1/2015	Visionworks SR-L1		Long Tail 2 - M	6	0.00%	0	0	0	0	4	Exact		6 eligible	enabled	enabled	enabled
59090	VOA Search 2014	2/1/2015	Visionworks Non Branded Main-L1		Branded - Old Terms - M	25	0.00%	0	0	0	0	2.1	Exact	--	removed	removed	enabled	enabled
59091	VOA Search 2014	11/1/2015	Visionworks Branded Main-L1		Branded - M	2	0.00%	0	0	0	0	1	Broad	--	removed	removed	enabled	enabled

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
59737	VOA Search 2014	9/1/2015	Visionworks Non Branded Main-L1		Competitor - Lenscrafter - M	23	4.35%	1	0.82	0.82	0	3.5	Exact	below first page bid (First page cpc : 6.2.10)	enabled	enabled	enabled	
59738	VOA Search 2014	3/1/2015	Visionworks Branded Main-L1		Branded - Locations - M	6	16.67%	1	0.64	0.64	0	1	Broad	-- removed	removed	enabled	enabled	
59739	VOA Search 2014	6/1/2015	Visionworks Branded Main-L1		Branded - M	53	0.00%	0	0	0	0	4.6	Broad	-- removed	removed	enabled	enabled	
59740	VOA Search 2014	5/1/2015	Visionworks Non Branded Main-L1		Eyeglasses Location - M	5	0.00%	0	0	0	0	4.2	Exact	4 eligible	enabled	enabled	enabled	
59741	VOA Search 2014	1/1/2015	Visionworks Branded Main-L1		Branded - Old Terms - M	57	0.00%	0	0	0	0	2.6	Broad	-- ad group removed	enabled	enabled	removed	
59742	VOA Search 2014	11/1/2015	Visionworks Non Branded Main-L2		Long Tail 2 - M	13	0.00%	0	0	0	0	3.3	Exact	-- ad group removed	removed	enabled	removed	
59743	VOA Search 2014	4/1/2015	Visionworks Non Branded Main-L3		Competitor - L3	12	0.00%	0	0	0	0	2.1	Broad	-- campaign removed	enabled	removed	enabled	
59744	VOA Search 2014	10/1/2015	Visionworks SR-L1		Long Tail - M	7	0.00%	0	0	0	0	1.4	Exact	-- below first page bid (First page cpc : 0.93)	enabled	enabled	enabled	
59745	VOA Search 2014	9/1/2015	Visionworks Non Branded Main-L1		Competitor - M - optical	8	0.00%	0	0	0	0	3.4	Exact	below first page bid (First page cpc : 6.3.49)	enabled	enabled	enabled	
59746	VOA Search 2014	11/1/2015	Visionworks Non Branded Main-L2		Location - M	3	0.00%	0	0	0	0	4.3	Exact	-- ad group removed	removed	enabled	removed	
59747	VOA Search 2014	12/1/2015	GO NB Broad - QUEENS		Long Tail 2 - M	1	0.00%	0	0	0	0	5	Exact	-- campaign paused	enabled	paused	enabled	
59748	VOA Search 2014	12/1/2015	GO NB Broad - BROOKLYN-BAYRIDGE		Long Tail 2 - M	7	0.00%	0	0	0	0	2.7	Broad	-- campaign paused	enabled	paused	enabled	
59749	VOA Search 2014	1/1/2015	Visionworks Branded Main-L1		Branded - Locations - M	213	6.57%	14	0.62	8.73	14	1	Exact	7 eligible	enabled	enabled	enabled	
59750	VOA Search 2014	9/1/2015	Market Boost - Search St Louis		Reading Glasses - M	4	0.00%	0	0	0	0	7	Exact	-- campaign paused	enabled	paused	enabled	
59751	VOA Search 2014	11/1/2015	Visionworks Non Branded Main-L2		Competitor - M - eyemart	12	0.00%	0	0	0	0	2.4	Exact	-- ad group removed	removed	enabled	removed	
59752	VOA Search 2014	9/1/2015	Visionworks Branded Main-L3		Branded - L3	10	50.00%	5	0.17	0.83	1	1	Exact	-- campaign removed	enabled	removed	enabled	
59753	VOA Search 2014	7/1/2015	Contacts Non Branded - National		Exact	82142	0.53%	438	2.9	1,268.05	4	5.5	Exact	-- campaign removed	enabled	removed	enabled	

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
59787	VOA Search 2014	8/1/2015	Visionworks Non Branded Main-L1		Long Tail 2 - M	39	5.13%	2	0.62	1.24	1	6.5	Broad		below first page bid (First page cpc: 6.22)	enabled	enabled	enabled
59788	VOA Search 2014	5/1/2015	Visionworks Non Branded Main-L1		Long Tail 2 - M	296	0.68%	2	0.76	1.53	0	3.2	Broad	--	below first page bid (First page cpc: 1.31)	enabled	enabled	enabled
59789	VOA Search 2014	12/1/2015	Visionworks Branded Main-L3		Branded - L3	8	25.00%	2	0.12	0.24	0	1	Exact	--	campaign removed	enabled	removed	enabled
59790	VOA Search 2014	12/1/2015	Visionworks Non Branded Main-L2		Location - M	1	0.00%	0	0	0	0	7	Exact	--	ad group removed	removed	enabled	removed
59791	VOA Search 2014	11/1/2015	Visionworks Branded Main-L2		Branded - Locations - M	3	0.00%	0	0	0	0	1	Exact	--	eligible	enabled	enabled	enabled
59792	VOA Search 2014	10/1/2015	Visionworks Branded Main-L1		Branded - Locations - M	39	5.13%	2	0.4	0.8	3	1.9	Broad	--	removed	removed	enabled	enabled
59793	VOA Search 2014	12/1/2015	GO NB Broad - TULSA		Long Tail 2 - M	4	0.00%	0	0	0	0	1.5	Broad	--	campaign paused	enabled	paused	enabled
59794	VOA Search 2014	12/1/2015	Visionworks Non Branded Main-L2		Insurance brands M	116	1.72%	2	0.6	1.21	1	2.7	Broad	--	ad group removed	removed	enabled	removed
59795	VOA Search 2014	2/1/2015	Visionworks Non Branded Main-L1		Competitor - M	28	3.57%	1	0.41	0.41	0	1.8	Phrase	--	paused	paused	enabled	enabled
59796	VOA Search 2014	5/1/2015	Visionworks Branded Main-L1		Branded - Locations - M	25	0.00%	0	0	0	0	3.2	Broad	--	removed	removed	enabled	enabled
59797	VOA Search 2014	8/1/2015	Visionworks SR-L1		Long Tail 2 - M	2	50.00%	1	0.6	0.6	1	2	Broad	--	eligible	enabled	enabled	enabled
59798	VOA Search 2014	12/1/2015	GO NB Broad - LAKE ORION		Cheap Designer Eyeglass Frames	1	0.00%	0	0	0	0	4	Broad	--	campaign paused	enabled	paused	enabled
59799	VOA Search 2014	12/1/2015	GO NB Broad - BRONX		Competitor - Lenscrafter - M	1	0.00%	0	0	0	0	2	Broad	--	campaign paused	enabled	paused	enabled
59800	VOA Search 2014	4/1/2015	Visionworks Branded Main-L1		Branded - Locations - M	36	0.00%	0	0	0	0	2.5	Broad	--	removed	removed	enabled	enabled
59801	VOA Search 2014	2/1/2015	Visionworks Non Branded Main-L3		Long Tail - L3	2	0.00%	0	0	0	0	2	Broad	--	campaign removed	enabled	removed	enabled
59802	VOA Search 2014	11/1/2015	Visionworks Non Branded Main-L2		Competitor - Online - M	4	0.00%	0	0	0	0	1	Broad	--	ad group removed	removed	enabled	removed
59803	VOA Search 2014	1/1/2015	Visionworks Non Branded Main-L1		Competitor - M	53	0.00%	0	0	0	0	1.4	Phrase	--	paused	paused	enabled	enabled
59804	VOA Search 2014	10/1/2015	Contacts Non Branded - National		Exact	25955	0.27%	70	1.7	118.89	0	7.4	Exact	--	campaign removed	enabled	removed	enabled

DECLARATION OF JARED DULEY

1. My name is Jared Duley, and I am the Director of Marketing for Visionworks of America, Inc. ("Visionworks"). I have been an employee of Visionworks in the Marketing Department since July of 2012, and I became the Director of Marketing in October of 2014. As the Director of Marketing, it is my job to oversee marketing of all aspects of the company, including but not limited to the management of website and website advertisement.

2. This Declaration is being provided to the Federal Trade Commission ("FTC") in connection with its investigation of 1-800 Contacts, Inc. ("1-800 Contacts").

3. I request that my identity and the identity of the company for whom I work be kept confidential.

4. It is my understanding that 1-800 Contacts has granted a waiver of confidentiality to Visionworks relating to the Settlement Agreement entered into by and between Visionworks and 1-800 Contacts, as reflected in the Letter dated June 8, 2015, attached hereto as Exhibit 1 and incorporated herein by reference.

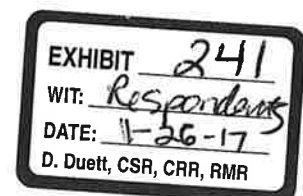
5. Visionworks (formerly Eye Care Centers of America, Inc.), by and through its subsidiaries, including Visionworks, Inc. and Empire Vision Centers, Inc., is a leading provider of eye care services, with more than 700 optical retail stores in 42 states and the District of Columbia (collectively referred to herein as "Visionworks"). Visionworks' comprehensive service offerings include contact lens dispensing, in-store labs which provide one-hour service on many prescriptions at any location, and doctors of optometry at or next to every store. Visionworks currently operates its retail stores under the trademark VISIONWORKS.

6. Visionworks has continuously marketed and sold contact lenses online since 2005. Previously, Visionworks, through its subsidiary Empire Vision Centers, Inc., marketed and sold contact lenses through its website lens123.com. Empire Vision Centers, Inc. started selling contacts online in 2005. Visionworks now markets and sells contact lens online at visionworkscontacts.com.

7. In connection with the sales and marketing of its contacts, Visionworks utilizes online advertisements through Google, Bing and other search engine providers. Visionworks uses keyword advertising to deliver advertising content to its customers and potential customers about its sales of contact lenses. Visionworks has identified various keyword search terms to help identify potential customers who utilize internet search engines with online marketing entities such as Google, Bing and other search engine providers.

8. In connection with its online marketing, Visionworks has bid on keywords through the online auction process. I am not aware of Visionworks ever having bid on the keyword term "1-800 Contacts" or variations thereof. Instead, it appears that Visionworks would bid on generic keywords such as "contacts" or "contact lenses."

9. On or about February 26, 2010, Visionworks received a letter from the attorneys for 1-800 Contacts (the "February 26, 2010 Demand Letter") notifying Visionworks that 1-800 Contacts had sued Empire Vision Centers, Inc., a subsidiary of Visionworks, for allegedly



infringing the trademarks of 1-800 Contacts. A true and correct copy of the February 26, 2010 Demand Letter is attached hereto as Exhibit 2.

10. Visionworks denied all such allegations and denied any sort of trademark infringement of 1-800 Contacts' registered trademarks. Notwithstanding the fact that it denied any sort of infringement, in order to avoid the litigation expense of defending the case, on May 13, 2010, Visionworks entered into a Settlement Agreement with 1-800 Contacts to resolve and dismiss the case (the "Settlement Agreement"). A true and correct copy of the Settlement Agreement is attached hereto as Exhibit 3.

11. Pursuant to the Settlement Agreement, Visionworks was required to agree not to use, acquire or bid on any of the following words or phrases as keywords to target or trigger the appearance or delivery of any Visionworks advertisements or other content to any Visionworks customers or potential customers conducting keyword internet searches:

- 1 800 contact
- 1 800, contacts
- 1800 contacts
- 1-800 contacts
- 1 800.contacts
- 1800contact
- 1800contacts
- 1-800-contacts
- 1800contacts.com
- 1800contacs
- 1800 contacs
- 1800contacs
- 1.800 contacts
- 1 8000 contacts
- 800 contacts
- 800.contacts
- 800contacts
- Aguasoft
- Aguasoft Complete Vision System
- Evision
- The World's Largest Contact Lens Store
- Exact Same Contact Lenses, Delivered to Your Door, for Less Than You're Paying Now
- We Make it Simple
- We Deliver You Save
- www.1800contacts.com
- www.1800contacts.net
- www.1800contacts.org
- www.1800contacs.com
- www.1800contacs.net
- www.1-800contacts.com
- www.1-800contacts.net
- www.800contacts.com
- www.800contacts.net
- www.contacts.com
- www.lenslst.com
- www.lensfirst.com
- www.lensexpress.com

12. Moreover, Visionworks was required to adopt the list of terms and phrases set forth above in paragraph 11 as "negative keywords," the purpose of which was to inhibit Visionworks' advertisement from being distributed to customers and prospective customers of Visionworks when the customer or potential customer typed in a query that included the above-listed keywords in an online internet search. Prior to the Settlement Agreement, Visionworks did not use any of these terms as negative keywords.

13. For each internet search provider from which Visionworks purchased keywords to display advertising and/or internet links, Visionworks was required to provide to such internet search provider the foregoing terms and phrases as negative keywords, such that advertisements

and/or links would not be displayed to the user when the negative keywords are part of a search performed on the internet search provider's website.

14. Following the execution of the Settlement Agreement and dismissal of the lawsuit, on or about July 28, 2010, Visionworks was contacted again by the attorneys for 1-800 Contacts alleging that advertisements for Visionworks on its Lens123 website were being displayed in response to searches for the term "1800 contact," allegedly in violation of the terms of the Settlement Agreement (the "July 28, 2010 Demand Letter"). A true and correct copy of the July 28, 2010 Demand Letter is attached hereto as Exhibit 4.

15. In response to the July 28, 2010 Demand Letter, Visionworks agreed to add the term "1800 contact" to the previously agreed list of terms and phrases that Visionworks would not use, acquire or bid on, as set forth in paragraph 11 above. Additionally, Visionworks agreed to add the term "1800 contact" to the previously agreed list of terms and phrases that Visionworks was required to use as a negative keyword, as set forth in paragraph 12 above.

16. [REDACTED]

17. If the Settlement Agreement were terminated or otherwise invalidated, it is possible that Visionworks would test to see if any of the keywords listed in paragraph 11 above, including but not limited to "1-800 Contacts" and other similar keywords would be desirable to use for online marketing purposes.

18. If the Settlement Agreement were terminated or otherwise invalidated, Visionworks would also cease using the negative keywords listed in the Settlement Agreement. Visionworks believes that this would give the search engine providers, such as Google, Bing and others, the opportunity to best deliver advertisements to Visionworks' customers and/or potential customers who would be interested in Visionworks goods and/or services.

I declare under penalty of perjury under the laws of the United States, that the foregoing statements are true and correct and within my personal knowledge.

Dated: June 3, 2016


Jared Duley

**UNITED STATES OF AMERICA
BEFORE THE FEDERAL TRADE COMMISSION
OFFICE OF ADMINISTRATIVE LAW JUDGES**

In the Matter of)
)
1-800 Contacts, Inc.,) Docket No. 9372
a corporation)
)

[PROPOSED] ORDER

Upon consideration of Non-Party Visionworks of America, Inc.'s Motion for *In Camera* Treatment, it is HEREBY ORDERED that the following documents are to be provided in camera treatment in the manner described below:

Exhibit No.	Description	Date	In Camera Status	Duration
CX0943	Declaration of Jared Duley and Exhibits	06/03/2016	Paragraph 16	3 years
CX1477	Visionworks 2015 Contact Lens Margins Analysis		In its entirety	Indefinite
CX1778	Declaration of Jared Duley	06/03/2016	Paragraph 16	3 years
CX1796	Visionworks Keywords for Google Adwords 2008-2016	06/03/2016	Column D ("Keyword") for years 2013-2016	5 years
CX9036	Deposition Transcript of Jared Duley	01/26/2017	Revenue [22:22-23:23] Budget [52:2-54:1] Paragraph 16 [149:9-155:13,164:12-165:18] Marketing Strategy [54:2-56:5, 60:5-82:17, 101:10-14, 119:9-20, 120:21-132:15, 136:17-137:5, 167:3-12; 168:5-25,175:10-176:24]	3 years
RX246	Visionworks Keywords for Google		Column D ("Keyword")	5 years

Adwords Competitor				
RX245	Visionworks Keywords for Google Adwords 2015		Column D ("Keyword")	5 years
RX241	Declaration of Jared Duley	06/03/2016	Paragraph 16	3 years

It is SO ORDERED this _____ day of _____, 2017.

D. Michael Chappell
Chief Administrative Law Judge