

# The Latest Social Media Changes And What **You** Need to Do About Them



@AndreaVahl

@GrandmaMaryShow

*Andrea Vahl*

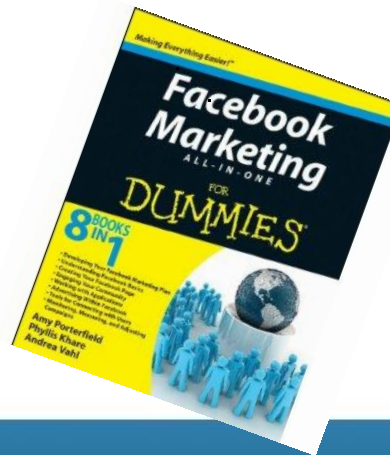
Social Media  
Author Strategist Speaker



# About me



- Social Media Coach, Strategist and Speaker
- Co-author of Facebook Marketing All-in-One for Dummies
- Community Manager for Social Media Examiner for 2 years
- Grandma Mary



*Andrea Vahl*

Social Media  
Author Strategist Speaker





- The latest changes with Facebook, Twitter, LinkedIn, Google+, Pinterest and why they matter to you
- How to adjust your strategy for the remainder of the year to finish 2014 strong
- 3 cool tools that can help you streamline your efforts
- The new advertising options on each of the platforms and how to allocate your budget



I DON'T KNOW WHERE  
WE'RE GOING, BUT FROM  
THE LOOK OF THIS CROWD,  
IT'S GOTTA BE GOOD!







# Facebook

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# Latest Facebook Changes

- New Timeline for Pages
- Constantly Changing Algorithm - Videos
- Facebook Ad Changes
  - Audience Insights
  - Website Custom Audiences

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Guy Kawasaki

Author

Liked

Following

Share

Timeline

About

Photos

Email Signup

More

243k likes

Michael Stelzner, Donna Gilliland and 316 others like this.



+313

Invite your friends to like this Page

### About Guy Kawasaki

Chief evangelist of Canva. Interesting shitake all the time.

amzn to

### APPS

Email  
signup

Email Signup

We're on  
Instagram

Instagram feed



My Pinterest

### PHOTOS



Guy Kawasaki shared a photo  
3 minutes ago

How to Use Canva To Create Graphics



**3 Apps are displayed on the left column. One is listed under the cover photo. Click More above or the arrow on the left to see all the Apps.**

If you haven't taken Canva for a test run yet, you should. It's a fantastic graphic design tool for bloggers who want to create custom photos...

Like · Comment · Share

2 people like this.



Write a comment...



Guy Kawasaki

49 minutes ago

Learning how to sweep pick in 100 days <http://ow.ly/w0T26>





Search for people, places and things



Andrea

Home 4



Page

Activity 85

Insights

Settings

Export

Build Audience ▾

Help ▾

Overview

Likes

Reach

Visits

Posts

People

When Your Fans Are Online

Post Types

Top Posts from Pages You Watch

Add Pages

Likes, Comments & Shares

Page	Published	Posts This Week	Engagement
 <b>Mari Smith</b>	06/22/2014 7:31 am	 How Facebook calculates what shows up on your news feed – wow, fantastic post for growing your organic	1.5K 
 <b>Mari Smith</b>	06/17/2014 10:09 am	 The Secret to Getting a Large Facebook Link Thumbnail - very handy guide!! <a href="http://louisem.com/3838/facebook-">http://louisem.com/3838/facebook-</a>	565 
 <b>Social Media Examiner</b>	06/19/2014 1:00 pm	 Facebook is listening... - Erik <a href="http://www.geekculture.com/joyoftech/joyarchives/2003.h">http://www.geekculture.com/joyoftech/joyarchives/2003.h</a>	563 
 <b>Social Media Examiner</b>	06/23/2014 1:00 pm	 Struggling to create standout graphics for your Facebook Posts? Canva's head of communication shares how in	502 
 <b>Social Media Examiner</b>	06/23/2014 1:01 am	 Here's 5 ways Instagram beats all other social media sites! - Great read by SteamFeed: <a href="http://snip.ly/xOj!">http://snip.ly/xOj!</a> -	495 





The success of different post types based on average reach and engagement.

Show All Posts ▾

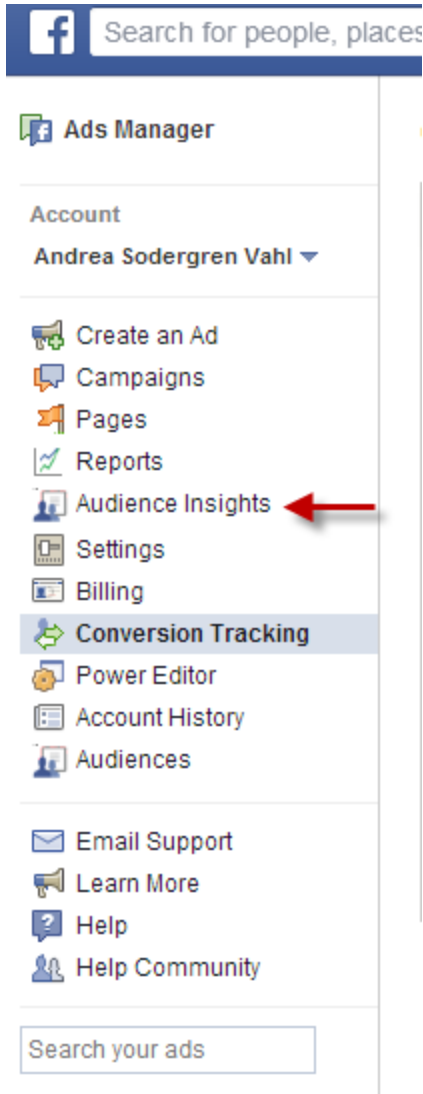
Reach

Post Clicks

Likes, Comments & Shares

Type	Average Reach		Average Engagement	
 Video	45.8K	<div></div>	1.4K 122	<div></div>
 Link	29.5K	<div></div>	852 258	<div></div>
 Photo	28.1K	<div></div>	2K 743	<div></div>
 Status	26K	<div></div>	402 82	<div></div>


# Audience Insights



- Allows research before you spend money on the ad
- Gives you additional Interests and information about specific audiences



# Website Custom Audiences


 Ads Manager


---


Account


Andrea Sodergren Vahl ▾

---

 Create an Ad


 Campaigns


 Pages


 Reports


    Old Reports


    Old Scheduled Rep...


 Audience Insights



 Settings


 Billing

 Conversion Tracking


 Power Editor


 Account History


 Audiences 


Create Audience 

Choose the type of audience you want to create on Facebook.  
This process is secure and the details about your customers will be kept private.

 Data File Custom Audience

 MailChimp Custom Audience

 Custom Audience from your Mobile App

 Custom Audience from your Website

Cancel



# Action Plan

- Focus on driving Fans to your e-mail list
- Add Pages to Watch
- Experiment with Facebook Ads
  - Conversion Pixels
  - Audience Insights for research

**Ignore:** Website Custom Audiences unless your site gets a lot of traffic

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# Twitter

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# Latest Twitter Changes

- Twitter layout
- Twitter Cards
- Improved Analytics
- Twitter Advertising
  - Conversion Tracking
  - Twitter Cards
  - Retargeting

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# Other Changes

- Pin Tweets to the top of your stream
- Increased prominence of images
  - Only uploaded to Twitter (not Instagram or other clients)
  - Can enable Hootsuite

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# What are Twitter Cards??

- Allows you to automatically pull in more text and images from Links – similar to Facebook
- 8 different types
- 2 Paid Cards: Lead Generation Card and Website Card
- Allow added Analytics

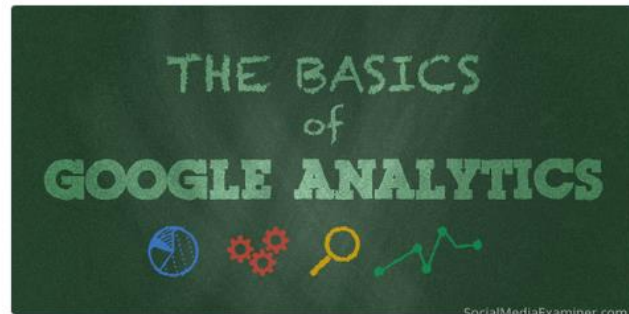
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TWEETS 7,422 PHOTOS/VIDEOS 177 FOLLOWING 369 FOLLOWERS 168K FAVORITES 9 More ▾

**SocialMediaExaminer** @smexaminer · 10h  
NEW: How to Use Google Analytics: Getting Started [bit.ly/1uG5A76](http://bit.ly/1uG5A76) by @kikolani



49 66 View more photos and videos

**SocialMediaExaminer** @smexaminer · 11h  
NEW: How to Create Awesome Online Videos: Tools and Software to Make It Easy [bit.ly/1l6if2v](http://bit.ly/1l6if2v) by @JohnNemoPR

14 12 View summary

**SocialMediaExaminer** @smexaminer · 18h  
How to Craft the Perfect Tweet: [bit.ly/1kqllbq](http://bit.ly/1kqllbq) by @SimplyMeasured - Erik



TWEETS 1,065 PHOTOS/VIDEOS 96 FOLLOWING 542 FOLLOWERS 1,493 More ▾

How to Have a Family Treasure Hunt: Geocaching With Kids [bit.ly/14jt888](http://bit.ly/14jt888)  
#SummerFun

8 12 View summary

Retweeted by My Kids' Adventures  
**Kaly Sullivan** @kalisullivan · Jun 21  
@Kids\_Adventures Here's a blog post I wrote about the first episode and having a change of heart about summer - [bit.ly/1nnTcr](http://bit.ly/1nnTcr)

2 View conversation

**My Kids' Adventures** @Kids\_Adventures · Jun 23  
NEW: How to Make Music With Empty Soda Pop Bottles [bit.ly/1l6tSXf](http://bit.ly/1l6tSXf)



1 View more photos and videos

**My Kids' Adventures** @Kids\_Adventures · Jun 23

- **Summary Card**: Default Card, including a title, description, thumbnail, and Twitter account attribution.
- **Summary Card with Large Image**: Similar to a Summary Card, but with a prominently featured image.
- **Photo Card**: A Card with a photo only.
- **Gallery Card**: A Card highlighting a collection of four photos.
- **App Card**: A Card to detail a mobile app with direct download.
- **Player Card**: A Card to provide video/audio/media.
- **Product Card**: A Card optimized for product information.
- **Lead Generation Card**: A Card to drive lead generation for your product or service. *\*\*paid*
- **Website Card**: A Card to feature your website and drive click through traffic *\*\*paid*

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# Installing Twitter Cards

1. Add meta tags to your site

OR

Add a WordPress Plugin:

- Yoast
- JM Twitter Cards Plugin

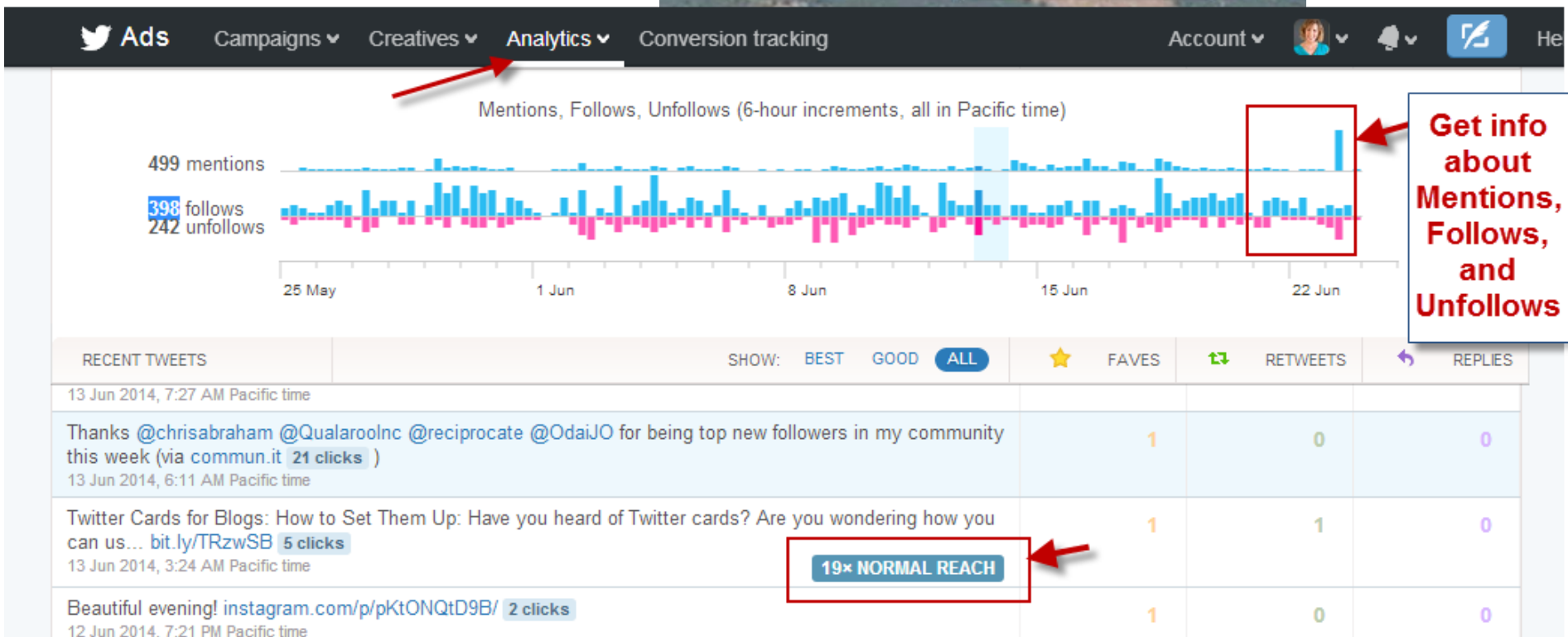
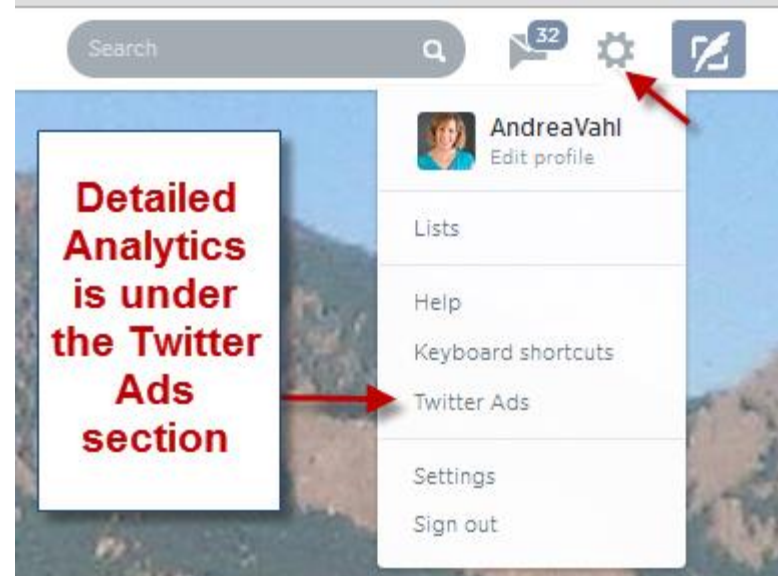
2. Validate

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# Improved Analytics





# New Advertising Options

 **Ads** Campaigns ▾ Creatives ▾ Analytics ▾ **Conversion tracking** Account ▾   

Conversion tracking > Create new website tag

Create new website tag

▾ Tag name

Give your tag a unique and descriptive name so you can remember specifically which website conversion action you're tracking. [Learn more](#)

▾ Conversion type

Choose a conversion type that best describes the action you want to track. [Learn more](#)

Select a conversion type ▾

[Show advanced conversion settings](#)

▾ Create a tailored audience for remarketing

Check this box to collect additional website visitor data for remarketing purposes. You can later create tailored audience campaigns based on these website visitors.

☒ Collect website visitor data for remarketing purposes

You are agreeing to these [terms](#), including this [policy](#).

Create tag Cancel

How website tags work

For tracking website conversions

Website tags are embedded code snippets that are triggered when a user takes an action on your website after viewing or engaging with promoted content on Twitter.

For website visitor remarketing

By default, your tag will collect website visitor data for remarketing purposes. You can later create tailored audience campaigns based on these website visitors.

# Action Plan

- Focus on driving Followers to your e-mail list
  - Enable Twitter Cards
  - Experiment with Twitter Ads
    - Only with Conversion Tracking or Lead Generator Card
- Ignore:** Remarketing unless your site gets a lot of traffic

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# LinkedIn

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# Latest LinkedIn Changes

- LinkedIn Publisher
- New Profiles for premium accounts
- Watch the Insights
- Sponsored Ad Content – push updates to a wider audience

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## Jen Waak

1st

I help busy professionals reclaim lost time and energy and perform their best.

Seattle, Washington | Health, Wellness and Fitness

Current Keyboard Athletes

Previous Z-Health Performance, Slalom Consulting, Waak Consulting, Inc.

Education University of Minnesota

Send a message

500+  
connections

★ Relationship

🏠 Contact Info

Connected 2 years ago

### Posts

Published by Jen

590  
followers



**3 Ways to Use Novelty to Foster Creativity**  
June 12, 2014



**Ending the (Literal) Headache of Air Travel**  
May 29, 2014

### Background



#### Summary

Jen Waak is the founder of Keyboard Athletes and a human performance coach whose passion is helping people reclaim lost time and energy to perform at the top of their game and do what they love.

A lifelong learner on a quest for the holy grails of efficiency and effectiveness, each week she reads, digests, and synthesizes hundreds of scientific articles and abstracts so that she can incorporate the most recent research into everything she teaches. From neurophysiology to nutrition and social





**Jen Waak**

I help busy professionals reclaim lost time and energy and perform their best.

## Ending the (Literal) Headache of Air Travel

May 29, 2014



1,341



52



8



Tweet

3



Like

10



+1

1



Share

103

## Ending the (Literal) Headache of Air Travel



Jen Waak / Keyboard Athletes

In the case of air travel, it really is the destination and not the journey that keeps us going back for more. From bag fees to TSA to reduced legroom, the glamour of air travel is just plain gone. And, to add insult to injury, air travel takes a physical toll as well – time changes, sick travelers, and low air pressure in cabins all leave us feeling not quite ourselves once we hit arrivals.

Fortunately, for one of these – low air cabin pressure – we have tools already available at our disposal to alleviate those symptoms.



Search for people, jobs, companies, and more...



Advanced



Home

Profile

Connections

Jobs

Interests

Business Services

Upgrade



LinkedIntoBusiness.com



## Viveka (Vivica) von Rosen

1st • PREMIUM

LinkedIn Expert & Author: LinkedIn Marketing Hour a Day | International Keynote Speaker | Forbes Top 20 Most Influential

Loveland, Colorado | Professional Training & Coaching

**Current** Linked Into Business: LinkedIn Training, Speaking and Consulting, LinkedIn Publisher, LinkedIn Expert Sideshare and Presentation Page

**Previous** Women Speakers Association, Linked Strategies, National Speakers Association

**Education** Wilfrid Laurier University

[Send a message](#)

500+  
connections

★ Relationship

Contact Info

friends |

### Posts

Published by Viveka  
[See more](#)

30,850  
followers



**I Didn't Sign Up For Your Freaking Newsletter!**  
May 30, 2014



**Christian Grey**  
CEO at Grey Enterprises Holdings Inc  
Seattle, Washington | Management Consulting  
[Send Christian InMail](#)



**Dominate your Market with LinkedIn Showcase Pages**  
April 23, 2014

### People Similar to Viveka



**Robert Kintigh** 2nd  
President/C.E.O. Truth Mastery | Author|S...  
[Connect](#)

## HP Propel

Single IT portal  
Aggregated catalog  
Open service exchange

[Try it free](#)



### A similar person



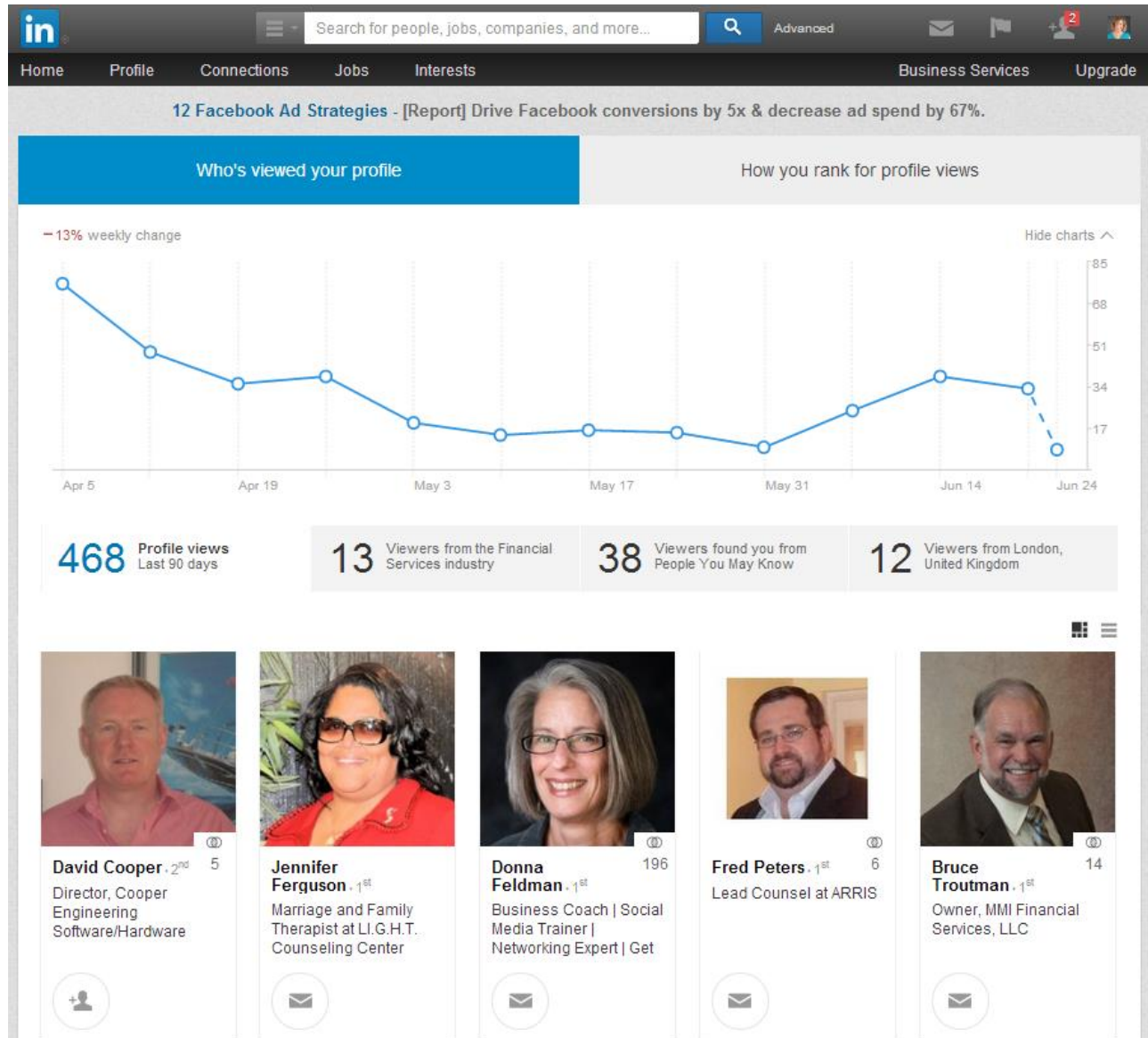
**Romona Foster**

SOCIAL MEDIA TRAINER & CONSULTANT > LinkedIn Trainer, Facebook Training, Constant Contact Authorized



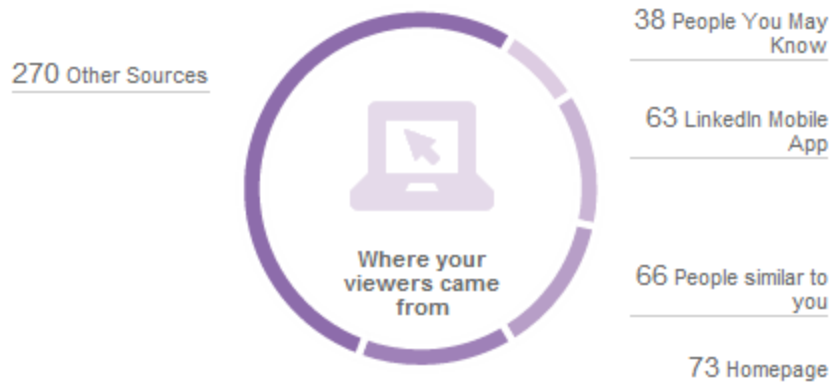
Summary

# LinkedIn Stats

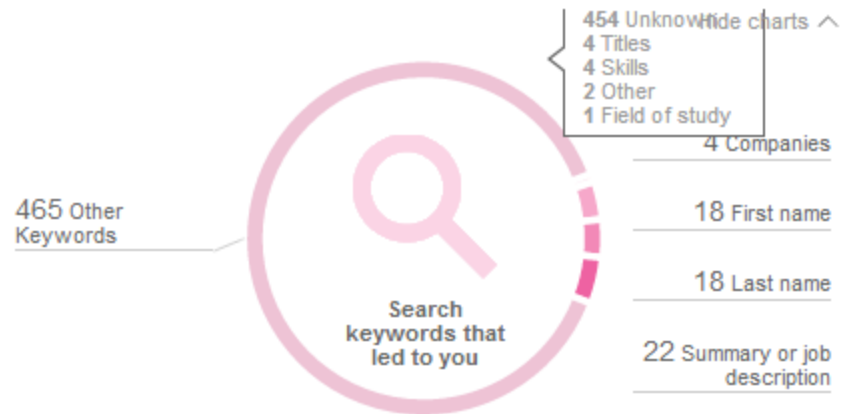


## 12 Facebook Ad Strategies - [Report] Drive Facebook conversions by 5x & decrease ad spend by 67%.

### Who's viewed your profile



### How you rank for profile views



**468** Profile views  
Last 90 days

**13** Viewers from the Financial  
Services industry

**38** Viewers found you from  
People You May Know

**12** Viewers from London,  
United Kingdom



# Action Plan

- Use the Publisher and watch the results

**Ignore:** Premium account unless your main focus is LinkedIn.

Sponsored Updates.

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# Google+

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# Latest Google+ Changes

- Insights for Pages
- +Post Ads – Shows on Google Display Network
- Promoted Hangouts on Air

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Visibility

Engagement

Audience

Views ⓘ 4,211 All-time total

Last 90 days ▾

☒ 199 total views ▾


The information you see here may only be accessed for use by this organization. You agree to not attempt to use Insights to track or collect personally identifiable information of any users. Values are approximate and only significant values may be shown. [Learn more](#)

# Action Plan

- Watch Insights if you use your G+ Page
- Experiment with Promoted Hangouts only if you run regular Hangouts

**Ignore:** +Post Ads

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# Pinterest

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Author Strategist Speaker



# Latest Pinterest Changes

- Guided Search
- Promoted Pins
- Better Analytics coming soon

The screenshot shows the Pinterest Promoted Pins campaign setup interface. At the top, there's a header with the Pinterest logo, the text "Promoted Pins", and a user profile for "Andrea Vahl". Below the header, there are four example pins: a man in a white shirt from Old Navy, a tropical island from Expedia, a lamp from Target, and raspberries from Philadelphia. The main section has a dark blue background with the text "Reach more people with Promoted Pins" and a "Join the waitlist" button. Below this, there are four numbered steps in a light gray box:

- 1 Pick a Pin**  
Promote your best Pins so they appear in search and category feeds.
- 2 Decide who sees it**  
Set up targeting so the right people see your Promoted Pin.
- 3 Pay for visits**  
You'll only pay when people click through to your website.
- 4 Track what's working**  
Once your campaign starts, see how it's doing and make changes.

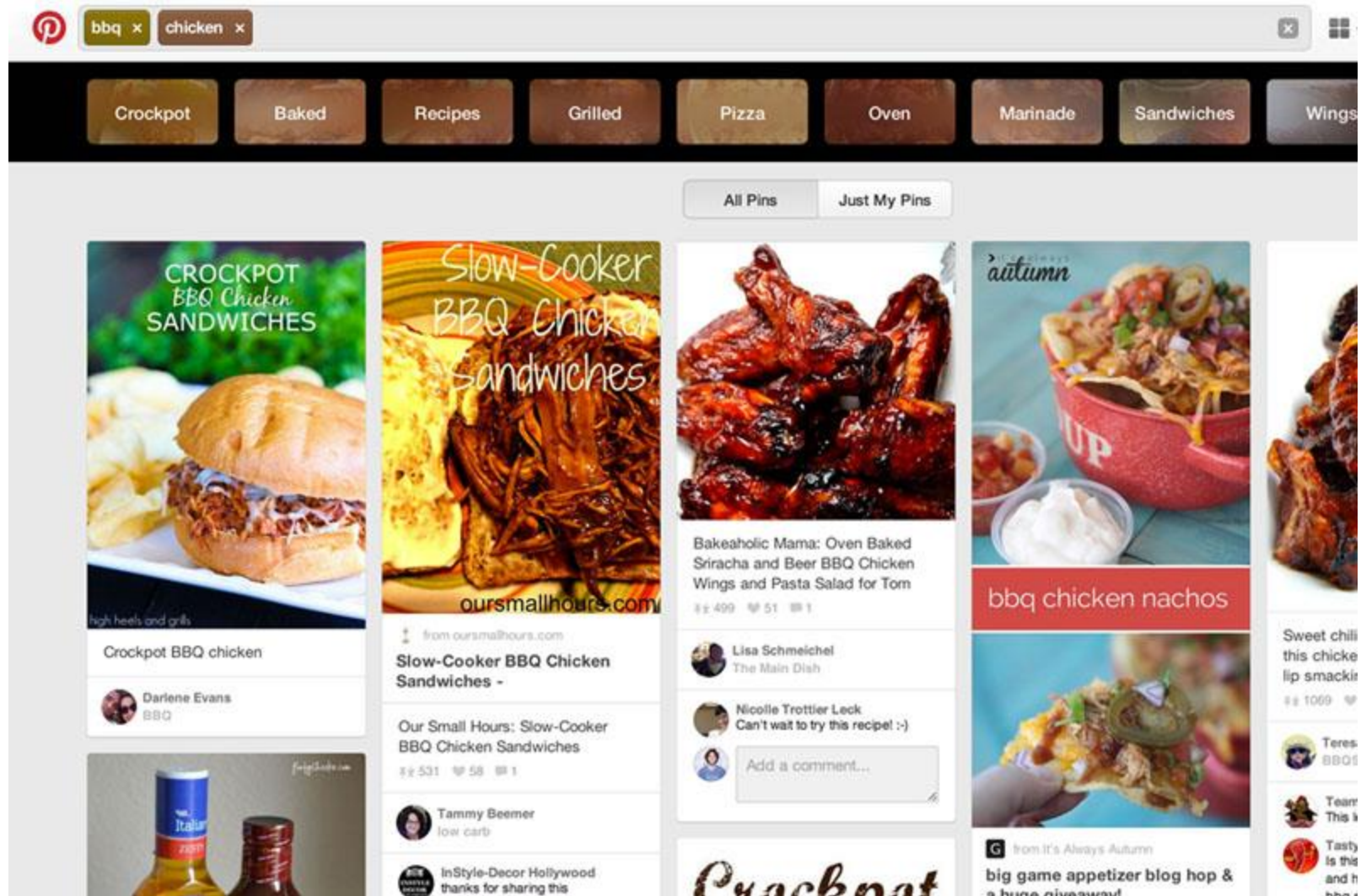


Image Credit: <http://blog.pinterest.com/post/88472890774/guided-search-hits-the-web>



# Action Plan

- Experiment with Guided Search

**Ignore:** Everything else until it's available

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# 4 Cool Tools

- Canva
- Google Analytics
  - Google Goals
  - Assisted Conversions
  - URL Builder
- Buzzsumo
- Rapportive



## Start a new design

Use custom



Google+ Photo

NEW



Social Media



Presentation



Poster



Facebook Cover



Blog Graphic

YOUR DESIGNS

EDITOR'S PICKS

DESIGN TUTORIALS



Untitled design



Untitled design



Untitled design



to all our kind suppo



- Read the Group rules
- Ask engaging questions



WHAT'S YOUR FAVORITE LATE NIGHT SNACK?

Give instant a

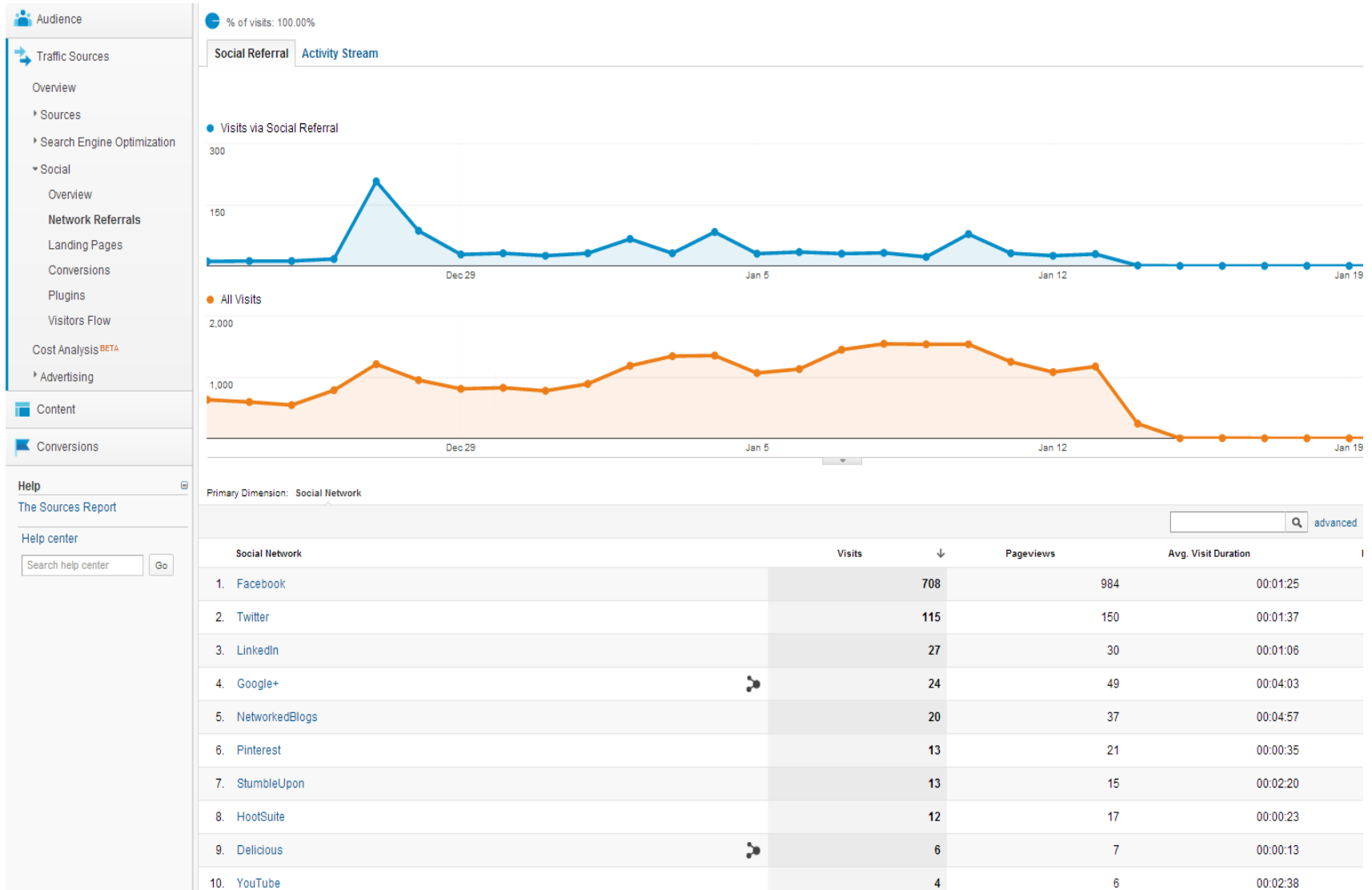
05

acco  
for  
frie


Their email addr

Send invitati

# Google.com/Analytics



# Google Goals



Search

HomeFeaturesLearnPartnersPremiumBlogHelp

Help home › Conversions

Analyze

Conversion Overview

▼Goals

- About Goals
- Goal Value
- Set up Goals
- URL Destination Goal Examples**
- Special-Case Goals and Funnels
- Verifying Goal

Conversions

URL Destination Goal Examples

<Next: Special-Case Goals and Funnels>

This article explains how to configure Destination URL goals in the most common scenarios. For more general information about how to set up goals, read [Set up Goals](#).

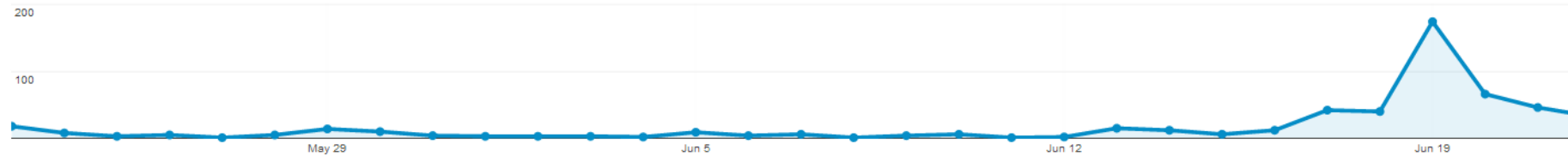
- [Fixed URLs](#)
- [Ecommerce Goals](#)
- [Dynamically generated or Variable URLs](#)
- [Identical URLs Across Multiple Steps](#)
- [Goals for Multiple Criteria](#)
- [Tips for Setting Up Funnels](#)
- [Match Types: Head Match, Exact Match & Regular Expression Match](#)
- [Verifying Correct URL Expressions for Goals](#)

## Overview

Goal Completions VS. [Select a metric](#)

Hourly Day Week Month

### ● Goal Completions



Goal Completions

558

Goal Value

\$0.00

Goal Conversion Rate

1.93%

Total Abandonment Rate

0.00%

Sales Conversion (Goal 1 Completions)

2

Sales (Goal 2 Completions)

2

Thank You Webinar (Goal 3 Completions)

333

Thank You Optin (Goal 4 Completions)

221

## Goals

[Goal Completion Location](#)

Source / Medium

Source / Medium

Goal Completions % Goal Completions

1. (direct) / (none)	272	48.75%
2. facebook.com / referral	85	15.23%
3. l.facebook.com / referral	55	9.86%
4. m.facebook.com / referral	50	8.96%
5. google / organic	36	6.45%
6. socialmediaexaminer.com / referral	15	2.69%
7. t.co / referral	11	1.97%
8. plus.url.google.com / referral	7	1.25%
9. facebook.com / social	4	0.72%
10. grandmamaryshow.com / referral	4	0.72%

[view full report](#)



# Google Analytics – Assisted Conversions

## Explorer

Assisting Interactions Analysis First Interaction Analysis Conversions

Assisted Conversions VS. Select a metric

Day of Conversion Days before Conversion Path Position

Assisted Conversions



Assisted Conversions

178

% of Total: 100.00% (178)

Assisted Conversion Value

\$0.00

% of Total: 0.00% (\$0.00)

Last Click or Direct Conversions

558

% of Total: 100.00% (558)

Last Click or Direct Conversion Value

\$0.00

% of Total: 0.00% (\$0.00)

Assisted / Last Click or Direct Conversions

0.32

Site Avg: 0.32 (0.00%)

Primary Dimension: MCF Channel Grouping Source / Medium Source Medium Other Channel Groupings

Plot Rows Secondary dimension

advanced

<input type="checkbox"/> MCF Channel Grouping ?	Assisted Conversions	Assisted Conversion Value	Last Click or Direct Conversions	Last Click or Direct Conversion Value	Assisted / Last Click or Direct Conversions
<input type="checkbox"/> 1. Direct	136 (58.62%)	\$0.00 (0.00%)	336 (60.22%)	\$0.00 (0.00%)	0.40
<input type="checkbox"/> 2. Social Network	42 (18.10%)	\$0.00 (0.00%)	133 (23.84%)	\$0.00 (0.00%)	0.32
<input type="checkbox"/> 3. Referral	34 (14.66%)	\$0.00 (0.00%)	66 (11.83%)	\$0.00 (0.00%)	0.52
<input type="checkbox"/> 4. Organic Search	19 (8.19%)	\$0.00 (0.00%)	21 (3.76%)	\$0.00 (0.00%)	0.90
<input type="checkbox"/> 5. (not set)	1 (0.43%)	\$0.00 (0.00%)	2 (0.36%)	\$0.00 (0.00%)	0.50

Show rows: 10 Go to: 1 1 - 5 of 5

# Google URL Builder

## Google Analytics URL Builder

### Step 1 - URL to share:

(e.g. <http://www.analytics.org.il>)

### Step 2 - Fill the form below OR use quick sets: [Edit list](#) [New!](#)

**Source\*:**  (Referrer: i.e. Google, Newsletter, Facebook, Twitter)

**Medium\*:**  (Marketing Medium: PPC, Banner, email, QR)

**Term:**  (Identify the paid keywords or other value)

**Content:**  (Use to differentiate ads)

**Campaign\*:**  (Product, Promo code or slogan)

#### Final URL:

[Copy to Clipboard](#)[Generate Bit.ly & Copy to Clipboard](#)[Configure Bit.ly](#)

**Revolution is here!**

Add the ["Share to WhatsApp"](#) button to your website!

# Rapportive – Chrome Plugin

Easily connect to people  
you e-mail

Why this ad?

Joel Comm

Greater Denver Area

Content Site Development | WordPress Site Design | Small Business Templates at Socrates Digital, LLC, a Joel Comm Company; Joel is an international motivational speaker

New Media Marketing | Internet Marketer | International Keynote Conference Speaker | Twitter Power at Joel Comm, Inc., a Joel Comm Company | International Conference & Keynote Speaker | Corporate Events

New Media Marketing Strategist | Internet Marketer | Public Speaker | Twitter Power Author | CEO at InfoMediaInc.com, a Joel Comm Company; Joel Comm is an International Public Keynote Speaker

[www.](#)

 [@joelcomm](#) ✓ FOLLOWING

[Facebook](#) ADD FRIEND

[Facebook](#) ADD FRIEND

[LinkedIn](#) ✓ CONNECTED

[Google+](#) ADD TO CIRCLES

[AngelList](#)

[Flickr](#)

[YouTube](#)

[Recent Mail](#) COMPOSE

Fwd: Boulder, shows, and oth...

To get richer profiles, please sign in with Facebook

# Buzzsumo – Content and Influencers

**Buzzsumo**

Top ContentInfluencers

APIHelpEmail UsBlogLoginYou're In Test Drive Mode! Signup! »

**Filter by Type:**

- ☒ Article
- ☒ Infographics
- ☒ Guest Posts
- ☒ Giveaways
- ☒ Interviews
- ☒ Videos

[Uncheck All](#)

**Filter by Date:**

- ☐ Past 24 hrs
- ☐ Past Week
- ☒ Past Month
- ☐ Past 6 Months

[Filter](#)  
[Reset Filters](#)

BuzzSumo Pro is coming!  
Learn more about our plans here.

[Search!](#)[Export](#)[Save](#)

Enter a topic or domain: big data, cnn.com. [See advanced search options](#)

Sort by: Total Shares Page 1 of 1

	FACEBOOK SHARES	LINKEDIN SHARES	TWITTER SHARES	PINTEREST SHARES	GOOGLE+ SHARES	TOTAL SHARES	
<b>Boost Posts or Promoted Posts on Facebook: Which is Better?</b> <a href="#">andreavahl.com</a> By Andrea Vahl <a href="#">Article</a>	<a href="#">View Sharers</a> <a href="#">Share</a>	406	24	135	12	22	599
<b>Huge Set of Social Media Help and Reference Links</b> <a href="#">andreavahl.com</a> By Andrea Vahl <a href="#">Article</a>	<a href="#">View Sharers</a> <a href="#">Share</a>	153	57	114	54	63	441
<b>7 Rules to Writing Blog Posts That Get Read and Shared</b> <a href="#">andreavahl.com</a> By Andrea Vahl <a href="#">Article</a>	<a href="#">View Sharers</a> <a href="#">Share</a>	30	9	63	8	21	131
<b>How to Use Conversion Pixels in Your Facebook Ads</b> <a href="#">andreavahl.com</a> By Andrea Vahl <a href="#">Article</a>	<a href="#">View Sharers</a> <a href="#">Share</a>	44	11	36	2	7	100



# Advertising Options

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# Review

- Facebook – many options
- Twitter – New Followers, Sponsored Content, Twitter Cards
- LinkedIn – Ads, Sponsored Content
- Google+ - Sponsored +Posts
- Pinterest – Promoted Pins (coming soon)

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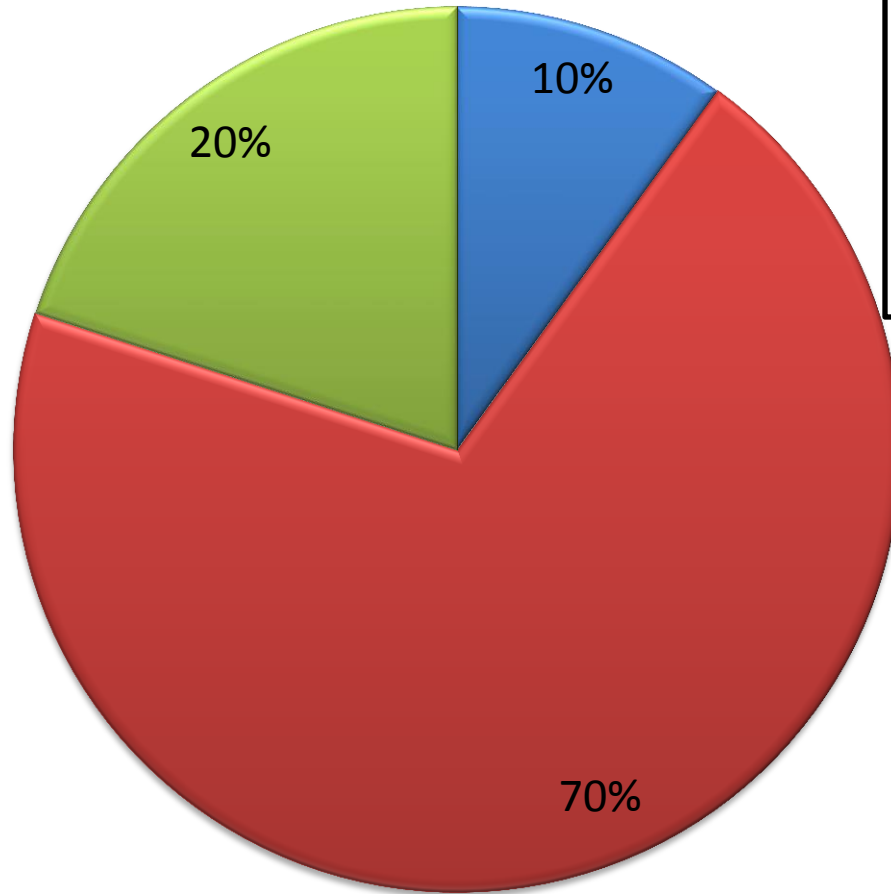
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# Facebook Ad Budget Allocation

■ Get Likes   ■ Get Optins   ■ Boost Posts



## Example:

**Monthly Budget = \$167**

**\$117– Drive to Optin**

**\$33 – Boost Post**

**\$17 – New Likes**

# Facebook Ads ROI – Conversion Tracking

Campaign:  
**Campaign #8 - Power Editor emails - Similarity**

Create Ad for Campaign

Status: **Paused**  
Budget: **\$300.00** Daily  
Duration (Pacific Time): **Aug 8, 2013 7:24am – Ongoing**  
Total Estimated Audience: **2,000,000 people**

Results: **45** Conversions  
Cost Per: **\$41.86** Conversions  
Campaign Reach: **313,070**  
Frequency: **1.3**  
Clicks: **4,683**  
Click-Through Rate: **1.153%**  
Total Spent: **\$1,883.53**

8/5/2013 – 9/1/2013 Custom



All Except Deleted Select rows to edit Full Report

1 result

<input type="checkbox"/>	Name	Status	Objective	Results	Cost Per	Ad Reach	Freq.	Clicks	Click-Through Rate	Max. Bid	Avg. Price	Total Spent
<input type="checkbox"/>	Standard Ad - Power Editor Similarity	<b>Paused</b>	Website Conversions	45 Conversions	\$41.86 Conversions	313,070	1.3	4,683	1.153%	\$0.75 CPC	\$0.40 CPC	\$1,883.53

1 result

# Thank you! Connect with me

 [www.AndreaVahl.com](http://www.AndreaVahl.com)

 [www.facebook.com/andreavahl](http://www.facebook.com/andreavahl)

 [www.fb.com/GrandmaMaryShow](http://www.fb.com/GrandmaMaryShow)



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