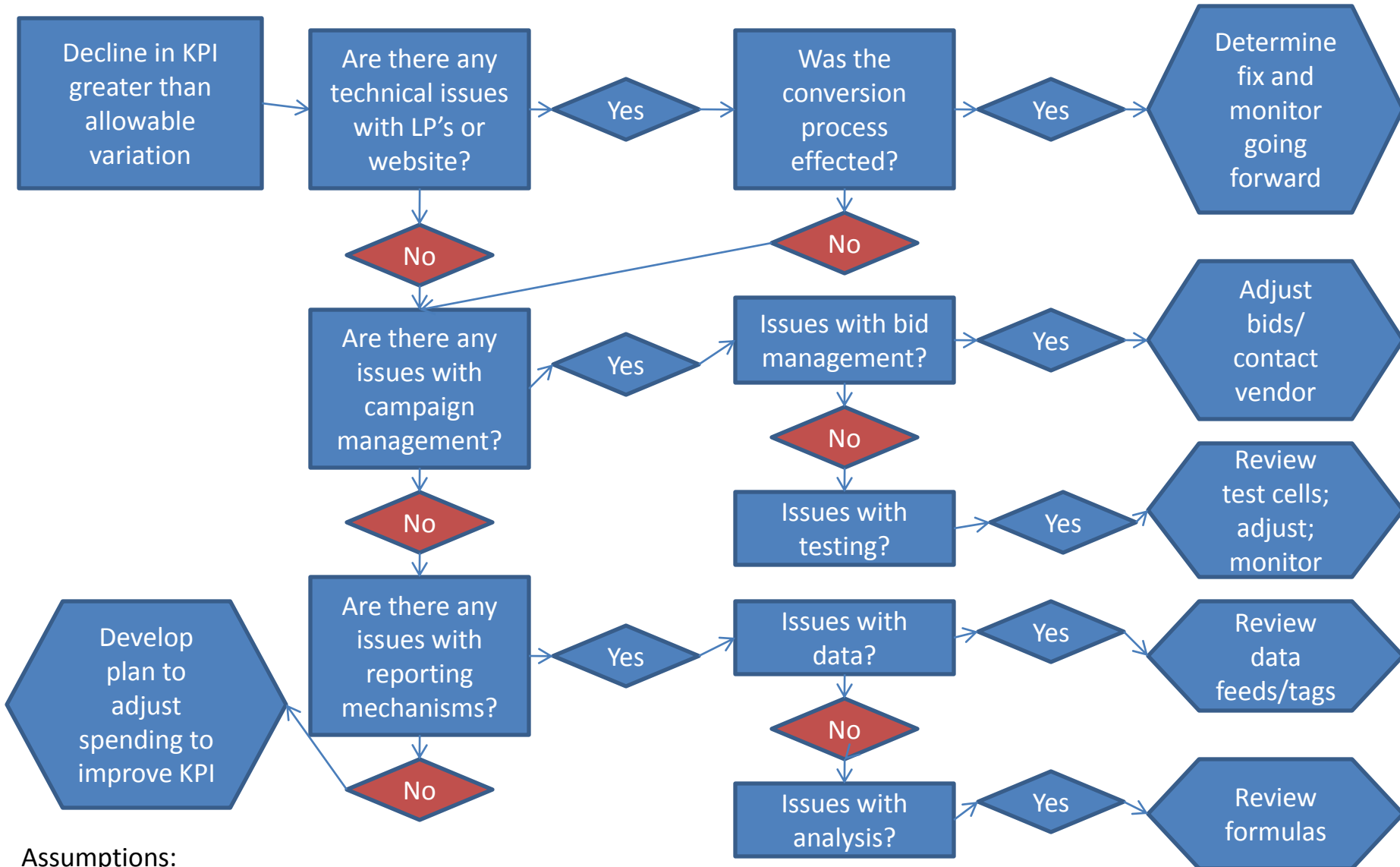


Decision Process

Abnormal Changes in CPC and CPA
Programs

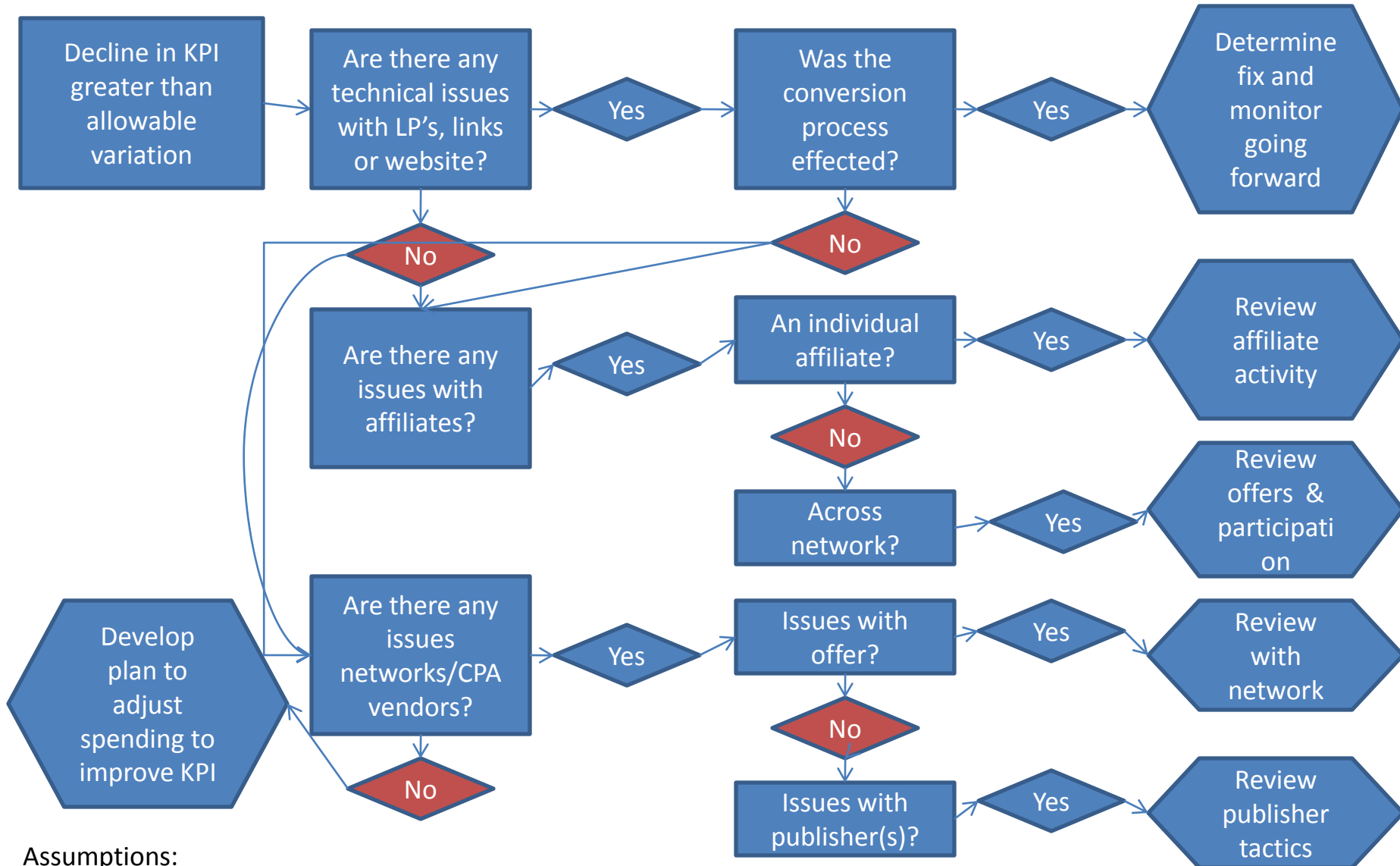
SEM Decision Tree for Abnormal Drop in Key Performance Indicators



Assumptions:

- 1) KPI is complete cycle (full sale) metric such as cost per acquisition or ROI
- 2) Baseline metrics of PPC performance for SEs have been established with reliable confidence intervals

CPA Decision Tree for Abnormal Change in Key Performance Indicators



Assumptions:

- 1) KPI is complete cycle (full sale) metric such as cost per acquisition
- 2) Baseline metrics of respective campaign has been established