Let the Machines Take Over

With Dan Petrovic

TIME

FOCUS

CREATIVITY

Conversations with Google

(Google this title!)

PHILIP M. PARKER

800,000

Ellis-van Creveld Syndrome

A Bibliography and Dictionary for Physicians, Patients, and Genome Researchers

The 2007-2012 World Outlook for
Wood Toilet Seats

Where are we now?

five years later

AI

BIG DATA

MACHINE LEARNING

Intelligent Email Agents
Smart Data Analysis
Natural Language Generation

thegrid.io

Verdict

- Useful as an alternative to blogging platforms.
- No design fuss.
- Free.
- Low customisation options.
- Not an AI.

Wordsmith

DP ⌄

Data

Write

Preview

Download

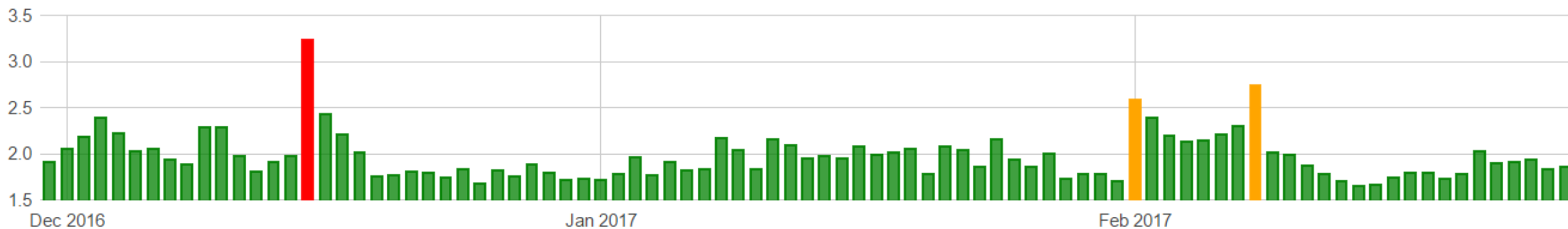Help

Insert Data   **Add Synonym**   **Add Branch**   More ⌄

One of the great new additions to the Vizio line, the E24-C1 has a 23" LED display and a 1080 p resolution. It's also a smart TV, coming preloaded with apps like Netflix and Spotify. Specs include a 60Hz refresh rate and one HDMI ports.

3.5

3.0

2.5

2.0

1.5

Dec 2016   Jan 2017   Feb 2017

Jan 2015   Jul 2015   Jan 2016   Jul 2016   Jan 2017

Industries   **All**

| All |
| Food and drink |
| Gambling ↓ |
| Fashion ↓ |
| Insurance ↓ |
| Finance ↓ |

Winners Losers   Industries

Weekly Winners:
– google.com *All*

http://www.superhealthykids.com/double-chocolat...	39.83 ↑
https://www.journalofchinesemedicine.com/	39.83 ↑
https://www.birchlane.com/Dining-Chairs-and-Ben...	39.80 ↑
https://besttraveldeals.net/	39.70 ↑

Weekly Losers:
– google.com *All*

http://majoriadiscountdrugs.com/	39.83 ↓
http://dailyburn.com/life/fitness/worst-people-...	39.75 ↓
https://www.clevelandagora.com/electrician-jack...	39.45 ↓
http://www.vogue.com/slideshow/street-style-new...	39.42 ↓

Today's summary

This has been the day 22 that Roo has been green, with average movement per keyword for the day showing 2.06, which is 8 percent higher than yesterday.

Verdict

- Works really well.
- Great for data-driven template-based content.
- Process can be replicated manually.
- You have to make your own templates.
- Fancy article spinning.
- Not an AI.

Columns

Search

Rows

✓	Age	⠿
✓	Geography	⠿
✓	Income	⠿
	Parental Status	
	Publisher Category	
✓	Question #1 Answer	⠿
	Response Time #1	
	Time (UTC)	
✓	Urban Density	⠿
	User ID	
✓	Gender	⠿
✓	Weight	⠿

Age	Geography	Income	Question #1 An...	Urban Density	Gender	Weight
100 High Quality	-- Unique values	59 Medium Quality	82 High Quality	72 High Quality	0 Low Quality	88 High Quality
Missing Values: 0%		Missing Values: 0%	Missing Values: 0%	Missing Values: 0%	Missing Values: 0%	Missing Values: 0%
35-44	US-SOUTH-KY	$0-$24,999	A	Urban	Female	1.215
25-34	US-SOUTH-TX	$25,000-$49,...	B	Urban	Female	1.215
25-34	US-MIDWEST-...	$25,000-$49,...	A	Urban	Female	0.661
25-34	US-SOUTH-VA	$50,000-$74,9...	A	Suburban	Female	1.215
35-44	US-MIDWEST-...	$75,000-$99,9...	A	Rural	Female	0.661
18-24	US-NORTHEA...	$25,000-$49,...	A	Suburban	Female	1.322
25-34	US-WEST-ID	$25,000-$49,...	B	Suburban	Female	1.018
25-34	US-SOUTH-WV	$25,000-$49,...	B	Rural	Female	1.215
35-44	US-SOUTH-TN	I prefer not to...	A	Urban	Female	1.215
18-24	US-NORTHEA...	$25,000-$49,...	B	Suburban	Female	1.322
25-34	US-NORTHEA...	$0-$24,999	B	Urban	Female	1.322
35-44	US-WEST-CA	$25,000-$49,...	B	Urban	Female	1.018
35-44	US-WEST-OR	$25,000-$49,...	A	Suburban	Female	1.018
35-44	US-NORTHEA...	$150,000+	B	Rural	Female	1.322
35-44	US-WEST-NV	$75,000-$99,9...	B	Suburban	Female	1.018
25-34	US-WEST-CO	$25,000-$49,...	A	Suburban	Female	1.018
35-44	US-MIDWEST-...	$25,000-$49,...	A	Urban	Female	0.661

Starting points   Show next ⟩

What drives **Income**?

How do the values of **Weight** compare by **Income** and **Age**?

What is a predictive model for **Income**?

What is the breakdown of **Weight** by **Age** and **Geography**?

How do the values of **Weight** compare by **Income** and **Age**?

What are the number of each **Geography** and **Income**?

Create your own visualization

Comparison

Bar   Combination   Word cloud   Dial   Heatmap

Parts to whole

Treemap   Pie   Packed bubble

Trend

Line   Stacked area   Combination
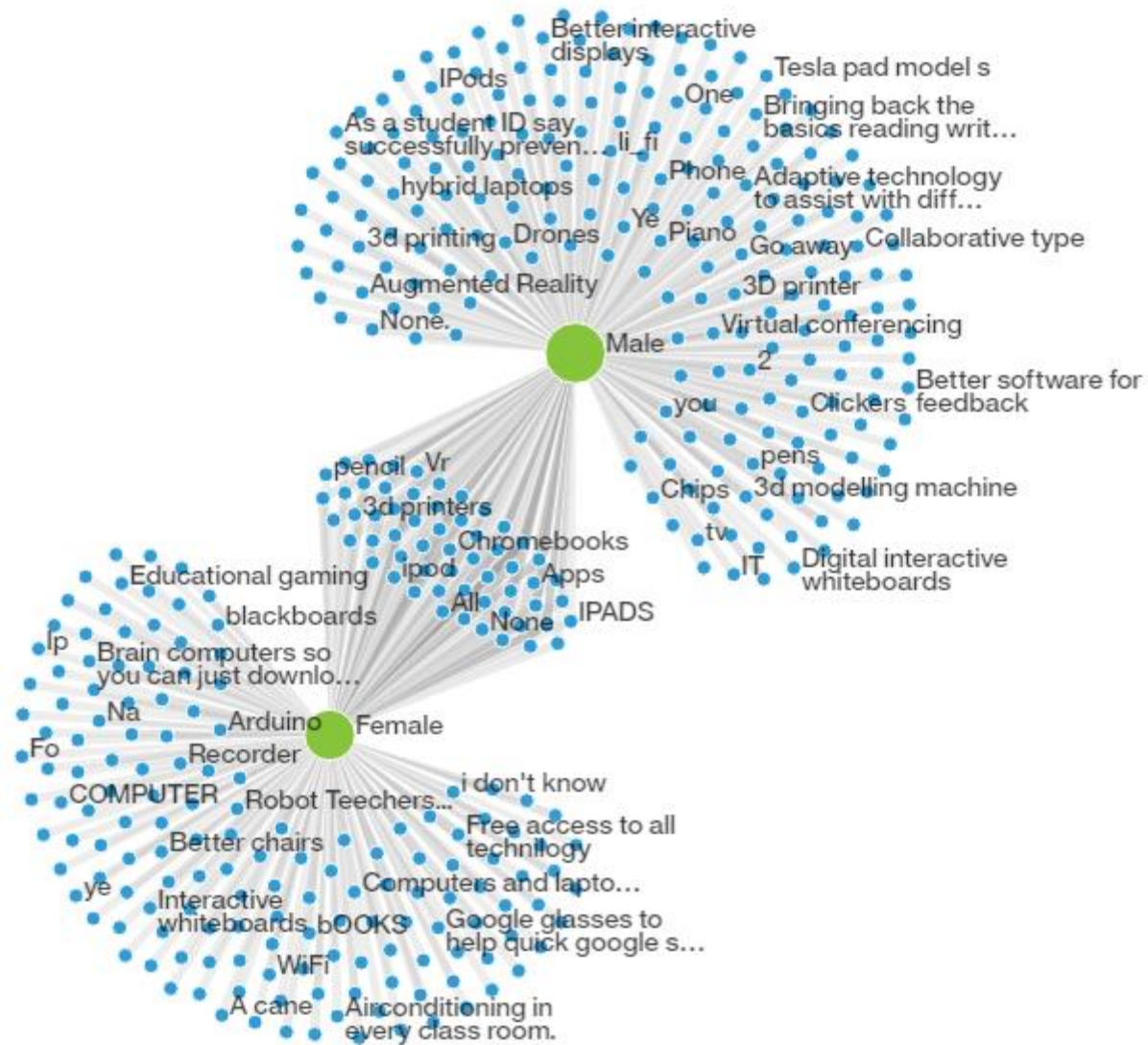
Verdict

- Robust analysis.
- Solid output.
- Steep learning curve.
- Slow and memory-hungry interface.
- Not an AI.

ANALYZE

Identify facts and determine what is important and interesting

GENERATE

Automatically generate data-driven narratives to desired specifications

INFORM

Easily share information in a readable format at scale

Algoroo

MONTH OF FEBRUARY 2017

Avg Time On Site

~ 2.5 min

+539% from last month

Pageviews

26K

+111% from last month

Sessions

17K

+50% from last month

Sessions Rise From Record Low Number The Month Prior

After hitting a record-low number of sessions for the last 12 months the month of January, sessions rose 50% to 17,193 last month. Referrals and direct traffic both drove the increase in traffic, rising 130% and 22%, respectively.

- Your site seemed to be stickier last month, with users spending slightly more than 2 more minutes than the month prior.

- Last month, your site's total pageviews increased 111% to 25,916. Similarly, your pages per session rose 41% to 1.5, which is close to your average over the last year.

- Out of your most frequently visited pages, the one with the highest bounce rate (93%) and most pageviews (25,347) last month was Algoroo.

Sessions Increase From Prior Month
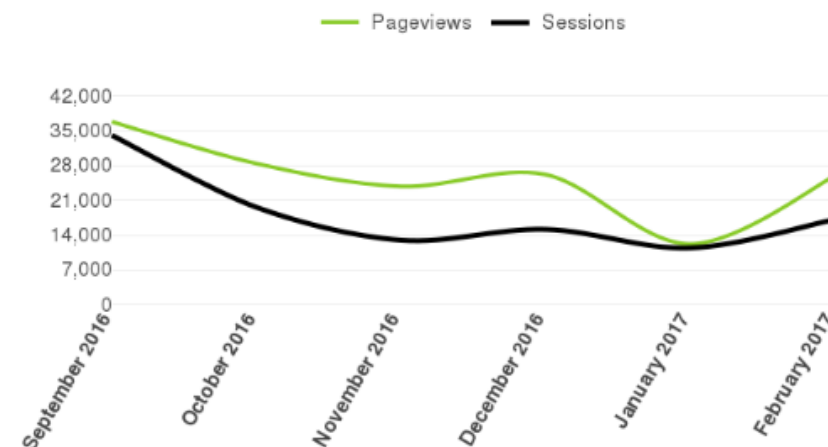
Traffic Sources

Direct sessions were up to 8,717 from 7,163 last month and accounted for 51% of your site's total traffic. A month ago, direct traffic made up 62% of total sessions. Organic search traffic was up to 3,645 sessions from 2,200 a month before, and accounted for 21% of site traffic overall.

New Referrals

These are the top referrers that started sending you traffic last month for the first time in the most recent 12-month period.

searchengineland.com... and seroundtable.com... were the new referrers that drove the most traffic last month with 680 sessions and 330 sessions, respectively.

Referral	Sessions	Avg Time On Site
searchengineland.com...	680	29 seconds
seroundtable.com...	330	19 seconds
r10.net...	329	21 seconds
motherboard.vice.com...	243	46 seconds
seroundtable.com...	182	28 seconds

New vs. Returning Users

New sessions rose to 7,282 and were responsible for a larger proportion of total sessions (42%) than the previous month. New users spent about 3.6 fewer minutes on your site than returning users did last month. This could indicate that your new users didn't find the information they needed or came to the site expecting something else.

Traffic By Device

Sessions from mobile, desktop, and tablet users were all up this month. Similar to the month before, the device driving the most traffic was desktop. Desktop traffic declined 32% from last year, though month-over-month your site's desktop sessions were up 46% to 15,090 sessions. At 1,928 sessions, mobile traffic saw a 99% boost month-over-month, though traffic slipped 20% from the year prior. Your site's tablet traffic increased 27% to 175 sessions month-over-month, but compared to a year ago, sessions were down 55%.

Locations

Turkey was the country with the largest number of sessions last month (2,154), rising 84% and knocking the United States out from the top spot. Istanbul was the region that helped drive traffic with a 156% increase to 289 sessions. New York and Greater Poland Voivodeship dropped out of the top ten regions by sessions last month. Each slipped from tenth to 19th and ninth to 16th, respectively.

The website with the gender wage article is an example of a story that is **not ripe for machine automation**. Maybe 20% of that article is actual data-driven content, but the majority is qualitative information not based in data that an analyst has written using outside knowledge things happening in the world

Quill is an enterprise software technology that solves issues of **massive scale**. A handful of survey results or **a couple hundred survey results would not work**.

We operate as a managed service and **we would need to work with domain experts and technical resources on your end over the course of 12 weeks in order to configure Quill** for your custom use case. This is time intensive and resource intensive.

"outside, out side, outdoors, out, not in the house, on the street = outside" - Quill is a rule-based technology meaning **it would not know to make these associations unless you mapped map every single derivation in the rules**.

Verdict

- Amazing.
- True natural language generation.
- Usable output.
- Insight detection.
- Expensive.
- Difficult to set up.
- Only for very large datasets.
- Still not an AI.

claralabs.com

x.ai

phrasee.co

Verdict

- Email subject and content A/B testing*
- Appointment setting and scheduling.
- Basic correspondence.
- Relatively cheap.
- Useless for outreach.
- Occasionally makes weird mistakes.
- Not an AI.

*phrasee only

Crystal

Crystal

Search for someone by name

Find a person   My Profile   My Contacts

👤 PREDICTED PERSONALITY PROFILE

Georgie Abay (nee mccourt) ✛ Add to Contacts

Georgie is social, creative, trusts feelings and gut instinct more than rules or logic, and loves talking about ideas. 🐦

The Grace Tales »

Location: Sydney, Australia

Founder/editor Deputy editor
Founder/editor at The Grace Tales
Founder/editor The Grace Tales ...

Related people:

Accuracy confidence: **95%**

We found lots of online data for Georgie, so we're quite sure of this.
Where does this come from?

👤 **Georgie's Personality**

🔊 Your relationship

🔊 Add to a group

✉ Personalized Emails

👤 Ask for a raise

🔖 Send an event in...

🔖 Send an event th...

✉ Ask for advice

Review by: Review Georgie profile

💬 When **speaking** to Georgie...

Use self-deprecating humor (don't act like you take yourself too seriously) 👍 👎

Bring lots of energy to the conversation 👍 👎

Tell a few jokes 👍 👎

Speak with an informal tone 👍 👎

Georgie Abay (nee mccourt) & Hannah Pownall

If Georgie and Hannah work together, Crystal predicts that their relationship will look like this:

Georgie

SIMILARITY:

64%

Hannah

After they meet, Georgie and Hannah will probably be friends with each other fairly quickly.

At work:

- When working together, Georgie and Hannah should get someone more organized and detail-oriented involved to keep things together and focused.
- When Georgie comes up with a new idea, Hannah will be naturally agreeable to it at first, even if she has doubts.
- If Georgie offends someone, Hannah is more likely to notice it than Georgie.

https://www.crystalknows.com/relationships/2621679/7108048
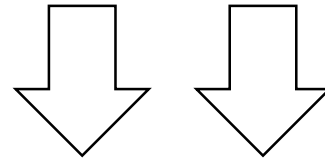
When emailing Georgie...

1. Write with short casual language and abbreviations
2. Use emotionally expressive language
3. Appeal to their feelings to drive them to action
4. Use an emoticon :)

Recreating 6,000 Year Old Makeup

georgie.abay@news.com.au

Recreating 6,000 Year Old Makeup

Georgie, you're going to love this!

https://www.beautyedu.edu.au/beauty-tips/6000-year-old-makeup/

PS: Not sure how I'd look with red ochre on my face though... :)

Hannah Pownall
Beauty Editor, Beauty EDU

Catchy Title

Short. Casual. Energy. Emotion.

Self-deprecating humor. Smiley.

Sans Serif

Send   Sign In

Verdict

- Helpful for outreach.
- Great example templates.
- Useful Chrome extension.
- Relatively cheap.
- Low accuracy on some profiles.
- Not an AI.

Data Goes In

Content Comes Out

Autonomous Outreach

Expectation vs Reality

Quality of Data

Quality of Insights

Marketing

Software

I wanted my eggs like that.

Please kill me

AI is not ready for widespread use.

SOON
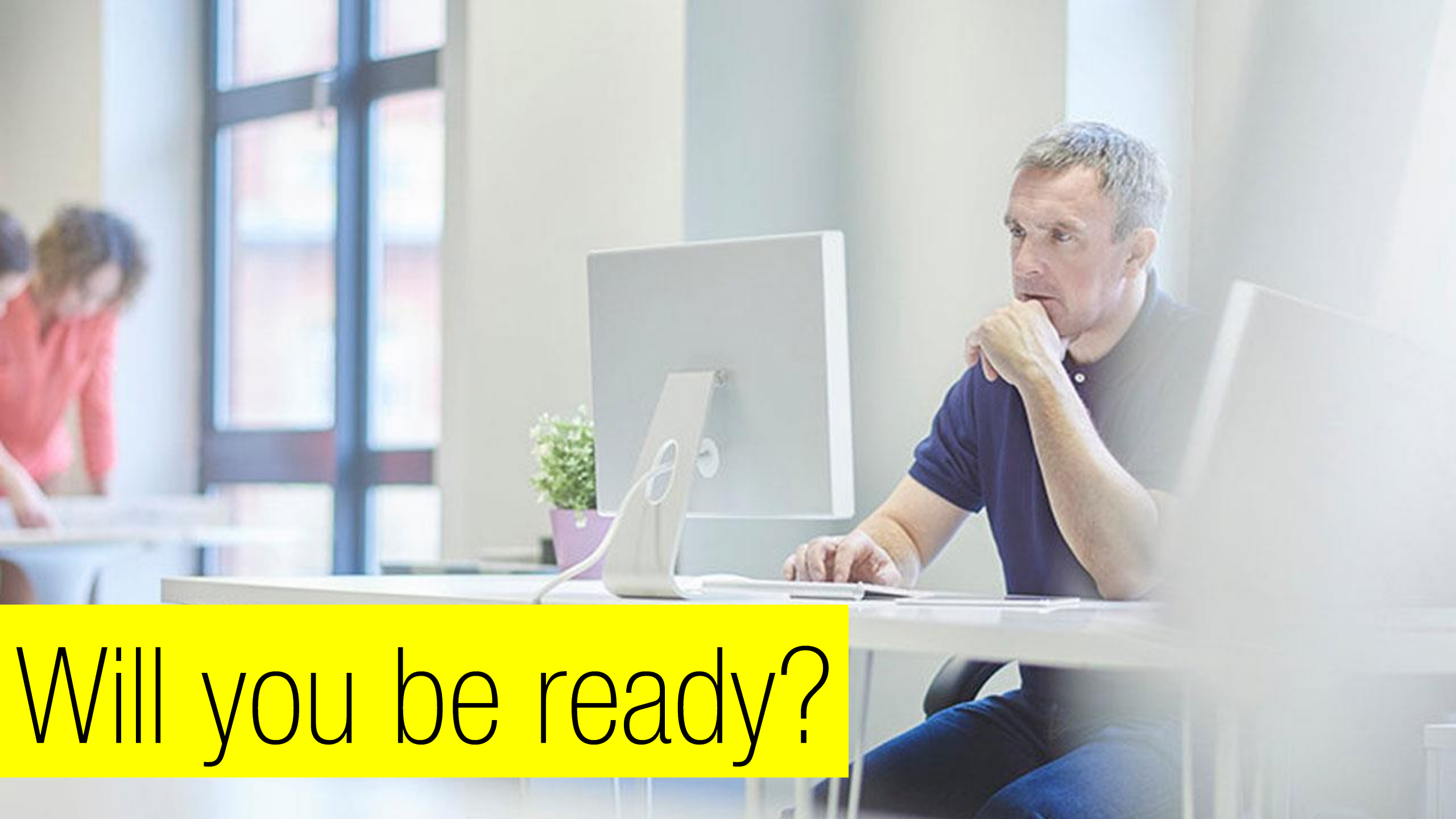
Will you be ready?
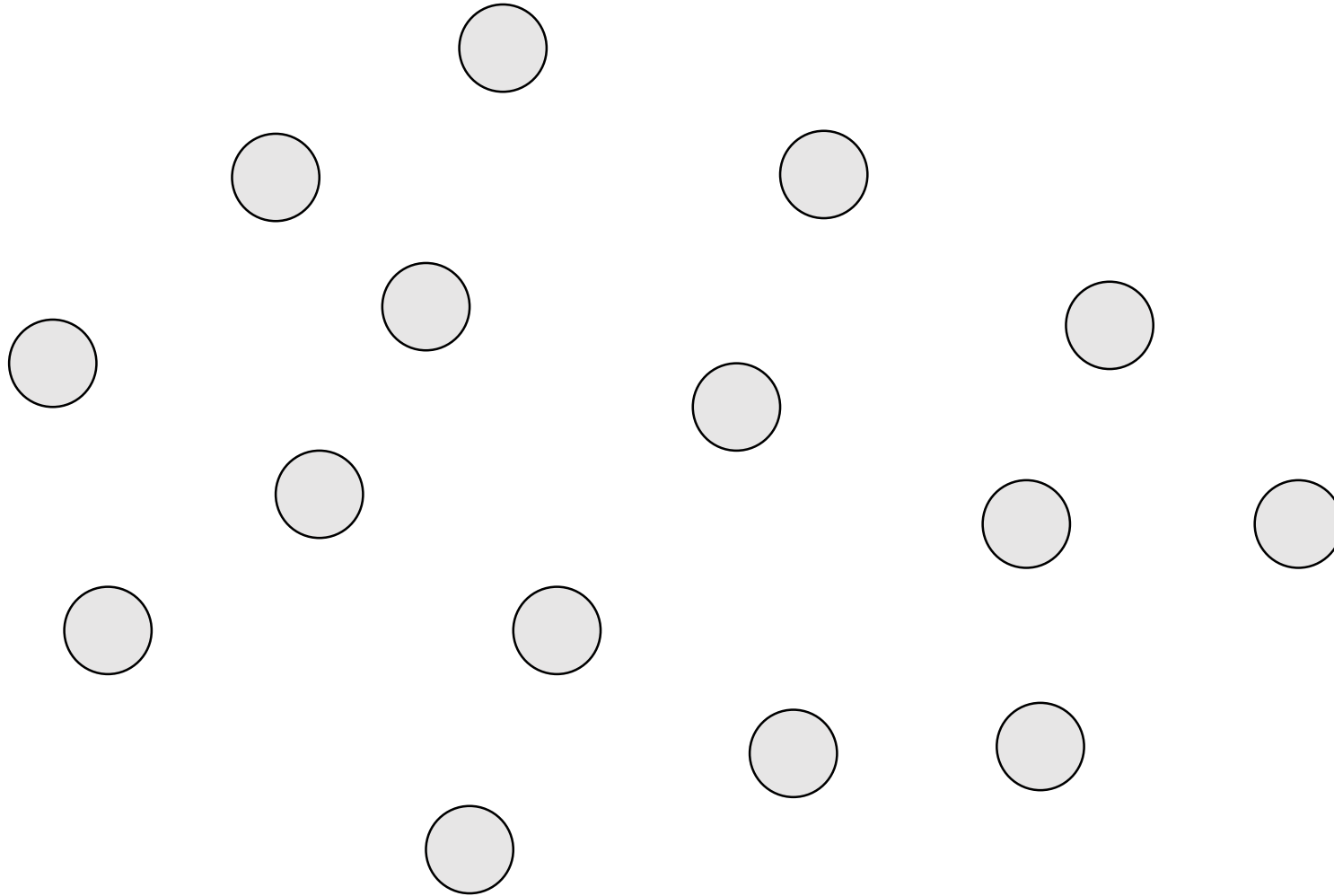
SIGNIFICANCE

STRATEGY

DEJAN
MARKETING
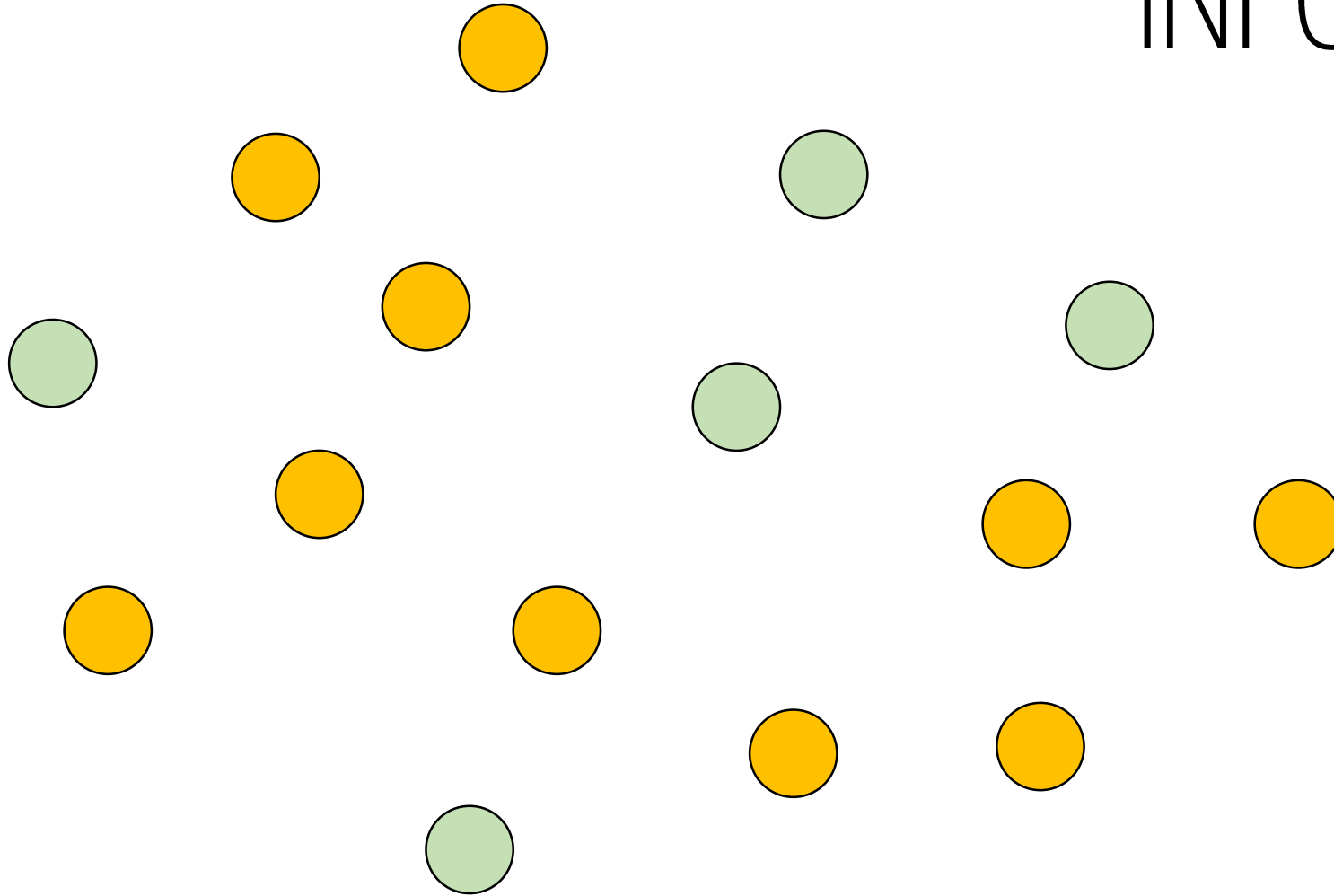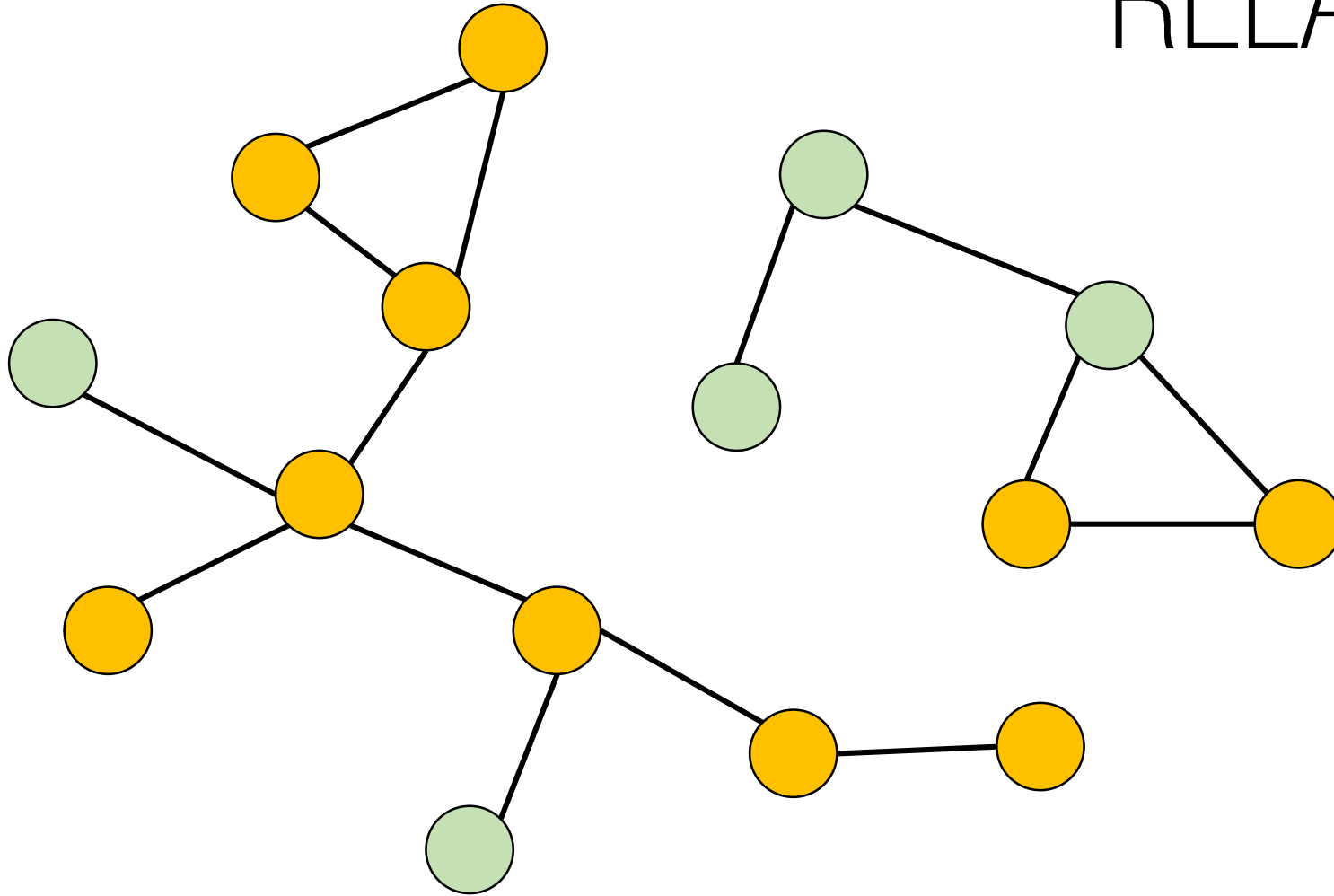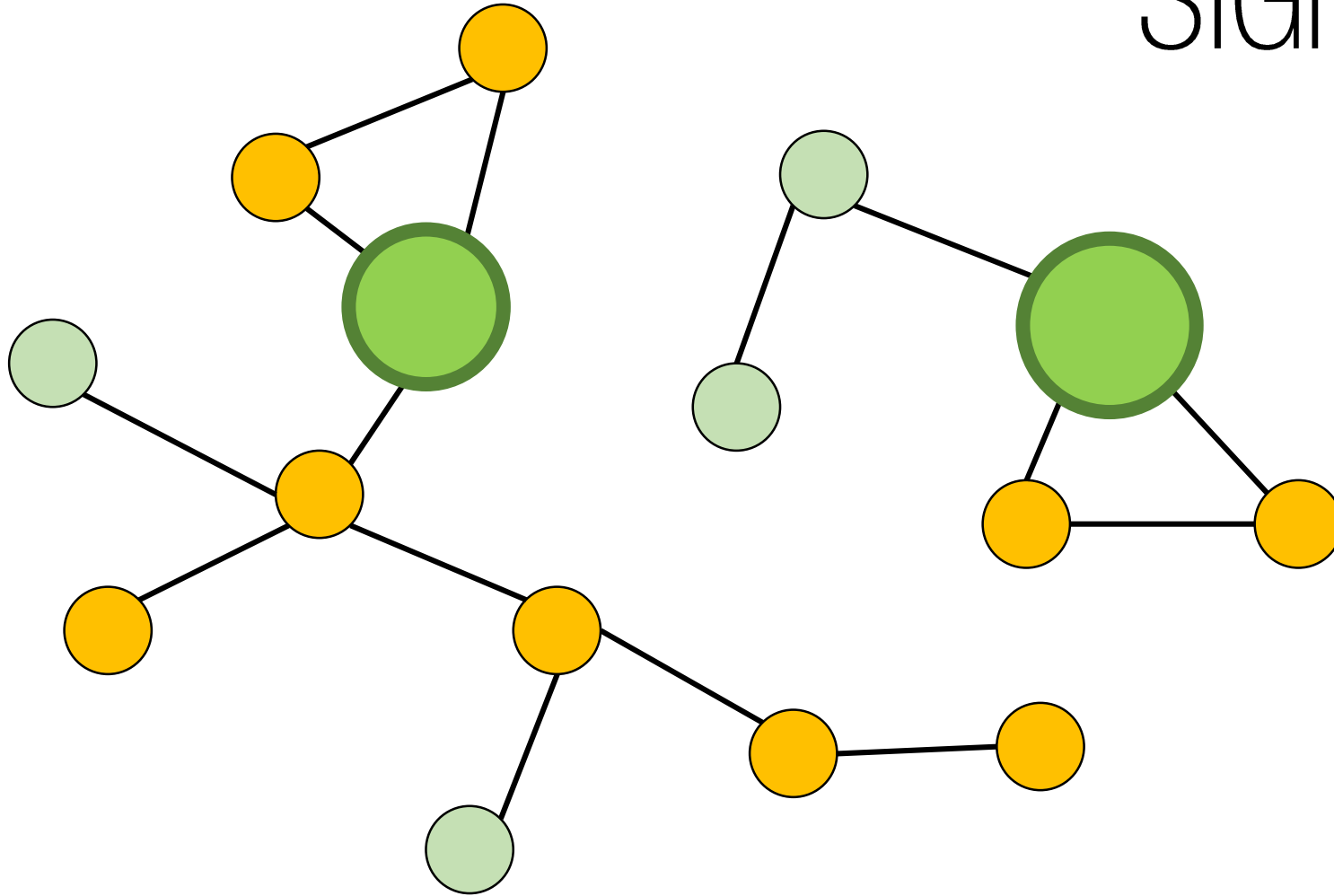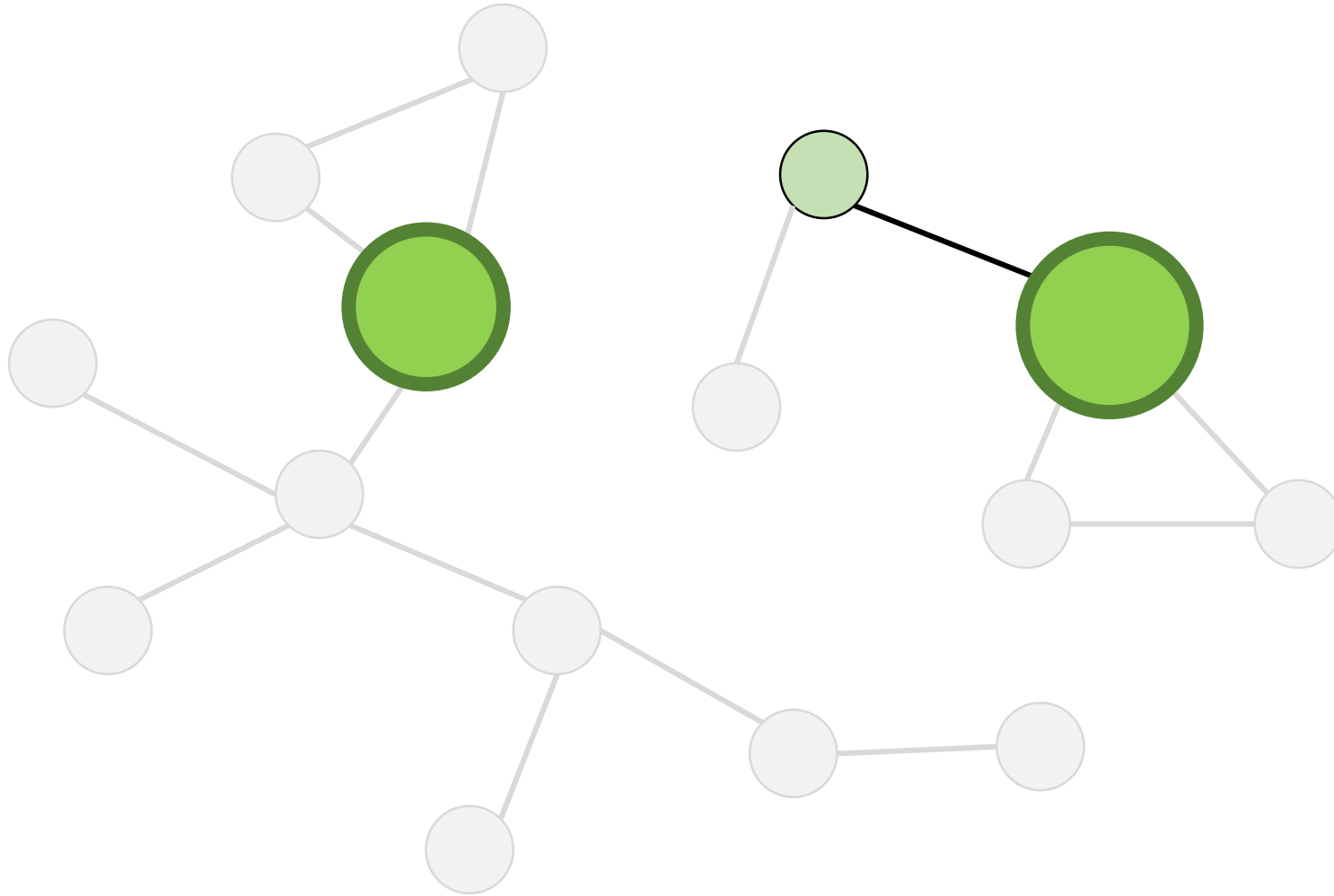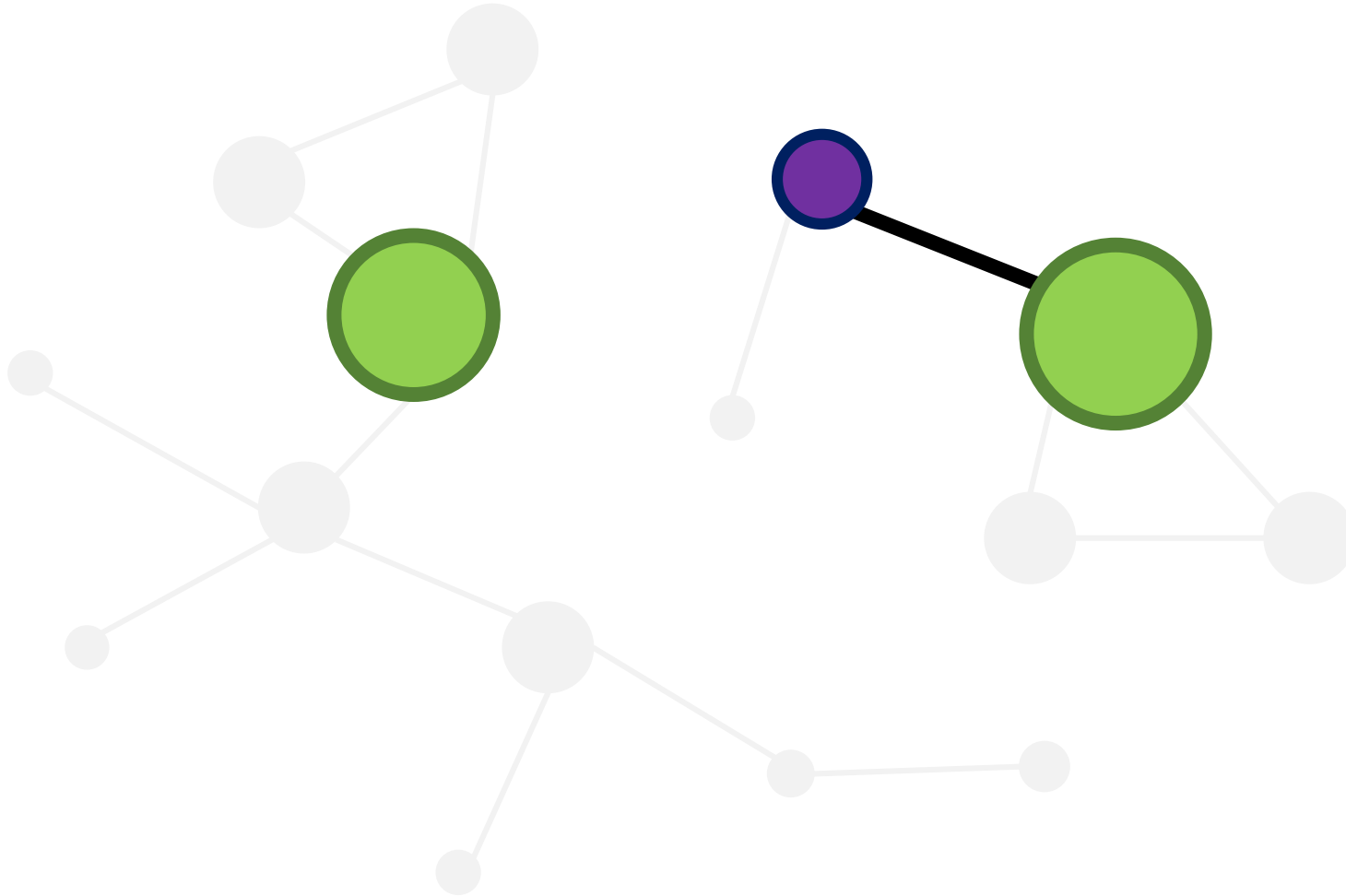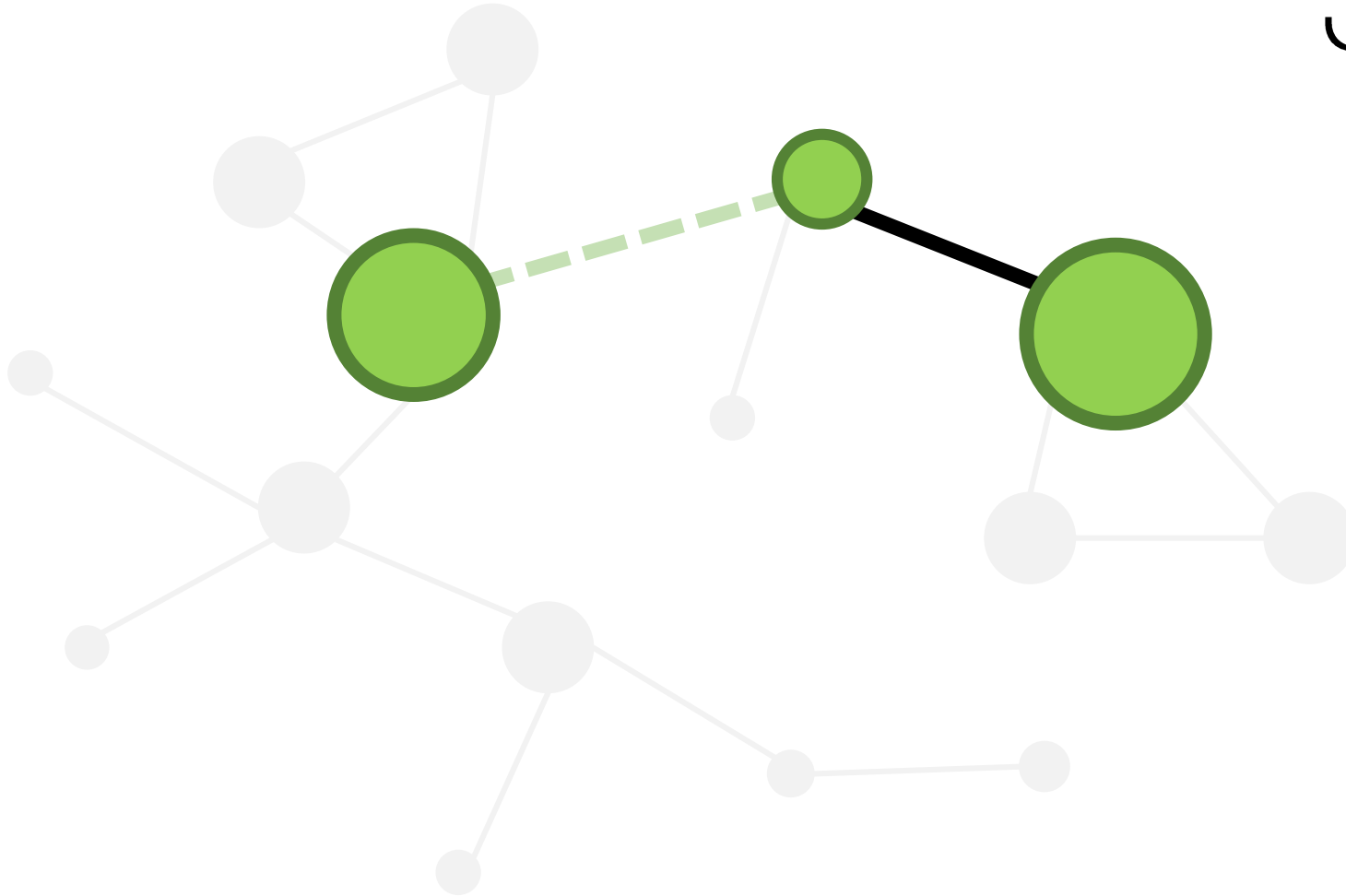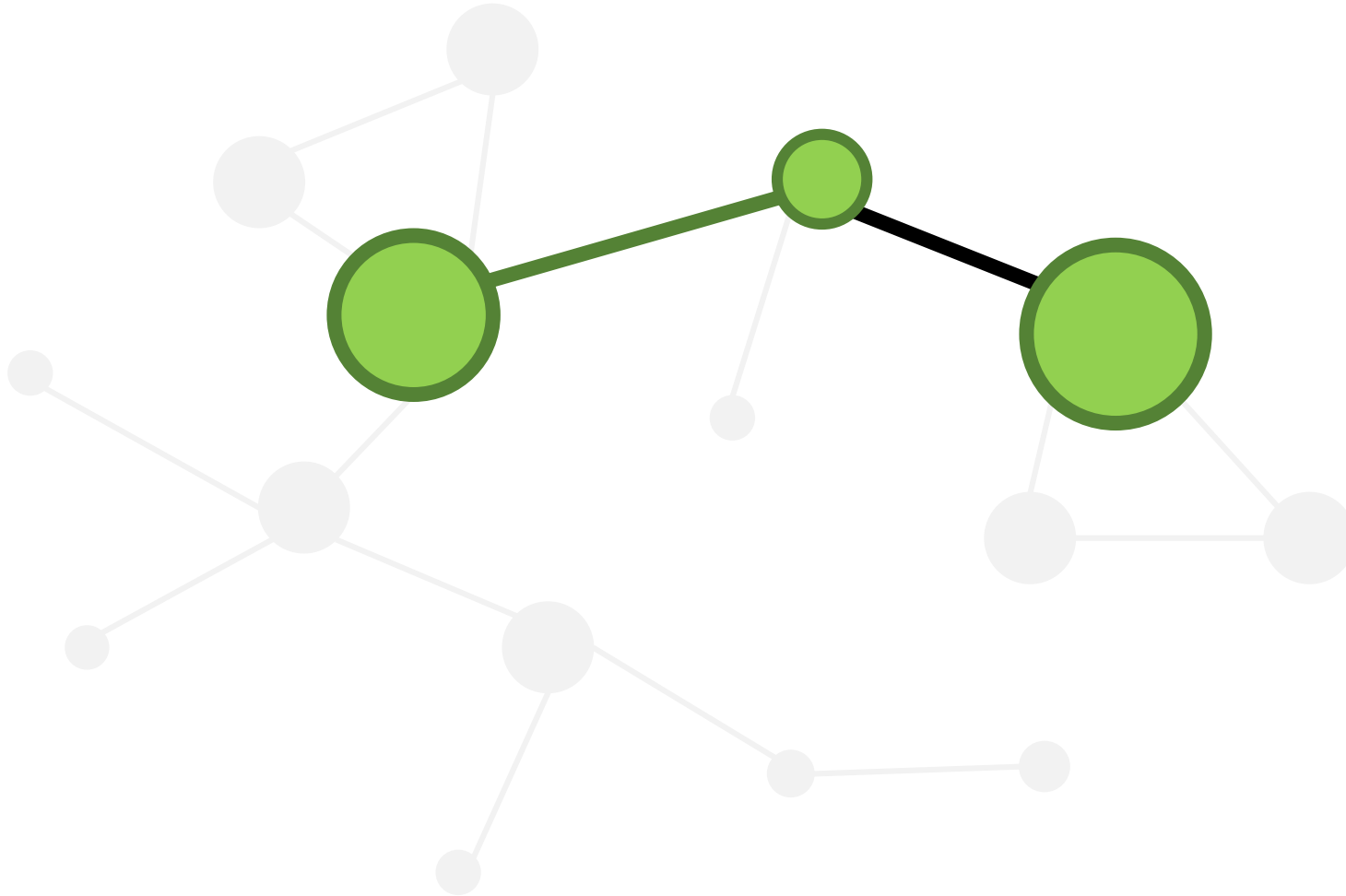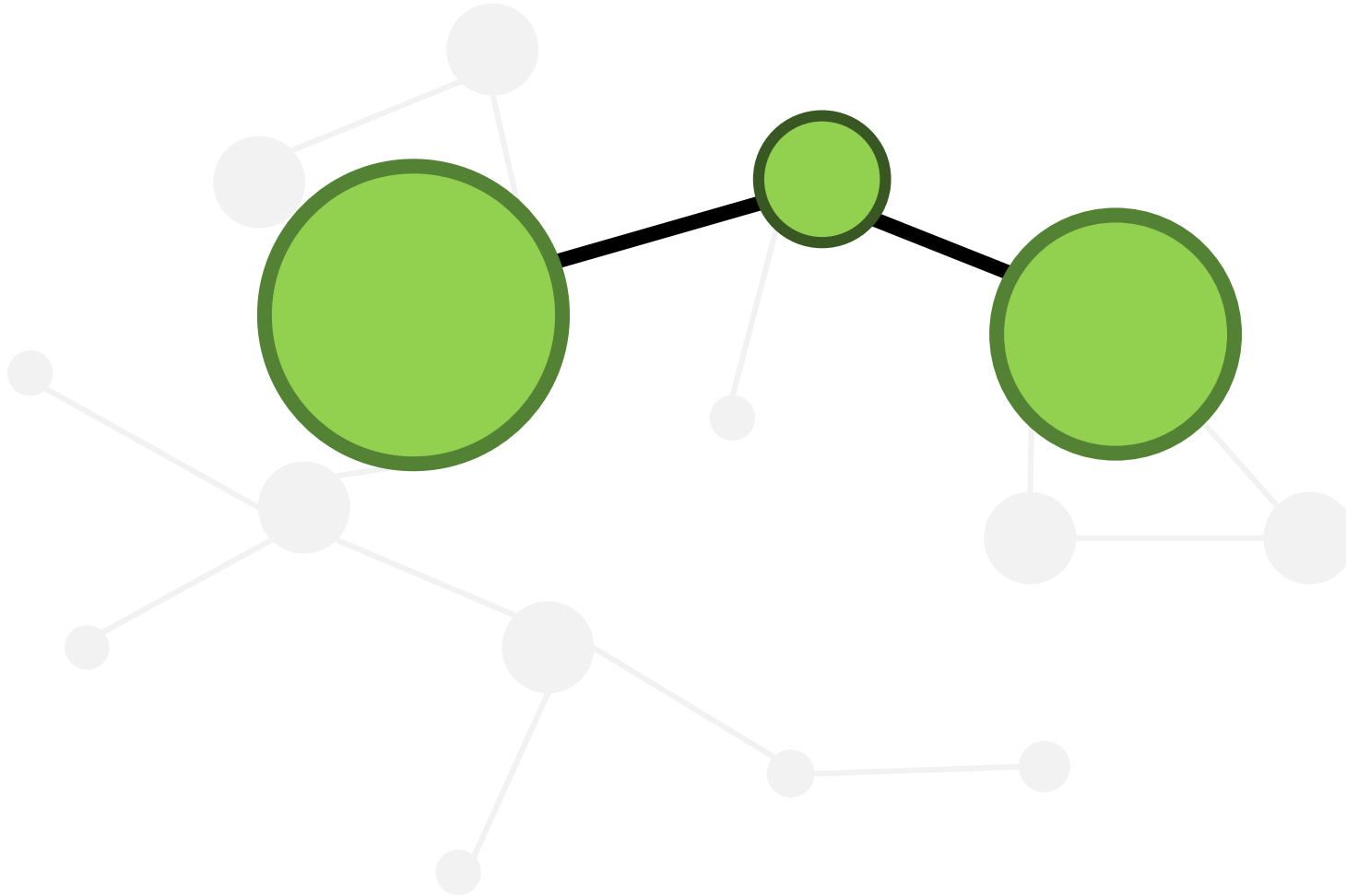
Phrase Potential Methodology

Version 3, March 2017

☑ Clicks ☑ Impressions ☑ CTR ☑ Position

◉ **Queries**   ○ Pages   ○ Countries   ○ Devices   ○ Search Type   ○ Dates
-brand ▾   No filter ▾   Australia ▾   No filter ▾   Web ▾   Last 90 days ▾

Total clicks	Total impressions	Avg. CTR	Avg. position
46,303	414,677	11.17%	11.8
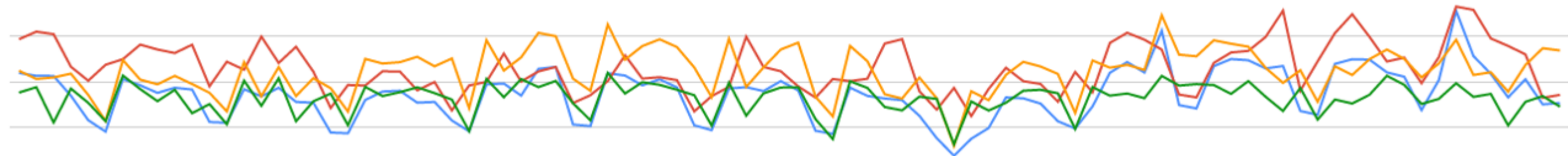
	Queries	Clicks	Impressions▲	CTR	Position	
47	available redraw amount ⬈	1	1	100%	39.0	»
48	instant online savings account ⬈	1	1	100%	19.0	»
49	online savings account highest interest ⬈	1	1	100%	4.0	»
50	monthly expense ⬈	1	1	100%	8.0	»

Download   Show   50 rows ▾   1 - 50 of 999   ‹   ›

Got API?

Name	Date modified	Type	Size
-_brand.csv	31-Jan-17 2:05 PM	Microsoft Excel C...	36 KB
-a.csv	31-Jan-17 2:07 PM	Microsoft Excel C...	15 KB
-b.csv	31-Jan-17 2:07 PM	Microsoft Excel C...	35 KB
-c.csv	31-Jan-17 2:07 PM	Microsoft Excel C...	34 KB
-d.csv	31-Jan-17 2:07 PM	Microsoft Excel C...	35 KB
-e.csv	31-Jan-17 2:08 PM	Microsoft Excel C...	29 KB
-f.csv	31-Jan-17 2:08 PM	Microsoft Excel C...	36 KB
-g.csv	31-Jan-17 2:08 PM	Microsoft Excel C...	35 KB
-h.csv	31-Jan-17 2:09 PM	Microsoft Excel C...	35 KB
-i.csv	31-Jan-17 2:09 PM	Microsoft Excel C...	30 KB
-j.csv	31-Jan-17 2:12 PM	Microsoft Excel C...	36 KB
-k.csv	31-Jan-17 2:23 PM	Microsoft Excel C...	36 KB
-l.csv	31-Jan-17 2:23 PM	Microsoft Excel C...	35 KB
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-v.csv	31-Jan-17 2:26 PM	Microsoft Excel C...	35 KB
-x.csv	31-Jan-17 2:27 PM	Microsoft Excel C...	36 KB
-y.csv	31-Jan-17 2:27 PM	Microsoft Excel C...	36 KB
-z.csv	31-Jan-17 2:26 PM	Microsoft Excel C...	36 KB

copy *.csv merged.csv

cat *.csv >merged.csv

Name	Date modified	Type	Size
-_brand.csv	31-Jan-17 2:05 PM	Microsoft Excel C…	36 KB
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	Queries	Clicks	Impressions	CTR	Position
21693		10	11	90.91%	1
21694		10	14	71.43%	2.8
21695		10	16	62.50%	1
21696		10	60	16.67%	5.8
21697		10	20	50%	1.3
21698		10	23	43.48%	3.8
21699		10	17	58.82%	6
21700		10	13	76.92%	1.2
21701		10	11	90.91%	1
21702		10	27	37.04%	4.3
21703		10	15	66.67%	2
21704		10	17	58.82%	2.9
21705		10	20	50%	1
21706		10	51	19.61%	7.3
21707		10	34	29.41%	4.2
21708		10	58	17.24%	5.6
21709		10	78	12.82%	5.9
21710		10	62	16.13%	4.2
21711		10	26	38.46%	1.8
21712		10	38	26.32%	4.1
21713		10	27	37.04%	4.8
21714		10	17	58.82%	2
21715		10	11	90.91%	3.1
21716		10	59	16.95%	1.1
21717					

1	Queries	Clicks	Impressions	CTR	Position
21672		1666	6218	26.79%	1.9
21673		1899	6019	31.55%	1.7
21674		1899	6019	31.55%	1.7
21675		1899	6019	31.55%	1.7
21676		2046	6094	33.57%	1.9
21677		2046	6094	33.57%	1.9
21678		2046	6094	33.57%	1.9
21679		2152	6333	33.98%	1.7
21680		2152	6333	33.98%	1.7
21681		2152	6333	33.98%	1.7
21682		2331	9848	23.67%	1.8
21683		2331	9848	23.67%	1.8
21684		2331	9848	23.67%	1.8
21685		2337	7040	33.20%	1.9
21686		2337	7040	33.20%	1.9
21687		2337	7040	33.20%	1.9
21688		2425	8689	27.91%	1.6
21689		2425	8689	27.91%	1.6
21690		2425	8689	27.91%	1.6
21691		2865	11148	25.70%	1.9
21692		2865	11148	25.70%	1.9
21693		2865	11148	25.70%	1.9
21694		4333	10276	42.17%	1.1
21695		4333	10276	42.17%	1.1
21696					

END LINE

DEJAN MARKETING

Raw Merge

127,536

1	Queries	Clicks	Impressions	CTR	Position
21672		1666	6218	26.79%	1.9
21673		1899	6019	31.55%	1.7
21674		1899	6019	31.55%	1.7
21675		1899	6019	31.55%	1.7
21676		2046	6094	33.57%	1.9
21677		2046	6094	33.57%	1.9
21678		2046	6094	33.57%	1.9
21679		2152	6333	33.98%	1.7
21680		2152	6333	33.98%	1.7
21681		2152	6333	33.98%	1.7
21682		2331	9848	23.67%	1.8
21683		2331	9848	23.67%	1.8
21684		2331	9848	23.67%	1.8
21685		2337	7040	33.20%	1.9
21686		2337	7040	33.20%	1.9
21687		2337	7040	33.20%	1.9
21688		2425	8689	27.91%	1.6
21689		2425	8689	27.91%	1.6
21690		2425	8689	27.91%	1.6
21691		2865	11148	25.70%	1.9
21692		2865	11148	25.70%	1.9
21693		2865	11148	25.70%	1.9
21694		4333	10276	42.17%	1.1
21695		4333	10276	42.17%	1.1
21696					

DUPLICATES

DEJAN
MARKETING

Raw Merge

127,536 →

Deduped

27,806

Brand
Product
Navigational
Brands
Sub-Brands
Campaign Terms

Separate Analysis
CTRs Range from 50% to 100%

Raw Merge

127,536 → Deduped

27,806 → Generic

4247

Counting Rank Instances

=COUNTIF(E:E, E2)
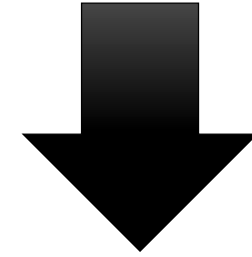
	A	B	C	D	E	F	G
1	Queries	Clicks	Impressions	CTR	Rank	Instances	
2		4333	10276	42.17%	1.1	=COUNTIF(E:E, E2)	
3		2865	11148	25.70%	1.9		
4		2425	8689	27.91%	1.6		
5		2337	7040	33.20%	1.9		
6		2331	9848	23.67%	1.8		

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	A	B	C	D	E	F	G
1	Queries	Clicks	Impressions	CTR	Rank	Instances	
2		4333	10276	42.17%	1.1	93▪	
3		2865	11148	25.70%	1.9		
4		2425	8689	27.91%	1.6		
5		2337	7040	33.20%	1.9		
6		2331	9848	23.67%	1.8		

Double Click

DEJAN MARKETING

	A	B	C	D	E	F
1	Queries	Clicks	Impressions	CTR	Rank	Instances
13637	proktolog	8	23	34.78%	3.0	232
13638	proktolog	8	18	44.44%	7.4	28
13639	proktolog	8	10	80.00%	5.9	31
13640	proktolog	8	14	57.14%	3.8	98
13641	laryngolo	8	15	53.33%	6.6	41
13642	poradnia	8	27	29.63%	7.9	19
13643	klinika ch	8	21	38.10%	4.2	92
13644	alicja oczo	8	11	72.73%	3.9	97
13645	rzeszÃ³w	8	10	80.00%	2.0	1094
13646	kardiolog	8	9	88.89%	2.3	222
13647	dentysta	8	22	36.36%	1.8	477
13648	habaÅ‚o r	8	18	44.44%	1.2	631
13649	paweÅ‚ g	8	27	29.63%	1.4	562
13650	otolaryng	8	18	44.44%	1.9	546
13651	psychoter	8	15	53.33%	6.7	25
13652	parens rze	8	10	80.00%	5.0	68
13653	tomasz m	8	9	88.89%	1.2	631
13654	poradnia	8	48	16.67%	9.8	3

Each CTR value in 232 instances of search queries on an average rank of 3.0 contributes towards the CTR average of rank 3.0.

	A	B	C	D	E	F
1	Queries	Clicks	Impressions	CTR	Rank	Instances
13637	proktolog opole prywatnie	8	23	34.78%	3.0	232
13638	proktolog sochaczew	8	18	44.44%	7.4	28
13639	proktolog elblÄ...g prywatnie	8	10	80.00%	5.9	31
13640	proktolog kwidzyn	8	14	57.14%	3.8	98
13641	laryngolog rzeszÃ³w medyk	8	15	53.33%	6.6	41
13642	poradnia pulmonologiczna rzeszÃ³w	8	27	29.63%	7.9	19
13643	klinika chirurgii plastycznej rzeszÃ³w	8	21	38.10%	4.2	92
13644	alicja oczoÅ› rzeszÃ³w	8	11	72.73%	3.9	97
13645	rzeszÃ³w stomatolog	8	10	80.00%	2.0	1094
13646	kardiolog rzeszÃ³w forum	8	9	88.89%	2.3	222
13647	dentysta rzeszÃ³w plac wolnoÅ›ci	8	22	36.36%	1.8	477
13648	habaÅ‚o rzeszÃ³w	8	18	44.44%	1.2	631
13649	paweÅ‚ guzik ginekolog rzeszÃ³w	8	27	29.63%	1.4	562
13650	otolaryngolog rzeszÃ³w prywatnie	8	18	44.44%	1.9	546
13651	psychoterapia rzeszÃ³w nfz	8	15	53.33%	6.7	25
13652	parens rzeszÃ³w forum	8	10	80.00%	5.0	68
13653	tomasz mac rzeszÃ³w	8	9	88.89%	1.2	631
13654	poradnia gastroenterologiczna rzeszÃ³w	8	48	16.67%	9.8	3

Data Reliability
Number of Clicks & Rank Instances

	A	B	C	D	E	F
1	Queries	Clicks	Impressions	CTR	Rank	Instances
13637	proktolog opole prywatnie	8	23	34.78%	3.0	232
13638	proktolog sochaczew	8	18	44.44%	7.4	28
13639	proktolog elblÄ...g prywatnie	8	10	80.00%	5.9	31
13640	proktolog kwidzyn	8	14	57.14%	3.8	98
13641	laryngolog rzeszÃ³w medyk	8	15	53.33%	6.6	41
13642	poradnia pulmonologiczna rzeszÃ³w	8	27	29.63%	7.9	19
13643	klinika chirurgii plastycznej rzeszÃ³w	8	21	38.10%	4.2	92
13644	alicja oczoÅ› rzeszÃ³w	8	11	72.73%	3.9	97
13645	rzeszÃ³w stomatolog	8	10	80.00%	2.0	1094
13646	kardiolog rzeszÃ³w forum	8	9	88.89%	2.3	222
13647	dentysta rzeszÃ³w plac wolnoÅ›ci	8	22	36.36%	1.8	477
13648	habaÅ,o rzeszÃ³w	8	18	44.44%	1.2	631
13649	paweÅ, guzik ginekolog rzeszÃ³w	8	27	29.63%	1.4	562
13650	otolaryngolog rzeszÃ³w prywatnie	8	18	44.44%	1.9	546
13651	psychoterapia rzeszÃ³w nfz	8	15	53.33%	6.7	25
13652	parens rzeszÃ³w forum	8	10	80.00%	5.0	68
13653	tomasz mac rzeszÃ³w	8	9	88.89%	1.2	631
13654	poradnia gastroenterologiczna rzeszÃ³w	8	48	16.67%	9.8	3

Reliable   Occasional Deviation   Frequent Deviation

Finding average CTR for each average rank.

B	C	D	E	F	G	H	I	J
Clicks	Impressions	CTR	Rank	Instances	Expected CTR			
4333	10276	42.17%	1.1	934	=AVERAGEIF($E$2:$E$89761,E2,$D$2:$D$89761)			
2865	11148	25.70%	1.9	546				
2425	8689	27.91%	1.6	522				
2337	7040	33.20%	1.9	546				

Current Row

=AVERAGEIF($E$2:$E$89058,E2,$D$2:$D$89058)

Last Row

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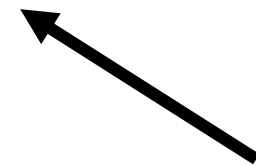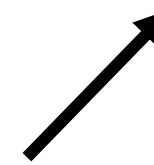
	Queries	Clicks	Impressions	CTR	Rank	Instances	Expected CTR
2259	dietetyk lubliniec	8	15	53.33%	8.9	9	26%
2260	dietetyk luboÅ„	47	154	30.52%	2.1	334	56%
2261	dietetyk lubsko	18	37	48.65%	3.1	171	49%
2262	dietetyk lubuskie	17	22	77.27%	1.9	546	53%
2263	dietetyk luxmed	29	62	46.77%	4.1	82	46%
2264	dietetyk luxmed warszawa	6	7	85.71%	4.7	72	48%
2265	dietetyk luxmed wrocÅ‚aw	8	10	80.00%	3.4	107	49%
2266	dietetyk mÅ‚awa	76	132	57.58%	1.0	2647	64%
2267	dietetyk malbork	12	31	38.71%	10.0	10	35%
2268	dietetyk marki	12	19	63.16%	4.9	54	45%
2269	dietetyk medicover	17	28	60.71%	3.7	102	49%
2270	dietetyk miastko	20	27	74.07%	2.1	334	56%
2271	dietetyk miÄ™dzyrzecz	7	14	50.00%	7.1	24	30%
2272	dietetyk miechÃ³w	73	111	65.77%	1.5	600	61%
2273	dietetyk mielec	19	61	31.15%	6.4	44	39%
2274	dietetyk mielec opinie	8	11	72.73%	1.9	546	53%
2275	dietetyk mikoÅ‚Ã³w	14	83	16.87%	6.7	25	36%
2276	dietetyk milanÃ³wek	8	13	61.54%	3.8	98	47%
2277	dietetyk milicz	20	39	51.28%	1.6	522	60%
2278	dietetyk mogilany	5	8	62.50%	2.8	156	49%
2279	dietetyk mogilno	39	53	73.58%	2.3	222	57%
2280	dietetyk mosina	31	44	70.45%	2.0	1094	50%
2281	dietetyk mrÄ…gowo	19	71	26.76%	4.8	73	43%

Finding CTR Deviations

CTR Δ = Expected CTR - CTR

	B	C	D	E	F	G	H	I	J
	Clicks	Impressions	CTR	Rank	Instances	Expected CTR	CTR Δ		
	9	46	19.57%	5.2	60	38.39%	=IFERROR(D2-G2,0)		
	14	50	28.00%	2.6	177	49.85%	-21.85%		
	18	20	90.00%	1.9	546	53.44%	36.56%		
	21	60	35.00%	1.6	522	59.79%	-24.79%		
	30	43	69.77%	1.8	477	55.98%	13.79%		

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	Queries	Clicks	Impressions	CTR	Rank	Instances	Expected CTR	CTR Δ	
2	4dent katowice	9	46	19.57%	5.2	60	38.39%	-18.82%	
3	5 wojskowy szpital kliniczny krakÃ³w ul. wrocÅ‚awska opinie	14	50	28.00%	2.6	177	49.85%	-21.85%	
4	Å‚Ã³dÅº chirurg naczyniowy	18	20	90.00%	1.9	546	53.44%	36.56%	
5	Å‚Ã³dÅº dentysta	21	60	35.00%	1.6	522	59.79%	-24.79%	
6	Å‚Ã³dÅº dermatolog	30	43	69.77%	1.8	477	55.98%	13.79%	
7	Å‚Ã³dÅº dietetyk	10	12	83.33%	1.9	546	53.44%	29.89%	
8	Å‚Ã³dÅº lekarz medycyny pracy	18	58	31.03%	1.9	546	53.44%	-22.41%	
9	Å‚Ã³dÅº neurochirurg	25	33	75.76%	1.1	934	62.29%	13.47%	
10	Å‚Ã³dÅº okulista	25	61	40.98%	1.1	934	62.29%	-21.31%	
11	Å‚Ã³dÅº psychiatra	27	50	54.00%	1.8	477	55.98%	-1.98%	
12	Å‚Ã³dÅº szpital kopernika	19	84	22.62%	4.6	56	48.41%	-25.79%	
13	Å‚azarczyk okulista biaÅ‚ystok	23	35	65.71%	2.4	216	50.98%	14.73%	
14	Å‚azorko ortopeda rzeszÃ³w	11	12	91.67%	2.4	216	50.98%	40.69%	
15	Å‚oÅ›-dudziak okulista lublin	16	19	84.21%	1.2	631	63.36%	20.85%	
16	Å‚opatyÅ„ski endokrynolog lublin	26	60	43.33%	4.0	113	45.84%	-2.51%	
17	Å‚ucja wilk neurolog rzeszÃ³w	13	19	68.42%	2.5	204	51.85%	16.57%	
18	Å‚uczycki andrzej endokrynolog opinie	24	27	88.89%	1.0	2647	63.79%	25.10%	
19	Å‚ukasik laryngolog	31	49	63.27%	2.1	334	55.57%	7.70%	
20	Å‚ukasik laryngolog rzeszÃ³w	102	160	63.75%	1.0	2647	63.79%	-0.04%	
21	Å‚ukasik rzeszÃ³w	11	19	57.89%	1.5	600	61.43%	-3.54%	
22	Å‚ukasz biaÅ‚ek ortopeda	58	90	64.44%	1.0	2647	63.79%	0.65%	
23	Å‚ukasz curyÅ‚o urolog krakÃ³w	24	41	58.54%	1.0	2647	63.79%	-5.25%	

Queries	Clicks	Impressions	CTR	Rank	Instances	Expected CTR	CTR Δ		
4dent katowice	9	46	19.57%	5.2	60	38.39%	-18.82%		
5 wojskowy szpital kliniczny krakÃ³w ul. wrocÅ‚awska opinie	14	50	28.00%	2.6	177	49.85%	-21.85%		
Å‚Ã³dÅº chirurg naczyniowy	18	20	90.00%	1.9	546	53.44%	36.56%		
Å‚Ã³dÅº dentysta	21	60	35.00%	1.6	522	59.79%	-24.79%		
Å‚Ã³dÅº dermatolog	30	43	69.77%	1.8	477	55.98%	13.79%		
Å‚Ã³dÅº dietetyk	10	12	83.33%	1.9	546	53.44%	29.89%		
Å‚Ã³dÅº lekarz medycyny pracy	18	58	31.03%	1.9	546	53.44%	-22.41%		
Å‚Ã³dÅº neurochirurg	25	33	75.76%	1.1	934	62.29%	13.47%		
Å‚Ã³dÅº okulista	25	61	40.98%	1.1	934	62.29%	-21.31%		
Å‚Ã³dÅº psychiatra	27	50	54.00%	1.8	477	55.98%	-1.98%		
Å‚Ã³dÅº szpital kopernika	19	84	22.62%	4.6	56	48.41%	-25.79%		
Å‚azarczyk okulista biaÅ‚ystok	23	35	65.71%	2.4	216	50.98%	14.73%		
Å‚azorko ortopeda rzeszÃ³w	11	12	91.67%	2.4	216	50.98%	40.69%		
Å‚oÅ›-dudziak okulista lublin	16	19	84.21%	1.2	631	63.36%	20.85%		
Å‚opatyÅ„ski endokrynolog lublin	26	60	43.33%	4.0	113	45.84%	-2.51%		
Å‚ucja wilk neurolog rzeszÃ³w	13	19	68.42%	2.5	204	51.85%	16.57%		
Å‚uczycki andrzej endokrynolog opinie	24	27	88.89%	1.0	2647	63.79%	25.10%		
Å‚ukasik laryngolog	31	49	63.27%	2.1	334	55.57%	7.70%		
Å‚ukasik laryngolog rzeszÃ³w	102	160	63.75%	1.0	2647	63.79%	-0.04%		
Å‚ukasik rzeszÃ³w	11	19	57.89%	1.5	600	61.43%	-3.54%		
Å‚ukasz biaÅ‚ek ortopeda	58	90	64.44%	1.0	2647	63.79%	0.65%		
Å‚ukasz curyÅ‚o urolog krakÃ³w	24	41	58.54%	1.0	2647	63.79%	-5.25%		

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Underperforming **Outperforming**

Queries	Clicks	Impressions	CTR	Rank	Instances	Expected CTR	CTR Δ
4dent katowice	9	46	19.57%	5.2	60	38.39%	-18.82%
5 wojskowy szpital kliniczny krakÃ³w ul. wrocÅ‚awska opin						%	-21.85%
Å‚Ã³dÅº chirurg naczyniowy						%	36.56%
Å‚Ã³dÅº dentysta						%	-24.79%
Å‚Ã³dÅº dermatolog						%	13.79%
Å‚Ã³dÅº dietetyk						%	29.89%
Å‚Ã³dÅº lekarz medycyny pracy						%	-22.41%
Å‚Ã³dÅº neurochirurg						%	13.47%
Å‚Ã³dÅº okulista						%	-21.31%
Å‚Ã³dÅº psychiatra						%	-1.98%
Å‚Ã³dÅº szpital kopernika						%	-25.79%
Å‚azarczyk okulista biaÅ‚ystok						%	14.73%
Å‚azorko ortopeda rzeszÃ³w						%	40.69%
Å‚oÅ›-dudziak okulista lublin						%	20.85%
Å‚opatyÅ„ski endokrynolog lublin	26	66	45.55%	4.8	115	45.64%	-2.51%
Å‚ucja wilk neurolog rzeszÃ³w	13	19	68.42%	2.5	204	51.85%	16.57%
Å‚uczycki andrzej endokrynolog opinie	24	27	88.89%	1.0	2647	63.79%	25.10%

Sort

Add Level | Delete Level | Copy Level | Options... | ☑ My data has headers

Column	Sort On	Order
Sort by	CTR Δ	Values	Largest to Smallest

OK | Cancel

DEJAN MARKETING

Be suspicious! Low Click / Low Instance Pairs

	A	B	C	D	E	F	G	H
1	Queries	Clicks	Impressions	CTR	Rank	Instances	Expected CTR	CTR Δ
2	dietetyk eÅ,k cena	7	7	100.00%	6.0	35	41.84%	58.16%
3	dietetyk konin marzena paÅ,asz	7	8	87.50%	7.6	12	33.62%	53.88%
4	czÄ™stochowa dietetyk	5	5	100.00%	3.0	232	48.35%	51.65%
5	dietetyk brzeg opolski	9	10	90.00%	5.2	60	38.39%	51.61%
6	anna zieliÅ„ska dietetyk	6	7	85.71%	6.7	25	35.52%	50.19%
7	dietetyk cukrzyca warszawa	5	5	100.00%	2.6	177	49.85%	50.15%
8	chirurg plastyk szczecin	16	16	100.00%	2.0	1094	50.04%	49.96%
9	dentysta chirurg rzeszÃ³w	13	13	100.00%	2.0	1094	50.04%	49.96%
10	dietetyk bolesÅ,awiec opinie	5	5	100.00%	3.2	113	51.12%	48.88%
11	art dent rzeszÃ³w opinie	10	12	83.33%	6.6	41	34.57%	48.76%
12	amident krakÃ³w opinie	13	14	92.86%	4.3	69	44.31%	48.55%
13	dietetyk cheÅ,m opinie	7	7	100.00%	3.3	125	53.27%	46.73%
14	borowska endokrynolog	25	26	96.15%	2.8	156	49.49%	46.66%
15	dietetyk kalisz cena	5	6	83.33%	7.2	25	38.18%	45.15%
16	chelatacja rzeszÃ³w	15	18	83.33%	6.3	37	39.15%	44.18%
17	dietetyk dzieciÄ™cy tczew	5	5	100.00%	1.8	477	55.98%	44.02%
18	dermatolog trycholog poznaÅ„	15	15	100.00%	2.3	222	56.75%	43.25%
19	dietetyk lidzbark warmiÅ„ski	10	13	76.92%	6.2	32	33.70%	43.22%
20	beta med rzeszÃ³w dermatolog	11	12	91.67%	3.1	171	48.90%	42.77%
21	agnieszka sÅ,owik neurolog opinie	20	22	90.91%	3.0	232	48.35%	42.56%
22	dietetyk krakÃ³w nowa huta	11	12	91.67%	3.4	107	49.22%	42.45%

Instances — Expected CTR

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Calculating Expected Clicks

= Impressions * Expected CTR

B	C	D	E	F	G	H	I
Clicks	Impressions	CTR	Rank	Instances	Expected CTR	CTR Δ	Expected Clicks
15	61	24.59%	13.0	1	24.59%	0.00%	=G2*C2
10	31	32.26%	12.0	2	21.21%	11.05%	
13	183	7.10%	9.8	2	11.32%	-4.22%	
19	187	10.16%	12.0	2	21.21%	-11.05%	
30	193	15.54%	9.8	2	11.32%	4.22%	
12	31	38.71%	10.0	3	34.86%	3.85%	
17	125	13.60%	9.3	3	14.89%	-1.29%	
17	192	8.85%	9.3	3	14.89%	-6.04%	

DEJAN MARKETING

Calculating Expected Clicks
= Impressions * Expected CTR

B	C	D	E	F	G	H		I
Clicks	Impressions	CTR	Rank	Instances	Expected CTR	CTR Δ		Expected Clicks
15	61	24.59%	13.0	1	24.59%	0.00%		15
10	31	32.26%	12.0	2	21.21%	11.05%		7
13	183	7.10%	9.8	2	11.32%	-4.22%		21
19	187	10.16%	12.0	2	21.21%	-11.05%		40
30	193	15.54%	9.8	2	11.32%	4.22%		22
12	31	38.71%	10.0	3	34.86%	3.85%		11
17	125	13.60%	9.3	3	14.89%	-1.29%		19
17	192	8.85%	9.3	3	14.89%	-6.04%		29

Here comes the exciting part...

B	C	D	E	F	G		H	I
Clicks	Impressions	CTR	Rank	Instances	Expected CTR	CTR Δ		Expected Clicks
15	61	24.59%	13.0	1	24.59%	0.00%		15
10	31	32.26%	12.0	2	21.21%	11.05%		7
13	183	7.10%	9.8	2	11.32%	-4.22%		21
19	187	10.16%	12.0	2	21.21%	-11.05%		40
30	193	15.54%	9.8	2	11.32%	4.22%		22
12	31	38.71%	10.0	3	34.86%	3.85%		11
17	125	13.60%	9.3	3	14.89%	-1.29%		19
17	192	8.85%	9.3	3	14.89%	-6.04%		29

? ?

Calculating Traffic Deviations

Traffic Loss

=IF(SUM(B2-I2)>0,"0",(B2-I2))
=IF(SUM(B2-I2)<0,"0",(B2-I2))

Traffic Gain

DEJAN MARKETING

	A	B	C	D	E	F	G	H	I	J	K
1	Queries	Clicks	Impressions	CTR	Rank	Instances	Expected CTR	CTR Δ	Expected Clicks	Traffic Loss	Traffic Gain
32		1253	5913	21.19%	1.9	532	53.33%	-32.14%	3153	-1900	0
33		1244	5886	21.13%	2.0	1065	49.74%	-28.61%	2928	-1684	0
34		1242	1543	80.49%	1.0	2613	63.73%	16.76%	983	0	259
35		1241	22757	5.45%	4.8	65	42.01%	-36.56%	9561	-8320	0
36		1241	3289	37.73%	1.0	2613	63.73%	-26.00%	2096	-855	0
37		1229	5085	24.17%	1.8	468	55.85%	-31.68%	2840	-1611	0
38		1229	4121	29.82%	2.0	1065	49.74%	-19.92%	2050	-821	0
39		1223	7703	15.88%	2.0	1065	49.74%	-33.86%	3832	-2609	0
40		1221	3727	32.76%	1.4	549	62.18%	-29.42%	2318	-1097	0
41		1219	1798	67.80%	1.0	2613	63.73%	4.07%	1146	0	73
42		1215	4339	28.00%	2.0	1065	49.74%	-21.74%	2158	-943	0
43		1205	3462	34.81%	1.1	923	62.21%	-27.40%	2154	-949	0
44		1200	3575	33.57%	2.0	1065	49.74%	-16.17%	1778	-578	0
45		1194	2599	45.94%	1.0	2613	63.73%	-17.79%	1656	-462	0
46		1185	3978	29.79%	1.7	446	57.79%	-28.00%	2299	-1114	0
47		1184	11862	9.98%	1.8	468	55.85%	-45.87%	6624	-5440	0
48		1182	3684	32.08%	1.9	532	53.33%	-21.25%	1965	-783	0
49		1174	16201	7.25%	2.3	207	55.96%	-48.71%	9066	-7892	0
50		1147	21680	5.29%	1.8	468	55.85%	-50.56%	12107	-10960	0
51		1147	2777	41.30%	1.0	2613	63.73%	-22.43%	1770	-623	0
52		1126	1455	77.39%	1.3	529	63.05%	14.34%	917	0	209
53		1114	2478	44.96%	1.4	549	62.18%	-17.22%	1541	-427	0
54		1112	3116	35.69%	2.3	207	55.96%	-20.27%	1744	-632	0
55		1111	8391	13.24%	2.0	1065	49.74%	-36.50%	4174	-3063	0

Table 1

	Queries	Clicks	Impressions	CTR	Rank	Instances	Expected CTR	CTR Δ	Expected Clicks	Traffic Loss	Traffic Gain
2	luxmed lublin	760	97650	0.78%	4.2	82	45.45%	-44.67%	44380	-43620	0
3	endokrynolog	1566	44977	3.48%	2.0	1065	49.74%	-46.26%	22372	-20806	0
4	laryngolog	1062	31586	3.36%	1.4	549	62.18%	-58.82%	19642	-18580	0
5	neurolog	851	32182	2.64%	1.7	446	57.79%	-55.15%	18597	-17746	0
6	ginekolog	1067	20885	5.11%	1.3	529	63.05%	-57.94%	13169	-12102	0
7	dermatolog	1562	23386	6.68%	1.7	446	57.79%	-51.11%	13514	-11952	0
8	ortopeda	1147	21680	5.29%	1.8	468	55.85%	-50.56%	12107	-10960	0
9	medicus szczecin	541	25773	2.10%	4.0	96	43.64%	-41.54%	11248	-10707	0
10	proktolog	1241	22757	5.45%	4.8	65	42.01%	-36.56%	9561	-8320	0
11	pulmonolog	1174	16201	7.25%	2.3	207	55.96%	-48.71%	9066	-7892	0
12	urolog	553	15464	3.58%	1.9	532	53.33%	-49.75%	8246	-7693	0

Table 2

	Queries	Clicks	Impressions	CTR	Rank	Instances	Expected CTR	CTR Δ	Expected Clicks	Traffic Loss	Traffic Gain
2	multiclinic lekarze	1481	1516	97.69%	4.7	60	46.33%	51.36%	702	0	779
3		1242	1543	80.49%	1.0	2613	63.73%	16.76%	983	0	259
4		927	1098	84.43%	1.0	2613	63.73%	20.70%	700	0	227
5		1126	1455	77.39%	1.3	529	63.05%	14.34%	917	0	209
6	rujna	397	462	85.93%	3.0	214	46.95%	38.98%	217	0	180
7	jacek dawidowicz	409	516	79.26%	3.8	88	46.35%	32.91%	239	0	170
8	,	436	493	88.44%	1.0	2613	63.73%	24.71%	314	0	122
9	anna kania Å¼ak	390	435	89.66%	1.0	2613	63.73%	25.93%	277	0	113
10	szatkowski wiktor	500	611	81.83%	1.0	2613	63.73%	18.10%	389	0	111
11	zbigniew niestrata	265	292	90.75%	2.1	323	55.58%	35.17%	162	0	103
12	wojciech kaÅºmierczak laryngolog	235	258	91.09%	1.9	532	53.33%	37.76%	138	0	97

Where did I screw up?

Queries	Clicks	Impressions	CTR	Rank	Instances	Expected CTR	CTR Δ	Expected Clicks	Traffic Loss	Traffic Gain
luxmed lublin	760	97650	0.78%	4.2	82	45.45%	-44.67%	44380	-43620	0
endokrynolog	1566	44977	3.48%	2.0	1065	49.74%	-46.26%	22372	-20806	0
medicus szczecin	541	25773	2.10%	4.0	96	43.64%	-41.54%	11248	-10707	0
proktolog	1241	22757	5.45%	4.8	65	42.01%	-36.56%	9561	-8320	0
pulmonolog	1174	16201	7.25%	2.3	207	55.96%	-48.71%	9066	-7892	0
urolog	553	15464	3.58%	1.9	532	53.33%	-49.75%	8246	-7693	0

What did I do good?

Queries	Clicks	Impressions	CTR	Rank	Instances	Expected CTR	CTR Δ	Expected Clicks	Traffic Loss	Traffic Gain
multiclinic lekarze	1481	1516	97.69%	4.7	60	46.33%	51.36%	702	0	779
	1242	1543	80.49%	1.0	2613	63.73%	16.76%	983	0	259
anna kania Å¼ak	390	435	89.66%	1.0	2613	63.73%	25.93%	277	0	113
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wojciech kaÅºmierczak laryngolog	235	258	91.09%	1.9	532	53.33%	37.76%	138	0	97

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	A	B	C	D	E	F	G	H	I	J	K
1	Queries	Clicks	Impressions	CTR	Rank	Instances	Expected CTR	CTR Δ	Expected Clicks	Traffic Loss	Traffic Gain
2	luxmed lublin	760	97650	0.78%	4.2	82	45.45%	-44.67%	44380	-43620	0
3	endokrynolog	1566	44977	3.48%	2.0	1065	49.74%	-46.26%	22372	-20806	0

Detect Patterns. Eliminate. Never Repeat.

	A	B	C	D	E	F	G	H	I	J	K
9	medicus szczecin	541	25773	2.10%	4.0	96	43.64%	-41.54%	11248	-10707	0
10	proktolog	1241	22757	5.45%	4.8	65	42.01%	-36.56%	9561	-8320	0
11	pulmonolog	1174	16201	7.25%	2.3	207	55.96%	-48.71%	9066	-7892	0
12	urolog	553	15464	3.58%	1.9	532	53.33%	-49.75%	8246	-7693	0

	A	B	C	D	E	F	G	H	I	J	K
1	Queries	Clicks	Impressions	CTR	Rank	Instances	Expected CTR	CTR Δ		Expected Clicks	Traffic Loss	Traffic Gain
2	multiclinic lekarze	1481	1516	97.69%	4.7	60	46.33%	51.36%		702	0	779
3		1242	1543	80.49%	1.0	2613	63.73%	16.76%		983	0	259
4		927	1098	84.43%	1.0	2613	63.73%	20.70%		789	0	227

Detect Patterns. Apply Everywhere.

	A	B	C	D	E	F	G	H	I	J	K
9	anna kania Añak	390	435	89.66%	1.0	2613	63.73%	25.93%		277	0	113
10	szatkowski wiktor	500	611	81.83%	1.0	2613	63.73%	18.10%		389	0	111
11	zbigniew niestrata	265	292	90.75%	2.1	323	55.58%	35.17%		162	0	103
12	wojciech kaźmierczak laryngolog	235	258	91.09%	1.9	532	53.33%	37.76%		138	0	97

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802,009

Clicks Lost to Unusually Poor CTR

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73%

Of all current organic non-branded traffic.

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162,683

Traffic loss caused by only **ten** search queries.

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20%

Of all traffic lost to poor CTR.

15%

Of all organic non-branded traffic.

1,102,663

1,265,346

1,904,672

Title
Description
Schema

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Same Rank.
More Traffic.

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Rizal Park	National Museum of the Philippines	Cultural Center of the Philippines	Museum of the Filipino People	Museo Pambata
Large park for strolling & public events	Museum, culture	Theatre, art	Museum, architecture	Educational & interactive kids' displays
Fort Santiago	Quiapo Church	Malacañang Palace	Coconut Palace	San Sebastian Church
Iconic citadel & with a hero's memorial	Parish with a ...	... of the ...	... architecture	Landmark Gothic church with tall spires
San Agustin Church	Manila Ocean Park	Star City	Manila Cathedral	Manila North Cemetery
Cultural exhibits near a historic church	Live shows & displays about marine life	Amusement park	Historic basilica known for papal visits	Tomb

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Manila, the capital of the Philippines, is a densely populated bayside city on the island of Luzon, which mixes Spanish colonial architecture with modern skyscrapers. Intramuros, a walled city in colonial times, is the heart of Old Manila. It's home to the baroque 16th-century San Agustin Church as well as Fort Santiago, a storied citadel and military prison.

Getting there: 10 h flight. View flights

Weather: 30°C, Wind SE at 5 km/h, 66% Humidity

Local time: Monday 8:19 am

Population: 1.652 million (2010) UNdata

Area code: 2

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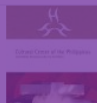
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Rizal Park
Large park for strolling & public events

National Museum of the Philippines
Museum, culture

Cultural Center of the Philippines
Theatre, art

Museum of the Filipino People
Museum, architecture

Museo Pambata
Educational & interactive kids' displays

Fort Santiago
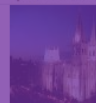Iconic citadel & with a hero's memorial

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Parish with a ve...

Malaca...ng Palace

Coconut Palace

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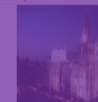
San Agustin Church
Cultural exhibits near a historic church

Manila Ocean Park
Live shows & displays about marine life

Star City
Amusement park

Manila Cathedral
Historic basilica known for papal visits

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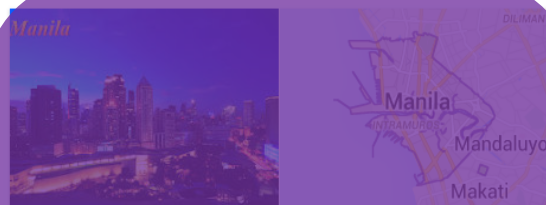Things To Do in Manila: Top Attractions & Activities | Expedia
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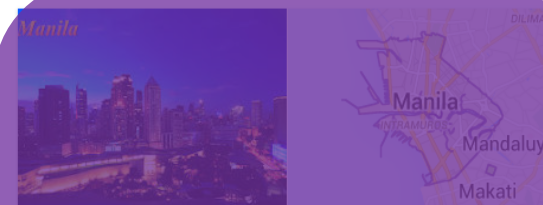https://thingstodo.expedia.com/**manila**-philippines-activities/ ▾
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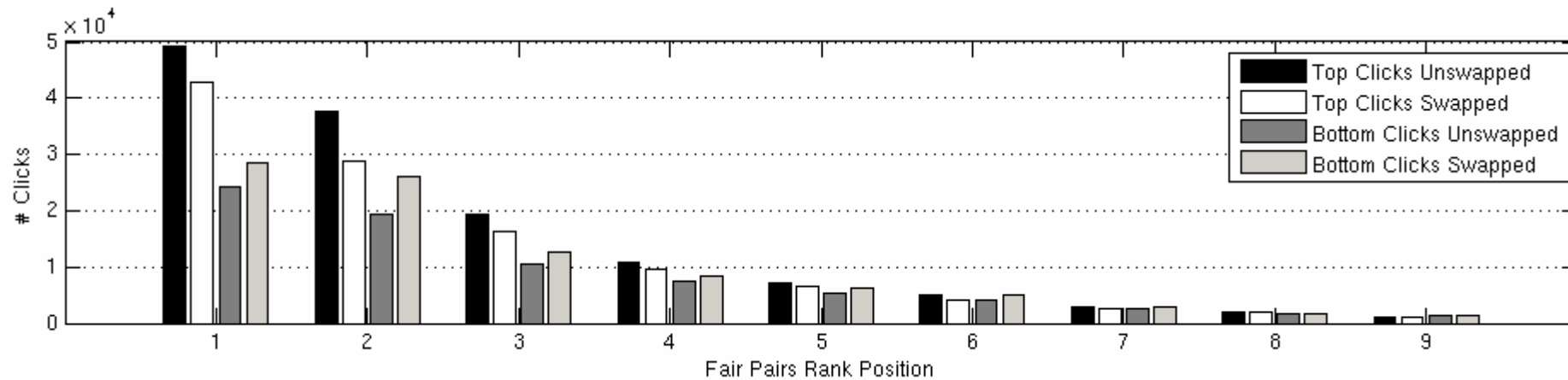
User Behaviour Data as a Ranking Signal
https://moz.com/blog/user-behaviour-data-as-a-ranking-signal

High CTR + High Engagement = Happy User

Happy Users = High Rankings

Predict Traffic on Rank Increase
Average Order Value * Conversion Rate

M	N	O	P	Q	R	S	T	U	V
#1	#2	#3	#4	#5	#6	#7	#8	#9	#10
62,231.73	48,572.01	45,848.77	42,616.80	42,925.40	36,019.47	26,153.22	25,107.44	24,086.07	34,040.79
28,663.56	22,371.97	21,117.67	19,629.04	19,771.18	16,590.35	12,046.01	11,564.34	11,093.90	15,678.98
20,129.56	15,711.17	14,830.31	13,784.89	13,884.71	11,650.91	8,459.55	8,121.29	7,790.91	11,010.88
20,509.39	16,007.62	15,110.14	14,045.00	14,146.70	11,870.75	8,619.18	8,274.53	7,937.92	11,218.65
13,309.88	10,388.39	9,805.96	9,114.71	9,180.72	7,703.70	5,593.55	5,369.88	5,151.43	7,280.51
14,903.75	11,632.41	10,980.23	10,206.21	10,280.12	8,626.23	6,263.38	6,012.93	5,768.32	8,152.36
13,816.53	10,783.83	10,179.23	9,461.67	9,530.19	7,996.95	5,806.47	5,574.29	5,347.53	7,557.65
16,424.97	12,819.73	12,100.98	11,247.95	11,329.40	9,506.71	6,902.68	6,626.67	6,357.09	8,984.47
14,502.89	11,319.54	10,684.90	9,931.70	10,003.62	8,394.21	6,094.92	5,851.20	5,613.18	7,933.09
10,324.80	8,058.53	7,606.72	7,070.50	7,121.70	5,975.95	4,339.05	4,165.55	3,996.09	5,647.67
9,855.11	7,691.94	7,260.68	6,748.86	6,797.73	5,704.10	4,141.66	3,976.05	3,814.31	5,390.75
9,014.52	7,035.85	6,641.38	6,173.22	6,217.92	5,217.57	3,788.40	3,636.92	3,488.97	4,930.95
8,133.78	6,348.43	5,992.50	5,570.08	5,610.41	4,707.80	3,418.26	3,281.58	3,148.09	4,449.18
10,712.91	8,361.45	7,892.66	7,336.29	7,389.41	6,200.59	4,502.16	4,322.13	4,146.31	5,859.97
7,559.58	5,900.27	5,569.46	5,176.86	5,214.35	4,375.45	3,176.95	3,049.92	2,925.85	4,135.09
7,419.37	5,790.84	5,466.17	5,080.85	5,117.64	4,294.30	3,118.03	2,993.35	2,871.58	4,058.40
7,044.01	5,497.86	5,189.62	4,823.79	4,858.72	4,077.04	2,960.28	2,841.91	2,726.30	3,853.08
7,710.62	6,018.15	5,680.74	5,280.29	5,318.53	4,462.87	3,240.43	3,110.85	2,984.30	4,217.71
7,323.14	5,715.73	5,395.27	5,014.95	5,051.26	4,238.60	3,077.59	2,954.53	2,834.34	4,005.76

Model Financial Scenarios
Add Goal Conversion Rate & Value

M	N	O	P	Q	R	S	T	U	V	W
#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	$#1
62,231.73	48,572.01	45,848.77	42,616.80	42,925.40	36,019.47	26,153.22	25,107.44	24,086.07	34,040.79	$ 933.48
28,663.56	22,371.97	21,117.67	19,629.04	19,771.18	16,590.35	12,046.01	11,564.34	11,093.90	15,678.98	$ 429.95
20,129.56	15,711.17	14,830.31	13,784.89	13,884.71	11,650.91	8,459.55	8,121.29	7,790.91	11,010.88	$ 301.94
20,509.39	16,007.62	15,110.14	14,045.00	14,146.70	11,870.75	8,619.18	8,274.53	7,937.92	11,218.65	$ 307.64
13,309.88	10,388.39	9,805.96	9,114.71	9,180.72	7,703.70	5,593.55	5,369.88	5,151.43	7,280.51	$ 199.65
14,903.75	11,632.41	10,980.23	10,206.21	10,280.12	8,626.23	6,263.38	6,012.93	5,768.32	8,152.36	$ 223.56
13,816.53	10,783.83	10,179.23	9,461.67	9,530.19	7,996.95	5,806.47	5,574.29	5,347.53	7,557.65	$ 207.25
16,424.97	12,819.73	12,100.98	11,247.95	11,329.40	9,506.71	6,902.68	6,626.67	6,357.09	8,984.47	$ 246.37
14,502.89	11,319.54	10,684.90	9,931.70	10,003.62	8,394.21	6,094.92	5,851.20	5,613.18	7,933.09	$ 217.54
10,324.80	8,058.53	7,606.72	7,070.50	7,121.70	5,975.95	4,339.05	4,165.55	3,996.09	5,647.67	$ 154.87
9,855.11	7,691.94	7,260.68	6,748.86	6,797.73	5,704.10	4,141.66	3,976.05	3,814.31	5,390.75	$ 147.83
9,014.52	7,035.85	6,641.38	6,173.22	6,217.92	5,217.57	3,788.40	3,636.92	3,488.97	4,930.95	$ 135.22
8,133.78	6,348.43	5,992.50	5,570.08	5,610.41	4,707.80	3,418.26	3,281.58	3,148.09	4,449.18	$ 122.01
10,712.91	8,361.45	7,892.66	7,336.29	7,389.41	6,200.59	4,502.16	4,322.13	4,146.31	5,859.97	$ 160.69
7,559.58	5,900.27	5,569.46	5,176.86	5,214.35	4,375.45	3,176.95	3,049.92	2,925.85	4,135.09	$ 113.39
7,419.37	5,790.84	5,466.17	5,080.85	5,117.64	4,294.30	3,118.03	2,993.35	2,871.58	4,058.40	$ 111.29
7,044.01	5,497.86	5,189.62	4,823.79	4,858.72	4,077.04	2,960.28	2,841.91	2,726.30	3,853.08	$ 105.66
7,710.62	6,018.15	5,680.74	5,280.29	5,318.53	4,462.87	3,240.43	3,110.85	2,984.30	4,217.71	$ 115.66
7,323.14	5,715.73	5,395.27	5,014.95	5,051.26	4,238.60	3,077.59	2,954.53	2,834.34	4,005.76	$ 109.85

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Projecting non ranking keywords.

- Pages
- Phrases

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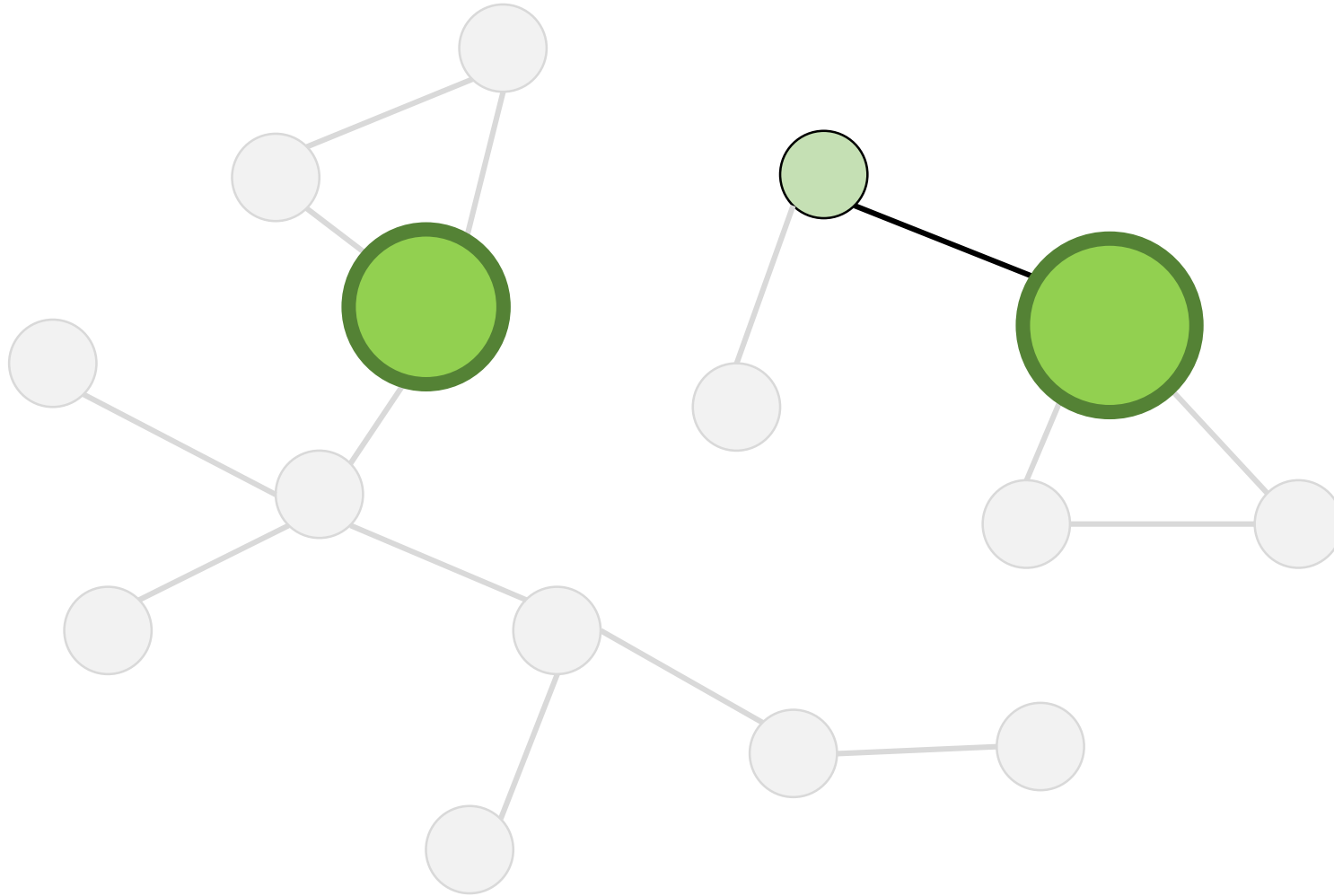
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Provide unique value by offering fresh, never before seen information, insights, entertainment or ==functionality.==
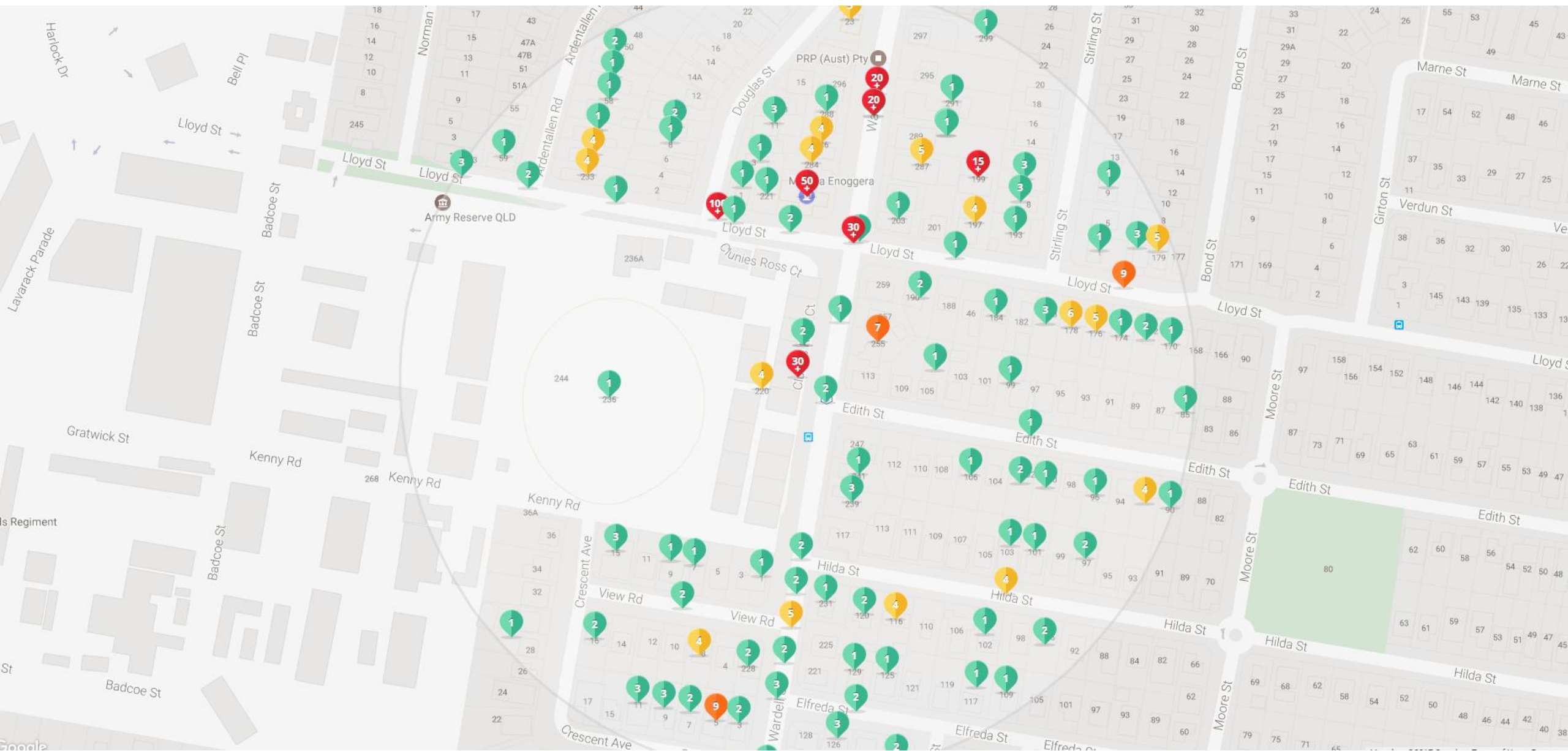
Venere, LGBT Safety World Map

BUILDING FUNCTIONALITY

Home > Czech Republic > South Moravia > Lovely house in Brno, Czech Republic

| Overview | Amenities | Map | Conditions | Reviews |

Lovely house in Brno, Czech Republic
10 Excellent (1 review)

Per night ⓘ — **$ 91 AU** ← Price

| Check-in | Check-out | Guests |
| 11/17/2015 | 11/30/2015 | 2 ▾ |

These dates are available

13 nights × $ 107.04 AU — $ 1392 AU

Special price ⓘ — $ -207 AU ← Photos

Subtotal — **$ 1185 AU**

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Property listed by
HANKA ← Owner

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♡ ADD TO FAVORITES

| Accommodates | Bedrooms | Bathrooms | Size | Floor No. |
| 8 | 3 | 1 | 100 m² | 1 |

📶 Internet/WiFi   📋 Kitchen   🐾 Pets allowed   🧺 Washer/dryer   ← Features

📺 TV   🅿 Parking available   〰 Towels   🍽 Dishwasher

MORE AMENITIES ▾

PROPERTY SUMMARY

Address   Ondrova, 63500 Brno, Czech Republic   ← Address

Property type   House

What's the best place to eat in Sydney?

1 question from Eating in Sydney

Report | Insights

Gender
| Sum | Compare |
| Male | Female |

Age
Sum	Compare
18-24	25-34
35-44	45-54
55-64	65+

Geography
| All of Australia |
| Sum | Compare |

Inferred Income
Sum	Compare
$0-24K	$25-49K
$50-74K	$75-99K
$100-149K	$150K+

Inferred Parental Status
| Sum | Compare |
| Parent |
| Non-parent |

OPEN-ENDED TEXT
What's the best place to eat in Sydney?

Results for all respondents. Weighted data unavailable for this view. (501 responses)
Confidence too close to call.

cabramatta
pho at bankstown pho an
monopole in potts point   cafe capo engadine   jasmine restaurant at bankstown
my house   opera house   san churros   terrazza chatswood
el jannah   harmony inn pendle hill   canley vale   spice temple   no idea
st mary's league club
the bennelong at the opera house   surry hills   cafe sydney   shanghai stories
porteno   din tai fung   mr wong's
mamak   eastwood   zaffran   pancake factory
ruso
subway   ippudo ramen   sake   at home   hooters
mappen hurricanes   chat thai   doyles at the quay   gordon takeaway
bavarian bier cafe   xiclo   tgi friday
don't know   cbd   il piatto   hurricane grill
lakemba   campsie   doyle's seafood restaurant watson bay
no one best place   tim ho wan   outback steakhouse
darling harbour   rockpool
summer salt cronulla   at the rocks   abb air thai
fish market   home   city   menya   ippudo
fire door   dedes waterfront group
mary's   shalom almond bar   origin   chinatown   central park
govinda's   mcdonalds   hungry jacks   anything non halal
grill'd mizuya   quay   the rocks   claude's
pepinos   restaurant 317   not sure
newtown   masuya   dixon house   mr crackles oporto
tandoori indian sizzler   paul's burgers
jordan's seafood   hogs breath   via napoli   ubud restaurant
pancakes on the rocks   circular quay to cockle bay because of the view
hard rock cafe

maccas // mcdonalds	4.4% (+2.2 / -1.5)
	2.4% (+1.7 / -)
darling harbor // darling harbour	2.4% (+1.7 / -1.0)
home	1.8% (+1.6 / -0.8)
quay	1.6% (+1.5 / -0.8)
chinatown	1.4% (+1.5 / -0.7)
rockpool	1.4% (+1.5 / -0.7)
chat thai	1.2% (+1.4 / -0.6)

A 2015 study by Wimdu reveals that Sydney locals prefer to eat out at McDonald's

Key facts:

- Main finding: McDonald's is the top choice for eating out
- Sample size: 600 respondents
- Reasons stated: Taste and convenience
- Study period: July to October 2015
- Location: Sydney and surrounding suburbs.

The study was designed and conducted by Wimdu, the online platform for private apartment rentals, in order to reveal eating habits of Sydney locals and tie Wimdu's local accommodation listings with popular restaurants. It involved six hundred Australians living in or near the Sydney area.

Coming in the wake of, and in stark contrast to, reports surfacing all over the world's media of McDonald's entering a "deep depression", the study might be of some comfort to Sydney-based franchises after a difficult week for the brand.

In the first stage of the study respondents are asked just one question: "What's the best place to eat in Sydney?". Surprisingly the winning answer wasn't even a close call: the fast food restaurant won by a solid margin with only one serious competitor, Hurricane Grill.

During the second stage of the study, a follow-up survey targeted those who prefer eating out at McDonald's. The aim was to help us understand the main reasons behind the restaurant's popularity. "Good, tasty food" was the top answer. "Convenience" and "low price" also surfaced up as primary reasons for local's choices.

Sample of Responses:

- It's cheap and crunchy and fatty
- Love me them cheeseburgers
- Because they have a good range of nice healthy food
- Because we know the the taste of McDonald's is same around the world no surprises
- It keeps the kids happy
- Maccas is love maccas is life
- You can get a great variety of food whether it be healthy or naughty
- Yummy

Since our initial study didn't suggest that the answer must be a specific restaurant, some respondents chose their favourite location to eat in Sydney. Top locations include City and Darling Harbour but the third top choice is eating at home.

Restaurants vs Locations

Brand

1. McDonald's
2. Hurricane Grill
3. Rockpool
4. Chat Thai
5. Cafe Sydney
6. Din Tai Fung
7. Grill'd
8. Mizuya
9. Hungry Jacks
10. Mappen
11. Ippudo
12. Hogs Breath
13. Mary's
14. Menya
15. El Jannah
16. Hard Rock Cafe
17. Jordan's Seafood
18. Mamak
19. Mawuya
20. Mr Crackles
21. Mr Wong's
22. Oporto
23. Pancakes on the Rocks
24. Paul's Burgers
25. Portano
26. San Churros
27. Subway
28. Via Napoli
29. Abb Air Thai
30. Almond Bar

Location

1. City
2. Darling Harbour
3. Home
4. Quay
5. Chinatown
6. Surry Hills
7. Cabramatta
8. Eastwood
9. The Rocks
10. Newtown
11. Canley Vale
12. Fish Market
13. Opera House
14. Central Park

The Best Places to Eat in Sydney

Wordcloud showing which Sydney restaurants were mentioned in the poll

Why People Chose McDonald's

Wordcloud showing the reasons people gave for choosing McDonald's

"SOURCE OF NEWS" PAGE

who has written about McDonald's

Is a journalist

and welcomes news tips
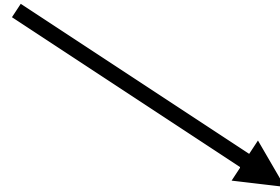
site:twitter.com journalist mcdonalds tips
site:twitter.com businessinsider mcdonalds

Works at Business Insider   and has written about McDonalds

EMAIL

Hayley Peterson ✓
@hcpeterson

Senior reporter covering retail for
@businessinsider. Recovering politics
scribe. Dog enthusiast.
hpeterson@businessinsider.com

🔗 read.bi/19M1AZI
🕐 Joined July 2009

📷 713 Photos and videos

TWEETS	FOLLOWING	FOLLOWERS	LIKES	LISTS
3,999	1,984	3,634	623	1

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BRIEFING

These photos show why McDonald's is Australia's favourite restaurant

HAYLEY PETERSON | OCT 27, 2015, 3:15 AM

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RECENTLY ON LIFEHACKER

Put Your Shower Caddy In The Dishwasher For A Hassle-Free Clean

It also recently ranked first among Australian's favourite restaurants, according to a survey by Wimdu, a site for apartment rentals.

Customers cited "good, tasty food," "convenience," and "low prices" as their top reasons for eating there.

Medical professor shares some devastating truths about getting the most out of innovation

Social media will soon be able to predict epidemics and even judge the mental health of Australians

IBM's global healthcare boss explains how everything will change between you and your doctor

Science meets fiction as 3D printers create body parts and repair the unrepairable

McDonald's Australia

McDonald's is thriving in Australia.

McDonald's is thriving in Australia.

The fast food chain just reported its fourth straight quarter of same-store sales growth in Australia, where McDonald's is fondly known as "Macca's."

It also recently ranked first among Australian's favourite restaurants, according to a survey by Wimdu, a site for apartment rentals.

Customers cited "good, tasty food," "convenience," and "low prices" as their top reasons for eating there.

Business Insider Australi

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businessinsider.com.au/mcdonalds-in-australia-vs-america-2015-10

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SURVEY	TARGETING	FIELD DATE	FREQUENCY
Philippines	General Population in Australia on the Google Consumer Surveys publisher network.	05/03/2016	One-time

Question	Answer	Insights	Responses
1. What's the first thing that comes to your mind when you think of The Philippines? Low response rate	Too close to call Trending towards: food	None	1,033 / 1,000

Share   Export

Inferred Gender

| Sum | Compare |
| Male | Female |

Inferred Age

Sum	Compare
18-24	25-34
35-44	45-54
55-64	65+

Geography

All of Australia

| Sum | Compare |

Inferred Parental Status

| Sum | Compare |
| Parent |
| Non-parent |

OPEN-ENDED TEXT

What's the first thing that comes to your mind when you think of The Philippines?

Results for all respondents. Weighted data unavailable for this view. (1033 responses)
Confidence too close to call.

beach // beaches — 5.2% (+1.5 / -1.2)

asia // asian // asians — 4.5% (+1.4 / -1.1)

food — 4.4% (+1.4 / -1.1)

island // islands — 4.4% (+1.4 / -1.1)

Saved views

New

Sentiment

Themes

Options

Word cloud	ON	
Bar charts	ON	
Weighted	ON	
Percentages	ON	
Sort by winner	ON	

Answers

Group by synonym

✓ asia

✓ bali

✓ banana

✓ basketball

✓ beaches

✓ beautiful

✓ beauty

✓ beer

✓ boracay

Share Export

OPEN-ENDED TEXT

What's the first thing that comes to your mind when you think of The Philippines?

Results for all respondents. Weighted data unavailable for this view. (1033 responses)
Confidence too close to call.

| Report | Insights |

Inferred Gender

| Sum | Compare |
| Male | Female |

Inferred Age

Sum	Compare
18-24	25-34
35-44	45-54
55-64	65+

Geography

All of Australia

| Sum | Compare |

Inferred Parental Status

| Sum | Compare |
| Parent |
| Non-parent |

bali // beach // beaches // boracay... (+16 more) — 18.4% (+2.5 / -2.2)
1 // dad // earth // home // idk // no... (+8 more) — 7.6% (+1.8 / -1.5)
banana // beer // dried mango // fish... (+4 more) — 6.2% (+1.6 / -1.3)
asia // asian // asians... (+1 more) — 4.7% (+1.5 / -1.1)
manila // manilla — 4.2% (+1.4 / -1.1)
chaos // dirty // dogs // poor... (+3 more) — 3.7% (+1.3 / -1.0)
filipino // filipino people... (+5 more) — 3.3% (+1.3 / -0.9)
cyclone // cyclones // heat // hot... (+5 more) — 3.0% (+1.2 / -0.9)
hookers // ladyboys... (+4 more) — 2.5% (+1.1 / -0.8)
ferdinand marcos // imelda marcos... (+1 more) — 1.9% (+1.0 / -0.7)
basketball // dota 2 manila major... (+1 more) — 1.7% (+1.0 / -0.6)
sun // warm // warm weather // weather — 1.4% (+0.9 / -0.5)
corruption // crime // drugs... (+1 more) — 1.3% (+0.9 / -0.5)
cool // culture // good // nice — 1.1% (+0.8 / -0.5)
beautiful // beauty — 0.6% (+0.7 / -0.3)
call centres — 0.5% (+0.6 / -0.3)
catholic // muslims — 0.4% (+0.6 / -0.2)

▼ Saved views

New

Sentiment

✓ Themes

Weighted ON
Percentages ON
Sort by winner ON

▼ Answers

Manual grouping

✓ Non-Answers
✓ Asia
✓ Tourism & Attractions
✓ Food
✓ Sports and Games
✓ Image of Beauty
✓ call centres
✓ Religion
✓ Poverty & Disorder
✓ Broadly Positive
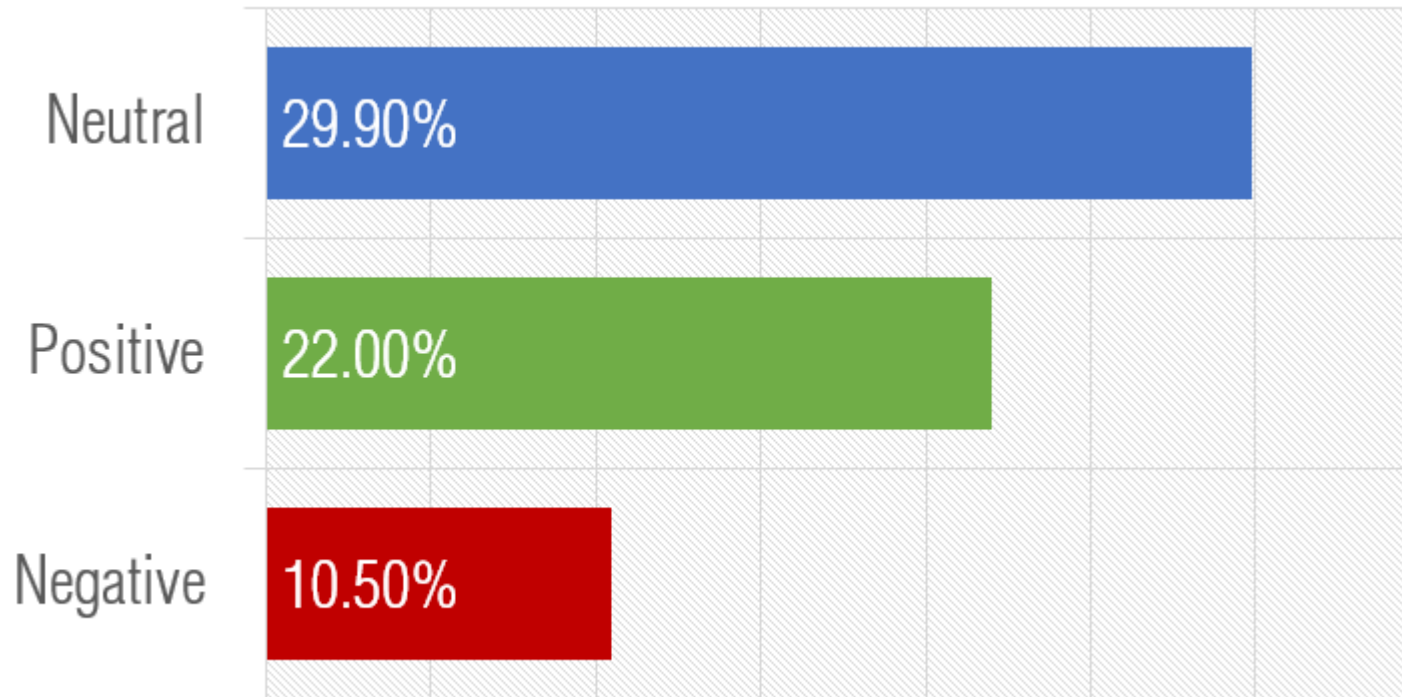✓ Crime and Corruption
✓ Bad Weather
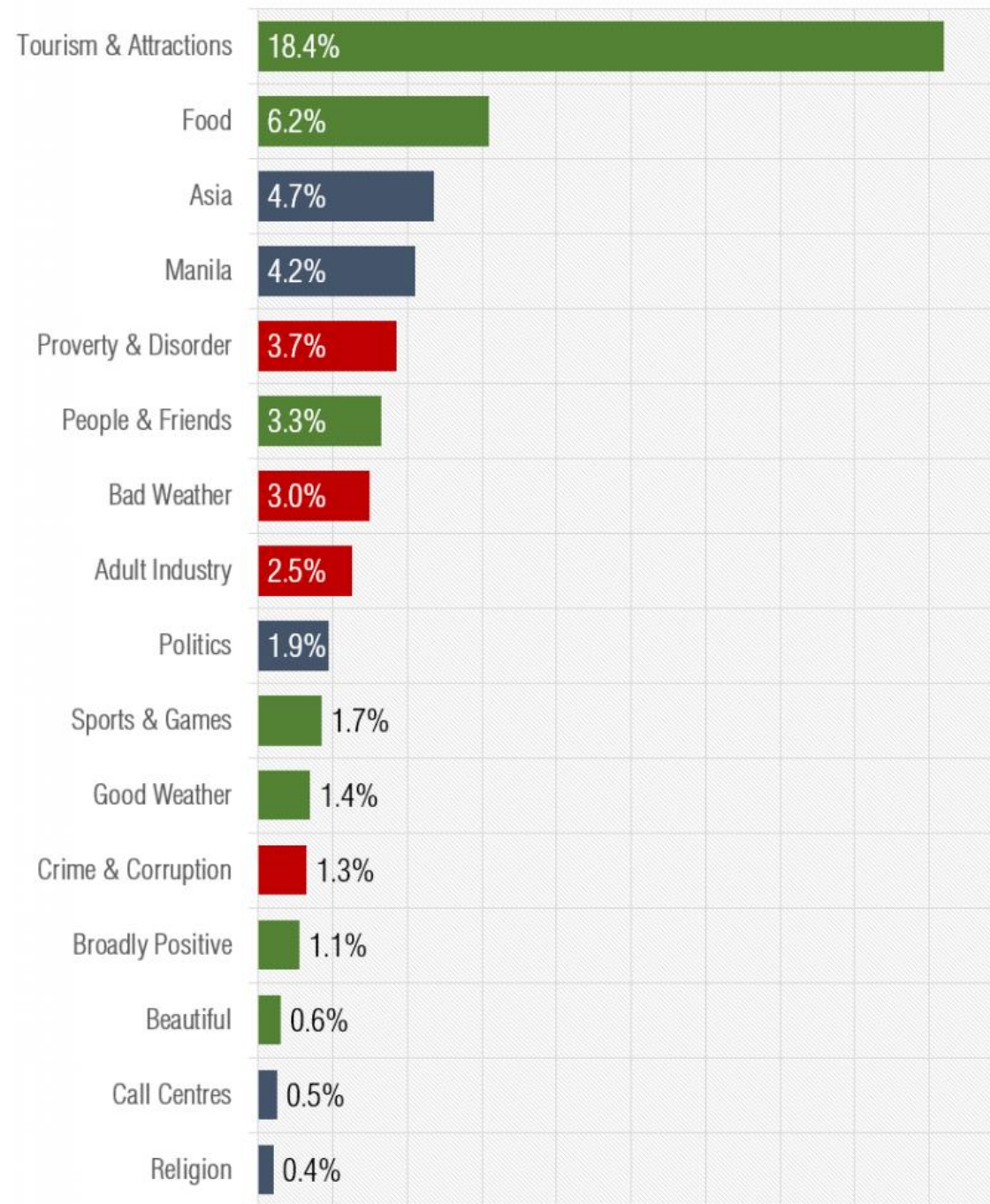✓ Politics
✓ People and Friends
✓ Adult Industry
✓ Manila
✓ Good Weather

Sentiment Analysis

dejan.marketing/sentiment/

Main Themes

Theme	Percentage
Tourism & Attractions	18.4%
Food	6.2%
Asia	4.7%
Manila	4.2%
Proverty & Disorder	3.7%
People & Friends	3.3%
Bad Weather	3.0%
Adult Industry	2.5%
Politics	1.9%
Sports & Games	1.7%
Good Weather	1.4%
Crime & Corruption	1.3%
Broadly Positive	1.1%
Beautiful	0.6%
Call Centres	0.5%
Religion	0.4%

Here's what Australians think of the Philippines

What's the first thing that comes to your mind when you think of the Philippines?

That was the question 1033 Australians answered in a study conducted by DEJAN Marketing. New research highlights tourism and attractions as the top association with the Philippines. The second most prominent theme was food. Despite the largely positive sentiment the island nation's image isn't without a flaw. About one in ten Australians thought negatively of the Philippines including themes such as poverty, bad weather, adult industry, crime and corruption.

Neutral	29.90%
Positive	22.00%
Negative	10.50%
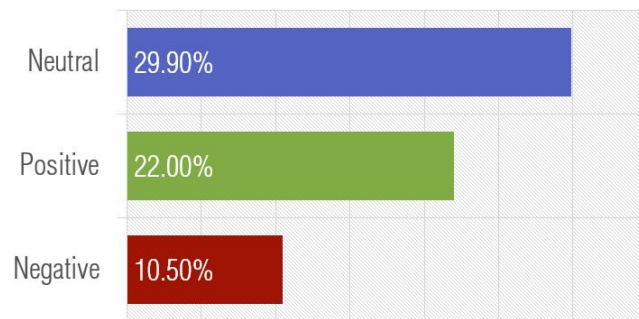
So what do Australians know about the Philippines?

Manila holds the first place as the most mentioned destination within the country followed by Boracay. Aussies did mention another destination - Bali, however we've decided to bundle that puzzling answer with the "tourism" theme in general. The most recognised people include Manny Pacquiao, Ferdinand Marcos and Imelda Marcos. One interesting discovery was a DOTA2 gaming event The Manila Major 2016 with its $3,000,000 prize pool. Basketball was the only explicit sport association in the survey data. Interestingly, local industry wasn't on the radar at all. Only 0.5% respondents mentioned call centres.

Top Association: Tourism & Attractions

The leading theme of our research encompasses a range of answers including:

- Beaches
- Holidays
- Flowers
- Tropics
- Volcanoes
- Nature
- Mountains
- Sea

Runner Up Theme: Food

After tourism and destination themed responses, food was the second most prominent association and it included items such as bananas, dried mango, fish, noodles, pineapple rice and surprisingly – beer.

Other Themes

Once we remove "Tourism & Attractions" from the word cloud, other prominent associations with the Philippines pop-out. It's immediately evident that it's not all rosy as far as public opinion goes.
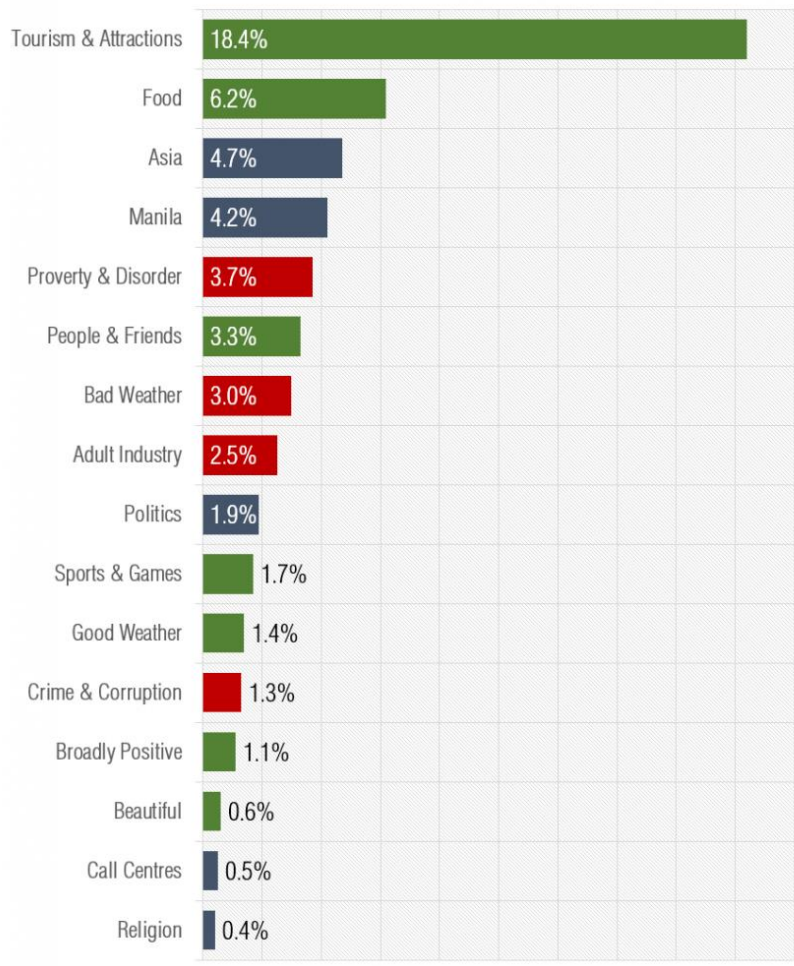
Understanding Negative Sentiment

One of the strongest associations in the survey was the notion of poverty with responses such as "poor people", "slums", "chaos" and "dirty". Another strong negative was attitude towards adverse weather conditions including heat, humidity, rain, cyclones and interestingly tsunami. With 2.5% prominence adult industry isn't at an alarming level, but it is the third most prominent negative theme which in addition to usual terms included multiple instances of mail order brides.

Survey Verdict

According to data available Australians' image of the Philippines is largely positive which is a credit to the country and its tourism board. It appears that in addition to the usual tourism and attractions theme there may be additional directions worth fostering. This includes food of course, as there is a growing number of "foodies" in Australia looking for exciting new culinary experiences.

Category	Percentage
Tourism & Attractions	18.4%
Food	6.2%
Asia	4.7%
Manila	4.2%
Proverty & Disorder	3.7%
People & Friends	3.3%
Bad Weather	3.0%
Adult Industry	2.5%
Politics	1.9%
Sports & Games	1.7%
Good Weather	1.4%
Crime & Corruption	1.3%
Broadly Positive	1.1%
Beautiful	0.6%
Call Centres	0.5%
Religion	0.4%

Local Reactions

We've reached out to those living in the Philippines for their comments on the survey results. Nobody mentioned bad traffic, that was the surprise to most of them.

> Objectively, it is a fair assessment and observation of the Philippines. I am surprised the following did not come out – traffic.
>
> Norelyn T. Babiera

An entrepreneur from Manila, Jason Acidre highlights bad traffic, poor internet service and hospitality of the locals as something that in his view should have come up in the answers, but it didn't.

> Not that surprised, though a few things that I think most aussies who have been here could easily remember (particularly in Manila). Bad traffic (probably one of the worst in the world), terrible internet service providers, hospitality of the locals. But most of the things you've listed are accurate.
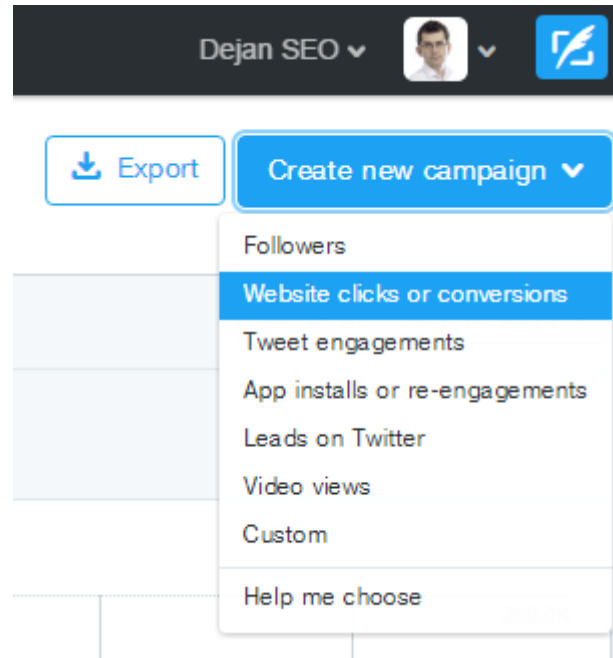>
> Jason Acidre

Download: Raw Survey Data

dejanseo.com.au/heres-what-australians-think-of-the-philippines

Designing Campaign Layout

Combined Campaign
Manual & Automated
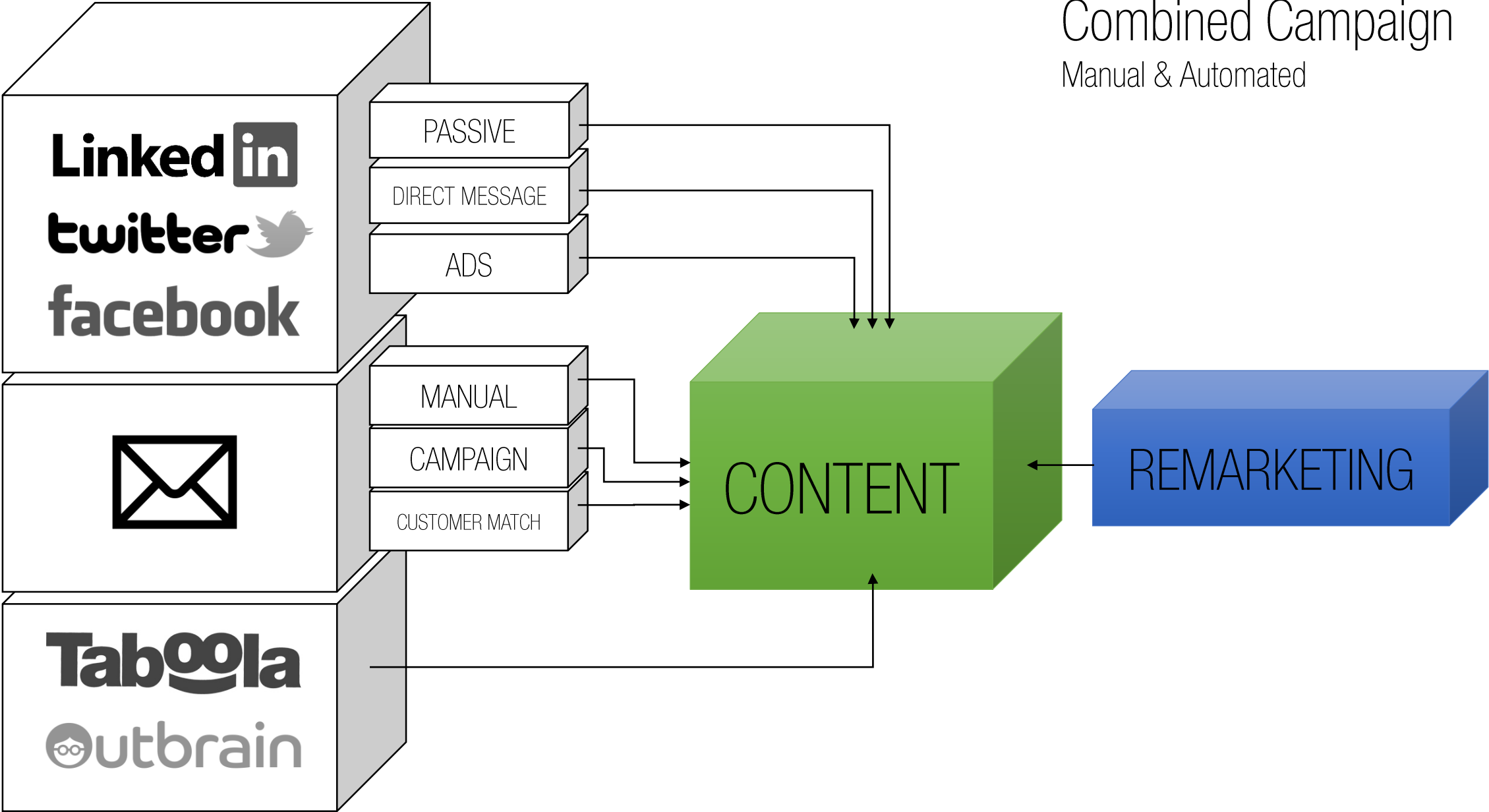
PASSIVE

DIRECT MESSAGE

ADS

MANUAL

CAMPAIGN

CUSTOMER MATCH

CONTENT

REMARKETING

Philippines   WEBSITE CLICKS OR CONVERSIONS

Funding – Credit/debit card   Automatic bid – Yes   Daily budget – Required

UNSAVED   **1** Overview ❯ **2** Audience ❯ **3** Budget ❯ **4** Creatives

Set up your campaign   STEP 1 OF 4

Name your campaign

Philippines

? When do you want to run this campaign?

◉ Start immediately, run continuously   ◯ Set start and end dates

Website tag for conversion tracking

Tracking status: NO TAG SETUP

Set up conversion tracking to get the most out of your campaign. This will give you better reporting on metrics like site visits, purchases, and other actions. Learn More

Select your audience

AUDIENCE PROFILE

? Select locations (required)

◉ Target specific locations   ○ Show ads in all available locations

| Philippin| | or | **Import multiple locations** |

| Country | Republic of the Philippines |

? Select gender

◉ Any gender   ○ Male   ○ Female

Select languages

Select devices, platforms, and carriers

SELECT ADDITIONAL AUDIENCE FEATURES

+ Add keywords

+ Add followers

+ Add interests

+ Add tailored audiences

+ Add TV targeting

+ Add behaviors

+ Add event targeting

? Customize where Promoted Tweets appear.

☑ Users' timelines   ☑ Profiles & Tweet Detail Pages

Limit targeting by excluding tailored audiences.

Limit targeting by excluding behaviors

Add tailored audiences   Remove tailored audiences

Search your tailored audiences   or   **Browse your tailored audiences**

☑ Expand reach by targeting similar users. Learn more

If you would like to reach only users similar to those in the above tailored audiences and not users in those audiences (that is, only *lookalikes*), you should exclude the same audiences in the **limit targeting by excluding audiences** section below.

View existing audiences or create new audiences in the audience manager

Audience manager   Create new list audience

Create new list audience

Name your audience.

Give your audience a unique and descriptive name.

Filipino Journalists

Specify the type of data in your file.

What kind of records will you upload?

○ Email addresses
○ Mobile phone numbers
◉ Twitter usernames
○ Twitter user IDs
○ Mobile advertising IDs

Upload your data file.

Supported file formats are .csv and .txt. The maximum file size is 5 GB.
Your list can be separated by newlines or commas.

Choose the CSV or text file containing your list

☐ The records in this data file are already normalized and hashed using SHA256.

Agree to the terms of use.

☑ I have read and I agree to the tailored audiences terms of use.

Create list audience   Cancel

meltwater news

home   directory   keyword search   media lists   outreach   newsroom

Media Lists » All Australian Journalists

⏰ Alerts Settings

All Australian Journalists

List Name: All Australian Journalists	**List Privileges:** ○ Private ● Shared
List Type: application	**Created by:** Dan Petrovic
Created on: 13/01/16 14:39	**Updated by:** Dan Petrovic
Updated on: 13/01/16 14:39	

✉ 🛠 ✗

🧑 journalist   📇 outlet

📊 xls export   📊 csv export   ✗ delete   ➡ move to ❓   ↪ copy to ❓   ☐ select all results

Show [15 ▼] entries   1-15 of 1,823   Find: [   ]   Previous 1 **2** 3 4 5 Next

☐	🔑 ↕	Name ↕	Outlet ↕	Beat(s)	Email ↕	Phone	Location ↕
☐	📌 🧑	Amanda Abate	ATN-7	News & Current Affairs, ...	aabate@seven.com.au	+61 (0)2 8777 7777	Pyrmont, New South Wales
☐	🧑	Ando	2VM	Music, News & Current Af...	news2vm@bigpond.com	+61 (0)2 6752 1155	Moree, New South Wales

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
1	S.No.	Remove R	Prefix	First Name	Last Name	Role	Email	Beats	Address	City	State	Zip	Phone	Fax	Preferred N	Additional	Twitter	LinkedIn	Outlet	DMA	Circulation
2	1		Mr	Ando		Program D	news2vm@	Music, Ne	P.O Box 3	Moree	New South	2400	+61 (0)2 6	+61 (0)2 6	email	Additional		http://www	2VM		91000
3																			2VM		N/A
4	2		Ms	Anna		Blogger	adobodow	Baking, Fo							email	Anna is a		http://www	Blogs [AU]		N/A
5																			adobo dow		N/A
6	3		Mrs	Jamieanne		Blogger	sweetestki	Cooking, H							email	Jamieanne	http://twitter.com/@jamieanne	http://www	Blogs [AU]		N/A
7																			The Sweet		58600
8	4		Mr	Leaping La		Columnist	newsdesk	Rugby, Cri	Collins Str	Docklands	Victoria	3008	+61 (0)3 8		email	Additional	http://twitter.com/@LeapingLarryL	http://www	The Age		202711
9																			The Age -		N/A
10	5		Mr	Timbee		Host	bookings@	Music, Ga	PO Box 84	Mount Law	Western A	6929	+61 04 019		email	Timbee is	http://twitter.com/@djtimbee	http://www	All Things		N/A
11																			RTRFM 92		N/A
12																			RTRFM 92		N/A
13	6		Ms	Amanda	Abate	Reporter	aabate@s	Local, Cur	PO Box 77	Pyrmont	New South	2009	+61 (0)2 8	+61 (0)2 8	email	Amanda A	http://twitter.com/@amandaabate	https://au.l	Seven Net		N/A
14																			Seven Net		N/A
15																			Seven New		N/A
16	7		Mrs	Georgie	Abay	Editor, Blo	georgie@tl	Health (Ge							email	Georgie Al	http://twitter.com/@georgieabay	http://www	Blogs [AU]		N/A
17																			The Grace		20300
18	8		Ms	Kris	Abbey	Publisher	kris@spali	Health (Ge	51 Whistle	Manly	New South	2095	+61 (0) 2 9		email	Kris is the	http://twitter.com/@spalifeguide	http://www	Spa Life		N/A
19																			Spa Life - I		N/A
20	9		Mr	Graham	Abbott	Host, Prod	abbott.grah	Music, Rad	GPO Box	Melbourne	Victoria	3001			email	Graham A	http://twitter.com/@grahamrabbott	http://au.lir	ABC - Mel		N/A
21																			ABC Class		N/A
22																			ABC Class		N/A
23	10		Ms	Daniela	Abbraccia	Reporter	daniela.ab	Local gove	GPO Box	Adelaide	South Aus	5001	+61 (0)8 8		email	Daniela is		https://au.l	East Torre		30646
24																			East Torre		30646
25	11		Ms	Frances	Abdallaoui	Departmer	fabdallaoui	Food and ç	GPO Box	Sydney	New South	2001	+61 (0)2 9		email	Fran Abda	http://twitter.com/@fabdallaoui	http://www	Bauer Med		N/A
26																			The Austra		416117
27	12		Mr	Bruce	Abernethy	Host	babernethy	National sp	Locked Ba	Hindmarsh	South Aus	5007	+61 (0)8 8		email	After his fc	http://twitter.com/@7newsadelaide	http://www	Seven Net		N/A
28																			Seven New		N/A
29	13		Ms	Leanne	Abernethy	Photograpl	editor@wh	Local, New	PO Box 14	Airlie Beac	Queenslan	4802	+61 (0)7 4	+61 (0)7 4	email	Leanne Ab		http://www	The Whitsu		7176
30																			The Whitsu		N/A
31	14		Mr	Duncan	Abey	Reporter	duncan.ab	Gossip, Na	Level 1	Hobart	Tasmania	7000	+61 (0)3 6	+61 (0)3 6	email	Duncan Ab	http://twitter.com/@duncanabey	http://au.lir	The Austra		104774
32																			The Mercu		34636
33																			The Mercu		34636
34	15		Mr	Matthew	Abraham	Host	matthew.a	Local news	GPO Box	Adelaide	South Aus	5001	+61 (0)8 8	+61 (0)8 8	email	Matthew A	http://twitter.com/@kevcorduroy	http://www	891 ABC A		N/A
35																			ABC (Aust		N/A
36																			ABC - Ade		N/A
37	16		Ms	Lee	Abrahams	Editor	editor@tdr	Regional n	PO Box11	Camden	New South	2570	+61 (0)4 0	+61 (0)2 4	email	Additional		http://www	The Distric		16900
38																			The Distric		16900
39	17		Mr	Scott	Abrahams	Departmer	sabrahams	Employme	Level 2, 10	North Ryde	New South	2113	+61 (0) 2 9	+61 (0)2 9	email	Scott Abra	http://twitter.com/@cchaustralia	http://au.lir	Wolters Kl		14500
40																			Wolters Kl		14500

Audience manager

Create new audience ▾

4 Tailored audiences

Name			Last Updated	Audience Size	Manage
Dynamic Web Training [MELTWATER] Uploaded list · Twitter usernames		READY	Feb 17, 2016	710	Delete
MELTWATER AU @usernames Uploaded list · Twitter usernames		READY	Jan 20, 2016	1,160	Delete
AIB AU NZ UK USA CA Uploaded list · Twitter usernames		READY	Jan 15, 2016	4,110	Delete
AIB US AU NZ CA		READY	Jan 15, 2016	3,070	Delete

Add tailored audiences   Remove tailored audiences

Search your tailored audiences   or   **Browse your tailored audiences**

☑ Expand reach by targeting similar users. Learn more

If you would like to reach only users similar to those in the above tailored audiences and not users in those audiences (that is, only *lookalikes*), you should exclude the same audiences in the **limit targeting by excluding audiences** section below.

View existing audiences or create new audiences in the audience manager

Add tailored audiences   Remove tailored audiences

Search your tailored audiences   or   **Browse your tailored audiences**

Target users from...

✕ From lists   ✕ MELTWATER AU @usernames
                        (1,160 users)

☐ Expand reach by targeting similar users. Learn more

If you would like to reach only users similar to those in the above tailored audiences and not users in those audiences
(that is, only *lookalikes*), you should exclude the same audiences in the **limit targeting by excluding audiences** section
below.

View existing audiences or create new audiences in the audience manager

Set your budget

? Set a daily maximum (required).

A$ | 10 | per day

? Set a total budget (optional).

A$ | 100

Choose pricing.

Automatic bid ▾

Your bid will be optimized to get the best results at the lowest price (within your budget).

Audience summary

PROFILE

In 1 location

Gender: Any gender

Languages: Any languages

Platforms: On all platforms

Carriers: On all carriers

AD PLACEMENTS

Users' timelines

Users' profiles

POTENTIAL AUDIENCE SIZE

888 – 1K

RECOMMENDED RANGE

https://dejanseo.com.au/heres-what-australians-think-of-the-philippines/?utm_source=cpc&utm_medium=linkedin&utm_campaign=philipp

What **companies** do you want to target?

include ▾   Start typing a company name...

include

BBC ✕   BBC Worldwide ✕   Australian Broadcasting Corporation ✕

Foxtel ✕   Nine Network Australia ✕   Network Ten ✕

Southern Cross Austereo ✕   Businessworld ✕

Philippine Daily Inquirer ✕   NOVA Entertainment ✕

BusinessWorld Online, Inc. ✕

Special Broadcasting Service (SBS) Australia ✕   Abante ✕

The Manila Times ✕   Businessworld Magazine ✕   Seven Network ✕

ITV Studios Australia ✕   BusinessWorld Publishing Corporation ✕

Manila Bulletin Publishing Corporation ✕   World News Inc ✕

World News Media Ltd ✕   United Daily News ✕

Philippines Dept Of Tourism ✕

THE GOVERNMENT OF THE PHILIPPINES ✕   BusinessWorld Online ✕

What **job titles** do you want to target?

include ▾	Start typing a job title...

include

Editor ✕   Producer ✕   Writer ✕   Reporter ✕   Journalist ✕

Copywriter ✕   Communications Manager ✕   Editor in Chief ✕

Associate Producer ✕   Correspondent ✕   Senior Producer ✕

Contributor ✕   Presenter ✕   Freelance Journalist ✕   Blogger ✕

Web Producer ✕   Freelance Producer ✕   Subeditor ✕

News Reporter ✕   Online Editor ✕   News Producer ✕

Business Editor ✕   Content Producer ✕   Multimedia Producer ✕

Online Producer ✕   Broadcast Journalist ✕   Tourism Manager ✕

Digital Producer ✕   Director of Tourism ✕   Digital Editor ✕

Senior Journalist ✕   Web Journalist ✕   Business Journalist ✕

Online Journalist ✕   Freelance Blogger ✕

Å What **skills** do you want to target?

include ▾	Start typing a skill...

include

Newspapers ✕ Journalism ✕ Feature Articles ✕

Headline Writing ✕ Breaking News ✕ News Writing ✕

AP Style ✕ Broadcast Journalism ✕ Online Journalism ✕

Business Journalism ✕

Select specific targeting criteria to zero in on your ideal audience:

Company name	Company industry	Company size	Job title	Job function

Job seniority	Member schools	Fields of study	Degrees	Member skills

Member groups	Member gender	Member age

☑ Help my campaign reach new audiences similar to my targeting criteria with Audience Expansion. ❓

☑ (BETA) Deliver my campaign to my target audience beyond the LinkedIn feed. ❓

Page
DEJAN ▾

Account
DEJAN ⚙▾

Campaign
Philippines ⚙▾

Create campaign ▾

Created: 5/10/2016 | Language: English | Duration: 5/10/2016 – Indefinite | Campaign Status: ◉

Duplicate campaign

Performance	1	Ad	Audience	Bid and budget
Sponsored Updates campaign		(1) Active	1,000+ LinkedIn members	Bid: A$2.90 Daily budget: A$50.00 Total budget: A$200.00

Bid type ❓   ◉ Cost per click (CPC)   ◯ Cost per impressions (CPM)

Pay when someone clicks your ad.

Bid ❓

2.90

Suggested bid to reach the majority of your audience is A$7.42. (Other advertisers are bidding between A$7.42 – A$11.02) Minimum bid: A$2.90.

Daily budget ❓

50.00

Minimum budget: A$10.00 (includes amount already spent) Your campaign's actual daily spend may be up to 20% higher. Learn more.

Start Date ❓   ◉ Start immediately
◯ Schedule start   mm/dd/yyyy 📅

End Date ❓   mm/dd/yyyy 📅

Campaigns will end at midnight (UTC time zone) on the date selected. Run indefinitely

Total budget ❓

200.00

Minimum budget: A$50.00 (includes amount already spent)

∧ Show less

I want to learn more about campaign budgeting

Estimated Target Audience: 1,000+ LinkedIn members

Philippines, Australia – Ages: 18-24, 25-34, 35-54

BBC, BBC Worldwide, Australian Broadcasting Corporation, Foxtel, Nine Network Australia, Network Ten, Southern Cross Austereo, Businessworld, Philippine Daily Inquirer, NOVA Entertainment, BusinessWorld Online, Inc., Special Broadcasting Service (SBS) Australia, Abante, The Manila Times, Businessworld Magazine, Seven Network, ITV Studios Australia, BusinessWorld Publishing Corporation, Manila Bulletin Publishing Corporation, World News Inc, World News Media Ltd, United Daily News, Philippines Dept Of Tourism, THE GOVERNMENT OF THE PHILIPPINES, BusinessWorld Online

Editor, Producer, Writer, Reporter, Journalist, Copywriter, Communications Manager, Editor in Chief, Associate Producer, Correspondent, Senior Producer, Contributor, Presenter, Freelance Journalist, Blogger, Web Producer, Freelance Producer, Subeditor, News Reporter, Online Editor, News Producer, Business Editor, Content Producer, Multimedia Producer, Online Producer, Broadcast Journalist, Tourism Manager, Digital Producer, Director of Tourism, Digital Editor, Senior Journalist, Web Journalist, Business Journalist, Online Journalist, Freelance Blogger

Newspapers, Journalism, Feature Articles, Headline Writing, Breaking News, News Writing, AP Style, Broadcast Journalism, Online Journalism, Business Journalism

Audience expansion: Enabled
Deliver beyond the LinkedIn feed: Enabled

https://dejanseo.com.au/heres-what-australians-think-of-the-philippines/?utm_source=cpc&utm_medium=facebook&utm_campaign=philippines

Edit Advert Set: Philippines

Advert set name

Philippines

Rename using available fields

Budget & schedule

Budget [Lifetime Budget ▾] [$155.00] [Adjust Budget]
$155.00 AUD

Schedule start   Wednesday, 11 May 2016 15:04
Sydney Time

Schedule end   [📅 13/5/2016]   [🕐 14:53]
Sydney Time

Advert scheduling ℹ   Run adverts all the time
More options

Audience

NEW AUDIENCE ▾

👥➕   **Target Adverts to People Who Know Your Business**
You can create a Custom Audience to show adverts to your contacts, website
visitors or app users. Create a Custom Audience.

Locations ℹ   [Everyone in this location ▾]

[Philippines

📍 Philippines   ]

[📍 Include ▾ | Add locations]

Add Bulk Locations...

Age ℹ   [20 ▾] - [50 ▾]

Gender ℹ   [**All**] [Men] [Women]

Languages ℹ   [Enter a language...]

Advert Set 🔵⚪   [Links ▾]

1 Campaign
Objectives and spending limits

1 Advert
Images, videos, text and links

Audience definition

Your audience selection is fairly broad.

Specific ——— Broad

Potential reach: 35,000,000 people

Estimated daily reach

📘 13,000-35,000 people on Facebook

0   of 15,000,000 ℹ

This is only an estimate. Numbers shown are based on the
average performance of adverts targeted to your selected
audience.

BAD!

Edit Advert Set: Philippines

Target Adverts to People Who Know Your Business
You can create a Custom Audience to show adverts to your contacts, website visitors or app users. Create a Custom Audience.

Locations ⓘ
[Everyone in this location ▾]

Philippines
  ⚲ Philippines

⚲ Include ▾ | Add locations

Add Bulk Locations...

Age ⓘ [20 ▾] - [50 ▾]

Gender ⓘ [All] [Men] [Women]

Languages ⓘ [Enter a language...]

Detailed targeting ⓘ   INCLUDE people who match at least ONE of the following ⓘ

[Add demographics, int... Suggestions | Browse]

▸ Demographics   ⓘ

▸ Interests   ⓘ

Connections ⓘ

▸ Behaviours   ⓘ

▸ More Categories   ⓘ

[Save this Audience]

Audience definition

Your audience selection is fairly broad.

Specific   Broad

Potential reach: 35,000,000 people

Estimated daily reach

☑ 13,000-35,000 people on Facebook

0   of 15,000,000 ⓘ

This is only an estimate. Numbers shown are based on the average performance of adverts targeted to your selected audience.

Edit Advert Set: Philippines

Target Adverts to People Who Know Your Business
You can create a Custom Audience to show adverts to your contacts, website
visitors or app users. Create a Custom Audience.

Locations ⓘ

[Everyone in this location ▾]

Philippines

⊘ Philippines

⊘ Include ▾ | Add locations

Add Bulk Locations...

Age ⓘ [20 ▾] - [50 ▾]

Gender ⓘ [All] [Men] [Women]

Languages ⓘ [Enter a language...]

Detailed targeting ⓘ INCLUDE people who match at least ONE of the following ⓘ

[Add demographics, interests or behavi... | **Suggestions** | **Browse**]

🔍 Journ

Journalist ‹

Freelance Journalist

Journal editor

Journeyman Pipe Fitter

Connections ⓘ

Audience definition

Your audience
selection is fairly
broad.

Specific   Broad

Potential reach: 35,000,000 people

Estimated daily reach

📘 13,000-35,000 people on Facebook

0   of 15,000,000 ⓘ

This is only an estimate. Numbers shown are based on the
average performance of adverts targeted to your selected
audience.

844,074 people

Demographics > Work > Job
Titles > Journalist

Description: People who listed
their job title as *Journalist* on their
Facebook Profile.

Edit Advert Set: Philippines

Target Adverts to People Who Know Your Business
You can create a Custom Audience to show adverts to your contacts, website visitors or app users. Create a Custom Audience.

Locations ⓘ

[Everyone in this location ▾]

Philippines

📍 Philippines

📍 Include ▾ | Add locations

Add Bulk Locations...

Age ⓘ [20 ▾] - [50 ▾]

Gender ⓘ [All] [Men] [Women]

Languages ⓘ [Enter a language...]

Detailed targeting ⓘ INCLUDE people who match at least ONE of the following ⓘ

Demographics > Work > Job titles

Journalist

Add demographics, interests or behavi... | **Suggestions** | **Browse**

Exclude people or Narrow audience

Connections ⓘ [Add a connection type ▾]
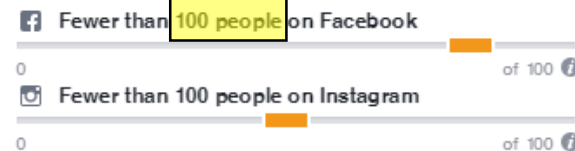
[Save this Audience]

Audience definition
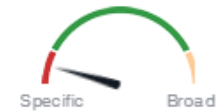
Specific   Broad

Your audience is too specific for your adverts to be shown. Try making broader.

Potential reach: 1,700 people

GOOD!

Estimated daily reach

🅕 320-840 people on Facebook

0   of 840 ⓘ

This is only an estimate. Numbers shown are based on the average performance of adverts targeted to your selected audience.

Edit Advert Set: Philippines

Target Adverts to People Who Know Your Business
You can create a Custom Audience to show adverts to your contacts, website
visitors or app users. Create a Custom Audience.

Locations ⓘ   [Everyone in this location ▾]

┌───┐
│ Philippines   ▲│
│   ◉ Philippines   ││
│   ▼│
└───┘
[◉ Include ▾ | Add locations]

Add Bulk Locations...

Age ⓘ   [20 ▾] - [50 ▾]

Gender ⓘ   [All] [Men] [Women]

Languages ⓘ   [Enter a language...]

Detailed targeting ⓘ   INCLUDE people who match at least ONE of the following ⓘ

┌───┐
│ Demographics > Work > Job titles   │
│ Journalist   │
│   │
│ Add demographics, interests or behavi... | Suggestions | Browse │
└───┘

and MUST ALSO match at least ONE of the following ⓘ   ✕

┌───┐
│ Add demographics, interests or behavi... | Suggestions | Browse │
└───┘

   ▸ Relationship
   ▾ Work
           Employers   🔍
       ▸   Industries
           Job Titles   🔍
   ▸ Interests   ⓘ
   ▸ Behaviours   ⓘ
   ▸ More Categories   ⓘ

Connections ⓘ

Placement

Audience definition

Specific ——— Broad

Your audience is
too specific for
your adverts to be
shown. Try making
it broader.

Potential reach: 1,700 people

Estimated daily reach

📘 320-840 people on Facebook

0   of 840 ⓘ

This is only an estimate. Numbers shown are based on the
average performance of adverts targeted to your selected
audience.

Overview

Right now

53

active users on site

■ MOBILE ■ DESKTOP ■ TABLET

| 68% | 25% | 8% |

Page Views

☐ Show all: Page Views

Per minute

Per second

15

10

5

-26 min   -21 min   -16 min   -11 min   -6 min   -1 min

1.5

1

0.5

-60 sec   -45 sec   -30 sec   -15 sec

Top Referrals:

Source	Active Users	↓
There is no data for this view.		

Top Social Traffic:

Source	Active Users	↓
There is no data for this view.		

Top Keywords:

Keyword	Active Users	↓
There is no data for this view.		

Top Active Pages:

	Active Page		Active Users	↓
1.	/heres-what-australians-think-of-the-philippines/		53	100.00%

Top Locations:

Link Detection
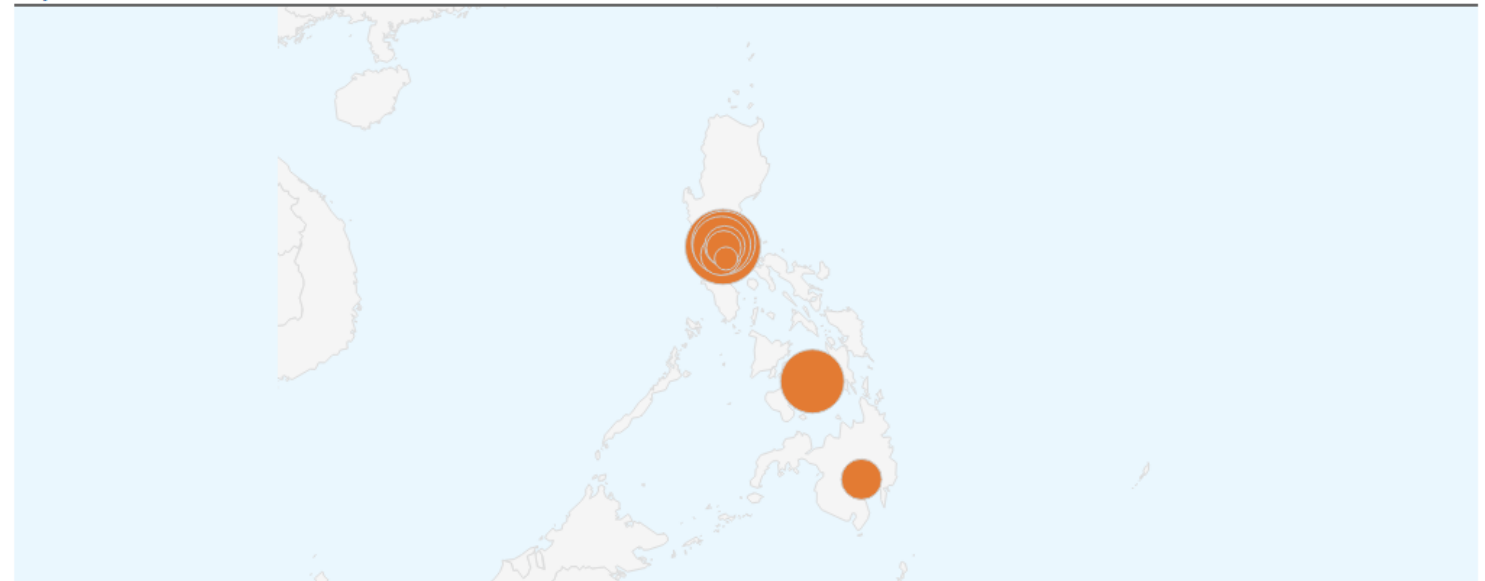
Server Log Files – Detected referral traffic for PDF documents.
JS (no detection)
Analytics (no detection)
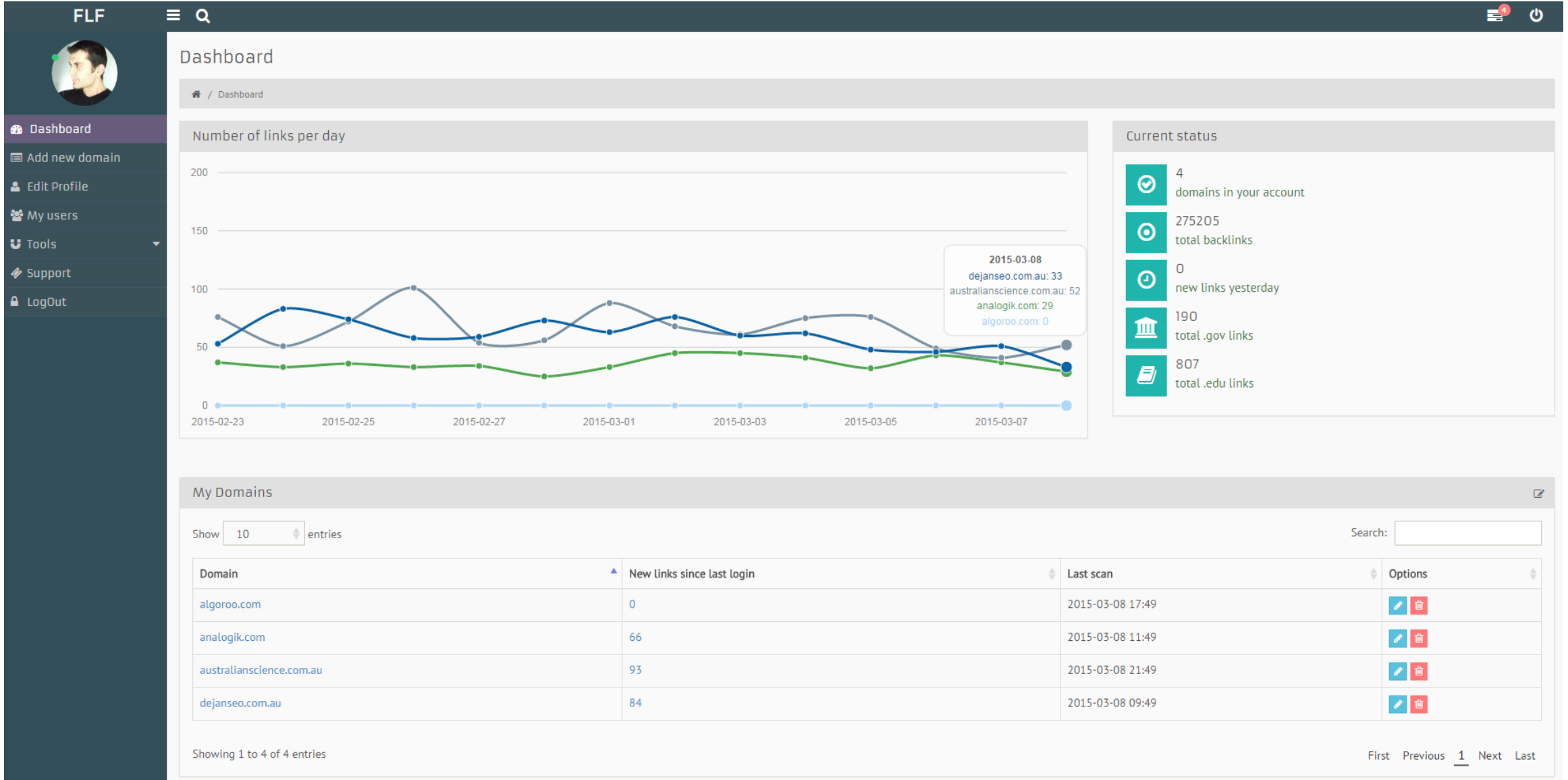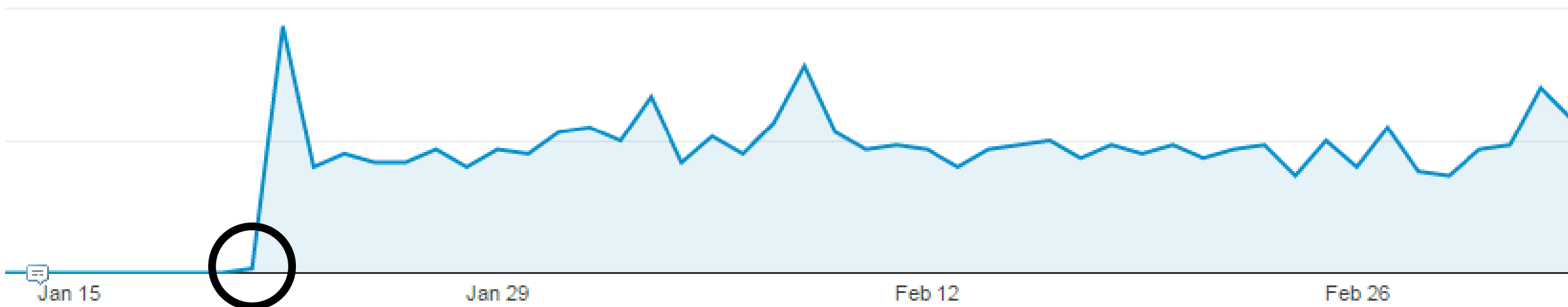
8 unique domain links

Jan 15   Jan 29   Feb 12   Feb 26
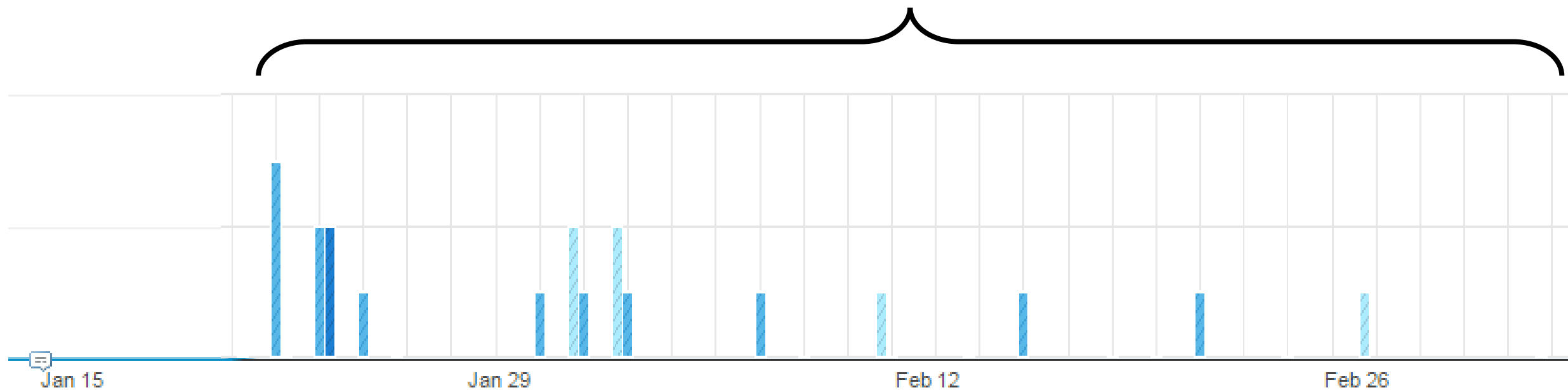
8 links:

- 4 text links
- 1 image link
- 3 nofollow

Paid

Organic

Impressions

Clicks

Links

Home | News | Opinion | Regions | World | Sports | Business | Special Reports | The Sunday Times Magazine

Fast Times | Tech Times | Life & Times | Show Times | Expats & Diplomats | Hi! Society | Health | Special Features |

Fri, Jun 3, 2016, 1:09 PM PHT

Like Venchito Jun and 340,048 others like this.

Google™ Custom Search

Search ✕

FOLLOW US: 🐦 f
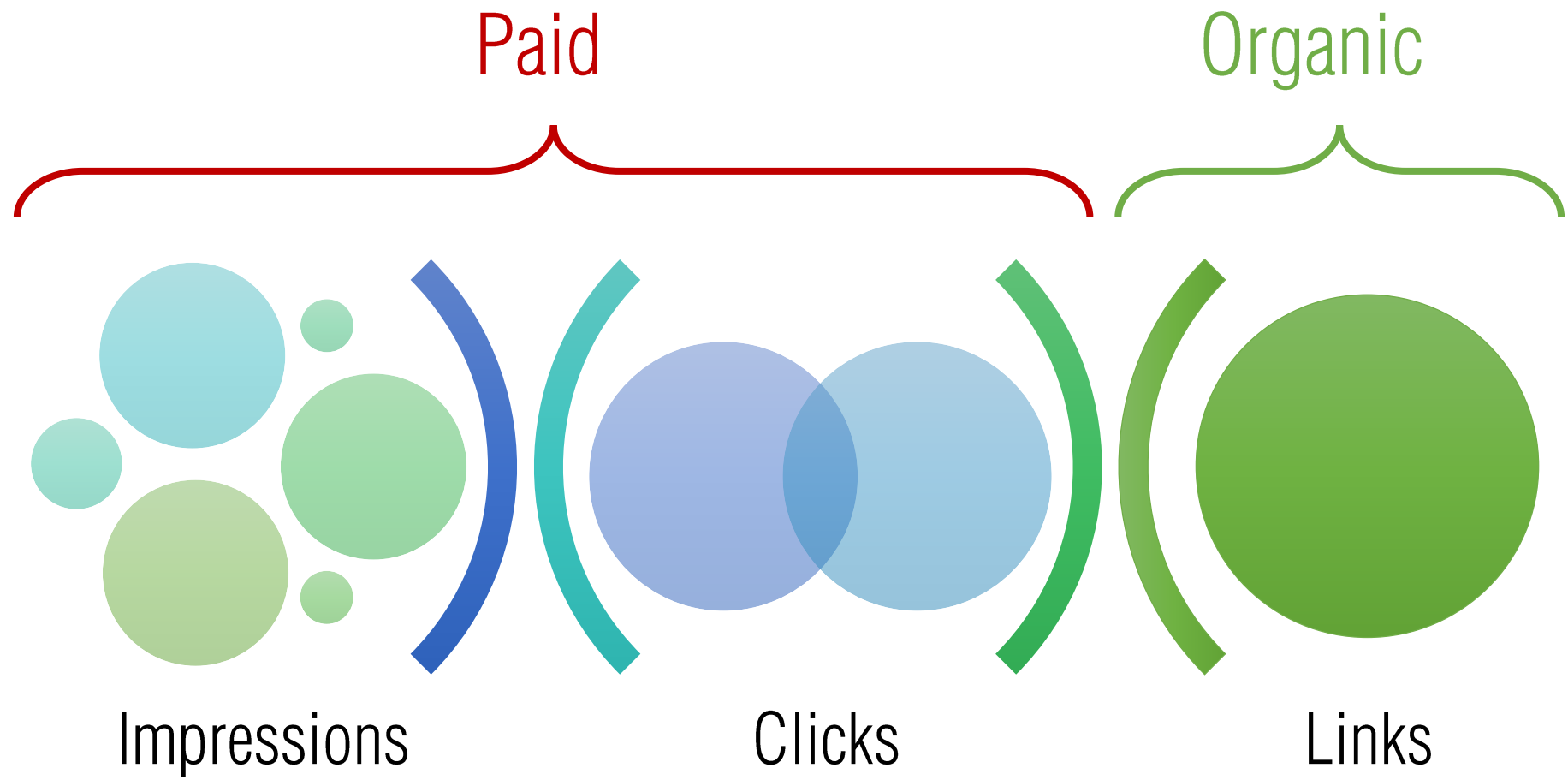
Aussies see PH a 'positive' nation

May 14, 2016 8:13 pm
by Michael Joe T. Delizo

f Like ‹ 0 | f Share | 🐦 Tweet
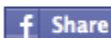
"What's the first thing that comes to your mind when you think of the Philippines?"

A recent survey conducted on 1,033 Australians by Canberra-based marketing agency, Dejan Marketing, showed that tourism and attractions were the respondents' top associations with the Philippines.

The image of the Philippines to Australians has been "positive," which is largely credited to the country's tourist attractions, primarily its splendid beaches.

The leading theme of the research encompassed a range of answers including beaches, holidays, flowers, tropics, volcanoes, nature, mountains and sea.

Michael Yardney's
property update.com.au
Success, Property Investment, Money & You

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STUDY REVEALS AUSTRALIANS' DISHONESTY DECLARING EXPENSES ON TAX RETURNS

Michael Yardney / Michael Yardney's Commentary, Money & You / May 16, 2016

In the case of an audit, The Australian Taxation Office (ATO) can go back five years after your last lodged tax return.

Following advances in technology, it is becoming increasingly important for clients to maintain accurate records and ensure these are adequately backed up.

The following study was designed and conducted by Roz Lahey to gain insights related to tax returns and client honesty when it comes to declaring expenses.

We surveyed 2000 Australians aged 18 and over to find out how honest they were when filling out their tax returns.

Key facts:

- Main finding: Majority of Australians have never "overestimated" their expenses to get more from their tax returns
- Those aged between 55 and 64 were the most honest but among those who cheated in this age group they did some by very large sums often over $1000
- Sample size: 2000 respondents
- Study period: February 11, 2016 – February 14, 2016
- Location: Australia

Michael Yardney Follow
Michael Yardney is a #1 bestselling author and a leading expert in the psychology of success and wealth cre...
May 15 · 5 min read

Study reveals Australians dishonesty declaring expenses on tax returns

In the case of an audit, The Australian Taxation Office (ATO) can go back five years after your last lodged tax return.

Following advances in technology, it is becoming increasingly important for clients to maintain accurate records and ensure these are adequately backed up.

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Naslovna / Home | O nama | Marketing | Najavite događaj

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Home › Vesti › Šta Amerikanci znaju o Srbiji

Šta Amerikanci znaju o Srbiji

Posted on December 12, 2015 by Katarina Vidaković in Vesti with 0

Šta Amerikanci znaju o Srbiji u vreme savremenih komunikacija i br
prikupili su vlasnici portala za mlade Edukacija i privatne firme Bris
poražavajući.

"Na šta prvo pomislite kada čujete *Srbija*?", glasio je pitanje postavl

U anketi je učestvovala 501 osoba, a odgovori koji dominiraju su - "

BLIC 20 GODINA NA ISTOJ STRANI

❤ ZA DECU | VESTI | SPORT

NASLOVNA

Vesti | Zanimljivosti | Putovanja | Nekretnine

Čučnula je i postala
INTERNET SENZACIJA

SLOBODNO VREME | ZANIMLJIVOSTI

ANKETA Na šta Amerikanci
kada čuju reč Srbija?

Edukacija.rs | 12. 12. 2015 - 19:47h | Komentara: 97

Sa ciljem da se dobiju podaci o tome šta An
Srbiji, započeto je istraživanje koje je porta
u Njujorku, u saradnji sa "Brisbane Digital

RIZNICA | SEX I VEZE | ŠTAMPANO IZDANJE | IGRICE | BLOG

VESTI online

VESTI | SPORT | SCENA | DRUŠTVO | Tema dana | Ex YU | Svet | Hronika | Ekonomija | Zanimljivosti | Komentar

Srbija

Najnovije ›

Subota 12.12.2015. 11:14
mondo.rs , Vestionline

💬 45

Amerikanci: Srbija asocira na rat!

Opšte je poznato da Amerikanci ne znaju mnogo...ni o čemu! Onda ne treba da
čudi što ne poseduju neko znanje o Srbiji, zar ne? Ali, ajde što ne znaju
mnogo o našoj bogatoj i turbulentnoj prošlosti nego što nemaju pojma ni o
sadašnjosti! Čak mešaju Srbiju sa Sibirom i Sirijom?! Njima to sve isto...toliko
o njima.

Like | Share 19 | Tweet | G+1 1

NAJNOVIJE | **SPORT**

07:15
Dinar u petak u padu 0,1
odsto, kurs 123

06:30
VIDEO: Vozio je u
suprotnom smeru, a onda
se ...

06:00
VIDEO: Kao bicikl, a nije
bicikl... ma, super je!

ĐENERO

05:30
Ako idete u Grčku, evo šta
je sve poskupelo i ...

ostale vesti ›

1,000 Americans.

First thing that comes to your mind when you think of Germany?

Was fällt Ihnen als Erstes ein, wenn Sie an die USA denken?

Content Writer?

Tourism-Related

Berlin Wall

Football Cities cold WW2 country

Automotive people

Germany

Food & Drink

Commerce

Modern Politics Friends & Family

Language

Tourism-Related

Berlin Wall

Football Cities cold WW2 country

people

Germany

Automotive

Commerce

Food & Drink

Modern Politics Friends & Family

Language

Manual grouping ⇕

🗨 ☐ Non-Answers

🗨 ☑ WW2

🗨 ☑ Friends & Family

🗨 ☑ Modern Politics

🗨 ☑ Automotive

🗨 ☑ Tourism-Related

🗨 ☑ Food & Drink

🗨 ☑ Cities

☑ cold

🗨 ☑ Country & People

🗨 ☑ Language

🗨 ☑ Technology & Quality

🗨 ☑ Football

🗨 ☑ Commerce

Grouping name ✕

Tourism-Related

Includes

bavaria ✕   beautiful ✕   berlin wall ✕

castles ✕   clean ✕   fun ✕   green ✕

lederhosen ✕   mountains ✕   oktoberfest ✕

rhine river ✕   the berlin wall ✕   the wall ✕

vacation ✕   wall ✕

Survey			Google ID	Question	Created
edit	clone & edit	delete	qq5lb4uwnkhrbykvsvyvnswqri	What do you do with empty printer cartridges?	Oct 03 20:19
edit	clone & edit	delete	qq5lb4uwnkhrbykvsvyvnswqri	What do you do with empty printer cartridges?	Oct 03 21:13
edit	clone & edit	delete	qq5lb4uwnkhrbykvsvyvnswqri	What do you do with empty printer cartridges?	Oct 04 18:15
edit	clone & edit	delete	6tkfh2szof2i3mit2xb4nhkj2a	What worries you the most about getting old?	Nov 03 14:09
edit	clone & edit	delete	jbektcnyghupiyfcuiiknqn2xu	Why did you vote for Trump?	Dec 07 14:40

Upload new survey spreadsheet [Choose File] No file chosen

What's the first thing that comes to your mind when you think of Germany?

Comma separated tags list	Add tags manually

Max number of tags: 20   Min repeat for tag: 7

Filter: war ⊗   **Invert checked**

Tags and synonyms
Drop on table header to add as new tag

☐	Tag ▼	Repeats		
☐	angela merkel	2.15%	12	×
☐	autobahn	2.15%	12	×
☐	beer	35.91%	200	×
☐	berlin	7.36%	41	×
☐	berlin wall	1.26%	7	×
☐	bmw	1.97%	11	×
☐	cars	3.59%	20	×
☐	chocolate	2.69%	15	×
☐	food	4.13%	23	×
☐	germans	2.15%	12	×
☐	hitler 　　adolf hitler 　　adlof hitler	15.80%	88	×
☐	merkel	3.59%	20	×
☐	nothing	3.05%	17	×
☐	octoberfest	1.80%	10	×
☐	oktoberfest	1.44%	8	×
☐	sausage	2.69%	15	×
☐	soccer	2.69%	15	×
☐	wall	2.87%	16	×
☐	world war 2	1.44%	8	×
☐	wwii	1.62%	9	×

Unused terms

☑	Term ▼	Repeats		
☑	war	1.08%	6	×
☑	war 2 is over	0.18%	1	×
☑	world war	0.18%	1	×
☑	world war 1	0.18%	1	×
☑	world war 11	0.18%	1	×
☑	world war ii	0.54%	3	×
☑	world war two	0.54%	3	×
☑	world wars	0.18%	1	×
☑	world wars 1	0.18%	1	×

Positive: **3.25%**   Negative: **3.15%**

Answers with associated tags Answer ▼		Repeats
0 non-answers		3
1 non-answers		4
2 non-answers		2
a non-answers		1
adlof hitler war		1
adolf hitler war		1
air planes		1
allies		1
ally		2
alps beauty, culture and tourist themes		1
amsterdam		2
ancesters family, friends and ancestry		1
ancestors family, friends and ancestry		5
anestors family, friends and ancestry		1
angela angela merkel		1
angela merkel angela merkel		12
angela merkle angela merkel		3
anime		1
another country		1

	Tags Tag ▼	Repeats	
☐	free education universal education free college great education system	0.31%	3
☐	other positive liberal media fun justice	0.42%	4
☐	other negative sad rain communism hairy women slaves stern men ew cheap prostitutes cold coldest	1.25%	12
☐	europe western europe european union europe eurobank	0.94%	9
☐	immigrants safe haven donald trump don't want their mess here terrorists somalis radicalized refugees raping refugees refugee rape refugees refuges causing problems overrun by muslims children being assaulted by immigrants immigrants	2.09%	20
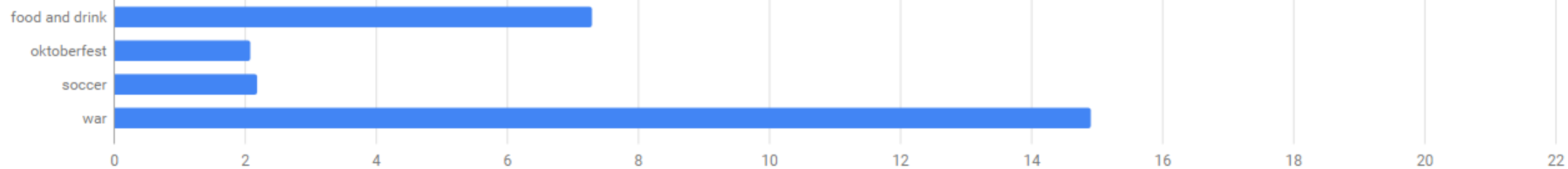
Tag	%	Repeats
free education	0.31%	3
other positive	0.42%	4
other negative	1.25%	12
europe	0.94%	9
immigrants	2.09%	20
cities and destinations	1.15%	11
language	1.04%	10
non-answers	6.15%	59
family, friends and ancestry	5.21%	50
engineering and quality	3.13%	30
power	1.25%	12
country	4.90%	47
beauty, culture and tourist themes	5.84%	56
cuckoo clocks	0.42%	4
angela merkel	2.61%	25
beer	21.48%	206
berlin	4.38%	42
berlin wall	1.67%	16
cars	7.72%	74
chocolate	1.56%	15
food and drink	7.30%	70
oktoberfest	2.09%	20
soccer	2.19%	21
war	14.91%	143

Download tags as CSV

Category	
beer	
war	
cars	
food and drink	
non-answers	
beauty, culture and tourist themes	
family, friends and ancestry	
country	
berlin	
engineering and quality	
angela merkel	
soccer	
oktoberfest	
immigrants	
berlin wall	
chocolate	
power	
other negative	
cities and destinations	
language	
europe	
cuckoo clocks	
other positive	
free education	

0.0%   5.0%   10.0%   15.0%   20.0%   25.0%

Category	Percentage
beer	
war	
cars	
food and drink	
non-answers	
beauty, culture and tourist themes	
family, friends and ancestry	
country	
berlin	
engineering and quality	
angela merkel	
soccer	
oktoberfest	
immigrants	
berlin wall	
chocolate	
power	
other negative	
cities and destinations	
language	
europe	
cuckoo clocks	
other positive	
free education	

0.0%   5.0%   10.0%   15.0%   20.0%   25.0%

Surveys are just one example.
Data sources are virtually endless.

CREATIVITY

Topic Exploration
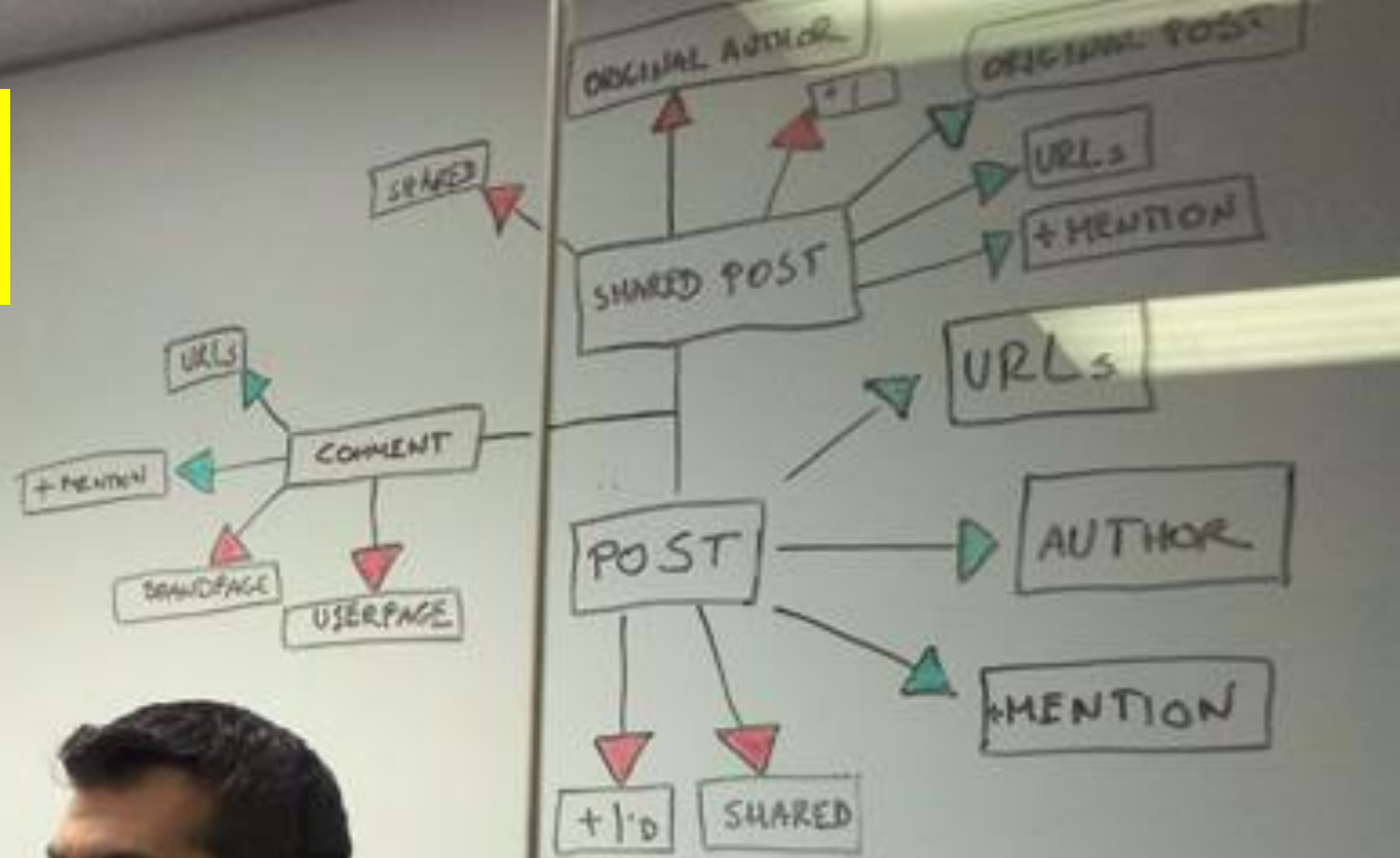
https://goralewicz.com/blog/searchmetrics-content-experience/

no mow grass

zoysia matrella

zoysia japonica

no mow grass reviews

no mow grass seed

no grow grass

zoysia tenuifolia

low mow grass

zoysia

zoysia grass
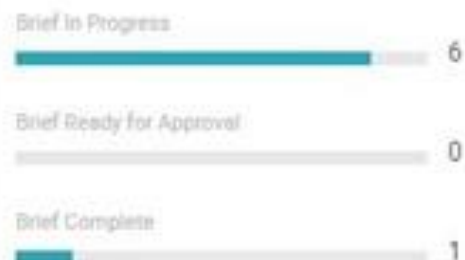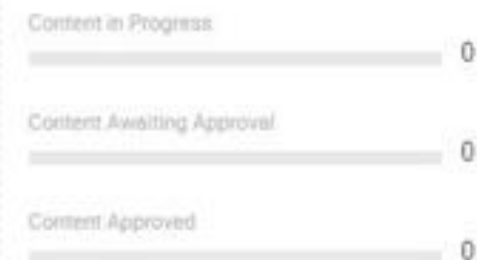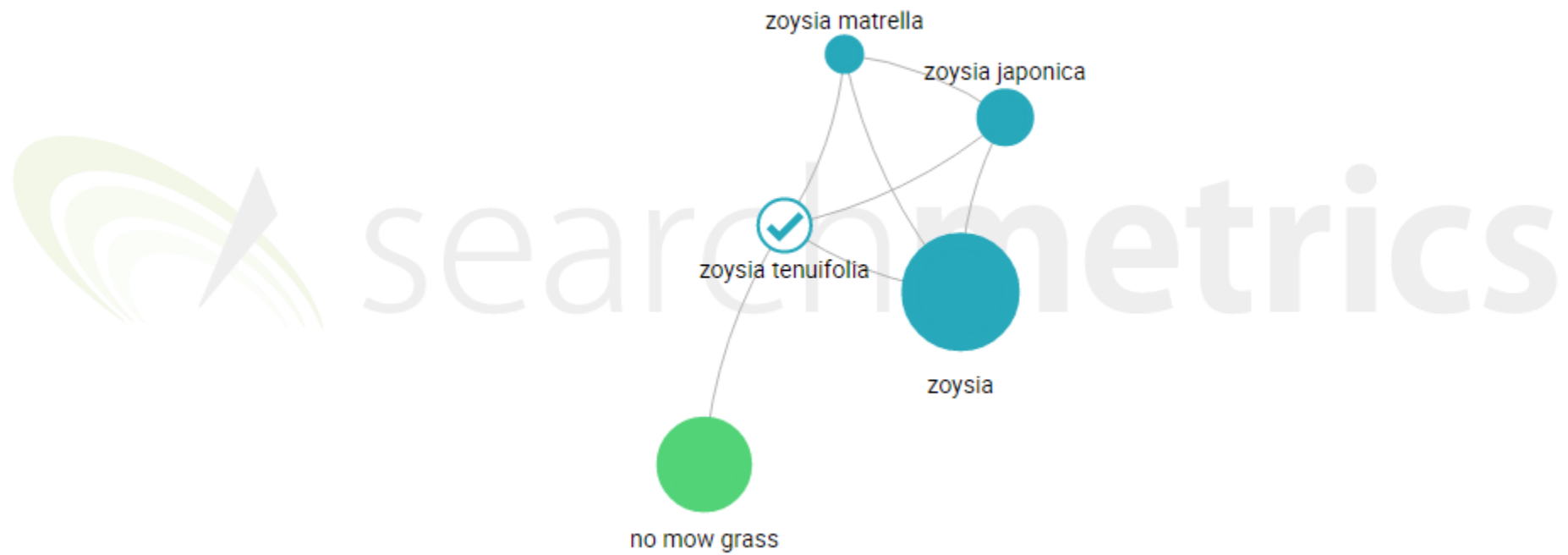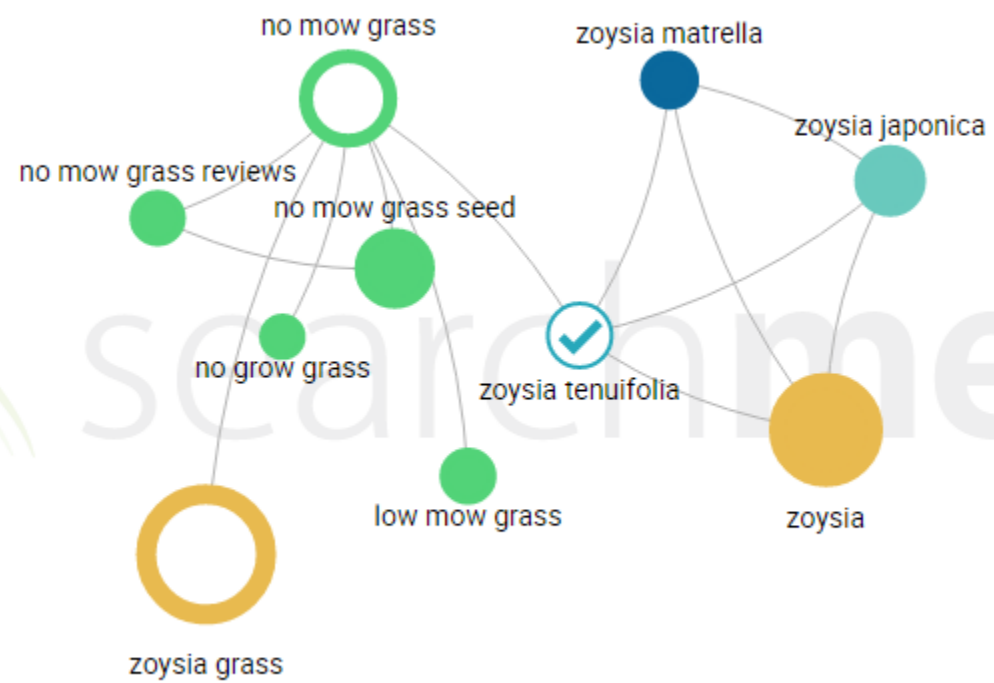
Brainstorming Sessions

Rough Drafts

Client Brief

'Boring' Topics
Make Up
(Not my expertise or interest.)

~3000 BC
built pyramids
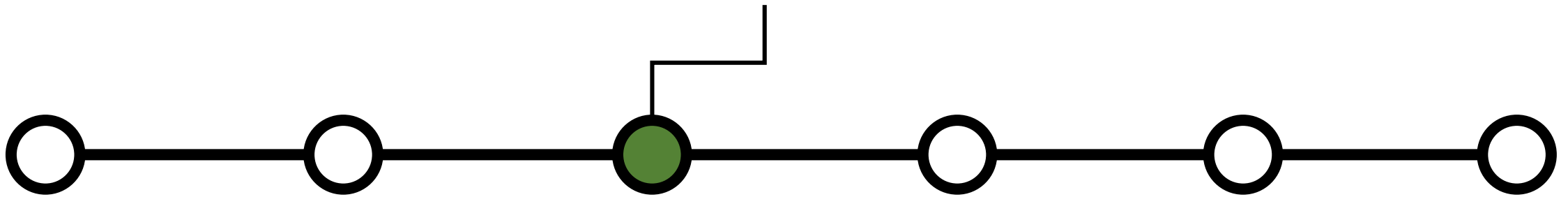
0 AD
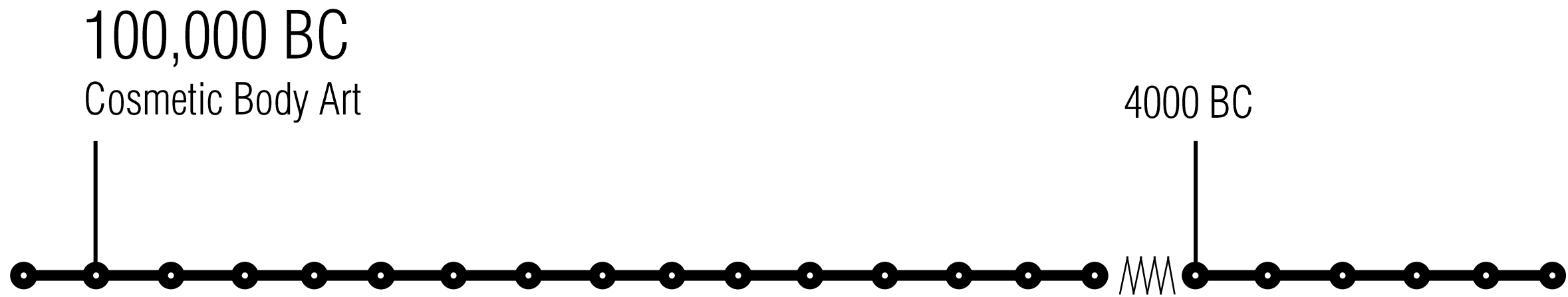Jesus born

~1000 AD
dark ages
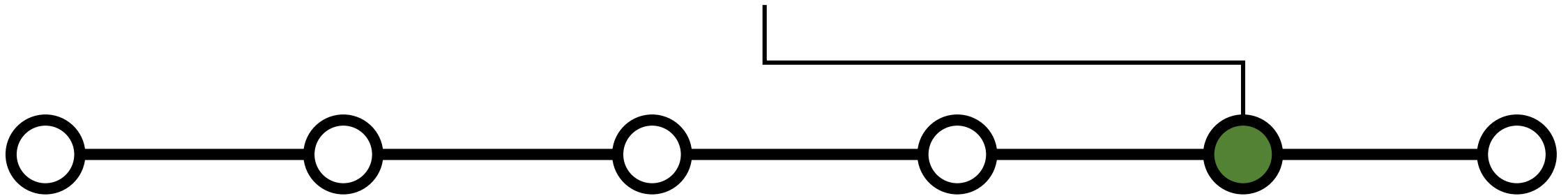
~2000 AD
Instagram / selfies
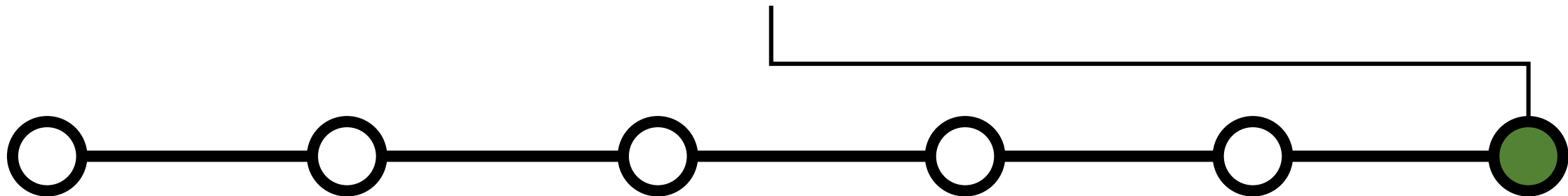
When did we invent cosmetics?

~4000 BC

about the same time we domesticated chicken
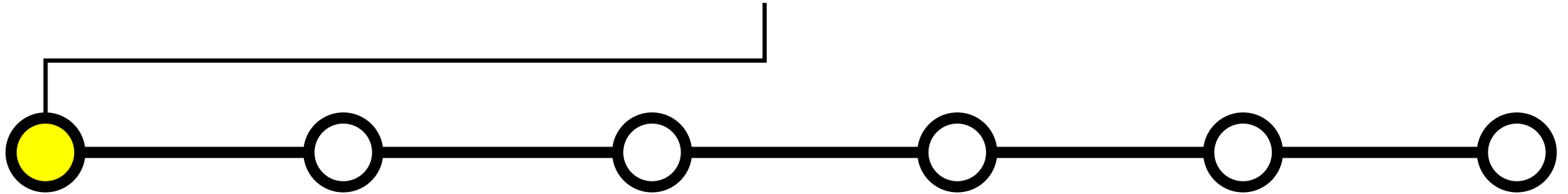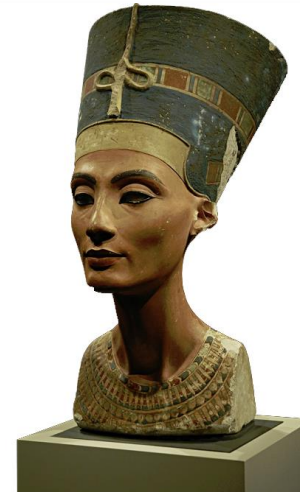
100,000 BC
Cosmetic Body Art

4000 BC

- castor oil
- beeswax
- olive oil
- rosewater
- kohl
- henna
- gum of frankincense
- fresh moringa
- red ochre
- sycamore juice
- carob grounds
- honey
- licorice root
- resin

- castor oil
- beeswax
- olive oil
- rosewater
- kohl
- henna
- gum of frankincense
- fresh moringa
- red ochre
- sycamore juice
- carob grounds
- honey
- licorice root
- resin

style
magazines

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BEAUTY

JAN 21, 2015

6000 YEAR OLD MAKEUP INGREDIENTS BROUGHT TO LIFE BY BEAUTYEDU.

SHARE!   f 2   P 0   Tweet

Australian beauty school creates an amazing series of historic looks by using ancient makeup techniques and ingredients such as red ochre, beeswax, olive oil, rosewater and honey.

by LUCY STEPHENS

We've been using makeup for 6,000 years now and body paint is over 100,000 old. Melbourne-based beauty school decided to put the ancient makeup ingredients to a test against modern cosmetics an an epic battle of the looks.
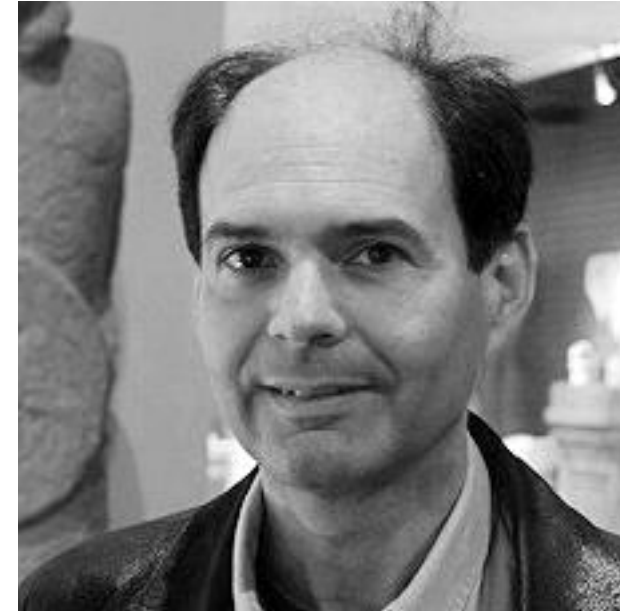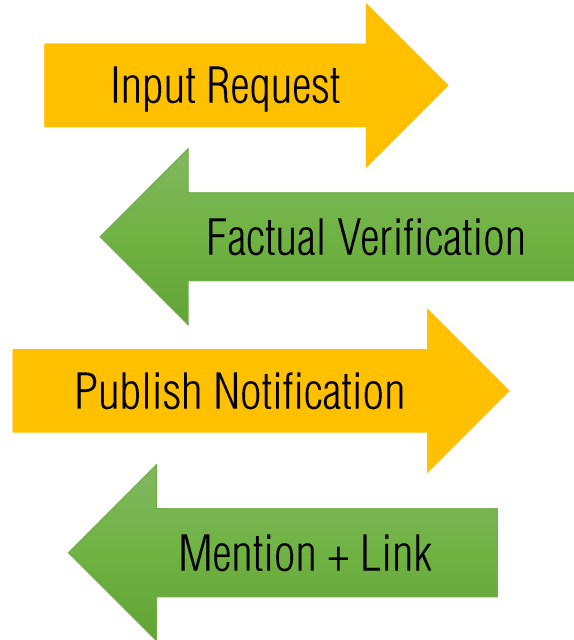
Who will win, the technique or the ingredients?

Joanne

Input Request →
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← Mention + Link

Professor João Zilhão
Archaeologist at Bristol University
Discovered Neanderthal 'make-up' containers.

The brief is ready!