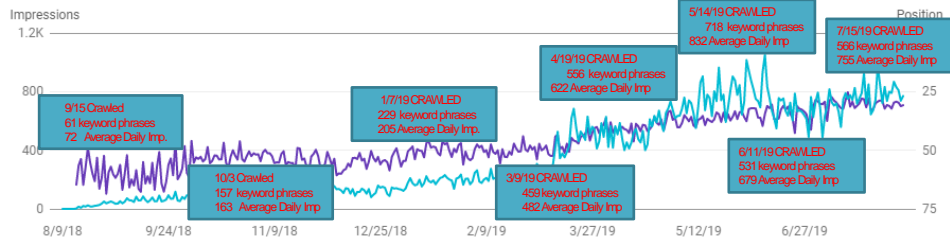




# Tangerine Marketing Case Studies

## Computer Rentals

Continued



Query	Impressions	Position	Query	Impressions	Position	Query	Impressions	Position
rent macbook pro	809	16.2	rent macbook pro	1,026	15.3	rent macbook pro	807	14.3
computer rentals	738	29.3	computer rentals	798	27.9	computer rentals	608	24.3
rent a macbook	551	26.1	computer rental	652	31.8	computer rental	482	31.8
computer rental	550	32.4	rent a macbook	627	29.4	rent a macbook	473	29.8
rental computers	485	33.6	rental computers	607	66.5	laptop rental	407	78.7
macbook pro rental	426	19.7	macbook pro rental	465	19.7	rental computers	364	36.1

CR KEY TAKEAWAYS	BAD	GOOD	ACTION ITEMS
1. The number of Keyword Phrases (Top 50) and Average Daily Impressions increased dramatically starting March 2019	1. Organic Leads continue to be predominantly individuals not businesses	1. Organic Leads totaled 7 in April and first 10 days in May have 6 leads	1. How to Build on Organic Growth

Query	Impressions	Position	Query	Impressions	Position	Query	Impressions	Position
rent a imac pro	19	3.5	mac rentals	219	7	ipad air rentals	29	8.6
rent an imac pro	17	3.6	mac computer rental	100	7	macbook pro rental prices	8	8.8
mac computer rentals	51	3.6	mac laptop rentals	11	7	laptop rentals los angeles	184	8.9
imac pro rental	51	3.8	rent mac computer	27	7.2	etech rentals	42	8.9
crentals	1	5	mac pro rental in brazil	6	7.2	cre rental	9	8.9
rent imac pro	36	5.2	renting mac	3	7.3	macbook pro rental in brazil	8	9
iphone rental los angeles	21	5.6	rent a mac computer	135	7.4	e tech rentals	3	9
mac rentals los angeles	14	5.6	rent mac laptop	118	7.7	mac laptop hire	2	9
computer mac rental	33	5.6	gaming laptops near me	3	7.7	rent computer near me	1	9
rent mac computers	17	6	macbook rentals for events	27	7.9	macbook rental los angeles	46	9.2
hire a mac laptop	1	6	macs rentals	1	8	renting a mac	44	9.3
macrentals	11	6.3	pc for rent	1	8	laptop rental los angeles	76	9.3
where to rent a mac computer	63	6.8	mac laptop rental	117	8.1	rent computers los angeles	36	9.3
mac rentals inc	14	6.8	mac rental los angeles	15	8.1	laptop rental la	8	9.3
			macbook pro for rent	26	8.5	rent mac book	7	9.3

CR KEY TAKEAWAYS	BAD	GOOD	ACTION ITEMS
1. 4Month over 4 Month shows very strong growth across all forms of traffic (except no paid traffic currently)	1. Page views dropped for all forms of traffic except for organic which	1. Organic Traffic & Sessions grew triple digits only dur. /# of	1. Continue introducing new content for CR site to convert the right traffic