

Internet Marketing Report

Falk Culinair

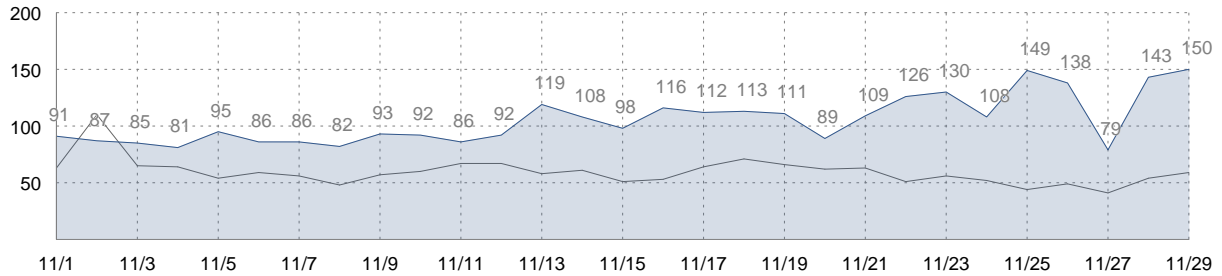
November 2014

Google AdWords

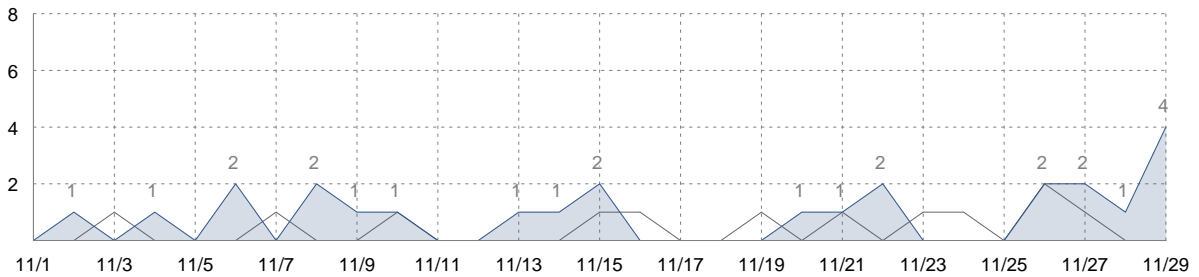
AdWords Summary Report

11/1/2014 - 11/30/2014
 compared to: 10/2/2014 - 10/31/2014

Clicks



Conversions



Impressions



Google AdWords

(continued)

Cost



Cost Per Click



Impressions
496,202
 Previous: 237,485 108.94%

Cost
£2,080.18
 Previous: £1,240.34 67.71%

Clicks
3,218
 Previous: 1,725 86.55%

Avg. CPC
£0.65
 Previous: £0.72 -10.1%

Avg. CPM
£4.19
 Previous: £5.22 -19.73%

CPA
£74.29
 Previous: £103.36 -28.12%

CTR
0.65%
 Previous: 0.73% -10.96%

Conversions
28
 Previous: 12 133.33%

Conv. Rate
0.87%
 Previous: 0.70% 24.29%

Total Conv. Value
£3,669.00

ROAS
76.38%
 Previous: -100.00% -176.38%

RPC
£1.14

| Campaign | Impressions | Clicks | CTR | Cost | Avg. CPC | Conversions (1/click) | Conv. Rate (1/click) | Conv. Value |
|--------------------|-------------|--------|-------|---------|----------|-----------------------|----------------------|-------------|
| Search Remarketing | 254,822 | 413 | 0.16% | £237.96 | £0.58 | 0 | 0.00% | £0.00 |
| Remarketing | 83,034 | 341 | 0.41% | £113.27 | £0.33 | 6 | 1.76% | £1,418.00 |
| Categories | 67,730 | 1,077 | 1.59% | £763.99 | £0.71 | 5 | 0.46% | £440.00 |
| Google Shopping | 22,676 | 409 | 1.80% | £299.13 | £0.73 | 5 | 1.22% | £935.00 |

Google AdWords

(continued)

| Campaign | Impressions | Clicks | CTR | Cost | Avg. CPC | Conversions (1/click) | Conv. Rate (1/click) | Conv. Value |
|----------------------------|-------------|--------|-------|---------|----------|-----------------------|----------------------|-------------|
| Copper Pans | 17,787 | 253 | 1.42% | £187.71 | £0.74 | 1 | 0.40% | £0.00 |
| Remarketing - Black Friday | 17,157 | 91 | 0.53% | £30.04 | £0.33 | 4 | 4.40% | £497.00 |
| General | 15,690 | 197 | 1.26% | £136.76 | £0.69 | 0 | 0.00% | £0.00 |
| Competition | 8,463 | 120 | 1.42% | £100.96 | £0.84 | 0 | 0.00% | £0.00 |
| Brand | 5,258 | 181 | 3.44% | £117.76 | £0.65 | 6 | 3.31% | £379.00 |
| ""Try Me"" Promo | 3,585 | 136 | 3.79% | £92.60 | £0.68 | 1 | 0.74% | £0.00 |

Google AdWords

11/1/2014 - 11/30/2014

Networks

| Impressions | Clicks | CTR | Cost | Avg. CPC | Conversions (1/click) | Conv. Rate (1/click) | Conv. Value |
|-------------|--------|-------|-----------|----------|-----------------------|----------------------|-------------|
| 317,423 | 518 | 0.16% | £255.21 | £0.49 | 0 | 0.00% | £0.00 |
| 100,191 | 432 | 0.43% | £143.31 | £0.33 | 10 | 2.31% | £1,915.00 |
| 78,588 | 2,268 | 2.89% | £1,681.66 | £0.74 | 18 | 0.79% | £1,754.00 |

Devices

| Device | Impressions | Clicks | CTR | Cost | Conversions (1/click) |
|-----------------------------------|-------------|--------|-------|-----------|-----------------------|
| Computers | 353,423 | 1,617 | 0.46% | £1,063.83 | 16 |
| Tablets with full browsers | 100,336 | 953 | 0.95% | £624.68 | 10 |
| Mobile devices with full browsers | 42,443 | 648 | 1.53% | £391.67 | 2 |

Ad Slots

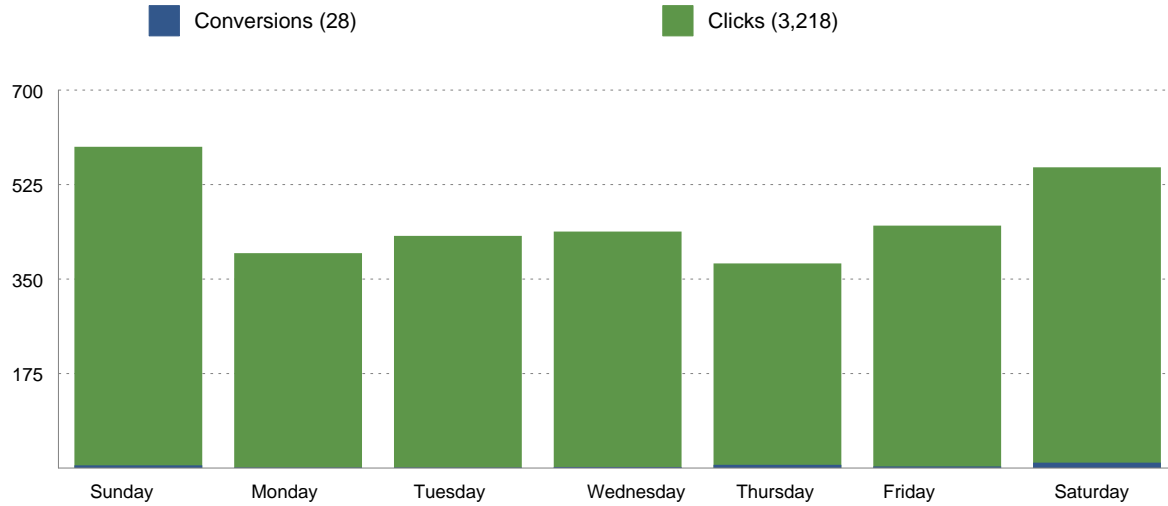
| Impressions | Clicks | CTR | Cost | Avg. CPC | Conversions (1/click) | Conv. Rate (1/click) | Conv. Value |
|-------------|--------|-------|-----------|----------|-----------------------|----------------------|-------------|
| 312,361 | 370 | 0.12% | £173.41 | £0.47 | 0 | 0.00% | £0.00 |
| 100,191 | 432 | 0.43% | £143.31 | £0.33 | 10 | 2.31% | £1,915.00 |
| 45,495 | 342 | 0.75% | £239.47 | £0.70 | 4 | 1.17% | £995.00 |
| 33,093 | 1,926 | 5.82% | £1,442.19 | £0.75 | 14 | 0.73% | £759.00 |
| 5,062 | 148 | 2.92% | £81.80 | £0.55 | 0 | 0.00% | £0.00 |

AdWords Schedule Performance Report

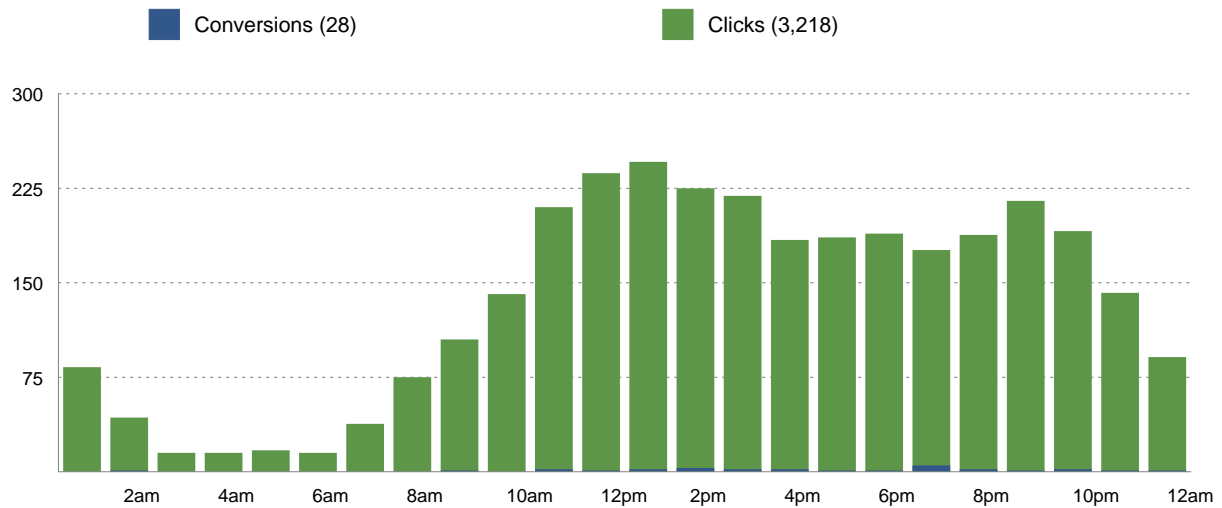
Schedule Performance

11/1/2014 - 11/30/2014

Day of Week



Hour of Day



AdWords Top Ads Report

Top Ads

11/1/2014 - 11/30/2014

| Ads | Impr. | Clicks | Cost | CTR | Avg. CPC | Conv. | Conv. Rate | Total Conv. Value |
|--|---------|--------|---------|-------|----------|-------|------------|-------------------|
| Product listing ad; Promotion: In Stock, Highest Quality, Fast Delivery | 13,704 | 223 | £161.61 | 1.63% | £0.72 | 3 | 1.35% | £200.00 |
| Falk Culinair Cookware The World's Finest Copper Cookware. Huge Range Available, Order Online! www.FalkCulinair.co.uk/ | 116,130 | 179 | £103.36 | 0.15% | £0.58 | 0 | -- | £0.00 |
| Falk Culinair Cookware Hand Crafted Copper Cookware. Great Quality, Fast Free Delivery FalkCulinair.co.uk/Copper_Cookware | 131,683 | 153 | £86.98 | 0.12% | £0.57 | 0 | -- | £0.00 |
| Ad name: Inline-Rectangle-Falk.jpg; 300 x 250 www.falkculinair.co.uk | 23,584 | 141 | £45.32 | 0.60% | £0.32 | 2 | 1.42% | £150.00 |

AdWords Top Ads Report

(continued)

| Ads | Impr. | Clicks | Cost | CTR | Avg. CPC | Conv. | Conv. Rate | Total Conv. Value |
|---|-------|--------|--------|-------|----------|-------|------------|-------------------|
| Falk Copper Cookware Great Quality. Best Prices Online. Quick Delivery. See Reviews. www.FalkCulinair.co.uk/Offers | 5,565 | 100 | £89.05 | 1.80% | £0.89 | 1 | 1.00% | £0.00 |
| Copper Pans Hand Crafted Copper Pans for Roast, Saute or Frying. Buy Online Now! www.FalkCulinair.co.uk/Copper_Pans | 5,153 | 77 | £59.88 | 1.49% | £0.78 | 0 | -- | £0.00 |
| Falk Copper Cookware Great Quality, Fast Free Delivery Cookware Hand Crafted In Belgium falkculinair.co.uk/Cookware_Sets | 5,502 | 72 | £55.31 | 1.31% | £0.77 | 1 | 1.39% | £180.00 |
| Falk Culinair Cookware Special "Try Me" offer 50% discount on hand-crafted copper cookware! www.falkculinair.co.uk | 1,976 | 71 | £49.20 | 3.59% | £0.69 | 0 | -- | £0.00 |

AdWords Top Ads Report

(continued)

| Ads | Impr. | Clicks | Cost | CTR | Avg. CPC | Conv. | Conv. Rate | Total Conv. Value |
|--|-------|--------|--------|-------|----------|-------|------------|-------------------|
| Falk Copper Cookware Great Quality & Quick Delivery. Cookware Hand Crafted In Belgium www.falkculinair.co.uk/copper-pans | 6,217 | 67 | £60.91 | 1.08% | £0.91 | 0 | -- | £0.00 |
| Falk Culinair Cookware Get 50% Off With Our Try Me Offer. 50% Off Handcrafted Copper Cookware falkculinair.co.uk/Copper_Cookware | 1,609 | 65 | £43.40 | 4.04% | £0.67 | 1 | 1.54% | £0.00 |