

Internet Marketing Report

Falk Culinair

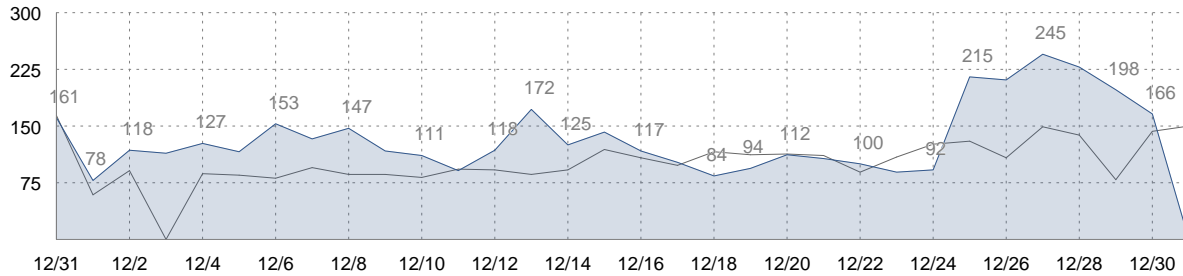
December 2014

Google AdWords

AdWords Summary Report

12/1/2014 - 12/31/2014
 compared to: 10/31/2014 - 11/30/2014

Clicks



Conversions



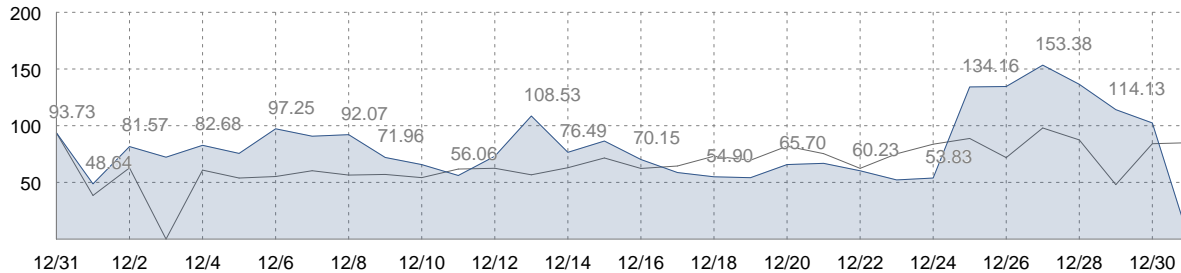
Impressions



Google AdWords

(continued)

Cost



Cost Per Click



Impressions
311,839
 Previous: 511,495 -39.03%

Cost
£2,584.18
 Previous: £2,118.62 21.97%

Clicks
4,183
 Previous: 3,277 27.65%

Avg. CPC
£0.62
 Previous: £0.65 -4.44%

Avg. CPM
£8.29
 Previous: £4.14 100.07%

CPA
£44.55
 Previous: £70.62 -36.91%

CTR
1.34%
 Previous: 0.64% 109.38%

Conversions
58
 Previous: 30 93.33%

Conv. Rate
1.39%
 Previous: 0.92% 51.09%

Total Conv. Value
£6,115.15
 Previous: £4,253.50 43.77%

ROAS
136.64%
 Previous: 100.77% 35.6%

RPC
£1.46
 Previous: £1.30 12.63%

Campaign	Impressions	Clicks	CTR	Cost	Avg. CPC	Conversions (1/click)	Conv. Rate (1/click)	Conv. Value
Copper Pans	67,507	927	1.37%	£686.84	£0.74	5	0.54%	£366.25
Remarketing - Home Page	57,021	209	0.37%	£71.05	£0.34	3	1.44%	£363.75
Remarketing - 25% Off	48,837	198	0.41%	£67.96	£0.34	2	1.01%	£0.00
Google Shopping	38,749	1,045	2.70%	£725.18	£0.69	8	0.77%	£887.00

Google AdWords

(continued)

Campaign	Impressions	Clicks	CTR	Cost	Avg. CPC	Conversions (1/click)	Conv. Rate (1/click)	Conv. Value
Categories	35,083	652	1.86%	£347.92	£0.53	2	0.31%	£75.00
General	23,774	276	1.16%	£154.64	£0.56	3	1.09%	£112.50
Brand	11,788	448	3.80%	£246.69	£0.55	23	5.13%	£3,619.65
Remarketing - Sale Page	10,275	45	0.44%	£15.84	£0.35	0	0.00%	£0.00
Remarketing - Black Friday	6,639	20	0.30%	£7.76	£0.39	0	0.00%	£0.00
Competition	5,462	60	1.10%	£48.38	£0.81	3	5.00%	£271.00
""Try Me"" Promo	5,075	170	3.35%	£120.56	£0.71	3	1.76%	£75.00
RFSA - Copper Pans	569	33	5.80%	£27.19	£0.82	2	6.06%	£0.00
RFSA - Advance	547	38	6.95%	£35.23	£0.93	1	2.63%	£0.00
RFSA - Categories	203	19	9.36%	£11.67	£0.61	1	5.26%	£0.00
RFSA - Brand	201	37	18.41%	£13.75	£0.37	1	2.70%	£345.00
RFSA - General	109	6	5.50%	£3.52	£0.59	1	16.67%	£0.00

Google AdWords

12/1/2014 - 12/31/2014

Networks

Impressions	Clicks	CTR	Cost	Avg. CPC	Conversions (1/click)	Conv. Rate (1/click)	Conv. Value
122,772	472	0.38%	£162.61	£0.34	5	1.06%	£363.75
97,751	420	0.43%	£158.67	£0.38	6	1.43%	£1,182.00
91,316	3,291	3.60%	£2,262.90	£0.69	47	1.43%	£4,569.40

Devices

Device	Impressions	Clicks	CTR	Cost	Conversions (1/click)
Computers	178,037	1,801	1.01%	£1,107.90	42
Tablets with full browsers	74,922	1,338	1.79%	£859.12	12
Mobile devices with full browsers	58,880	1,044	1.77%	£617.16	4

Ad Slots

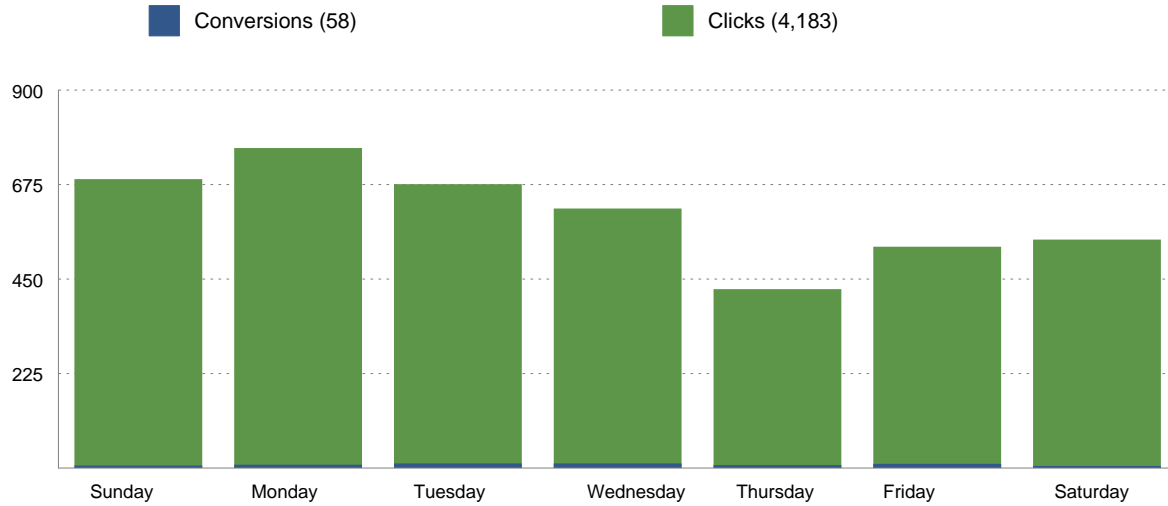
Impressions	Clicks	CTR	Cost	Avg. CPC	Conversions (1/click)	Conv. Rate (1/click)	Conv. Value
122,772	472	0.38%	£162.61	£0.34	5	1.06%	£363.75
95,406	281	0.29%	£97.85	£0.35	3	1.07%	£550.00
49,212	2,818	5.73%	£1,956.50	£0.69	42	1.49%	£4,569.40
42,104	473	1.12%	£306.40	£0.65	5	1.06%	£0.00
2,345	139	5.93%	£60.82	£0.44	3	2.16%	£632.00

AdWords Schedule Performance Report

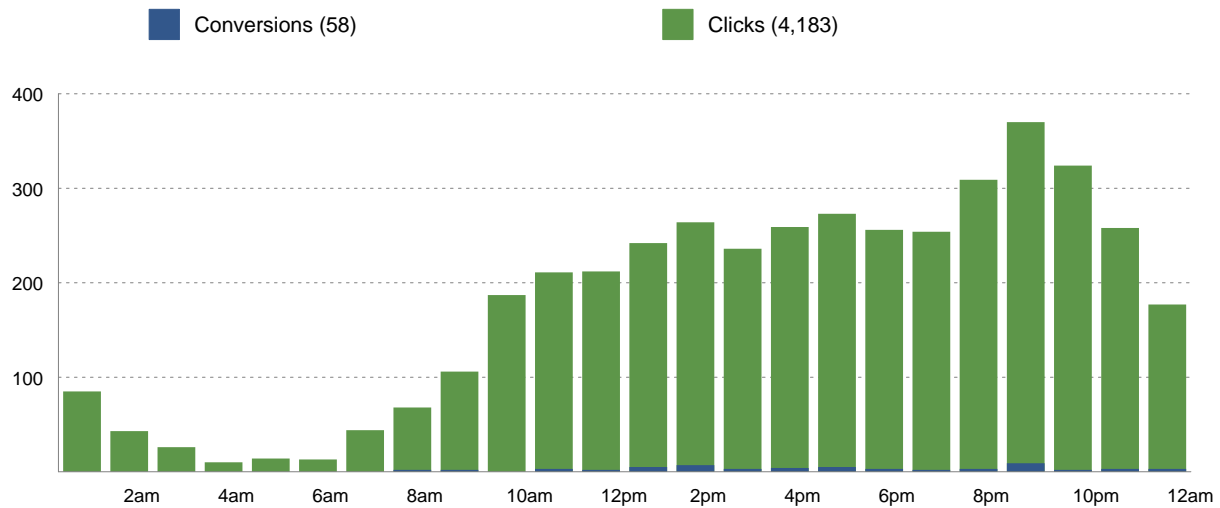
Schedule Performance

12/1/2014 - 12/31/2014

Day of Week



Hour of Day



AdWords Top Ads Report

Top Ads

12/1/2014 - 12/31/2014

Ads	Impr.	Clicks	Cost	CTR	Avg. CPC	Conv.	Conv. Rate	Total Conv. Value
Product listing ad; Promotion: Sale - 25% Off Everything On Site!	7,743	314	£202.28	4.06%	£0.64	1	0.32%	£0.00
Product listing ad; Promotion: Great Quality, Fast Free Delivery	4,009	214	£140.49	5.34%	£0.66	2	0.93%	£735.00
Copper Pans Hand Crafted Copper Pans. Great Quality, Fast Free Delivery www.FalkCulinair.co.uk/Copper Pans	16,797	200	£147.82	1.19%	£0.74	2	1.00%	£115.00
Copper Pans Hand Crafted Copper Pans. Now Direct From The Manufacturer www.FalkCulinair.co.uk/Copper Pans	16,676	197	£137.92	1.18%	£0.70	1	0.51%	£251.25

AdWords Top Ads Report

(continued)

Ads	Impr.	Clicks	Cost	CTR	Avg. CPC	Conv.	Conv. Rate	Total Conv. Value
Copper Pans Hand Crafted Copper Pans. Great Quality, Fast Free Delivery www.FalkCulinair.co.uk/Copper Pans	5,013	123	£94.91	2.45%	£0.77	1	0.81%	£0.00
Copper Pans Hand Crafted Copper Pans. Sale - 25% Off Everything On Site! www.FalkCulinair.co.uk/Copper Pans	6,604	98	£79.20	1.48%	£0.81	0	--	£0.00
Copper Pans Hand Crafted Copper Pans. Get 25% Off Everything On Site! www.FalkCulinair.co.uk/Copper Pans	6,484	91	£69.65	1.40%	£0.77	0	--	£0.00
Falk Culinair Cookware Special "Try Me" offer 50% discount on hand-crafted copper cookware! www.falkculinair.co.uk	2,775	90	£63.66	3.24%	£0.71	1	1.11%	£0.00

AdWords Top Ads Report

(continued)

Ads	Impr.	Clicks	Cost	CTR	Avg. CPC	Conv.	Conv. Rate	Total Conv. Value
Falk Copper Cookware Cookware Hand Crafted In Belgium. Now Direct From The Manufacturer falkculinair.co.uk/Cookware_Sets	2,770	87	£51.93	3.14%	£0.60	2	2.30%	£331.00
Copper Pans Hand Crafted Copper Pans. Multi-Piece Discount Available www.FalkCulinair.co.uk/Copper_Pans	9,403	87	£59.45	0.93%	£0.68	0	--	£0.00