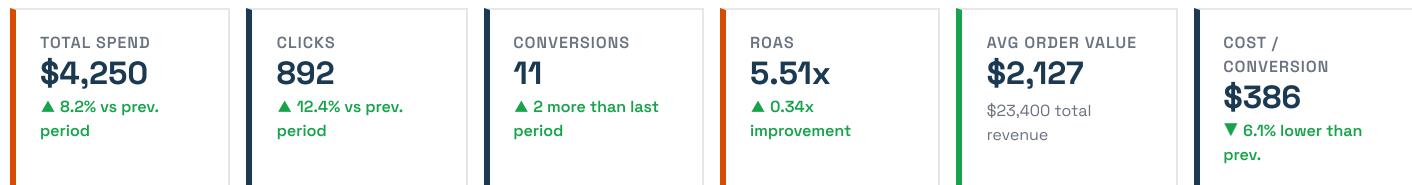


Executive Summary



CAMPAIGN PERFORMANCE

CAMPAIGN	SPEND	CLICKS	CTR	CONV.	CONV. RATE	REVENUE	ROAS
Brand - Search	\$680	245	8.20%	4	1.63%	\$9,200	13.53x
Shopping - Engagement Rings	\$1,520	310	2.10%	3	0.97%	\$8,100	5.33x
Shopping - Wedding Bands	\$890	185	1.80%	2	1.08%	\$3,200	3.60x
Search - Generic Engagement	\$780	105	1.20%	1	0.95%	\$2,100	2.69x
Remarketing - All Visitors	\$380	47	0.90%	1	2.13%	\$800	2.11x
All Campaigns	\$4,250	892	2.85%	11	1.23%	\$23,400	5.51x