



## Neuse Google AdWords Campaign for January 19, 2015

### Keywords Used

- Outdoor gear
- Fishing equipment
- Hunting equipment
- Camping equipment
- Outdoor Apparel
- Hunting Decoy
- Hunting Call
- Fishing Lures
- Fishing Rods
- Fishing Reels
- Fishing Jigs
- Fishing Bait
- Live Bait
- Small game hunting
- Animal call

### Accompanying Ads

Ad One:

Need outdoor sports gear?

Visit Neuse Sport Shop for all your outdoor sports equipment needs

[www.neusesportshop.com](http://www.neusesportshop.com)

Ad Two:

Outdoor Enthusiast?

Neuse Sport Shop has all the gear you need for your outdoor fun!

[www.neusesportshop.com](http://www.neusesportshop.com)

Ad Three:

Need a Hunting Decoy?

Neuse Sport Shop has all the gear you need for Small Game Hunting!

[www.neusesportshop.com](http://www.neusesportshop.com)

Ad Four:

Outdoor Adventurist?

You've got the adventure, Neuse has got the gear!

[www.neusesportshop.com](http://www.neusesportshop.com)

Ad Five:

Like Free Shipping?

You've got the adventure, Neuse has got the gear!

[www.neusesportshop.com](http://www.neusesportshop.com)

Ad Six:

Got Your Reels Ready?

You've got the adventure, Neuse has got the gear!

[www.neusesportshop.com](http://www.neusesportshop.com)

## Sales Metrics

Google AdWords	Total Clicks	Total Impressions	Total Cost
January Campaign   Jan 6 - Jan 19	265	144477	837.48
January Campaign   Jan 13 - Jan 19	203	95677	678.47
Total Google Sales   Jan 1 - Jan 19	458.87		
Total Google Sales   Jan 13 - Jan 19	265.75		
Total Cancelations Due to Stock Issues   Jan 1 - Jan 19	270.09		
Total Cancelations Due to Stock Issues   Jan 13 - Jan 19	156.07		
Total Sales   Jan 1 - Jan 19	807.43		
Total Sales   Jan 13 - Jan 19	386.03		

## Adjustments

- Ad Campaign Daily Click Budget has been changed to \$50 per day from \$100 per day
- Search phrases have been trimmed to remove phrases not leading to many clicks.
- New search phrases centered around fishing have been added in order to be forward leaning
- New ads have been created:
  - Free Shipping
  - Fishing Reels