



## Vacu-Tech SEM | December Campaign

### Overview

- Our new time zone focused SEM Campaign has netted continued increased web traffic and sales; traffic is up 7% overall and sales up 30%.
- Web Referrals continue to be an area of our traffic margin in which we are growing, as evident by the following:
  - 25 shares on Reddit
  - 12 shares on FaceBook
  - New referrals from betterman.com & duckduckgo.com
- 53% of visitors stay and navigate 3 pages
- 24% exit immediately

In an effort to build on November's campaign we made the following adjustments for our December campaign:

- Retooled Keyword list
- Introduced new ads

### Current Campaign

#### Retooled Keyword List

Prior campaigns had gross duplication of keywords with hope of pulling in maximum visitors; however, the duplication may have cost us some views. Current campaign streamlined the keyword list, assigning different ones to each ad group.

#### Introduced New Ads

Each time zone has two groups of ads: Standard and Novelty. Each group has different ads and different keywords. All ads run in each time zone. Here's how things parse out:

##### Standard Ads:

Need Enlargement Help?

Vacu-Tech has 30 years experience with sexual enhancement products.

Vacu-Tech Industry Leader

Vacu-Tech can fill all your sexual therapeutic and enhancement needs.

Find Your Perfect Fit

Vacu-Tech has a wide variety of anatomically correct cylinders.

(Google Dynamically Generated Headline)

Vacu-Tech can fill all your sexual therapeutic and enhancement needs.

## Current Campaign (cont)

### Standard Ad Keywords

Balls cylinder  
Double ended cylinder  
Erectile dysfunction  
Nipple cylinder  
Penis pump  
Vacu-tech  
Vacuum pump cylinder

Dick pump  
Ed pump  
Erection pump  
Penis enlargement  
Penis pump cylinder  
Vacutech

### Novelty Ads:

Jingle Her Bells

Vacu-Tech can fill all your sexual and therapeutic enhancement needs.

Make Holiday Miracles

Vacu-Tech has a great selection of both hand and electric vacuum pumps.

(Google Dynamically Generated Headline)

Vacu-Tech has 30 years experience with sexual enhancement products.

### Novelty Ad Keywords:

Bigger breast  
Bigger penis  
Erection assistance  
Nipple enlargement

Bigger dick  
Breast enlargement  
Erection help  
Penis enhancement