



Vacu-Tech SEM Metrics Through Week 20

Metrics Overview

Nov 29th - Dec 5th (SEM | WK 16 - SEO | WK 21)

- Total sales down 28% from SEM WK 15 at 3708.79
- Daily sales down 15% from SEM WK 15 at 487.29
- Web traffic up 4% from SEM WK 15 at 1194 visitors
 - 939 New visitors | 255 Returning visitors
- Keyword Usage: 168, up 17% from SEM WK 15
 - EST campaign: 79 clicks
 - PST campaign: 74 clicks
- 3 Reddit shares | 2 FB shares
- Conversions down 42%, 309 users made purchase | forwarded hyperlink

Dec 6th - Dec 12th (SEM | WK 17 - SEO | WK 22)

- Total sales up 34% from SEM WK 16 at 5589.63
- Daily sales up 34% from SEM WK 16 at 737.20
- Web traffic down 7% from SEM WK 16 at 1115 visitors
 - 875 New visitors | 240 Returning visitors
- Keyword Usage: 138, Remained steady from WK 16
 - EST campaign: 82 clicks
 - PST campaign: 78 clicks
- 2 Reddit shares | 1 FB share
- Conversions up 30%, 443 users made purchase | forwarded hyperlink

Dec 13th - Dec 19th (SEM | WK 18 - SEO | WK 22)

- Total sales down 10% from SEM WK 17 at 5024.07
- Daily sales down 12% from SEM WK 17 at 649.27
- Web traffic up 15% from SEM WK 17 at 1306 visitors
 - 1000 New visitors | 306 Returning visitors
- Keyword Usage: 254, up 34% from SEM WK 17
 - EST campaign: 133 clicks
 - PST campaign: 106 clicks
- 2 Reddit shares | 1 FB share
- Conversions down 22%, 346 users made purchase | forwarded hyperlink

Dec 20th - Dec 26th (SEM | WK 19 - SEO | WK 23)

- Total sales down 42% from WK 18 at 2890.62
- Daily sales down 42% from WK 18 at 374.62
- Web traffic up 7% from SEM WK 18 at 1405 visitors
 - 1113 New visitors | 292 Returning
- Keyword usage: 209, 18% down from SEM @K 18
 - EST campaign: 98 clicks
 - PST campaign: 115 clicks
- 5 Reddit shares | 2 Twitter shares | 1 FB share
- Conversions down 4%, 332 users made purchase | forwarded hyperlink

Metrics Overview (cont)

Dec 27th - Jan 2nd (SEM | WK 20 - SEO | WK 24)

- Total sales up 58% from SEM WK 19 at 6901.10
- Daily sales up 64% from SEM WK 19 at 905.92
- Web traffic down 2% from SEM WK 19 at 1373 visitors
 - 1070 New visitors | 303 Returning visitors
- Keyword usage: 190, down 9% from SEM WK 19
 - EST campaign: 105 clicks
 - PST campaign: 97 clicks
- 5 Reddit shares | 2 FB shares | 1 Twitter share

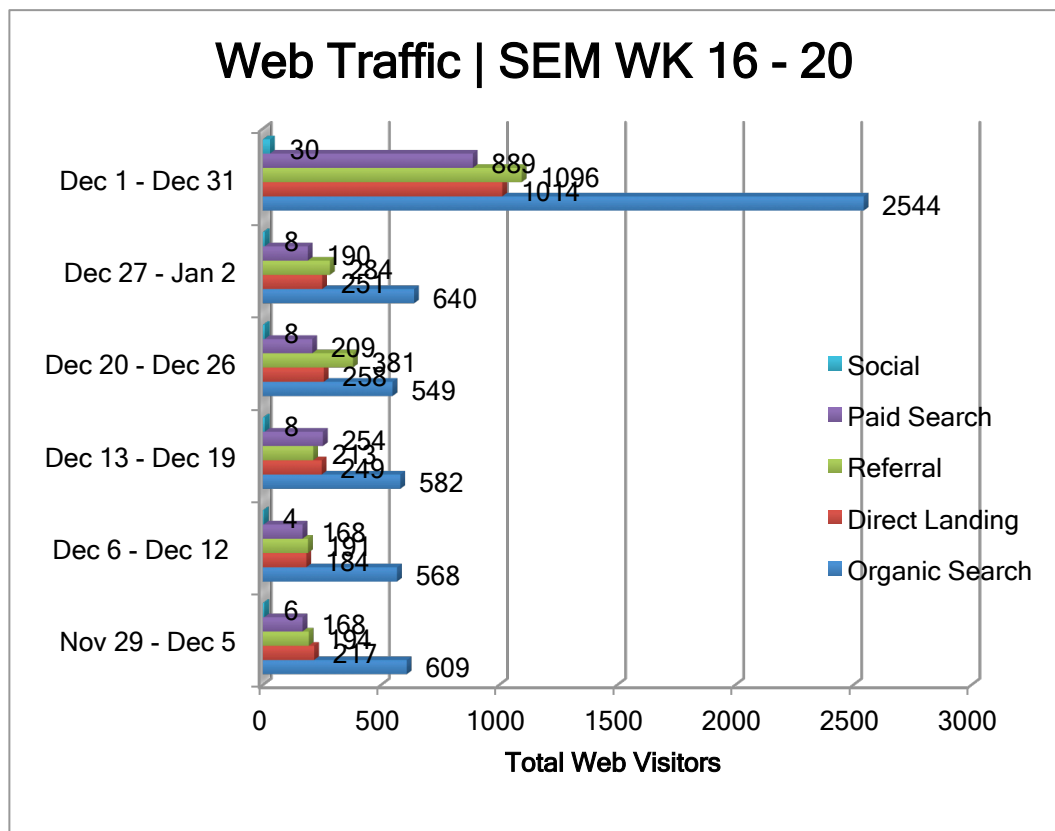
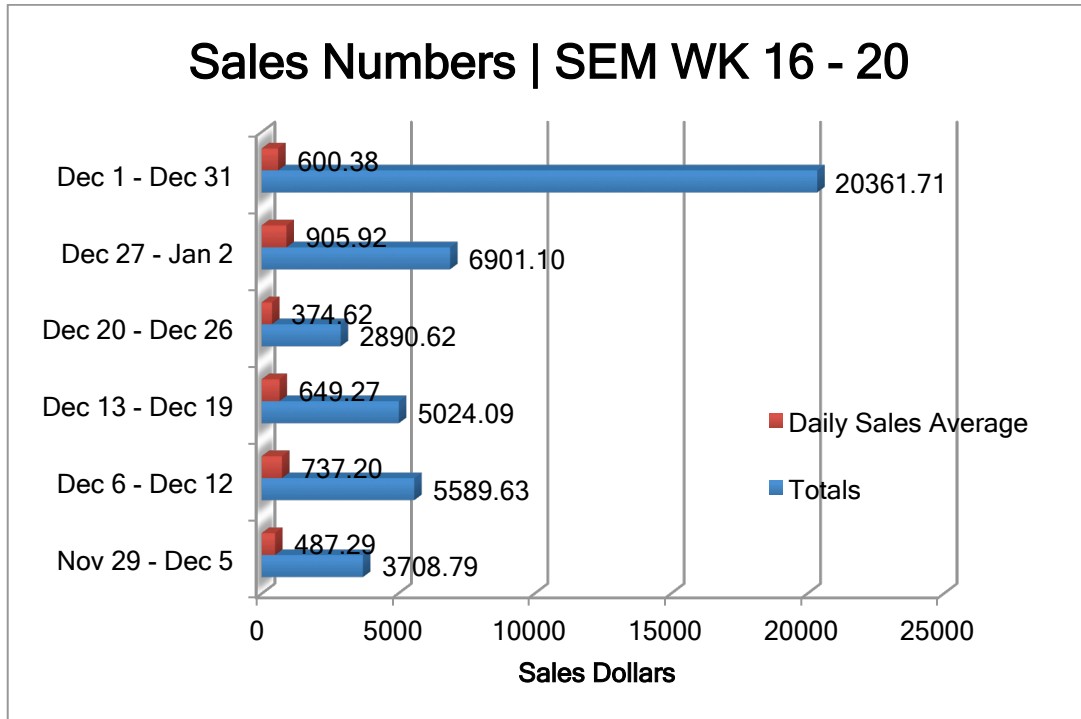
Dec 1st - Dec 31st

- Total sales numbers down 24% from November at 20361.71
- Daily sales averages down 28% from November at 600.38
- Web traffic up 9% from November with 5573 visitors
 - Average of 1000 New visitors per week
- Keyword Usage: 889, up 28% from November
- 56,038 Impressions (23335 EST | 32703 PST)
- 1561 Conversions (865 EST | 696 PST)

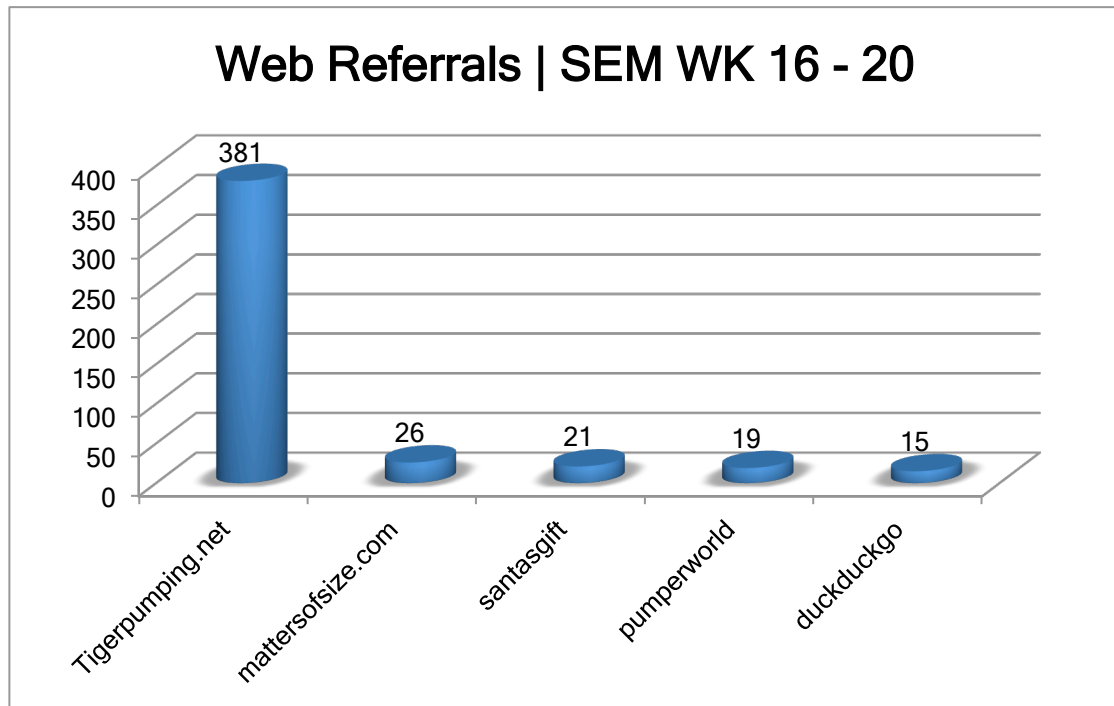
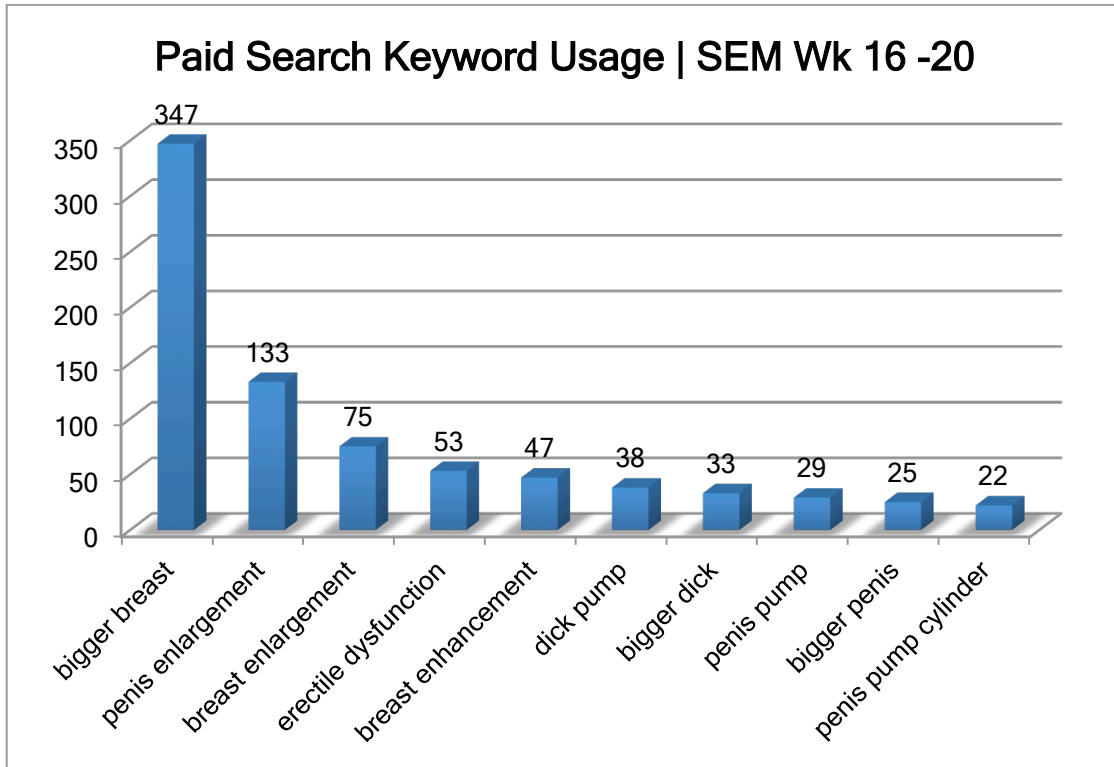
Opportunities | Knowledge Gained

- EST | PST ad campaign continues to grow web traffic
- Website averages 1000 new visitors per week
- Novelty ads remain popular
 - 'Jingle Her Bells' ad garnered 472 clicks
- Web Impressions up 17%, ads shown to 10,000 more potential customers
- Continue to reach daily advertising budget before scheduled advertising block expires. May consider growing budget to maximize advertising potential
- 'bigger breasts' was the most used search phrase. We need to create an ad aimed at this product and the female audience.
- Google forwarded customers to site using these related keywords, moving to embed these words into current campaign:
 - breast augmentation
 - dick extension
 - how to make your dick bigger without pills

Metrics through SEM Week 20



Metrics through SEM Week 20 (cont)



Thank you for your business!

Metrics through SEM Week 20 (cont)

