



Vacu-Tech SEM Metrics | Week 7

Overview

Oct 5th - Oct 11th (SEM | Week 4 - SEO | Week 9)

- Total sales numbers down 50% from SEM Week 3 at \$3390.94
- Daily sales averages down 42% from SEM Week 3 at \$436.87
- Web traffic down 6% from SEM Week 3 with 1090 visitors
- Keyword Usage: 139; down 25% from SEM Week 3
- PayPal Issue
 - Two PayPal accounts were open and active; the account that the site is linked to was closed. No sales were processed during that time period, once reopened issue resolved and orders resumed.

Oct 12th - Oct 18th (SEM | Week 5 - SEO | Week 10)

- Total sales numbers up 33% from SEM Week 4 at \$5059.16
- Daily sales averages up 34% from SEM Week 4 at \$661.16
- Web traffic up 5% from SEM Week 4 with 1036 visitors
- Keyword Usage: 123; down 12% from SEM Week 4
- Additional text ad was created for the 'Complete Pumping Systems' that funneled customers past the home page directly to that section of the site (new advertising tactic).

Oct 19th - Oct 25th (SEM | Week 6 - SEO | Week 11)

- Total sales numbers down 16% from SEM Week 5 at \$4267.38
- Daily sales averages down 18% from SEM Week 5 at \$543.15
- Web traffic up 4% from SEM Week 5 with 1081 visitors
- Keyword Usage: 127; up 3% from SEM Week 5

Oct 26th - Nov 1st (SEM | Week 7 - SEO | Week 12)

- Total sales numbers up 31% from SEM Week 6 at \$6181.18
- Daily sales averages up 33% from SEM Week 6 at \$812.77
- Web traffic down 3% from SEM Week 6 with 1047 visitors
- Keyword Usage: 159; up 20% from SEM Week 6
- Visual ad created for Halloween garnered 44 clicks with 7935 Impressions

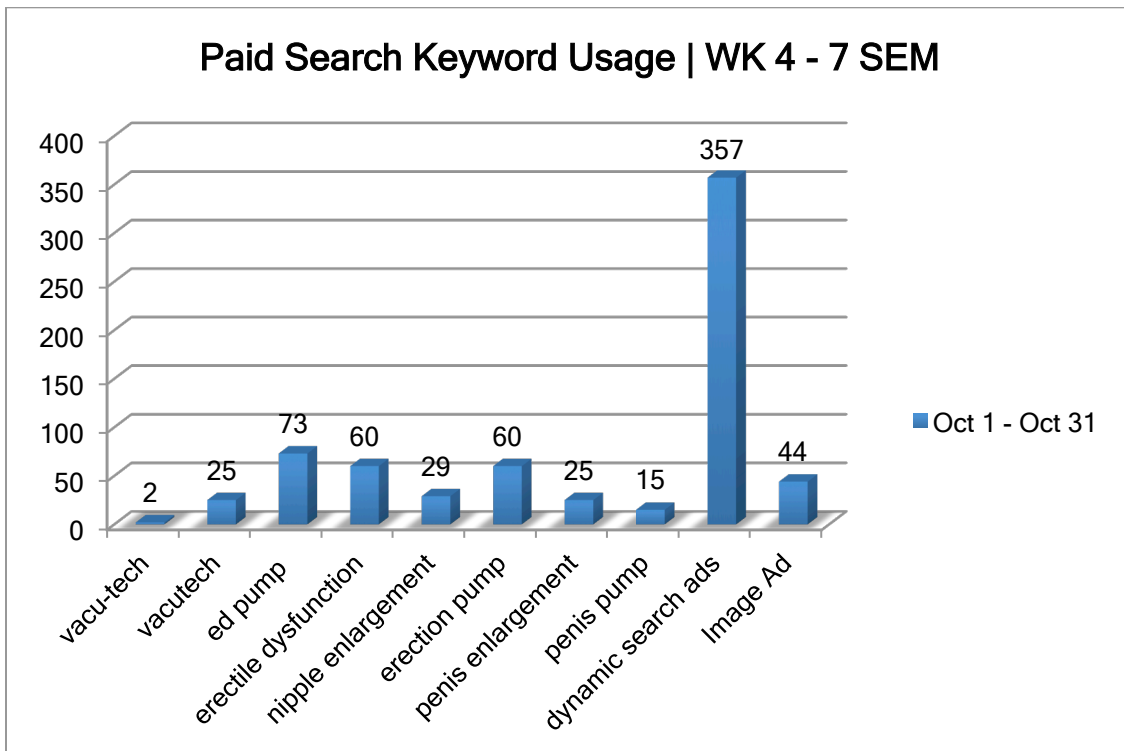
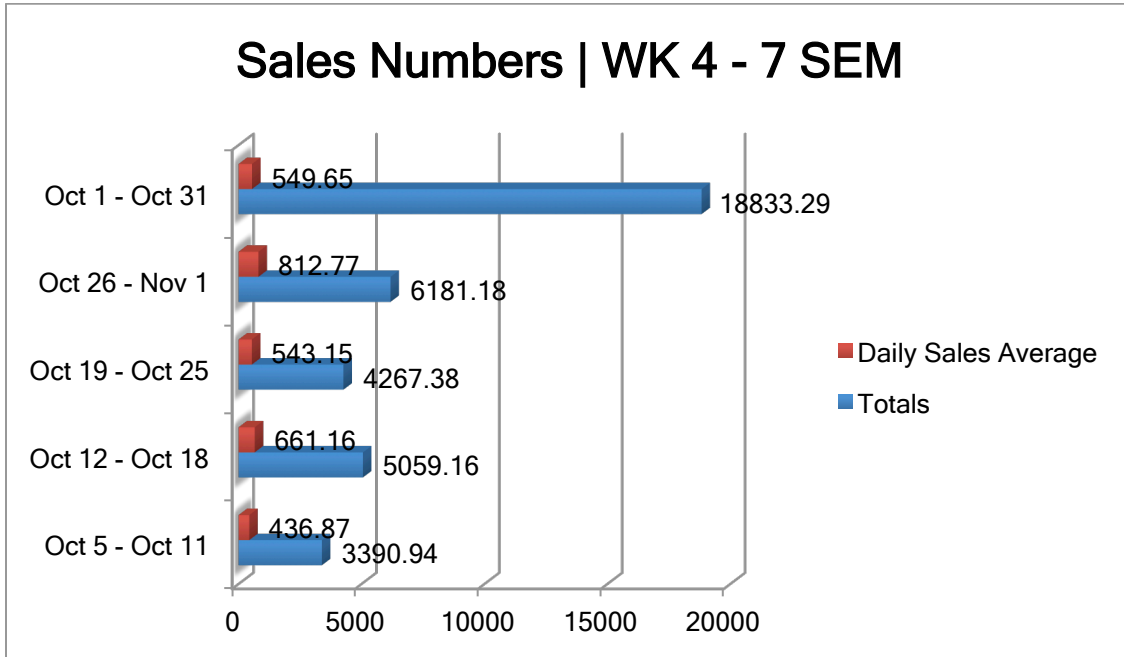
Oct 1st - Oct 31st

- Total sales numbers down 23% from September at \$18839.29
- Daily sales averages down 27% from September at \$549.65
- Web traffic up 7% from September with 4739 visitors
- Keyword Usage: 690; up 55% from September
- Customer Impressions up 48% from September at 26551

Opportunities | Knowledge Gained

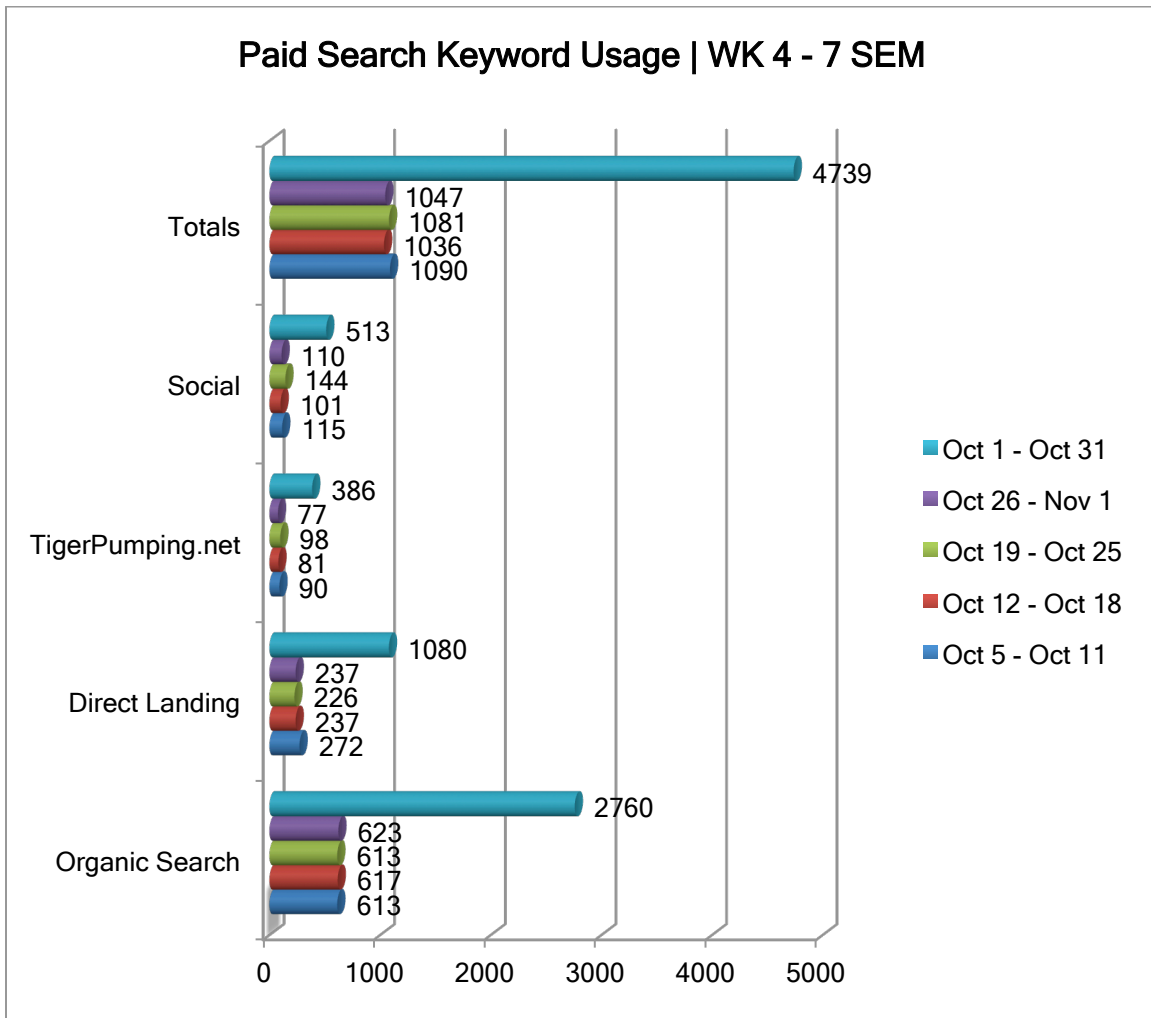
- Direct product advertising was successful in garnering visitors; however because it was directed at the more expensive products, it did not directly transfer to sales. These customers navigated to other areas of the site after landing using our hyperlink. Customers entering the site via this link accounted for 7% of the traffic for the month.
 - November's ad campaign includes ads directed at the following items from your top 10 selling items, in an effort to advertise the items customers are already demanding on your site:
 - Deluxe Penis Pump XL
 - Pulsar Electric Penis Pump
 - Penis Pump Cylinders
 - Women's Products
- Visual ads are challenging to make given Google's additional restrictions make it impossible to market your products using terminology familiar and used by your customers. We have had nearly ten ads rejected. However, for Halloween we experimented by making a neutral holiday themed tongue in cheek 'Be A Monster' ad, and it appears we may have figured out their algorithm. This ad was only active for SEM Week 7, but it managed to drive in 6% of the traffic for the month. Most importantly, nearly eight thousand people saw this one ad. Visual ads give us entry to different advertising markets outside of Google's search page. We plan to take advantage of this opportunity in the following ways:
 - Create a Thanksgiving ad with the hook 'Make Them Give Thanks' sending customers directly to the 'Penis Pump' section of your site; which advertises both the Deluxe Penis Pump XL and the Pulsar Electric Penis Pump.
 - Create a generic ad with the hook 'Find Your Perfect Fit' sending customers directly to the 'Penis Pump Cylinders' section of your site, advertising your cylinder selection.
 - Create a Christmas ad directed at the female market
- Also we discovered that due to our budget restrictions our daily regimen of clicks were being exhausted before 6am, however, we found that customers are most active on your site between the hours of 9pm and 2am. This month I have scheduled our ads to show from 9pm until midnight EST, in an effort to advertise to an audience more willing to make purchases.

Current Metrics | SEM Week 7



Thank you for your business!

Current Metrics | SEM Week 7 (cont)



Thank you for your business!