



Vacu-Tech SEM Metrics Through Week 15

Overview

Nov 1st - Nov 7th (SEM | Week 12 - SEO | Week 17)

- Total sales numbers up 6% from SEM Week 11 at \$6599.67
- Daily sales averages up 6% from SEM Week 11 at \$867.16
- Web traffic up 8% from SEM Week 11 with 1143 visitors
- Keyword Usage: 139; down 5% from SEM Week 11
- 272 Users made a purchase or forwarded a hyperlink (Conversions)

Nov 8th - Nov 14th (SEM | Week 13 - SEO | Week 18)

- Total sales numbers up 33% from SEM Week 12 at \$9790.82
- Daily sales averages up 34% from SEM Week 12 at \$1317.90
- Web traffic remained constant with SEM Week 12 with 1143 visitors
- Keyword Usage: 169; up 18% from SEM Week 12
- Conversions up 29%; 382 Users made a purchase or forwarded a hyperlink

Nov 15th - Nov 21st (SEM | Week 14 - SEO | Week 19)

- Total sales numbers down 52% from SEM Week 13 at \$4626.73
- Daily sales averages down 55% from SEM Week 13 at \$598.34
- Web traffic up 4% from SEM Week 13 with 1188 visitors
- Keyword Usage: 152; down 10% from SEM Week 13
- Conversions up 3%; 392 Users made a purchase or forwarded a hyperlink

Nov 22nd - Nov 28th (SEM | Week 15 - SEO | Week 20)

- Total sales numbers up 10% from SEM Week 14 at \$5127.20
- Daily sales averages up 14% from SEM Week 14 at \$693.87
- Web traffic up 2% from SEM Week 14 with 1220 visitors
- Keyword Usage: 145; down 5% from SEM Week 14
- Conversions up 26%; 529 Users made a purchase or forwarded a hyperlink

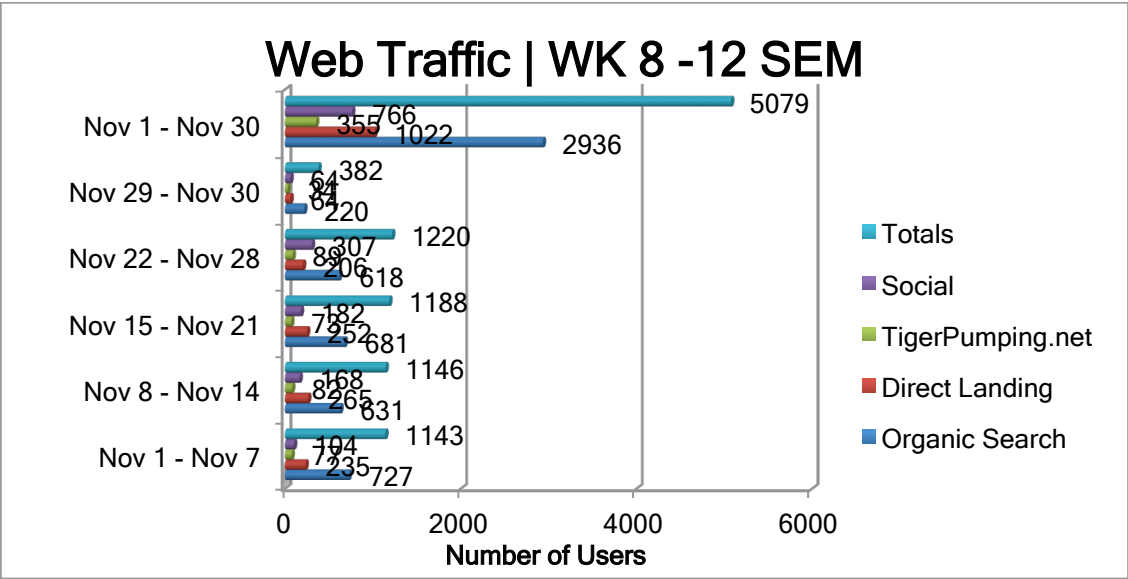
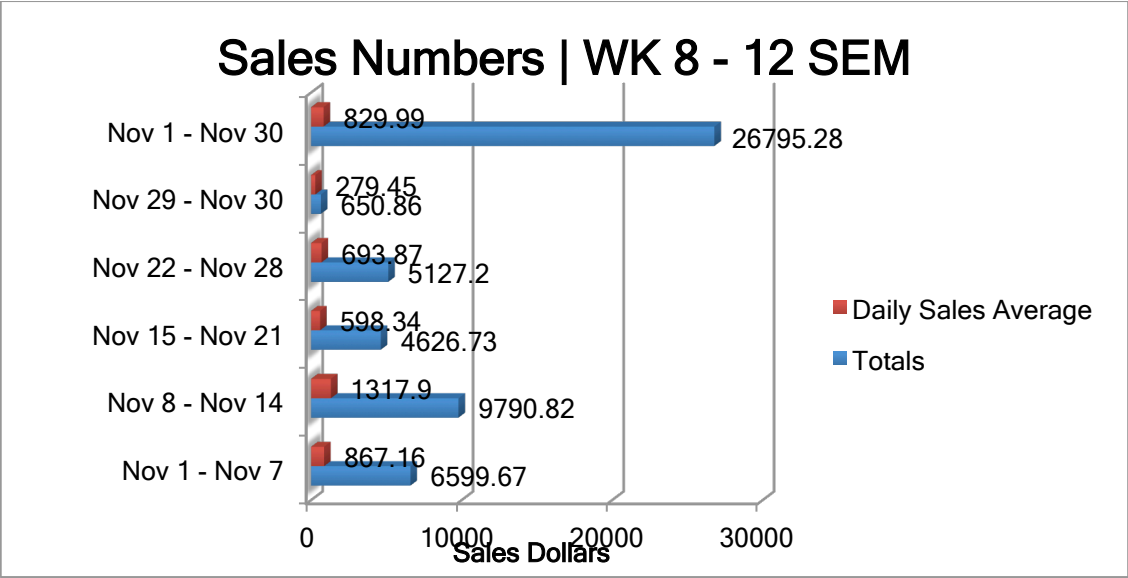
Nov 1st - Nov 30th

- Total sales numbers up 30% from October at 26795.28
- Daily sales averages up 34% from October at \$829.99
- Web traffic up 7% from October with 5079 visitors
- Keyword Usage: 640; constant with October (341 EST | 251 PST)
- 46,326 Impressions (22047 EST | 17759 PST)
- 1657 Conversions (1100 EST | 557 PST)

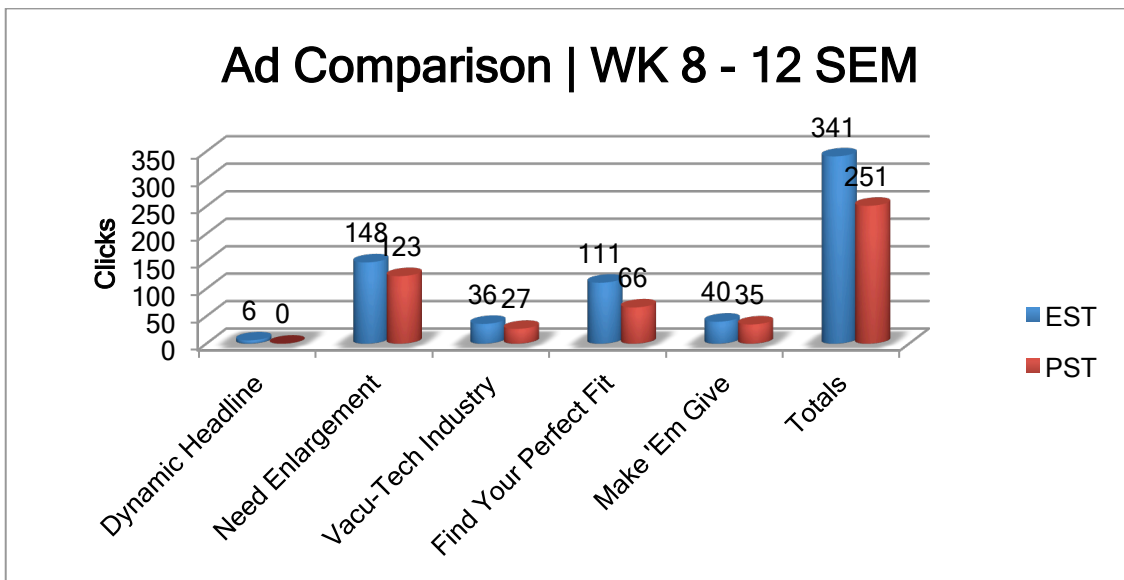
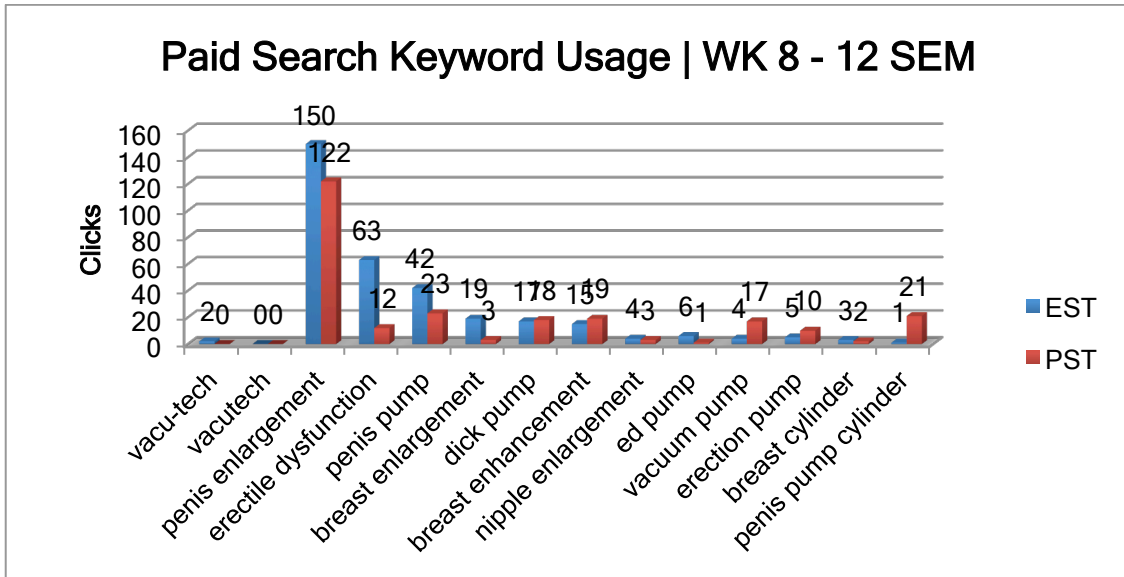
Opportunities | Knowledge Gained

- Creating separate campaigns for the 9pm - 12pm block for both the Eastern Standard (EST) and Pacific Standard (PST) time zones has led to 7% growth in web traffic; the first increase in web traffic since August. It appears our ads are being shown to a larger audience.
- Total impressions are up 43%. Ads are being shown to more than 20,000 more potential customers.
- Tracking mechanism was added Nov 1 that follows users after they arrive on site (Conversions). It monitors if the customer makes a purchase or forwards a hyperlink from your site.
- Despite growing the audience by increasing the times our ads show, we are still running out of clicks in each campaign before our advertising time block expires.
Possible Solutions Include:
 - Cover more time by adjusting the PST campaign, shifting it to begin two hours earlier at 7pm PST in order to make sure ads are showing in EST until 12pm.
Negative: This approach shifts the end time on our ads from 3am EST to 1am EST, possibly sooner if the trend continues of reaching our daily budget before ad time block expires.
 - Grow Budget.

Metrics through SEM Week 12



Metrics through SEM Week 12 (cont)



Thank you for your business!