



Vacu-Tech SEM Metrics | Sales Comparison

Overview

Current advertising campaign strategy continues to show awesome results. After growing our ad budget and campaign we now cover our entire peak visitor time frame. We are currently show our ads from 9pm until 3am EST. Even with the increased budget, we are still using up clicks before the time span runs out on many days. We hoped that by changing the times the ads ran we would target customers who were already interested in buying and using your products, and it appears that in that regard we have been tremendously successful. We have increased your sales without increasing your web traffic by targeting your audience.

- Sales are up 44% in the first seventeen days of the month compared to the same time frame in other months.
- AdWords Referrals up 76%
- We are still using up our clicks before the scheduled time frame expires
- Our current campaign fully services both the EST and PST zone. Ads are visible from 9pm until 3am in both time zones.
- Our image ads have been banned for content.

Date Span	Sales Totals	Web Traffic	Google AdWords Referrals
July 1 - Jul 17	0	0	0
Aug 1 - Aug 17	9228.33	1412	0
Sept 1 - Sept 17	8650.88	2390	86
Oct 1 - Oct 17	9796.09	2631	368
Nov 1 - Nov 17	17292.77	2627	370

Opportunities | Knowledge Gained

- Current ads are visible from 9pm until 3am in both EST & PST.
- Google AdWords Referrals up 76% now that we are showing ads during primetime
- Sales being up show us that we have locked in on our target audience. However, we are leaving potential customers on the table because we use up our clicks before our time is out in each time zone. If we grow our campaign budget we would allow our ads to actually run all night. Currently when our clicks run out our ads stop showing. We need to increase our budget in order to achieve this.
- Our image campaign continues to be banned for content. We may need to abandon this phase of our campaign, it appears we can not market visually without violating Google's visual content policy.