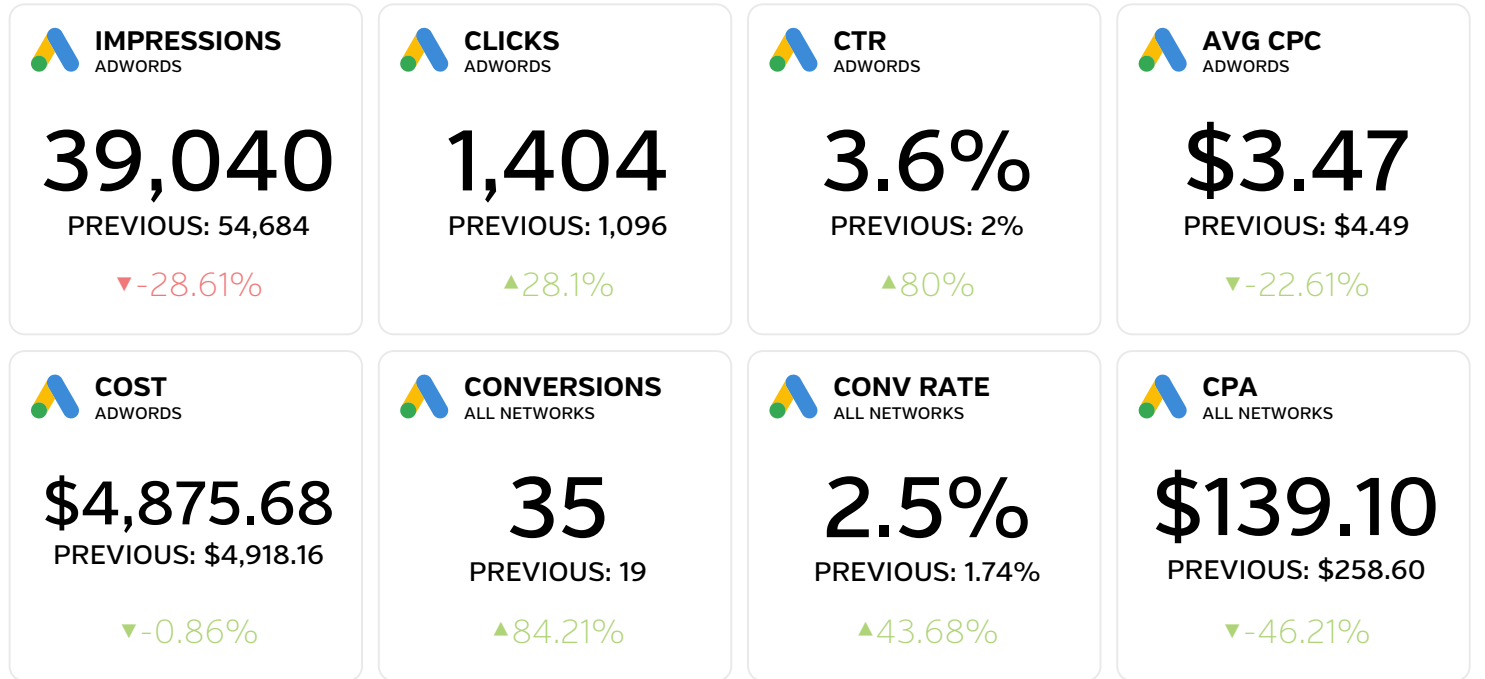


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AdWords - Summary

03/01/2019 - 03/31/2019 [compared to 02/01/2019 - 02/28/2019]



CAMPAIGNS TABLE

CAMPAIGN	IMPRESSIONS	CLICKS	CTR	COST	AVG. CPC	AVG. POSITION	CONVERSIONS	COST/CONV.	CONV. RATE
Highlands/Denver - Search	33,591	1,357	4.04%	\$4,860.45	\$3.58	1.30	35	\$138.68	2.58%
Remarketing	5,449	47	0.86%	\$15.23	\$0.32	1.00	--	\$0.00	0.00%

AdWords - Performance

03/01/2019 - 03/31/2019

PERFORMANCE NETWORKS ALL NETWORKS

PUBLISHER BY NETWORK	IMPRESSIONS	CLICKS	CTR	COST	AVG. CPC	AVG. POSITION	CONVERSIONS	CONV. RATE	COST/CONV.
Google search	26,401	1,338	5.07%	\$4,816.20	\$3.60	1.20	35	2.62%	\$137.42
Display Network	5,449	47	0.86%	\$15.23	\$0.32	1.00	--	0.00%	\$0.00
Search partners	7,190	19	0.26%	\$44.25	\$2.33	1.40	--	0.00%	\$0.00

PERFORMANCE DEVICES ALL NETWORKS

DEVICE	IMPRESSIONS	CLICKS	CTR	AVG. CPC	AVG. POSITION	COST	CONVERSIONS	COST/CONV.	CONV. RATE
Mobile devices with full browsers	25,376	1,147	4.52%	\$3.58	1.20	\$4,103.41	31	\$132.14	2.71%
Computers	11,453	203	1.77%	\$2.95	1.20	\$597.88	4	\$149.47	1.97%
Tablets with full browsers	2,211	54	2.44%	\$3.23	1.30	\$174.39	--	\$0.00	0.00%

PERFORMANCE AD SLOTS ALL NETWORKS

AD SLOT	IMPRESSIONS	CLICKS	CTR	AVG. CPC	AVG. POSITION	COST	CONVERSIONS	COST/CONV.
Google search: Other	13,520	682	5.04%	\$2.17	1.20	\$1,481.96	3	\$493.40
Google search: Top	12,881	656	5.09%	\$5.08	1.20	\$3,334.24	32	\$104.05
Google Display Network	5,449	47	0.86%	\$0.32	1.00	\$15.23	--	\$0.00
Search partners: Top	466	14	3.00%	\$2.38	1.40	\$33.36	--	\$0.00
Search partners: Other	6,724	5	0.07%	\$2.18	1.40	\$10.89	--	\$0.00

AdWords - Top Performers

03/01/2019 - 03/31/2019



CAMPAIGN	AD GROUP	KEYWORD	CLICKS	IMPRESSIONS	CTR	AVG. CPC	AVG. POSITION	COST	CONVERSIONS	CONV. RATE	COST/ CONV.
Highlands/ Denver - Search	Hair Salon - [GEN]	+hair +salon	340	7,767	4.38%	\$4.31	1.20	\$1,465.57	7	2.06%	\$208.69
Highlands/ Denver - Search	Hair Salon - [GEN]	hair salon	199	4,509	4.41%	\$2.96	1.20	\$589.66	3	1.52%	\$195.96
Highlands/ Denver - Search	Salon Denver	+denver +salon	149	4,175	3.57%	\$6.22	1.30	\$927.10	9	6.04%	\$103.01
Highlands/ Denver - Search	Hair Salon - [GEN]	hair salons near me	72	1,110	6.49%	\$2.51	1.20	\$180.97	--	0.00%	\$0.00
Highlands/ Denver - Search	Hair Extensions	+hair +extensions +denver	59	765	7.71%	\$3.49	1.30	\$205.84	--	0.00%	\$0.00
Highlands/ Denver - Search	Balayage	+balayage	59	1,987	2.97%	\$2.99	1.10	\$176.55	--	0.00%	\$0.00
Highlands/ Denver - Search	Brand	+deseo +salon	51	319	15.99%	\$0.65	1.00	\$33.30	5	9.80%	\$6.66
Highlands/ Denver - Search	Stylist Denver	+hair +stylists +denver	24	477	5.03%	\$3.20	1.10	\$76.80	--	0.00%	\$0.00
Highlands/ Denver - Search	Keratin/ Smoothing	+keratin +treatment	22	483	4.55%	\$3.20	1.20	\$70.44	1	4.55%	\$70.44
Highlands/ Denver - Search	Balayage	balayage denver	22	245	8.98%	\$2.38	1.00	\$52.46	--	0.00%	\$0.00

AD GROUP	CLICKS	IMPRESSIONS	CTR	AVG. CPC	AVG. POSITION	COST	CONVERSIONS	COST/CONV.	CONV. RATE
Hair Salon - (GEN)	661	14,840	4.45%	\$3.55	1.30	\$2,348.71	10	\$234.22	1.52%
Salon Denver	251	7,354	3.41%	\$4.77	1.20	\$1,197.31	12	\$99.78	4.78%
Balayage	100	2,717	3.68%	\$2.75	1.10	\$274.98	--	\$0.00	0.00%
Brand	65	472	13.77%	\$0.64	1.00	\$41.68	7	\$5.95	10.77%
Hair Extensions	63	878	7.18%	\$3.38	1.30	\$212.91	--	\$0.00	0.00%
Competitors	45	1,577	2.85%	\$5.10	1.20	\$229.51	1	\$229.51	2.22%
Highlights	38	2,005	1.90%	\$3.55	1.30	\$134.94	--	\$0.00	0.00%
Stylist Denver	37	743	4.98%	\$3.04	1.10	\$112.46	--	\$0.00	0.00%
Keratin/Smoothing	28	568	4.93%	\$2.86	1.30	\$80.07	2	\$40.04	7.14%
Color Salon	20	400	5.00%	\$2.88	1.40	\$57.61	2	\$28.81	10.00%

AD	AD TYPE	CLICKS	IMPRESSIONS	CTR	AVG. CPC	AVG. POSITION	COST	CONVERSIONS	CONV. RATE	COS
Denver's Top Hair Salon - 10% off For New Clients .../Services/Contact-Us Great hair doesn't happen by chance. Book an appointment with us online.	Expanded text ad	213	5,638	3.78%	\$3.41	1.30	\$726.26	3	1.42%	\$250
Denver's Top Hair Salon - Trust Deseo Salon & Blowdry. .../Services/Contact-Us Great hair doesn't happen by chance. Book an appointment with us online.	Expanded text ad	179	3,599	4.97%	\$3.38	1.30	\$604.15	4	2.23%	\$1504
Denver's Top Hair Salon - Trust Deseo Salon & Blowdry. .../Services/Contact-Us You deserve the best when it comes to your hair design. Call Deseo today!	Expanded text ad	174	3,662	4.75%	\$3.85	1.30	\$669.78	2	1.15%	\$389
Denver's Top Hair Salon - Trust Deseo Salon & Blowdry. .../Services/Contact-Us Experience the best that Denver has to offer in hair design & hair care.	Expanded text ad	162	3,166	5.12%	\$4.90	1.30	\$793.13	7	4.32%	\$1130
10% off for New Clients - Trust Deseo Salon & Blowdry. .../Services/Contact-Us You deserve the best when it comes to your hair design. Call Deseo today!	Expanded text ad	95	1,941	4.89%	\$3.67	1.30	\$348.52	1	1.06%	\$378
Denver's Top Beauty Salon - Trust Deseo Salon & Blowdry. .../Salon/Services Restore depth & healthy brilliance to tired or overworked hair at Deseo today!	Expanded text ad	49	330	14.85%	\$0.42	1.00	\$20.53	6	12.24%	\$3
Denver's Balayage Experts - 2017 5280's Top of the Town .../Services/Balayage Depth and healthy brilliance for tired, dingy, or overworked hair. Call today!	Expanded text ad	43	1,318	3.26%	\$2.71	1.10	\$116.40	--	0.00%	\$000
Denver Hair Extension Services - Call The Experts At Deseo Now. .../Services/Hair-Extension Volume, fullness, or change to length. Clients love their extensions from Deseo!	Expanded text ad	38	434	8.76%	\$3.61	1.10	\$137.27	--	0.00%	\$000
Denver's Balayage Experts - Trust Deseo Salon & Blowdry. .../Services/Balayage Depth and healthy brilliance for tired, dingy, or overworked hair. Call today!	Expanded text ad	37	902	4.10%	\$2.79	1.10	\$103.40	--	0.00%	\$000

AD	AD TYPE	CLICKS	IMPRESSIONS	CTR	AVG. CPC	AVG. POSITION	COST	CONVERSIONS	CONV. RATE	COS	CON
Deseo Salon & Blowdry - Denver - 10% off For New Clients .../Services/Contact-Us We house some of Denver's best color experts. Call to schedule an appointment!	Expanded text ad	35	2,543	1.38%	\$2.45	1.20	\$85.60	1	2.86%	\$8	60