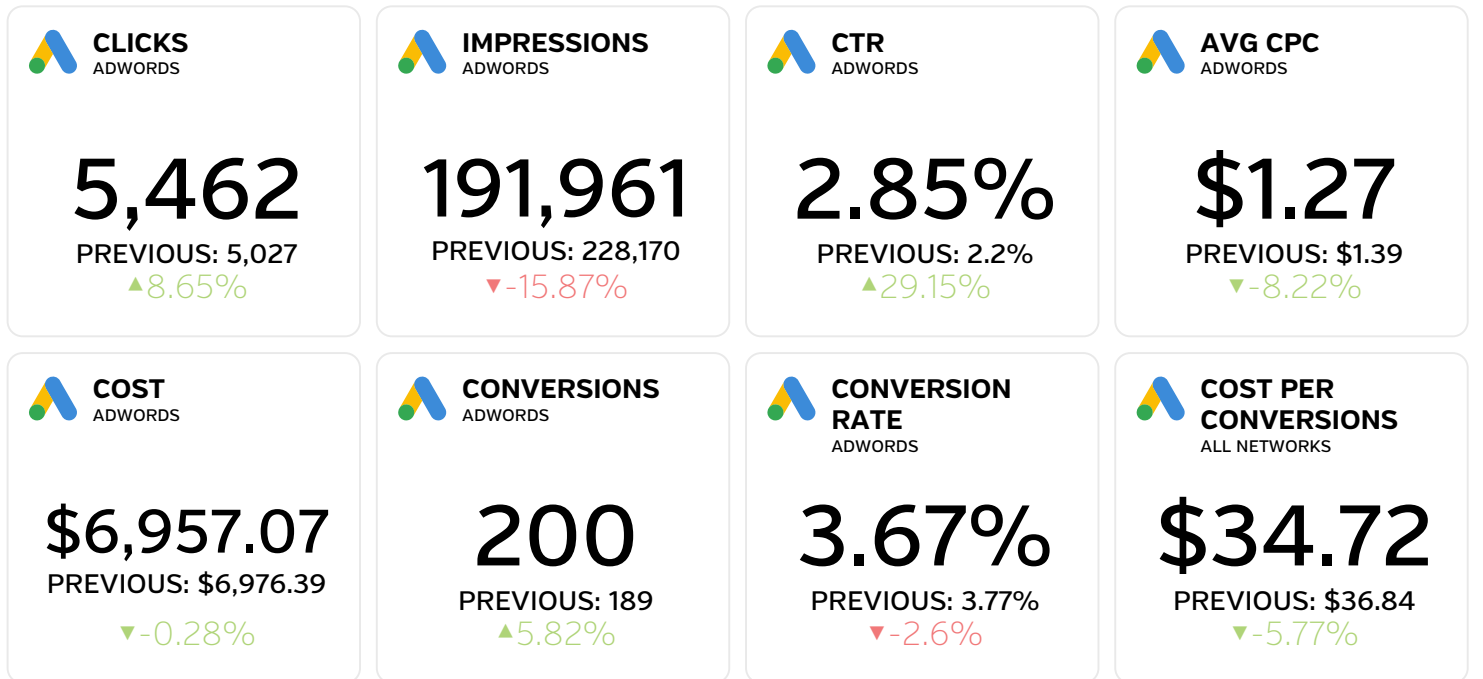


LOGO HERE!

# Google Ads - Summary

03/01/2022 - 03/31/2022 [compared to 02/01/2022 - 02/28/2022]



## CAMPAIGNS TABLE

CAMPAIGN	IMPRESSIONS	CLICKS	CTR	AVG. CPC	COST	CONVERSIONS	CONV. RATE	COST/CONV.
US Storage Search	22,595	2,778	12.29%	\$0.94	\$2,620.91	92	3.30%	\$28.61
Niche Building Search	17,227	1,183	6.87%	\$1.57	\$1,861.72	54	4.53%	\$34.75
Southern Region Search	11,894	626	5.26%	\$2.10	\$1,317.52	32	5.15%	\$40.84
Remarketing	136,507	496	0.36%	\$0.87	\$429.62	5	0.99%	\$86.76
US Regional Search	3,424	233	6.80%	\$1.96	\$455.56	7	3.17%	\$61.74
Brand	314	146	46.50%	\$1.86	\$271.74	11	7.27%	\$25.60

# Google Ads - Performance

03/01/2022 - 03/31/2022

## PERFORMANCE NETWORKS ALL NETWORKS

CLICKS	IMPRESSIONS	CTR	AVG. CPC	COST	CONVERSIONS	COST/CONV.	CONV. RATE
4,799	45,698	10.50%	\$1.32	\$6,337.27	188	\$33.63	3.93%
496	136,507	0.36%	\$0.87	\$429.62	5	\$86.76	0.99%
167	9,756	1.71%	\$1.14	\$190.18	7	\$27.17	4.19%

## PERFORMANCE DEVICES ALL NETWORKS

DEVICE	CLICKS	IMPRESSIONS	CTR	AVG. CPC	COST	CONVERSIONS	COST/CONV.	CONV. RATE
MOBILE	4,112	81,620	5.04%	\$1.22	\$5,033.64	135	\$37.22	3.28%
DESKTOP	1,247	103,891	1.20%	\$1.47	\$1,836.64	64	\$28.63	5.14%
TABLET	103	6,433	1.60%	\$0.84	\$86.79	1	\$86.79	0.97%
CONNECTED_TV	--	17	0.00%	\$0.00	\$0.00	--	\$0.00	0.00%

## PERFORMANCE AD SLOTS ALL NETWORKS

AD SLOT	CLICKS	IMPRESSIONS	CTR	AVG. CPC	COST	CONVERSIONS	COST/CONV.	CONV. RATE
SEARCH_TOP	4,471	29,375	15.22%	\$1.37	\$6,112.60	179	--	4.00%
CONTENT	496	136,507	0.36%	\$0.87	\$429.62	5	--	0.99%
SEARCH_OTHER	328	16,323	2.01%	\$0.68	\$224.67	9	--	2.87%
SEARCH_PARTNER_OTHER	167	9,756	1.71%	\$1.14	\$190.18	7	--	4.19%