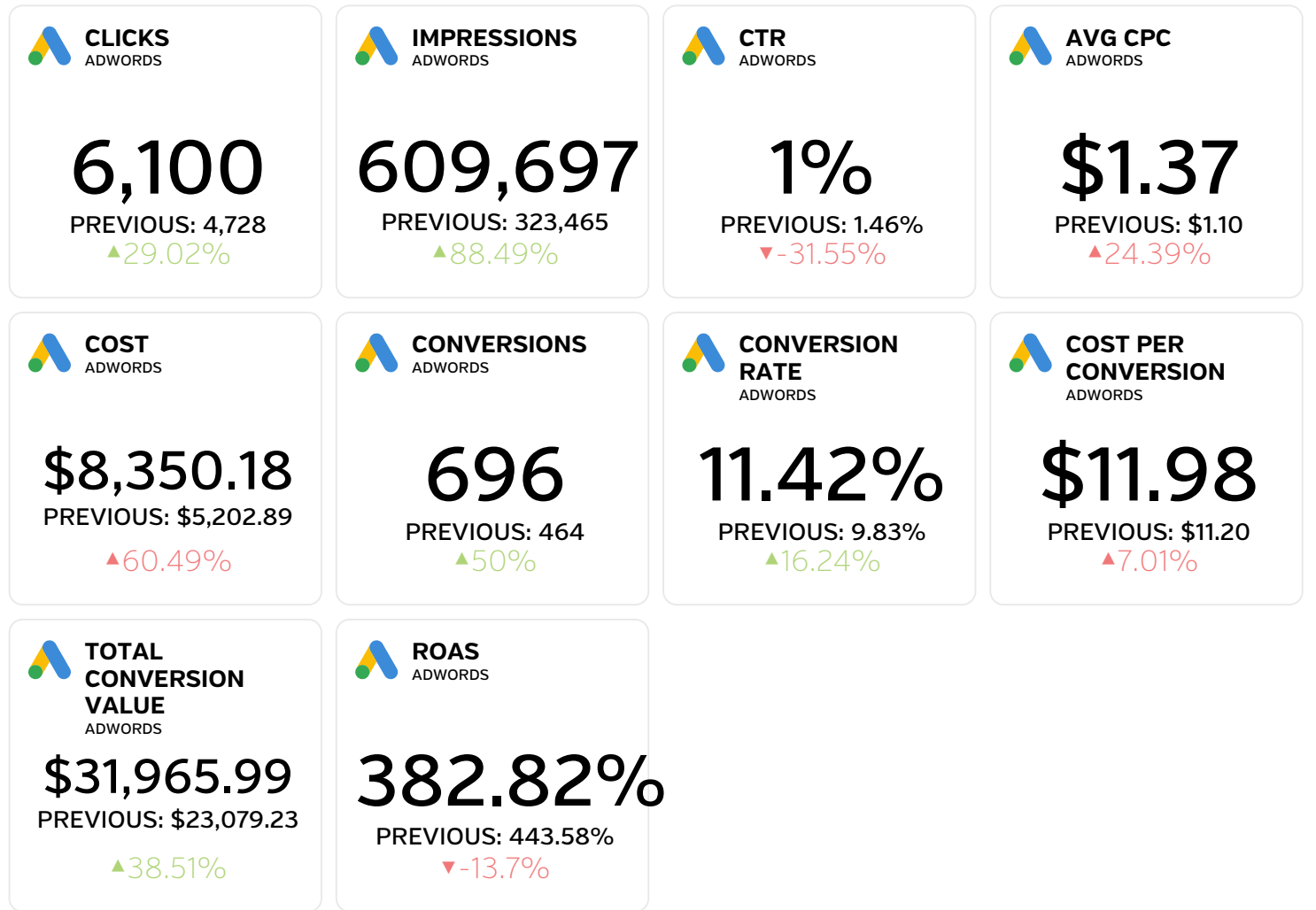


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AdWords - Summary

06/01/2022 - 06/30/2022 [compared to 05/01/2022 - 05/31/2022]



CAMPAIGNS TABLE

CAMPAIGN	CLICKS	IMPRESSIONS	CTR	AVG. CPC	COST	CONVERSIONS	COST/CONV.	CONV. VALUE
BBQ Prep Tub	3,840	344,649	1.11%	\$1.60	\$6,156.00	423	\$0.32	\$18,943.56
US Search	1,714	9,406	18.22%	\$0.81	\$1,389.48	269	\$0.11	\$12,742.53
YouTube - Prep Tub - US	46	12,614	0.36%	\$4.72	\$217.08	4	\$0.14	\$241.92
Display - Remarketing & Similar	500	243,028	0.21%	\$1.18	\$587.62	1	\$0.32	\$37.99

AdWords - Performance

07/01/2022 - 07/31/2022 [compared to 06/01/2022 - 06/30/2022]

PERFORMANCE NETWORKS ALL NETWORKS

CLICKS	IMPRESSIONS	CTR	AVG. CPC	COST	CONVERSIONS	COST/CONV.	CONV. VALUE
3,102	214,445	1.45%	\$1.03	\$3,181.92	14,740	\$0.22	\$13,335.00
165	84,682	0.19%	\$2.38	\$392.78	2,039	\$0.19	\$232.45
246	18,967	1.30%	\$1.39	\$341.14	1,454	\$0.23	\$446.30
34	12,461	0.27%	\$0.52	\$17.80	66	\$0.27	\$85.98
3	5,519	0.05%	\$0.62	\$1.87	15	\$0.12	\$0.00

PERFORMANCE DEVICES ALL NETWORKS

DEVICE	CLICKS	IMPRESSIONS	CTR	AVG. CPC	COST	CONVERSIONS	COST/CONV.	CONV. VALUE
MOBILE	2,650	211,255	1.25%	\$0.95	\$2,525.24	12,738	\$0.20	\$9,893.01
DESKTOP	776	112,654	0.69%	\$1.66	\$1,285.18	4,991	\$0.26	\$3,853.81
TABLET	124	11,786	1.05%	\$0.97	\$120.05	535	\$0.22	\$352.91
CONNECTED_TV	--	379	0.00%	\$0.00	\$5.04	50	\$0.10	\$0.00

PERFORMANCE CLICK TYPES ALL NETWORKS

CLICK TYPE	IMPRESSIONS	CLICKS	CTR	AVG. CPC	COST	CONVERSIONS	COST/CONV.
PRODUCT_LISTING_AD_CLICKS	220,700	2,018	0.91%	\$1.22	\$2,452.09	7,977	\$0.31
URL_CLICKS	87,748	1,178	1.34%	\$1.20	\$1,409.21	8,723	\$0.16
VIDEO_WEBSITE_CLICKS	27,626	252	0.91%	\$0.00	\$0.00	--	\$0.00
SITELINKS	6,562	64	0.98%	\$0.85	\$54.09	395	\$0.14
UNKNOWN	3,922	28	0.71%	\$0.72	\$20.12	96	\$0.21
UNKNOWN	13,753	10	0.07%	\$0.00	\$0.00	--	\$0.00
VIDEO_END_CAP_CLICKS	20,397	--	0.00%	\$0.00	\$0.00	--	\$0.00
VIDEO_CARD_ACTION_HEADLINE_CLICKS	27,437	--	0.00%	\$0.00	\$0.00	--	\$0.00

 **PERFORMANCE AD SLOTS**
ALL NETWORKS

AD SLOT	IMPRESSIONS	CLICKS ▾	CTR	AVG. CPC	COST	CONVERSIONS	COST/CONV.
SEARCH_TOP	201,108	3,075	1.53%	\$1.03	\$3,158.01	14,535	--
CONTENT	109,168	414	0.38%	\$1.78	\$735.79	3,508	--
SEARCH_PARTNER_OTHER	12,461	34	0.27%	\$0.52	\$17.80	66	--
SEARCH_OTHER	13,337	27	0.20%	\$0.89	\$23.91	205	--