



# GOOGLE ADWORDS

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## ACCOUNT PERFORMANCE REPORT

(Search + Display)

## Adgroup Performance

	Campaign Name	Clicks	Impressions	CTR (%)	Average CPC (CAD)	Cost (CAD)
Car and Truck Racks	Kelowna	140	7,141	1.96	1.57	220.38
Roof Racks	Victoria	136	4,150	3.28	0.96	130.42
Truck Accessories	Victoria	60	3,819	1.57	1.16	69.58
Trailer Hitches	Victoria	54	1,940	2.78	0.78	41.89
Hitch mount bike Carriers	Kelowna	31	1,904	1.63	1.26	38.98
Car Base Racks	Kelowna	19	1,827	1.04	0.80	15.14
Vehicle Cargo Carriers	Kelowna	16	1,726	0.93	1.15	18.43
Roof Mount Bike Rack Carriers	Kelowna	9	1,543	0.58	1.73	15.57
Hitch Mount Bike Carriers	Victoria	8	1,350	0.59	1.42	11.35
Canoe & Kayak Carriers	Kelowna	14	914	1.53	1.01	14.19
Car and Truck racks	Victoria	12	908	1.32	0.60	7.20
Car Ski Racks	Kelowna	22	833	2.64	1.54	33.93
Truck Tonneau Covers	Victoria	15	678	2.21	0.96	14.47
Ski Racks	Victoria	14	382	3.66	1.57	22.03
Canoe & Kayak Carriers	Victoria	3	285	1.05	0.56	1.68
Roof Mount Bike Carriers	Victoria	4	210	1.90	1.43	5.70
Vehicle Cargo Carriers	Victoria	0	67	0.00	0.00	0.00
Snowboard Rack	Kelowna	0	19	0.00	0.00	0.00
Snowboard Rack	Victoria	0	2	0.00	0.00	0.00
Kelowna Banner Placements	Banner Ads Kelowna	0	0	0.00	0.00	0.00
<b>Total</b>	N/A	557	29,698	1.88	1.19	660.94

## Account Performance Overview

# All Seasons & Road Racks February Adwords

29,698

IMPRESSIONS

557

CLICKS

1.88%

CTR (%)

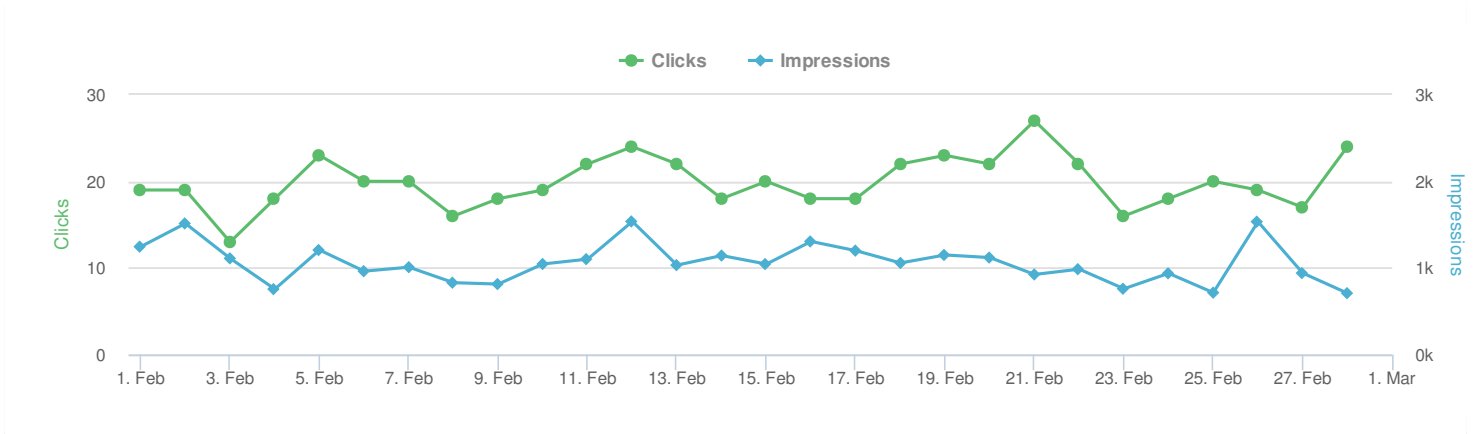
CAD 660.94

COST

1.6

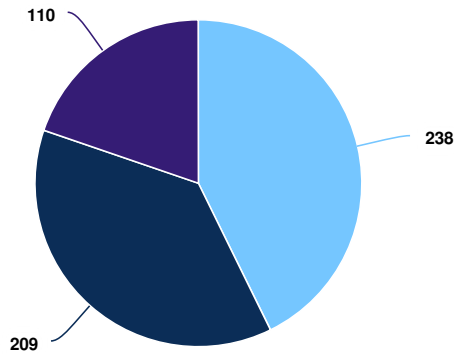
AVERAGE POSITION

## Click Performance



	Clicks	Impressions
Feb 27 2017	41	1,650
Feb 20 2017	144	6,978
Feb 13 2017	141	7,935
Feb 06 2017	139	7,301
Jan 30 2017	92	5,834

## Clicks Per Device



■ Computers
 ■ Mobile devices with full browsers
 ■ Tablets with full browsers

## City Wise Performance

	Impressions	Clicks	Converted Clicks	Conversions	Cost (CAD)	Total Conversion Value (CAD)
Victoria	9,926	231	3	3	223.81	3.00
Kelowna	7,583	140	0	0	210.38	0.00
Vernon	3,755	41	0	0	50.17	0.00
Penticton	2,720	35	0	0	45.96	0.00
Duncan	1,291	28	0	0	26.43	0.00
Sidney	542	7	0	0	6.68	0.00
Brentwood Bay	227	6	1	1	6.44	1.00
Shawnigan Lake	243	3	0	0	2.55	0.00
Colwood	66	2	0	0	4.37	0.00
Armstrong	216	1	0	0	2.49	0.00

## Ad Performance (Text Ads)

# All Seasons & Road Racks February Adwords

	Impressions	Clicks	CTR (%)	Cost (CAD)	Average CPC (CAD)	Average Position
<p><a href="#">Car and truck racks</a></p> <p>Thule, Yakima &amp; all top brands. See our Kelowna store rack stock. <a href="#">roadracks.com</a></p>	7,141	140	1.96	220.38	1.57	1.4
<p><a href="#">Roof Racks in Victoria</a></p> <p>Roof racks for any vehicle. Top brands like Thule &amp; Yakima. <a href="#">allseasonsautoracks.com</a></p>	4,150	136	3.28	130.42	0.96	1.2
<p><a href="#">Truck Accessories</a></p> <p>Buy accessories for your truck from our Victoria BC showroom. <a href="#">allseasonsautoracks.com</a></p>	3,819	60	1.57	69.58	1.16	1.6
<p><a href="#">Trailer Hitches Victoria</a></p> <p>We stock trailer hitches from our Victoria BC showroom. See our stock <a href="#">allseasonsautoracks.com</a></p>	1,940	54	2.78	41.89	0.78	1.8
<p><a href="#">Hitch mount bike racks</a></p> <p>Thule &amp; Yakima bike carriers. See our Kelowna store stock inside <a href="#">roadracks.com</a></p>	1,904	31	1.63	38.98	1.26	1.6
<p><a href="#">Car Ski Racks in Kelowna</a></p> <p>Secure your skis. Roof &amp; rear mount racks for trucks, cars &amp; suvs. <a href="#">roadracks.com</a></p>	833	22	2.64	33.93	1.54	1.4
<p><a href="#">Thule &amp; Yakima base racks</a></p> <p>Base rack systems for any vehicle. See our Kelowna store stock inside <a href="#">roadracks.com</a></p>	1,827	19	1.04	15.14	0.80	1.8
<p><a href="#">Keep Your Cargo Dry</a></p> <p>Thule &amp; Yakima roof cargo carriers. See our Kelowna store stock online <a href="#">roadracks.com</a></p>	1,726	16	0.93	18.43	1.15	1.3
<p><a href="#">Truck Tonneau Covers</a></p> <p>We stock truck tonneau covers from our Victoria BC showroom. <a href="#">allseasonsautoracks.com</a></p>	678	15	2.21	14.47	0.96	2.8
<p><a href="#">Canoe &amp; Kayak Carriers</a></p> <p>Thule and Yakima canoe and kayak carriers. See our Kelowna stock. <a href="#">roadracks.com</a></p>	914	14	1.53	14.19	1.01	1.6

## Top 40 Adwords Keywords

	Campaign Name	Impressions	Clicks	CTR (%)	Cost (CAD)	Average CPC (CAD)	Average Position
car rack	Kelowna	3,554	92	2.59	162.96	1.77	1.2
truck accessories	Victoria	3,515	43	1.22	56.21	1.31	1.6
truck racks	Kelowna	1,301	21	1.61	21.25	1.01	1.6

# All Seasons & Road Racks February Adwords

	Campaign Name	Impressions	Clicks	CTR (%)	Cost (CAD)	Average CPC (CAD)	Average Position
roof rack for cars	Victoria	1,203	55	4.57	47.37	0.86	1.1
rack thule	Kelowna	1,105	19	1.72	23.15	1.22	1.3
thule racks bike	Kelowna	1,061	27	2.54	36.43	1.35	1.4
thule roof rack	Victoria	888	26	2.93	29.36	1.13	1.1
cargo boxes	Kelowna	876	9	1.03	9.92	1.10	1.2
thule racks bike	Victoria	796	8	1.01	11.35	1.42	1.4
mount bike	Kelowna	708	0	0.00	0.00	0.00	2.8
trailer hitches	Victoria	686	16	2.33	11.87	0.74	1.8
roof rack carriers	Victoria	583	10	1.72	11.13	1.11	1.2
trailer tow hitch	Victoria	561	7	1.25	4.28	0.61	1.8
rack systems	Kelowna	547	3	0.55	3.01	1.00	2.6
Truck Tonneau Covers	Victoria	541	11	2.03	8.97	0.82	3.0
racks car	Kelowna	541	4	0.74	2.56	0.64	1.3
roof rack rails	Victoria	531	12	2.26	15.18	1.26	1.1
ski rack car	Kelowna	523	15	2.87	26.37	1.76	1.2
bike hitch carriers	Kelowna	497	3	0.60	2.33	0.78	1.7
rack yakima	Kelowna	452	3	0.66	5.52	1.84	1.1
kayak accessories	Kelowna	428	6	1.40	4.58	0.76	1.6
bike carriers	Kelowna	347	1	0.29	1.23	1.23	2.1
ski rack car	Victoria	297	11	3.70	20.89	1.90	1.1
bike rack hitch	Victoria	287	0	0.00	0.00	0.00	1.8
thule rack	Victoria	285	1	0.35	0.89	0.89	1.1
rack thule	Victoria	266	0	0.00	0.00	0.00	1.1
mount bike rack	Kelowna	251	0	0.00	0.00	0.00	2.1
rooftop carriers	Kelowna	249	4	1.61	3.19	0.80	1.2
mount bike rack	Victoria	199	0	0.00	0.00	0.00	2.1
racks warehouse	Kelowna	193	1	0.52	2.93	2.93	3.2
truck cargo carriers	Kelowna	184	0	0.00	0.00	0.00	1.3
car rack bike	Kelowna	182	6	3.30	11.53	1.92	2.1

# All Seasons & Road Racks February Adwords

	Campaign Name	Impressions	Clicks	CTR (%)	Cost (CAD)	Average CPC (CAD)	Average Position
trailer tow hitches	Victoria	181	1	0.55	0.99	0.99	2.1
thule car rack	Kelowna	181	1	0.55	1.86	1.86	1.4
ski boxes	Kelowna	164	1	0.61	2.69	2.69	1.3
truck accessories victoria	Victoria	151	4	2.65	4.38	1.10	1.5
thule car rack	Kelowna	148	1	0.68	1.07	1.07	1.5
roof rack for truck	Victoria	143	10	6.99	11.15	1.12	1.2
ford Truck Tonneau Covers	Victoria	136	4	2.94	5.50	1.38	2.2
car rack	Victoria	136	1	0.74	0.40	0.40	1.7

## Search Queries

	Impressions	Clicks	CTR (%)	Cost (CAD)	Average CPC (CAD)	Average Position
thule	222	5	2.25	6.97	1.39	1.0
shelving storage & organization	136	1	0.74	1.69	1.69	2.5
truck accessories	102	1	0.98	1.17	1.17	1.2
thule canada	99	8	8.08	8.88	1.11	1.1
roof rack victoria	97	0	0.00	0.00	0.00	1.0
roof rack	50	0	0.00	0.00	0.00	1.0
bike rack	34	1	2.94	1.43	1.43	1.7
canoe dolly	32	1	3.12	0.58	0.58	1.3
truck canopy	32	0	0.00	0.00	0.00	2.3
tonneau cover	31	1	3.23	1.14	1.14	3.1