



[Client Redacted]

Website Monthly Performance Report

March 1, 2017 - March 31, 2017

Jamie Schachter

Kook

Summary: AdWords Performance

Compared to previous month

 TOTAL CONV. VALUE
[Client Redacted]

\$ 11,764.95

↑ 32.2%

 RETURN ON AD SPEND
[Client Redacted]

562.34%

↑ 30%

 CLICKS
[Client Redacted]

2,211

↑ 0.5%

 COST
[Client Redacted]

\$ 2,092.13

↑ 1.7%

 CTR
[Client Redacted]

0.76%

↑ 4.1%

 AVG. CPC
[Client Redacted]

\$ 0.95

↑ 1.2%

 CONV.
[Client Redacted]

154

↑ 27.3%

 IMPRESSIONS
[Client Redacted]

289,294

↓ -3.5%

 GOOGLE SHOPPING
[Client Redacted]

\$ 3,077.95

↓ -38.1%

 COST / CONV.
[Client Redacted]

\$ 13.59

↓ -20.1%

 COST / CONV. (SHOPPING)
[Client Redacted]

\$ 24.35

↑ 69.2%

Summary: Facebook Ads Performance

Includes Kook Managed and Non-Kook Boosted Posts

 TOTAL CONVERSIONS (ALL)
[Client Redacted] - NEW - AUD

1,018

↑ 33.8%

 COST PER CONVERSION (ALL)
[Client Redacted] - NEW - AUD

\$ 6.86

↓ -18.4%

 TOTAL REVENUE (ALL)
[Client Redacted] - NEW - AUD

\$ 42,520.90

↑ 73.9%

 COST (ALL)
[Client Redacted] - NEW - AUD

\$ 6,984.64

↑ 9.2%

 CTR (ALL)
[Client Redacted] - NEW - AUD


1.2%

↑ 27.6%

 TOTAL CONVERSIONS (ONLY KOOK)
[Client Redacted] - NEW - AUD


1,018

↑ 43.2%

 **COST PER CONVERSION (ONLY KOOK)**
[Client Redacted] - NEW - AUD

\$ 6.25

↓ -28.3%

 **TOTAL REVENUE (ONLY KOOK)**
[Client Redacted] - NEW - AUD

\$ 42,520.90

↑ 94.1%

 **COST (ONLY KOOK)**
[Client Redacted] - NEW - AUD

\$ 6,367.36

↑ 2.6%

Summary: Overall Website Performance

Compared to previous month

 **TRANSACTION REVENUE**
WWW.[Client Redacted].COM.AU


\$ 91,690.70

↑ 17.2%

 **SESSIONS**
WWW.[Client Redacted].COM.AU


24,789

↑ 8.4%

 **TRANSACTIONS**
WWW.[Client Redacted].COM.AU

1,154

↑ 13.2%

 **BOUNCE RATE**
WWW.[Client Redacted].COM.AU

44.19%

↓ -3.3%

 **NEW VISITORS**
WWW.[Client Redacted].COM.AU

14,297

↓ -5.3%

 **ECOMMERCE CONVERSION RATE**
WWW.[Client Redacted].COM.AU

4.66%

↑ 4.5%

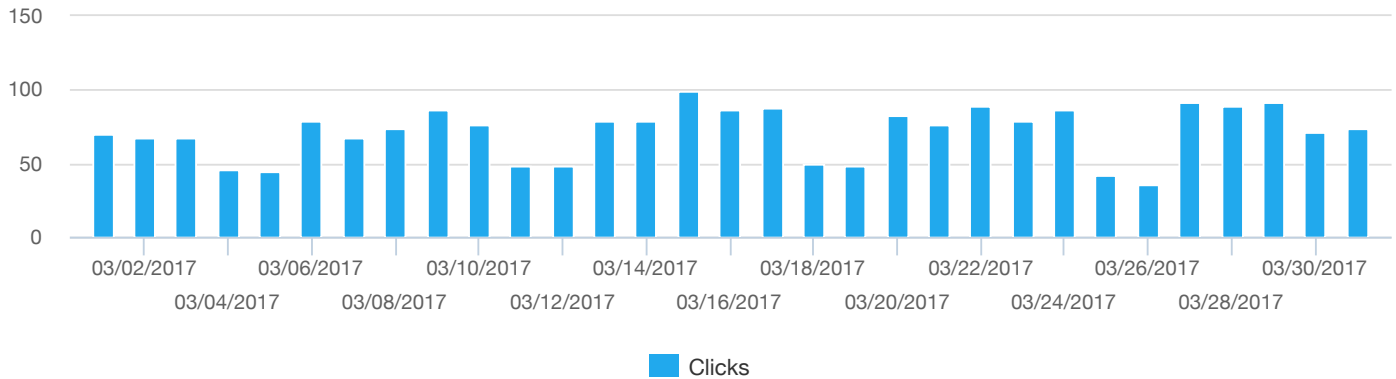
CHANNEL GROUPING PERFORMANCE

WWW.[Client Redacted].COM.AU

Channel grouping	Sessions	Users	Pages / session	Avg. session duration	Bounce rate	Transactions	Revenue
Organic Search	7,098	4,884	3.95	4m 17s	42.93%	444	\$ 33,994.00
Paid Search	6,969	5,350	3	2m 45s	49.91%	204	\$ 16,265.90
Direct	5,448	3,098	3.98	4m 42s	44.42%	232	\$ 18,663.90
Social	4,244	3,510	3.71	3m 28s	34.31%	172	\$ 14,006.95
Referral	663	390	3.56	3m 23s	41.33%	98	\$ 8,462.95
Display	367	262	1.91	1m 32s	76.29%	4	\$ 297.00
	24,789	16,476	3.61	3m 44s	44.19%	1,154	\$ 91,690.70

AdWords Performance

ADWORDS TOTAL CLICKS [Client Redacted]



ADWORDS CAMPAIGN PERFORMANCE [Client Redacted]

Campaign	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. position	Total conv. value
✓ Google Shopping	1,000	114,546	0.87%	\$ 1.05	\$ 1,046.86	0	\$ 3,077.95
✓	894	13,605	6.57%	\$ 0.97	\$ 869.69	1.2	\$ 8,457.00
✓ Remarketing: Australia	261	140,227	0.19%	\$ 0.58	\$ 151.95	1	\$ 230.00
✓ Remarketing: New Zealand	56	20,916	0.27%	\$ 0.42	\$ 23.63	1	\$ 0
	2,211	289,294	0.76%	\$ 0.95	\$ 2,092.13	0.6	\$ 11,764.95

✓ Active || Paused ✗ Deleted

ADWORDS CAMPAIGNS BY WEEK [Client Redacted]

Week (Mon - Sun)	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. position
Week 13, 2017	418	47,320	0.88%	\$ 0.90	\$ 377.95	0.6
Week 12, 2017	491	55,206	0.89%	\$ 0.94	\$ 460.70	0.6
Week 11, 2017	528	75,826	0.7%	\$ 0.88	\$ 463.87	0.6
Week 10, 2017	479	65,251	0.73%	\$ 1.00	\$ 477.88	0.6
Week 9, 2017	295	45,691	0.65%	\$ 1.06	\$ 311.73	0.7
	2,211	289,294	0.76%	\$ 0.95	\$ 2,092.13	0.6


AD PERFORMANCE
 [Client Redacted]

Ad	Campaign	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. position	Total conv. value
✓ Product listing ad; Promotion:	Google Shopping	1,000	114,546	0.87%	\$ 1.05	\$ 1,046.86	0	\$ 3,077.95
✓	Search	376	4,704	7.99%	\$ 1.07	\$ 401.47	1.2	\$ 3,168.00
✓	Remarketing: Australia	110	68,584	0.16%	\$ 0.62	\$ 68.41	1	\$ 137.00
✓	Search	100	1,490	6.71%	\$ 0.86	\$ 86.27	1.1	\$ 753.00
✓	Search	90	1,271	7.08%	\$ 0.89	\$ 79.68	1.3	\$ 775.00
✓	Search	71	1,870	3.8%	\$ 0.74	\$ 52.59	1.3	\$ 1,563.00
✓	Search	57	575	9.91%	\$ 1.31	\$ 74.91	1.1	\$ 70.00
✓	Remarketing: Australia	38	25,843	0.15%	\$ 0.63	\$ 23.75	1	\$ 0
✓	Search	31	278	11.15%	\$ 0.86	\$ 26.66	1.2	\$ 520.00
		1,904	230,032	0.83%	\$ 0.99	\$ 1,876.31	0.5	\$ 10,063.95

Ad	Campaign	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. position	Total conv. value
✓	Remarketing: Australia	31	10,871	0.29%	\$ 0.51	\$ 15.71	1	\$ 0
Mobile Leaderboard 320 x 50 View full size image ad								
		1,904	230,032	0.83%	\$ 0.99	\$ 1,876.31	0.5	\$ 10,063.95
✓ Active Paused ✗ Deleted								

SEARCH QUERY PERFORMANCE
[Client Redacted]

Search term	Keyword	Clicks	Impr.	Avg. CPC	Cost	Avg. position
		157	327	\$ 0.45	\$ 71.16	1
		43	64	\$ 0.69	\$ 29.73	1
		30	1,832	\$ 1.25	\$ 37.56	0
		28	1,525	\$ 0.99	\$ 27.64	0
		24	99	\$ 1.00	\$ 23.92	1
		21	833	\$ 1.12	\$ 23.49	1.2
		18	1,758	\$ 1.01	\$ 18.19	0
		17	416	\$ 0.89	\$ 15.09	0
		12	38	\$ 1.12	\$ 13.46	1.2
		12	876	\$ 0.88	\$ 10.52	0
		362	7,768	\$ 0.75	\$ 270.76	0.2

SHOPPING PERFORMANCE
[Client Redacted]

Category (1st level)	Category (2nd level)	Category (3rd level)	Clicks	Impr.	CTR	Avg. CPC	Cost	Cost / conv.	Total conv. value
Toys & Games	Toys	Dolls, Playsets & Toy Figures	977	110,845	0.88%	\$ 1.05	\$ 1,021.31	\$ 23.75	\$ 3,077.95
			1,000	114,546	0.87%	\$ 1.05	\$ 1,046.86	\$ 24.35	\$ 3,077.95

Category (1st level)	Category (2nd level)	Category (3rd level)	Clicks	Impr.	CTR	Avg. CPC	Cost	Cost / conv.	Total conv. value
--	--	--	22	3,331	0.66%	\$ 1.12	\$ 24.68	\$ 0	\$ 0
Baby & Toddler	Baby Gift Sets	--	1	362	0.28%	\$ 0.87	\$ 0.87	\$ 0	\$ 0
Home & Garden	Decor	Seasonal & Holiday Decorations	0	8	0%	\$ 0	\$ 0	\$ 0	\$ 0
			1,000	114,546	0.87%	\$ 1.05	\$ 1,046.86	\$ 24.35	\$ 3,077.95

GEOGRAPHIC PERFORMANCE

[Client Redacted]

Country / territory	Region	Clicks	Impr.	CTR	Avg. CPC	Cost
Australia	New South Wales	729	88,887	0.82%	\$ 0.96	\$ 699.58
Australia	Victoria	511	68,064	0.75%	\$ 0.96	\$ 491.97
Australia	Queensland	449	57,714	0.78%	\$ 0.92	\$ 412.17
Australia	South Australia	169	18,770	0.9%	\$ 0.94	\$ 159.12
Australia	Western Australia	166	22,584	0.74%	\$ 1.00	\$ 166.02
Australia	Tasmania	65	5,031	1.29%	\$ 1.01	\$ 65.37
Australia	Australian Capital Territory	36	5,412	0.67%	\$ 0.96	\$ 34.51
New Zealand	Auckland	17	6,160	0.28%	\$ 0.33	\$ 5.61
Australia	Northern Territory	17	1,400	1.21%	\$ 1.22	\$ 20.72
Australia	--	15	537	2.79%	\$ 1.37	\$ 20.58
		2,174	274,559	0.79%	\$ 0.95	\$ 2,075.65

KEYWORDS WITH LOW QUALITY SCORE

[Client Redacted]

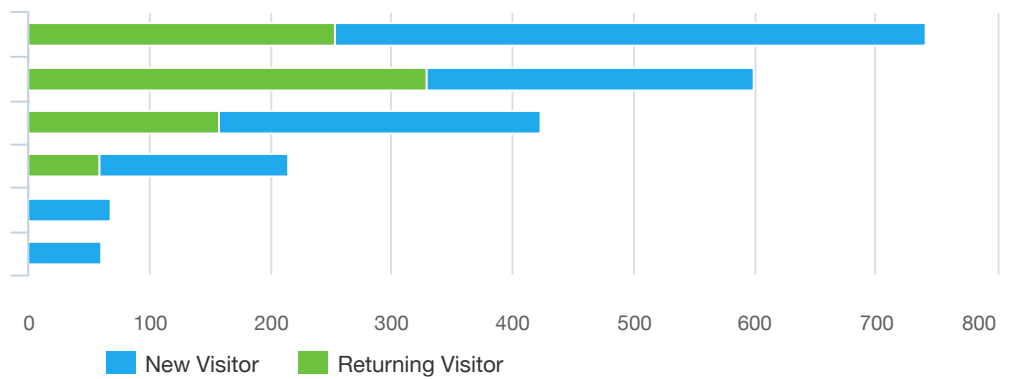
Keyword	Quality score
	9
	--
	10
	9
	10
	10
	--

Keyword	Quality score
	10
	10
	10

Overall Website Performance

VISITS BY KEYWORD PERFORMANCE

WWW.[Client Redacted].COM.AU



TOP KEYWORDS

WWW.[Client Redacted].COM.AU/

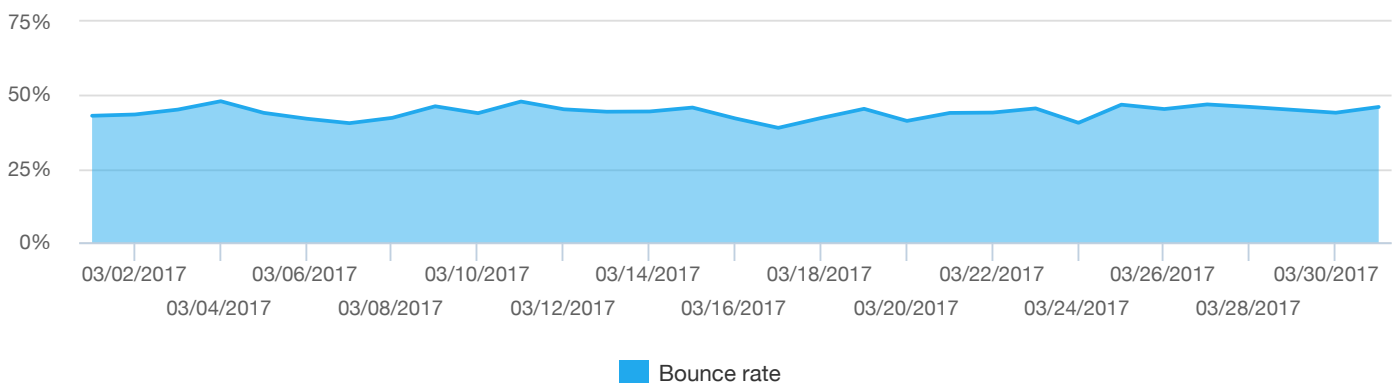
Keyword	Impr.	Clicks	CTR	Avg. position
	1,940	838	43.2%	1.9
	424	188	44.34%	1.9
	850	126	14.82%	3.4
	2,229	106	4.76%	6
	9,035	91	1.01%	9.2
	392	88	22.45%	1
	332	49	14.76%	3.3
	2,672	46	1.72%	8.4
	186	42	22.58%	1.6
	229	42	18.34%	2.7
	56	36	64.29%	1
	550	33	6%	6.4
	20,150	1,872	9.29%	4.2

Keyword	Impr.	Clicks	CTR	Avg. position
	179	29	16.2%	2.5
	85	26	30.59%	4.2
	126	25	19.84%	3.8
	61	24	39.34%	1.1
	449	22	4.9%	9.9
	29	21	72.41%	1
	205	21	10.24%	5.5
	121	19	15.7%	8.5
	20,150	1,872	9.29%	4.2

DEVICE CATEGORY PERFORMANCE
WWW.[Client Redacted].COM.AU

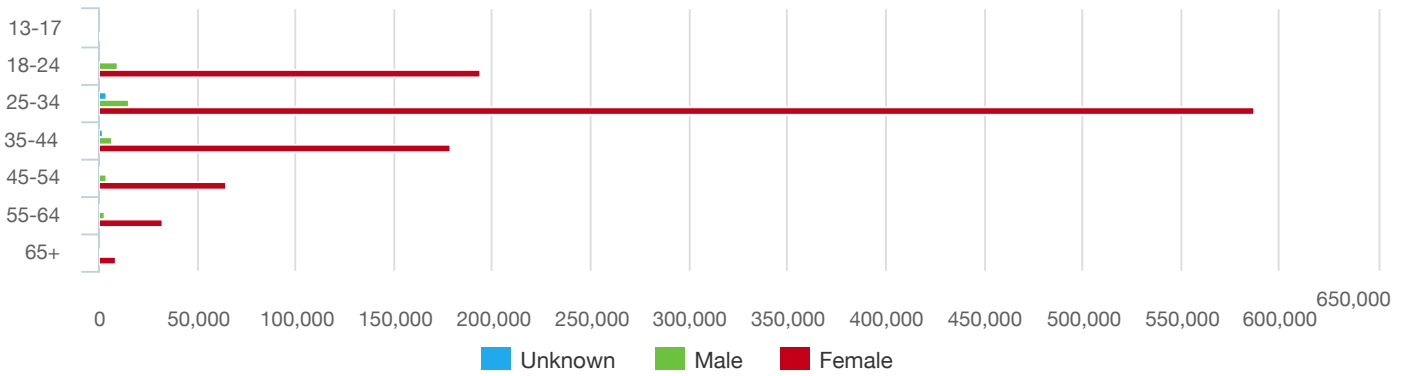
Device category	Sessions	Users	Pageviews	Pages / session	Avg. session duration	Bounce rate	% new sessions	Revenue
mobile	17,767	12,026	57,097	3.21	3m 2s	46.03%	58.23%	\$ 51,148.80
desktop	4,992	3,134	24,449	4.9	6m 5s	36.98%	56.65%	\$ 28,944.95
tablet	2,030	1,319	7,886	3.88	4m 9s	45.81%	55.37%	\$ 11,596.95
	24,789	16,476	89,432	3.61	3m 44s	44.19%	57.59%	\$ 91,690.70

BOUNCE RATE
WWW.[Client Redacted].COM.AU



Facebook Page Performance

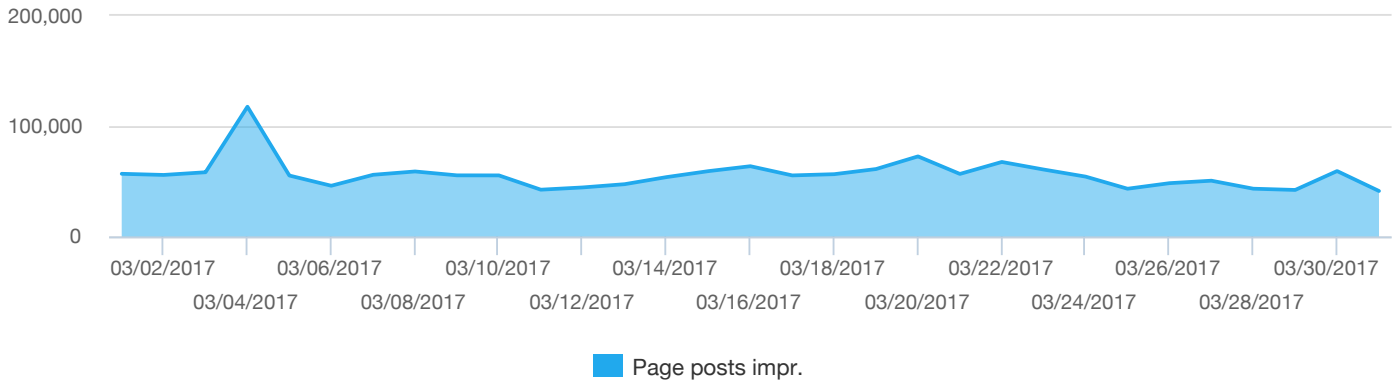
f IMPRESSIONS PER AGE AND GENDER [Client Redacted]



f FANS BY LIKE SOURCE [Client Redacted]

Like source	Fans
Sponsored story	904
Profile	426
feed_story	158
Ext. Facebook plugin	16
Mobile	11
Third Party App	4
Pages You May Like feed	4
Searches	3
Automatic suggestion after friend liking page	3
Timeline like chaining	2
2 other like_source	2

f POSTS IMPRESSIONS
[Client Redacted]



Facebook Ads Performance

AD GROUP PERFORMANCE
[Client Redacted] - NEW - AUD

Ad group	Impr.	Reach	CTR	CPC	Cost	Unique clicks	Total action value	Unique actions
	148,722	29,139	1.04%	\$ 0.54	\$ 831.06	1,209	11139	931
25-34	66,765	13,427	0.97%	\$ 0.57	\$ 367.50	502	5710	374
18-24	35,478	5,698	1.04%	\$ 0.45	\$ 166.81	300	2035	212
Easter	131,121	64,075	0.93%	\$ 0.40	\$ 486.54	987	2119	753
25-34	80,652	40,612	0.87%	\$ 0.42	\$ 295.73	574	1030	423
	115,296	59,000	0.97%	\$ 0.44	\$ 488.39	961	2161	699
25-34	70,234	36,369	0.88%	\$ 0.46	\$ 286.99	532	1244	375
	85,711	46,286	1%	\$ 0.33	\$ 285.66	732	1102	577
25-34	54,449	30,085	1.05%	\$ 0.32	\$ 181.28	489	590	382
	13,021	6,933	6.51%	\$ 0.14	\$ 120.00	643	--	575
25-34	6,871	3,694	6.35%	\$ 0.15	\$ 63.43	331	--	300
	13,178	7,170	6.12%	\$ 0.14	\$ 110.00	629	--	506
25-34	6,543	3,717	6.07%	\$ 0.14	\$ 55.49	306	--	247
	8,136	4,888	9.22%	\$ 0.09	\$ 66.00	572	--	445
Total	592,392	155,883	1.52%	\$ 0.31	\$ 2,769.04	9,365	17607	8,552

Ad group	Impr.	Reach	CTR	CPC	Cost	Unique clicks	Total action value	Unique actions
25-34	3,957	2,437	8.47%	\$ 0.10	\$ 32.67	255	--	194
	6,518	4,197	10.43%	\$ 0.09	\$ 63.94	507	--	453
25-34	3,472	2,160	10.89%	\$ 0.09	\$ 33.94	279	--	259
	8,069	4,942	7.49%	\$ 0.10	\$ 60.00	451	--	391
25-34	4,183	2,606	7.67%	\$ 0.10	\$ 32.72	236	--	206
Easter – Tag a Friend	62,620	37,056	0.89%	\$ 0.46	\$ 257.45	463	1086	316
	592,392	155,883	1.52%	\$ 0.31	\$ 2,769.04	9,365	17607	8,552

 GENDER PERFORMANCE
 [Client Redacted] - NEW - AUD

Gender	Clicks	Impr.	Reach	Frequency	CTR	CPC	Cost	Actions
female	16,026	1,332,133	151,600	8.79	1.2%	\$ 0.42	\$ 6,767.83	15,061
male	354	33,068	3,388	9.76	1.07%	\$ 0.50	\$ 178.72	525
unknown	89	9,319	895	10.41	0.96%	\$ 0.43	\$ 38.09	98
	16,469	1,374,520	155,883	8.82	1.2%	\$ 0.42	\$ 6,984.64	15,684