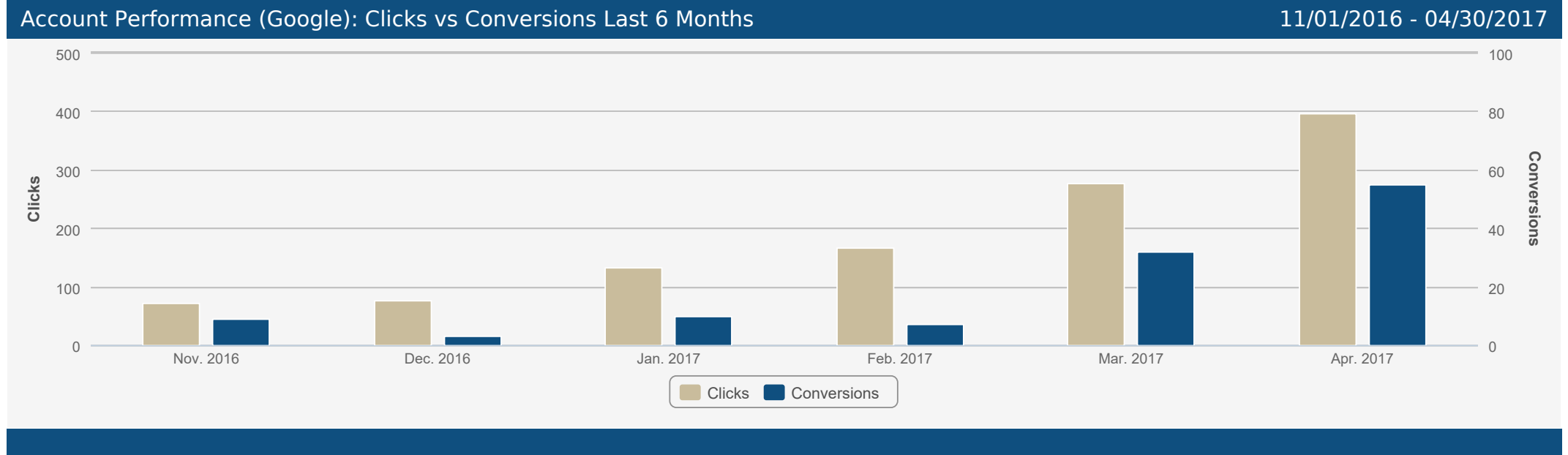


Executive Summary: Last Month Compared to Previous Month 04/01/2017 - 04/30/2017

IMPRESSIONS	CLICKS	CTR	COST	AVERAGE DAILY COST	REVENUE
<b>12,104</b> 4,109	<b>397</b> 277	<b>3.28%</b> 6.74%	<b>\$1,205.91</b> \$892.94	<b>\$40.20</b> \$28.80	<b>\$1.00</b> \$1.00
▲ 194.57%	▲ 43.32%	▼ 51.35%	▲ 35.05%	▲ 39.55%	- n/a
AVERAGE CPC	CONVERSIONS	PHONE CONVS.	TOTAL CONVS.	CONVERSION RATE	COST / CONVERSION
<b>\$3.04</b> \$3.22	<b>55</b> 32	<b>0</b> 0	<b>55</b> 32	<b>13.85%</b> 11.55%	<b>\$21.93</b> \$27.90
▼ 5.77%	▲ 71.88%	- n/a	▲ 71.88%	▲ 19.92%	▼ 21.43%

Executive Summary: Last Month Compared to Same Month Last Year 04/01/2017 - 04/30/2017

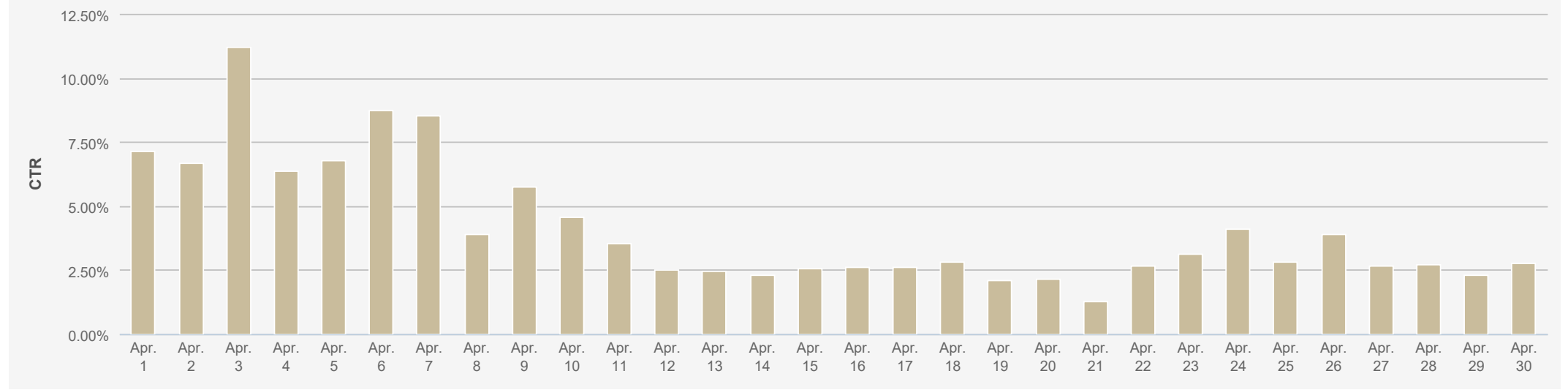
IMPRESSIONS	CLICKS	CTR	COST	AVERAGE DAILY COST	REVENUE
<b>12,104</b> 6,161	<b>397</b> 361	<b>3.28%</b> 5.86%	<b>\$1,205.91</b> \$776.51	<b>\$40.20</b> \$25.88	<b>\$1.00</b> \$0.00
▲ 96.46%	▲ 9.97%	▼ 44.02%	▲ 55.30%	▲ 55.30%	- n/a
AVERAGE CPC	CONVERSIONS	PHONE CONVS.	TOTAL CONVS.	CONVERSION RATE	COST / CONVERSION
<b>\$3.04</b> \$2.15	<b>55</b> 33	<b>0</b> 0	<b>55</b> 33	<b>13.85%</b> 9.14%	<b>\$21.93</b> \$23.53
▲ 41.22%	▲ 66.67%	- n/a	▲ 66.67%	▲ 51.55%	▼ 6.82%



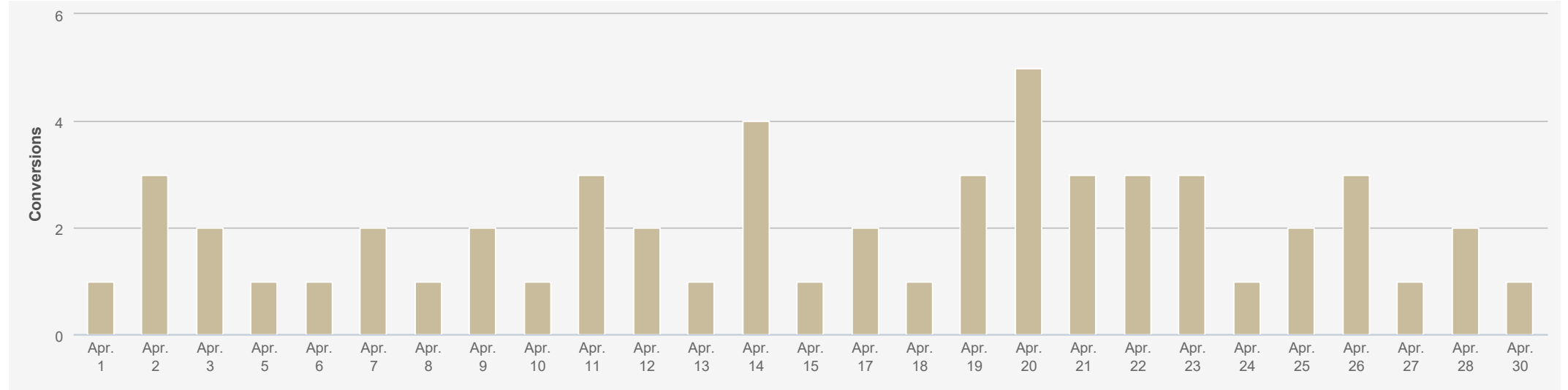
### Account Performance (Google): Last 6 Months 11/01/2016 - 04/30/2017

Date	Impr.	Clicks	CTR	Cost	Revenue	Avg. CPC	Convs.	Conv. Rate	Cost / Conv.	Revenue / Conv.	Avg. Pos.	Search Impr. Share	All Convs.
April 2017	12,104	397	3.28%	\$1,205.91	\$1.00	\$3.04	55	13.85%	\$21.93	\$0.02	1.2	87.96%	55
March 2017	4,109	277	6.74%	\$892.94	\$1.00	\$3.22	32	11.55%	\$27.90	\$0.03	1.6	89.46%	32
February 2017	3,156	167	5.29%	\$520.07	\$0.00	\$3.11	7	4.19%	\$74.30	\$0.00	1.8	85.54%	7
January 2017	2,595	134	5.16%	\$382.64	\$0.00	\$2.86	10	7.46%	\$38.26	\$0.00	1.6	79.63%	10
December 2016	1,422	77	5.41%	\$224.08	\$0.00	\$2.91	3	3.90%	\$74.69	\$0.00	1.9	74.06%	3
November 2016	1,604	73	4.55%	\$207.51	\$1.00	\$2.84	9	12.33%	\$23.06	\$0.11	1.8	80.52%	9
<b>Total</b>	<b>24,990</b>	<b>1,125</b>	<b>4.50%</b>	<b>\$3,433.15</b>	<b>\$3.00</b>	<b>\$3.05</b>	<b>116</b>	<b>10.31%</b>	<b>\$29.60</b>	<b>\$0.03</b>	<b>1.5</b>	<b>84.52%</b>	<b>116</b>

CTR Performance 04/01/2017 - 04/30/2017

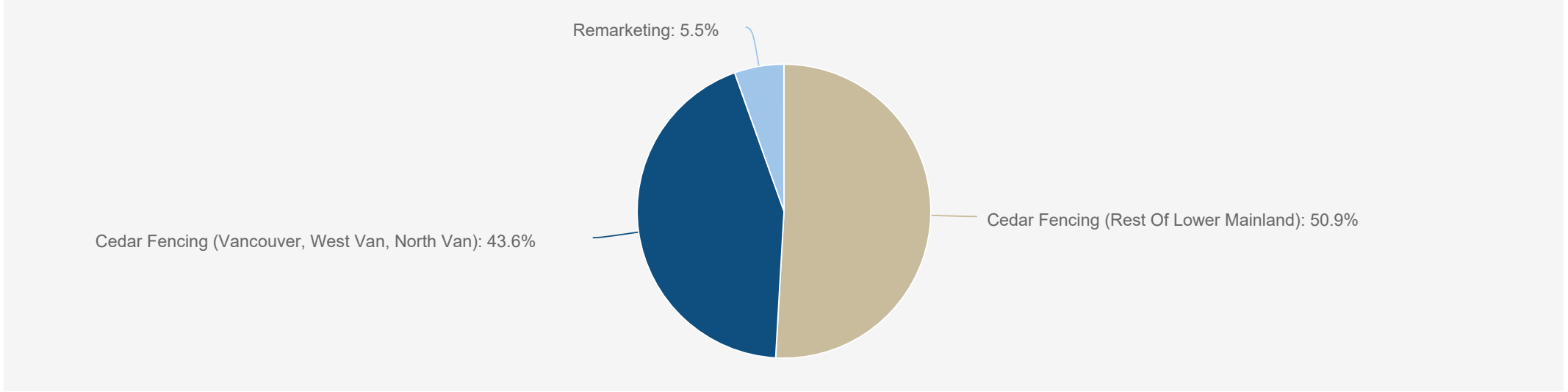


Account Performance (Google): Conversions 04/01/2017 - 04/30/2017



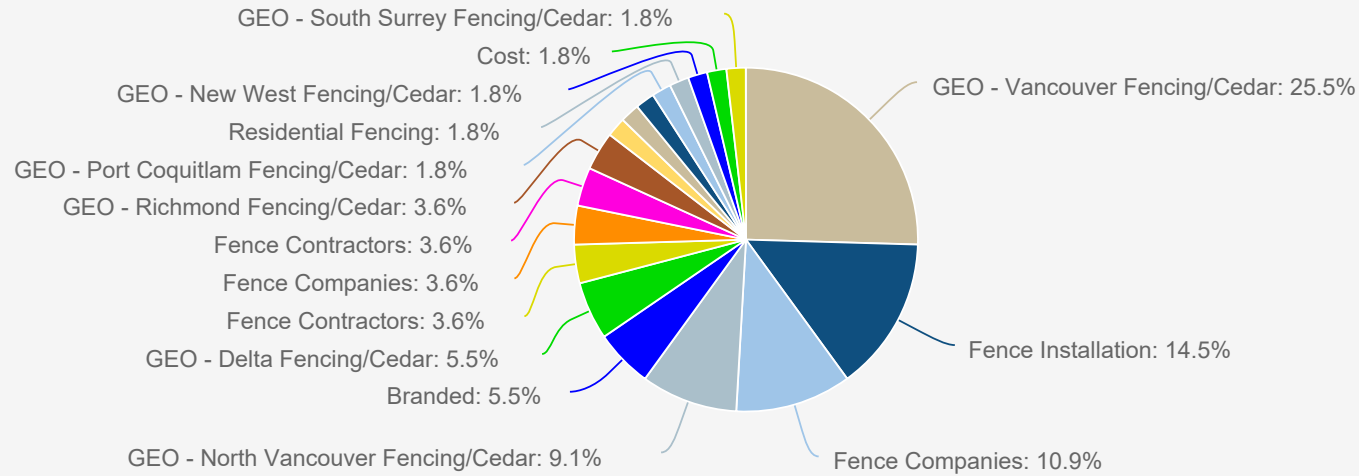
Account Performance (Google): Daily Summary											04/01/2017 - 04/30/2017		
Date	Impr.	Clicks	CTR	Cost	Revenue	Avg. CPC	Convs.	Conv. Rate	Cost / Conv.	Revenue / Conv.	Avg. Pos.	Search Impr. Share	All Convs.
04/01/2017	154	11	7.14%	\$40.26	\$0.00	\$3.66	1	9.09%	\$40.26	\$0.00	1.6	91.67%	1
04/02/2017	150	10	6.67%	\$39.26	\$0.00	\$3.93	3	30.00%	\$13.09	\$0.00	1.3	92.59%	3
04/03/2017	143	16	11.19%	\$46.10	\$0.00	\$2.88	2	12.50%	\$23.05	\$0.00	1.6	74.09%	2
04/04/2017	219	14	6.39%	\$45.88	\$0.00	\$3.28	0	0.00%	\$0.00	\$0.00	1.7	93.19%	0
04/05/2017	162	11	6.79%	\$35.36	\$0.00	\$3.21	1	9.09%	\$35.36	\$0.00	1.4	95.86%	1
04/06/2017	137	12	8.76%	\$39.62	\$0.00	\$3.30	1	8.33%	\$39.62	\$0.00	1.6	81.07%	1
04/07/2017	129	11	8.53%	\$40.66	\$0.00	\$3.70	2	18.18%	\$20.33	\$0.00	1.7	90.07%	2
04/08/2017	180	7	3.89%	\$19.62	\$0.00	\$2.80	1	14.29%	\$19.62	\$0.00	1.5	92.23%	1
04/09/2017	260	15	5.77%	\$45.29	\$0.00	\$3.02	2	13.33%	\$22.65	\$0.00	1.1	74.14%	2
04/10/2017	415	19	4.58%	\$45.29	\$0.00	\$2.38	1	5.26%	\$45.29	\$0.00	1.2	80.27%	1
04/11/2017	479	17	3.55%	\$46.01	\$0.00	\$2.71	3	17.65%	\$15.34	\$0.00	1.1	54.37%	3
04/12/2017	590	15	2.54%	\$41.22	\$0.00	\$2.75	2	13.33%	\$20.61	\$0.00	1.2	94.30%	2
04/13/2017	481	12	2.49%	\$42.09	\$0.00	\$3.51	1	8.33%	\$42.09	\$0.00	1.2	82.88%	1
04/14/2017	475	11	2.32%	\$39.65	\$0.00	\$3.60	4	36.36%	\$9.91	\$0.00	1.1	92.67%	4
04/15/2017	432	11	2.55%	\$31.50	\$0.00	\$2.86	1	9.09%	\$31.50	\$0.00	1.1	93.94%	1
04/16/2017	419	11	2.63%	\$40.24	\$0.00	\$3.66	0	0.00%	\$0.00	\$0.00	1.1	94.71%	0
04/17/2017	571	15	2.63%	\$46.65	\$0.00	\$3.11	2	13.33%	\$23.33	\$0.00	1.1	84.97%	2
04/18/2017	570	16	2.81%	\$42.88	\$0.00	\$2.68	1	6.25%	\$42.88	\$0.00	1.1	89.77%	1
04/19/2017	663	14	2.11%	\$43.10	\$0.00	\$3.08	3	21.43%	\$14.37	\$0.00	1.2	91.59%	3
04/20/2017	601	13	2.16%	\$43.53	\$0.00	\$3.35	5	38.46%	\$8.71	\$0.00	1.1	81.25%	5
04/21/2017	609	8	1.31%	\$25.93	\$1.00	\$3.24	3	37.50%	\$8.64	\$0.33	1.1	92.66%	3
04/22/2017	491	13	2.65%	\$41.43	\$0.00	\$3.19	3	23.08%	\$13.81	\$0.00	1.1	94.54%	3
04/23/2017	541	17	3.14%	\$44.16	\$0.00	\$2.60	3	17.65%	\$14.72	\$0.00	1.1	88.40%	3
04/24/2017	438	18	4.11%	\$48.22	\$0.00	\$2.68	1	5.56%	\$48.22	\$0.00	1.2	78.07%	1
04/25/2017	600	17	2.83%	\$42.24	\$0.00	\$2.48	2	11.76%	\$21.12	\$0.00	1.2	89.87%	2
04/26/2017	408	16	3.92%	\$48.16	\$0.00	\$3.01	3	18.75%	\$16.05	\$0.00	1.1	84.97%	3
04/27/2017	486	13	2.67%	\$35.80	\$0.00	\$2.75	1	7.69%	\$35.80	\$0.00	1.2	93.96%	1
04/28/2017	402	11	2.74%	\$37.84	\$0.00	\$3.44	2	18.18%	\$18.92	\$0.00	1.2	90.24%	2
04/29/2017	432	10	2.31%	\$27.35	\$0.00	\$2.74	0	0.00%	\$0.00	\$0.00	1.1	92.90%	0
04/30/2017	467	13	2.78%	\$40.57	\$0.00	\$3.12	1	7.69%	\$40.57	\$0.00	1.1	0.00%	1
<b>Total</b>	<b>12,104</b>	<b>397</b>	<b>3.28%</b>	<b>\$1,205.91</b>	<b>\$1.00</b>	<b>\$3.04</b>	<b>55</b>	<b>13.85%</b>	<b>\$21.93</b>	<b>\$0.02</b>	<b>1.2</b>	<b>87.96%</b>	<b>55</b>

Campaign Performance (Google): Conversion Share 04/01/2017 - 04/30/2017



Campaign Performance (Google)											04/01/2017 - 04/30/2017		
Campaign	Impr.	Clicks	CTR	Cost	Budget	Revenue	Avg. CPC	Convs.	Conv. Rate	Cost / Conv.	Avg. Pos.	Search Impr. Share	All Convs.
Cedar Fencing (Rest Of Lower Mainland)	2,042	173	8.47%	\$512.66	\$40.00	\$0.00	\$2.96	28	16.18%	\$18.31	1.5	89.88%	28
Cedar Fencing (Vancouver, West Van, North Van)	2,588	195	7.53%	\$674.07	\$40.00	\$1.00	\$3.46	24	12.31%	\$28.09	1.4	86.51%	24
Remarketing	7,474	29	0.39%	\$19.18	\$5.00	\$0.00	\$0.66	3	10.34%	\$6.39	1.0	0.00%	3
<b>Total</b>	<b>12,104</b>	<b>397</b>	<b>3.28%</b>	<b>\$1,205.91</b>	<b>--</b>	<b>\$1.00</b>	<b>\$3.04</b>	<b>55</b>	<b>13.85%</b>	<b>\$21.93</b>	<b>1.2</b>	<b>87.96%</b>	<b>55</b>

Ad Group Performance (Google): Conversion Share 04/01/2017 - 04/30/2017




Ad Group Performance (Google): Top 10 by Conversions 04/01/2017 - 04/30/2017

Ad Group	Campaign	Impr.	Clicks	CTR	Cost	Revenue	Avg. CPC	Convs.	Conv. Rate	Cost / Conv.	Revenue / Conv.	Avg. Pos.	Search Impr. Share
GEO - Vancouver Fencing/Cedar	Cedar Fencing (Vancouver, West Van, North Van)	1,343	121	9.01%	\$463.10	\$1.00	\$3.83	14	11.57%	\$33.08	\$0.07	1.2	91.56%
Fence Installation	Cedar Fencing (Rest Of Lower Mainland)	487	33	6.78%	\$101.42	\$0.00	\$3.07	8	24.24%	\$12.68	\$0.00	1.6	96.14%
Fence Companies	Cedar Fencing (Rest Of Lower Mainland)	390	33	8.46%	\$120.17	\$0.00	\$3.64	6	18.18%	\$20.03	\$0.00	1.8	93.10%
GEO - North Vancouver Fencing/Cedar	Cedar Fencing (Vancouver, West Van, North Van)	324	27	8.33%	\$84.77	\$0.00	\$3.14	5	18.52%	\$16.95	\$0.00	1.1	95.11%
Branded	Remarketing	7,474	29	0.39%	\$19.18	\$0.00	\$0.66	3	10.34%	\$6.39	\$0.00	1.0	0.00%
GEO - Delta Fencing/Cedar	Cedar Fencing (Rest Of Lower Mainland)	194	19	9.79%	\$50.57	\$0.00	\$2.66	3	15.79%	\$16.86	\$0.00	1.1	96.84%
Fence Contractors	Cedar Fencing (Rest Of Lower Mainland)	95	13	13.68%	\$42.03	\$0.00	\$3.23	2	15.38%	\$21.02	\$0.00	1.7	96.88%
Fence Companies	Cedar Fencing (Vancouver, West Van, North Van)	184	8	4.35%	\$24.70	\$0.00	\$3.09	2	25.00%	\$12.35	\$0.00	2.4	84.58%

Ad Group	Campaign	Impr.	Clicks	CTR	Cost	Revenue	Avg. CPC	Convs.	Conv. Rate	Cost / Conv.	Revenue / Conv.	Avg. Pos.	Search Impr. Share
Fence Contractors	Cedar Fencing (Vancouver, West Van, North Van)	50	7	14.00%	\$24.31	\$0.00	\$3.47	2	28.57%	\$12.16	\$0.00	2.4	96.08%
GEO - Richmond Fencing/Cedar	Cedar Fencing (Rest Of Lower Mainland)	78	4	5.13%	\$11.46	\$0.00	\$2.87	2	50.00%	\$5.73	\$0.00	1.1	97.47%
<b>Total</b>	--	<b>12,104</b>	<b>397</b>	<b>3.28%</b>	<b>\$1,205.91</b>	<b>\$1.00</b>	<b>\$3.04</b>	<b>55</b>	<b>13.85%</b>	<b>\$21.93</b>	<b>\$0.02</b>	<b>1.2</b>	<b>87.96%</b>

Ad Performance (Google): Top 10 by Conversions													04/01/2017 - 04/30/2017	
Ad	Campaign	Ad Group	Impr.	Clicks	CTR	Cost	Revenue	Avg. CPC	Convs.	Conv. Rate	Cost / Conv.	Avg. Pos.		
<a href="#">Vancouver, BC Cedar Fence - Contact Us Today</a> <a href="#">free-quote.accuratecedar.ca/Vancouver</a> 100% Of Our Focus is Cedar Fencing! Get Your Free Fencing Estimate Here	Cedar Fencing (Vancouver, West Van, North Van)	GEO - Vancouver Fencing/Cedar	994	94	9.46%	\$375.98	\$1.00	\$4.00	9	9.57%	\$41.78	1.2		
<a href="#">Your Cedar Fence Experts - Contact Us Today</a> <a href="#">free-quote.accuratecedar.ca/Lower-Mainland</a> 100% Of Our Focus is Cedar Fencing! Get Your Free Fencing Estimate Here	Cedar Fencing (Rest Of Lower Mainland)	Fence Installation	313	21	6.71%	\$61.58	\$0.00	\$2.93	7	33.33%	\$8.80	1.8		
<a href="#">Your Cedar Fence Experts - Contact Us Today</a> <a href="#">free-quote.accuratecedar.ca/Lower-Mainland</a> 100% Of Our Focus is Cedar Fencing! Get Your Free Fencing Estimate Here	Cedar Fencing (Rest Of Lower Mainland)	Fence Companies	324	27	8.33%	\$95.62	\$0.00	\$3.54	5	18.52%	\$19.12	1.9		
<a href="#">Vancouver, BC Cedar Fence</a> <a href="#">www.AccurateCedar.ca</a> 100% Of Our Focus is Cedar Fencing! Get Your Free Fencing Estimate Here	Cedar Fencing (Vancouver, West Van, North Van)	GEO - Vancouver Fencing/Cedar	349	27	7.74%	\$87.12	\$0.00	\$3.23	5	18.52%	\$17.42	1.1		
<a href="#">North Van, BC Cedar Fence - Contact Us Today</a> <a href="#">free-quote.accuratecedar.ca/North-Vancouver</a> 100% Of Our Focus is Cedar Fencing! Get Your Free Fencing Estimate Here	Cedar Fencing (Vancouver, West Van, North Van)	GEO - North Vancouver Fencing/Cedar	190	18	9.47%	\$59.11	\$0.00	\$3.28	3	16.67%	\$19.70	1.1		
<a href="#">Vancouver, BC Cedar Fence - Contact Us Today</a> <a href="#">free-quote.accuratecedar.ca/Vancouver</a> 100% Of Our Focus is Cedar Fencing! Get Your Free Fencing Estimate Here	Cedar Fencing (Vancouver, West Van, North Van)	Fence Companies	126	8	6.35%	\$24.70	\$0.00	\$3.09	2	25.00%	\$12.35	2.2		
<a href="#">Cedar Fencing Contractors - Contact Us Today</a> <a href="#">free-quote.accuratecedar.ca/Vancouver</a> Our Only Focus is Fencing! Get A 100% Free Fencing Estimate Today.	Cedar Fencing (Vancouver, West Van, North Van)	Fence Contractors	48	7	14.58%	\$24.31	\$0.00	\$3.47	2	28.57%	\$12.16	2.4		

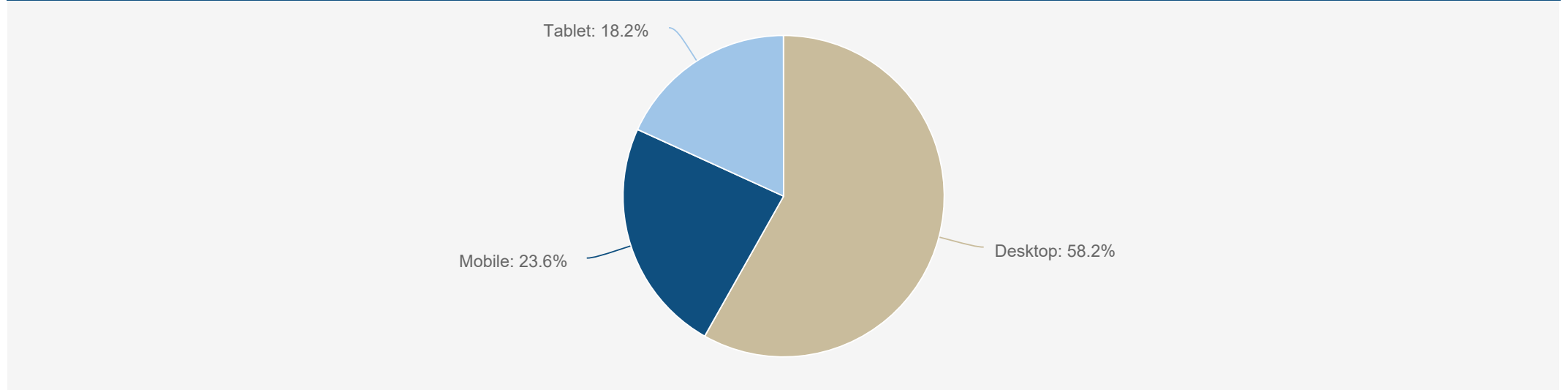
Ad	Campaign	Ad Group	Impr.	Clicks	CTR	Cost	Revenue	Avg. CPC	Convs.	Conv. Rate	Cost / Conv.	Avg. Pos.
<a href="#">Richmond, BC Cedar Fence - Contact Us Today</a> <a href="#">free-quote.accuratecedar.ca/Port-Richmond</a> 100% Of Our Focus is Cedar Fencing! Get Your Free Fencing Estimate Here	Cedar Fencing (Rest Of Lower Mainland)	GEO - Richmond Fencing/Cedar	70	4	5.71%	\$11.46	\$0.00	\$2.87	2	50.00%	\$5.73	1.1
<a href="#">Ad name: 300x250.jpg; 300 x 250</a> <a href="#">free-quote.accuratecedar.ca</a>	Remarketing	Branded	4,328	18	0.42%	\$11.72	\$0.00	\$0.65	1	5.56%	\$11.72	1.0
												
<a href="#">Delta BC Cedar Fence</a> <a href="#">AccurateCedar.ca</a> 100% Of Our Focus is Cedar Fencing! Get Your Free Fencing Estimate Here	Cedar Fencing (Rest Of Lower Mainland)	GEO - Delta Fencing/Cedar	126	14	11.11%	\$37.64	\$0.00	\$2.69	1	7.14%	\$37.64	1.1

Keywords Performance (Google): Top 20 by Conversions											04/01/2017 - 04/30/2017		
Keyword	Impr.	Clicks	CTR	Cost	Revenue	Avg. CPC	Convs.	Conv. Rate	Cost / Conv.	Revenue / Conv.	Avg. Pos.	First Page CPC	Top of Page CPC
fence installers	174	18	10.34%	\$54.20	\$0.00	\$3.01	5	27.78%	\$10.84	\$0.00	1.7	\$1.03	\$1.38
fences vancouver	252	30	11.90%	\$112.07	\$1.00	\$3.74	3	10.00%	\$37.36	\$0.33	1.1	\$0.82	\$1.26
cedar fencing vancouver	109	18	16.51%	\$68.11	\$0.00	\$3.78	3	16.67%	\$22.70	\$0.00	1.1	\$0.54	\$0.92
fence company	179	15	8.38%	\$56.40	\$0.00	\$3.76	3	20.00%	\$18.80	\$0.00	1.8	\$0.91	\$1.75
fencing company	98	11	11.22%	\$35.53	\$0.00	\$3.23	3	27.27%	\$11.84	\$0.00	1.9	\$1.38	\$2.26
+vancouver +cedar +fence	146	18	12.33%	\$66.13	\$0.00	\$3.67	2	11.11%	\$33.07	\$0.00	1.1	\$0.32	\$0.40
fence vancouver	411	17	4.14%	\$65.20	\$0.00	\$3.84	2	11.76%	\$32.60	\$0.00	1.2	\$1.04	\$1.42
fences installation	157	9	5.73%	\$28.74	\$0.00	\$3.19	2	22.22%	\$14.37	\$0.00	1.6	\$0.99	\$1.54
fencing contractors	45	7	15.56%	\$24.31	\$0.00	\$3.47	2	28.57%	\$12.16	\$0.00	2.5	\$0.74	\$3.08
fence builders vancouver	51	7	13.73%	\$26.49	\$0.00	\$3.78	2	28.57%	\$13.25	\$0.00	1.6	\$0.98	\$3.54
fencing contractors	72	11	15.28%	\$35.40	\$0.00	\$3.22	1	9.09%	\$35.40	\$0.00	1.9	\$0.33	\$0.78
vancouver fences	128	11	8.59%	\$47.36	\$0.00	\$4.31	1	9.09%	\$47.36	\$0.00	1.2	\$0.88	\$1.53
fencing north vancouver	73	7	9.59%	\$15.53	\$0.00	\$2.22	1	14.29%	\$15.53	\$0.00	1.0	\$0.48	\$1.04
+north +vancouver +fencing	81	7	8.64%	\$22.76	\$0.00	\$3.25	1	14.29%	\$22.76	\$0.00	1.2	\$0.53	\$1.64
cedar fence vancouver	45	6	13.33%	\$21.68	\$0.00	\$3.61	1	16.67%	\$21.68	\$0.00	1.1	\$0.33	\$0.76
fences installer	115	6	5.22%	\$18.48	\$0.00	\$3.08	1	16.67%	\$18.48	\$0.00	1.7	\$1.77	\$2.86



Keyword	Impr.	Clicks	CTR	Cost	Revenue	Avg. CPC	Convs.	Conv. Rate	Cost / Conv.	Revenue / Conv.	Avg. Pos.	First Page CPC	Top of Page CPC
+new +westminster +fencing	54	5	9.26%	\$17.00	\$0.00	\$3.40	1	20.00%	\$17.00	\$0.00	1.2	\$0.71	\$1.30
cedar fences	20	5	25.00%	\$17.76	\$0.00	\$3.55	1	20.00%	\$17.76	\$0.00	1.1	\$0.24	\$0.80
fencing burnaby	29	5	17.24%	\$12.88	\$0.00	\$2.58	1	20.00%	\$12.88	\$0.00	1.1	\$0.88	\$0.99
fence delta	84	4	4.76%	\$9.66	\$0.00	\$2.42	1	25.00%	\$9.66	\$0.00	1.1	\$1.54	\$1.54

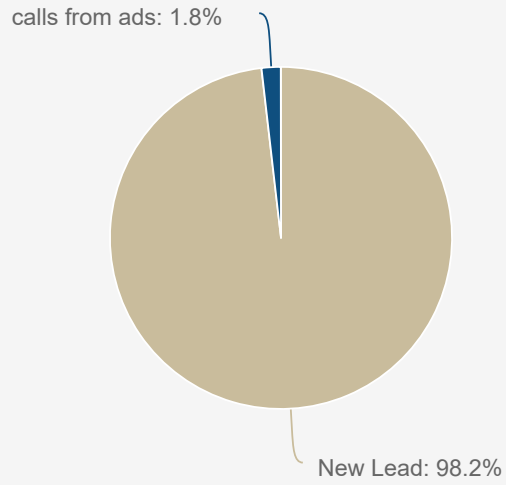
Device Performance (Google): Conversion Share 04/01/2017 - 04/30/2017



Device Performance (Google) 04/01/2017 - 04/30/2017

Device Type	Impr.	Clicks	CTR	Cost	Revenue	Avg. CPC	Convs.	Conv. Rate	Cost / Conv.	Revenue / Conv.	Avg. Pos.
Desktop	6,366	216	3.39%	\$664.12	\$0.00	\$3.07	32	14.81%	\$20.75	\$0.00	1.2
Mobile	4,162	108	2.59%	\$317.58	\$1.00	\$2.94	13	12.04%	\$24.43	\$0.08	1.2
Tablet	1,576	73	4.63%	\$224.21	\$0.00	\$3.07	10	13.70%	\$22.42	\$0.00	1.1
<b>Total</b>	<b>12,104</b>	<b>397</b>	<b>3.28%</b>	<b>\$1,205.91</b>	<b>\$1.00</b>	<b>\$3.04</b>	<b>55</b>	<b>13.85%</b>	<b>\$21.93</b>	<b>\$0.02</b>	<b>1.2</b>

Conversion Types (Google): Conversion Share 04/01/2017 - 04/30/2017



Conversion Types (Google) 04/01/2017 - 04/30/2017

Conv. Type	Convs.
calls from ads	1
New Lead	54
<b>Total</b>	<b>55</b>