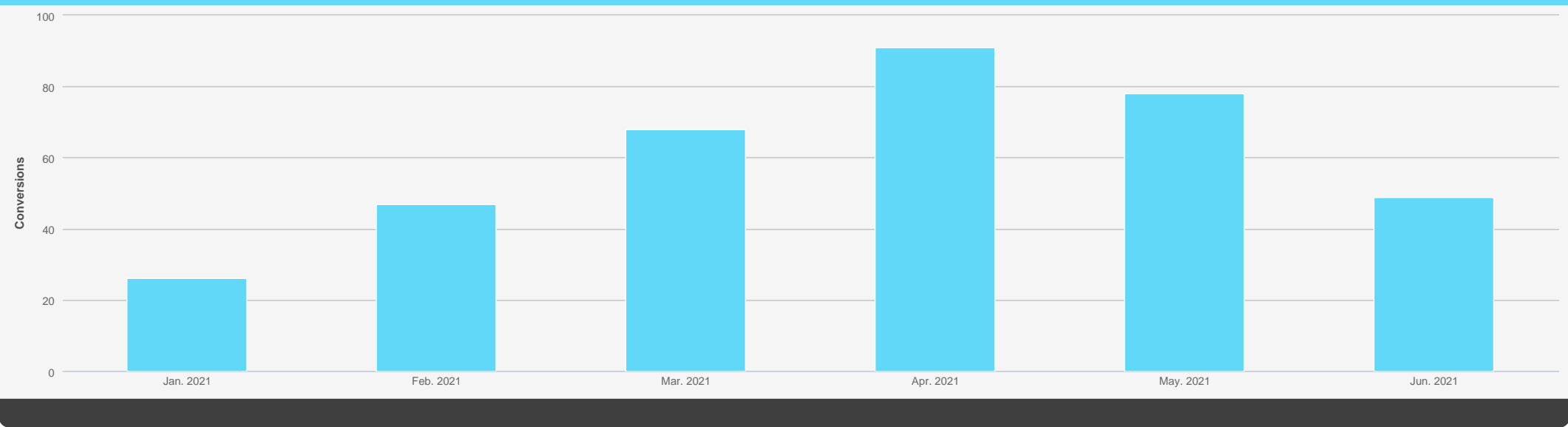


Executive Summary: Last Month Compared to Previous Month 06/01/2021 - 06/30/2021

<b>IMPRESSIONS</b> <b>32,567</b> <small>33,891</small> <span style="color: red;">▼ 3.91%</span>	<b>CLICKS</b> <b>486</b> <small>656</small> <span style="color: red;">▼ 25.91%</span>	<b>CTR</b> <b>1.49%</b> <small>1.94%</small> <span style="color: red;">▼ 22.90%</span>	<b>COST</b> <b>\$2,128.15</b> <small>\$2,062.66</small> <span style="color: red;">▲ 3.17%</span>	<b>AVERAGE DAILY COST</b> <b>\$70.94</b> <small>\$68.76</small> <span style="color: red;">▲ 3.17%</span>	<b>AVERAGE CPC</b> <b>\$4.38</b> <small>\$3.14</small> <span style="color: red;">▲ 39.26%</span>
<b>CONVERSIONS</b> <b>49</b> <small>76</small> <span style="color: red;">▼ 35.53%</span>	<b>TOTAL CONVS.</b> <b>49</b> <small>76</small> <span style="color: red;">▼ 35.53%</span>	<b>CONVERSION RATE</b> <b>10.08%</b> <small>11.59%</small> <span style="color: red;">▼ 12.97%</span>	<b>COST / CONVERSION</b> <b>\$43.43</b> <small>\$27.14</small> <span style="color: red;">▲ 60.03%</span>		

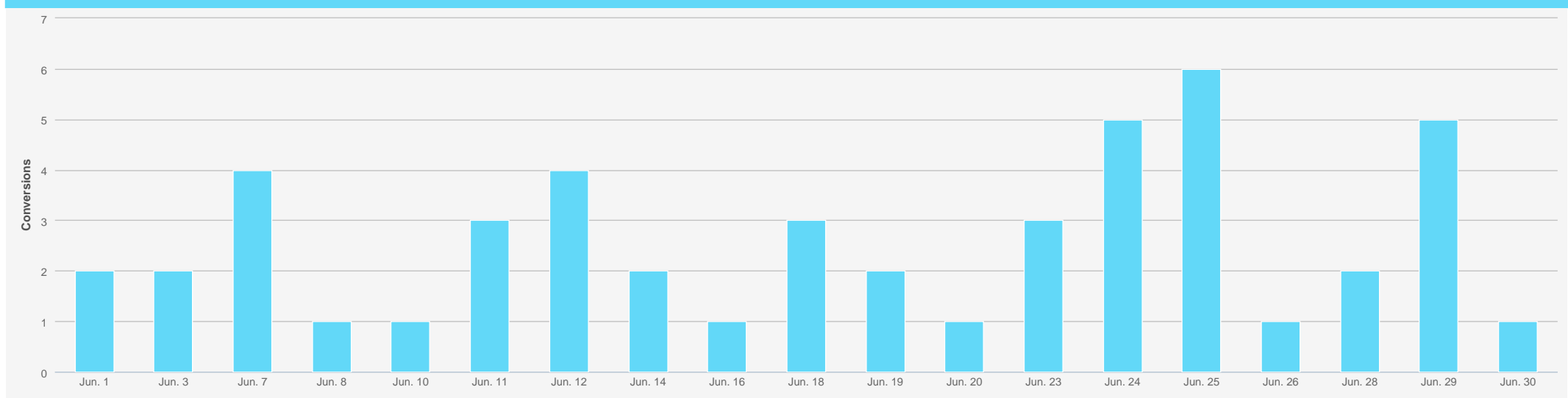
Account Performance (Google): Conversions Last 6 Months 01/01/2021 - 06/30/2021



Account Performance (Google): Last 6 Months 01/01/2021 - 06/30/2021

Date	Impr.	Clicks	CTR	Cost	Avg. CPC	Convs.	Conv. Rate	Cost / Conv.	Search Impr. Share	All Convs.
June 2021	32,567	486	1.49%	\$2,128.15	\$4.38	49	10.08%	\$43.43	40.19%	49
May 2021	35,648	683	1.92%	\$2,128.17	\$3.12	78	11.42%	\$27.28	37.22%	78
April 2021	36,923	692	1.87%	\$2,617.78	\$3.78	91	13.15%	\$28.77	35.06%	91
March 2021	23,071	571	2.47%	\$3,157.03	\$5.53	68	11.91%	\$46.43	39.70%	68
February 2021	11,417	360	3.15%	\$2,480.62	\$6.89	47	13.06%	\$52.78	60.47%	47
January 2021	5,818	282	4.85%	\$2,195.51	\$7.79	26	9.22%	\$84.44	56.02%	26
<b>Total</b>	<b>145,444</b>	<b>3,074</b>	<b>2.11%</b>	<b>\$14,707.26</b>	<b>\$4.78</b>	<b>359</b>	<b>11.68%</b>	<b>\$40.97</b>	<b>42.02%</b>	<b>359</b>

Account Performance (Google): Conversions 06/01/2021 - 06/30/2021

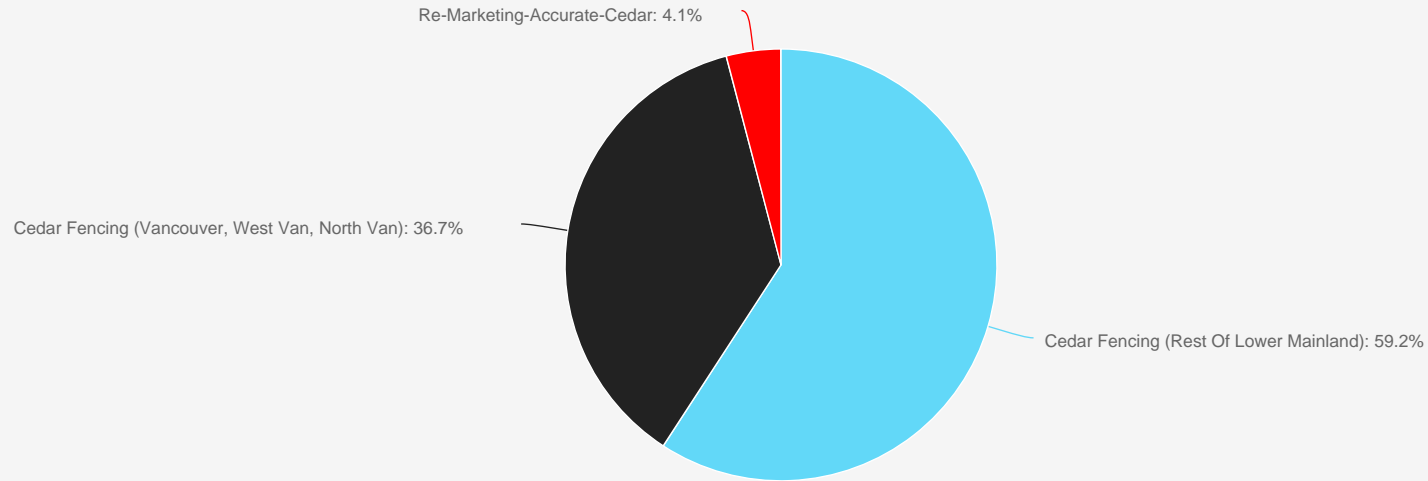


Account Performance (Google): Daily Summary 06/01/2021 - 06/30/2021

Date	Impr.	Clicks	CTR	Cost	Avg. CPC	Convs.	Conv. Rate	Cost / Conv.	Search Impr. Share	All Convs.
06/01/2021	1,751	19	1.09%	\$68.83	\$3.62	2	10.53%	\$34.41	43.02%	2
06/02/2021	1,784	17	0.95%	\$72.48	\$4.26	0	0.00%	\$0.00	30.15%	0
06/03/2021	351	14	3.99%	\$79.58	\$5.68	2	14.29%	\$39.79	33.04%	2
06/04/2021	1,859	17	0.91%	\$73.52	\$4.32	0	0.00%	\$0.00	41.07%	0
06/05/2021	830	20	2.41%	\$72.35	\$3.62	0	0.00%	\$0.00	30.39%	0
06/06/2021	814	17	2.09%	\$75.51	\$4.44	0	0.00%	\$0.00	56.13%	0
06/07/2021	1,372	18	1.31%	\$79.36	\$4.41	4	22.22%	\$19.84	34.41%	4
06/08/2021	1,407	14	1.00%	\$75.39	\$5.38	1	7.14%	\$75.39	41.28%	1

Date	Impr.	Clicks	CTR	Cost	Avg. CPC	Convs.	Conv. Rate	Cost / Conv.	Search Impr. Share	All Convs.
06/09/2021	436	5	1.15%	\$15.45	\$3.09	0	0.00%	\$0.00	26.49%	0
06/10/2021	348	15	4.31%	\$52.07	\$3.47	1	6.67%	\$52.07	47.13%	1
06/11/2021	1,012	18	1.78%	\$127.67	\$7.09	3	16.67%	\$42.56	51.26%	3
06/12/2021	845	12	1.42%	\$72.42	\$6.03	4	33.33%	\$18.10	34.83%	4
06/13/2021	1,246	20	1.61%	\$84.18	\$4.21	0	0.00%	\$0.00	41.06%	0
06/14/2021	1,655	15	0.91%	\$99.70	\$6.65	2	13.33%	\$49.85	53.53%	2
06/15/2021	1,288	20	1.55%	\$91.46	\$4.57	0	0.00%	\$0.00	41.48%	0
06/16/2021	646	11	1.70%	\$37.80	\$3.44	1	9.09%	\$37.80	51.98%	1
06/17/2021	469	10	2.13%	\$80.86	\$8.09	0	0.00%	\$0.00	32.03%	0
06/18/2021	784	15	1.91%	\$74.14	\$4.94	3	20.00%	\$24.71	52.21%	3
06/19/2021	836	15	1.79%	\$69.77	\$4.65	2	13.33%	\$34.88	48.53%	2
06/20/2021	903	12	1.33%	\$33.92	\$2.83	1	8.33%	\$33.92	36.75%	1
06/21/2021	1,524	22	1.44%	\$83.92	\$3.81	0	0.00%	\$0.00	38.57%	0
06/22/2021	1,232	18	1.46%	\$68.13	\$3.79	0	0.00%	\$0.00	41.64%	0
06/23/2021	1,427	21	1.47%	\$83.37	\$3.97	3	14.29%	\$27.79	35.37%	3
06/24/2021	1,165	19	1.63%	\$82.47	\$4.34	5	26.32%	\$16.49	32.97%	5
06/25/2021	1,007	22	2.18%	\$59.15	\$2.69	6	27.27%	\$9.86	40.71%	6
06/26/2021	1,091	19	1.74%	\$65.53	\$3.45	1	5.26%	\$65.53	44.00%	1
06/27/2021	1,125	10	0.89%	\$32.58	\$3.26	0	0.00%	\$0.00	36.94%	0
06/28/2021	1,477	17	1.15%	\$82.09	\$4.83	2	11.76%	\$41.04	33.89%	2
06/29/2021	1,269	17	1.34%	\$73.10	\$4.30	5	29.41%	\$14.62	33.80%	5
06/30/2021	614	17	2.77%	\$61.34	\$3.61	1	5.88%	\$61.34	36.26%	1
<b>Total</b>	<b>32,567</b>	<b>486</b>	<b>1.49%</b>	<b>\$2,128.15</b>	<b>\$4.38</b>	<b>49</b>	<b>10.08%</b>	<b>\$43.43</b>	<b>40.19%</b>	<b>49</b>

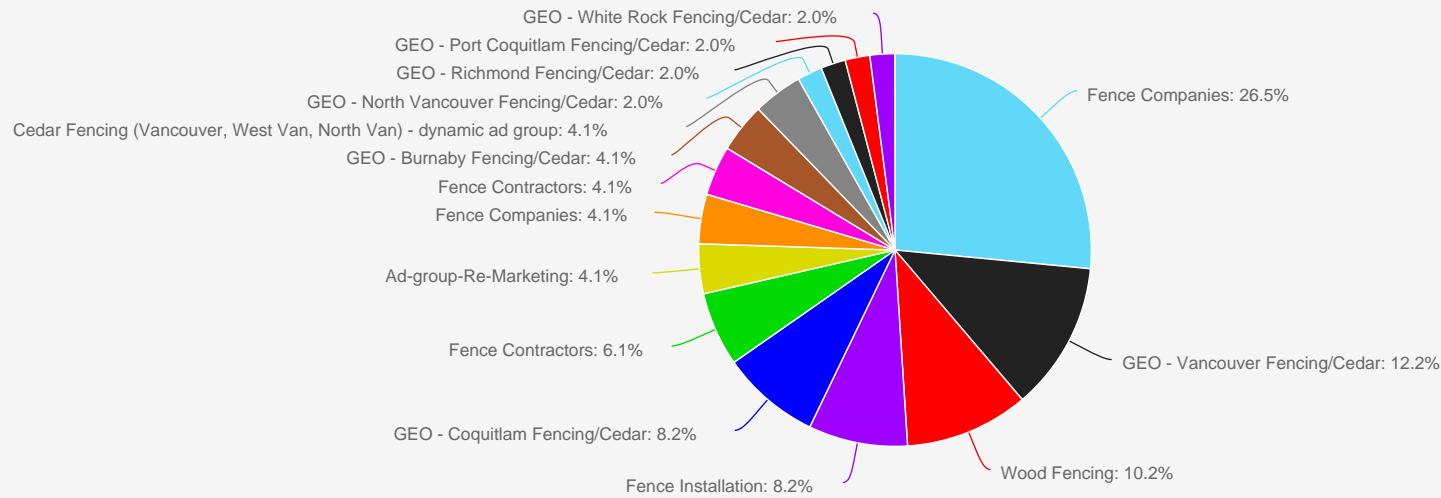
Campaign Performance (Google): Conversion Share 06/01/2021 - 06/30/2021



Campaign Performance (Google) 06/01/2021 - 06/30/2021

Campaign	Impr.	Clicks	CTR	Cost	Budget	Avg. CPC	Convs.	Conv. Rate	Cost / Conv.	Search Impr. Share	All Convs.
Cedar Fencing (Rest Of Lower Mainland)	4,398	238	5.41%	\$1,520.33	\$65.00	\$6.39	29	12.18%	\$52.43	44.18%	29
Cedar Fencing (Vancouver, West Van, North Van)	2,539	130	5.12%	\$455.66	\$65.00	\$3.51	18	13.85%	\$25.31	34.51%	18
Re-Marketing-Accurate-Cedar	25,630	118	0.46%	\$152.15	\$5.00	\$1.29	2	1.69%	\$76.08	0.00%	2
<b>Total</b>	<b>32,567</b>	<b>486</b>	<b>1.49%</b>	<b>\$2,128.15</b>	<b>--</b>	<b>\$4.38</b>	<b>49</b>	<b>10.08%</b>	<b>\$43.43</b>	<b>40.19%</b>	<b>49</b>

Ad Group Performance (Google): Conversion Share 06/01/2021 - 06/30/2021



Ad Group Performance (Google): Top 10 by Conversions 06/01/2021 - 06/30/2021

Ad Group	Campaign	Impr.	Clicks	CTR	Cost	Avg. CPC	Convs.	Conv. Rate	Cost / Conv.	Search Impr. Share
Fence Companies	Cedar Fencing (Rest Of Lower Mainland)	1,633	81	4.96%	\$544.26	\$6.72	13	16.05%	\$41.87	37.96%
GEO - Vancouver Fencing/Cedar	Cedar Fencing (Vancouver, West Van, North Van)	595	36	6.05%	\$123.83	\$3.44	6	16.67%	\$20.64	31.35%
Wood Fencing	Cedar Fencing (Vancouver, West Van, North Van)	896	50	5.58%	\$131.03	\$2.62	5	10.00%	\$26.21	33.20%
Fence Installation	Cedar Fencing (Rest Of Lower Mainland)	1,631	92	5.64%	\$641.67	\$6.97	4	4.35%	\$160.42	64.53%
GEO - Coquitlam Fencing/Cedar	Cedar Fencing (Rest Of Lower Mainland)	182	16	8.79%	\$102.16	\$6.38	4	25.00%	\$25.54	67.67%
Fence Contractors	Cedar Fencing (Rest Of Lower Mainland)	96	7	7.29%	\$56.81	\$8.12	3	42.86%	\$18.94	61.70%
Ad-group-Re-Marketing	Re-Marketing-Accurate-Cedar	25,630	118	0.46%	\$152.15	\$1.29	2	1.69%	\$76.08	0.00%
Fence Companies	Cedar Fencing (Vancouver, West Van, North Van)	225	7	3.11%	\$33.24	\$4.75	2	28.57%	\$16.62	29.59%
Fence Contractors	Cedar Fencing (Vancouver, West Van, North Van)	171	6	3.51%	\$27.34	\$4.56	2	33.33%	\$13.67	35.20%
GEO - Burnaby Fencing/Cedar	Cedar Fencing (Rest Of Lower Mainland)	51	4	7.84%	\$15.13	\$3.78	2	50.00%	\$7.57	40.00%
<b>Total</b>	--	<b>32,567</b>	<b>486</b>	<b>1.49%</b>	<b>\$2,128.15</b>	<b>\$4.38</b>	<b>49</b>	<b>10.08%</b>	<b>\$43.43</b>	<b>40.19%</b>

Ad Performance (Google): Top 10 by Conversions 06/01/2021 - 06/30/2021

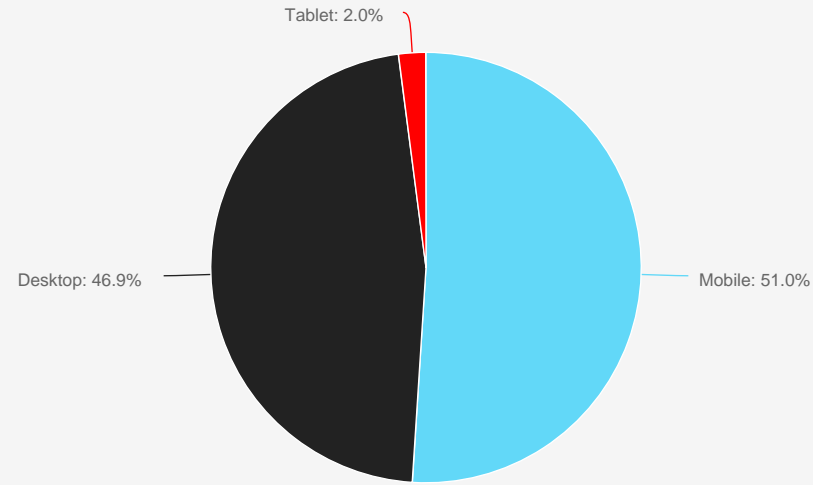
Ad	Campaign	Ad Group	Impr.	Clicks	CTR	Cost	Avg. CPC	Convs.	Conv. Rate	Cost / Conv.
	Cedar Fencing (Rest Of Lower Mainland)	Fence Companies	1,187	58	4.89%	\$391.47	\$6.75	13	22.41%	\$30.11
	Cedar Fencing (Rest Of Lower Mainland)	Fence Installation	1,219	77	6.32%	\$537.42	\$6.98	4	5.19%	\$134.35
<a href="#">Vancouver Cedar Fence Services - High Quality Hand-Built Fences</a> <a href="#">free-quote.accuratecedar.ca/Vancouver</a> Building High Quality Site Built Fences In The Lower Mainland Since 1987.	Cedar Fencing (Vancouver, West Van, North Van)	GEO - Vancouver Fencing/Cedar	244	10	4.10%	\$39.86	\$3.99	4	40.00%	\$9.97
<a href="#">Wood Fences Vancouver BC - High Quality Fences Low Prices</a> <a href="#">free-quote.accuratecedar.ca/Vancouver</a> Meet The Experts of Wood Fencing! Get Your Free Fencing Estimate Today.	Cedar Fencing (Vancouver, West Van, North Van)	Wood Fencing	394	28	7.11%	\$89.01	\$3.18	3	10.71%	\$29.67
<a href="#">Cedar Fencing Coquitlam</a> <a href="#">AccurateCedar.ca</a> Coquitlam's Cedar Fencing Leaders. Handmade With Quality - Free Quote!	Cedar Fencing (Rest Of Lower Mainland)	GEO - Coquitlam Fencing/Cedar	75	8	10.67%	\$49.69	\$6.21	3	37.50%	\$16.56
<a href="#">Best Cedar Fencing Contractors - Lower Mainland Fences Experts</a> <a href="#">free-quote.accuratecedar.ca/Lower-Mainland</a> Don't Wait To Get Your Fences Built For This Summer! Get Your Free Estimate Now.	Cedar Fencing (Rest Of Lower Mainland)	Fence Contractors	68	5	7.35%	\$36.15	\$7.23	3	60.00%	\$12.05
	Re-Marketing-Accurate-Cedar	Ad-group-Re-Marketing	25,630	118	0.46%	\$152.15	\$1.29	2	1.69%	\$76.08
	Cedar Fencing (Vancouver, West Van, North Van)	Wood Fencing	502	22	4.38%	\$42.02	\$1.91	2	9.09%	\$21.01
	Cedar Fencing (Vancouver, West Van, North Van)	GEO - Vancouver Fencing/Cedar	291	20	6.87%	\$62.20	\$3.11	2	10.00%	\$31.10
	Cedar Fencing (Vancouver, West Van, North Van)	Fence Companies	135	4	2.96%	\$20.54	\$5.14	2	50.00%	\$10.27

Keywords Performance (Google): Top 20 by Conversions 06/01/2021 - 06/30/2021

Keyword	Match Type	Impr.	Clicks	CTR	Cost	Avg. CPC	Convs.	Conv. Rate	Cost / Conv.	First Page CPC
wooden fence	Phrase	655	33	5.04%	\$98.51	\$2.99	4	12.12%	\$24.63	\$0.00
fence companies	Phrase	139	8	5.76%	\$78.42	\$9.80	4	50.00%	\$19.61	\$0.00
fence builders	Phrase	63	4	6.35%	\$32.69	\$8.17	4	100.00%	\$8.17	\$0.00
fence vancouver	Phrase	201	16	7.96%	\$42.02	\$2.63	3	18.75%	\$14.01	\$0.00
fences vancouver	Exact	82	6	7.32%	\$20.20	\$3.37	3	50.00%	\$6.73	\$0.00
fencing installations	Phrase	18	3	16.67%	\$63.94	\$21.31	2	66.67%	\$31.97	\$0.00
fence contractor	Phrase	37	3	8.11%	\$23.95	\$7.98	2	66.67%	\$11.98	\$0.00
fence services near me	Phrase	38	2	5.26%	\$24.67	\$12.33	2	100.00%	\$12.33	\$0.00

Keyword	Match Type	Impr.	Clicks	CTR	Cost	Avg. CPC	Convs.	Conv. Rate	Cost / Conv.	First Page CPC
fence repair coquitlam	Phrase	9	2	22.22%	\$17.22	\$8.61	2	100.00%	\$8.61	\$0.00
"residential fencing companies "near me	Broad	184	11	5.98%	\$113.93	\$10.36	1	9.09%	\$113.93	\$0.00
fence installations	Phrase	214	10	4.67%	\$71.84	\$7.18	1	10.00%	\$71.84	\$0.00
fence north vancouver	Phrase	82	7	8.54%	\$44.47	\$6.35	1	14.29%	\$44.47	\$0.00
wood fences	Exact	102	6	5.88%	\$12.28	\$2.05	1	16.67%	\$12.28	\$0.00
fencing contractors	Phrase	130	5	3.85%	\$19.86	\$3.97	1	20.00%	\$19.86	\$0.00
fencing coquitlam	Phrase	61	5	8.20%	\$25.25	\$5.05	1	20.00%	\$25.25	\$0.00
backyard gates	Phrase	113	5	4.42%	\$22.11	\$4.42	1	20.00%	\$22.11	\$0.00
fencing company near me	Phrase	53	5	9.43%	\$71.93	\$14.39	1	20.00%	\$71.93	\$0.00
richmond fences	Phrase	59	5	8.47%	\$32.63	\$6.53	1	20.00%	\$32.63	\$0.00
fence coquitlam	Phrase	90	5	5.56%	\$20.15	\$4.03	1	20.00%	\$20.15	\$0.00
fence port coquitlam	Phrase	42	3	7.14%	\$8.28	\$2.76	1	33.33%	\$8.28	\$0.00
fencing company	Phrase	62	3	4.84%	\$12.91	\$4.30	1	33.33%	\$12.91	\$0.00
+fence +companies	Broad	40	3	7.50%	\$12.05	\$4.02	1	33.33%	\$12.05	\$0.00
fence companies near me	Phrase	12	2	16.67%	\$9.19	\$4.60	1	50.00%	\$9.19	\$0.00
fencing contractors	Phrase	29	2	6.90%	\$12.85	\$6.43	1	50.00%	\$12.85	\$0.00
burnaby fences	Phrase	28	2	7.14%	\$7.93	\$3.97	1	50.00%	\$7.93	\$0.00
fence installer near me	Phrase	41	1	2.44%	\$7.48	\$7.48	1	100.00%	\$7.48	\$0.00
fence burnaby	Phrase	8	1	12.50%	\$5.72	\$5.72	1	100.00%	\$5.72	\$0.00
white rock fences	Phrase	11	1	9.09%	\$4.79	\$4.79	1	100.00%	\$4.79	\$0.00
cedar fence panels	Phrase	609	30	4.93%	\$151.85	\$5.06	0	0.00%	\$0.00	\$0.00
fences installation	Phrase	143	15	10.49%	\$85.13	\$5.68	0	0.00%	\$0.00	\$0.00
surrey fencing	Phrase	262	14	5.34%	\$86.75	\$6.20	0	0.00%	\$0.00	\$0.00
vancouver fences	Phrase	254	11	4.33%	\$50.00	\$4.55	0	0.00%	\$0.00	\$0.00
wood fence panels	Phrase	125	10	8.00%	\$18.42	\$1.84	0	0.00%	\$0.00	\$0.00
+fence +installation	Broad	194	10	5.15%	\$68.31	\$6.83	0	0.00%	\$0.00	\$0.00
fences surrey bc	Phrase	164	9	5.49%	\$62.81	\$6.98	0	0.00%	\$0.00	\$0.00
backyard fence	Phrase	134	8	5.97%	\$27.64	\$3.46	0	0.00%	\$0.00	\$0.00
price to install fence	Phrase	69	7	10.14%	\$29.56	\$4.22	0	0.00%	\$0.00	\$0.00
fence panels	Exact	182	7	3.85%	\$14.64	\$2.09	0	0.00%	\$0.00	\$0.00
+north +vancouver +fencing	Broad	29	5	17.24%	\$24.33	\$4.87	0	0.00%	\$0.00	\$0.00
fencing companies	Phrase	88	5	5.68%	\$39.20	\$7.84	0	0.00%	\$0.00	\$0.00

Device Performance (Google): Conversion Share 06/01/2021 - 06/30/2021



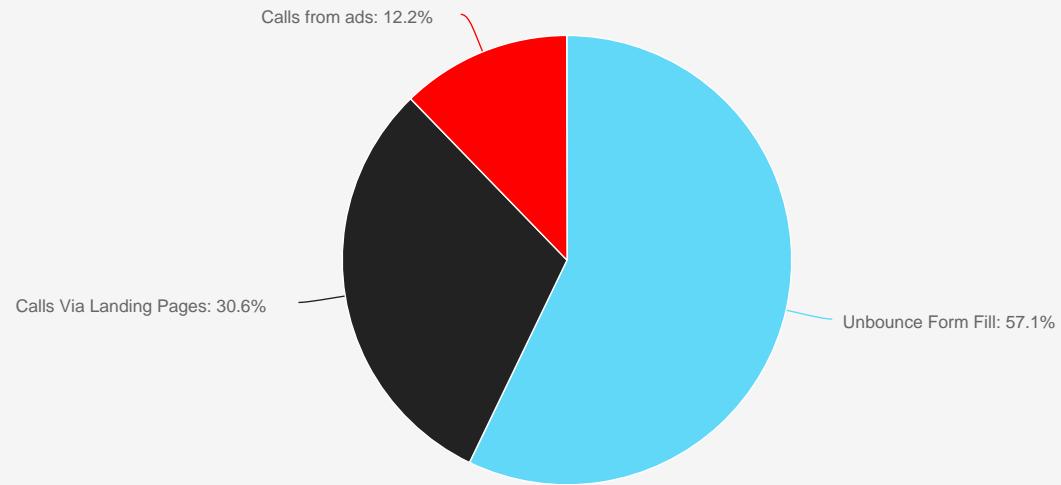
Device Performance (Google) 06/01/2021 - 06/30/2021

Device Type	Impr.	Clicks	CTR	Cost	Avg. CPC	Convs.	Conv. Rate	Cost / Conv.
Mobile	17,220	296	1.72%	\$1,264.49	\$4.27	25	8.45%	\$50.58
Desktop	14,295	167	1.17%	\$795.24	\$4.76	23	13.77%	\$34.58
Tablet	1,052	23	2.19%	\$68.42	\$2.97	1	4.35%	\$68.42
<b>Total</b>	<b>32,567</b>	<b>486</b>	<b>1.49%</b>	<b>\$2,128.15</b>	<b>\$4.38</b>	<b>49</b>	<b>10.08%</b>	<b>\$43.43</b>



Conversion Types (Google): Conversion Share

06/01/2021 - 06/30/2021



Conversion Types (Google)

06/01/2021 - 06/30/2021

Conv. Type	Convs.
Unbounce Form Fill	28
Calls from ads	6
Calls Via Landing Pages	15
<b>Total</b>	<b>49</b>