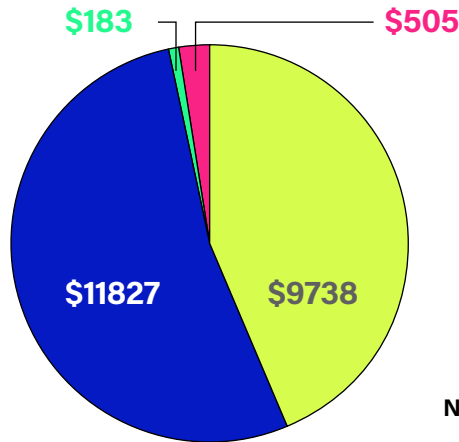


PAY-PER-CLICK (PPC)

Revenue History

By Channel

JUNE 2019



SOCIAL
REFERRAL
ORGANIC
DIRECT
PPC

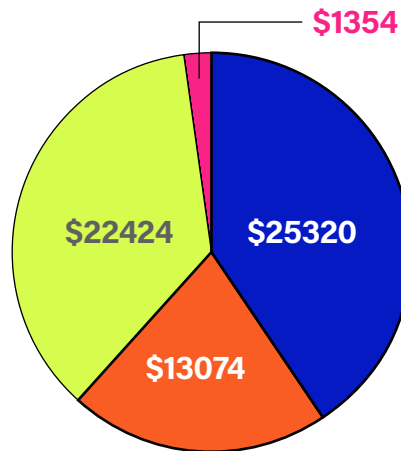
TOTAL: \$22,255

Note

$$\frac{\text{Organic}}{\text{Organic+Direct}} = 54\%$$

$$\frac{\text{Direct}}{\text{Organic+Direct}} = 45\%$$

JUNE 2020



SOCIAL
REFERRAL
ORGANIC
DIRECT
PPC

TOTAL: \$62195

Note

$$\frac{\text{Organic}}{\text{Organic+Direct}} = 53\%$$

$$\frac{\text{Direct}}{\text{Organic+Direct}} = 46\%$$

Within 60 days, paid search has grown from 0% of revenue to over 21%. Historically, paid search made more in June than direct and organic did in March, combined.

In May, paid search did not begin until the 19th, yet it still accounted for 10% of e-commerce revenue in that Month.

RESULTS

The relative proportion of revenue derived from organic vs. direct traffic was not effected by the addition of paid search, indicating there was no cannibalization of conversions.



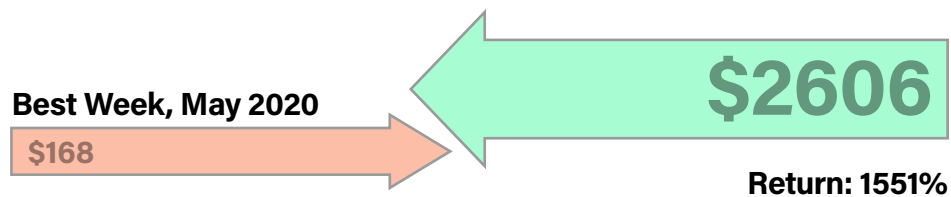
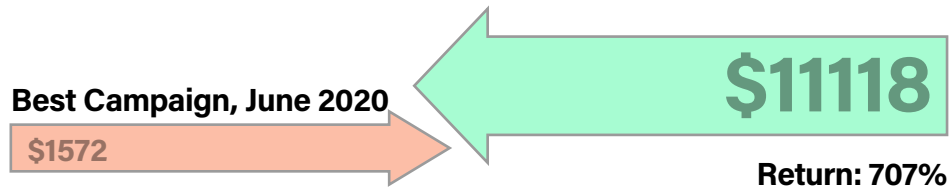
PAY-PER-CLICK (PPC)

Return on Ad Spend

Overall



Highlights



RESULTS

Google reports an average return on advertising of only 200%. We've already doubled the benchmark. Our most successful campaigns easily exceed it.
