

OLEH'S FARMER CAMPAIGN'S

1 Dec 2016 — 31 Dec 2016



Search Realty Corp.

533-521-4888

Account Performance Report

Performance Summary

IMAGE & TEXT ADS - LAST MONTH

Impr	Clicks	Cost	Avg CPC	CTR	Avg Pos	Conv	Conv Rate	Cost / Conv	Display Impr Share	CPM
45,365	178	\$77.67	\$0.44	0.39%	1.2	1	0.56%	\$77.67	10%	\$1.71

IMAGE & TEXT ADS - FARMER YTD

Impr	Clicks	Cost	Avg CPC	CTR	Avg Pos	Conv	Conv Rate	Cost / Conv	Display Impr Share	CPM
150,625	684	\$229.89	\$0.34	0.45%	1.2	3	0.44%	\$76.63	10%	\$1.53

YOUTUBE ADS - LAST MONTH

Impr	Clicks	Cost	Avg CPC	CTR	Avg Pos	Conv	Conv Rate	Cost / Conv	Display Impr Share	CPM
1,453	2	\$31.92	\$15.96	0.14%	1	0	0%	\$0.00	76.85%	\$21.97

YOUTUBE ADS - FARMER YTD

Impr	Clicks	Cost	Avg CPC	CTR	Avg Pos	Conv	Conv Rate	Cost / Conv	Display Impr Share	CPM
4,091	6	\$89.02	\$14.84	0.15%	1	0	0%	\$0.00	36.67%	\$21.76

KPI

IMAGE & TEXT ADS - LAST MONTH



Impr
45,365



Clicks
178



Cost
\$77.67



Avg CPC
\$0.44



CTR
0.39%



Avg Pos
1.2



Conv
1



Conv Rate
0.56%



Display Impr Share
10%



Impr
150,625



Clicks
684



Cost
\$229.89



Avg CPC
\$0.34



CTR
0.45%



Avg Pos
1.2



Conv
3



Conv Rate
0.44%



Display Impr Share
10%



Impr
1,453



Clicks
2



Cost
\$31.92



Avg CPC
\$15.96



CTR
0.14%



Avg Pos
1



Conv
0



Conv Rate
0%



Display Impr Share
76.85%



CPM
\$21.97



Video Views
163



Video Views Rate
11.3%



Interactions
163



Interaction Rate
11.3%



Average Cost per View
\$0.20



Impr
4,091



Clicks
6



Cost
\$89.02



Avg CPC
\$14.84



CTR
0.15%



Avg Pos
1



Conv
0



Conv Rate
0%



Display Impr Share
36.67%



CPM
\$21.76



Video Views
511



Video Views Rate
12.5%



Interactions
511



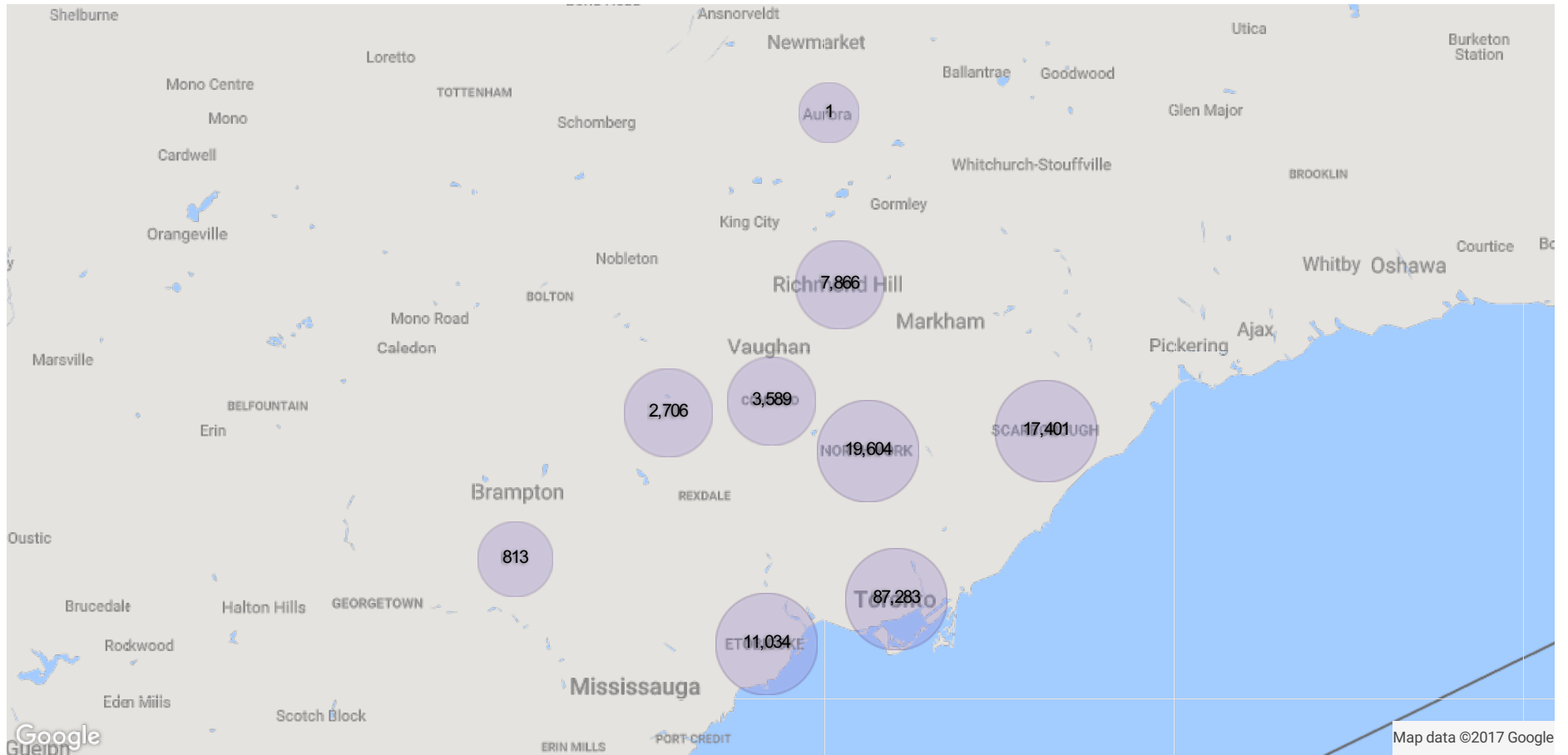
Interaction Rate
12.5%



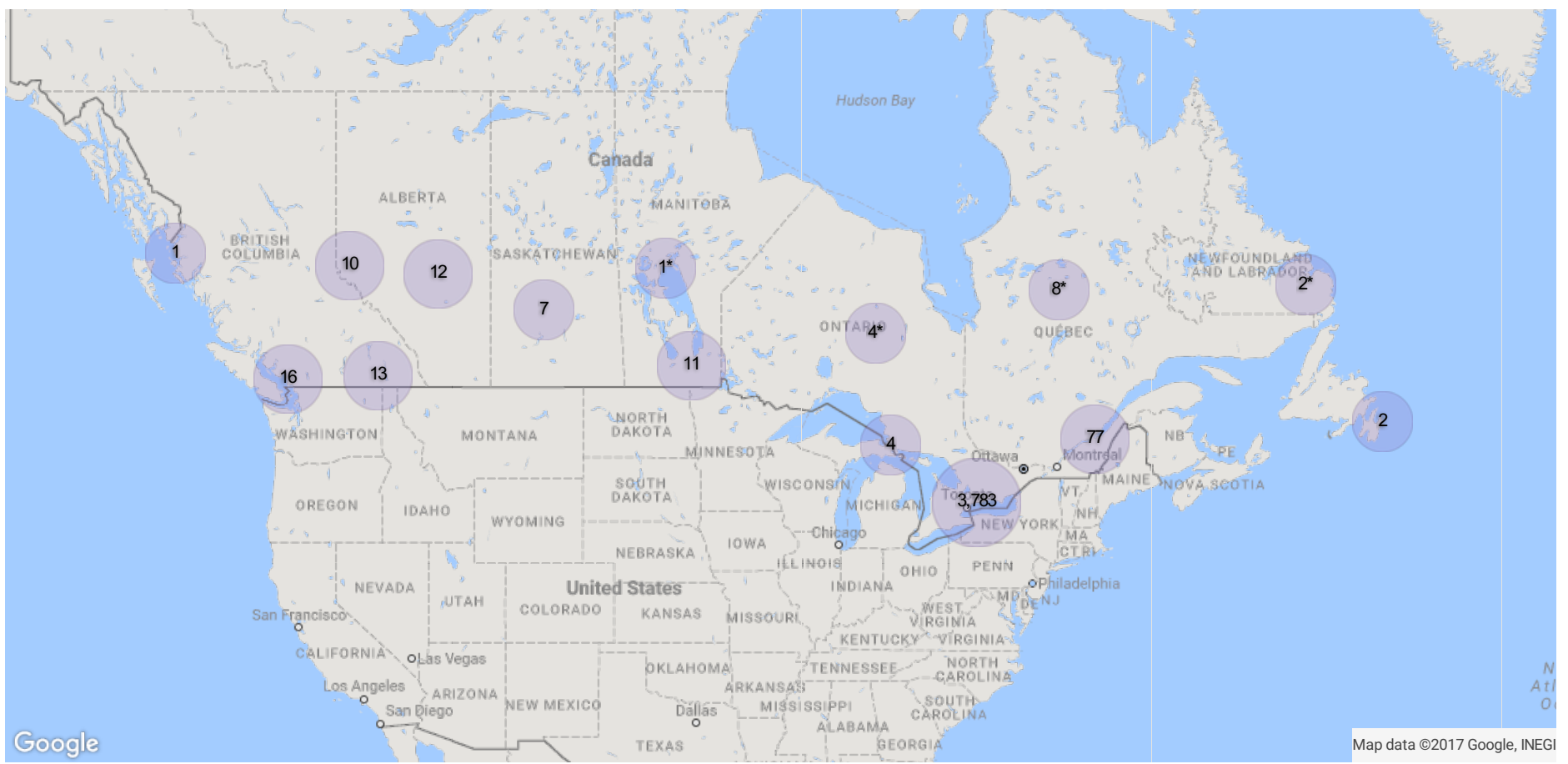
Average Cost per View
\$0.17

Geo Heatmap

IMAGE & TEXT ADS - FARMER YTD



Country	Region	City	Impr	Clicks	Cost	Avg CPC	CTR	Avg Pos	Conv	Conv Rate	Cost / Conv
Canada	Ontario	Toronto	85,932	379	121	0.32	0.44	1.20	2	0.53	60.32
Canada	Ontario	North York	18,530	93	35	0.37	0.50	1.20	1	1.08	34.82
Canada	Ontario	Scarborough	17,401	75	26	0.34	0.43	1.20	0	0	0
Canada	Ontario	Etobicoke	11,034	53	16	0.31	0.48	1.20	0	0	0
Canada	Ontario	Richmond Hill	6,897	36	15	0.41	0.52	1.20	0	0	0
Canada	Ontario	Woodbridge	2,706	14	5	0.37	0.52	1.20	0	0	0
Canada	Ontario	Maple	2,598	13	4	0.33	0.50	1.20	0	0	0
Canada	Ontario	East York	1,351	3	2	0.82	0.22	1.20	0	0	0
Canada	Ontario	Thornhill	1,074	5	2	0.38	0.47	1.20	0	0	0
Canada	Ontario	Concord	991	4	1	0.35	0.40	1.30	0	0	0
Canada	Ontario	Vaughan	969	5	1	0.16	0.52	1.30	0	0	0
Canada	Ontario	Brampton	813	3	1	0.34	0.37	1	0	0	0
Canada	Ontario	Aurora	1	1	0	0.37	100	1	0	0	0

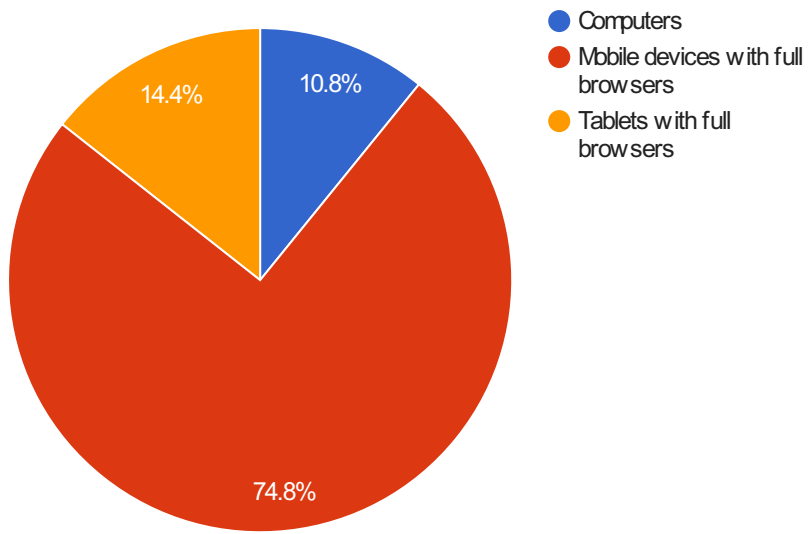


Country	Region	City	Impr	Clicks	Cost	Avg CPC	CTR	Avg Pos	Conv	Conv Rate	Cost / Conv
Canada	Ontario	Toronto	2,405	0	55	0	0	1	0	0	0
Canada	Ontario	Richmond Hill	390	0	7	0	0	1	0	0	0
Canada	Ontario	Scarborough	337	0	6	0	0	1	0	0	0
Canada	Ontario	North York	257	0	5	0	0	1	0	0	0
Canada	Ontario	Etobicoke	147	0	3	0	0	1	0	0	0
Canada	Ontario	Maple	62	0	1	0	0	1	0	0	0
Canada	Ontario	Woodbridge	55	0	1	0	0	1	0	0	0
Canada	Quebec	Montreal	41	0	1	0	0	1	0	0	0
Canada	Ontario	East York	20	0	0	0	0	1	0	0	0
Canada	Ontario	Vaughan	18	0	1	0	0	1	0	0	0
Canada	Ontario	Mississauga	16	0	1	0	0	1	0	0	0
Canada	Ontario	Brampton	13	0	0	0	0	1	0	0	0
Canada	Alberta	Calgary	12	0	0	0	0	1	0	0	0
Canada	Alberta	Edmonton	12	0	0	0	0	1	0	0	0
Canada	Ontario	Thornhill	11	0	0	0	0	1	0	0	0

Segments Distribution

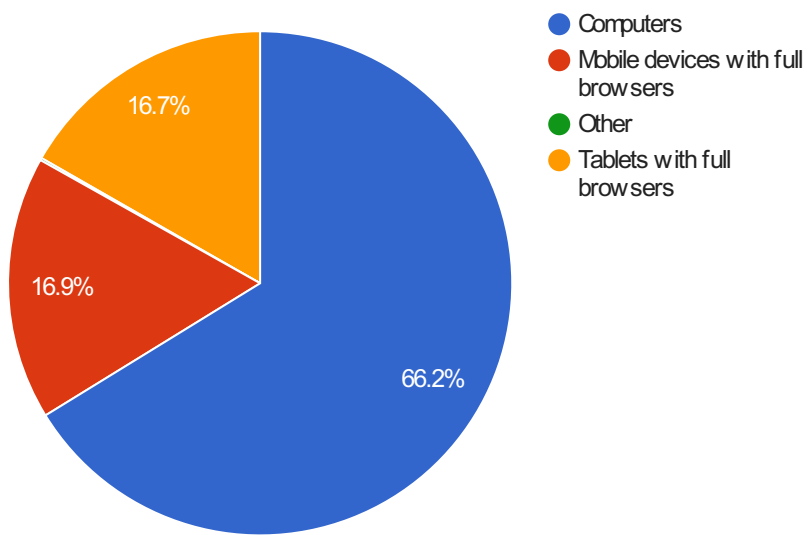
IMAGE & TEXT ADS - FARMER YTD

Impressions



YOUTUBE ADS - FARMER YTD

Impressions



Segments Trend

IMAGE & TEXT ADS - LAST MONTH

Impressions

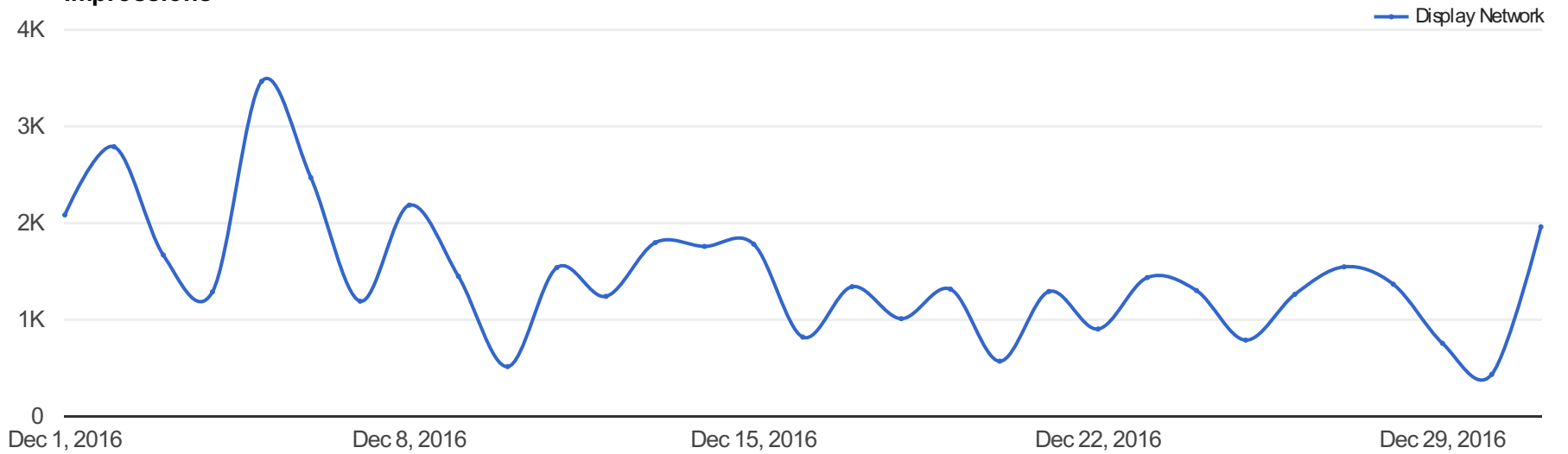
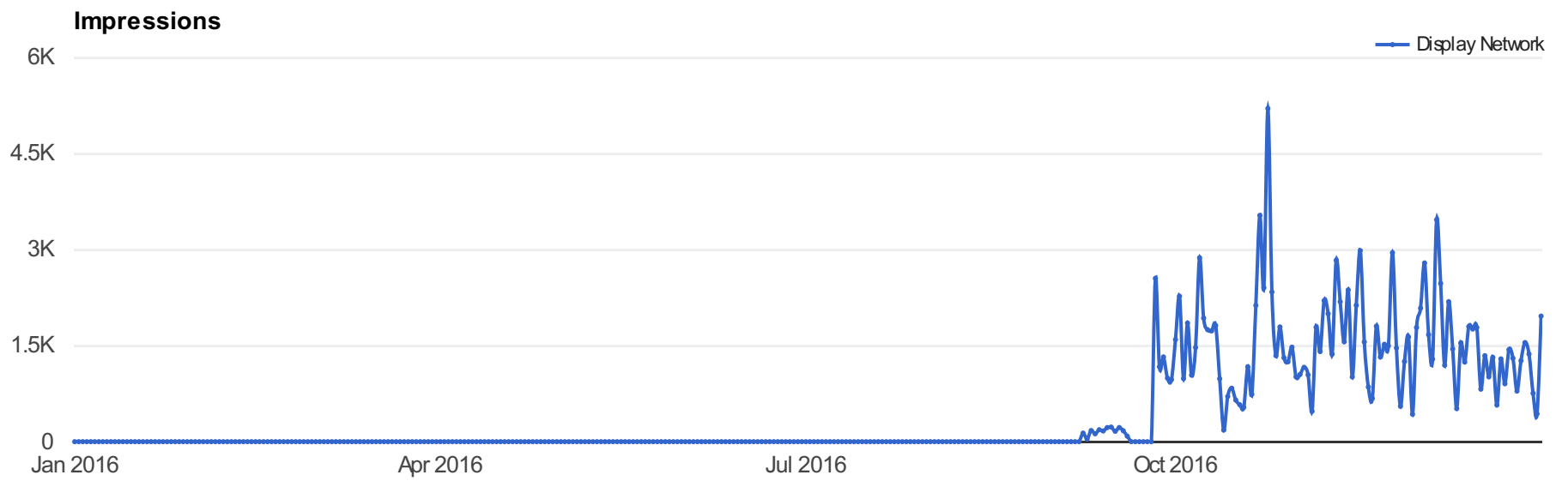
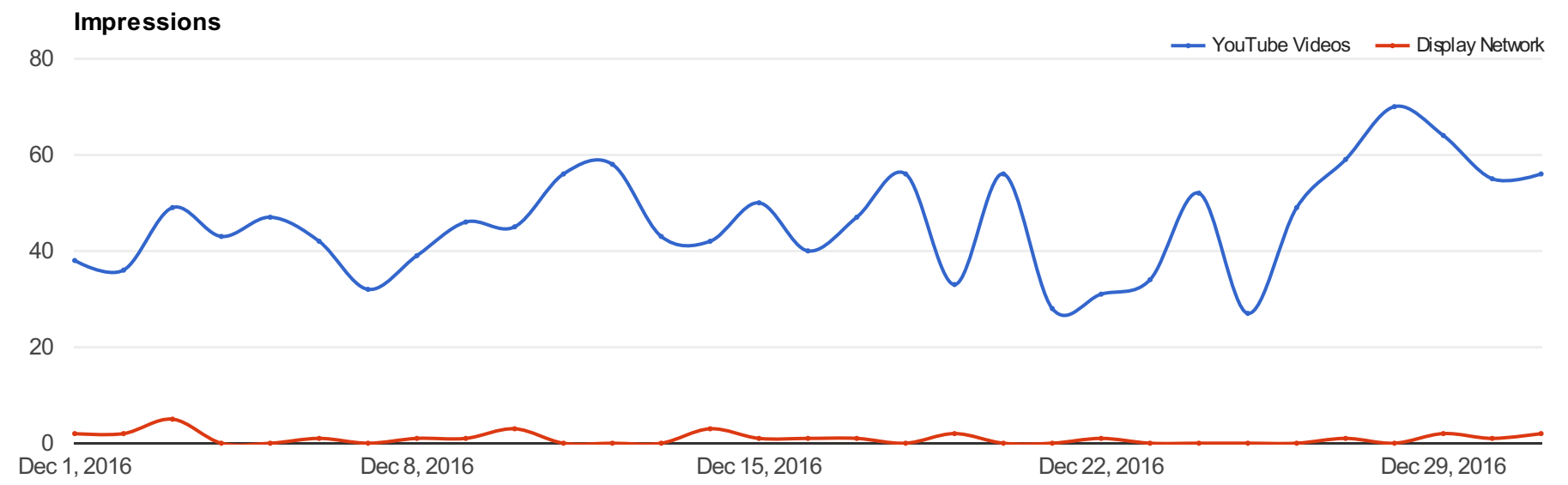


IMAGE & TEXT ADS - FARMER YTD



YOUTUBE ADS - LAST MONTH



YOUTUBE ADS - FARMER YTD

