



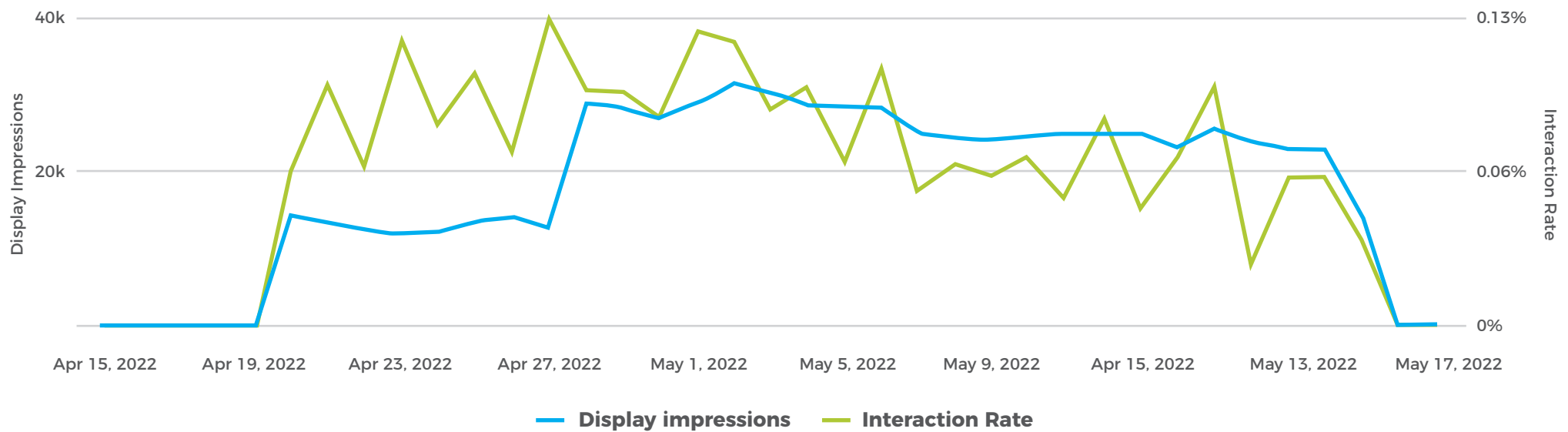
FINECASTING AT ITS FINEST

Taking a close look at the narrow casting available now with Google Digital Ads - reducing unnecessary spillage outside of targeted areas and wastage with profile targeting etc leading to maximised efficiencies.



DISPLAY IMPRESSIONS AND INTERACTION RATE BY DAY

Get an exact reading on peaks & troughs allowing you to adjust your budget accordingly



GENDER PERFORMANCE

Profiling Available for both or either Male & Female to within 94% accuracy

GENDER	Impr.	CTR
Male	342,697	0.06%
Female	277,778	0.11%
Undetermined	44,852	0.09%
	665,327	0.08%

POSTCODE SPECIFIC

No more spillage outside postcode target where actual users are - allows for push marketing influencing what they are doing then and there!

IMPRESSIONS AND CTR BY MOST SPECIFIC LOCATION

MOST SPECIFIC LOCATION	Impr.	CTR
Location 1	439	0.23%
Location 2	2,632	0.19%
Location 3	791	0.13%
Postcode 1	16,049	0.12%
Postcode 2	14,680	0.11%
Postcode 3	77,703	0.09%
Location 4	18,381	0.09%
Postcode 4	34,768	0.09%
Postcode 5	38,644	0.09%
Postcode 6	132,043	0.08%
Postcode 7	113,104	0.08%
Postcode 8	154,791	0.07%
Postcode 9	54,532	0.06%
Postcode 10	2,445	0.04%
Location 5	3,208	0.03%
Location 6	261	0%
Location 7	251	0%
Location 8	5	0%
	665,327	0.08%

ADVERTISING PERFORMANCE

Identify KPIs specific to each Ad group measuring success and refining CTAs etc.

Impressions

Impr.

Clicks

CTR

336x280

120,374

169

0.14%

728x90

177,195

130

0.07%

300x250

303,645

217

0.07%

160x600

63,035

20

0.03%

120x600

1,078

0

0%

665,327

536

0.08%