

Monthly Media Reporting- GCW Whitewater Rafting - PHX Metro						
	Business Goal [1]	Generate day trips for whitewater rafting - Phx. Metro target				
	Budget [2]	\$33,000.00				
	Campaign Goals [2]					
	Total Spent [4]	\$33,000				
	Remaining Budget [5]	\$0				
Type [6]	Date(s)	Name of Platform, Site, or Publication	Description	Spend	Leads	CPL
Radio & TV	August 1 - August 31	KEZ RADIO PHOENIX - FAMILY TARGET	:60 RADIO	\$10,000.00	4785	\$0.47
Radio & TV	August 1 - August 30	KGME - SPORTS - MALE ADVENTURE	:60 RADIO	\$3,000.00	1723	\$0.57
Radio & TV Other	August 1 - August 15	KTAR-AM RADIO	:60 RADIO	\$4,000.00	2172	\$0.54
	August 1 - August 30		Bonus website ads	\$0.00		
Search engine optimized blogging/ongoing SEO of site	August 1 - August 30	Ongoing SEO of website, search engine optimized blogging	4 blogs/month	\$1500.00	1072	\$0.71
				\$0.00		
Social Media	August 1 - August 30	Facebook, YouTube		\$2000.00	622	\$0.31
Newspaper Email/Newsletter	August 1 - August 30	Client list, purchased list	E-mail 2x/ month	\$1000.00	241	\$0.24
Billboard				\$0.00		
Direct Mail				\$0.00		
SMS/Mobile	August 1- August 30	Integrated into contesting	Contest integration	\$1500.00		
Magazine				\$0.00		
Transit				\$0.00		
Search	August 1 - August 31	Google	Google Search Ads	\$5,000.00	3404	\$0.68
Display	August 14 - August 31	Google	Display Network Ad	\$5,000.00	3536	\$0.71
Totals				\$33,000.00	17555	\$0.53

Acquisitions	CPA	Revenue	ROAS
319	\$31.34	\$19,140.00	\$9140.00
162	\$18.52	\$10,860.00	\$6860.00
181	\$18.52	\$9,720.00	\$5720.00
0	0	\$0.00	\$0.00
67	\$22.39	\$5025.00	\$3525.00
0	0	\$0.00	\$0.00
5	\$200.00	\$1000.00	\$0.00
12	\$83.00	\$720.00	-\$180.00
0	0	\$0.00	\$0.00
0	0	\$0.00	\$0.00
0	0	\$0.00	\$0.00
0	0	\$0.00	\$0.00
0	0	\$0.00	\$0.00
0	0	\$0.00	\$0.00
292	\$17.12	\$17,520.00	\$12520.00
221	\$22.62	\$13,260.00	\$8260.00
1259	\$51.67	\$77,245.00	\$45845.00