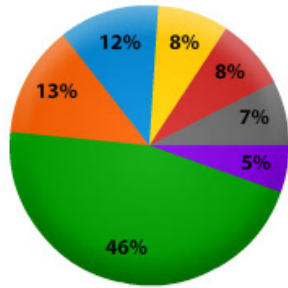


Sample

Conversions by Ad Campaign Sample

Date range : Last 30 Days (3/27/2011 - 4/25/2011)

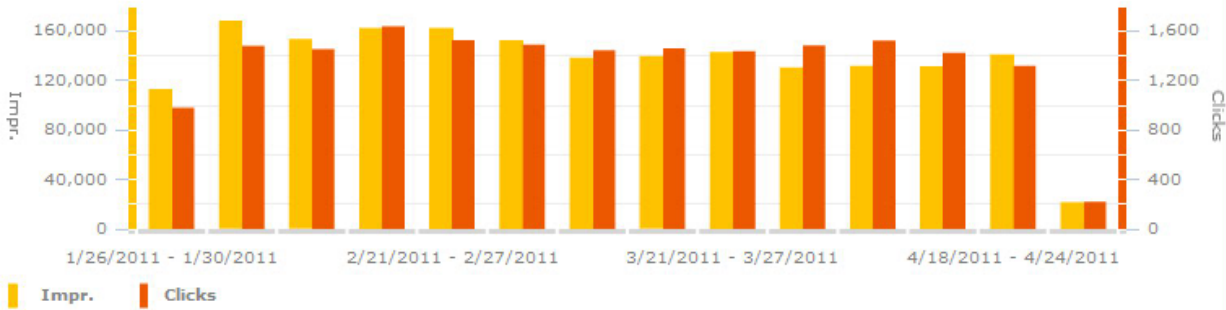


RSL-Greenhouse Kits	179	46.13 %
RSL-Greenhouses-Search Only	50	12.88 %
RSL-Greenhouses	45	11.59 %
RSL-General Greenhouse-Search Only	32	8.24 %
RSL-Greenhouse Kits-Search Only	32	8.24 %
RSL-Wooden Greenhouse	29	7.47 %
Others	21	5.41 %

Total Conversions: 388

Sample

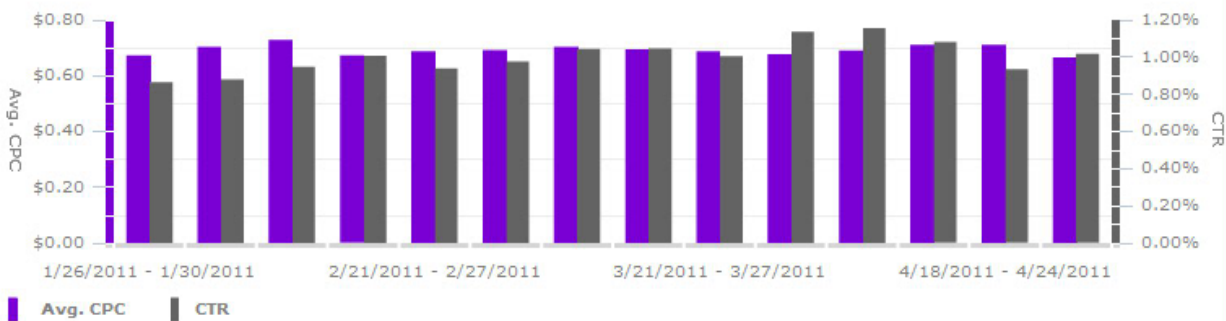
Date range : Last 90 Days (1/26/2011 - 4/25/2011)



Total Impressions: 1,887,606, Total Clicks: 18,855

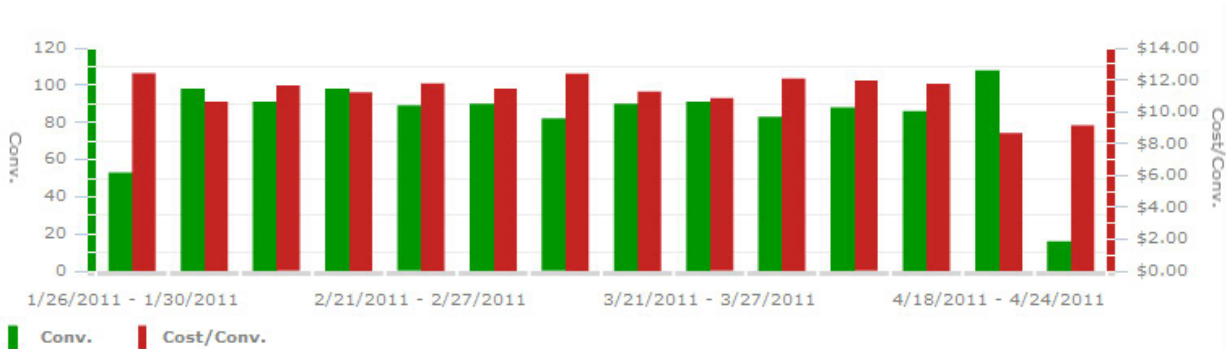
Sample

Date range : Last 90 Days (1/26/2011 - 4/25/2011)



Sample

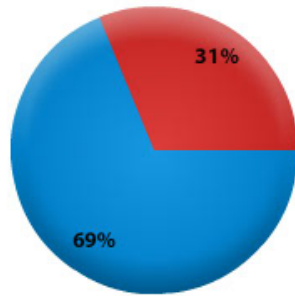
Date range : Last 90 Days (1/26/2011 - 4/25/2011)



Total Conversions: 1,163

Sample

Date range : Last 90 Days (1/26/2011 - 4/25/2011)

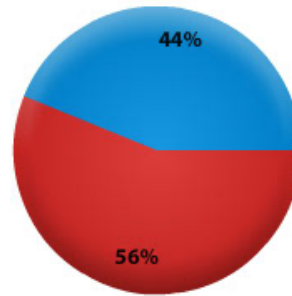


Content	800	68.78%
Search	363	31.21%

Total Conversions: 1,163

Sample

Date range : Last 90 Days (1/26/2011 - 4/25/2011)

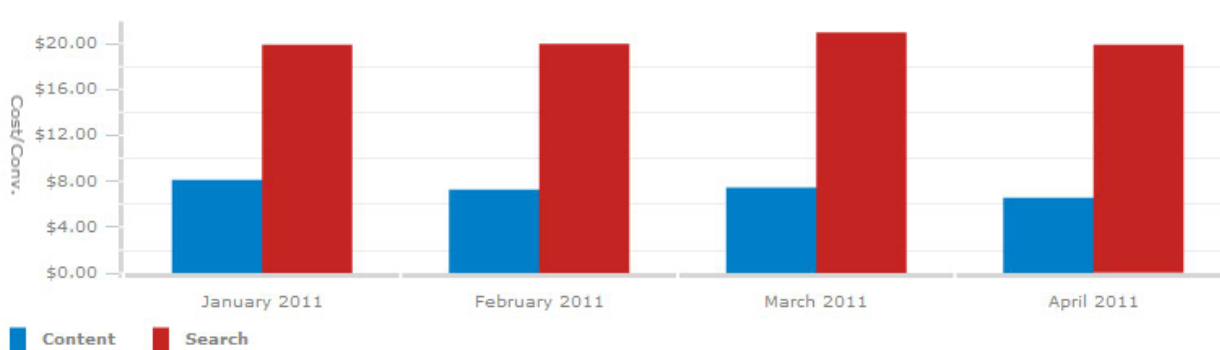


Search	\$7,354.96	56.15%
Content	\$5,743.08	43.84%

Total Cost: \$13,098.04

Sample

Date range : Last 90 Days (1/26/2011 - 4/25/2011)





Top 3 Text Ads - Google AdWords - Based on Conv. (All campaigns)

Date range : Last 90 Days (1/26/2011 - 4/25/2011)

Text Ad	Campaign	Ad Group	Conv.
1 Complete Greenhouse Kits Quality Greenhouses. Easy Assembly. Aluminum or Wood. Factory Direct www.SBGreenhouse.com	RSL-Greenhouse Kits	Greenhouse Kits	324
2 Better Greenhouse Kits Buy Factory Direct Home Greenhouses Quality & Durability. Free Shipping www.SBgreenhouse.com	RSL-Greenhouse Kits	Greenhouse Kits	184
3 "Greenhouse Kits" Quality Greenhouses. Easy Assembly. Aluminum or Wood, Free Shipping www.SBGreenhouse.com	RSL-Greenhouses	RSL-Greenhouse	130

Top 10 Keywords - Google AdWords - Based on Conv. (All campaigns)

Date range : Last 90 Days (1/26/2011 - 4/25/2011)

Keyword	Match Type	Campaign	Ad Group	Conv.
1 greenhouse	Phrase	RSL-Greenhouses-Search Only	RSL-Greenhouse	59
2 greenhouse kits	Broad	RSL-Greenhouse Kits-Search Only	RSL-Greenhouse Kits	56
3 greenhouse kit	Broad	RSL-Greenhouse Kits-Search Only	Greenhouse Kits	35