



ADWORDS CAMPAIGN REPORT

Bama Buggies
May 2014



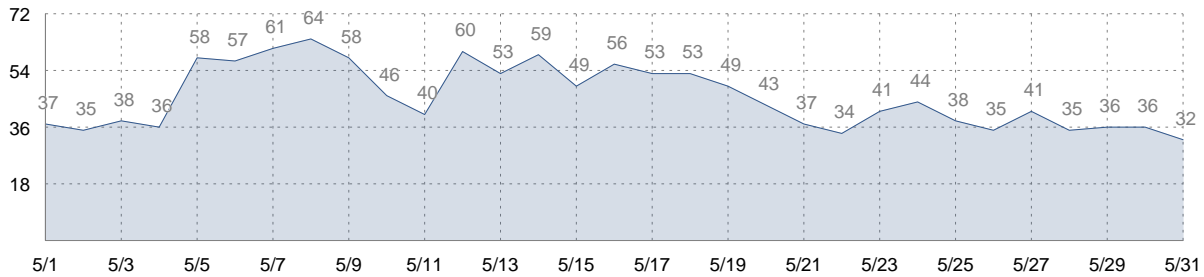
Google AdWords Campaign Report

5/1/2014 - 5/31/2014

Segments: Search Network, All Devices, All Click Types

Campaign: Bama Bad Boy

Clicks



Impressions
40,138

Clicks
1,414

CTR
3.52%

Ad Group	Impressions	Clicks	CTR
Bad Boy	12,285	758	6.17%
Carts and Buggies	8,136	192	2.36%
Golf Carts Sale	11,668	162	1.39%
Golf Cart	3,799	154	4.05%
Bad Boy Buggies	1,592	82	5.15%
Hunting Carts	2,405	65	2.70%

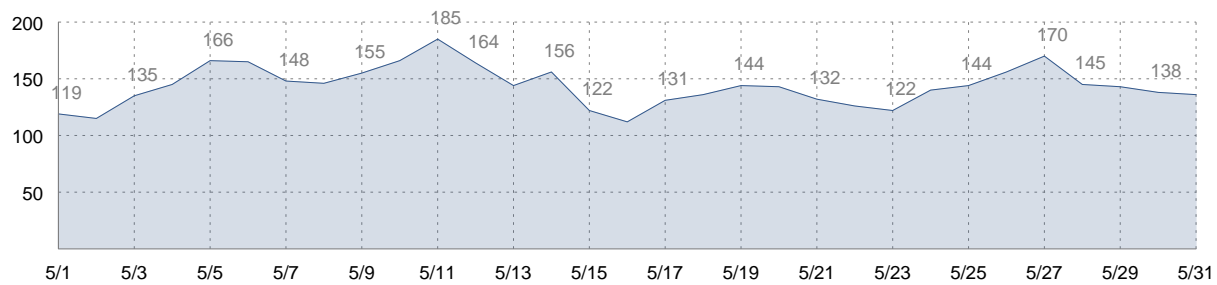


Google AdWords Campaign Report

5/1/2014 - 5/31/2014

Campaign: Polaris

Clicks



Impressions **Clicks** **CTR**
113,435 **4,449** **3.92%**

Ad Group	Impressions	Clicks	CTR
Four Wheelers	40,360	1,687	4.18%
Rzr #2	23,883	757	3.17%
Ranger	15,295	729	4.77%
4 Wheelers	11,126	400	3.60%
Dealer	7,105	293	4.12%
Original Polaris Campaign	5,426	200	3.69%
Rzr	4,604	185	4.02%
Sportsman	3,026	56	1.85%
UTV	2,002	77	3.85%
Alabama	315	40	12.70%

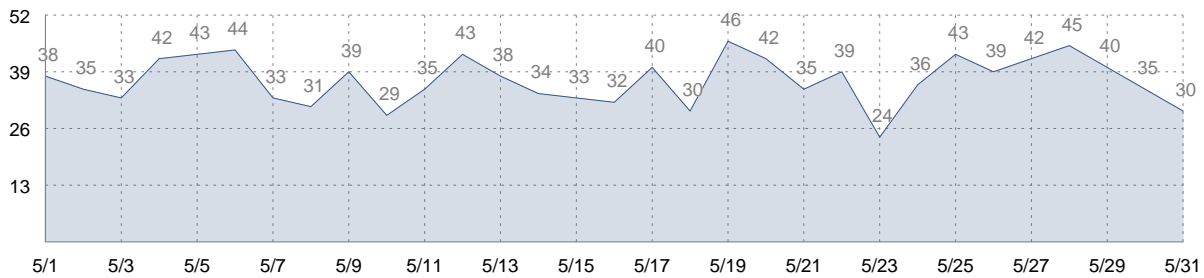


Google AdWords Campaign Report

5/1/2014 - 5/31/2014

Campaign: EZ Go

Clicks



Impressions

33,561

Clicks

1,148

CTR

3.42%

Ad Group	Impressions	Clicks	CTR
EZ Go - carts	21,626	696	3.22%
Club Car, Carts, and Buggies	8,493	421	4.96%

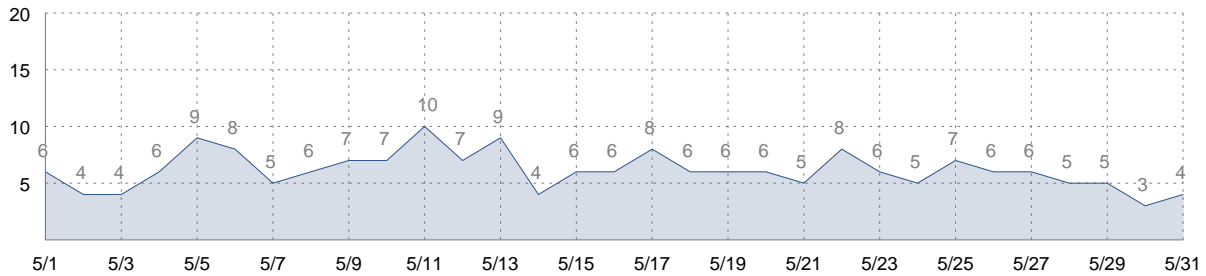


Google AdWords Campaign Report

5/1/2014 - 5/31/2014

Campaign: EZ Go Display

Clicks



Impressions
33,573

Clicks
190

Ad Group	Impressions	Clicks
Inventory	33,573	190



(12 Variations)



Google AdWords Top Keywords Report

5/1/2014 - 5/31/2014

Segments: Search Network, All Devices, All Click Types

Keyword	Clicks	Impressions	CTR
ez go golf carts	661	20,618	3.21%
rZR	661	20,169	3.28%
used four wheelers for sale	598	17,034	3.51%
polaris ranger	520	9,537	5.45%
bad boy buggies	484	6,646	7.28%
electric carts	399	6,279	6.35%
four wheelers	369	7,880	4.68%
four wheelers for sale	343	5,834	5.88%
4 wheelers	240	7,452	3.22%
four wheeler	222	6,220	3.57%
bad boy buggy	193	4,122	4.68%
Polaris Dealer	165	3,365	4.90%
Polaris RZR	137	3,461	3.96%
polaris atv	124	2,965	4.18%
off road buggy	96	3,763	2.55%
lifted golf carts	94	2,584	3.64%
4 wheelers for sale	74	1,444	5.12%
gas golf carts for sale	65	3,669	1.77%
badboy buggies	61	1,068	5.71%
polaris ranger for sale	52	750	6.93%
atv dealers	51	1,864	2.74%
utv for sale	44	1,159	3.80%
rZR 1000	36	1,608	2.24%
polaris sportsman	35	1,650	2.12%
off road golf cart	34	688	4.94%



Google AdWords Top Ads Report

5/1/2014 - 5/31/2014

Ad	Ad Type	Campaign	Clicks	Impressions	CTR
Polaris Four Wheelers Full Line of Polaris ATV & Utility Vehicles. Alabama Polaris Dealer www.bamapolaris.com/	Text ad	Polaris	1,687	40,360	4.18%
Alabama Bad Boy Buggies Full line of Bad Boy Buggies. 4X4s. Ambush, Recoil IS, & Instinct. www.bamabadboy.com	Text ad	Bama Bad Boy	758	12,285	6.17%
Polaris Ranger Dealer Full Line of Polaris Ranger Utility Vehicles. Alabama Polaris Dealer www.bamapolaris.com/	Text ad	Polaris	757	23,883	3.17%
EZ Go Cart Dealer Utility & Golf Carts. Perfect for golf or leisure. Full Line of EZ Go www.bamaezgo.com/	Text ad	EZ Go	696	21,626	3.22%
Brand New Polaris Ranger Fresh off the showroom floor-price starting at \$6,989- View full line! www.BamaPolaris.com/Ranger	Text ad	Polaris	579	10,407	5.56%
EZ Go Cart Dealer EZ Go carts and Club Cars. Find the Perfect cart for golf or leisure. www.bamaezgo.com/	Text ad	EZ Go	421	8,493	4.96%

