



PPC Portfolio Report

SLM Services, LLC
12/1/2021 - 12/31/2021

General Google Ads Data		Leads Data		Lease Data		Conversion/Impression Data	
Cost	\$13667.73	Leads	32	Leases	0	Conversions	129
Previous: \$14941.91		Previous: 39		Previous: 0		Previous: 146	
Total Impressions	55,487	Cost Per Lead	\$427.12	Cost Per Lease	\$0.00	Cost Per Conversion	\$105.95
Previous: 77,349		Previous: \$383.13		Previous: \$0.00		Previous: \$102.69	
Total Clicks	3,049	Lead Conv Rate	1.05%	Leads to Lease Conv	0.00%	Conversion Rate	4.23%
Previous: 3,281		Previous: 1.19%		Previous: 0.00%		Previous: 4.43	
Avg CTR	5.49%	Web/Phone Leads	23 / 9	avg Days to Lease Conv	0	Impression Share	45.27%
Previous: 4.24%		Previous: 23 / 16		Previous: 0		Previous: 45.91%	
Google Budget Recomm.	\$55900.00	Total Phone Calls	318			Lost Impression Share	24.84%
Previous: \$15066.00		Previous: 0				Previous: 21.07%	

Rollup Report

Account	Leads	Leases	Clicks	CTR	Conversions	Cost Per Conversion	Conversion Rate	Impression Share	Lost Impression Share	Cost
#010-01#Savannah Court of Lake Wales	1 -66.67%	0 0.00%	127 -0.78%	16.67% 56.67%	4 -66.67%	\$184.38 179.28%	3.15% -66.42%	50.08% -3.80%	21.84% 1.22%	\$737.51 -6.91%
#010-02#Savannah Court of Haines City	1 -75.00%	0 0.00%	125 8.70%	12.61% 22.90%	4 -50.00%	\$125.44 108.68%	3.20% -54.02%	17.03% 4.87%	31.92% 50.46%	\$501.78 4.34%
#010-03#Savannah Court of Orange City	1 -80.00%	0 0.00%	158 -53.94%	2.26% 111.21%	9 -25.00%	\$90.92 29.28%	5.70% 62.86%	51.28% 4.27%	21.67% -0.82%	\$818.25 -3.05%
#012-01#Savannah Court of Bartow	1 0.00%	0 0.00%	103 21.18%	15.68% 29.69%	4 -33.33%	\$116.18 39.20%	3.88% -45.04%	62.50% 16.90%	25.72% 34.31%	\$464.72 -7.20%
#012-02#Savannah Court of St Cloud	1 0.00%	0 0.00%	113 -5.83%	11.15% -22.62%	1 -50.00%	\$457.64 82.03%	0.88% -47.31%	25.91% 10.33%	34.23% 57.14%	\$457.64 -8.99%
#012-03#Savannah Court of Lakeland	4 100.00%	0 0.00%	214 20.22%	9.37% 21.53%	8 0.00%	\$120.14 -4.04%	3.74% -16.70%	36.61% 16.82%	24.55% 16.26%	\$961.08 -4.04%

Account	Leads	Leases	Clicks	CTR	Conversions	Cost Per Conversion	Conversion Rate	Impression Share	Lost Impression Share	Cost
#012-06#Savannah Court of Lake Oconee	0 0.00%	0 0.00%	93 -8.82%	19.29% 13.67%	8 33.33%	\$53.28 -38.43%	8.60% 46.26%	79.71% 3.00%	10.46% -31.32%	\$426.24 -17.91%
#012-07#Savannah Court of Bastrop	0 -100.00%	0 0.00%	45 -30.77%	14.52% 15.24%	1 -85.71%	\$186.51 219.97%	2.22% -79.39%	81.71% -10.01%	12.20% 220.92%	\$186.51 -54.29%
#012-08#Savannah Grand of Bossier City	1 -50.00%	0 0.00%	127 -19.11%	8.06% -15.87%	6 -57.14%	\$95.05 126.36%	4.72% -47.09%	40.78% 11.92%	21.28% -21.49%	\$570.30 -2.98%
#012-09#Savannah Court of Minden	0 0.00%	0 0.00%	96 6.67%	10.23% 18.54%	4 300.00%	\$151.47 -74.98%	4.17% 275.68%	63.89% -1.08%	23.61% 1.06%	\$605.87 0.08%
#012-10#Savannah Grand of West Monroe	1 0.00%	0 0.00%	51 6.25%	9.73% 12.36%	0 -100.00%	\$0.00 -100.00%	0.00% -100.00%	67.54% -13.81%	21.12% 60.85%	\$502.13 -10.15%
#012-15#Savannah Grand of Maitland	1 0.00%	0 0.00%	80 -40.30%	6.57% 3.96%	13 18.18%	\$32.92 -55.11%	16.25% 97.93%	32.17% 3.65%	26.27% 52.96%	\$427.93 -46.96%
#014-01#Savannah Court & Cottage of Oviedo	0 -100.00%	0 0.00%	173 10.19%	15.27% 13.87%	5 -37.50%	\$111.41 53.27%	2.89% -43.33%	53.43% 10.59%	19.11% -11.83%	\$557.06 -4.20%
#014-05#Savannah Court of Brandon	3 -57.14%	0 0.00%	152 8.57%	11.16% -1.41%	4 -55.56%	\$164.40 121.50%	2.63% -59.10%	44.21% 14.75%	29.72% -1.42%	\$657.58 -1.56%
#014-06#Savannah Cottage of Lakeland	2 0.00%	0 0.00%	298 26.27%	2.68% -79.37%	9 80.00%	\$90.43 -42.89%	3.02% 42.45%	16.71% 2.56%	29.28% 42.45%	\$813.84 2.79%
#014-09#Savannah Grand of Sarasota	0 -100.00%	0 0.00%	178 17.88%	2.36% -67.89%	5 66.67%	\$186.53 -38.63%	2.81% 41.21%	31.08% 14.29%	32.75% 34.20%	\$932.63 2.28%
#014-11#Savannah Grand of Amelia Island	2 0.00%	0 0.00%	181 52.10%	1.84% -85.45%	6 200.00%	\$83.43 -67.84%	3.31% 97.02%	36.21% -30.18%	24.04% 3.98%	\$500.56 -3.54%
#019-05#Savannah Court of Maitland	2 0.00%	0 0.00%	251 -36.13%	9.23% 380.73%	19 52.00%	\$64.22 -42.08%	7.57% 138.05%	26.49% -2.35%	24.85% 4.07%	\$1,220.12 -11.97%
#019-06#Savannah Cove of Maitland	0 -100.00%	0 0.00%	73 -19.78%	10.69% 14.09%	0 0.00%	\$0.00 0.00%	0.00% 0.00%	22.05% -4.54%	32.11% 17.15%	\$513.10 7.96%
#020-01#Savannah Court of Milledgeville	1 -50.00%	0 0.00%	103 -14.17%	15.75% 4.24%	2 -66.67%	\$205.86 147.40%	1.94% -61.20%	64.93% -6.57%	17.53% 6.64%	\$411.73 -17.54%

Account	Leads	Leases	Clicks	CTR	Conversions	Cost Per Conversion	Conversion Rate	Impression Share	Lost Impression Share	Cost
#021-01#Savannah Court of Camilla	1 0.00%	0 0.00%	57 -10.94%	16.10% 7.19%	8 300.00%	\$50.89 -79.11%	14.04% 350.00%	74.59% -6.76%	16.94% 34.70%	\$407.10 -16.46%
#022-01#Savannah Grand of Columbus	4 300.00%	0 0.00%	127 11.40%	14.17% 48.53%	0 -100.00%	\$0.00 -100.00%	0.00% -100.00%	45.11% -15.41%	31.94% 26.62%	\$494.95 -2.45%
#025-01#Hibiscus Court	5 66.67%	0 0.00%	124 -4.62%	8.48% 0.36%	9 28.57%	\$55.46 -22.94%	7.26% 34.94%	17.20% 5.29%	38.22% 16.70%	\$499.10 -0.94%