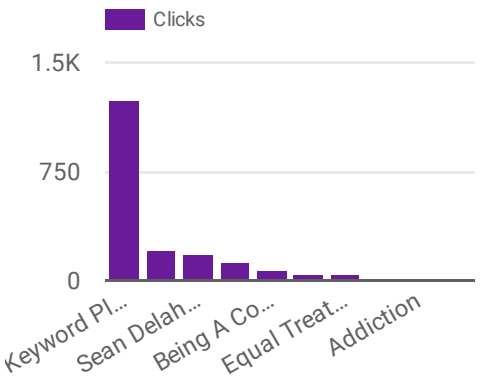
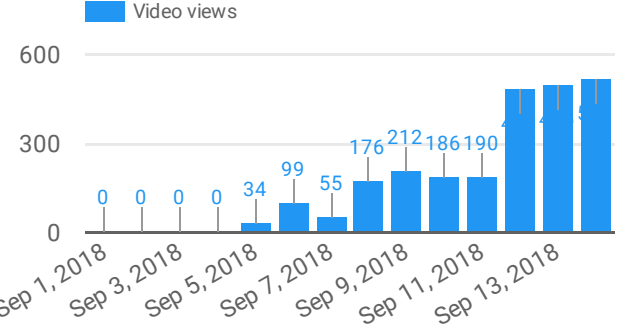
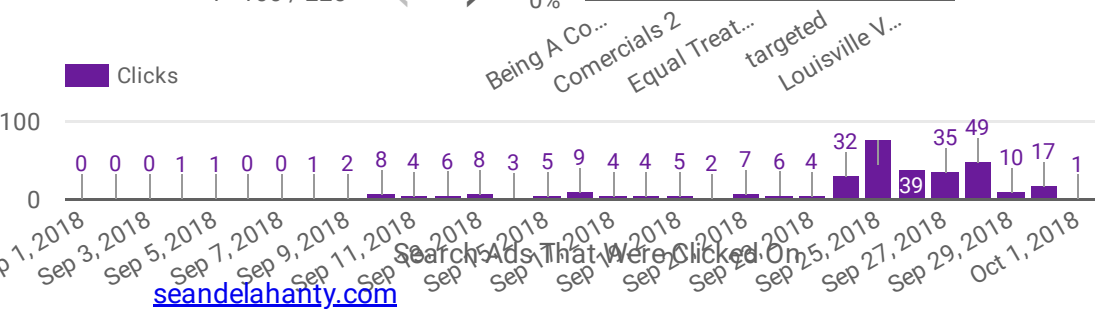


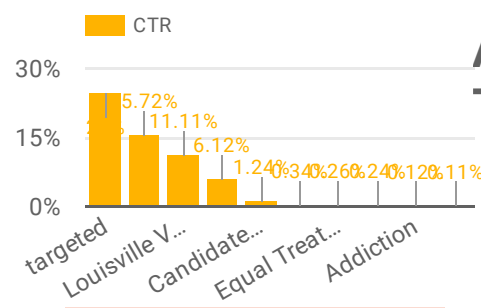
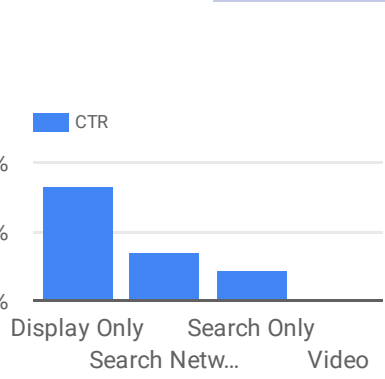
Video views **30,627**
 Clicks **1,928**
 Impressions **92,743**



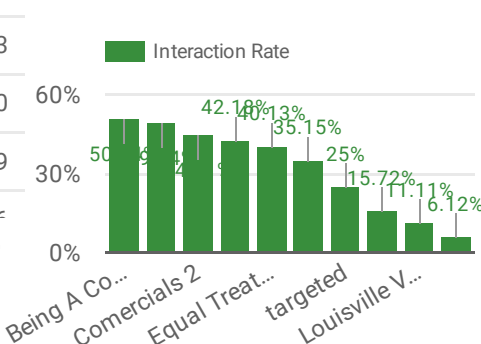
Search keyword	Clicks
1. election	119
2. vote	115
3. election 2018	85
4. election in kentucky	76
5. election information	73
6. Sean Delahanty	70
7. kentucky elections 2018	59
8. primary election	55



Choose the data range of data displayed
 Sep 1, 2018 - Nov 6, 2018



Search Impr. share **0.11**
 Percent of Ads we ran vs Ads Available For Us To Run (Opportunities Taken)

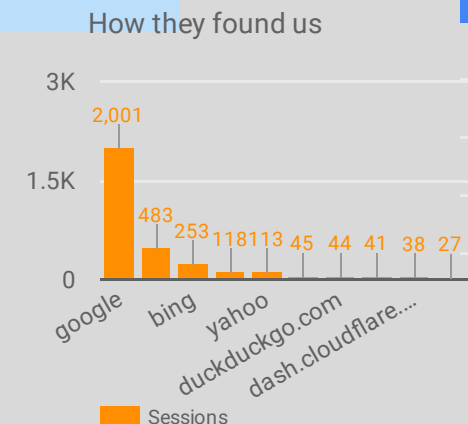
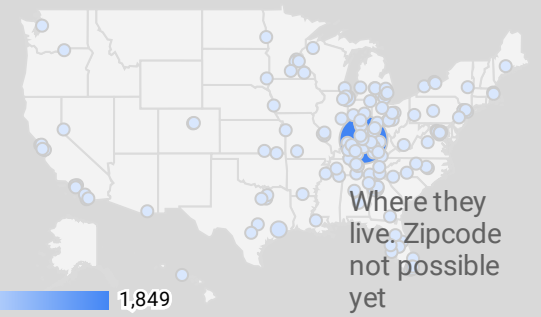
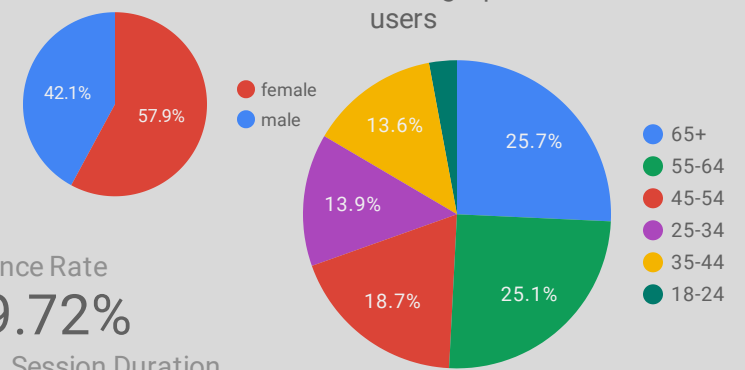
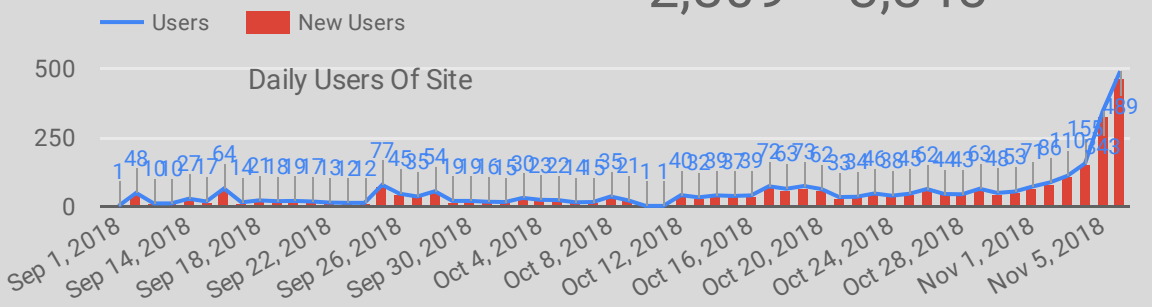


AD TRAFFIC

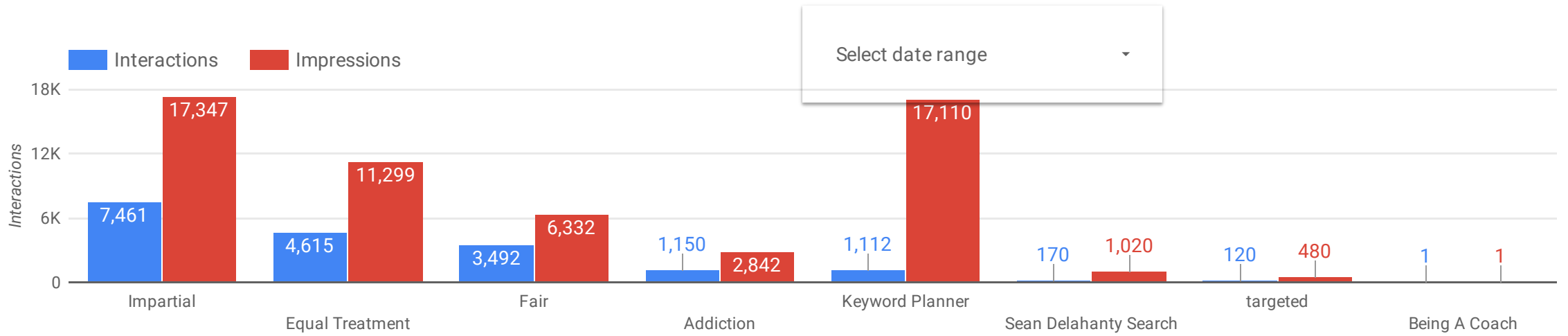
Search Data
 Query **321**
 Average Position **18.01**
 Site CTR **3.65%**
 Times We Showed In Top 5 **9,739**

WEB TRAFFIC

Bounce Rate **49.72%**
 Avg. Session Duration **00:02:46**
 Organic Searches **758**



Query	Im...	Averag...
1. sean delahanty	1,143	5.96
2. sean delahanty for judge	347	5.03
3. sean delahanty judge	257	4.85
4. judge sean delahanty	199	6.18
5. louisville metro council district m...	153	9.29



	Query	Impress...
1.	sean delahanty	933
2.	sean delahanty for judge	347
3.	sean delahanty judge	188
4.	jasmine woodard soil and water co...	140
5.	judge sean delahanty	137
6.	louisville metro council district map	99
7.	judge delahanty	95
8.	sean delahanty district judge	88
9.	citizens for better judges endorse...	86
10.	judge delahanty louisville ky	81
11.	sean delahanty louisville ky	63
12.	judge sean delahanty louisville ky	59
13.	matthew leffler	50
14.	sean delahanty louisville	44
15.	citizens for better judges	42
16.	louisville voter guide	32
17.	rick moreschi douglass hills	32
18.	supreme court gay marriage	27
19.	kristina garvey for judge	27

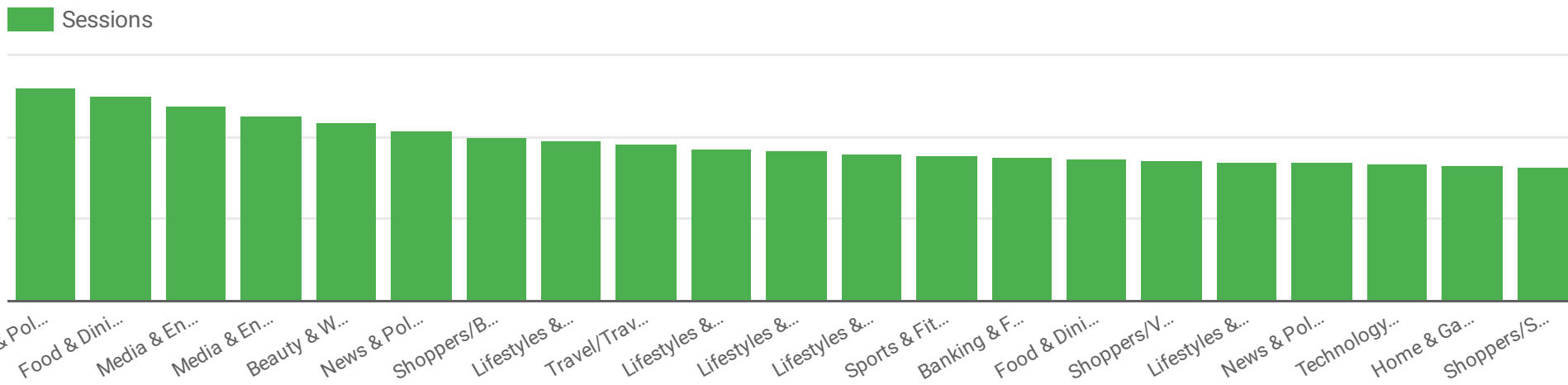
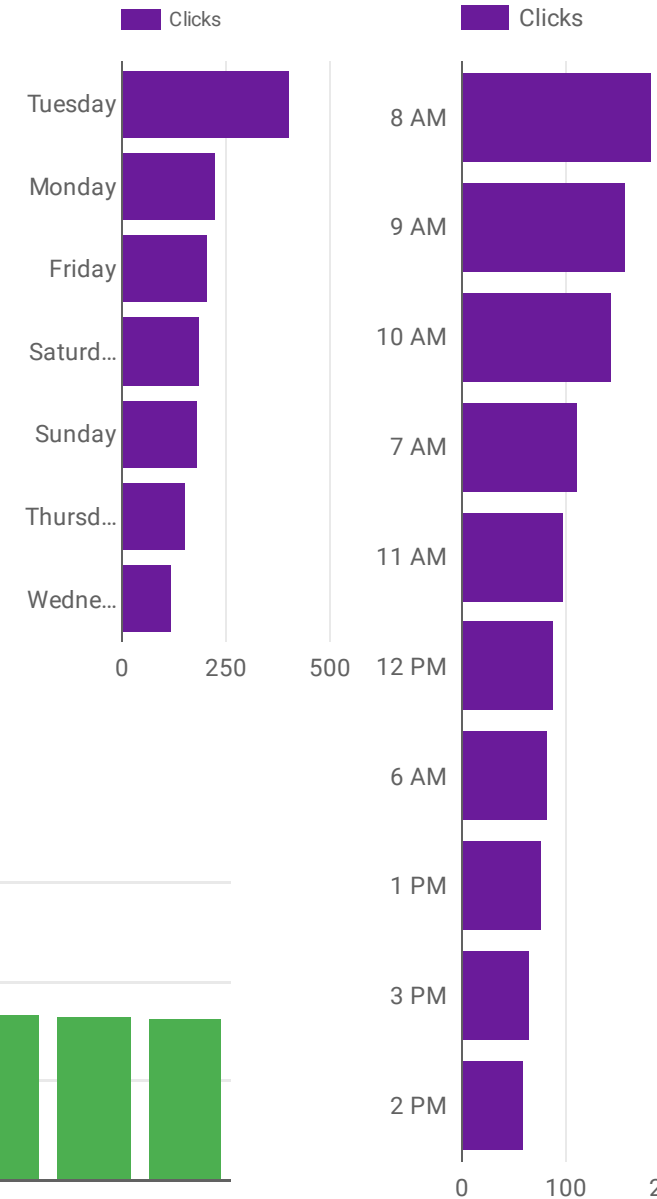
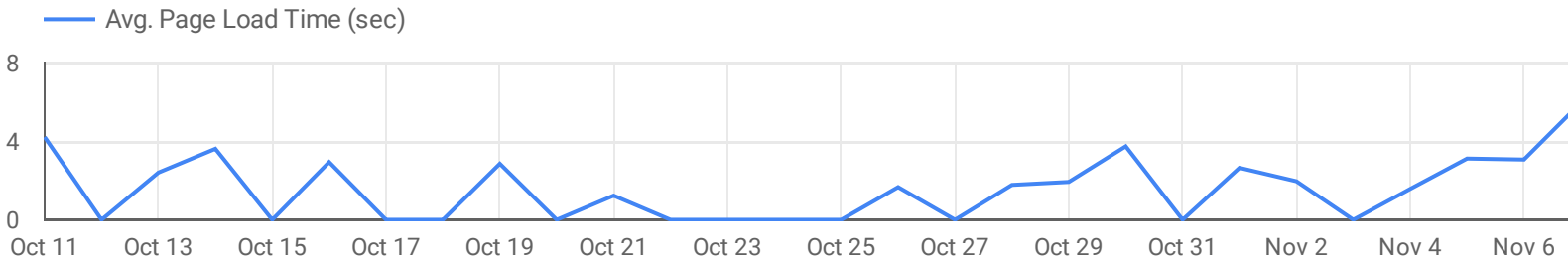
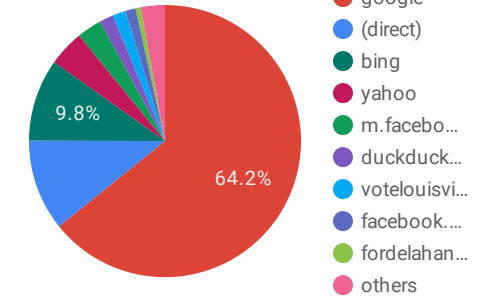
	Most specific locati...	Clicks
1.	9014255	96
2.	9014241	58
3.	9014230	53
4.	9014228	52
5.	9014229	50
6.	9014248	48
7.	9014254	46
8.	9014251	45
9.	9014244	44
10.	9014247	40
11.	9014246	39
12.	9014242	39
13.	9014239	38
14.	9014252	36
15.	9014227	34
16.	9014243	32
17.	9014240	32
18.	9014237	29
19.	9014259	25

More Detail On Web Traffic

Select date range ▾

Exit Page	Ses...	Page	Sessions
1. /voters-guide/	450	1. /voters-guide/	911
2. /	372	2. /	533
3. /build-a-sample-ballot/	304	3. /ufaqs/all-candidates-for-office-i...	253
4. /ufaqs/all-candidates-for-office-in-louisvil...	218	4. /build-a-sample-ballot/	153
5. /find/	111	5. /find/	123
6. /30th-district-judicial-candidates/	92	6. /complete-voters-guide/	58
7. /biography/	65	7. /30th-district-judicial-candidates/	46
8. /endorsements/	65	8. /about-sean/	31
9. /voters-guide/jefferson-county-offices/	57	9. /ufaqs/city-of-douglass-hills/	29
10. /voters-guide/register-2/	51	10. /louisville-election-faqs/	25
11. /voters-guide/state-leg-map/	49	11. /louisville-sample-ballot-for-201...	18
		12. /biograhv/	17

1 - 100 / 152 < > 1 - 100 / 137 < >



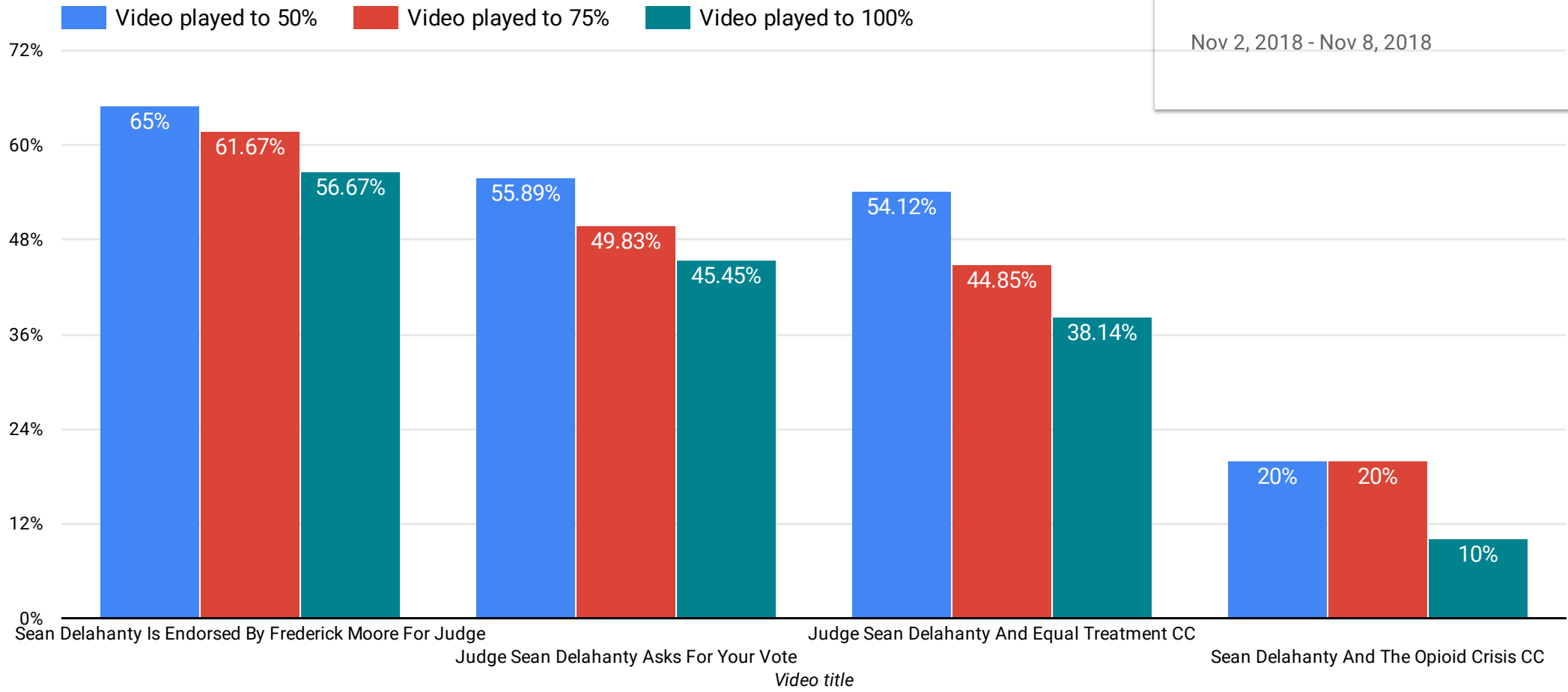
Date Range Of Data
 Oct 26, 2018 - Nov 8, 2018

Top Paid Keywords

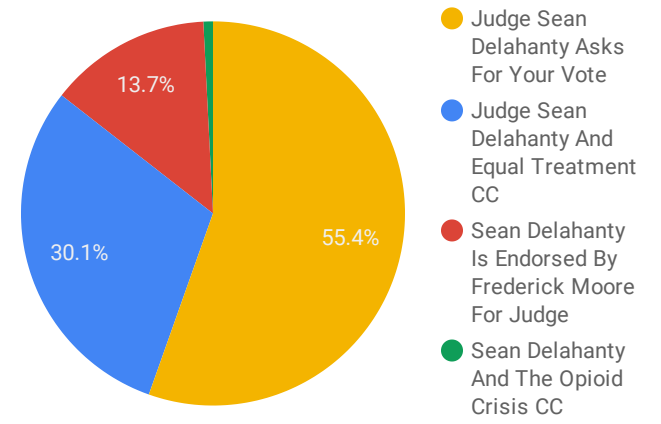
Top Organic Keywords

	Search keyword	Campaign	Campaign type	Clicks ▾	Query	Impr...	Averag...	Site C...	Clicks ...
1.	election	Keyword Planner	Search Only	77	1. sean delahanty	783	5.73	3.58%	28
2.	vote	Keyword Planner	Search Only	60	2. rick moreschi douglass hills	32	4.28	34.38%	11
3.	Sean Delahanty	Sean Delahanty Search	Search Only	51	3. sean delahanty for judge	327	5.06	2.45%	8
4.	Judge Delahanty	Sean Delahanty Search	Search Only	44	4. judge sean delahanty	104	6.35	4.81%	5
5.	election information	Keyword Planner	Search Only	43	5. sean delahanty district judge	46	4.8	4.35%	2
6.	louisville election	Keyword Planner	Search Only	41	6. jasmine woodard soil and water ...	140	7.85	1.43%	2
7.	judge sean delahanty	Sean Delahanty Search	Search Only	40	7. sean delahanty judge	118	5.25	1.69%	2
8.	election 2018	Keyword Planner	Search Only	38	8. citizens for better judges endorse...	73	8.15	1.37%	1
9.	primary election	Keyword Planner	Search Only	34	9. louisville voter guide	19	27.26	5.26%	1
10.	polling place	Keyword Planner	Search Only	29	10. jasmine woodard soil and water	25	8.24	4%	1
11.	kentucky elections 2018	Keyword Planner	Search Only	26	11. louisville metro council district m...	68	10.24	1.47%	1
12.	voter information	Keyword Planner	Search Only	22	12. jasmine woodard louisville ky	4	20.25	25%	1
13.	voting in elections	Keyword Planner	Search Only	21	13. louisville voter guide 2018	1	29	100%	1
14.	vote polls	Keyword Planner	Search Only	18	14. judge delahanty	73	8.92	1.37%	1
15.	louisville election candidates	Keyword Planner	Search Only	18	15. emily maria digenis	3	44	0%	0
16.	sample ballot	Keyword Planner	Search Only	16	16. tracy davis district judge	1	71	0%	0
17.	where do i vote ky	Keyword Planner	Search Only	16	17. jennifer bryant wilcox	1	30	0%	0
18.	kentucky election candidat...	Keyword Planner	Search Only	14	18. louisville voter information	8	42.25	0%	0
19.	kentucky 2018 election	Keyword Planner	Search Only	12	19. sean kleier gay	1	60	0%	0
20.	vote results	Keyword Planner	Search Only	11	20. jasmine woodard soil and water ...	3	7.33	0%	0
21.	polling location	Keyword Planner	Search Only	11	21. delahanty langford	3	13.33	0%	0
22.	election results	Keyword Planner	Search Only	10	22. citizens for better judges louisvill...	1	29	0%	0
23.	election polling	Keyword Planner	Search Only	9	23. louisville mayoral election	1	62	0%	0
24.	voter guide	Keyword Planner	Search Only	9	24. judge angela bisig	1	50	0%	0

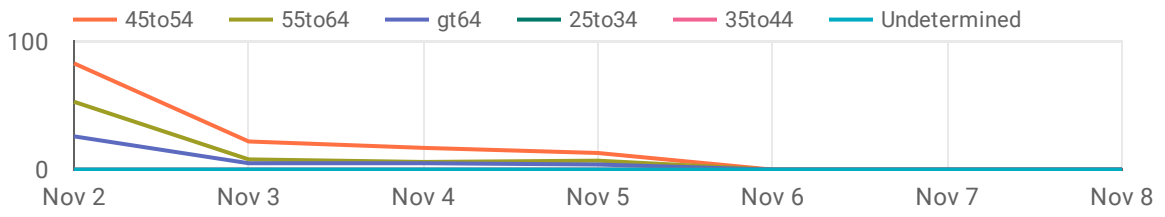
Nov 2, 2018 - Nov 8, 2018



	Video title	Video view rate	Impressions	Video views
1.	Sean Delahanty Is Endorsed By Frederick Moore For Judge	56.67%	60	34
2.	Judge Sean Delahanty Asks For Your Vote	46.46%	297	138
3.	Judge Sean Delahanty And Equal Treatment CC	38.66%	194	75
4.	Sean Delahanty And The Opioid Crisis CC	22.22%	9	2



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Avg. Cost **\$0.05**
 Video view rate **44.46%**
 Impr. share **15.23%**
 Video views **249**

Nov 2, 2018 - Nov 8, 2018

