



Knob Creek Gun Rance Performance Report

Campaign Start Date: March 21, 2016

Campaign Summary				April 1, 2016 - April 30, 2016
Campaign	Impressions	Clicks	CTR	
Knob Creek Gun Range	225,012	188	0.08%	

Creative Performance					April 1, 2016 - April 30, 2016
Creative	Size	Imp.	Clicks	CTR	
Hunting-Shooting - Creative 1	160x600	72,991	42	0.06%	
Hunting-Shooting - Creative 1	728x90	55,920	41	0.07%	
Hunting-Shooting - Creative 2	300x250	39,458	52	0.13%	
Hunting-Shooting - Creative 1	300x250	28,489	32	0.11%	
Hunting-Shooting - Creative 2	728x90	25,490	17	0.07%	
Hunting-Shooting - Annual Pass	728x90	1,575	3	0.19%	
Hunting-Shooting - Annual Pass	300x250	527	0	0.00%	
Hunting-Shooting - Annual Pass	300x600	483	1	0.21%	
Hunting-Shooting - Creative 2	320x50	43	0	0.00%	
Hunting-Shooting - Creative 1	320x50	36	0	0.00%	
Total		225,012	188	0.08%	

Top Publisher Performance				April 1, 2016 - April 30, 2016
Placement	Imp	Clicks	CTR	
KentuckyHunting.net	98,076	53	0.05%	
USACarry.com	14,360	22	0.15%	
glocktalk.com	11,316	9	0.08%	
shotgunworld.com	9,049	8	0.09%	
rabbitdogs.net_GB	8,937	4	0.04%	
24hourCampfire.com	6,780	2	0.03%	
GunownersClub.com	6,309	5	0.08%	
trapshooters.com_iab	5,373	6	0.11%	
ChuckHawks.com	5,201	11	0.21%	
Longrangehunting_com	4,858	5	0.10%	
rugerforum.net	4,844	5	0.10%	
glockforum.com_GB	3,688	1	0.03%	
defensivecarry.com	3,118	2	0.06%	
sigtalk.com	3,077	3	0.10%	
ar15.com	2,499	5	0.20%	

Placement	Imp	Clicks	CTR
ohn.marlinowners	2,358	4	0.17%
HuntingNet.com	2,319	0	0.00%
FirearmsForum.com	2,151	4	0.19%
theakforum.net	2,116	2	0.09%
gunandgame.com	2,096	3	0.14%
firearmstalk.com_GB	2,077	3	0.14%
ohn.taurusarmed	1,954	2	0.10%
coltforum.com	1,675	2	0.12%
airssoftsociety.com_GB	1,651	2	0.12%
fnforum.net	1,593	0	0.00%
hipointfirearmsforums.com_GB	1,593	0	0.00%
xdtalk.com	1,515	0	0.00%
sniperforums.com	1,402	5	0.36%
ohn.hkpro	1,339	1	0.07%
RefugeForums.com	1,289	1	0.08%

Geo Performance			
April 1, 2016 - April 30, 2016			
Geo	Impressions	Clicks	CTR
Louisville KY	122,226	120	0.10%
Lexington KY	102,786	68	0.07%
Total	225,012	188	0.08%