



# Shoot Straight Performance Report

Campaign Start Date: April 8, 2016

Campaign Summary				April 8, 2016 - April 30, 2016
Campaign	Imp.	Clicks	CTR	
Shoot Straight	253,294	268	0.11%	

Creative Performance					April 8, 2016 - April 30, 2016
Creative	Size	Imp	Clicks	CTR	
Shooting-Hunting - Atlanta	160x600	47,360	40	0.08%	
Shooting-Hunting - Atlanta	728x90	44,456	49	0.11%	
Shooting-Hunting - Dallas	728x90	43,484	53	0.12%	
Shooting-Hunting - Dallas	160x600	27,861	24	0.09%	
Shooting-Hunting - Dallas	300x250	22,661	30	0.13%	
Shooting-Hunting - Atlanta	300x250	16,033	22	0.14%	
Shooting-Hunting - Pheonix	300x250	12,270	15	0.12%	
Shooting-Hunting - Pheonix	728x90	11,664	6	0.05%	
Shooting-Hunting - Houston	728x90	11,388	10	0.09%	
Shooting-Hunting - Houston	300x250	8,048	10	0.12%	
Shooting-Hunting - Pheonix	160x600	4,219	2	0.05%	
Shooting-Hunting - Houston	160x600	3,850	7	0.18%	
<b>Total</b>		<b>253,294</b>	<b>268</b>	<b>0.11%</b>	

Top Publisher Performance				April 8, 2016 - April 30, 2016
Placement	Imp	Clicks	CTR	
TheOutdoorsTrader.com	83,666	78	0.09%	
shotgunworld.com	15,727	15	0.10%	
Longrangehunting_com	13,163	17	0.13%	
glocktalk.com	11,114	14	0.13%	
Arkansashunting.net_GB	10,839	8	0.07%	
georgiapacking.org_GB	10,751	16	0.15%	
USACarry.com	10,232	20	0.20%	
24hourCampfire.com	9,989	3	0.03%	
KentuckyHunting.net	5,639	3	0.05%	
ChuckHawks.com	4,939	3	0.06%	
rugerforum.net	4,607	6	0.13%	
ohn.taurusarmed	4,159	2	0.05%	
sigtalk.com	3,558	4	0.11%	

Placement	Imp	Clicks	CTR
arl5.com	2,928	5	0.17%
FirearmsForum.com	2,879	7	0.24%
sniperforums.com	2,838	5	0.18%
glockforum.com_GB	2,755	1	0.04%
GunownersClub.com	2,744	1	0.04%
defensivecarry.com	2,577	3	0.12%
gunandgame.com	2,339	5	0.21%
firearmstalk.com_GB	2,307	2	0.09%
coltforum.com	2,261	0	0.00%
rabbitdogs.net_GB	2,251	3	0.13%
TexasGunTalk.com	2,175	4	0.18%
theakforum.net	2,153	2	0.09%
xdtalk.com	2,147	1	0.05%
ohn.marlinowners	2,082	3	0.14%
HuntingNet.com	1,974	2	0.10%
DesertUSA.com	1,881	1	0.05%
trapshooters.com_iab	1,856	4	0.22%
MonsterMuleys.com	1,725	0	0.00%
VAGunTrader.com	1,572	2	0.13%

Geo Performance			
April 8, 2016 - April 30, 2016			
Geo	Imp	Clicks	CTR
Atlanta GA	138,512	147	0.11%
Dallas-Ft. Worth TX	53,597	59	0.11%
Houston TX	28,110	32	0.11%
Phoenix AZ	33,075	30	0.09%
<b>Total</b>	<b>253,294</b>	<b>268</b>	<b>0.11%</b>