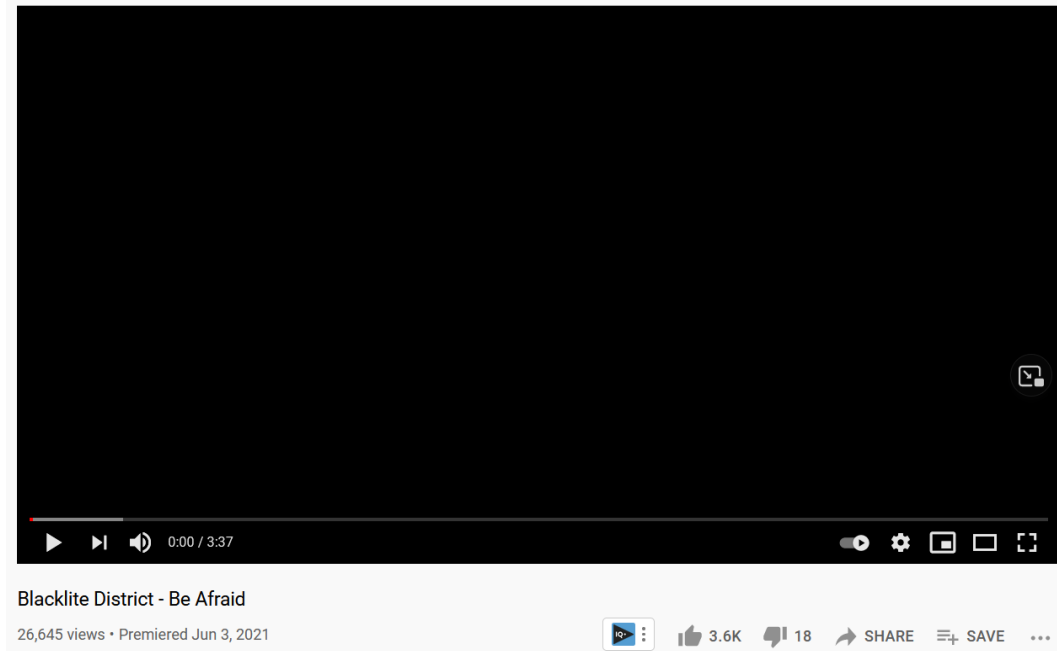




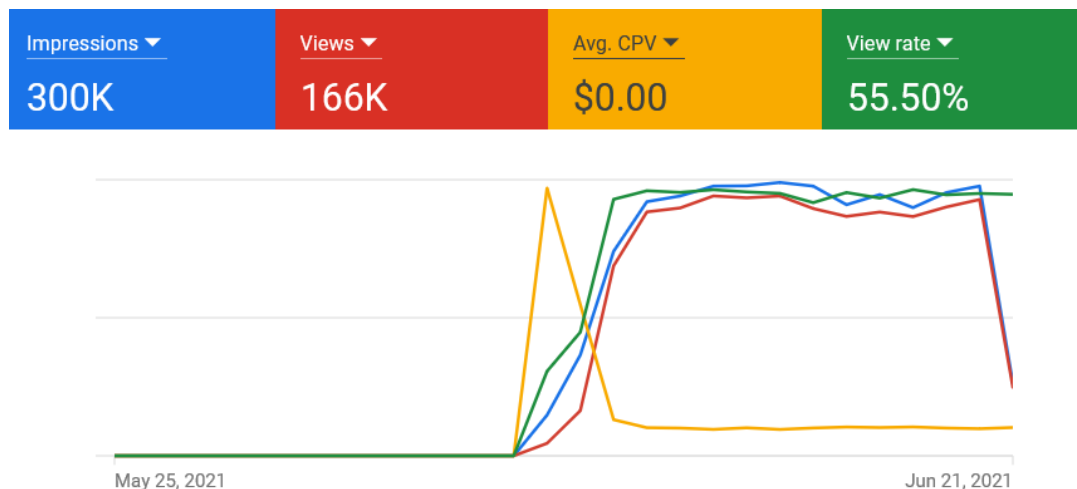
Blacklite District AdWords View Report

Figure 1: Video Starting Views



Prior to the ads running, the video already had 26,645 views.

Figure 2: Advertising Views to Date



The campaign continues going strong, converting at \$0.00 per view (which is probably more accurately like a quarter or half of a penny per view, which is incredible!!!). This week the campaign has driven an additional 95,000 views to the video, versus last week's 71,300 views gained.



Figure 3: Video Views to Date



Thus far the video is up to 218,119 views. I am really happy with the results and don't see any tweaks that can be made to improve this campaign.

Conclusions

I am blown away, this looks like it will be another incredibly successful campaign.