



## WholesaleKeychain.com: Shopzilla/BizRate, September 2009 Comparison Shopping Report

Averages: 23 clicks a day, 25 cents a click, 4.12% conversation rate, \$6.06 cost to acquire customer

Totals: 28 sales, 679 clicks

Download as [.csv](#) or [.xls](#)

<a href="#">sort</a> ▼ Date	<a href="#">sort</a> Clicks	<a href="#">sort</a> Cost	<a href="#">sort</a> Avg. CPC	<a href="#">sort</a> Orders	<a href="#">sort</a> Sales Revenue	<a href="#">sort</a> Avg. Order Value	<a href="#">sort</a> Cost per Order	<a href="#">sort</a> Conversion	<a href="#">sort</a> Cost of Sale
<a href="#">Sep 29, 2009</a>	12	\$2.68	\$0.22	0	\$0.00	\$0.00	\$0.00	0.00%	0.00%
<a href="#">Sep 28, 2009</a>	25	\$5.95	\$0.24	1	\$0.00	\$0.00	\$5.95	4.00%	0.00%
<a href="#">Sep 27, 2009</a>	32	\$8.69	\$0.27	1	\$0.00	\$0.00	\$8.69	3.13%	0.00%
<a href="#">Sep 26, 2009</a>	21	\$4.86	\$0.23	0	\$0.00	\$0.00	\$0.00	0.00%	0.00%
<a href="#">Sep 25, 2009</a>	25	\$5.79	\$0.23	0	\$0.00	\$0.00	\$0.00	0.00%	0.00%
<a href="#">Sep 24, 2009</a>	16	\$3.76	\$0.24	1	\$0.00	\$0.00	\$3.76	6.25%	0.00%
<a href="#">Sep 23, 2009</a>	25	\$5.51	\$0.22	2	\$0.00	\$0.00	\$2.76	8.00%	0.00%
<a href="#">Sep 22, 2009</a>	16	\$3.82	\$0.24	1	\$0.00	\$0.00	\$3.82	6.25%	0.00%
<a href="#">Sep 21, 2009</a>	24	\$6.31	\$0.26	1	\$0.00	\$0.00	\$6.31	4.17%	0.00%
<a href="#">Sep 20, 2009</a>	31	\$7.52	\$0.24	2	\$0.00	\$0.00	\$3.76	6.45%	0.00%
<a href="#">Sep 19, 2009</a>	31	\$7.75	\$0.25	1	\$0.00	\$0.00	\$7.75	3.23%	0.00%
<a href="#">Sep 18, 2009</a>	16	\$3.70	\$0.23	0	\$0.00	\$0.00	\$0.00	0.00%	0.00%
<a href="#">Sep 17, 2009</a>	17	\$4.37	\$0.26	0	\$0.00	\$0.00	\$0.00	0.00%	0.00%
<a href="#">Sep 16, 2009</a>	26	\$6.16	\$0.24	1	\$0.00	\$0.00	\$6.16	3.85%	0.00%
<a href="#">Sep 15, 2009</a>	18	\$4.51	\$0.25	3	\$0.00	\$0.00	\$1.50	16.67%	0.00%
<a href="#">Sep 14, 2009</a>	21	\$4.95	\$0.24	1	\$0.00	\$0.00	\$4.95	4.76%	0.00%
<a href="#">Sep 13, 2009</a>	15	\$3.50	\$0.23	1	\$0.00	\$0.00	\$3.50	6.67%	0.00%
<a href="#">Sep 12, 2009</a>	15	\$3.90	\$0.26	1	\$0.00	\$0.00	\$3.90	6.67%	0.00%
<a href="#">Sep 11, 2009</a>	27	\$6.84	\$0.25	1	\$0.00	\$0.00	\$6.84	3.70%	0.00%
<a href="#">Sep 10, 2009</a>	32	\$8.10	\$0.25	4	\$0.00	\$0.00	\$2.02	12.50%	0.00%
<a href="#">Sep 09, 2009</a>	19	\$4.84	\$0.25	0	\$0.00	\$0.00	\$0.00	0.00%	0.00%
<a href="#">Sep 08, 2009</a>	17	\$4.16	\$0.24	0	\$0.00	\$0.00	\$0.00	0.00%	0.00%
<a href="#">Sep 07, 2009</a>	34	\$8.49	\$0.25	0	\$0.00	\$0.00	\$0.00	0.00%	0.00%
<a href="#">Sep 06, 2009</a>	22	\$5.76	\$0.26	0	\$0.00	\$0.00	\$0.00	0.00%	0.00%
<a href="#">Sep 05, 2009</a>	41	\$11.70	\$0.29	0	\$0.00	\$0.00	\$0.00	0.00%	0.00%
<a href="#">Sep 04, 2009</a>	18	\$4.49	\$0.25	2	\$0.00	\$0.00	\$2.24	11.11%	0.00%
<a href="#">Sep 03, 2009</a>	31	\$7.82	\$0.25	1	\$0.00	\$0.00	\$7.82	3.23%	0.00%
<a href="#">Sep 02, 2009</a>	22	\$6.11	\$0.28	3	\$0.00	\$0.00	\$2.04	13.64%	0.00%
<a href="#">Sep 01, 2009</a>	30	\$7.80	\$0.26	0	\$0.00	\$0.00	\$0.00	0.00%	0.00%
<b>Grand Total</b>	<b>679</b>	<b>\$169.82</b>	<b>\$0.25</b>	<b>28</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$6.06</b>	<b>4.12%</b>	<b>0.00%</b>

Download as [.csv](#) or [.xls](#)



## WholesaleKeychain.com: Shopping.com, September 2009 Comparison Shopping Report

Averages: 16 clicks a day, 20 cents a click, 1.91% conversation rate, \$6.06 cost to acquire customer

Totals: 9 sales, 470 clicks

### Select a time period or date range

Time period: This month ▾

Custom time period:

Start Date: 9/1/2009 (MM/dd/yyyy)

End Date: 9/30/2009 (MM/dd/yyyy)

Submit

### Generate sales report

Download report: [XLS](#) | [TXT](#)

Your Shopping.com Stats					Your Sales				
Category	Clicks	Average CPC	Logo Cost	Total Cost	Conversion to Sale	Total Orders	Average Order Value	\$ Sales	Cost % of Sales
<a href="#">Electronics</a>	6	\$0.39	\$0.10	\$2.35			\$0.00	\$0.00	
<a href="#">Sports and Outdoors</a>	135	\$0.10	\$0.79	\$12.90	1.48%	2	\$25.00	\$50.00	25.80%
<a href="#">Health and Beauty</a>	5	\$0.33	\$0.30	\$1.65	20.00%	1	\$25.00	\$25.00	6.60%
<a href="#">Kids and Family</a>	51	\$0.08	\$0.26	\$4.17			\$0.00	\$0.00	
<a href="#">Jewelry and Watches</a>	268	\$0.27	\$3.00	\$71.81	2.24%	6	\$25.00	\$150.00	47.87%
<a href="#">Clothing and Accessories</a>	3	\$0.10	\$0.02	\$0.29			\$0.00	\$0.00	
<a href="#">Home Furnishings</a>	2	\$0.21	\$0.05	\$0.42			\$0.00	\$0.00	
<b>Grand Total:</b>	<b>470</b>	<b>\$0.20</b>	<b>\$4.52</b>	<b>\$93.59</b>	<b>1.91%</b>	<b>9</b>	<b>\$25.00</b>	<b>\$225.00</b>	<b>41.60%</b>



## WholesaleKeychain.com: NextTag, September 2009 Comparison Shopping Report

**Averages:** 14 clicks a day, 25 cents a click, 2.17% conversation rate, \$11.57 cost to acquire customer

**Totals:** 9 sales, 415 clicks

Sort by: <a href="#">Date</a>	Sort by: <a href="#">Clicks</a>	CPC Rate (\$)	Fee (\$)	No. of Sales*	Sales Total (\$)*	% Mktg*	% Conv*	Cost per Order*	AOS*
<b>Total:</b>	415		\$104.10	9	\$75.91				
<b>Avg:</b>	14	\$0.25	\$3.59	0.31	\$2.62	137.14%	2.17%	\$11.57	\$8.43
Sep-29-2009	16	\$0.25	\$4.00	<a href="#">0</a>	\$0.00	-	0.00%	-	-
Sep-28-2009	14	\$0.25	\$3.50	<a href="#">1</a>	\$9.99	35.04%	7.14%	\$3.50	\$9.99
Sep-27-2009	17	\$0.25	\$4.25	<a href="#">1</a>	\$4.99	85.17%	5.88%	\$4.25	\$4.99
Sep-26-2009	11	\$0.25	\$2.75	<a href="#">0</a>	\$0.00	-	0.00%	-	-
Sep-25-2009	18	\$0.26	\$4.60	<a href="#">0</a>	\$0.00	-	0.00%	-	-
Sep-24-2009	13	\$0.25	\$3.25	<a href="#">0</a>	\$0.00	-	0.00%	-	-
Sep-23-2009	14	\$0.26	\$3.60	<a href="#">0</a>	\$0.00	-	0.00%	-	-
Sep-22-2009	8	\$0.25	\$2.00	<a href="#">0</a>	\$0.00	-	0.00%	-	-
Sep-21-2009	24	\$0.25	\$6.00	<a href="#">1</a>	\$9.99	60.06%	4.17%	\$6.00	\$9.99
Sep-20-2009	13	\$0.25	\$3.30	<a href="#">1</a>	\$9.99	33.03%	7.69%	\$3.30	\$9.99
Sep-19-2009	17	\$0.25	\$4.25	<a href="#">0</a>	\$0.00	-	0.00%	-	-
Sep-18-2009	17	\$0.25	\$4.25	<a href="#">1</a>	\$6.99	60.80%	5.88%	\$4.25	\$6.99
Sep-17-2009	19	\$0.25	\$4.75	<a href="#">0</a>	\$0.00	-	0.00%	-	-
Sep-16-2009	18	\$0.25	\$4.50	<a href="#">0</a>	\$0.00	-	0.00%	-	-
Sep-15-2009	11	\$0.25	\$2.75	<a href="#">0</a>	\$0.00	-	0.00%	-	-
Sep-14-2009	24	\$0.25	\$6.00	<a href="#">0</a>	\$0.00	-	0.00%	-	-
Sep-13-2009	18	\$0.25	\$4.50	<a href="#">0</a>	\$0.00	-	0.00%	-	-
Sep-12-2009	9	\$0.25	\$2.25	<a href="#">1</a>	\$9.99	22.52%	11.11%	\$2.25	\$9.99
Sep-11-2009	9	\$0.25	\$2.25	<a href="#">0</a>	\$0.00	-	0.00%	-	-
Sep-10-2009	18	\$0.25	\$4.50	<a href="#">1</a>	\$6.99	64.38%	5.56%	\$4.50	\$6.99
Sep-09-2009	14	\$0.26	\$3.60	<a href="#">0</a>	\$0.00	-	0.00%	-	-
Sep-08-2009	13	\$0.25	\$3.25	<a href="#">1</a>	\$6.99	46.49%	7.69%	\$3.25	\$6.99
Sep-07-2009	11	\$0.25	\$2.75	<a href="#">0</a>	\$0.00	-	0.00%	-	-
Sep-06-2009	8	\$0.25	\$2.00	<a href="#">1</a>	\$9.99	20.02%	12.50%	\$2.00	\$9.99
Sep-05-2009	13	\$0.25	\$3.25	<a href="#">0</a>	\$0.00	-	0.00%	-	-
Sep-04-2009	4	\$0.25	\$1.00	<a href="#">0</a>	\$0.00	-	0.00%	-	-
Sep-03-2009	15	\$0.25	\$3.75	<a href="#">0</a>	\$0.00	-	0.00%	-	-
Sep-02-2009	13	\$0.25	\$3.25	<a href="#">0</a>	\$0.00	-	0.00%	-	-
Sep-01-2009	16	\$0.25	\$4.00	<a href="#">0</a>	\$0.00	-	0.00%	-	-