

February 3, 2015

Audrey Howe
Office of Tourism Development
8731 Citizens Drive, Ste 340
New Port Richey, FL 34654

RE: Savage Race Florida Fall 2014 Invoice No. 2

Dear Audrey,

Enclosed is invoice number two, per our Savage Race Florida sponsorship agreement. All requested backup is included.

Respectfully,



Sean Wolters
Event Operations Manager
Mad Cap Events, LLC

Mad Cap Events LLC dba Savage Race

3218 E Colonial Dr Ste G
Orlando, FL 32803

Invoice

Date	Invoice #
11/19/2014	140539

Bill To
Pasco County Government 8731 Citizens Dr. Suite 340 New Port Richey, FL 34654

P.O. No.	Terms	Project
		srFL-F14

Quantity	Description	Rate	Amount
1	Event Sponsorship Fee-Second Payment	10,000.00	10,000.00
		Total	\$10,000.00



Pasco County Event Sponsorship Program Post Event Report

Event Name: Savage Race Fall 2014

ECONOMIC IMPACT

Provide the following information regarding the number of rooms accommodated and the individuals participating in and attending the Sponsored Event.

1. Accommodations Impact

Provide the total number of room nights that resulted from the Event: 1,620

Calculate the accommodations impact using the number of room nights (RV, Hotel, Bed-n-Breakfast, Vacation Homes, etc.) that resulted from the Event using the following formula.

Number of Rooms occupied X the number of nights X the Average Room Rate X .02 = \$ 160,903

2. Local Economic Impact

For each of the following categories calculate the local economic impact in dollars using the number of participants, spectators, and media persons and the dollar amounts provided.

A. Total Participants (competitors, coaches, trainers, officials, etc.)

ADULT Out-of-State overnight x \$150.00	<u>\$46,800</u>
YOUTH Out-of-State overnight x \$75.00	<u>\$1,890</u>
ADULT In-State overnight x \$75.00	<u>\$163,620</u>
YOUTH In-State overnight x \$35.00	<u>-</u>
ADULT In-State x \$35.00	<u>\$264,670</u>
YOUTH In-State x \$25.00	<u>-</u>
ADULT In-County x 25.00	<u>\$18,175</u>
YOUTH In-County x \$15.00	<u>-</u>

B. <u>Total Spectators (fans, family, friends, etc.)</u>	
ADULT Out-of-State overnight x \$150.00	<u>\$25,200</u>
YOUTH Out-of-State overnight x \$75.00	<u>\$1,080</u>
ADULT In-State overnight x \$75.00	<u>\$89,550</u>
YOUTH In-State overnight x \$35.00	<u>\$4,158</u>
ADULT In-State x \$35.00	<u>\$144,550</u>
YOUTH In-State x \$25.00	<u>-</u>
ADULT In-County x 25.00	<u>\$9,900</u>
YOUTH In-County x \$15.00	<u>\$615</u>
Total Local Economic Impact	\$ <u>\$770,208</u>
<u>Total Economic Impact</u> Total Accommodations Impact plus Total Local Economic Impact	
	\$ <u>\$931,110</u>

PROMOTIONAL IMPACT

On a separate sheet of paper, provide a detailed description of the marketing plan that was used for the Event. Provide information regarding the success of that Plan in terms of relevant measurements. For example, how many tournament guides were printed, social media reach, impressions or visits to the event website per your analytics.

REIMBURSABLE EXPENDITURES

Provide proof of expenditure for each reimbursable expenditure authorized pursuant to the Event Sponsorship Agreement. Proof shall include proof of payment and shall be contain enough information so as to identify the specific reimbursable expenditure that was purchased. A copy of all advertising and promotional material, whether audio, video, electronic, or hard copy form for which reimbursement is sought must be submitted as a part of this Post Event Report.

SIGNATURE/DISCLAIMER

On behalf of Mad Cap Events, LLC, I certify that I have completed this Post Event Report and attest that all information provided herein and attached hereto is true and accurate:

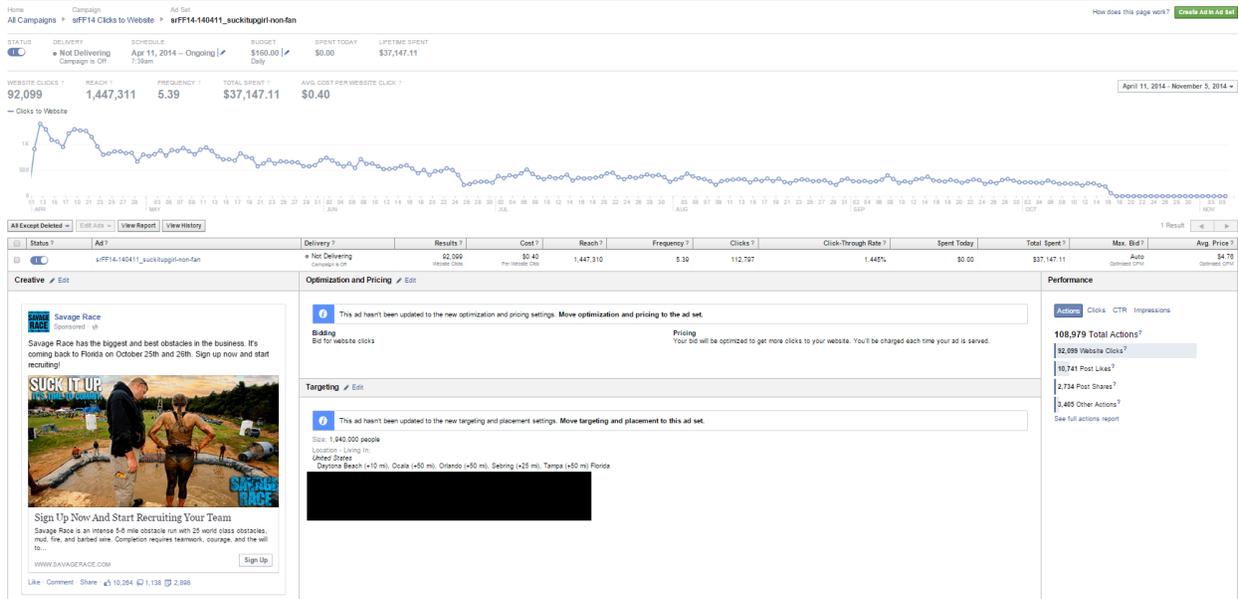
	<u>Event Manager</u>	<u>2/3/15</u>
Authorized Signature	Title	Date

Savage Race Florida Fall 2014

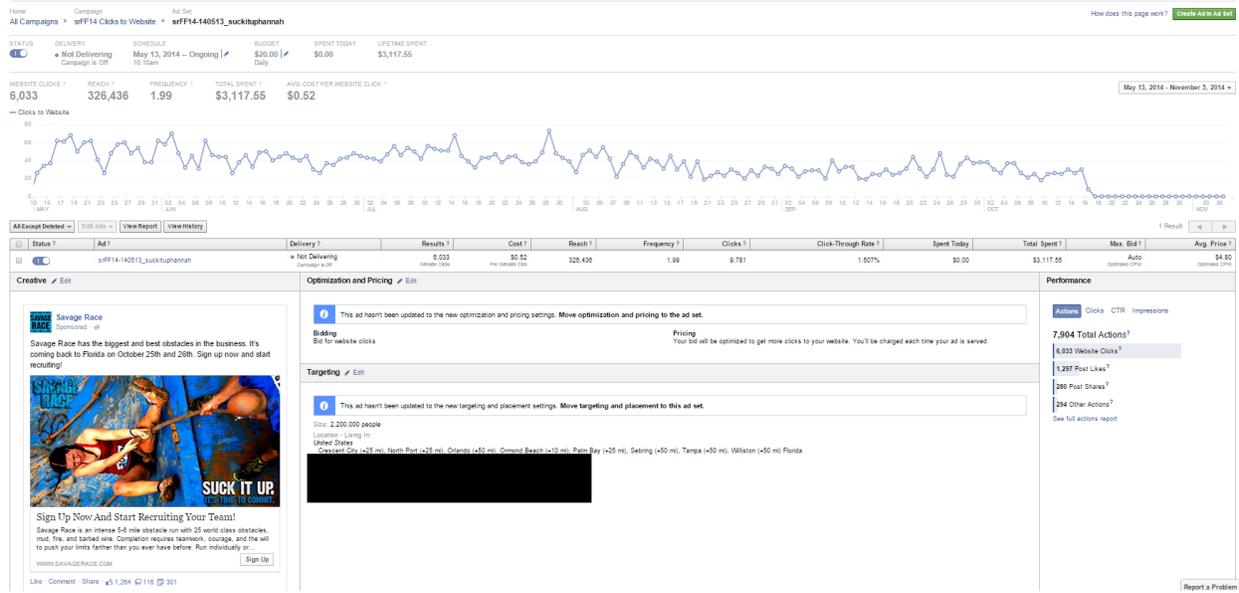
Marketing Spend Overview

Platform	Spend
Facebook	\$55,799.64
Google Adwords	\$9,115.57
AdRoll	\$1,245.17
Bing	\$1,372.03
Aerial Messaging	\$600.00
Mud Run Guide	\$670.00
Marketing Video Production	\$4,588.69
Flyering- Team Marketing	\$80.00
Marketing Photography	\$1,160.50
Gym Visits	\$1,289.59
Total	\$75,921.19

Facebook Advertising Spend



Ad Spend in FL: \$37,147.11



Ad Spend in FL: \$3,117.55

Home All Campaigns Campaign Ad Set **srFF14-140513_suckituphannah_precise** How does this page work? [Create Ad in Ad Set](#)

STATUS: **Not Delivering** Campaign is Off DELIVERY: May 13, 2014 - Ongoing | 10:05am SCHEDULE: BUDGET: \$20.00 Daily SPENT TODAY: \$0.00 LIFETIME SPENT: \$3,117.80

WEBSITE CLICKS: 4,800 REACH: 160,776 FREQUENCY: 3.64 TOTAL SPENT: \$3,117.80 AVG. COST PER WEBSITE CLICK: \$0.65 May 13, 2014 - November 5, 2014

Clicks to Website

All Except Deleted | Edit Ads | View Report | View History

Status	Ad?	Delivery?	Results?	Cost?	Reach?	Frequency?	Clicks?	Click-Through Rate?	Spent Today?	Total Spent?	Max. Bid?	Avg. Price?
Not Delivering	srFF14-140513_suckituphannah_precise	Not Delivering	4,800 Website Clicks	\$0.65 Per Website Click	160,776	3.64	4,825	1.44%	\$0.00	\$3,117.80	Auto	\$5.33

Creative / Edit

Optimization and Pricing / Edit

Performance

Actions Clicks CTR Impressions

6,900 Total Actions?

- 4,806 Website Clicks?
- 1,457 Post Likes?
- 280 Page Likes?
- 363 Other Actions?

See full actions report

Report a Problem

Ad Spend in FL: \$3,117.80

Home All Campaigns Campaign Ad Set **srFF14-PL140803_fans** How does this page work? [Create Ad in Ad Set](#)

STATUS: **Not Delivering** Campaign is Off DELIVERY: Aug 3, 2014 - Aug 7, 2014 | 0:00am SCHEDULE: BUDGET: \$150.00 Daily SPENT TODAY: \$0.00 LIFETIME SPENT: \$675.00

WEBSITE CLICKS: 1,180 REACH: 56,121 FREQUENCY: 2.06 TOTAL SPENT: \$675.00 AVG. COST PER WEBSITE CLICK: \$0.58 August 3, 2014 - August 7, 2014

Clicks to Website

All Except Deleted | Edit Ads | View Report | View History

Status	Ad?	Delivery?	Results?	Cost?	Reach?	Frequency?	Clicks?	Click-Through Rate?	Spent Today?	Total Spent?	Max. Bid?	Avg. Price?
Not Delivering	srFF14-PL140803_fans	Not Delivering	1,180 Website Clicks	\$0.58 Per Website Click	56,121	2.06	2,314	2.00%	\$0.00	\$675.00	Auto	\$5.84

Creative / Edit

Optimization and Pricing / Edit

Performance

Actions Clicks CTR Impressions

1,989 Total Actions?

- 1,180 Website Clicks?
- 645 Post Likes?
- 132 Post Shares?
- 52 Other Actions?

See full actions report

Ad Spend in FL: \$675.00

Home Campaign Ad Set
 All Campaigns > sFF14 Clicks to Website > sFF14_PL_140803_segment

STATUS: Not Delivering Campaign is Off

SCHEDULE: Aug 3, 2014 - Aug 7, 2014

BUDGET: \$20.00 Daily

SPENT TODAY: \$0.00

LIFETIME SPENT: \$90.00 of \$90.00

WEBSITE CLICKS: 137

REACH: 9,473

FREQUENCY: 1.80

TOTAL SPENT: \$90.00

AVG. COST PER WEBSITE CLICK: \$0.66

August 3, 2014 - August 7, 2014

All Except Deleted | Edit Ad | View Report | View History

Status	Ad	Delivery	Results	Cost	Reach	Frequency	Clicks	Click-Through Rate	Spent Today	Total Spent	Max. Bid	Avg. Price
<input checked="" type="radio"/> Not Delivering Campaign is Off	sFF14_PL_140803_segment	Not Delivering Campaign is Off	137 Website Clicks	\$0.66 Per Website Click	9,473	1.80	298	1.56%	\$0.00	\$90.00	Auto (Default CPA)	\$0.27 (Default CPA)

Optimization and Pricing | Edit

This ad hasn't been updated to the new optimization and pricing settings. Move optimization and pricing to this ad set.

Bidding
 Bid for website clicks
 Pricing: Your bid will be optimized to get more clicks to your website. You'll be charged each time your ad is served.

Targeting | Edit

This ad hasn't been updated to the new targeting and placement settings. Move targeting and placement to this ad set.

Size: 20,000 people
 Category: M25+ Savage Race Email List

Performance

Actions: Clicks CTR Impressions

225 Total Actions[?]

- 137 Website Clicks[?]
- 53 Post Likes[?]
- 15 Post Shares[?]
- 10 Other Actions[?]

See full actions report

Creative | Edit

Savage Race
 Sponsored | It's time to suck it up, Florida. The price for Savage Race Florida goes up on Thursday at midnight. Sign up now.

The Price for Savage Race Florida Goes Up Thursday!
 Savage Race is an intense 5-6 mile obstacle run with 25 world class obstacles, mud, fire, and barbed wire. Completion requires teamwork, courage, and the will to push your limits farther than you ever have before. Run individually or...

www.savagerace.com

Like Comment Share 45 65 18

Ad Spend in FL: \$90.00

Home Campaign Ad Set
 All Campaigns > sFF14 Clicks to Website > sFF14_PL_140803_ALLPAGES

STATUS: Not Delivering Campaign is Off

SCHEDULE: Aug 3, 2014 - Aug 7, 2014

BUDGET: \$20.00 Daily

SPENT TODAY: \$0.00

LIFETIME SPENT: \$90.00 of \$90.00

WEBSITE CLICKS: 209

REACH: 6,368

FREQUENCY: 1.99

TOTAL SPENT: \$90.00

AVG. COST PER WEBSITE CLICK: \$0.43

August 3, 2014 - August 7, 2014

All Except Deleted | Edit Ad | View Report | View History

Status	Ad	Delivery	Results	Cost	Reach	Frequency	Clicks	Click-Through Rate	Spent Today	Total Spent	Max. Bid	Avg. Price
<input checked="" type="radio"/> Not Delivering Campaign is Off	sFF14_PL_140803_ALLPAGES	Not Delivering Campaign is Off	209 Website Clicks	\$0.43 Per Website Click	6,368	1.99	450	3.54%	\$0.00	\$90.00	Auto (Default CPA)	\$7.00 (Default CPA)

Optimization and Pricing | Edit

This ad hasn't been updated to the new optimization and pricing settings. Move optimization and pricing to this ad set.

Bidding
 Bid for website clicks
 Pricing: Your bid will be optimized to get more clicks to your website. You'll be charged each time your ad is served.

Targeting | Edit

This ad hasn't been updated to the new targeting and placement settings. Move targeting and placement to this ad set.

Size: 14,200 people
 Category: Savage Race Website Visitors (ALL PAGES)

Performance

Actions: Clicks CTR Impressions

327 Total Actions[?]

- 209 Website Clicks[?]
- 81 Post Likes[?]
- 25 Post Shares[?]
- 12 Other Actions[?]

See full actions report

Creative | Edit

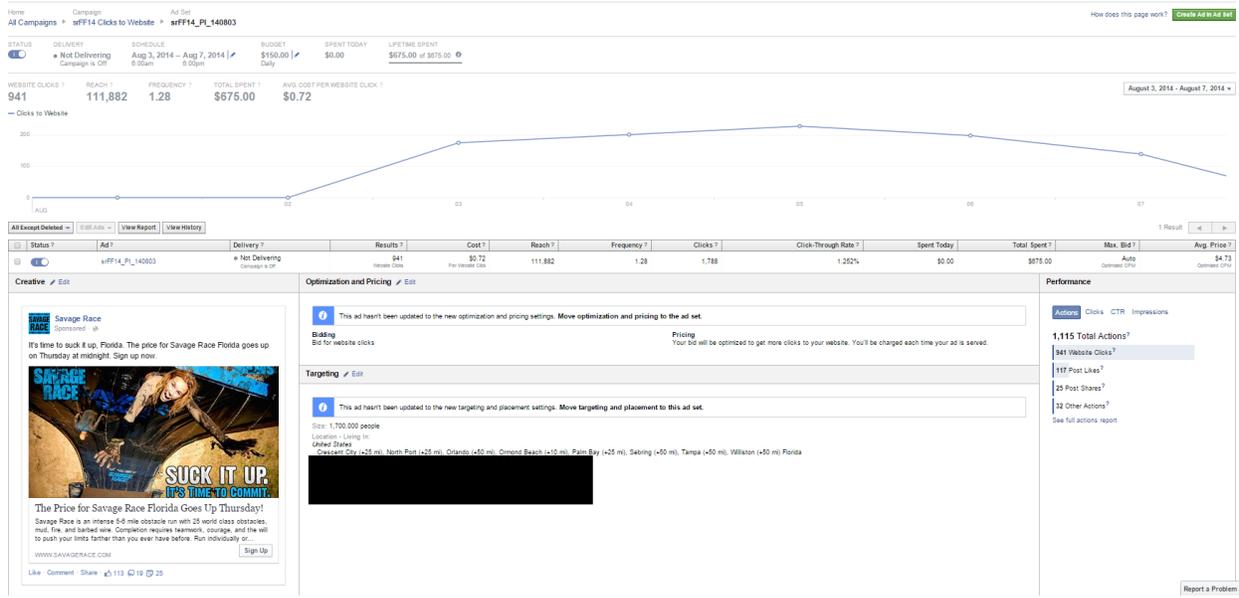
Savage Race
 Sponsored | It's time to suck it up, Florida. The price for Savage Race Florida goes up on Thursday at midnight. Sign up now.

The Price for Savage Race Florida Goes Up Thursday!
 Savage Race is an intense 5-6 mile obstacle run with 25 world class obstacles, mud, fire, and barbed wire. Completion requires teamwork, courage, and the will to push your limits farther than you ever have before. Run individually or...

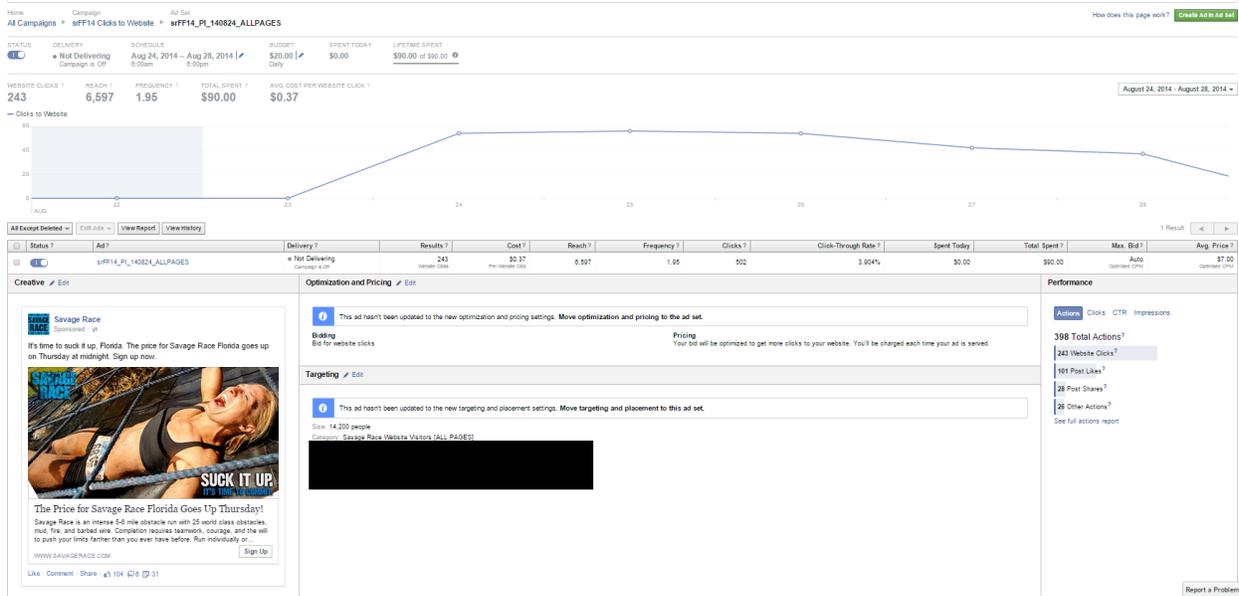
www.savagerace.com

Like Comment Share 81 111 25

Ad Spend in FL: \$90.00



Ad Spend in FL: \$675



Ad Spend in FL: \$90.00

Home Campaign Ad Set **srff14 Clicks to Website** **srff14_PL_140824** How does this page work? [Create Ad in Ad Kit](#)

STATUS: Not Delivering Campaign is Off

DELIVERY: Not Delivering Campaign is Off

SCHEDULE: Aug 24, 2014 - Aug 28, 2014
8:00am - 9:00pm

BUDGET: \$150.00 Daily

SPENT TODAY: \$0.00

LIFETIME SPENT: \$674.98 of \$674.98

WEBSITE CLICKS: 1,219

REACH: 108,852

FREQUENCY: 1.15

TOTAL SPENT: \$674.98

AVG. COST PER WEBSITE CLICK: \$0.55

August 24, 2014 - August 28, 2014

All Except Deleted [View Report](#) [View History](#)

Status	Ad	Delivery	Results	Cost	Reach	Frequency	Clicks	Click-Through Rate	Spent Today	Total Spent	Max. Bid	Avg. Price
<input checked="" type="checkbox"/>	srff14_PL_140824	Not Delivering	1,219 Website Clicks	\$0.55 Per Website Click	108,851	1.15	2,083	1.05%	\$0.00	\$674.98	Auto	\$5.41

Creative Edit

Optimization and Pricing Edit

Targeting Edit

Performance

1,547 Total Actions?

- 1,219 Website Clicks?
- 222 Post Likes?
- 42 Page Likes?
- 64 Other Actions?

See full actions report

Ad Creative: **Savage Race** Sponsored. It's time to suck it up, Florida. The price for Savage Race Florida goes up on Thursday at midnight. Sign up now. The Price for Savage Race Florida Goes Up Thursday! Savage Race is an intense 5-6 mile obstacle run with 25 verti-pass obstacles, mud, fire, and barbed wire. Completion requires teamwork, courage, and the will to push your limits farther than you ever have before. Run individually or...

Ad Spend in FL: \$674.98

Home Campaign Ad Set **srff14 Clicks to Website** **srff14_PL_140914_ALLPAGES** How does this page work? [Create Ad in Ad Kit](#)

STATUS: Not Delivering Campaign is Off

DELIVERY: Not Delivering Campaign is Off

SCHEDULE: Sep 14, 2014 - Sep 18, 2014
8:00am - 9:00pm

BUDGET: \$20.00 Daily

SPENT TODAY: \$0.00

LIFETIME SPENT: \$34.56 of \$34.56

WEBSITE CLICKS: 60

REACH: 3,373

FREQUENCY: 1.26

TOTAL SPENT: \$34.56

AVG. COST PER WEBSITE CLICK: \$0.58

September 14, 2014 - September 18, 2014

All Except Deleted [View Report](#) [View History](#)

Status	Ad	Delivery	Results	Cost	Reach	Frequency	Clicks	Click-Through Rate	Spent Today	Total Spent	Max. Bid	Avg. Price
<input checked="" type="checkbox"/>	srff14_PL_140914_ALLPAGES	Not Delivering	60 Website Clicks	\$0.58 Per Website Click	3,373	1.28	142	3.34%	\$0.00	\$34.56	Auto	\$8.14

Creative Edit

Optimization and Pricing Edit

Targeting Edit

Performance

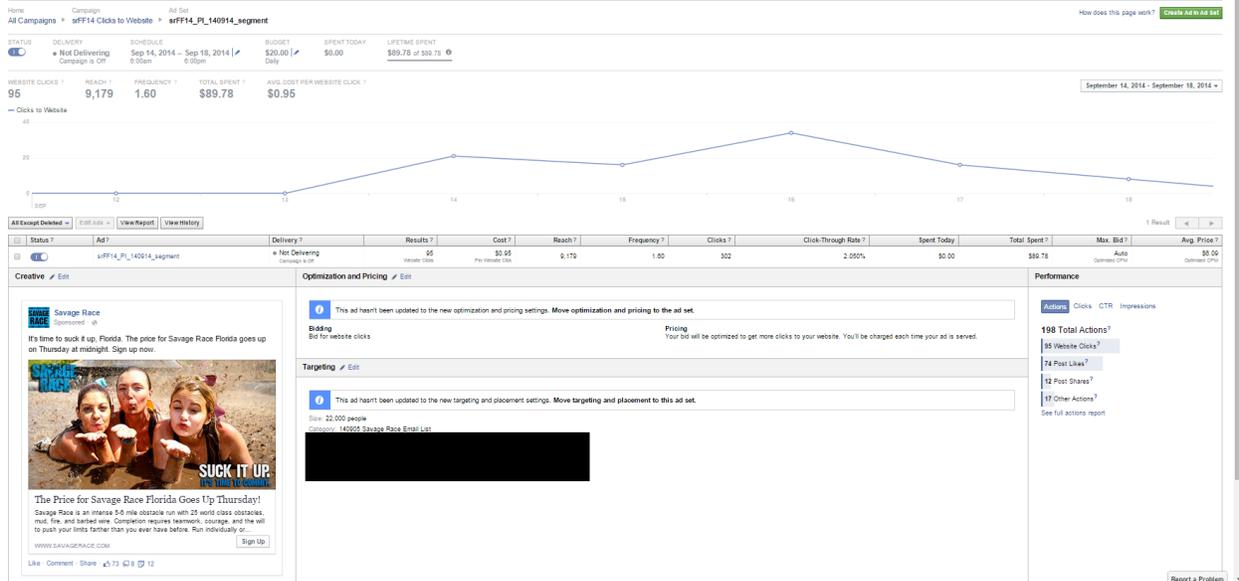
122 Total Actions?

- 60 Website Clicks?
- 47 Post Likes?
- 9 Page Likes?
- 6 Other Actions?

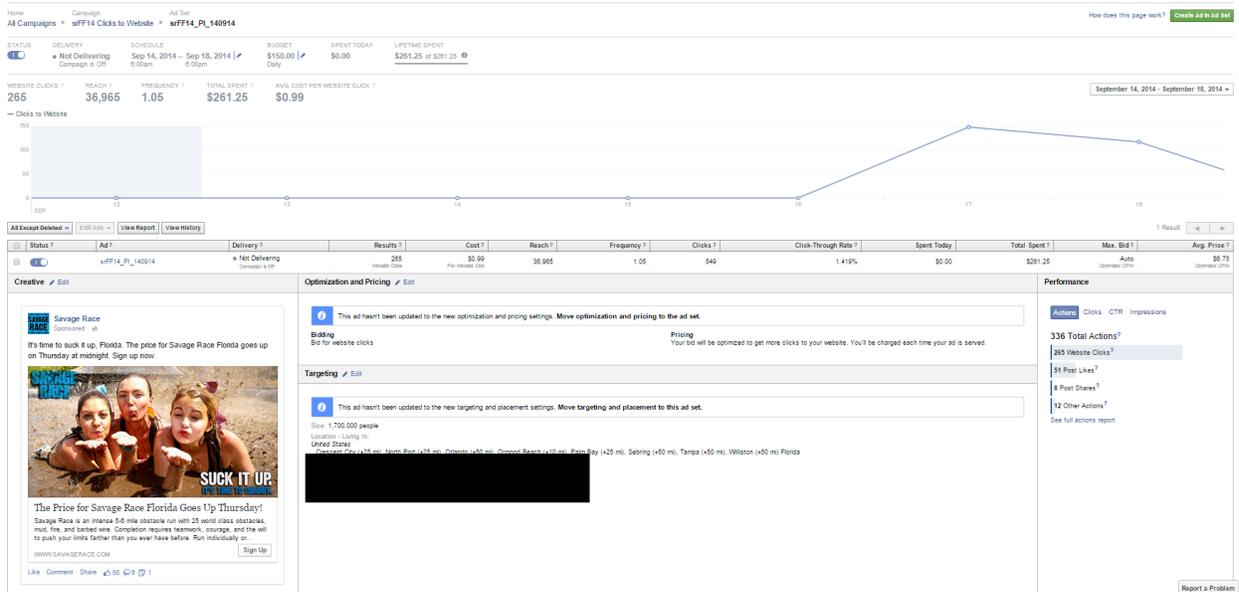
See full actions report

Ad Creative: **Savage Race** Sponsored. It's time to suck it up, Florida. The price for Savage Race Florida goes up on Thursday at midnight. Sign up now. The Price for Savage Race Florida Goes Up Thursday! Savage Race is an intense 5-6 mile obstacle run with 25 verti-pass obstacles, mud, fire, and barbed wire. Completion requires teamwork, courage, and the will to push your limits farther than you ever have before. Run individually or...

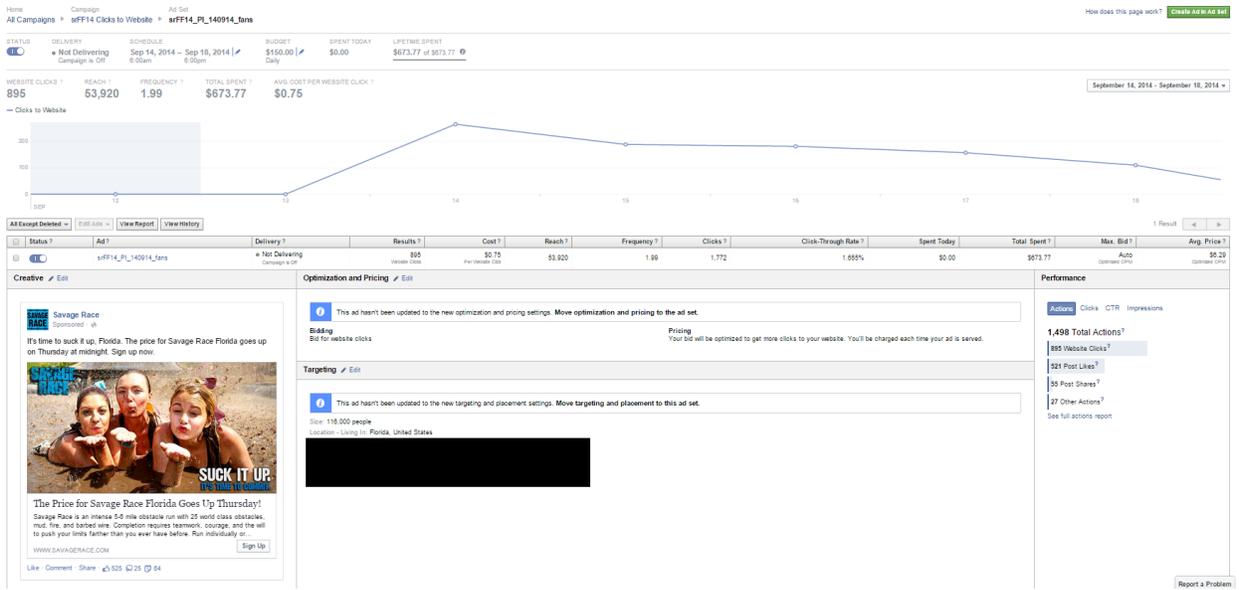
Ad Spend in FL: \$34.56



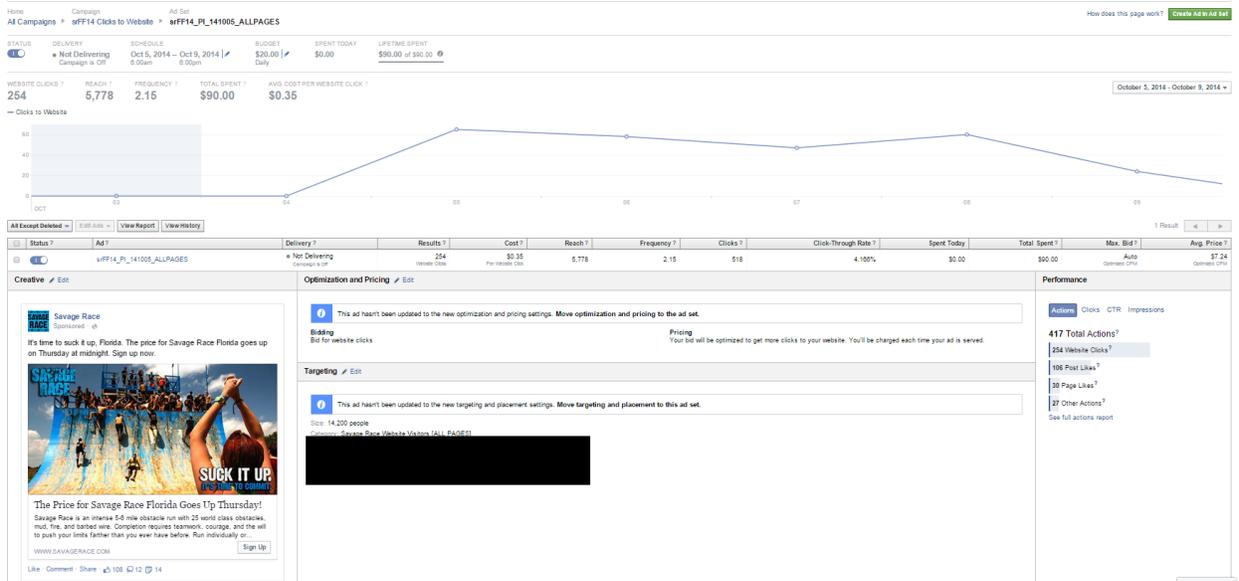
Ad Spend in FL: \$89.78



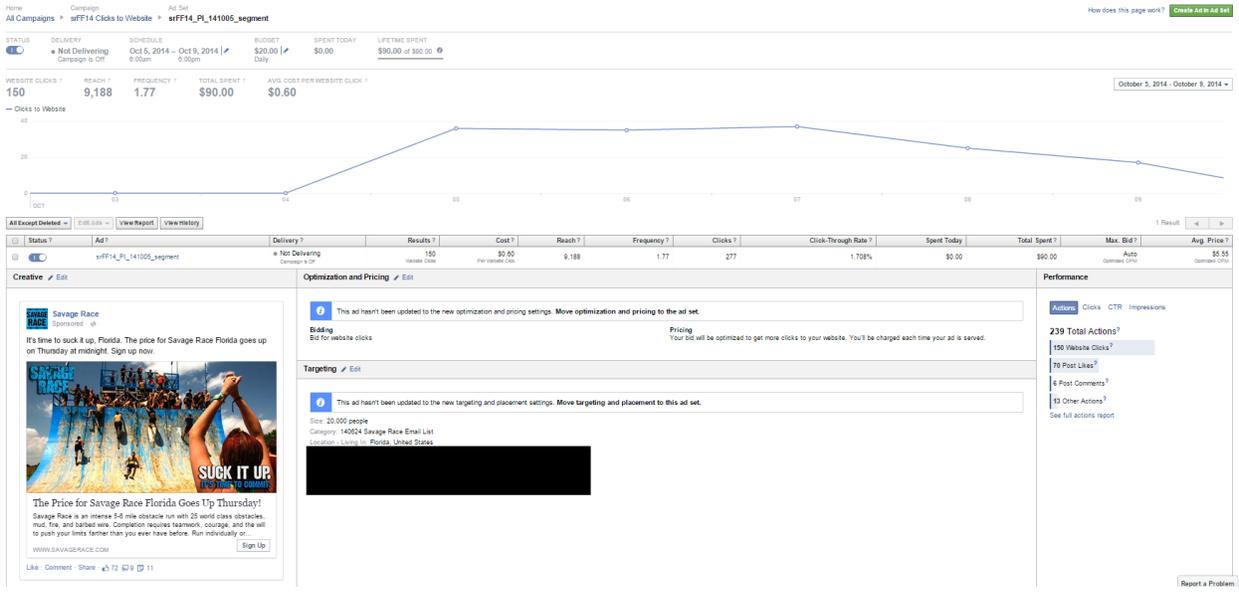
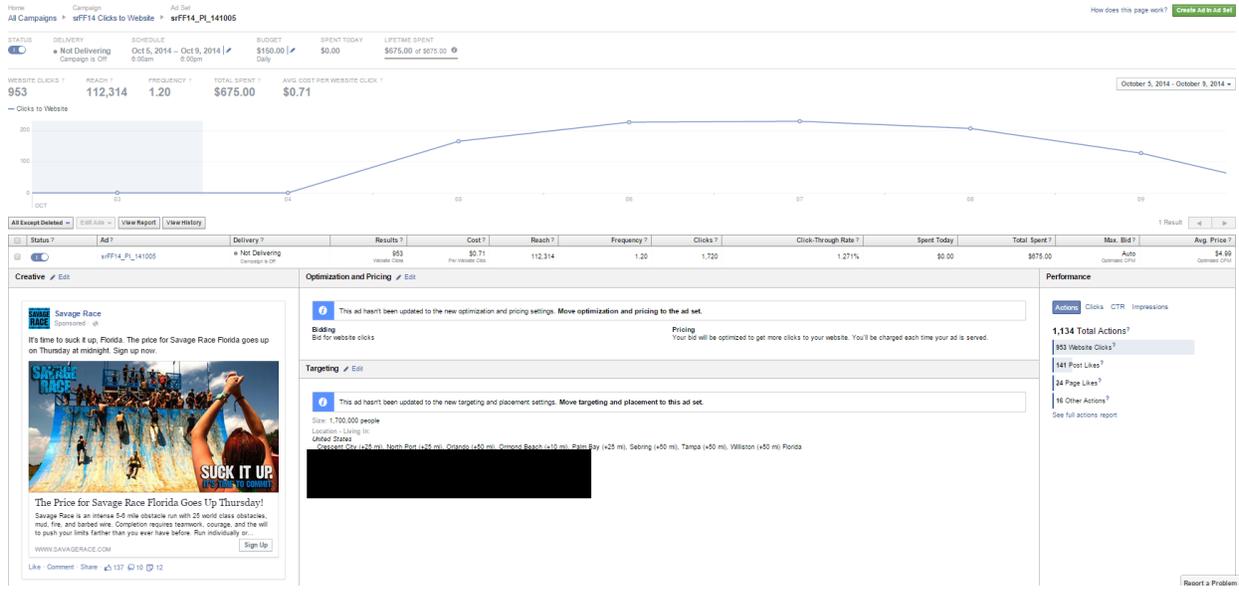
Ad Spend in FL: \$261.25

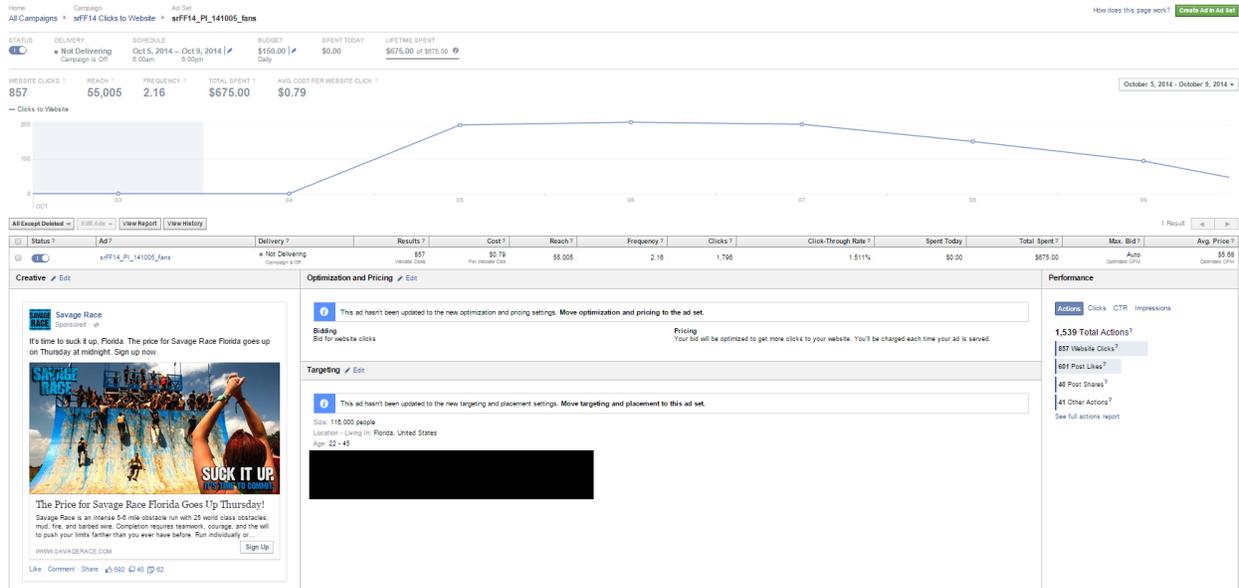


Ad Spend in FL: \$673.77

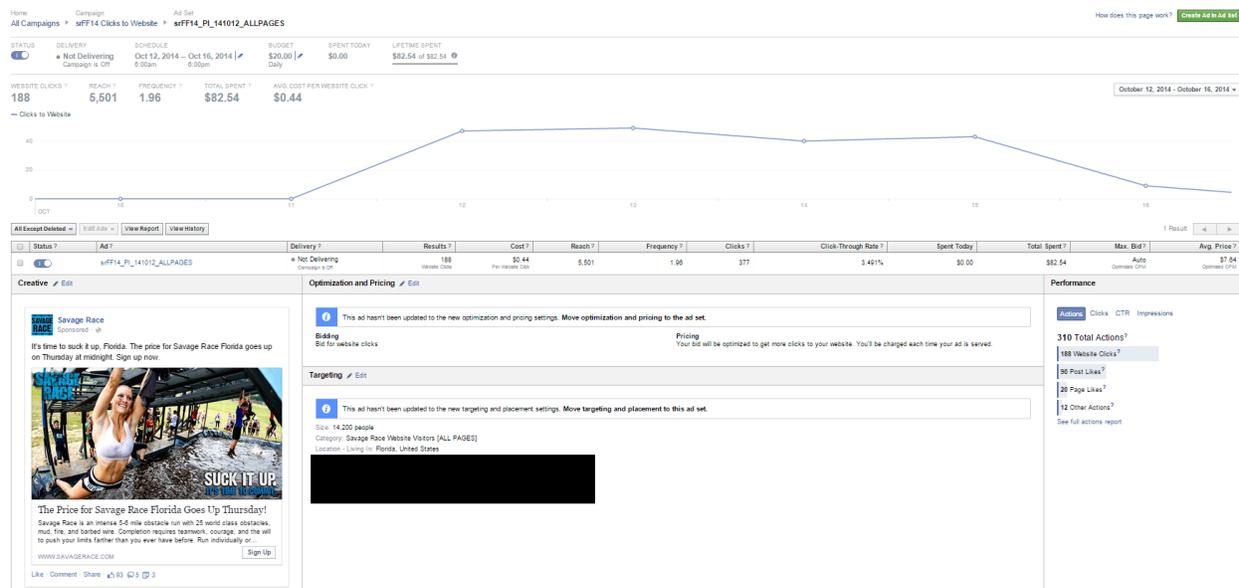


Ad Spend in FL: \$90.00

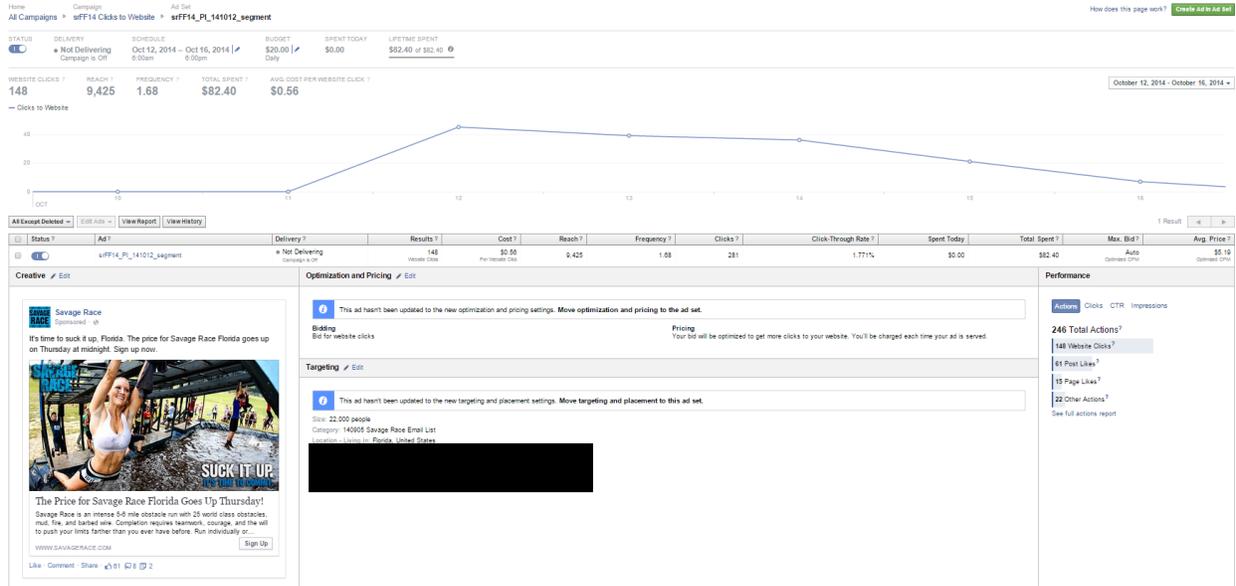




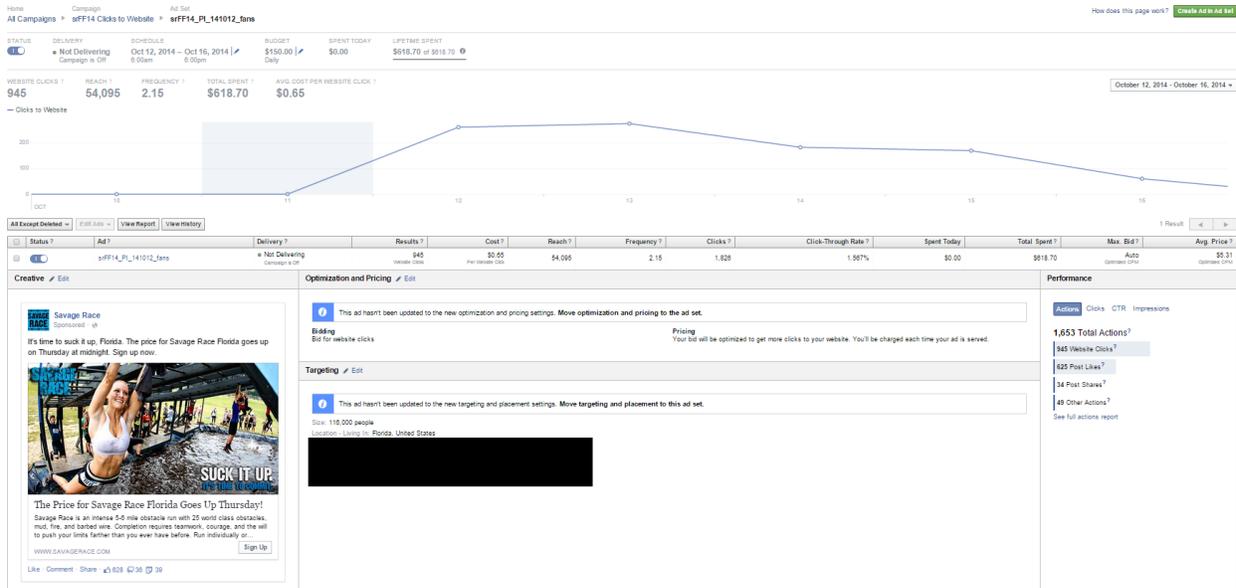
Ad Spend in FL: \$675.00



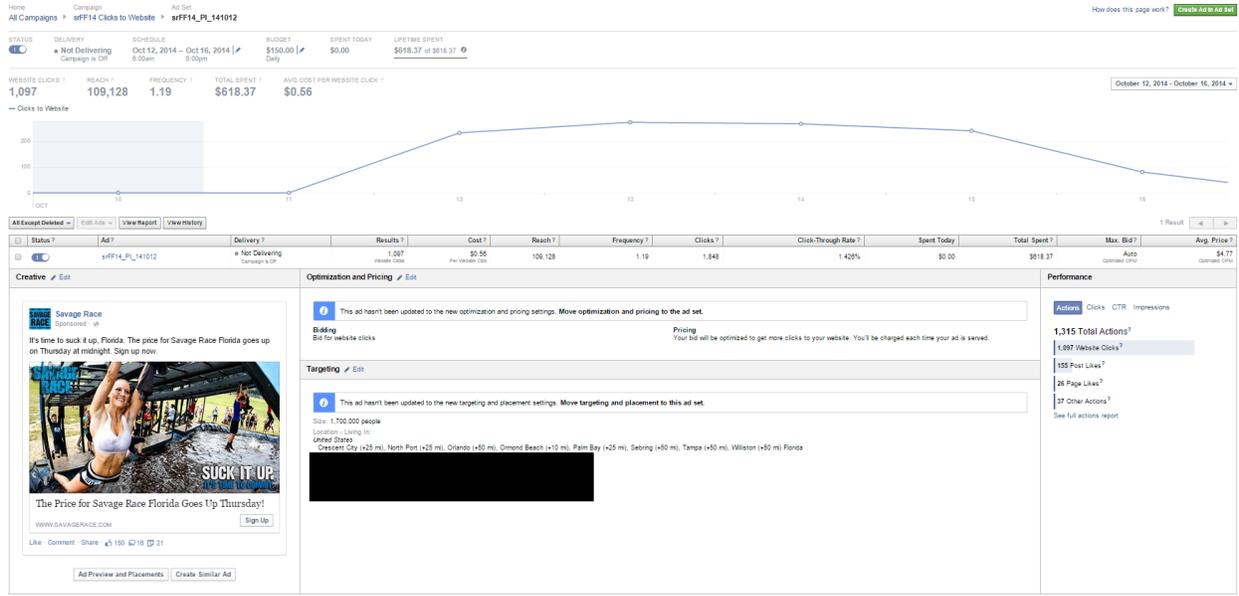
Ad Spend in FL: \$82.54



Ad Spend in FL: \$82.40



Ad Spend in FL: \$618.70



Home Campaign Ad Set
 All Campaigns > sFF14 Page Post Engagement > 140513_video_m14

STATUS: Not Delivering Campaign ID: 140513_video_m14_005
 DELIVERY: May 13, 2014 - Ongoing
 BUDGET: \$280.00 Daily
 SPENT TODAY: \$0.00
 LIFETIME SPENT: \$39,602.47

POST ENGAGEMENTS: 502,597
 REACH: 1,339,084
 FREQUENCY: 5.39
 TOTAL SPENT: \$39,602.47
 AVG. COST PER POST ENGAGEMENT: \$0.08

March 31, 2014 - October 26, 2014

Ad Exempt Deleted | View Report | View History

Status	Ad #	Delivery	Results	Cost	Reach	Frequency	Clicks	Click-Through Rate	Spent Today	Total Spent	Max. Bid	Avg. Price
Not Delivering	140507_video_m14_005	Not Delivering	113,223 Post Engagements	\$0.07 Per Post Engagement	411,216	3.17	\$1,557	3.95%	\$0.00	\$7,711.01	Auto Optimized CPM	\$2.91 Optimized CPM

Optimization and Pricing / Edit

This ad hasn't been updated to the new optimization and pricing settings. Move optimization and pricing to the ad set.

Bidding
 Bid for Page post engagement
 Pricing: Your bid will be optimized to get more engagement on your Page post. You'll be charged each time your ad is served.

Targeting / Edit

This ad hasn't been updated to the new targeting and placement settings. Move targeting and placement to this ad set.

Size: 800,000 people
 Location - Living In:
 United States
 Cleveland City (+25 mi), North Port (+25 mi), Orlando (+50 mi), Orono Beach (+10 mi), Palm Bay (+25 mi), Sebring (+50 mi), Tampa (+50 mi), Williston (+50 mi) Florida

Performance

113,782 Total Actions[?]
 116,245 Video Views[?]
 2,229 Post Likes[?]
 355 Page Likes[?]
 462 Other Actions[?]
 See full actions report

Creative / Edit

Savage Race with Rodney Spillman and Jake Mann
 Watch the video, then register to be a Savage in 2014!

43,341 Likes · 4,995 Comments

Ad Preview and Placements | Create Similar Ad

Ad Spend in FL: \$7,711.01

Home Campaign Ad Set
 All Campaigns > sFF14 Page Post Engagement > 140507_video

STATUS: Not Delivering Campaign ID: 140507_video
 DELIVERY: May 7, 2014 - May 9, 2014
 BUDGET: \$20.00 Daily
 SPENT TODAY: \$0.00
 LIFETIME SPENT: \$40.00

POST ENGAGEMENTS: 189
 REACH: 13,904
 FREQUENCY: 1.03
 TOTAL SPENT: \$40.00
 AVG. COST PER POST ENGAGEMENT: \$0.21

March 31, 2014 - October 26, 2014

Ad Exempt Deleted | View Report | View History

Status	Ad #	Delivery	Results	Cost	Reach	Frequency	Clicks	Click-Through Rate	Spent Today	Total Spent	Max. Bid	Avg. Price
Not Delivering	140507_video	Not Delivering	189 Post Engagements	\$0.21 Per Post Engagement	13,904	1.03	2,487	17.32%	\$0.00	\$40.00	Auto Optimized CPM	\$2.79 Optimized CPM

Optimization and Pricing / Edit

This ad hasn't been updated to the new optimization and pricing settings. Move optimization and pricing to the ad set.

Bidding
 Bid for Page post engagement
 Pricing: Your bid will be optimized to get more engagement on your Page post. You'll be charged each time your ad is served.

Targeting / Edit

This ad hasn't been updated to the new targeting and placement settings. Move targeting and placement to this ad set.

Size: 2,200,000 people
 Location - Living In:
 United States
 Cleveland City (+25 mi), North Port (+25 mi), Orlando (+50 mi), Orono Beach (+10 mi), Palm Bay (+25 mi), Sebring (+50 mi), Tampa (+50 mi), Williston (+50 mi) Florida

Performance

208 Total Actions[?]
 129 Post Likes[?]
 44 Post Shares[?]
 20 Post Comments[?]
 19 Page Likes[?]
 See full actions report

Creative / Edit

Savage Race with Rodney Spillman and Jake Mann
 Watch the video, then register to be a Savage in 2014!

43,341 Likes · 4,995 Comments

Ad Spend in FL: \$40.00

Home Campaign Ad Set
 All Campaigns > Savage Race - Page Likes > Page_Likes_Competitor_Races

STATUS: Completed DELIVERY: Jul 8, 2014 - Oct 26, 2014 SCHEDULE: 4:50pm - 8:00pm BUDGET: \$100.00 / Day SPENT TODAY: \$0.00 LIFETIME SPENT: \$11,011.80 of \$11,011.80

PAGE LIKES: 14,843 REACH: 515,922 FREQUENCY: 3.06 TOTAL SPENT: \$11,011.80 AVG. COST PER PAGE LIKE: \$0.74

July 8, 2014 - October 26, 2014

Status	Ad #	Delivery	Results	Cost	Reach	Frequency	Clicks	Click-Through Rate	Spent Today	Total Spent	Max. Bid	Avg. Price
Completed	Page_Likes_Competitor_Races_Rightside	Not Delivering	0 Page Likes	\$0.78 Per Page Like	4,422	2.02	7	0.071%	\$0.00	\$4.67	Auto	\$0.52

Optimization and Pricing

This ad hasn't been updated to the new optimization and pricing settings. Move optimization and pricing to the ad set.

Bidding
 Bid for Page Likes

Pricing
 Your bid will be optimized to get more Page Likes. You'll be charged each time your ad is served.

Targeting

This ad hasn't been updated to the new targeting and placement settings. Move targeting and placement to this ad set.

Size: 800,000 people
 Location - Living In: United States
 Interests: Delaware; Washington (+50 mi); District of Columbia; Florida; Georgia; Maryland; New Jersey; New York (+50 mi); New York; Philadelphia (+50 mi); Pennsylvania; South Carolina; Dallas (+50 mi); Fort Worth (+50 mi); Grandview (+50 mi); Texas

Performance

21 Total Actions[?]
 11 Video Views[?]
 6 Page Likes[?]
 2 Page Photo Views[?]
 2 Other Actions[?]
 See full actions report

Ad Spend in FL: \$1,376.48

Home Campaign Ad Set
 All Campaigns > Savage Race - Page Likes > Page_Likes_Lookalike_Targeting

STATUS: Completed DELIVERY: Jul 8, 2014 - Oct 26, 2014 SCHEDULE: 4:50pm - 8:00pm BUDGET: \$100.00 / Day SPENT TODAY: \$0.00 LIFETIME SPENT: \$11,011.38 of \$11,011.38

PAGE LIKES: 17,814 REACH: 486,171 FREQUENCY: 2.78 TOTAL SPENT: \$11,011.38 AVG. COST PER PAGE LIKE: \$0.62

July 8, 2014 - October 26, 2014

Status	Ad #	Delivery	Results	Cost	Reach	Frequency	Clicks	Click-Through Rate	Spent Today	Total Spent	Max. Bid	Avg. Price
Completed	Page_Likes_Lookalike_audience_QOS	Not Delivering	1,988 Page Likes	\$0.80 Per Page Like	122,018	2.33	2,807	0.884%	\$0.00	\$1,568.84	Auto	\$0.55

Optimization and Pricing

This ad hasn't been updated to the new optimization and pricing settings. Move optimization and pricing to the ad set.

Bidding
 Bid for Page Likes

Pricing
 Your bid will be optimized to get more Page Likes. You'll be charged each time your ad is served.

Targeting

This ad hasn't been updated to the new targeting and placement settings. Move targeting and placement to this ad set.

Size: 450,000 people
 Category: Lookalike (US, 1%) - People who like Savage Race
 Location - Living In: United States
 Interests: Alabama; Delaware; Washington (+50 mi); District of Columbia; Florida; Georgia; Maryland; New Jersey; Charlotte (+50 mi); North Carolina; Oklahoma City (+50 mi); Oklahoma; South Carolina; Chattanooga (+50 mi); Tennessee; Austin (+50 mi); Dallas (+50 mi); Fort Worth (+50 mi); Grandview (+50 mi); Houston (+50 mi); Wood (+50 mi); Texas; Virginia; West Virginia

Performance

6,731 Total Actions[?]
 3,857 Video Views[?]
 1,988 Page Likes[?]
 508 Post Likes[?]
 368 Other Actions[?]
 See full actions report

Ad Spend in FL: \$1,376.42

Home Campaign Ad Set
 All Campaigns > Savage Race - Page Likes > Page_Likes_Race_Location_Area_Targeting

STATUS: Completed DELIVERY: Jul 8, 2014 - Oct 26, 2014 SCHEDULE: 4:50pm - 8:00pm BUDGET: \$100.00 / Day SPENT TODAY: \$0.00 LIFETIME SPENT: \$11,012.30 of \$11,012.30

PAGE LIKES: 21,621 REACH: 658,640 FREQUENCY: 2.10 TOTAL SPENT: \$11,012.30 AVG. COST PER PAGE LIKE: \$0.51

July 8, 2014 - October 26, 2014

Status	Ad #	Delivery	Results	Cost	Reach	Frequency	Clicks	Click-Through Rate	Spent Today	Total Spent	Max. Bid	Avg. Price
Completed	Page_Likes_Race_Area_Targeting_Not_Connected_Rightside	Not Delivering	0 Page Likes	--	3,905	1.80	5	0.071%	\$0.00	\$0.20	Auto	\$0.03

Optimization and Pricing

This ad hasn't been updated to the new optimization and pricing settings. Move optimization and pricing to the ad set.

Bidding
 Bid for Page Likes

Pricing
 Your bid will be optimized to get more Page Likes. You'll be charged each time your ad is served.

Targeting

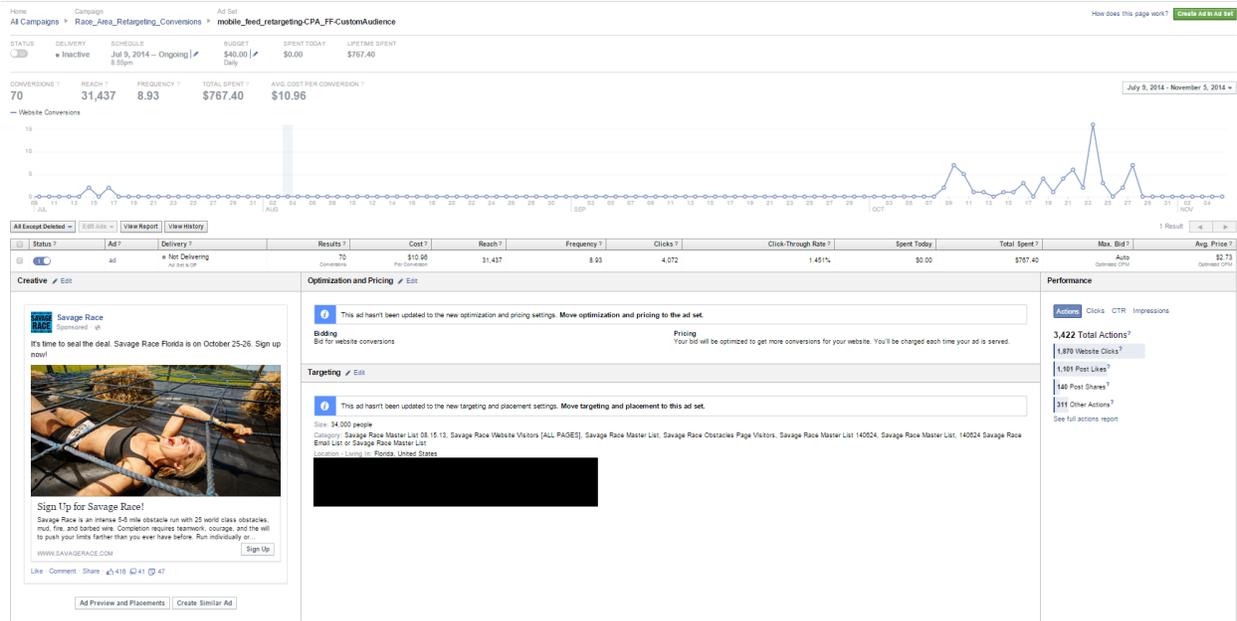
This ad hasn't been updated to the new targeting and placement settings. Move targeting and placement to this ad set.

Size: 10,000,000 people
 Location - Living In: United States
 Interests: Delaware; Washington (+50 mi); District of Columbia; Florida; Georgia; Maryland; Philadelphia (+50 mi); Pennsylvania; Tennessee; Dallas (+50 mi); Fort Worth (+50 mi); Grandview (+50 mi); Texas

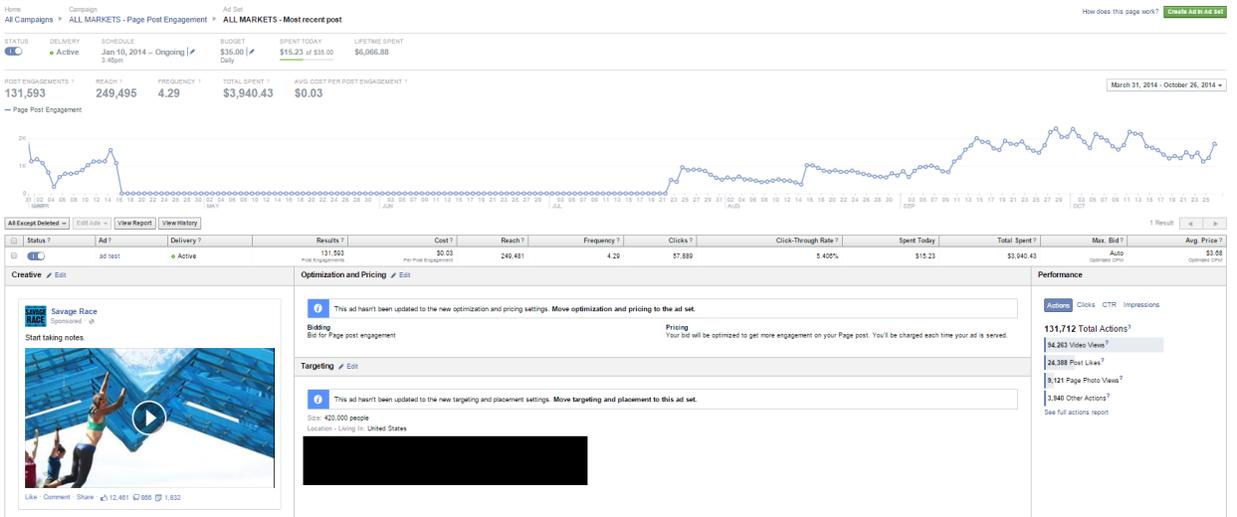
Performance

13 Total Actions[?]
 12 Video Views[?]
 1 Post Likes[?]
 See full actions report

Ad Spend in FL: \$1,376.53



Ad Spend in FL: \$767.40



Ad Spend in FL: \$492.55

Home Campaign Ad Set
All Campaigns > **Media_Workplace_Targeting** > **Media_Workplace_Florida** How does this page work? [Create Ad in Ad Set](#)

STATUS: **Completed** DELIVERY: **4 Open** SCHEDULE: **Jul 8, 2014 - Oct 26, 2014** BUDGET: **\$8.00** SPENT TODAY: **\$0.00** LIFETIME SPENT: **\$897.26 of \$897.25**

POST ENGAGEMENTS: **3,649** REACH: **2,222** FREQUENCY: **28.68** TOTAL SPENT: **\$897.25** AVG. COST PER POST ENGAGEMENT: **\$0.25** March 31, 2014 - October 26, 2014

— Page Post Engagement

Ad Exempt Deleted	View Report	View History										
Status	Ad?	Delivery?	Results?	Cost?	Reach?	Frequency?	Clicks?	Click-Through Rate?	Spent Today	Total Spent?	Max Bid?	Avg. Price?
<input checked="" type="checkbox"/>	Promotion_Video_Media_Targeting_Florida	Not Delivering	3,649 Post Engagements	\$0.25 Per Post Engagement	2,222 Per Post Engagement	28.68	890	1.307%	\$0.00	\$897.25	Auto (Optimized)	\$14.58 (Optimized)

Creative / Edit

Like · Comment · Share 43,341 4,905 19,759

Optimization and Pricing / Edit

This ad hasn't been updated to the new optimization and pricing settings. [Move optimization and pricing to the ad set.](#)

Bidding / Bid for Page post engagement

Pricing / Your bid will be optimized to get more engagement on your Page post. You'll be charged each time your ad is served.

Targeting / Edit

This ad hasn't been updated to the new targeting and placement settings. [Move targeting and placement to this ad set.](#)

See: 1,880 people
 Location: United States

Performance

Actions: Clicks CTR Impressions

3,658 Total Actions[?]

3,651 Video Views[?]

34 Post Likes[?]

9 Page Likes[?]

14 Other Actions[?]

See full actions report

Ad Spend in FL: \$897.25

Home Campaign Ad Set
All Campaigns > **Fans most recent post** > **US - 18-65** How does this page work? [Create Ad in Ad Set](#)

STATUS: **Not Delivering** DELIVERY: **Campaign is Off** SCHEDULE: **Feb 13, 2014 - Ongoing** BUDGET: **\$10.00** SPENT TODAY: **\$2.23** LIFETIME SPENT: **\$2,354.95**

POST ENGAGEMENTS: **31,720** REACH: **190,290** FREQUENCY: **41.95** TOTAL SPENT: **\$1,905.85** AVG. COST PER POST ENGAGEMENT: **\$0.06** March 31, 2014 - October 26, 2014

— Page Post Engagement

Ad Exempt Deleted	View Report	View History										
Status	Ad?	Delivery?	Results?	Cost?	Reach?	Frequency?	Clicks?	Click-Through Rate?	Spent Today	Total Spent?	Max Bid?	Avg. Price?
<input checked="" type="checkbox"/>	ad	Not Delivering	31,720 Post Engagements	\$0.08 Per Post Engagement	190,290	41.95	9,308	0.118%	\$2.23	\$1,905.85	Auto (Optimized)	\$0.24 (Optimized)

Creative / Edit

Like · Comment · Share 12,451 800 1,832

Optimization and Pricing / Edit

This ad hasn't been updated to the new optimization and pricing settings. [Move optimization and pricing to the ad set.](#)

Bidding / Bid for Page post engagement

Pricing / Your bid will be optimized to get more engagement on your Page post. You'll be charged each time your ad is served.

Targeting / Edit

This ad hasn't been updated to the new targeting and placement settings. [Move targeting and placement to this ad set.](#)

See: 250,000 people
 Location: United States

Performance

Actions: Clicks CTR Impressions

31,795 Total Actions[?]

15,748 Video Views[?]

11,366 Page Photo Views[?]

3,356 Post Likes[?]

1,325 Other Actions[?]

See full actions report

Ad Spend in FL: \$238.23

Home Campaign Ad Set
 All Campaigns > sFF14 - Clicks to website TEST > sFF14_140505_handhold_non-fan

STATUS: **Completed** | DELIVERY: **Completed** | SCHEDULE: **May 6, 2014 - May 8, 2014** | BUDGET: **\$20,000** | SPENT TODAY: **\$0.00** | LIFETIME SPENT: **\$50.00 of \$50.00**

WEBSITE CLICKS: **82** | REACH: **8,820** | FREQUENCY: **1.04** | TOTAL SPENT: **\$50.00** | AVG. COST PER WEBSITE CLICK: **\$0.61**

March 31, 2014 - October 26, 2014

Ad Set	Status	Ad	Delivery	Results	Cost	Reach	Frequency	Clicks	Click-Through Rate	Spent Today	Total Spent	Max. Bid	Avg. Price
sFF14_140505_handhold_non-fan	Completed	Savage Race	Not Delivered	82 Website Clicks	\$0.61 Per Website Click	8,820	1.04	134	1.45%	\$0.00	\$50.00	\$0.43	\$1.43

Optimization and Pricing

This ad hasn't been updated to the new optimization and pricing settings. [Move optimization and pricing to the ad set.](#)

Bidding
 Bid for website clicks

Pricing
 Your bid will be optimized to get more clicks to your website. You'll be charged each time your ad is served.

Targeting

This ad hasn't been updated to the new targeting and placement settings. [Move targeting and placement to this ad set.](#)

Size: 2,200,000 people
 Location: Using IP
 Other States
 Crescent City (+25 mi), North Port (+25 mi), Orlando (+50 mi), Ormond Beach (+10 mi), Palm Bay (+25 mi), Sebring (+40 mi), Tampa (+40 mi), Wilton (+40 mi) Florida

Performance

Actions: Clicks, CTR, Impressions

120 Total Actions³

92 Website Clicks³

30 Post Likes³

4 Post Shares³

4 Other Actions³

See full actions report

Ad Spend in FL: \$50.00

Home Campaign Ad Set
 All Campaigns > sFF14 - Clicks to website TEST > sFF14_140505_colossuside_non-fan

STATUS: **Completed** | DELIVERY: **Completed** | SCHEDULE: **May 6, 2014 - May 8, 2014** | BUDGET: **\$20,000** | SPENT TODAY: **\$0.00** | LIFETIME SPENT: **\$50.00 of \$50.00**

WEBSITE CLICKS: **89** | REACH: **9,707** | FREQUENCY: **1.03** | TOTAL SPENT: **\$50.00** | AVG. COST PER WEBSITE CLICK: **\$0.56**

March 31, 2014 - October 26, 2014

Ad Set	Status	Ad	Delivery	Results	Cost	Reach	Frequency	Clicks	Click-Through Rate	Spent Today	Total Spent	Max. Bid	Avg. Price
sFF14_140505_colossuside_non-fan	Completed	Savage Race	Not Delivered	89 Website Clicks	\$0.56 Per Website Click	9,707	1.03	100	1.05%	\$0.00	\$50.00	\$0.43	\$1.43

Optimization and Pricing

This ad hasn't been updated to the new optimization and pricing settings. [Move optimization and pricing to the ad set.](#)

Bidding
 Bid for website clicks

Pricing
 Your bid will be optimized to get more clicks to your website. You'll be charged each time your ad is served.

Targeting

This ad hasn't been updated to the new targeting and placement settings. [Move targeting and placement to this ad set.](#)

Size: 2,200,000 people
 Location: Using IP
 Other States
 Crescent City (+25 mi), North Port (+25 mi), Orlando (+50 mi), Ormond Beach (+10 mi), Palm Bay (+25 mi), Sebring (+40 mi), Tampa (+40 mi), Wilton (+40 mi) Florida

Performance

Actions: Clicks, CTR, Impressions

139 Total Actions³

89 Website Clicks³

38 Post Likes³

7 Post Shares³

5 Other Actions³

See full actions report

Ad Spend in FL: \$50.00

Home Campaign Ad Set
 All Campaigns > sFF14 - Clicks to website TEST > sFF14_140505_beeftinguy_non-fan

STATUS: Completed DELIVERY: May 6, 2014 - May 8, 2014 BUDGET: \$20.00 DAILY SPENT TODAY: \$0.00 LIFETIME SPENT: \$50.00 of \$50.00

WEBSITE CLICKS: 73 REACH: 9,613 FREQUENCY: 1.03 TOTAL SPENT: \$50.00 AVG. COST PER WEBSITE CLICK: \$0.68

March 31, 2014 - October 26, 2014

Status	Ad?	Delivery?	Results?	Cost?	Reach?	Frequency?	Clicks?	Click-Through Rate?	Spent Today	Total Spent?	Max. Bid?	Avg. Price?
Not Delivering		Not Delivering	73	\$0.68	9,613	1.03	148	1.501%	\$0.00	\$50.00	Auto	\$5.07

Optimization and Pricing

This ad hasn't been updated to the new optimization and pricing settings. Move optimization and pricing to the ad set.

Bidding
 Bid for website clicks

Pricing
 Your bid will be optimized to get more clicks to your website. You'll be charged each time your ad is served.

Targeting

This ad hasn't been updated to the new targeting and placement settings. Move targeting and placement to this ad set.

Size: 2,200,000 people
 Location: Living In: United States
 Placement: City (+25 mi), North Port (+25 mi), Orlando (+30 mi), Ormond Beach (+10 mi), Palm Bay (+25 mi), Sebring (+40 mi), Tampa (+40 mi), Williston (+40 mi) Florida

Performance

115 Total Actions?
 73 Website Clicks?
 30 Post Likes?
 5 Post Shares?
 7 Other Actions?
 See full actions report

Ad Preview: **Savage Race** Sponsored. Savage Race has more real-deal obstacles than any other race. It's coming back to Florida on October 25th and 26th. Find out what the buzz is about. Sign Up For Savage Race Now And Start Recruiting Your Team. Savage Race is an intense 5-6 mile obstacle run with 25 world class obstacles, mud, fire, and barbed wire. Completion requires teamwork, courage, and fire. www.savage-race.com Sign Up

Ad Spend in FL: \$50.00

Home Campaign Ad Set
 All Campaigns > sFF14 - Clicks to website TEST > sFF14_140505_colossusfront_non-fan

STATUS: Completed DELIVERY: May 6, 2014 - May 8, 2014 BUDGET: \$20.00 DAILY SPENT TODAY: \$0.00 LIFETIME SPENT: \$50.00 of \$50.00

WEBSITE CLICKS: 171 REACH: 8,761 FREQUENCY: 1.03 TOTAL SPENT: \$50.00 AVG. COST PER WEBSITE CLICK: \$0.29

March 31, 2014 - October 26, 2014

Status	Ad?	Delivery?	Results?	Cost?	Reach?	Frequency?	Clicks?	Click-Through Rate?	Spent Today	Total Spent?	Max. Bid?	Avg. Price?
Not Delivering		Not Delivering	171	\$0.29	8,761	1.03	233	2.594%	\$0.00	\$50.00	Auto	\$5.07

Optimization and Pricing

This ad hasn't been updated to the new optimization and pricing settings. Move optimization and pricing to the ad set.

Bidding
 Bid for website clicks

Pricing
 Your bid will be optimized to get more clicks to your website. You'll be charged each time your ad is served.

Targeting

This ad hasn't been updated to the new targeting and placement settings. Move targeting and placement to this ad set.

Size: 2,200,000 people
 Location: Living In: United States
 Placement: City (+25 mi), North Port (+25 mi), Orlando (+30 mi), Ormond Beach (+10 mi), Palm Bay (+25 mi), Sebring (+40 mi), Tampa (+40 mi), Williston (+40 mi) Florida

Performance

226 Total Actions?
 171 Website Clicks?
 33 Post Likes?
 8 Page Likes?
 14 Other Actions?
 See full actions report

Ad Preview: **Savage Race** Sponsored. Savage Race has more real-deal obstacles than any other race. It's coming back to Florida on October 25th and 26th. Find out what the buzz is about. Sign Up For Savage Race Now And Start Recruiting Your Team. Savage Race is an intense 5-6 mile obstacle run with 25 world class obstacles, mud, fire, and barbed wire. Completion requires teamwork, courage, and fire. www.savage-race.com Sign Up

Ad Spend in FL: \$50.00

Home Campaign Ad Set
 All Campaigns > sFF14 - Clicks to website TEST > sFF14_140505_jeffirstgrl_nonfan

STATUS: Completed DELIVERY: May 6, 2014 - May 6, 2014 BUDGET: \$20.00 SPENT TODAY: \$0.00 LIFETIME SPENT: \$50.00 of \$50.00

WEBSITE CLICKS: 126 REACH: 9,757 FREQUENCY: 1.02 TOTAL SPENT: \$50.00 AVG. COST PER WEBSITE CLICK: \$0.40

March 31, 2014 - October 26, 2014

Status	Ad	Delivery	Results	Cost	Reach	Frequency	Clicks	Click-Through Rate	Spent Today	Total Spent	Max. Bid	Avg. Price
Completed	sFF14_140505_jeffirstgrl_nonfan	Not Delivering	126	\$0.42	9,757	1.02	198	1.93%	\$0.00	\$50.00	Auto	\$1.03

Creative / **Optimization and Pricing** / **Performance**

Creative: **Savage Race** Sponsored. Sign Up For Savage Race Now And Start Recruiting Your Team. Savage Race is an intense 5.4 mile obstacle run with 23 world class obstacles, mud, fire, and barbed wire. Completion requires teamwork, courage, and the will to push your limits further than you ever have before. Run individually or...

Optimization and Pricing: This ad hasn't been updated to the new optimization and pricing settings. Move optimization and pricing to this ad set.

Performance: 162 Total Actions? 126 Website Clicks? 21 Post Likes? 7 Post Shares? 8 Other Actions?

Ad Spend in FL: \$50.00

Home Campaign Ad Set
 All Campaigns > sFF14 - Clicks to website TEST > sFF14 - event launch nonfan

STATUS: Completed DELIVERY: Apr 2, 2014 - Apr 4, 2014 BUDGET: \$200.00 SPENT TODAY: \$0.00 LIFETIME SPENT: \$600.00 of \$600.00

WEBSITE CLICKS: 1,160 REACH: 89,141 FREQUENCY: 2.33 TOTAL SPENT: \$600.00 AVG. COST PER WEBSITE CLICK: \$0.52

March 31, 2014 - October 26, 2014

Status	Ad	Delivery	Results	Cost	Reach	Frequency	Clicks	Click-Through Rate	Spent Today	Total Spent	Max. Bid	Avg. Price
Completed	sFF14 - event launch nonfan	Not Delivering	1,160	\$0.52	89,141	2.33	1,602	0.77%	\$0.00	\$600.00	Auto	\$2.59

Creative / **Optimization and Pricing** / **Performance**

Creative: **Savage Race** Sponsored. Registration is now open for Florida Fall 2014! Sign up this week only for as low as \$54 base fee! This is the lowest possible entry point. Sign Up For The World's Best Obstacle Race. Savage Race is an intense 5-6 mile obstacle run with 25 world class obstacles, mud, fire, and barbed wire. Completion requires teamwork, courage, and the will to push your limits further than you ever have before. Run individually or...

Optimization and Pricing: This ad hasn't been updated to the new optimization and pricing settings. Move optimization and pricing to this ad set.

Performance: 1,553 Total Actions? 1,160 Website Clicks? 221 Post Likes? 78 Page Likes? 84 Other Actions?

Ad Spend in FL: \$600.00

Home Campaign Ad Set
 All Campaigns > srFF14 - Clicks to website TEST > srFF14 - event launch fan

STATUS: DELIVERY: Completed Apr 2, 2014 - Apr 4, 2014 BUDGET: \$150.00 DAILY SPENT TODAY: \$0.00 LIFETIME SPENT: \$450.00 of \$450.00

WEBSITE CLICKS: 702 REACH: 55,074 FREQUENCY: 5.66 TOTAL SPENT: \$450.00 AVG. COST PER WEBSITE CLICK: \$0.64

March 31, 2014 - October 26, 2014

Ad Except Deleted View Report View History

Status?	Ad?	Delivery?	Results?	Cost?	Reach?	Frequency?	Clicks?	Click-Through Rate?	Spent Today?	Total Spent?	Max. Bid?	Avg. Price?
Completed	srFF14 - event launch fan	Not Delivering	702 Website Clicks	\$0.64 Per Website Click	55,074	5.66	1,120	0.302%	\$0.00	\$450.00	Auto Optimized CPM	\$1.44 Optimized CPM

Creative / **Edit** **Optimization and Pricing** / **Edit** **Performance**

Creative: **Savage Race** Sponsored - FB
 Registration is now open for Florida Fall 2014! Sign up this week only for as low as \$54 base fee! This is the lowest possible entry point.
 Sign Up For The World's Best Obstacle Race
 Savage Race is an intense 5-6 mile obstacle run with 25 world class obstacles, mud, fire and behind wire. Completion requires teamwork, courage, and the will to push your limits farther than you ever have before. Run individually or...

Optimization and Pricing: This ad hasn't been updated to the new optimization and pricing settings. Move optimization and pricing to the ad set.
 Bidding: Bid for website clicks. Pricing: Your bid will be optimized to get more clicks to your website. You'll be charged each time your ad is served.

Targeting: This ad hasn't been updated to the new targeting and placement settings. Move targeting and placement to this ad set.
 Size: 132,000 people
 Location: United States

Performance: 1,006 Total Actions? 702 Website Clicks? 155 Post Likes? 88 Post Shares? 31 Other Actions? See full actions report

Ad Spend in FL: \$450.00

Home Campaign Ad Set
 All Campaigns > Instagram_promo > Instagram_promo_fans

STATUS: DELIVERY: Not Delivering Campaign in CTR Jul 10, 2014 - Ongoing BUDGET: \$0.00 DAILY SPENT TODAY: \$0.00 LIFETIME SPENT: \$621.45

WEBSITE CLICKS: 410 REACH: 47,482 FREQUENCY: 2.13 TOTAL SPENT: \$621.45 AVG. COST PER WEBSITE CLICK: \$1.52

March 31, 2014 - October 26, 2014

Ad Except Deleted View Report View History

Status?	Ad?	Delivery?	Results?	Cost?	Reach?	Frequency?	Clicks?	Click-Through Rate?	Spent Today?	Total Spent?	Max. Bid?	Avg. Price?
Not Delivering	ad	Not Delivering Campaign in CTR	410 Website Clicks	\$1.52 Per Website Click	47,482	2.13	2,802	2.765%	\$0.00	\$621.45	Auto Optimized CPM	\$6.13 Optimized CPM

This ad can't be edited in Ads Manager because it uses the Clicks to Website or Website Conversions objective with a Page post that does not have a link attached. You can edit this ad using Power Editor.

Creative **Optimization and Pricing** **Performance**

Creative: **Savage Race** Sponsored - FB
 Follow us on Instagram
 FOLLOW US
 2,228 Likes · 82 Comments

Optimization and Pricing: This ad hasn't been updated to the new optimization and pricing settings. Move optimization and pricing to the ad set.
 Bidding: Bid for website clicks. Pricing: Your bid will be optimized to get more clicks to your website. You'll be charged each time your ad is served.

Targeting: This ad hasn't been updated to the new targeting and placement settings. Move targeting and placement to this ad set.
 Size: 100,000 people
 Categories: Savage Race Master List 08.15.13, Savage Race Website Visitors (ALL PAGES), Savage Race Master List, Savage Race Obstacles Page Visitors, Savage Race Master List 140524, Savage Race Master List 140524 Savage Race Email List or Savage Race Master List
 Location: United States

Performance: 2,287 Total Actions? 872 Post Likes? 718 Page Photo Views? 416 Website Clicks? 286 Other Actions? See full actions report

Ad Spend in FL: \$77.68

Home Campaign Ad Set **instagram_promo** **instagram_promo_CA** How does this page work? [Create Ad With Ad Kit](#)

STATUS: **Not Delivering** Campaign is Off SCHEDULE: Jul 10, 2014 - Ongoing Budget: \$10.00 Daily Spent Today: \$0.00 Lifetime Spent: \$626.51

WEBSITE CLICKS: 492 REACH: 71,301 FREQUENCY: 1.81 TOTAL SPENT: \$626.51 AVG. COST PER WEBSITE CLICK: \$1.27 March 31, 2014 - October 26, 2014

Clicks to Website

All Except Deleted [Edit Ad](#) [View Report](#) [View History](#)

Status	Ad?	Delivery?	Results?	Cost?	Reach?	Frequency?	Clicks?	Click-Through Rate?	Spent Today	Total Spent?	Max. Bid?	Avg. Price?
Not Delivering	Not Delivering	Campaign is Off	492 Website Clicks	\$1.27 Per Website Click	71,301	1.81	2,864	2.214%	\$0.00	\$626.51	Auto Optimized CPM	\$4.85 Optimized CPM

This ad can't be edited in Ads Manager because it uses the Clicks to Website or Website Conversions objective with a Page post that does not have a link attached. You can edit this ad using Power Editor.

Creative

Optimization and Pricing

This ad hasn't been updated to the new optimization and pricing settings. Move optimization and pricing to the ad set.

Bidding: Bid for website clicks Pricing: Your bid will be optimized to get more clicks to your website. You'll be charged each time your ad is served.

Targeting

This ad hasn't been updated to the new targeting and placement settings. Move targeting and placement to this ad set.

Size: 420,000 people Location: Living in United States

Performance

Actions Clicks CTR Impressions

2,217 Total Actions[?]

1,124 Post Likes[?]

322 Page Photo Views[?]

492 Website Clicks[?]

76 Other Actions[?]

See full actions report

Ad Spend in FL: \$78.31

Home Campaign Ad Set **Almarkets page link FANS-Davy** **US** How does this page work? [Create Ad With Ad Kit](#)

STATUS: **Not Delivering** Campaign is Off SCHEDULE: Feb 3, 2014 - Ongoing Budget: \$95,000 Daily Spent Today: \$0.00 Lifetime Spent: \$5,491.37

WEBSITE CLICKS: 1,727 REACH: 89,810 FREQUENCY: 1.83 TOTAL SPENT: \$990.31 AVG. COST PER WEBSITE CLICK: \$0.57 March 31, 2014 - October 26, 2014

Clicks to Website

All Except Deleted [Edit Ad](#) [View Report](#) [View History](#)

Status	Ad?	Delivery?	Results?	Cost?	Reach?	Frequency?	Clicks?	Click-Through Rate?	Spent Today	Total Spent?	Max. Bid?	Avg. Price?
Not Delivering	Not Delivering	Campaign is Off	1,727 Website Clicks	\$0.37 Per Website Click	89,810	1.83	2,565	1.576%	\$0.00	\$990.31	Auto Optimized CPM	\$6.51 Optimized CPM

Creative

Optimization and Pricing

This ad hasn't been updated to the new optimization and pricing settings. Move optimization and pricing to the ad set.

Bidding: Bid for website clicks Pricing: Your bid will be optimized to get more clicks to your website. You'll be charged each time your ad is served.

Targeting

This ad hasn't been updated to the new targeting and placement settings. Move targeting and placement to this ad set.

Size: 420,000 people Location: Living in United States

Performance

Actions Clicks CTR Impressions

2,307 Total Actions[?]

1,727 Website Clicks[?]

496 Post Likes[?]

65 Post Shares[?]

19 Post Comments[?]

See full actions report

Ad Spend in FL: \$123.78

STATUS	DELIVERY	SCHEDULE	BUDGET	SPENT TODAY	LIFETIME SPENT
Not Delivering	Campaign is Off	Oct 3, 2014 - Oct 22, 2014 8:30am - 3:00am	\$10.00 Daily	\$0.00	\$130.12 of \$130.12

EVENT RESPONSES	REACH	FREQUENCY	TOTAL SPENT	AVG. COST PER EVENT RESPONSE
296	19,259	1.59	\$130.12	\$0.44



Status	Ad	Delivery	Results	Cost	Reach	Frequency	Clicks	Click-Through Rate	Spent Today	Total Spent	Max. Bid	Avg. Price
FF14 Event Promo FOF	Not Delivering	20	\$0.61	4,383	1.28	113	2.015%	\$0.00	\$18.22	Auto	\$2.25	

Creative / Edit

Optimization and Pricing / Edit

Bidding
 Bid for event responses
 Pricing: Your bid will be optimized to get more responses to your event. You'll be charged each time your ad is served.

Targeting / Edit

This ad hasn't been updated to the new targeting and placement settings. Move targeting and placement to this ad set.

Size: 5,600,000 people
 Location: Living in Florida, United States

Performance

78 Total Actions[?]
 43 Post Likes[?]
 20 Event Responses[?]
 7 Page Likes[?]
 2 Post Comments[?]
 See full actions report

Ad Spend in FL: \$130.12

Total Facebook Ad Spend in Florida (3/31/2014-10/26/2014): \$55,799.64

Facebook Billing

Billing Summary

Current Unbilled Spend ^(?) [Play Now](#) Billing Threshold ^(?) \$5,000.00 USD Manage Total Account Spend ^(?) \$1,227,299.81 of Unbilled Manage

Month of	Payment Method	All payment methods	Download all monthly invoices	Format: PDF	Download monthly invoice	
03/31/2014	Transaction	49110420211778-19495	Download as PDF	Facebook Ads Daily Delivery	Credit Card	\$3,179.55 USD
03/30/2014	Transaction	427801107018773-16281	Download as PDF	Facebook Ads Daily Delivery	Credit Card	\$5,071.51 USD

Billing Summary

Current Unbilled Spend ^(?) [Play Now](#) Billing Threshold ^(?) \$5,000.00 USD Manage Total Account Spend ^(?) \$1,227,299.81 of Unbilled Manage

Month of	Payment Method	All payment methods	Download all monthly invoices	Format: PDF	Download monthly invoice	
04/30/2014	Transaction	6210223093920-56329	Download as PDF	Facebook Ads Daily Delivery	Credit Card	\$5,001.14 USD
04/28/2014	Transaction	500943846904104-581277	Download as PDF	Facebook Ads Daily Delivery	Credit Card	\$5,005.04 USD
04/20/2014	Transaction	510005939221137-570804	Download as PDF	Facebook Ads Daily Delivery	Credit Card	\$5,001.03 USD
04/15/2014	Transaction	49112872065915-558478	Download as PDF	Facebook Ads Daily Delivery	Credit Card	\$5,013.47 USD
04/09/2014	Transaction	48055958172277-543840	Download as PDF	Facebook Ads Daily Delivery	Credit Card	\$5,016.00 USD
04/08/2014	Transaction	50149572931891-537924	Download as PDF	Facebook Ads Daily Delivery	Credit Card	\$5,009.71 USD
04/03/2014	Transaction	48055958172277-543840	Download as PDF	Facebook Ads Daily Delivery	Credit Card	\$5,057.10 USD
04/04/2014	Transaction	462070337471405-529879	Download as PDF	Facebook Ads Daily Delivery	Credit Card	\$5,027.41 USD
04/02/2014	Transaction	4909594014203-525534	Download as PDF	Facebook Ads Daily Delivery	Credit Card	\$5,009.04 USD
Total						\$45,161.69 USD

Billing Summary

Current Unbilled Spend ^(?) [Play Now](#) Billing Threshold ^(?) \$5,000.00 USD Manage Total Account Spend ^(?) \$1,227,299.81 of Unbilled Manage

Month of	Payment Method	All payment methods	Download all monthly invoices	Format: PDF	Download monthly invoice	
05/31/2014	Transaction	500720045805581-500735	Download as PDF	Facebook Ads Daily Delivery	Credit Card	\$883.48 USD
05/30/2014	Transaction	51852712859100-558775	Download as PDF	Facebook Ads Daily Delivery	Credit Card	\$5,124.84 USD
05/27/2014	Transaction	528887192891788-552498	Download as PDF	Facebook Ads Daily Delivery	Credit Card	\$5,011.52 USD
05/28/2014	Transaction	521090441340218-548787	Download as PDF	Facebook Ads Daily Delivery	Credit Card	\$4,339.30 USD
05/22/2014	Transaction	518330916118324-541748	Download as PDF	Facebook Ads Daily Delivery	Credit Card	\$5,020.79 USD
05/16/2014	Transaction	51289555491524-535635	Download as PDF	Facebook Ads Daily Delivery	Credit Card	\$5,015.69 USD
05/10/2014	Transaction	51745079330791-520785	Download as PDF	Facebook Ads Daily Delivery	Credit Card	\$5,038.45 USD
05/14/2014	Transaction	501914023248112-523361	Download as PDF	Facebook Ads Daily Delivery	Credit Card	\$5,022.45 USD
05/10/2014	Transaction	520178624705565-517755	Download as PDF	Facebook Ads Daily Delivery	Credit Card	\$5,010.18 USD
05/07/2014	Transaction	511905895914832-511004	Download as PDF	Facebook Ads Daily Delivery	Credit Card	\$5,008.30 USD
05/04/2014	Transaction	50562479280577-503930	Download as PDF	Facebook Ads Daily Delivery	Credit Card	\$5,027.34 USD
05/04/2014	Transaction	50562479280577-503930	Download as PDF	Facebook Ads Daily Delivery (PAYMENT FAILED - 05/04/2014 4:15pm)	Credit Card	\$5,027.34 USD
Total						\$50,553.39 USD

Billing Summary

Current Unbilled Spend ^(?) [Play Now](#) Billing Threshold ^(?) \$5,000.00 USD Manage Total Account Spend ^(?) \$1,227,299.81 of Unbilled Manage

Month of	Payment Method	All payment methods	Download all monthly invoices	Format: PDF	Download monthly invoice	
06/30/2014	Transaction	54058032172894-722008	Download as PDF	Facebook Ads Daily Delivery	Credit Card	\$973.80 USD
06/28/2014	Transaction	55310271477485-718140	Download as PDF	Facebook Ads Daily Delivery	Credit Card	\$5,048.07 USD
06/25/2014	Transaction	521334167978402-712842	Download as PDF	Facebook Ads Daily Delivery	Credit Card	\$5,078.33 USD
06/23/2014	Transaction	52062084718221-709099	Download as PDF	Facebook Ads Daily Delivery	Credit Card	\$3,338.12 USD
06/21/2014	Transaction	52811167268706-702719	Download as PDF	Facebook Ads Daily Delivery	Credit Card	\$5,331.52 USD
06/19/2014	Transaction	517814200202731-686762	Download as PDF	Facebook Ads Daily Delivery	Credit Card	\$5,008.07 USD
06/18/2014	Transaction	51186590258582-656765	Download as PDF	Facebook Ads Daily Delivery	Credit Card	\$3,140.00 USD
06/14/2014	Transaction	530380549740480-590742	Download as PDF	Facebook Ads Daily Delivery	Credit Card	\$4,594.25 USD
06/11/2014	Transaction	5384207880889-584754	Download as PDF	Facebook Ads Daily Delivery	Credit Card	\$5,021.40 USD
06/08/2014	Transaction	528495224128959-578485	Download as PDF	Facebook Ads Daily Delivery	Credit Card	\$5,080.21 USD
06/05/2014	Transaction	54296032512456-572222	Download as PDF	Facebook Ads Daily Delivery	Credit Card	\$5,000.42 USD
06/02/2014	Transaction	52957121759458-550340	Download as PDF	Facebook Ads Daily Delivery	Credit Card	\$5,048.47 USD
06/02/2014	Transaction	52957121759458-550340	Download as PDF	Facebook Ads Daily Delivery (PAYMENT FAILED - 06/02/2014 4:15pm)	Credit Card	\$5,048.47 USD
Total						\$58,822.56 USD

Billing Summary

Current Unbilled Spend ^(?) [Play Now](#) Billing Threshold ^(?) \$5,000.00 USD Manage Total Account Spend ^(?) \$1,227,299.81 of Unbilled Manage

Month of	Payment Method	All payment methods	Download all monthly invoices	Format: PDF	Download monthly invoice	
07/31/2014	Transaction	593159748129483-762747	Download as PDF	Facebook Ads Daily Delivery	Credit Card	\$131.55 USD
07/30/2014	Transaction	55208024844897-781218	Download as PDF	Facebook Ads Daily Delivery	Credit Card	\$5,027.42 USD
07/28/2014	Transaction	552077024904119-779270	Download as PDF	Facebook Ads Daily Delivery	Credit Card	\$5,042.70 USD
07/29/2014	Transaction	54939106224921495-776036	Download as PDF	Facebook Ads Daily Delivery	Credit Card	\$5,097.34 USD
07/24/2014	Transaction	559103787814377-770284	Download as PDF	Facebook Ads Daily Delivery	Credit Card	\$5,057.35 USD
07/23/2014	Transaction	554696271281060-758020	Download as PDF	Facebook Ads Daily Delivery	Credit Card	\$5,004.22 USD
07/20/2014	Transaction	54852902125495-753051	Download as PDF	Facebook Ads Daily Delivery	Credit Card	\$5,028.40 USD
07/17/2014	Transaction	54607850583969-759223	Download as PDF	Facebook Ads Daily Delivery	Credit Card	\$5,032.40 USD
07/15/2014	Transaction	538598332892059-753872	Download as PDF	Facebook Ads Daily Delivery	Credit Card	\$5,008.40 USD
07/13/2014	Transaction	558079349304191-749702	Download as PDF	Facebook Ads Daily Delivery	Credit Card	\$5,001.78 USD
07/10/2014	Transaction	531169578882010-744330	Download as PDF	Facebook Ads Daily Delivery	Credit Card	\$5,010.31 USD
07/08/2014	Transaction	557336940954646-740222	Download as PDF	Facebook Ads Daily Delivery	Credit Card	\$5,028.36 USD
07/05/2014	Transaction	55020216944246-734224	Download as PDF	Facebook Ads Daily Delivery	Credit Card	\$5,030.30 USD
07/02/2014	Transaction	53315223449687-728386	Download as PDF	Facebook Ads Daily Delivery	Credit Card	\$5,018.22 USD
Total						\$65,565.44 USD

Billing Summary

Current Unbilled Spend ^(?) \$308.37 USD [Play Now](#) Billing Threshold ^(?) \$5,000.00 USD [Manage](#) Total Account Spend ^(?) \$1,227,299.81 of Unbilled [Manage](#)

Month of: **Aug 2014** Payment Method: **All payment methods** [Download all monthly invoices](#) Format: **PDF** [Download monthly invoice](#)

Transaction Date	Transaction	Invoice	Description	Payment Method	Total Amount
08/31/2014	57150042992819-841745	Download as PDF	Facebook Ads Daily Delivery	Credit Card	\$3,415.51 USD
08/29/2014	58337524774481-837823	Download as PDF	Facebook Ads Daily Delivery	Credit Card	\$5,073.34 USD
08/27/2014	50238453713365-833980	Download as PDF	Facebook Ads Daily Delivery	Credit Card	\$5,000.26 USD
08/25/2014	57031953705954-830082	Download as PDF	Facebook Ads Daily Delivery	Credit Card	\$5,009.59 USD
08/23/2014	58918694655578-826571	Download as PDF	Facebook Ads Daily Delivery	Credit Card	\$5,004.70 USD
08/20/2014	556008417484508-821954	Download as PDF	Facebook Ads Daily Delivery	Credit Card	\$5,076.48 USD
08/18/2014	5592404218870-818370	Download as PDF	Facebook Ads Daily Delivery	Credit Card	\$5,004.00 USD
08/16/2014	5878595784-8989-814933	Download as PDF	Facebook Ads Daily Delivery	Credit Card	\$5,039.81 USD
08/14/2014	5881174243048-810588	Download as PDF	Facebook Ads Daily Delivery	Credit Card	\$5,071.84 USD
08/12/2014	54912581865581-805700	Download as PDF	Facebook Ads Daily Delivery	Credit Card	\$5,016.28 USD
08/10/2014	559191877825983-802818	Download as PDF	Facebook Ads Daily Delivery	Credit Card	\$5,038.54 USD
08/07/2014	55425282821650-798198	Download as PDF	Facebook Ads Daily Delivery	Credit Card	\$5,014.62 USD
08/05/2014	55584557878745-794303	Download as PDF	Facebook Ads Daily Delivery	Credit Card	\$5,023.17 USD
08/04/2014	54818733828422-791115	Download as PDF	Facebook Ads Daily Delivery	Credit Card	\$5,018.78 USD
08/02/2014	547179725994150-787576	Download as PDF	Facebook Ads Daily Delivery	Credit Card	\$5,007.39 USD
Total					\$73,816.48 USD

Billing Summary

Current Unbilled Spend ^(?) \$308.37 USD [Play Now](#) Billing Threshold ^(?) \$5,000.00 USD [Manage](#) Total Account Spend ^(?) \$1,227,299.81 of Unbilled [Manage](#)

Month of: **Sep 2014** Payment Method: **All payment methods** [Download all monthly invoices](#) Format: **PDF** [Download monthly invoice](#)

Transaction Date	Transaction	Invoice	Description	Payment Method	Total Amount
09/30/2014	5691101169581-808918	Download as PDF	Facebook Ads Daily Delivery	Credit Card	\$3,128.72 USD
09/29/2014	58985735354943-807721	Download as PDF	Facebook Ads Daily Delivery	Credit Card	\$5,385.09 USD
09/26/2014	573909152720005-801700	Download as PDF	Facebook Ads Daily Delivery	Credit Card	\$5,048.80 USD
09/25/2014	573609152720007-801784	Download as PDF	Facebook Ads Daily Delivery (PAYMENT FAILED - 09/25/2014 7:32pm)	Credit Card	\$5,048.80 USD
09/23/2014	570482232183500-805883	Download as PDF	Facebook Ads Daily Delivery	Credit Card	\$5,002.87 USD
09/23/2014	570482232183500-805882	Download as PDF	Facebook Ads Daily Delivery (PAYMENT FAILED - 09/23/2014 9:32pm)	Credit Card	\$5,002.87 USD
09/21/2014	5942347442811-808177	Download as PDF	Facebook Ads Daily Delivery	Credit Card	\$5,037.39 USD
09/18/2014	56465229878263-817040	Download as PDF	Facebook Ads Daily Delivery	Credit Card	\$5,033.78 USD
09/16/2014	57188732868750-812330	Download as PDF	Facebook Ads Daily Delivery	Credit Card	\$5,040.24 USD
09/14/2014	59123545098277-808821	Download as PDF	Facebook Ads Daily Delivery	Credit Card	\$5,024.77 USD
09/11/2014	57720109058377-808371	Download as PDF	Facebook Ads Daily Delivery	Credit Card	\$5,049.18 USD
09/09/2014	588417711270264-805482	Download as PDF	Facebook Ads Daily Delivery	Credit Card	\$5,088.91 USD
09/07/2014	57842415804731-805910	Download as PDF	Facebook Ads Daily Delivery	Credit Card	\$5,048.75 USD
09/05/2014	58070080800485-805273	Download as PDF	Facebook Ads Daily Delivery	Credit Card	\$5,001.84 USD
09/03/2014	5763445251841-846917	Download as PDF	Facebook Ads Daily Delivery	Credit Card	\$5,081.83 USD
09/01/2014	585854158879734-848533	Download as PDF	Facebook Ads Daily Delivery	Credit Card	\$5,046.85 USD
09/01/2014	585854158213088-848532	Download as PDF	Facebook Ads Daily Delivery (PAYMENT FAILED - 09/01/2014 8:31pm)	Credit Card	\$5,046.85 USD
Total					\$65,993.62 USD

Billing Summary

Current Unbilled Spend ^(?) \$308.37 USD [Play Now](#) Billing Threshold ^(?) \$5,000.00 USD [Manage](#) Total Account Spend ^(?) \$1,227,299.81 of Unbilled [Manage](#)

Month of: **Oct 2014** Payment Method: **All payment methods** [Download all monthly invoices](#) Format: **PDF** [Download monthly invoice](#)

Transaction Date	Transaction	Invoice	Description	Payment Method	Total Amount
10/31/2014	595842813890885-809841	Download as PDF	Facebook Ads Daily Delivery	Credit Card	\$3,522.84 USD
10/16/2014	606227896888885-809535	Download as PDF	Facebook Ads Daily Delivery	Credit Card	\$5,094.89 USD
10/13/2014	59834575684381-802416	Download as PDF	Facebook Ads Daily Delivery	Credit Card	\$5,108.48 USD
10/08/2014	570208782484749-816444	Download as PDF	Facebook Ads Daily Delivery	Credit Card	\$5,286.84 USD
10/04/2014	57884482427377-808490	Download as PDF	Facebook Ads Daily Delivery	Credit Card	\$5,107.80 USD
Total					\$24,833.72 USD

Google Advertising Spend

All online campaigns

Custom: Mar 31, 2014 - Oct 24, 2014

Campaigns Ad groups Settings Ads Keywords Audiences Ad extensions Dimensions Display Network

All but removed ad groups Segment Filter Columns Search

Clicks vs None Daily

View Change His



AD GROUP	Ad group	Campaign name	Status	Default Max. CPC	Target CPA (converted clicks)	Campaign type	Campaign subtype	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos.	Converted clicks	Cost / converted click	Click conversion rate	Conversions
Total - all ad groups								82,190	18,011,799	0.46%	\$0.71	\$58,540.78	1.1	586	\$99.90	0.71%	610
		2014 ALLMARKETS 1 day geo retargeting	Eligible	\$1.25 (enhanced)	--	Display Network only	Remarketing	1,150	310,247	0.37%	\$0.52	\$597.21	1.0	5	\$119.44	0.43%	5
		2014 ALLMARKETS 1 day geo retargeting	Eligible	\$1.25 (enhanced)	--	Display Network only	Remarketing	4,192	1,048,870	0.40%	\$0.60	\$2,516.26	1.0	12	\$209.69	0.29%	12
		2014 ALLMARKETS 1 day geo retargeting	Eligible	\$1.25 (enhanced)	--	Display Network only	Remarketing	1,474	105,734	1.39%	\$0.46	\$672.70	1.0	3	\$224.23	0.20%	3
		2014 ALLMARKETS 1 day geo retargeting	Eligible	\$1.25 (enhanced)	--	Display Network only	Remarketing	615	307,467	0.20%	\$0.74	\$453.64	1.0	4	\$113.41	0.65%	4
		2014 ALLMARKETS 2-7 day geo retargeting	Eligible	\$1.00 (enhanced)	--	Display Network only	Remarketing	382	171,409	0.22%	\$0.58	\$223.43	1.0	1	\$223.43	0.26%	2
		2014 ALLMARKETS 2-7 day geo retargeting	Eligible	\$1.00 (enhanced)	--	Display Network only	Remarketing	916	134,712	0.68%	\$0.53	\$482.37	1.0	1	\$482.37	0.11%	1
		2014 ALLMARKETS 2-7 day geo retargeting	Eligible	\$1.00 (enhanced)	--	Display Network only	Remarketing	2,931	1,079,337	0.27%	\$0.66	\$1,920.73	1.0	7	\$274.39	0.24%	7
		2014 ALLMARKETS 8-30 day geo retargeting	Eligible	\$1.00 (enhanced)	--	Display Network only	Remarketing	714	441,904	0.16%	\$0.67	\$478.52	1.0	1	\$478.52	0.14%	1
		2014 ALLMARKETS 8-30 day geo retargeting	Eligible	\$1.00 (enhanced)	--	Display Network only	Remarketing	6,109	2,991,819	0.20%	\$0.68	\$4,147.33	1.0	5	\$829.47	0.08%	5
		2014 ALLMARKETS 8-30 day geo retargeting	Eligible	\$1.00 (enhanced)	--	Display Network only	Remarketing	1,740	353,064	0.49%	\$0.60	\$1,037.07	1.0	0	\$0.00	0.00%	0
		2014 ALLMARKETS 8-30 day geo retargeting	Eligible	\$1.00 (enhanced)	--	Display Network only	Remarketing	1,373	1,023,840	0.13%	\$0.70	\$959.35	1.0	4	\$239.84	0.29%	4
		2014 ALLMARKETS geo reach Similar Audience	Campaign paused	\$0.54 (enhanced)	--	Display Network only	Remarketing	6,414	1,146,432	0.56%	\$0.34	\$2,177.45	1.0	5	\$435.49	0.08%	5
		ALLMARKETS 7 day retargeting	Campaign paused	auto: \$2.53	--	Display Network only	All features	0	0	0.00%	\$0.00	\$0.00	0.0	0	\$0.00	0.00%	0
		ALLMARKETS 7 day retargeting	Campaign paused	auto: \$2.53	--	Display Network only	All features	19,592	7,465,953	0.26%	\$0.71	\$13,877.49	1.0	51	\$272.11	0.26%	52
		FF14 Sales Funnel Abandonment	Campaign ended	\$1.50 (enhanced)	--	Display Network only	Remarketing	78	32,949	0.24%	\$0.95	\$74.21	1.0	0	\$0.00	0.00%	0
		FL-S14 Search	Campaign paused	\$1.50	--	Search Network only	All features	734	14,418	5.09%	\$0.78	\$573.35	2.4	0	\$0.00	0.00%	0
		FL-S14 Search	Campaign paused	\$1.50	--	Search Network only	All features	118	5,199	2.27%	\$2.34	\$276.15	2.1	0	\$0.00	0.00%	0
		FL-S14 Search	Campaign paused	\$1.00	--	Search Network only	All features	60	997	6.02%	\$0.67	\$40.13	1.5	0	\$0.00	0.00%	0
		FL-S14 Search	Campaign paused	\$1.25	--	Search Network only	All features	662	10,010	6.61%	\$0.62	\$407.81	2.3	0	\$0.00	0.00%	0
		FL-S14 Search	Campaign paused	\$1.50	--	Search Network only	All features	414	15,848	2.61%	\$1.21	\$501.78	2.0	0	\$0.00	0.00%	0
		FL-S14 Search	Campaign paused	\$1.50	--	Search Network only	All features	216	4,834	4.47%	\$0.56	\$121.79	2.3	0	\$0.00	0.00%	0
		FL-S14 Search	Campaign paused	\$1.50	--	Search Network only	All features	172	18,130	0.95%	\$1.53	\$263.38	3.7	0	\$0.00	0.00%	0
		FL-S14 Search	Campaign paused	\$1.25	--	Search Network only	All features	25	1,079	2.32%	\$0.85	\$21.35	1.6	0	\$0.00	0.00%	0
		FL-S14 Search	Campaign paused	\$1.50	--	Search Network only	All features	10	979	1.02%	\$1.48	\$14.80	1.5	0	\$0.00	0.00%	0
		FL-S14 Search	Campaign paused	\$0.20	--	Search Network only	All features	2	36	5.56%	\$0.16	\$0.32	3.1	0	\$0.00	0.00%	0
		FL-S14 Search	Campaign paused	\$1.25	--	Search Network only	All features	29	257	11.28%	\$0.84	\$24.44	1.3	0	\$0.00	0.00%	0
		Savage Race	Campaign paused	\$0.40	--	Search Network only	All features	2,933	13,984	20.97%	\$0.11	\$329.36	1.1	1	\$329.36	0.03%	1
		Tough Mudder	Campaign paused	\$1.50	--	Search Network only	All features	117	8,724	1.34%	\$2.24	\$261.94	1.8	0	\$0.00	0.00%	0

Campaign: **Savage Race Main (WSM-CZE)**

Custom: Jul 22, 2014 - Oct 24, 2014

Enabled Type: Search Network only - All features Edit Budget: Savage Race Shared Budget \$300.00/day Edit Targeting: Delaware, United States; Florida, United States; (8 more) Edit Active bid adjustments: Device

Ad groups Settings Ads Keywords Audiences Ad extensions Dimensions

All ad groups Segment Filter Columns Search View Change History

Clicks vs None Daily



+ AD GROUP		Edit	Details	Bid strategy	Automate	Labels										
<input type="checkbox"/>	<input type="radio"/>	Ad group	Status	Default Max. CPC	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos.	Converted clicks	Cost / converted click	Click conversion rate	Conversions	View-through conv.	Est. total conv.
Total - all ad groups					19,498	211,457	9.22%	\$0.40	\$7,834.76	1.8	581	\$13.36	3.00%	602	0	602
<input type="checkbox"/>	<input type="radio"/>		Paused	\$1.00	3,241	72,519	4.47%	\$0.79	\$2,546.61	2.3	7	\$358.96	0.22%	7	0	7
<input type="checkbox"/>	<input type="radio"/>		Eligible	\$1.00	12,005	59,475	20.18%	\$0.19	\$2,291.99	1.0	499	\$4.54	4.19%	518	0	518
<input type="checkbox"/>	<input type="radio"/>		Eligible	\$1.00	359	20,885	1.72%	\$4.17	\$1,498.28	2.1	0	\$0.00	0.00%	0	0	0
<input type="checkbox"/>	<input type="radio"/>		Eligible	\$1.00	693	22,349	3.10%	\$0.70	\$488.10	2.1	2	\$240.80	0.29%	2	0	2
<input type="checkbox"/>	<input type="radio"/>		Eligible	\$1.00	538	16,522	3.26%	\$0.70	\$377.77	2.2	2	\$187.78	0.37%	2	0	2
<input type="checkbox"/>	<input type="radio"/>		Eligible	\$1.00	337	8,081	4.17%	\$1.10	\$369.34	1.8	0	\$0.00	0.00%	0	0	0
<input type="checkbox"/>	<input type="radio"/>		Paused	\$1.00	1,626	6,830	23.81%	\$0.07	\$110.40	1.0	45	\$2.40	2.79%	47	0	47
<input type="checkbox"/>	<input type="radio"/>		Eligible	\$1.00	521	3,357	15.52%	\$0.18	\$94.42	1.1	22	\$4.28	4.24%	22	0	22
<input type="checkbox"/>	<input type="radio"/>		Eligible	\$1.00	18	303	5.94%	\$0.81	\$14.63	1.3	0	\$0.00	0.00%	0	0	0
<input type="checkbox"/>	<input type="radio"/>		Eligible	\$1.00	15	267	5.62%	\$0.83	\$12.46	1.9	0	\$0.00	0.00%	0	0	0
<input type="checkbox"/>	<input type="radio"/>		Eligible	\$1.00	14	380	3.68%	\$0.87	\$12.24	1.2	0	\$0.00	0.00%	0	0	0
<input type="checkbox"/>	<input type="radio"/>		Paused	\$1.00	117	348	33.62%	\$0.10	\$12.10	1.0	3	\$3.96	2.61%	3	0	3
<input type="checkbox"/>	<input type="radio"/>		Eligible	\$1.00	14	140	10.00%	\$0.46	\$6.42	1.0	1	\$6.42	7.14%	1	0	1

Enabled Type: Search Network only - All features Edit Budget: Savage Race Shared Budget \$300.00/day Edit Targeting: Florida, United States Edit

Ad groups Settings Ads Keywords Audiences Ad extensions Dimensions

All ad groups Segment Filter Columns Search View Change History

Clicks vs None Daily



+ AD GROUP		Edit	Details	Bid strategy	Automate	Labels										
<input type="checkbox"/>	<input type="radio"/>	Ad group	Status	Default Max. CPC	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos.	Converted clicks	Cost / converted click	Click conversion rate	Conversions	View-through conv.	Est. total conv.
<input type="checkbox"/>	<input type="radio"/>		Eligible	\$1.00	504	6,057	8.32%	\$0.61	\$309.13	1.9	0	\$0.00	0.00%	0	0	0
<input type="checkbox"/>	<input type="radio"/>		Eligible	\$1.00	2,885	8,892	32.44%	\$0.05	\$154.34	1.0	37	\$4.12	1.29%	39	0	39
<input type="checkbox"/>	<input type="radio"/>		Eligible	\$1.00	87	346	25.14%	\$0.28	\$24.68	1.0	1	\$24.68	1.15%	1	0	1

Ad Examples

<input type="checkbox"/>	<input checked="" type="checkbox"/>	Ad	Status	Labels	% Served	Campaign type	Campaign subtype	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos.	Converted clicks	Cost / converted click	Click conversion rate	Conversions	View-through conv.
		Total - all ad group						19,592	7,465,953	0.26%	\$0.71	\$13,877.49	1.0	51	\$272.11	0.26%	52	0
<input type="checkbox"/>	<input checked="" type="checkbox"/>	 160x600-ad-1 160 x 600 View full-sized image ad	Campaign paused	--	0.01%	Display Network only	All features	3	986	0.30%	\$0.72	\$2.15	1.0	0	\$0.00	0.00%	0	0
<input type="checkbox"/>	<input checked="" type="checkbox"/>	 ARE YOU SAVAGE? 300x250-angela-1 300 x 250 View full-sized image ad	Campaign paused	--	0.06%	Display Network only	All features	16	4,374	0.37%	\$0.74	\$11.83	1.0	0	\$0.00	0.00%	0	0
<input type="checkbox"/>	<input checked="" type="checkbox"/>	 ARE YOU SAVAGE? 300x250-bwirecraw-1 300 x 250 View full-sized image ad	Campaign paused	--	0.04%	Display Network only	All features	4	3,062	0.13%	\$1.00	\$4.00	1.0	0	\$0.00	0.00%	0	0
<input type="checkbox"/>	<input checked="" type="checkbox"/>	 ARE YOU SAVAGE? 300x250-colossus-1 300 x 250 View full-sized image ad	Campaign paused	--	0.07%	Display Network only	All features	14	5,052	0.28%	\$0.68	\$9.46	1.0	0	\$0.00	0.00%	0	0
<input type="checkbox"/>	<input checked="" type="checkbox"/>	 ARE YOU SAVAGE? 300x250-colossus-2 300 x 250 View full-sized image ad	Campaign paused	--	1.47%	Display Network only	All features	251	110,019	0.23%	\$0.73	\$183.37	1.0	2	\$91.68	0.80%	2	0
<input type="checkbox"/>	<input checked="" type="checkbox"/>	 ARE YOU SAVAGE? 300x250-colossus-3 300 x 250 View full-sized image ad	Campaign paused	--	0.03%	Display Network only	All features	7	2,068	0.34%	\$1.06	\$7.41	1.0	0	\$0.00	0.00%	0	0
<input type="checkbox"/>	<input checked="" type="checkbox"/>	 MUD WASHES AWAY. REMEMBERS LAST FOREVER. Hug 2 300 x 250 View full-sized image ad	Approved	--	2.49%	Display Network only	Remarketing	154	26,123	0.59%	\$0.56	\$86.91	1.0	0	\$0.00	0.00%	0	0
<input type="checkbox"/>	<input checked="" type="checkbox"/>	 MUD WASHES AWAY. REMEMBERS LAST FOREVER. Hug 300 x 250 View full-sized image ad	Approved	--	0.61%	Display Network only	Remarketing	17	6,355	0.27%	\$0.71	\$12.07	1.0	0	\$0.00	0.00%	0	0
<input type="checkbox"/>	<input checked="" type="checkbox"/>	 MUD WASHES AWAY. REMEMBERS LAST FOREVER. Will Friend 300 x 250 View full-sized image ad	Approved	--	4.20%	Display Network only	Remarketing	249	44,069	0.57%	\$0.63	\$157.27	1.0	1	\$157.27	0.40%	1	0

<input type="checkbox"/>	<input checked="" type="radio"/>	Ad	Status	Labels	% Served	Campaign type	Campaign subtype	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos.	Converted clicks	Cost / converted click	Click conversion rate	Conversions	View-through conv.
<input type="checkbox"/>	<input checked="" type="radio"/>	SAVAGE RACE Muddy Chicks 728 x 90 View full-sized image ad	Approved	--	53.73%	Display Network only	Remarketing	757	550,071	0.14%	\$0.72	\$542.11	1.0	2	\$271.05	0.26%	2	0
<input type="checkbox"/>	<input checked="" type="radio"/>	SAVAGE RACE Muddy Arm Stretch 728 x 90 View full-sized image ad	Approved	--	21.35%	Display Network only	Remarketing	269	218,593	0.12%	\$0.68	\$183.24	1.0	2	\$91.62	0.74%	2	0
<input type="checkbox"/>	<input checked="" type="radio"/>	SAVAGE RACE Tazed 728 x 90 View full-sized image ad	Approved	--	8.60%	Display Network only	Remarketing	104	88,067	0.12%	\$0.68	\$71.04	1.0	0	\$0.00	0.00%	0	0
<input type="checkbox"/>	<input checked="" type="radio"/>	SAVAGE RACE Splash Pool 728 x 90 View full-sized image ad	Approved	--	4.89%	Display Network only	Remarketing	79	50,099	0.16%	\$0.67	\$53.26	1.0	0	\$0.00	0.00%	0	0
<input type="checkbox"/>	<input checked="" type="radio"/>	SAVAGE RACE Log Carry 728 x 90 View full-sized image ad	Approved	--	4.83%	Display Network only	Remarketing	78	49,473	0.16%	\$0.64	\$49.80	1.0	0	\$0.00	0.00%	0	0
<input type="checkbox"/>	<input checked="" type="radio"/>	SAVAGE RACE Helping Hand 728 x 90 View full-sized image ad	Approved	--	2.74%	Display Network only	Remarketing	49	28,036	0.17%	\$0.66	\$32.28	1.0	0	\$0.00	0.00%	0	0
<input type="checkbox"/>	<input checked="" type="radio"/>	SAVAGE RACE Muddy Chicks 728 x 90 View full-sized image ad	Approved	--	41.76%	Display Network only	Remarketing	287	128,403	0.22%	\$0.75	\$214.04	1.0	2	\$107.02	0.70%	2	0
<input type="checkbox"/>	<input checked="" type="radio"/>	SAVAGE RACE Start Sprint 728 x 90 View full-sized image ad	Approved	--	22.24%	Display Network only	Remarketing	132	68,395	0.19%	\$0.72	\$95.04	1.0	1	\$95.04	0.76%	1	0
<input type="checkbox"/>	<input checked="" type="radio"/>	SAVAGE RACE Tazed 728 x 90 View full-sized image ad	Approved	--	9.87%	Display Network only	Remarketing	58	30,350	0.19%	\$0.76	\$44.18	1.0	1	\$44.18	1.72%	1	0
<input type="checkbox"/>	<input checked="" type="radio"/>	SAVAGE RACE Muddy Group 728 x 90 View full-sized image ad	Approved	--	7.79%	Display Network only	Remarketing	44	23,947	0.18%	\$0.72	\$31.89	1.0	0	\$0.00	0.00%	0	0
<input type="checkbox"/>	<input checked="" type="radio"/>	SAVAGE RACE Splash Pool 728 x 90 View full-sized image ad	Approved	--	6.32%	Display Network only	Remarketing	35	19,436	0.18%	\$0.71	\$24.93	1.0	0	\$0.00	0.00%	0	0
<input type="checkbox"/>	<input checked="" type="radio"/>	SAVAGE RACE Muddy Arm Stretch 728 x 90 View full-sized image ad	Approved	--	5.71%	Display Network only	Remarketing	32	17,555	0.18%	\$0.74	\$23.74	1.0	0	\$0.00	0.00%	0	0
<input type="checkbox"/>	<input checked="" type="radio"/>	SAVAGE RACE Helping Hand 728 x 90 View full-sized image ad	Approved	--	4.90%	Display Network only	Remarketing	21	15,055	0.14%	\$0.73	\$15.25	1.0	0	\$0.00	0.00%	0	0
<input type="checkbox"/>	<input checked="" type="radio"/>	Ad	Status	Labels	% Served	Campaign type	Campaign subtype	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos.	Converted clicks	Cost / converted click	Click conversion rate	Conversions	View-through conv.
<input type="checkbox"/>	<input checked="" type="radio"/>	Savage Race SavageRace.com Memories Are Earned. Be Savage. www.SavageRace.com General Savage Race Ads	Campaign paused	--	29.51%	Search Network only	All features	650	4,126	15.75%	\$0.18	\$116.72	1.2	1	\$116.72	0.15%	1	0
<input type="checkbox"/>	<input checked="" type="radio"/>	Savage Race Florida The Most Obstacles Per Mile. Find Out If You're Savage Material www.SavageRace.com/Florida	Campaign paused	--	20.85%	Search Network only	All features	714	2,915	24.49%	\$0.10	\$69.95	1.2	0	\$0.00	0.00%	0	0
<input type="checkbox"/>	<input checked="" type="radio"/>	Savage Race Florida The Most Obstacles Per Mile. Sign Up Before Prices Go Up! www.SavageRace.com/Florida (mobile)	Campaign paused	--	16.56%	Search Network only	All features	654	2,316	28.24%	\$0.08	\$52.24	1.0	0	\$0.00	0.00%	0	0
<input type="checkbox"/>	<input checked="" type="radio"/>	Savage Race Savage Race - Memories Are Earned. Be Savage. www.SavageRace.com (mobile) General Savage Race Ads	Campaign paused	--	18.74%	Search Network only	All features	507	2,620	19.35%	\$0.09	\$47.72	1.1	0	\$0.00	0.00%	0	0
<input type="checkbox"/>	<input checked="" type="radio"/>	Savage Race Florida The Most Obstacles Per Mile. Sign Up Before Prices Go Up! www.SavageRace.com/Florida	Campaign paused	--	11.26%	Search Network only	All features	322	1,575	20.44%	\$0.11	\$36.20	1.1	0	\$0.00	0.00%	0	0
<input type="checkbox"/>	<input checked="" type="radio"/>	Savage Race Florida The Most Obstacles Per Mile. Find Out If You're Savage Material www.SavageRace.com/Florida (mobile)	Campaign paused	--	3.09%	Search Network only	All features	86	432	19.91%	\$0.08	\$6.53	1.0	0	\$0.00	0.00%	0	0

Total Google Ad Spend in Florida (3/31/2014-10/24/2014): \$9,115.57

Google Billing

March 2014

Date	Description	Debits (\$)	Credits (\$)	Balance (\$)
Mar 30, 2014 - Mar 31, 2014		\$1,219.67	(\$1,000.00)	\$815.58
Monthly Invoice ...201403				
Mar 31, 2014	Automatic payment: American Express ...1007		(500.00)	815.58
Mar 30, 2014	Automatic payment: American Express ...1007		(500.00)	721.71
Mar 30, 2014	Starting balance			595.91

April 2014

Payments ▾ Detailed ▾ Export ▾ ? 2014/04/01 - 2014/04/30 Go ▾				
Date ?	Description	Debits (\$) ?	Credits (\$) ?	Balance (\$) ?
Apr 1, 2014 - Apr 30, 2014		\$15,075.60	(\$15,340.57)	\$550.61
Monthly Invoice ...201404				
Apr 30, 2014	Automatic payment: American Express ...1007		(500.00)	550.61
Apr 29, 2014	Automatic payment: American Express ...1007		(500.00)	525.09
Apr 29, 2014	Automatic payment: American Express ...1007		(500.00)	1,025.09
Apr 27, 2014	Automatic payment: American Express ...1007		(500.00)	314.81
Apr 26, 2014	Automatic payment: American Express ...1007		(500.00)	210.85
Apr 25, 2014	Automatic payment: American Express ...1007		(500.00)	186.30
Apr 25, 2014	Automatic payment: American Express ...1007		(500.00)	686.30
Apr 24, 2014	Automatic payment: American Express ...1007		(500.00)	694.13
Apr 22, 2014	Automatic payment: American Express ...1007		(500.00)	179.60
Apr 21, 2014	Automatic payment: American Express ...1007		(500.00)	217.86
Apr 20, 2014	Automatic payment: American Express ...1007		(500.00)	260.59
Apr 19, 2014	Automatic payment: American Express ...1007		(500.00)	382.71
Apr 18, 2014	Automatic payment: American Express ...1007		(500.00)	487.67
Apr 17, 2014	Automatic payment: American Express ...1007		(500.00)	601.20
Apr 16, 2014	Automatic payment: American Express ...1007		(500.00)	667.29
Apr 15, 2014	Automatic payment: American Express ...1007		(500.00)	668.66
Apr 14, 2014	Automatic payment: American Express ...1007		(500.00)	590.20
Apr 13, 2014	Automatic payment: American Express ...1007		(500.00)	486.23
Apr 12, 2014	Automatic payment: American Express ...1007		(500.00)	441.87
Apr 11, 2014	Automatic payment: American Express ...1007		(500.00)	487.83
Apr 9, 2014	Automatic payment: American Express ...1007		(500.00)	178.27
Apr 8, 2014	Automatic payment: American Express ...1007		(500.00)	183.78
Apr 8, 2014	Automatic payment: American Express ...1007		(500.00)	683.78
Apr 7, 2014	Automatic payment: American Express ...1007		(500.00)	694.13
Apr 6, 2014	Automatic payment: American Express ...1007		(500.00)	620.67
Apr 4, 2014	Automatic payment: American Express ...1007		(500.00)	326.86
Apr 3, 2014	Automatic payment: American Express ...1007		(500.00)	322.38
Apr 2, 2014	Automatic payment: American Express ...1007		(500.00)	353.21
Apr 1, 2014	Automatic payment: American Express ...1007		(500.00)	350.83
Apr 1, 2014	Automatic payment: American Express ...1007		(500.00)	850.83
Apr 1, 2014	Starting balance			815.58

May 2014

Payments ▾ Detailed ▾ Export ▾ ? 2014/05/01 - 2014/05/31 Go ▾				
Date ?	Description	Debits (\$) ?	Credits (\$) ?	Balance (\$) ?
May 1, 2014 - May 31, 2014		\$11,521.25	(\$11,588.14)	\$483.72
Monthly Invoice ...201405				
May 31, 2014	Automatic payment: American Express ...1007		(500.00)	483.72
May 29, 2014	Automatic payment: American Express ...1007		(500.00)	205.24
May 28, 2014	Automatic payment: American Express ...1007		(500.00)	314.36
May 27, 2014	Automatic payment: American Express ...1007		(500.00)	405.33
May 26, 2014	Automatic payment: American Express ...1007		(500.00)	454.47
May 24, 2014	Automatic payment: American Express ...1007		(500.00)	221.14
May 23, 2014	Automatic payment: American Express ...1007		(500.00)	357.22
May 22, 2014	Automatic payment: American Express ...1007		(500.00)	492.15
May 20, 2014	Automatic payment: American Express ...1007		(500.00)	175.38
May 19, 2014	Automatic payment: American Express ...1007		(500.00)	321.11
May 18, 2014	Automatic payment: American Express ...1007		(500.00)	411.87
May 16, 2014	Automatic payment: American Express ...1007		(500.00)	264.72
May 15, 2014	Automatic payment: American Express ...1007		(500.00)	440.68
May 13, 2014	Automatic payment: American Express ...1007		(500.00)	213.78
May 12, 2014	Automatic payment: American Express ...1007		(500.00)	307.27
May 10, 2014	Automatic payment: American Express ...1007		(500.00)	101.37
May 9, 2014	Automatic payment: American Express ...1007		(500.00)	321.95
May 7, 2014	Automatic payment: American Express ...1007		(500.00)	148.64
May 6, 2014	Automatic payment: American Express ...1007		(500.00)	307.96
May 5, 2014	Automatic payment: American Express ...1007		(500.00)	447.13
May 3, 2014	Automatic payment: American Express ...1007		(500.00)	164.45
May 2, 2014	Automatic payment: American Express ...1007		(500.00)	332.21
May 1, 2014	Automatic payment: American Express ...1007		(500.00)	470.21
May 1, 2014	Starting balance			550.61

June 2014

Payments ▾ Detailed ▾ Export ▾ ? 2014/06/01 - 2014/06/30 Go ▾				
Date ?	Description	Debits (\$) ?	Credits (\$) ?	Balance (\$) ?
Jun 1, 2014 - Jun 30, 2014		\$12,326.74	(\$12,628.27)	\$182.19
Monthly Invoice ...201406				
Jun 30, 2014	Automatic payment: American Express ...1007		(500.00)	182.19
Jun 29, 2014	Automatic payment: American Express ...1007		(500.00)	204.54
Jun 28, 2014	Automatic payment: American Express ...1007		(500.00)	251.69
Jun 27, 2014	Automatic payment: American Express ...1007		(500.00)	317.24
Jun 26, 2014	Automatic payment: American Express ...1007		(500.00)	428.50
Jun 25, 2014	Automatic payment: American Express ...1007		(500.00)	553.77
Jun 23, 2014	Automatic payment: American Express ...1007		(500.00)	347.03
Jun 21, 2014	Automatic payment: American Express ...1007		(500.00)	129.40
Jun 20, 2014	Automatic payment: American Express ...1007		(500.00)	288.56
Jun 18, 2014	Automatic payment: American Express ...1007		(500.00)	136.10
Jun 17, 2014	Automatic payment: American Express ...1007		(500.00)	248.47
Jun 16, 2014	Automatic payment: American Express ...1007		(500.00)	363.90
Jun 15, 2014	Automatic payment: American Express ...1007		(500.00)	426.83
Jun 13, 2014	Automatic payment: American Express ...1007		(500.00)	187.52
Jun 12, 2014	Automatic payment: American Express ...1007		(500.00)	296.52
Jun 11, 2014	Automatic payment: American Express ...1007		(500.00)	416.10
Jun 10, 2014	Automatic payment: American Express ...1007		(500.00)	508.02
Jun 9, 2014	Automatic payment: American Express ...1007		(500.00)	526.41
Jun 8, 2014	Automatic payment: American Express ...1007		(500.00)	497.52
Jun 7, 2014	Automatic payment: American Express ...1007		(500.00)	545.76
Jun 5, 2014	Automatic payment: American Express ...1007		(500.00)	269.10
Jun 4, 2014	Automatic payment: American Express ...1007		(500.00)	350.54
Jun 3, 2014	Automatic payment: American Express ...1007		(500.00)	357.17
Jun 2, 2014	Automatic payment: American Express ...1007		(500.00)	450.04
Jun 2, 2014	Automatic payment: American Express ...1007		(500.00)	950.04
Jun 1, 2014	Starting balance			483.72

July 2014

Payments ▾ Detailed ▾ Export ⇅ ? 2014/07/01 - 2014/07/31 Go ▾				
Date ?	Description	Debits (\$) ?	Credits (\$) ?	Balance (\$) ?
Jul 1, 2014 - Jul 31, 2014		\$12,393.70	(\$12,106.74)	\$469.15
Monthly Invoice ...201407				
Jul 29, 2014	Automatic payment: American Express ...1007		(500.00)	150.63
Jul 27, 2014	Automatic payment: American Express ...1007		(500.00)	296.54
Jul 26, 2014	Automatic payment: American Express ...1007		(500.00)	349.26
Jul 24, 2014	Automatic payment: American Express ...1007		(500.00)	190.20
Jul 23, 2014	Automatic payment: American Express ...1007		(500.00)	361.72
Jul 22, 2014	Automatic payment: American Express ...1007		(500.00)	448.35
Jul 21, 2014	Automatic payment: American Express ...1007		(500.00)	524.55
Jul 19, 2014	Automatic payment: American Express ...1007		(500.00)	201.06
Jul 18, 2014	Automatic payment: American Express ...1007		(500.00)	288.99
Jul 17, 2014	Automatic payment: American Express ...1007		(500.00)	364.37
Jul 16, 2014	Automatic payment: American Express ...1007		(500.00)	374.61
Jul 15, 2014	Automatic payment: American Express ...1007		(500.00)	388.96
Jul 14, 2014	Automatic payment: American Express ...1007		(500.00)	393.06
Jul 13, 2014	Automatic payment: American Express ...1007		(500.00)	274.07
Jul 13, 2014	Automatic payment: American Express ...1007		(500.00)	774.07
Jul 11, 2014	Automatic payment: American Express ...1007		(500.00)	150.65
Jul 10, 2014	Automatic payment: American Express ...1007		(500.00)	267.79
Jul 9, 2014	Automatic payment: American Express ...1007		(500.00)	330.65
Jul 8, 2014	Automatic payment: American Express ...1007		(500.00)	380.83
Jul 7, 2014	Automatic payment: American Express ...1007		(500.00)	378.50
Jul 6, 2014	Automatic payment: American Express ...1007		(500.00)	307.15
Jul 5, 2014	Automatic payment: American Express ...1007		(500.00)	302.41
Jul 3, 2014	Automatic payment: American Express ...1007		(500.00)	219.20
Jul 2, 2014	Automatic payment: American Express ...1007		(500.00)	495.01
Jul 1, 2014	Starting balance			182.19

All transactions ▾ Detailed ▾		Export ↕ ?	2014/07/01 - 2014/07/31	Go ▾
Date ?	Description	Debits (\$) ?	Credits (\$) ?	Balance (\$) ?
Jul 1, 2014 - Jul 31, 2014		\$660.27	(\$300.00)	\$360.27
Monthly Invoice ... 201407				
Jul 31, 2014	Campaign activity: 429 clicks	163.03		360.27
Jul 30, 2014	Automatic payment: American Express ...1007		(200.00)	197.24
Jul 30, 2014	Campaign activity: 436 clicks	169.16		397.24
Jul 29, 2014	Automatic payment: American Express ...1007		(50.00)	228.08
Jul 29, 2014	Campaign activity: 433 clicks	179.37		278.08
Jul 28, 2014	Automatic payment: American Express ...1007		(50.00)	98.71
Jul 28, 2014	Campaign activity: 358 clicks	148.71		148.71
Jul 1, 2014	Starting balance			0.00

August 2014

Payments ▾ Detailed ▾ Export ↕ ⓘ 2014/08/01 - 2014/08/31 Go ▾				
Date ⓘ	Description	Debits (\$) ⓘ	Credits (\$) ⓘ	Balance (\$) ⓘ
Aug 1, 2014 - Aug 31, 2014		\$3,773.51	(\$4,145.30)	\$97.36
Monthly Invoice ...201408				
Aug 31, 2014	Automatic payment: American Express ...1007		(500.00)	97.36
Aug 25, 2014	Automatic payment: American Express ...1007		(500.00)	116.10
Aug 19, 2014	Automatic payment: American Express ...1007		(500.00)	176.79
Aug 15, 2014	Automatic payment: American Express ...1007		(500.00)	80.51
Aug 12, 2014	Automatic payment: American Express ...1007		(500.00)	112.87
Aug 8, 2014	Automatic payment: American Express ...1007		(500.00)	45.72
Aug 5, 2014	Automatic payment: American Express ...1007		(500.00)	147.77
Aug 4, 2014	Automatic payment: American Express ...1007		(500.00)	487.63
Aug 1, 2014	Starting balance			469.15

All transactions ▾		Detailed ▾		Export ↕ ?		2014/08/01 - 2014/08/31		Go ▾	
Date ?	Description	Debits (\$) ?	Credits (\$) ?			Balance (\$) ?			
Aug 1, 2014 - Aug 31, 2014		\$5,268.85	(\$5,386.59)			\$242.53			
Monthly Invoice ...201408									
Aug 31, 2014	Campaign activity: 230 clicks	72.71				242.53			
Aug 30, 2014	Campaign activity: 205 clicks	58.72				169.82			
Aug 29, 2014	Campaign activity: 275 clicks	70.06				111.10			
Aug 28, 2014	Automatic payment: American Express ...1007		(500.00)			41.04			
Aug 28, 2014	Campaign activity: 358 clicks	94.14				541.04			
Aug 27, 2014	Campaign activity: 299 clicks	85.04				446.90			
Aug 27, 2014	Invalid activity ?		(35.98)			361.86			
Aug 26, 2014	Campaign activity: 321 clicks	103.34				397.84			
Aug 25, 2014	Campaign activity: 372 clicks	130.13				294.50			
Aug 24, 2014	Campaign activity: 325 clicks	121.33				164.37			
Aug 23, 2014	Automatic payment: American Express ...1007		(500.00)			43.04			
Aug 23, 2014	Campaign activity: 293 clicks	101.49				543.04			
Aug 22, 2014	Campaign activity: 309 clicks	103.29				441.55			
Aug 21, 2014	Campaign activity: 373 clicks	110.81				338.26			
Aug 20, 2014	Campaign activity: 378 clicks	124.04				227.45			
Aug 20, 2014	Invalid activity ?		(0.46)			103.41			
Aug 19, 2014	Automatic payment: American Express ...1007		(500.00)			103.87			
Aug 19, 2014	Campaign activity: 507 clicks	333.32				603.87			
Aug 18, 2014	Automatic payment: American Express ...1007		(500.00)			270.55			
Aug 18, 2014	Campaign activity: 593 clicks	320.67				770.55			
Aug 17, 2014	Campaign activity: 525 clicks	303.64				449.88			
Aug 16, 2014	Automatic payment: American Express ...1007		(500.00)			146.24			
Aug 16, 2014	Campaign activity: 568 clicks	300.03				646.24			
Aug 15, 2014	Campaign activity: 588 clicks	307.66				346.21			
Aug 15, 2014	Invalid activity ?		(0.15)			38.55			
Aug 14, 2014	Automatic payment: American Express ...1007		(500.00)			38.70			
Aug 14, 2014	Campaign activity: 2322 clicks	391.51				538.70			
Aug 13, 2014	Automatic payment: American Express ...1007		(500.00)			147.19			
Aug 13, 2014	Campaign activity: 1802 clicks	360.00				647.19			
Aug 12, 2014	Campaign activity: 383 clicks	211.96				287.19			
Aug 11, 2014	Automatic payment: American Express ...1007		(500.00)			75.23			
Aug 11, 2014	Campaign activity: 390 clicks	172.37				575.23			
Aug 10, 2014	Campaign activity: 336 clicks	147.62				402.86			

Aug 9, 2014	Campaign activity: 303 clicks	125.58		255.24
Aug 8, 2014	Automatic payment: American Express ...1007		(500.00)	129.66
Aug 8, 2014	Campaign activity: 338 clicks	103.49		629.66
Aug 7, 2014	Campaign activity: 593 clicks	139.81		526.17
Aug 6, 2014	Campaign activity: 493 clicks	171.71		386.36
Aug 5, 2014	Automatic payment: American Express ...1007		(500.00)	214.65
Aug 5, 2014	Campaign activity: 393 clicks	145.31		714.65
Aug 4, 2014	Campaign activity: 464 clicks	164.93		569.34
Aug 3, 2014	Campaign activity: 364 clicks	139.35		404.41
Aug 2, 2014	Campaign activity: 285 clicks	118.77		265.06
Aug 1, 2014	Automatic payment: American Express ...1007		(350.00)	146.29
Aug 1, 2014	Campaign activity: 354 clicks	136.02		496.29
Aug 1, 2014	Starting balance			360.27

September 2014

Payments ▾ Detailed ▾ Export ▾ ? 2014/09/01 - 2014/09/30 Go ▾				
Date ?	Description	Debits (\$) ?	Credits (\$) ?	Balance (\$) ?
Sep 1, 2014 - Sep 30, 2014		\$2,112.40	(\$2,157.26)	\$52.50
Monthly Invoice ...201409				
Sep 30, 2014	Automatic payment: American Express ...1007		(500.00)	52.50
Sep 21, 2014	Automatic payment: American Express ...1007		(500.00)	84.32
Sep 14, 2014	Automatic payment: American Express ...1007		(500.00)	97.47
Sep 7, 2014	Automatic payment: American Express ...1007		(500.00)	73.14
Sep 1, 2014	Starting balance			97.36

All transactions ▾		Detailed ▾		Export ↕ ?		2014/09/01 - 2014/09/30		Go ▾	
Date ?	Description	Debits (\$) ?	Credits (\$) ?			Balance (\$) ?			
Sep 1, 2014 - Sep 30, 2014		\$2,463.35	(\$2,522.27)			\$183.61			
Monthly Invoice ...201409									
Sep 30, 2014	Campaign activity: 237 clicks	96.11				183.61			
Sep 29, 2014	Automatic payment: American Express ...1007		(500.00)			87.50			
Sep 29, 2014	Campaign activity: 374 clicks	109.97				587.50			
Sep 28, 2014	Campaign activity: 378 clicks	120.69				477.53			
Sep 27, 2014	Campaign activity: 528 clicks	130.64				356.84			
Sep 26, 2014	Campaign activity: 415 clicks	83.07				226.20			
Sep 26, 2014	Invalid activity ?		(20.29)			143.13			
Sep 25, 2014	Campaign activity: 283 clicks	65.47				163.42			
Sep 24, 2014	Automatic payment: American Express ...1007		(500.00)			97.95			
Sep 24, 2014	Campaign activity: 292 clicks	84.28				597.95			
Sep 23, 2014	Campaign activity: 269 clicks	81.32				513.67			
Sep 22, 2014	Campaign activity: 312 clicks	92.47				432.35			
Sep 21, 2014	Campaign activity: 240 clicks	87.25				339.88			
Sep 20, 2014	Campaign activity: 201 clicks	62.80				252.63			
Sep 19, 2014	Campaign activity: 212 clicks	57.08				189.83			
Sep 18, 2014	Campaign activity: 216 clicks	50.23				132.75			
Sep 17, 2014	Automatic payment: American Express ...1007		(500.00)			82.52			
Sep 17, 2014	Campaign activity: 215 clicks	62.30				582.52			
Sep 17, 2014	Invalid activity ?		(0.64)			520.22			
Sep 16, 2014	Campaign activity: 270 clicks	69.28				520.86			
Sep 15, 2014	Campaign activity: 371 clicks	93.95				451.58			
Sep 15, 2014	Invalid activity ?		(1.16)			357.63			
Sep 14, 2014	Campaign activity: 467 clicks	93.50				358.79			
Sep 13, 2014	Campaign activity: 602 clicks	139.32				265.29			
Sep 12, 2014	Campaign activity: 455 clicks	83.28				125.97			
Sep 11, 2014	Automatic payment: American Express ...1007		(500.00)			42.69			
Sep 11, 2014	Campaign activity: 342 clicks	78.76				542.69			
Sep 10, 2014	Campaign activity: 352 clicks	74.73				463.93			

Sep 9, 2014	Campaign activity: 326 clicks	66.83		389.20
Sep 8, 2014	Campaign activity: 355 clicks	73.14		322.37
Sep 7, 2014	Campaign activity: 298 clicks	68.39		249.23
Sep 6, 2014	Campaign activity: 267 clicks	65.76		180.84
Sep 5, 2014	Automatic payment: American Express ...1007		(500.00)	115.08
Sep 5, 2014	Campaign activity: 284 clicks	58.04		615.08
Sep 4, 2014	Campaign activity: 280 clicks	69.75		557.04
Sep 3, 2014	Campaign activity: 293 clicks	74.50		487.29
Sep 2, 2014	Campaign activity: 287 clicks	74.91		412.79
Sep 2, 2014	Invalid activity ?		(0.18)	337.88
Sep 1, 2014	Campaign activity: 332 clicks	95.53		338.06
Sep 1, 2014	Starting balance			242.53

October 2014

Payments ▾ Detailed ▾ Export ↕ ⓘ 2014/10/01 - 2014/10/31 Go ▾				
Date ⓘ	Description	Debits (\$) ⓘ	Credits (\$) ⓘ	Balance (\$) ⓘ
Oct 1, 2014 - Oct 31, 2014		\$1,730.54	(\$1,729.32)	\$53.72
Monthly Invoice ... 201410				
Oct 30, 2014	Automatic payment: American Express ...1007		(500.00)	35.48
Oct 20, 2014	Automatic payment: American Express ...1007		(500.00)	79.68
Oct 9, 2014	Automatic payment: American Express ...1007		(500.00)	71.84
Oct 1, 2014	Starting balance			52.50

All transactions ▾		Detailed ▾		Export ↕ ?		2014/10/01 - 2014/10/31		Go ▾	
Date ?	Description	Debits (\$) ?	Credits (\$) ?			Balance (\$) ?			
Oct 1, 2014 - Oct 31, 2014		\$2,772.14	(\$2,558.33)			\$397.42			
Monthly Invoice ...201410									
Oct 31, 2014	Automatic payment: American Express ...1007		(500.00)			397.42			
Oct 31, 2014	Campaign activity: 190 clicks	359.99				897.42			
Oct 30, 2014	Campaign activity: 153 clicks	171.67				537.43			
Oct 29, 2014	Campaign activity: 175 clicks	43.72				365.76			
Oct 29, 2014	Invalid activity ?		(0.13)			322.04			
Oct 28, 2014	Campaign activity: 282 clicks	62.93				322.17			
Oct 27, 2014	Campaign activity: 497 clicks	100.29				259.24			
Oct 26, 2014	Campaign activity: 584 clicks	110.68				158.95			
Oct 25, 2014	Automatic payment: American Express ...1007		(500.00)			48.27			
Oct 25, 2014	Campaign activity: 608 clicks	94.66				548.27			
Oct 24, 2014	Campaign activity: 483 clicks	69.73				453.61			
Oct 23, 2014	Campaign activity: 305 clicks	63.53				383.88			
Oct 22, 2014	Campaign activity: 254 clicks	57.82				320.35			
Oct 22, 2014	Invalid activity ?		(12.65)			262.53			
Oct 21, 2014	Campaign activity: 253 clicks	58.51				275.18			
Oct 20, 2014	Campaign activity: 230 clicks	57.28				216.67			
Oct 19, 2014	Campaign activity: 145 clicks	63.32				159.39			
Oct 19, 2014	Invalid activity ?		(0.74)			96.07			
Oct 19, 2014	Invalid activity ?		(0.50)			96.81			
Oct 19, 2014	Invalid activity ?		(0.25)			97.31			
Oct 18, 2014	Campaign activity: 118 clicks	41.23				97.56			
Oct 18, 2014	Invalid activity ?		(0.58)			56.33			
Oct 18, 2014	Invalid activity ?		(19.70)			56.91			
Oct 17, 2014	Campaign activity: 170 clicks	51.94				76.61			
Oct 16, 2014	Automatic payment: American Express ...1007		(500.00)			24.67			
Oct 16, 2014	Campaign activity: 192 clicks	54.07				524.67			
Oct 16, 2014	Invalid activity ?		(1.02)			470.60			
Oct 16, 2014	Invalid activity ?		(9.48)			471.62			
Oct 15, 2014	Campaign activity: 159 clicks	57.39				481.10			
Oct 14, 2014	Campaign activity: 210 clicks	68.84				423.71			
Oct 14, 2014	Invalid activity ?		(0.20)			354.87			
Oct 13, 2014	Campaign activity: 243 clicks	80.04				355.07			
Oct 13, 2014	Invalid activity ?		(2.10)			275.03			

Oct 12, 2014	Campaign activity: 228 clicks	85.74		277.13
Oct 11, 2014	Campaign activity: 252 clicks	73.51		191.39
Oct 11, 2014	Invalid activity ?		(5.19)	117.88
Oct 11, 2014	Invalid activity ?		(1.32)	123.07
Oct 10, 2014	Campaign activity: 231 clicks	74.85		124.39
Oct 9, 2014	Automatic payment: American Express ...1007		(500.00)	49.54
Oct 9, 2014	Campaign activity: 242 clicks	85.88		549.54
Oct 8, 2014	Campaign activity: 207 clicks	69.29		463.66
Oct 7, 2014	Campaign activity: 225 clicks	77.23		394.37
Oct 6, 2014	Campaign activity: 272 clicks	105.02		317.14
Oct 5, 2014	Campaign activity: 273 clicks	138.64		212.12
Oct 4, 2014	Automatic payment: American Express ...1007		(500.00)	73.48
Oct 4, 2014	Campaign activity: 227 clicks	112.16		573.48
Oct 3, 2014	Campaign activity: 192 clicks	87.15		461.32
Oct 2, 2014	Campaign activity: 248 clicks	104.64		374.17
Oct 2, 2014	Invalid activity ?		(4.47)	269.53
Oct 1, 2014	Campaign activity: 231 clicks	90.39		274.00
Oct 1, 2014	Starting balance			183.61

ADROLL Advertising Spend

All Campaigns

Mon, Mar 31 2014 – Fri, Oct 24 2014

Impressions	Clicks	CTR	CPM	CPC	CPA	VTC	CTC	Total Conv.	Spend
2,959,804	6,728	0.23%	\$3.37	\$1.48	\$5.68	1,614	139	1,753	\$9,961.35

[Campaigns](#)
[Ads](#)
[Sites](#)
[Segments](#)
[Conversions](#)

All Campaign Types
All Statuses
Active During Selected Date Range
6 matching results

Status	Campaign Name	Impressions	Clicks	CTR	CPM	CPC	CPA	VTC	VTC Rate	CTC	CTC Rate	Conv.	Spend	Budget
PAUSED	f 2014 v2 - All Events Newsfeed (7 day retargeting) Start: 2/3/2014 – Ongoing	245,766	4,305	1.75%	\$26.45	\$1.51	\$18.73	272	0.1107%	75	1.74%	347	\$6,500.87	\$500.00
ACTIVE	f 2014 - All events RHS ads (7 day retargeting) Start: 2/3/2014 – Ongoing	2,654,516	2,338	0.09%	\$1.27	\$1.44	\$2.39	1,342	0.0506%	64	2.74%	1,406	\$3,367.21	\$500.00
ACTIVE	f RHS v. 2 Start: 10/21/2014 – Ongoing	59,522	85	0.14%	\$1.57	\$1.10	\$0.00	0	0.0000%	0	0.00%	0	\$93.27	\$500.00

[Ads](#)
[AdGroups](#)
[Segments](#)
[Conversions](#)

All Statuses
7 matching results

Status	Size	Ad Name	Impressions	Clicks	CTR	CPM	CPC	CPA	VTC	VTC Rate	CTC	CTC Rate	Conv.	Spend
ACTIVE	600x315	DJones 600x315	43,569	1,030	2.36%	\$24.75	\$1.05	\$17.40	50	0.1148%	12	1.1%	1	Pause Remove
ACTIVE	600x315	DJones2 600x315	33,415	683	2.04%	\$25.27	\$1.24	\$22.22	31	0.0928%	7	1.02%	38	\$844.31
ACTIVE	600x315	Walls 600x315	30,331	537	1.77%	\$26.37	\$1.49	\$25.00	26	0.0857%	6	1.12%	32	\$799.88
ACTIVE	600x315	DJones 3 600x315	31,008	531	1.71%	\$25.31	\$1.48	\$14.54	36	0.1161%	18	3.39%	54	\$784.94
ACTIVE	600x315	Posers 600x315	26,600	431	1.62%	\$25.36	\$1.57	\$16.45	32	0.1203%	9	2.09%	41	\$674.60
ACTIVE	600x315	MudGuts 600x315	27,986	423	1.51%	\$26.07	\$1.72	\$15.52	40	0.1429%	7	1.65%	47	\$729.61
SUSPENDED	100x72	Davy 100x72	617,655	676	0.11%	\$0.99	\$0.91	\$1.84	318	0.0515%	16	2.37%	334	\$613.04
SUSPENDED	100x72	Colossus 100x72	310,217	302	0.10%	\$1.07	\$1.10	\$1.82	175	0.0564%	7	2.32%	182	\$331.45
ACTIVE	600x315	davy3 600x315	136,282	126	0.09%	\$1.93	\$2.09	\$5.99	38	0.0279%	6	4.76%	44	\$263.50
ACTIVE	600x315	colossus 600x315	105,247	246	0.23%	\$1.78	\$0.76	\$2.75	60	0.0570%	8	3.25%	68	\$186.86
SUSPENDED	100x72	davy5 600x315 small	84,977	47	0.06%	\$1.75	\$3.17	\$3.63	40	0.0471%	1	2.13%	41	\$148.97
SUSPENDED	100x72	Ice 100x72	138,111	81	0.06%	\$1.03	\$1.75	\$1.59	88	0.0637%	1	1.23%	89	\$141.86
SUSPENDED	100x72	Walls 100x72	127,627	69	0.05%	\$1.09	\$2.02	\$2.37	59	0.0462%	0	0.00%	59	\$139.72
SUSPENDED	100x72	Davy5 100x72	129,533	71	0.05%	\$1.04	\$1.90	\$1.77	73	0.0564%	3	4.23%	76	\$134.82

AdRoll Ad Spend in Florida (3/31/2014-10/24/2014): \$1,245.17

AdRoll Billing

AdRoll Campaigns Ad Library Visitor Data

Personal Information Invoice #555762

Summary of Charges

Back to Billing History Print

Savage Race
3218 E Colonial Drive, Ste. G
Orlando FL 32803
[Change Address](#)

PAID
Type: CREDIT CARD
#555762
Date: 4/3/2014

Deliveries Billed on 4/3/2014 **\$1,111.35**

Company Information

Semantic Sugar, Inc. (dba AdRoll.com)
972 Mission St, 3rd Floor
San Francisco, CA 94103
USA

Direct: +1 (415) 738-8026
Main: +1 (877) 723-7655
Fax: +1 (415) 772-5577
Business Tax ID: 20-5096965

AdRoll Campaigns Ad Library Visitor Data

Personal Information Invoice #565821

Summary of Charges

Back to Billing History Print

Savage Race
3218 E Colonial Drive, Ste. G
Orlando FL 32803
[Change Address](#)

PAID
Type: CREDIT CARD
#565821
Date: 4/11/2014

Deliveries Billed on 4/11/2014 **\$571.21**

Company Information

Semantic Sugar, Inc. (dba AdRoll.com)
972 Mission St, 3rd Floor
San Francisco, CA 94103
USA

Direct: +1 (415) 738-8026
Main: +1 (877) 723-7655
Fax: +1 (415) 772-5577
Business Tax ID: 20-5096965

AdRoll Campaigns Ad Library Visitor Data

Personal Information Email Preferences Billing Information Billing History

Invoice #575918

Back to Billing History Summary of Charges Print

Savage Race
3218 E Colonial Drive, Ste. G
Orlando FL 32803
[Change Address](#)

PAID

Type: CREDIT CARD
#575918
Date: 4/19/2014

Deliveries Billed on 4/19/2014 **\$395.20**

Company Information

Semantic Sugar, Inc. (the AdRoll.com)
972 Mission St, 3rd Floor
San Francisco, CA 94103
USA

Direct: +1 (415) 738-8026
Main: +1 (877) 723-7655
Fax: +1 (415) 772-5577
Business Tax ID: 20-5096965

AdRoll Campaigns Ad Library Visitor Data

Personal Information Email Preferences Billing Information Billing History

Invoice #583700

Back to Billing History Summary of Charges Print

Savage Race
3218 E Colonial Drive, Ste. G
Orlando FL 32803
[Change Address](#)

PAID

Type: CREDIT CARD
#583700
Date: 4/28/2014

Deliveries Billed on 4/28/2014 **\$422.81**

Company Information

Semantic Sugar, Inc. (the AdRoll.com)
972 Mission St, 3rd Floor
San Francisco, CA 94103
USA

Direct: +1 (415) 738-8026
Main: +1 (877) 723-7655
Fax: +1 (415) 772-5577
Business Tax ID: 20-5096965

AdRoll Campaigns Ad Library Visitor Data

Personal Information Email Preferences Billing Information Billing History

Invoice #594390

Back to Billing History Summary of Charges Print

Savage Race
3218 E Colonial Drive, Ste. G
Orlando FL 32803
[Change Address](#)

PAID

Type: CREDIT CARD
#594390

Date: 5/4/2014

Deliveries Billed on 5/4/2014 **\$331.52**

Company Information

Semantic Sugar, Inc. (dba AdRoll.com)
972 Mission St, 3rd Floor
San Francisco, CA 94103
USA

Direct: +1 (415) 738-8026
Main: +1 (877) 723-7655
Fax: +1 (415) 772-5577
Business Tax ID: 20-5096965

AdRoll Campaigns Ad Library Visitor Data

Personal Information Email Preferences Billing Information Billing History

Invoice #604204

Back to Billing History Summary of Charges Print

Savage Race
3218 E Colonial Drive, Ste. G
Orlando FL 32803
[Change Address](#)

PAID

Type: CREDIT CARD
#604204

Date: 5/12/2014

Deliveries Billed on 5/12/2014 **\$331.73**

Company Information

Semantic Sugar, Inc. (dba AdRoll.com)
972 Mission St, 3rd Floor
San Francisco, CA 94103
USA

Direct: +1 (415) 738-8026
Main: +1 (877) 723-7655
Fax: +1 (415) 772-5577
Business Tax ID: 20-5096965

AdRoll Campaigns Ad Library Visitor Data ?

Personal Information Invoice #614386

Email Preferences

Billing Information

Billing History

Back to Billing History Summary of Charges Print

Savage Race
3218 E Colonial Drive, Ste. G
Orlando FL 32803
[Change Address](#)

PAID

Type: CREDIT CARD
#614386
Date: 5/19/2014

Deliveries Billed on 5/19/2014 **\$336.29**

Company Information

Semantic Sugar, Inc. (dba AdRoll.com)
972 Mission St, 3rd Floor
San Francisco, CA 94103
USA

Direct: +1 (415) 738-8026
Main: +1 (877) 723-7655
Fax: +1 (415) 772-5577
Business Tax ID: 20-5096965

AdRoll Campaigns Ad Library Visitor Data ?

Personal Information Invoice #624459

Email Preferences

Billing Information

Billing History

Back to Billing History Summary of Charges Print

Savage Race
3218 E Colonial Drive, Ste. G
Orlando FL 32803
[Change Address](#)

PAID

Type: CREDIT CARD
#624459
Date: 5/26/2014

Deliveries Billed on 5/26/2014 **\$416.79**

Company Information

AdRoll, Inc.
972 Mission St, 3rd Floor
San Francisco, CA 94103
USA

Direct: +1 (415) 738-8026
Main: +1 (877) 723-7655
Fax: +1 (415) 772-5577
Business Tax ID: 20-5096965

AdRoll Campaigns Ad Library Visitor Data

Personal Information Invoice #633770

Email Preferences

Billing Information

Billing History

Back to Billing History Summary of Charges Print

Savage Race
3218 E Colonial Drive, Ste. G
Orlando FL 32803
[Change Address](#)

PAID
Type: CREDIT CARD
#633770
Date: 6/2/2014

Deliveries Billed on 6/2/2014 **\$314.03**

Company Information

AdRoll, Inc.
972 Mission St, 3rd Floor
San Francisco, CA 94103
USA

Direct: +1 (415) 738-8026
Main: +1 (877) 723-7655
Fax: +1 (415) 772-5577
Business Tax ID: 20-5096965

AdRoll Campaigns Ad Library Visitor Data

Personal Information Invoice #643539

Email Preferences

Billing Information

Billing History

Back to Billing History Summary of Charges Print

Savage Race
3218 E Colonial Drive, Ste. G
Orlando FL 32803
[Change Address](#)

PAID
Type: CREDIT CARD
#643539
Date: 6/9/2014

Deliveries Billed on 6/9/2014 **\$367.44**

Company Information

AdRoll, Inc.
972 Mission St, 3rd Floor
San Francisco, CA 94103
USA

Direct: +1 (415) 738-8026
Main: +1 (877) 723-7655
Fax: +1 (415) 772-5577
Business Tax ID: 20-5096965

AdRoll Campaigns Ad Library Visitor Data ? ✉

Personal Information Invoice #653567

Email Preferences

Billing Information

Billing History

Back to Billing History Summary of Charges Print

Savage Race
3218 E Colonial Drive, Ste. G
Orlando FL 32803
[Change Address](#)

PAID

Type: CREDIT CARD
#653567

Date: 6/16/2014

Deliveries Billed on 6/16/2014 **\$398.71**

Company Information

AdRoll, Inc.
972 Mission St, 3rd Floor
San Francisco, CA 94103
USA

Direct: +1 (415) 738-8026
Main: +1 (877) 723-7655
Fax: +1 (415) 772-5577
Business Tax ID: 20-5096965

AdRoll Campaigns Ad Library Visitor Data ? ✉

Personal Information Invoice #663263

Email Preferences

Billing Information

Billing History

Back to Billing History Summary of Charges Print

Savage Race
3218 E Colonial Drive, Ste. G
Orlando FL 32803
[Change Address](#)

PAID

Type: CREDIT CARD
#663263

Date: 6/24/2014

Deliveries Billed on 6/24/2014 **\$367.50**

Company Information

AdRoll, Inc.
972 Mission St, 3rd Floor
San Francisco, CA 94103
USA

Direct: +1 (415) 738-8026
Main: +1 (877) 723-7655
Fax: +1 (415) 772-5577
Business Tax ID: 20-5096965

AdRoll Campaigns Ad Library Visitor Data

Personal Information Invoice #673480

Summary of Charges Print

Back to Billing History

Savage Race
3218 E Colonial Drive, Ste. G
Orlando FL 32803
[Change Address](#)

PAID
Type: CREDIT CARD
#673480
Date: 7/2/2014

Deliveries Billed on 7/2/2014 **\$305.13**

Company Information

AdRoll, Inc.
972 Mission St, 3rd Floor
San Francisco, CA 94103
USA

Direct: +1 (415) 738-8026
Main: +1 (877) 723-7655
Fax: +1 (415) 772-5577
Business Tax ID: 20-5096965

AdRoll Campaigns Ad Library Visitor Data

Personal Information Invoice #682080

Summary of Charges Print

Back to Billing History

Savage Race
3218 E Colonial Drive, Ste. G
Orlando FL 32803
[Change Address](#)

PAID
Type: CREDIT CARD
#682080
Date: 7/8/2014

Deliveries Billed on 7/8/2014 **\$274.74**

Company Information

AdRoll, Inc.
972 Mission St, 3rd Floor
San Francisco, CA 94103
USA

Direct: +1 (415) 738-8026
Main: +1 (877) 723-7655
Fax: +1 (415) 772-5577
Business Tax ID: 20-5096965

AdRoll Campaigns Ad Library Visitor Data

Personal Information Invoice #59306

Summary of Charges

Back to Billing History Print

Savage Race
3218 E Colonial Drive, Ste. G
Orlando FL 32803
[Change Address](#)

INVOICE
Type: CREDIT CARD #59306
Date: 7/16/2014

Deliveries Billed on 7/16/2014 **\$285.71**

Company Information

AdRoll, Inc.
972 Mission St, 3rd Floor
San Francisco, CA 94103
USA

Direct: +1 (415) 738-8026
Main: +1 (877) 723-7655
Fax: +1 (415) 772-5577
Business Tax ID: 20-5096965

AdRoll Campaigns Ad Library Visitor Data

Personal Information Invoice #71785

Summary of Charges

Back to Billing History Print

Savage Race
3218 E Colonial Drive, Ste. G
Orlando FL 32803
[Change Address](#)

INVOICE
Type: CREDIT CARD #71785
Date: 7/23/2014

Deliveries Billed on 7/23/2014 **\$303.38**

Company Information

AdRoll, Inc.
972 Mission St, 3rd Floor
San Francisco, CA 94103
USA

Direct: +1 (415) 738-8026
Main: +1 (877) 723-7655
Fax: +1 (415) 772-5577
Business Tax ID: 20-5096965

AdRoll Campaigns Ad Library Visitor Data

Personal Information Invoice #84366

Summary of Charges

Back to Billing History Print

Savage Race
3218 E Colonial Drive, Ste. G
Orlando FL 32803
[Change Address](#)

INVOICE
Type: CREDIT CARD #84366
Date: 7/30/2014

Deliveries Billed on 7/30/2014 **\$293.54**

Company Information

AdRoll, Inc.
972 Mission St, 3rd Floor
San Francisco, CA 94103
USA

Direct: +1 (415) 738-8026
Main: +1 (877) 723-7655
Fax: +1 (415) 772-5577
Business Tax ID: 20-5096965

AdRoll Campaigns Ad Library Visitor Data

Personal Information Invoice #98855

Summary of Charges

Back to Billing History Print

Savage Race
3218 E Colonial Drive, Ste. G
Orlando FL 32803
[Change Address](#)

INVOICE
Type: CREDIT CARD #98855
Date: 8/6/2014

Deliveries Billed on 8/6/2014 **\$303.46**

Company Information

AdRoll, Inc.
972 Mission St, 3rd Floor
San Francisco, CA 94103
USA

Direct: +1 (415) 738-8026
Main: +1 (877) 723-7655
Fax: +1 (415) 772-5577
Business Tax ID: 20-5096965

AdRoll Campaigns Ad Library Visitor Data ? ✉

Personal Information Invoice #111621

Email Preferences

Billing Information

Billing History

Back to Billing History Summary of Charges Print

Savage Race
3218 E Colonial Drive, Ste. G
Orlando FL 32803
[Change Address](#)

INVOICE
Type: CREDIT CARD
#111621
Date: 8/13/2014

Deliveries Billed on 8/13/2014 **\$337.80**

Company Information

AdRoll, Inc.
972 Mission St, 3rd Floor
San Francisco, CA 94103
USA

Direct: +1 (415) 738-8028
Main: +1 (877) 723-7655
Fax: +1 (415) 772-5577
Business Tax ID: 20-5096965

AdRoll Campaigns Ad Library Visitor Data ? ✉

Personal Information Invoice #124175

Email Preferences

Billing Information

Billing History

Back to Billing History Summary of Charges Print

Savage Race
3218 E Colonial Drive, Ste. G
Orlando FL 32803
[Change Address](#)

INVOICE
Type: CREDIT CARD
#124175
Date: 8/20/2014

Deliveries Billed on 8/20/2014 **\$390.49**

Company Information

AdRoll, Inc.
972 Mission St, 3rd Floor
San Francisco, CA 94103
USA

Direct: +1 (415) 738-8028
Main: +1 (877) 723-7655
Fax: +1 (415) 772-5577
Business Tax ID: 20-5096965

AdRoll Campaigns Ad Library Visitor Data

Personal Information Invoice #136768

Email Preferences

Billing Information

Billing History

Back to Billing History Summary of Charges Print

Savage Race
3218 E Colonial Drive, Ste. G
Orlando FL 32803
[Change Address](#)

INVOICE
Type: CREDIT CARD
#136768
Date: 8/27/2014

Deliveries Billed on 8/27/2014 **\$348.86**

Company Information

AdRoll, Inc.
972 Mission St, 3rd Floor
San Francisco, CA 94103
USA

Direct: +1 (415) 738-8026
Main: +1 (877) 723-7655
Fax: +1 (415) 772-5577
Business Tax ID: 20-5096965

AdRoll Campaigns Ad Library Visitor Data

Personal Information Invoice #149385

Email Preferences

Billing Information

Billing History

Back to Billing History Summary of Charges Print

Savage Race
3218 E Colonial Drive, Ste. G
Orlando FL 32803
[Change Address](#)

INVOICE
Type: CREDIT CARD
#149385
Date: 9/3/2014

Deliveries Billed on 9/3/2014 **\$331.14**

Company Information

AdRoll, Inc.
972 Mission St, 3rd Floor
San Francisco, CA 94103
USA

Direct: +1 (415) 738-8026
Main: +1 (877) 723-7655
Fax: +1 (415) 772-5577
Business Tax ID: 20-5096965

AdRoll Campaigns Ad Library Visitor Data ? ✉

Personal Information Invoice #162416

Email Preferences

Billing Information

Billing History

Back to Billing History Summary of Charges Print

Savage Race
3218 E Colonial Drive, Ste. G
Orlando FL 32803
[Change Address](#)

INVOICE

Type: CREDIT CARD
#162416

Date: 9/10/2014

Deliveries Billed on 9/10/2014 **\$360.56**

Company Information

AdRoll, Inc.
972 Mission St, 3rd Floor
San Francisco, CA 94103
USA

Direct: +1 (415) 738-8026
Main: +1 (877) 723-7655
Fax: +1 (415) 772-5577
Business Tax ID: 20-5096965

AdRoll Campaigns Ad Library Visitor Data ? ✉

Personal Information Invoice #175567

Email Preferences

Billing Information

Billing History

Back to Billing History Summary of Charges Print

Savage Race
3218 E Colonial Drive, Ste. G
Orlando FL 32803
[Change Address](#)

INVOICE

Type: CREDIT CARD
#175567

Date: 9/17/2014

Deliveries Billed on 9/17/2014 **\$397.60**

Company Information

AdRoll, Inc.
972 Mission St, 3rd Floor
San Francisco, CA 94103
USA

Direct: +1 (415) 738-8026
Main: +1 (877) 723-7655
Fax: +1 (415) 772-5577
Business Tax ID: 20-5096965

AdRoll Campaigns Ad Library Visitor Data

Personal Information Invoice #188522

Email Preferences

Billing Information

Billing History

Back to Billing History Summary of Charges Print

Savage Race
3218 E Colonial Drive, Ste. G
Orlando FL 32803
[Change Address](#)

INVOICE
Type: CREDIT CARD
#188522
Date: 9/24/2014

Deliveries Billed on 9/24/2014 **\$357.01**

Company Information

AdRoll, Inc.
972 Mission St, 3rd Floor
San Francisco, CA 94103
USA

Direct: +1 (415) 738-8026
Main: +1 (877) 723-7655
Fax: +1 (415) 772-5577
Business Tax ID: 20-5096965

AdRoll Campaigns Ad Library Visitor Data

Personal Information Invoice #201619

Email Preferences

Billing Information

Billing History

Back to Billing History Summary of Charges Print

Savage Race
3218 E Colonial Drive, Ste. G
Orlando FL 32803
[Change Address](#)

INVOICE
Type: CREDIT CARD
#201619
Date: 10/1/2014

Deliveries Billed on 10/1/2014 **\$313.06**

Company Information

AdRoll, Inc.
972 Mission St, 3rd Floor
San Francisco, CA 94103
USA

Direct: +1 (415) 738-8026
Main: +1 (877) 723-7655
Fax: +1 (415) 772-5577
Business Tax ID: 20-5096965

AdRoll | Campaigns | Ad Library | Visitor Data

Personal Information | Invoice #214589

Back to Billing History | Summary of Charges | Print

Savage Race
3218 E Colonial Drive, Ste. G
Orlando FL 32803
[Change Address](#)

INVOICE

Type: CREDIT CARD
#214589

Date: 10/8/2014

Deliveries Billed on 10/8/2014 **\$286.97**

Company Information

AdRoll, Inc.
972 Mission St, 3rd Floor
San Francisco, CA 94103
USA

Direct: +1 (415) 738-8026
Main: +1 (877) 723-7655
Fax: +1 (415) 772-5577
Business Tax ID: 20-5096965

AdRoll | Campaigns | Ad Library | Visitor Data

Personal Information | Invoice #227807

Back to Billing History | Summary of Charges | Print

Savage Race
3218 E Colonial Drive, Ste. G
Orlando FL 32803
[Change Address](#)

INVOICE

Type: CREDIT CARD
#227807

Date: 10/15/2014

Deliveries Billed on 10/15/2014 **\$186.84**

Company Information

AdRoll, Inc.
972 Mission St, 3rd Floor
San Francisco, CA 94103
USA

Direct: +1 (415) 738-8026
Main: +1 (877) 723-7655
Fax: +1 (415) 772-5577
Business Tax ID: 20-5096965

AdRoll Campaigns Ad Library Visitor Data

Personal Information Invoice #238327

Email Preferences

Billing Information

Billing History

Back to Billing History Summary of Charges Print

Savage Race
3218 E Colonial Drive, Ste. G
Orlando FL 32803
[Change Address](#)

INVOICE
Type: CREDIT CARD
#238327
Date: 10/20/2014

Campaign Purchased on 10/20/2014 **\$500.00**

Company Information

AdRoll, Inc.
972 Mission St, 3rd Floor
San Francisco, CA 94103
USA

Direct: +1 (415) 738-8026
Main: +1 (877) 723-7655
Fax: +1 (415) 772-5577
Business Tax ID: 20-5096965

AdRoll Campaigns Ad Library Visitor Data

Personal Information Invoice #240944

Email Preferences

Billing Information

Billing History

Back to Billing History Summary of Charges Print

Savage Race
3218 E Colonial Drive, Ste. G
Orlando FL 32803
[Change Address](#)

INVOICE
Type: CREDIT CARD
#240944
Date: 10/22/2014

Deliveries Billed on 10/22/2014 **\$214.36**

Company Information

AdRoll, Inc.
972 Mission St, 3rd Floor
San Francisco, CA 94103
USA

Direct: +1 (415) 738-8026
Main: +1 (877) 723-7655
Fax: +1 (415) 772-5577
Business Tax ID: 20-5096965

Bing Advertising Spend

All Campaigns

Campaign: srFL13 keyword ads [computer,tablet]

3/31/2014 - 10/24/2014 Go

Status: Paused Budget: 500.00/day Locations: Gainesville, FL Florida, Orlando-Daytona Beach, FL Florida and 1 More...

Ad Groups Settings Ads Keywords Ad Extensions Product Targets Change History Dimensions

Compare to: None

Create ad group Edit Details Export All ad groups Columns Filter Ad group name

	Ad group	Delivery	Search bid	Content bid	Clicks	Impr.	CTR	Avg. CPC	Spend	Avg. pos.
Overall total - 19 ad groups					3,364	50,036	6.72%	0.27	914.80	1.64
<input type="checkbox"/>	<input checked="" type="checkbox"/>	▲ Campaign paused	1.50	0.05	1,590	13,745	11.57%	0.16	254.90	1.43
<input type="checkbox"/>	<input checked="" type="checkbox"/>	▲ Campaign paused	0.40	0.05	515	2,716	18.96%	0.08	41.32	1.13
<input type="checkbox"/>	<input checked="" type="checkbox"/>	▲ Campaign paused	1.25	0.05	468	8,804	5.32%	0.44	207.77	1.33
<input type="checkbox"/>	<input checked="" type="checkbox"/>	▲ Campaign paused	1.25	0.05	204	4,605	4.43%	0.45	91.10	1.32
<input type="checkbox"/>	<input checked="" type="checkbox"/>	▲ Campaign paused	1.00	0.05	112	3,760	2.98%	1.25	140.24	1.84
<input type="checkbox"/>	<input checked="" type="checkbox"/>	▲ Campaign paused	0.75	0.05	100	6,208	1.61%	0.30	30.26	1.64
<input type="checkbox"/>	<input checked="" type="checkbox"/>	▲ Campaign paused	1.25	0.05	85	2,882	2.95%	0.49	42.00	1.64
<input type="checkbox"/>	<input checked="" type="checkbox"/>	▲ Campaign paused	1.25	0.05	79	466	16.95%	0.38	29.69	1.08
<input type="checkbox"/>	<input checked="" type="checkbox"/>	▲ Campaign paused	1.25	0.05	66	1,770	3.73%	0.55	36.03	1.39
<input type="checkbox"/>	<input checked="" type="checkbox"/>	▲ Campaign paused	1.00	0.05	38	1,060	3.58%	0.43	16.22	1.10
<input type="checkbox"/>	<input checked="" type="checkbox"/>	▲ Campaign paused	1.25	0.05	35	298	11.74%	0.15	5.20	1.10
<input type="checkbox"/>	<input checked="" type="checkbox"/>	▲ Campaign paused	1.25	0.05	33	244	13.52%	0.26	8.67	1.06
<input type="checkbox"/>	<input checked="" type="checkbox"/>	▲ Campaign paused	1.25	0.05	19	572	3.32%	0.48	9.15	1.49
<input type="checkbox"/>	<input checked="" type="checkbox"/>	▲ Campaign paused	1.25	0.05	8	62	12.90%	0.17	1.37	1.13
<input type="checkbox"/>	<input checked="" type="checkbox"/>	▲ Campaign paused	0.20	0.05	7	372	1.88%	0.08	0.59	1.60
<input type="checkbox"/>	<input checked="" type="checkbox"/>	▲ Campaign paused	0.20	0.05	2	1,582	0.13%	0.05	0.10	6.06
<input type="checkbox"/>	<input checked="" type="checkbox"/>	▲ Campaign paused	0.20	0.05	1	134	0.75%	0.05	0.05	1.46
<input type="checkbox"/>	<input checked="" type="checkbox"/>	▲ Campaign paused	0.20	0.05	1	26	3.85%	0.05	0.05	1.77
<input type="checkbox"/>	<input checked="" type="checkbox"/>	▲ Campaign paused	0.20	0.05	1	730	0.14%	0.09	0.09	5.01
Search total					3,364	50,036	6.72%	0.27	914.80	1.64
Content total					-	-	-	-	-	-
Deleted items total					0	0	0.00%	0.00	0.00	0.00
Overall total - 19 ad groups					3,364	50,036	6.72%	0.27	914.80	1.64

Show rows: 50

All Campaigns

Campaign: srFL13 keyword ads [mobile]

3/31/2014 - 10/24/2014 **Go**

Status: **Paused** Budget: 500.00/day Locations: Gainesville, FL Florida, Orlando-Daytona Beach, FL Florida and 1 More...

Ad Groups Settings Ads Keywords Ad Extensions Product Targets Change History Dimensions

Compare to: **None**

Create ad group Edit Details Export All ad groups Columns Filter Ad group name

	Ad group	Delivery	Search bid	Content bid	Clicks	Impr.	CTR	Avg. CPC	Spend	Avg. pos.
Overall total - 19 ad groups					951	25,136	3.78%	0.48	457.23	1.49
<input type="checkbox"/>	<input checked="" type="checkbox"/>	▲ Campaign paused	1.25	0.05	208	5,547	3.75%	0.62	129.10	1.38
<input type="checkbox"/>	<input checked="" type="checkbox"/>	▲ Campaign paused	1.25	0.05	199	3,601	5.53%	0.47	94.52	1.21
<input type="checkbox"/>	<input checked="" type="checkbox"/>	▲ Campaign paused	1.25	0.05	108	2,880	3.75%	0.54	58.80	1.37
<input type="checkbox"/>	<input checked="" type="checkbox"/>	▲ Campaign paused	1.25	0.05	87	534	16.29%	0.25	21.44	1.07
<input type="checkbox"/>	<input checked="" type="checkbox"/>	▲ Campaign paused	1.25	0.05	74	359	20.61%	0.22	16.57	1.03
<input type="checkbox"/>	<input checked="" type="checkbox"/>	▲ Campaign paused	1.50	0.05	55	2,594	2.12%	0.75	41.36	1.84
<input type="checkbox"/>	<input checked="" type="checkbox"/>	▲ Campaign paused	0.75	0.05	53	4,036	1.31%	0.26	13.64	1.61
<input type="checkbox"/>	<input checked="" type="checkbox"/>	▲ Campaign paused	1.25	0.05	46	337	13.65%	0.40	18.48	1.10
<input type="checkbox"/>	<input checked="" type="checkbox"/>	▲ Campaign paused	1.25	0.05	32	1,389	2.30%	0.65	20.65	1.53
<input type="checkbox"/>	<input checked="" type="checkbox"/>	▲ Campaign paused	1.00	0.05	27	806	3.35%	0.41	11.14	1.09
<input type="checkbox"/>	<input checked="" type="checkbox"/>	▲ Campaign paused	1.00	0.05	25	1,808	1.38%	0.81	20.32	1.71
<input type="checkbox"/>	<input checked="" type="checkbox"/>	▲ Campaign paused	1.25	0.05	10	318	3.14%	0.65	6.51	1.36
<input type="checkbox"/>	<input checked="" type="checkbox"/>	▲ Campaign paused	0.40	0.05	10	69	14.49%	0.10	1.04	1.17
<input type="checkbox"/>	<input checked="" type="checkbox"/>	▲ Campaign paused	1.25	0.05	7	33	21.21%	0.40	2.77	1.06
<input type="checkbox"/>	<input checked="" type="checkbox"/>	▲ Campaign paused	0.20	0.05	6	266	2.26%	0.10	0.58	1.61
<input type="checkbox"/>	<input checked="" type="checkbox"/>	▲ Campaign paused	0.20	0.05	3	388	0.77%	0.10	0.29	4.01
<input type="checkbox"/>	<input checked="" type="checkbox"/>	▲ Campaign paused	0.20	0.05	1	64	1.56%	0.02	0.02	1.31
<input type="checkbox"/>	<input checked="" type="checkbox"/>	▲ Campaign paused	0.20	0.05	0	11	0.00%	0.00	0.00	1.55
<input type="checkbox"/>	<input checked="" type="checkbox"/>	▲ Campaign paused	0.20	0.05	0	96	0.00%	0.00	0.00	2.57
Search total					951	25,136	3.78%	0.48	457.23	1.49
Content total					-	-	-	-	-	-
Deleted items total					0	0	0.00%	0.00	0.00	0.00
Overall total - 19 ad groups					951	25,136	3.78%	0.48	457.23	1.49

Show rows: 50

Only clicks are MRC accredited.

Bing Ad Spend in Florida (3/31/2014-10/24/2014): \$1,372.03

Bing Billing

bing ads				
Home Campaigns Reports Opportunities Tools Import Campaigns				
itoyd@savgenus.com				
Date	Invoice number	Details	Charge (USD)	Credit (USD)
1/19/2014 - 2/19/2014	494758522	Advertising costs	\$800.10	
2/19/2014		Payment received - thank you (American Express - 1007)		\$800.10
2/19/2014 - 3/19/2014	494768022	Advertising costs	\$894.74	
3/19/2014		Payment received - thank you (American Express - 1007)		\$894.74
3/19/2014 - 4/14/2014	494818567	Advertising costs	\$1,012.40	
4/14/2014		Payment received - thank you (American Express - 1007)		\$1,012.40
4/14/2014 - 5/16/2014	494944600	Advertising costs	\$1,006.48	
5/16/2014		Payment received - thank you (American Express - 1007)		\$1,006.48
5/16/2014 - 6/19/2014	494972544	Advertising costs	\$880.02	
6/19/2014		Payment received - thank you (American Express - 1007)		\$880.02
6/19/2014 - 7/19/2014	494909402	Advertising costs	\$847.80	
7/1/2014		Refund issued (American Express - 1007)		(\$0.04)
7/1/2014 - 7/1/2014	494928124	Credit memo		\$0.04
7/19/2014		Payment received - thank you (American Express - 1007)		\$847.80
7/19/2014 - 8/19/2014	494962090	Advertising costs	\$987.23	
8/19/2014		Payment received - thank you (American Express - 1007)		\$987.23
8/19/2014 - 9/19/2014	495053968	Advertising costs	\$972.25	
9/19/2014		Payment received - thank you (American Express - 1007)		\$972.25
9/19/2014 - 10/16/2014	495157126	Advertising costs	\$1,004.07	
10/2/2014		Refund issued (American Express - 1007)		(\$0.16)
10/2/2014 - 10/2/2014	495205489	Credit memo		\$0.16
10/2/2014		Refund issued (American Express - 1007)		(\$0.04)
10/2/2014 - 10/2/2014	495205490	Credit memo		\$0.04
10/16/2014		Payment received - thank you (American Express - 1007)		\$1,004.07
10/16/2014 - 11/14/2014	495281371	Advertising costs	\$1,001.79	



Coded Robot LLC
sales@mudrunguide.com

931 Monroe Drive NE, STE A-102 - #141
Atlanta, GA 30308
United States

APPROVED
By Sean Wolters at 3:48 pm, Jul 22, 2014

INVOICE

Invoice Number **1616** **Savage Race**
Invoice Date July 21, 2014 alex@savagerace.com
Due Date July 31, 2014
Balance Due \$3,185.00

PAID

7/23/2014 1:10 pm

Item	Description	Unit Cost	Quantity	Line Total
MUDRUNGUIDE	Pennsylvania - 6/28/14	5.00	156	780.00
MUDRUNGUIDE	Texas - 9/13/14	5.00	221	1,105.00
MUDRUNGUIDE	Georgia - 9/27/14	5.00	123	615.00
MUDRUNGUIDE	Florida - 10/15/14	5.00	134	670.00
MUDRUNGUIDE	Ohio - 6/7/14	5.00	3	15.00

Affiliate code usage - Thanks!

Subtotal \$3,185.00
Paid to Date \$0.00

Terms

Please make payment to Coded Robot LLC

Balance Due **\$3,185.00**

 NO. 5532
DELIVERY DATE 07/29/2014

PAY TO THE ORDER OF Coded Robot LLC \$ 3,185.00

Three thousand one hundred eighty-five and 00/100***** DOLLARS

SEND AS Coded Robot LLC
931 Monroe Drive NE
STE A-102-#141
Atlanta, GA 30308

 **CLEARED**

MEMO Savage Race Account# Savage Race



eTicket Receipt

Prepared For
SCHILDHORN/BRIAN ADAM

CONFIRMATION #	TERIDQ
ISSUE DATE	01Oct2014
TICKET NUMBER	2792119218346
ISSUING AIRLINE	JETBLUE AIRWAYS
ISSUING AGENT	JetBlue Reservations/SSW

Itinerary Details

TRAVEL DATE	AIRLINE	DEPARTURE	ARRIVAL	OTHER NOTES
24Oct	JETBLUE AIRWAYS B6 83	NEW YORK JFK, NY Time 10:45am	ORLANDO INTL, FL Time 1:26pm	Class ECONOMY / W Seat Number CHECK-IN REQUIRED Baggage Allowance 1PL Booking Status USED TO FLY Fare Basis WH14AE2U Not Valid Before 24 OCT Not Valid After 24 OCT
26Oct	JETBLUE AIRWAYS B6 2084	ORLANDO INTL, FL Time 7:15am	NEW YORK JFK, NY Time 9:42am	Class ECONOMY / M Seat Number CHECK-IN REQUIRED Baggage Allowance 1PL Booking Status USED TO FLY Fare Basis MH14AE2U Not Valid Before 26 OCT Not Valid After 26 OCT

Payment/Fare Details

Form of Payment	CREDIT CARD - VISA : XXXXXXXXXXXXX 7840
Endorsement / Restrictions	NONREF - FEE FOR CHG/CXL
Fare Calculation Line	NYC B6 ORL162.70WH14AE2U B6 NYC148.73MH14AE2U USD311.43END ZPJFKMCO XFJFK4.5MCO4.5
Fare	USD 311.43
Taxes/Fees/Carrier-Imposed Charges	USD 51.56
Total Fare	USD 362.99

Positive identification required for airport check in**Notice:**

Carriage and other service provided by the carrier are subject to conditions of carriage, which are hereby incorporated by reference. These conditions may be obtained from the issuing carrier.

E-Ticket Receipt total includes only air fare, taxes and fees applicable to air fare, baggage fees, and EML fees as may be applicable. E-Receipt does not include other additional fees that may apply, such as but not limited to the Phone booking fee, Pet Fee, or Unaccompanied Minor Fees. Please call 1-800-JetBlue to receive a receipt total that includes all fees paid.

All tickets originating in Peru are issued by JetBlue Airways Corporation Sucursal del Perú (**RUC 20552438591**)

[Important Legal Notices](#)



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www.ezrac.com

RA: MCO-618755

Renter Agreement

Renter Information

BRIAN SCHILDHORN
112 SOUND CT
NORTHPORT NY 11768

1 AIRPORT BLVD
ORLANDO FL 32827
(407) 888-0515

Date Out: 10/24/2014 02:15 PM MCO
Due In: 10/26/2014 06:00 AM MCO

Additional Driver:

NONE

Unit#: FCFH006064 Stall#: B01

Model: SONATA

Plate: N915QQ FL

Rented Equipment:

F

Miles Out: 7129

Estimated Charges:

Time	102.20
Mileage	0.00
Discount	
Fuel	0.00
CONCES FEE REC CHRG	10.76
SALES TAX	8.28

MILES FREE: _____ and _____ per mile for each additional mile.
Vehicles are not permitted to leave the state in which they were rented unless expressly specified.
My daily rental is 51.10 per day and weekly rate is 0.00 per week.
You will pay us a late return fee of 122.64 per Day if the vehicle is returned after the Due In date and time.

Break Down of other charges:

VLRF 2.69 Daily
CFC 2.50 Daily

5.38

5.00

AUTH: VI XXXX-XXXX-XXXX-7840 EXP: XXXX

235.62 AUTH#:151172

PAYMENT DB 10/24/2014 02:17 PM 235.62

SURCHARGE	4.00
Total Other	10.38
ESTIMATED TOTAL	135.62
NET DUE	-100.00

AGENT: JANET

I have 24 hours to dispute any of the listed optional charges.

If you do not agree with any of the listed optional charges, you may return the vehicle within 24 hours of the opening of the Rental Agreement to remove or change your selections.

I decline the Pre-Paid Fuel Option.

By initialing here, you agree to return the rental Vehicle with a F tank of Fuel. If you fail to do so, you will pay us a refueling fee for fuel at the rate of 6.62 per gallon. Refuel the vehicle within a 10 mile radius of the return facility and present a fuel receipt to avoid a refueling fee. There is no refund for fuel left in the vehicle.

I decline the Supplemental Rental Liability Insurance (SLI).

By initialing here, you decline to purchase SLI and you agree that you and your personal auto insurance coverage are primarily responsible for all damage or injury you cause to others or their property. Company: _____ Policy #: _____ Phone: _____

I decline Collision Damage Waiver Coverage (CDW, LPC-2, LPC).

By initialing here, you decline to purchase our CDW and you agree to be responsible for all damage to or loss of the Vehicle. Company _____ Policy # _____ Phone _____

I decline the E-Z Toll program.

Any manned or unmanned toll that I violate while under this contract will result in a \$25 admin fee, with a maximum charge per day of \$25, per violation plus the cost of the toll(s). If I receive a moving violation, citation or parking ticket, I understand that I will be charged a \$25 admin fee plus the cost of the ticket. Copies of tolls, violations, citations or parking tickets can be requested at cs@ezrac.com.

We are not responsible for any NSF, Overdraft, Over the limit, or similar fees which may be assessed by your card issuer. All rental agreements are subject to a final audit. DEBIT/CHECK CARDS charged the amount of the rental plus \$200 on the Date Out of this rental agreement. Refunds will be issued to the card upon return.

Refunds may take up to 10 business days to post. Changes to the terms of this rental agreement may change the amount of the refund X: _____
If the Vehicle is returned smelling of smoke from any source, you will be charged a cleaning fee of up to \$250 to remove the smoke odor X: _____

If you do not have a return airline boarding pass or round trip airline itinerary, the periodic rental rate includes 100 free miles per day. For miles in excess of 100 per day, you will pay us \$.39 per mile. Additional restrictions will apply.

The valid and collectible liability insurance and personal injury protection insurance of any authorized rental or leasing driver is primary for the limits of liability and personal injury protection coverage required by §§ 324.021(7) and 627.736, Florida Statutes.



eTicket Receipt

Prepared For
MASTRIANO/JOHN

CONFIRMATION #	TERIDQ
ISSUE DATE	01Oct2014
TICKET NUMBER	2792119218347
ISSUING AIRLINE	JETBLUE AIRWAYS
ISSUING AGENT	JetBlue Reservations/SSW

Itinerary Details

TRAVEL DATE	AIRLINE	DEPARTURE	ARRIVAL	OTHER NOTES
24Oct	JETBLUE AIRWAYS B6 83	NEW YORK JFK, NY Time 10:45am	ORLANDO INTL, FL Time 1:26pm	Class ECONOMY / W Seat Number CHECK-IN REQUIRED Baggage Allowance 1PL Booking Status USED TO FLY Fare Basis WH14AE2U Not Valid Before 24 OCT Not Valid After 24 OCT
26Oct	JETBLUE AIRWAYS B6 2084	ORLANDO INTL, FL Time 7:15am	NEW YORK JFK, NY Time 9:42am	Class ECONOMY / M Seat Number CHECK-IN REQUIRED Baggage Allowance 1PL Booking Status USED TO FLY Fare Basis MH14AE2U Not Valid Before 26 OCT Not Valid After 26 OCT

Payment/Fare Details

Form of Payment	CREDIT CARD - VISA : XXXXXXXXXXXXX 7840
Endorsement / Restrictions	NONREF - FEE FOR CHG/CXL
Fare Calculation Line	NYC B6 ORL162.70WH14AE2U B6 NYC148.73MH14AE2U USD311.43END ZPJFKMCO XFJFK4.5MCO4.5
Fare	USD 311.43
Taxes/Fees/Carrier-Imposed Charges	USD 51.56
Total Fare	USD 362.99

Positive identification required for airport check in**Notice:**

Carriage and other service provided by the carrier are subject to conditions of carriage, which are hereby incorporated by reference. These conditions may be obtained from the issuing carrier.

E-Ticket Receipt total includes only air fare, taxes and fees applicable to air fare, baggage fees, and EML fees as may be applicable. E-Receipt does not include other additional fees that may apply, such as but not limited to the Phone booking fee, Pet Fee, or Unaccompanied Minor Fees. Please call 1-800-JetBlue to receive a receipt total that includes all fees paid.

All tickets originating in Peru are issued by JetBlue Airways Corporation Sucursal del Perú (**RUC 20552438591**)

[Important Legal Notices](#)

or change your selections.

I decline the Pre-Paid Fuel Option.

By initialing here, you agree to return the rental Vehicle with a F tank of Fuel. If you fail to do so, you will pay us a refueling fee for fuel at the rate of 6.62 per gallon. Refuel the vehicle within a 10 mile radius of the return facility and present a fuel receipt to avoid a refueling fee. There is no refund for fuel left in the vehicle.

I decline the Supplemental Rental Liability Insurance (SLI).

By initialing here, you decline to purchase SLI and you agree that you and your personal auto insurance coverage are primarily responsible for all damage or injury you cause to others or their property. Company: Policy #: Phone:

I decline Collision Damage Waiver Coverage (CDW, LPC-2, LPC).

By initialing here, you decline to purchase our CDW and you agree to be responsible for all damage to or loss of the Vehicle. Company _____ Policy # _____ Phone _____

I decline the E-Z Toll program.

Any manned or unmanned toll that I violate while under this contract will result in a \$25 admin fee, with a maximum charge per day of \$25, per violation plus the cost of the toll(s). If I receive a moving violation, citation or parking ticket, I understand that I will be charged a \$25 admin fee plus the cost of the ticket. Copies of tolls, violations, citations or parking tickets can be requested at cs@ezrac.com.

We are not responsible for any NSF, Overdraft, Over the limit, or similar fees which may be assessed by your card issuer. All rental agreements are subject to a final audit. DEBIT/CHECK CARDS charged the amount of the rental plus \$200 on the Date Out of this rental agreement. Refunds will be issued to the card upon return.

Refunds may take up to 10 business days to post. Changes to the terms of this rental agreement may change the amount of the refund X: _____
If the Vehicle is returned smelling of smoke from any source, you will be charged a cleaning fee of up to \$250 to remove the smoke odor X: _____

If you do not have a return airline boarding pass or round trip airline itinerary, the periodic rental rate includes 100 free miles per day. For miles in excess of 100 per day, you will pay us \$.39 per mile. Additional restrictions will apply.

The valid and collectible liability insurance and personal injury protection insurance of any authorized rental or leasing driver is primary for the limits of liability and personal injury protection coverage required by §§ 324.021(7) and 627.736, Florida Statutes.

Failure to return rented property or equipment upon expiration of the rental period and failure to pay all amounts due (including costs for damage to the property or equipment) are prima facie evidence of intent to defraud, punishable in accordance with § 812.155, Florida Statutes. Renter's Initials _____

DO NOT CIRCLE EXPIRATION DATE USE BOX BELOW

EXPIRATION
 DATE
CHECKED

PRESS FIRMLY - USE BALLPOINT PEN						
QUAN.	CLASS	DESCRIPTION		PRICE	AMOUNT	
DATE		AUTHORIZATION		SUB TOTAL		
REFERENCE NO.			REG/DEPT.	TAX		
FOLIO/CHECK NO.			SERVER	CLERK	TIPS	MISC.
SALES SLIP					TOTAL	

By signing below, you agree to all the terms and conditions of this Agreement, and you acknowledge that you were given an opportunity to read this Agreement before being asked to sign. Your signature allows us to process a credit/debit card voucher in your name for the charges due under this Agreement.

Renter / Cardholder

Additional Driver

Non Driver / Cardholder

Business Fundamentals Chk - 5296: Account Activity Transaction Details

Post date: 10/28/2014

Amount: -235.62

Type: Debit card

Purchaser: 5 PIN STUDIOS INC

Description: CHECKCARD 1024 EZ RENT A CAR MCO
ORLANDO FL

Merchant category: Automobile Rental Agency - not elsewhere
classified

**Merchant category
code:** 7512

Expense category: Automobile/Vehicle Rentals

Business Fundamentals Chk - 5296: Account Activity Transaction Details

Post date: 10/28/2014

Amount: 64.36

Type: Deposit

Description: CHECKCARD 1026 EZ RENT A CAR MCO
ORLANDO FL

	NO.	5666
	DELIVERY DATE	12/19/2014
PAY TO THE ORDER OF	5 Pin Studios	\$ 4,588.69
<u>Four thousand five hundred eighty-eight and 69/100***** DOLLARS</u>		
SEND AS	5 Pin Studios Ted Taylor 328 Bread and Cheese Hollow Rd Northport, NY 11768	CLEARED
MEMO	Savage Race	Account# Savage Race

APPROVED

By Sean Wolters at 2:35 pm, Jul 18, 2014



Mad Cap Events, LLC
Attn: Sam and Sean
Inv. # SR-FLY-June
7/15/2014

721 Broadway Ste 120, Kingston, NY 12401
Phone (845) 338-8800, Fax (845) 338-7290
EIN # 04-3615189

7/23/2014 1:21 pm

Terms: Net 15, 1.5% finance charge on past due invoices.

Rate: \$20/hr

Reference: **Savage Race - Flying Staff - DC and Florida**

Market/Date	Event	# Staff	Hrs per Staff	Total Hrs	Client Charge	Notes
Washington, DC - June 14	ROC Race	1	7	7	\$140.00	6 hour shift plus 1/2 hr. training and 1/2 hr. recap
Gainesville, FL - June 28th	Armageddon Ambush	1	4	4	\$80.00	3 hour shift plus 1/2 hr. training and 1/2 hr. recap
Total Due - Net 15					\$220.00	

Thank you.

We appreciate the opportunity to work with you on this program.

Please keep Team Marketing in mind for future events.

NO. 5537
DELIVERY DATE 07/29/2014

PAY TO THE ORDER OF Team Marketing \$ 220.00

Two hundred twenty and 00/100* DOLLARS

SEND AS Team Marketing
721 Broadway, Suite 120
Kingston, NY 12401

CLEARED

MEMO Savage Race Account# Savage Race

Greenville Spartanburg Int Airport
ABM Parking Services
864-662-4300

Fee Computer Number: Jackson Id #144 20
Cashier: 40661
Transaction Number: 10/10/2014 18:05
Entered: 10/12/2014 22:21
Exited: Dispenser #19
Ticket #97856 Garage B
Lot: A GarageB
Area: Garage Var
Rate: \$ 29.00
Parking Fee: \$ 29.00
Total Fee: \$ 29.00
A
Credit Card Number: *****7477
Total Paid: \$ 29.00

Daily 20
Thank you for parking at GSP

DOLLAR RENT A CAR
BALTIMORE AIRPORT
RENTAL RECORD: YU3605313
STONE, ROBERT M
COMPLETED BY: TALATO
RENTED: BALTIMORE AIRPORT
RENTAL: 10-10-14 2141
RETURN: 10-12-14 1807
VEH NUMBER: E922644
MILES IN: 906 OUT: 683
MILES DRIVEN: 223
CHECK IN FUEL LEVEL: 8 OUT: 8
PLAN IN/OUT: RCUE1
CLS: CDAR
2 X DAYS @ \$77.00 \$154.00
SUBTOT \$154.00
TAXABLE TOT: \$154.00
TIME \$154.00
CUSTFACCHG
2 DAYS @ \$3.75 \$7.50
VLF
2 DAYS @ \$0.57 \$1.14
TFC
2 DAYS @ \$2.25 \$4.50
CONREC FEE \$17.74
STATE TAX \$21.26
TOTAL CHARGE \$206.14
NET DUE \$0.00
PAYMENTS -\$206.14
PAID BY: VI
CREDIT CARD#: *****6460
FT # RR 0100909099

Tell us about your experience and
save 10% on a future rental

- 1) Visit www.dollarrentalsurvey.com
- 2) Enter Access Code: BW1
- 3) Complete a brief survey about your rental experience

Ready for takeoff!



Thanks for choosing Southwest® for your trip! You'll find everything you need to know about your reservation below. Happy travels!

Upcoming Trip: 10/10/14 - Baltimore



AIR Itinerary

AIR Confirmation: **MMHS3C**

Confirmation Date: 08/19/2014

Passenger(s)	Rapid Rewards #	Ticket #	Expiration	Est. Points Earned
STONE/ROBERT ST ONE	20255067641	5262439875233	Aug 19, 2015	1004

Rapid Rewards points earned are only estimates. Visit your (MySouthwest, Southwest.com or Rapid Rewards) account for the most accurate totals - including A-List & A-List Preferred bonus points.

Date	Flight	Departure/Arrival
Fri Oct 10	327	Depart GREENVILLE/SPARTANBURG, SC (GSP) on Southwest Airlines at 7:20 PM Arrive in BALTIMORE/WASHINGTON, MD (BWI) at 8:50 PM Travel Time 1 hrs 30 mins Wanna Get Away
Sun Oct 12	2875	Depart BALTIMORE/WASHINGTON, MD (BWI) on Southwest Airlines at 8:15 PM Arrive in GREENVILLE/SPARTANBURG, SC (GSP) at 9:40 PM Travel Time 1 hrs 25 mins Wanna Get Away

What you need to know to travel:

- Don't forget to check in for your flight(s) 24 hours before your trip on southwest.com or your mobile device. This will secure your boarding position on your flights.
- Southwest Airlines does not have assigned seats, so you can choose your seat when you board the plane. You will be assigned a boarding position based on your checkin time. The earlier you check in, within 24 hours of your flight, the earlier you get to board.

22349

Remember to be in the gate area on time and ready to board:

- 30 minutes prior to scheduled departure time: We may begin boarding as early as 30 minutes prior to your flight's scheduled departure time. We encourage all passengers to plan to arrive in the gate area no later than this time.
- 10 minutes prior to scheduled departure time: All passengers must obtain their boarding passes and be in the gate area available for boarding at least 10 minutes prior to your flight's scheduled departure time. If not, Southwest may cancel your reserved space and you will not be eligible for denied boarding compensation.
- If you do not plan to travel on your flight: In accordance with Southwest's No Show Policy, you must notify Southwest at least 10 minutes prior to your flight's scheduled departure if you do not plan to travel on the flight. If not, Southwest will cancel your reservation and all funds will be forfeited.

Air Cost: 203.70

Carryon Items: 1 Bag + small personal item are free. [See full details](#). Checked Items: First and second bags fly free. [Weight and size limits apply](#).

Fare Rule(s): 5262439875233: NONREF/NONTRANSFERABLE/STANDBY REQ UPGRADE TO Y.

Valid only on Southwest Airlines. All travel involving funds from this Confirmation Number must be completed by the expiration date. Unused travel funds may only be applied toward the purchase of future travel for the individual named on the ticket. Any changes to this itinerary may result in a fare increase. Failure to cancel reservations for a Wanna Get Away fare segment at least 10 minutes prior to travel will result in the forfeiture of all remaining unused funds.

GSP WN BWI83.72SLNVNR WN GSP83.72SLNVNR 167.44 END ZPGSPBWI XFBW14.5
AY11.20\$GSP5.60 BWI5.60



[Learn About Our Boarding Process](#) ➔



[Get EarlyBird Check-In@ Details](#) ➔

Cost and Payment Summary

AIR - MMHS3C

Base Fare	\$ 167.44	Payment Information
Excise Taxes	\$ 12.56	Payment Type: Visa XXXXXXXXXXXXX6460
Segment Fee	\$ 8.00	Date: Aug 19, 2014
Passenger Facility Charge	\$ 4.50	Payment Amount: \$203.70
September 11th Security Fee	\$ 11.20	
Total Air Cost	\$ 203.70	

	NO.	5648
PAY TO THE ORDER OF	DELIVERY DATE	11/10/2014
Mac Stone Photography	\$	2,399.34
Two thousand three hundred ninety-nine and 34/100***** DOLLARS		
SEND AS	Mac Stone Photography 123 Scarlett Street Greenville, SC 29607	CLEARED
MEMO	Savage Race	Account# Savage Race

Mad Cap Events, LLC

Expense Reimbursement Form

Name Alexandra Christian
 Address 335 N. Magnolia #501
 City, Street, Zip Orlando, FL 32804
 Phone 740 646 0189
 E-mail alexandra10283@yahoo.com

Date Incurred	Event	Description	Cost Code	Amount
	Full Day	Orlando		\$135 / \$30
	Full Day	Tampa		\$135 / \$30
	Full Day	St. Pete / Clearwater		\$135 / \$30
	1/2 Day	Tampa		0750 / 030 \$30
	1/2 Day	Lakeland		0750 / \$15
	1/2 Day	Mulbourne		0750 / \$15
	1/2 Day	Orlando		0750 / \$15
	1/2 Day	Osceola Co.		0750 / \$15
	1/2 Day	Orlando		0750 / \$15
TOTAL REIMBURSEMENT REQUESTED				\$ 1,005.00

I certify that the expenses for which I am seeking reimbursement were directly related to Mad-Cap Events.

Signed 
 Date 7-8-14

SUBCO BEE LINE

8101 NARCOSSEE RD
ORLANDO, FL 32822

00009703687

Oh Thank Heaven
for 7-Eleven.

7-ELEVEN
4501 CONROY RD
ORLANDO FL
PHONE #4078727664
STORE #32101
TID: 00073210141 08
VISA
*****5187
REF# 92000 40 071 0
06/12/2014 16:47:55

PUMP 1
GRADE RUL
GALLONS 13.171
PRICE/GAL \$ 3.379
FUEL SALE \$ 44.50

APPROVED 02687C

Thanks for
your business.

Descr. qty amount
<CUSTOMER COPY>
NESTLE WATER 1 1.09
PRLAUIH #07 30.00
Sub total 31.09
tax 0.00
TOTAL 31.09
CREDIT \$ 31.09

PREPAY Receipt

VISA \$31.09
Acct/Card #: XXXXXXXXXXXX5187
Auth #: 00942C
Ref: 2C/AARBB
Resp Code: 000
Stan: 0171233750

SITE ID: 9703687
CUSTOMER COPY

Earn rebates
with BP Visa
Take application
and Apply today

THANKS, COME AGAIN

REG# 0002 CSH# 001 DR# 01 TRAN# 24154
05/16/14 11:40:27 ST# AB123

CIRCLE K #9784
(727) 937-6125

57 542 494901
SHELL
1001 EAST TARPON AVE
TARPON SPRING
FL 34689

Invoice # 119800
Date 06-19-14
Time 02:07PM
Auth # 04580C

VISA Acct #
XXXX XXXX XXXX 5187
CHRISTIAN/ALEXANDRA

Pump Gallons Price
03 13.550 \$3.469

Product Amount
UNL REG 87 \$47.00

Total Sale \$47.00

THANKS FOR SHOPPING
AT CIRCLE K!
PLEASE COME AGAIN!

ir phones 12.99
isoline 30.00
TOTAL 42.99
TAX ON 12.99 0.85
DUE 43.84
SA 43.84
CHRISTIAN/ALEXANDRA
: *****5187
AL#: 03412C AUTH CODE: 0
AL TIME: 075113
: 35733
: 00073573301 08

7-ELEVEN

902 S ORANGE AVE
ORLANDO FL 32806
4074203956

STORE#: 35733
PEPPERONI/CHEESE PIZZA \$5.55
CALL AHEAD 407 420 3956

1 Gasoline 35.00
SUBTOTAL 35.00
TOTAL DUE 35.00
VISA 35.00

CHRISTIAN/ALEXANDRA
ACCT#: *****5187
APPROVAL#: 06074C AUTH CODE: 0
APPROVAL TIME: 085202
STORE#: 35733
TERM#: 00073573301 08
REF#: 95000 23 023 6
APPROVED

CUSTOMER AGREES TO PAY THE ABOVE
TOTAL AMOUNT ACCORDING TO THE CARD
HOLDERS AGREEMENT

X
CARD HOLDER'S SIGNATURE

PEPPERONI/CHEESE PIZZA
READY IN 90 SECONDS
T#01 OP25 TRN9416 05/23/2014 08:52 am

RaceTrac 558

4098 S. Orange Ave.
Orlando, FL 32806
(407) 859-1855

For Guest Experience, Comments
Please Call 888.636.5589
Or go to racetrac.com

Tax Description Qty Amount

EXTMIXBRY 1 \$1.79
Prepay Fuel Pump 9 \$25.00

Sub Total \$26.79
Tax \$0.12

Total \$26.91

Visa: \$26.91
Change \$0.00

Visa
Card Num: *****5187
Terminal: JD12082287004
Approval: 07307C
Sequence: 062099

I agree to pay the above Total Amount
according to Card Issuer Agreement.

Signature: _____

REG: 3 CSH: r. karina TRAN: 2667482

** ICR RECEIPT **

7-ELEVEN
83 E. COLONIAL DRIVE
ORLANDO FL 32801
4076481105

STORE#: 32698
FRESH WHOLE PIZZA AVAILABLE 24/7
ONLY \$5.55 - EBT ELIGIBLE TOO

D# 8 RUL
10.287 GAL @ 3.599 /GAL 37.02
CREDIT PREPAY 37.02

SUBTOTAL 37.02
TOTAL DUE 37.02
VISA 37.02

CHRISTIAN/ALEXANDRA
ACCT#: *****5187 AUTH CODE: 0
APPROVAL#: 074470
APPROVAL TIME: 051248
STORE # 32698 08
TERM# : 00073269301
REF# : 92000 01 023 8

THANK YOU FOR SHOPPING
AT 7-ELEVEN
** REPRINT **
I#02 OP TRN2083237 06/11/2014 8.14 am



600 S. Courtenay Parkway
Merritt Island, Florida 32952

6/25/2014 1:33:56 PM

Transaction #: 47100
Register #: 1

Pre-Pay Pump # 6 \$35.00
Prepay Fuel

Sub. Total: \$35.00
Tax: \$0.00
Total: \$35.00
Discount Total: \$0.00

Visa: \$35.00
Change \$0.00
Join Our Loyalty Program And Save

Visa
Card Num : XXXXXXXXXXXX5187
Terminal : JD12417319001
Approval : 00421C
Sequence : 064847

I agree to pay the above Total Amount
according to Card Issuer Agreement.

Signature: _____

Thank You For
Shopping Sunoco



NO. 5529

DELIVERY DATE 07/17/2014

PAY TO THE ORDER OF Alex Christian

\$ 1,005.00

One thousand five and 00/100*****DOLLARS

SEND AS Alex Christian
335 N. Magnolia Ave #501
Orlando, FL 32801



MEMO savage race

Account# savage race



NO. 5512

DELIVERY DATE 07/11/2014

PAY TO THE ORDER OF Alex Christian

\$ 284.59

Two hundred eighty-four and 59/100*****DOLLARS

SEND AS Alex Christian
335 N. Magnolia Ave #501
Orlando, FL 32801



MEMO savage race

Account# savage race