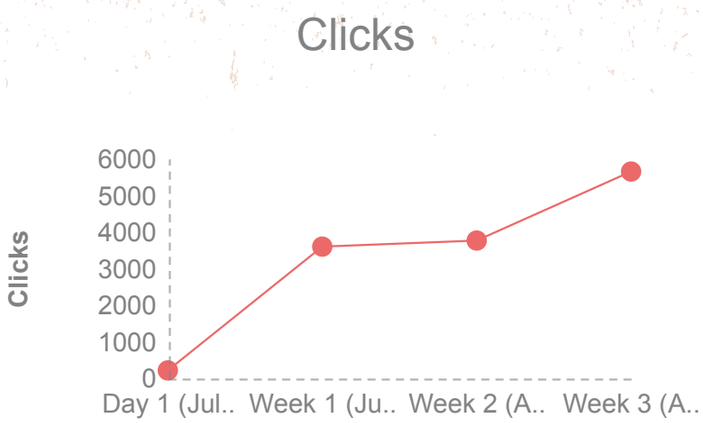
SEO PROJECT

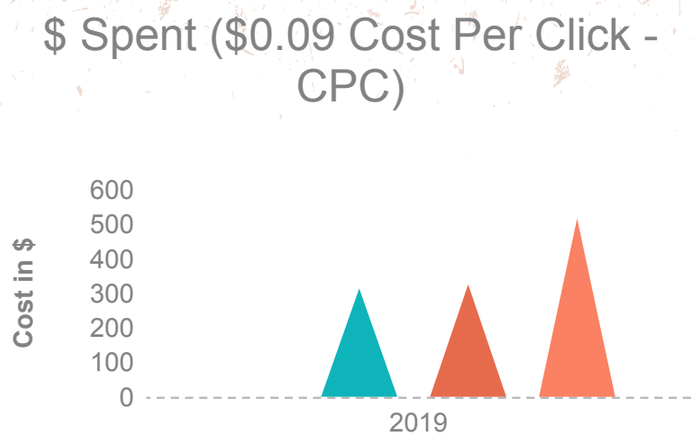
The Last Cowboy—Digital Advertising Campaign Launched July 24.

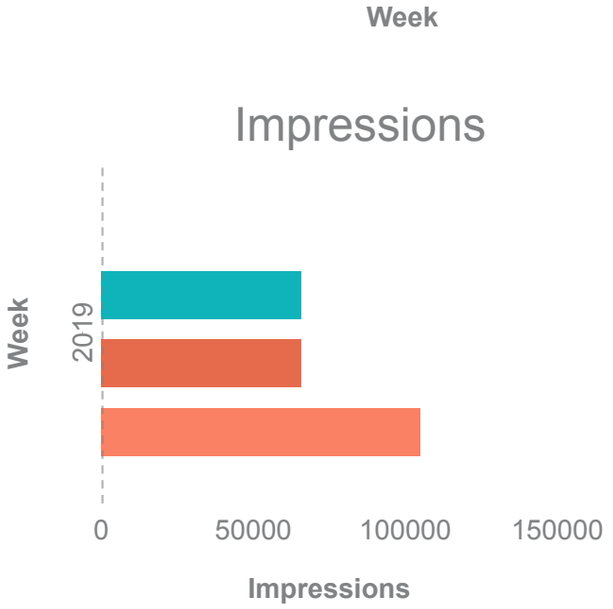
1

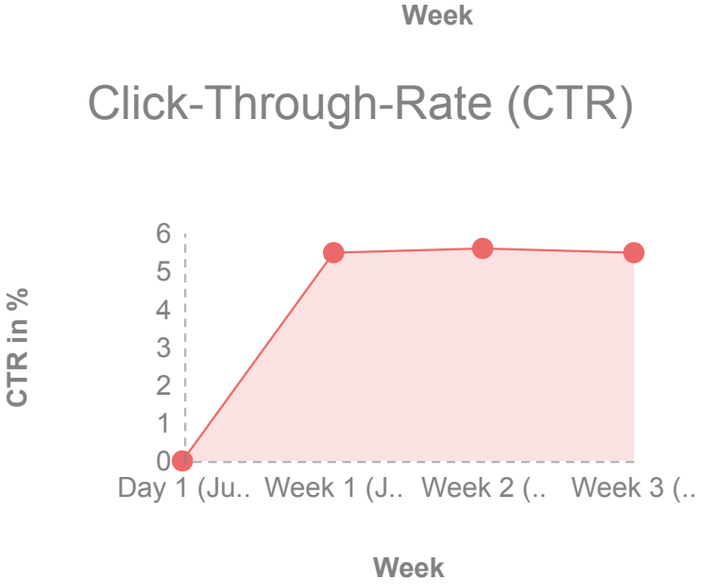
FACEBOOK STATS

During the first week of The Last Cowboy release, we launched three Facebook campaigns. Thus far, those ads have generated 10,600 clicks, averaging about 600 per day. On August 7, we launched a fourth campaign (targeting horse sport interest groups) that is expected to increase daily Facebook clicks to 800.







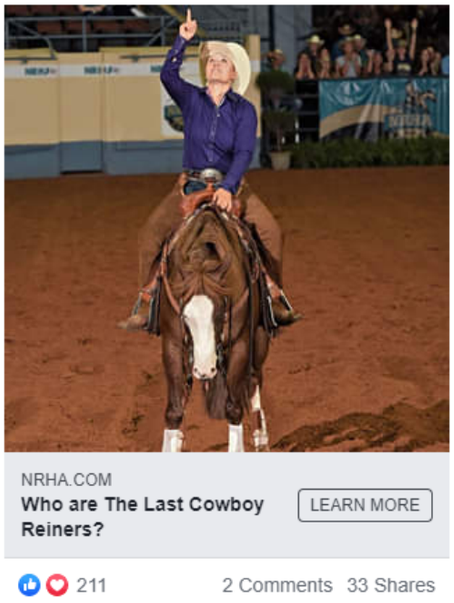


Targeted Interest Groups

General Horse	Western TV	Reining
Horse	Western Genre	Reining
Horse Show	Cowboy	NRHA
Horseback Riding	Etc.	Etc.
Etc.		

	Week 1	Weeks 1 & 2	Weeks 1, 2, & 3
Clicks	3,574	7,324	12,970
Impressions	65,712	131,575	236,371
CPC	$0.09	$0.09	$0.09
Spend	$314	$640	$1157
CTR	5.44%	5.57%	5.49%

The Facebook campaigns generated approximately 600 clicks per day before launching the fourth campaign. During the third week of the campaign, the clicks per day increased to 700 to 800 clicks.



Top-Performing Ad

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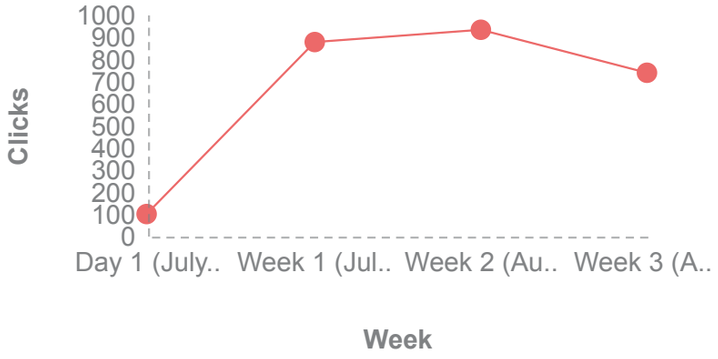
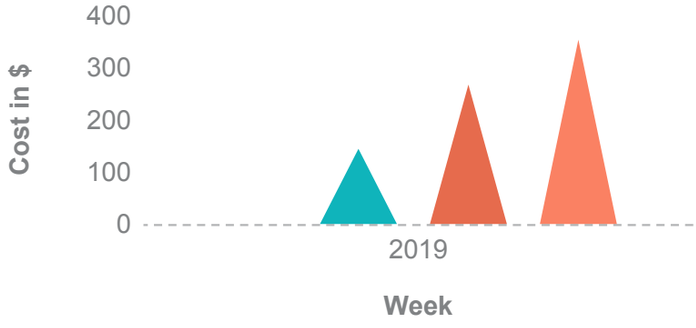
GOOGLE STATS

During the first week of the Last Cowboy release, we launched four ad group campaigns. The Google campaigns generate approximately 100 clicks per day. The majority of clicks are searches related to "last cowboy," which shows interest is being generated from the show.

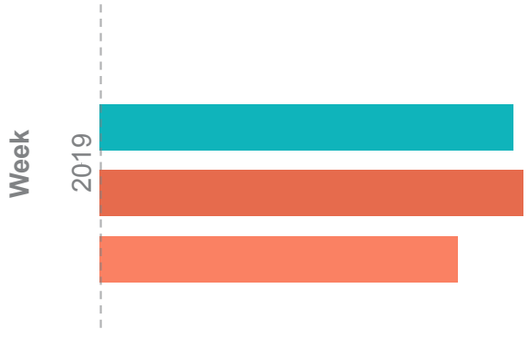
Clicks



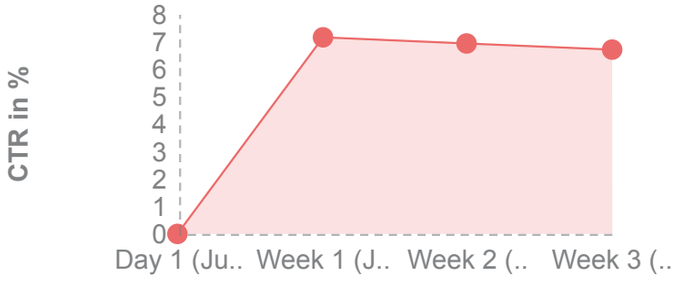
$ Spent ($0.14 or $0.15 Cost Per Click CPC)



Impressions



Click-Through-Rate (CTR)



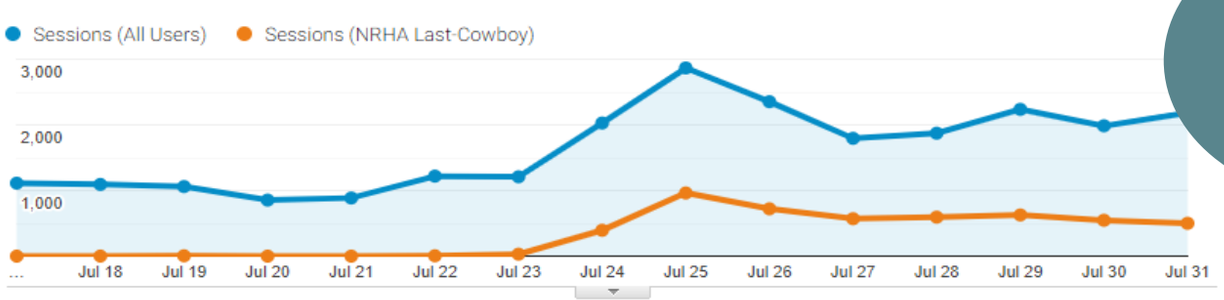
Targeted Search Phrases

Last Cowboy
Reining
Run For A Million
General Horse & Equestrian Sport Terms
Andrea Fappani
Duane Latimer
Franco Bertolani
Craig Schmersal
Abby Lengel
Cade McCutcheon
Tom McCutcheon
Jordan Larson
Jason Vanlandingham
Casey Deary
Shawn Flarida
Matt Mills

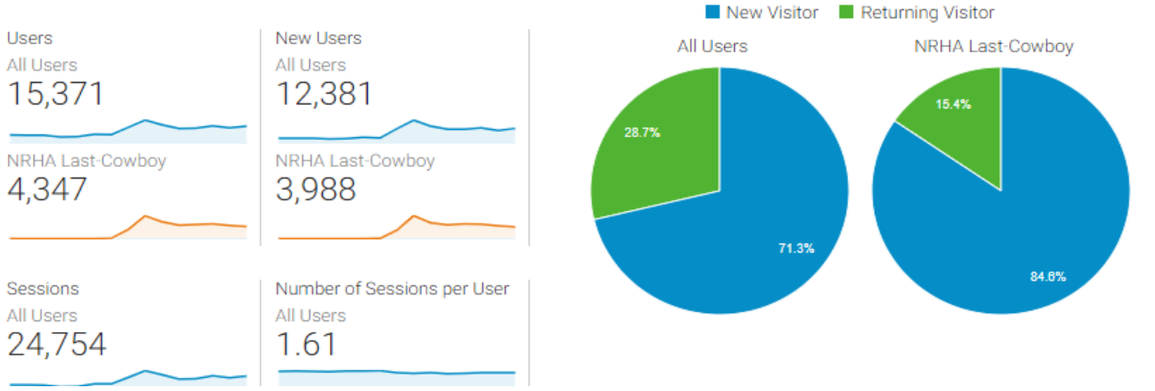
	Week 1	Weeks 1 & 2	Weeks 1, 2, & 3
Clicks	979	1,905	2,614
Impressions	13,675	27,691	39,521
CPC	$0.15	$0.14	$0.13
Spend	$144	$267	$353
CTR	7.16%	6.88%	6.68%

The Google Search campaign has seen 2,641 clicks in the last three weeks.

- 1,500 of these clicks have been searches containing the phrase "last cowboy".
- 100 have been searches for "reining" related phrases
- 100 have been "run for a million" related phrases
- 39 clicks for Abby Lengel
- 38 clicks for Matt Mills



Website Analytics



3

SEO SUCCESS

AIM typically expects a 1% click-through rate (CTR) on their programs. NRHA's SEO Campaign is at 7%!

The NRHA website was averaging approximately 1,000 sessions per day in July prior to SEM launch. Sessions have at least doubled since the start of the campaign, and the SEM campaigns can be shown to have increased traffic in July by approximately 33%.

We have had 111 individuals sign up for our fan-based newsletter that launched with the campaign!

During these last three weeks, the ads have produced 15,000 clicks, at approximately $0.10 per click. These clicks result in 15,000 visits to The Last Cowboy landing page on the NRHA website. The campaigns have spent $1,510 of the $5,000 budget.

Interest in The Last Cowboy is driving people to learn more about the show and riders, which brings them to the NRHA site.