

**Designer** A Designer  
**Reporting Period** July 2006  
**Category** Wedding Dresses



	Product Views	User Requests	Conversion Rate	Average Position On Page	% Views of Collection Total	% Views of Site Total	Cost per Lead	Total Cost
Product A	1,474	123	8%	2.35	7%	0.7%	£ 0.20	£ 24.68
Product B	1,356	109	8%	3.52	6%	0.6%	£ 0.20	£ 21.87
Product C	1,343	108	8%	3.68	6%	0.6%	£ 0.20	£ 21.54
Product D	1,447	120	8%	2.58	7%	0.7%	£ 0.20	£ 24.06
Product E	1,462	122	8%	2.45	7%	0.7%	£ 0.20	£ 24.41
Product F	422	24	6%	12.35	2%	0.2%	£ 0.20	£ 4.81
Product G	422	22	5%	14.35	2%	0.2%	£ 0.20	£ 4.37
Product H	416	23	6%	12.96	2%	0.2%	£ 0.20	£ 4.61
Product I	2,125	184	9%	1.25	10%	1.0%	£ 0.20	£ 36.84
Product J	1,362	110	8%	3.45	6%	0.6%	£ 0.20	£ 22.01
Product K	659	48	7%	6.35	3%	0.3%	£ 0.20	£ 9.63
Product L	1,300	101	8%	4.58	6%	0.6%	£ 0.20	£ 20.22
Product M	1,447	120	8%	2.58	7%	0.7%	£ 0.20	£ 24.06
Product N	298	11	4%	20.10	1%	0.1%	£ 0.20	£ 2.17
Product O	301	11	4%	20.00	1%	0.1%	£ 0.20	£ 2.20
Product P	309	12	4%	19.20	1%	0.1%	£ 0.20	£ 2.40
Product Q	1,350	109	8%	3.60	6%	0.6%	£ 0.20	£ 21.70
Product R	312	12	4%	19.00	1%	0.1%	£ 0.20	£ 2.45
Product S	301	11	4%	20.00	1%	0.1%	£ 0.20	£ 2.20
Product T	275	8	3%	22.50	1%	0.1%	£ 0.20	£ 1.65
Product U	1,514	128	8%	2.00	7%	0.7%	£ 0.20	£ 25.63
Product V	1,400	115	8%	3.00	7%	0.7%	£ 0.20	£ 22.95
<b>TOTAL</b>	<b>21,293</b>	<b>1,632</b>	<b>8%</b>	<b>9.18</b>	<b>100%</b>	<b>10%</b>	-	<b>£ 326.46</b>

**Designer** A Designer  
**Reporting Period** July 2006  
**Category** Wedding Dresses



## Your Report Explained

### Product Views

---

The number of times a product has been loaded by a user within our showcase page.  
This link shows an example of how one of your products appears on our showcase page.  
<http://www.onewedding.co.uk/wedding-dress/a-designer/producta/>

### User Requests

---

The number of users who have requested more information on a particular product. When a user request information the system send an email to your account email address.

### Conversion Rate

---

The percentage of users who requested more information out of those who viewed your products in our showcase.

### Average Position on Page

---

The average position your product was in within our search results when clicked.

### Percentage Views of Collection Total

---

The percentage of the total impressions a product receives compared to the entire collection you promote through OneWedding.

### Percentage Views of Site Total

---

The percentage of the total impressions a product receives compared to the showcase views across our entire site.

### Cost Per Lead

---

The amount spent for each lead generated

### Total Cost

---

The total amount spent for this period

## Filters

We routinely filter all automated traffic, such as search engine robots and spiders out of our data. That way you can be assured that these stats depict genuine users interested in your product.