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PPC
Facebook ads, lobbying campaign

Facebook ad
costs during
election

①

Campaign: A-PPC-Wolverhampton_Lobbying_Reynolds-EmmaR

Create an adset

Campaign name: A-PPC-Wolverhampton_Lobbying_Reynolds-EmmaR_ad
Plan status: Paused_ad
Daily budget: £20.00_ad
Duration (Pacific Time): 3/11/2010 8:41 am - Ongoing_ad

Lifetime stats

Export report (.csv)

Advert Name	Status	Last updated	Bid	Type	Clicks	Impressions	CTR (%)	Avg. CPC	Avg. CPM (£)	Spent
Reynolds_Lobbying_1	Paused	19/03/2010	£0.47	CPC	294	1,035,866	0.028%	£0.40	£0.11	£117.64
Reynolds_Lobbying_2	Paused	19/03/2010	£0.44	CPC	9	55,415	0.016%	£0.37	£0.06	£3.26
Reynolds_Lobbying_3	Paused	19/03/2010	£0.47	CPC	4	26,670	0.015%	£0.44	£0.07	£1.76
Totals					307	1,117,971	0.027%	£0.40		£122.76

Show deleted adverts

3 results

Ordering by: CTR

Total Facebook ads (all England only)
 $£122.76 + £122.22 + £77.10 + £75.47$
 $= £397.55$

GBP

All campaigns
Campaign: A-PPC-Portsmouth North-Penny M

12/19/2010 12:00:00 PM

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12/19/2010

Campaign Name: A-PPC-Portsmouth North-Penny M
Ad Name: A-PPC-Portsmouth North-Penny M
Status: Paused
Daily Budget: £20.00
Start Date: 2/19/2010 12:02 am
End Date: Ongoing

Lifetime stats		Export report (CSV)								Results	
Advert Name	Status	Last updated	Site	Type	Clicks	Impressions	CTR (%)	Avg. CPC	Avg. CPX (£)	Spent	
Clean up before general	ON	12/03/2010	£0.30	CPC	1	14,091	0.007%	£0.28	£0.02	£0.28	
Portsmouth North PMT Post basic	ON	12/03/2010	£0.35	CPC	3	18,980	0.016%	£0.34	£0.05	£1.02	
Mordaunt Lobbying 1	ON	08/04/2010	£0.46	CPC	289	955,246	0.029%	£0.40	£0.10	£114.36	
Mordaunt Lobbying 2	ON	19/03/2010	£0.40	CPC	12	59,956	0.017%	£0.35	£0.06	£4.14	
Mordaunt Lobbying 3	ON	19/03/2010	£0.40	CPC	5	29,689	0.017%	£0.38	£0.06	£1.91	
Totals					310	1,119,662	0.028%	£0.39		£122.22	

Show related adverts

Results

Choose graph: ☐ Clicks ☐ Impressions

12/19/2010

12/19/2010

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12/19/2010

Facebook ads, PPC Lobbying campaign

Campaign: A-PPC-Witham

Create an advert

Campaign name: A-PPC-Witham edit
 Run status: Paused edit
 Daily budget: £20.00 edit
 Duration (Pacific Time): 2/19/2010 8:58 am - Ongoing ads

Lifetime stats

Export report (.csv)

Advert Name	Status	Last updated	Bid	Type	Clicks	Impressions	CTR (%)	Avg. CPC	Avg. CPM (\$)	Spent
 Clean up politics_Witham_General	00	12/03/2010	£0.35	CPC	2	25,367	0.008%	£0.34	£0.03	£0.68
 Robin Hood Tax_Witham_pos_base	00	12/03/2010	£0.35	CPC	34	123,730	0.027%	£0.34	£0.09	£11.41
 Patel_Lobbying_1	00	19/03/2010	£0.45	CPC	95	564,560	0.017%	£0.44	£0.07	£41.39
 Patel_Lobbying_2	00	19/03/2010	£0.45	CPC	1	14,495	0.007%	£0.41	£0.03	£0.41
 Patel_Lobbying_3	00	19/03/2010	£0.45	CPC	58	294,747	0.020%	£0.40	£0.06	£23.21
Totals					190	1,022,520	0.019%	£0.41		£77.10

Show deleted adverts

Choose graph: Clicks

See all

name

Campaign: A - PPC -Camborne and Redruth - George E

Campaign name: A - PPC -Camborne and Redruth - George E
 Bid strategy: Manual bidding
 Daily budget: £20.00
 Campaign specific time: 2/15/2010 8:08 am - Ongoing

Lifetime stats		Export report (.csv)										Results
Advert Name	Status	Last updated	Bid	Type	Calls	Impressions	CTR (%)	Avg. CPC	Avg. CPA (£)	Spent		
Red_Cornwall	On	26/04/2010	£0.60	CPC	1	29,572	0.003%	£0.38	£0.01	£0.38		
Aurice_Lobbing_5	On	26/04/2010	£0.60	CPC	26	112,859	0.023%	£0.47	£0.11	£12.11		
Eustice_Lobbing_1	On	26/04/2010	£0.60	CPC	36	352,722	0.022%	£0.46	£0.10	£39.32		
Eustice_Lobbing_2	On	26/04/2010	£0.60	CPC	40	149,506	0.027%	£0.42	£0.12	£17.38		
Eustice_Lobbing_3	On	26/04/2010	£0.60	CPC	15	73,275	0.020%	£0.42	£0.09	£6.28		
Eustice_Lobbing_4	On	26/04/2010	£0.60	CPC	6	8,859	0.000%	£0.30	£0.00	£0.00		
Totals					168	755,893	0.022%	£0.45			£75.47	

Show detailed adverts

Choose graph: CTR

new costs being election

(2)



Rechord Ltd

Unit B4, Livingstone Court

Peel Road

Wealdstone, Middx HA3 7QT

Phone: 020 7993 2870

Fax: 020 8537 7326

VAT #: 744 3981 09

Invoice 104679487

38 Degrees

06 May 2010

Due 05 Jun 2010 (NET 30)

P.O. JC05

→ tervoid hung parliament
care story generator tool.

Qty	Description	Price	Total
1.0 Service	38 Degrees Headline Tool - Development	£851.06	£851.06
Subtotal:			£851.06
VAT:			£148.94
Total Due:			£1,000.00

Invoice Notes

Errors and omissions excepted.

Our preferred method of payment is by BACS.

Late payments will incur an interest charge of 1% for each month past due.

Rechord is a company (#4916663) registered in England and Wales at Hamilton House, 25 High Street, Rickmansworth, Hertfordshire, WD3 1ET.

Please contact rob@rechord.com with any queries regarding this invoice.

Total to Rechord =
£ 4916.28

Eng

Wales: £ 4178.84

Scot: £ 393.35

NI: £ 245.81

Wales: £ 98.33

**Rechord Ltd**

Unit B4, Livingstone Court

Peel Road

Wealdstone, Middx HA3 7QT

Phone: 020 7993 2870

Fax: 020 8537 7326

VAT #: 744 3981 09

Invoice 104679457

38 Degrees

15 Apr 2010

Due 15 May 2010 (NET 30)

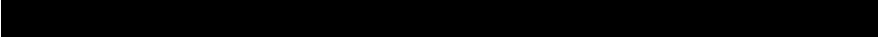
P.O. JC-03

*Issue writing tool.*

Qty	Description	Price	Total
1.0 Service	38 Degrees Web Tools Development - Invoice 1 of 3	£3,333.00	£3,333.00
Subtotal:			£3,333.00
VAT:			£583.28
Total Due:			£3,916.28

Invoice Notes

Errors and omissions excepted.

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Late payments will incur an interest charge of 1% for each month past due.

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Please contact rob@rechord.com with any queries regarding this invoice.

Eng =

DATE: 24-4-2010
 SUBMITTED BY: Johnny

NOTE: Expenses form to be emailed to Nina and then submitted with original receipts.
 Expenses will be paid at the end of month unless otherwise requested and agreed.
 (In interim receipts can be scanned and emailed where fast payment required).

BUDGET LINE CODES TBC EXPENDITURE EXAMPLES	Expenditure Category (select from column A where applicable)	Date	Expenditure Description	BUK amount	Sub totals	Note (i.e. specify if specific campaign versus operating costs)
01 - TRAVEL includes						
UK travel	Travel - UK Travel	23-Apr-10	Train to Camborne	£54.40		With young persons discount
UK subsistence - lunch	Travel - UK Travel	24-Apr-10	Upgrade to first	£22.00		Because the train got very full and I wanted to work but couldn't because of screaming children and crowding
International travel	Travel - UK Travel	24-Apr-10	Taxi to B&B	£8.40		All B&Bs in town were full so had to go out of town
International subsistence	Travel - UK Travel	23-Apr-10	Taxi back to town	£6.00		
Special events/conferences	Travel - UK Travel	23-Apr-10	Taxi to B&B	£7.00		Around midnight so cost more
Other	Travel - UK Travel	24-Apr-10	Taxi back to town	£6.00		
	Travel - UK Travel	24-Apr-10	B&B	£25.00		
	Travel - UK Subsistence	23-Apr-10	Dinner	£5.55		Curry
	Travel - UK Subsistence	23-Apr-10	Train food	£5.55		5 hour train trip needs food
					£139.10	
02 - OFFICE includes						
Communications	Campaigns - equipment	23-Apr-10	Campaign recording equipment	£78.96		A dictaphone, clip microphone, batteries, and headphones
Stationery/Postage					£78.96	
Computers						
Meeting rooms						
Specify other						
05 - CAMPAIGNS costs						
Specify						
06 - BRAND & COMMS						
Marketing						
PR						
Specify other						
TOTAL				£218.08		
minus any cash advance				£0.00		
TOTAL EXPENSES CLAIM				£218.08	£218.08	
Finance admin Date received Date approved Original receipts supplied Yes/No Date paid						

Johnny Chatterbox
 trip to Camborne re: Collopying company (3)

£218.08 - all england only.