

Exhibit F

Google AdWords

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Customer ID: [REDACTED]

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All online campaigns

> [Motorcycle Helmets](#)

Ad group: Vega Helmets

50% Of Motorcycle Helmets Enabled

Ad group default bids (Max. CPC) [Edit](#)
Default bid \$1.20 Display Network bid \$1.00

Half face, full face helmets from \$29.95, Top Brands HJC, Shoei, Bell www.LeatherUp.com

1 of 2

Messages & Opportunities (1)

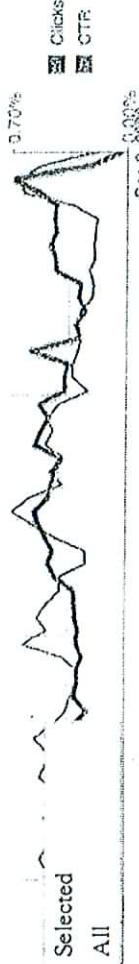
Settings Ads Keywords Networks Audiences Ad extensions

All but deleted Keywords

Segment Filter Columns Search

These keywords refine search, and determine which placements are good matches for your ads.

[View Change History](#)



Add keywords Edit Change status... See search terms... Alerts More actions...

Keyword	Status	Max. CPC	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos.	Conv. (1-per-click)	Cost / conv. (1-per-click)	Conv. rate (1-per-click)	View-through Conv.
vega helmets	Paused	\$1.20	2,457	40,209	6.11%	\$0.82	\$2,011.52	2.1	25	\$80.46	1.02%	0
Automatic matching			0	0	0.00%	\$0.00	\$0.00	0	0	\$0.00	0.00%	0