



Report summary for Stormwater360 (14 days)

[Purchase of \\$100 Promoted Press Release on PR.co.nz](#)

[Readership on PR.co.nz in first 14 days](#)

[Google Organic Results](#)

[Google Adwords Campaign](#)

[External Distribution via news desks](#)

Purchase of \$100 Promoted Press Release on PR.co.nz

Date of release: 27 May 2011

Stormwater360 launches LiveRoof® Green Roof System in New Zealand



Stormwater360, New Zealand's leading innovative stormwater management company, has announced the company's agreement with LiveRoof®, LLC, the top horticultural experts in the green roof industry in the USA to distribute its hybrid LiveRoof® pregrown Green Roof System in New Zealand and Australia.

<http://pr.co.nz/stormwater360-launches-liveroof-green-roof-system-27052011/>

Readership on PR.co.nz in first 14 days

123 page views via 43 different keywords averaging over four minutes readership per visitor with 7 Facebook Likes and 2 Tweets



Statistics provided via Google Analytics on 10 June 2011

Google Organic Results

Release achieves #1 - #3 in google.co.nz pages from New Zealand organic search results for "liveroof" including the external distribution pickup from PR.co.nz.

Also ranks well for strong buying related keywords including #2 and #3 for "green roof systems".


Web Images Maps News Translate Books Gmail more ▾


Google


liveroof Search


About 236 results (0.05 seconds) Go to Google.com Advanced search


Pages from New Zealand


Stormwater360 launches LiveRoof® Green Roof System in NZ | Scoop News 
27 May 2011 ... (Source PR.co.nz) Auckland, New Zealand . — May 27, 2011 —
Stormwater360, New Zealand's leading innovative stormwater management company, ...
www.scoop.co.nz > Business - Cached


Stormwater360 launches LiveRoof® Green Roof System in New Zealand ... 
27 May 2011 ... Stormwater360, New Zealand's leading innovative stormwater management
company, has announced the company's agreement with LiveRoof®, LLC, ...
pr.co.nz/stormwater360-launches-liveroof-green-roof-system-27052011/ - Cached

Stormwater360 Press Releases | PR.co.nz 
Stormwater360, New Zealand's leading innovative stormwater management ...
pr.co.nz/pr-topics/stormwater360/ - Cached
[+](#) Show more results from pr.co.nz

LiveRoof - Stormwater 360 - stormwater treatment, Filtration, GPT, BMP 
LiveRoof® is the first prevegetated modular hybrid green roof system developed by growers
and specifically designed to grow plants on a rooftop environment. ...
www.stormwater360.co.nz/Product-Linecard/Low.../LiveRoof.aspx - Cached

Stormwater360 launches LiveRoof® Green Roof System in NZ ... 
28 May 2011 ... Get News News and information on GrownUps - New Zealand's Best 50+
Community Site.
www.grownups.co.nz/news_weather/show_news_item?id... - Cached

Stormwater360 launches LiveRoof® Green Roof System in NZ | Kiwi247 ... 
27 May 2011 ... (Source PR.co.nz) Auckland, New Zealand . â " May 27, 2011 â "
Stormwater360, New Zealand's leading innovative stormwater management ...
kiwi247.com/.../stormwater360-launches-liveroof-green-roof-system-in-nz/ - Cached

NZ company gains license to sell lawn roofing | Business | Guide2 ... 
27 May 2011 ... "LiveRoof makes installing a greenroof easy, essentially it's "ready lawn" for
roofs" notes Greg Yeoman, Director, Stormwater360. ...
www.guide2.co.nz/money/news/business/nz-company.../22020 - Cached

The web
Pages from New Zealand
Any time
Latest
Past 24 hours
Past week
Past 2 weeks
Past month
Past year
Custom range...

All results
Sites with images
Wonder wheel
Timeline
Dictionary
Reading level
Translated foreign pages
Reset tools

Google Adwords Campaign

Duration : 1 June 2011 - 09 June 2011

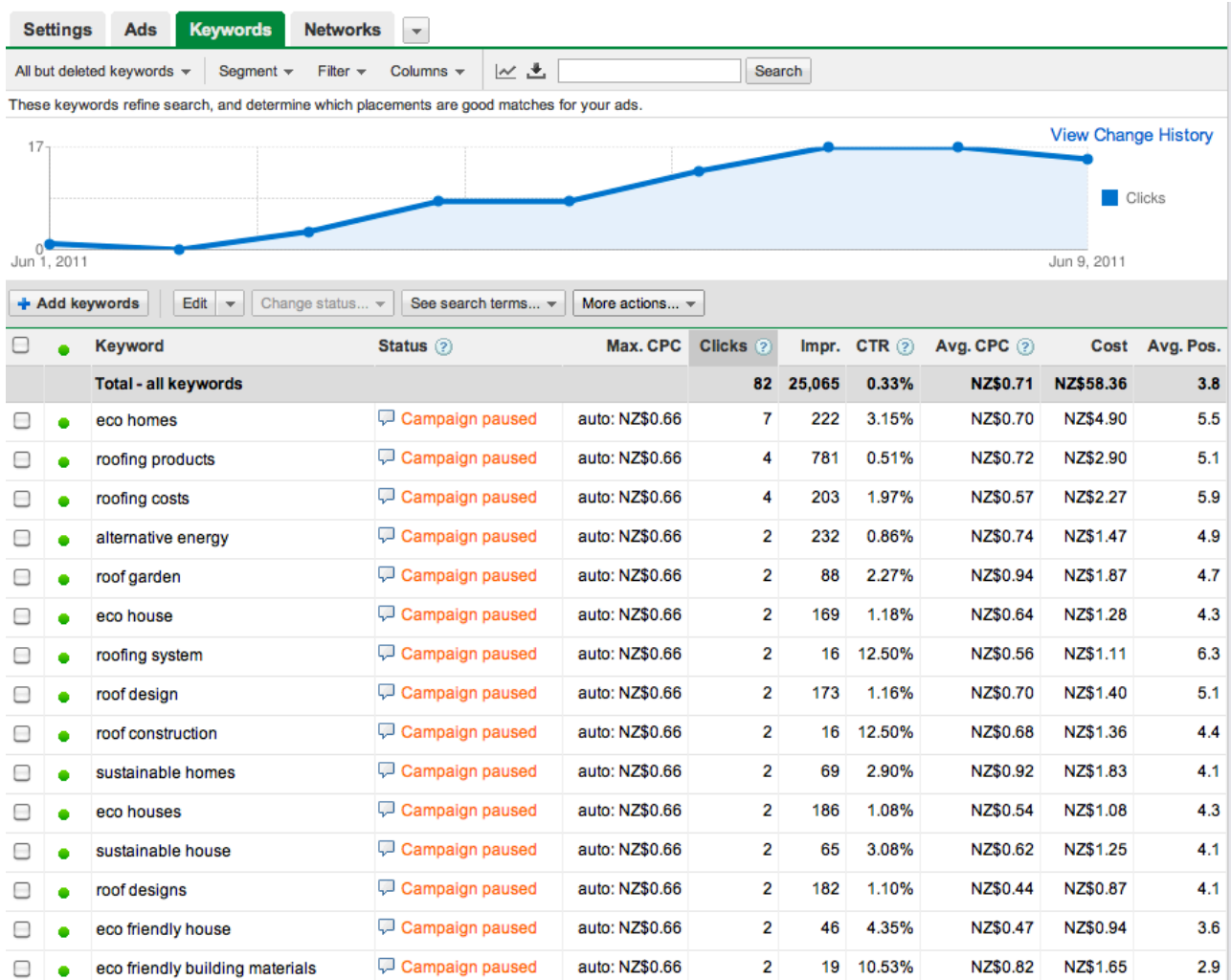
Money Spent : \$58.94

Impressions : 25,470

Clicks : 83

Average cost per click : \$0.71

Keywords targeted : 105 (majority green or eco roofing related)



External Distribution via news desks

Delivered to 10 news desks in New Zealand, pickup by Scoop and many Scoop related news feeds:

<http://www.scoop.co.nz/stories/BU1105/S00979/stormwater360-launches-liveroof-green-roof-system-in-nz.htm>