

BREAD

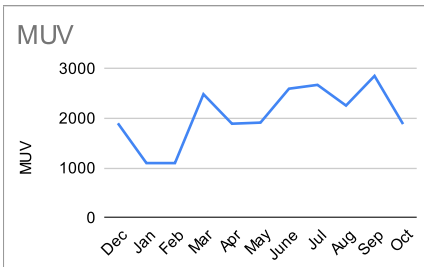
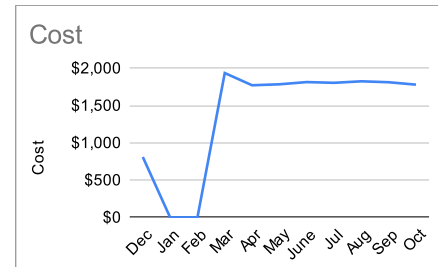
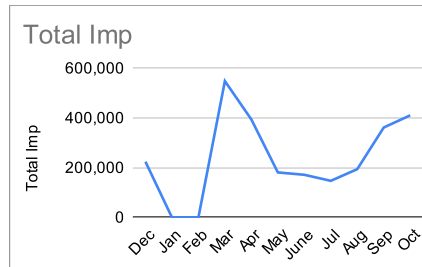
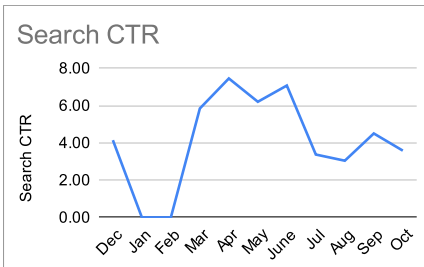
Digital Solutions Performance Report
Start Date December 16, 2019

| | |
|----------------|-----------------------|
| Client Budget: | \$1800 + \$300 Social |
| Due to Agency: | \$1,812 |

Anderson Design Center

November 2020 - October 2021

| KPI | Nov | Dec | Jan | Feb | Mar | Apr | May | June | Jul | Aug | Sep | Oct |
|----------------|---------|---------|--------|--------|---------|---------|---------|---------|---------|---------|---------|---------|
| Clicks | 2460 | 992 | 0 | 0 | 1900 | 1367 | 1110 | 1143 | 1406 | 1475 | 1732 | 1770 |
| Avg CPC | \$0.77 | \$0.82 | \$0.00 | \$0.00 | \$1.02 | \$1.30 | \$1.66 | \$0.99 | \$0.80 | \$0.77 | \$0.65 | \$0.63 |
| Conversions | 57 | 19 | 0 | 0 | 133 | 125 | 129 | 217 | 245 | 162 | 142 | 160 |
| Cost/Conv | \$20.76 | \$42.59 | \$0.00 | \$0.00 | \$22.86 | \$14.17 | \$13.83 | \$8.36 | \$7.36 | \$11.26 | \$12.76 | \$11.12 |
| Search CTR | 5.24 | 4.14 | 0.00 | 0.00 | 5.84 | 7.45 | 6.20 | 7.07 | 3.37 | 3.04 | 4.5 | 3.58 |
| Total Imp | 507,000 | 224,000 | 0 | 0 | 548,178 | 393,862 | 180,845 | 171,315 | 146,995 | 194,052 | 361,470 | 410,460 |
| Cost | \$1,888 | \$810 | \$0 | \$0 | \$1,935 | \$1,771 | \$1,784 | \$1,814 | \$1,804 | \$1,824 | \$1,812 | \$1,780 |
| FB LinkClicks | 2225 | 2225 | 0 | 0 | 241 | 168 | 83 | 187 | 136 | 141 | 247 | 3 |
| FB Impressions | 68,768 | 17,048 | 0 | 0 | 29,414 | 24,103 | 22,197 | 21,630 | 22,285 | 21,872 | 15,774 | 1,994 |
| FB CPL | \$6.38 | \$4.74 | \$0.00 | \$0.00 | \$2.42 | \$2.74 | \$3.01 | \$2.64 | \$4.11 | \$4.70 | \$15.09 | \$4.67 |
| FB Cost | \$637 | \$205 | \$0 | \$0 | \$308 | \$250 | \$250 | \$250 | \$251 | \$235 | \$241 | \$33 |
| FB Likes | 47 | 27 | 0 | 0 | 0 | 91 | 83 | 59 | 61 | 50 | 16 | 7 |
| Display CTR | 0.41 | 0.38 | 0 | 0 | 0.37 | 0.27 | 0.42 | 0.49 | 0.73 | 0.57 | 0.38 | 0.35 |
| Display Clicks | 2050 | 844 | 0 | 0 | 0 | 1011 | 746 | 811 | 988 | 1025 | 1336 | 1385 |
| MUV | 3600 | 1900 | 1100 | 1100 | 2485 | 1892 | 1914 | 2596 | 2673 | 2257 | 2853 | 1885 |



NOTES:

03/02 - Campaigns started back, per our meeting with Mr. Anderson, at the \$1800 budget + social (including Downtown ads)

02/01 - Anderson's reduction in MUV reflects that there was no paid digital advertising in January 2021. However, Anderson is still receiving a healthy amount of organic traffic. This can be credited to the domain authority achieved during the last 15 months of advertising that led visitors to the site. This is a result of good digital advertising. We will recommend that they start their campaigns back this quarter to continue promoting their business and to continue growing online.

01/04 - The drastic reduction in MUV shows that advertising is the primary source of website visitors for Anderson. We will send a year end report out to them showing the impact of digital advertising on their business.

12/13 - Per client request, we paused their campaigns. Will revisit their goals in January

12/01 - we continued the Flooring and Windows campaigns through November and are seeing strong results. We put a little extra money in Facebook for the flooring campaign. Clicks remain strong

10/6 - Budget updated for 30 days to \$2000 Google, \$300 Facebook; A new search campaign added - Shades, Drapery, Shutters - was created to outrank MagnoliaBlindsAndMore.com and SouthMSMits.com; Display campaign created as Predatory Marketing Campaign to reach people who are shopping at main competitors: MCS, Southern Interiors, Quality Flooring, B & S Appliance, Appliance Etc. (Petal), Made in The Shade, Magnolia Blinds, J Allens, Miskellys

10/6 - Facebook ad modified to target people who have visited ADS website and competitors pages