

BREAD

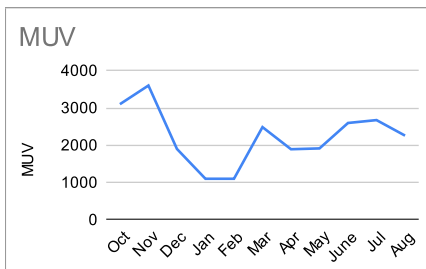
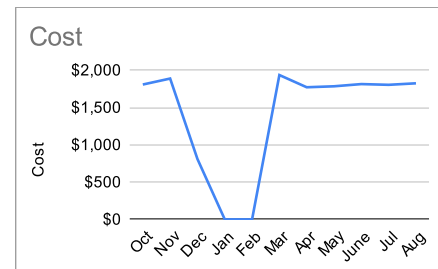
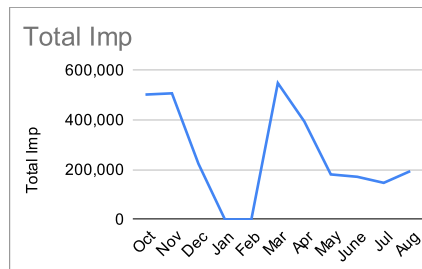
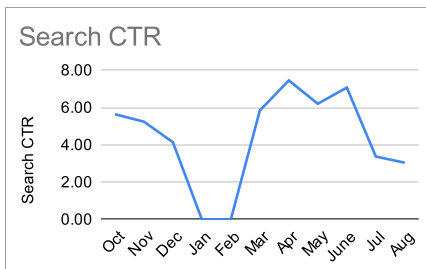
Digital Solutions Performance Report
Start Date December 16, 2019

Client Budget:	\$1800 + \$300 Social
Due to Agency:	\$2,059

Anderson Design Center

September 2020 - August 2021

KPI	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	Jul	Aug
Clicks	2460	2200	2460	992	0	0	1900	1367	1110	1143	1406	1475
Avg CPC	\$0.40	\$0.51	\$0.77	\$0.82	\$0.00	\$0.00	\$1.02	\$1.30	\$1.66	\$0.99	\$0.80	\$0.77
Conversions	52	57	57	19	0	0	133	125	129	217	245	162
Cost/Conv	\$18.77	\$19.77	\$20.76	\$42.59	\$0.00	\$0.00	\$22.86	\$14.17	\$13.83	\$8.36	\$7.36	\$11.26
Search CTR	6.18	5.64	5.24	4.14	0.00	0.00	5.84	7.45	6.20	7.07	3.37	3.04
Total Imp	319,000	502,000	507,000	224,000	0	0	548,178	393,862	180,845	171,315	146,995	194,052
Cost	\$976	\$1,808	\$1,888	\$810	\$0	\$0	\$1,935	\$1,771	\$1,784	\$1,814	\$1,804	\$1,824
FB LinkClicks	78	1996	2225	2225	0	0	241	168	83	187	136	141
FB Impressions	19,499	62,056	68,768	17,048	0	0	29,414	24,103	22,197	21,630	22,285	21,872
FB CPL	\$1.14	\$1.98	\$6.38	\$4.74	\$0.00	\$0.00	\$2.42	\$2.74	\$3.01	\$2.64	\$4.11	\$4.70
FB Cost	\$299	\$571	\$637	\$205	\$0	\$0	\$308	\$250	\$250	\$250	\$251	\$235
FB Likes	78	98	47	27	0	0	0	91	83	59	61	50
Display CTR	0.7	0.37	0.41	0.38	0	0	0.37	0.27	0.42	0.49	0.73	0.57
Display Clicks	2200	1830	2050	844	0	0	0	1011	746	811	988	1025
MUV	2100	3100	3600	1900	1100	1100	2485	1892	1914	2596	2673	2257



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