

# BREAD

## Digital Solutions Performance Report

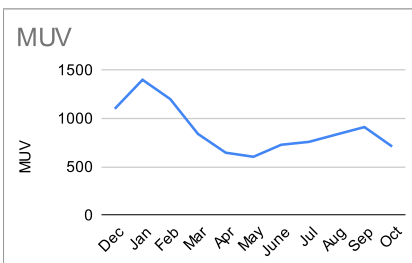
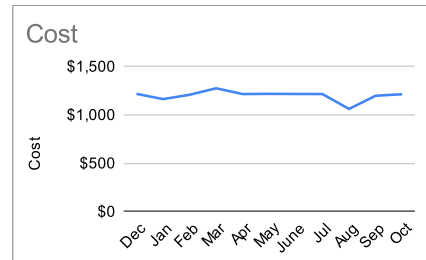
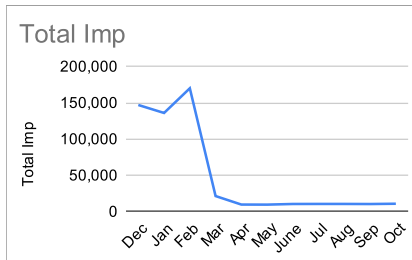
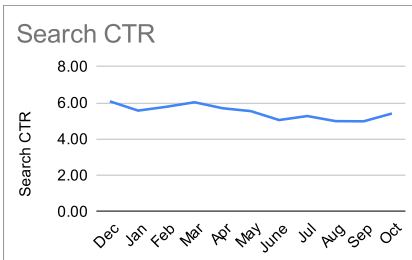
Start Date February 19, 2020

Client Budget:	\$1,200
Due to Agency:	\$1,214

### Baker and Graham

November 2020 - October 2021

KPI	Nov	Dec	Jan	Feb	Mar	Apr	May	June	Jul	Aug	Sep	Oct
Clicks	1430	1320	1520	1310	682	556	535	533	560	529	522	589
Avg CPC	\$0.85	\$0.93	\$0.77	\$0.93	\$1.87	\$2.19	\$2.27	\$1.43	\$1.36	\$1.25	\$1.43	\$1.29
Conversions	50	51	60	43	102	84	75	85	75	51	68	81
Cost/Conv	\$24.35	\$23.86	\$16.14	\$28.10	\$10.70	\$14.47	\$16.23	\$14.31	\$16.21	\$20.82	\$17.61	\$14.98
Search CTR	5.84	6.08	5.57	5.78	6.03	5.70	5.54	5.05	5.27	4.99	4.98	5.41
Total Imp	216,000	147,000	136,000	170,000	21,485	9,762	9,669	10,554	10,617	10,608	10,491	10,896
Cost	\$1,218	\$1,218	\$1,163	\$1,208	\$1,275	\$1,215	\$1,218	\$1,216	\$1,215	\$1,062	\$1,198	\$1,214
Display CTR	0.57	0.78	0.97	0.60	0.42	0.00	0.00	0	0	0	0	0
Display Clicks	1,210	1,110	1,280	988	988	0	0	0	0	0	0	0
MUV	1200	1100	1400	1200	840	646	604	728	758	835	911	710
FB LinkClicks	114	0	0	0	5	30	0	0	0	17	0	0
FB Impressions	7016	0	0	0	9279	43523	0	0	0	0	0	0
FB CPL	\$1.39	\$0.00	\$0.00	\$0.00	\$4.50	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
FB Cost	\$100	\$0	\$0	\$0	\$30	\$127	\$0	0	0	155.01	0	0
FB Likes	0	0	0	0	0	0	0	0	0	0	0	0



### NOTES:

03/04 - I optimized their account to account for their slight dip in CTR. For now, I disabled display ads and put it all in search and disable keywords that weren't performing.

02/04 - I changed their bidding strategy to 'clicks' to see if there is an impact on search rankings. February's report will have that finding.

01/04 - Display CTR is high for December, which is good - this is the ad that is performing well for them. This is a responsive ad created by Google based on the parameters set by Bread.

10/31 - CTR is up, as well as conversion in spite of lower impressions and lower overall traffic. Conversions are the measure of success for Baker and as long as that number is moving up, the campaign is successful.

At large Hattiesburg/Laurel

Family Dental Care

Use our app for all members of your family. Scan QR code to download.

Ad: Enabled | Impressions: 90,487 | Clicks: 971 | CTR: 1.07%