

# BREAD

## Digital Solutions Performance Report

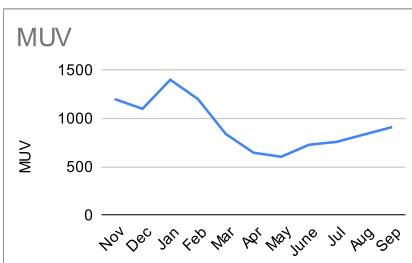
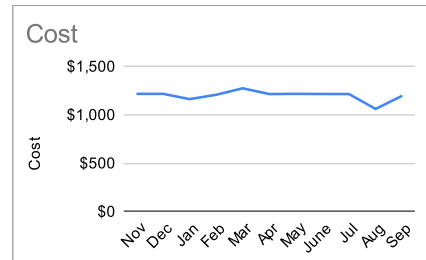
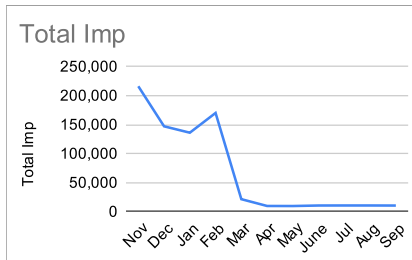
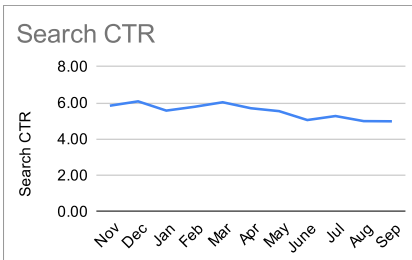
Start Date February 19, 2020

Client Budget:	\$1,200
Due to Agency:	\$1,198

### Baker and Graham

October 2020 - September 2021

KPI	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	Jul	Aug	Sep
Clicks	1440	1430	1320	1520	1310	682	556	535	533	560	529	522
Avg CPC	\$0.85	\$0.85	\$0.93	\$0.77	\$0.93	\$1.87	\$2.19	\$2.27	\$1.43	\$1.36	\$1.25	\$1.43
Conversions	51	50	51	60	43	102	84	75	85	75	51	68
Cost/Conv	\$23.87	\$24.35	\$23.86	\$16.14	\$28.10	\$10.70	\$14.47	\$16.23	\$14.31	\$16.21	\$20.82	\$17.61
Search CTR	5.04	5.84	6.08	5.57	5.78	6.03	5.70	5.54	5.05	5.27	4.99	4.98
Total Imp	253,000	216,000	147,000	136,000	170,000	21,485	9,762	9,669	10,554	10,617	10,608	10,491
Cost	\$1,218	\$1,218	\$1,218	\$1,163	\$1,208	\$1,275	\$1,215	\$1,218	\$1,216	\$1,215	\$1,062	\$1,198
Display CTR	0.50	0.57	0.78	0.97	0.60	0.42	0.00	0.00	0	0	0	0
Display Clicks	1,250	1,210	1,110	1,280	988	988	0	0	0	0	0	0
MUV	1100	1200	1100	1400	1200	840	646	604	728	758	835	911
FB LinkClicks	0	114	0	0	0	5	30	0	0	0	17	0
FB Impressions	0	7016	0	0	0	9279	43523	0	0	0	0	0
FB CPL	0	\$1.39	\$0.00	\$0.00	\$0.00	\$4.50	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
FB Cost	0	\$100	\$0	\$0	\$0	\$30	\$127	\$0	0	0	155.01	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 Dentistry

See our appointments for all members of your family, whether you're in general care, Baker & Graham Dentistry.

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