

BREAD

Digital Solutions Performance Report

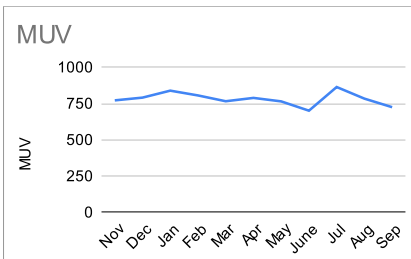
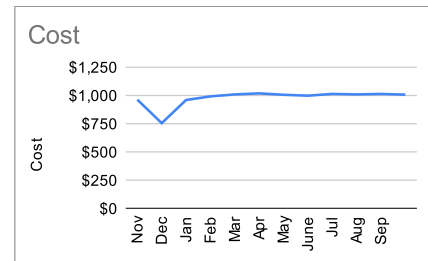
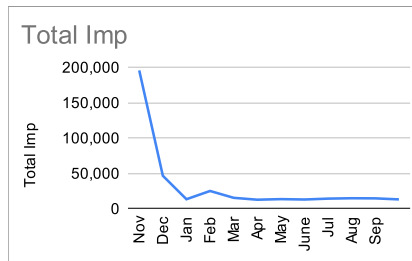
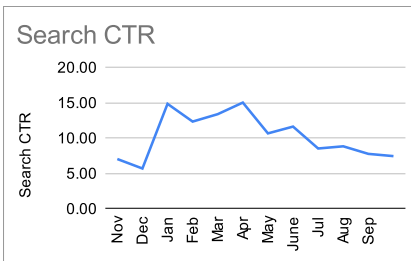
Start Date September 10, 2019

Client Budget:	\$1,000
Due to Agency:	\$1,011

Bellegrass

October 2020 - September 2021

KPI	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	Jul	Aug	Sep
Clicks	877	571	430	450	463	461	415	449	468	460	365	340
Avg CPC	\$0.72	\$1.33	\$1.40	\$2.21	\$2.19	\$2.22	\$2.43	\$2.22	\$1.36	\$1.38	\$1.74	\$1.86
Conversions	34.17	33.92	41.2	29.6	22.07	151	151	65	79	109	106	93
Cost/Conv	\$28.30	\$22.37	\$23.39	\$33.62	\$45.89	\$6.77	\$6.69	\$15.41	\$12.87	\$9.29	\$9.59	\$10.87
Search CTR	7.06	5.72	14.87	12.36	13.41	15.05	10.69	11.65	8.55	8.86	7.79	7.47
Total Imp	196,000	46,900	13,700	25,400	15,700	13,035	13,859	13,317	14,559	15,103	14,932	13,464
Cost	\$966	\$758	\$963	\$995	\$1,013	\$1,022	\$1,010	\$1,002	\$1,017	\$1,013	\$1,017	\$1,011
Display CTR	0.18	0.23	0	0.12	0	0	0	0	0	0	0.63	0.24
Display Clicks	311	67	0	9	0	0	0	0	0	0	1	1
Video Imp	12200	10200	10700	14500	12700		10446	9781	9491	10181	10535	8982
Video Views	2420	1770	2740	2270	2120							
Video VR	19.90	17.34	25.60	223.29	16.73							
Video Click	68	35	31	45	56		50	41	48	36	34	36
MUV	993	772	791	839	806	766	789	765	701	864	784	725



NOTES:

03/04 - I tweaked their campaigns to get a little better CTR. I removed ads that weren't performing and will reevaluate in March

01/04 - I tweaked the Bellegrass campaign for December and we seeing the CTR triple as a result. The responsive search ad is seeing nearly a 30% CTR, which is outstanding. I'll leave the campaign as it is for the next few months to see if we can enjoy the benefits of the high search rates.

10/31 - The cost is down a little for October due to a decrease in impressions for the video. During November, we will modify the audience slightly to get the video in front of new audiences. It performs well (high view rate) but it's finding fewer targets. We can fix that and get back up to budget.

09/30 - Bellegrass is seeing a great trend for click through rate without an increase in budget. The video view rate rose this month significantly, also. People are finding Bellegrass online and watching the video.