

BREAD

Digital Solutions Performance Report

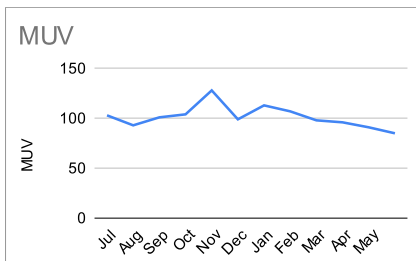
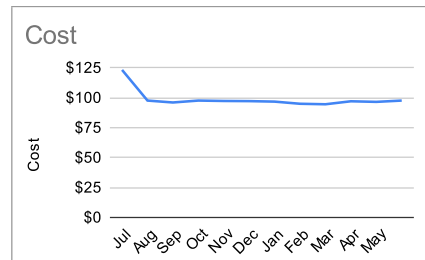
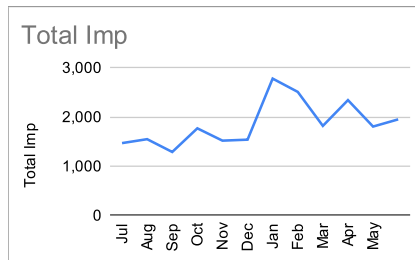
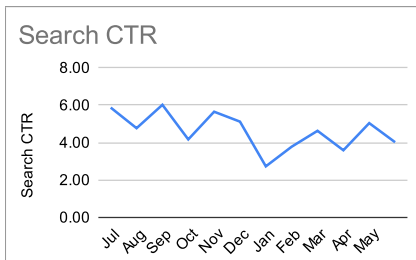
Start Date September 14, 2019

| | |
|----------------|-------|
| Client Budget: | \$100 |
| Due to Agency: | \$98 |

Chapel Lane

June 2020 - May 2021

| KPI | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May |
|----------------|--------|--------|---------|---------|---------|---------|--------|---------|---------|--------|---------|---------|
| Clicks | 86 | 74 | 78 | 74 | 86 | 79 | 76 | 95 | 84 | 84 | 84 | 78 |
| Avg CPC | \$1.42 | \$1.31 | \$1.25 | \$1.31 | \$1.14 | \$1.23 | \$1.28 | \$0.99 | \$1.12 | \$1.15 | \$1.06 | \$1.25 |
| Conversions | 0 | 0 | 1 | 1 | 2 | 2 | 0 | 3 | 1 | 0 | 4 | 7 |
| Cost/Conv | \$0.00 | \$0.00 | \$96.77 | \$97.28 | \$97.26 | \$48.56 | \$0.00 | \$31.65 | \$94.51 | n/a | \$24.13 | \$13.94 |
| Search CTR | 5.87 | 4.77 | 6.02 | 4.17 | 5.65 | 5.12 | 2.73 | 3.78 | 4.63 | 3.59 | 5.04 | 4.02 |
| Total Imp | 1,470 | 1,550 | 1,290 | 1,770 | 1,520 | 1,540 | 2,780 | 2,510 | 1,820 | 2,343 | 1,806 | 1,952 |
| Cost | \$123 | \$98 | \$96 | \$98 | \$97 | \$97 | \$97 | \$95 | \$95 | \$97 | \$97 | \$98 |
| MUV | 103 | 93 | 101 | 104 | 128 | 99 | 113 | 107 | 98 | 96 | 91 | 85 |
| Display CTR | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Display Clicks | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |



NOTES:

10/31 - Still a strong CTR and conversion (contacts through the site for bookings.)

09/30 - Chapel has a strong click through rate for the budget they are using. Anything above 2% is good and they are averaging 4.5%