BREAD

Digital Solutions Performance Report

Start Date September 14, 2019

Client Budget:	$100
Due to Agency:	$97

Chapel Lane

November 2020 - October 2021

KPI	Nov	Dec	Jan	Feb	Mar	Apr	May	June	Jul	Aug	Sep	Oct
Clicks	79	76	95	84	84	84	78	103	97	94	101	102
Avg CPC	$1.23	$1.28	$0.99	$1.12	$1.15	$1.06	$1.25	$0.00	$0.62	$0.64	$0.64	$0.59
Conversions	2	0	3	1	0	4	7	1	2	3	3	2
Cost/Conv	$48.56	$0.00	$31.65	$94.51	n/a	$24.13	$13.94	$97.00	$48.32	$32.26	$31.81	$48.55
Search CTR	5.12	2.73	3.78	4.63	3.59	5.04	4.02	3.52	2.88	3.53	3.51	3.92
Total Imp	1,540	2,780	2,510	1,820	2,343	1,806	1,952	2,930	3,371	2,665	2,877	2,599
Cost	$97	$97	$95	$95	$97	$97	$98	$97	$97	$97	$95	$97
MUV	99	113	107	98	96	91	85	103	145	141	156	159
Display CTR	0	0	0	0	0	0	0	0	0	0	0	0
Display Clicks	0	0	0	0	0	0	0	$0.00	$0.00	$0.00	$0.00	$0.00

Search CTR

Total Imp

Cost

MUV
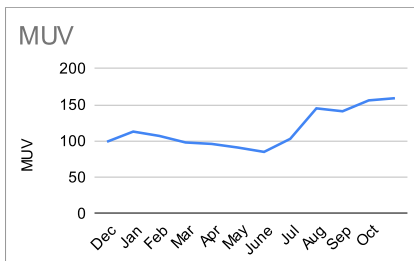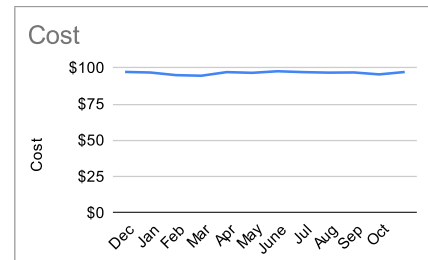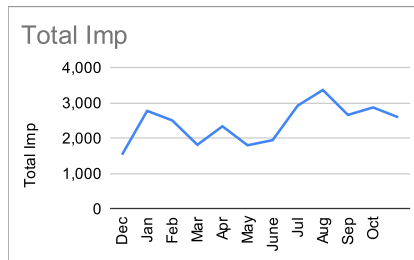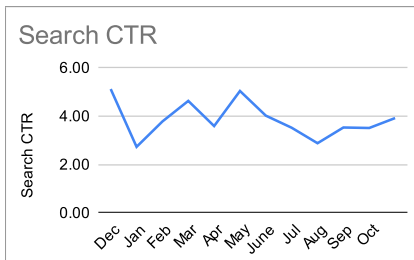
NOTES:

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%