

# BREAD

## Digital Solutions Performance Report

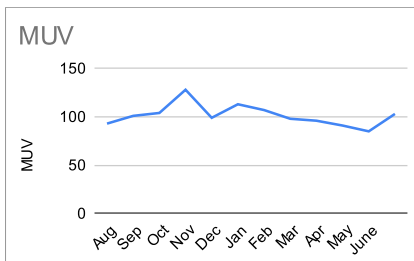
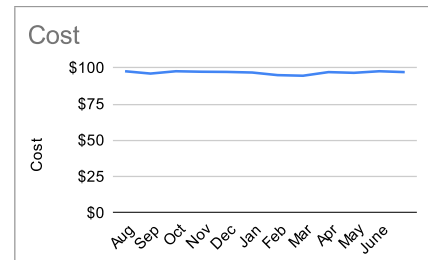
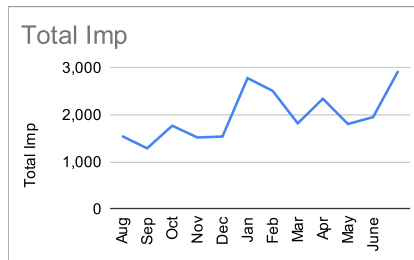
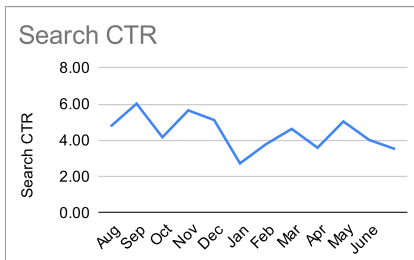
Start Date September 14, 2019

Client Budget:	\$100
Due to Agency:	\$97

### Chapel Lane

July 2020 - June 2021

KPI	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June
Clicks	74	78	74	86	79	76	95	84	84	84	78	103
Avg CPC	\$1.31	\$1.25	\$1.31	\$1.14	\$1.23	\$1.28	\$0.99	\$1.12	\$1.15	\$1.06	\$1.25	\$0.00
Conversions	0	1	1	2	2	0	3	1	0	4	7	1
Cost/Conv	\$0.00	\$96.77	\$97.28	\$97.26	\$48.56	\$0.00	\$31.65	\$94.51	n/a	\$24.13	\$13.94	\$97.00
Search CTR	4.77	6.02	4.17	5.65	5.12	2.73	3.78	4.63	3.59	5.04	4.02	3.52
Total Imp	1,550	1,290	1,770	1,520	1,540	2,780	2,510	1,820	2,343	1,806	1,952	2,930
Cost	\$98	\$96	\$98	\$97	\$97	\$97	\$95	\$95	\$97	\$97	\$98	\$97
MUV	93	101	104	128	99	113	107	98	96	91	85	103
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	\$0.00



#### 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%