

BREAD

Digital Solutions Performance Report

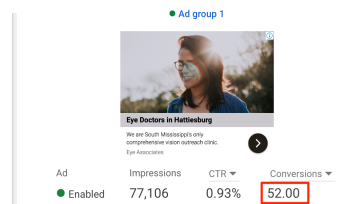
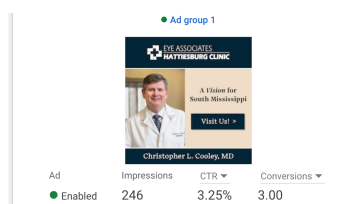
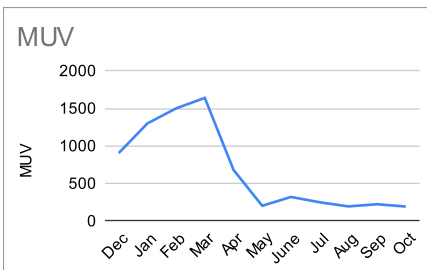
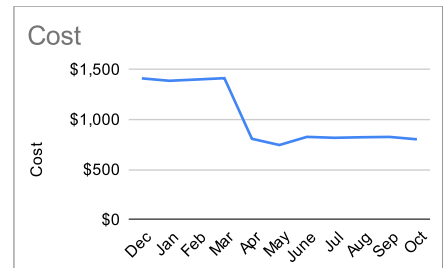
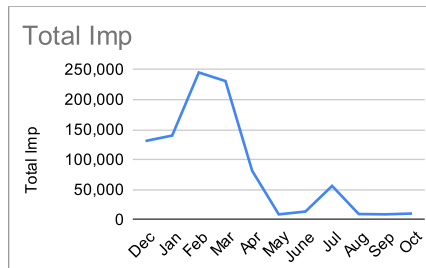
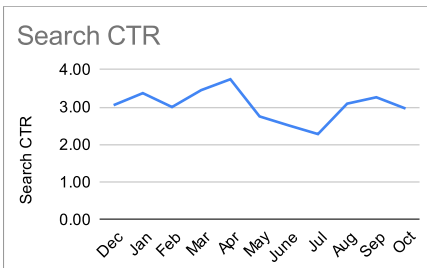
Start Date March 4, 2020

Client Budget:	\$1,400
Due to Agency:	\$1,398

Eye Associates

November 2020 - October 2021

KPI	Nov	Dec	Jan	Feb	Mar	Apr	May	June	Jul	Aug	Sep	Oct
Clicks	3350	1240	1830	2890	2811	1036	243	341	314	291	290	304
Avg CPC	\$0.26	\$1.14	\$0.75	\$0.48	\$0.50	\$0.78	\$1.91	\$1.52	\$1.63	\$1.77	\$1.78	\$1.65
Conversions	74	98	88	85	97	61	38	45	60	44	50	44
Cost/Conv	\$11.84	\$14.40	\$12.83	\$16.48	\$14.58	\$13.24	\$19.62	\$18.38	\$13.63	\$18.71	\$16.53	\$18.24
Search CTR	4.28	3.05	3.37	3.00	3.45	3.74	2.75	2.51	2.28	3.09	3.26	2.96
Total Imp	351,000	131,000	140,000	245,000	230,769	81,525	8,853	13,566	56,221	9,424	8,905	10,264
Cost	\$1,402	\$1,411	\$1,387	\$1,400	\$1,413	\$808	\$746	\$827	\$818	\$823	\$827	\$803
FB LinkClicks	147	0	250	250	0	140	510	389	516	165	78	45
FB Impressions	11,800	0	12474	12474	0	19063	62385	21,630	56,221	24,961	24,179	28,310
FB CPL	\$0.68	\$0.00	\$0.20	\$0.20	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
FB Cost	\$160.00	\$0.00	\$160.00	\$0.00	\$0.00	\$361.38	\$731.14	\$458	\$627	\$337	\$501	\$595
FB Likes	0	0	0	0	0	0	0	0	0	0	156	71
Display CTR	0.92	0.87	1.21	0	0	0	0	0	0	0	0	0
Display Clicks	3190	1110	1690	0	0	0	0	0	0	0	0	0
MUV	1800	905	1300	1500	1640	681	203	321	250	195	224	193



NOTES:

04/16 - For the remainder of April, we're going to bump the spend to \$800 and put additional money in social media. Will reevaluate at month end

02/01 - All numbers are up across the board due to the prior month optimizations.

01/04 - Display ads continue to perform very well, particularly the one featuring Dr. Cooley. I requested bid optimization for this account and as you can see the number of impressions is down drastically, but the overall results are the same or better. This is because we requested that the display ads not be shown during hours that historically people were not noticing or clicking on them (which is actually during the parts of the middle of the day). This shows that people typically look for eye services during off hours or on weekends. This had a huge impact on performance this month

10/31 - Display ad clicks are down for October. We will refresh creative to bring this rate back up (features glasses, routine eye exams for glasses, etc.)

09/30 - both click through rates (search and display) are rising month over month. That's great news considering that the budget has not changed.