

BREAD

Digital Solutions Performance Report

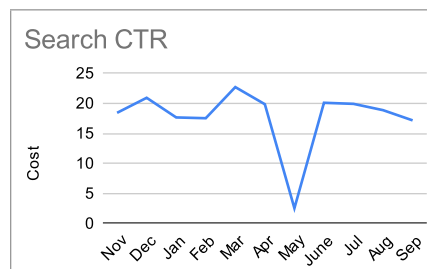
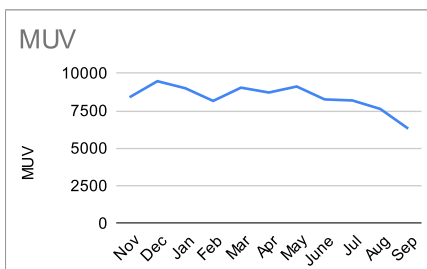
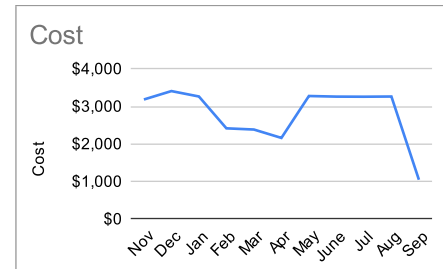
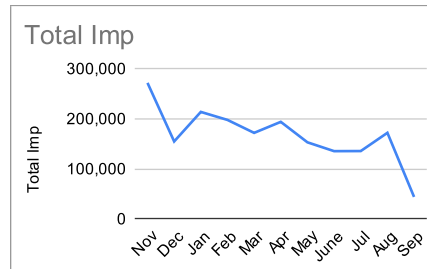
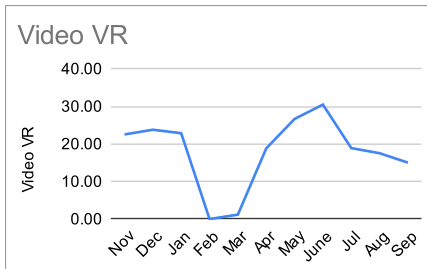
Start Date September 9, 2019

Client Budget:	\$5,400
Due to Agency:	\$1,047

First Bank

October 2020 - September 2021

KPI	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	Jul	Aug	Sep
Clicks	7590	3980	3930	4870	3930	4170	3892	4021	3672	3803	3922	1223
Avg CPC	\$0.72	\$0.10	\$0.11	\$0.67	\$1.08	\$0.58	\$0.55	\$0.85	\$0.55	\$0.54	\$0.52	\$0.54
Conversions	64	54	73	72	38	82	67	47	50	58	55	21
Cost/Conv	\$86.26	\$58.82	\$29.15	\$45.26	\$63.42	\$29.07	\$32.25	\$69.72	\$65.21	\$56.17	\$59.33	\$49.86
Video VR	21.54	22.53	23.79	22.86	0.00	1.18	18.81	26.66	30.48	18.90	17.53	15.02
Total Imp	703,000	272,000	155,000	214,000	198,000	172,143	194,144	153,262	135,629	135,806	172,261	44,205
Cost	\$5,520	\$3,184	\$3,408	\$3,264	\$2,416	\$2,384	\$2,161	\$3,277	\$3,261	\$3,258	\$3,263	\$1,047
Search CTR	13.33	18.41	20.91	17.64	17.51	22.69	19.84	2.53	20.08	19.9	18.85	17.15
Online Bkg Clicks	10852	9088	10360	10211	10211	11132	9481	8691	8,625	8,485	7,827	8,212
FB Engagement	71607	72376	30634	708	361	265	56410	52628	376	422	424	0
FB Impressions	391,544	425,298	295,397	120,969	95,372	87,693	204,415	185,302	163,693	157,907	112,322	0
FB CPC	\$5.89	\$4.14	\$0.34	\$0.88	\$4.99	\$6.59	\$8.27	\$8.11	\$1.47	\$1.47	\$1.47	\$0.00
FB Cost	\$4,086	\$3,340	\$2,904	\$1,102	\$853	\$1,005	\$1,918	\$1,928	1920	1928.03	1749.9	0
Display CTR	0.67	0.68	0.91	1.11	0.82	1.02	1.01	1.01	1.28	1.51	1.3	0
Display Clicks	4260	1600	1050	1880	1510	1121	1200	1240	852	1100	1043	300
Video Views	9400	5390	6510	6530	0	337	11823	14912	13382	5884	6260	59
MUV	12000	8400	9469	9000	8156	9039	8715	9115	8257	8186	7621	6312



NOTES:

03/02 - First Bank's budget has been adjust to stay within an annual \$65,000 digital solutions budget. This includes Google and Facebook.

02/01 - At the end of 2020, Reggie Collier video campaign on Facebook ended. That is the major difference in the FB numbers from the previous month. Per our budget discussion with First Bank in January, we're shifting the majority of media buying to digital media, so these amounts will increase in the first quarter significantly.

01/04 - conversions are measured as calls placed as a result of the ads. Since the new website launch there have been 150 contacts received for 'inquire more about checking/savings accounts' and 247 chats received. For 2021 this report will show those number. This is a picture perfect campaign in that both the display and search CTRs are strong, indicating that people are searching for the services that First Bank offers.

10/31 - This is the first full month on the new website with full advertising. 13.33% of people who see First Bank in a Google paid search results are clicking through. This is a huge CTR; one that any bank would be envious of. 64 people have filled out a form requesting more information on opening an account. The budget was doubled this month to get traction with the new MP campaigns. We'll revise for November and December to stay within the 2021 budget.

09/30 - we're working on a measurable conversion metric. That will appear starting in October.

09/30 - MUV for September is only for 10 days on the new website