

# BREAD

## Digital Solutions Performance Report

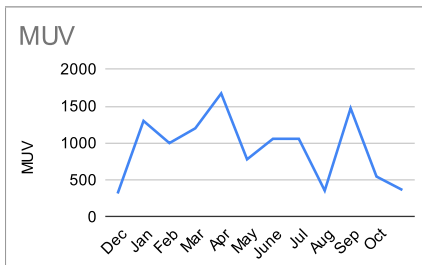
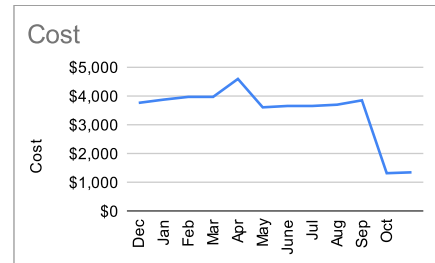
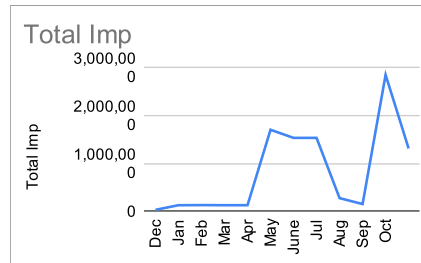
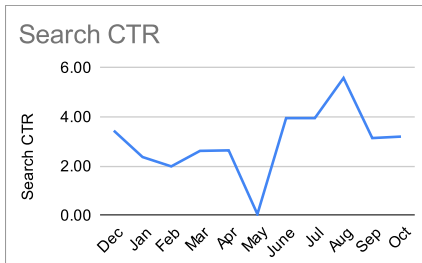
Start Date October 12, 2020

Client Budget:	\$4,000
Due to Agency:	\$1,362

### McHard

November 2020 - October 2021

KPI	Nov	Dec	Jan	Feb	Mar	Apr	May	June	Jul	Aug	Sep	Oct
Clicks	684	2130	1620	1880	2528	931	1330	1330	280	1452	552	329
Avg CPC	\$5.52	\$1.82	\$2.92	\$2.11	\$1.82	\$3.89	\$1.72	\$1.72	\$8.29	\$1.66	\$1.51	\$2.59
Conversion	196	163	158	51	43	135	135	135	100	46	46	42
Cost/Conv	\$5.58	\$20.91	\$16.41	\$78.18	\$107.16	\$26.82	\$27.17	\$27.17	\$37.12	\$83.99	\$28.96	\$32.43
Search CTR	3.44	2.37	1.99	2.62	2.64	0.05	3.95	3.95	5.58	3.14	3.20	
Total Imp	35,100	132,000	134,000	132,000	132,000	1,705,000	1,535,499	1,535,499	279,418	155,768	2,849,375	1,315,187
Cost	\$3,776	\$3,888	\$3,984	\$3,984	\$4,608	\$3,621	\$3,668	\$3,668	\$3,712	\$3,864	\$1,332	\$1,362
Display CTR	1.33	1.47	1.05	1.29	1.28	0	0.76	0.76	0	0.87	0.94	
FB LinkClicks	0	0	0	0	0	0	0	0	0	0	0	0
FB Impressions	0	0	0	0	0	0	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
FB Cost	0	0	0	0	0	0	\$0	\$0	\$0	\$0	\$0	\$0
FB Likes	0	0	0	0	0	0	0	0	0	0	0	0
Display Clicks	0	0	0	0	2020	0	0	0	0	0	0	0
FB CPL	0	0	0	0	0	0	0	0	0	0	0	0
MUV	318	1300	1000	1200	1672	780	1058	1058	357	1471	547	365
FB CPC	0	0	0	0	0	0	0	0	0	0	0	0



#### NOTES:

07/31 - We stopped all campaigns because they were not producing the results that McHard was expecting.

05/31 - In May we switched during the last half of the month to local campaigns. Local campaigns do not report individual performance - search CTR, for example, but the campaign performance as a whole. That is why the number may look a little different in May. The purpose for local campaigns is to generate impressions - display, search, video - within a 50 mile radius of the business. It is connected to Google My Business accounts.

03/04 - I tweaked their campaign for keywords that aren't productive and added a responsive display ad with hopes of improving their visibility.

03/02 - Per client request on 2/15, we made changes to fine tune their campaigns for specific desired traffic. These changes resulted in fewer calls and lower numbers. We have met with the client to discuss adjusting these numbers back and putting all money in general search.

02/15 - added 2 new ad groups to search - competitors (based on the list of firms that Manion send) and insurance (based on Merlin Law). I also removed non-performing keywords from existing campaigns. We'll evaluate how these perform.

02/04 - changed bidding strategy to maximize clicks instead of conversions to see if that helps with search rankings.

02/03 - In late January we modified the geo area for the display ads (Hurricane) to just the coastal counties. January's improved numbers are a result of that. On 2/3 we added a new search ad that is not a 'call ad', but an ad designed to drive people to the website. It is also an ad that directly targets automobile accidents. We are hoping that this will alleviate some of the calls they are getting for services that do not want.

01/04 - We added a display ad targeting the Gulf Coast. It has had a successful CTR and we need to ad more sizes and push this display ad to more platforms. Overall this campaign is performing well with a strong search CTR and just under 200 phone calls (clicks from the ad). This will improve even more with time.

10/31 - This is McHard's first month for advertising and they're off to a very strong start. With 170 call for the ad and a 3.47% CTR, they are above average in their results. This will improve month over month and will positively affect their organic search results.