

# BREAD

## Digital Solutions Performance Report

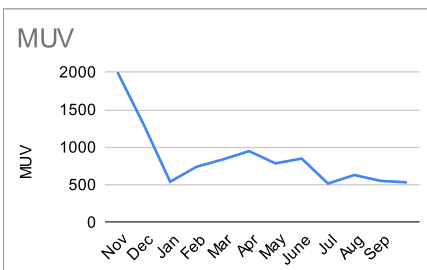
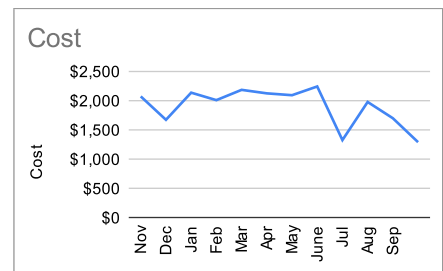
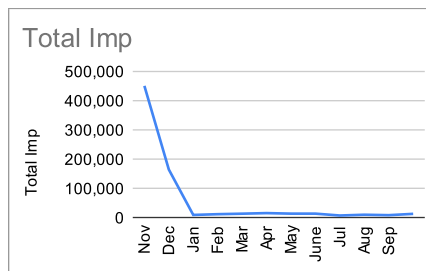
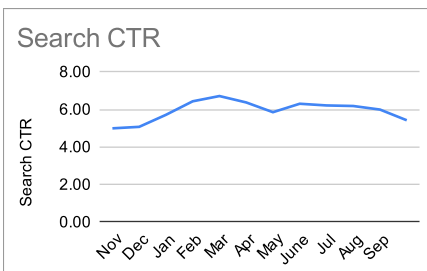
Start Date August 21, 2020

Client Budget:	1500 GGL/1800 social
Due to Agency:	\$2,461

**Rick Pecunia, MD**

October 2020 - September 2021

KPI	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	Jul	Aug	Sep
Clicks	2770	1610	618	859	1010	1088	894	961	550	713	602	553
Avg CPC	\$0.75	\$1.04	\$3.47	\$2.35	\$2.16	\$1.95	\$2.35	\$1.46	\$1.52	\$1.74	\$1.77	\$1.47
Conversions	36	35	37	49	63	152	84	109	50	34	38	36
Cost/Conv	\$57.94	\$48.21	\$57.89	\$41.12	\$34.70	\$14.03	\$25.01	\$20.64	\$26.67	\$58.38	\$44.92	\$36.05
Search CTR	4.99	5.07	5.71	6.43	6.71	6.37	5.85	6.30	6.21	6.18	5.99	5.42
Total Imp	452,000	166,000	10,800	13,400	15,100	17,091	15,272	15,264	8,859	11,540	10,050	14,546
Cost	\$2,080	\$1,680	\$2,144	\$2,016	\$2,192	\$2,132	\$2,100	\$2,250	\$1,334	\$1,985	\$1,707	\$1,298
FB LinkClicks	193	95	24	0	0	228	30	40	11	31	87	176
FB Impressions	11,025	3,680	651	0	0	1,949	5,484	5,181	2,453	3,563	24,936	14,546
FB CPL	\$3.68	\$4.32	\$2.03	\$0.00	\$0.00	\$0.48	\$5.20	\$6.90	\$4.92	\$0.00	\$0.00	\$0.00
FB Cost	\$523	\$400	\$80	\$0	\$0	\$113	\$259	\$276	\$126	\$224	\$1,810	\$1,163
FB Likes	0	0	0	0	0	0	37	40	16	32	147	77
Display CTR	0.54	0.73	0	0	0	0	0	0	0	0	0	0
Display Clicks	2390	1140	0	0	0	0	0	0	0	0	0	0
MUV	2000	1300	541	740	838	949	786	850	517	631	553	533



**NOTES:**

04/16 - Google is flagging the display ads for restricted content. To optimize the budget, I turned off that ad and put all money into search ads.

03/02 - This was a good month for Dr. Pecunia, likely because of the optimization in January. Good numbers across the board. It was the highest CTR of the year.

02/03 - I modified the budget to put most of it in search ads instead of display ads to see if this makes their search ads appear more often.

01/04 - Google is starting to flag medical display ads (likely due to new COVID ad laws), so I had to move this budget all into search for this month. The campaign saw the highest CTR of the year. I will create a responsive display ad for January (Google actually creates the ad) and see if we can get the display ads back rendering impressions and click throughs.

10/31 - This account is performing strong with CTRs up and conversions up.

