

BREAD

Digital Solutions Performance Report

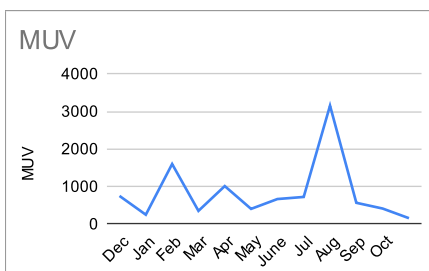
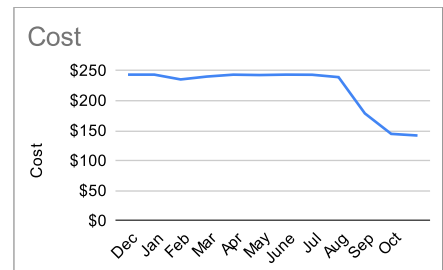
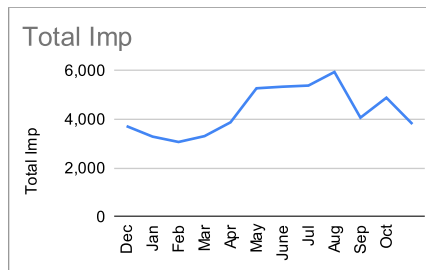
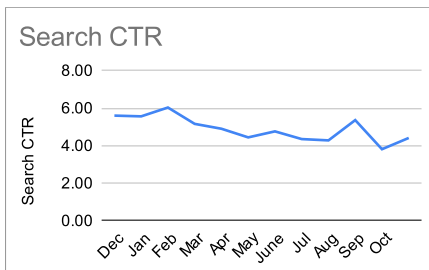
Start Date August 4, 2019

Client Budget:	\$1,500
Due to Agency:	\$142

WCU School of Education

November 2020 - October 2021

KPI	Nov	Dec	Jan	Feb	Mar	Apr	May	June	Jul	Aug	Sep	Oct
Clicks	208	183	185	171	190	234	265	234	254	218	186	168
Avg CPC	\$1.69	\$1.33	\$1.26	\$1.41	\$1.28	\$1.04	\$0.62	\$0.65	\$0.59	\$0.51	\$0.49	\$0.53
Conversion	17	9	22	17	195	215	385	303	983	268	147	68
Cost/Conv	\$14.30	\$27.02	\$10.69	\$14.10	\$1.25	\$1.13	\$0.63	\$0.80	\$0.24	\$0.67	\$0.98	\$2.09
Search CTR	5.60	5.56	6.03	5.16	4.90	4.44	4.76	4.35	4.28	5.36	3.81	4.41
Total Imp	3,720	3,290	3,070	3,310	3,876	5,272	5,337	5,384	5,941	4,067	4,886	3,806
Cost	\$243	\$243	\$235	\$240	\$243	\$243	\$243	\$243	\$239	\$179	\$145	\$142
Display CTR	0	0	0	0	0	0	0	0	0	0	0	0
FB LinkClicks	492	0	582	582	0	286	234	0	0	0	0	0
FB Impressions	35,120	0	98,347	0	0	103,671	15,847	0	0	0	0	0
FB Cost	\$1,569	\$0	\$480	\$0	\$0	\$1,007	\$957	\$0	\$0	\$0	\$0	\$0
FB Likes	318	0	0	0	0	0	234	0	0	0	0	0
Display Clicks	0	0	0	0	0	0	0	0	0	0	0	0
FB CPL	\$5.47	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
MUV	750	250	1600	352	1012	405	667	723	3155	567	414	157
FB CPC	\$4.59	\$0.00	\$0.50	\$0.00	\$0.00	\$0.00	\$4.08	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00



NOTES:

02/01 - In January, Dr. Burnett asked us to run 2 recruiting campaigns for him. These campaigns had a call to action of filling out the 'apply now' form. 59 prospective students completed the form in January for enrollment to WCU. At an average cost of \$.50 per click-thru on the ad and the conversion rate, the ROI was outstanding.

01/04 - This account is running with a minimal amount so that the account can continue learning until the full university site is running.

10/06 - Per Dr. Burnett's request, we're cutting back on Google ads until the full site is up. For maintenance, we disabled display ads and pulled back to \$240/month for search. October will be a little higher than \$240 because we didn't pull back until a few days into the month

09/30 - I'm adjusting the budget up for October because we've not spent the full budget for the last few months. I'll work with Dr. Burnett on specific students and targets for the next tri-mester