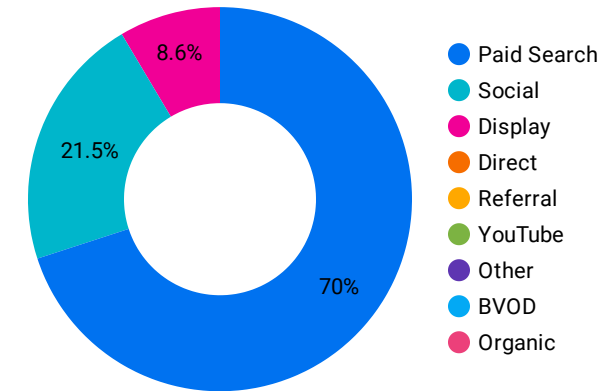


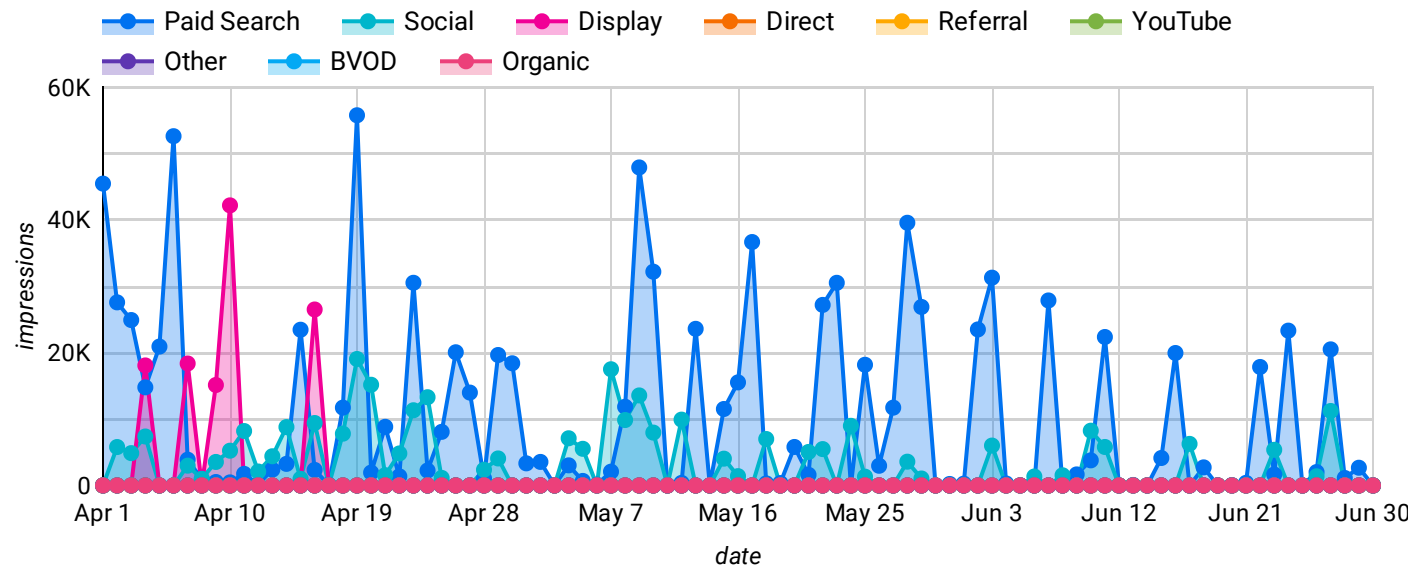
	Channel	impressions ▼	clicks
1.	Paid Search	985,061	152,039.98
2.	Social	301,939	46,235.14
3.	Display	120,337	16,495.25
4.	Direct	0	0
5.	Referral	0	0

1 - 9 / 9 < >

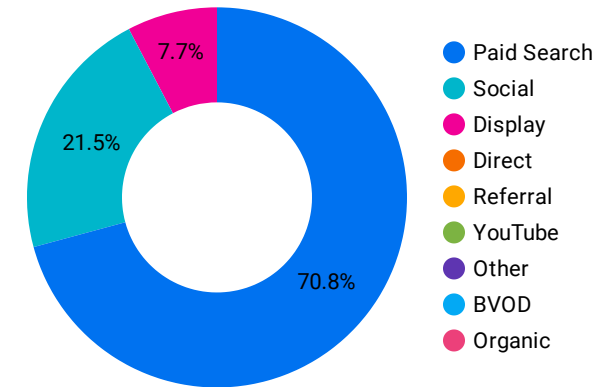
Channel / Impressions



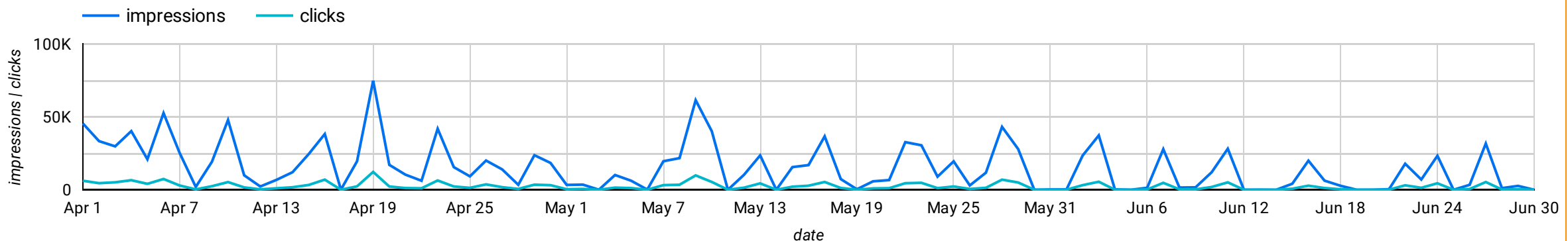
Impressions
1.4M
↓ -1,473,355



Channel / Clicks



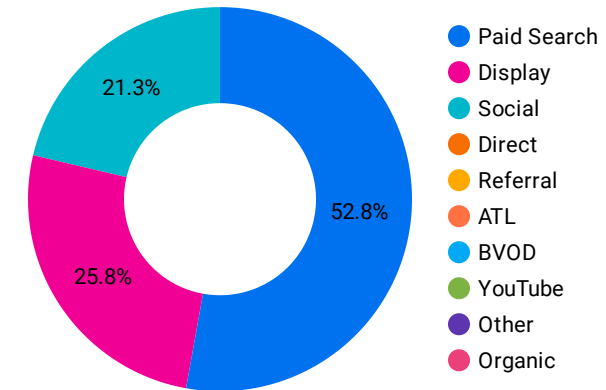
Clicks
214.8K
↓ -227,377.6



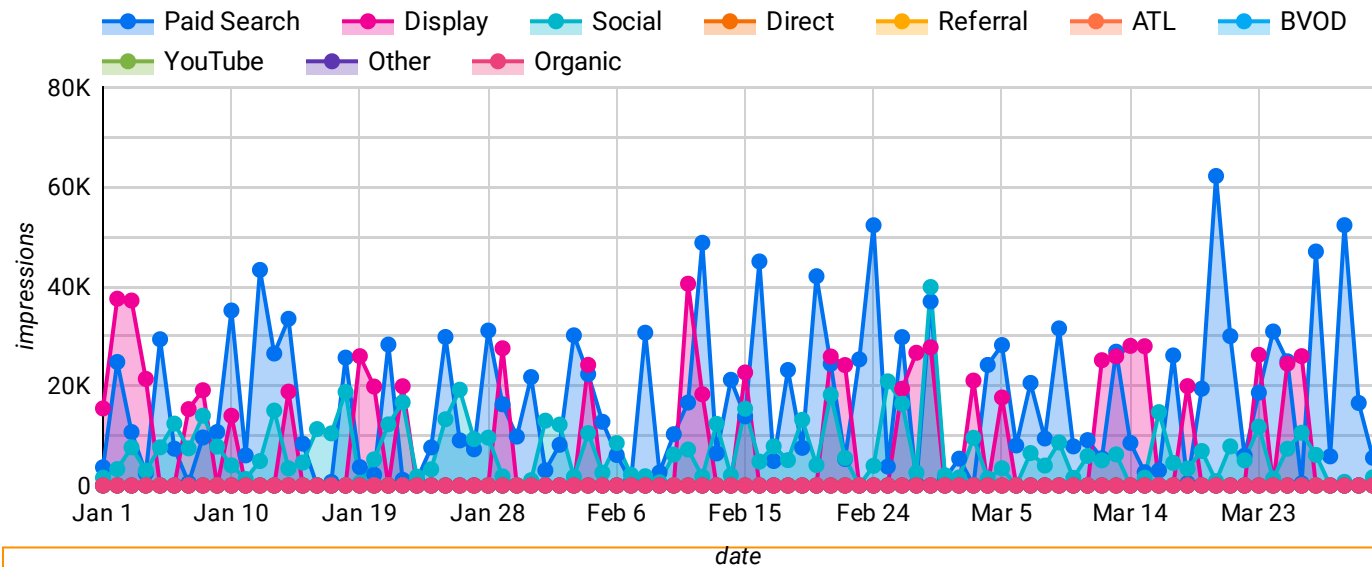
	Channel	impressions ▼	clicks
1.	Paid Search	1,521,896	233,764.24
2.	Display	744,574	116,302.85
3.	Social	614,222	92,080.88
4.	Direct	0	0
5.	Referral	0	0

1 - 10 / 10 < >

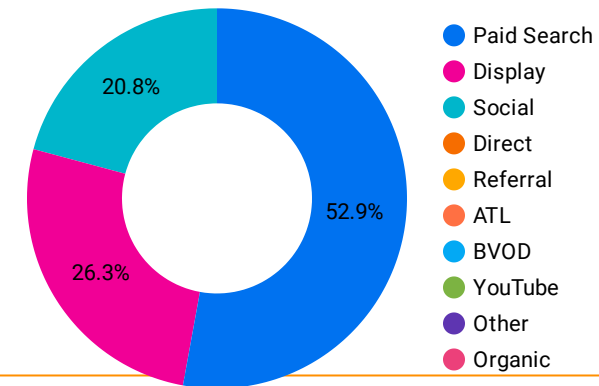
Channel / Impressions



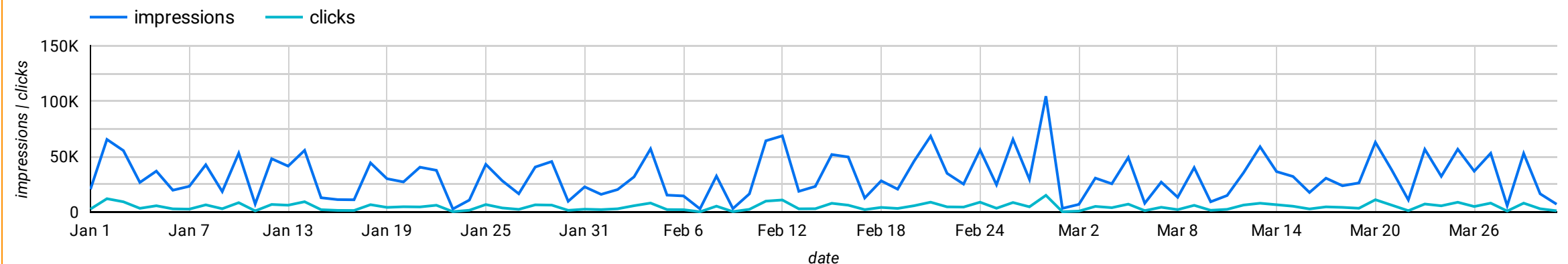
Impressions
2.9M
↓ -489,096



Channel / Clicks



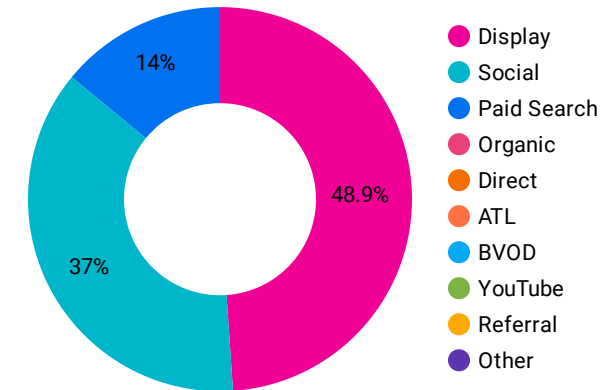
Clicks
442.1K
↓ -61,495.63



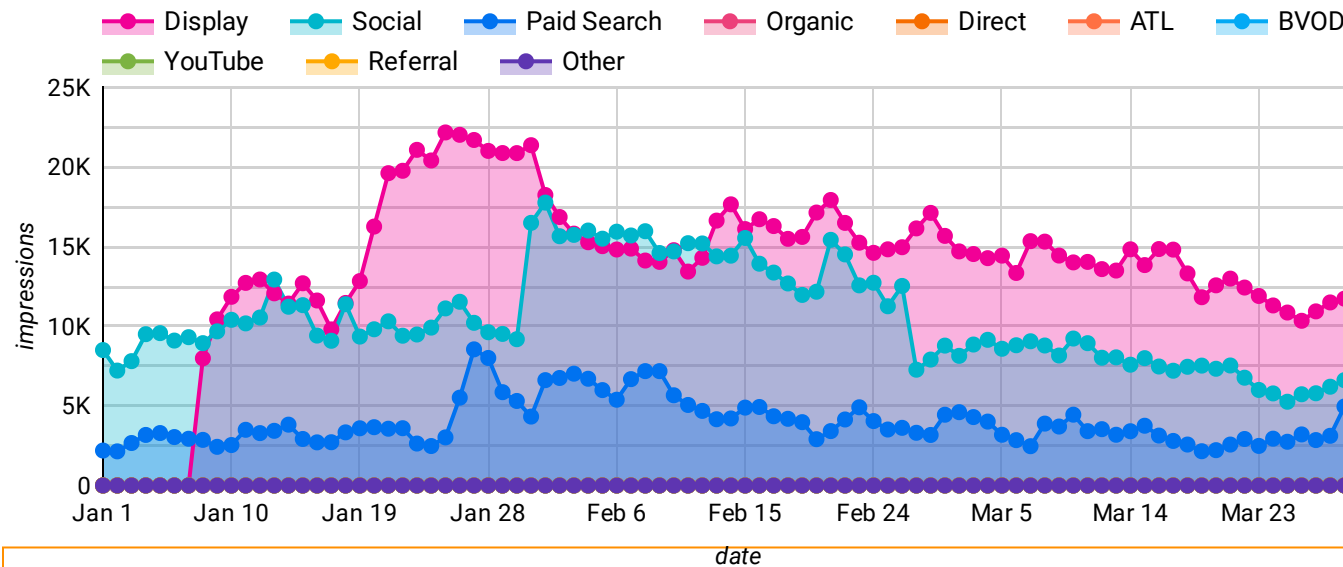
	Channel	impressions ▼	clicks
1.	Display	1,235,506	183,019.25
2.	Social	935,385	137,576.63
3.	Paid Search	354,744	52,887.62
4.	Organic	0	0
5.	Direct	0	0

1 - 10 / 10 < >

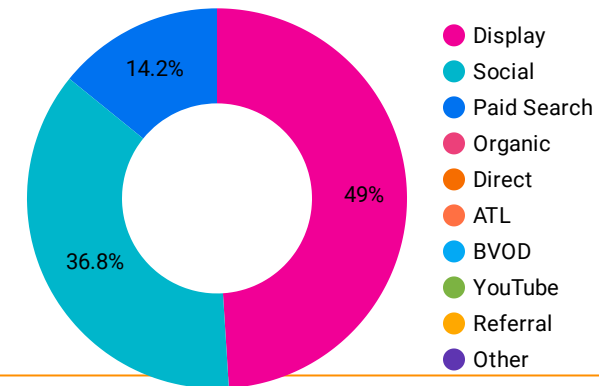
Channel / Impressions



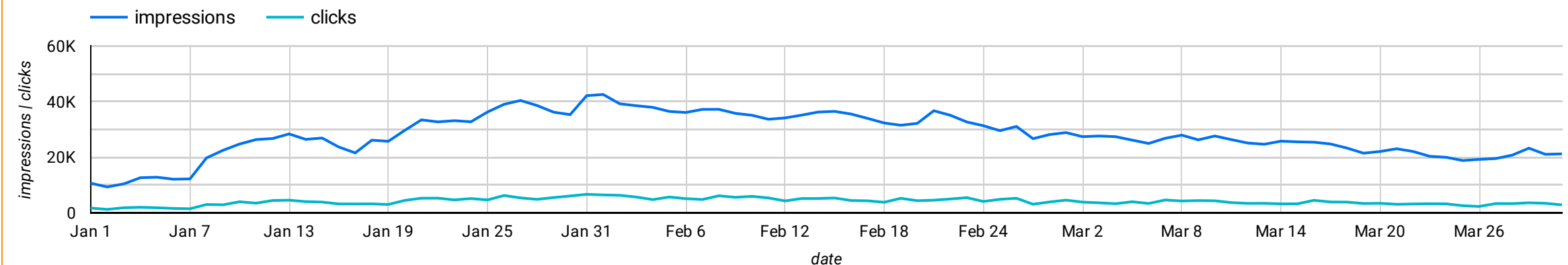
Impressions
2.5M
No data



Channel / Clicks



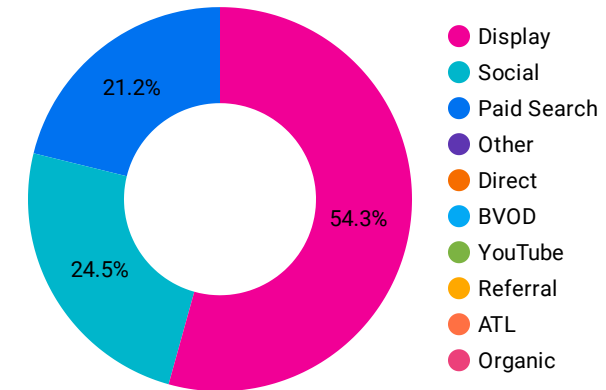
Clicks
373.5K
No data



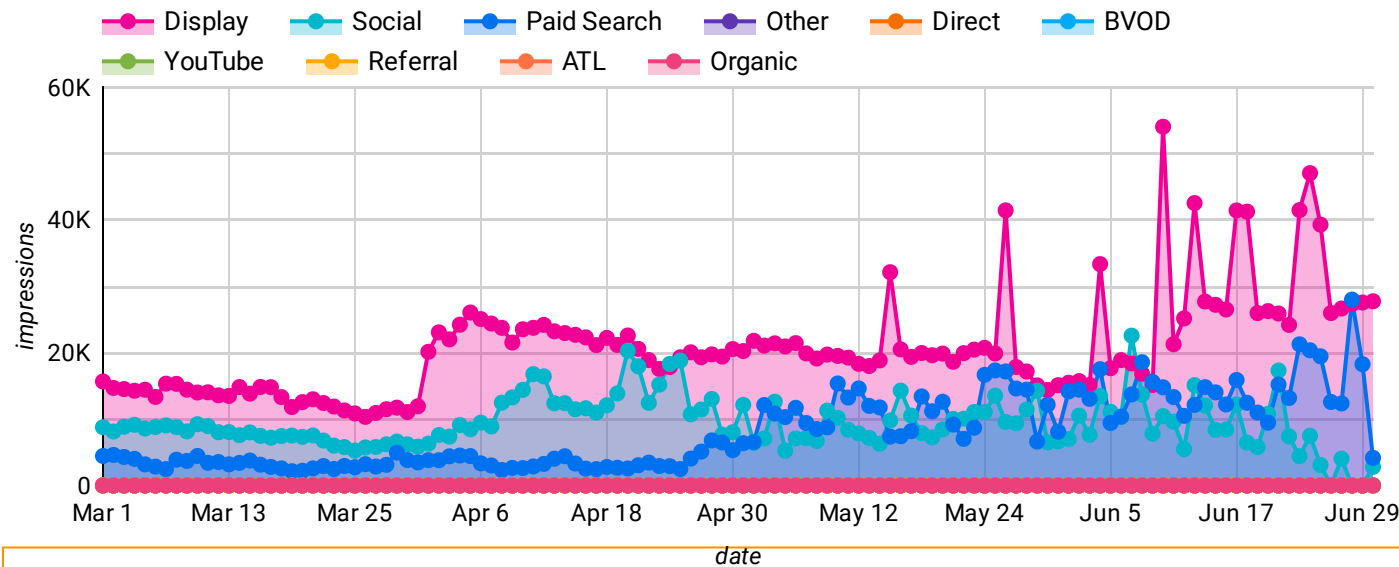
	Channel	impressions ▼	clicks
1.	Display	2,534,924	373,520.46
2.	Social	1,144,986	169,207.97
3.	Paid Search	987,444	148,058.43
4.	Other	0	0
5.	Direct	0	0

1 - 10 / 10 < >

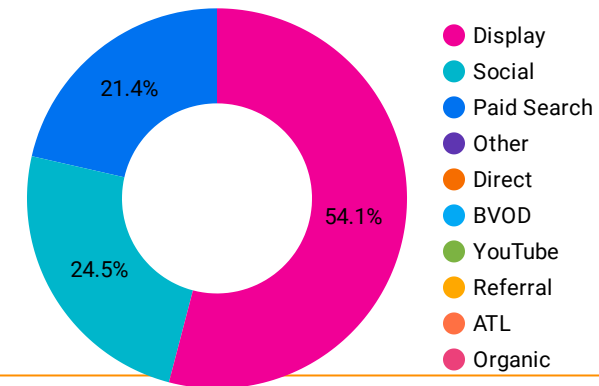
Channel / Impressions



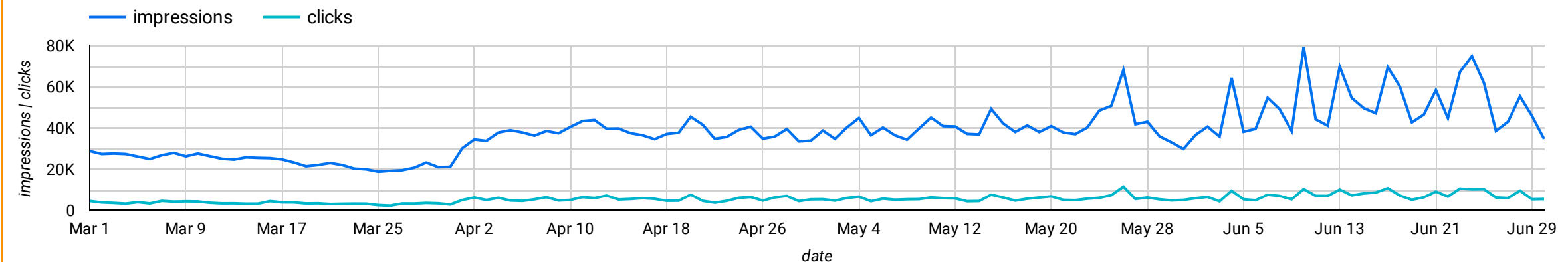
Impressions
4.7M
± 2,887,745



Channel / Clicks

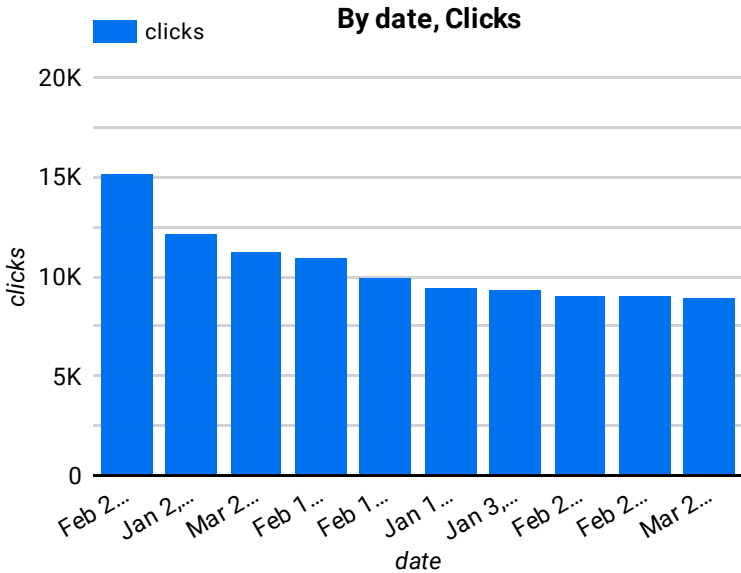
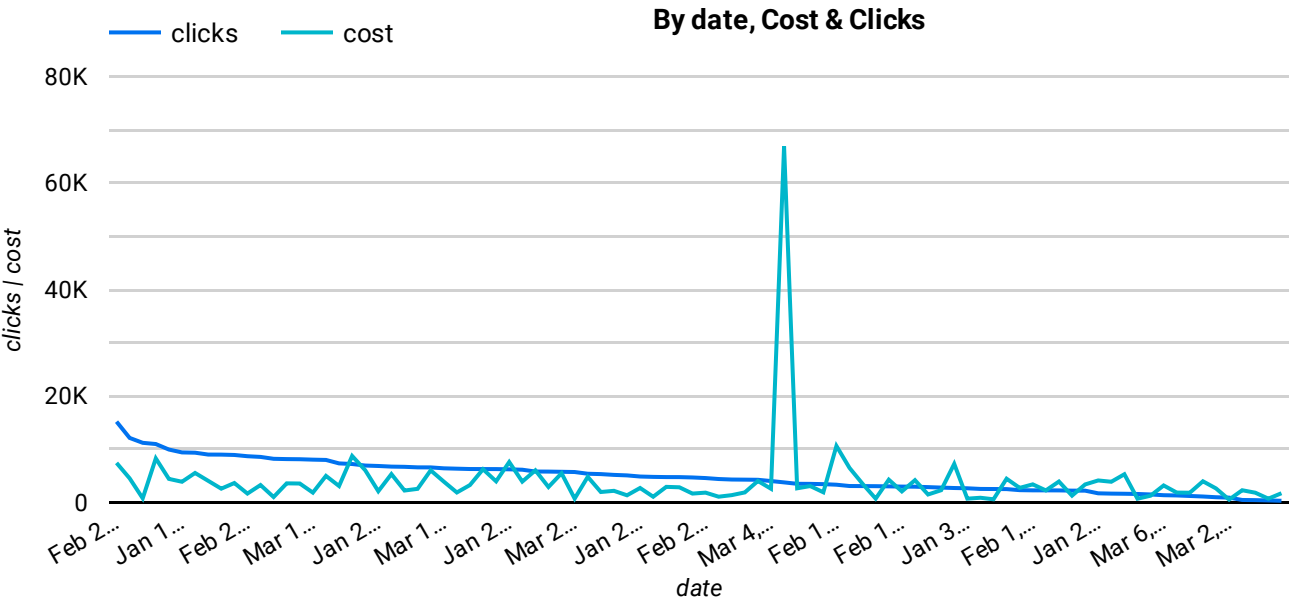
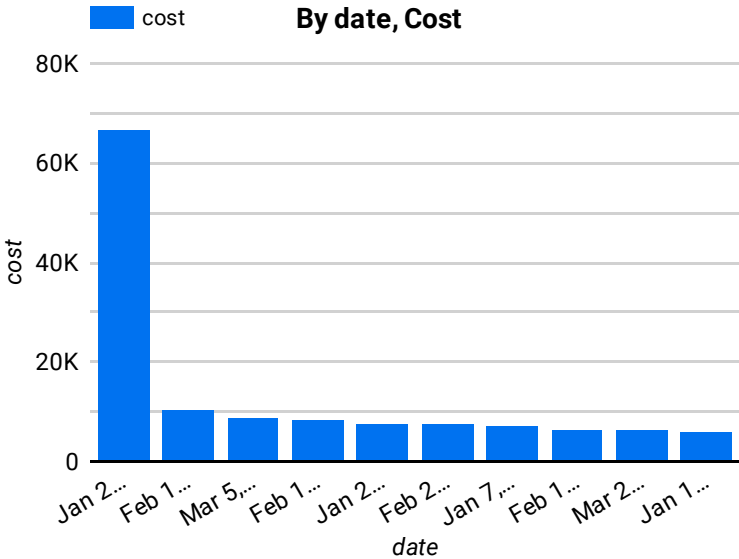
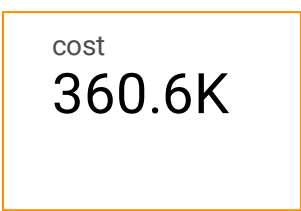


Clicks
690.8K
± 429,297.79



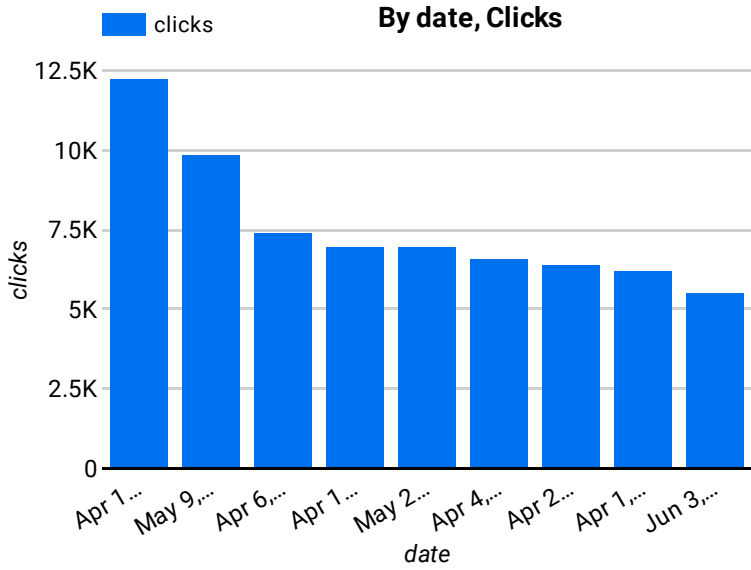
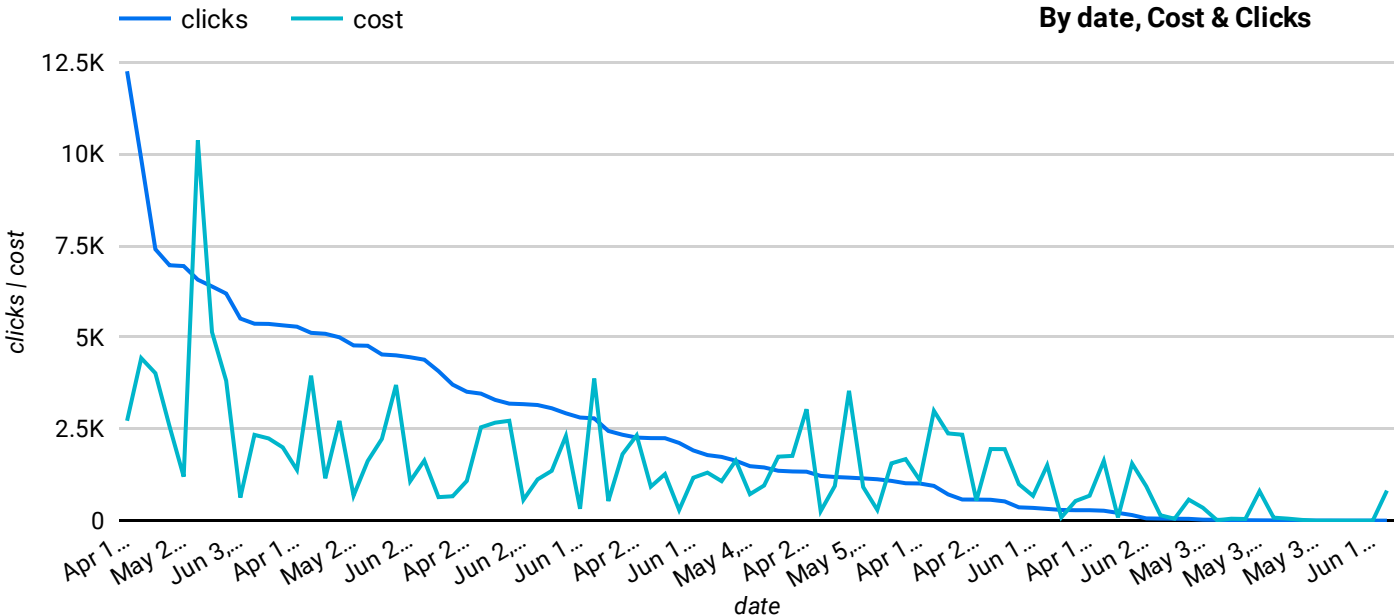
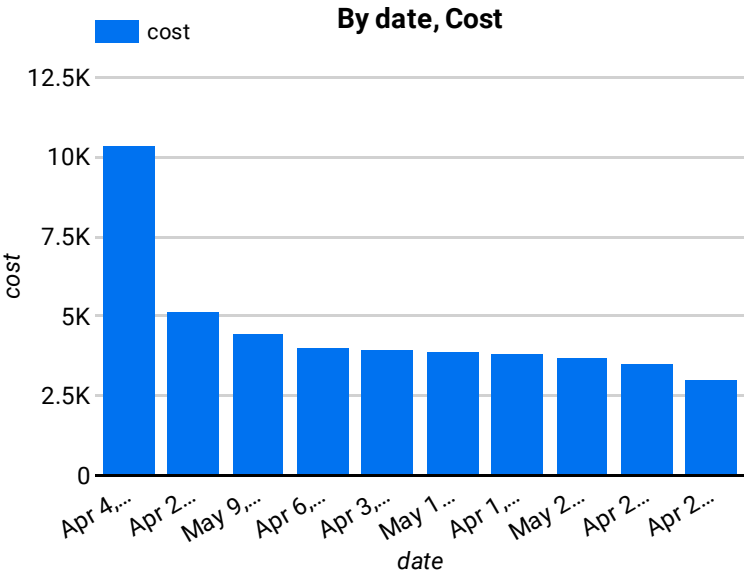
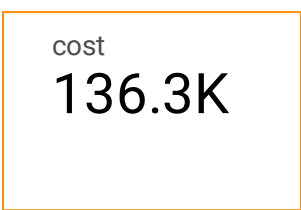
	date	clicks	cost ▾
1.	Jan 26, 2022	3,794.6	66,853.84
2.	Feb 19, 2022	3,357	10,631.97
3.	Mar 5, 2022	7,244.84	8,750.67
4.	Feb 12, 2022	10,994.12	8,297.03
5.	Jan 22, 2022	6,247.41	7,615.71
6.	Feb 28, 2022	15,195.14	7,451.32
7.	Jan 7, 2022	2,737.58	7,262.17
8.	Feb 14, 2022	3,111.49	6,509.45
9.	Mar 21, 2022	6,294.78	6,262.83
10.	Jan 12, 2022	6,955.97	6,074.16
11	Feb 3, 2022	5,831.81	6,057.71

1 - 90 / 90 < >



	date	clicks	cost ▾
1.	Apr 4, 2022	6,572.91	10,373.96
2.	Apr 23, 2022	6,388.91	5,142.72
3.	May 9, 2022	9,867.49	4,433.64
4.	Apr 6, 2022	7,404.39	4,022.83
5.	Apr 3, 2022	5,123.1	3,955.22
6.	May 16, 2022	2,790.4	3,876.02
7.	Apr 1, 2022	6,195.04	3,817.26
8.	May 22, 2022	4,509.24	3,699.93
9.	Apr 21, 2022	1,173.48	3,542.31
10.	Apr 25, 2022	1,335.1	3,039.04
11	May 20 2022	947.2	2,994.61

1 - 90 / 90

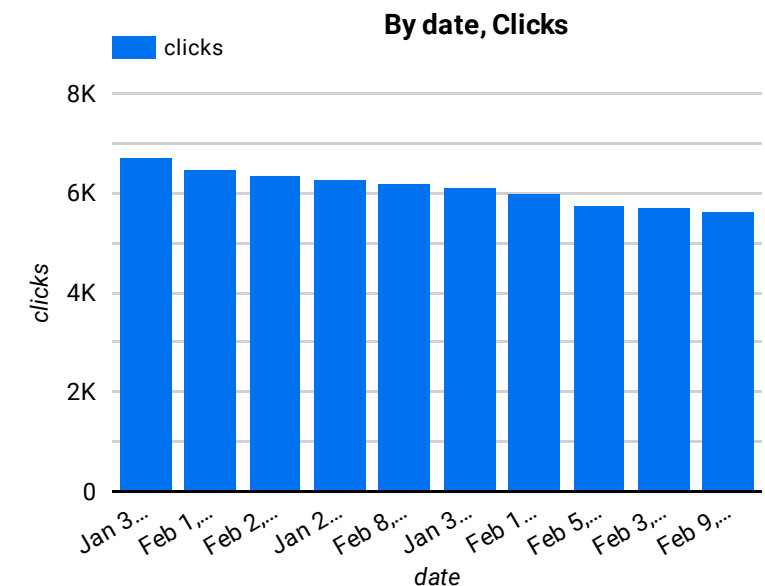
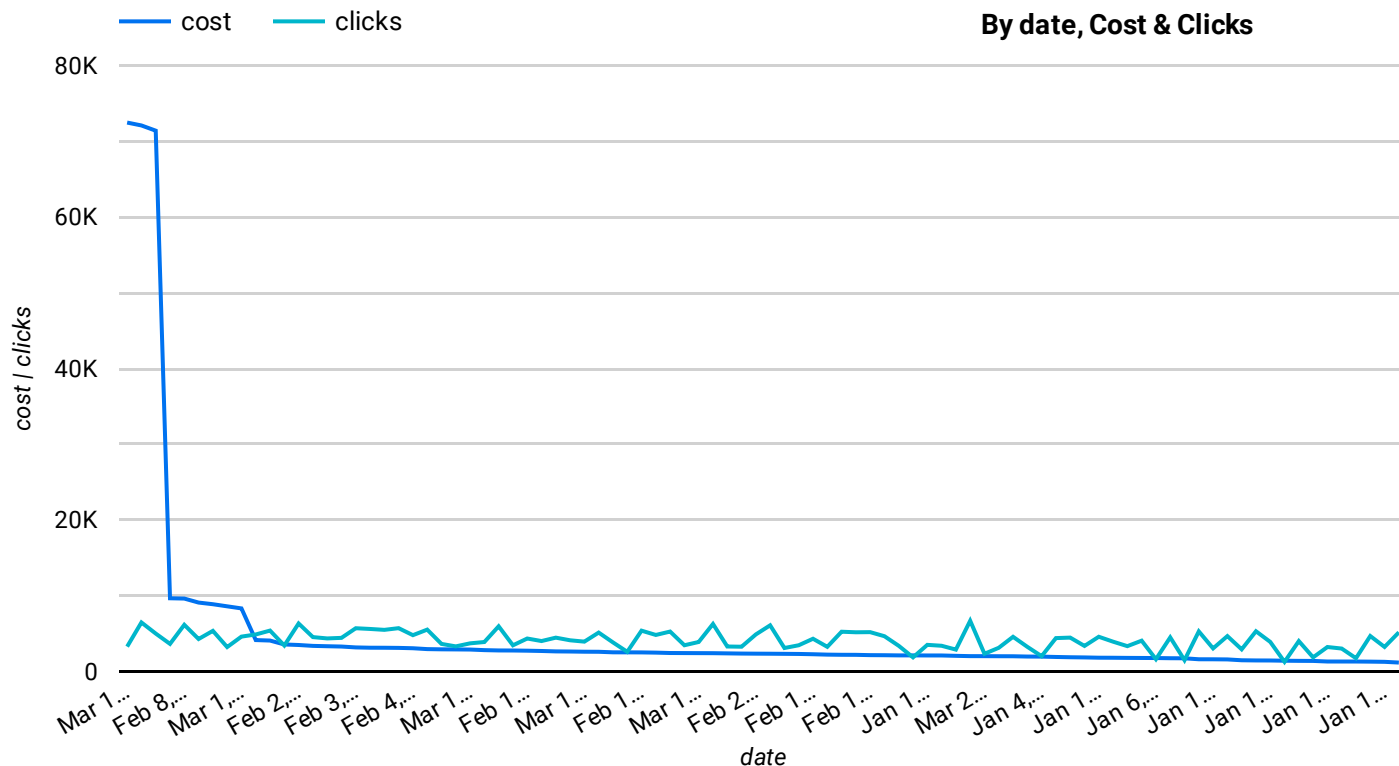
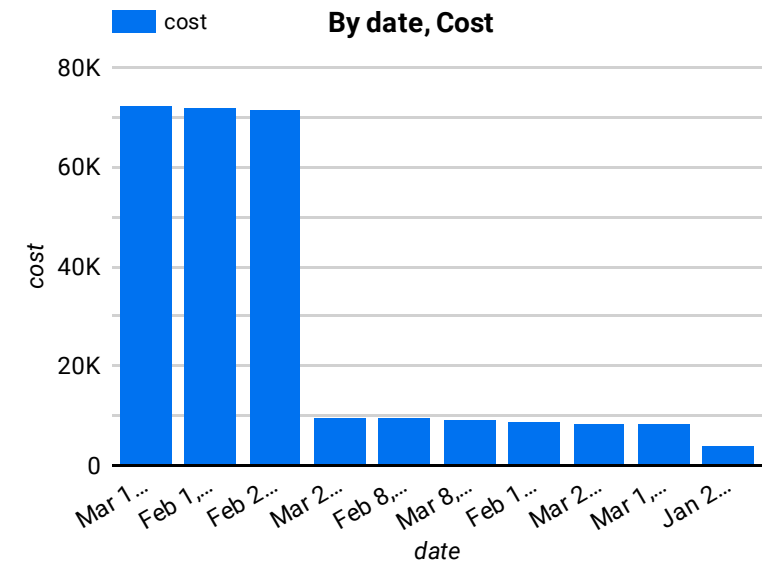


















	date	clicks	cost ▾
1.	Mar 15, 2021	3,298.86	72,454.47
2.	Feb 1, 2021	6,487.19	72,073.23
3.	Feb 22, 2021	5,023.81	71,385.18
4.	Mar 29, 2021	3,657.37	9,678.5
5.	Feb 8, 2021	6,177.45	9,639.45
6.	Mar 8, 2021	4,302.75	9,112.16
7.	Feb 15, 2021	5,378.48	8,894.07
8.	Mar 22, 2021	3,240.37	8,615.78

1 - 90 / 90 < >

cost
457.3K

clicks
373.5K

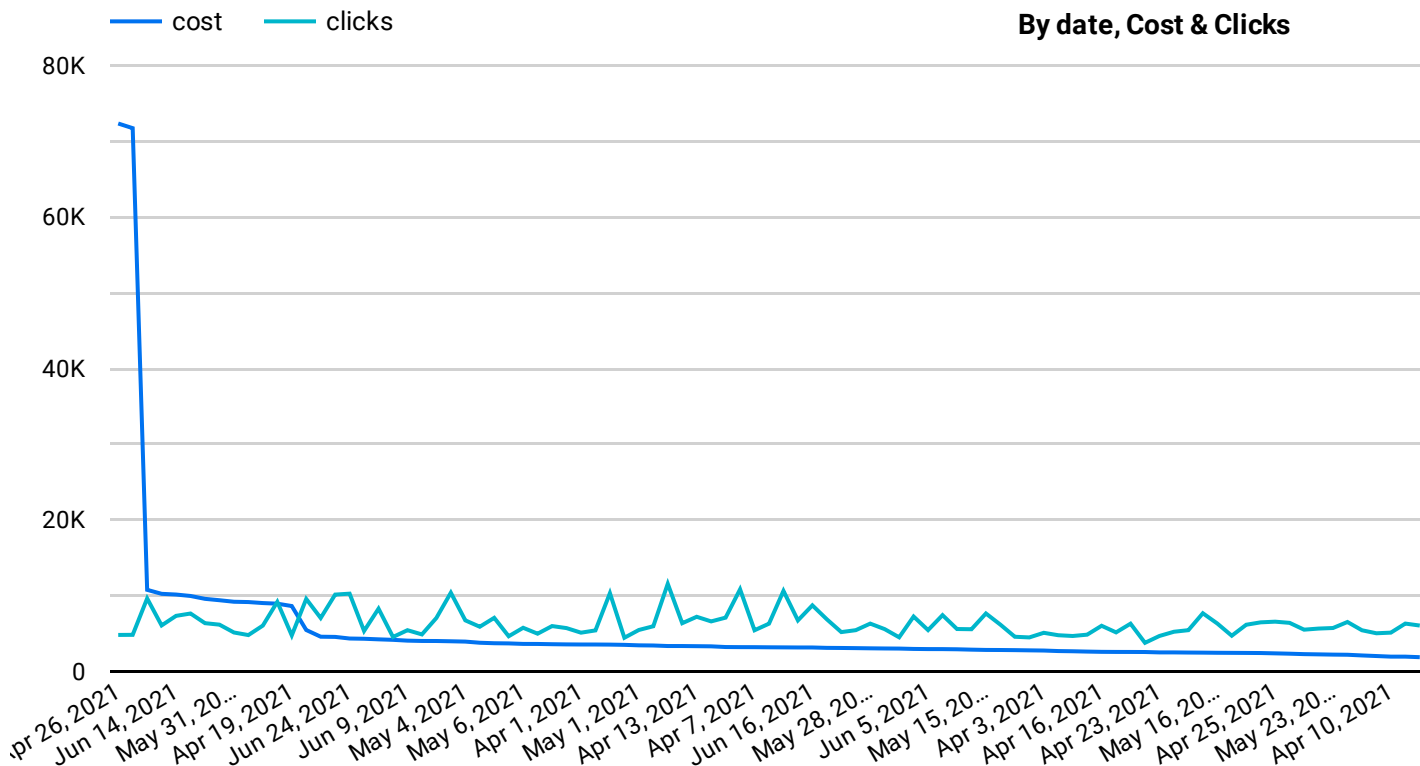
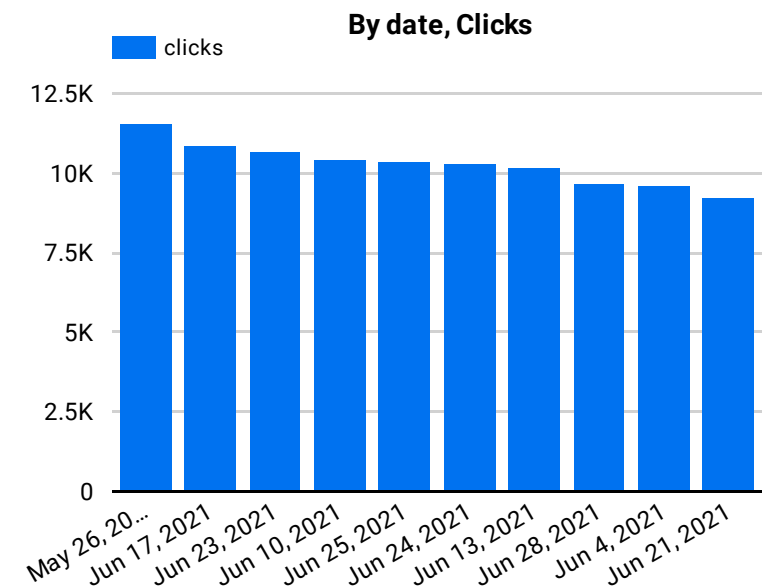
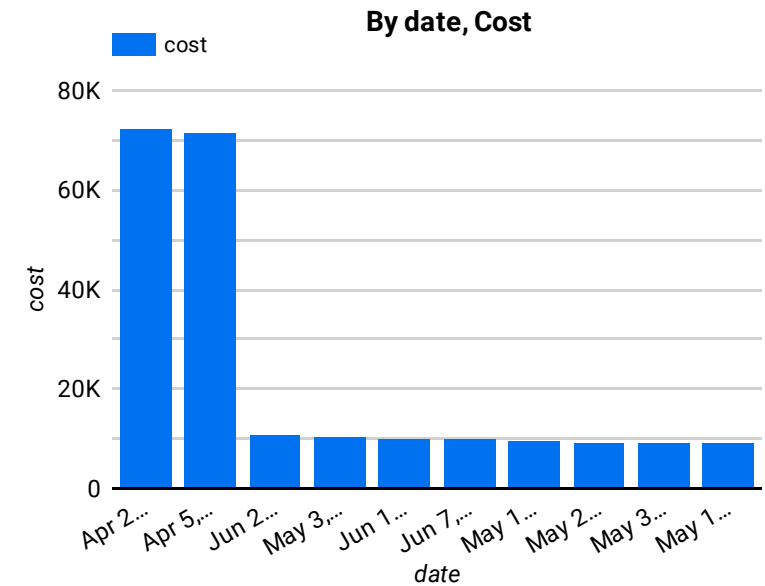


	date	clicks	cost ▾
1.	Apr 26, 2021	4,840.65 	72,329.65 
2.	Apr 5, 2021	4,853.22 	71,715.35 
3.	Jun 28, 2021	9,655.08 	10,791.35 
4.	May 3, 2021	6,094.73 	10,265.69 
5.	Jun 14, 2021	7,357.93 	10,170.91 
6.	Jun 7, 2021	7,666.92 	9,982.28 
7.	May 10, 2021	6,392.82 	9,603.33 
8.	May 24, 2021	6,196.98 	9,420.5 

1 - 91 / 91 < >

cost
493.9K

clicks
578.8K

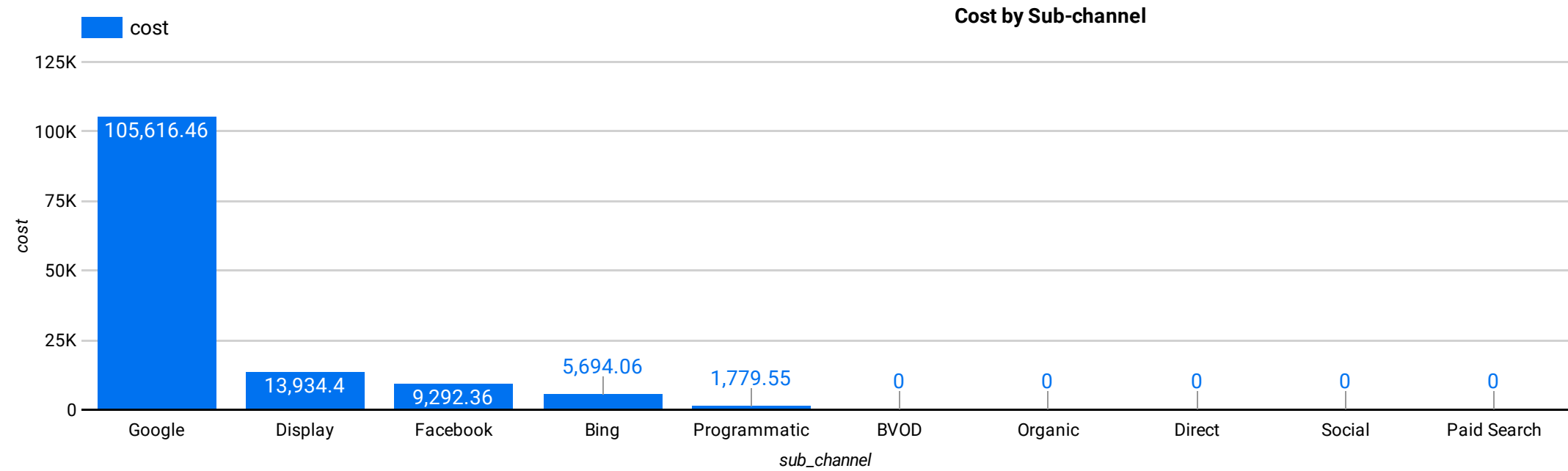


	sub_channel	cost ▼
1.	Google	105,616.46
2.	Display	13,934.4
3.	Facebook	9,292.36
4.	Bing	5,694.06
5.	Programmatic	1,779.55
6.	Email	0
7.	BVOD	0
8.	Organic	0
9.	Referral	0

cost
136.3K

sub_channel
15.0

1 - 15 / 15 < >



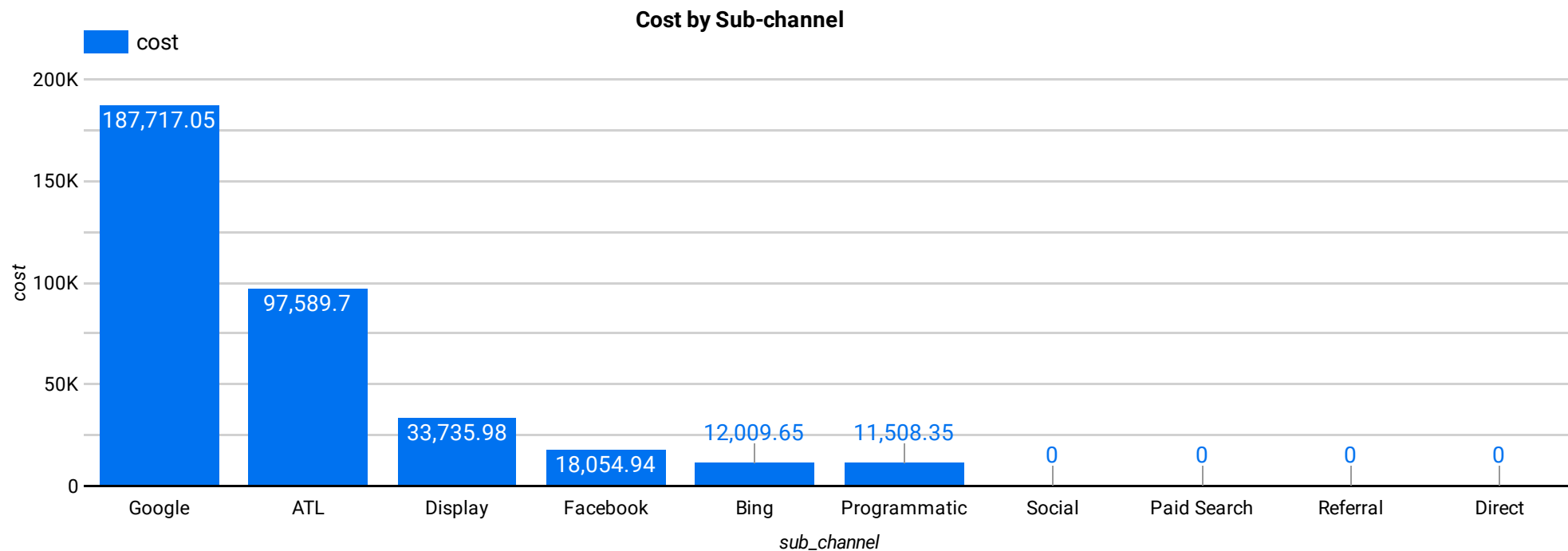
Sub-channel, Cost comparison (First quarter)

	sub_channel	cost ▾
1.	Google	187,717.05
2.	ATL	97,589.7
3.	Display	33,735.98
4.	Facebook	18,054.94
5.	Bing	12,009.65
6.	Programmatic	11,508.35
7.	Email	0
8.	YouTube	0
9.	Social	0

cost
360.6K

Channel
10.0

1 - 15 / 15 < >

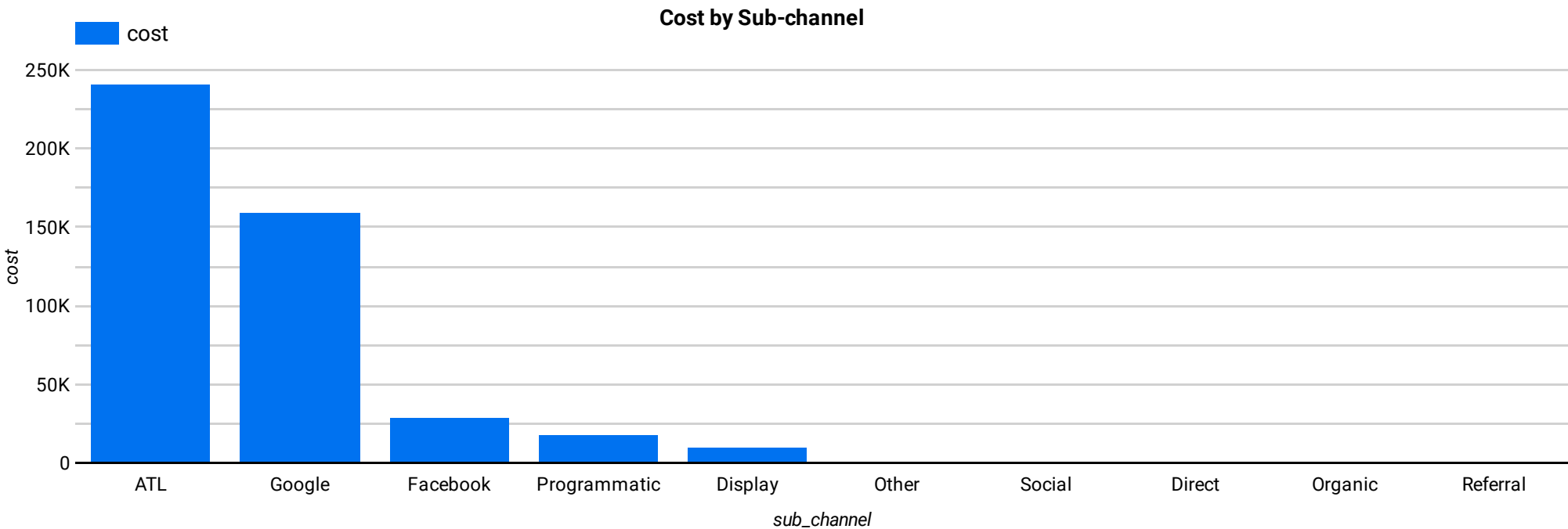


	sub_channel	cost ▾
1.	ATL	240,682.05
2.	Google	159,800.45
3.	Facebook	28,545.4
4.	Programmatic	18,024.5
5.	Display	10,285.35
6.	BVOD	0
7.	Other	0
8.	YouTube	0

1 - 13 / 13 < >

cost
457.3K

Channel
10.0

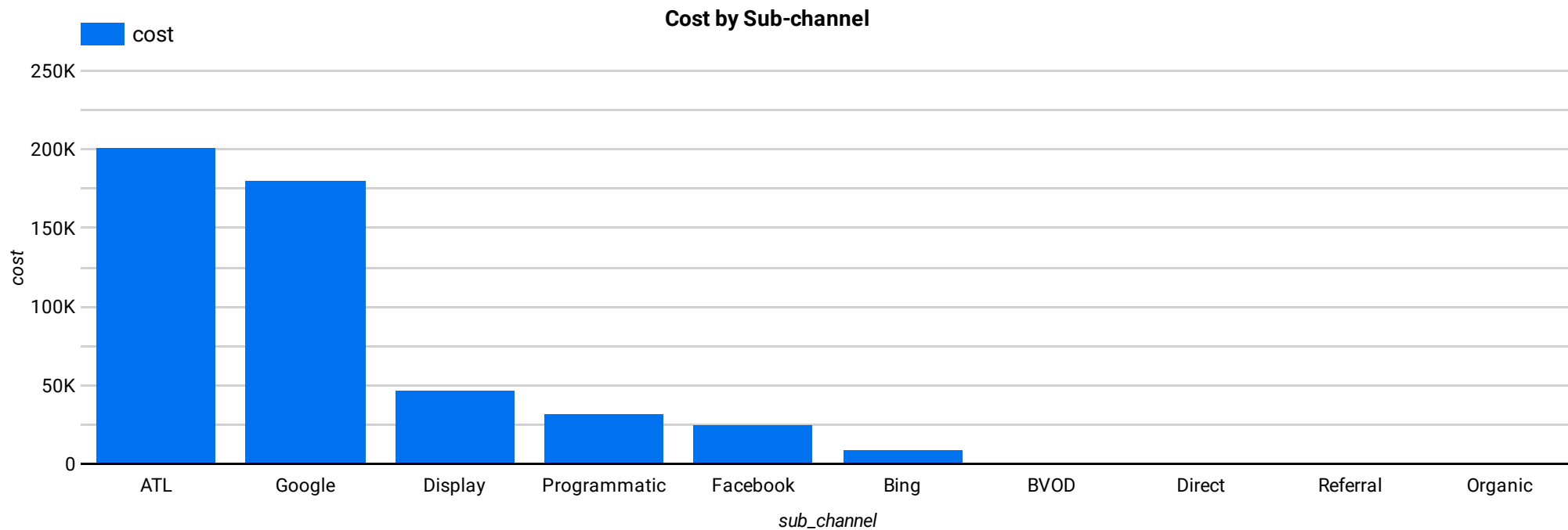


	sub_channel	cost ▼
1.	ATL	200,966.85
2.	Google	180,337.3
3.	Display	47,265.31
4.	Programmatic	31,685.46
5.	Facebook	24,495.87
6.	Bing	9,173.32
7.	BVOD	0
8.	Social	0

1 - 15 / 15 < >

cost
493.9K

Channel
10.0



CLC (Cost per lead_complete)

2.0K

CPC (Cost per Clicks)

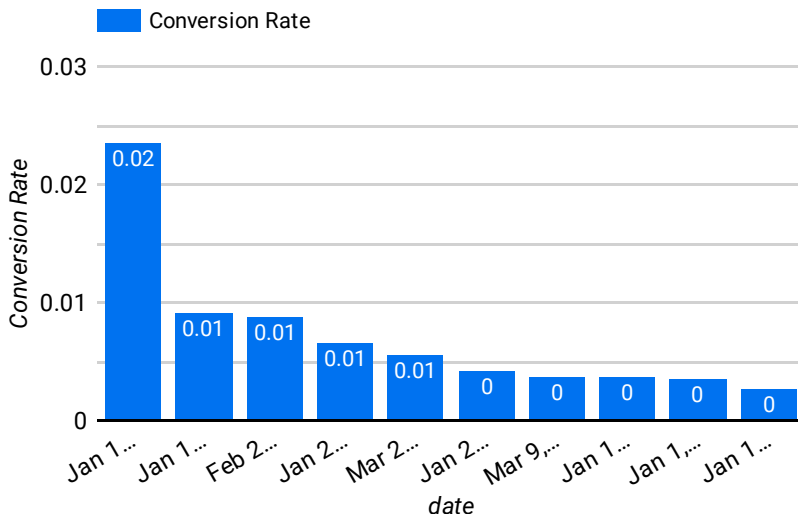
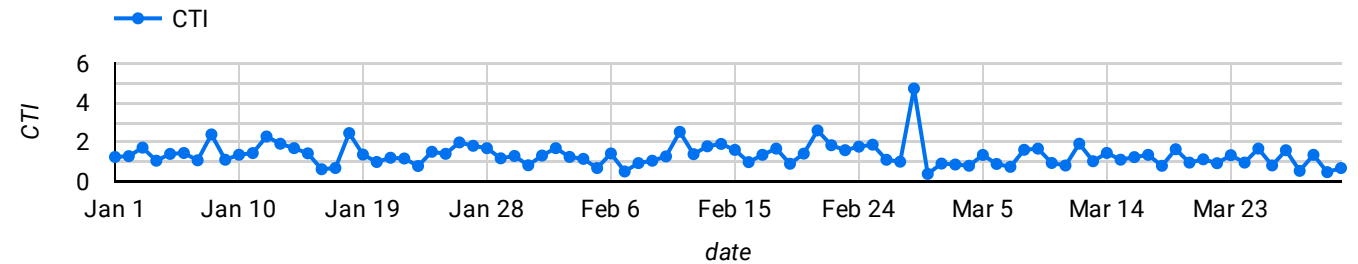
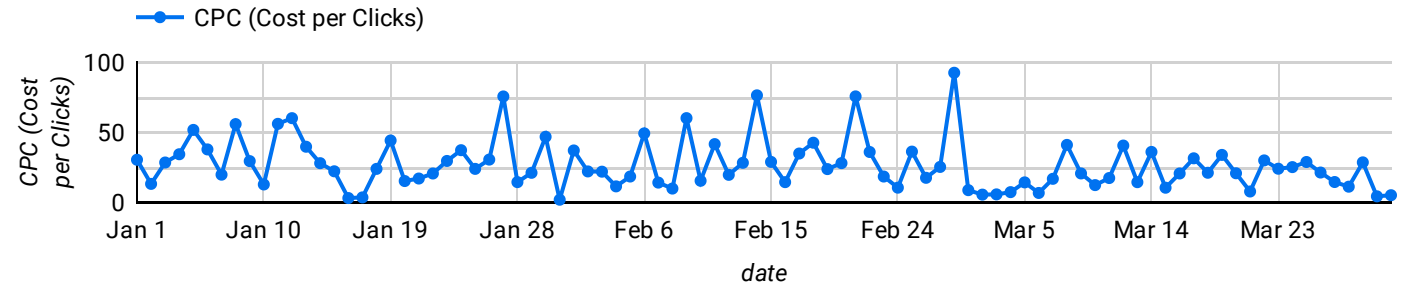
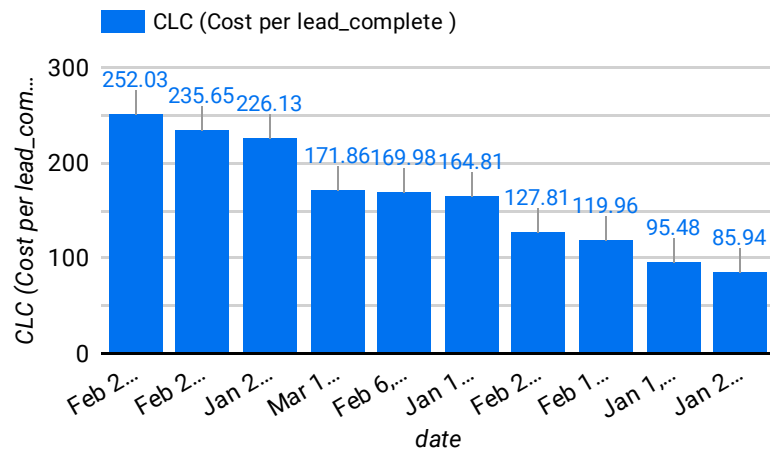
2.4K

Conversion Rate

0.1

CTI (Clicks/ Impressions)

120.8



	date	CTI ▾	CLC (Cost per le...	CPC (Cost per C...	Conversion Rate
1.	Feb 28, 2022	4.72	235.65	92.48	0
2.	Feb 21, 2022	2.59	252.03	75.6	0
3.	Feb 11, 2022	2.52	0	41.53	0
4.	Jan 18, 2022	2.46	43.15	23.84	0.01
5.	Jan 8, 2022	2.39	0	55.82	0
6.	Jan 12, 2022	2.28	0	60.06	0
7.	Jan 26, 2022	1.98	0	30.48	0
8.	Mar 12, 2022	1.92	0	40.49	0

CLC (Cost per lead_complete)

1.2K

CPC (Cost per Clicks)

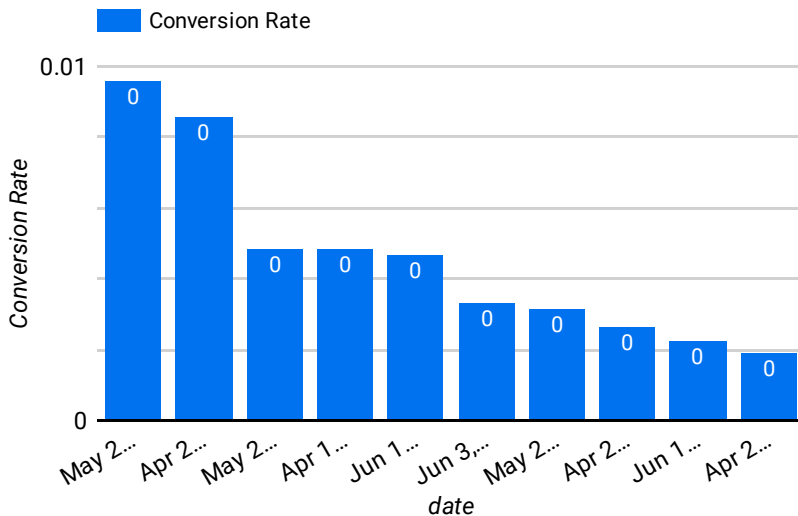
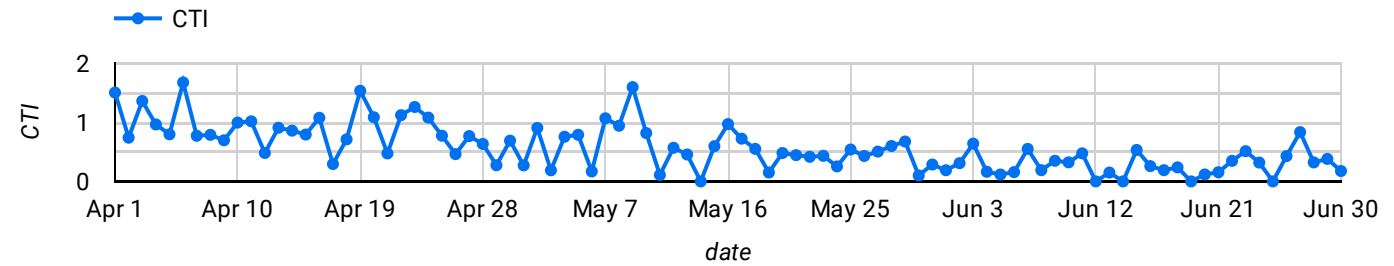
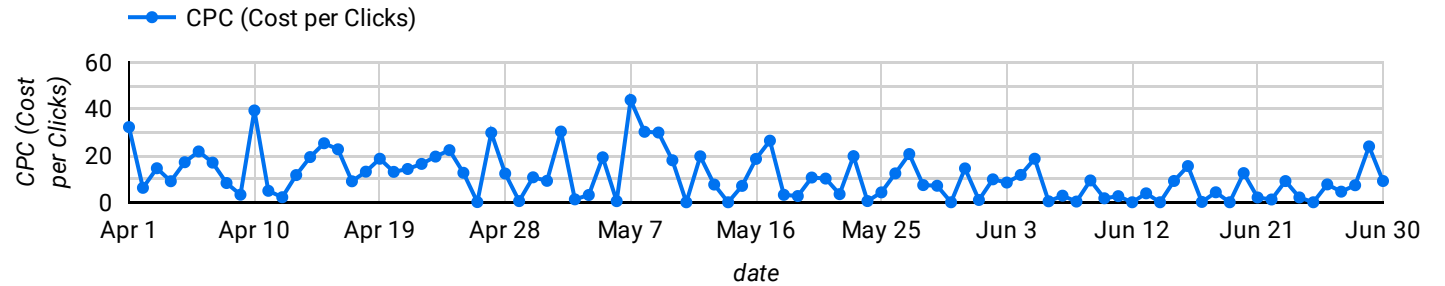
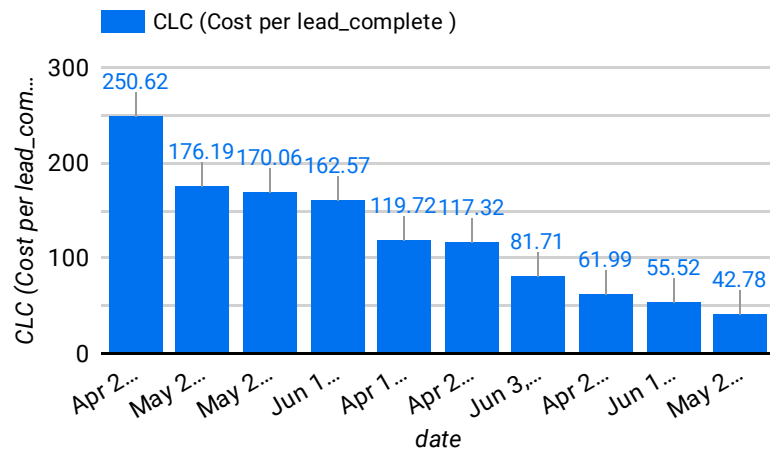
1.0K

Conversion Rate

0.0

CTI

51.8



	date	CTI ▾	CLC (Cost per le...	CPC (Cost per C...	Conversion Rate
1.	Apr 6, 2022	1.68	0	21.77	0
2.	May 9, 2022	1.6	0	29.88	0
3.	Apr 19, 2022	1.54	0	18.65	0
4.	Apr 1, 2022	1.51	0	32.21	0
5.	Apr 3, 2022	1.36	0	14.57	0
6.	Apr 23, 2022	1.26	117.32	19.57	0
7.	Apr 22, 2022	1.12	0	16.44	0
8.	Apr 20, 2022	1.09	250.62	13.03	0

CLC (Cost per lead_complete)

4.5K

CPC (Cost per Clicks)

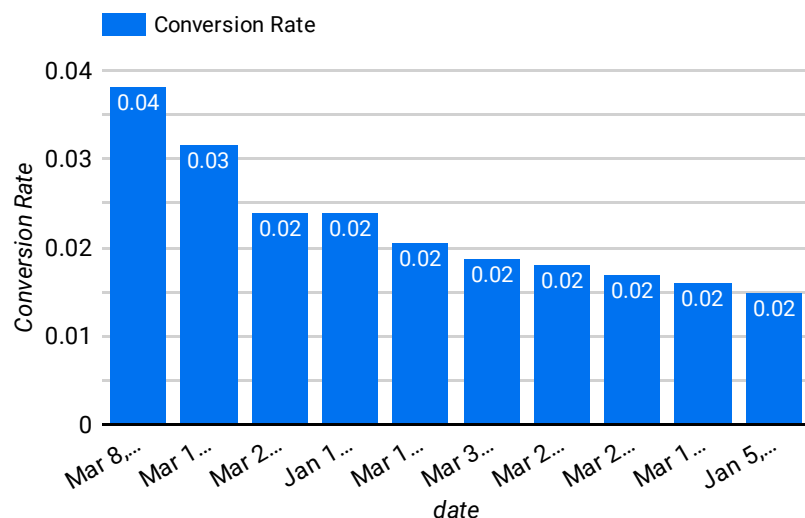
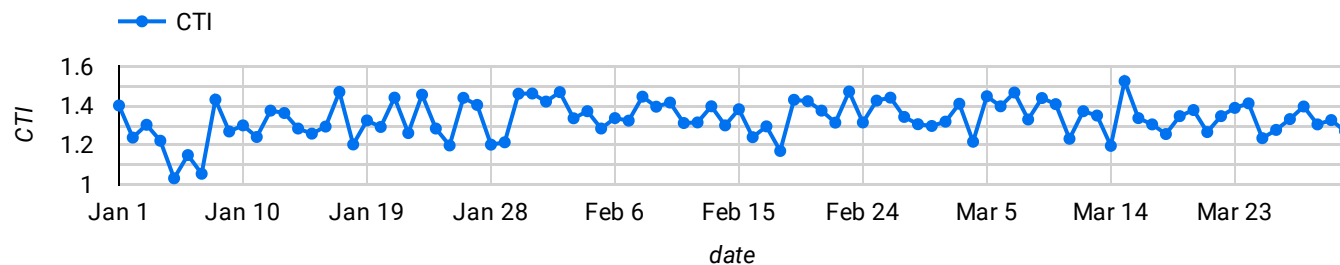
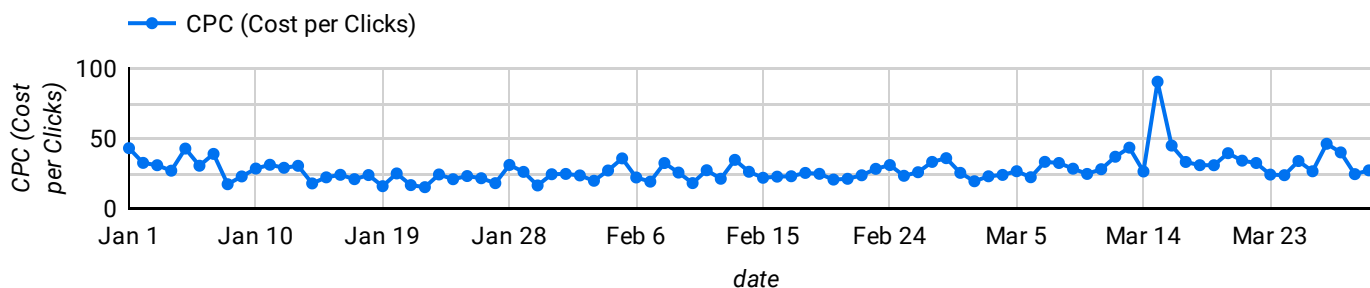
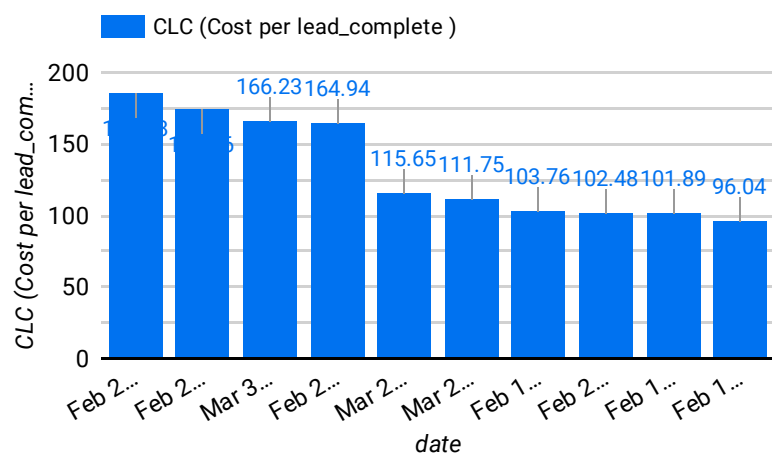
2.5K

Conversion Rate

0.6

CTI (Clicks per Impression)

120.0



	date	CTI ▾	CLC (Cost per le...	CPC (Cost per C...	Conversion Rate
1.	Mar 15, 2021	1.53	0	90.36	0
2.	Feb 23, 2021	1.47	164.94	28.16	0
3.	Jan 17, 2021	1.47	63	20.78	0.01
4.	Feb 2, 2021	1.47	32.03	23.45	0.01
5.	Mar 7, 2021	1.47	85.93	33.14	0.01
6.	Jan 31, 2021	1.46	0	24.3	0
7.	Jan 30, 2021	1.46	0	16.29	0
8.	Jan 23, 2021	1.46	65.13	24.14	0.01

CLC (Cost per lead_complete)

2.3K

CPC (Cost per Clicks)

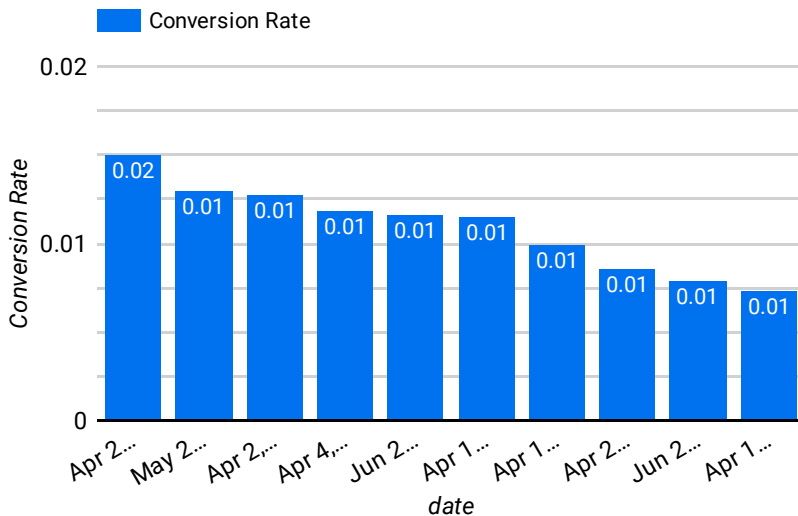
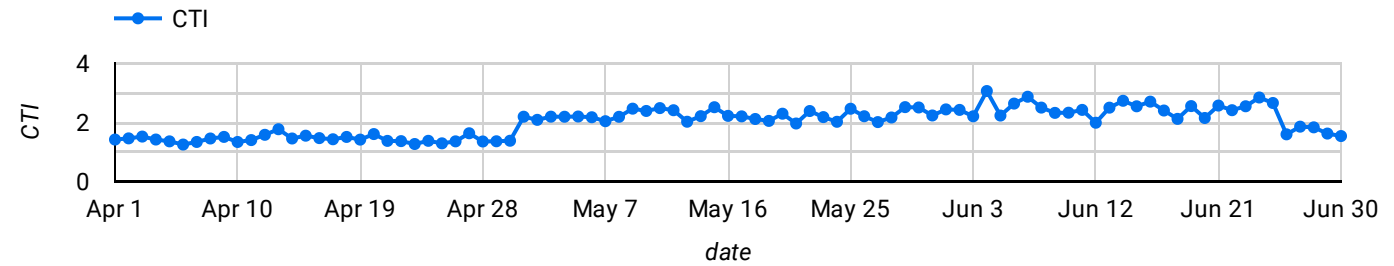
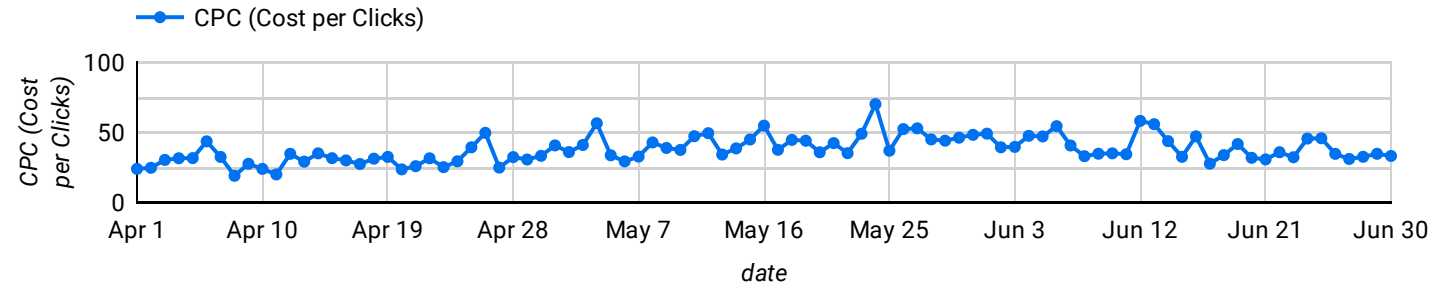
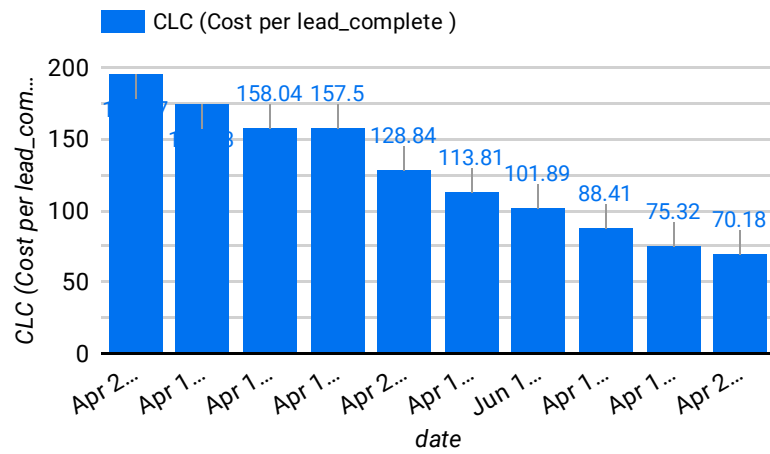
3.4K

Conversion Rate

0.2

CTI (Clicks per Impression)

182.9



	date	CTI ▾	CLC (Cost per le...	CPC (Cost per C...	Conversion Rate
1.	Jun 4, 2021	3.06	0	47.43	0
2.	Jun 7, 2021	2.87	48.49	40.55	0.01
3.	Jun 24, 2021	2.84	57.72	45.49	0
4.	Jun 14, 2021	2.73	66.46	43.67	0
5.	Jun 16, 2021	2.7	0	47.06	0
6.	Jun 25, 2021	2.66	0	45.7	0
7.	Jun 6, 2021	2.64	0	54.33	0
8.	Jun 21, 2021	2.57	0	30.62	0