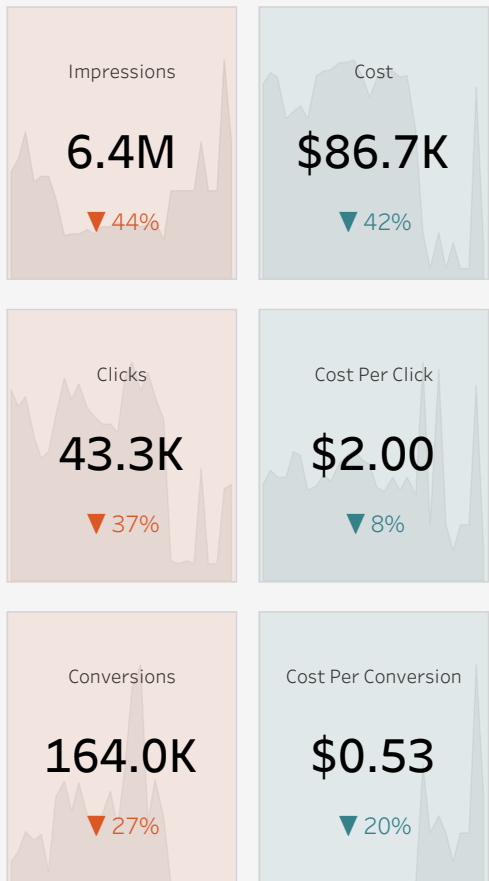


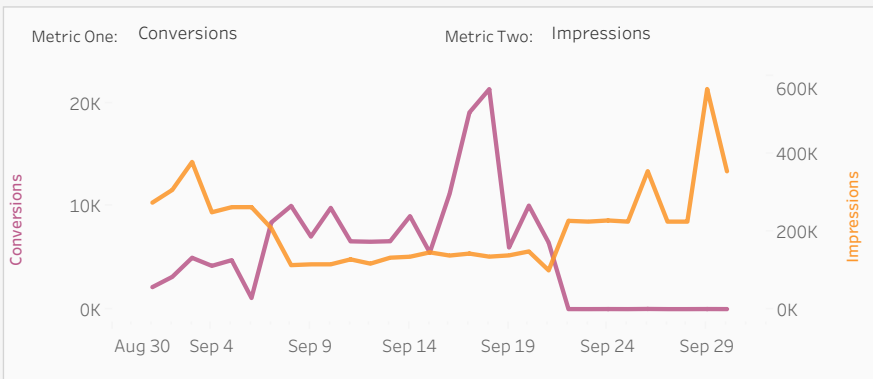
### Key Performance Indicators

Percent change metrics represent a comparison to the prior period. Blue indicates positive, orange indicates negative.



### Metric Comparison by Day

Select two metrics below to trend over time...



### Performance Metrics by Source

Hover to view additional details.

	Impressions	Cost	Clicks	Click-Through Rate	Cost Per Click	Conversions	Conversion Rate	Cost per Conversion
Digital Media								
Google Sheet	2,427,258	\$4,642	4,340	0.2%	\$1.07	49	1.1%	\$94.18
Google Campaign Manager	1,293,329	\$3,100	932	0.1%	\$3.33	9,374	1005.8%	\$0.33
Facebook Ads	1,211,336	\$25,300	13,633	1.1%	\$1.86	145,260	1065.5%	\$0.17
Direct Mail	577,979	\$6,134	0	0.0%				
Google Ads	387,769	\$4,246	347	0.1%	\$12.24	54	15.6%	\$78.64
LinkedIn Ads	246,045	\$21,686	19,863	8.1%	\$1.09	8,412	42.4%	\$2.58
Television	212,000	\$2,000	0	0.0%				