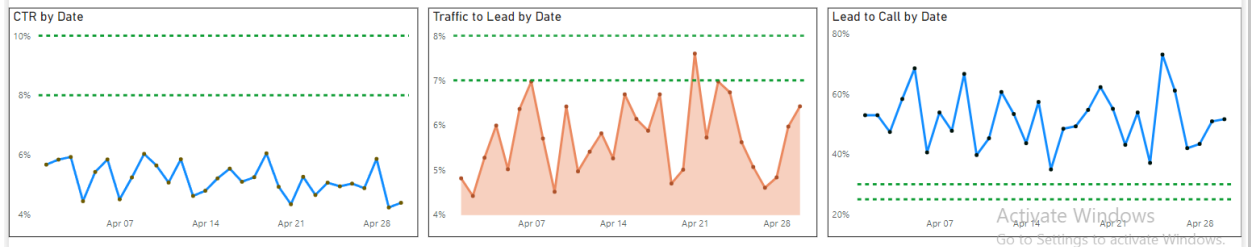


TASK 3: BENCHMARK COMPARISON

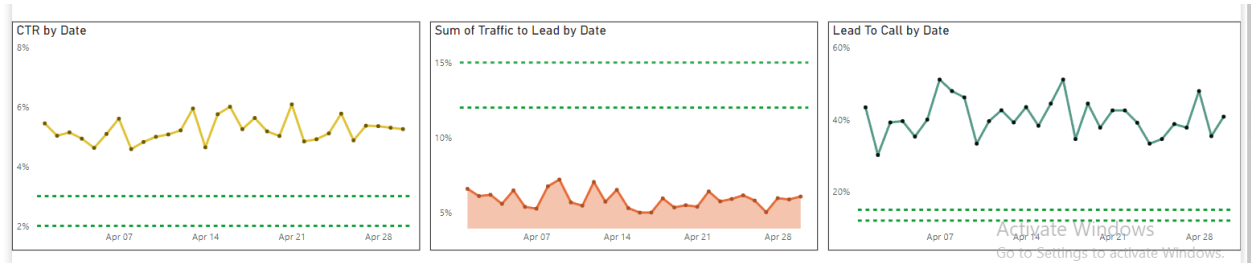
Google Ads:

- CTR (Click-Through Rate): Benchmark: 8-10% Analysis: Every day, CTR is less than this benchmark.
- Traffic to Lead: Benchmark: 7-8% Analysis: Only 2-3 days touch the lower benchmark, and only one day's data is within the benchmark.
- Lead to Call: Benchmark: 25-30% Analysis: Every day is greater than the benchmark.



Facebook Ads:

- CTR (Click-Through Rate): Benchmark: 2-3% Analysis: CTR is consistently greater than the benchmark.
- Traffic to Lead: Benchmark: 12-15% Analysis: Data is less than the benchmark.
- Lead to Call: Benchmark: 12-15% Analysis: Every day is greater than the benchmark.



Summary:

1. Areas Meeting or Exceeding Benchmarks:

Google Ads:

Lead to Call: Exceeds benchmark every day.

Facebook Ads:

CTR: Consistently greater than the benchmark.

Lead to Call: Exceeds benchmark every day.

2. Areas Falling Short of Benchmarks:

Google Ads:

CTR: Below benchmark every day.

Traffic to Lead: Mostly below the benchmark, with only occasional days touching or within the benchmark.

Facebook Ads:

Traffic to Lead: Consistently below the benchmark.