

Example CMO Slides

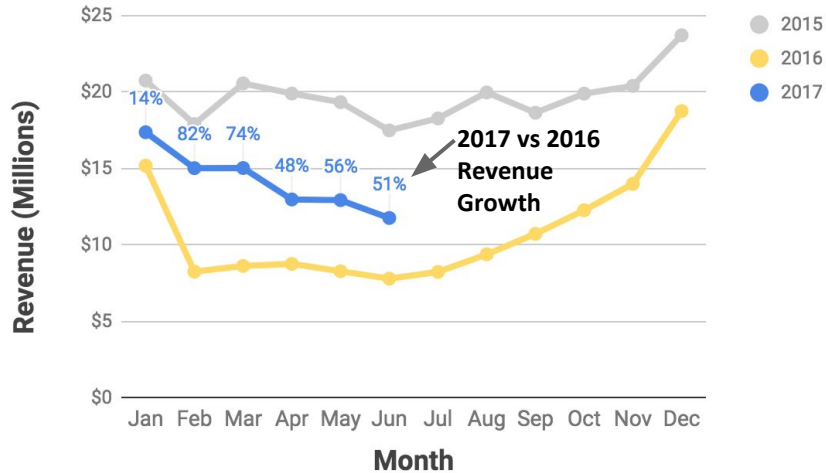
Example CMO presentation on strategic
campaign performance opportunities.

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Performance Trend Overview

In 2017, revenue trend pacing above 25% YoY revenue growth + ROI ratio above target.

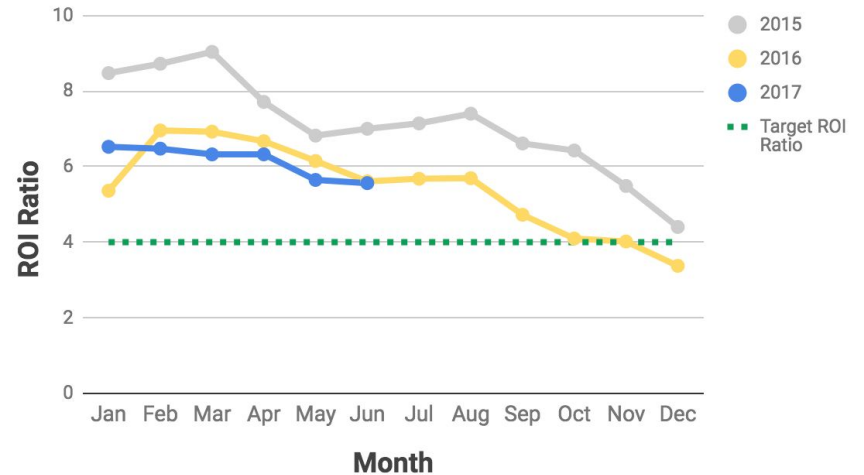
Yearly Revenue Trend by Month



1H of year spend tends to be more efficient. Potential opportunity to reinvest efficiencies and drive more volume.

2H of year explore opportunities to further optimize to maintain ROI above target.

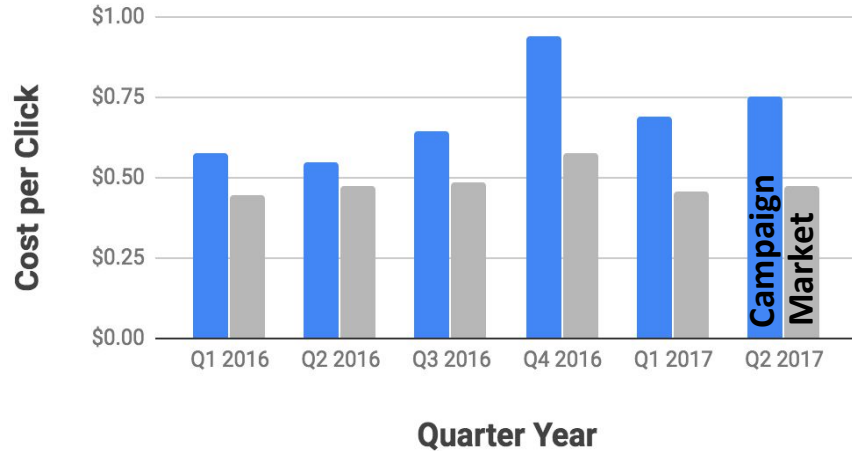
ROI Ratio Trend by Month



Overall Campaign Performance vs Market

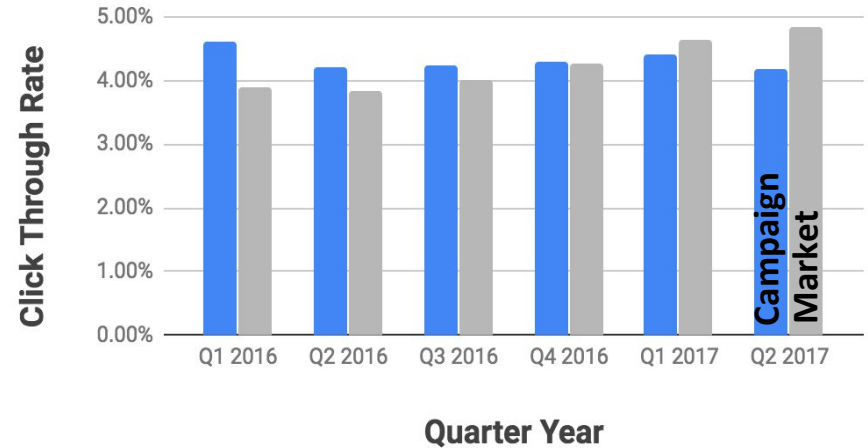
Campaign CPC trending above market CPC. Opportunity to research levers to improve ad quality / user experience to help reduce Avg. CPCs.

Aggregate CPC by Quarter (Campaign vs Market)



Aggregate market level CTR passed campaign performance in recent quarters. Largely driven by market growth of mobile clicks.

Aggregate CTR by Quarter (Campaign vs Market)

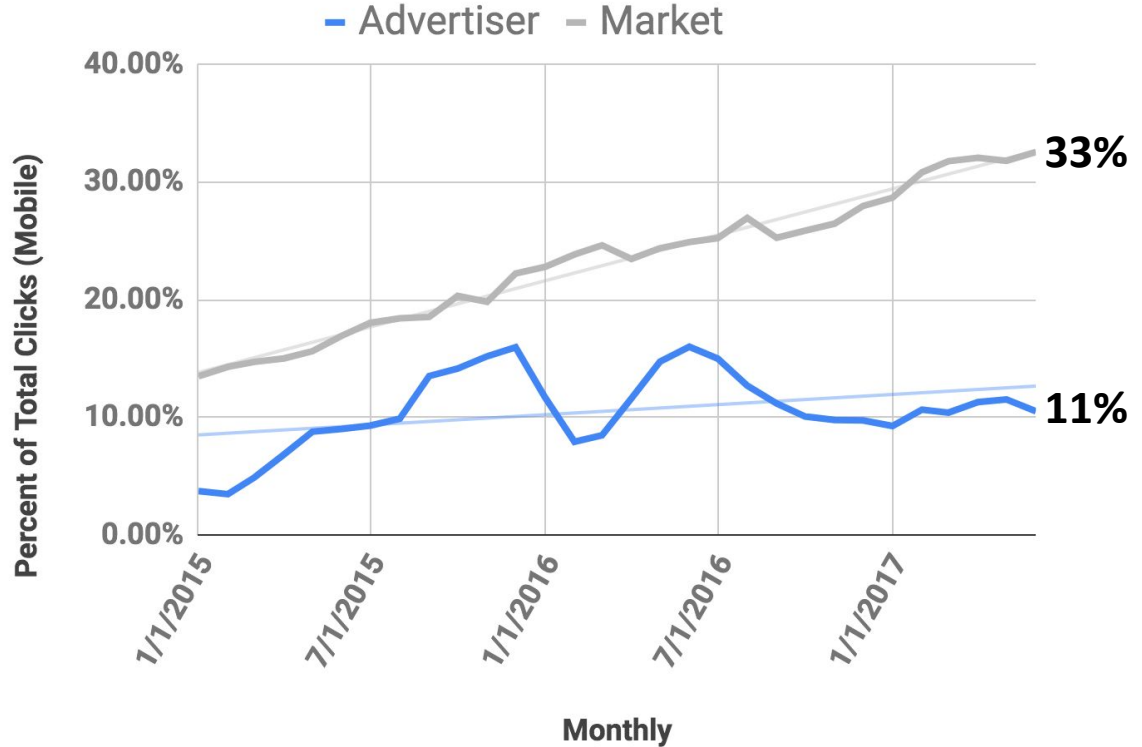


Overall Campaign Performance vs Market

Market is growing percentage of clicks coming from mobile while percentage of advertiser mobile click growth is flat.

Opportunity to further partner on how mobile can support revenue growth and assist desktop/tablet conversions + other channels.

Advertiser vs Market Trend: Percent of Total Clicks from Mobile

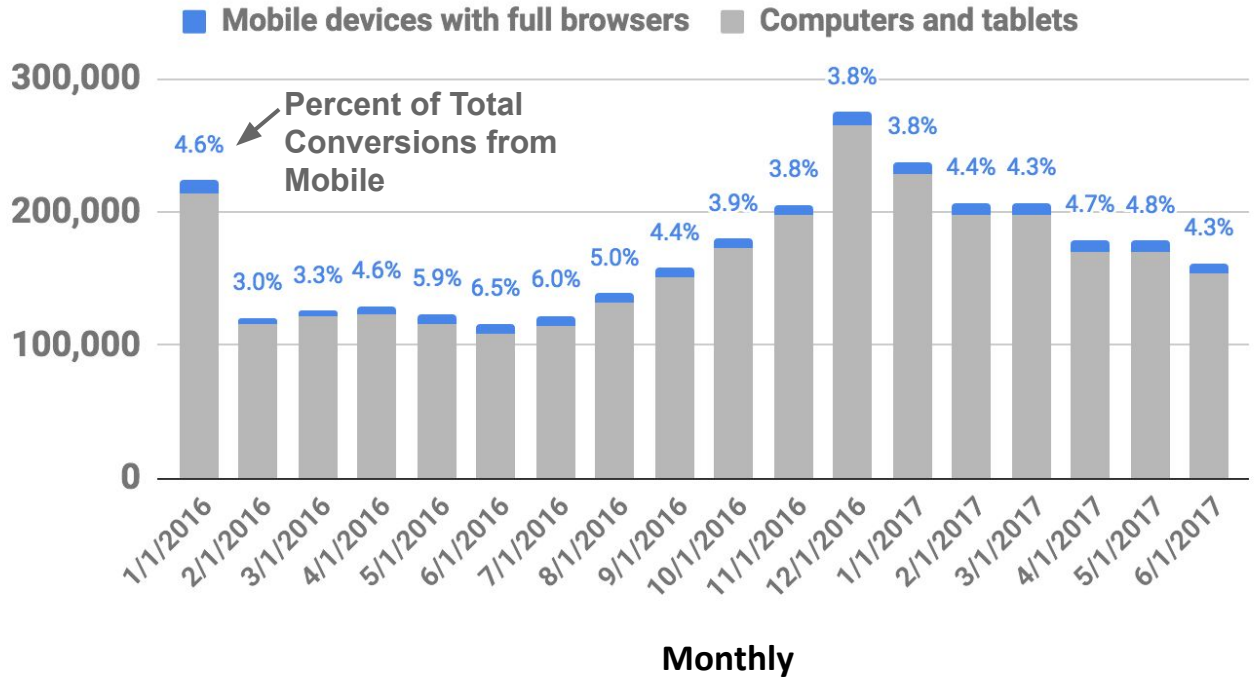


Campaign Device Level Trends

Desktop and tablet driving the bulk of conversions.

Growing volume of mobile conversions represents untapped channel to help drive incremental revenue growth.

Device Segmentation: Advertiser Conversion Volume By Month



Campaign Device Level Trends

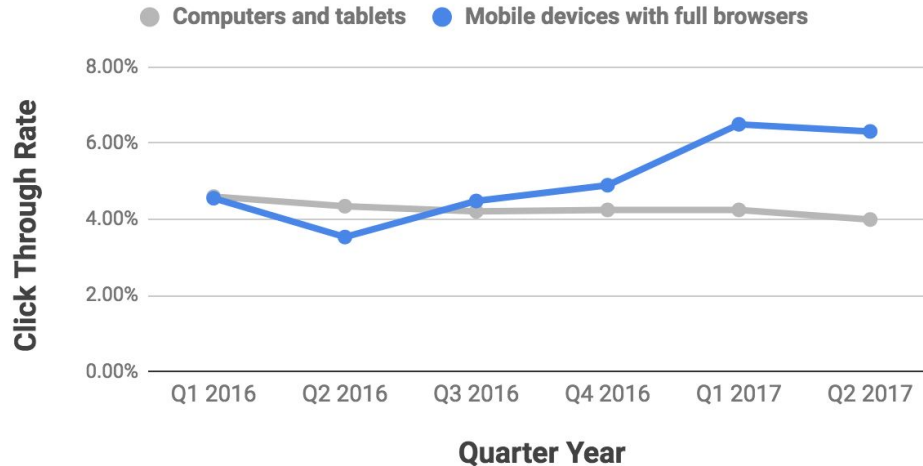
Compared to desktop/tablet, mobile CTR has been on the rise the past four quarters.

Mobile CPCs are trending well below desktop/tablet CPCs.

Enhance mobile experience to improve mobile conversion rate.

Utilize cross-device attribution to capture the full value of mobile.

Device Segmentation: Aggregate CTR Trend by Quarter



Quarter Year	Aggregate Metrics Computers and tablets			Aggregate Metrics Mobile devices with full browsers		
	Conversion Rate	ROI Ratio	CPC	Conversion Rate	ROI Ratio	CPC
Q1 2016	5.5%	6.2	\$0.62	2.0%	2.8	\$0.15
Q2 2016	5.5%	6.5	\$0.59	2.0%	1.5	\$0.28
Q3 2016	5.5%	5.5	\$0.70	2.0%	1.7	\$0.24
Q4 2016	5.5%	3.8	\$1.01	2.0%	1.7	\$0.25
Q1 2017	6.5%	6.6	\$0.74	2.5%	2.4	\$0.20
Q2 2017	6.5%	5.9	\$0.82	2.5%	2.4	\$0.21

Recommendations to continue +25% YoY revenue growth at an ROI ratio of 4:1 or better

1. Sponsor partnership to explore how mobile experience can be optimized to drive larger percentage of revenue/conversions.
2. Kickoff mobile measurement study to understand how mobile is assisting conversions on desktop/tablet.
3. Allocate investment to test mobile optimization / measurement strategy.
4. Reinvest efficiencies in the first half of the year to drive greater volume.
5. Explore levers to improve ad quality/user experience to help bring Avg. CPCs down compared to the market.