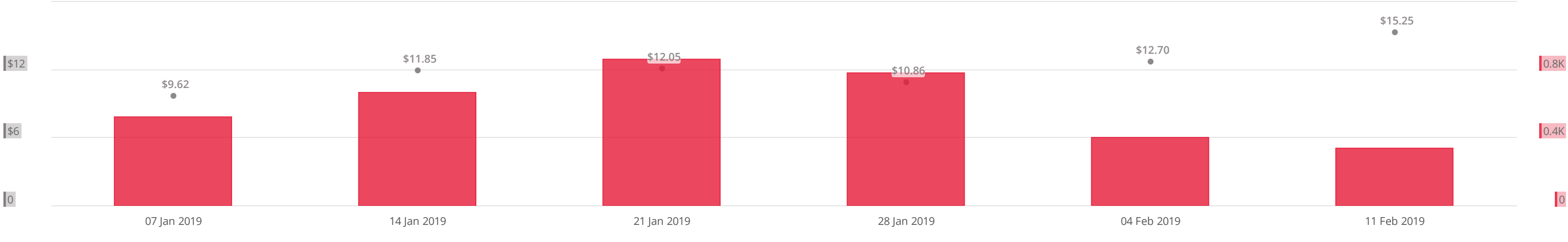


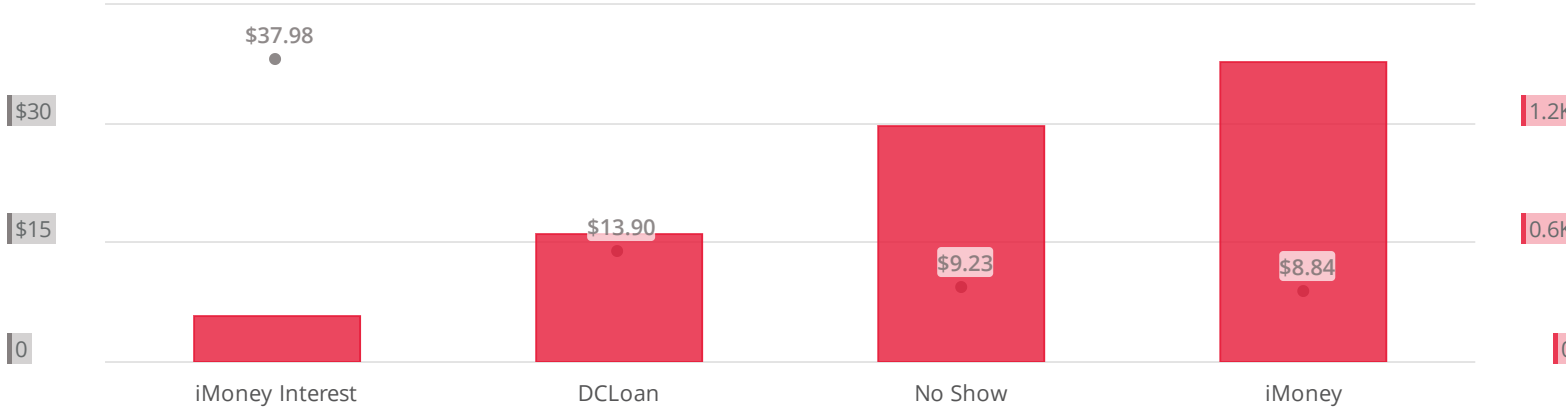
Week

CPA Conversion



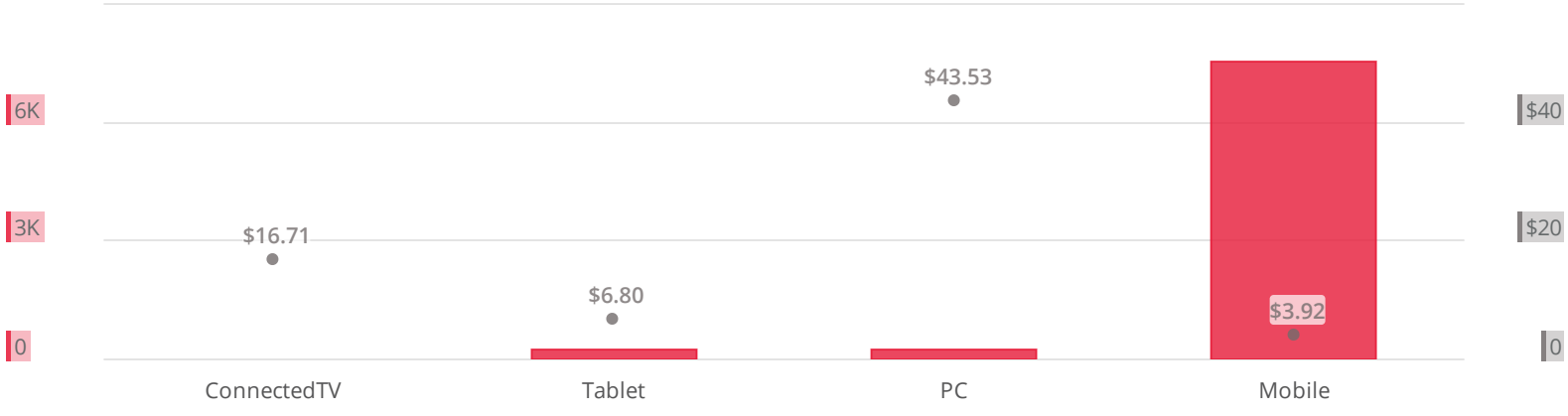
Creative

CPA Conversion



Device (CPC)

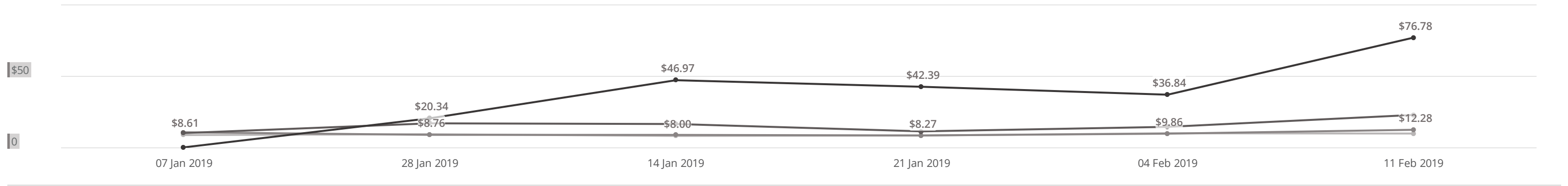
Clicks CPC



Creative

CPA

iMoney No Show DCLoan iMoney Interest



Week

Week ↑	Spending	Conversion	CPA	Impressions	CPM	Clicks	CPC	CTR
07 Jan 2019	\$5,040.15	524	\$9.62	795,864	\$6.33	1,335	\$3.78	0.17 %
14 Jan 2019	\$7,888.79	666	\$11.85	1,295,886	\$6.09	1,622	\$4.86	0.13 %
21 Jan 2019	\$10,352.70	859	\$12.05	1,627,415	\$6.36	2,277	\$4.55	0.14 %
28 Jan 2019	\$8,499.69	783	\$10.86	1,027,096	\$8.28	1,411	\$6.02	0.14 %
04 Feb 2019	\$5,092.76	401	\$12.70	566,628	\$8.99	799	\$6.37	0.14 %
11 Feb 2019	\$5,154.46	338	\$15.25	603,727	\$8.54	605	\$8.52	0.10 %
Total	\$42,028.54	3,571	\$11.77	5,916,616	\$7.10	8,049	\$5.22	0.14 %

Creatives

Week ↓	Creative Group	Strategy Group	Spending	Conversion	CPA	Impressions	CPM	Clicks	CPC	CTR
11 Feb 2019	DCLoan	Behavioural	\$637.21	23	\$27.70	57,658	\$11.05	59	\$10.80	0.10 %
11 Feb 2019	DCLoan	Contextual	\$633.13	33	\$19.19	34,987	\$18.10	70	\$9.04	0.20 %
11 Feb 2019	iMoney	Behavioural	\$896.39	76	\$11.79	102,445	\$8.75	139	\$6.45	0.14 %
11 Feb 2019	iMoney	Contextual	\$893.55	109	\$8.20	103,746	\$8.61	142	\$6.29	0.14 %
11 Feb 2019	iMoney Interest	Behavioural	\$548.67	12	\$45.72	101,126	\$5.43	35	\$15.68	0.03 %
11 Feb 2019	iMoney Interest	Contextual	\$526.20	2	\$263.10	72,682	\$7.24	6	\$87.70	0.01 %
11 Feb 2019	No Show	Behavioural	\$511.69	43	\$11.90	72,569	\$7.05	91	\$5.62	0.13 %
11 Feb 2019	No Show	Contextual	\$507.61	40	\$12.69	58,514	\$8.68	63	\$8.06	0.11 %
04 Feb 2019	DCLoan	Behavioural	\$629.04	45	\$13.98	52,980	\$11.87	87	\$7.23	0.16 %
04 Feb 2019	DCLoan	Contextual	\$604.12	41	\$14.73	32,300	\$18.70	83	\$7.28	0.26 %
04 Feb 2019	iMoney	Behavioural	\$877.31	81	\$10.83	93,641	\$9.37	183	\$4.79	0.20 %
04 Feb 2019	iMoney	Contextual	\$897.90	99	\$9.07	99,753	\$9.00	183	\$4.91	0.18 %
04 Feb 2019	iMoney Interest	Behavioural	\$525.49	20	\$26.27	90,227	\$5.82	36	\$14.60	0.04 %
04 Feb 2019	iMoney Interest	Contextual	\$543.00	9	\$60.33	73,583	\$7.38	11	\$49.36	0.01 %
04 Feb 2019	No Show	Behavioural	\$502.46	47	\$10.69	69,251	\$7.26	115	\$4.37	0.17 %
04 Feb 2019	No Show	Contextual	\$513.45	59	\$8.70	54,893	\$9.35	101	\$5.08	0.18 %
Total			\$10,247.22	739	\$13.87	1,170,355	\$8.76	1,404	\$7.30	0.12 %

Device

Device	Spending ↓	Impressions	CPM	Clicks	CPC	CTR
Mobile	\$29,640.87	4,031,778	\$7.35	7,563	\$3.92	0.19 %
PC	\$10,751.81	1,645,528	\$6.53	247	\$43.53	0.02 %
Tablet	\$1,619.14	236,240	\$6.85	238	\$6.80	0.10 %
ConnectedTV	\$16.71	3,070	\$5.44	1	\$16.71	0.03 %
Total	\$42,028.54	5,916,616	\$7.10	8,049	\$5.22	0.14 %