

## MONTHLY PERFORMANCE REPORT

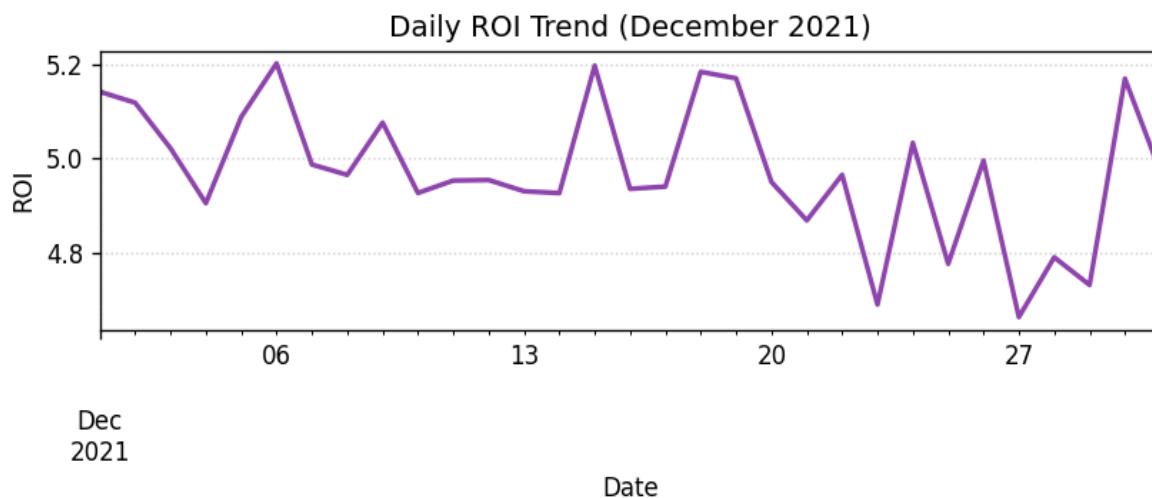
# INNOVATE INDUSTRIES

Period: December 2021

METRIC	THIS MONTH	LAST MONTH	% CHANGE
Total Ad Spend	\$41,741,765	\$40,640,927	+2.7%
ROAS (ROI)	4.98x	5.00x	-0.4%
Conversion Rate	8.1%	8.0%	1.1%

## EXECUTIVE SUMMARY

Subject: Executive Recap: Innovate Industries - December 2021 Performance Here's a brief recap of December's performance for Innovate Industries. Our overall Return on Investment (ROI) for the month stood at 4.98x, trending down slightly by 0.4%. This modest decline occurred despite a 2.7% increase in total spend, reaching over \$41.7 million, indicating some efficiency challenges across our broader channel mix. However, Google Ads continued to be our standout performer, delivering an impressive 5.06x ROI. To optimize for greater efficiency and maximize returns going forward, we strongly recommend strategically increasing investment in Google Ads, leveraging its consistent high performance.



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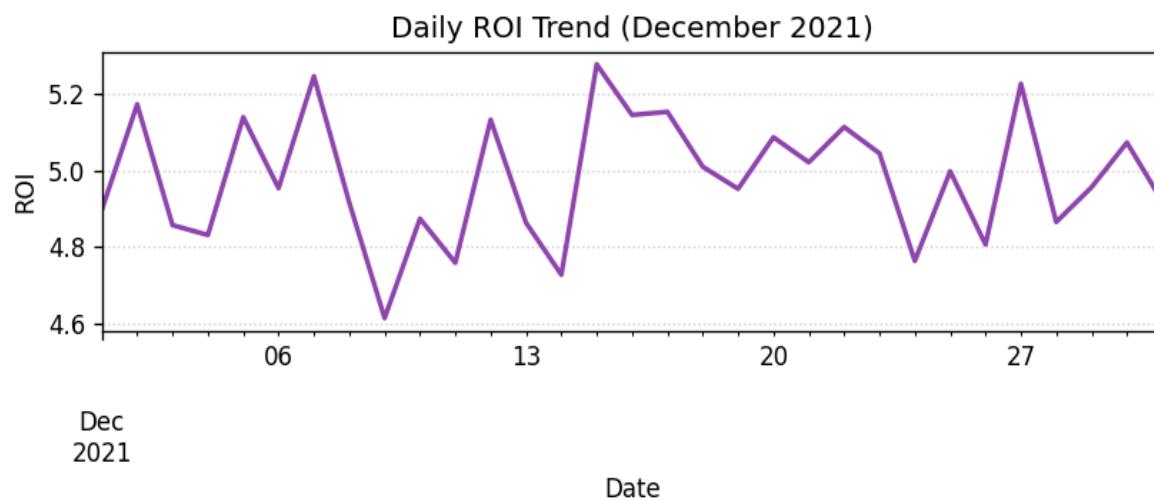
# NEXGEN SYSTEMS

Period: December 2021

METRIC	THIS MONTH	LAST MONTH	% CHANGE
Total Ad Spend	\$41,487,315	\$41,401,340	+0.2%
ROAS (ROI)	4.98x	5.01x	-0.5%
Conversion Rate	8.0%	8.0%	0.7%

## EXECUTIVE SUMMARY

For December 2021, NexGen Systems' overall ROI registered at 4.98x, a slight downward trend of 0.5% despite a modest 0.2% increase in spend to \$41,487,315. This indicates a minor dip in efficiency that warrants attention. To counteract this trend and optimize future performance, we strongly recommend re-evaluating our channel allocation and doubling down on Email, which consistently delivered our highest ROI at 5.02x, to capitalize on its proven effectiveness.



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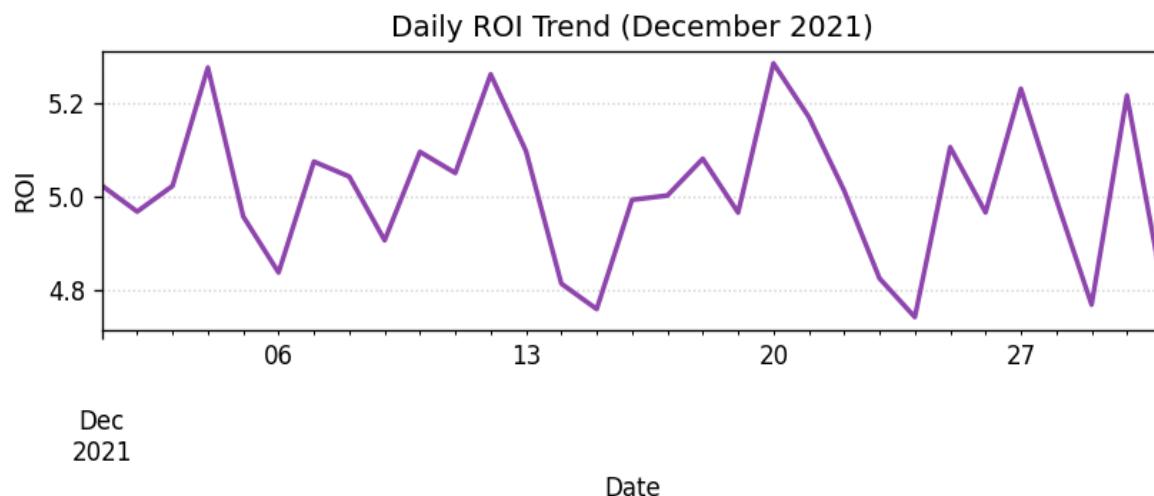
# ALPHA INNOVATIONS

Period: December 2021

METRIC	THIS MONTH	LAST MONTH	% CHANGE
Total Ad Spend	\$43,469,623	\$40,944,272	+6.2%
ROAS (ROI)	5.01x	5.00x	+0.2%
Conversion Rate	8.1%	8.0%	+1.1%

## EXECUTIVE SUMMARY

Subject: Alpha Innovations - Executive Performance Recap - December 2021 Alpha Innovations concluded December 2021 with strong performance, achieving a healthy overall ROI of 5.01x, continuing its positive upward trend by 0.2%. This impressive efficiency was sustained amidst a 6.2% increase in spend, reaching \$43,469,623, and was significantly bolstered by the outstanding results from YouTube, which emerged as our top-performing channel delivering an exceptional 5.07x ROI. Given YouTube's consistent and superior return, we strongly recommend a strategic reallocation of budget to double down on this channel to further accelerate growth and maximize overall profitability in the upcoming period.



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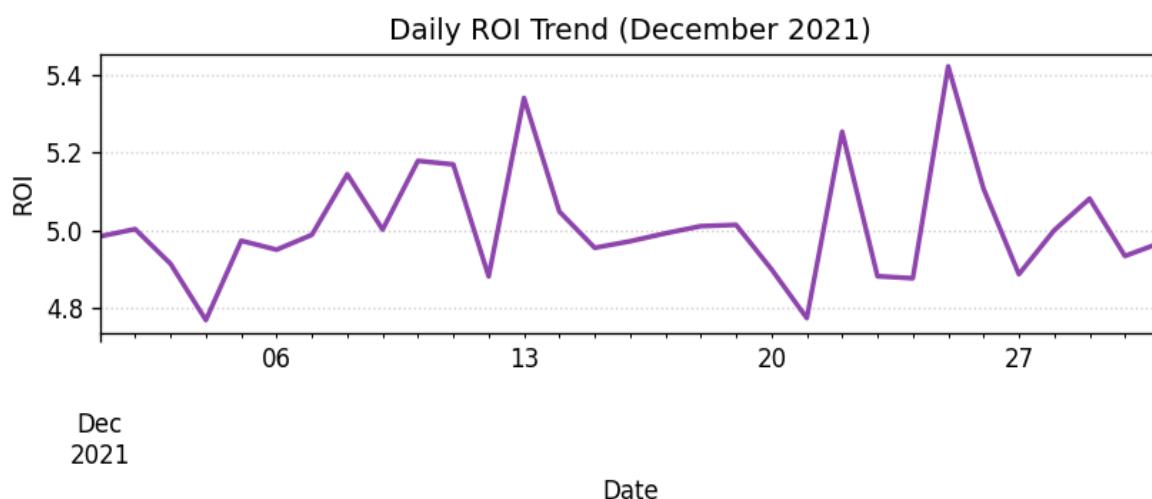
# DATATECH SOLUTIONS

Period: December 2021

METRIC	THIS MONTH	LAST MONTH	% CHANGE
Total Ad Spend	\$43,646,794	\$40,722,979	+7.2%
ROAS (ROI)	5.01x	4.99x	+0.5%
Conversion Rate	7.9%	8.0%	+1.3%

## EXECUTIVE SUMMARY

DataTech Solutions, for December 2021, we're pleased to report a strong close to the year, with a significant increase in ROI trending up to 5.01x. This impressive performance comes alongside a robust 7.2% increase in spend, reaching \$43,646,794, demonstrating effective capital deployment. A key driver of this success has been Facebook, which continues to deliver exceptional efficiency at 5.08x ROI. Moving forward, we strongly recommend doubling down on our Facebook strategy to capitalize further on this high-performing channel and maximize your return.



## MONTHLY PERFORMANCE REPORT

# TECHCORP

Period: December 2021

METRIC	THIS MONTH	LAST MONTH	% CHANGE
Total Ad Spend	\$42,130,912	\$41,795,220	+0.8%
ROAS (ROI)	5.03x	5.00x	+0.6%
Conversion Rate	8.0%	8.2%	+2.0%

## EXECUTIVE SUMMARY

Executive Recap: December 2021 Performance TechCorp concluded 2021 with a strong performance, demonstrating a positive upward trend in our overall Return on Investment, which reached an impressive 5.03x ROI, up 0.6% this period. This excellent trajectory was significantly driven by the sustained exceptional efficiency of Google Ads, our top-performing channel, which delivered an outstanding 5.10x ROI, effectively leveraging our 0.8% spend increase to generate superior returns. To capitalize on this momentum and accelerate growth into the new year, we strongly recommend strategically doubling down on our investment in Google Ads, scaling successful campaigns to maximize profitability.

