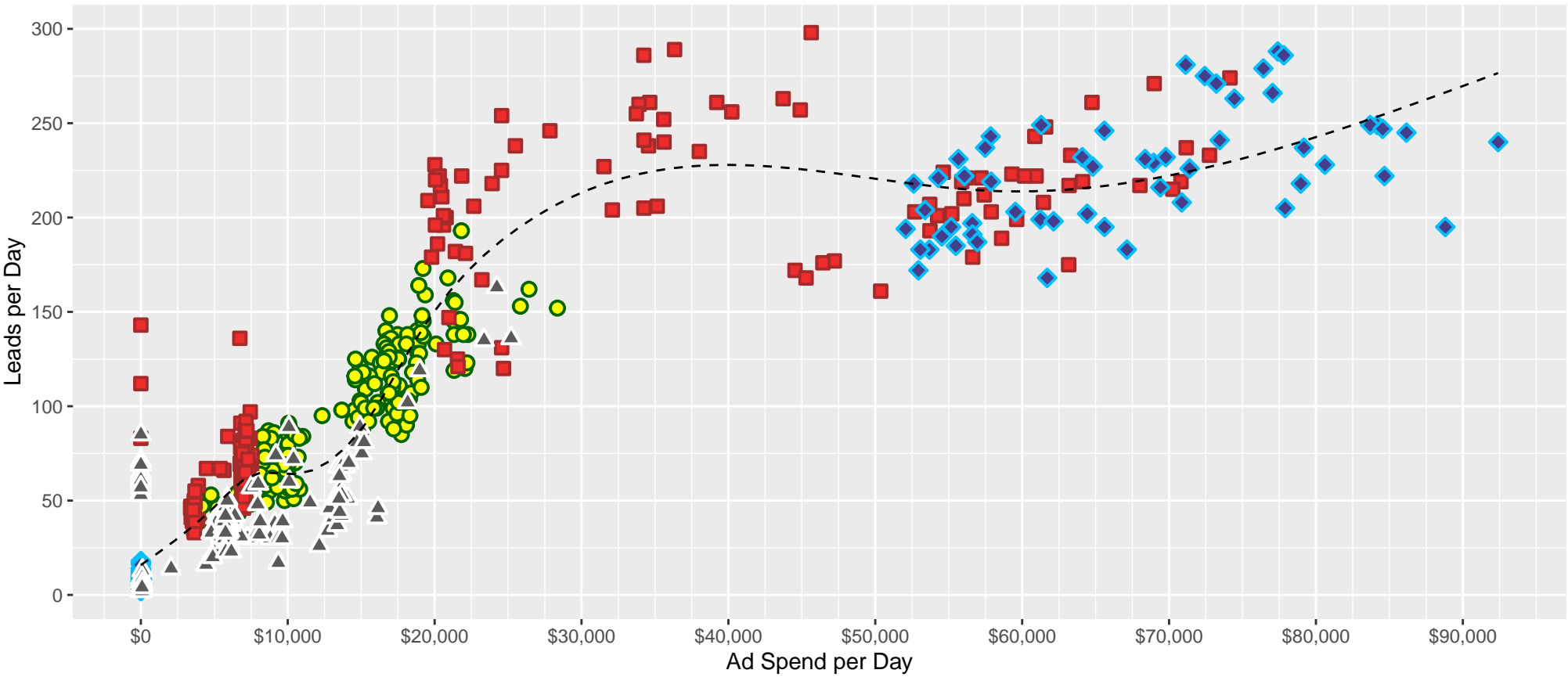
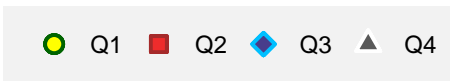


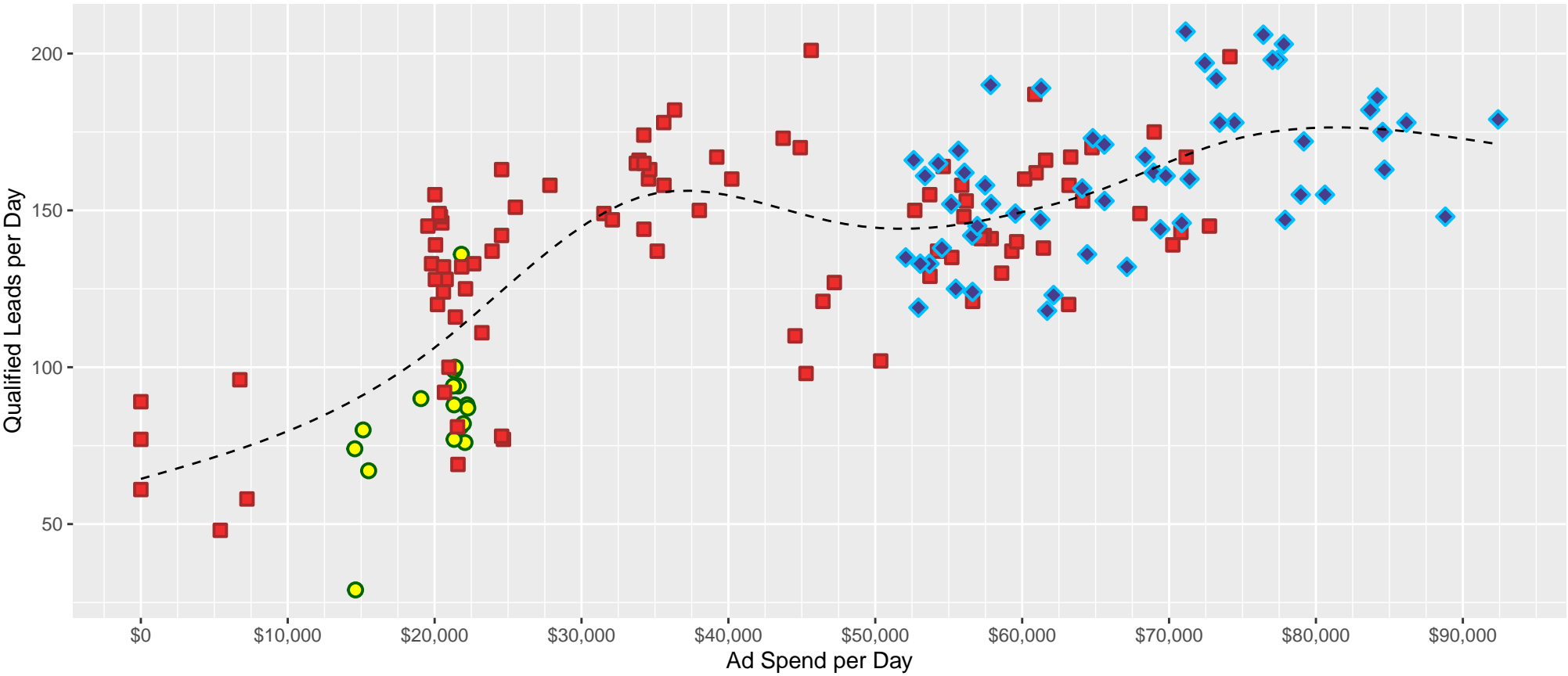
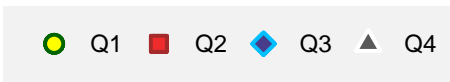
National Ad Spend Performance Metrics

Data from December 2019 to August 2021

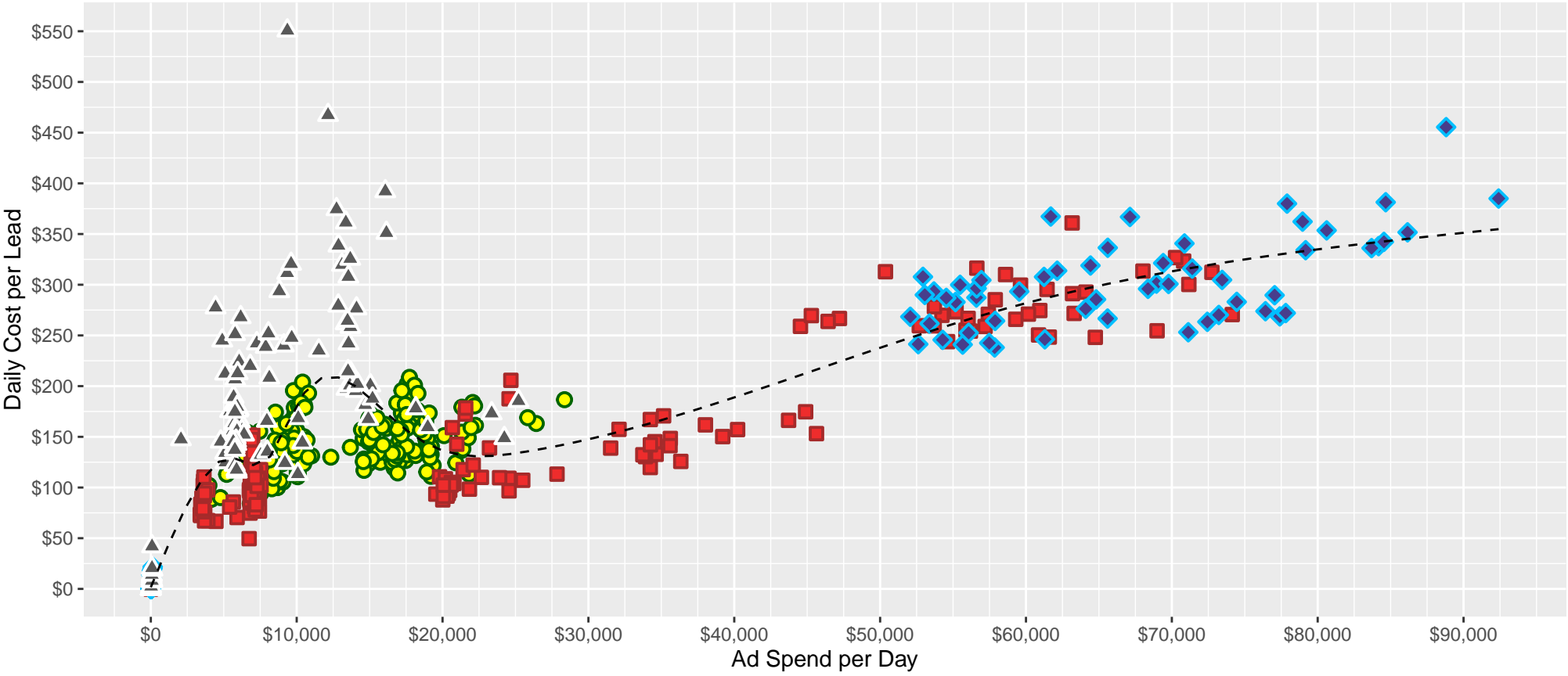
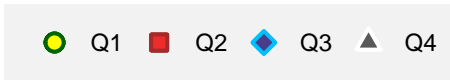
Leads per Day by Ad Spend



Qualified Leads per Day by Ad Spend



Daily Cost per Lead by Ad Spend



Daily Cost per Qualified Lead by Ad Spend

