

# Boyar Partners – CAAC Module (Investor Deliverable)

This document presents a complete breakdown of Year■1 advertising performance, regional cost-per-click calculations, blended CPC formula, click distribution, and revenue distribution. It includes visual charts that demonstrate how each region contributes to the ad budget, clicks generated, and overall cost efficiency.

## How Regional CPC Is Calculated

Each region has a different advertising competition level. The CPC shown is the average cost per click based on the ad auction intensity for finance, legal, and offshore structuring keywords in that geography. Your total clicks per region were calculated by dividing the regional ad spend by its CPC.

## Blended CPC Explanation

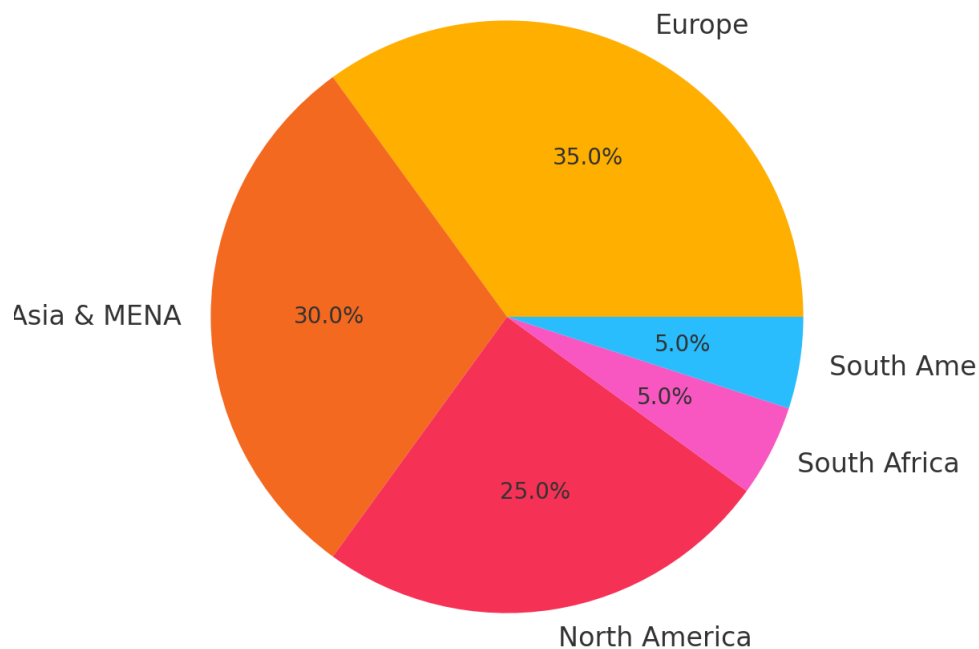
Blended CPC = Total Ad Spend ÷ Total Clicks

= \$17,000 ÷ 5,497 ≈ \$3.09

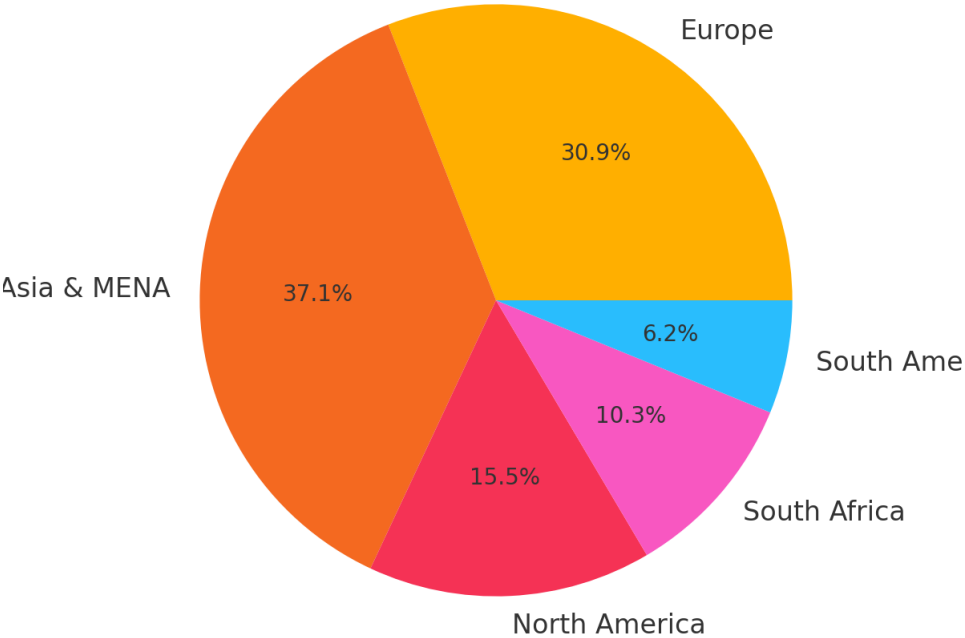
This represents the average cost you pay for one click across all regions.

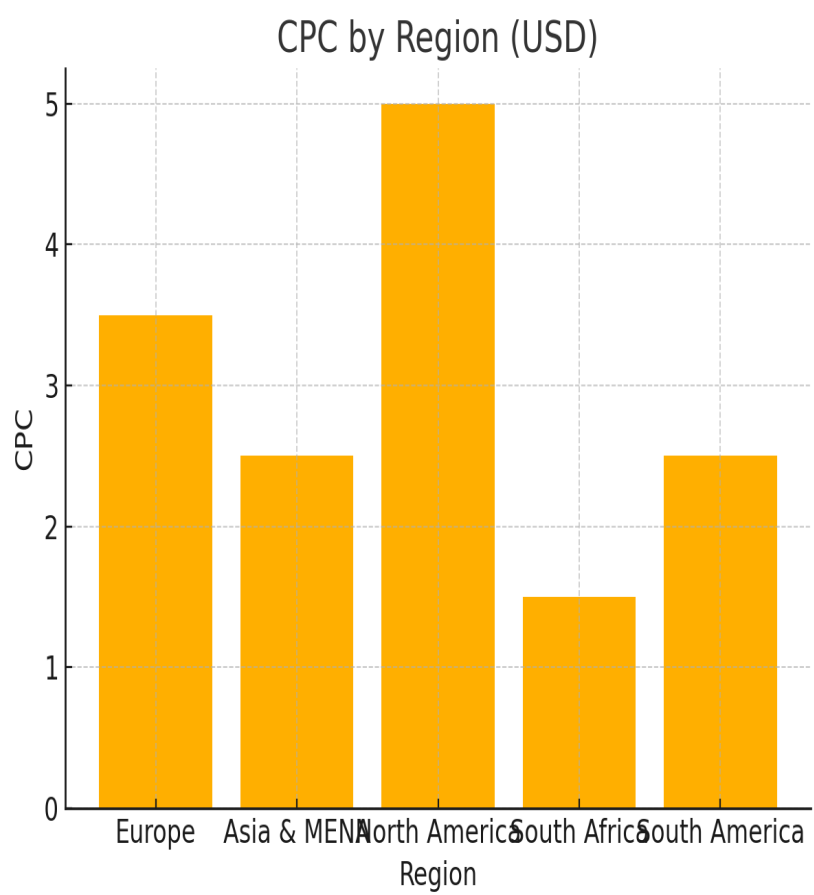
Below are the charts included for investor presentation:

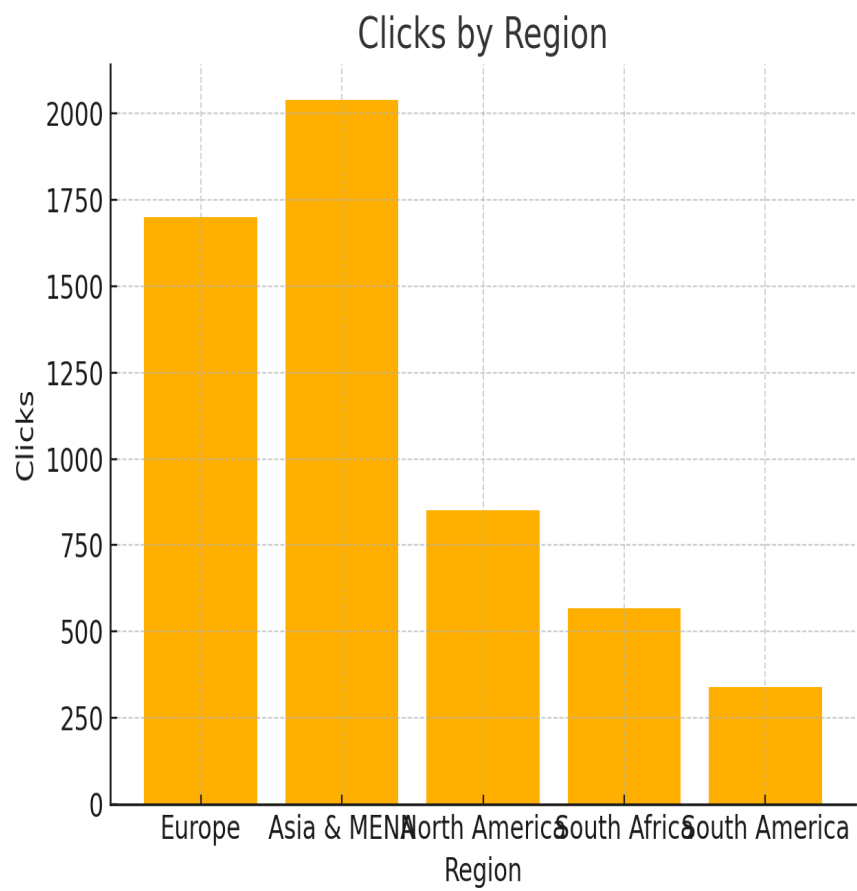
Ad Spend Distribution by Region (USD)



Click Distribution by Region







Revenue Distribution by Service Type (USD)

