

Project Timeline: 2 weeks for strategy build and implementation.

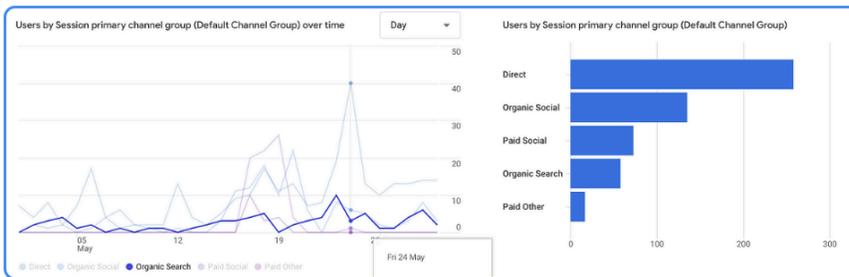
Ongoing Management: Paid media, analytics, reporting

THE DATA

Campaign	CTR	Avg. CPC	Conv. rate	Cost / conv.
Lead Forms	10.00%	\$6.85	16.33%	\$41.93
Total: All but removed campaigns	10.00%	\$6.85	16.33%	\$41.93

Campaign Metrics

CTR: 10%
 CVR: 16.33%
 CPA: \$41.93
 CPC: 6.85



Site Metrics - Baseline was 0

Traffic By Source

Direct 43%
 Organic 32%
 Paid Media: 25%

Traffic - First 30 days:

Direct: increased 400%
 Organic: increased 1200%
 Paid Media: increased 30%

Traffic - First Year

Direct: increased 2800%
 Organic: increased 2600%
 Paid Media: increased 230%

