

Example Command Central Document(Link to Website)

Checklist

- ☒ ~~Account Audit~~
 - ☒ ~~Google Analytics Access~~
 - ☒ ~~UA/GA4~~
 - ☒ ~~GTM~~
 - ☒ ~~Google Merchant Center / Google My Business~~
 - ☐ **Weekly / BiWeekly / Monthly Video Calls**
 - ☐ **SEO Tracking**
-

Documents

- Example Audit
 - Example Creative Brief
-

Contacts



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Weekly Insights

- **Week of November 20 - November 26**
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- [Week of April 24 - April 30](#)

■ [Example Audit](#)

Current Budgets

Google

Search	\$20,000/month
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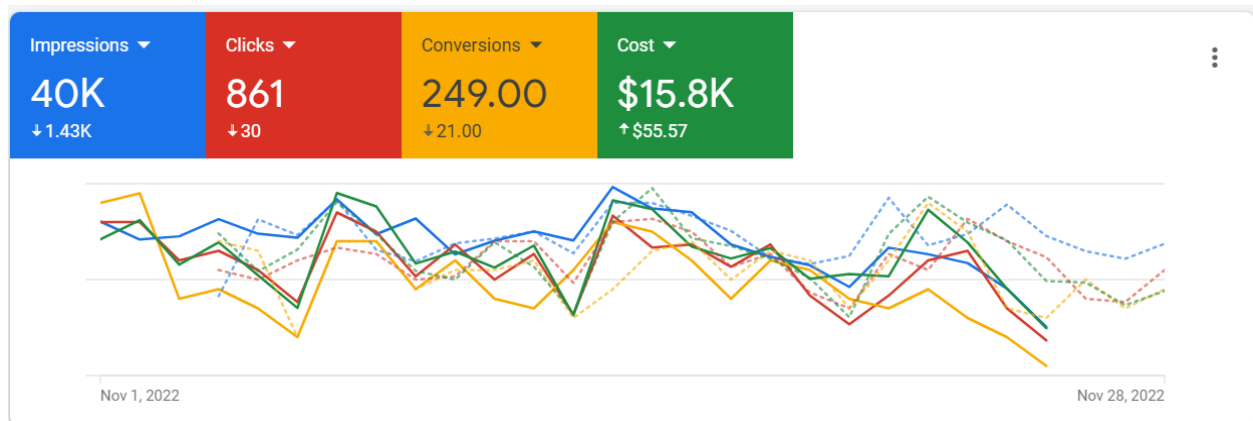
Facebook

Prospecting	~\$400/month
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Weekly Insights

Week of November 20 - November 26

The Command Central document functions as a running receipt of activity on the account. You are free to check in with this document at any time you wish as it is typically updated by Monday or Tuesday night at the latest. This document includes quantitative and qualitative analysis of your account including discussions that we've had about your account, active tests that we are experimenting with and of course top, mid and bottom of funnel results. Check out this real life example of a home services business from 2022.

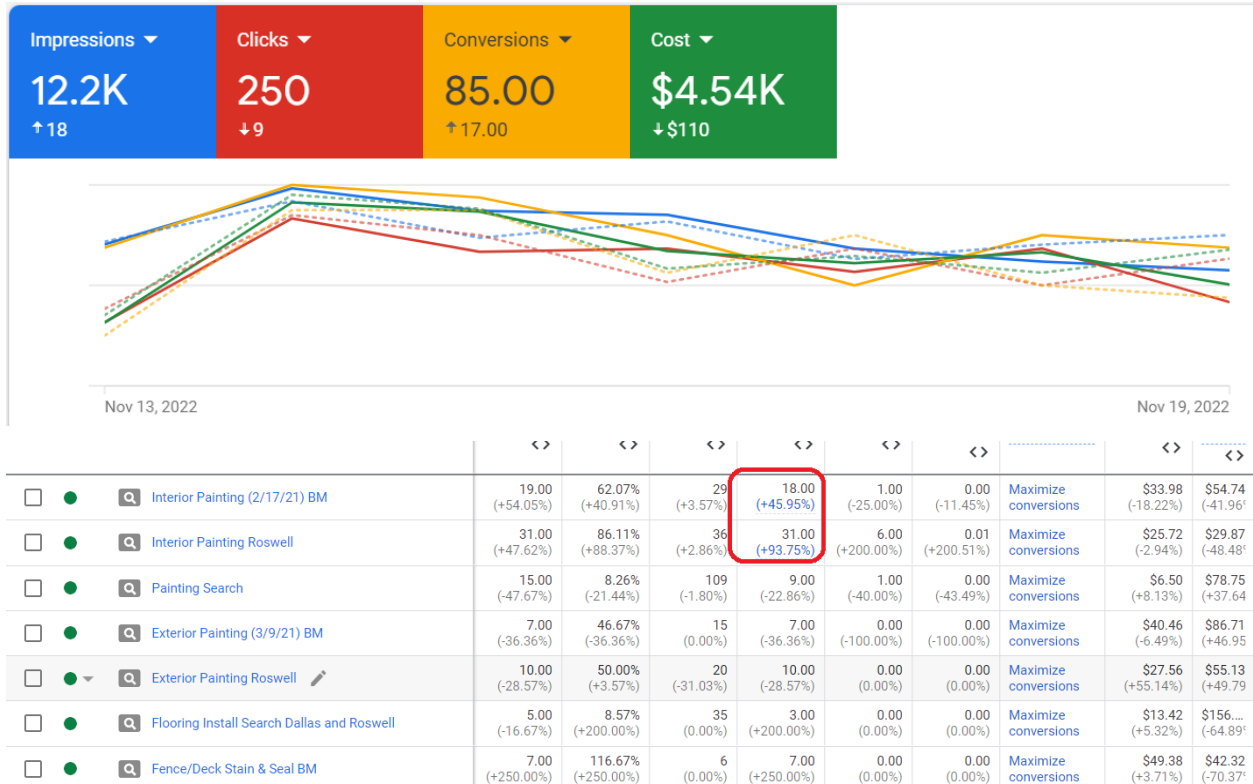


Week of November 13 - November 19

Account performance improved dramatically this week. There's a strong possibility that what we were seeing in the immediate weeks before the election was due to the election itself and we are now going back to "normal", this could also just be a temporary reprieve from the overall economic conditions.

Looking at our data we have some excellent numbers to share, with no real change in advertising cost we were able to generate 17 more conversions for a total of 85 this week. What's strange is that the funnel is completely unchanged from the week previous, total Impressions served our + 18 for a total of 12200 while clicks to the website were down 9 for a total of 250.

These numbers are more or less identical than last week however the 15% increase in conversions is really what we've been focusing on the whole time. Hopefully we can see that people have loosened up their wallets and are more likely to engage in projects as well.

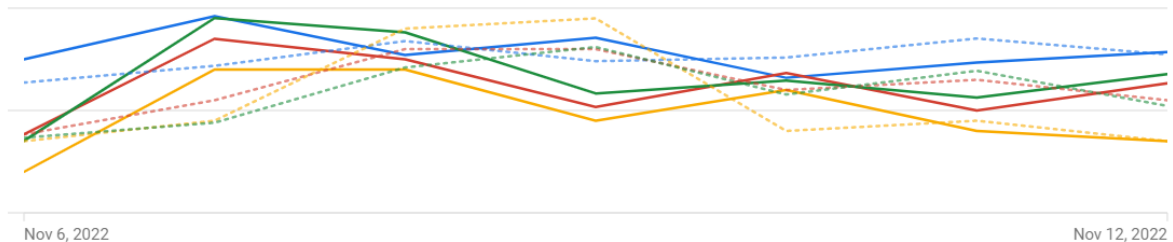
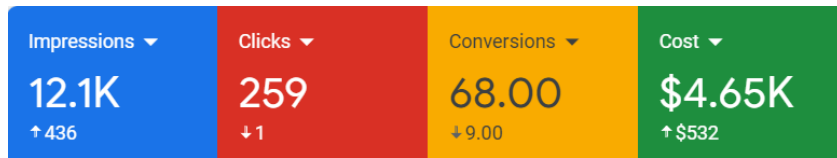


Week of November 6 - November 12

Google Guarantee Setup and Activation. Budgets set to \$250/week.

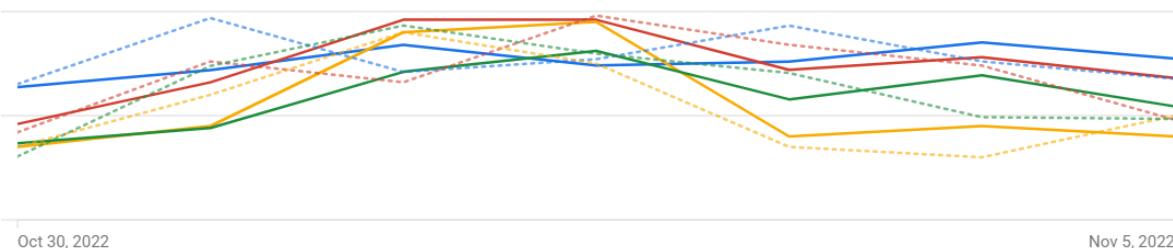
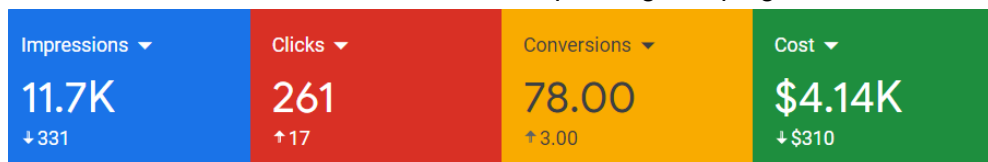
On the regular Google add side of the account we generated 12100 advertising units this week, plus 436 from last week. Overall cook to the website held steady at 259 with no change from last week. Conversion production was down slightly, -9 for a total of 68 conversions this week with a total advertising cost of \$4,650, Plus \$532 in ad cost from last week.

But we were down 9 conversions overall and we saw a lot of volatility within the individual campaigns. Overall conversions were up on the exterior painting side. The 2 Cartersville campaigns had the biggest losses week-over-week, -46% painting and -31 per cent for exterior painting. Fence and deck help study with 2. Flooring had 1.



Week of October 30 - November 5

Re-Fielding Leads from last year + from Email List. Plus three conversions from last week for 78 this week. Advertising cost was down slightly by \$310 for a new total of \$4,140 in advertising cost this week. Total eclipse of the website was up plus 17 for a total of 261 while overall Impressions were down -331 for a total of 11,700 ads generated. Flooring had three conversions while Roswell interior and exterior campaigns held steady. We did pick up a couple more conversions from The Cartersville exterior painting campaign.



Month of October

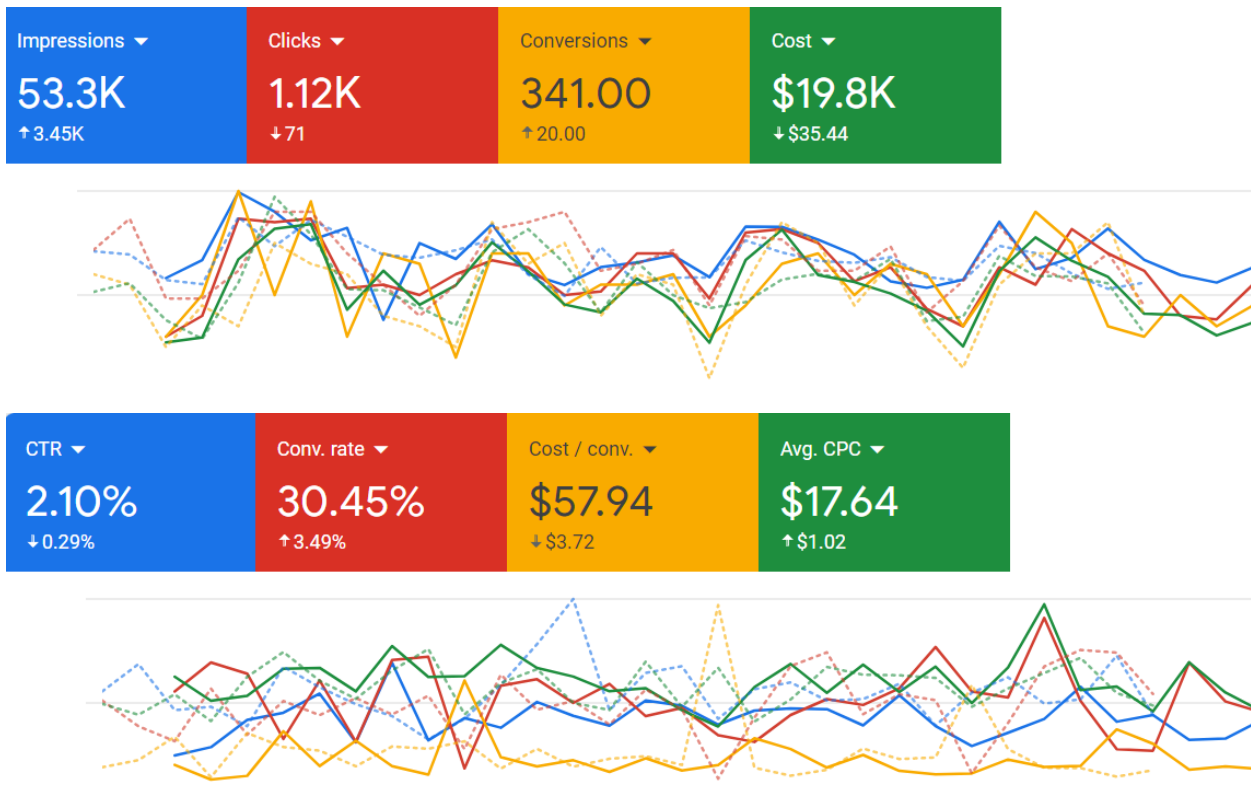
We are happy to report that October was another good month for the account from the perspective of Google ads. The top of the funnel remains strong with 53,300 overall ad units served during the month. This is an increase of 3,450 from the month before and is a reflection of the addition of the flooring campaign early this month. Surprisingly Clicks to the website were down 71 from last month for a total of 1,120 users brought from Paid advertising. The good news is that our total number of conversion actions increased this month, plus 20 for a total of 341 conversions recorded. Advertising costs during this time remain unchanged at \$19,800 that is just \$35.44 less than what we did last month, incredibly consistent.

If we look at our secondary metrics we can see that the addition of the new campaign has yet to have a real impact on either click-through-rate or conversion rate. We see click-through rate holding steady at 2.1%. Conversion rate however is up 3.5% from last month and is now

averaging 30.45%. I think this is a reflection of the type keywords and direct ad copy that we are using in addition to having heavy call-only ad groups in use on the account.

If we look at the cost per conversion we can see that it was down ever so slightly and is now sitting at \$57.94, typically sitting right around \$60 per conversion action. The average cost-per-click is right at \$17.64. That's an increase of \$1.02 from last month and it may represent the addition of flooring which I know to be expensive from working with other flooring clients in the past.

If we look at our campaign performance we can see that we are rapidly approaching the time to shift our budgets over to the interior painting campaigns, if you look below both of those campaigns are up about 20% naturally on their own. I'm going to leave it up to you Derek , however, I suggest that no later than November 15th we shift the majority of our budgets over into interior, of course the caveat here is that if things stay warm unseasonably later than typical , we may want to ride that exterior painting wave just a little longer.

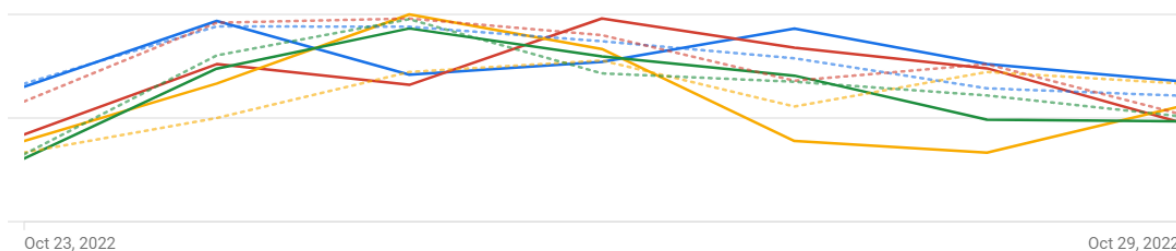
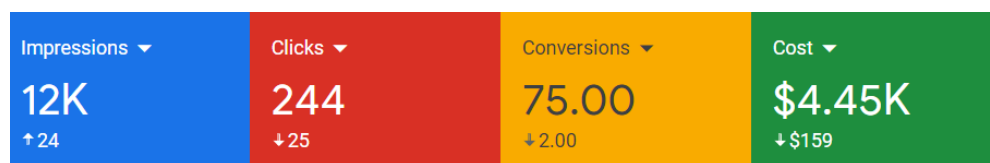


Campaign	value <>	Conv. value / cost <>	Impr. <>	Clicks <>	All conv. <>	Conversion: <>	Conv. rate <>	Interactions <>	Interaction rate <>	Avg. cc <>
Interior Painting (2/17/21) BM	7.00 (36%)	0.00 (-44.35%)	7,805 (+21.59%)	122 (+12.96%)	78.00 (+18.18%)	75.00 (+29.31%)	61.48% (+14.47%)	122 clicks	1.56% (-7.10%)	\$34. (+1.23)
Interior Painting Roswell	8.00 (29%)	0.00 (-4.89%)	12,381 (+42.72%)	135 (+8.87%)	79.50 (+26.19%)	74.50 (+33.04%)	55.19% (+22.20%)	135 clicks	1.09% (-23.72%)	\$26. (+10.37)
Exterior Painting (3/9/21) BM	6.00 (00%)	0.00 (+78.13%)	5,642 (-34.47%)	94 (-11.32%)	59.00 (+1.72%)	56.00 (+1.82%)	59.57% (+14.82%)	94 clicks	1.67% (+35.33%)	\$32. (-5.04)
Painting Search	7.00 (50%)	0.00 (-10.92%)	12,295 (+0.47%)	496 (-14.92%)	82.50 (-20.67%)	39.50 (-25.47%)	7.96% (-12.40%)	496 clicks	4.03% (-15.32%)	\$5. (+15.46)
Exterior Painting Roswell	3.00 (14%)	0.00 (-46.23%)	8,063 (-10.72%)	127 (-12.41%)	85.00 (-1.16%)	70.00 (-4.11%)	55.12% (+9.48%)	127 clicks	1.58% (-1.90%)	\$19. (-9.00)
Flooring Install Search Dallas and Roswell	1.00 (+∞)	0.00 (+∞)	3,006 (+∞)	90 (+∞)	13.00 (+∞)	4.00 (+∞)	4.44% (+∞)	90 clicks	2.99% (+∞)	\$14. (+∞)
Fence/Deck Stain & Seal BM	0.00 (00%)	0.00 (-100.00%)	3,531 (+31.51%)	29 (-6.45%)	19.00 (-9.52%)	18.00 (+5.88%)	62.07% (+13.18%)	29 clicks	0.82% (-28.87%)	\$41. (+4.72)
Total: All enabled campaigns	32.00 (81%)	0.00 (-28.51%)	52,723 (+10.63%)	1,093 (-0.36%)	416.00 (+4.52%)	337.00 (+8.01%)	30.83% (+8.41%)	1,093 clicks	2.07% (-9.94%)	\$17. (+6.96)
Total: Account	33.00 (26%)	0.00 (-28.13%)	53,286 (+6.92%)	1,120 (-5.96%)	423.00 (-0.47%)	341.00 (+6.23%)	30.45% (+12.96%)	1,120 clicks	2.10% (-12.05%)	\$17. (+6.15)

Week of October 23 - October 29

We are ending the month of October with a steady stream of production coming out of the account. Look for an in-depth review during the month to date update. This week our total advertising cost was unchanged at \$4,450 in ad spend, which yielded another 75 conversions out of the account.

I know that we've had discussions about the quality of customers coming through and the impact macroeconomic conditions have had on them as far as having cash available to immediately put towards projects. With that said from where I'm sitting the sales funnel looks healthy and we're still generating a healthy stream of leads out of the account most of them being phone calls. Top of the funnel generated 12,000 Impressions served with 244 clicks to website.

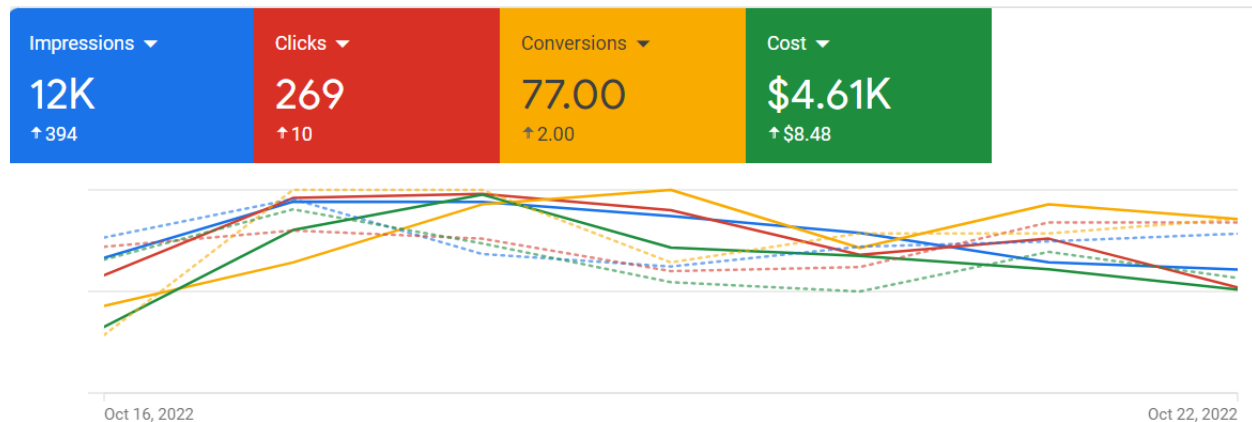


Week of October 16 - October 22

Middle of October continues to produce results for the Example Google ads account. No changes in overall advertising costs while we continue to maintain conversion production in the high 70s this month. We were plus two from last week for a total of 77 conversions generated. 12,000 advertising units regenerated resulting in 269 clicks to the website as metrics were both up slightly from last week.

The recently-launched flooring campaign has already produced leads. That Campaign has produced 1300 advertising units, resulting in 45 clicks of the website and 8 total conversion actions recorded.

We made an authorization pass on the account on Monday the 25th and will continue to monitor end report results. We decided to let budgets ride another week.



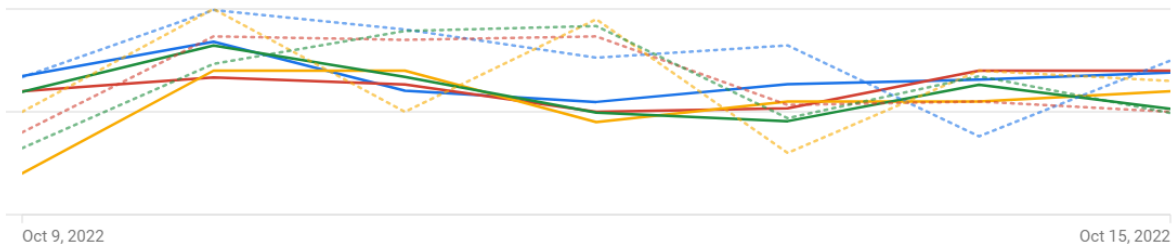
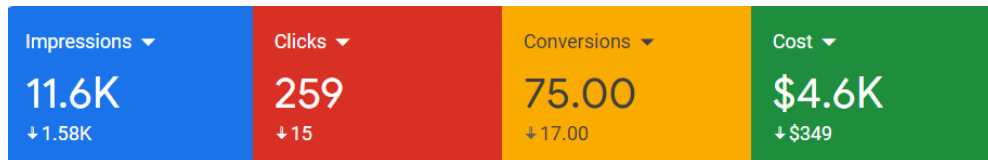
Week of October 9 - October 15

Setup and Launch of Flooring Search Ads this week and submitted for review. Added Pictures to Flooring. Look at budgets next week for Ad Spend distribution for seasonality (Shift to interior). Look at IP Blocking from Analytics. Recommended to Add a Captcha to Contact Form.

-17 conversions from last week for a weekly total of 75. Losses came from interior painting, painting search and exterior painting in Roswell. I'm not sure what this means about shifting budgets next week however we should definitely look at our budgets and campaign performance and anticipate what the weather is going to do to try to put us in the best position possible moving into the cold months. Just like last year is probably going to mean a shift from exterior to interior with our budgets.

What I don't like to see is the decrease in conversions, impressions and clicks coming from the painting search campaign, that can only mean one of two things: either organic velocity is slowing down, or competition is increasing. My thoughts are that it's the former.

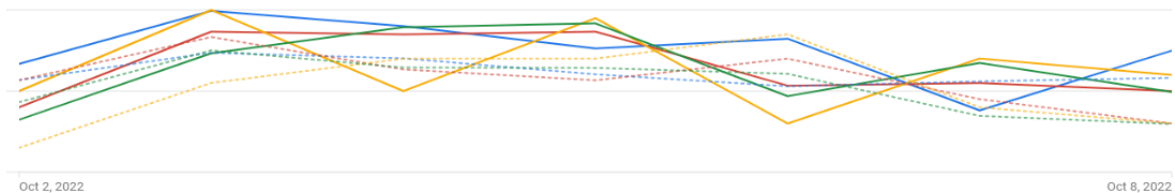
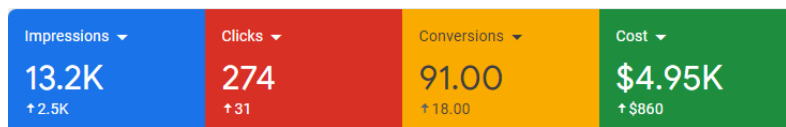
Overall top of the funnel last 1500 impressions for a weekly total of 11600 add serve, click to the website were also down -15 for a total 259. Advertising cost was down about 8% from last week for a total of \$4,060 in ad spend.



Week of October 2 - October 8

Demo Adjustments included Reviewing the account and making sure 18 to 34 year olds are being excluded from targeting, I also made sure that we were not targeting lower-income earners or the 41 to 50% income earner bracket, I put Bid adjustments on the top 10 and 20% of income earners. I also made sure that we are targeting homeowners for painting search campaigns and also put Bid adjustments of 20% on there.

In terms of account performance we had a great week. Top the funnel side increase of 2,500 advertising units generated for a total of 13,200 ads served. We also have Thirty One More clicks to the website for a total of 274 users brought in from Paid Ads. Conversions increased significantly this week, plus 18 for a total of 91. Overall advertising cost was up \$860 for a total of \$4,950 in ad spend.



Wants to Start Flooring Campaigns, Next Thursday Potentially. -Launched

Add "10 Year Exterior Painting Warranty" to Headlines for Exterior Campaigns.-DONE

Add / Check Automotive and Auto Painting to Negative KW List. -DONE

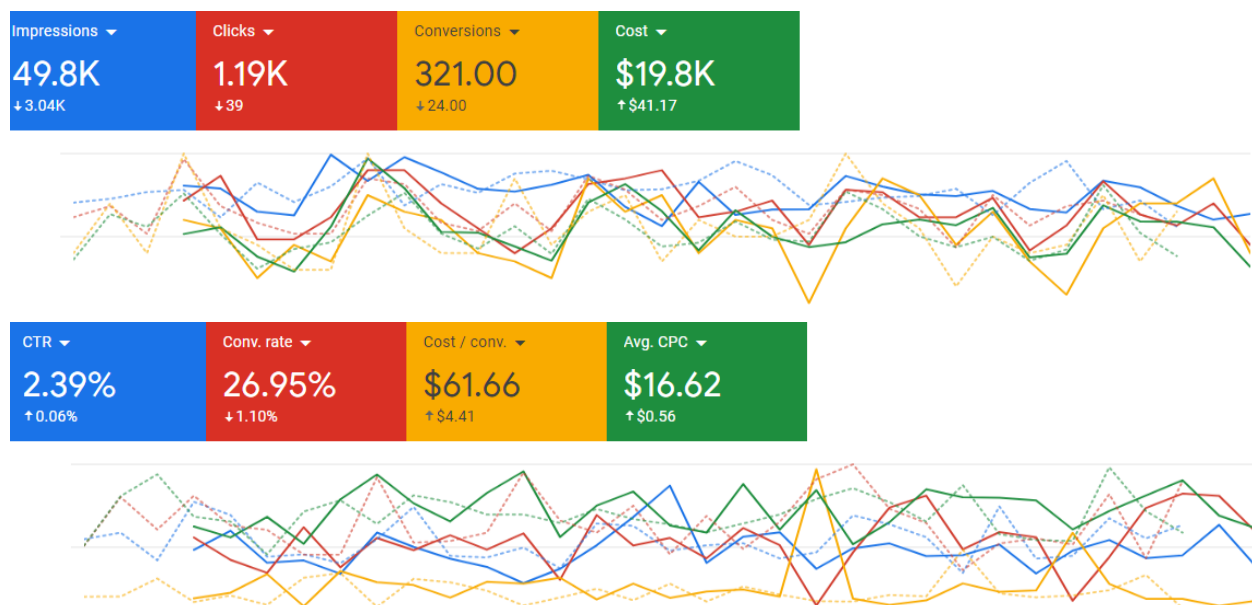
Month of September

We continue to hold our own in September despite the changing economic circumstances we continue to face. Top of the funnel was fairly stable, -3,040 advertising it was generated for a total of 49800 Impressions served during the month of September. Click to the website came

out basically the same, -39 for a total of 1,190 users brought in from Paid Ads. Conversion production remained relatively the same; we were down from last month, -24 for a total of 321 conversion actions produced. Advertising cost was unchanged, plus \$41 for a total of \$19,800 in advertising spend.

When we look at our secondary metrics we see that our click-through rate is sitting at 2.39%, no change for the last month and still above the minimum threshold. Conversion rate was down 1.1% and is now sitting at 26.95%, that is still high but definitely reflective of our slightly lower overall production. Cost per conversion is roughly unchanged at \$61.66 / conversion action with an average click of \$16.62.

It's been a while since we were in a testing phase and I feel like now would be a good time to bring at least one performance Max campaign online for each of our Geographic targets. It might also be a time to start thinking about video campaigns and video ad performance and what we could do there. at the very least 5 to \$10 a day in a performance Max campaign would give us a good top of sales funnel feeder and more data to use in the future.



Looking at campaign specifics you can see that interior and exterior painting in Cartersville / Dallas Was down 14 and 20% respectively, Xterra Roswell was down slightly, painting search was down about 18% as well. After that we saw gains from your Interior painting Roswell + 31% conversions for 63, commercial painting was plus 35% for 23 conversions this month, finally fence deck stain and seal was also up 30% for 21. I think that's reflective of some of the hot streaks we've had in the weather and the relatively dry environment we've had lately. I guess that's one positive of drought.

Campaigns

Custom Sep 1 - 30, 2022 Compared: Aug 1 - 31, 2022

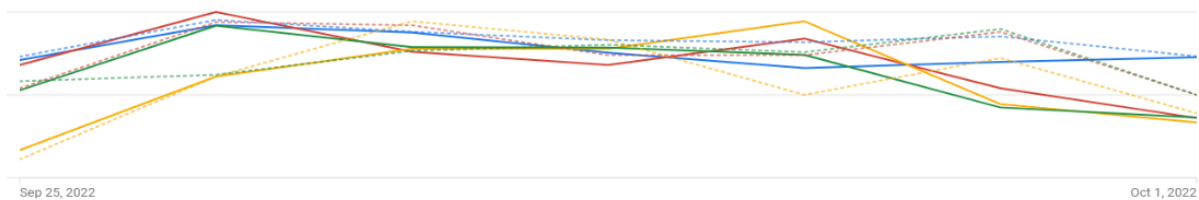
Campaign status: Enabled Add filter

Campaign	Campaign type	Cost	Conv. value	Conv. value / cost	Impr.	Clicks	All conv.	Conversion rate	Conv. rate	Interactions	Interaction rate	Avg. cost	Cost / conv.
Interior Painting (2/17/21) BM	Search	\$3,712.94 (+4.15%)	11.00 (+57.14%)	0.00	6,419 (-12.75%)	108 (-7.69%)	66.00	58.00 (-13.43%)	53.70%	108 clicks	1.68%	\$34.38	\$64.02
Exterior Painting (3/9/21) BM	Search	\$3,602.66 (+3.84%)	4.00 (0.00%)	0.00	8,610 (+30.57%)	106 (-15.87%)	58.00	55.00 (-15.38%)	51.89%	106 clicks	1.23%	\$33.99	\$65.50
Exterior Painting Roswell	Search	\$3,060.32 (+2.94%)	7.00 (+600.00%)	0.00	9,031 (-1.68%)	145 (+4.32%)	86.00	73.00 (-13.95%)	50.34%	145 clicks	1.61%	\$21.11	\$41.92
Painting Search	Search	\$3,025.66 (+3.20%)	8.00 (+33.33%)	0.00	12,237 (-6.77%)	583 (-0.51%)	104.00	53.00 (-18.46%)	9.09%	583 clicks	4.76%	\$5.19	\$57.09
Interior Painting Roswell	Search	\$3,025.12 (-0.13%)	7.00 (+75.00%)	0.00	8,675 (-16.30%)	124 (+30.53%)	63.00	55.00 (+21.74%)	45.16%	124 clicks	1.43%	\$24.40	\$54.02
Commercial Painting	Search	\$2,127.13 (-1.02%)	4.00 (+33.33%)	0.00	2,181 (+37.86%)	94 (-6.93%)	23.00	9.00 (+28.57%)	9.57%	94 clicks	4.31%	\$22.63	\$236.35
Fence/Deck Stain & Seal BM	Search	\$1,238.24 (+3.20%)	5.00 (0.00%)	0.00	2,685 (-14.02%)	31 (+6.90%)	21.00	17.00 (+30.77%)	54.84%	31 clicks	1.15%	\$39.94	\$72.84
Total: All enabled campaigns		\$19,792.07	46.00	0.00	49,838	1,191	421.00	321.00	26.95%	1,191 clicks	2.39%	\$16.62	\$61.66
Total: Account		\$19,792.07	46.00	0.00	49,838	1,191	421.00	321.00	26.95%	1,191 clicks	2.39%	\$16.62	\$61.66

Week of September 25 - October 1

Top of the funnel generated 10700 advertising units this week, that was down 897 from the week previous. Click to the website where down about 10%, -24 a total of 243 users brought to the website. No change in conversion production week-over-week, -1 473 conversion actions produced. Overall advertising cost was fairly stable but down from last week. -342 for a total of \$4,090 in ad spend.

Impressions	Clicks	Conversions	Cost
10.7K + 897	243 + 20	73.00 + 1.00	\$4.09K + \$342

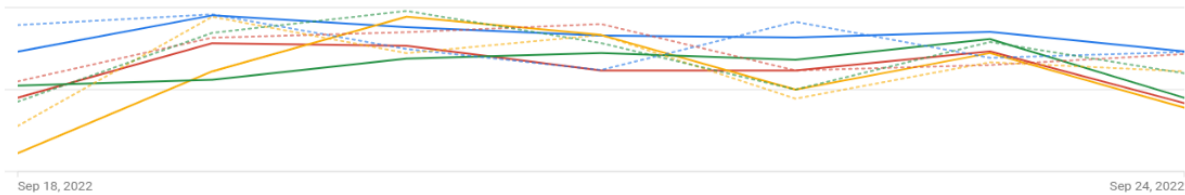


Add "10 Year Exterior Painting Warranty" to Headlines for Exterior Campaigns.

Week of September 18 - September 24

-7 Conversions this week looking to erase some of the gains made last week. This 65-80 leads per month seem to be the average for the account. CTR is sitting at 2.27% with a 17% overall impressions share. The account generated 11,600 Ad Units and 263 clicks to the website. CPA is \$60. Roswell Interior and Exterior campaigns are still producing leads.

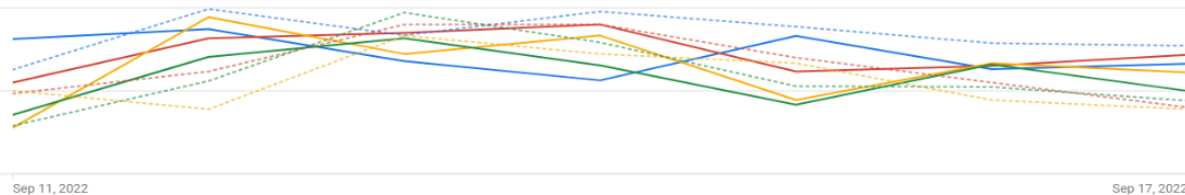
Impressions ▾	Clicks ▾	Conversions ▾	Cost ▾
11.6K ↑ 484	263 ↑ 43	74.00 ↑ 7.00	\$4.44K ↓ \$490



Week of September 11- September 17

+10 Conversions week over week at \$4930 Ad Spend. 81 Conversion recorded this week which is a great sign. Total Impressions served were down ~15% for a total of 11,100 Ad Units Served. Total Clicks to site were up 10% for a total of 306 users brought to the website.

Impressions ▾	Clicks ▾	Conversions ▾	Cost ▾
11.1K ↑ 1.83K	306 ↑ 33	81.00 ↑ 10.00	\$4.93K ↑ \$0.82



Week of September 4 - September 10

-2 conversions from last week for a total of 70. Excited to see that we're still generating excellent volume out of the account. Overall advertising cost was up slightly, Plus \$618 for a total of \$4,920 in one week. Top of the tunnels looking fairly consistent, plus 1000 1620 advertising it is generated, for a total of 12900 units this week. Looks to the site were relatively stable as well, -7 4 273 users.

We confirmed over our meeting this week that we saw a tangible increases across the interior painting groups for both Roswell in Cartersville. We also discuss the commercial activity that was going on in the account. I will be looking at the action items listed below once I get back from my trip. Other than that the account is stable and we have no other active test going on.

Impressions ▾	Clicks ▾	Conversions ▾	Cost ▾
12.9K ↑ 1.62K	273 ↑ 7	70.00 ↑ 2.00	\$4.92K ↑ \$618

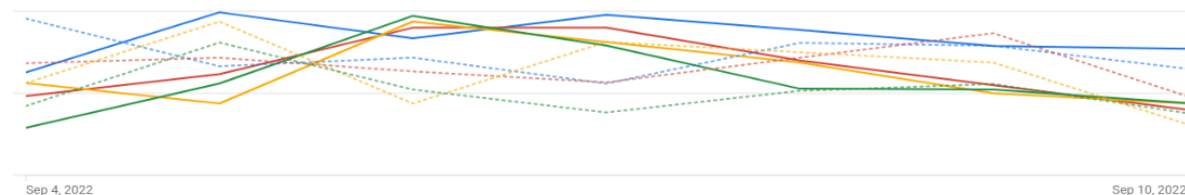


Figure out Dynamic versus Static Image Extensions. Pause Dynamic and Rebuild Static Images . Discuss Account Performance. Expecting Competitors Campaign once Landing Page is refreshed: https://www.Example_paint.net/why-choose-Example-painting-and-remodeling/ Also discussing bringing on Flooring as a LOB. Also discussing Wholesale Painters Plastic Sales to local contractors

****Please Note I am out of the office from September 13 - September 23. I will be available over email but with extended response times of 48-72 hours. If you have an immediate need please contact Nick@ErnstMedia.co ****

Month of August

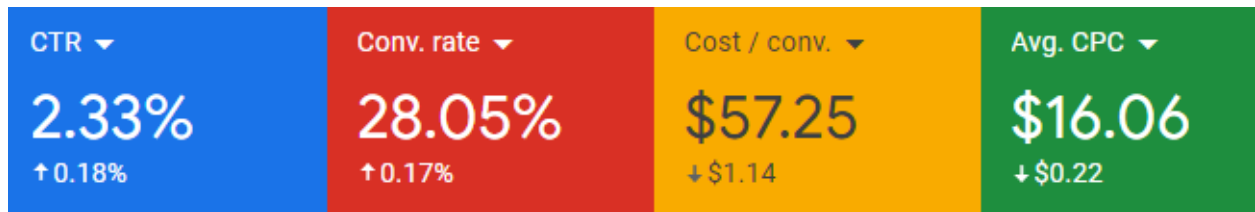
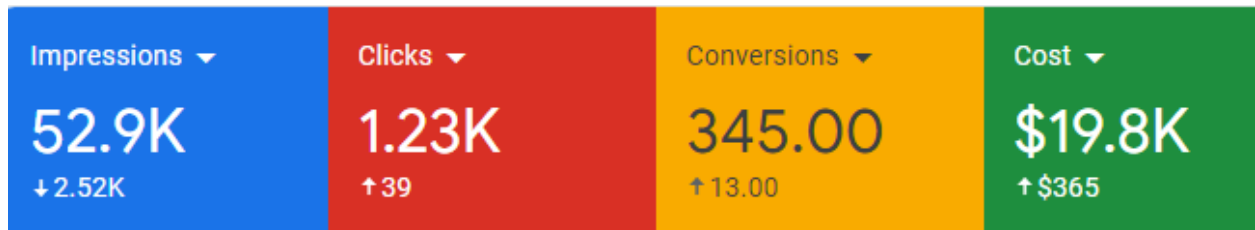
It looks like we had a lot of interior painting leads overall. Looking at Interiors from Cartersville as well as Interiors from Roswell we can see a 60% and 30% increase in the overall number of conversions produced from each of these areas, respectively.

Overall we were plus 13 for the month with a total of 345 conversion actions recorded. This is great news in the context of everything going on from a macroeconomic perspective, you should still be hitting your numbers if not exceeding 200 k a month in overall Revenue.

Advertising cost this month was just under 20,000 at \$19,800, Up \$365 from last month. Top of the funnel saw some action. We were down about 5% in the overall number of impressions served for a total of 52,900 units for the month. Overall picks of the website were actually up slightly to + 39 for a total of 1230 users brought in from Paid ads.

Looking at our secondary metrics we can see that the click-through rate is holding stable at 2.33% while our overall conversion rate is also holding stable at about 28% both of these are excellent numbers. Average cost per conversion is sitting at \$57.25. Average cost-per-click is sitting at \$16.

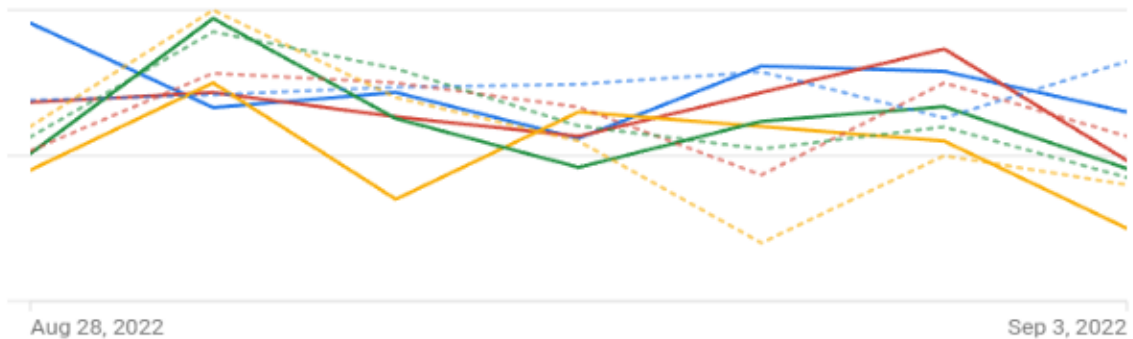
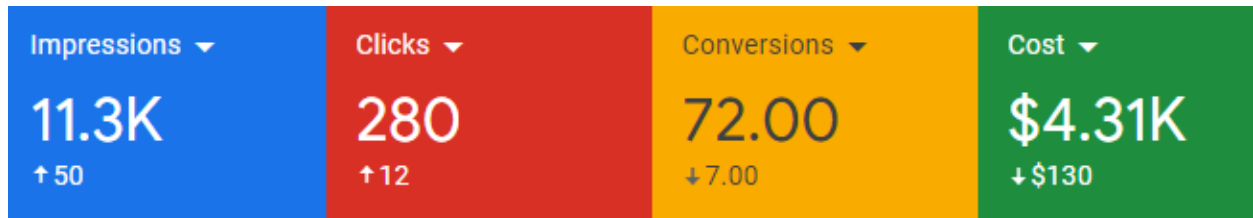
Commercial painting also saw an 80% in the overall number of conversions generated from last month. I'd be interested to see what your leads are like from the commercial side. As we continue to expand into new markets and also the existing market conditions, I am very confident in this accounts ability to continue to produce viable leads for Example .



Campaign	Campaign type	↓ Cost <>	Conv. value <>	Conv. value / cost <>	Impr. <>	Clicks <>	All conv. <>	Conversion: <>	Conv. rate <>	Interactions <>	Interaction rate <>	Avg. cost <>	Cost / conv. <>
Interior Painting (2/17/21) BM	Search	\$3,620.25 (+1.52%)	7.00 (-12.50%)	0.00 (-13.81%)	7,644 (-13.50%)	120 (+23.71%)	71.00 (+51.06%)	68.00 (+58.14%)	56.67% (+27.83%)	120 clicks	1.57% (+43.02%)	\$30.17 (-17.94%)	\$53.24 (-35.81%)
Exterior Painting (3/9/21) BM	Search	\$3,620.24 (+1.24%)	4.00 (-20.00%)	0.00 (-20.98%)	6,789 (-3.04%)	133 (-8.28%)	75.00 (-21.05%)	70.00 (-26.32%)	52.63% (-19.67%)	133 clicks	1.96% (-5.40%)	\$27.22 (+10.38%)	\$51.72 (+37.40%)
Painting Search	Search	\$3,038.40 (+0.33%)	6.00 (-40.00%)	0.00 (-40.20%)	13,482 (-2.83%)	607 (-1.46%)	108.00 (-8.47%)	65.00 (-7.14%)	10.71% (-5.77%)	607 clicks	4.50% (+1.41%)	\$5.01 (+1.82%)	\$46.74 (+8.05%)
Exterior Painting Roswell	Search	\$3,035.84 (+2.17%)	1.00 (-90.00%)	0.00 (-90.21%)	9,421 (-0.67%)	142 (+6.77%)	81.00 (+5.19%)	75.00 (+7.14%)	52.82% (+0.35%)	142 clicks	1.51% (+7.49%)	\$21.38 (-4.30%)	\$40.48 (-4.64%)
Interior Painting Roswell	Search	\$3,034.84 (+0.02%)	4.00 (0.00%)	0.00 (-0.02%)	10,598 (-9.22%)	96 (-8.57%)	48.00 (+26.32%)	46.00 (+31.43%)	47.92% (+43.75%)	96 clicks	0.91% (+0.72%)	\$31.61 (+9.39%)	\$65.97 (-23.90%)
Commercial Painting	Search	\$2,160.94 (+7.08%)	3.00 (**)	0.00 (**)	1,678 (+50.36%)	102 (+52.24%)	17.00 (+88.89%)	7.00 (0.00%)	6.86% (-34.31%)	102 clicks	6.08% (+1.25%)	\$21.19 (-29.66%)	\$308.71 (+7.08%)
Fence/Deck Stain & Seal BM	Search	\$1,240.39 (+4.08%)	5.00 (+150.00%)	0.00 (+140.19%)	3,269 (-4.19%)	30 (+7.14%)	16.00 (+33.33%)	14.00 (+16.67%)	46.67% (+8.89%)	30 clicks	0.92% (+11.83%)	\$41.35 (-2.86%)	\$88.60 (-10.79%)
Total: All enabled campaigns		\$19,750.90 (+1.88%)	30.00 (-23.08%)	0.00 (-24.50%)	52,881 (-4.55%)	1,230 (+3.27%)	416.00 (+5.05%)	345.00 (+3.92%)	28.05% (+0.62%)	1,230 clicks	2.33% (+8.20%)	\$16.06 (-1.35%)	\$57.25 (-1.96%)
Total: Account		\$19,750.90 (+1.88%)	30.00 (-23.08%)	0.00 (-24.50%)	52,881 (-4.55%)	1,230 (+3.27%)	416.00 (+5.05%)	345.00 (+3.92%)	28.05% (+0.62%)	1,230 clicks	2.33% (+8.20%)	\$16.06 (-1.35%)	\$57.25 (-1.96%)

Week of August 28 - September 3

-7 conversion actions week-over-week for a total of 72. Advertising costs were spot-on at \$4,310. Top of the funnel didn't change much either, we are + 50 impressions for a total of 11300 ad units served. Overall Clicks of the website were also mostly unchanged, plus 12 for a total of 280.



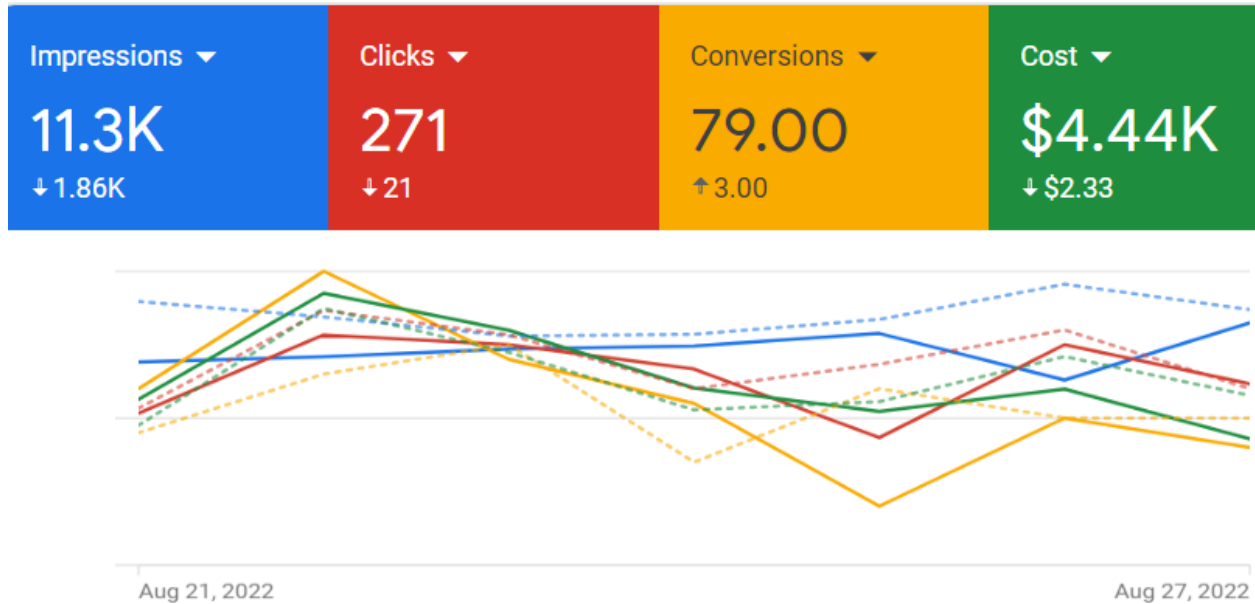
Week of August 21 - August 27

GTM GA4 Events Still need to be set up and configured at some point in the future. GA 4 is confirmed working and reporting back. This is a heavy and time-intensive lift so let me run it by Nick and see if I can get Jeremy involved as far as implementation goes. We are still continuing to ride the wave of economic turmoil that we are all experiencing; however it does seem to be getting better by most measurements that I have access to .

In terms of a campaign performance we see that we had a slight dip in the overall number of advertising units generated, we were -1,860 ad units this week for a total of 11,300 units generated. We were also down 21 users for a total of 271. It is good to know that we generated + 3 conversion actions for a weekly total of 79 conversions. This is based off of \$4,440 ad spend ,Which means our cost per conversion is sitting at \$56.21.

It is important to note that during this time we have not seen any major shifts In terms of cost per acquisition as the historical average for the account is \$48. That is also in the context of now having a commercial campaign which I guarantee is increasing the average cost for average just because of that vertical and more revenue generation potential. Overall conversion rates remain strong with an average of 29.15% for the account.

I would like to propose setting up a performance Max campaign. This campaign type is becoming more important moving forward and I think would be a good time sales funnel feeder. We can also talk about video campaigns on YouTube if you were looking for a way to diversify your ad spend while reaching a potentially valuable advertising Network audience.

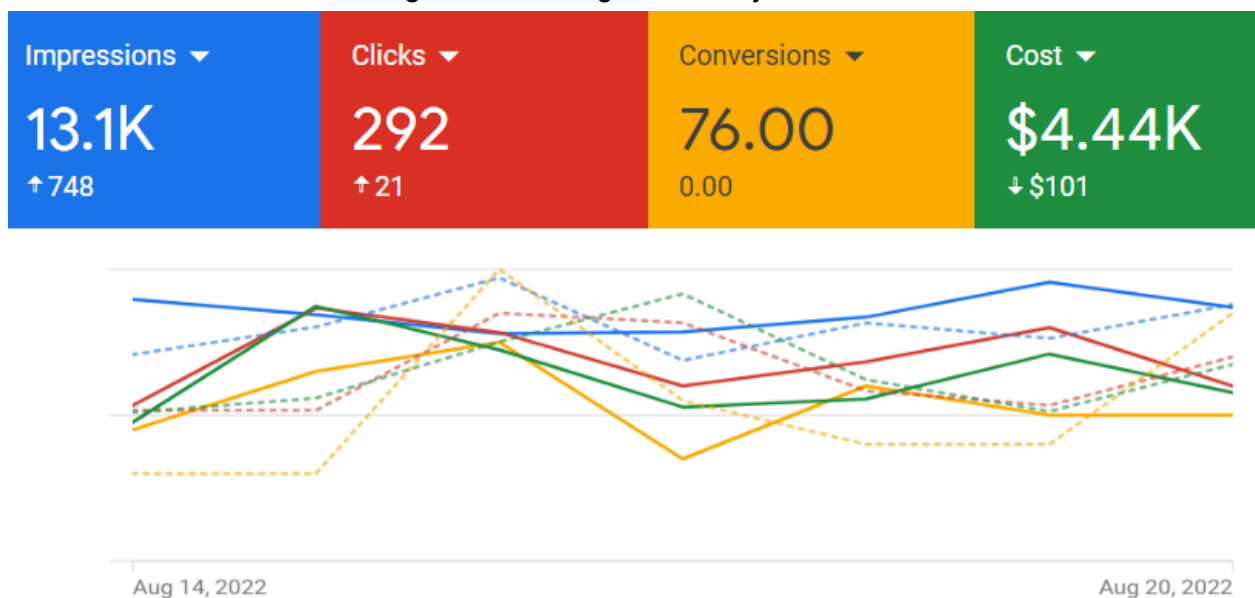


Week of August 14 - August 20

Installed GA4 via GTM this week. Lets get some data from it and make sure it works with a reminder to go back and add events.

Plus 748 advertising units generated this week for a total of 13,100. We were also + 21 clicks to the website for a total of 292. We generated the exact same number of conversions as we did last week with 76. Advertising costs during this time we're down \$100 for a weekly total of \$4,440.

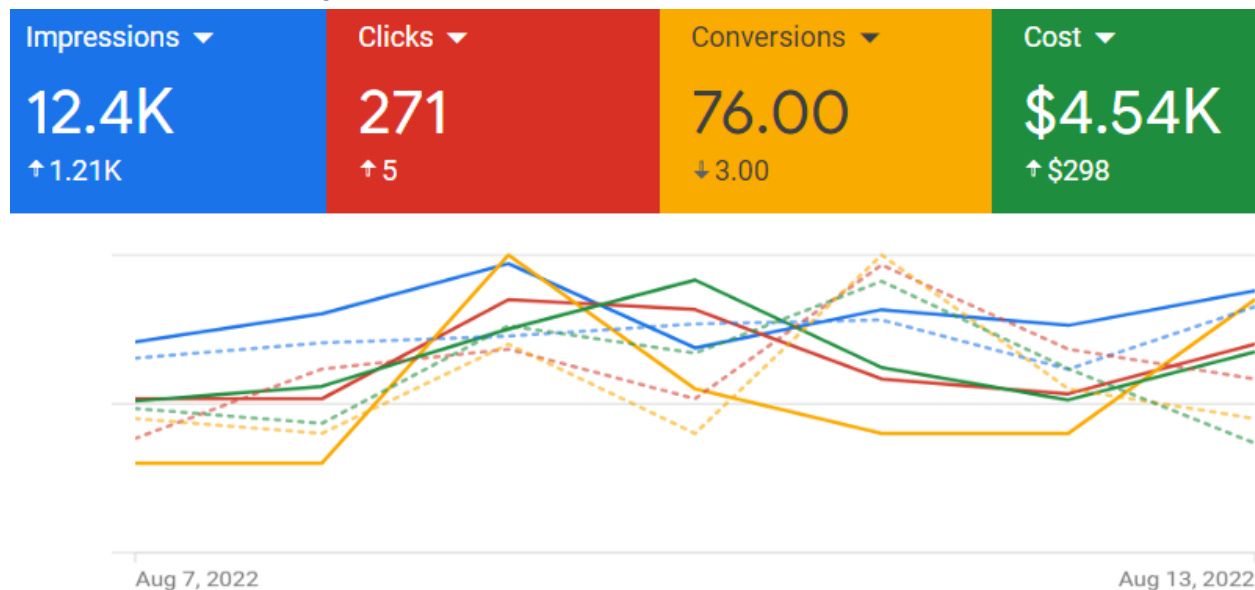
At the campaign level we did see some volatility from campaign to campaign but no major winners or losers obviously the totals came out the same as last week. After talking to Derek last week he indicated that things are bouncing back nicely.



Week of August 7 - August 13

From where I sit, things look good. top-level performance indicators are all trending in the right direction. We saw 1200 more advertising units generated this week for a total of 12,400 units. We were + 5 on clicks to site for a total of 271 so at least we're holding steady there and not shedding users. Overall conversions were only -3 week-over-week for a total of 76 conversions generated. And advertising cost, up \$298, was fairly consistent at \$4,540 and advertising spend.

Obviously what happens on the sales side is equally as important as to the top level generation numbers so I eagerly await our conversation tomorrow to see what our numbers are doing right now. At the campaign level it looks like we had some positive results out of Roswell interior + 133% in conversions week-over-week we are also up 60% and fence and deck stain and 60% in exterior painting Roswell. It looks like if we look at just the data from the last week we should see a big bump from Roswell, anxious to see if that pans out. Commercial generated 2 this week, better than nothing.



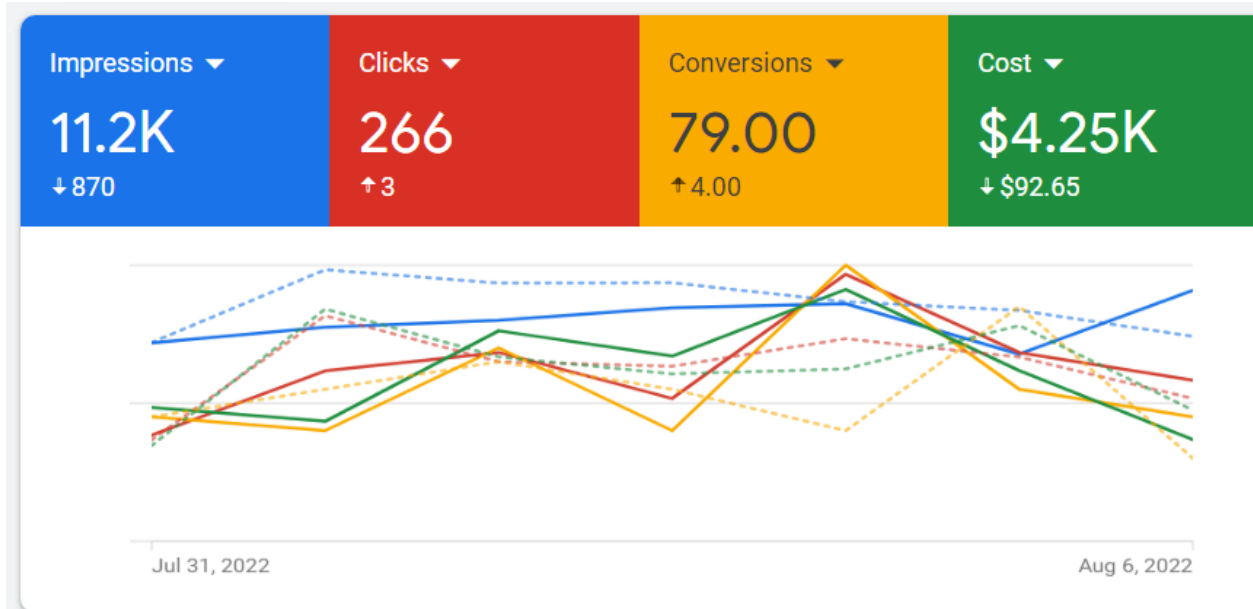
Week of July 31- August 6

Check Casey's Painting as Negative. Updated Roswell Links to new Landing Pages.

In terms of account performance we were plus 4 conversion actions week-over-week for a total of 79 this week. Top-of-funnel metrics still look relatively stable, we were down ever-so-slightly on the overall number of advertising units served, however we are still + 3 with the number of users brought to the website and obviously plus 4 in conversions.

Overall advertising costs during this time was down \$92 ever-so-slightly. Looking forward to hearing how leads and sales closures are going at this time, last week it was a little slow let's see if it's picked up the date is here certainly indicates it's possible.

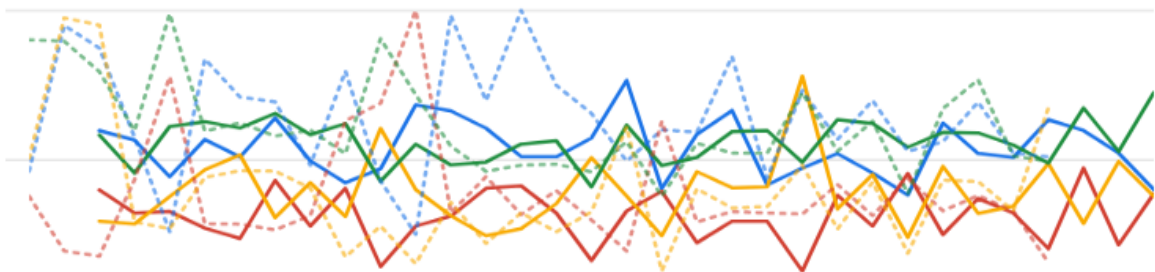
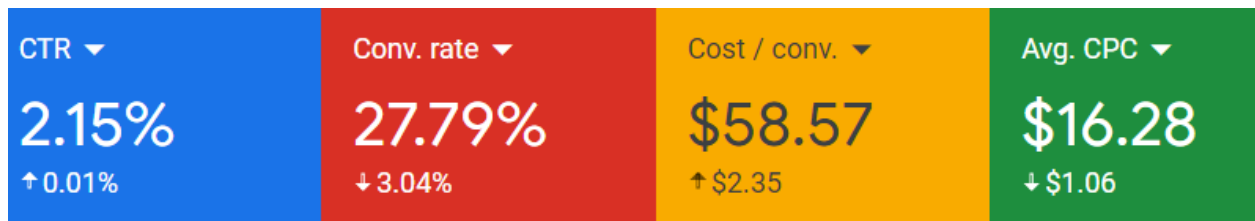
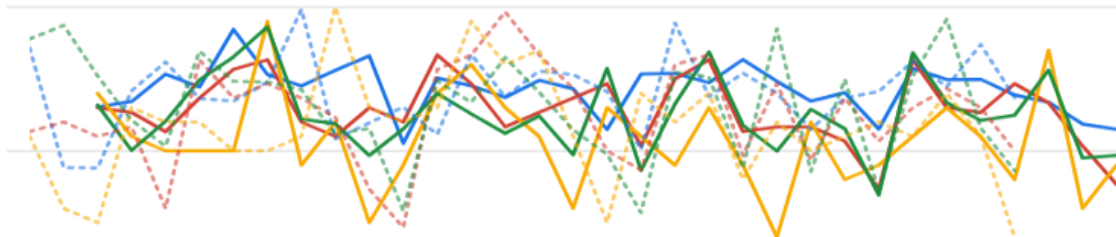
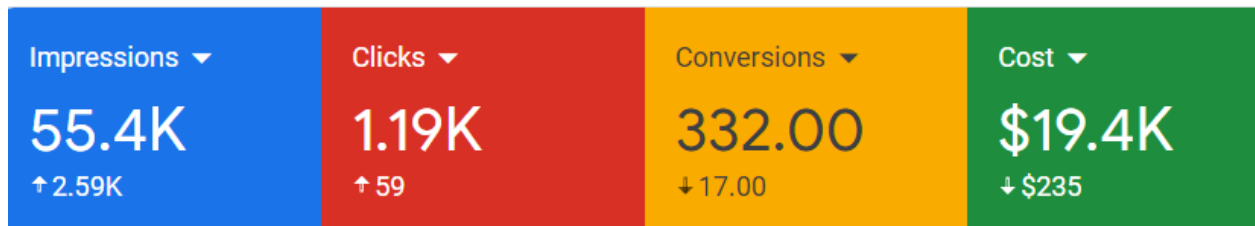
Interior Roswell and our painting search campaign we're both -8, but we made up with it with games from other campaigns to get us to 79.



Month of July

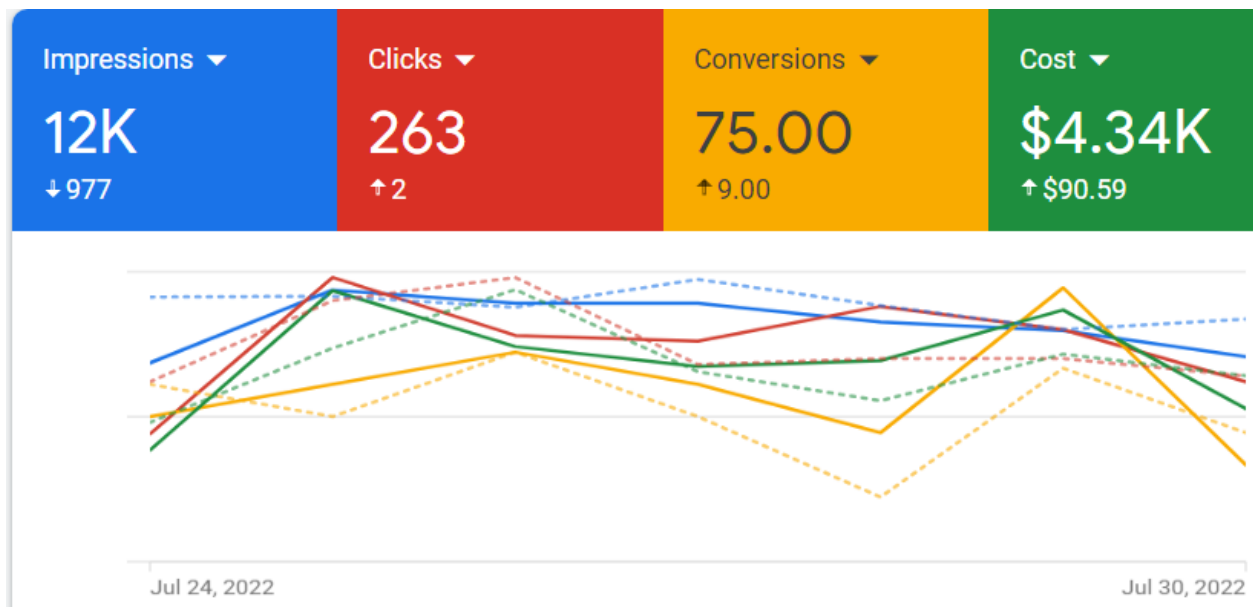
Macroeconomic conditions seem to be impacting the Example Google ads account in addition to all accounts that we are currently managing here at Ernst media. Top level performance indicators remain strong despite the reported low lead and lower conversion value this month. We actually saw an increase to the overall number of advertising units served during this time, plus 2,500 ads for a total of 55,400 ads served this month. Slight increase in the overall number of users brought to the website, plus 59 for a total of 1190. We did see decrease although not major and number conversions being reported, -18 for a total of 331 conversions. Our advertising costs remained unchanged during this month, for a total spend of \$19,400. Click-through rate on our ads was very steady with no change recorded and still reporting 2.15%. We did start to see some tangible losses in our overall conversion rate which makes sense with what is being reported. We were down -3 per cent in conversion for a total of 27.79% conversion rate for the month of July. Overall acquisition cost increased slightly to \$58.57 per conversion action. Cost-per-click however was down \$16.28 per click..

Looking at our campaigns we see that we had some big gains out of search, +17 conversions month-over-month. However these were offset by losses in our exterior Roswell campaign -18, interior Roswell painting campaign -9. It makes me wonder what is going on out in Roswell that is eating into our market share there. I wonder if there are more competitors there or if that specific area is being impacted by macroeconomic conditions more than others. Other than that we see some pretty consistent performance out of our individual campaigns. Commercial painting generated 7 this month, fence and deck generated 12.



Week of July 24 - July 30

Despite the reported low number of leads and conversions from our conversations, from where I sit I see mostly good data. The overall number of advertising units served this week held steady at 12,000 this tells me that there are not any major fluctuations in the market in terms of searches. Likewise we brought in a commensurate number of users to the website at 263 users this week. We saw + 9 conversion actions being reported in Paid ads. Overall advertising cost was up \$90 to \$4,340 this week.

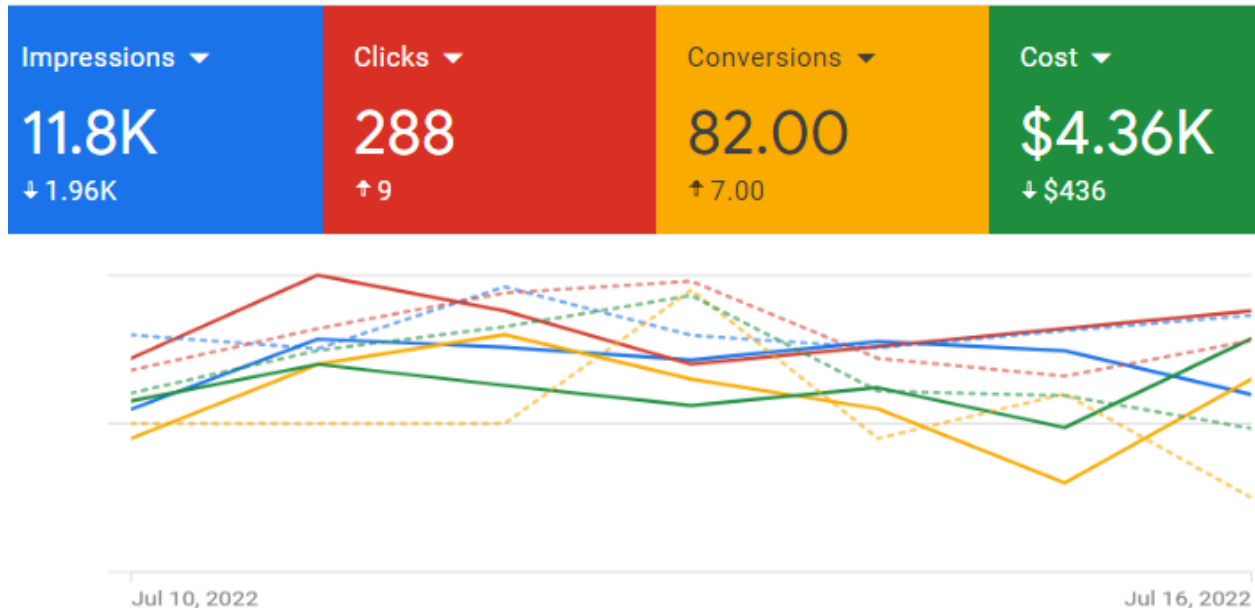


Week of July 17 - July 23

This week we generated 13,000 impressions which is up 1,200 from last week. We saw a slight decrease in the overall number of users brought to the website, -26 for a total of 262. Starting to see signs of the Slowdown that we've been talking about over email in the last week of July. Looks like we were -16 conversions week-over-week for a total of 66. Overall advertising cost during this time stayed steady at \$4,280 spent. Obviously that means we're going to see decreases to our overall conversion rate and increases to our cost per acquisition. It looks like exterior painting Roswell was down 30%, interior painting and Dallas was down 23% , exterior painting Dallas was down 12%, and our search campaign was down 40% conversions with only nine this week. The big decrease from search is interesting , but as discussed I am still trying to reconcile what the difference is. This may be the appearance of macroeconomic conditions.

Week of July 10- July 16

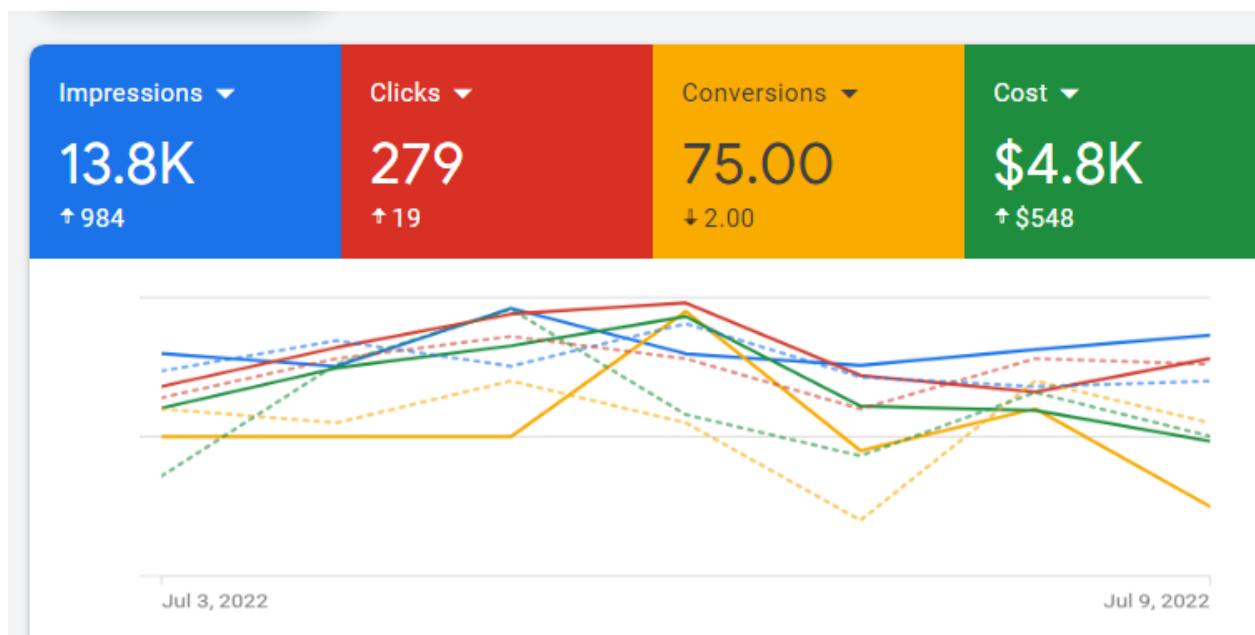
Good week this week. Plus 7 conversions for a total of 82. Ad spend was down approximately 10% for a total of \$4,360 spent. We saw decreases to the total number of ad units served - about 2,000 for a total of 11,800. Clicks to the website remain solid, plus 9 for a total of 288 week-over-week. We're continuing to see production out of all the campaigns. We see production out of Roswell, Dallas, search campaigns, commercial campaigns as well. This is all great news and it looks like we are continuing our expansion through the summer months, through this turbulent time. Roswell exterior was up 50% week-over-week in terms of conversions so it looks like you're quoting a lot of exterior jobs over there. We only had one commercial , but I would still like updates on any commercial jobs bid this month and what their progress and total volume is.



Week of July 3 - July 9

Account performance Saw a slight increase in our top-level performance indicators. The overall number of ads served increased by about 1,000 for a total of 13800. Total number of clicks to the website increased + 19 for a total of 279. Total number of conversions during this time with -2 for a total of 75. Cost was up about \$550 for a total advertising cost of \$4,800. The search campaign is up almost 60% in conversions however we did see losses from other campaigns that took away from it. Still seeing good performance from this increased ad spend.

The Roswell campaigns are continuing to produce conversions. We saw 14 from exterior painting and 9 from interior painting in Roswell this week. Overall painting search was plus 63% conversions for a total of 18 this week. Commercial had one.

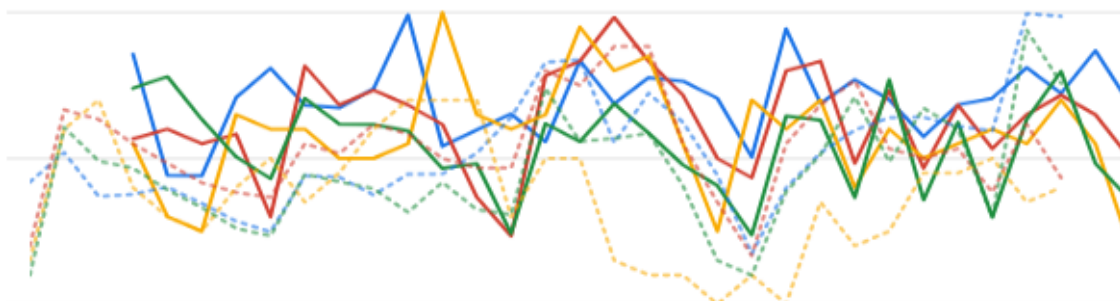
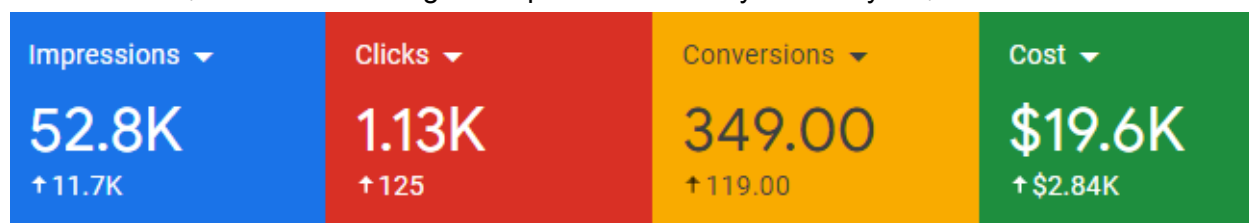


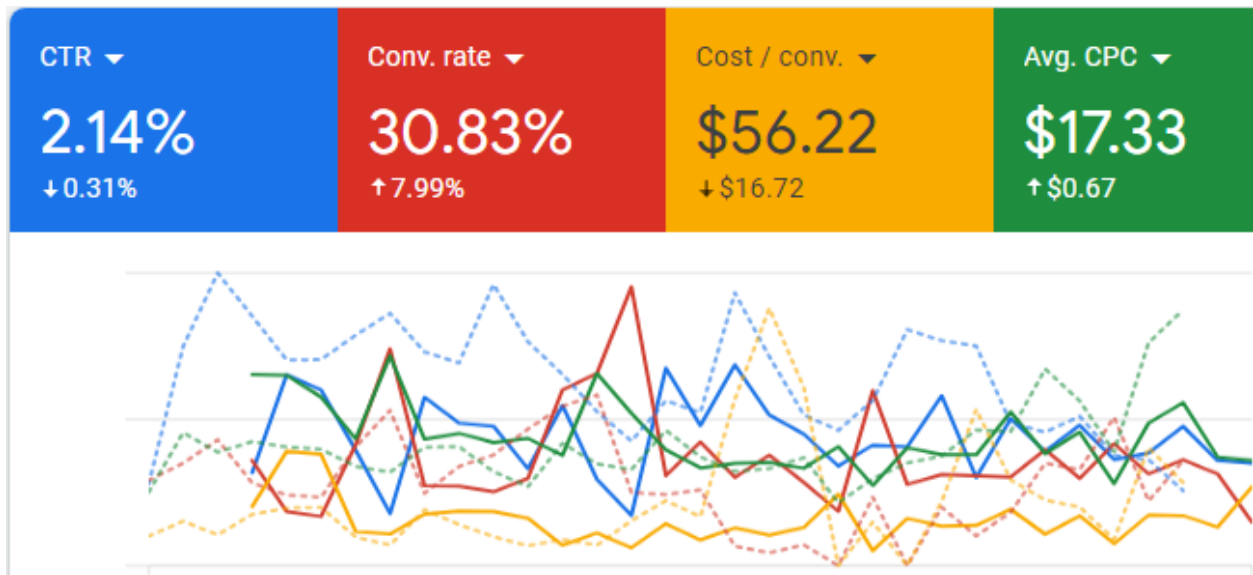
Campaign		Cost ↕	Conv. value ↕	↕ Conv. value / cost ↕	Impr. ↕	Clicks ↕	All conv. ↕				Conversions ↗↘	Conv. rate ↕	Interaction ↕
								7/3/2022– 7/9/2022	6/26/2022 –7/2/2022	Change	Change (%)		
●	 Painting Search	\$762.91 (+18.32%)	5.00 (+400.00%)	0.01 (+322.58%)	3,246 (+8.06%)	135 (+4.65%)	39.00 (+56.00%)	18.00	11.00	7.00	+63.64%	13.33% (+56.36%)	13 clicks
●	 Exterior Painting Roswell	\$731.68 (+2.74%)	3.00 (0.00%)	0.00 (-2.67%)	1,907 (-0.57%)	31 (-18.42%)	19.00 (-24.00%)	14.00	25.00	-11.00	-44.00%	45.16% (-31.35%)	3 clicks
●	 Fence/Deck Stain & Seal BM	\$264.33 (-12.02%)	1.00 (+∞)	0.00 (+∞)	1,017 (+18.67%)	5 (-37.50%)	2.00 (-50.00%)	2.00	4.00	-2.00	-50.00%	40.00% (-20.00%)	clicks
●	 Exterior Painting (3/9/21) BM	\$934.60 (+17.61%)	3.00 (+200.00%)	0.00 (+155.08%)	2,103 (+37.72%)	34 (+17.24%)	25.00 (+31.58%)	25.00	18.00	7.00	+38.89%	73.53% (+18.46%)	3 clicks
●	 Interior Painting Roswell	\$827.84 (+69.31%)	2.00 (+∞)	0.00 (+∞)	3,048 (+39.31%)	35 (+52.17%)	10.00 (-9.09%)	9.00	9.00	0.00	0.00%	25.71% (-34.29%)	3 clicks
●	 Interior Painting (2/17/21) BM	\$706.44 (-18.83%)	0.00 (-100.00%)	0.00 (-100.00%)	2,230 (-27.74%)	21 (0.00%)	7.00 (-22.22%)	6.00	8.00	-2.00	-25.00%	28.57% (-25.00%)	2 clicks
●	 Commercial Painting	\$567.48 (+30.27%)	0.00 (0.00%)	0.00 (0.00%)	231 (+5.96%)	18 (+50.00%)	1.00 (-75.00%)	1.00	2.00	-1.00	-50.00%	5.56% (-66.67%)	1 clicks
Total: All enabled campaigns		\$4,795.28	14.00	0.00	13,782	279	103.00	75.00	77.00	-2.00	-2.60%	26.88%	27

Month of June

June was the best month that we have ever had from Paid advertising for Example . We reached record highs in terms of all key performance indicators. Our total ad spend was just under \$20,000 for the first time bringing us to \$19,600 for the month, that is up approximately \$2,800 from last month. Overall impressions served were up approximately 11,700 bringing us to a total of 52800 for the month. This is being driven from Roswell as well as expanding our budgets across the board. We generated 1130 clicks to the website this month which was up 125 from last month. Total number of conversions were up 119 bringing in 349 total conversions for the month.

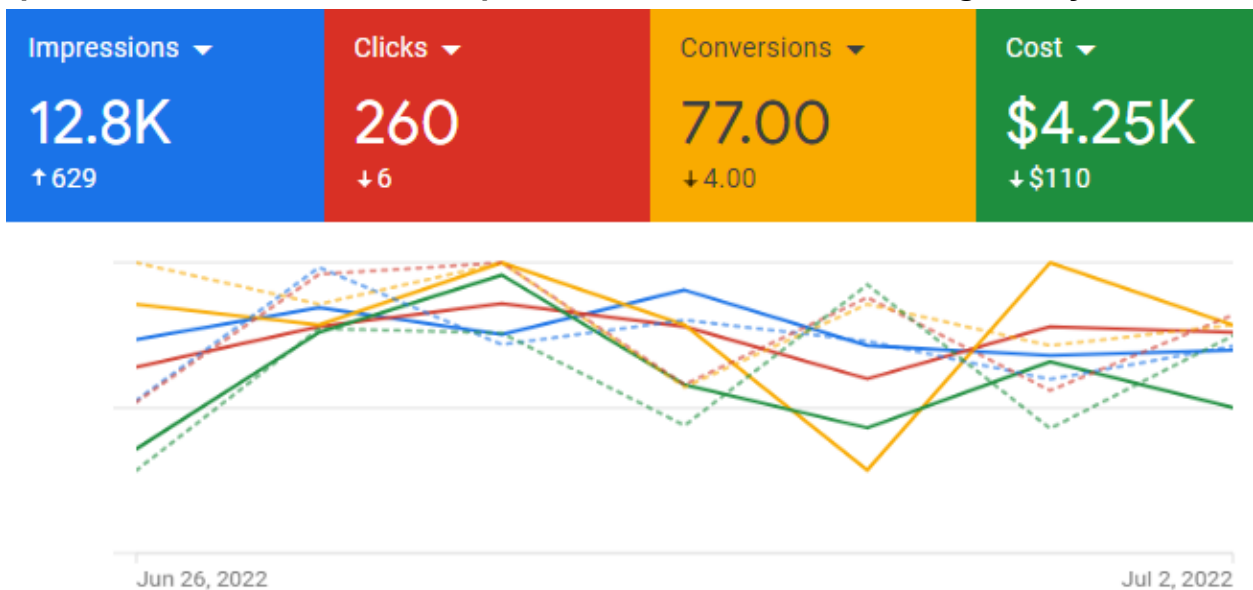
Looking at our secondary indicators, we see our overall click-through rate has gone down slightly but it's still above our 2% minimum Threshold at 2.14%. Overall conversion rate has increased by approximately 8% to 30.8% for the month. Average cost per conversion has decreased to \$56.22. And average cost-per-click has stayed steady at \$17.33.





Week of June 26 - July 2

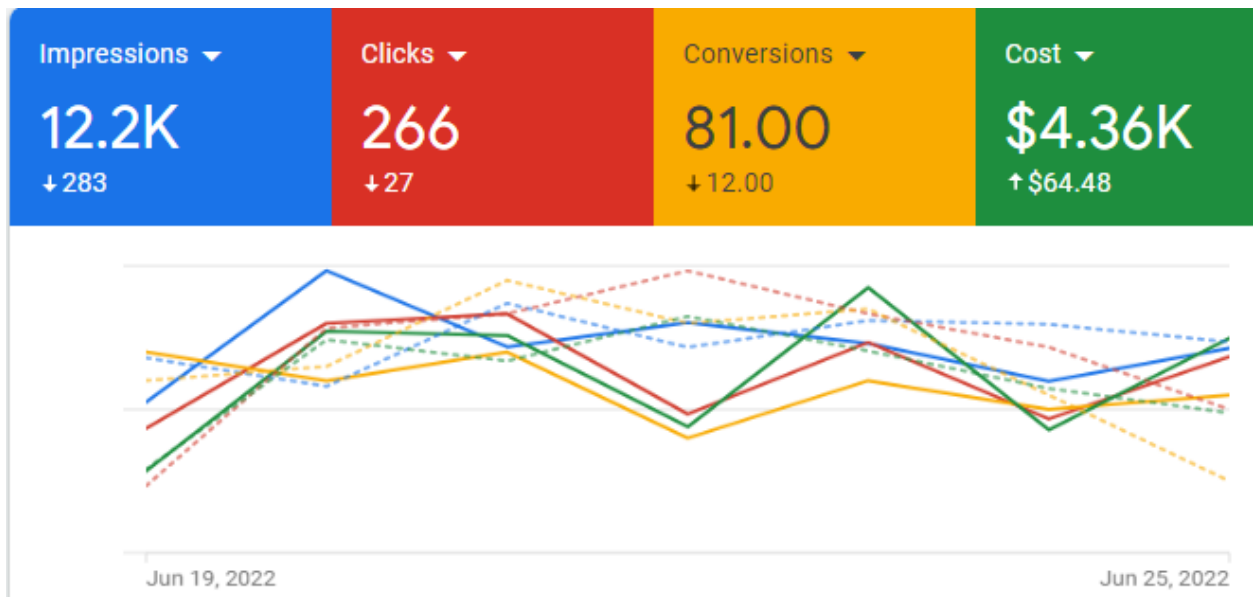
Negative KW to add: Rodriguez Painting , Gonzalez Painting for Roswell-Done
Currently at 267K Sales. Account performance this week is very much on par with what we've been doing the rest of the month. We are seeing an elevated pacing of conversions coming into the account now averaging about 70 to 80 per week. ad spend this week was \$4,250. Impressions and clicks are holding steady.



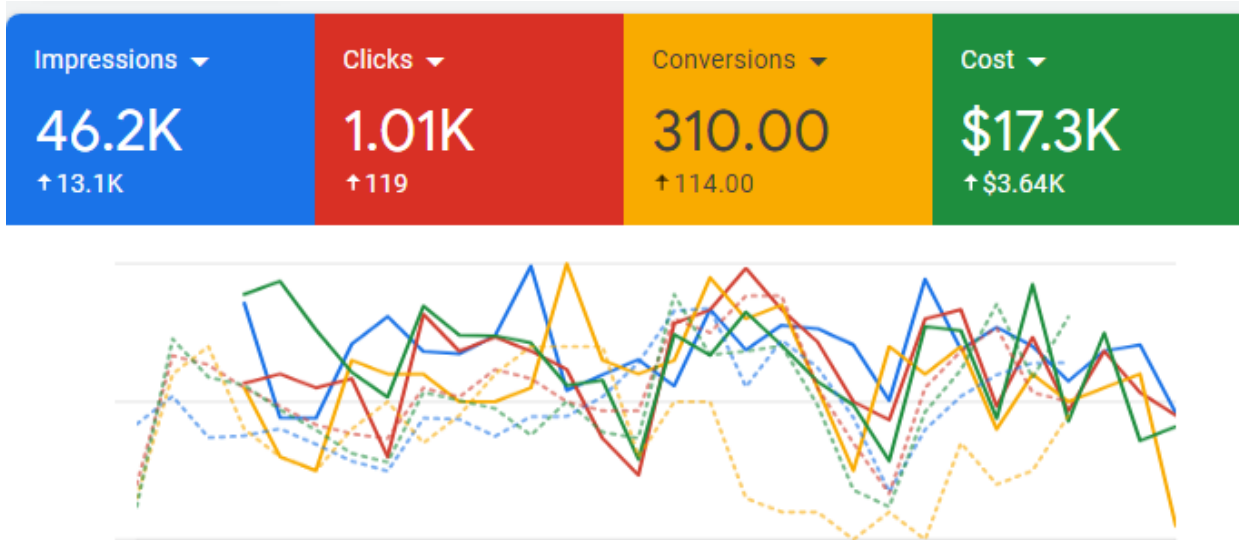
Week of June 19 - June 25

Billboards moved to Roswell on June 22. Currently at \$215K and might hit \$250. Account performance was more or less on par with what we did last week. Overall ad spend was the same at \$4,360 spent. Overall conversion for -12 to bring us to 81 for the week. Clicks to website were down 27 to 266 which is still a high number for us. And overall ads serve remains steady at 12,200 down just 283 ads from last week. When we look at our specific campaigns we

see that we are continuing to produce results across the board. We had one conversion from our commercial campaign, but I'm also seeing 8 total conversion actions and I need some clarity on what actually happened there. Average click-through rate for ads remains High and we're looking at an overall 30.45% conversion rate. Average cost per conversion is sitting at \$53.79. Our maximum daily spending is set to \$650 although we are not always reaching that. Impression share this week is at 15.97%. Stay tuned for a monthly recap next week.



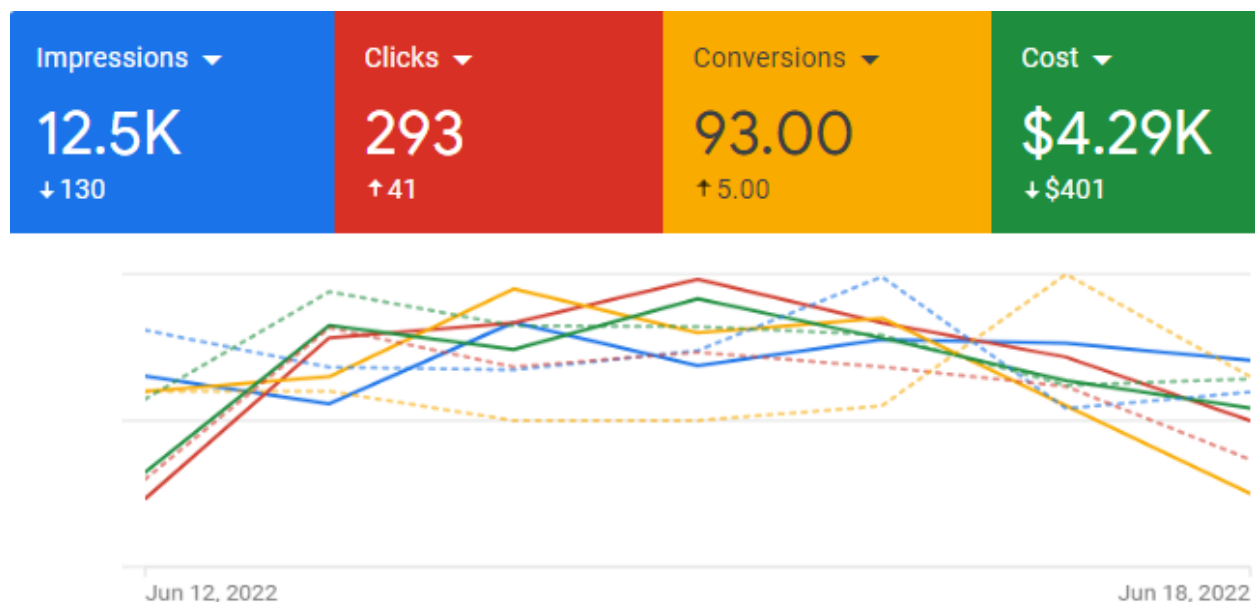
Quick month-to-date check on the 27th of June indicates as follows, we are seeing significant increases in overall ads served, clicks to the website, and currently + 114 conversion actions. all of this comes with an increased cost of over \$3,600 with another 4 days remaining in the month, it looks like we are easily going to go over 20K.



Week of June 12 - June 18

Schedule optimization Pass, Painters for Property Management Companies Overall add serve stayed steady at 12,500 ads this week. Overall clicks to the website were at + 41 to bring us to 293. Overall conversions were up plus five to bring us to 93 for the week. Overall add spent for the week was down \$400 to bring us the \$4,290 in add spend this week.

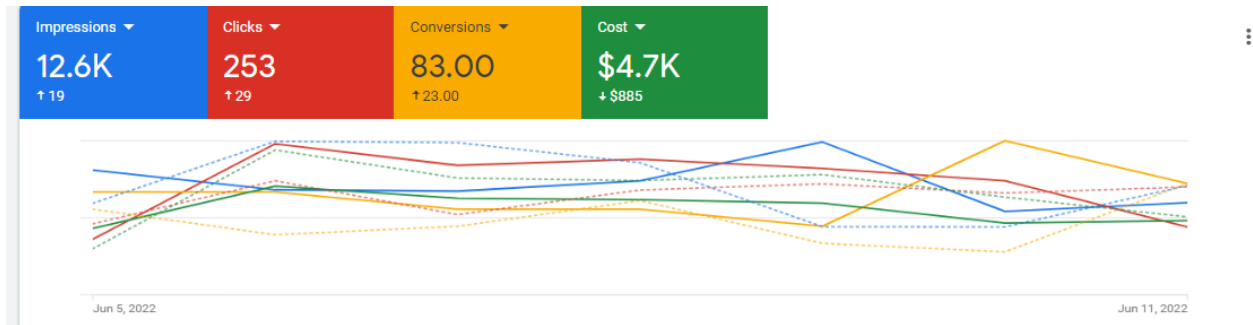
All campaigns are currently producing conversions however our painting search campaign is leading the way with 47. We have one out of commercial this week, 11 out of fence and deck, 33 conversions out of Roswell related campaigns and roughly 40 conversion from interior and exterior in our original territories. Average cost per conversion is down to \$46.15 for this week and our overall conversion rate is sitting at 31% average cost-per-click at \$14.65 per click.



Week of June 5 - June 11

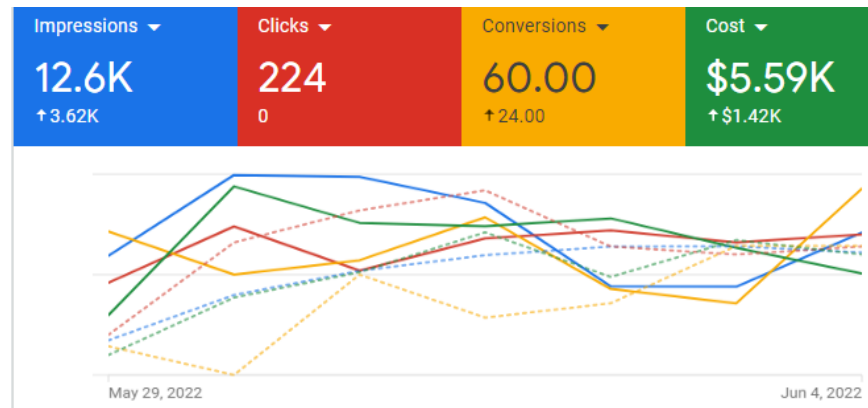
Ad performance this week was better than last week. Overall impressions served were only 19 higher which is very odd to see, to bring us to 12,600 Impressions served this week. Overall clicks the website were up + 29 to bring it to 253 clicks to the website. Overall conversion actions were also up + 23 total actions to bring us to 83 for the week. That did not come without a cost however total ad spend was \$4,700 which believe it or not was down \$885 from last week, yeehaw.

It looks like you should definitely be seeing activity from the Roswell campaigns. We had at least 27 conversion actions coming out of interior and exterior painting there. We had an unbelievable week with commercial with 3 conversions just this week. I cannot wait to hear about it, I'm sure you are chasing down those leads as we speak. Fence and deck stain came up with 4. and we saw at least 40 actions out of the Cartersville/Dallas interior and exterior painting campaign.



Week of May 29 - June 4

Performance Was good this week, with the reactivation of conversion tracking we are seeing an immediate increase to the overall number of conversions coming into the account. Impressions served during this time increased 3624 a total of 12600 impressions served. Oddly, clicks came out exactly the same as last week at 224. As mentioned previously overall conversions increased + 24 to a total of 60 conversions for the week. It is important to point out that our ad Spend is increasing again, with plus \$1,400 this week for a total ad spend just over \$5,500 going from May into June. We are seeing activity across the board this week with conversions from all campaigns except for commercial painting. We saw 13 from Roswell exterior and 8 from Roswell interior.

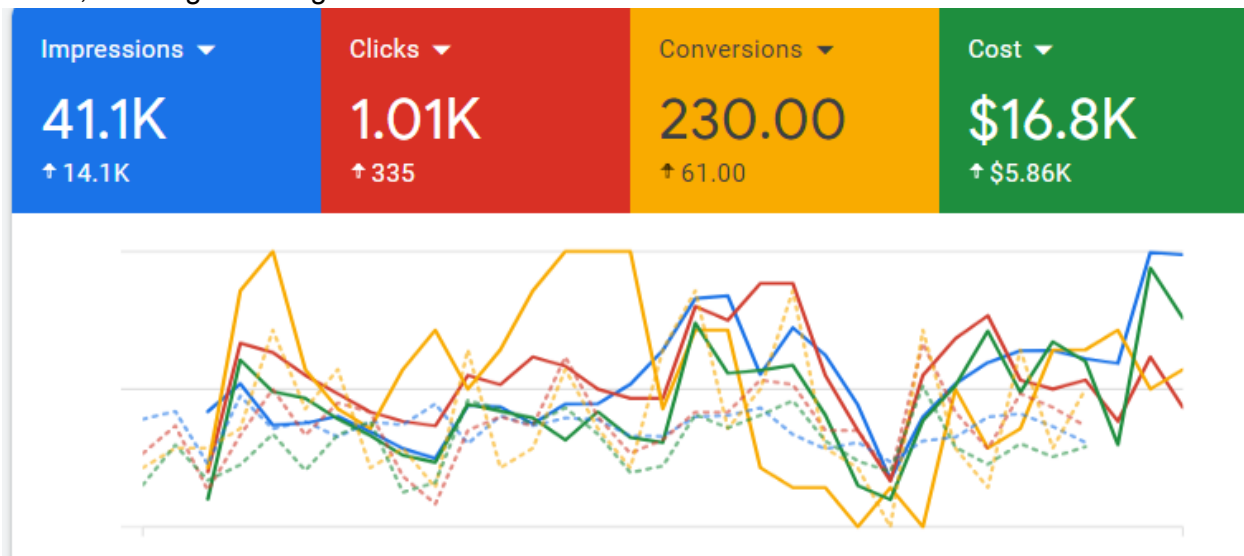


Month of May

Another Month of dynamic change in the Example account as we increase budgets, bring new territories online and increase the lines of business we are targeting with Commercial. Overall conversion were up 61 Month over month but it is important to point out that we lost analytics and conversion tracking for about a week. The conversions don't bottom out completely because we were still tracking phone calls from ads but the overall volume depressions is obvious in the chart below.

This is inline with what our objectives have been and the budgets for this campaign have come from eliminating other types of media spend(I.e. Billboards) Overall ad spend was up ~\$6K to \$16.8K for the month. Impressions were up 14K and total clicks to site were up 335 to over 1000 for the first time. Alot of the traffic is coming from our new campaigns. Roswell campaigns

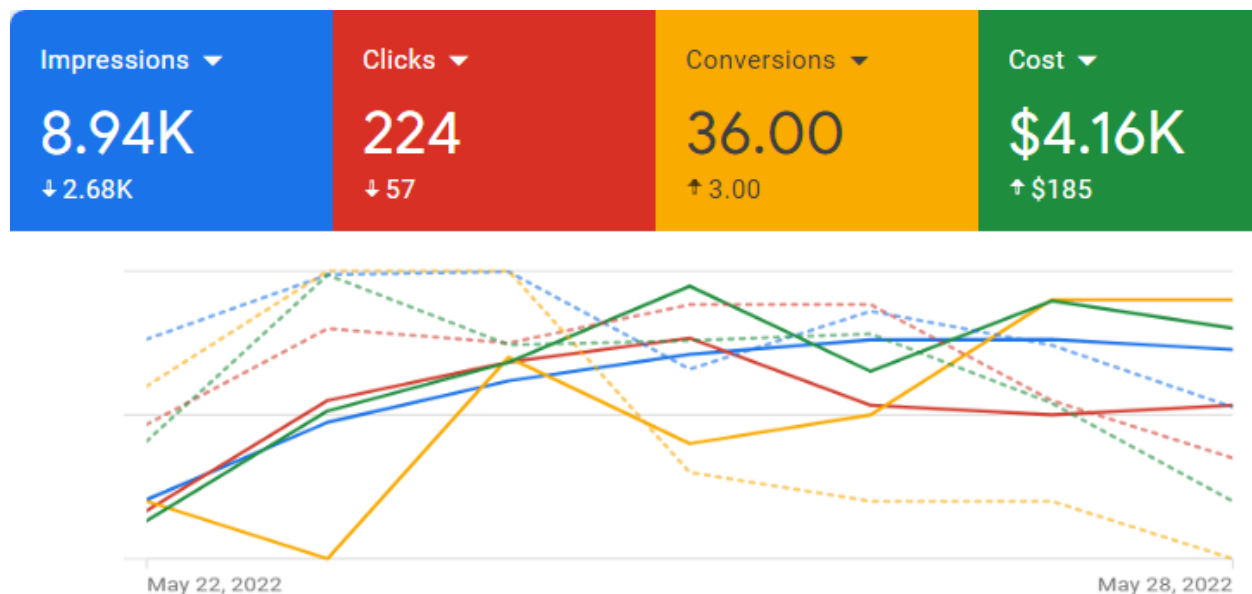
for interior and exterior have generated ~40 conversion actions, Commercial generated 2 this month, Painting Search generated 41.



Week of May 22 - May 28

+3 Conversions week over week. Decreases to overall impressions served and clicks to website. This is curious because we have been increasing budgets over the last two weeks so we should really be seeing more of everything. Ad Spend was up slightly as well.

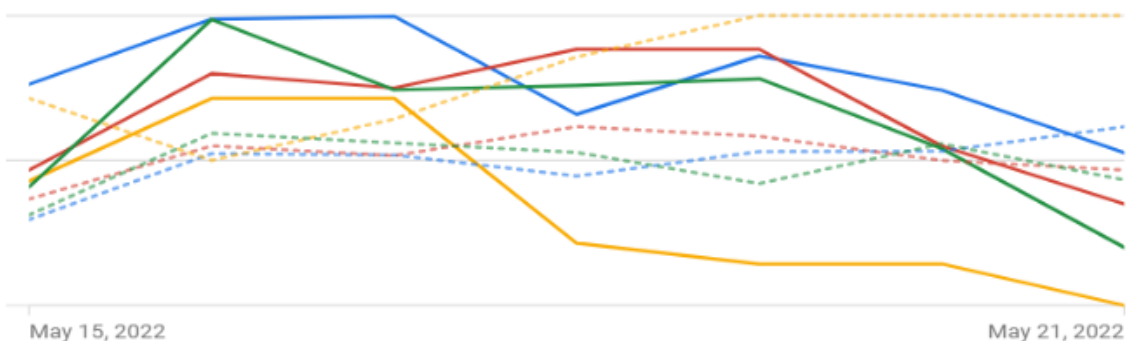
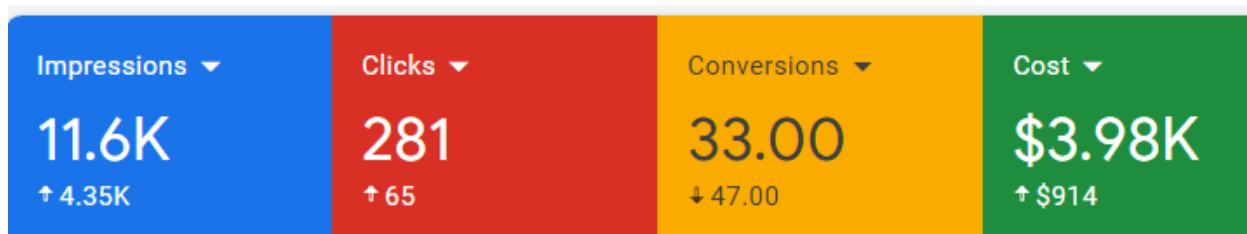
No Commercial Leads this week. 9 from Roswell Campaigns (4 Interior and 5 Exterior) ** Keep in mind Conversion Tracking was fixed the week previous and it looks like we still were not tracking all actions until the second or 3rd day of the week.



Week of May 15 - May 21

Fixed Tracking on website , login coming. Review KW's, Make sure negatives are pm Roswell. In terms of performance we can't let the conversion data from this week scare us. We are seeing the effects of losing the data and at first glance it looks like we got kicked in the teeth but

reality is different because we lost tracking on the site. I attempted to log in and fix the issue myself with website access but I did not have a high enough level of access to access the theme editor to install the GA and GTM scripts. Follow up on Tuesday.



Campaign	Impr. <>	Interactions <>	Interaction rate <>	Avg. cost <>	All conv. <>	Conv. rate <>	Clicks <>	Conversion <>	Conv. value <>	Conv. value / cost <>	Cost / conv. <>
Interior Painting (2/17/21) BM	1,700 (-13.92%)	28 clicks	1.65% (-9.64%)	\$22.59 (-3.21%)	11.00 (-56.00%)	25.00% (-64.00%)	28 (-22.22%)	7.00 (-72.00%)	2.00 (-33.33%)	0.00 (-11.44%)	\$90.36 (+168.8)
Exterior Painting (3/9/21) BM	1,643 (+40.79%)	33 clicks	2.01% (-45.49%)	\$19.97 (+31.78%)	14.00 (-39.13%)	36.36% (-28.93%)	33 (-23.26%)	12.00 (-45.45%)	4.00 (+33.33%)	0.01 (+31.84%)	\$54.91 (+85.41)
Fence/Deck Stain & Seal BM	541 (-38.66%)	11 clicks	2.03% (+124.17%)	\$27.18 (-24.07%)	1.00 (-85.71%)	9.09% (-89.61%)	11 (+37.50%)	1.00 (-85.71%)	0.00 (-100.00%)	0.00 (-100.00%)	\$298... (+630.8)
Painting Search FebTest	3,247 (+74.38%)	146 clicks	4.50% (-15.43%)	\$6.00 (+33.10%)	24.00 (+9.09%)	4.11% (-59.32%)	146 (+47.47%)	6.00 (-40.00%)	0.00 (-100.00%)	0.00 (-100.00%)	\$146... (+227.1)
Commercial Painting	238 (-28.31%)	15 clicks	6.30% (+90.22%)	\$43.68 (-10.34%)	3.00 (+∞)	6.67% (+∞)	15 (+36.36%)	1.00 (+∞)	0.00 (0.00%)	0.00 (0.00%)	\$655... (+∞)
Exterior Painting Roswell	2,178 (+315.65%)	26 clicks	1.19% (-43.13%)	\$17.24 (+29.28%)	4.00 (-63.64%)	15.38% (-84.62%)	26 (+136.3%)	4.00 (-63.64%)	0.00 (-100.00%)	0.00 (-100.00%)	\$112... (+740.3)
Interior Painting Roswell	2,079 (+292.26%)	22 clicks	1.06% (-29.89%)	\$18.52 (-5.11%)	2.00 (-66.67%)	9.09% (-85.45%)	22 (+175.0%)	2.00 (-60.00%)	1.00 (0.00%)	0.00 (-61.68%)	\$203... (+552.3)
Total: All enabled campaigns	11,626 (+59.87%)	281 clicks	2.42% (-18.63%)	\$14.16 (-0.19%)	59.00 (-37.23%)	11.74% (-68.29%)	281 (+30.09%)	33.00 (-58.75%)	7.00 (-53.33%)	0.00 (-64.06%)	\$120... (+214.7)
Total: Account	11,626 (+59.87%)	281 clicks	2.42% (-18.63%)	\$14.16 (-0.19%)	59.00 (-37.23%)	11.74% (-68.29%)	281 (+30.09%)	33.00 (-58.75%)	7.00 (-53.33%)	0.00 (-64.06%)	\$120... (+214.7)

Week of May 8 - May 15

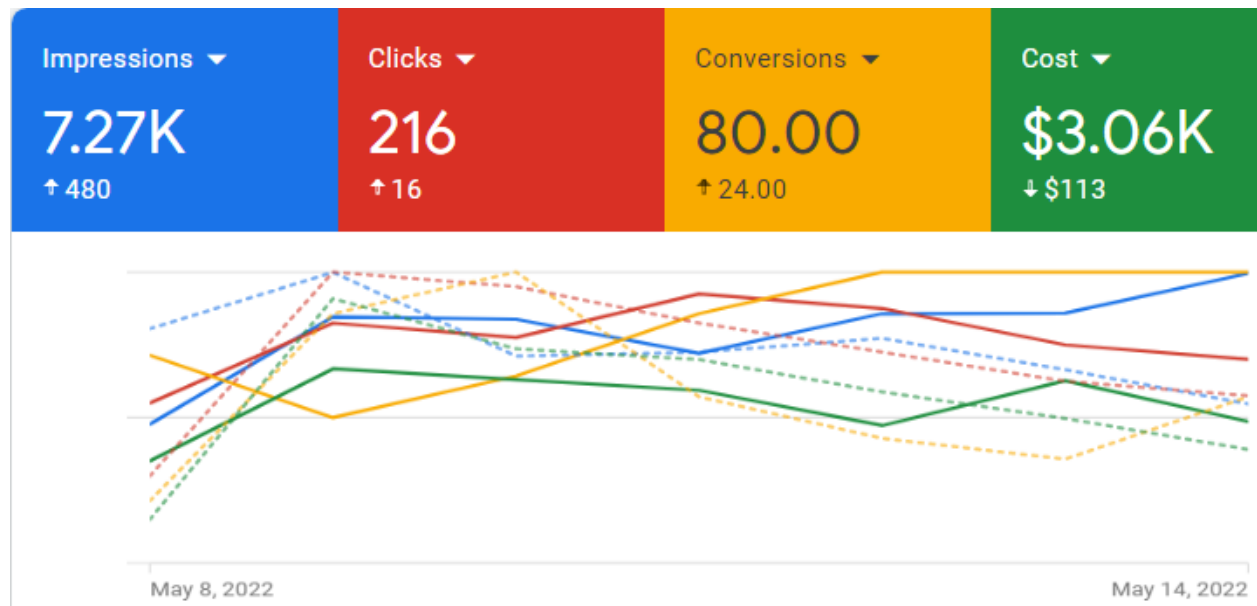
What an exciting week for the account. What was 1, is now 2. We have created and Launched Roswell Campaigns for the new hub in Roswell, GA. New Phone Extension added to these new campaigns. In terms of performance we are also doing great, +24 conversions week over week, +16 clicks to site to 216. Impressions remain the same.

What is even more amazing is that most of the new conversion action this week is coming from the JUST launched Roswell Campaigns with 17 total conversions in their first week between exterior and interior. Its hard not to get really excited and start jumping up and down when we activate a campaign and start getting immediate volume like that.

We need to let things settle for a couple of weeks and see what this new paradigm produces and at what CPA. Let the testing continue!

Exterior Painting Roswell	ch	\$146.71 (+∞)	524 (+∞)	11 clicks	2.10% (+∞)	\$13.34 (+∞)	11.00 (+∞)	100.00% (+∞)	11 (+∞)	11.00 (+∞)	4.00 (+∞)	0.03 (+∞)
Interior Painting Roswell	ch	\$156.12 (+∞)	530 (+∞)	8 clicks	1.51% (+∞)	\$19.52 (+∞)	6.00 (+∞)	62.50% (+∞)	8 (+∞)	5.00 (+∞)	1.00 (+∞)	0.01 (+∞)

New Phone Number 470 655 3997

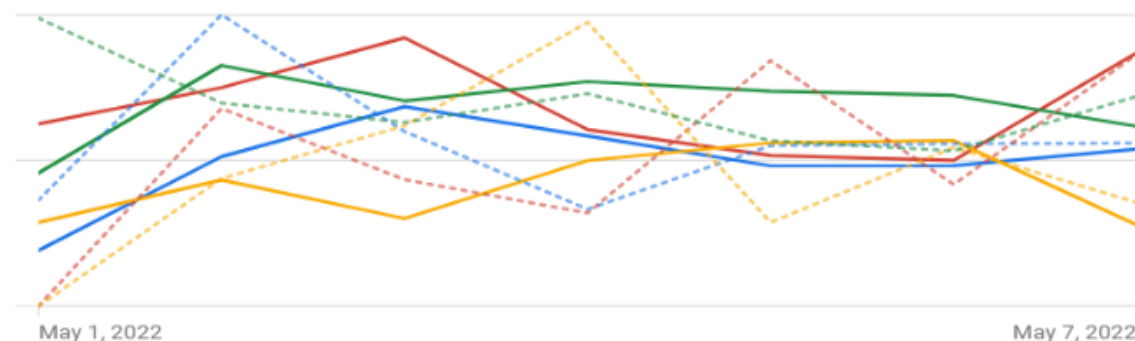
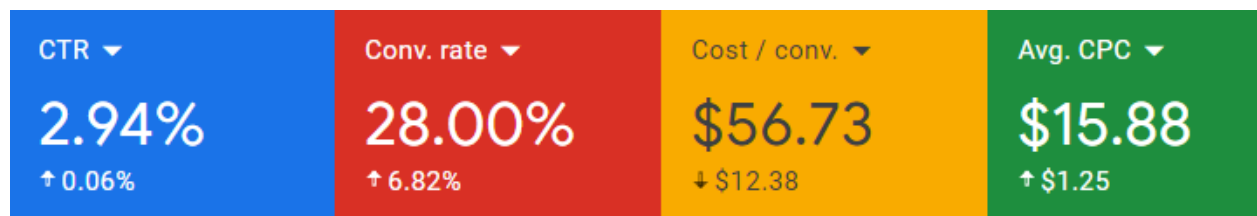
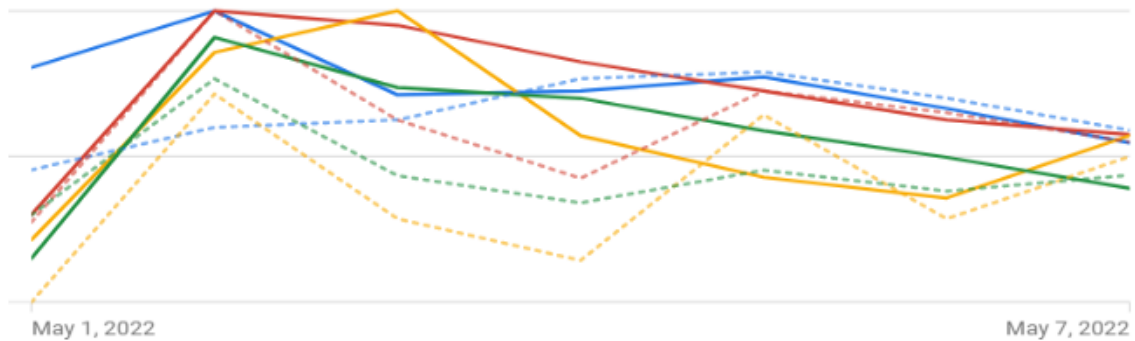
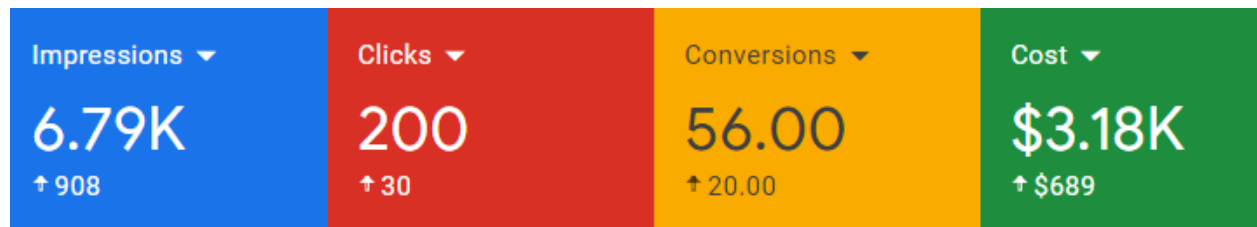


Week of May 1 - May 7

20-25th of May planning on Opening Second Location in Roswell, GA. Will be duplicating Call Only and Search Campaigns with ~\$50/day Ad Spend for Interior and Exterior.
 +20 Conversion actions this week to 56 total. Increases in Impressions and clicks to website.
 CTR sitting just under 3%, Overall Conversion rate is at 28%. CPA is down to \$56 with a \$15 CPC.

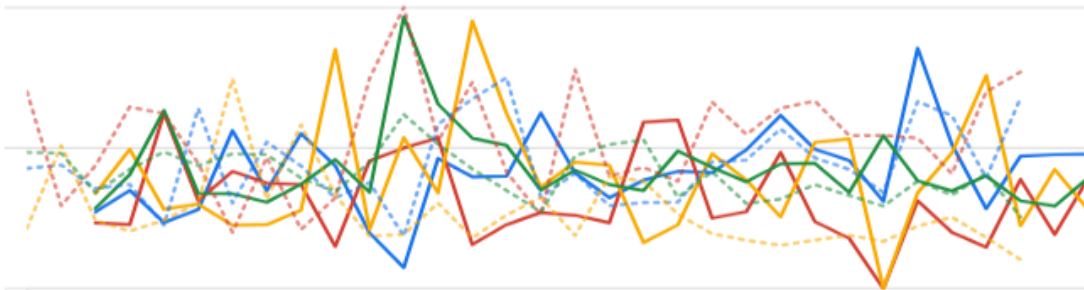
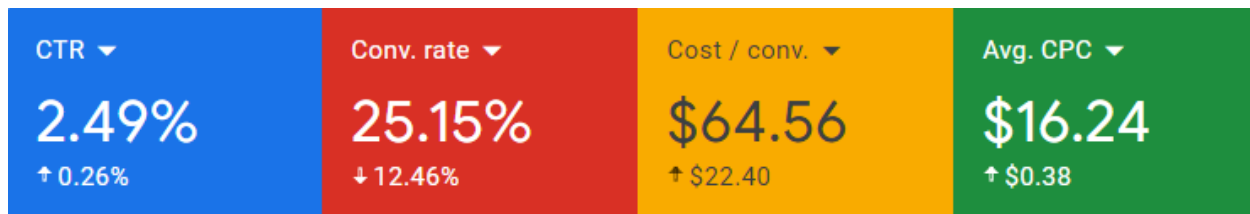
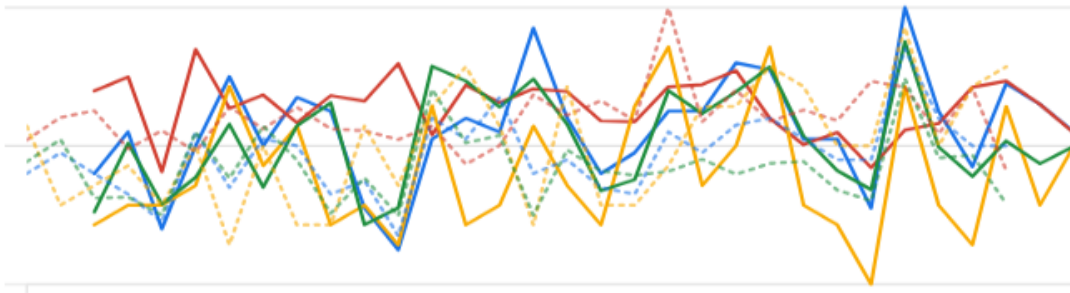
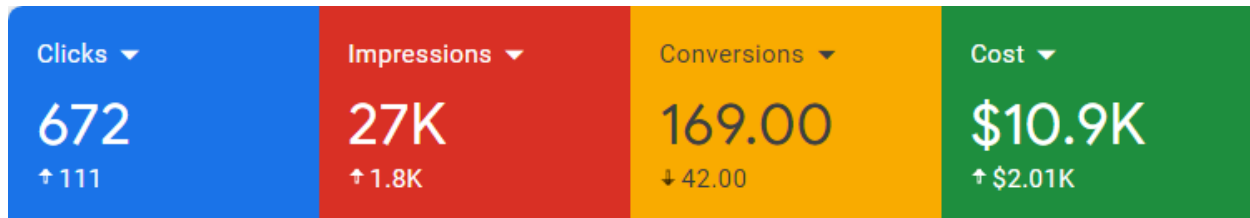
These numbers are changing thanks to the changes we made in targeting previously. We have adjusted budgets and geo targets recently. Commercial campaign had 1 lead this week. All other campaigns were up 30-50% in conversions.

Pending Approval to start the Expansion plans into the NorthEast section of Atlanta.



Month of April

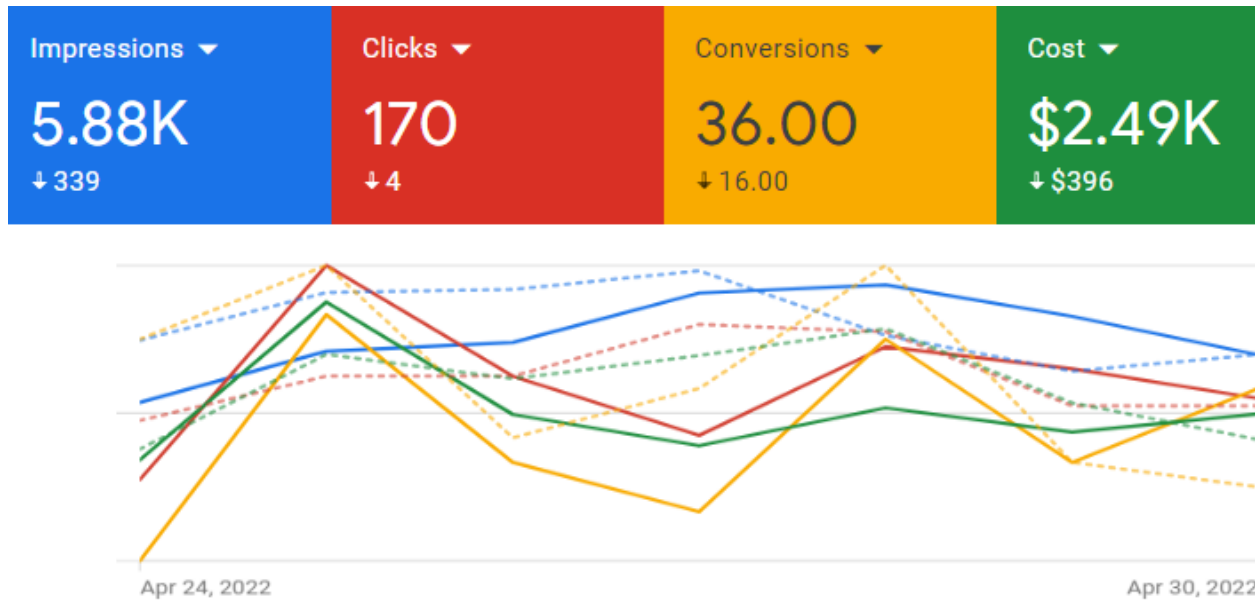
Lots of things going on in the Example account this month as we discussed would be the case earlier this month. We are seeing Positive conversion increases in Painting Search and fence and deck for the month but these are countered by matching decreases in Exterior and Interior Painting by about 30%. Total Clicks to website were up 111 to 672, total impressions served were up 1,800 to 27K which generated 169 conversions, down 42 from March. Total Ad Spend was up ~\$2,000 to \$10,900. This was driven largely by the Commercial campaign which did record 3 conversions for the month. This is great and we knew it was going to be expensive and our ideas have been confirmed with a \$550 CPA for Commercial this month.



Campaign	Cost <>	Impr. <>	Interactions <>	Interaction rate <>	Avg. cost <>	All conv. <>	Conv. rate <>	Clicks <>	↓ Conver <>	Conv. value <>	Conv. value / cost <>	Cost / conv. <>
Exterior Painting (3/9/21) BM	\$3,055.96 (+1.83%)	8,046 (-5.11%)	122 clicks	1.52% (-5.47%)	\$25.05 (+13.51%)	57.00 (-34.48%)	42.62% (-24.72%)	122 (-10.29%)	52.00 (-32.47%)	5.00 (-44.44%)	0.00 (-45.44%)	\$58.77 (+50.78%)
Interior Painting (2/17/21) BM	\$2,924.82 (-4.97%)	7,055 (-15.90%)	114 clicks	1.62% (+14.88%)	\$25.66 (-1.64%)	51.00 (-32.00%)	40.35% (-30.99%)	114 (-3.39%)	46.00 (-33.33%)	6.00 (0.00%)	0.00 (+5.23%)	\$63.58 (+42.54%)
Painting Search FebTest	\$1,897.74 (+55.36%)	7,042 (+45.17%)	336 clicks	4.77% (-7.79%)	\$5.65 (+16.06%)	104.00 (+31.65%)	13.39% (-23.60%)	336 (+33.86%)	45.00 (+2.27%)	10.00 (-23.08%)	0.01 (-50.49%)	\$42.17 (+51.91%)
Fence/Deck Stain & Seal BM	\$1,253.43 (+3.15%)	3,662 (+2.12%)	32 clicks	0.87% (+8.05%)	\$39.17 (-6.52%)	28.00 (+21.74%)	71.88% (-9.38%)	32 (+10.34%)	23.00 (0.00%)	1.00 (-50.00%)	0.00 (-51.53%)	\$54.50 (+3.15%)
Commercial Painting	\$1,778.79 +189.96%	1,213 (+27.28%)	68 clicks	5.61% (+27.20%)	\$26.16 (+79.09%)	3.00 (0.00%)	4.41% (-7.35%)	68 (+61.90%)	3.00 (+50.00%)	0.00 (0.00%)	0.00 (0.00%)	\$592.93 (+93.30%)
Total: All enabled campaigns	\$10,910.73 (+19.52%)	27,018 (+2.89%)	672 clicks	2.49% (+13.38%)	\$16.24 (+2.44%)	243.00 (-8.99%)	25.15% (-32.62%)	672 (+16.67%)	169.00 (-21.40%)	22.00 (-26.67%)	0.00 (-38.64%)	\$64.56 (+52.05%)
Total: Account	\$10,910.73 (+19.52%)	27,018 (+2.89%)	672 clicks	2.49% (+13.38%)	\$16.24 (+2.44%)	243.00 (-8.99%)	25.15% (-32.62%)	672 (+16.67%)	169.00 (-21.40%)	22.00 (-26.67%)	0.00 (-38.64%)	\$64.56 (+52.05%)

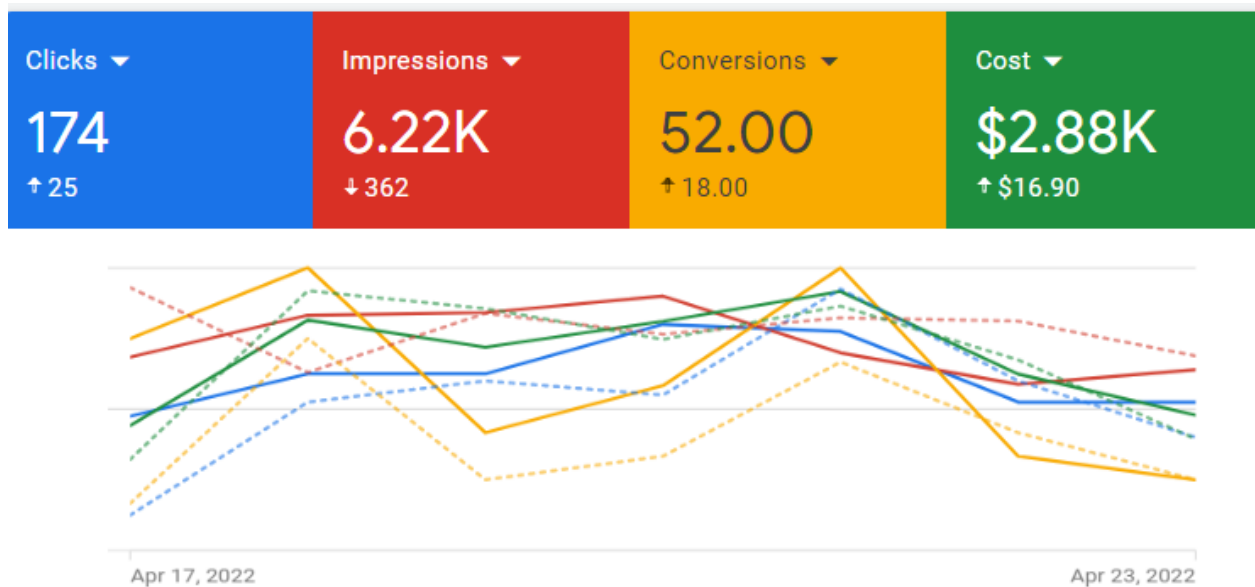
Week of April 24 - April 30

-16 Conversion Week over week to 36, Impressions share this week is 16\$ which is on the low side so I think we are seeing an increase in competition in the overall market. We should add those new territories as soon as we can to stay competitive. Steady KPI's from last week and slightly less ad spend at \$2,490. Seeing decreased production from interior and exterior campaigns.

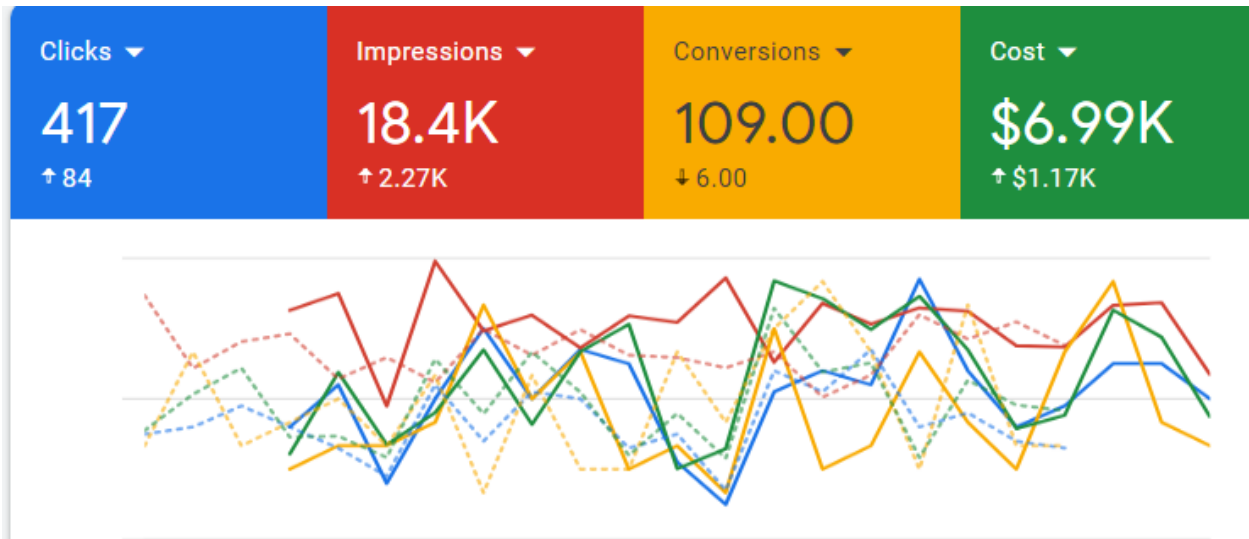


Week of April 17 - April 23

Week over week we are seeing a boom in conversions. +18 week over week to 52 with no increase in ad spend. Interior Painting specifically is at 19 conversion so you should have seen a lot of interior painting leads. The search campaign is +18% and exterior is +61%. Clicks and Impressions stable with no changes in ad spend.

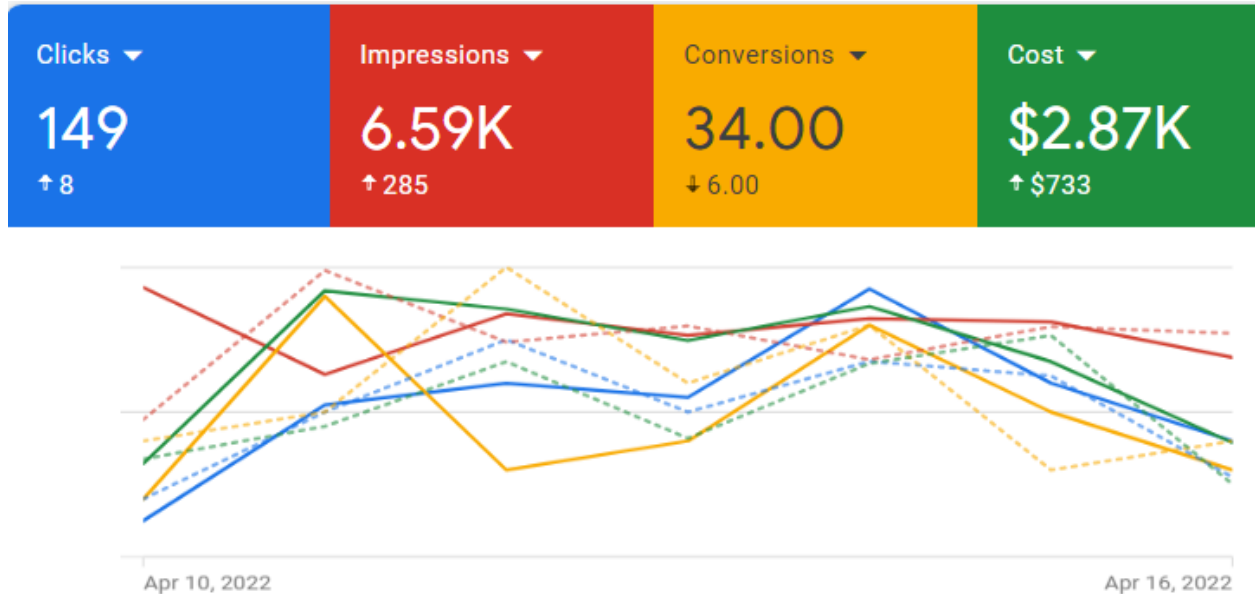


MTD at \$7K Ad Spend as of April 20. We have broken 100 Conversions. Confirmed Lead from Volvo Dealership.



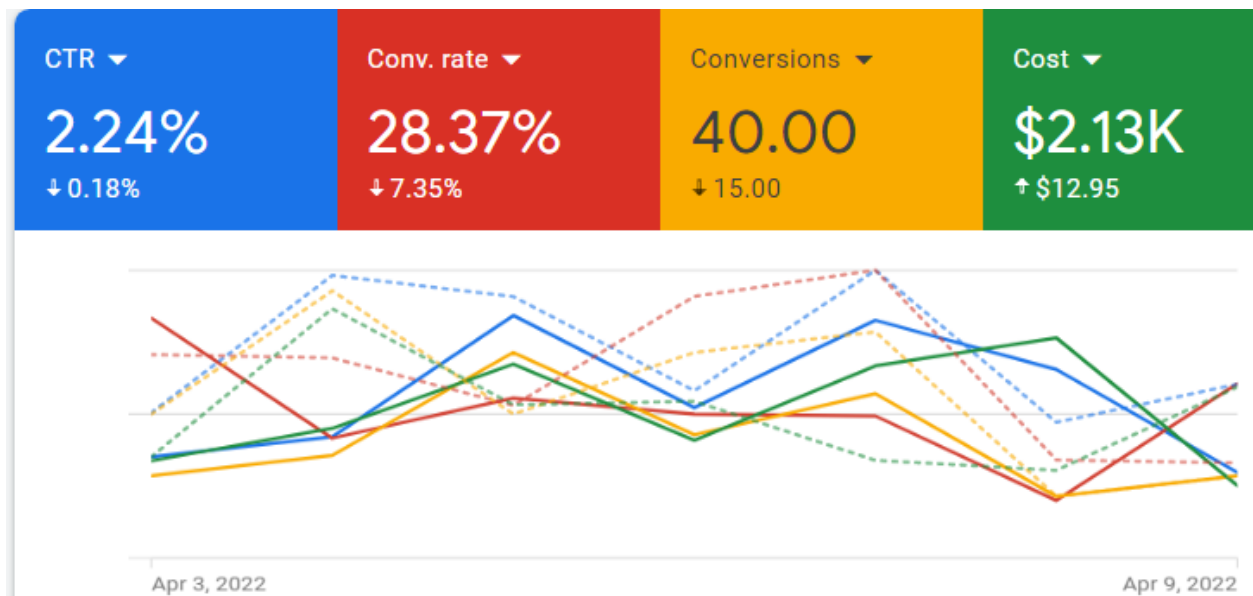
Week of April 10 - April 16

Negative KW List, Commercial to everyone. Search Budget increased to \$80/day. Clicks we are up to 149 and Impressions stayed stable. Conversions were -6 with \$2,870 Ad Spend. Seeing conversion increases in Search campaigns and Exterior Painting. Commercial is doing great with a 71% impressions share but only 2 confirmed leads this month. We have a feeling that commercial leads are calling the business directly rather than using a form or writing the number down and sending that info to someone else to place the call.



Week of April 3 - April 9

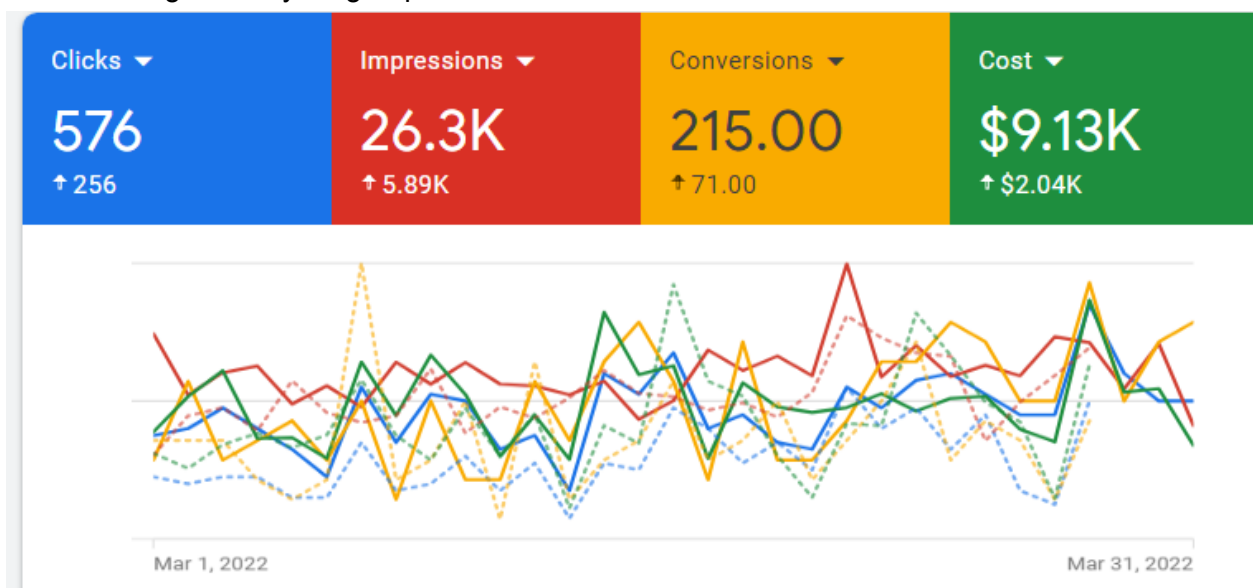
-15 Conversions week over week to 40. Total Ad Spend was ~\$2130. Conversion Rates off week over week to 28%. Impressions and clicks holding steady. Impression Share was up week over week so maybe it was the wet weather and dips back to near freezing temps this week that impacted our bottom line. Discussion about expanding to the East and replicating campaigns in a new GeoTarget. Potentially Q3.



Month of March

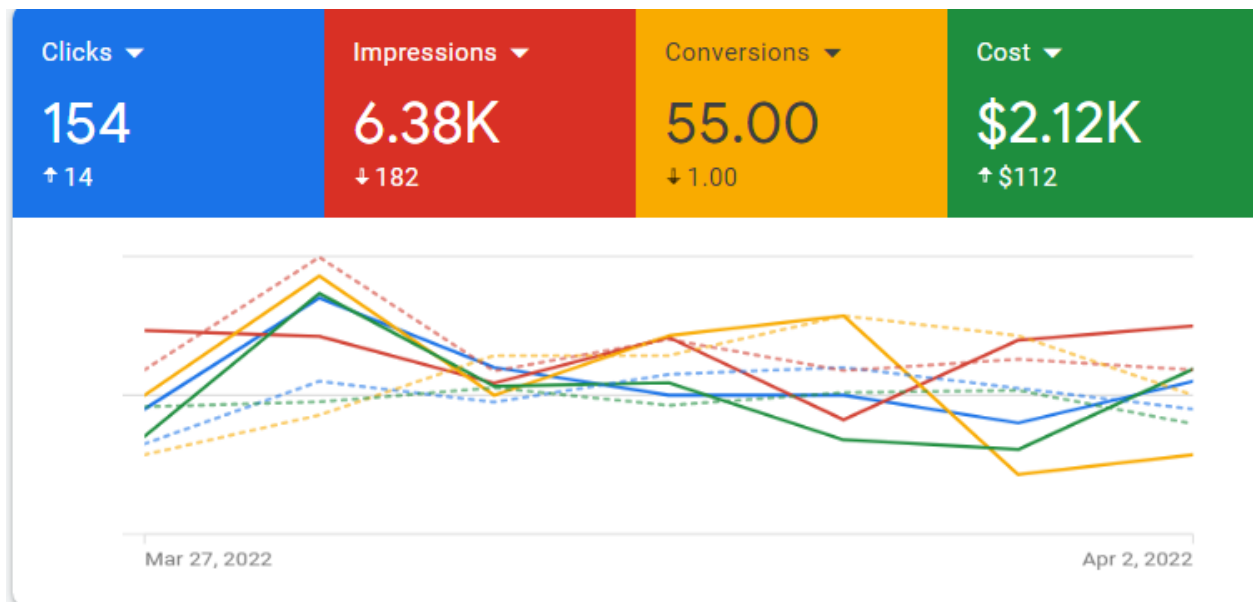
Discussed ending radio promo next week so we can have extra money for Commercial Campaigns on 4/22. Commercial campaigns have been successful in just the first few weeks and have resulted in 3 confirmed commercial bookings / interactions in the local area. Some of these are for big ticket jobs, so if we can put more money behind them, we can change the calculus of ROI on this account by orders of magnitude. Selling mid-5 figure jobs is the ultimate goal of shifting budgets into commercial.

In terms of performance for the month we did very good, +71 conversion-actions to 215. Total Ad Spend reflected this as we were +\$2K Spend to \$9,130 for the month of March. This increase came from the Commercial Campaign, New Residential Search and organic increases in out existing call-only ad groups. CTR is at 2.2% and Conversion rate is at 37%.



Week of March 27 - April 2

Talked to Derek Monday. Pushed our Thursday to Friday. Looking at 4/22 for Commercial Ad Spend increase (reminder put in Cal). Total Ad Spend was up slightly to \$2120 from increases in commercial and search campaigns. Overall Conversions were -1 from last week, so close to a tie. Overall impressions served were down slightly while clicks to site were up about 10% to 154. CTR and Conversion rates remain steady.



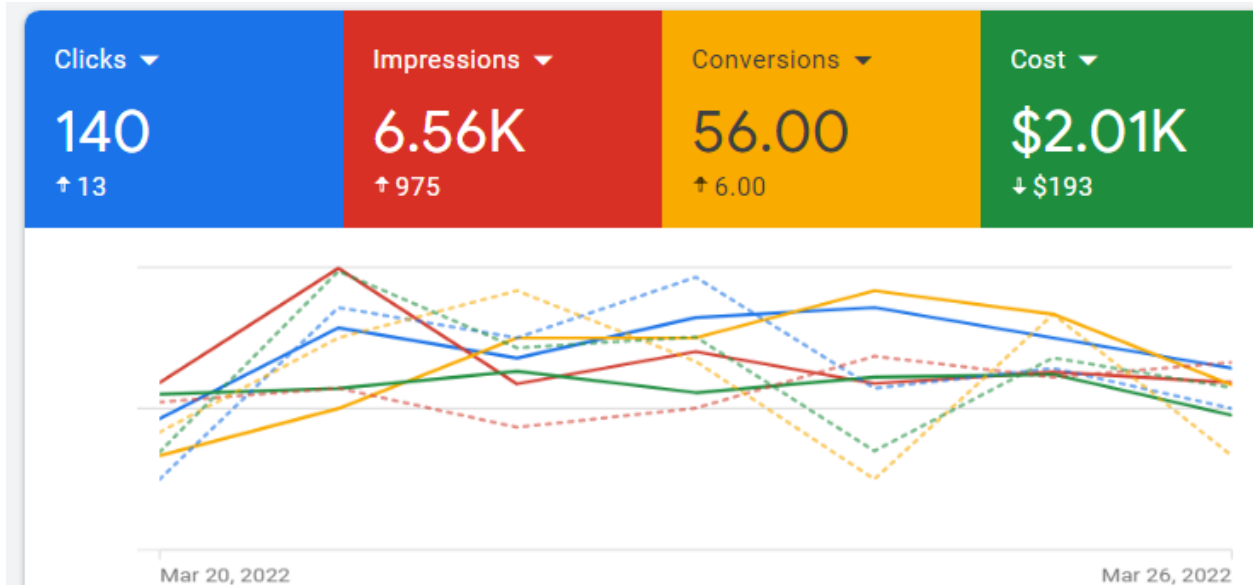
Week of March 20 - March 26

Follow Up on website and SEO.

Week-over-week account performance continues to be excellent; we were plus six conversions this week to 56 total. Total ad spend was down slightly by approximately \$200. All that to say CPA's looked great this week.

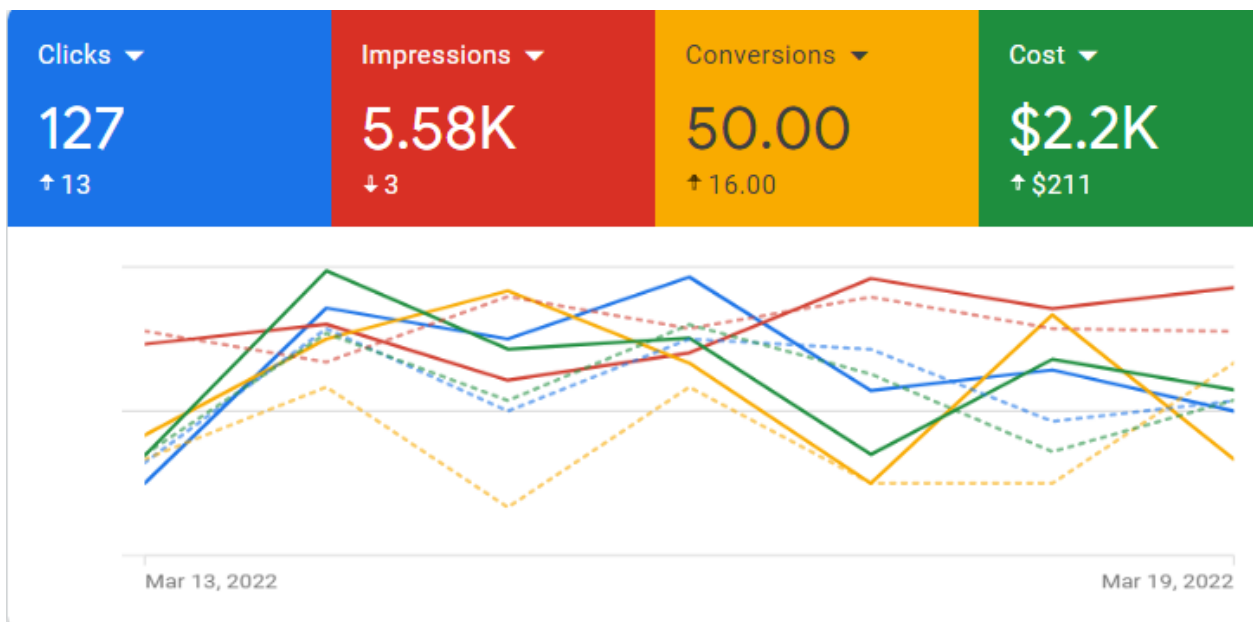
We're seeing increases in impressions of add served and also clicks to website. The commercial campaign has so far generated to commercial leads which we have verified which is excellent news for us as we've had less than a hundred clicks on those in already generated two conversions.

Likewise the search campaign carried over from February has produced over 55 conversions of its own to a completely new channel that we didn't have a vehicle to us just a few months ago. This is all great news for the Example account and I see a lot of conversions continuing to come our way.



Week of March 13 - March 19

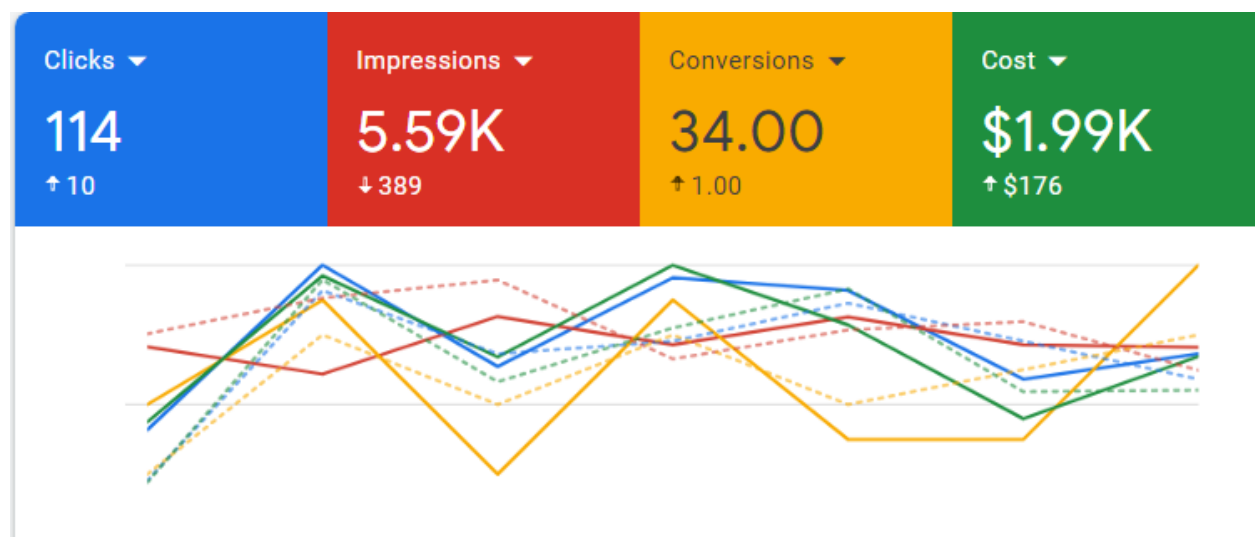
+16 Conversions week over week, Impressions were only down 3 which is a very strange number to see and clicks to sit ewere up 13 to 127. Impression share dropped to 17% this week. We got our first Commercial Painting Conversion on record from the commercial campaign!!! All Campaigns were up this week and you should have a tangible increase in leads coming in. Overall Conversion rate is staying high at 39%.



Week of March 6 - March 12

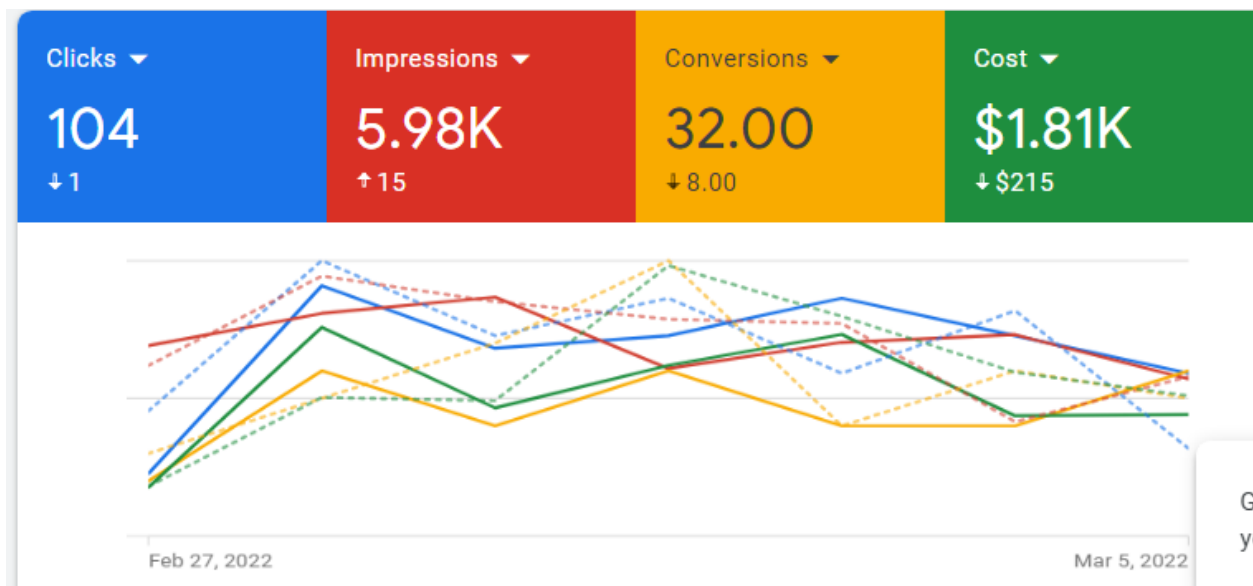
+1 Conversions week over week to 34. Ad Spend and Clicks slightly elevated week over week with a slight dip in impressions served. All Campaigns are producing leads except for Commercial. We are anxiously awaiting our first commercial conversion because it could be very big if repeatable. We only had 9 clicks on the commercial keywords so we do still need more volume and time for this to kick in. Assuming it doesn't, we will look at landing page for conversion tracking issues and also landing page optimization.

Campaign	Cost <>	Impr. <>	Interactions <>	Interaction rate <>	Avg. cost <>	All conv. <>	Conv. rate <>	Clicks <>	Conversion <>	Conv. value <>	Conv. value / cost <>	↑ Cost / conv. <>
Commercial Painting	\$223.98 (+395.53%)	189 (+530.00%)	9 clicks	4.76% (-28.57%)	\$24.89 (+10.12%)	0.00 (0.00%)	0.00% (0.00%)	9 (+350.00%)	0.00 (0.00%)	0.00 (0.00%)	0.00 (0.00%)	\$0.00 (0.00%)



Week of February 27- March 5

Build out Commercial Painting Campaigns this week, excited to see what search will bring us on the commercial front. This week we were down 8 Conversions week over week to 32, Total Ad Spend was also slightly down by \$215. Impressions and Clicks held steady. We have a lot of change happening within the account with the addition of Search for residential painting last month and the addition of Commercial painting last week. Expect KPI's to be dynamic for the next 3-4 weeks. Also Expect CTR and Conversion rates to go down, as we serve more impressions and generate more clicks it is inevitable but as long as overall volume keeps trending up, we are executing the plan correctly.

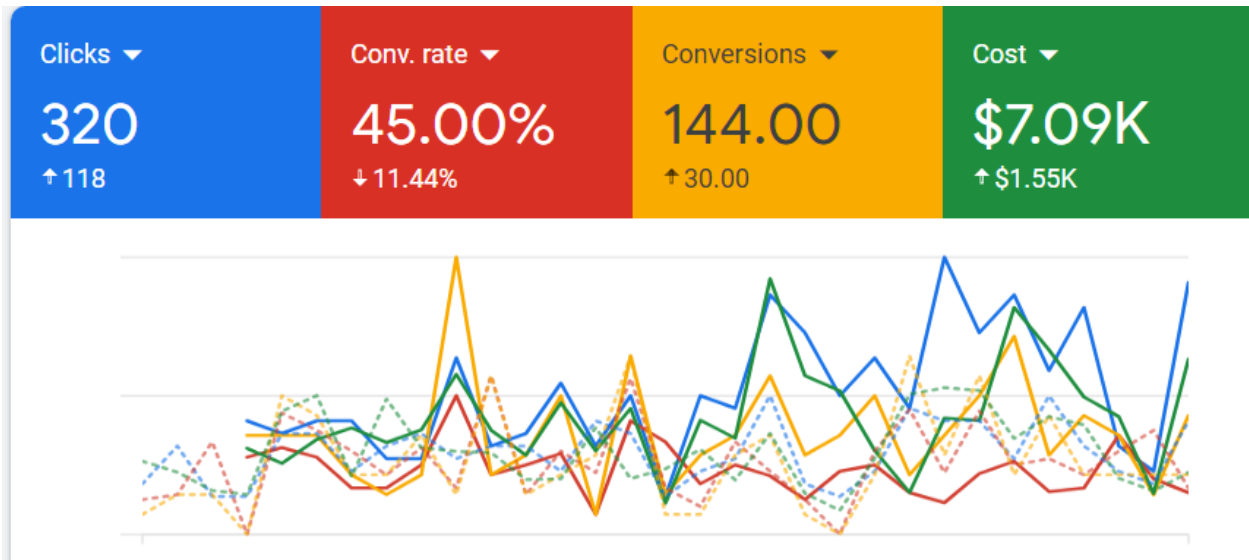


Month of February

Plus 30 Conversions month over month from the Example Account. We started the local Search campaigns this week and saw +22 conversions from this campaign alone. This is great news for us and we continue to see growth opportunities for this account. Conversion rate has gone down from the average of 60%+ that we were getting when running call only ads. This is unavoidable with the addition of Search Campaigns but what is important to keep in mind is the overall volume of leads is going up.

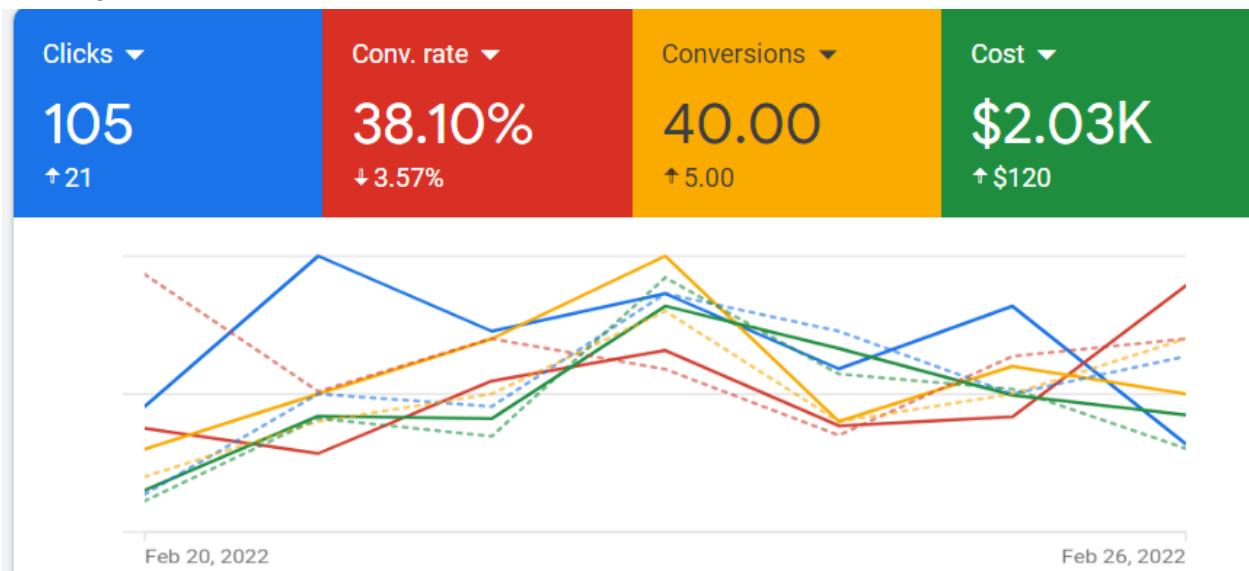
In terms of specific campaigns, Interior was down 7% compared to Exterior being +13% so I think we are starting to see the seasonal shift into more exterior jobs assuming this is real spring and a spring of deception.

Campaign	Interaction rate < >	Avg. cost < >	↓ All conv. < >	Conv. rate < >	Clicks < >	Conversions < >	Conv. value < >	Conv. value / cost < >	Cost / conv. < >
 Interior Painting (2/17/21) BM	1.34% (+24.09%)	\$29.13 (-11.46%)	69.00 (-17.86%)	60.55% (-0.22%)	109 (-6.84%)	66.00 (-7.04%)	7.00 (-12.50%)	0.00 (+6.07%)	\$48.11 (-11.26%)
 Exterior Painting (3/9/21) BM	1.18% (-54.50%)	\$27.45 (+69.23%)	43.00 (+10.26%)	51.22% (+3.82%)	82 (+9.33%)	42.00 (+13.51%)	5.00 (0.00%)	0.00 (-45.95%)	\$53.59 (+62.99%)
 Painting Search FebTest	5.08% (+∞)	\$5.85 (+∞)	32.00 (+∞)	20.18% (+∞)	109 (+∞)	22.00 (+∞)	5.00 (+∞)	0.01 (+∞)	\$29.00 (+∞)
 Fence/Deck Stain & Seal BM	0.64% (+71.34%)	\$51.11 (+8.56%)	17.00 (+112.50%)	70.00% (+16.67%)	20 (+100.00%)	14.00 (+133.33%)	1.00 (0.00%)	0.00 (-53.94%)	\$73.01 (-6.95%)



Week of February 20 - February 26

Approved to Add Commercial Campaigns this week. +5 conversions week over week, slight increase in ad spend to ~\$2K. Most KPI's are trending up with the addition of the search campaigns last week.

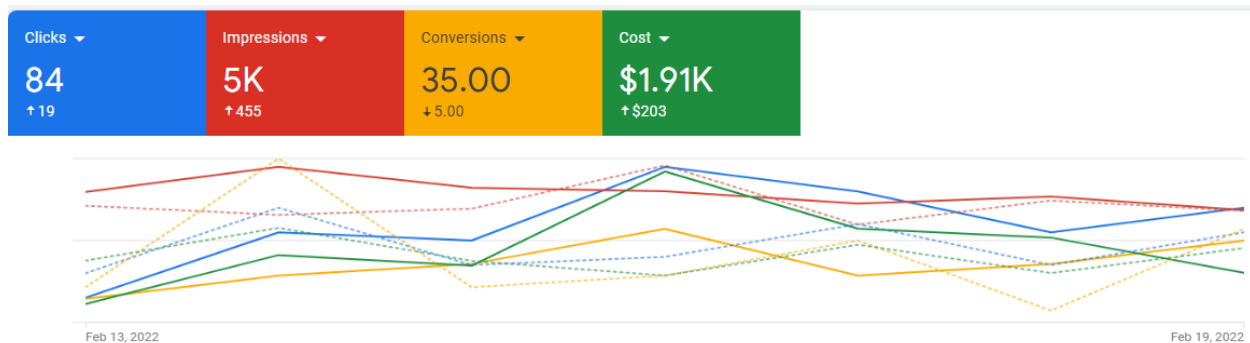


Week of February 13 - February 19

Impression share dipped slightly this week by about 3 or 4% it looks like there's a few more competitors in the market in the last week unfortunately we lost five conversions week-over-week bring us to 35 but overall we had an increase in Impressions, a couple more clicks to site and our ad spend did go up to \$1,900.

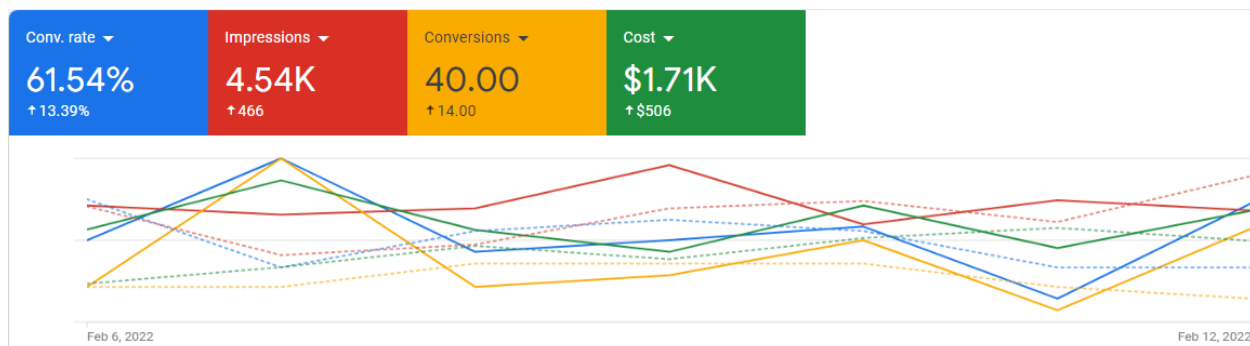
The search campaign generated 14 conversions last week which I think is great and exterior painting was also up 62% and conversions week-over-week so it looks like it's good news for

exterior interior was down a little bit but I think we were expecting that in good results all together



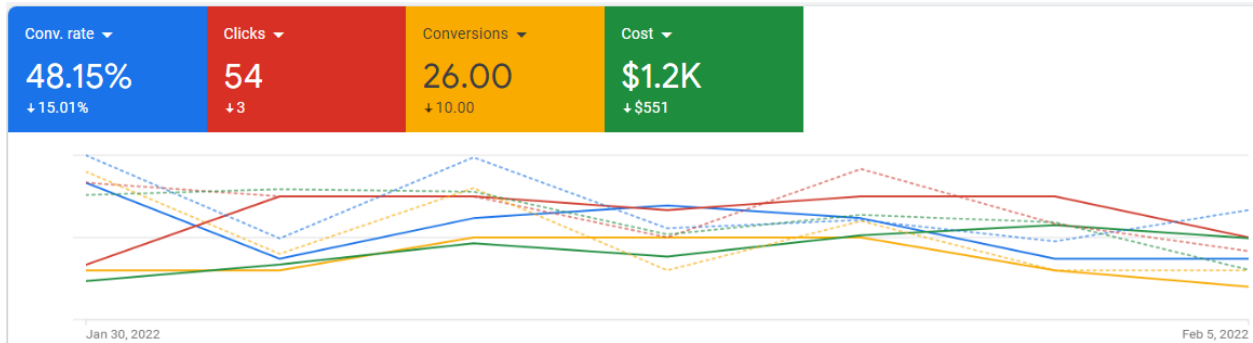
Week of February 6 - February 12

Conversions +14 to 40 for the week. Total Ad Spend up ~30% to \$1700. Exactly what we wanted (and needed) to see without ambitious goals and quickly re-establishing increased revenue. Interior came up with +9 and Exterior +3. Impressions and Clicks were both up. **Search Campaigns producing Conversions, just launched last week and already have 2 conversions, this is going to be another viable opportunity to expand search. MTD Data has us +17 from January with Interior +43%.



Week of January 30 - February 5

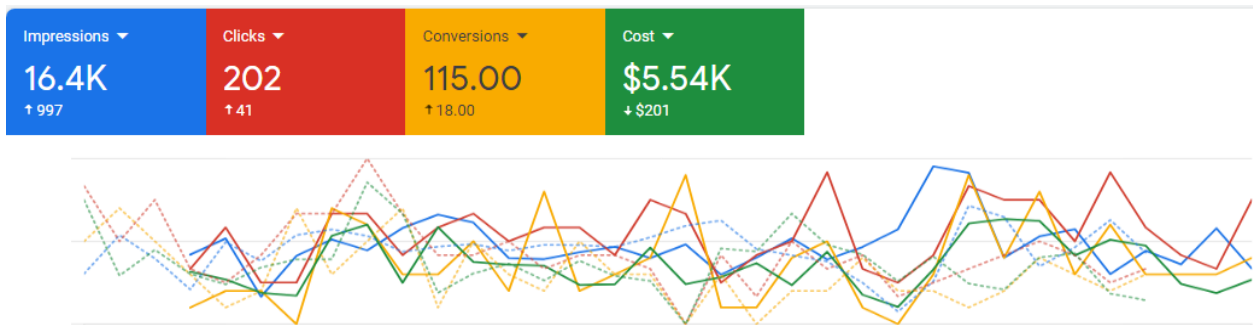
Adding Search Campaigns this week, 14 Keywords with 1 Responsive Search Ad Set at \$20/day. Account Performance was down 10 week over week to 26. Overall Ad Spend was also down ~\$550 , Clicks held steady and impressions went up by 200, so no real explanation of why we lost 10 other than typical volatility. It is worth noting the lost conversions were from Exterior Painting. The new search campaigns should help increase overall conversion production.



Month of January

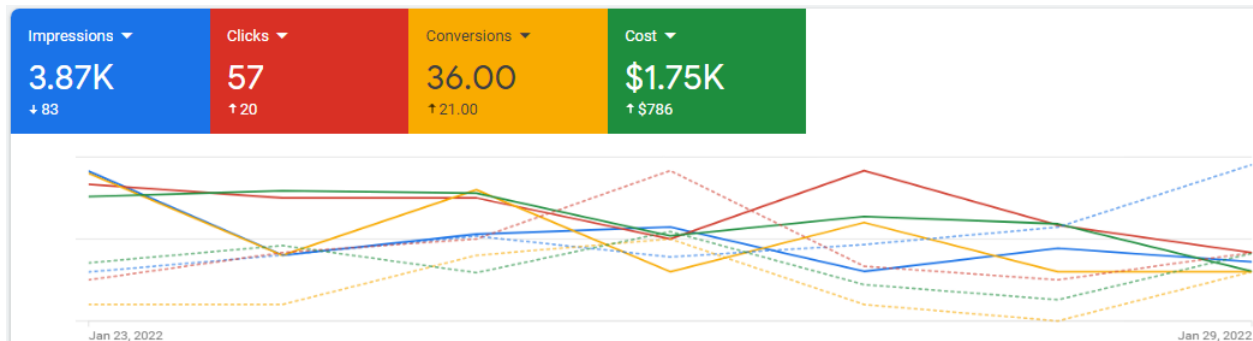
Month over Month we had a better month than December with +18 Conversion-Actions to 115 total. Increases in Impressions and Clicks with a slight decrease in overall ad spend to \$5,540. Conversion rate is still very high at 60%+. Impression share is at 26%.

Interior Generated 71 Conversions and Exterior generated 38. Fairly typical for this time of year and consistent with earlier shifts in budget. Fence and Deck had 6.

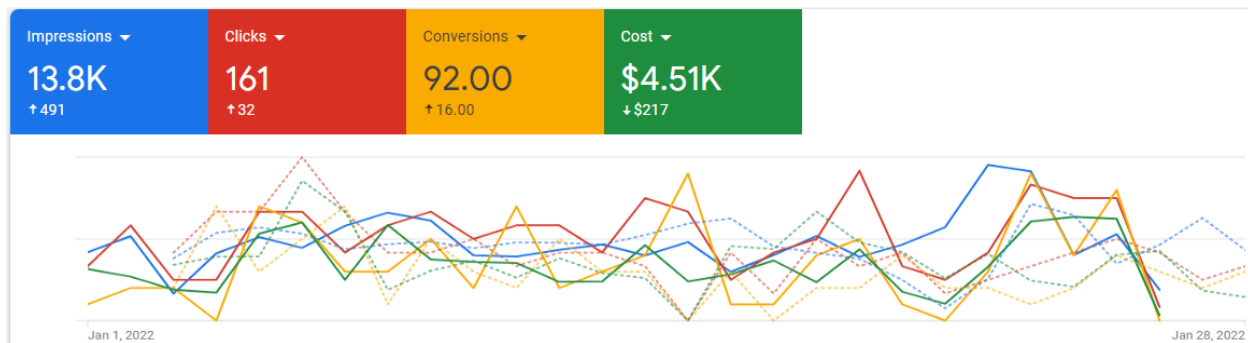


Week of January 23 - January 29

Week over Week we are seeing a big bump in activity with +21 conversion to 36 for the week. This will really help our MTD numbers that have been lagging with the colder weather in the South. Interior campaign is the top producer followed by Interior.

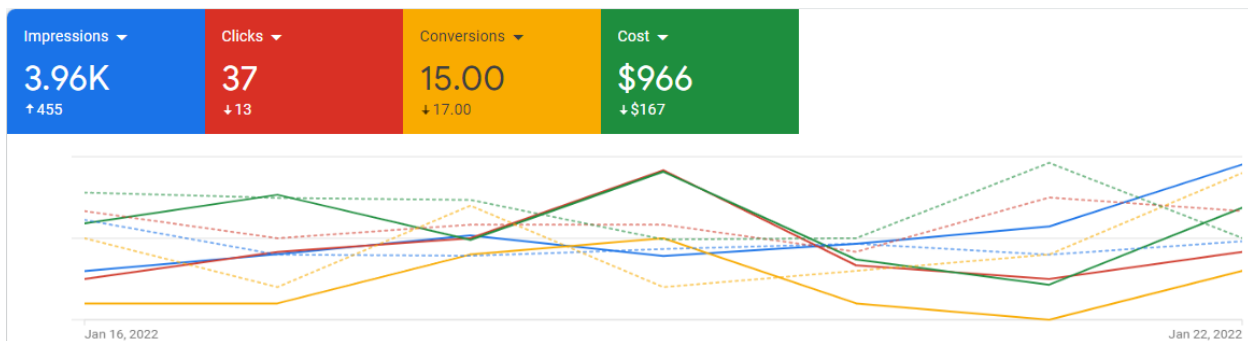


MTD Data indicates were are outperforming the last 26 days of December compared to the 26 days in January at +16.



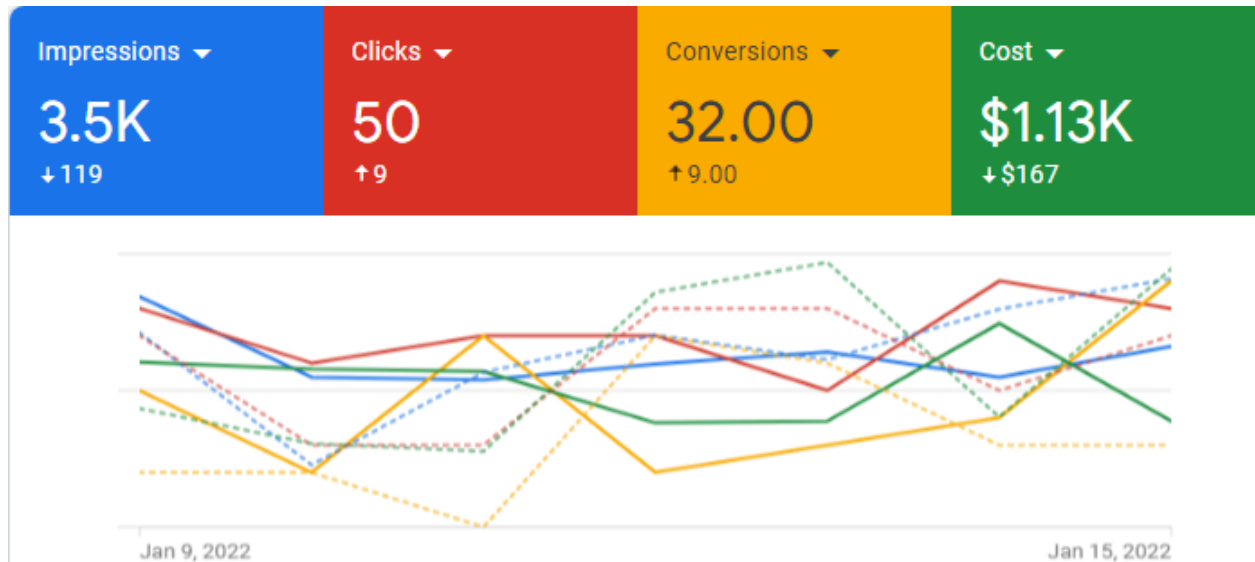
Week of January 16 - January 22

Impression Share stayed stable at ~25% however there was a ~50% drop in conversion this week. This was surprising to see since we have been on an upward trend the last 2 weeks. It seems that the cold snap and snow impacted searches this week. Interior and Exterior were both equally effected. Overall Volume was down to 37 vs 50 last week.



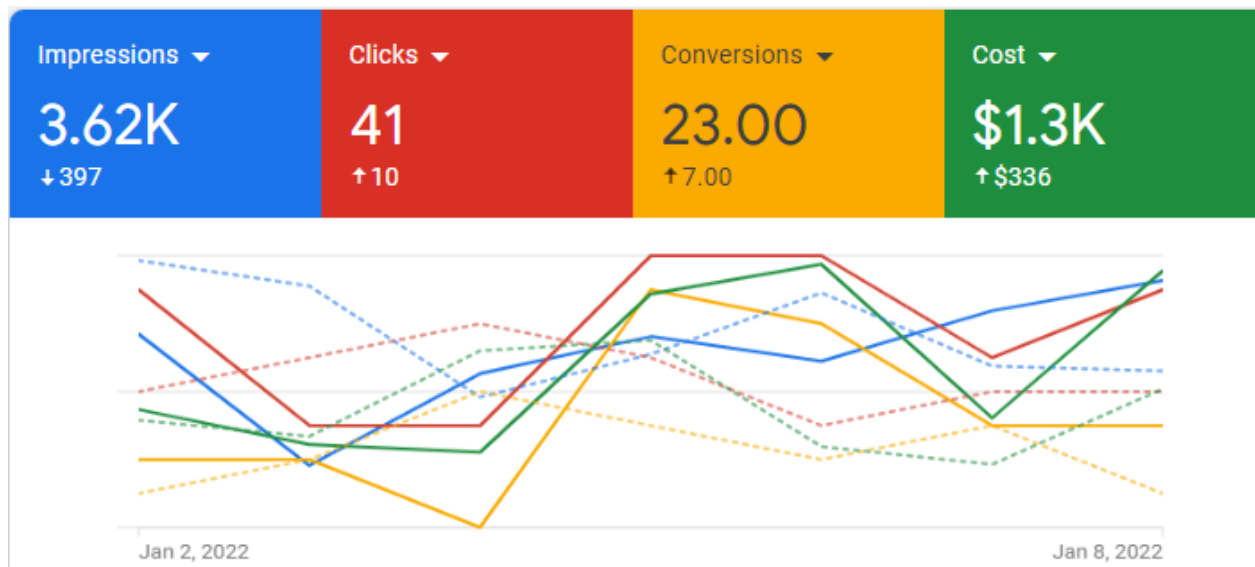
Week of January 9 - January 15

+9 Week over week to 32 Conversions. Ad Spend was down but clicks were up. Action seems to be returning to account quickly but next week will really be the week to see if this trend continues and put us well positive of December in terms on Month over Month Performance. Not Surprisingly most of the leads are coming from Interior Housing with handful of Exteriors and Fence Jobs. We remain optimistic leads will continue and we can increase weekly estimates being written.



Week of January 2 - January 8

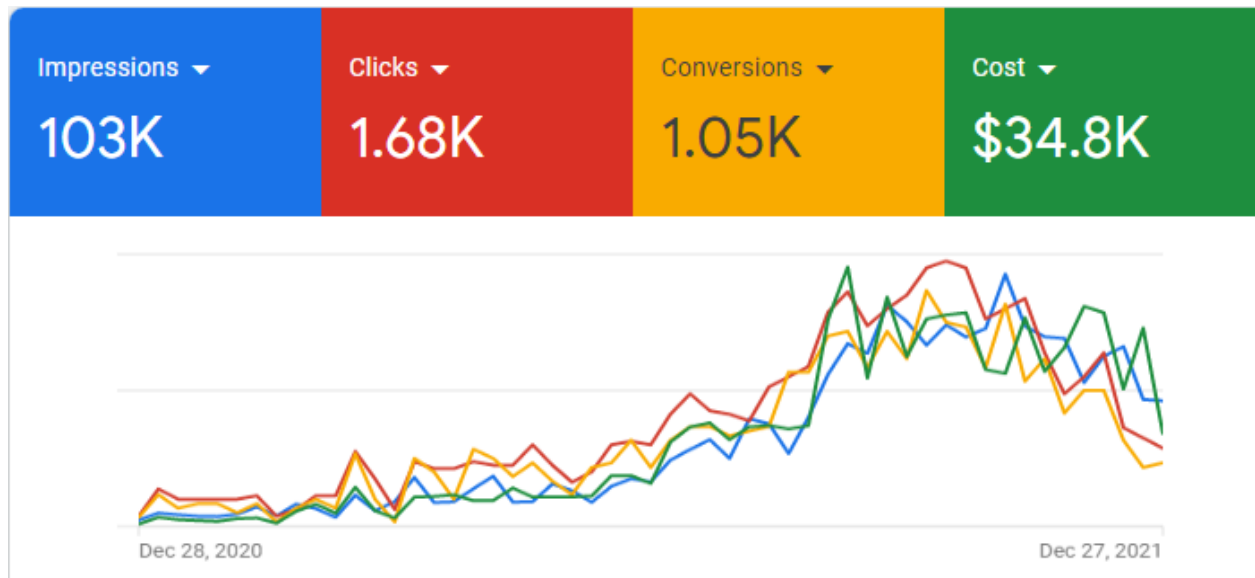
Looks like things are starting to bounce back. We are +7 this week to 23 conversions. Ad Spend, Impressions and Clicks were all positive, indicating a resurgence in the organic search market. 16 Interior Leads, 5 Exterior and 2 Fence and Deck. Barring extreme weather or major unforeseen events, this trend should continue. Optimization score at 100%.



2021

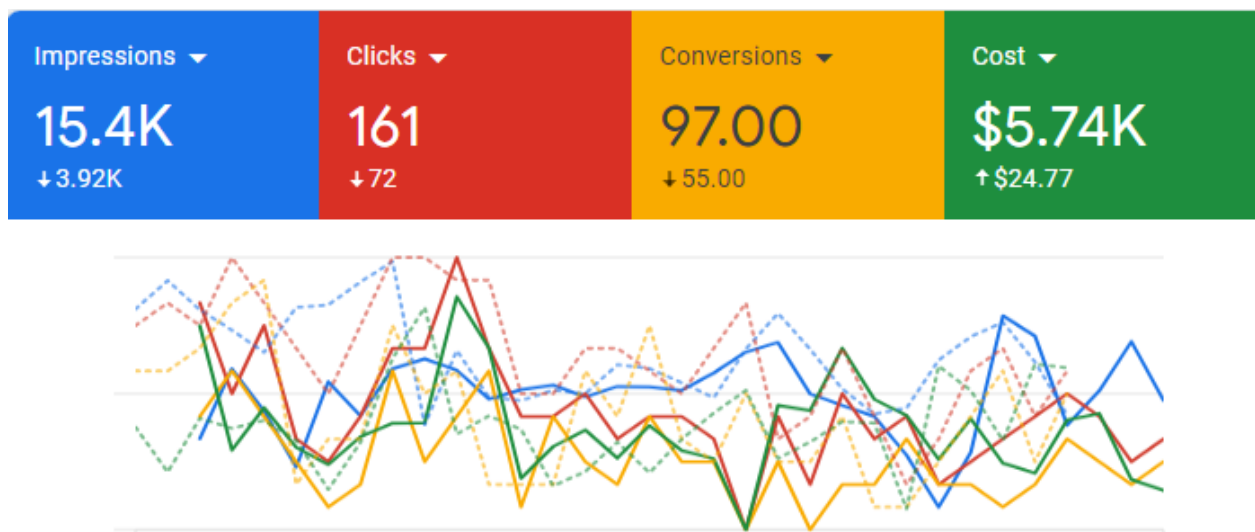
The Example account saw significant growth in 2021. Our Ads were served 103K times to generate 1,680 Clicks to site or Calls generating 1,050 Conversion-Actions. Campaign performance was actually surprising to review, Interior Painting generated 534 conversions for the year, Exterior Paint generated 456 and Fence and Deck 156. Average conversion rate for the account is 62.59%, which is very high. For 2022 we

suggest starting to compete on Responsive Search Ads. This is going to be our primary opportunity to increase conversion volume in 2022.



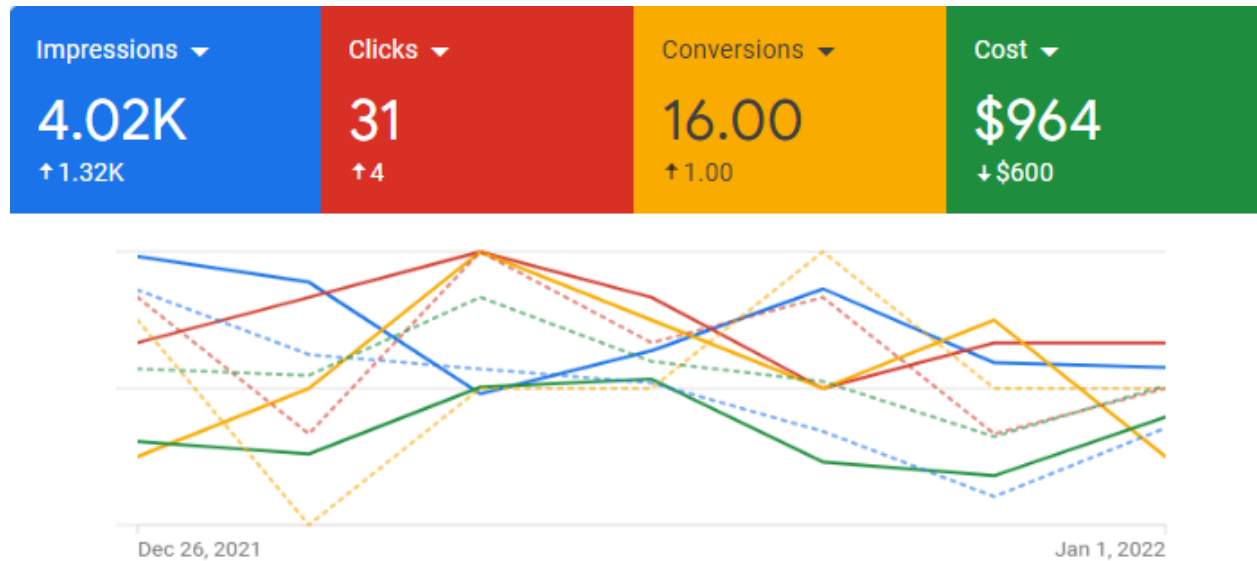
Month of December

December was a tough month for many services accounts. Total Ad Spend stayed the same but overall impressions served and clicks generated were down as were total conversions by -55 Month over month. We have been talking about this for what feels like a long time, but this is the last downward streak that we expect to see until this time next year. Interior Painting had 65 conversions for the month, followed by exterior with 30. Fence and Deck only had 5.



Week of December 26 - January 1

Optimization Pass made December 29. We ended the month with steady performance and another 16 conversion actions last week .Total Ad Spend was down \$600 which is significant and reflects the overall drop in organic search traffic from our keywords

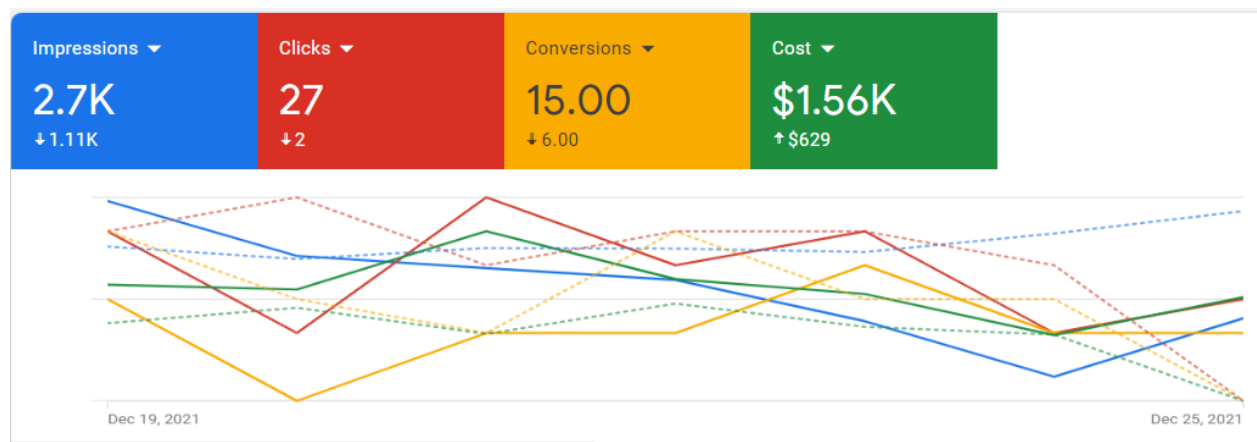


Week of December 19 - December 25

Meeting @3:30 PM on Monday. Discussed Account and decided to keep everything going through the end of the year. Definitely seeing a slow down from All marketing channels, not just paid ads. Looking forward to rebound in Mid-January.

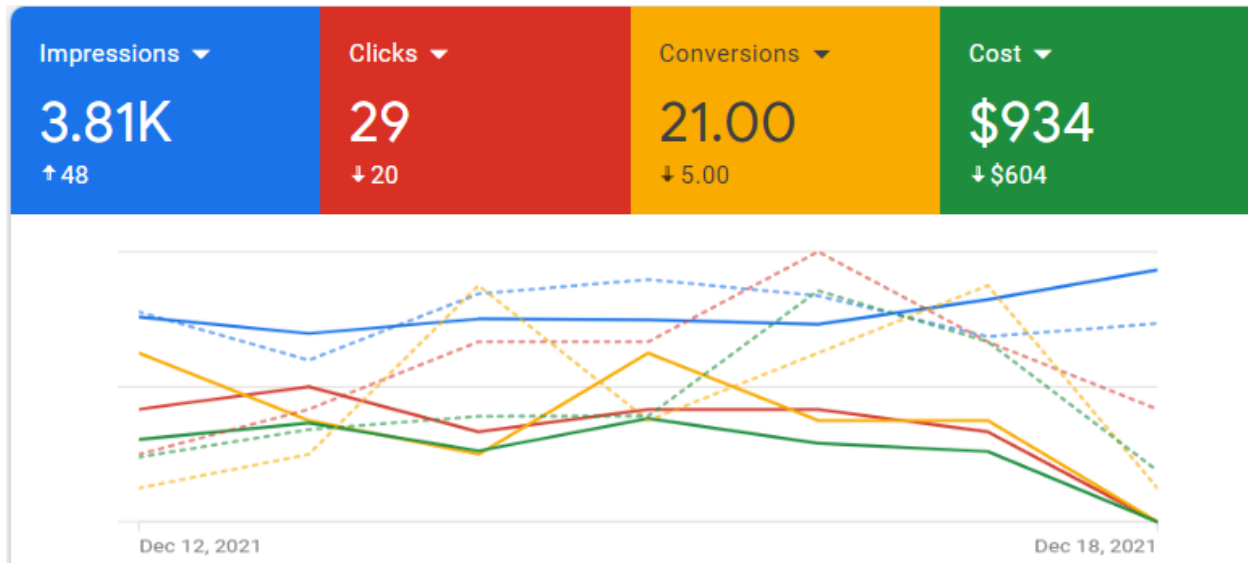
Account performance was -6 week over week to 15 conversion for this week. Clicks were steady but impressions were down 30% which shows we picked up whatever was left out there over this time. Total Ad Spend was also up week over week but we are still on track for our budgets. Google is trying to make up for lower performance the last two weeks.

Interior Painting and Exterior both generated 7 conversions , Fence and Deck 1.



Week of December 12 - December 18

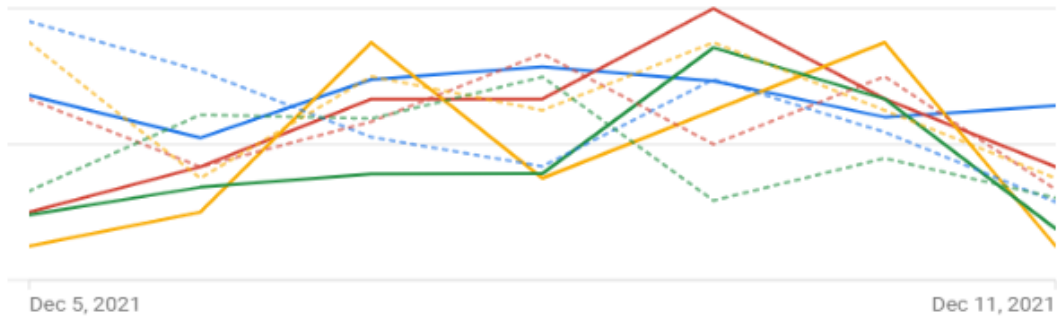
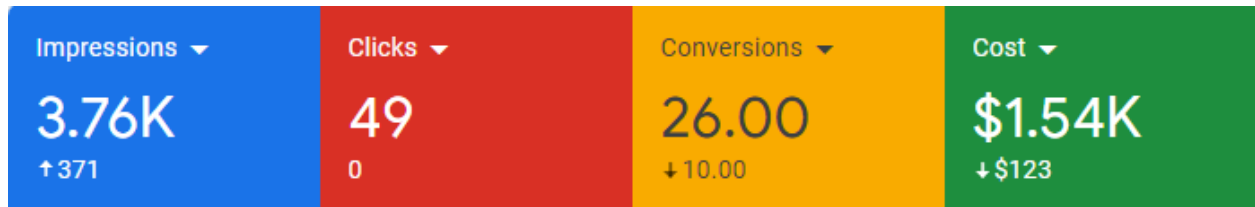
Down 5 Conversions week over week to 21. Total Ad Spend is down significantly which speaks directly to the reduction in overall search volume for our primary keywords in our current geo-targets. Frankly, its amazing we are only down ~17% in conversions when we are down about 50% in clicks. Total Conversions were down from all campaigns between 15% to 50% while conversion rates have increased from 20% to 150%. So we are capturing whatever is left of this market at this time which we believe is the best scenario one could plan.



Week of December 5 - December 11

The Example account is down on conversions again last week. MTD Data shows us down 27 conversion actions as the same time last month. Interior Campaign and Fencing are both down 40% in conversion production. We are seeing impacts of cold weather and severe weather outbreaks, inflation and the Holiday's. The earliest that we forecast a rebound to the account would be in mid January or later.

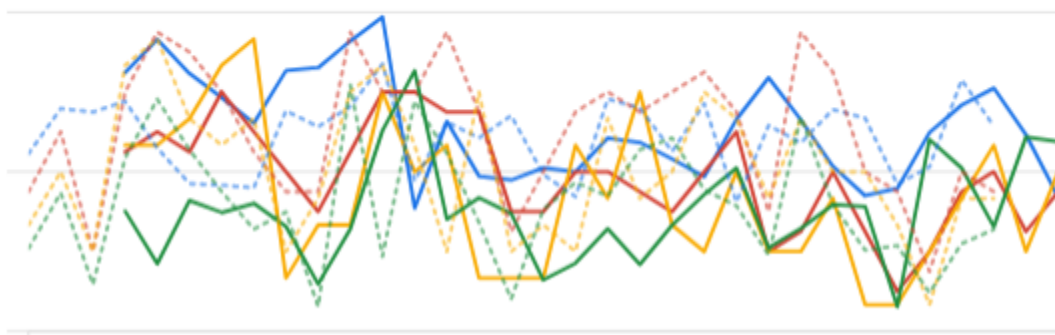
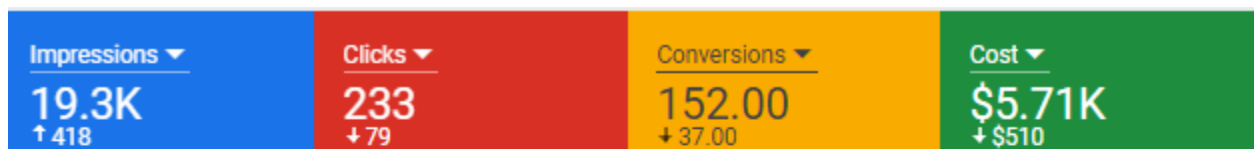
We have the option of reducing ad spend, but as previously discussed, that will reduce the number of leads coming into the account and right now we are competing on whatever remaining work is out there.



Month of November

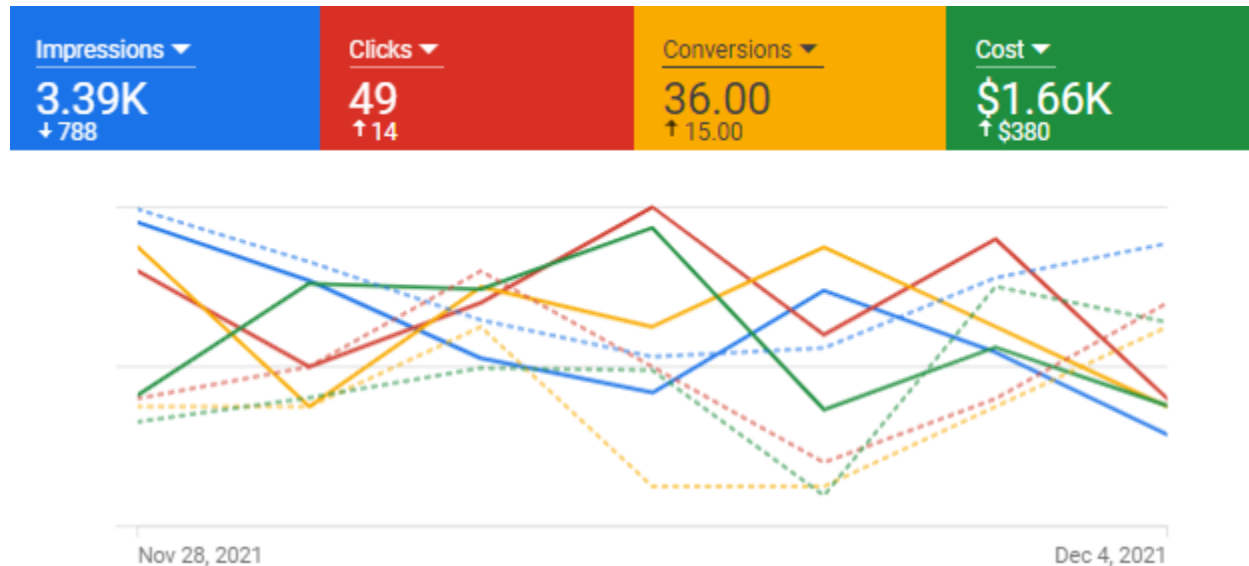
November Performance was as projected earlier in the month. The combination of seasonal changes and the Thanksgiving Holiday week impacted the overall organic search landscape and limited available opportunities for conversions.

Looking at the campaigns we lost conversion out of all the campaigns but most were lost from exterior painting (-45%). That's not at all surprising seeing as the weather is now dipping into freezing temperatures.



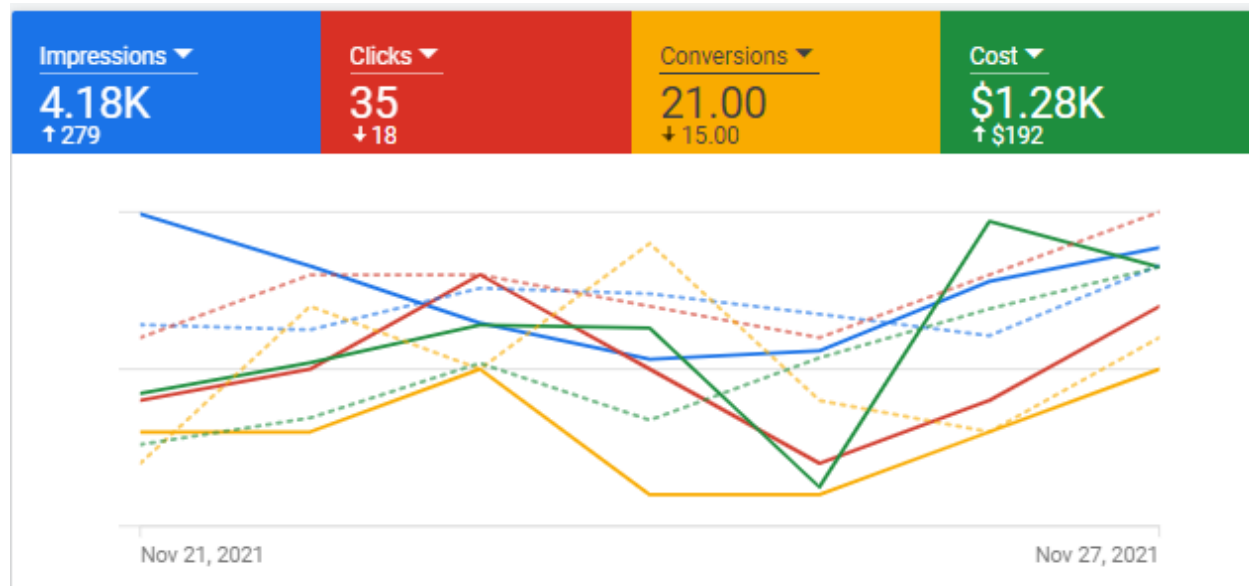
11/28/21 - 12/4/21

Good recovery week over week, +15 Conversion actions to 36 for the week. Not surprised to see it since the Thanksgiving Holiday week was down significantly at that time. Continuing to see a steady stream of interior painting leads.



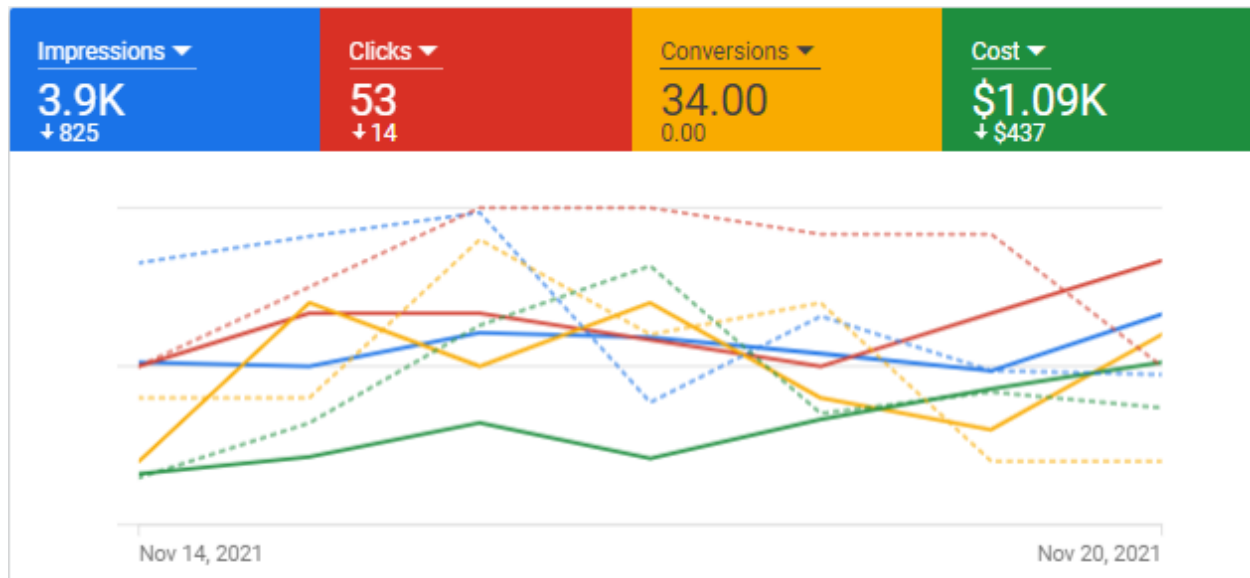
11/21/21 - 11/27/21

Not surprisingly the account got punched in the proverbial face over the Holiday week. We were down 15 conversions week over week to 21 Conversion at a significantly elevated CPA. This was completely expected and discussed previously. We are expecting a bounce back this week as we have been providing a steady stream of interior leads previous to this (13 this week down 61% week over week). Oddly enough, we did see a 50% increase in Exterior leads (8) and similar increases in Fence and Deck Stain with 3.



11/14/21 - 11/20/21

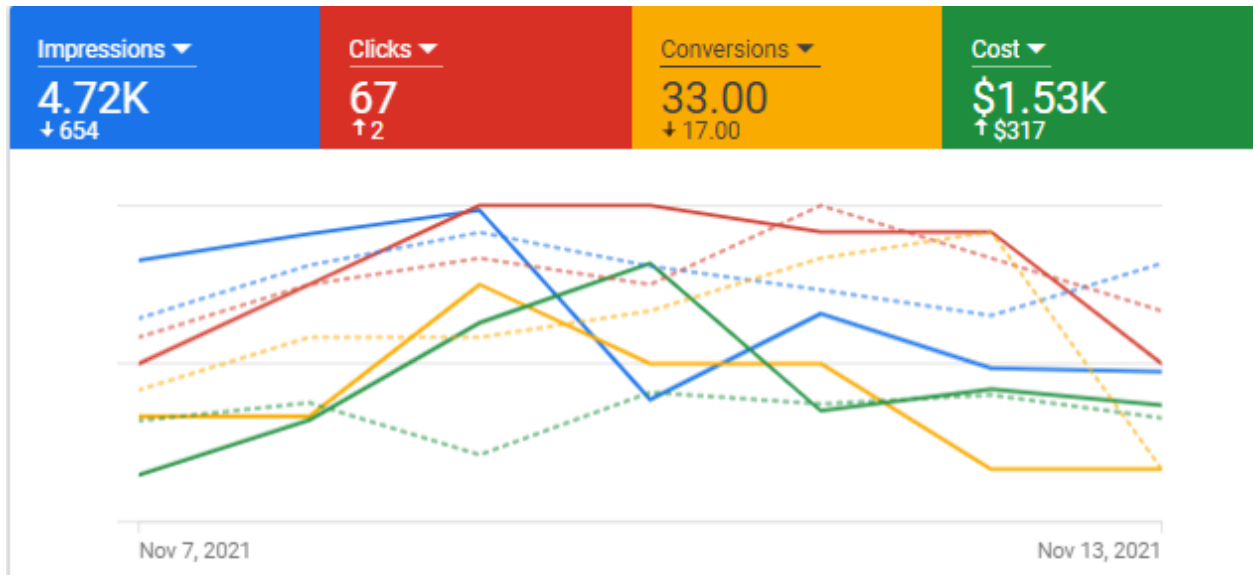
We generated exactly the same number of conversions last week as the week before at 34. Total Impressions and Clicks are down slightly. Ad Spend is notably down \$427 from ~\$1500 last week which is indicative of a drastic decrease in organic search activity. With fewer people searching for these keywords, we have less opportunity to get clicks to site and conversions. Expect rising CPL's even though we will be spending less week over week. Also, we are forecasting all of our PPC Accounts to see a decrease in performance over Thanksgiving from the 24th-30th.



11/7/21 - 11/13/21

The Example Account is now experiencing the seasonality of the Winter Months come into play. Exterior Painting Leads are down 66%, Fence and Deck Stain are down 75%. I am assuming it has been wet and cold down there this week and that is driving what we are seeing. I would like to discuss moving all the budgets into interior.

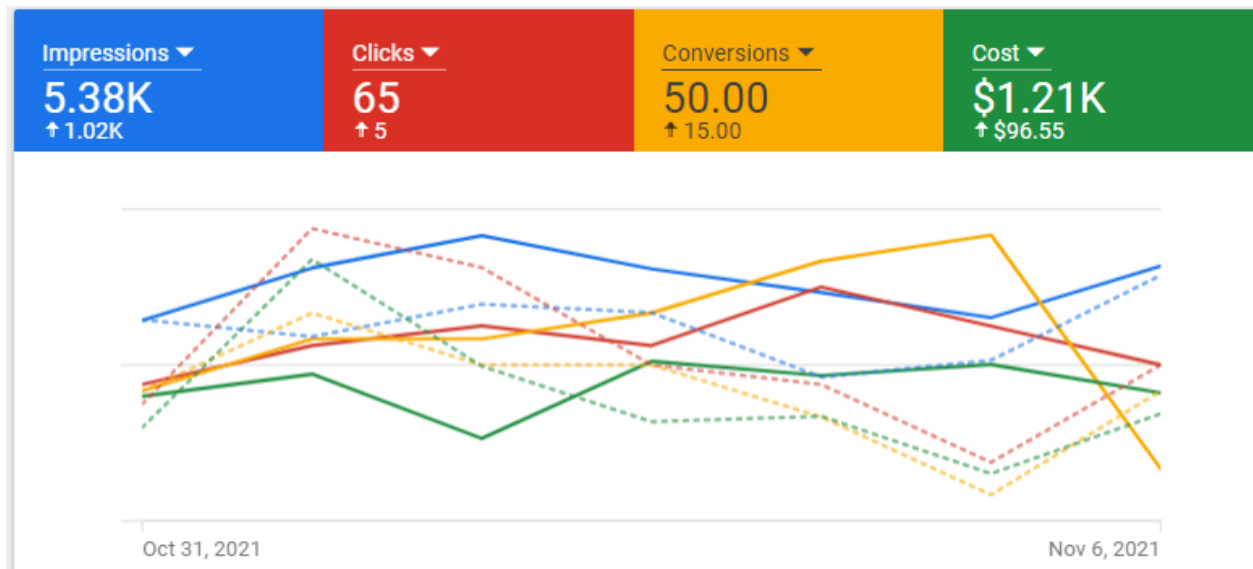
Interior generated 31 Conversion Actions this week but is still down 3% itself.



10-31-21 - 11/6/21

Meeting on Thursday, Review of October and discussion of broader marketing campaigns and effect on overall traffic to website. Approved to continue current ad spend into November. Hoping to hold onto the gains we have made over the summer and maintain conversion flow.

In terms of performance We are up 15 Conversion Actions this week to 50. Ad Spend was up ~\$100, Impressions up 20% to 5380. Interior Paint is +34% week over week to 31 conversion actions, Exterior Paint is holding its own with 15 (+66% from last week) and Fence and Deck Stain generated 4.

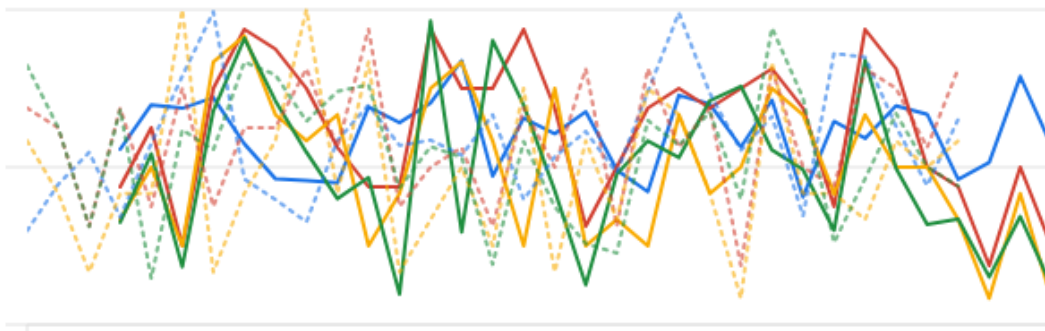
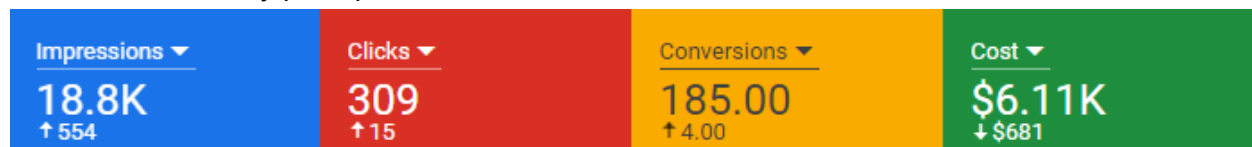


Month of October

A month of changes for the Example Account. Our mid-month strategy shift prescribed moving more dollars into interior painting ads and less in exterior to better align with the cooling weather and market expectations. The shift was made on the 15th and saw immediate results and made a major shift in campaign performance.

Interior saw a ~40% increase in conversions with 117 for the month . Likewise the exterior saw a drop of ~30% to 52. Fence and Deck Stain also saw a decrease of ~20%to 16 conversions.

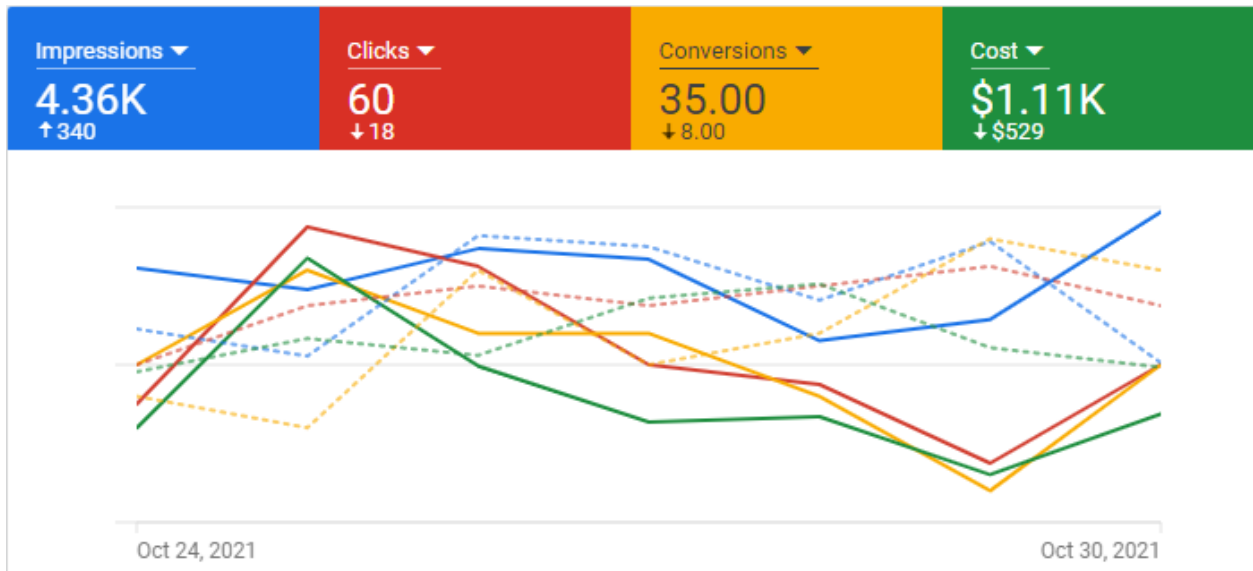
Discussions with Derek on bottom line performance indicate that he is booking and closing more business than at any point previous.



☐ ● Campaign	Campa type	Cost <>	Impr. <>	Interacti <>	Interaction rate <>	Avg. cost <>	All conv. <>	Conv. rate <>	Clicks <>	↓ Conver <>	Conv. value <>
☐ ● Interior Painting (2/17/21) BM	Search	\$3,384.02 (+22.89%)	10,159 (+33.15%)	187 clicks	1.84% (-3.14%)	\$18.10 (-4.71%)	131.00 (+45.56%)	62.57% (+8.00%)	187 (+28.97%)	117.00 (+39.29%)	20.00 (+33.33%)
☐ ● Exterior Painting (3/9/21) BM	Search	\$1,510.13 (-45.16%)	5,008 (-18.94%)	86 clicks	1.72% (-10.09%)	\$17.56 (-24.76%)	58.00 (-36.96%)	60.47% (-6.12%)	86 (-27.12%)	52.00 (-31.58%)	9.00 (-10.00%)
☐ ● Fence/Deck Stain & Seal BM	Search	\$1,218.60 (-5.26%)	3,682 (-17.90%)	36 clicks	0.98% (+41.46%)	\$33.85 (-18.42%)	20.00 (-4.76%)	44.44% (-34.39%)	36 (+16.13%)	16.00 (-23.81%)	3.00 (0.00%)

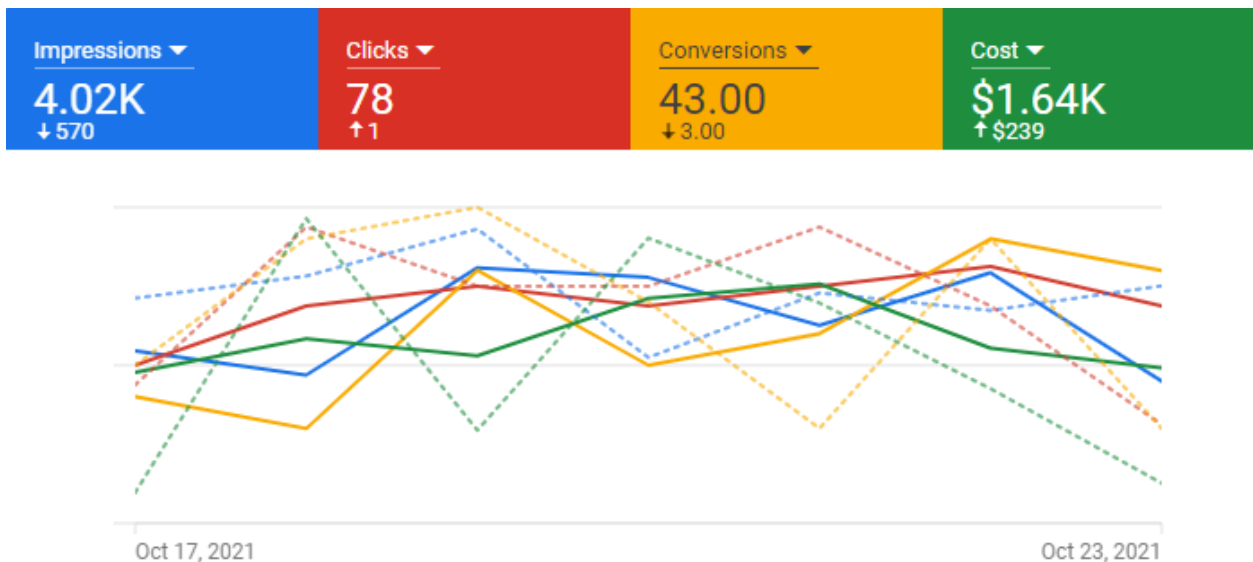
10/24/21 - 10/30/21

Week over week decrease in conversions, Down to 35. Also saw a slight decrease in Ad spend by ~\$500 which is definitely part of the loss. Impression Share is held steady at ~35% so it is not a loss of market share.



10/17/21 - 10/23/21

The Example Account is still producing lots of leads as we transition into Fall/Winter. Impression Share is holding steady around 31% and interior painting is now our top campaign. This is consistent with the changes made previously this month to shift budgets to interior jobs. We generated 43 conversion actions with is only down 3 from the week previous.

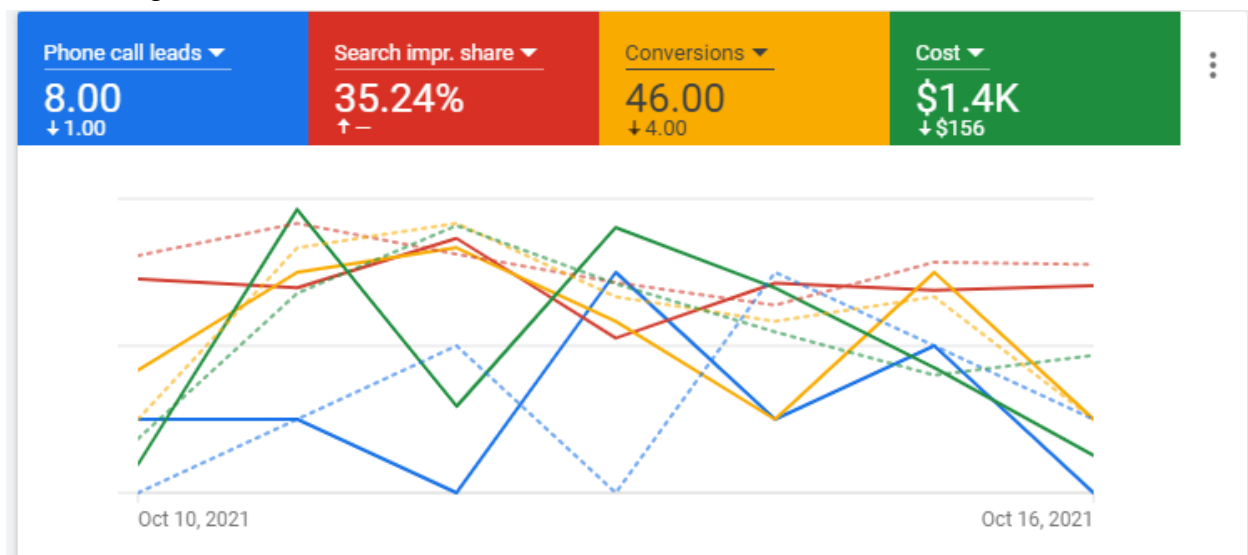


10/10/21 - 10/16/21

The Example account is holding steady moving through October. Total Conversions are down slightly week over week to 46. Ad Spend is staying steady. Jump in impressions but only negligible increase in clicks.

Continuing to see a shift away from exterior to interior painting campaigns, fence and staining are staying steady. MTD we are at 126 Conversion actions, +2 month over month. Interior Painting keywords are now 2 of top 5 in terms of conversions.

We are seeing an increase in Facebook Ad Spend from the addition of the new video test campaign. We have spent 100 MTD on the new video but it is doing well in terms of view throughs and traffic.

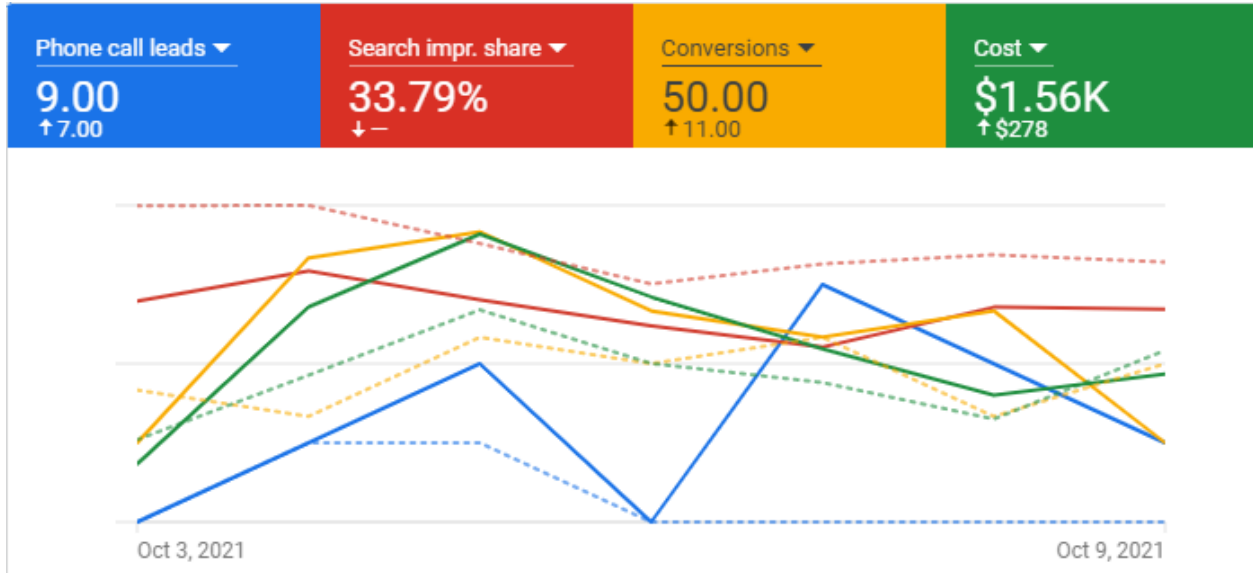


10/3/21 - 10/9/21

It looks like the account recovered nicely to kick off October. Increase in total conversion actions and specifically +7 in phone calls to 9 last week. Slight increase in ad spend. Analytics shows a big increase (163%) in direct traffic week over week and a 14% increase from Paid Search. Impression Share is staying at 33% week over week.

Facebook Ads are still doing their thing, Social traffic was up 9.3% week over week to 40 visitors.

Bounce rates are very low across the board, the highest being display at 41% which is still low. We decided the shift budgets away from exterior and interiors a week early and we can clearly see the shift in the account.

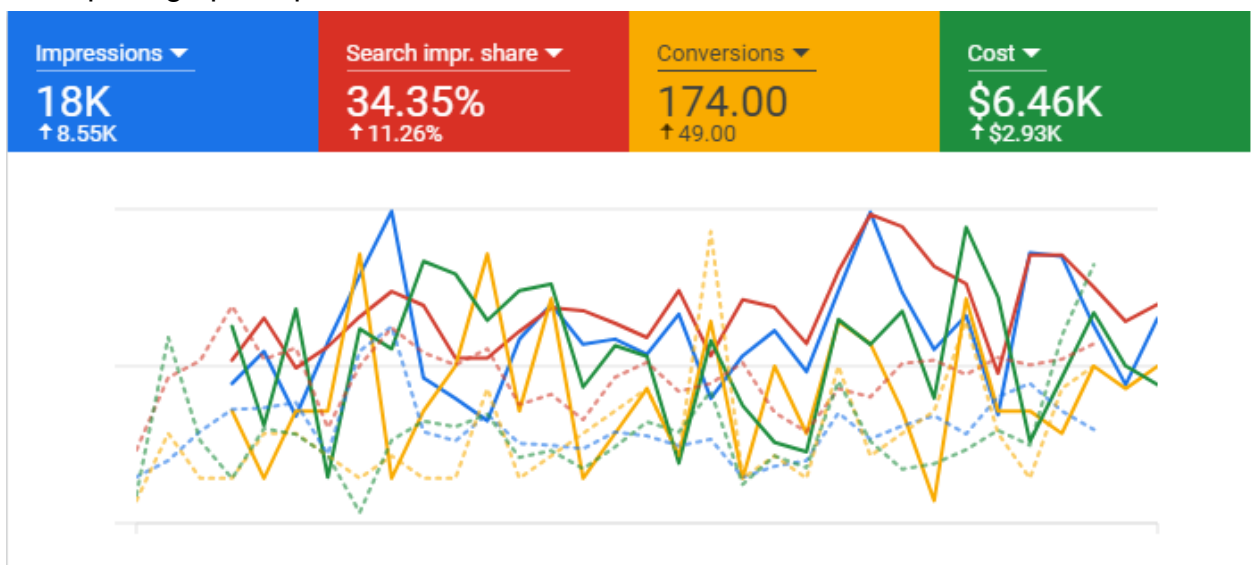


Month of September

September's increased ad spend results in an 11% increase in impression share, 49 move conversion actions month over month and 8,500 more impressions. We also worked on tracking alot this month with the installation of Google Tag Manager and tweaks to the Tags.

Interior Painting Campaign produced the most with 81 actions, followed by exterior with 72. Fence and Deck Stain generated 21.

We are planning on shifting ad spend to interior painting halfway through October and also opening up Responsive Search Ads.



Great news to hear that revenues are up 40K month over month and they could have potentially gone to 80K if we did not have Labor Day, School Starting and Multiple Days (8) of Hurricane Rain. We decided that we will start to pivot ad spend away from exterior painting (reduce to \$20/day) towards interior painting (\$120+/day).

Client provided a 30 second video to be added to Facebook Ads Campaign.

Discussions today also included adding Linked In Ads to target Real Estate Companies and Property Managers AND Search Engine Optimization after new wordpress site is launched, tentatively next week.

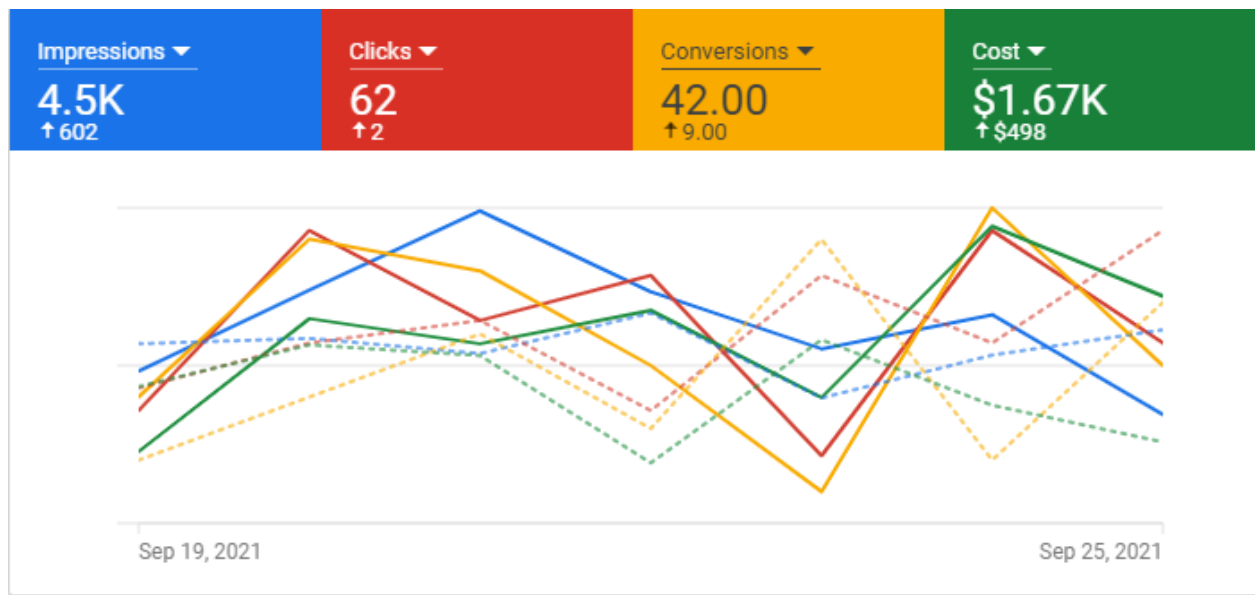
We also activated remarketing audience lists for GA, Note to look into Google Ads Remarketing Tag*

9/19/21 - 9/25/21

Conversion Tracking Overhaul this week, we added GTM and event tracking for all Conversion Action items on the website. This data is confirmed to be coming into analytics and it will show important marketing trends over time. It will also allow us to more clearly define conversion actions inside Adwords.

We also installed remarketing tags, a Conversions Linker and conversion tags for on page phone calls from ads. Conversion ID 746803112. Attempted to setup Analytics List but don't have adequate permissions.

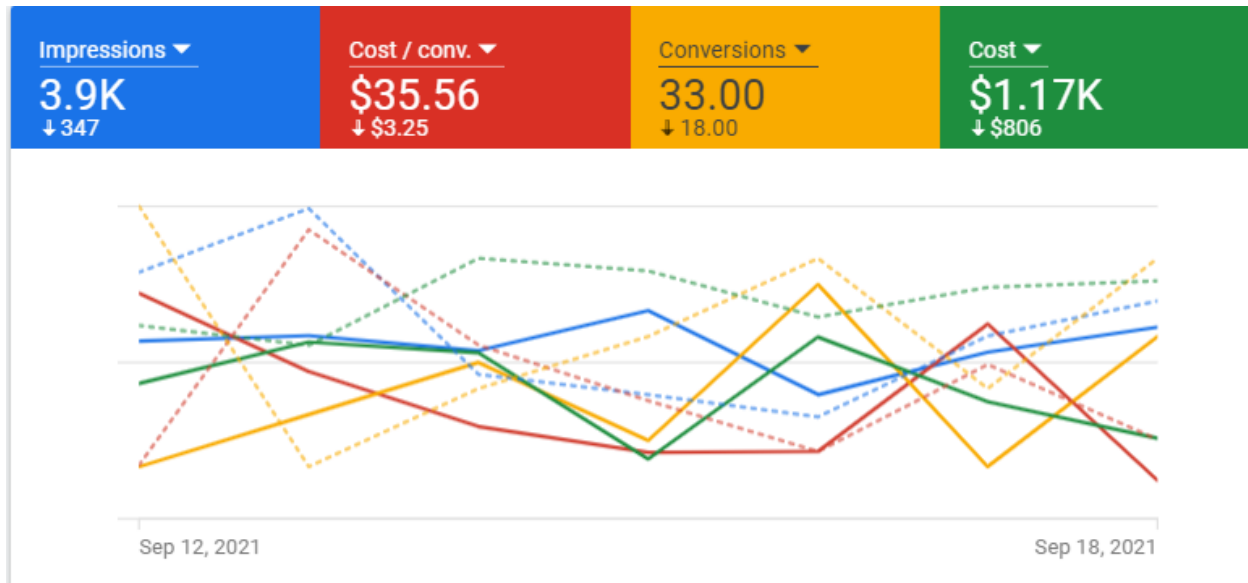
Account performance continues to grow with 42 Conversion Actions last week, up 9 from the week before. Average CPC is \$26 with a 67% conversion rate. Month over Month data shows 155 conversions , up 45 with an approximate doubling of Ad Spend.



9/12/21-9/18/21

Noticeable decrease in conversions week over week. Ad Spend is also down \$800 which is consistent with the loss in conversions. Likely from changing conversion setting in Adwords to not report actions that we have up to now, previously been reporting. Traffic from Paid Ads is also down so this could be something else. Impression share is staying steady around 32%.

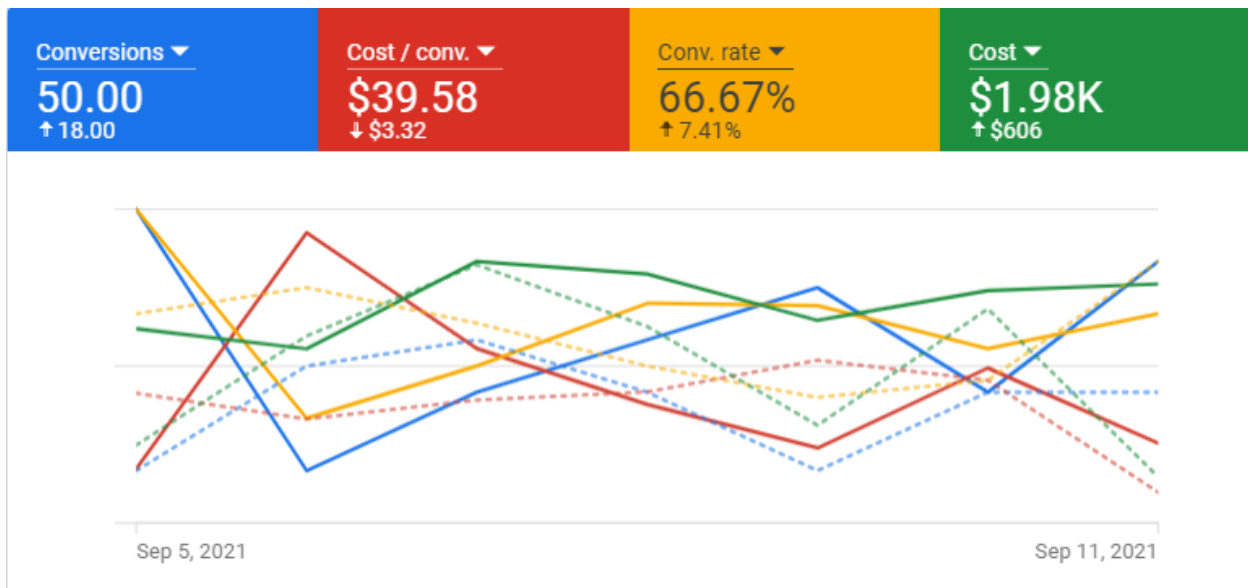
MTD metrics show we are still up to 105 Conversion which is +9 from the last 20 days. Hard for me to makes heads or tails of this data that is conflicting and right now all I can say is this was a bad week.



9/5/21 - 9/11/21

Wow, We are up 18 Conversions week over week. This is likely due to both increased ad spends and radio advertising in the local market. This is great news for the account and if it keeps up all month we will be setting more records.

Client sent new landing page for review and we suggested reducing the height of the background image to fit the form above the fold. We also made changed to conversion tracking and added a call specific conversion to the account for more accurate reporting of bottom of funnel results.

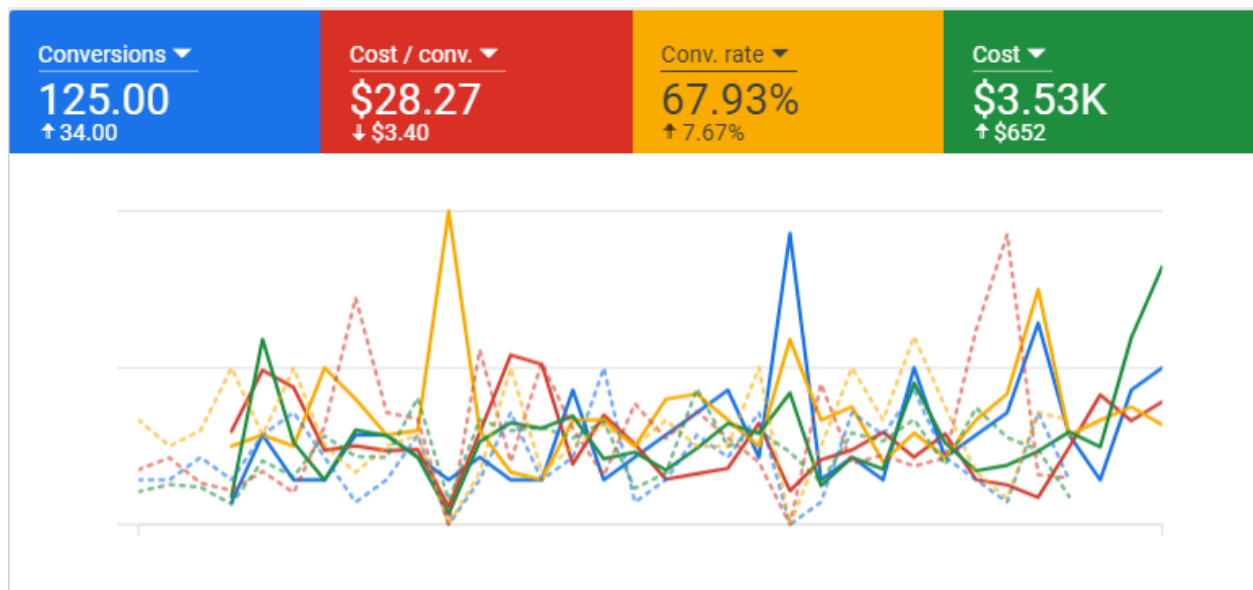


Month of August

August was another month of increased conversion-actions from the account. We saw 34 more conversions than July which results in a \$28 CPL and a 67% conversion rate. Ad Spend was up Week over Week and is commensurate with our increase in allocated budget.

The Exterior Painting Campaign resulted in the most conversions with 60 followed by interior painting with 51. Fence and Deck Stains generated 14.

Radio Ads were started on September 1st so we are looking for increases to Paid Search over the next month and beyond.

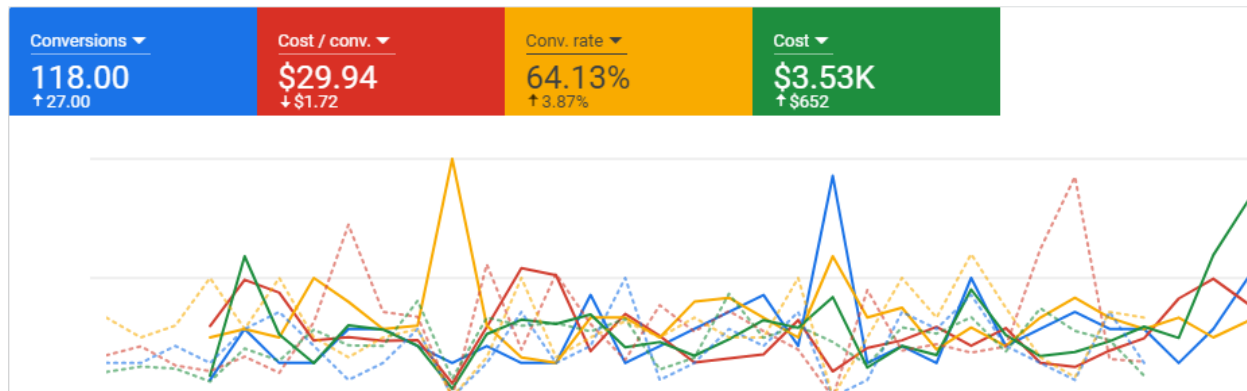


8/29/21 - 9/4/21

Budgets have been increased again to \$6500/month for August. This is based off of excellent end of month performance in August. We are contemplating adding a competitors campaign at some point in the future but we are currently focused on finding a stable plateau of this new increased ad spend. Landing Pages are still in development. CPA's are dropping as ad spend increases and we are only at ~25% impression share for August. This means this account could possibly go to the ~\$15,000/month range if complete dominance of search is the objective.

Today (9/1/21) was the start of Radio ads, we will be keeping a close eye on direct traffic to the site moving forward. Currently averaging ~300 users a month over direct currently.

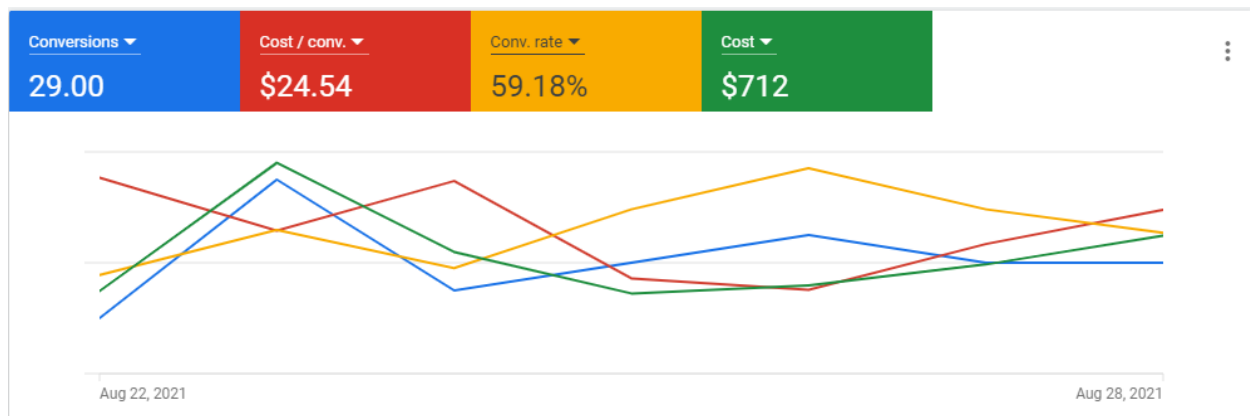
Month over Month performance is still increasing in every meaningful KPI. Total conversions are up 27, CPA's are down slightly and Conversion rate is up to 64%.



8/22/21 - 8/28/21

Added Lead Form and Sitelink Extensions to account, Also looked into non-eligible keywords with a low ad rank score. Technical error related to location settings.

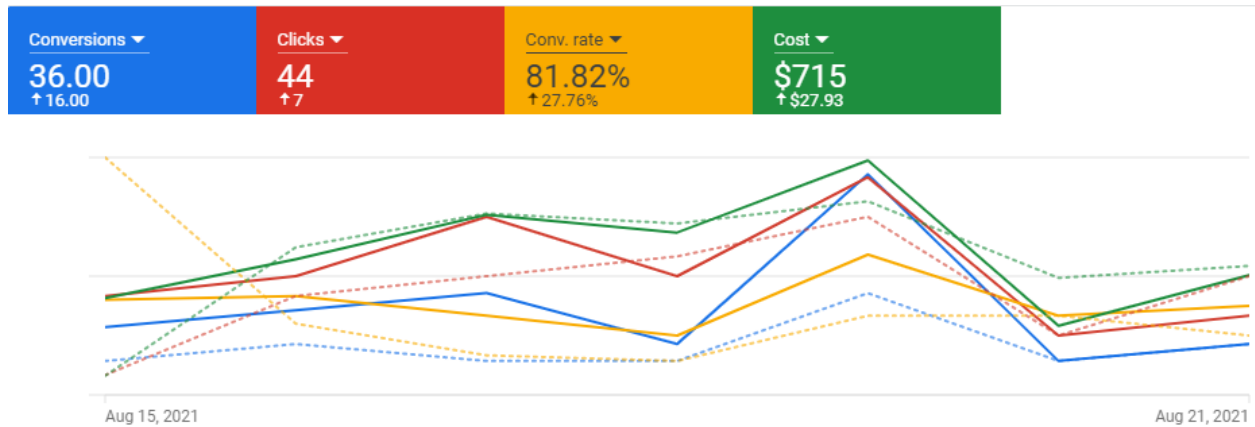
Derek is creating landing pages for Competitors only campaigns. Budgets to be bumped to \$4500 in September. We are averaging \$1500 per 50 Conversions and expecting 150 in September at \$4500 spend.



8/15/21 - 8/21/21

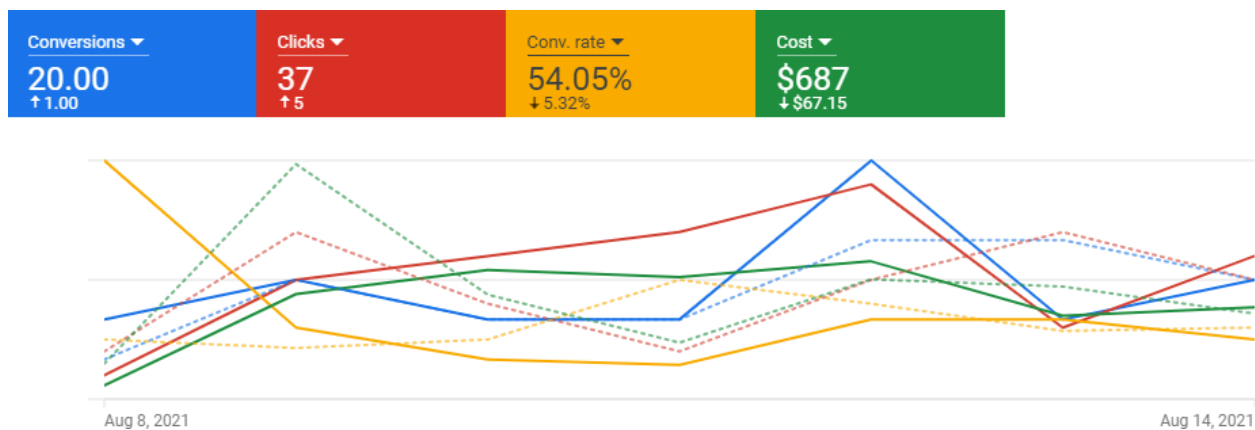
Big increase in conversion-actions week over week with 16 more than last week. Conversion rate increased significantly as well so lots of phone calls last week. Slight increase in week over week cost. CPL is at \$19.85 for the week which is super cheap for a phone call lead.

Top Keywords were: "Professional Painters", "Home Painter", and "Exterior Painting".



8/8/21 - 8/14/21

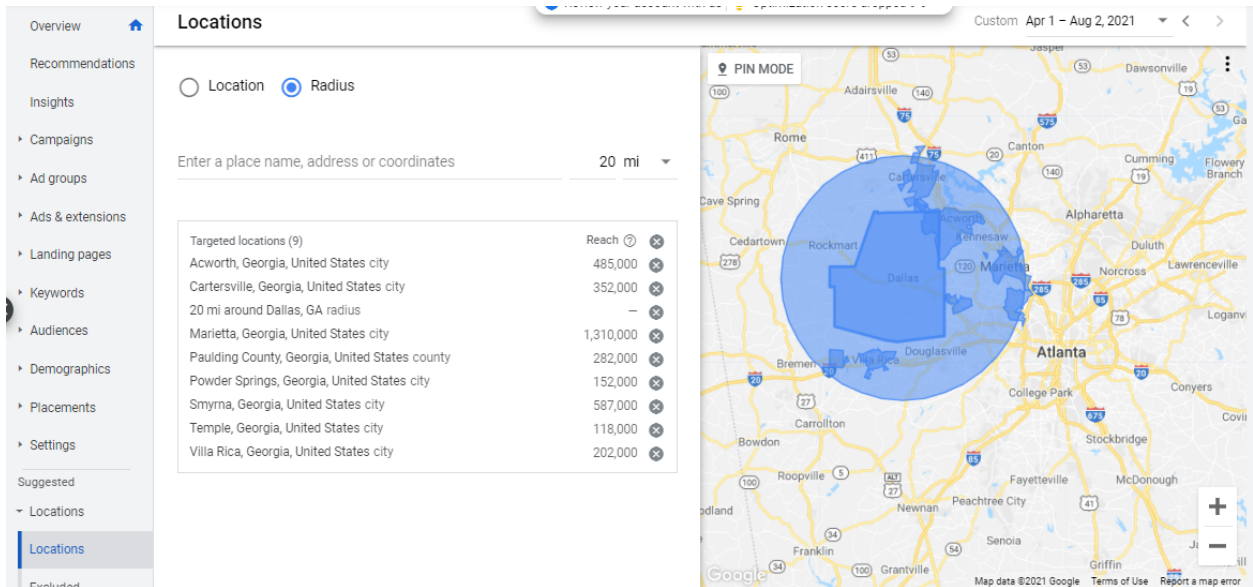
Conversions are on Par Week over Week. Conversions rate dropped slightly. Month over Month we are down 5 conversion actions. Ad Spend is at 1600 out of ~\$3000 for the month. I made the choice to hold off on Responsive Search Ads until we have a better idea of where the account is at with this new, higher level of ad spend.



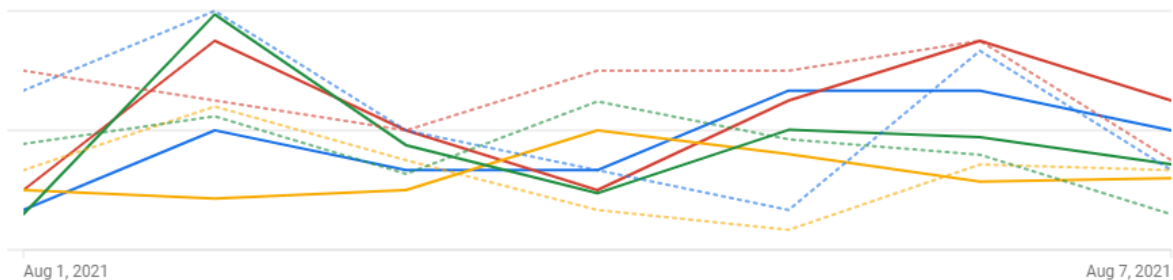
8/1/21 - 8/7/21

This week we had a call with our new google ads rep. They didn't have a lot of useful input but it did get me thinking about some improvements we can make to the account. We are currently only running Call Ads, We may want to test Responsive Search Ads to increase leads.

We also want to add Image extensions and lead form extensions to the account so searchers can contact you before they even reach your website. Final recommendation is to move to a Radius targeting as imaged below.

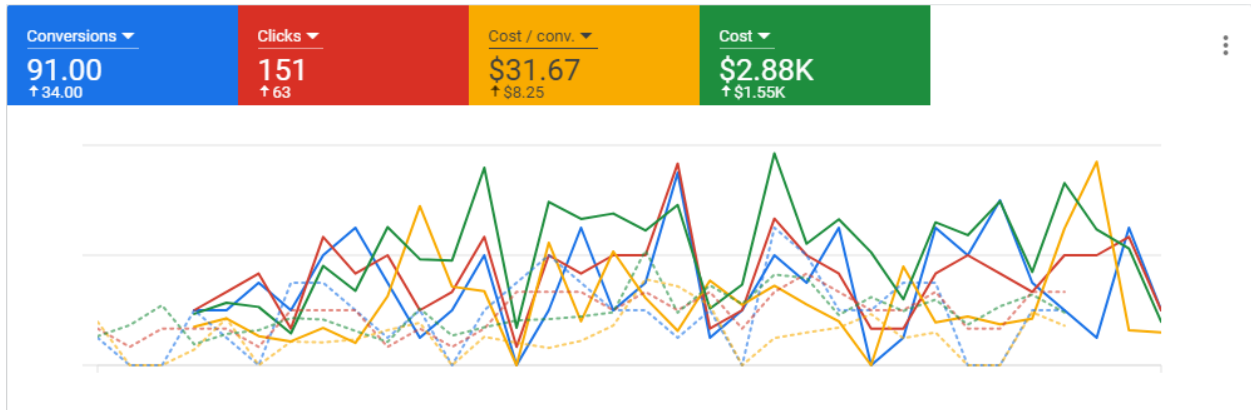


All suggested changes approved by Client on Thursday during our call. There was a mention of some calls looking for competitors coming in and that is accurate based on search term data in the account. We decided to leave it and pounce on opportunities to convert competitor inquiries.



Month of July

July performance was good but still has room for improvement. We were up 34 Conversion Actions month over month. These actions came from 6,900 Impressions leading to 151 Clicks. The Conversions rate for the month is an astronomical 60+% with an average cost of \$31 per conversion. The Exterior Painting Campaign generated 39 Actions while Interior generated 38, Fences and Deck Stain generated 14.



7/25/21 - 7/31/21

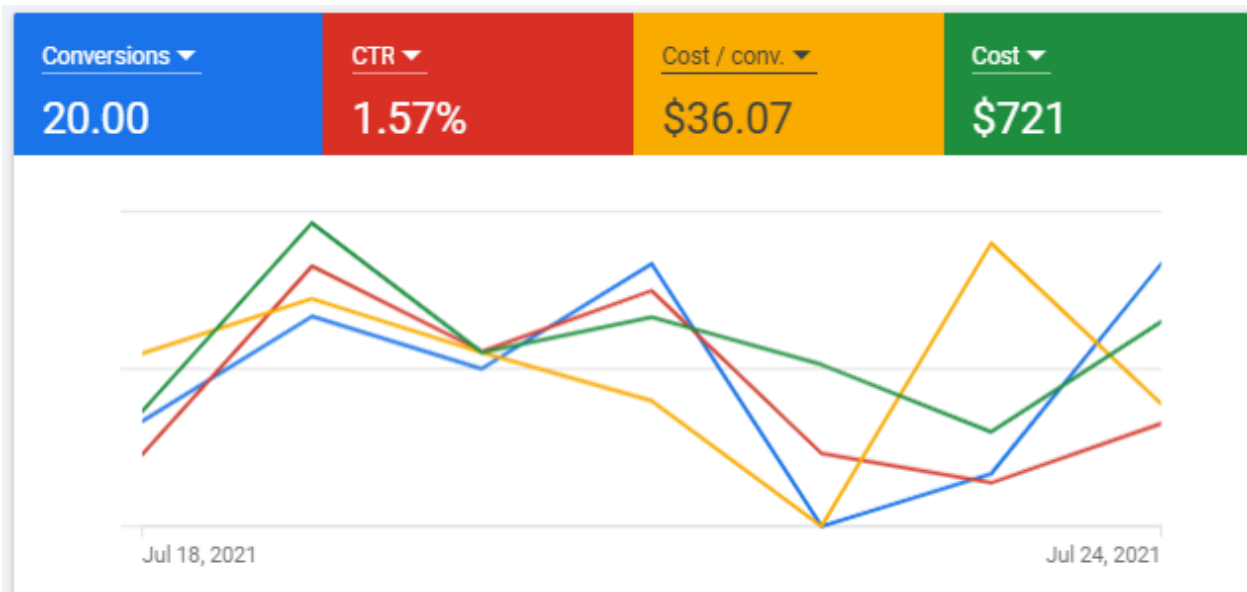
Call with Derek on Thursday. Discussed Back to school impacting campaigns. Not a bad week overall. Expanding in Hiring and continuing marketing push.

Getting with Team to discuss Commercial , Epoxy Floor and Cabinet Refinishing. Will follow back up with more info later this week.

Reviewed Facebook Ads, they are performing and sending people to the site but it is apples to oranges. We will keep facebook running as it is inexpensive and does send traffic to the site.

7/18/21 - 7/24/21

Another good week for the Example account. 20 Conversions with an average cost of ~\$36. Click Through on the Ads was 1.57%. Exterior Painting Campaign generated 10 Conversions, while Interior did 7 and Fences did 3. Impression Share was 23% for the week. MTD we are at \$2,410 Ad Spend and 75 Conversions.

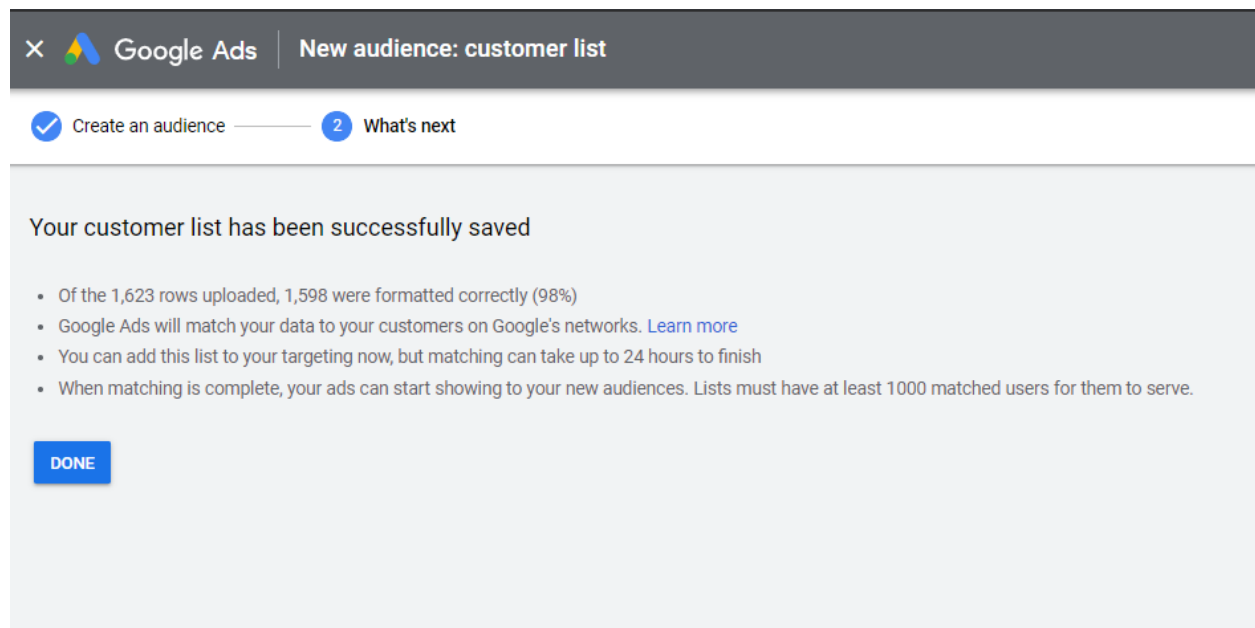


7/11/21 - 7/17/21

Checked on Budgets July 14, \$1090 Ad Spend with 35 conversions. Same time period last month we had 23 conversions and \$453 Ad Spend. So we are seeing an increase in leads along with Ad Spend. Conversion costs are higher in the last two weeks. We are at the same impressions share so it's possible that competitors are raising their budgets or it may just be typical market volatility incurred from the 4th of July weekend.

July 13 started sorting and formatting supplied Customer List for upload into Google Ads. Uploaded 98% of Data.

July 15th- Call with Derek. Reviewed results of Budget increase m 11 more conversion MTD compared to Last month. Derek says he is good on the leads we are getting now. Estimator hiring campaign is still a possibility, Derek will let me know when to start this.



The screenshot shows the Google Ads interface for creating a new audience. The header bar includes the Google Ads logo and the title "New audience: customer list". Below the header, there are two steps in a progress bar: "1 Create an audience" (completed) and "2 What's next" (current step). The main content area displays a success message: "Your customer list has been successfully saved". Below this message, there is a list of four bullet points providing details about the upload and matching process. At the bottom left of the main content area, there is a blue button labeled "DONE".

Google Ads | New audience: customer list

1 Create an audience — 2 What's next

Your customer list has been successfully saved

- Of the 1,623 rows uploaded, 1,598 were formatted correctly (98%)
- Google Ads will match your data to your customers on Google's networks. [Learn more](#)
- You can add this list to your targeting now, but matching can take up to 24 hours to finish
- When matching is complete, your ads can start showing to your new audiences. Lists must have at least 1000 matched users for them to serve.

DONE

7/4/21 - 7/10/21 - Doubled Budgets 7/7, Note in Cal to Check Next Week

We have a new weekly meeting time on Thursdays 11:30 Central. Derek is having his guys setup two new pages for 2 positions he is hiring for. I will be setting up a very targeted Google Ads Employment Campaign to these once setup. Currently happy with results but hungry for more.

Derek is sending over a ~2500 Customer Match List to be uploaded to google.

We doubled search budgets on the call and are testing this week. Account is at a 16% imp. share for last month so I know we will get more out of this immediately.

Optimization score is good and conversion bid strats are the next thing I will be looking at. Data Studio is being setup to provide a one-stop shop for reporting and at-a-glance data.

Notes from Call with Derrick

Pushing Bookings beyond 5 Weeks to sustain themselves into Winter (12 weeks out is max). Wants to Hire better employees during the winter. Rain

85% Residential / 15% Commercial, Wants more Commercial.

Budgets can be upped for All campaigns. Impressions share is currently around 16%.

Derek is sending Customer Match list to be uploaded and added as Audience.

Will be hiring a dedicated Estimator. Currently Derek and Jesse are closing at ~40% without completely focusing on it.

Create Campaign for Hiring Professional Painters, send to website hiring pages:

<https://www.Example paint.net/careers>

6/27/21-7/3/21

Goal number of weekly leads: somewhere between 100-150 week depending on conversion ratios

Doubled Budgets for next week to test lead changes.

6/27/21 - 7/3/21

Transition week to Dave managing the account. Still waiting to connect with Derek and review the account.

Also, please note I will be on a scheduled Holiday from July 30th - July 5th. I will still have a computer and internet access during this time and will be working on accounts but may be delayed in responding to emails.

6/6/21-6/13/21

Google

Impressions: 533

Clicks: 16

Average CTR: 3.00%

Average CPC: \$13.93

Leads: 13

Cost per lead: \$17.15
Lead rate: 81.25%
Cost: \$222.91

Facebook

Reach: 5464
Impressions: 7038
Clicks: 72
Average CTR: 1.02%
Average CPC: \$0.97
Video ThruPlays: 2578
Cost: \$69.86

This week's performance relative to **6/1/21-6/6/21**

Google

Impressions: 33% decrease
Clicks: 23% increase
Average CTR: 82% increase
Average CPC: 16% decrease
Leads: 86% increase
Cost per lead: 44% decrease
Lead rate: 51% increase
Cost: 3% decrease

Facebook

Reach: 62% increase
Impressions: 264% increase
Clicks: 118% increase
Average CTR: 1% decrease
Average CPC: 34% decrease
ThruPlays: 3500+% increase
Cost: 45% increase

Strong week from Google campaigns as lead metrics are back on track after a slight dip in leads generated last week, now up 86% relative to the first week of June. Majority of leads remain attributed to Outdoor/Exterior Painting projects, but the Deck/Fence Stain & Seal also saw a strong week with 5 leads attributed.

New Facebook campaigns with video based objectives have proved beneficial with nearly 3,000 Thruplays (views of 10 seconds or more) within the past week. We'll continue to run these in tandem with previously successful static image campaigns for presence across all Facebook ad spaces. Updates will also be made to video ads this week utilizing the updated aspect ratio variations provided by Tina this week.

6/1/21-6/6/21

Google

Impressions: 791

Clicks: 13

Average CTR: 1.64%

Average CPC: \$16.58

Leads: 7

Cost per lead: \$30.80

Lead rate: 53.85%

Cost: \$215.60

Facebook

Reach: 3370

Impressions: 1931

Clicks: 33

Average CTR: 1.71%

Average CPC: \$1.46

Video ThruPlays: 67

Cost: \$48.29

This week's performance relative to **5/24/21-5/31/21**

Google

Impressions: 28% decrease

Clicks: 35% decrease

Average CTR: 9% decrease

Average CPC: 38% increase

Leads: 36% decrease

Cost per lead: 41% increase

Lead rate: 2% decrease

Cost: 10% decrease

Facebook

Reach: 2% decrease

Impressions: 61% decrease

Clicks: 51% decrease

Average CTR: 25% increase

Average CPC: 74% increase

Cost: 15% decrease

Dip in Google leads generated this week, as overall impressions served and spend share also saw a dip. An off week for the typically successful campaign. We've already seen turnaround with the current week's (6/7) metrics, as 5 conversions have been logged thus far into the week. Next week's metrics should return to the double-digit lead count we have been accustomed to yielding.

In regards to Facebook Ads, last week saw the launch of your account's video ads, starting with the 30-second variations. This week we'll look to utilize your video ads in a more effective way, launching a campaign with a Video Views based objective, optimizing towards ThruPlays of 15 seconds or more, with the intent of building viewership and brand awareness across your target audience. While lead acquisition may not be directly attributable to these efforts, we'll look to determine any impact this may have on Google results.

5/24/21-5/31/21

Google

Impressions: 1102
Clicks: 20
Average CTR: 1.81%
Average CPC: \$11.98
Leads: 11
Cost per lead: \$21.78
Lead rate: 55%
Cost: \$239.59

Facebook

Reach: 3449
Impressions: 4986
Clicks: 68
Average CTR: 1.36%
Average CPC: \$0.84
Calls: 0
Cost / Call: -
Cost: \$56.94

This week's performance relative to **5/16/21-5/23/21**:

Google

Impressions: 101% increase
Clicks: 17% decrease
Average CTR: 58% decrease
Average CPC: 34% increase
Leads: 21% decrease

Cost per lead: 42% increase
Lead rate: 6% decrease
Cost: 12% increase

Facebook

Reach: 18% decrease
Impressions: 22% decrease
Clicks: 9% decrease
Average CTR: 16% decrease
Average CPC: 3% increase
Cost: 12% decrease

Google Ads continues to drive leads consistently week to week. Heavy increase in overall impressions across campaigns this week, resulting in a decreased CTR as well. In response we've paused the *deck sealer* keyword that has been unsuccessful in driving clicks or conversions as of late. This week we'll look to launch video ads for your Facebook account, starting with the 15 and 30 second video variations to test. We'll run the same ad copy we had previously seen success with in Summer Renovation Projects and Local GA Paint Pros. Video creative should prove effective in continuing to provide engaging content with your audience.

Video content suggestions thus far:

- Showcase completed projects - maybe before/after variations
- 15second / 30second / 1minute variations
- Highlight unique value proposition of your business, such as 'Trusted Small Business' "Local Georgia Paint Pros", "Licensed & Insured"
- Maintain brand presence via your logo throughout the video, as well as means of communication via your phone number. This way, if at any point a viewer is inclined to enquire, they know **who** and they know **how**.
- Conclude with a Call to Action 'CTA' encouraging viewers to take action via a phone call, visiting your site, etc.
- Additional Resources on Facebook video creative
 - [Video Ad Best Practices](#)
 - [Best Practices for Mobile Video](#)
- Suggested aspect ratios for video:



5/16/21-5/23/21

Google

Impressions: 5549

Clicks: 24

Average CTR: 4.37%

Average CPC: \$8.95

Leads: 14

Cost per lead: \$15.34

Lead rate: 58.33%

Cost: \$214.81

Facebook

Reach: 4215

Impressions: 6395

Clicks: 75

Average CTR: 1.17%

Average CPC: \$0.87

Calls: 0

Cost / Call: -

Cost: \$65.00

This week's performance relative to **5/9/21-5/16/21**:

Google

Impressions: 2% increase

Clicks: 33% increase

Average CTR: 30% increase

Average CPC: 43% decrease

Leads: 27% increase

Cost per lead: 40% decrease

Lead rate: 5% decrease

Cost: 24% decrease

Facebook

Reach: 15% increase

Impressions: 9% increase

Clicks: 22% decrease

Average CTR: 28% decrease

Average CPC: 43% increase

Cost: 12% increase

Another strong week seen from Google Ads in generating leads with 14 leads attributed to Google efforts at a 40% more cost effective rate, \$15.34 per lead. CTR and CPC metrics also saw significant improvements relative to last week.

Facebook Ads saw big increases in Reach and Impressions, as we shifted more spend to the Link Clicks objective campaign, with the intent of continuing to build brand awareness and maintaining your brand in front of Homeowners/those interested in renovation projects in the NW GA and applicable areas. Testing 4 image variations for this audience currently, with the intent of launching video assets upon availability across Facebook and Instagram.

5/9/21-5/16/21

Google

Impressions: 537

Clicks: 18

Average CTR: 3.35%

Average CPC: \$15.68

Leads: 11

Cost per lead: \$25.66

Lead rate: 61.11%

Cost: \$282.31

Facebook

Reach: 3674

Impressions: 5893

Clicks: 96

Average CTR: 1.63%

Average CPC: \$0.61

Calls: 0

Cost / Call: -

Cost: \$59.09

This week's performance relative to **5/2/2021-5/9/2021:**

Google

Impressions: 51% decrease
Clicks: no change
Average CTR: 48% increase
Average CPC: 106% increase
Leads: 27% decrease
Cost per lead: 102% increase
Lead rate: 27% decline
Cost: 48% increase

Facebook

Reach: 155% increase
Impressions: 73% increase
Clicks: 182% increase
Average CTR: 63% increase
Average CPC: 62% decrease
Cost: 6% increase

Google campaigns continue to drive leads successfully with 11 leads attributed. Despite some dips in performance relative to last week's stellar week, overall metrics remained very favorable. Click-through rate saw a heavy increase as well, as more leads than typical clicked through via the Deck/Patio Stain & Seal campaign. This campaign also drove the majority of leads this week, opening the possibility for increased budget and continuing to scale up spend if needed.

No calls attributed to Facebook ads in the previous 2 weeks, While this metric in the Facebook interface has always been regarded as an "estimate", recent reporting could possibly be impacted by iOS14 changes as it limits user data collected. In response, we'll shift dollars to spend primarily on the Link Clicks objective-based campaigns, building brand awareness, driving traffic to your site, as well as engagement with your ads.

Messaging across both Google and Facebook has been updated to read 'Summer renovation projects' instead of 'Spring' where applicable.

5/2/21-5/9/21**Google**

Impressions: 1108
Clicks: 18
Average CTR: 1.62%

Average CPC: \$10.59
Leads: 15
Cost per lead: \$12.71
Lead rate: 83.33%
Cost: \$190.65

Facebook

Reach: 1438
Impressions: 3405
Clicks: 34
Average CTR: 1.00%
Average CPC: \$1.61
Leads: 1
Cost per Lead: \$54.75
Cost: \$54.75

Performance relative to **4/26/21-5/2/21**

Google

Impressions: 33% increase
Clicks: 5% decrease
Average CTR: 29% decrease
Average CPC: 6% increase
Leads: 15% increase
Cost per lead: 13% decrease
Lead rate: 22% increase
Cost: 1% increase

Facebook

Reach: 3% decrease
Impressions: 4% decrease
Clicks: 6% increase
Average CTR: 10% increase
Average CPC: 8% decrease
Leads: 75% decrease
Cost per Lead: 293% increase
Cost: 2% decrease

Google campaigns continue strong performance, yielding consistent leads at an improving cost per acquisition. This week saw 15 leads attributed to Google at just ~\$12 each, with over 80% of clicks resulting in a successful conversion.

Facebook Calls generated dipped this week, possibly attributed to limited reporting metrics available to Facebook as a result of iOS14 updates, however clicks and CTR for the ads all saw

improved metrics for the week. New image variations continue to split test Facebook traffic as well, A/B testing image variations with our most successful ad copy variations to date.

4/26/21-5/2/21

Google

Impressions: 832

Clicks: 19

Average CTR: 2.28%

Average CPC: \$9.97

Leads: 13

Cost per lead: \$14.58

Lead rate: 68.42%

Cost: \$189.51

Facebook

Reach: 1475

Impressions: 3535

Clicks: 32

Average CTR: 0.91%

Average CPC: \$1.74

Leads: 4

Cost per Lead: \$13.93

Cost: \$55.70

Performance relative to **4/19/21-4/26/21**

Google

Impressions: 52% increase

Clicks: 12% increase

Average CTR: 27% decrease

Average CPC: 27% decrease

Leads: 117% increase

Cost per lead: 62% decrease

Lead rate: 94% increase

Cost: 18% decrease

Facebook

Reach: 58% decrease

Impressions: 36% decrease

Clicks: 60% decrease

Average CTR: 38% decrease
Average CPC: 161% increase
Leads: no change
Cost per Lead: 4% increase
Cost: 4% increase

Strong performance seen from both channels this week, Google in particular, with a 117% increase in leads generated relative to last week, in addition to improved efficiencies in cost per click (27% cost improvement) and cost per lead (62% cost improvement).

New Facebook campaign optimizing towards call conversions also saw another successful week with 4 calls attributed at ~\$14 each. This week we'll look to A/B other image variations available for this segment, as frequency is approaching 3.0 and we'd like not to exceed too far beyond this to avoid ad fatigue.

4/19/2021-4/26/2021

Google

Impressions: 544
Clicks: 17
Average CTR: 3.13%
Average CPC: \$13.62
Leads: 6
Cost per lead: \$38.59
Lead rate: 35.29%
Cost: \$231.52

Facebook

Reach: 3516
Impressions: 5497
Clicks: 80
Average CTR: 1.46%
Average CPC: \$0.67
Leads: 4
Cost / Lead: \$13.35
Cost: \$53.58

This week's performance relative to **4/12/2021-4/19/2021:**

Google

Impressions: 3% increase
Clicks: no change
Average CTR: 3% decrease
Average CPC: 5% increase

Leads: 50% decrease
Cost per lead: 111% increase
Lead rate: 50% decline
Cost: 5% increase

Facebook

Reach: 20% decrease
Impressions: 17% decrease
Clicks: 7% increase
Average CTR: 28% increase
Average CPC: 9% decrease
Leads: -
Cost per Lead: -
Cost: 3% decrease

Important Apple iOS14 Update / Changes to Account Reporting

- This week will begin the rollout of Apple's much anticipated iOS14. With the adoption of this Operating System across iPhone devices, we will begin seeing changes to the data captured and reported on within the Facebook Ads interface.
- User-activity is not changing, nor is the way ads are served within Facebook, iOS14 is simply giving iPhone mobile users the ability to opt-out of having their activity tracked by assets such as Facebook Pixels when browsing websites. This therefore provides less access to website-based performance metrics such as conversions. We anticipate performance to be volatile as all aspects of campaigns adjust to the new landscape. You can read more about iOS14 and how it will impact your marketing campaigns [here](#).
- In response to these changes, **below are detailed next steps needed** to ensure we will continue to effectively measure website activity to the best of Facebook's current capabilities.

- ❑ **Domain verification needed in order to retain ownership of the domain in Facebook Business Manager.**
- ❑ **This will then enable Aggregated Event Measurements to be set up, allowing for the most accurate tracking of user activity on websites post-iOS 14 rollout.**
- ❑ **Steps are listed below: ([Video Guide](#))**
 1. In Business Manager, click on the Business Settings button in the upper right corner.
 2. In the Business Settings, select the Brand Safety tab, and select Domains from the left side navigation list.
 3. Click on the Add button, and enter your domain in the Add a Domain pop-up dialog.
 4. If you have more than one domain listed, select the domain for which you desire to confirm ownership.
 5. Choose the method you wish to use to verify your domain: DNS Verification, Meta Tags or the HTML File Upload.
 - a. You only need to choose one method; we recommend the Meta Tag method

- b. The Meta Tag Verification tab of your selected domain provides the meta tag you need to add to your domain home page.
 6. Add the meta tag containing your verification code to the <head> section in the HTML of your domain home page.
 7. Confirm that the meta tag is visible by visiting your domain home page and viewing the HTML source.
 8. Once confirmed, click the Verify button at the bottom of the Meta Tag Verification tab for the selected domain.
 9. Leave the meta tag on your domain home page as it may be checked periodically for verification purposes.
- ☐ **Please confirm when domain verification is complete, and we will proceed with establishing Aggregated Event Measurements for the account.**

4/12/2021-4/19/2021

Google

Impressions: 528

Clicks: 17

Average CTR: 3.22%

Average CPC: \$12.93

Leads: 12

Cost per lead: \$18.32

Lead rate: 70.59%

Cost: \$219.88

Facebook

Reach: 4414

Impressions: 6601

Clicks: 75

Average CTR: 1.14%

Average CPC: \$0.73

Outbound Clicks: 0

Cost / Outbound Click: n/a

Cost: \$54.93

This week's performance relative to **4/5/2021-4/12/2021:**

Google

Impressions: 51% decrease

Clicks: 10% decrease

Average CTR: 83% increase

Average CPC: 15% increase

Leads: 20% decrease

Cost per lead: 28% increase

Lead rate: 11% decline

Cost: 2% increase

Facebook

Reach: 7% decrease

Impressions: 11% decrease

Clicks: 26% decrease

Average CTR: 17% decrease

Average CPC: 32% increase

Cost: 15% decrease

Continued success in driving conversions for Google Ads with 11 conversions this week. We'll continue to forecast for an approximate weekly Google spend of ~\$225 as we continue to conservatively scale up efforts. Cost per lead has remained within a reasonable variance as we scale up so far this month, so we are pacing well for continued success at these metrics.

A new Facebook campaign has been built, duplicating the current Leads campaign's audience segment. For the duplicated campaign, we'll look to test out optimizing towards a Calls objective as opposed to a Link Clicks objective currently being used, and measure effectiveness to determine which optimization strategy proves the most successful.

4/5/2021-4/12/2021

Google

Impressions: 1079

Clicks: 19

Average CTR: 1.76%

Average CPC: \$11.29

Leads: 15

Cost per lead: \$14.31

Lead rate: 78.95%

Cost: \$214.58

Facebook

Reach: 4747

Impressions: 7427

Clicks: 102

Average CTR: 1.37%

Average CPC: \$0.56

Outbound Clicks: 2

Cost / Outbound Click: \$27.89

Cost: \$55.79

This week's performance relative to **3/28/2021-4/4/2021**:

Google

Impressions: 97% increase
Clicks: 280% increase
Average CTR: 92% increase
Average CPC: 8% decrease
Leads: 1400% increase
Cost per lead: 83% increase
Lead rate: 221% decline
Cost: 47% less

Facebook

Reach: 7% decrease
Impressions: 13% decrease
Clicks: 7% decrease
Average CTR: 7% increase
Average CPC: 9% decrease
Cost: 15% decrease

Big increase in conversions this week, as new ads featuring "Family-run" ad copy are resonating well across campaigns. Very favorable cost per lead at just \$14 each in Google. Top keywords remain *exterior painting* and *house painters*, with *deck stain* and *deck sealer* also picking up conversions from the Fence/Deck campaigns. Based on direction from Tina/Derek, we'll begin to slightly ramp up spend this week to take advantage of the performance improvements seen, aiming for a monthly budget of approximately \$1200 across all campaigns.

Employment Ads

Unable to target just 17-26 year olds with Employment Ads request, as it is against Facebook's ad policy to advertise Employment offerings and discriminate based on age. More information on Facebook's guidelines and restrictions on ads of this type can be found [here](#).

3/28/21-4/4/21

Google

Impressions: 545
Clicks: 5
Average CTR: 0.92%
Average CPC: \$12.33
Leads: 1
Cost per lead: \$61.66
Lead rate: 20%
Cost: \$61.66

Facebook

Reach: 5126

Impressions: 8578

Clicks: 110

Average CTR: 1.28%

Average CPC: \$0.61

Outbound Clicks: 2

Cost / Outbound Click: \$25.20

Cost: \$50.41

This week's performance relative to **3/21/2021-3/28/2021**:

Google

Impressions: 58% increase

Clicks: 64% decrease

Average CTR: 77% decline

Average CPC: 50% increase

Leads: 83% decline

Cost per lead: 83% increase

Lead rate: 221% decline

Cost: 47% less

Facebook

Reach: 43% increase

Impressions: 42% increase

Clicks: 13% increase

Average CTR: 20% decline

Average CPC: 17% increase

Cost: 49% less

Facebook Ads for Exterior Renovation Campaign continue to hold favorable Rankings by Facebook for Ad Quality, Engagement Rank, and Conversion Rate Ranking for the target audience. New ad copy launched for Facebook Ads has resonated extremely well so far.

Family-run paint pros you can trust.

Call Example for a free same-day quote today!

Within Google, Multiple days saw the standard number of impressions served, however click volume varied and some days did not spend as a result. In response, we've created new ad variations utilizing the 'Family-run' verbiage that has resonated extremely well since launching in Facebook. We've also shifted a slight amount of Facebook budget to Google, to allow for more

competitive bids within that ad space. So far this has proven beneficial, as we've seen 4 conversions come through this week just from these changes.

3/21/2021-3/28/2021

Google

Impressions: 344

Clicks: 14

Average CTR: 4.07%

Average CPC: \$8.23

Leads: 6

Cost per lead: \$19.20

Lead rate: 42.86%

Cost: \$115.17

Facebook

Reach: 3589

Impressions: 6048

Clicks: 97

Average CTR: 1.60%

Average CPC: \$0.52

Outbound Clicks: 6

Cost / Outbound Click: \$8.40

Cost: \$50.41

Facebook Ads for Exterior Renovation Campaign have maintained favorable Rankings by Facebook, with:

- Quality Ranking: Average
- Engagement Rate Ranking: Above Average
- Conversion Rate Ranking: Above Average

This implies that your target audience is responding positively to your ads being presented in their Feed, this is good for the user experience, and therefore good for Facebook, and therefore good for your paid media efforts, as Facebook will continue to reward us with cheap link clicks and favorable impressions as we are proving that our ads are relevant and providing an improved user experience for the platform.

This week's performance relative to **3/14/2021-3/21/2021:**

Google

Impressions: 50% decline

Clicks: 36% decline

Average CTR: 27% improvement

Average CPC: 37% improvement

Leads: 63% decline
Cost per lead: 7% increase
Lead rate: 41% decline
Cost: 60% less

Facebook

Reach: 48% decline
Impressions: 55% decline
Clicks: 61% decline
Average CTR: 13% decline
Average CPC: 31% improvement
Cost: 49% less

Spend was scaled back this week to better align with monthly budget, resulting in a decline in overall impressions and volume. Lead generation remained consistent however with 6 leads and a favorable cost per lead under \$20. Cost per click saw improvements across both channels, although Facebook clicks declined. Our top-performing ad is nearing a frequency of 3.0, so this week we'll look to A/B test a new copy variation with this image that we have found resonated effectively with the audience.

3/15/2021-3/21/2021

Google

Impressions: 686
Clicks: 22
Average CTR: 3.21%
Average CPC: \$13.07
Leads: 16
Cost per lead: \$17.97
Lead rate: 72.73%
Cost: 287.47

Facebook

Reach: 6857
Impressions: 13505
Clicks: 248
Average CTR: 1.84%
Average CPC: \$0.40
Leads: 0
Cost: \$98.18

Strong week for performance, particularly Leads generated and Cost per Lead efficiency. A 300% increase to leads still saw cost efficiency for acquisition improve by 26%, more than \$5 cheaper per lead. Lead Rate also increased by 64%, which suggests that your website does an excellent job on prompting the user to follow through with their intent after clicking an ad. Budget for the upcoming week will be limited as we approach \$428 per channel for the month. Let us know if you would like us to increase this number slightly (by ~\$100-150 for the month), or if there is a hard stop at \$856.

This week's performance relative to **3/8/2021-3/14/2021:**

Google

Impressions: 240% increase
Clicks: 144% increase
Average CTR: 28% decline
Average CPC: 20% increase
Leads: 300% increase
Cost per lead: 26% improvement
Lead rate: 64% improvement
Cost: 195% increase

Facebook

Reach: 7.75% decline
Impressions: 35.24% increase
Clicks: 19% increase
Average CTR: 12% decline
Average CPC: 16% improvement
Leads: no change
Cost: no change

These Exterior Project campaigns continue to pick up steam as we move out of the first couple weeks post-launch. We should expect to see improvements to CPC, CTR and CVR in as the campaigns settle in and the platform collects more data.

3/8/2021-3/14/2021

Google

Impressions: 202
Clicks: 9
Average CTR: 4.46%
Average CPC: \$10.84
Leads: 4
Cost per lead: \$24.40
Lead rate: 40%

Cost: \$97.60

Facebook

Reach: 7,433

Impressions: 9,986

Clicks: 208

Average CTR: 1.34%

Average CPC: \$0.73

Leads: 0

Cost: \$98.17

New campaigns launched across Google Search and Facebook, shifting strategy to focus marketing efforts on outdoor renovations in exterior painting, deck or fence stain & seal, etc.

Changes made to Google include:

- New campaign launched targeting Broad Match keywords related to *exterior painting* etc.
- New campaign launched targeting Broad Match keywords related to *fence or deck stain & seal*
- All Google budget has been shifted away from Interior Painting marketing efforts and is now being allocated to new campaigns

Changes made to Facebook include:

- New audience, targeting NW GA, individuals with an interest in Home improvements, home renovations, etc. Budget will be set at \$14 day, shifting all spend from the Interior Painting campaign.
- Ad copy:
Call now and get a free same-day quote for your Spring projects & renovations!
- We will be testing a few different image variations from your Google folder for this campaign.
- Facebook Pixel ID 409630833212482 'Tina Epstein's Pixel' was implemented to your website via Squarespace, this will ensure that conversion activity can be tracked in the ads interface and Command Central reporting moving forward, providing an additional layer of insight into your campaigns.

3/1/2021 - 3/7/2021

Google

Impressions: 390

Clicks: 9

Average CTR: 2.31%

Average CPC: \$18.07

Leads: 6

Cost per lead: \$27.10

Lead rate: 66.77%
Cost: \$162.63

Facebook

Impressions: 13,037
Clicks: 302
Average CTR: 4.14%
Average CPC: \$0.32
Leads: 0
Cost: \$97.63

2/22/2021 - 2/28/2021

Google

Impressions: 491
Clicks: 5
Average CTR: 1.02%
Average CPC: \$22.26
Leads: 4
Cost per lead: \$27.83
Lead rate: 80%
Cost: \$111.31

Facebook

Impressions: 13,037
Clicks: 225
Average CTR: 1.73%
Average CPC: \$0.43
Leads: 0
Cost per lead: N/A
Lead rate: N/A
Cost: \$97.63

Performance rebounded nicely on Google with adjustments made last week, seeing impressions and clicks rebound while leads increased in volume and efficiency. On Facebook, impressions increased significantly as optimizations settle in, seeing clicks and cost per click improve as well.

Google performance compared to last week

- Impressions: 111% increase
- Clicks: 67% increase
- Average CTR: 21% decline
- Average CPC: 176% increase
- Cost: 359% increase
- Leads: 300% increase
- Cost per lead: 15% increase
- Lead rate: 140% increase

Facebook performance compared to last week

- Impressions: 84% increase
- Clicks: 83% increase
- Average CTR: 1% decline
- Average CPC: 11% improvement
- Cost: 63% increase
- Leads: N/A
- Cost per lead: N/A

As you can see, Google made significant improvements in impressions, clicks, leads, and lead rate. These 'Leads' were 'Quote Page' conversions, showing an improvement in the quality of traffic driven to the site. As these campaigns settle in, CTR, CPC, and cost per lead should improve. On Facebook, some optimizations have started to settle in, showing an increase in impressions, click volume, and CPC. As with Google, with more time, these campaigns should settle in, showing improvements in CTR, CPC, and lead metrics.

Added +35% bid adjustment to 55-64 age group based on conversion totals and CTR.

Added +20% bid adjustment to Powder Springs location and +15% bid adjustment to Cartersville location based on conversion totals and CTR.

Added 2 negative keywords to reduce wasted ad spend and improve relevance of ad delivery.

■

2/15/2021 - 2/21/2021

Google

Impressions: 233

Clicks: 3

Average CTR: 1.29%

Average CPC: \$8.08
Leads: 1
Cost per lead: \$24.23
Lead rate: 33.33%
Cost: \$24.23

Facebook

Impressions: 7,071
Clicks: 238
Average CTR: 4.38%
Average CPC: \$0.25
Leads: 0
Cost per lead: N/A
Lead rate: N/A
Cost: \$59.98

Performance overall decreased on Google, due mostly to the pausing of the 'Fence Builds' campaign on 2/17; the 'Interior Painting' campaign is slow to get off the ground, however adjustments made this week should help increase performance. Things on Facebook look solid for the first week of these ads: click through rate is very solid and cost per click is lower than expected -- these metrics should continue to improve as this campaign optimizes.

Google performance compared to last week

- Impressions: 46% decrease
- Clicks: 67% decrease
- Average CTR: 39% decline
- Average CPC: 18% increase
- Cost: 61% decrease
- Leads: 80% decline
- Cost per lead: 97% increase
- Lead rate: 40% decline

These performance decreases were due to the Fence Builds campaign being paused and the 'Interior Painting' campaign slower to start out of the gate. Adjustments were made to help jumpstart performance on the 'Interior Painting' campaign, and are addressed below.

Added the following keywords to the 'Interior Painting' campaign:

- ☐ interior wall painting
- ☐ interior home painters
- ☐ interior painting cost
- ☐ interior house painting cost
- ☐ interior painting company
- ☐ home interior painters

- ❑ professional interior painting
- ❑ interior painting company
- ❑ interior painting services
- ❑ interior painting estimate

These keywords should help your interior painting ads appear in a larger pool of relevant searches, which may help gain traction on impressions, clicks, and calls.

Changed the 'Goal' of the campaign to 'Leads'.

Added a +50% bid adjustment to 'Mobile Phones' to increase competitiveness in the potential searches based on the keywords listed above.

No negative keywords were added.

2/8/2021 - 2/14/2021

Google

Impressions: 428

Clicks: 9

Average CTR: 2.10%

Average CPC: \$6.85

Leads: 5

Cost per lead: \$12.32

Lead rate: 55.56%

Cost: \$61.62

Google performance looks okay with 5 registered leads at \$12.32 per lead.

Google performance compared to last week

- Impressions: 60% improvement
- Clicks: 13% improvement
- Average CTR: 19% decline
- Average CPC: 51% increase
- Cost: 51% increase
- Leads: 40% decline
- Cost per lead: 152% increase
- Lead rate: 40% decline

The above data is just a baseline that we're going to use moving forward. These metrics will change every week but over time we will see these improve as we implement the changes we recommended in the audit.

Created new Google campaign

The following new Google campaign will promote your interior painting services and set to spend \$7/day. This campaign is utilizing 5 keywords estimated to reach 29,000 users per day. Please let me know if you would like to adjust this budget.

- Interior Painting

Created new Google call ad

Created new call ad in the following Google campaign listed below. Best practices are to create multiple ads so Google can rotate them and identify the best performers. Over time, we will pause the under-performing ads and create new variations in order to identify the best performing ad-copy combinations.

- Fence Builds

Updated Google Location Targeting

Change location settings for your Google search campaigns to "People in or regularly in your targeted locations". This will prevent users located outside of the US from clicking your ads and wasting your budget.

Created Negative Keyword List for Google

Added 8 negative keywords based on unqualified search terms that triggered your ads. Negative keywords prevent unqualified search terms from triggering your ads and wasting your budget. This is a task that I will be doing each week to keep your ads serving to only the most qualified users. Over time, this tactic will greatly improve the efficiency of your account.

Created Facebook call campaign

This new campaign is targeting users interested in fence building and interior painting services and set to spend \$14/day. These ads will drive phone calls to your business number. Please let me know if you would like to adjust this budget.

Can you please update the spelling for the word "Guaranteed" on the following landing page listed below? Screenshot is attached for reference.

- <https://www.Example paint.net/quote>

Can you please grant Ernst Media access to the one of the following Facebook Pixels listed below? The Pixel Ernst Media currently has access to (409630833212482) is not placed on the website.

- 1511903102318995
- 990988721428591

Example Audit

Digital Ad Account Audit & Recommendations

February 16, 2021

Google Ads - Account 564-072-7688 - Example

- **Structure** - there is one active campaign currently running, and one inactive campaign that ran in May of 2019. The active campaign, 'Fence Builds', has one active ad group containing one active 'Call Ad'.
 - **Recommendation:** *this structure makes sense, keeping the main verticals/types of jobs segmented by campaign. Consider adding additional campaigns to focus on other services offered, which will increase the success of your campaigns and fuel additional retargeting channels on Google and Facebook ads.*
- **Bid Strategies** - the active campaign is set to 'Maximize Conversions', which makes sense given the push for generating as many conversions from the call ads as possible.
 - **Recommendation:** *this is a good strategy to continue driving low cost conversions at a high conversion rate. If you'll be adding in more ads alongside the call ad, which will help drive website traffic and on-site conversions, consider using a Maximize Clicks bid strategy. This will help Google collect enough data to optimize and drive highly-relevant site traffic; once there's enough conversion data, the bid strategy can be switched back to Maximize Conversions to improve conversion/website activity efficiency.*
- **Location** - location settings are currently set to "People in, regularly in, or who've shown interest in your targeted locations." While 'recommended' by Google, this leads to users well outside of your targeted location finding and clicking on your ads. For example, the User Location report shows users located in Brunei, Macao, and the UK, among other various cities outside of your targeted locations, clicked on your ads in the past 30 days.
 - ✓ **Recommendation:** *change location settings to "People in or regularly in your targeted locations" to avoid having users located outside of the US clicking on your ads and using your budget.*
- **Bid Adjustments** - Currently no bid adjustments are being utilized in your campaign.
 - **Recommendation:** *Utilize bid adjustments on audience segments that are higher-performing for your account. For example, over the past 30 days, the 55-64 age group has the second highest CTR and nearly half (9) of the total conversions (19) for the 'Fence Builds' campaign. Placing a heavy bid adjustment on this age group will focus more budget on this high performing age*

segment, and lessen the focus on lower performing age groups such as the 35-44 age group (0 conversions, below account-average CTR, highest CPC).

- **Audiences & Placements** - the account has no audiences set up for the active campaigns.
 - **Recommendation:** *this isn't entirely necessary on Search campaigns, but consider adding relevant audiences to these campaigns in order to deliver your ads to a more relevant, interest-based or affinity audience. Audience recommendations include:*
 - General Contracting & Remodeling Services
 - Home Improvement
 - Painting Services
 - Remarketing audiences based on website traffic & engagement, set up through Google Analytics
- **Conversions** - the account has conversions imported from Google Analytics, Google-hosted, and calls from ads.
 - **Recommendation:** *set up event-based conversions in Google Analytics from website actions on button clicks & forms, then import those into Google Ads. This will give the campaigns actual conversion actions to optimize towards, yielding more efficient results on all fronts.*
- **Ads & Extensions** - the account has 1 ad per ad group. The ads also have just a location extension.
 - **Recommendation:** *add more ads with varied ad copy & messaging to test what works best with your audience, and reduce 'ad fatigue' from the consumer's perspective.*
 - **Recommendation:** *create and implement more ad extensions. This will improve the quality score of your ads, as well as offer more opportunities for your audience to click through to your site.*

Google Ads - Opportunities & Recommendations

In addition to the recommendations listed above, we believe there are opportunities to further grow your brand and revenue through Google Ads. We would recommend adding additional campaigns including:

- **Custom Intent, Affinity, and In-Market Display** - serve display ads to users across various sites/apps. Target relevant audiences with display ad creatives across the Google Display Network. This is a great way to showcase your quality service offerings with a strong call-to-action and remarket to website visitors and non-converters.
- **YouTube Ads** - if you have video assets to use, running ads on YouTube is a great way to improve brand awareness, engagement, and get in front of the right people with the right, engaging message. With similar targeting options as Display, we can get granular and ensure the highest intent/highest converting audiences see your video ads. From YouTube ads, we can build highly relevant audiences as well, to help improve targeting for other campaigns.

Facebook Ads - Account 296272230 - Example

- **Structure** - There are 7 campaigns set up, however they are all paused and have not recorded ad performance data over the past 30 days. Each campaign contains 1 ad set, and each ad set contains 1 or 2 ads for 9 total creatives.
 - It looks like similar campaigns have similar objectives, with minor differences between audience/targeting.
 - **Recommendation:** *Combine similar campaigns and budgets into one campaign, utilizing targeting settings at the ad set level to differentiate audiences.*
 - **Recommendation:** *Enable Campaign Budget Optimization at the Campaign level to ensure the overall campaign budget gets distributed to the*
- **Bid Optimization** - All of the active campaigns and ad sets are optimized for Lowest Cost. This is ideal as it will optimize to get the most conversions or landing page views from your budget.
 - **Recommendation:** *none, this is the ideal set up to drive high conversion rates and focus on squeezing the most amount of leads out of these campaigns.*
- **Audiences** - A variety of audiences exist, built on Facebook asset engagement, customer lists, lookalikes, and retargeting audiences.
 - **Recommendation:** *utilize a list of current/recent customers as an audience exclusion parameter, which will ensure no ad budget is being put towards an audience that is already your customers.*
 - **Recommendation:** *peel apart various demographic, location, etc. audience features to focus ad spend on demographics and/or geographic locations that are generating the best return for your ad spend.*
- **Ads** - The account looks varied from a creative type perspective, utilizing video, static images, and carousel ad formats. However, messaging appears to be general branding focused, with a few also including a discount coupon offer.
 - **Recommendation:** *consider testing out different ad content/copy, possibly a mix of work site video footage with a voice-over, static before-and-after images for a carousel, etc.*
- **Conversions** - The pixel associated with this Ads Account is not fully set up, so no on-site conversions have been recorded for Example . Most campaigns are set up with non-conversion objectives (landing page views, page likes, Thru Plays). One is set up for Lead Gen using an on-Facebook lead form.
 - **Recommendation:** *connect the Pixel with your site using a partner integration or custom code implemented directly on the site. Then, use Facebook's Events Set Up Tool to track conversion events, including contacts and leads. From this, we can create various audiences based on actual conversions or events being performed on your site; these are typically much more relevant and higher performing audiences.*