

This spreadsheet outlines how Mass Division LLC compares to other agencies or do-it-yourself attempts and highlights the type of results and goals we have achieved for our clients. We have included a column with a number for our notes. Our notes are at the bottom, and act as a timeline for when an agency or business owner managed their campaign, and indicates when Mass Division LLC took over the campaign, doubling, tripling, or even quadrupling performance.

**Figure 5**

Month	Clicks	Conversions	Conv. rate	Cost / conv.	Note
Month 1	8,526	230	2.69%	\$23.84	1
Month 2	7,742	231	2.98%	\$23.74	
Month 3	7,781	200	2.57%	\$27.97	
Month 4	8,067	214	2.65%	\$27.47	
Month 5	4,922	107	2.16%	\$33.91	
Month 6	2,324	108	4.67%	\$16.93	
Month 7	7,660	325	4.25%	\$17.61	
Month 8	6,814	271	3.98%	\$17.98	
Month 9	6,682	277	4.14%	\$16.33	
Month 10	6,577	269	4.09%	\$16.43	
Month 11	7,610	245	3.22%	\$19.73	
Month 12	10,342	429	4.15%	\$12.65	2
Month 13	19,070	669	3.51%	\$8.53	
Month 14	18,364	1107	6.03%	\$4.15	
Month 15	26,152	2178	8.33%	\$2.79	
Month 16	23,749	1965	8.27%	\$3.07	
Month 17	18,529	1546	8.34%	\$3.99	
Month 18	15,672	1543	9.85%	\$3.94	
Month 19	14,309	1285	8.98%	\$4.73	
Month 20	14,340	1368	9.54%	\$4.45	

1. Competitor marketing agency started this project.
2. Mass Division management with the goal of driving more sales.