

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 1**

Month	Clicks	Conversions	Conv. rate	Note
Month 1	1,763	0	0.00%	1
Month 2	3,093	0	0.00%	
Month 3	5,596	0	0.00%	
Month 4	5,333	0	0.00%	
Month 5	7,903	5	0.07%	
Month 6	15,798	16	0.10%	
Month 7	21,546	23	0.11%	
Month 8	31,739	59	0.19%	
Month 9	35,292	770	2.19%	2
Month 10	33,928	1,212	3.58%	
Month 11	37,198	1,574	4.24%	
Month 12	55,483	1,912	3.46%	
Month 13	57,307	2,188	3.84%	
Month 14	51,640	1,999	3.89%	
Month 15	55,124	2,045	3.72%	
Month 16	60,732	2,122	3.50%	
Month 17	49,259	1,745	3.55%	
Month 18	46,631	1,755	3.76%	
Month 19	60,268	2,439	4.05%	
Month 20	59,128	2,392	4.05%	
Month 21	53,263	2,248	4.24%	
Month 22	52,753	2,577	4.92%	
Month 23	70,620	3,298	4.70%	
Month 24	83,139	3,139	3.79%	
Month 25	108,463	3,843	3.54%	
Month 26	81,366	5,208	6.40%	3
Month 27	78,248	6,708	8.58%	
Month 28	77,935	7,086	9.10%	
Month 29	92,117	7,258	7.89%	
Month 30	82,813	7,355	8.89%	
Month 31	82,221	7,645	9.30%	
Month 32	91,757	8,023	8.75%	

1. Competitor agency started the project. Did not implement tracking properly.
2. Months later, tracking was implemented. Loss of revenue, poor performance.
3. Mass Division took over managing the campaigns.