

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 2

Month	Clicks	Conversions	Conv. rate	Cost / conv.	Notes
Month 1	3,086	14	0.50%	\$145.57	1
Month 2	4,111	131	3.20%	\$15.93	2
Month 3	7,056	433	6.10%	\$6.00	3
Month 4	8,487	627	7.40%	\$4.80	
Month 5	7,920	413	5.20%	\$7.45	
Month 6	7,044	442	6.30%	\$5.79	
Month 7	7,759	640	8.30%	\$4.74	
Month 8	6,474	525	8.10%	\$5.47	
Month 9	4,772	479	10.10%	\$5.49	
Month 10	4,644	437	9.40%	\$6.20	
Month 11	5,300	527	10.00%	\$5.77	
Month 12	4,761	453	9.20%	\$6.03	

1. Business owner started their first month on their own.
2. Mass Division was hired to optimize the campaign.
3. Mass Division was allowed to fully rebuild and manage the campaign.