

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 3

Month	Clicks	Conversions	Conv. rate	Cost / conv.	
Month 1	1,662	5	0.30%	\$202.81	1
Month 2	2,100	16	0.80%	\$82.00	
Month 3	3,454	23	0.70%	\$90.55	
Month 4	6,817	53	0.80%	\$68.07	
Month 5	7,239	232	3.20%	\$15.99	2
Month 6	6,684	344	5.20%	\$10.35	
Month 7	8,306	415	5.00%	\$10.66	
Month 8	8,711	281	3.20%	\$16.61	
Month 9	8,542	365	4.30%	\$12.79	
Month 10	7,242	270	3.70%	\$14.93	
Month 11	8,147	358	4.40%	\$12.85	
Month 12	7,674	338	4.40%	\$13.74	
Month 13	6,779	322	4.80%	\$12.62	
Month 14	2,157	76	3.50%	\$18.39	
Month 15	6,526	327	5.00%	\$12.97	
Month 16	6,248	290	4.70%	\$13.79	
Month 17	6,829	302	4.40%	\$14.80	
Month 18	6,216	221	3.60%	\$16.78	
Month 19	7,526	278	3.70%	\$17.00	
Month 20	7,869	180	2.30%	\$22.02	3
Month 21	8,271	124	1.50%	\$22.90	4
Month 22	5,218	266	5.10%	\$7.29	
Month 23	2,997	400	13.40%	\$7.60	
Month 24	4,014	487	12.10%	\$6.28	
Month 25	9,258	908	9.80%	\$5.60	
Month 26	10,868	1028	9.50%	\$5.92	
Month 27	10,716	1094	10.20%	\$5.54	
Month 28	9,801	971	9.90%	\$6.31	

1. Business owner started their first month on their own.
2. Competitor marketing agency started with this project.

3. Last full month for competitor agency
4. I took over mid-January and re-built the campaign from scratch