

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 4

Month	Clicks	Conversions	Conv. rate	Cost / conv.	
Month 1	12,773	607	4.83%	\$13.48	1
Month 2	11,659	580	5.05%	\$12.99	
Month 3	13,031	604	4.70%	\$14.03	
Month 4	10,919	483	4.46%	\$14.53	
Month 5	4,775	205	4.34%	\$14.86	
Month 6	2,715	166	6.11%	\$11.09	
Month 7	9,870	575	5.82%	\$11.35	
Month 8	8,980	492	5.48%	\$12.20	
Month 9	9,410	469	5.07%	\$13.55	
Month 10	9,774	483	5.08%	\$13.73	
Month 11	10,516	752	7.34%	\$9.44	
Month 12	8,381	541	6.57%	\$9.20	2
Month 13	6,323	349	5.52%	\$7.99	
Month 14	7,064	724	10.26%	\$3.45	
Month 15	8,788	1219	13.90%	\$2.49	
Month 16	7,877	1066	13.55%	\$2.81	
Month 17	5,493	831	15.14%	\$3.65	
Month 18	4,857	614	12.65%	\$5.01	
Month 19	4,935	730	14.79%	\$4.16	
Month 20	4,480	585	13.06%	\$5.28	
Month 21	2,327	334	14.36%	\$4.77	

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