

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 6

Month	Clicks	Conversions	Conv. rate	Cost / conv.	Note
Month 1	20,143	785	3.90%	\$13.16	1
Month 2	18,957	770	4.06%	\$13.43	
Month 3	19,833	763	3.85%	\$14.22	
Month 4	27,462	950	3.46%	\$17.42	
Month 5	26,338	1048	3.98%	\$15.13	
Month 6	27,496	1372	4.99%	\$12.38	
Month 7	27,558	1024	3.72%	\$16.62	
Month 8	23,458	1086	4.63%	\$15.48	
Month 9	21,054	974	4.63%	\$17.20	
Month 10	21,608	1272	5.89%	\$12.38	
Month 11	21,881	1116	5.10%	\$13.11	
Month 12	12,349	590	4.78%	\$10.22	2
Month 13	19,416	1129	5.81%	\$4.98	
Month 14	17,123	1006	5.88%	\$4.92	
Month 15	18,490	1389	7.51%	\$4.38	
Month 16	12,045	1116	9.26%	\$5.45	
Month 17	11,698	1173	10.03%	\$5.18	
Month 18	12,814	1018	7.94%	\$5.93	
Month 19	15,491	1197	7.73%	\$5.19	
Month 20	18,437	1643	8.91%	\$3.75	

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