

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 7**

| Month    | Clicks | Conversions | Conv. rate | Cost / conv. | Note |
|----------|--------|-------------|------------|--------------|------|
| Month 1  | 874    | 7           | 0.85%      | \$71.78      | 1    |
| Month 2  | 5,926  | 24          | 0.40%      | \$74.55      |      |
| Month 3  | 2,650  | 12          | 0.46%      | \$115.50     |      |
| Month 4  | 6,756  | 25          | 0.37%      | \$65.53      |      |
| Month 5  | 3,539  | 44          | 1.26%      | \$36.94      |      |
| Month 6  | 1,681  | 27          | 1.66%      | \$51.36      |      |
| Month 7  | 13,689 | 231         | 1.70%      | \$10.23      | 2    |
| Month 8  | 32,996 | 650         | 1.98%      | \$6.29       |      |
| Month 9  | 39,699 | 893         | 2.25%      | \$6.38       |      |
| Month 10 | 20,814 | 1376        | 6.61%      | \$6.30       |      |
| Month 11 | 10,281 | 765         | 7.47%      | \$8.08       |      |
| Month 12 | 16,268 | 1255        | 7.73%      | \$7.59       |      |
| Month 13 | 30,681 | 1319        | 4.30%      | \$8.45       |      |
| Month 14 | 22,787 | 1767        | 7.77%      | \$5.91       |      |
| Month 15 | 19,313 | 1915        | 9.94%      | \$5.32       |      |
| Month 16 | 25,915 | 1866        | 7.22%      | \$5.75       |      |

1. In House marketing team managed these campaigns.
2. Mass Division management with the goal of driving more sales.