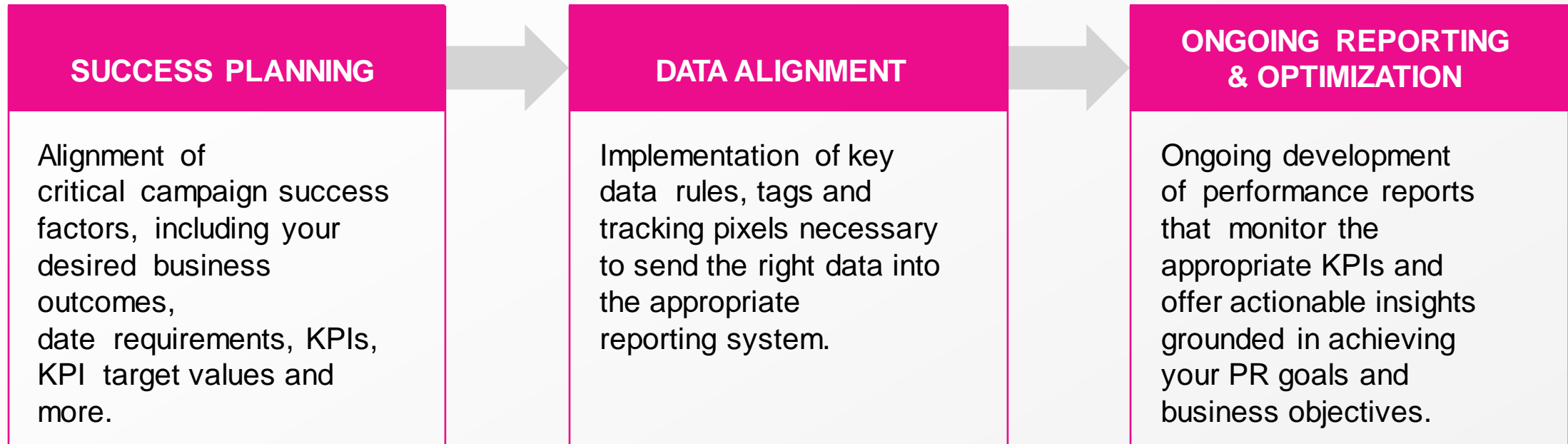


Data and Reporting with Sample Dashboard and Summaries

▀▀ Mower's Approach to Measurement & Analytics



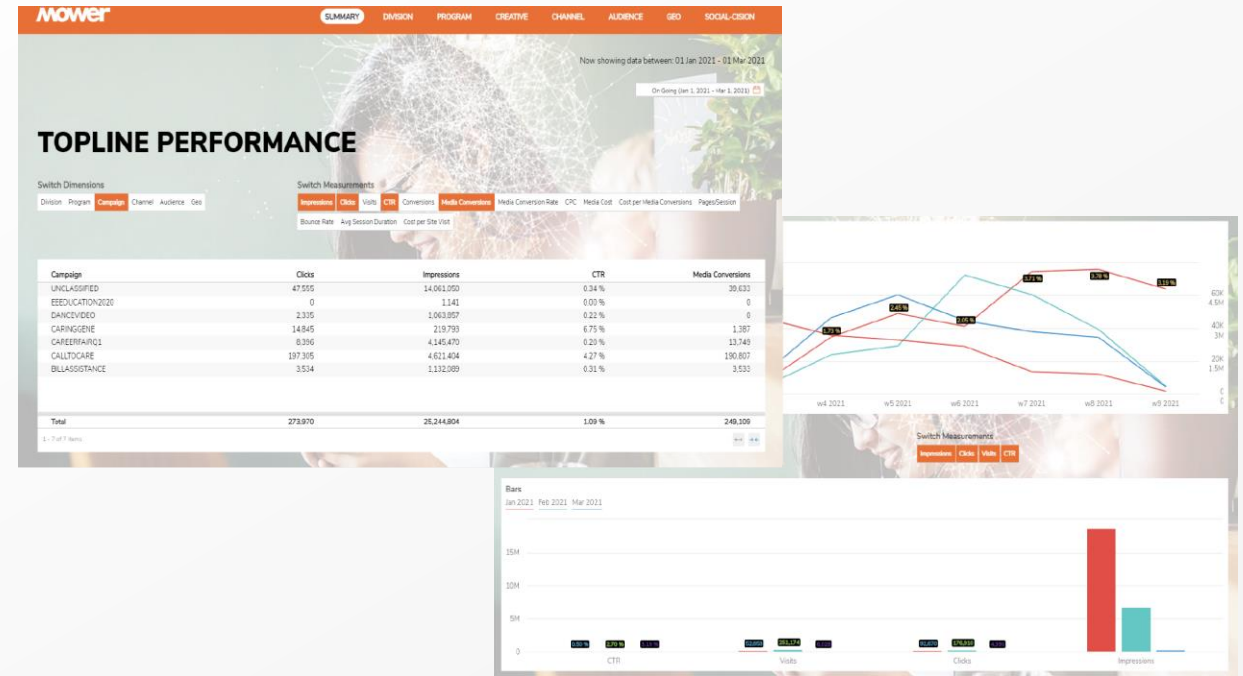
Approach to Reporting

Reporting and sharing of results will be driven by what is identified and agreed upon in the Success Plan, as well as Broadview's preferences covered during onboarding.

As a baseline, Mower will leverage our analysis tools to deliver monthly performance reports to the team that allow for continuous optimization in working toward campaign and program KPIs.

Through our in-house research team, we will combine data from our campaigns as well as third-party business intelligence to develop insights that will help us better understand your business and consumer audiences, so we can connect with them in meaningful ways.

Mower also utilizes Quarterly Business Reviews to review metrics and results more holistically, as well as an evaluation of the Mower-Broadview working relationship, marketing trends and future planning.



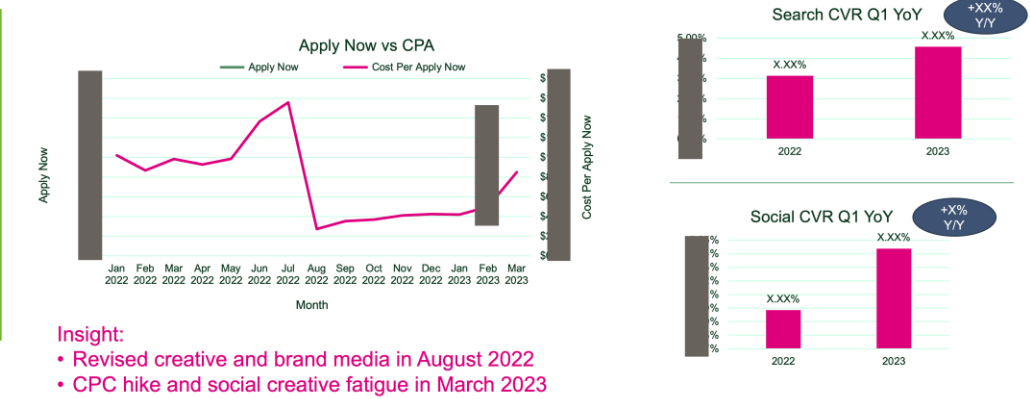
1. Start with the end in mind.
2. Leverage the tools (Datorama, CM360, Google Analytics).
3. Deliver monthly, review quarterly, optimize always.
4. Reviewing results: the Big Picture, then the details
5. Insights and Actions

Sample Dashboard—Program/Campaign Summary

DISPLAY – CHECKING



PERFORMANCE MARKETING – CHECKING



CHECKING – TOP-LEVEL ROLLUP

Channel	Impressions	Clicks	Visits	Media Cost	Apply Now	Find a Location
ONLINE	x,xxx,xxx	xx,xxx	xx,xxx	\$xx,xxx.xx	xx	xxx
PAID SEARCH	xxx,xxx	xxx,xxx	xxx,xxx	\$xxx,xxx.xx	x,xxx	x,xxx
PAID SOCIAL	x,xxx,xxx	xx,xxx	xx,xxx	\$xx,xxx.xx	xxx	xx
Grand Total	x,xxx,xxx	xxx,xxx	xxx,xxx	\$xxx,xxx.xx	x,xxx	x,xxx

Apply Now
X,XXX

Apply Now CVR
X.X%

Cost per Apply Now
\$XX

Accounts Opened in Branch*
X,XXX

Accounts Opened Online*
X,XXX

KEY LEARNINGS: CHECKING

- Key learnings would be listed here
- loremipsumloremipsumloremipsum
- loremipsumloremipsumloremipsum
- loremipsumloremipsumloremipsum

Sample Insights: Channel and Customer Journey View

ANALYSIS

Findings

Overall performance is strong: clickthrough rate was high right out of the gate, bounce rate is low, pages per session is high, and you're getting a high volume of new users (% new sessions).

The low volume we're seeing for the brand campaign indicates a need for stronger brand awareness efforts (SEO, social) to generate more traffic. We're also seeing a lower-than-average % new sessions for this campaign, indicating that the people clicking on these ads have already been to your site.

Offer & Appointment conversion increased significantly with the increase in budget at the start of November (just after the date range for this report).

Converting searchers appear to have a longer conversion window when it comes to Offers and Appointments than originally expected--up to 4 days post-click.

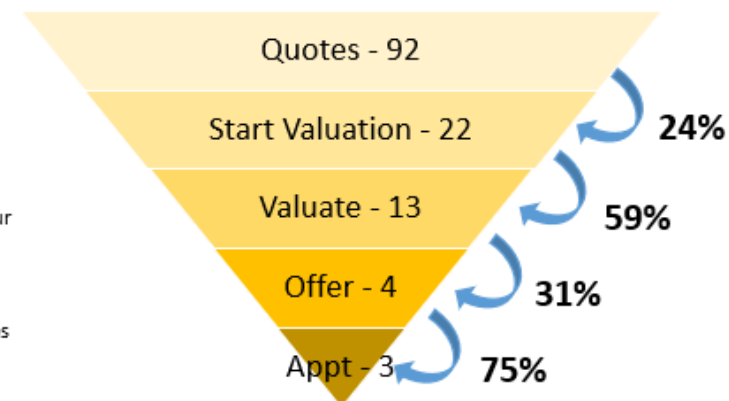
Firefox, though a low-volume browser, has a higher-than-average bounce rate. This could either be the result of too small a sample audience, or an issue with your program and the browser.

Recommendations

Push brand awareness with other channels.

Continue to perform search query audits. Depending on the results in the next week, break out terms like "sell my car for cash today" out into their own ad groups to watch performance--these queries indicate the highest intent and so far convert the strongest.

Bid strategy audit & reassessment based on individual conversion volumes of existing campaigns.



OVERALL PERFORMANCE

SEARCH	Impr.	Clicks	Cost	CTR	Avg. CPC	Conversions	Cost / conv.	Conv. rate	Search impr. share	Bounce rate	Pages / session	Avg. session duration	% new sessions
Value My Car	4,471	341	\$1,061	7.63%	\$3.11	39	\$27	11.44%	10.97%	1.63%	3.54	100	93.79%
Sell My Car	4,038	136	\$1,051	3.37%	\$7.73	34	\$31	25.00%	12.59%	1.65%	4.32	127	86.78%
Competitor	3,257	117	\$697	3.59%	\$5.96	18	\$39	15.38%	13.65%	0.91%	4.25	130	82.73%
Buy My Car	138	4	\$19	2.90%	\$4.71	0	-	0.00%	23.86%	0.00%	2.67	2	100.00%
Brand	68	33	\$7	48.53%	\$0.22	10	\$1	30.30%	73.86%	9.80%	4.06	173	49.02%
TOTAL	11,972	631	\$2,835	5.27%	\$4.49	101	\$28	16.01%	26.99%	2.80%	3.77	106	82.46%

YOUTUBE	Impr.	Clicks	Cost	CTR	Avg. CPC	Conversions	Cost / conv.	Conv. rate	Search impr. share	Bounce rate	Pages / session	Avg. session duration	% new sessions
YouTube Video	52,669	47	\$1,108	0.09%	\$24	0	0	0.00%	--	0.00%	2.22	10	96.30%

TOTAL	64,641	678	\$3,943	1.05%	\$5.82	\$101	\$39	14.90%	26.99%	1.40%	2.99	58	89.38%
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▀▀ Sophisticated Tracking and Analytical Capabilities

CISION

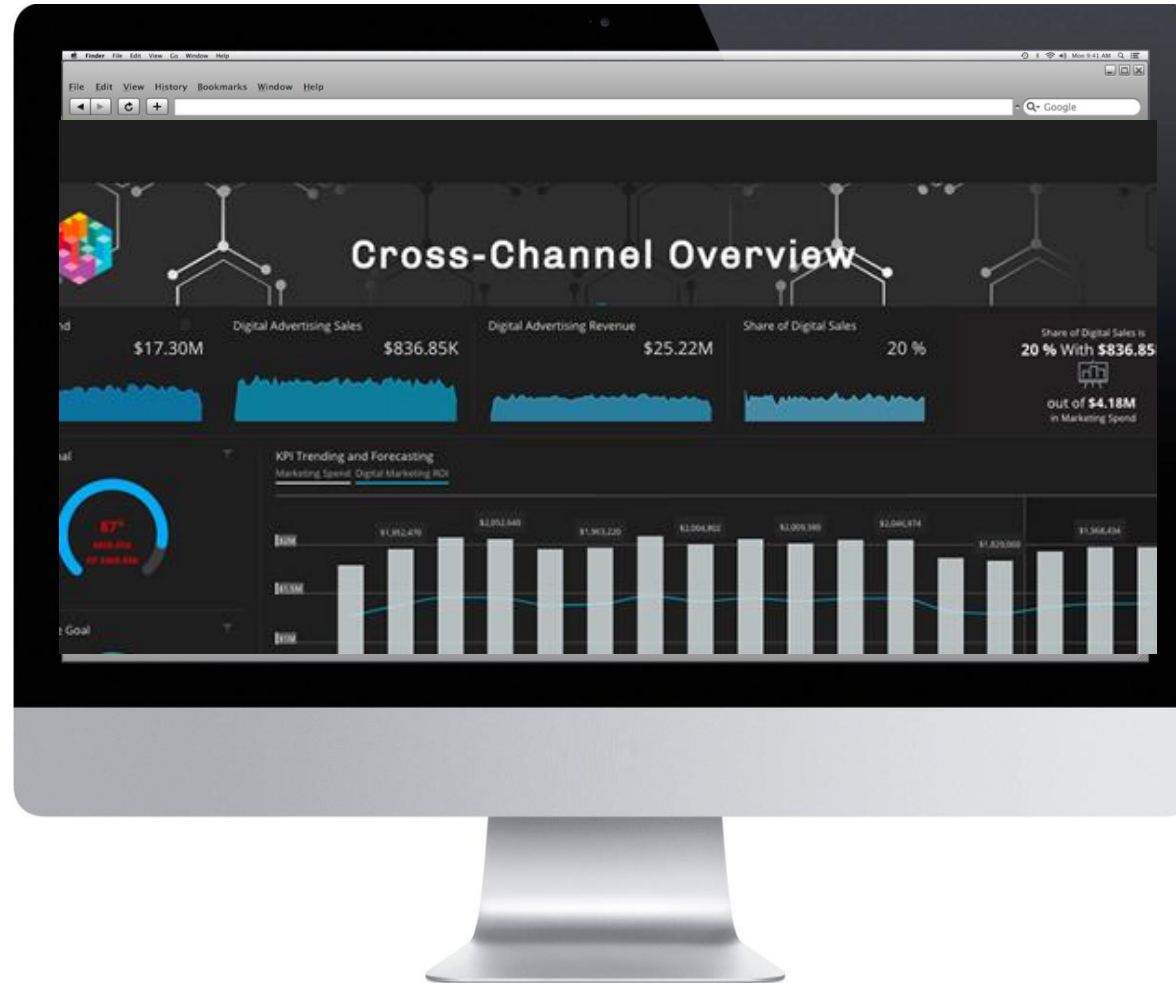
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PR Newswire

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Google
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S O F T W A R E



Phlanx

HypeAuditor

Google Analytics

eMarketer

Adobe Analytics

datorama

MOWER