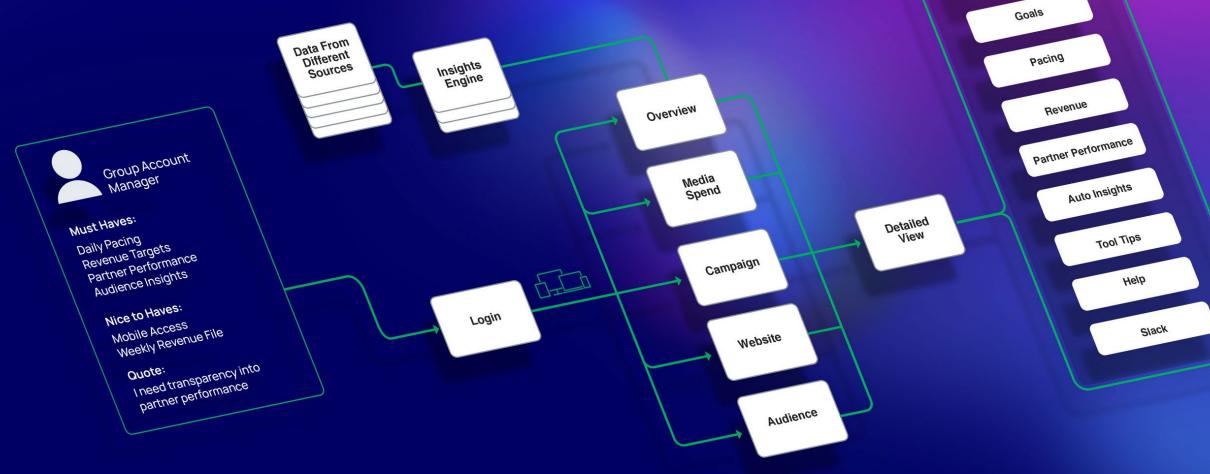




# BUILD FOR THE AUDIENCE.



Summary

KPIS

### 97% 01,030% \$55K How much have you spent over time by campaign? \$50K © <sub>Automated</sub> Insights RODUCTION SHOWNGDATAFOR Oct., 2019. Dec. 31, 2019 LOGO LOGO ' SOCIAL MEDIA \$100K CAMPAIGN SELECT YOUR CAMPAIGN SOOK of \$5K consecteur adupécing en Hulla quem vent, indivada es consecteur adupécing en Hulla quem vent protor mau (d. Sed froncus, fortor sed elefend trislique, tortor mau (d. Sed froncus, fortor sed elefend trislique) Help Me Understand This 90% of \$111K honcus ainuam matis. Ut ediputate eros sed si amet. Quisque horeet sem sit amet orici uli sit amet. Quisque horeet sem sit amet orici uli 90% of . • • Let's see the Details

### BE CLEAR.

Total display Now showing data between: 10/01/2020 - 10/31/202 media spend only ENT CPM **MEDIA SPEND** 95 \$354,873 **IMPRESSIONS** 179,395, A PREV: \$321,117 (-10.5%) 68% 🛦 35% Goal: 265,079,8 MTD Goal: \$1,004,960 37 Trends 🐼

Source: DoubleClick for Advertisers



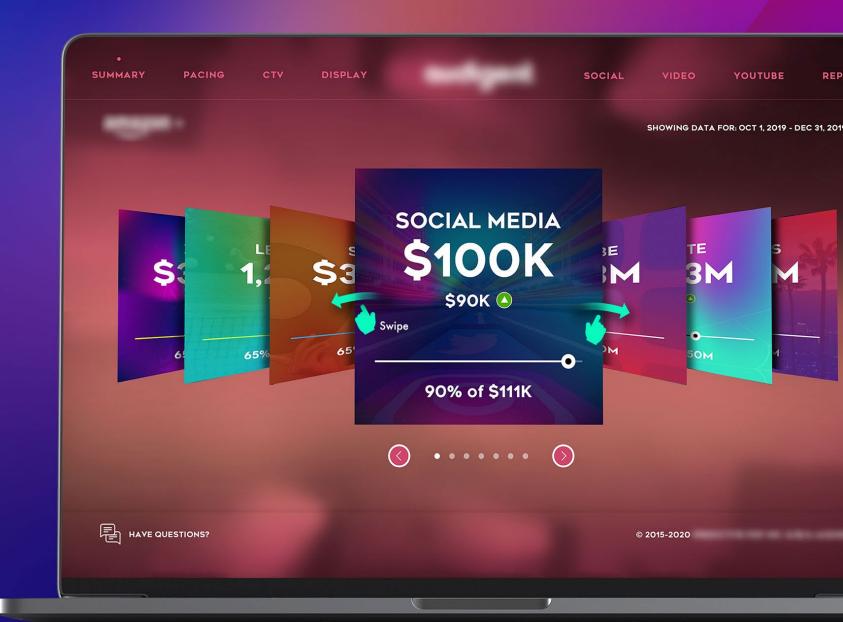
Now showing as Revenue 1 Jan 2021 - 1 Feb 2021 • pk will produce a 10% increase spend Sub brand 1 Target audience of 125 - 40 yrs • Female • New York! for Sub-Brand Campaign E have a sub-Brand Campaign E have the Add and the historical henchmark (3.780). This click change is due to the Add and the historical henchmark (3.780). This click change is due to the Add and the historical henchmark (3.780). This click change is due to the Add and the historical henchmark (3.780). This click change is due to the Add and the historical henchmark (3.780). This click change is due to the Add and the historical henchmark (3.780). This click change is due to the Add and the historical henchmark (3.780). This click change is due to the Add and the historical henchmark (3.780). This click change is due to the Add and Audience Target audience of 125 - 40 yrs . Female . New York for sub-Brand Campaign E have a to the Ad clicked 22% less than the historical benchmark (3,780). This click change is due to the Ad clicked 22% less than the historical benchmark (3,780). Overview Shifting spend to Sub-Brand Campo Ad Product Marketplace is performing 15% higher than its historical benchmark.

Ad Product Marketplace is performing 15% higher than its historical benchmark.

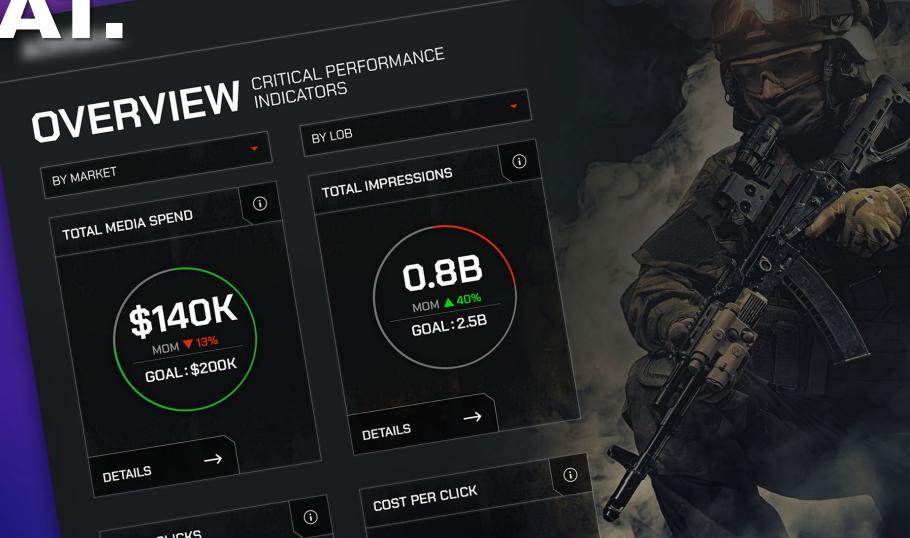
Ad Product Marketplace is performing 15% higher than its historical benchmark.

Ad Product Marketplace is performing 15% higher than its historical benchmark. improved by switching from Ad Product News Feed to Marketplace. in CTR. Product News Feed placement. DON T GRANPH DIA Have aussions? Performance ! 2 . Sub-brand Z has a 22% higher will be reached in 5 days. The intende © 2021, Performance Media Agency, Inc.

## MAKE IT FUN.



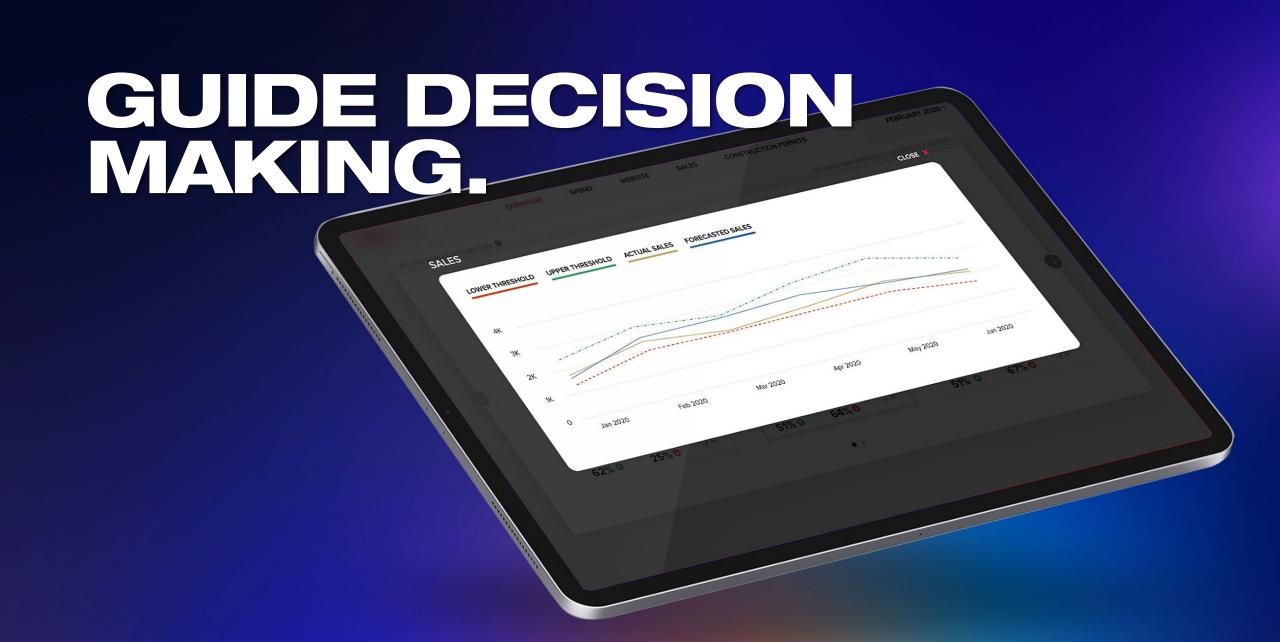
# FIND THE NUMBER OVERVIEW TO BEAT.



SOCIAL

Showing data

MEDIA



## SOCIALIZE THE DATA.

### Altert: Lower Threshold CPM LIMIT



Admin from DF<alerts@decisionfoundry.com>

To: marketing@customer.com



This is to inform you that the competitors below have met a lower threshold CPM limit

| et a lower threshold     |               | Share of Volume |
|--------------------------|---------------|-----------------|
|                          | Search Volume |                 |
| Term                     | 199,800.00    | 17.51 %         |
| Brand X                  | 178,200.00    | 15.62 %         |
| How to put in contacts   | 74,800.00     | 6.52 %          |
|                          |               | 6.39 %          |
| how to take out contacts |               | 0.55 /-         |
| eye astigmatism          |               |                 |

Go to the Dashboard

Thanks for your confidence in our service!

support@decisionfoundry.com Decision Foundry

# SEEK NEW INSPIRATION.

TRACKLESS WASTE

400 ATTACK

KI,



Leaderboard

### Decision Foundry

**ROSS JENKINS** 

CEO

**LARRY COHEN** 

**EVP Data Strategy** 

www.decisionfoundry.com

info@decisionfoundry.com