

Media Performance Highlights Report:

Spring/Summer Campaign: April 2020

Paid Search (April)

- **April Performance:**
 - Spend: \$20,121.28
 - \$0.68 CPC
 - 56% lower than the industry average of \$1.53
 - 6.33% CTR
 - Google CTR (16.66%) was 256% above the industry average of 4.68%
 - Website Engagement from PPC Traffic:
 - 01:48 time on site
 - 2.17 pages per visit

Orange142 (March-April)

Note: Only native and social lead generation ads ran in the month of April. All other tactics were paused in March due to COVID-19.

| Placement | Impressions | Clicks | CTR | Views | View Rate | Benchmark CTR* |
|------------------------|------------------|---------------|--------------|----------------|-----------|----------------|
| Instream Video | 28,179 | 237 | 0.84% | 23,541 | 83.5% | 0.15% |
| Native | 7,488,387 | 53,795 | 0.72% | | | 0.20% |
| Social Video | 195,360 | 158 | 0.08% | 167,243 | | 0.08% |
| Social Traffic | 415,368 | 767 | 0.18% | | | 2.00% |
| Social Reach | 19,874 | 86 | 0.43% | | | 0.20% |
| Social Lead Generation | 1,422,426 | 9,373 | 0.66% | 626 | | |
| Connected TV | 14,499 | - | - | 13,996 | 96.5% | 0.00% |
| TOTAL | 9,584,093 | 64,416 | 0.67% | 205,406 | | |

* Benchmark CTRs are a blend of Orange142 personal benchmarks that are at or above industry standards per tactic set by the Interactive Advertising Bureau (IAB).