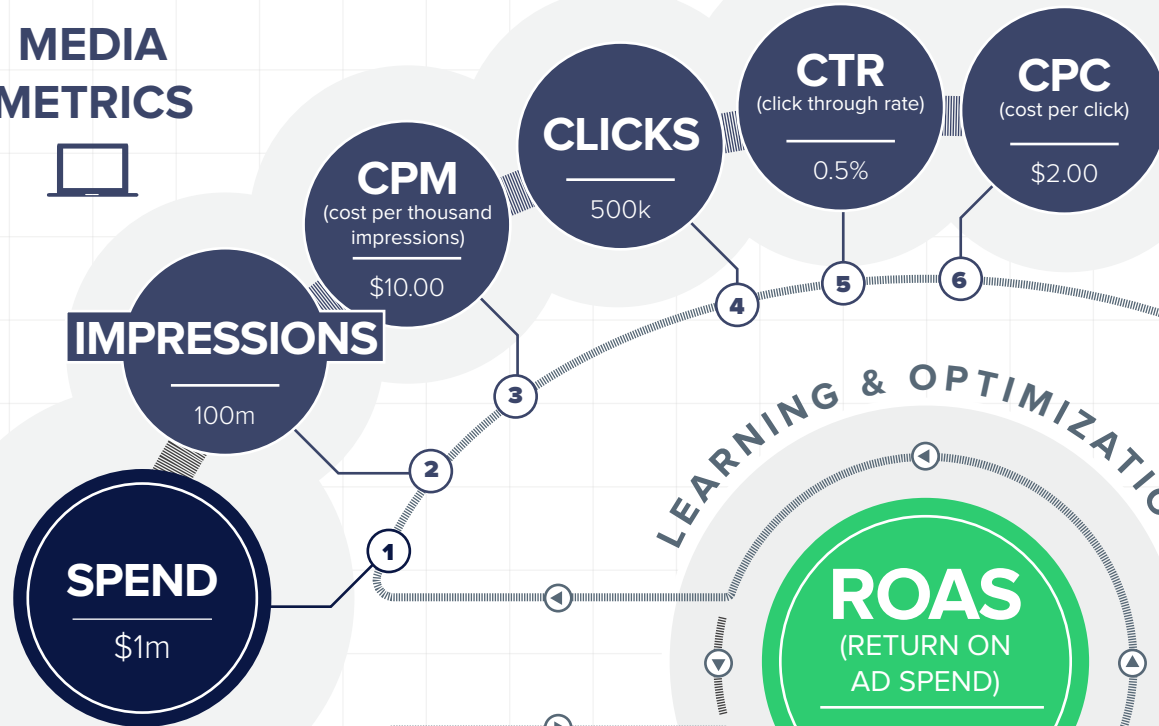
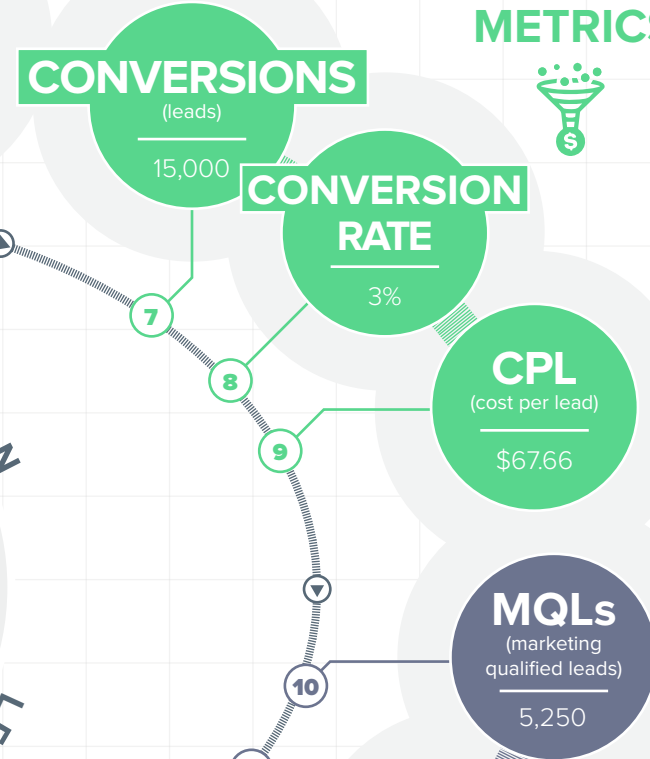


LEAD GEN METRICS TIMELINE

MEDIA METRICS



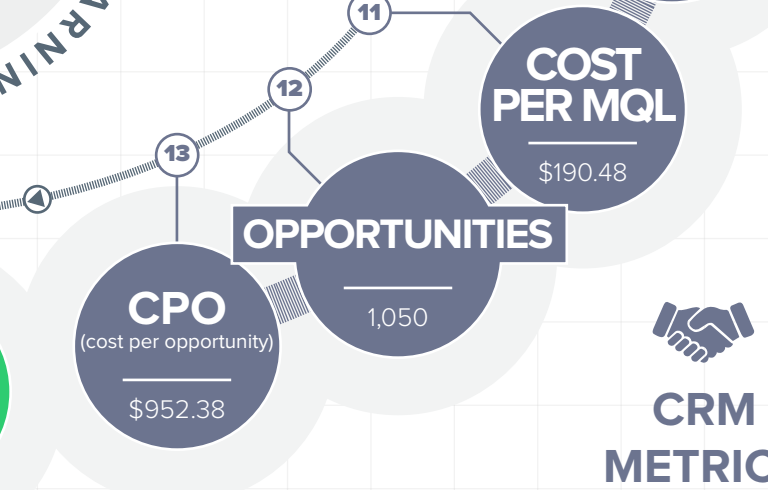
CONVERSION METRICS



ROI METRICS



CRM METRICS



LEARNING & OPTIMIZATION

ROAS
(RETURN ON AD SPEND)
635%

LEARNING & OPTIMIZATION