



NANO

Leading-Edge Digital Marketing



Results

Phone Calls 32 ↓ -36.0%	Form Submissions 22 ↓ -15.4%
Total Leads 54 ↓ -28.9%	Cost / Lead \$118.17 ↑ 24.2%

Performance Metrics

Impressions 27,926 ↑ 145.6%	Clicks 1,021 ↑ 32.3%	Cost \$6,381.09 ↓ -11.7%	Top of Page 46.1% ↑ 0.3%
Conversion Rate 2.2% -78.1%	Cost per Click \$6.25 ↓ -33.3%	Click Through Rate 3.7% -46.2%	Total Page Views 1,475 ↑ 12.7%

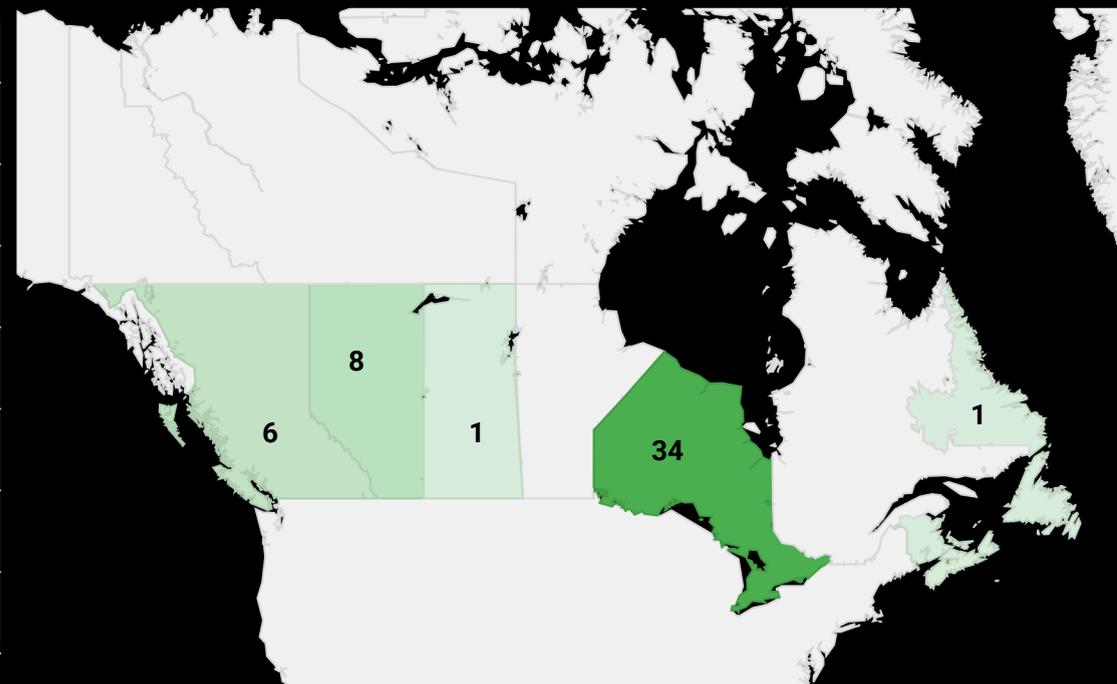
Top Keywords

Keyword	Leads ▾	Cost / Lead	Impressions	Clicks	CPC
business loans	7	\$68.4	536	30	\$15.96
working loan capital	6	\$28.68	1,807	109	\$1.58
small business loans	3	\$138.54	401	29	\$14.33
quick business funding	3	\$62.65	135	11	\$17.09
business funding for small business	2	\$192.64	221	24	\$16.05
small business loan canada	2	\$94.11	275	20	\$9.41
business loan ontario	2	\$151.85	289	23	\$13.2
business nancing canada	2	\$221.71	528	30	\$14.78
small business loans alberta	1	\$40.67	65	4	\$10.17
small business nancing ontario	1	\$63.19	66	4	\$15.8
small business nancing canada	1	\$61.76	92	6	\$10.29
quick business loans	1	\$154.9	32	4	\$38.72
how do i get a small business loan	1	\$230.53	347	22	\$10.48

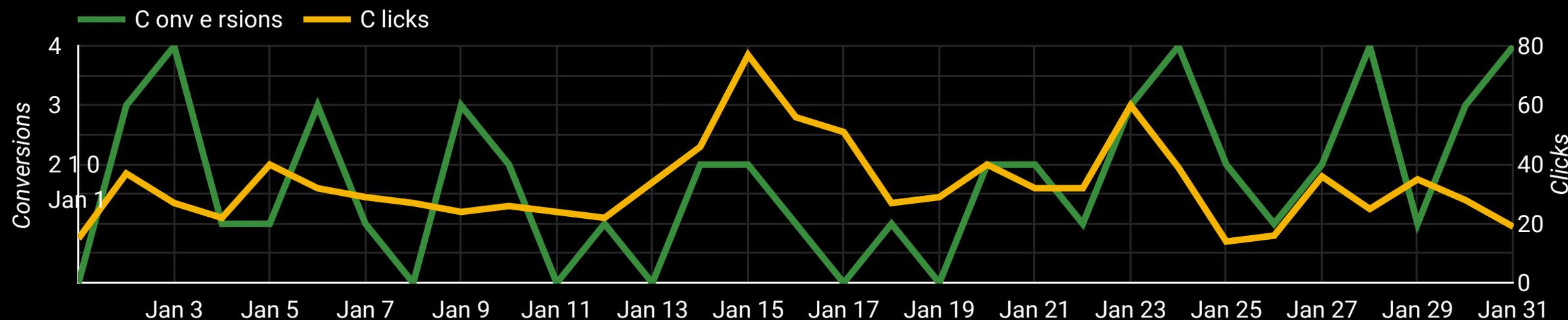
Month Over Month Performance

Lead Generation Map

Month	January	December	November	October
Leads	54	76	86	138
Cost / Lead ▼	\$118.17	\$95.12	\$85.22	\$76.55
Impressions	27,926	11,369	12,955	14,321
Clicks	1,021	772	842	1,106
CPC	\$6.25	\$9.36	\$8.7	\$9.55
CTR	3.66%	6.79%	6.5%	7.72%
Conversion Rate	2.15%	9.82%	9.98%	12.39%



Daily Performance



Results

Clicks 1,057	CPC \$2.49	Leads 61	Cost / Lead \$108.47
Reach 22,308	CTR 2.69%	Amount Spent \$6,618	

Platform Breakdown

Platform	Facebook	Instagram
Reach	17,149	5,935
Leads	38	23
Cost / Lead	\$132.59	\$48.58
Clicks	774	200
Click-Through ...	2.98%	1.54%
CPC	\$2.28	\$4.27

Month-Over-Month Performance

Month	January	December	November	October
Leads	61	52	36	87
Impressions	99,000	120,717	117,305	95,052
Cost / Lead	\$108.47	\$128.99	\$177.32	\$76.59
Clicks	1057	988	875	901
Click-Through ...	2.69%	2.00%	1.69%	1.85%
CPC	\$2.49	\$2.77	\$3.23	\$3.78