



NANO

Leading-Edge Digital Marketing

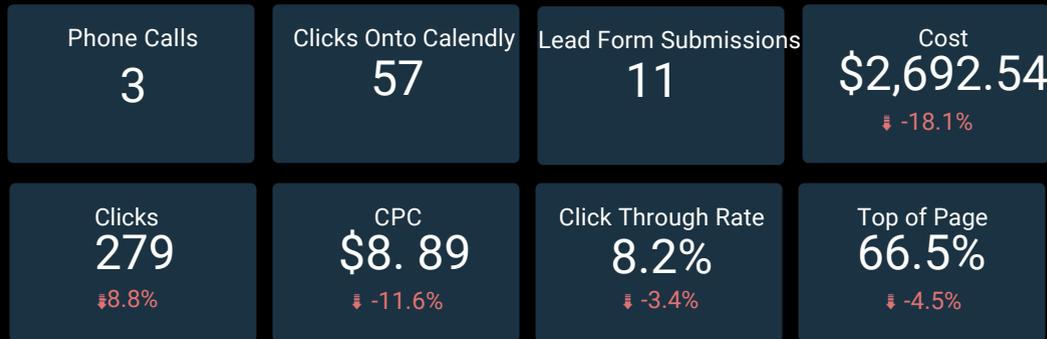


Report Summary

The results from January are similar to last month and we remain a bit far from our performance goals for the account. We want to see a big increase in lead generation next month so we are being aggressive and making some big changes to the account this month.

- Firstly, we created a few new campaigns dedicated to different therapy searches. With the new campaigns, we are able to control the budget for each service. We have allocated the majority of the budget to the ADHD therapy campaign. We will closely monitor the new campaigns to ensure they ramp up and have a positive impact on the account's success. We will also dynamically adjust the budgets to the more successful campaigns.
- We also want to boost the traffic we bring to your website and increase our monthly clicks. To achieve this, we will be limiting the maximum amount that our ads can spend on a single user. That way we can stretch the budget and reach more users rather than overpaying for a single click that may not turn into a lead. This should allow us to be more efficient with the budget and significantly boost traffic to your site, which we hope will result in a larger lead generation.
- Lastly, we have adjusted our ad headlines & descriptions in our ads to include more of the search terms and keywords that we have been appearing for in recent weeks. We want our ads to continue to relate to our audience's Google search. With this adjustment, our ads will be more tailored to the specific user based on their search, which will result in a higher percentage of people clicking on our ads and should help lower our future cost-per-click.

Performance Metrics



Campaign Breakdown

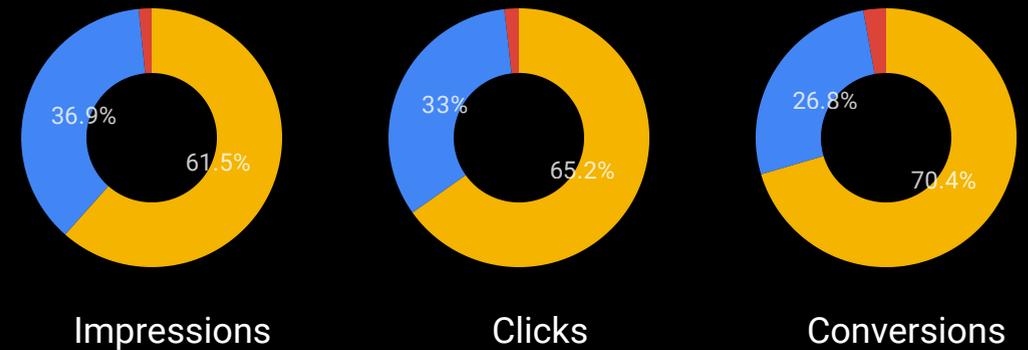
Campaign	Clicks	CPC	Cost
Online Therapy Search Campaign - 10...	260	\$8.39	\$2,182
Performance Max Campaign - 10-2024	166	\$1.28	\$212.87
Couples/Marriage Therapy Search Ca...	19	\$15.67	\$297.66
Campaign #1	0	\$0	\$0

Top Keywords

Top Keywords	Clicks	CPC
online therapy	53	\$9.14
online therapy ontario	17	\$7.93
web therapist	17	\$8.67
virtual counselling ontario	13	\$8.27
cbt online	11	\$8.29
virtual therapy	11	\$8.37
online psychotherapy	11	\$8.13
virtual therapy canada	9	\$8.04
therapist virtual	9	\$9.54
online therapy canada	8	\$6.74
canadian online counselling	8	\$9.17
virtual therapy ontario	8	\$7.38
canadian online therapy	7	\$8.84

Device Breakdown

● Mobile ● Computer ● Tablet



Weekly Performance

