



DIGITAL&.

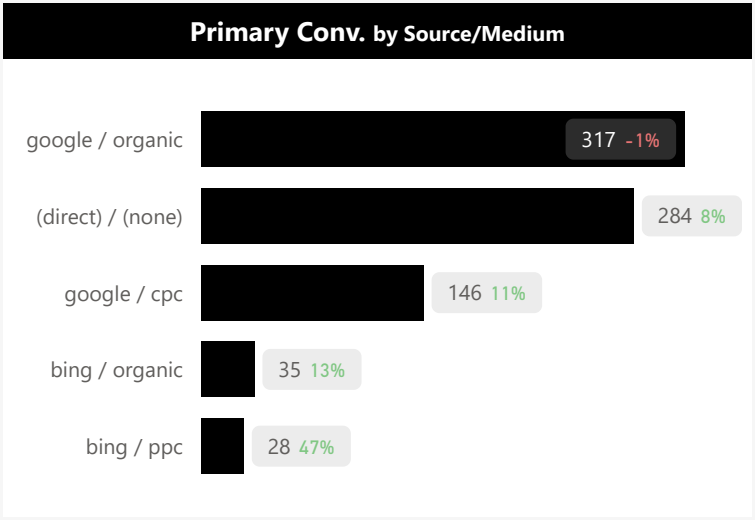
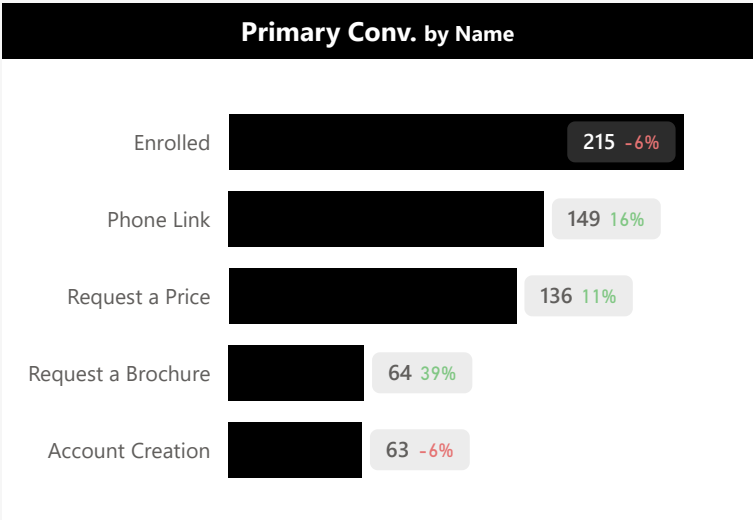
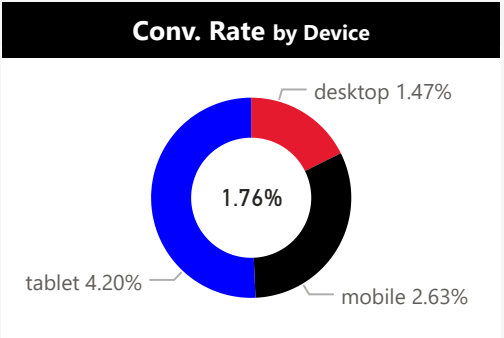
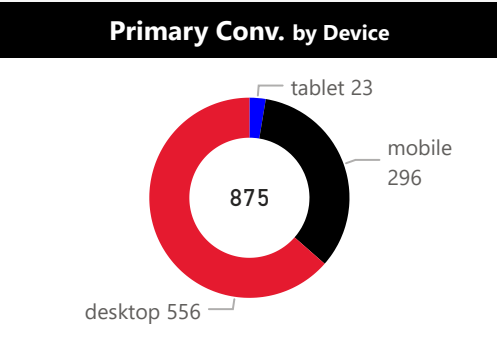
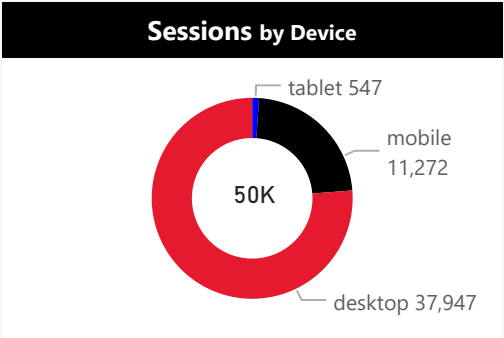
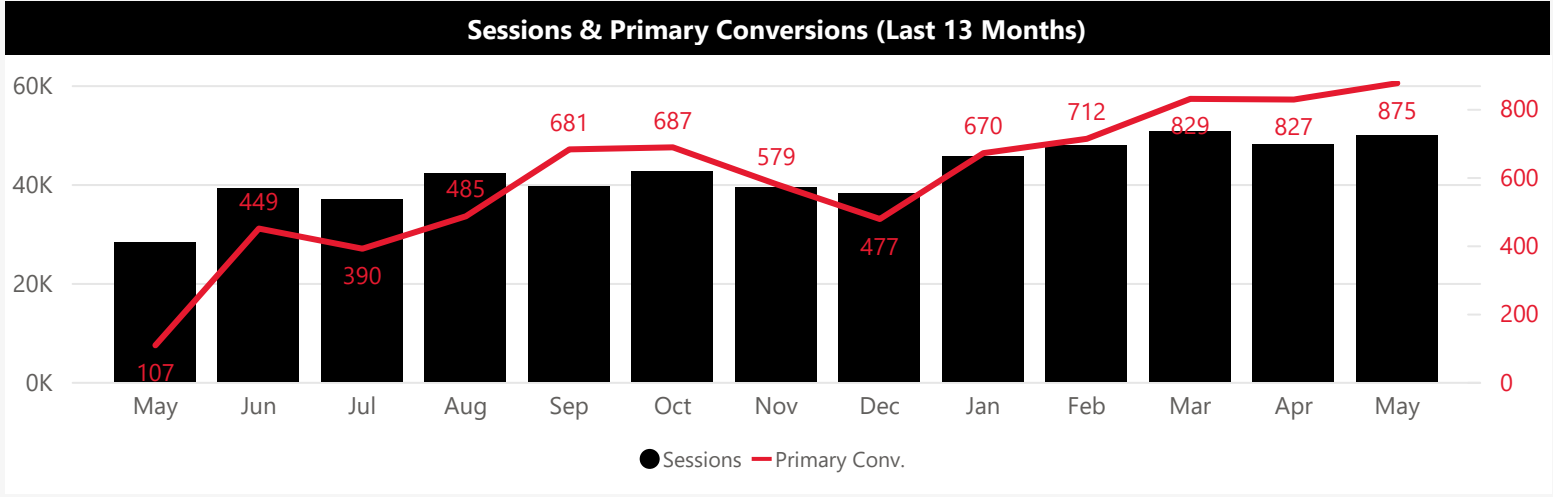
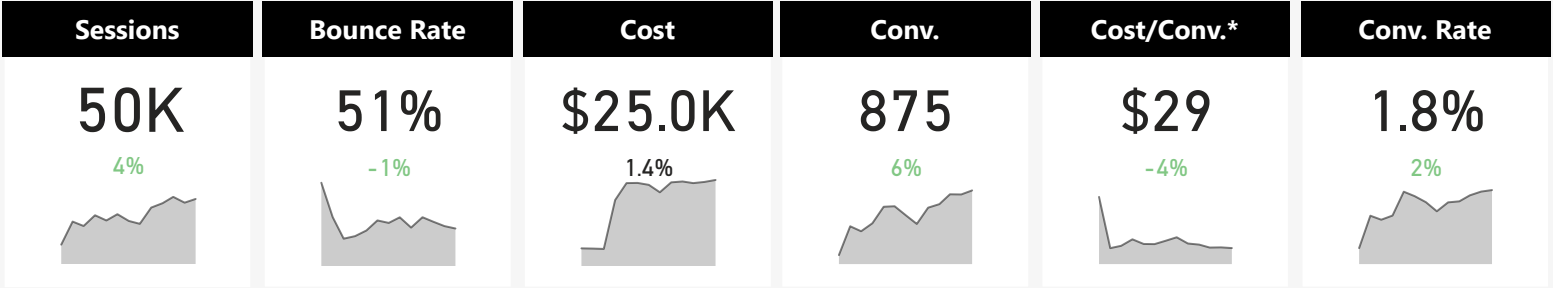
Monthly Report

May 2024



All Channel Overview

May 2024

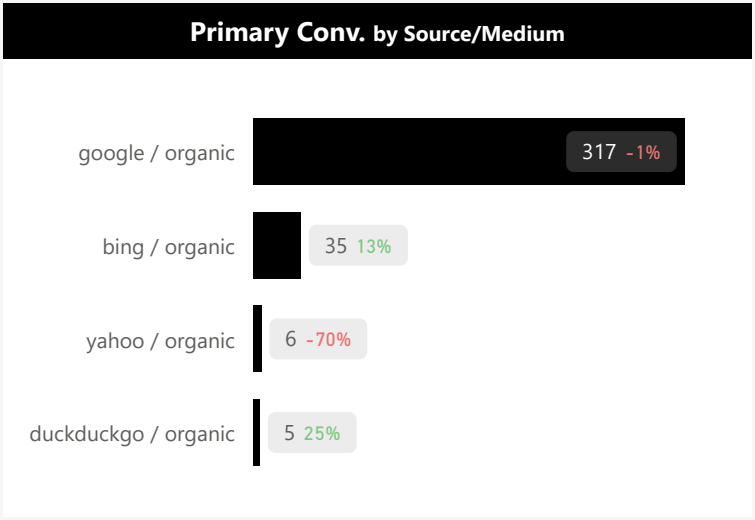
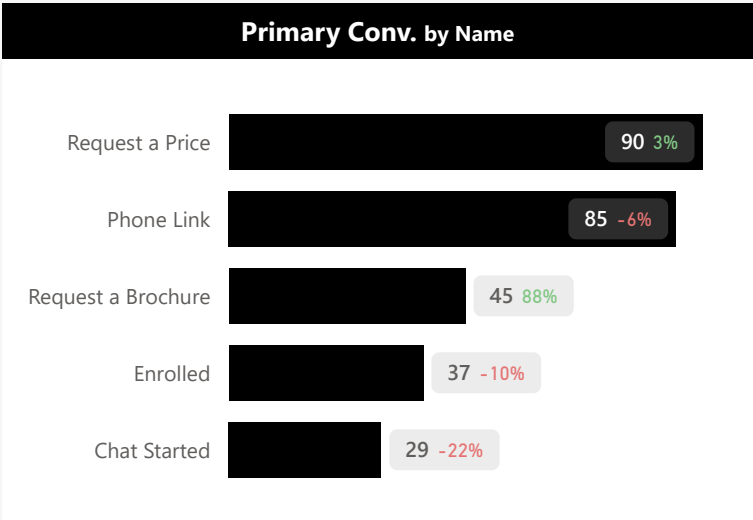
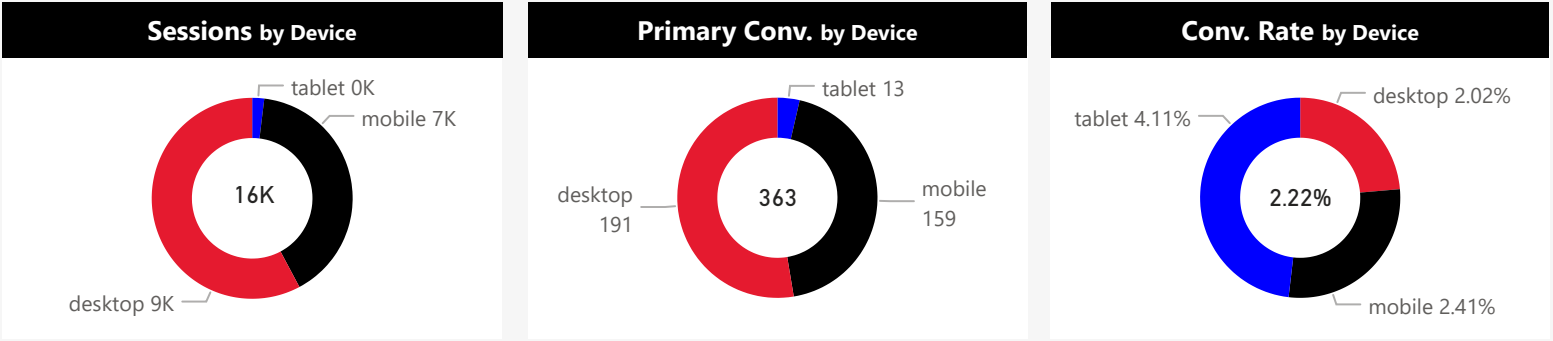
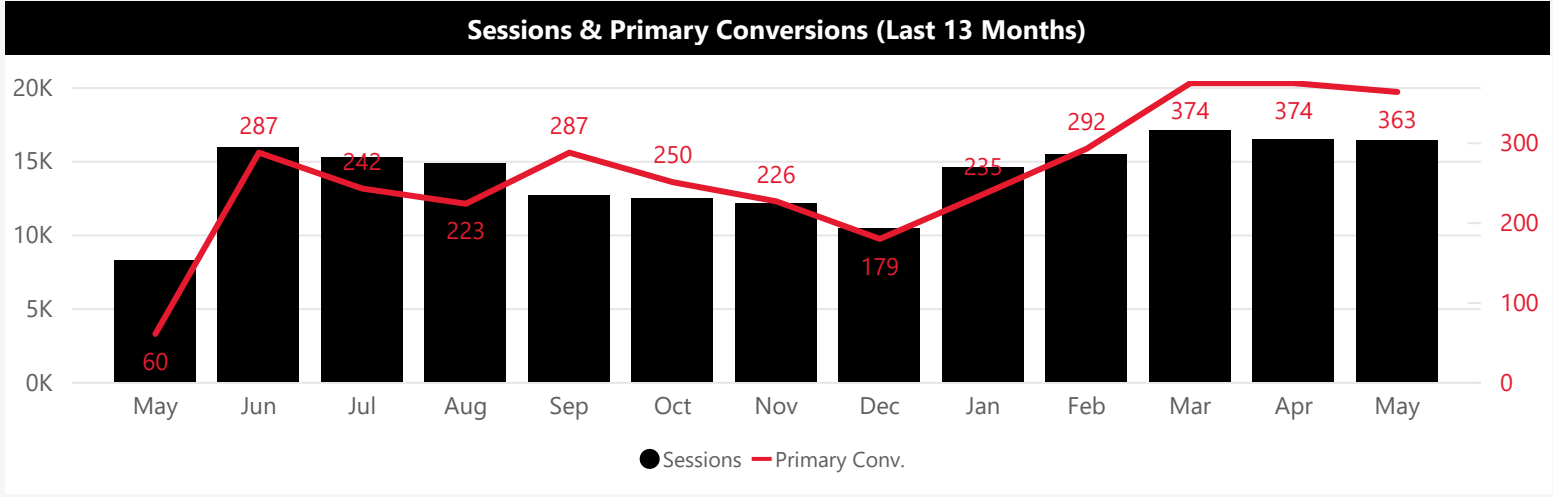
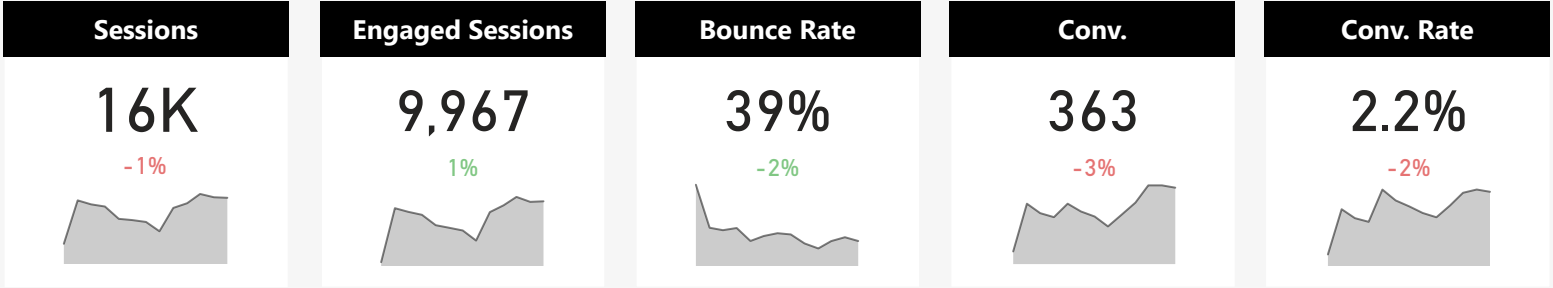


Source / Medium	Sessions	% ▲	Bounce Rate	% ▲	Conv.	% ▲	Conv. Rate	% ▲	Sec. Conv.	% ▲
google / organic	14,322	-1%	38%	-3%	317	-1%	2.21%	1%	439	-2%
(direct) / (none)	22,964	3%	62%	-1%	284	8%	1.24%	4%	628	18%
google / cpc	5,805	6%	49%	2%	146	11%	2.52%	4%	197	8%
bing / organic	1,410	-5%	46%	-1%	35	13%	2.48%	19%	89	-9%
bing / ppc	2,386	30%	45%	-7%	28	47%	1.17%	14%	58	100%

*Blended Cost/Conv. from All Channels

Organic Overview

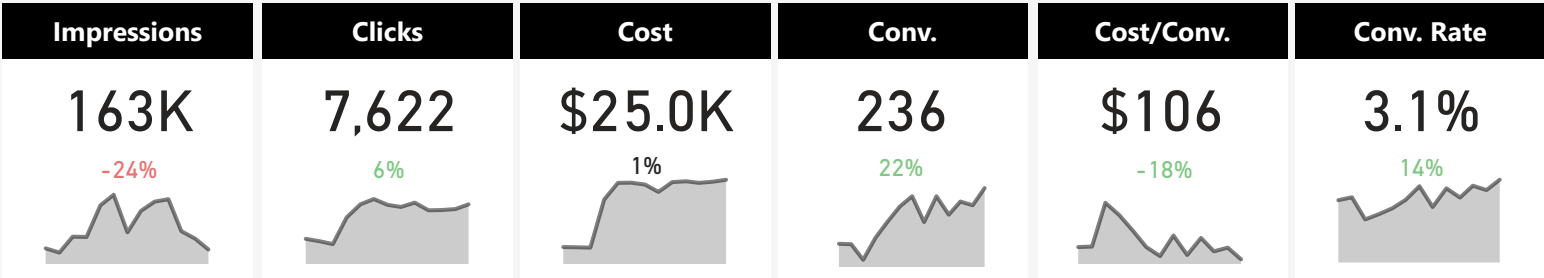
May 2024



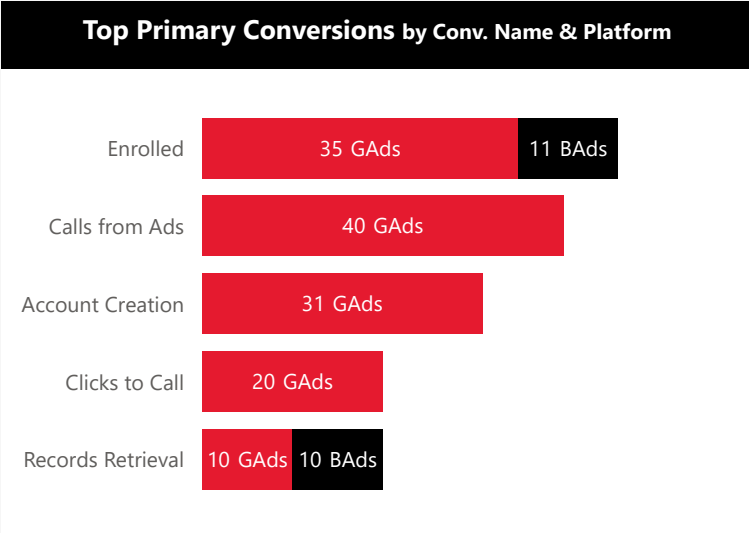
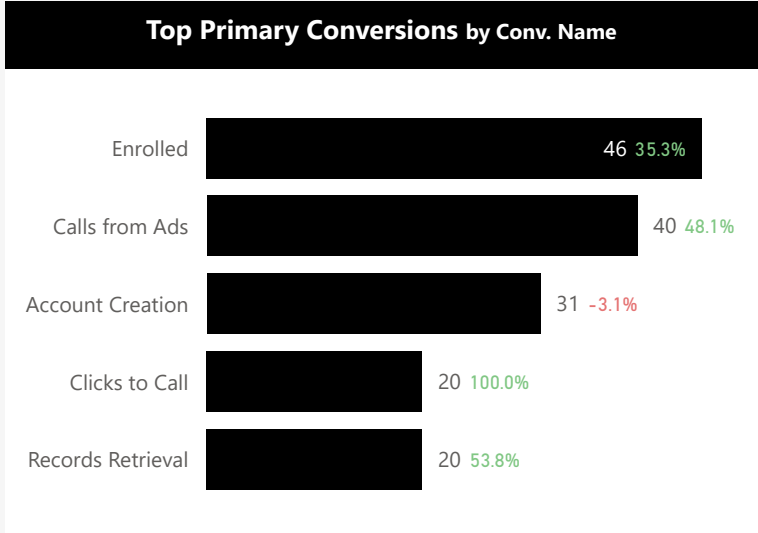
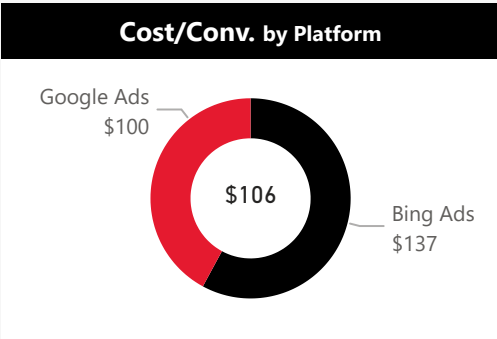
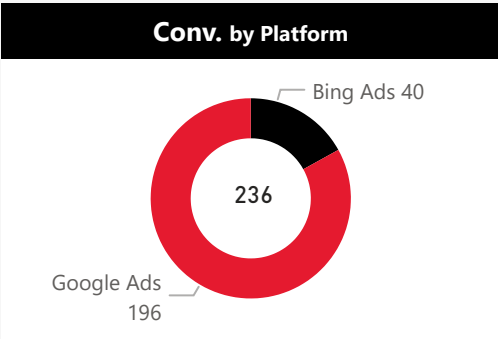
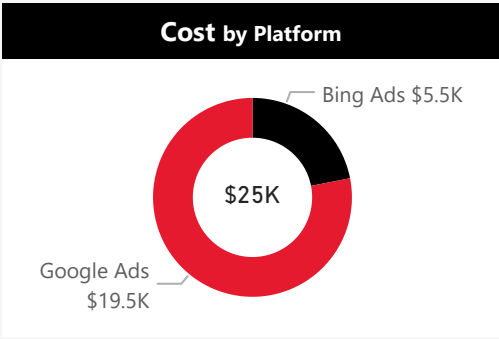
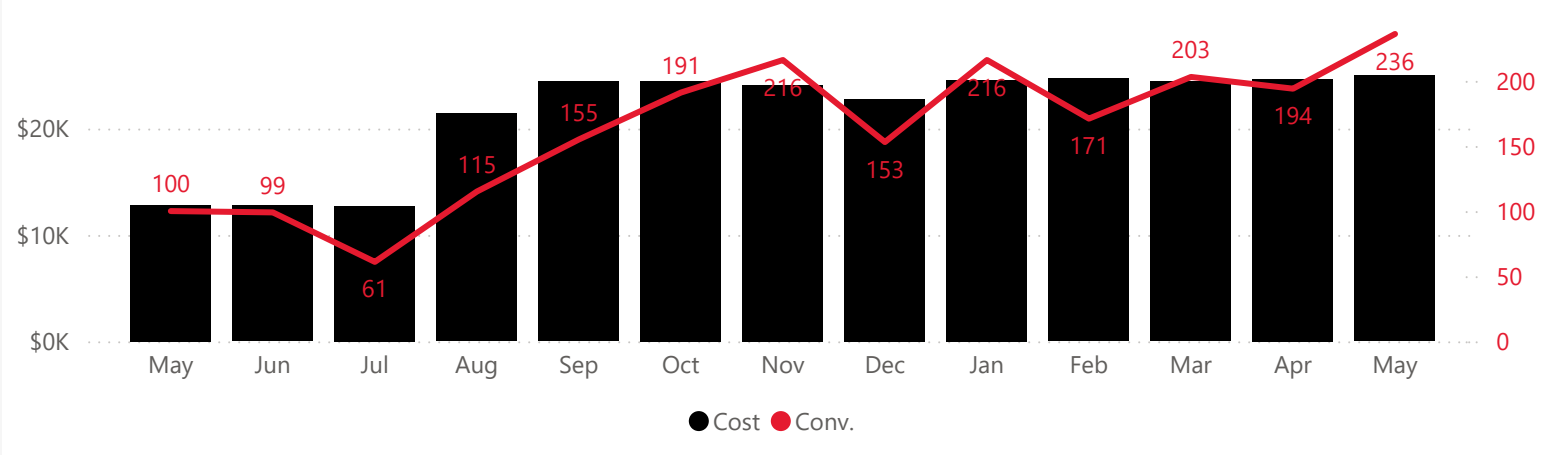
Source / Medium	Sessions	% ▲	Bounce Rate	% ▲	Conv.	% ▲	Conv. Rate	% ▲	Sec. Conv.	% ▲
google / organic	14,322	-1%	38%	-3%	317	-1%	2.21%	1%	439	-2%
bing / organic	1,410	-5%	46%	-1%	35	13%	2.48%	19%	89	-9%
yahoo / organic	325	14%	30%	19%	6	-70%	1.85%	-74%	17	70%
duckduckgo / organic	205	39%	28%	8%	5	25%	2.44%	-10%	34	55%
baidu / organic	91	146%	100%	0%	0	0%	0.00%	0%	0	0%

Paid Channel Overview

May 2024



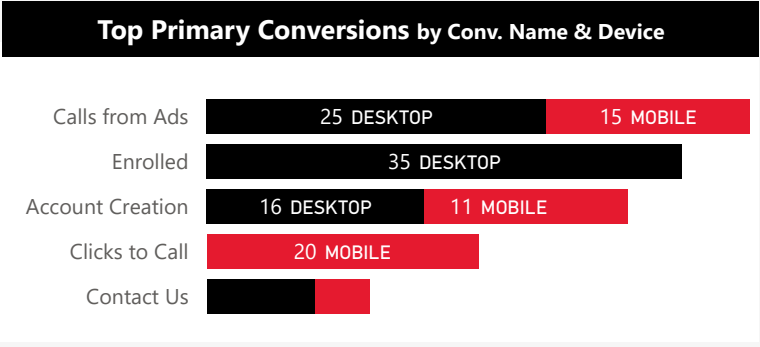
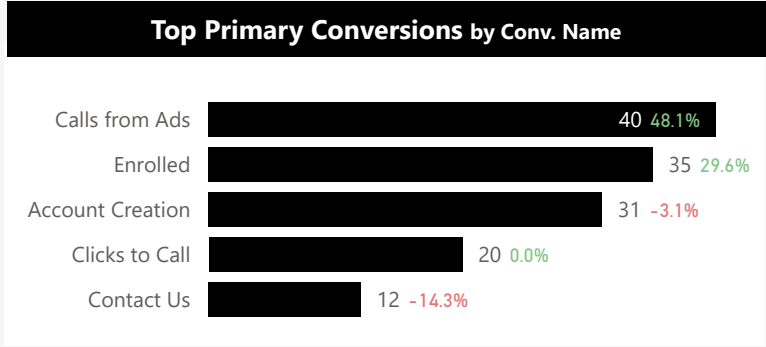
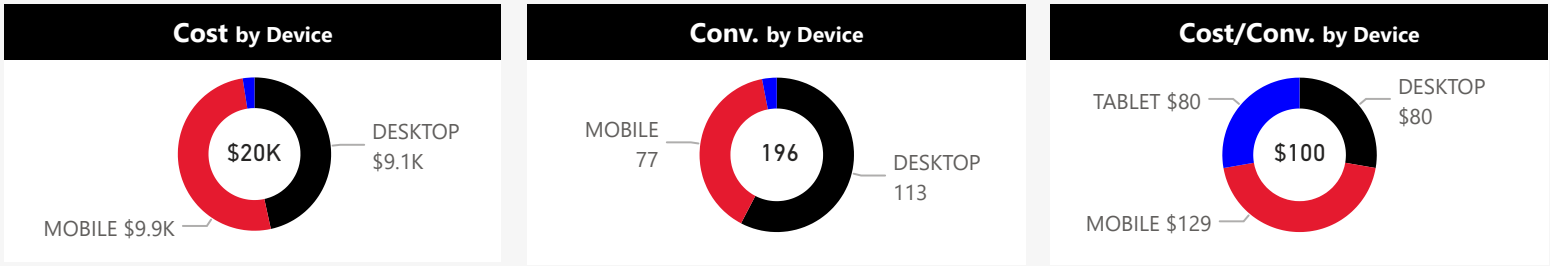
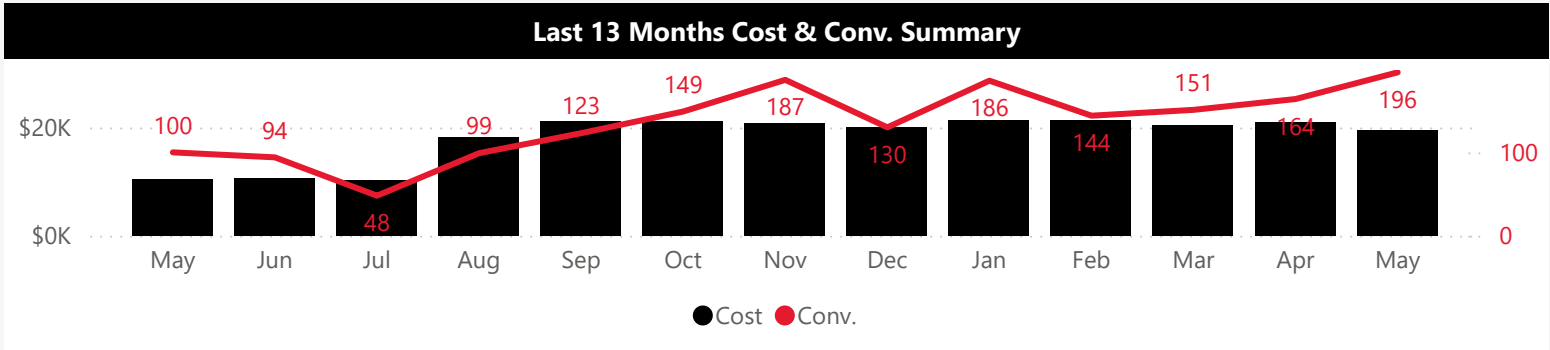
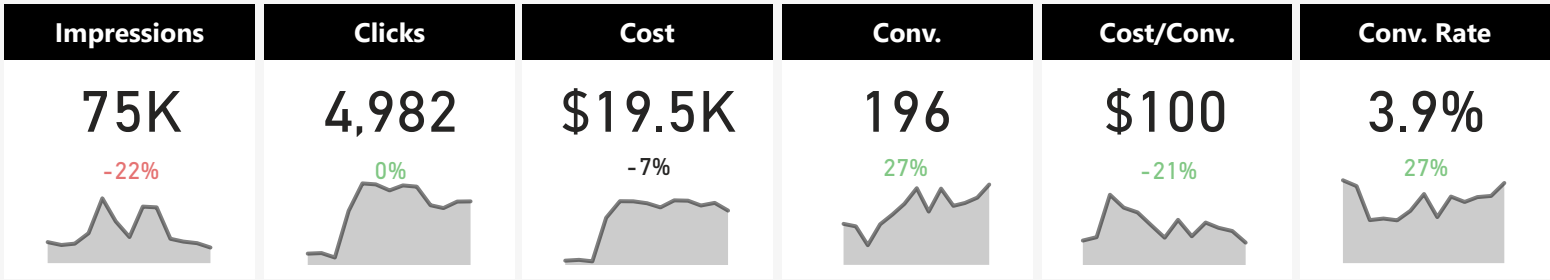
Last 13 Months Cost & Conv. Summary



Ad Type	Total Budget	Total Cost	Primary Conv.	Cost/Conv.	Conv. Rate	CTR	CPC
Google Ads	\$22,200	\$19,510	196	\$100	3.93%	6.6%	\$3.92
Bing Ads	\$3,000	\$5,477	40	\$137	1.52%	3.0%	\$2.07
Total	\$25,200	\$24,987	236	\$106	3.10%	4.7%	\$3.28

Google Ads Overview

May 2024

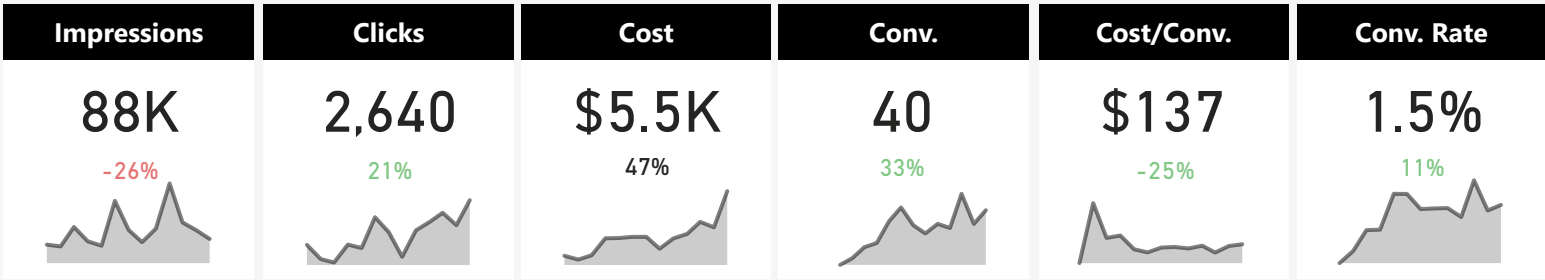


Campaign Name	Impr.	Clicks	Cost	Conv.	Cost/Conv.	Conv. Rate	CTR	Avg. CPC
Ontellus Brand	4,356	1,971	\$1,827	87	\$21	4.4%	45.2%	\$0.93
Email Collection App	2,509	374	\$2,523	19	\$133	5.1%	14.9%	\$6.75
Chicagoland - Brand	280	97	\$126	15	\$8	15.5%	34.6%	\$1.30
Ontellus Records & Retrieval	8,839	768	\$6,115	14	\$437	1.8%	8.7%	\$7.96
Brand	320	182	\$203	12	\$17	6.6%	56.9%	\$1.12

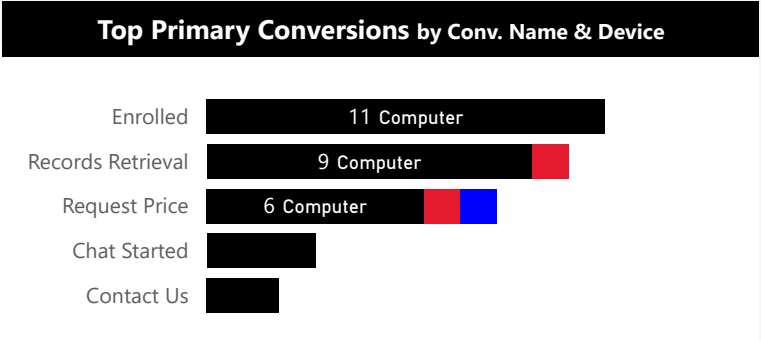
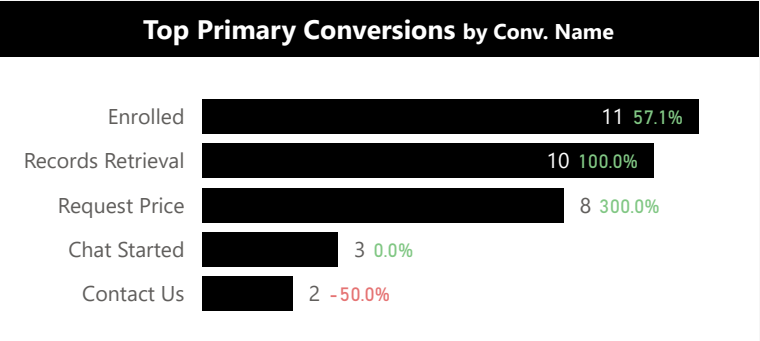
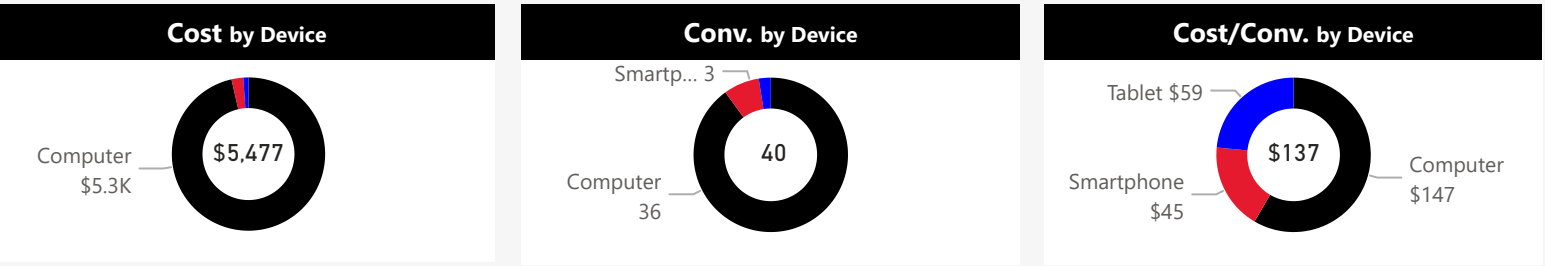
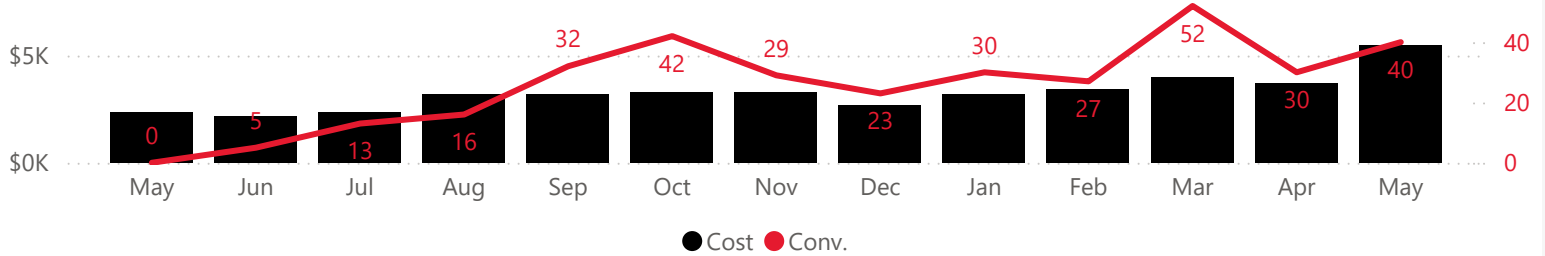
Keyword (Match Type)	Impr.	Clicks	Cost	Conv.	Cost/Conv.	Conv. Rate	CTR	Avg. CPC
[Ontellus]	2,993	1,524	\$806	47	\$17	3.1%	51%	\$0.53
"Ontellus"	742	192	\$500	22	\$23	11.5%	26%	\$2.60
[ontellus customer service]	39	26	\$82	11	\$7	42.3%	67%	\$3.17
"head stone"	1,076	165	\$972	6	\$162	3.6%	15%	\$5.89
"medical records retrieval"	1,819	156	\$1,012	5	\$202	3.2%	9%	\$6.49
"Records Retrieval"	1,090	88	\$477	2	\$238	2.3%	8%	\$5.42
[medical records request]	509	45	\$366	2	\$183	4.4%	9%	\$8.13
[medical record search]	379	50	\$361	2	\$180	4.0%	13%	\$7.22
[local architects]	115	21	\$446	1	\$446	4.8%	18%	\$21.22
[court record retrieval]	1,143	105	\$796	0	\$0	0.0%	9%	\$7.58

Bing Ads Overview

May 2024



Last 13 Months Cost & Conv. Summary



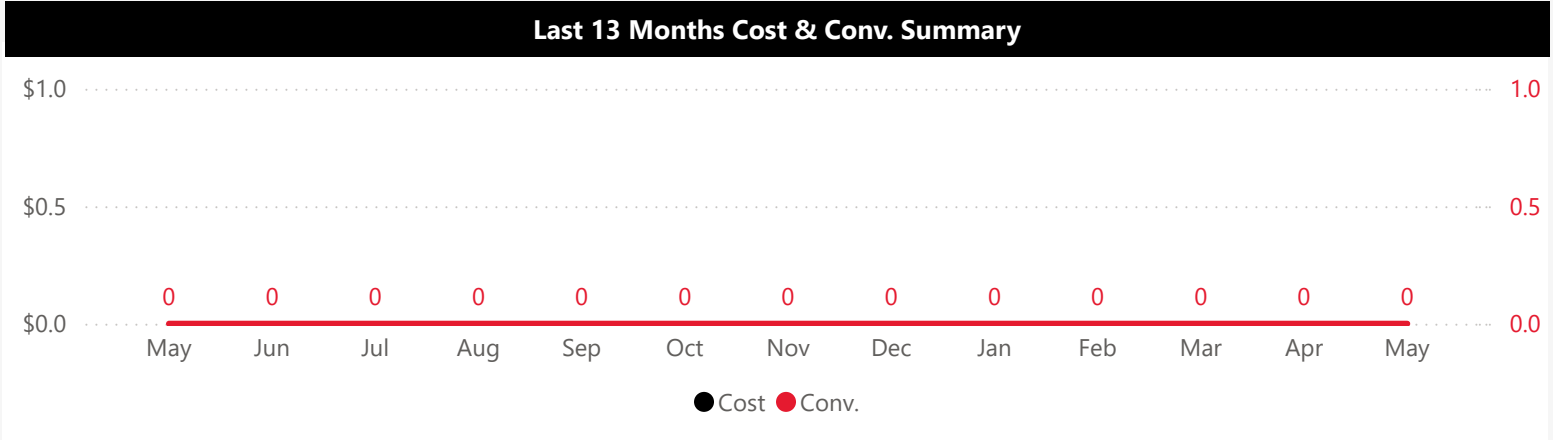
Campaign Name	Impr.	Clicks	Cost	Conv.	Cost/Conv.	Conv. Rate	CTR	Avg. CPC
Ontellus Records & Retrieval	24,313	1,313	\$3,105	15	\$207	1.1%	5.4%	\$2.36
Ontellus Brand	1,569	531	\$777	10	\$78	1.9%	33.8%	\$1.46
Chicagoland	6,839	341	\$920	9	\$102	2.6%	5.0%	\$2.70
City Monument Co.	4,729	215	\$486	5	\$97	2.3%	4.5%	\$2.26
Iowa Memorial Granite	2,630	47	\$45	0	\$0	0.0%	1.8%	\$0.96

Keyword (Match Type)	Impr.	Clicks	Cost	Conv.	Cost/Conv.	Conv. Rate	CTR	Avg. CPC
"medical record retrieval for"	6,733	489	\$1,162	6	\$194	1.23%	7.3%	\$2.38
[Ontellus]	1,022	405	\$569	6	\$95	1.48%	39.6%	\$1.41
"medical records retrieval"	6,402	410	\$644	5	\$129	1.22%	6.4%	\$1.57
"grave stone"	1,271	65	\$189	3	\$63	4.62%	5.1%	\$2.90
"Records Retrieval"	4,121	148	\$433	2	\$217	1.35%	3.6%	\$2.93
[retrieve medical records]	1,596	67	\$271	2	\$136	2.99%	4.2%	\$4.05
"grave stones"	877	43	\$110	2	\$55	4.65%	4.9%	\$2.55
"tombstone"	1,580	66	\$216	1	\$216	1.52%	4.2%	\$3.27
"gravestone"	1,502	56	\$136	1	\$136	1.79%	3.7%	\$2.43
[how to retrieve medical records online]	834	53	\$146	0	\$0	0.00%	6.4%	\$2.75

Facebook Ads Overview

May 2024

Impressions	Clicks	Cost	Conv.	Cost/Conv.	Conv. Rate
0 0%	0 0%	\$0.0K 0%	0 0%	\$0 0%	0.0% 0%



Cost by Device	Conv. by Device	Cost/Conv. by Device
\$0	0	\$0

Top Primary Conversions by Conv. Name	Top Primary Conversions by Conv. Name & Device

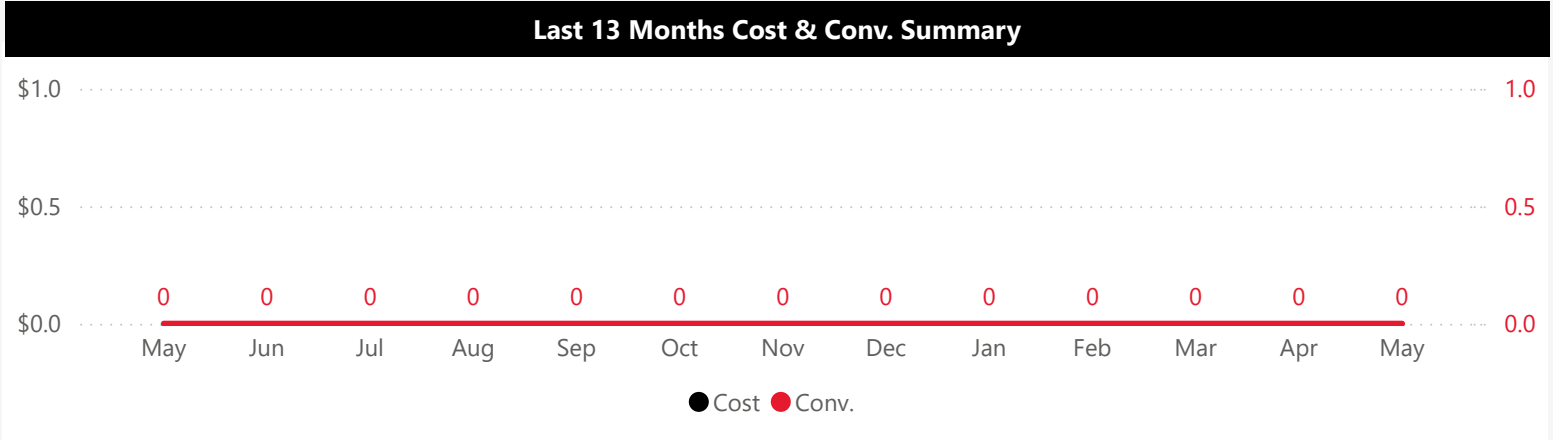
Campaign Name	Impr.	Clicks	Cost	Conv.	Cost/Conv.	Conv. Rate	CTR	Avg. CPC

Ad Set Name	Impr.	Clicks	Cost	Conv.	Cost/Conv.	Conv. Rate	CTR	Avg. CPC

LinkedIn Ads Overview

May 2024

Impressions	Clicks	Cost	Conv.	Cost/Conv.	Conv. Rate
0 0%	0 0%	\$0.0K 0%	0 0%	\$0 0%	0.0% 0%



Device*	Sessions	Engaged Sessions	Conv.	Cost/Conv.	Conv. Rate	Sec. Conv.
desktop	0	0	0	\$0	NaN	0

Top 5 Primary Conversions by Conv. Name									

Campaign Name	Impr.	Clicks	Cost	Conv.	Cost/Conv.	Conv. Rate	CTR	Avg. CPC	Sec. Conv.
New Network Expansion ...	0	0	\$0	0	\$0	0.0%	0.0%	\$0.00	0
Po1 May 2021 -LI article ...	0	0	\$0	0	\$0	0.0%	0.0%	\$0.00	0
Po1 May2021–Po1 blog a...	0	0	\$0	0	\$0	0.0%	0.0%	\$0.00	0
US PIM Contact List	0	0	\$0	0	\$0	0.0%	0.0%	\$0.00	0

*Device metrics based on GA4 Data.