

BILAL JERID

Our Portfolio.

Sales Results using Advertising.

44 [2]	86,523	1.73	\$3.47 [2]
Website purchases			Per purchase
6 [2]	9,327	1.12	\$2.39 [2]
Website purchases			Per purchase
244 [2]	459,539	1.87	\$2.89 [2]
Website purchases	Accounts Centre acc...	Per Accounts Centre...	Per purchase

20 [2]	112,369	1.49	\$6.77 [2]	Using ad set bud...	\$135.36
Website purchases			Per purchase		
44 [2]	86,523	1.73	\$3.47 [2]	Using ad set bud...	\$152.57
Website purchases			Per purchase		
60 [2]	204,020	1.35	\$3.69 [2]	Using ad set bud...	\$221.19
Website purchases			Per purchase		
134 [2]	250,561	1.70	\$2.37 [2]	Using ad set bud...	\$317.50
Website purchases			Per purchase		
281 [2]	711,401	1.86	\$3.65 [2]		\$1,025.87
Website purchases	Accounts Centre acc...	Per Accounts Centre...	Per purchase		Total Spent

Results ↓	Reach	Impressions	Cost per result
257 On-Facebook leads	241,586	751,565	\$2.61 Per on-Facebook leads
258 On-Facebook leads	240,746 Accounts Centre acco...	751,565 Total	\$2.60 Per on-Facebook leads

Results	Reach	Impressions	Cost per result
738 Facebook leads	67,995	184,439	\$0.16 Per on-Facebook leads
738 On-Facebook leads	67,996 Accounts Centre acco...	184,440 Total	\$0.16 Per on-Facebook leads

66 [2]	28,927	51,005	\$0.79 [2]	\$51.99
Messaging convers...			Per messaging conv...	
216 [2]	13,610	26,949	\$0.22 [2]	\$48.02
Messaging convers...			Per messaging conv...	
246 [2]	15,625	33,095	\$0.19 [2]	\$47.44
Messaging convers...			Per messaging conv...	
687 [2]	166,798	351,646	\$0.57 [2]	\$394.98
Messaging convers...	Accounts Centre acco...	Total	Per messaging conv...	Total Spent

Sales Results using Advertising.

66 ^[2]	28,927	51,005	\$0.79 ^[2]	\$51.99
Messaging convers...			Per messaging conv...	
216 ^[2]	13,610	26,949	\$0.22 ^[2]	\$48.02
Messaging convers...			Per messaging conv...	
246 ^[2]	15,625	33,095	\$0.19 ^[2]	\$47.44
Messaging convers...			Per messaging conv...	
687 ^[2]	166,798	351,646	\$0.57 ^[2]	\$394.98
Messaging convers...	Accounts Centre acco...	Total	Per messaging conv...	Total Spent

Results ↓	Reach	Impressions	Cost per result	Amount spent
344 On-Facebook leads	215,794	477,514	\$0.93 Per on-Facebook lea...	\$320.24
241 On-Facebook leads	160,530	371,811	\$1.16 Per on-Facebook lea...	\$278.98
214 On-Facebook leads	114,855	268,551	\$1.02 Per on-Facebook lea...	\$218.55
132 On-Facebook leads	71,273	140,787	\$1.40 Per on-Facebook lea...	\$184.45
121 On-Facebook leads	137,710	305,673	\$1.54 Per on-Facebook lea...	\$186.12
28 On-Facebook leads	50,570	125,749	\$1.59 Per on-Facebook lea...	\$44.50
14 On-Facebook leads	35,271	63,736	\$3.94 Per on-Facebook lea...	\$55.19
4 On-Facebook leads	13,792	21,066	\$4.93 Per on-Facebook lea...	\$19.72
1,098 On-Facebook leads	541,527	1,774,887	\$1.19 Per on-Facebook lea...	\$1,307.75
	Accounts Centre acco...	Total		Total Spent

Results	Reach	Impressions	Cost per result
2,877 ^[2] Messaging convers...	39,688	170,052	\$0.04 ^[2] Per messaging conv...
273 ^[2] Messaging convers...	16,573	43,987	\$0.16 ^[2] Per messaging conv...
3,150 ^[2] Messaging convers...	48,020	214,039	\$0.05 ^[2] Per messaging conv...
	Accounts Centre acco...	Total	

Sales Results using Advertising.

Results	Reach	Impressions	Cost per result	Amount spent
180,409 Post engagements	254,580	389,568	\$0.0003 Per post engagement	\$49.40
93,524 Post engagements	207,934	231,392	\$0.0004 Per post engagement	\$34.10
151,417 Post engagements	279,484	315,018	\$0.0002 Per post engagement	\$35.48
89,389 Post engagements	181,124	196,750	\$0.0004 Per post engagement	\$34.95
100,486 Post engagements	213,191	240,153	\$0.0004 Per post engagement	\$36.14
122,420 Post engagements	255,133	266,042	\$0.0003 Per post engagement	\$35.05
123,282 Post engagements	246,552	267,045	\$0.0004 Per post engagement	\$54.73
112,499 Post engagements	222,409	278,533	\$0.0003 Per post engagement	\$39.33
133,750 Post engagements	323,024	406,279	\$0.001 Per post engagement	\$67.49
128,253 Post engagements	294,415	355,208	\$0.001 Per post engagement	\$66.85
68,135 Post engagements	151,591	173,999	\$0.001 Per post engagement	\$35.88
— Multiple conversions	10,466,801 Accounts Centre acco...	59,310,304 Total	— Multiple conversions	\$8,636.77 Total Spent

Results	Reach	Impressions	Cost per result	Amount spent
396,700 Post engagements	555,518	704,450	\$0.0002 Per post engagement	\$86.12
610,168 Post engagements	783,302	1,102,244	\$0.0001 Per post engagement	\$86.07
95,644 Post engagements	147,587	407,600	\$0.001 Per post engagement	\$86.07
160,061 Post engagements	217,100	653,926	\$0.001 Per post engagement	\$86.02
278,468 Post engagements	327,591	558,646	\$0.0003 Per post engagement	\$86.04
421,072 Post engagements	533,043	993,580	\$0.0002 Per post engagement	\$86.04
89,389 Post engagements	181,124	196,750	\$0.0004 Per post engagement	\$34.95
100,486 Post engagements	213,191	240,153	\$0.0004 Per post engagement	\$36.14
112,499 Post engagements	222,409	278,533	\$0.0003 Per post engagement	\$39.33
133,750 Post engagements	323,024	406,279	\$0.001 Per post engagement	\$67.49
128,253 Post engagements	294,415	355,208	\$0.001 Per post engagement	\$66.85
68,135 Post engagements	151,591	173,999	\$0.001 Per post engagement	\$35.88
1,455,594	1,585,485	3,675,955	\$0.0002	\$334.40
20,732,043 Post engagements	10,095,225 Accounts Centre acco...	52,887,734 Total	\$0.0003 Per post engagement	\$6,353.33 Total Spent