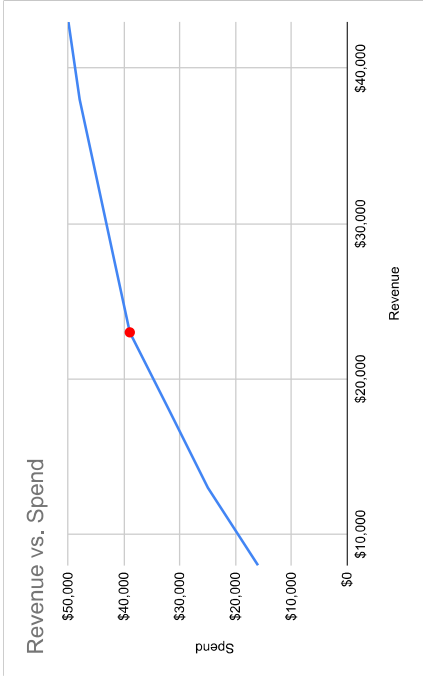


Spend	Revenue	ROAS	Profit
\$8,000	\$16,000	200%	\$8,000
\$13,000	\$25,000	192%	\$12,000
\$18,000	\$32,000	178%	\$14,000
\$23,000	\$39,000	170%	\$16,000
\$28,000	\$42,000	150%	\$14,000
\$33,000	\$45,000	136%	\$12,000
\$38,000	\$48,000	126%	\$10,000
\$43,000	\$50,000	116%	\$7,000

Recommended budget	\$23,000
Target ROAS	170%



Last Year's Holiday Performance						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Nov 20	Nov 21	Nov 22	Nov 23	Nov 24 - Thanksgiving	Nov 25 - Black Friday	Nov 26
Nov 27	Nov 28 - Cyber Monday	Nov 29	Nov 30	Dec 1	Dec 2	Dec 3
Dec 4	Dec 5	Dec 6	Dec 7	Dec 8	Dec 9	Dec 10
Dec 11	Dec 12	Dec 13	Dec 14	Dec 15	Dec 16	Dec 17
Dec 18	Dec 19	Dec 20	Dec 21	Dec 22	Dec 23	Dec 24
Dec 25	Dec 26	Dec 27	Dec 28	Dec 29	Dec 30	Dec 31
Jan 1	Jan 2	Jan 3				

Typical Revenue-per-click	Projected Holiday Revenue-per-click	Bid Adjustments
\$4	\$3	-25%
	\$4	100%
	\$7	175%
	\$14	350%
	\$22	450%

25% decrease

no change

75% increase

250% increase

350% increase