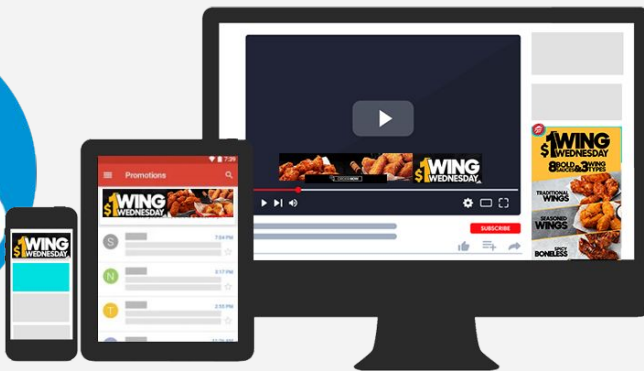
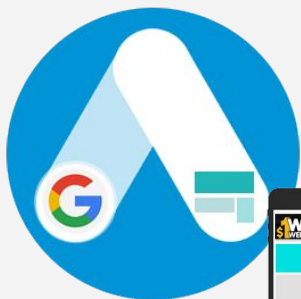




GOOGLE DISPLAY ADS FOR SMALL BUSINESSES

AVERAGES FOR SMALL BUSINESSES USING OUR PLATFORM

INTRODUCTIONS Average monthly impressions on the ads	ENGAGEMENTS Average monthly visitors who clicked through on the ads	AVG COST Average monthly wholesale cost (USD)	AVG CPC Average wholesale cost per click (USD)	AVG CPM Average wholesale cost per thousand impressions (USD)
71,973	61	\$99	\$1.59	\$1.35



BUILT FOR SMALL BUSINESS
FAST | EASY | AFFORDABLE

GOOGLE DISPLAY ADS FOR SMALL BUSINESS - AVERAGES BY INDUSTRY



	INTRODUCTIONS Average monthly impressions	ENGAGEMENTS Average monthly visitors who clicked on the ads	AVG COST Average monthly wholesale spend	AVG CPC Average wholesale cost for each click	AVG CPM Average wholesale cost per thousand impressions
Automotive	38,774	33	\$47	\$1.43	\$1.20
E-Commerce	67,604	55	\$91	\$1.66	\$1.34
Health & Medical	50,615	39	\$70	\$1.81	\$1.38
Home Services	46,155	34	\$54	\$1.58	\$1.17
Hospitality & Travel	51,629	40	\$70	\$1.75	\$1.35
Legal Services	65,090	40	\$107	\$2.66	\$1.64
Real Estate	206,094	212	\$267	\$1.26	\$1.30
Technology & Marketing	49,824	38	\$75	\$1.96	\$1.50