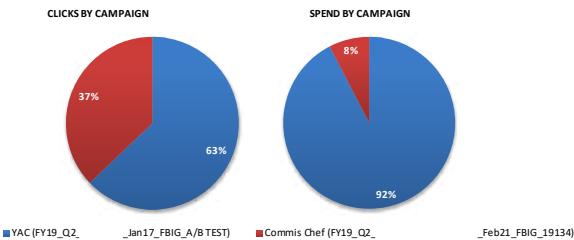
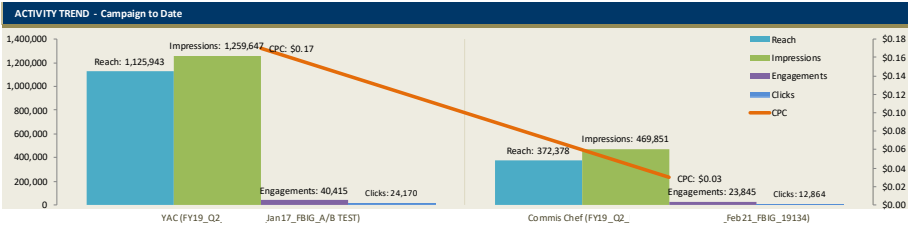


FY19 Q2 Paid Social Summary

This Report: 1/1/19 - 3/7/19

SPEND		IMPRESSIONS		CLICKS		COST PER CLICK (CPC)		CLICK THRU RATE (CTR)	
This Report	Campaign to Date	This Report	Campaign to Date	This Report	Campaign to Date	This Report	Campaign to Date	This Report	Campaign to Date
↑ \$851.53	\$4,548.30	↑ 381,979	1,729,498	↓ 9,463	37,034	↑ \$0.11	\$0.10	↓ 2.49%	2.55%



PAID SOCIAL SUMMARY - Weekly											
Campaign	CID	Spent	Reach	Impressions	Engagements	Clicks	Unique Clicks	CTR	CPC	CPM	Applications
YAC (FY19_Q2) Jan17_FBIG_A/B TEST	18719	\$674.20	130,039	137,866	5,326	3,476	2,893	2.52%	\$0.19	\$4.89	2
Commis Chef (FY19_Q2) Feb21_FBIG_19134	19134	\$177.33	223,752	244,113	9,863	5,987	5,317	2.45%	\$0.03	\$0.74	8
Grand Total		\$851.53	353,791	381,979	15,189	9,463	8,210	2.49%	\$0.11	\$2.82	5

PAID SOCIAL SUMMARY - Campaign to Date											
Campaign	CID	Spent	Reach	Impressions	Engagements	Clicks	Unique Clicks	CTR	CPC	CPM	Applications
YAC (FY19_Q2) Jan17_FBIG_A/B TEST	18719	\$4,202.85	1,125,943	1,259,647	40,415	24,170	20,468	1.98%	\$0.17	\$3.44	29
Commis Chef (FY19_Q2) Feb21_FBIG_19134	19134	\$345.45	372,378	469,851	23,845	12,864	11,383	3.12%	\$0.03	\$0.84	11
Grand Total		\$4,548.30	1,498,321	1,729,498	64,260	37,034	31,851	2.55%	\$0.10	\$2.14	20

Paid Social: Weekly Summary

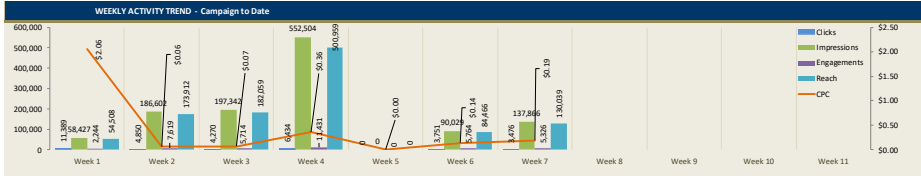
Inclusive Facebook + Instagram

This Report: 1/15/19 ~ 3/7/19

CAMPAIGN

YAC

SPENT		IMPRESSIONS		CLICKS		COST PER CLICK (CPC)		CLICK THRU RATE (CTR)	
This Report	Campaign to Date	This Report	Campaign to Date	This Report	Campaign to Date	This Report	Campaign to Date	This Report	Campaign to Date
↑ \$674	\$4,203	↑ 137,866	1,222,770	↓ 5,326	34,170	↑ \$0.19	\$0.48	↓ 2.52%	2.50%

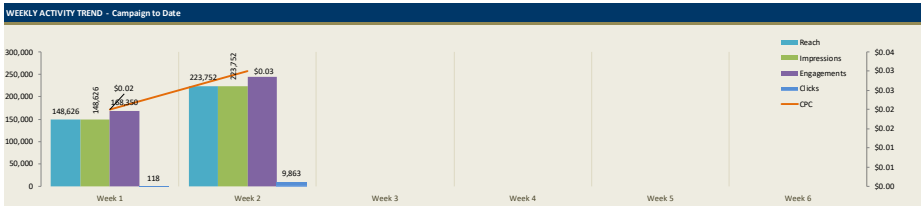


SUMMARY - Campaign to Date												
Week	Dates	Campaign	CID	Spent	Reach	Impressions	Engagements	Clicks	Unique Clicks	CTR	CPC	CPM Applications
Week 1	1/15/19-1/24/19	YAC (FY19_Q2 - Jan17_FBIG_A/B TEST)	18719	\$79.29	54,508	58,427	2,244	11,389	1,195	2.38%	\$2.06	\$1.36 0
Week 2	1/25/19-1/31/19	YAC (FY19_Q2 - Jan17_FBIG_A/B TEST)	18719	\$307.33	173,912	186,602	7,619	4,850	4,012	2.60%	\$0.06	\$1.65 6
Week 3	2/1/19-2/8/19	YAC (FY19_Q2 - Jan17_FBIG_A/B TEST)	18719	\$300.76	182,059	197,342	5,714	4,270	3,590	2.16%	\$0.07	\$1.52 8
Week 4	2/9/19-2/14/19	YAC (FY19_Q2 - Jan17_FBIG_A/B TEST)	18719	\$2,312.62	500,959	552,504	11,431	6,434	5,740	1.16%	\$0.36	\$4.19 4
Week 5	2/15/19-2/21/19	YAC (FY19_Q2 - Jan17_FBIG_A/B TEST)	18719	-	-	-	-	-	-	-	-	- 8
Week 6	2/22/19-2/28/19	YAC (FY19_Q2 - Jan17_FBIG_A/B TEST)	18719	\$528.65	84,466	90,029	5,764	3,751	3,038	4.17%	\$0.14	\$5.87 1
Week 7	3/1/19-3/7/19	YAC (FY19_Q2 - Jan17_FBIG_A/B TEST)	18719	\$674.20	130,039	137,866	5,326	3,476	2,893	2.52%	\$0.19	\$4.89 2
Week 8	3/8/19-3/14/19	YAC (FY19_Q2 - Jan17_FBIG_A/B TEST)	18719									
Week 9	3/15/19-3/21/19	YAC (FY19_Q2 - Jan17_FBIG_A/B TEST)	18719									
Week 10	3/22/19-3/28/19	YAC (FY19_Q2 - Jan17_FBIG_A/B TEST)	18719									
Week 11	3/29/19-3/31/19	YAC (FY19_Q2 - Jan17_FBIG_A/B TEST)	18719									
AVERAGE				\$700.48	187,657	203,795	6349.67	5,695	3,411	2.50%	\$0.48	\$3.37 4

CAMPAIGN

Commis Chef

SPENT		IMPRESSIONS		CLICKS		COST PER CLICK (CPC)		CLICK THRU RATE (CTR)	
This Report	Campaign to Date	This Report	Campaign to Date	This Report	Campaign to Date	This Report	Campaign to Date	This Report	Campaign to Date
↑ \$177	\$345	↑ 244,113	206,232	↓ 5,987	6,432	↑ \$0.03	\$0.03	↓ 2.45%	3.27%



SUMMARY - Campaign to Date												
Week	Dates	Campaign	CID	Spent	Reach	Impressions	Engagements	Clicks	Unique Clicks	CTR	CPC	CPM Applications
Week 1	2/22/19-2/28/19	FY19_Q2 - Feb21_FBIG_19134	19134	\$168.12	148,626	168,350	118	6,877	6,066	4.08%	\$0.02	\$1.00 3
Week 2	3/1/19-3/7/19	FY19_Q2 - Feb21_FBIG_19134	19134	\$177.33	223,752	244,113	9,863	5,987	5,317	2.45%	\$0.03	\$0.74 8
Week 3	3/8/19-3/14/19	FY19_Q2 - Feb21_FBIG_19134	19134									14
Week 4	3/15/19-3/21/19	FY19_Q2 - Feb21_FBIG_19134	19134									
Week 5	3/22/19-3/28/19	FY19_Q2 - Feb21_FBIG_19134	19134									
Week 6	3/29/19-3/31/19	FY19_Q2 - Feb21_FBIG_19134	19134									
AVERAGE				\$172.73	186,189	206,232	4,990	6,432	5,692	3.27%	\$0.03	\$0.87 8