

ABM Campaign REACH

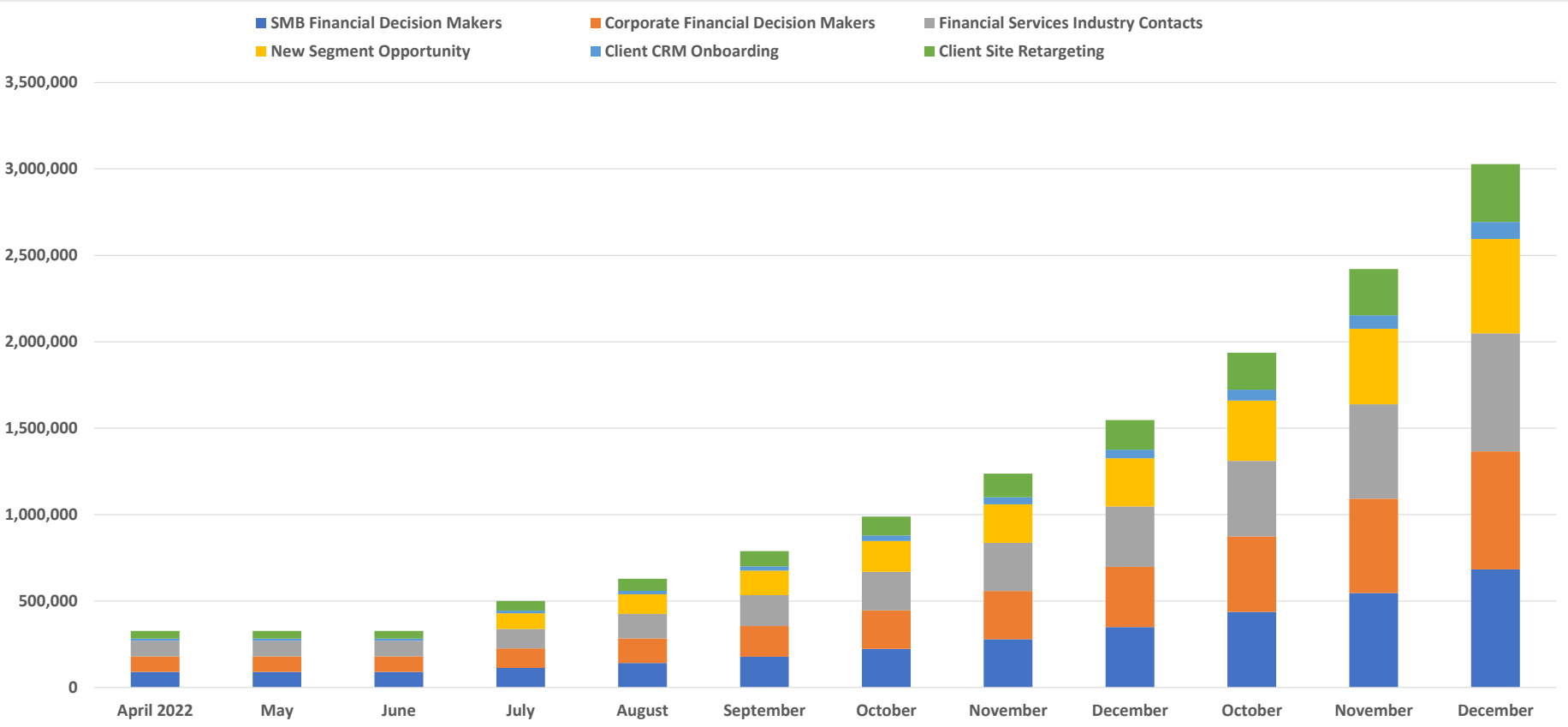
Target Audience	Channel	April 2022	May	June	July	August	September	October	November	December	October	November	December	2022 Total
SMB Financial Decision Makers	Display	35,000	35,000	35,000	44,000	55,000	69,000	86,000	108,000	135,000	169,000	211,000	264,000	1,246,000
	eNewsletter	10,000	10,000	10,000	13,000	16,000	20,000	25,000	31,000	39,000	49,000	61,000	76,000	360,000
	LinkedIn	5,000	5,000	5,000	6,000	8,000	10,000	13,000	16,000	20,000	25,000	31,000	39,000	183,000
	Native	25,000	25,000	25,000	31,000	39,000	49,000	61,000	76,000	95,000	119,000	149,000	186,000	880,000
	Twitter	15,000	15,000	15,000	19,000	24,000	30,000	38,000	48,000	60,000	75,000	94,000	118,000	551,000
	Audience Total		90,000	90,000	90,000	113,000	142,000	178,000	223,000	279,000	349,000	437,000	546,000	683,000
Corporate Financial Decision Makers	Display	35,000	35,000	35,000	44,000	55,000	69,000	86,000	108,000	135,000	169,000	211,000	264,000	1,246,000
	eNewsletter	10,000	10,000	10,000	13,000	16,000	20,000	25,000	31,000	39,000	49,000	61,000	76,000	360,000
	LinkedIn	5,000	5,000	5,000	6,000	8,000	10,000	13,000	16,000	20,000	25,000	31,000	39,000	183,000
	Native	25,000	25,000	25,000	31,000	39,000	49,000	61,000	76,000	95,000	119,000	149,000	186,000	880,000
	Twitter	15,000	15,000	15,000	19,000	24,000	30,000	38,000	48,000	60,000	75,000	94,000	118,000	551,000
	Audience Total		90,000	90,000	90,000	113,000	142,000	178,000	223,000	279,000	349,000	437,000	546,000	683,000
Financial Services Industry Contacts	Display	35,000	35,000	35,000	44,000	55,000	69,000	86,000	108,000	135,000	169,000	211,000	264,000	1,246,000
	eNewsletter	10,000	10,000	10,000	13,000	16,000	20,000	25,000	31,000	39,000	49,000	61,000	76,000	360,000
	LinkedIn	5,000	5,000	5,000	6,000	8,000	10,000	13,000	16,000	20,000	25,000	31,000	39,000	183,000
	Native	25,000	25,000	25,000	31,000	39,000	49,000	61,000	76,000	95,000	119,000	149,000	186,000	880,000
	Twitter	15,000	15,000	15,000	19,000	24,000	30,000	38,000	48,000	60,000	75,000	94,000	118,000	551,000
	Audience Total		90,000	90,000	90,000	113,000	142,000	178,000	223,000	279,000	349,000	437,000	546,000	683,000
New Segment Test Opportunities	Display	0	0	0	35,000	44,000	55,000	69,000	86,000	108,000	135,000	169,000	211,000	912,000
	eNewsletter	0	0	0	10,000	13,000	16,000	20,000	25,000	31,000	39,000	49,000	61,000	264,000
	LinkedIn	0	0	0	5,000	6,000	8,000	10,000	13,000	16,000	20,000	25,000	31,000	134,000
	Native	0	0	0	25,000	31,000	39,000	49,000	61,000	76,000	95,000	119,000	149,000	644,000
	Twitter	0	0	0	15,000	19,000	24,000	30,000	38,000	48,000	60,000	75,000	94,000	403,000
	Audience Total		0	0	0	90,000	113,000	142,000	178,000	223,000	279,000	349,000	437,000	546,000
Client CRM Onboarding	Display	5,000	5,000	5,000	6,000	8,000	10,000	13,000	16,000	20,000	25,000	31,000	39,000	183,000
	eNewsletter	2,500	2,500	2,500	3,000	4,000	5,000	6,000	8,000	10,000	13,000	16,000	20,000	92,500
	LinkedIn	0	0	0	0	0	0	0	0	0	0	0	0	0
	Native	5,000	5,000	5,000	6,000	8,000	10,000	13,000	16,000	20,000	25,000	31,000	39,000	183,000
	Twitter	0	0	0	0	0	0	0	0	0	0	0	0	0
	Audience Total		12,500	12,500	12,500	15,000	20,000	25,000	32,000	40,000	50,000	63,000	78,000	98,000
Client Site Retargeting	Display	25,000	25,000	25,000	31,000	39,000	49,000	61,000	76,000	95,000	119,000	149,000	186,000	880,000
	Native	20,000	20,000	20,000	25,000	31,000	39,000	49,000	61,000	76,000	95,000	119,000	149,000	704,000
	Audience Total	45,000	45,000	45,000	56,000	70,000	88,000	110,000	137,000	171,000	214,000	268,000	335,000	1,584,000
Campaign Totals	Display	135,000	135,000	135,000	204,000	256,000	321,000	401,000	502,000	628,000	786,000	982,000	1,228,000	5,713,000
	eNewsletter	32,500	32,500	32,500	52,000	65,000	81,000	101,000	126,000	158,000	199,000	248,000	309,000	1,436,500
	LinkedIn	15,000	15,000	15,000	23,000	30,000	38,000	49,000	61,000	76,000	95,000	118,000	148,000	683,000
	Native	100,000	100,000	100,000	149,000	187,000	235,000	294,000	366,000	457,000	572,000	716,000	895,000	4,171,000
	Twitter	45,000	45,000	45,000	72,000	91,000	114,000	144,000	182,000	228,000	285,000	357,000	448,000	2,056,000
Campaign Total		327,500	327,500	327,500	500,000	629,000	789,000	989,000	1,237,000	1,547,000	1,937,000	2,421,000	3,028,000	14,059,500

ABM Campaign ENGAGEMENT

Target Audience	Channel	April 2022	May	June	July	August	September	October	November	December	October	November	December	2022 Total
SMB Financial Decision Makers	Display	74	74	74	92	116	145	181	227	284	355	443	554	2,619
	eNewsletter	5	5	5	7	8	10	13	16	20	25	31	38	183
	LinkedIn	28	28	28	33	44	55	72	88	110	138	171	215	1,010
	Native	60	60	60	74	94	118	146	182	228	286	358	446	2,112
	Twitter	33	33	33	42	53	66	84	106	132	165	207	260	1,214
	Audience Total		200	200	200	248	315	394	496	619	774	969	1,210	1,513
Corporate Financial Decision Makers	Display	74	74	74	92	116	145	181	227	284	355	443	554	2,619
	eNewsletter	5	5	5	7	8	10	13	16	20	25	31	38	183
	LinkedIn	28	28	28	33	44	55	72	88	110	138	171	215	1,010
	Native	60	60	60	74	94	118	146	182	228	286	358	446	2,112
	Twitter	33	33	33	42	53	66	84	106	132	165	207	260	1,214
	Audience Total		200	200	200	248	315	394	496	619	774	969	1,210	1,513
Financial Services Industry Contacts	Display	74	74	74	92	116	145	181	227	284	355	443	554	2,619
	eNewsletter	5	5	5	7	8	10	13	16	20	25	31	38	183
	LinkedIn	28	28	28	33	44	55	72	88	110	138	171	215	1,010
	Native	60	60	60	74	94	118	146	182	228	286	358	446	2,112
	Twitter	33	33	33	42	53	66	84	106	132	165	207	260	1,214
	Audience Total		200	200	200	248	315	394	496	619	774	969	1,210	1,513
New Segment Opportunity	Display	0	0	0	74	92	116	145	181	227	284	355	443	1,917
	eNewsletter	0	0	0	5	7	8	10	13	16	20	25	31	135
	LinkedIn	0	0	0	28	33	44	55	72	88	110	138	171	739
	Native	0	0	0	60	74	94	118	146	182	228	286	358	1,546
	Twitter	0	0	0	33	42	53	66	84	106	132	165	207	888
	Audience Total		0	0	0	200	248	315	394	496	619	774	969	1,210
Client CRM Onboarding	Display	11	11	11	13	17	21	27	34	42	53	65	82	387
	eNewsletter	1	1	1	2	2	3	3	4	5	7	8	10	47
	LinkedIn	0	0	0	0	0	0	0	0	0	0	0	0	0
	Native	12	12	12	14	19	24	31	38	48	60	74	94	438
	Twitter	0	0	0	0	0	0	0	0	0	0	0	0	0
	Audience Total		24	24	24	29	38	48	61	76	95	120	147	186
Client Site Retargeting	Display	65	65	65	81	101	127	159	198	247	309	387	484	2,288
	Native	52	52	52	65	81	101	127	159	198	247	309	387	1,830
	Audience Total	117	117	117	146	182	228	286	357	445	556	696	871	4,118
Campaign Totals	Display	298	298	298	444	558	699	874	1,094	1,368	1,711	2,136	2,671	12,449
	eNewsletter	16	16	16	28	33	41	52	65	81	102	126	155	731
	LinkedIn	84	84	84	127	165	209	271	336	418	524	651	816	3,769
	Native	244	244	244	361	456	573	714	889	1,112	1,393	1,743	2,177	10,150
	Twitter	99	99	99	159	201	251	318	402	502	627	786	987	4,530
Campaign Total	741	741	741	1,119	1,413	1,773	2,229	2,786	3,481	4,357	5,442	6,806	31,629	

2022 Programmatic B2B Impressions

Custom Audience	April 2022	May	June	July	August	September	October	November	December	October	November	December
SMB Financial Decision Makers	90,000	90,000	90,000	113,000	142,000	178,000	223,000	279,000	349,000	437,000	546,000	683,000
Corporate Financial Decision Makers	90,000	90,000	90,000	113,000	142,000	178,000	223,000	279,000	349,000	437,000	546,000	683,000
Financial Services Industry Contacts	90,000	90,000	90,000	113,000	142,000	178,000	223,000	279,000	349,000	437,000	546,000	683,000
New Segment Opportunity	0	0	0	90,000	113,000	142,000	178,000	223,000	279,000	349,000	437,000	546,000
Client CRM Onboarding	12,500	12,500	12,500	15,000	20,000	25,000	32,000	40,000	50,000	63,000	78,000	98,000
Client Site Retargeting	45,000	45,000	45,000	56,000	70,000	88,000	110,000	137,000	171,000	214,000	268,000	335,000
Monthly Total Visits	327,500	327,500	327,500	500,000	629,000	789,000	989,000	1,237,000	1,547,000	1,937,000	2,421,000	3,028,000



2022 Programmatic B2B Web Traffic

Custom Audience	April 2022	May	June	July	August	September	October	November	December	October	November	December
SMB Financial Decision Makers	200	200	200	248	315	394	496	619	774	969	1,210	1,513
Corporate Financial Decision Makers	200	200	200	248	315	394	496	619	774	969	1,210	1,513
Financial Services Industry Contacts	200	200	200	248	315	394	496	619	774	969	1,210	1,513
New Segment Opportunity	0	0	0	200	248	315	394	496	619	774	969	1,210
Client CRM Onboarding	24	24	24	29	38	48	61	76	95	120	147	186
Client Site Retargeting	117	117	117	146	182	228	286	357	445	556	696	871
Monthly Total Visits	741	741	741	1,119	1,413	1,773	2,229	2,786	3,481	4,357	5,442	6,806

