

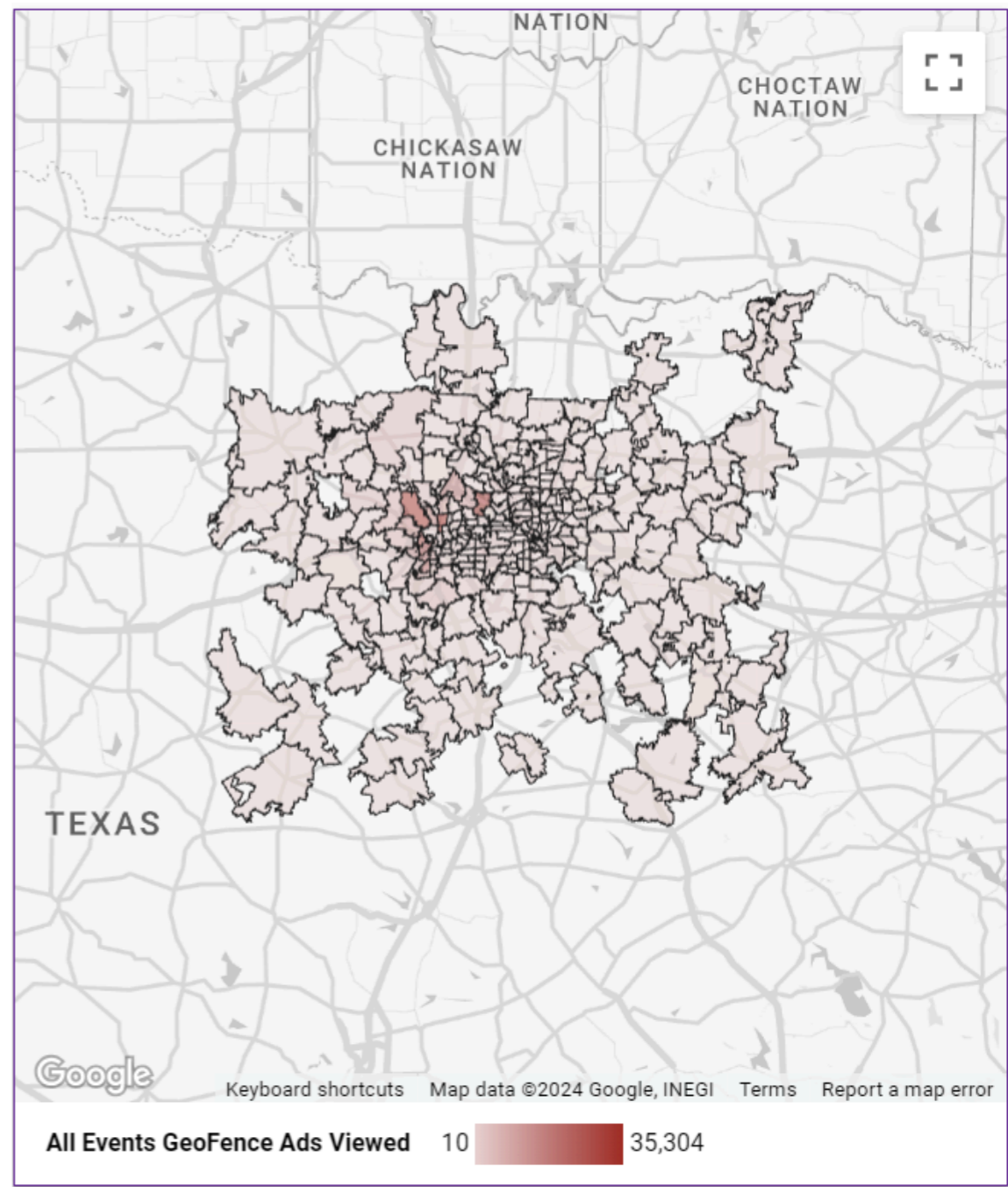
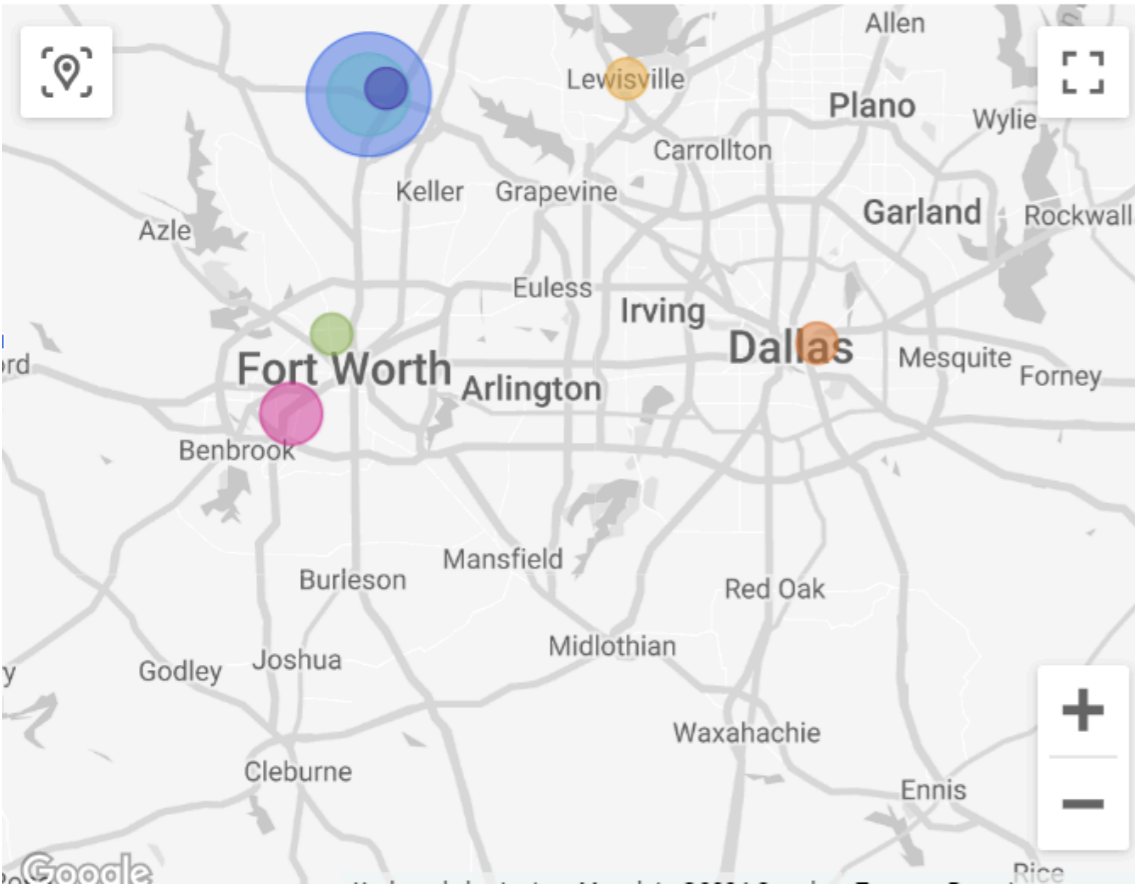
Recommended Summer 2024 Campaign	Campaign Tactic	Tactic Notes	3 Month Budget	Estimated Ads Viewed	Estimated CPM
BDA LinkedIn Ads	Audience of Executive & Controller Titles in the Retail Motor Industry with excluded titles and companies.	Premier B2B Platform with fine tuned audience from past campaign.	\$6,000	133,333	\$45
Retargeting Banner Ads	Ads viewed by people who have visited website	Helps reinforce message to people who have visited website from any source.	\$150	18,750	\$8
Placement Banner Ads	Ads view on selected websites including insurancejournal.com,fi-magazine.com, propertycasualty360.com,carsalesprofessional.com,insurancebusinessmag.com,finance-monthly.com,businessinsurance.com.	Ads are viewed in context of Auto Business and Insurance.	\$800	100,000	\$8
GeoTargeting Banner Ads (People at selected place at selected time)	Ads viewed at selected events during specific times. Profile of Business, Travel and News interests used to capture business profile at location with ads viewed on any website or app.	Daily Budget of \$50 should serve approx 10,000 ads to defined 1.5 mile radius of event.	\$400	80,000	\$5
GeoFence Banner Ads (People who were at a selected place at selected time)	Devices are captured during specific events with ads being viewed up to 2 weeks after event on any website or app.	Anticipate limited number of devices to be captured at smaller events. \$25 may serve 2500 ads to 500 people with a 5 frequency.	\$150	15,000	\$10
	<b>Total Campaign</b>		<b>\$7,500</b>	<b>347,083</b>	<b>\$22</b>

**Sample GeoFence Campaign**

Sample showing North Texas Brewery selected events for GeoFencing with ads viewed only in DFW DMA.

BDA selected Association Conventions and Events will have ads served at event then US Wide up to 2 weeks after.

- Campaign**
- Three wide brewing digital ad campaigns 50mi radius
  - Fort Worth Food & Wine Festival
  - Big Texas Beer Fest
  - The Best Little Brewfest
  - Fort Worth Stockyards
  - Texas Motor Speedway



Digital Ad Campaign	Start Date	End Date	Contracted Media	Delivered Spend	Impressions to Date	Clicks to Date	CTR Click through rate	CPM Cost per 1000 impressions	CPC Cost per click	Balance
BDA LinkedIn Summer 2024	Jun 24, 2024	Sep 30, 2024	\$6,000	\$127	2,838	2	0.07%	\$44.78	\$63.55	\$5,873
BDA Placement Summer 2024	Jun 24, 2024	Sep 30, 2024	\$1,250	\$17	3,522	2	0.06%	\$4.75	\$8.36	\$1,233
BDA Retargeting Summer 2024	Jun 24, 2024	Sep 30, 2024	\$250	\$1	65	1	1.54%	\$11.64	\$0.76	\$249
BDA Digital Ad Campaign Summer 2024	Jun 24, 2024	Sep 30, 2024	\$7,500	\$145	6,425	5	0.08%	\$22.50	\$28.91	\$7,355
BDA LinkedIn Ads	Feb 5, 2024	May 31, 2024	\$5,610	\$5,610	124,207	158	0.13%	\$45.16	\$35.50	\$0

**2024 (Feb-May) Campaign Notes**

LinkedIn campaign is delivered at good pace to run throughout the day from East to West Coast. Reaching 5-6,000 Selected Executives 5-6 times viewing ad a month for budget is fantastic.

Retargeting Banner Ads were viewed by all website viewers on other websites after visit.

Placement Banner Ads viewed only on selected websites.



Selected Titles
Owner, Co-Founder, Executive, Managing Director, Partner, Co-Owner, Founder, Director, Chief Executive Officer

Controller Titles added 4/10/2024
Senior Business Controller, Senior Financial Controller, Director of Finance And Operations, Group Financial Controller, Director of Finance And Accounting, Controller, Chief Accounting Officer, Business Controller.

Reach (90 day)	Average Frequency	Clicks	Average CTR
7,968	14.18	147	0.13%

Excluded Titles & Companies
Exclude people who have ANY of the following attributes: Job Titles (Current)Senior Customer Service Advisor, Senior Program Specialist, Construction Worker, Category Buyer, Account Manager, Service Manager, Sales Executive, Account Management Specialist, Customer Service Specialist, Key Account Manager, Adjunct Professor of Business, Senior Account Manager, Program Developer, Program Management Specialist, Customer Relations Specialist, Adjunct Professor of English, National Account Executive, Corporate Sales Specialist, Fire Specialist, Customer Care Professional, Sales Consultant, Executive Account Manager, Assistant Account Manager, Adjunct Faculty Instructor, New Car Sales Specialist, Car Specialist, Technical Lead, Sales Specialist, Director of Construction, Education Program Specialist, Customer Service Manager, Sales Account Specialist, Major Account Specialist, Technical Support Specialist, Enterprise Account Manager, Sales And Marketing Specialist, Master Mechanic, Service Advisor, National Account Manager, Sales Assistant, Corporate Specialist, Sales Account Executive, Used Car Sales Specialist, Customer Service Officer, Customer Specialist, Customer Service Assistant, Construction Engineer, Construction Supervisor, Program Support Specialist, Key Account Executive, Corporate Account Specialist, Technical Specialist, Marketing Program Specialist, Customer Support Specialist, Construction Project Manager, Customer Service Consultant, Business Account Executive, Construction Management Specialist, Junior Buyer, Construction Manager, Account Sales Representative, Salesperson, Inside Sales Account Manager, Construction Superintendent, Technician, Construction Specialist, Sales Account Management Specialist, Key Account Sales Manager, Customer Relationship Management Specialist, Purchasing Buyer, Materials Buyer, Sales Account Manager, Adjunct Associate Professor, National Account Sales, Key Account Sales Specialist, Regional Account Manager, Firefighter, Adjunct Faculty Member, Diagnostic Engineer, Procurement Buyer, Program Specialist, Construction Assistant, Strategic Account Manager, Assistant Account Executive, Car Sales Specialist, Customer Service Representative. OR Company (Current Jobs) CARMAX, CarMax, Penske, Carmax Auto Superstore Inc, CARMAX INC.

Member Seniority	Impressions	Clicks	Average CTR
VP	72,428	85	0.12%
CXO	25,964	40	0.15%
Owner	19,457	31	0.16%
Partner	11,663	9	0.08%
Director	11,480	12	0.1%
Manager	8,108	13	0.16%

Member Industry	Impressions	Clicks	Average CTR
Retail Motor Vehicles	117,593	152	0.13%
Transportation Equipmen...	69,282	90	0.13%
Financial Services	7,761	9	0.12%
Technology, Information ...	5,823	9	0.15%
Repair and Maintenance	5,810	9	0.15%
Truck Transportation	5,367	5	0.09%
Wholesale Motor Vehicle...	4,909	6	0.12%
Credit Intermediation	3,833	5	0.13%
Holding Companies	3,822	3	0.08%
Business Consulting and ...	3,218	8	0.25%
Machinery Manufacturing	2,314	0	0%

Member Job Title	Impressions	Clicks	Average CTR
General Manager	46,347	36	0.08%
President	12,011	28	0.23%
Owner	11,231	19	0.17%
Vice President	7,127	14	0.2%
Chief Executive Officer	6,511	15	0.23%
Founder	4,646	0	0%
Managing Partner	3,882	4	0.1%
Board Member	3,301	0	0%
Chief Financial Officer	3,263	5	0.15%
Chief Operating Officer	3,016	4	0.13%
General Sales Manager	2,787	4	0.14%
Controller	2,734	4	0.15%
Co-Founder	2,349	3	0.13%
Member of the Board of Advisors	1,713	3	0.18%
Executive General Manager	1,548	3	0.19%
Partner	1,490	0	0%
Vice President Operations	1,488	0	0%
Senior Vice President	1,178	0	0%

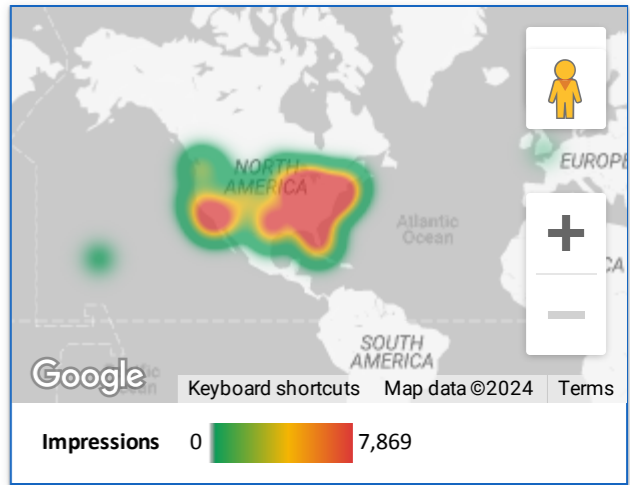
Member Company	Impressions	Clicks	Average CTR
General Motors	3,977	4	0.1%
AutoNation	3,307	0	0%
Ford Motor Company	2,798	0	0%
Lithia & Driveway	2,398	0	0%
Cox Automotive Inc.	1,517	4	0.26%
Camping World	1,160	0	0%
Group 1 Automotive	940	0	0%
Asbury Automotive Group	821	0	0%
Blue Compass RV	813	0	0%
Penske Automotive Group	746	0	0%
Bruckner's Truck & Equipment	685	0	0%

Member Company Size	Impressions	Clicks	Average CTR
11-50	28,305	41	0.14%
51-200	25,749	38	0.15%
10,001+	21,832	19	0.09%
2-10	17,897	29	0.16%
1,001-5,000	17,480	7	0.04%



Ad Name	Ad Title	Ad Text	Impressions	Clicks	Average CTR
BDA Feb 2024 1A	Find out how we can create a dealer-centric plan to fit your dealership needs.	The success of our dealer partners comes first. At Brightline Dealer Advisors, our inclusive offerings provide the resources of a big-box provider with the white glove service of a local agency.	20,274	27	0.13%
BDA Feb 2024 2B	Reach out to us today to see how we can help.	Are you struggling to keep or maintain your employee benefits? Many of our clients have wrestled with this same dilemma. Through the implementation of our Brightline Benefits Strategy, an exclusive BDA offering, our dealerships have seen cost savings of 10 to 20% while at the same time improving their employee benefits.	19,816	29	0.15%
BDA Feb 2024 1B	Connect with us and find out how we can create a dealer-centric plan to fit your dealership needs.	Partner Friend. Teammate. Advocate. From day one, these words have been the cornerstone for how we want our dealerships to think of us. Through around-the-clock care and meticulous attention to detail, we work together to ensure you have the resources at your fingertips to operate a successful dealership.	19,772	31	0.16%
BDA Feb 2024 2A	Connect with us and find out how we can create a dealer-centric plan to fit your dealership needs.	At Brightline, we are passionate about serving dealers in a new and better way. Through offering Employee Benefits, Property and Casualty and F&I Products and Services, BDA provides the resources of a big-box provider with the white glove service of a local agency.	19,524	32	0.16%
BDA Feb 2024 3B	Connect with us today to learn more.	Let us help get your team back to the art of selling cars to today's customers. Our dealer-centric training offers classes for salespeople, sales managers, F&I and BDC team members. And we can bring the training straight to your dealership.	19,346	15	0.08%
BDA Feb 2024 3A	Contact us today to see if we can help.	When was the last time you've assessed your dealership insurance? If you don't know the answer, it's likely you have a plan that doesn't meet your dealership's complex and growing needs. At BDA, together with our partners, we design custom coverage plans and then work with our carriers so you pay the lowest price for the best value.	19,270	18	0.09%

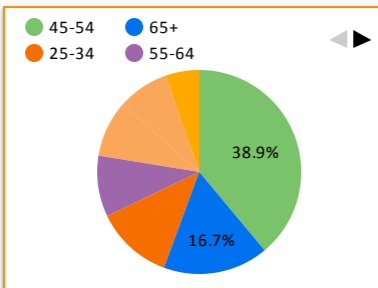
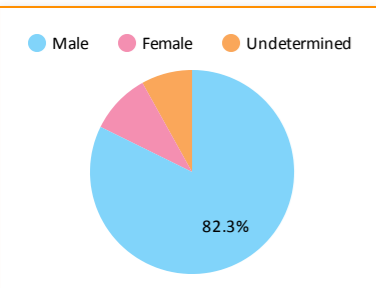
Member Region	Impressions	Clicks	Average CTR
Detroit Metropolitan Area	7,869	8	0.1%
Los Angeles Metropolitan ...	7,481	8	0.11%
New York City Metropolit...	6,429	17	0.26%
Dallas-Fort Worth Metrop...	4,986	5	0.1%
Atlanta Metropolitan Area	4,981	10	0.2%
Miami-Fort Lauderdale Area	3,578	9	0.25%
Greater Chicago Area	3,360	5	0.15%
Greater Boston	3,356	3	0.09%
Washington DC-Baltimore...	3,190	0	0%
San Francisco Bay Area	2,469	0	0%
Greater Cleveland	2,442	0	0%
Greater Phoenix Area	2,343	0	0%



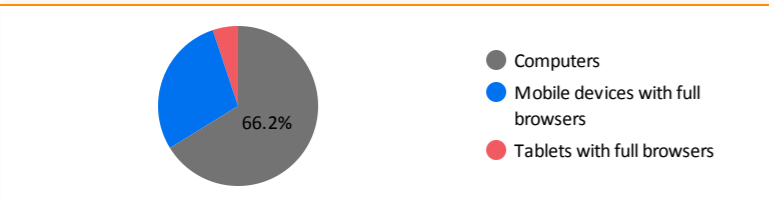


**Placement Banner Ad Campaign**

Display Banner ad Campaign did not start with 4 requested placements. Add similar websites to begin delivery. Autoblog.com & Autoweek.com paused to provided additional views to other websites.



Age	Viewable impressions	Clicks	Viewable CTR
Undetermined	12,726	11	0.09%
65+	25,989	10	0.04%
55-64	15,092	3	0.02%
45-54	60,639	22	0.04%
35-44	13,911	11	0.08%
25-34	19,104	16	0.08%

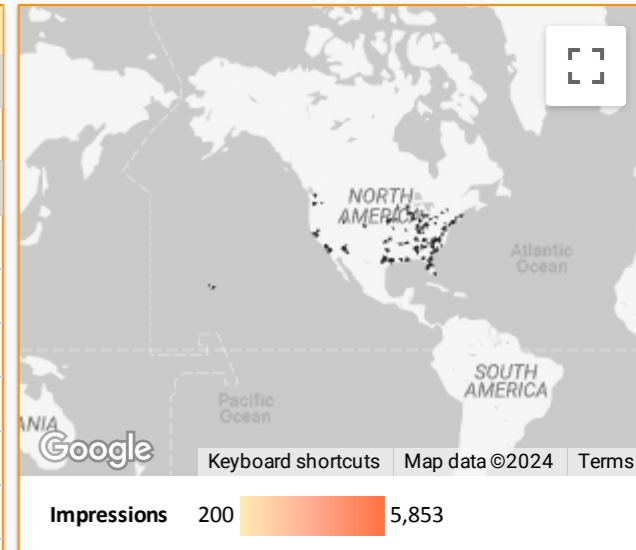


Device	Viewable impressions	Clicks	Viewable CTR
Computers	103,115	34	0.03%
Mobile devices with full browsers	44,651	36	0.08%
Tablets with full browsers	7,993	10	0.13%

Placement	Note
www.insurancejournal.com	Requested
insurancebusinessmag.com	Added
carsalesprofessional.com	Added
insurancenewsnet.com	Added
autoweek.com	Added
www.autonews.com	Requested
autoremarketing.com	Added
www.autofinancenews.net	Requested
propertycasualty360.com	Added
businessinsurance.com	Added
www.fi-magazine.com	Requested
autoblog.com	Added
finance-monthly.com	Added

Image ad name	Viewable impressions	Clicks	Viewable CTR
300x250BDAFeb24	67,992	38	0.06%
300x600BDAFeb24	60,835	32	0.05%
728x90BDAFeb24	17,328	4	0.02%
970x250BDAFeb24	6,064	5	0.08%

Where Ads Shown	Ads Viewed	Clicks	CTR
autoweek.com	94,161	40	0.04%
propertycasualty360.com	36,486	14	0.04%
autoblog.com	14,725	6	0.04%
carsalesprofessional.com	8,405	15	0.18%
insurancejournal.com	764	1	0.13%
finance-monthly.com	457	1	0.22%
fi-magazine.com	429	3	0.70%
insurancebusinessmag.com	202	0	0.00%
businessinsurance.com	6	0	0.00%



City	IMPs	Clicks	CTR
Chicago	4,097	2	0.05%
New York	3,772	1	0.03%
Ashburn	2,882	2	0.07%
Atlanta	2,078	1	0.05%
Los Angeles	1,956	0	0.00%
Dallas	1,836	2	0.11%
Seattle	1,472	0	0.00%
Hartford	1,296	2	0.15%
Miami	1,162	1	0.09%
Charlotte	924	2	0.22%

**Banner Ads Retargeting**  
Retargeting Banner Ads are viewed by people after they are on the BDA website.

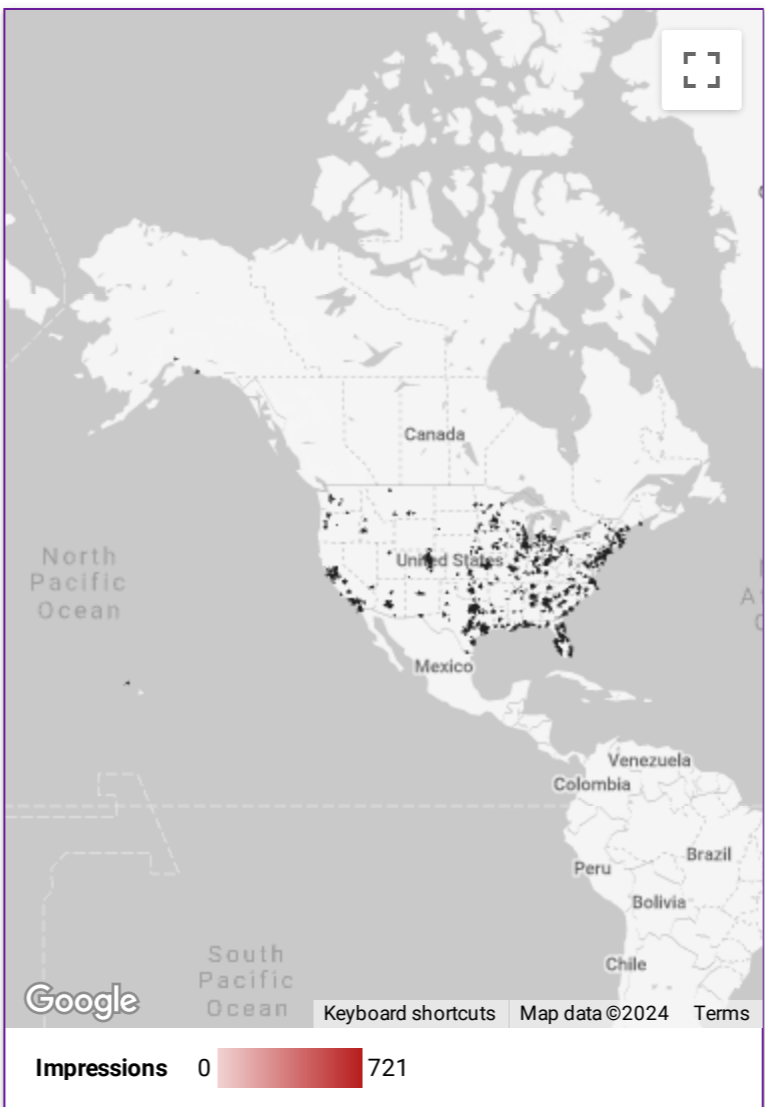
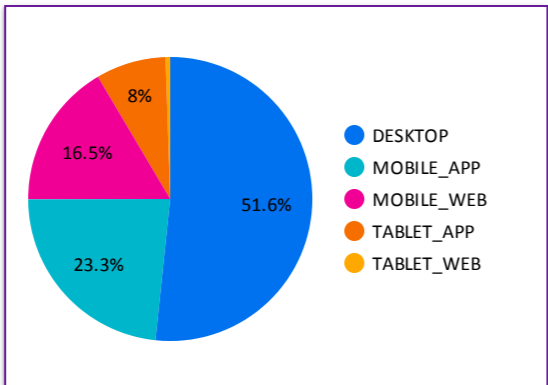
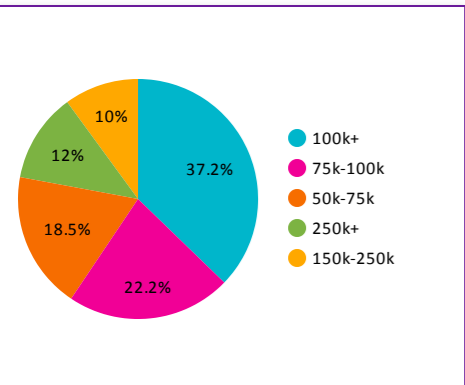
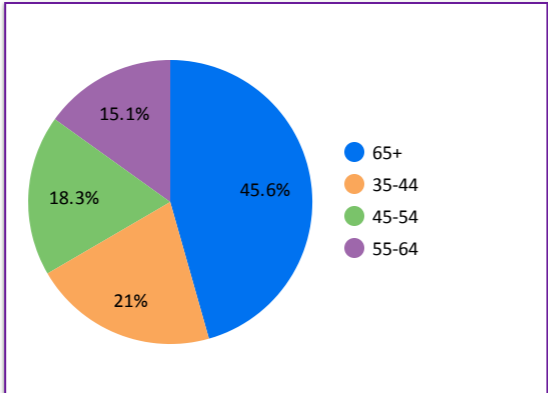
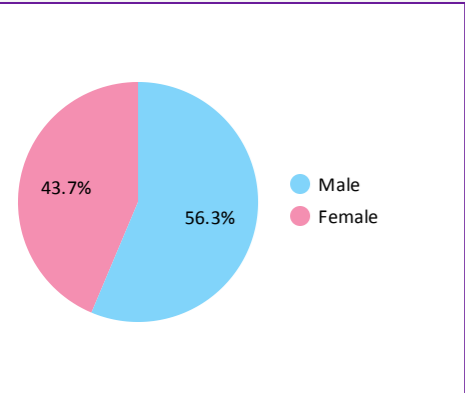
Retargeting Banner Ads Viewed  
**25,045**

Retargeting Ads Clicks  
**19**

Retargeting Ads CTR  
**0.08%**

Total People Reached  
**1,887**

Frequency Ads Served  
**5.90**



City Region	Impressions	Clicks
dallas,Texas, United States	721	0
richmond hill,Georgia, United States	603	1
farmingdale,New Jersey, United States	387	0
newark,Delaware, United States	331	0
west chester,Pennsylvania, United States	325	1
elk grove,California, United States	291	0
atlanta,Georgia, United States	279	0
woodbridge,New Jersey, United States	275	0
grapevine,Texas, United States	261	3
denver,Colorado, United States	256	0
sanger,Texas, United States	230	0
austin,Texas, United States	223	0
stafford,Texas, United States	220	0
olathe,Kansas, United States	220	0
sacramento,California, United States	193	0
scottsdale,Arizona, United States	192	0
st paul,Minnesota, United States	192	0
roseville,California, United States	190	0

Creatives	Native Ads Viewed	Clicks	CTR
300x250BDAFeb24Stk	12,402	5	0.04%
728x90BDAFeb24Stk	9,471	10	0.11%
300x600BDAFeb24Stk	2,154	2	0.09%
970x250BDAFeb24Stk	1,030	2	0.19%