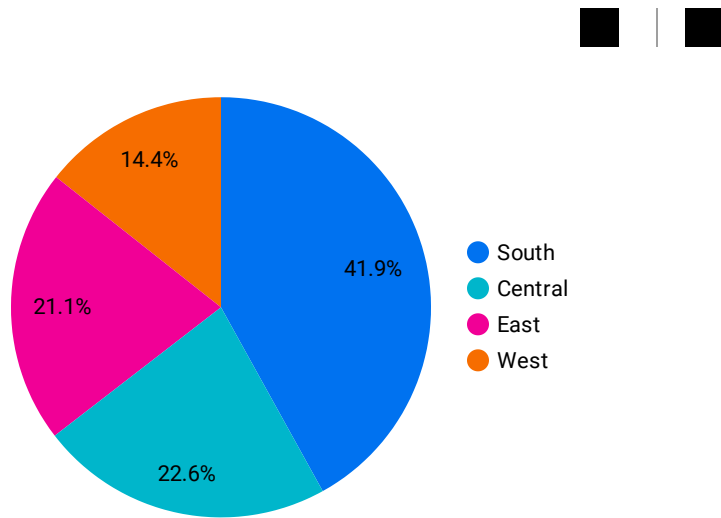
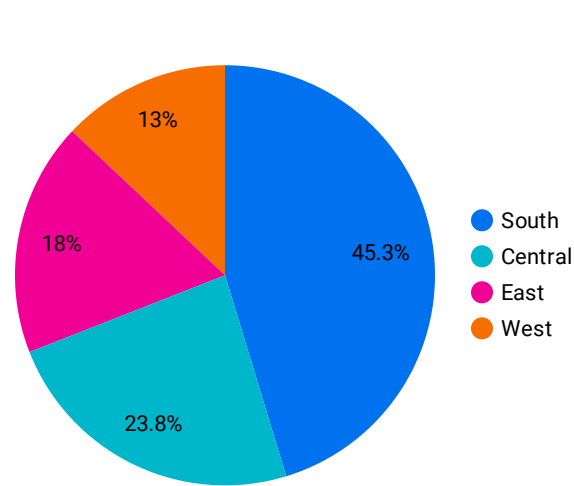


Region	Amount Spent (US...)	Donations	Donate Conversion Value	AVG Cost Per Donation
South	1,162,484.09	17,269	1,806,311.78	143.82
Central	625,916.87	9,056	779,533.24	232.15
East	584,749.13	6,855	501,782.43	214.91
West	398,012.52	4,946	499,543.09	181.23

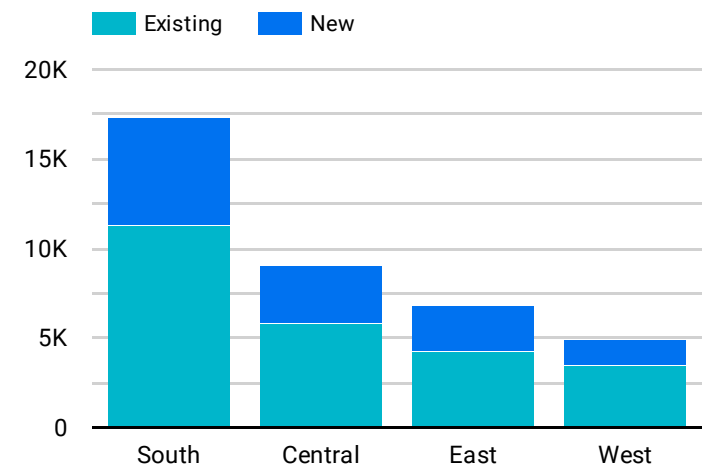
Amount Spent by Region



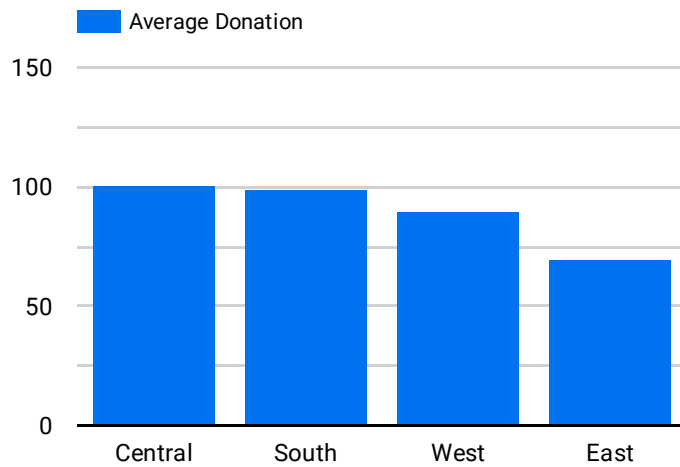
Donations by Region



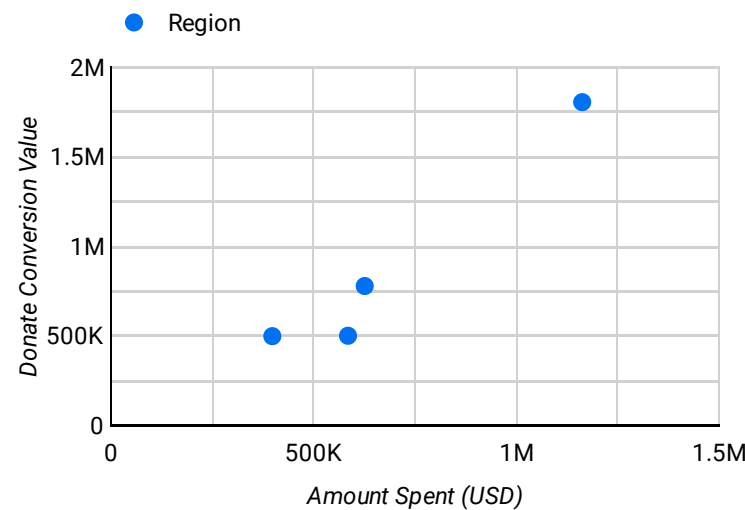
New VS Existing Donors by Region



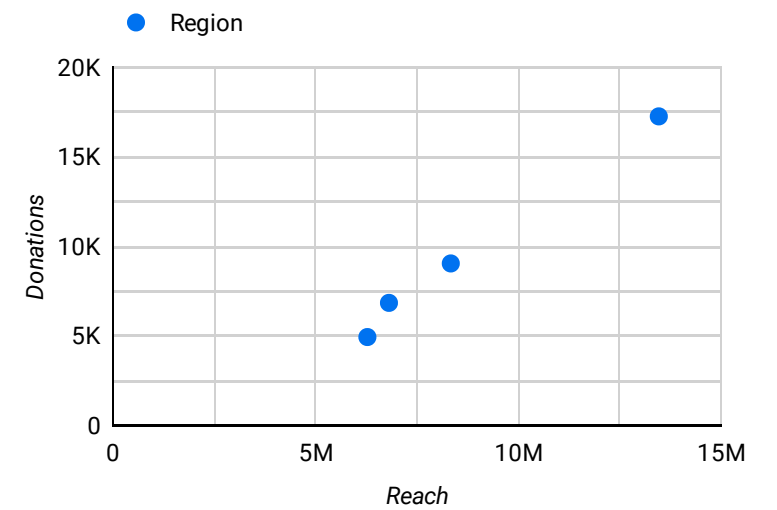
Average Donation by Region



Amount Spent VS Total Conversion Value



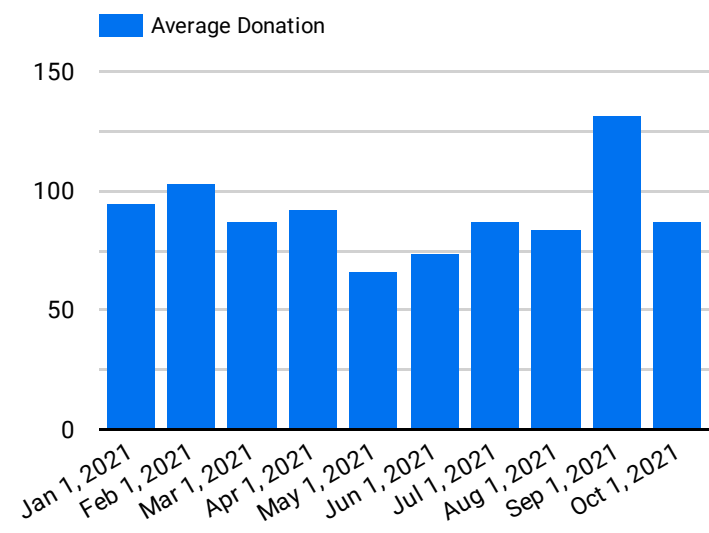
Donations VS Reach



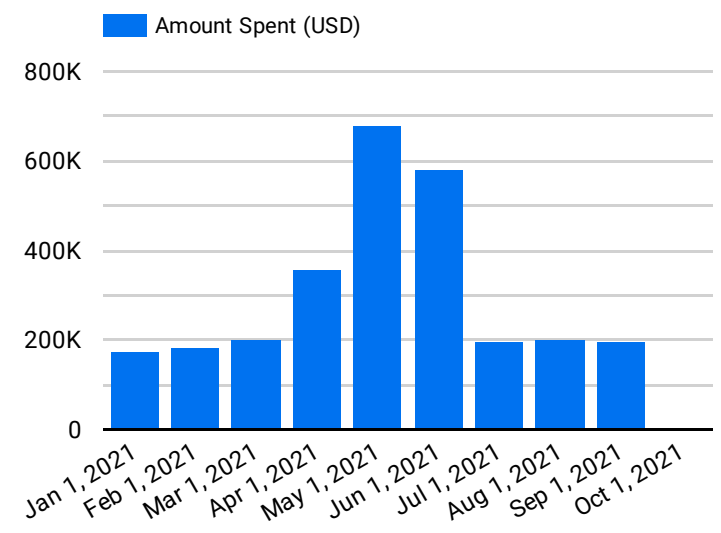
Reporting Sta...	Donations	Donate Conversion Va...	Cost per Donation (USD)	Amount Spent (USD)
Jan 1, 2021	1,320	102,263.28	7,931.12	173,263.46
Feb 1, 2021	7,040	618,180.32	887.36	182,090.54
Mar 1, 2021	5,998	531,638.62	2,686.81	199,851.13
Apr 1, 2021	4,635	404,746.43	4,587.83	357,795.28
May 1, 2021	6,216	592,745.23	3,794.58	680,809.98
Jun 1, 2021	4,916	439,199.82	4,647.32	581,089.92
Jul 1, 2021	2,938	329,532.03	3,036.11	197,416.19
Aug 1, 2021	2,288	225,887.25	6,314.48	201,711.71
Sep 1, 2021	2,679	332,257.06	4,012.94	197,134.4

Reporting Starts ^	Donations To Spending Ratio
Jan 1, 2021	0.19
Feb 1, 2021	1.44
Mar 1, 2021	0.77
Apr 1, 2021	0.25
May 1, 2021	0.15
Jun 1, 2021	0.13
Jul 1, 2021	0.21
Aug 1, 2021	0.14
Sep 1, 2021	0.15
Oct 1, 2021	null

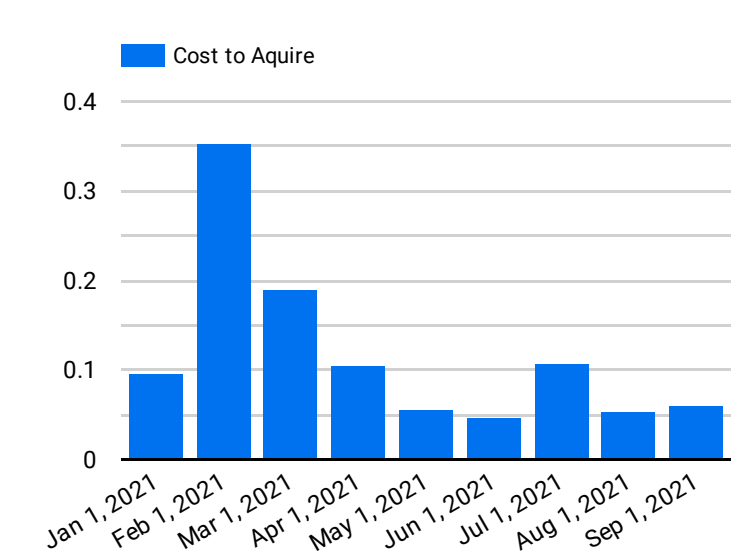
Average Donation By Month



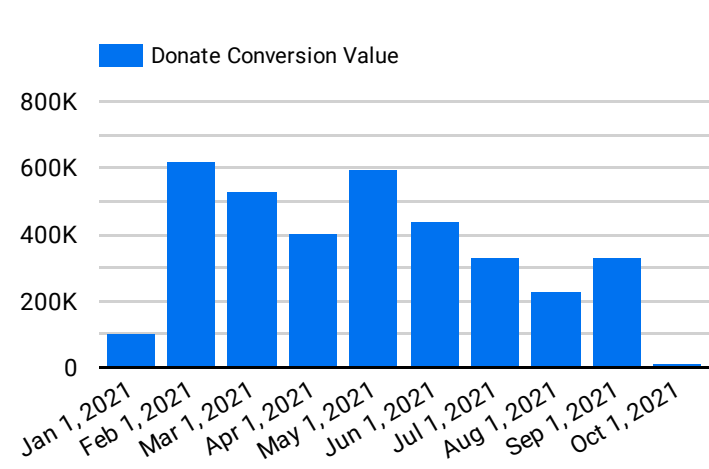
Amount Spent Per Month



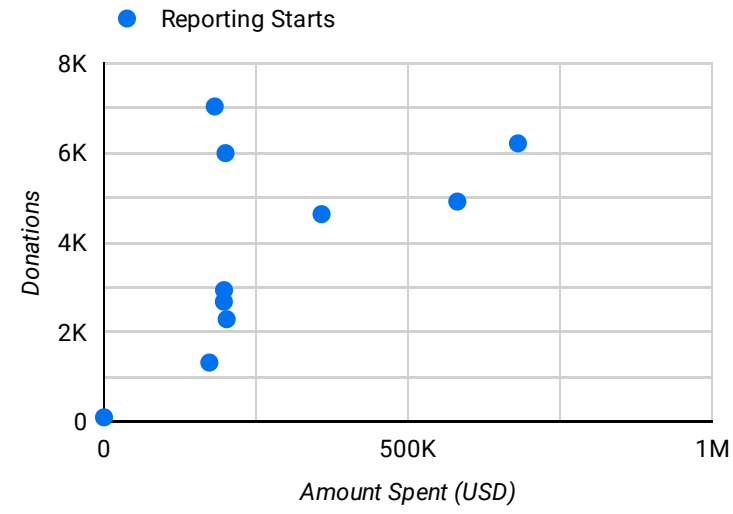
Cost to Acquire New Donors



Total Conversion Value by Month



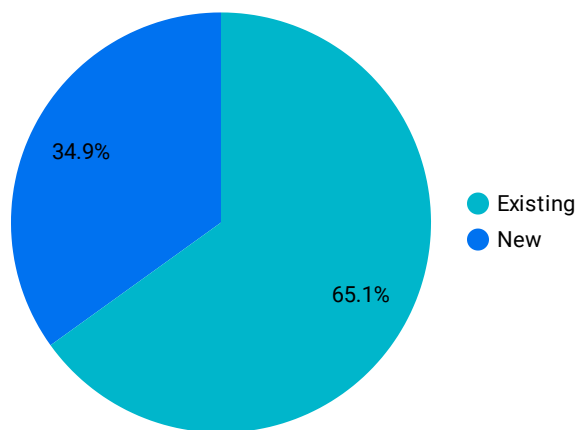
Amount Spent vs Number of Donations



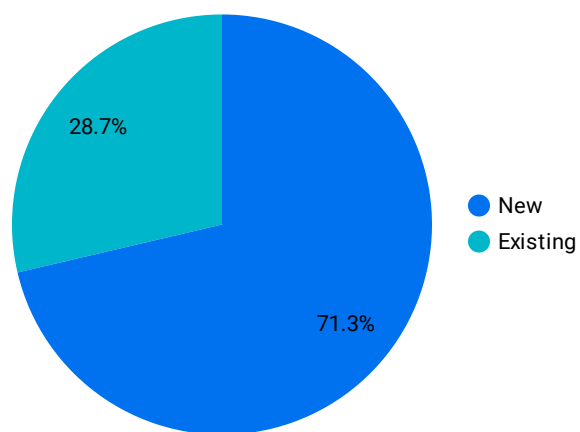
Audience ▾	Reach	Average Donation	Donations	Amount Spent (USD)	Cost per Results
Remaining Lookalikes	1,721,906	123.21	187	53,664.55	10,269.26
Prior Donors Texas	25,140	65.49	388	1,235.51	11.23
Prior Donors Desktop Only	85,013	114.6	602	8,581.91	165.95
Prior Donors Colorado	5,560	66.67	9	198.28	33.05
Prior Donors	4,361,260	112.51	23,811	784,376.96	3,286.89
Page Fans	88,522	143.67	4	5,532.67	3,539.63
High Value Frequency Lookalike	4,661,945	83.52	1,961	263,502.33	15,059.67
High Intent Retargeting	4,688,865	77.51	3,945	443,986.37	12,009.04
Competitive Conquesting	18,819,994	71.87	6,905	1,195,589.76	12,458.3
Broader Christian Interests	163,794	74.71	48	6,027.35	1,357.82
All Prospecting Texas	102,332	113.11	145	3,435.58	68.71
All Prospecting HHI	41,024	45.68	16	1,401.18	280.24
All Prospecting Colorado	14,345	25	1	406.69	null
All Prospecting Cold Weather	103,740	83.13	104	3,223.47	94.81

New vs Existing Donors	Reach	Average Donation Amount ▾	Cost per Results	Donate Conversion Value
Existing	4,476,973	109.88	69.94	2,592,786.38
New	30,406,467	84.6	388.29	994,384.16

Number of Donations by Donor Type



Amount Spent Reaching New vs Existing Donors



Total Donation Value from New vs Existing Donors

