

**Partner Name**

Vendor Name	Line Item Name	Campaign Start Date	Campaign End Date	Impressions	Clicks	CTR	Partner Investment	Total Cost w/ VF Match	CPC*
Product A	VFC.XXXXX_AlwaysOn_Display_1	1/2/2021	5/30/2021	117,727	473	0.40%	\$3,750.00	\$5,000.00	\$7.93
	VFC.XXXXX_AlwaysOn_Display_2	1/2/2021	5/30/2021	130,431	664	0.51%	\$3,750.00	\$5,000.00	\$5.65
Product B	VFC.XXXXX_AlwaysOn_Display_3	1/2/2021	5/30/2021	170,877	533	0.31%	\$3,750.00	\$5,000.00	\$7.04
<b>Grand Total</b>				<b>419,035</b>	<b>1,670</b>	<b>0.40%</b>	<b>\$11,250.00</b>	<b>\$15,000.00</b>	<b>\$6.74</b>

\*Based on partner investment

Packages Opted Into:  
Display Package

## Partner Name

Vendor Name	Line Item Name	Campaign Start Date	Campaign End Date	Sends	Opens	Clicks	Open Rate	CTR	Partner Investment	Total Cost w/ VF Match	CPC*
Product A	VFC.XXXXX_AlwaysOn_Email_1	4/26/2021	4/26/2021	100,099	10,927	249	10.92%	2.28%	\$3,750.00	\$5,000.00	\$15.06

\*Based on partner investment

Packages Opted Into:  
Email Package