

## Clients Running On Bonsai's Google Ads Algorithm

|                      | Marketing Spend    | Company Revenue      | Spend Y/Y | Revenue Y/Y | Category Growth | Revenue vs. Category Ratio | 2025 Google Ads Spend | Web & App Visitors | Y/Y                    | LY Web & App Visitors     |
|----------------------|--------------------|----------------------|-----------|-------------|-----------------|----------------------------|-----------------------|--------------------|------------------------|---------------------------|
| Company #1           | Redacted           |                      | -28%      | 3%          | 13.86%          | 0.22                       | \$2,226,000           | 12,380,000         | -1%                    | 12,500,000                |
| Company #2           |                    |                      | 68%       | 27%         | -11.33%         | 2.38                       | \$5,713,000           | 15,090,000         | 53%                    | 9,860,000                 |
| Company #3           |                    |                      | 1400%     | 1160%       | 18.90%          | 61.38                      | \$156,000             | 110,000            | 2229%                  | 4,920                     |
| Company #4           |                    |                      | 87%       | 36%         | 18.90%          | 1.90                       | \$373,000             | 100,000            | 60%                    | 60,000                    |
| Company #5           |                    |                      | 28%       | 8%          | 0.65%           | 12.39                      | \$27,900,000          | 26,940,000         | 25%                    | 21,550,000                |
| Weighted Average     |                    |                      | 19%       | 9%          | 0.22%           | 40.4                       |                       |                    | 24.18%                 |                           |
| <b>Total Y/Y Avg</b> | <b>\$2,453,718</b> | <b>\$102,299,005</b> |           |             |                 | <b>Improvement v BAU</b>   |                       |                    | <b>Spend / Visitor</b> | <b>LY Spend / Visitor</b> |
| Total Y/Y            | \$12,268,588       | \$511,495,027        |           |             |                 | 69.3                       |                       |                    | \$1.42                 | \$1.48                    |

Company stats rounded where required

## Business-As-Usual Buyers, Bonsai Measurement Clients

|                      | Marketing Spend    | Company Revenue     | Spend Y/Y | Revenue Y/Y | Category Growth | Revenue vs. Category Ratio | 2025 Google Ads Spend | Web & App Visitors | Y/Y                    | LY Web & App Visitors     |
|----------------------|--------------------|---------------------|-----------|-------------|-----------------|----------------------------|-----------------------|--------------------|------------------------|---------------------------|
| Company #6           | Redacted           |                     | 70%       | 41%         | 24.39%          | 1.68                       | \$13,600,000          | 3,760,000          | 25%                    | 3,010,000                 |
| Company #7           |                    |                     | 40%       | 1%          | 4.51%           | 0.22                       | \$6,216,000           | 25,470,000         | -2%                    | 25,990,000                |
| Company #8           |                    |                     | 39%       | 3%          | 17.27%          | 0.17                       | \$1,150,000           | 2,650,000          | 47%                    | 1,800,000                 |
| Company #9           |                    |                     | 6%        | 6%          | 29.44%          | 0.20                       | \$67,400,000          | 26,780,000         | 5%                     | 25,510,000                |
| Company #10          |                    |                     | 8%        | 8%          | 11.83%          | 0.68                       | \$20,130,000          | 3,230,000          | 8%                     | 2,990,000                 |
| Company #11          |                    |                     | 94%       | -27%        | 271.19%         | -0.10                      | \$4,077,000           | 670,000            | 0%                     | 670,000                   |
| Weighted Average     |                    |                     | 11%       | 14%         | 23.76%          | 0.6                        |                       |                    | 4.33%                  |                           |
| <b>Total Y/Y Avg</b> | <b>\$3,443,947</b> | <b>\$34,299,199</b> |           |             |                 |                            |                       |                    | <b>Spend / Visitor</b> | <b>LY Spend / Visitor</b> |
| Total Y/Y            | \$20,663,683       | \$205,795,197       |           |             |                 |                            |                       |                    | \$2.95                 | \$2.73                    |