

## 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 vs. 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		