



**REWARDLION**  
BUSINESS SOLUTIONS

# BIZ BY MARC **REPORT 1** **2021** APRIL

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PREPARED FOR MARC J. HOROWITZ

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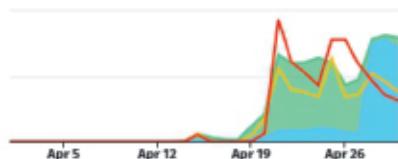


# FACEBOOK ADS

APR 1 - 30, 2021: BIZ BY MARC

## Facebook Ads - Overview

**\$344.24** **14,455** **233** **1,179**  
 ● COST ● IMPRESSIONS ● CLICKS ● ACTIONS



## Facebook Pages

**10,496** **48** **261** **60** **47**  
 ● REACH ● VIEWS ● ENGAGED ● CLICKS ● LIKES



## LinkedIn Ads

**\$200.00** **22,180** **115** **0**  
 ● COST ● IMPRESSIONS ● CLICKS ● CONVERSIONS



## Facebook Ads

**\$344.24**  
 ● COST



## Facebook Ads - Campaign Breakdown

CAMPAIGN	IMPRESSIONS	CLICKS	CTR	CPC	COST	ACTS.	ACT. RATE	COST/ACT.
Apr I Branding	10,657	21	0.2%	\$2.24	\$47.00	45	0.42%	\$1.04
April Engagement Campaign	2,375	129	5.43%	\$1.19	\$152.91	885	37.26%	\$0.17
April-Page Likes - 2nd V	524	47	8.97%	\$1.57	\$73.92	180	34.35%	\$0.41
April-Page Likes	899	36	4%	\$1.96	\$70.41	69	7.68%	\$1.02

## Facebook Ads

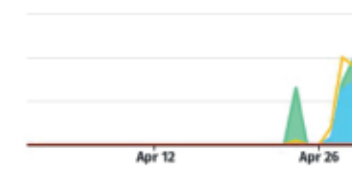
**\$1.48**

● COST PER CLICK



## Google Ads

**\$31.61** **11,281** **58** **0**  
 ● COST ● IMPRESSIONS ● CLICKS ● CONVERSIONS



## Google Ads

**\$31.61**  
 ● COST



## Facebook Ads - Ad Set Breakdown

AD SET	IMPRESSIONS	CLICKS	CTR	CPC	COST	ACTS.	ACT. RATE	COST/ACT.
Apr I Branding	10,657	21	0.2%	\$2.24	\$47.00	45	0.42%	\$1.04
April-Page Likes - 2nd V	524	47	8.97%	\$1.57	\$73.92	180	34.35%	\$0.41
New ad set	2,375	129	5.43%	\$1.19	\$152.91	885	37.26%	\$0.17
page likes	899	36	4%	\$1.96	\$70.41	69	7.68%	\$1.02

## Google My Business

**1,969** **4,479** **3**  
 ● SEARCHES ● VIEWS ● ACTIONS



## Google Ads

**\$0.55**

● COST PER CLICK



## LinkedIn Ads

**\$200.00**




● COST







## POST REACH AND IMPRESSIONS BY POST

APR 1 - 30, 2021: BIZ BY MARC

POST	POST REACH	IMPRESSIONS
 <p>Looking for a buyer...</p>	6,673	6,886
---	6,673	6,886
 <p>As an accountant, you...</p>	3,314	4,195
---	3,314	4,195
 <p>As a business owner, y...</p>	1,297	1,383
---	1,297	1,383

POST	POST REACH	IMPRESSIONS
 <p>When planning to sell...</p>	521	691
---	521	691
 <p>Want to know if you're...</p>	171	198
---	171	198
	12,587	14,039



## POST REACH AND IMPRESSIONS BY POST

APR 1 - 30, 2021: BIZ BY MARC

POST	POST REACH	IMPRESSIONS
<p>After years of hard wor...</p>	103	111
---	103	111
<p>As a business owner, it...</p>	100	106
---	100	106
<p>Thinking about finally...</p>	97	106
---	97	106

POST	POST REACH	IMPRESSIONS
<p>Recent data shows tha...</p>	95	102
---	95	102
<p>When you think about...</p>	25	29
---	25	29
	12,587	14,039



## POST REACH AND IMPRESSIONS BY POST

APR 1 - 30, 2021: BIZ BY MARC



POST	POST REACH	IMPRESSIONS
<p>Plan for the Future with an <b>EXPERT!</b></p> <p><i>Feeling uncertain about...</i></p>	23	26
---	23	26
<p>80% of failed businesses <b>DON'T SELL.</b> <b>DON'T BE ONE OF THEM!</b></p> <p><i>Did you know that 80...</i></p>	22	25
---	22	25
<p>Selling your business yourself? <b>NOT A GOOD IDEA!</b></p> <p><i>Many business owners...</i></p>	22	26
---	22	26


POST	POST REACH	IMPRESSIONS
<p><i>Timing is everything!...</i></p>	21	23
---	21	23
<p><i>What is the PREScore?...</i></p>	21	35
---	21	35
	12,587	14,039



## POST REACH AND IMPRESSIONS BY POST

APR 1 - 30, 2021: BIZ BY MARC

POST	POST REACH	IMPRESSIONS
 <p>Thinking About <b>Exiting</b> your <b>Profitable Business</b>?</p> <p><i>Thinking about exiting...</i></p>	21	22
---	21	22
 <p>Your Smooth Exit Plan is <b>Guaranteed!</b></p> <p><i>Leaving your business...</i></p>	21	26
---	21	26
 <p>Marc will Handle the <b>Negotiation</b> for You!</p> <p><i>Why waste your time g...</i></p>	20	25
---	20	25

POST	POST REACH	IMPRESSIONS
 <p><b>DON'T BE A DEAD SALE!</b></p> <p><i>The ugly truth is that"...</i></p>	20	24
---	20	24

12,587

14,039



## ACCOUNT PERFORMANCE

APR 1 - 30, 2021: BIZ BY MARC

ACCOUNT	CLICKS	COST	IMPR.	ENGAGEMENTS (TOTAL)	CPC (USD)	REACH
BIZ BY MARC	115	\$200.00	22,180	116	\$1.74	
BRAND AWARENESS - APR 28, 2021	25	\$100.00	16,001	25	\$4.00	9,669
MAR'S WEBSITE TRAFFIC	90	\$100.00	6,179	91	\$1.11	2,408





## ACCOUNT PERFORMANCE

BIZ BY MARC



ACCOUNT		CLICKS	COST	IMPR.	LIKES	OPENS
BIZ BY MARC		115	\$200.00	22,180	0	0
	<p>As an accountant, you are familiar with the term full disclosure in your profession. And so, you are aware that maintaining confidentiality is extremely important in the sales process of your business. When you sell on your own, you are most like to breach your own confidentiality. However, with Marc, a professional broker, your confidentiality is always guaranteed.</p> <p>A buyer can be looking at your selling information without knowing "WHO" the seller is because your name and financial information won't be provided until a buyer is qualified and a signed NDA is executed. Click the link below to schedule a free consultation with Marc J. Horowitz now and be assured that you will be provided with a private and secure selling process. <a href="https://lnkd.in/da57AM5">https://lnkd.in/da57AM5</a></p>	44	\$55.50	5,199	0	0
	<p>As a business owner, you have probably thought once or twice about selling your business. Finding the RIGHT broker to represent your business is the first step that'll lead you to a successful and profitable sale. Meet Marc J. Horowitz, a successful business broker and exit planning specialist in Florida. With over 25 years of senior financial leadership, he will handle your transaction with professionalism, maximizing your firm's value and ensuring a confidential selling process. Click the link below to schedule a free consultation with Marc J. Horowitz now. <a href="https://lnkd.in/da57AM5">https://lnkd.in/da57AM5</a></p>	35	\$54.25	5,179	0	0
	<p>When you think about selling your Tax, Accounting or CPA Practice, you have to keep in mind that you NEED a professional broker to represent it. Why? A business broker adds value to the selling process. Maintains confidentiality, while obtaining multiple offers as you continue operating the business as usual. How? An experienced broker understands the market and has access to various statistics on recent sales. Therefore, he'll be able to properly evaluate your business and maximize its worth. As an owner, you want the best and highest price for your business. However, if you go overboard with your requested price, serious buyers won't even take a look. Click the link below to schedule a free consultation with Marc J. Horowitz now. <a href="https://lnkd.in/da57AM5">https://lnkd.in/da57AM5</a></p>	25	\$53.70	6,266	0	0



















ACCOUNT		CLICKS	COST	IMPR.	LIKES	OPENS
BIZ BY MARC		115	\$200.00	22,180	0	0
 <p>As a business owner, it is quite common for you to have a range of concerns when it comes to selling your business. Fear of change is at the top of your list! You constantly worry about and have fear related to:</p> <ol style="list-style-type: none"> <li>1. The complexity and difficulty of the transition.</li> <li>2. Maintaining confidentiality due to your clients &amp; employees' reactions when they find out you're planning to sell your business. You think to yourself "Will my clients remain loyal or will they find another firm to do the job?"</li> <li>3. Your emotional reaction to leaving behind the business you worked so hard to build and the personal relationships you forged with your clients. As normal as this may seem, you don't want to get stuck in that phase for a long time because you'll end up regretting letting go of a good opportunity. Aligning with a professional broker will help you get rid of those fears, in order to move forward and seal the perfect deal for your business. Click the link below to schedule a free consultation with Marc J. Horowitz now. <a href="https://lnkd.in/da57AM5">https://lnkd.in/da57AM5</a></li> </ol>		6	\$21.18	3,401	0	0
	 <p>When planning to sell their businesses, most business owners fall into the same traps, throwing away their years of hard work. They:</p> <ol style="list-style-type: none"> <li>1. Think that selling a business is an easy process.</li> <li>2. Don't plan ahead of time, losing their windows of opportunities.</li> <li>3. Set unrealistic prices, either high or low, leading them to an unsuccessful sale.</li> <li>4. Don't find the right person to represent their business, which costs them money and time, and gets them no results. However, with proper planning and guidance, these mistakes can be easily avoided. Click on the link below to schedule a free consultation with Marc J. Horowitz now to identify your firm's worth, set a proper action plan, and exit your business with no regrets. <a href="https://lnkd.in/da57AM5">https://lnkd.in/da57AM5</a></li> </ol>	5	\$15.37	2,135	0	0
		115	\$200.00	22,180	0	0

## CAMPAIGN PERFORMANCE

### DEMOGRAPHICS FOR ACCOUNT: BIZ BY MARC

View: Demographics ▼ Display: Job function ▼ Time range: 4/1/2021 - 5/1/2021 ▼

Demographics metrics are approximate to protect member privacy.











Name ↕	Impressions ↕	Clicks ↕	Average CTR ↕
Accounting	 9,335 (42.09%)	 41 (35.65%)	0.44%
Finance	 3,162 (14.26%)	 17 (14.78%)	0.54%
Business Development	 1,947 (8.78%)	 4 (3.48%)	0.21%
Operations	 1,349 (6.08%)	Below reporting minimum	-
Administrative	 1,312 (5.92%)	 8 (6.96%)	0.61%
Sales	 870 (3.92%)	Below reporting minimum	-
Human Resources	 784 (3.53%)	 6 (5.22%)	0.77%
Support	 715 (3.22%)	 3 (2.61%)	0.42%
Education	 584 (2.63%)	 3 (2.61%)	0.51%

## CAMPAIGN PERFORMANCE

### DEMOGRAPHICS FOR ACCOUNT: BIZ BY MARC

View: Demographics ▼ Display: Job function ▼ Time range: 4/1/2021 - 5/1/2021 ▼

Demographics metrics are approximate to protect member privacy.









Name ↕	Impressions ↕	Clicks ↕	Average CTR ↕
Information Technology	 541 (2.44%)	Below reporting minimum	-
Legal	 524 (2.36%)	Below reporting minimum	-
Healthcare Services	 509 (2.29%)	 4 (3.48%)	0.79%
Real Estate	 483 (2.18%)	Below reporting minimum	-
Community and Social Services	 377 (1.7%)	Below reporting minimum	-
Program and Project Management	 315 (1.42%)	Below reporting minimum	-
Consulting	 312 (1.41%)	Below reporting minimum	-
Media and Communication	 270 (1.22%)	Below reporting minimum	-
Engineering	 249 (1.12%)	Below reporting minimum	-

## CAMPAIGN PERFORMANCE

### DEMOGRAPHICS FOR ACCOUNT: BIZ BY MARC

View: Demographics ▼ Display: Job function ▼ Time range: 4/1/2021 - 5/1/2021 ▼

Demographics metrics are approximate to protect member privacy.

Name ↕	Impressions ↕	Clicks ↕	Average CTR ↕
Arts and Design	 239 (1.08%)	Below reporting minimum	-
Marketing	 215 (0.97%)	Below reporting minimum	-
Research	 204 (0.92%)	 4 (3.48%)	1.96%
Entrepreneurship	 143 (0.64%)	Below reporting minimum	-
Military and Protective Services	 109 (0.49%)	Below reporting minimum	-
Quality Assurance	 56 (0.25%)	Below reporting minimum	-
Purchasing	 55 (0.25%)	Below reporting minimum	-

# Contact Us



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THANK YOU