

Budget Estimates Targeting 100MM Weekly Impressions

Platforms	Description	Budget (\$)	CPM (\$)	Impressions (Million)	Mix
Google Search	Lower funnel prospecting search ads	\$250,000	\$120	2.1M	25%
Google Display	Upper funnel prospecting and remarketing display reaching audiences interested in Credit Cards and Bank Products	\$500,000	\$6	83M	50%
Facebook	Middle funnel prospecting display reaching audiences interested in Credit Cards and Bank Products	\$250,000	\$15	17M	25%
TOTAL		\$1,000,000	\$9.8	102M	

Recommended Weekly Budget

Platforms	Description	Budget (\$)	CPM (\$)	Impressions (Million)	Mix
Google Search	Lower funnel prospecting search ads	\$80,000	\$120	0.7M	40%
Google Display	Upper funnel prospecting and remarketing display reaching audiences interested in Credit Cards and Bank Products	\$60,000	\$6	10M	30%
Facebook	Middle funnel prospecting display reaching audiences interested in Credit Cards and Bank Products	\$60,000	\$15	4M	30%
TOTAL		\$200,000	\$13.6	14.7M	