



DEVIN DEATON:

MAX CONNECT CO-FOUNDER & INNOVATOR



KUDOS AI: HOW WE ARE LEVERAGING DATA & AI TO POWER OUR CLIENTS



WE HAVE DATA
LOTS OF IT
1ST PARTY
WHAT & HOW WE WANT



STRUCTURED DATABASES INDUSTRY & CHANNEL SPECIFIC



Ecommerce													
Channel	CTR	CPC/CPV	CPM	View Rate	Users	New Users	Sessions	Engaged Sessions	Pageviews	Pages/Session	Bounce Rate	Engagement Rate	Avg. Session
Display	0.75%	\$1.19	\$6.07	--	--	123.92k	145.64k	54,218	182.44k	1.25	63.00%	37.00%	01:35
Search	12.43%	\$2.52	\$240.90	--	--	588.51k	858.98k	605.73k	3.79m	4.41	29.00%	71.00%	04:20
Social	2.17%	\$2.00	\$31.99	1.49%	--	315.09k	401.01k	210.99k	766.05k	1.91	47.00%	53.00%	01:10
Video	0.15%	\$0.09	\$40.94	43.43%	--	462	616	194	1,113	1.81	69.00%	31.00%	01:33
Shopping	1.22%	\$1.29	\$13.68	1.01%	--	807.07k	1.24m	887.19k	4.42m	3.57	28.00%	72.00%	04:01
Local	11.84%	\$0.17	\$19.62	--	--	37,975	80,012	57,441	289.35k	3.62	28.00%	72.00%	04:24

Organic	--	--	--	--
Direct	--	--	--	--

Technology				
Channel	CTR	CPC/CPV	CPM	View Rate
Display	0.34%	\$4.09	\$5.77	--
Search	8.34%	\$2.20	\$183.33	--
Social	0.72%	\$1.39	\$10.02	0.10%
Organic	--	--	--	--
Direct	--	--	--	--

Franchise				
Channel	CTR	CPC/CPV	CPM	View R
Display	0.74%	\$0.73	\$4.85	--
Search	10.44%	\$5.41	\$450.45	--
Social	2.65%	\$0.50	\$11.52	0.41%
Video	0.08%	\$0.06	\$38.83	60.56%
Local	0.83%	\$1.18	\$9.72	1.50%
Organic	--	--	--	--
Direct	--	--	--	--

Automotive: New Car Dealers											
Channel	CTR	CPC/CPV	CPM	View Rate	Users	New Users	Sessions	Engaged Sessions	Pageviews	Pages/Session	
Display	0.70%	\$0.96	\$6.06	--	--	351.48k	502.88k	267.61k	613.10k	1.22	
Search	11.44%	\$2.59	\$304.90	--	--	826.59k	1.46m	1.18m	5.83m	3.98	
Social	2.52%	\$1.29	\$25.21	0.94%	--	242.50k	452.06k	403.90k	724.51k	1.60	
Video	0.38%	\$0.09	\$27.28	42.63%	--	1,594	2,126	1,032	2,558	1.20	
Shopping	2.17%	\$0.38	\$11.38	0.19%	--	14,703	23,122	21,501	93,909	4.06	
Vehicle Listing Ads	1.13%	\$0.78	\$9.33	0.45%	--	510.89k	954.03k	848.69k	1.32m	1.38	
Local	0.78%	\$5.47	\$27.04	0.54%	--	5,390	8,749	6,517	31,572	3.61	
VIN Retargeting	2.36%	\$1.63	\$24.68	--	--	11,196	24,539	21,449	34,937	1.42	
Organic	--	--	--	--	--	1.27m	2.53m	2.02m	10.52m	4.15	
Direct	--	--	--	--	--	1.67m	2.50m	1.69m	7.61m	3.05	

Automotive: Used Car Dealers											
Channel	CTR	CPC/CPV	CPM	View Rate	Users	New Users	Sessions	Engaged Sessions	Pageviews	Pages/Session	B
Display	0.84%	\$0.63	\$5.33	--	--	157.76k	225.29k	84,333	269.07k	1.19	6
Search	9.00%	\$3.02	\$297.25	--	--	97,863	176.27k	140.92k	820.79k	4.66	2
Social	3.02%	\$1.27	\$32.87	0.58%	--	77,601	148.18k	115.96k	290.41k	1.96	2
Video	0.06%	\$0.08	\$28.64	43.22%	--	487	704	231	819	1.16	6
Vehicle Listing Ads	0.88%	\$0.94	\$8.64	0.08%	--	189.20k	257.41k	192.04k	277.38k	1.08	2
Local	1.60%	\$3.76	\$24.62	1.10%	--	3,998	5,931	2,581	16,528	2.79	5
VIN Retargeting	1.16%	\$3.14	\$36.56	--	--	1,482	20,395	19,627	52,246	2.56	4.00%
Organic	--	--	--	--	--	236.12k	487.95k	362.17k	2.28m	4.67	26.00%
Direct	--	--	--	--	--	228.34k	368.73k	247.32k	1.39m	3.78	33.00%

Retail														
Channel	CTR	CPC/CPV	CPM	View Rate	Users	New Users	Sessions	Engaged Sessions	Pageviews	Pages/Session	Bounce Rate	Engagement Rate	Avg. Session	
Display	1.08%	\$1.37	\$9.94	--	--	36,895	50,601	23,648	10,898	0.22	53.00%	47.00%	12:26	
Search	16.70%	\$2.76	\$425.98	--	--	55,297	71,321	51,874	136.11k	1.91	27.00%	73.00%	02:33	
Social	1.95%	\$1.11	\$16.97	0.84%	--	378.50k	437.54k	167.97k	519.62k	1.19	62.00%	38.00%	00:58	
Video	0.09%	\$0.06	\$34.51	57.86%	--	4								
Shopping	0.77%	\$0.77	\$5.92	0.03%	--	1								
Vehicle Listing Ads	3.50%	\$0.62	\$21.82	--	--	--								
Local	0.78%	\$2.14	\$17.04	0.32%	--	3								
Organic	--	--	--	--	--	2								
Direct	--	--	--	--	--	1								

RV Dealers						
Channel	CTR	CPC/CPV	CPM	View Rate	Users	New
Display	0.41%	\$1.37	\$5.65	--	--	103
Search	7.27%	\$0.85	\$66.99	--	--	96
Social	4.54%	\$0.62	\$23.39	--	--	61
Organic	--	--	--	--	--	236
Direct	--	--	--	--	--	103

Powersports						
Channel	CTR	CPC/CPV	CPM	View Rate	Users	New
Display	0.52%	\$0.98	\$4.97	--	--	21
Search	9.59%	\$2.59	\$227.96	--	--	83
Social	2.00%	\$0.99	\$18.32	0.86%	--	65
Video	0.16%	\$0.10	\$52.33	51.96%	--	17
Vehicle Listing Ads	--	--	--	--	--	51
Local	8.95%	\$0.11	\$10.01	14.19%	--	79
VIN Retargeting	1.55%	\$0.66	\$11.99	--	--	19
Organic	--	--	--	--	--	136

	4.00%	96.00%	04:58
	26.00%	74.00%	06:09
	33.00%	67.00%	04:34

Homebuilders													
Channel	CTR	CPC/CPV	CPM	View Rate	Users	New Users	Sessions	Engaged Sessions	Pageviews	Pages/Session	Bounce Rate	Engagement Rate	Avg. Session
Display	0.70%	\$0.97	\$5.87	--	--	1.24m	1.52m	504.09k	2.27m	1.49	67.00%	33.00%	02:02
Search	9.49%	\$3.88	\$331.76	--	--	368.15k	609.65k	441.74k	2.17m	3.56	28.00%	72.00%	03:56
Social	2.34%	\$1.29	\$30.26	1.99%	--	211.12k	288.44k	171.08k	550.90k	1.91	41.00%	59.00%	01:34
Video	0.12%	\$0.07	\$41.19	57.52%	--	5,769	6,201	976	7,092	1.14	84.00%	16.00%	00:24
Local	1.17%	\$3.10	\$34.35	0.37%	--	10,402	14,191	11,564	97,732	6.89	19.00%	81.00%	02:51
Organic	--	--	--	--	--	1.17m	2.82m	2.02m	10.28m	3.65	28.00%	72.00%	05:24
Direct	--	--	--	--	--	1.35m	2.17m	1.24m	5.53m	2.55	43.00%	57.00%	03:13

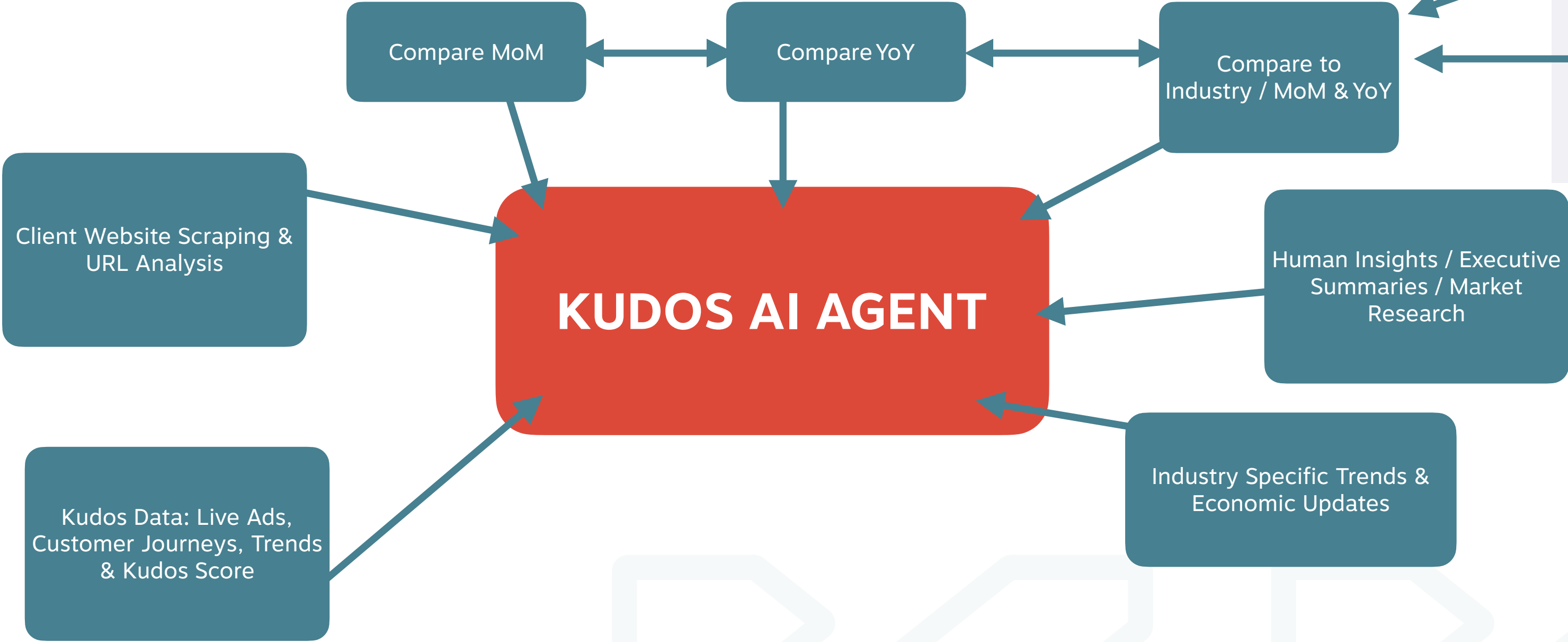
Consumer Services													
Channel	CTR	CPC/CPV	CPM	View Rate	Users	New Users	Sessions	Engaged Sessions	Pageviews	Pages/Session	Bounce Rate	Engagement Rate	Avg. Session
Display	0.80%	\$0.77	\$5.51	--	--	104.62k	131.37k	52,795	129.63k	0.99	60.00%	40.00%	06:38
Search	8.31%	\$9.94	\$525.06	--	--	29,953	40,111	27,331	83,184	2.07	32.00%	68.00%	02:35
Social	1.36%	\$2.03	\$24.18	1.07%	--	50,844	57,799	15,151	58,032	1.00	74.00%	26.00%	03:26
Video	0.08%	\$0.06	\$34.26	61.91%	--	502	707	265	766	1.08	63.00%	37.00%	00:27
Local	2.64%	\$6.35	\$173.94	0.31%	--	3,448	4,178	2,499	6,908	1.65	40.00%	60.00%	02:21
Organic	--	--	--	--	--	178.20k	347.40k	209.37k	669.30k	1.93	40.00%	60.00%	03:19
Direct	--	--	--	--	--	251.00k	486.86k	258.23k	1.11m	2.27	47.00%	53.00%	03:09

Education													
Channel	CTR	CPC/CPV	CPM	View Rate	Users	New Users	Sessions	Engaged Sessions	Pageviews	Pages/Session	Bounce Rate	Engagement Rate	Avg. Session
Display	0.64%	\$0.75	\$4.47	--	--	720.90k	846.57k	172.01k	832.40k	0.98	80.00%	20.00%	02:31
Search	11.76%	\$7.51	\$391.34	--	--	192.92k	296.63k	172.33k	502.81k	1.70	42.00%	58.00%	02:54
Social	1.15%	\$3.29	\$25.56	1.17%	--	13,203	14,892	4,497	17,748	1.19	70.00%	30.00%	00:33
Video	0.06%	\$0.07	\$36.67	54.45%	--	607	636	131	462	0.73	79.00%	21.00%	00:42
Organic	--	--	--	--	--	1.10m	2.32m	1.37m	3.59m	1.55	41.00%	59.00%	03:57
Direct	--	--	--	--	--	981.63k	1.45m	624.69k	2.12m	1.46	57.00%	43.00%	02:42



Client Data													
Channel	CTR	CPC/CPV	CPM	View Rate	Users	New Users	Sessions	Engaged Sessions	Pageviews	Pages/Session	Bounce Rate	Engagement Rate	Avg. Sessi
Display	0.75%	\$1.19	\$6.07	--	--	123.92k	145.64k	54,218	182.44k	1.25	63.00%	37.00%	01:35
Search	12.43%	\$2.52	\$240.90	--	--	588.51k	858.98k	605.73k	3.79m	4.41	29.00%	71.00%	04:20
Social	2.17%	\$2.00	\$31.99	1.49%	--	315.09k	401.01k	210.99k	766.05k	1.91	47.00%	53.00%	01:10
Video	0.15%	\$0.09	\$40.94	43.43%	--	462	616	194	1,113	1.81	69.00%	31.00%	01:33
Shopping	1.22%	\$1.29	\$13.68	1.01%	--	807.07k	1.24m	887.19k	4.42m	3.57	28.00%	72.00%	04:01
Local	11.84%	\$0.17	\$19.62	--	--	37,975	80,012	57,441	289.35k	3.62	28.00%	72.00%	04:24
Organic	--	--	--	--	--	2.24m	3.93m	2.61m	12.08m	3.07	34.00%	66.00%	03:49
Direct	--	--	--	--	--	2.92m	4.22m	2.48m	10.89m	2.58	41.00%	59.00%	02:52

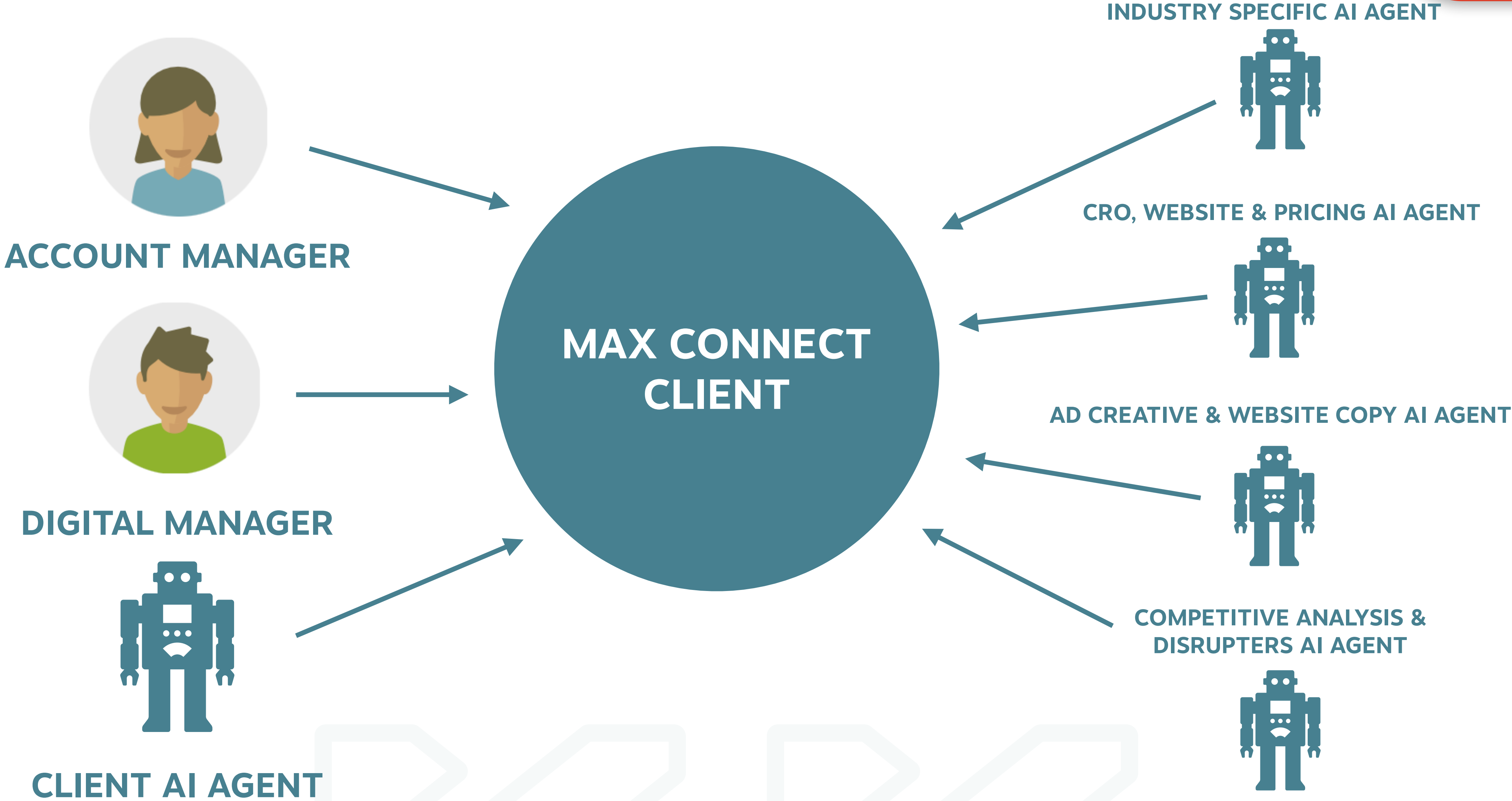
Retail													
Channel	CTR	CPC/CPV	CPM	View Rate	Users	New Users	Sessions	Engaged Sessions	Pageviews	Pages/Session	Bounce Rate	Engagement Rate	Avg. Sessi
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Search	16.70%	\$2.76	\$425.98	--	--	5,297	71,321	5,874	136,11k	1.91	27.00%	73.00%	02:33
Social	1.95%	\$1.11	\$16.97	0.84%	--	3,850k	437.54k	167.97k	519,32k	1.19	62.00%	38.00%	00:58
Video	0.09%	\$0.06	\$34.51	57.86%	--	4,098	4,898	1,150	5,444	1.12	68.00%	32.00%	02:04
Shopping	0.77%	\$0.77	\$5.92	0.03%	--	1,141	1,562	1,191	5,448	3.44	5.00%	95.00%	04:38
Vehicle Listing Ads	3.50%	\$0.62	\$21.82	--	--	--	--	--	--	--	--	--	--
Local	0.78%	\$2.14	\$17.04	0.32%	--	3,282	55,144	3,807	114,77k	2.03	31.00%	69.00%	03:11
Organic	--	--	--	--	--	2.52m	4.08m	2.61m	8.60m	2.10	36.00%	64.00%	02:47
Direct	--	--	--	--	--	1.53m	2.28m	1.14m	4.23m	1.86	50.00%	50.00%	02:10





KUDOS AI... NOW WHAT?

KUDOS AI AGENTS



MONTHLY INTEL FROM KUDOS AI

Start the month off right with an email to the palm of your hand with marketing insights specific to your business powered by Kudos AI.

kudos AI



Hello, John Doe!

Here's your performance report for
Demo Automotive Dealership



Increased Vehicle Listing Ads Conversions & CTR: Vehicle Listing Ads in March 2025 achieved a significantly lower **Cost/Conversion** (\$4.61, improved from \$6.15 in Feb 2025 and \$20.41 in Mar 2024) and a much higher **CTR** (2.79% vs. 2.00% Feb 2025 and 0.93% Mar 2024), indicating strong ad relevance and improved campaign efficiency month-over-month and year-over-year.



Stronger Search Channel Efficiency: The **Cost/Conversion for Search** decreased from \$49.12 in Feb 2025 to \$40.79 in Mar 2025, while **CPC also dropped** (\$5.25 vs. \$5.53 prior month). This suggests enhanced optimization leading to stronger ROI while maintaining a steady conversion volume.



Opportunity: Increase Social Conversions & Lower Social CPC: While Social reach and impressions grew (498.96k in Mar 2025 up from 451.19k in Feb 2025 and 377.93k in Mar 2024), **CPC increased to \$2.38** (vs. \$2.34 Feb 2025; \$2.05 Mar 2024) and **Clicks decreased month-over-month**. Focusing on creative testing and audience segmentation could help drive more efficient clicks and improved cost-effectiveness in future campaigns.



DON'T DO IT