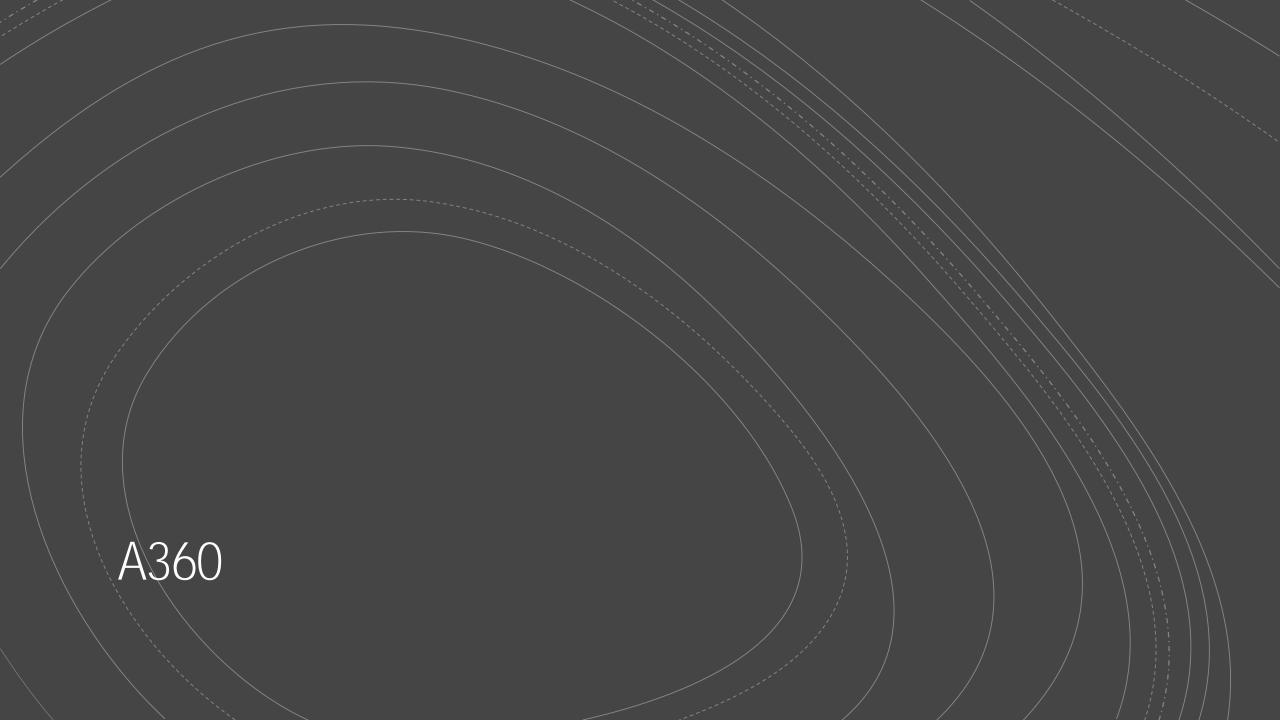
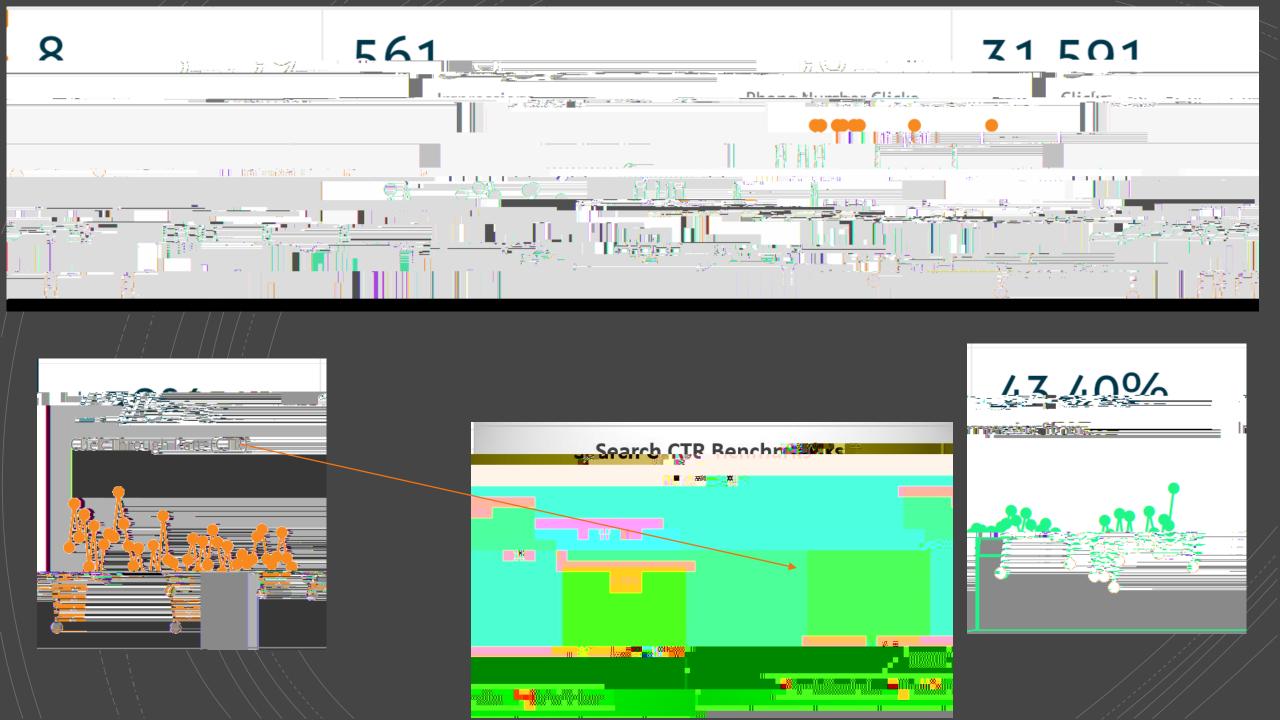
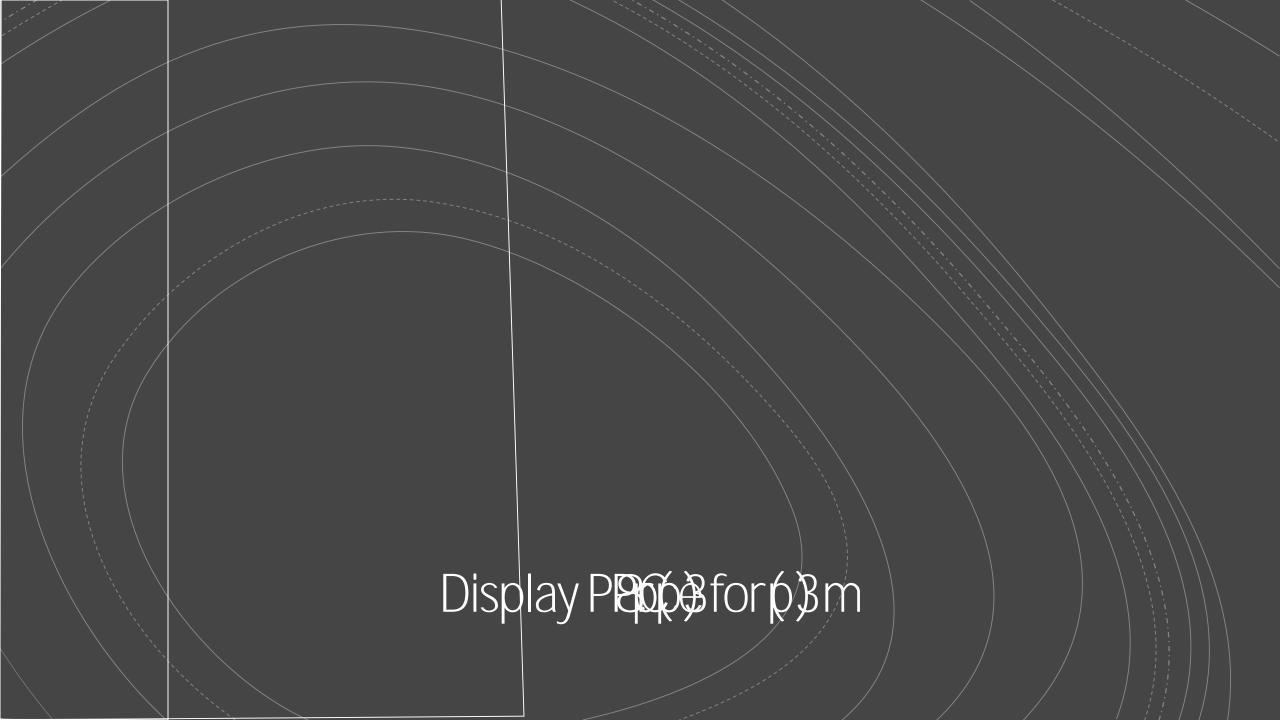


Increase qualified traffic to the site YoY and overall aware. Generate overall brand











Tighten up geography across Search to increase impression share and apply negative key terms to increase Search CTR