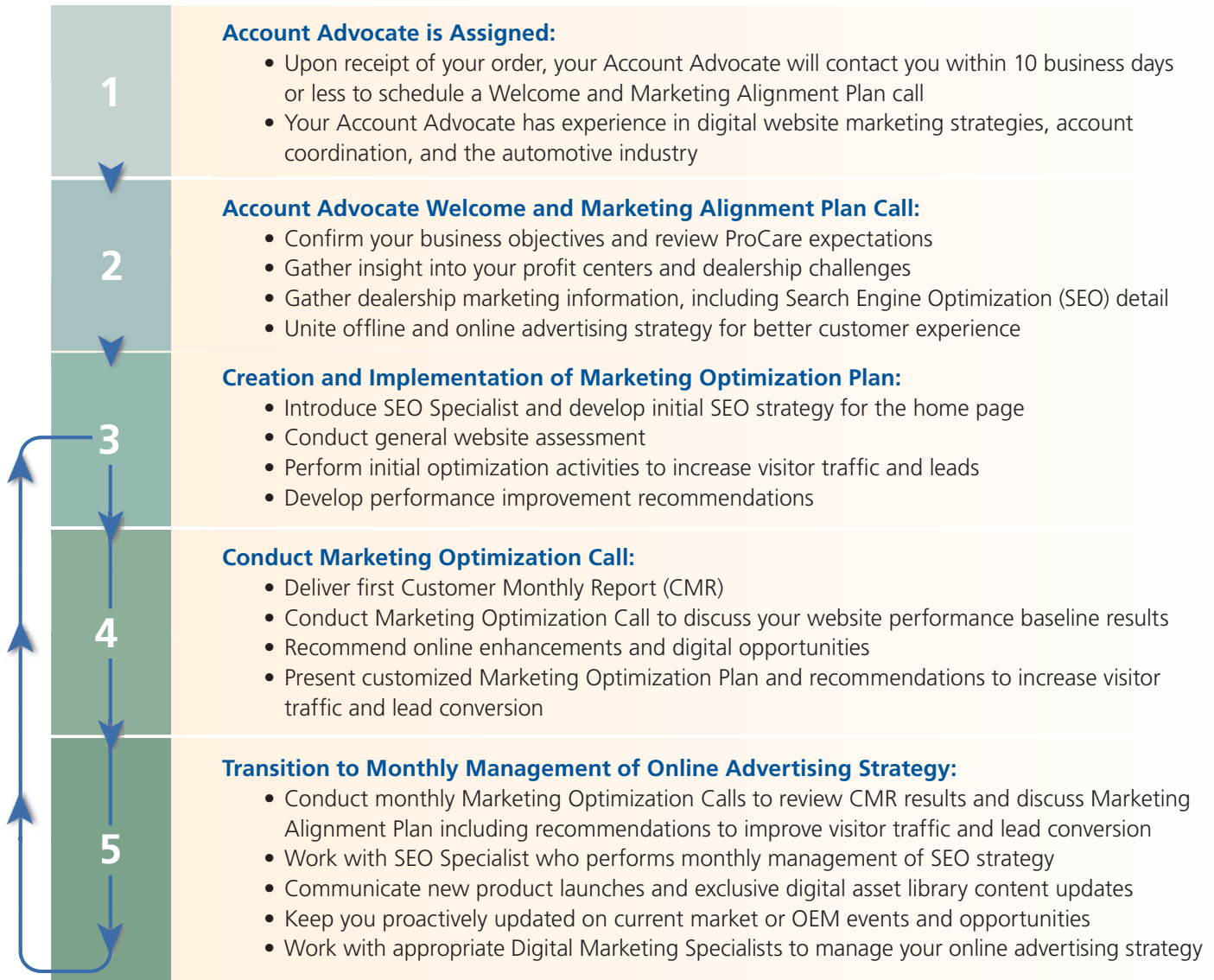


ProCare: Your Path to Results

Congratulations on taking advantage of our ProCare service. This roadmap shows the key milestones you will encounter as you partner with your Account Advocate and team of Digital Marketing Specialists on your path to increased website performance.

Milestones



For Best ProCare Results, You Should Follow These Tips:

- Involve your DP/GM in monthly or quarterly Marketing Alignment Plan and Marketing Optimization Plan calls to review CMR results, trends and recommendations.
- Ensure your primary ProCare contact is authorized to provide approvals to your Account Advocate.
- Engage with your Account Advocate. Your involvement is a key driver of how quickly we perform the onboarding milestones, which can range typically from 30 - 60 business days. For SEO, noticeable increases begin as early as 60-90 days due to search engine dynamics.
- Remain engaged. More communication = higher results. It's proven.

For questions regarding your ProCare path to results, please contact your Account Advocate at 800-583-2119, or contact Cobalt sales at 1-888-450-7550, or email sales@cobalt.com.