

Users

2,853

↑ 26.4% from previous month

Total Google Cost

\$1,811.86

Social Media

\$241.47

Pageviews

10,918

↑ 37.1% from previous month

Bounce Rate

55.17%

↓ -6.6% from previous month

Budget \$1800 Google / \$300 Social

NOTES:

Will adjust budget for contract

Pages / Session

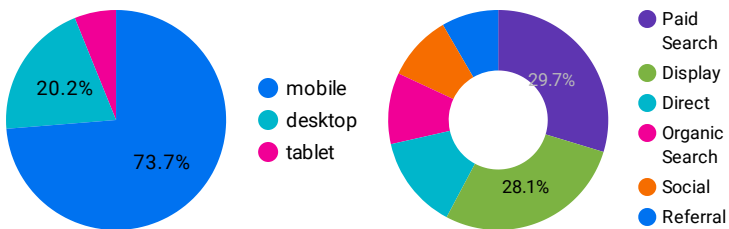
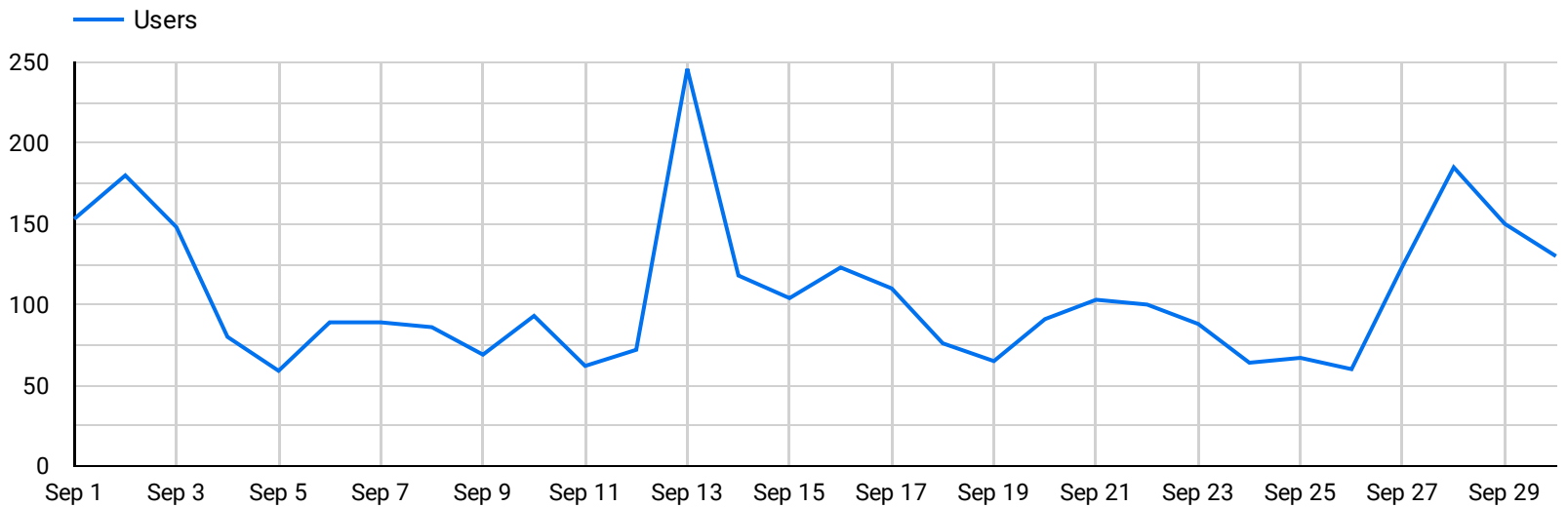
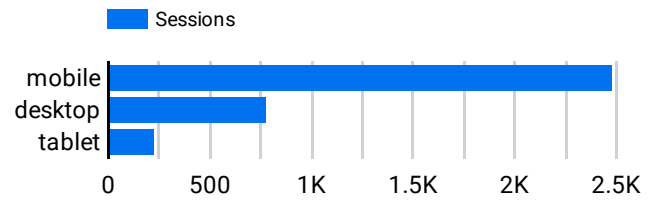
3.13

↑ 8.4% from previous month

Avg. Session Duration

00:01:37

↓ -10.3% from previous month



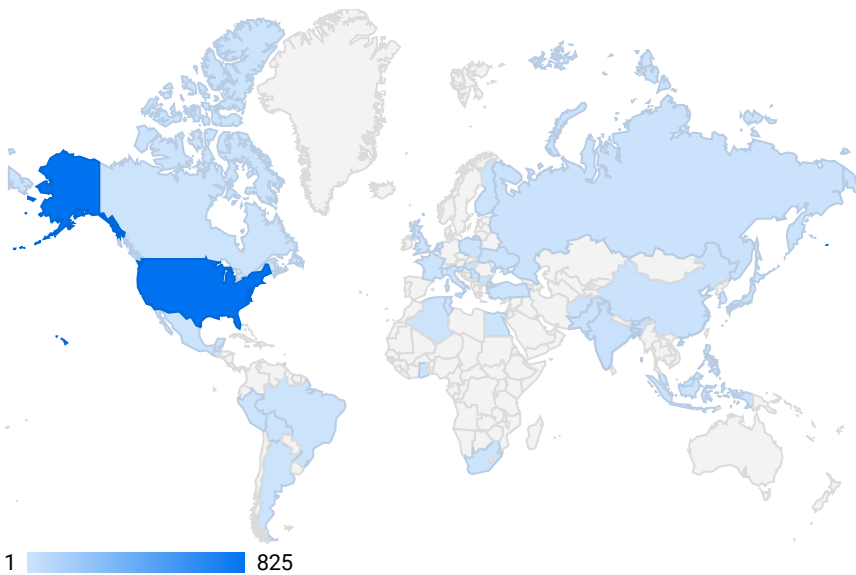
Campaign	CTR	Users	Clicks
1. Sales-Search-1	4.5%	205	396
2. Display - intent ...	0.38%	67	1,336
3. (not set)	null	2,595	0

Google Ads + Facebook Performance

Clicks	Goal Completions	
1,732	142	
Total Cost	CTR	CPC
\$1,811.86	0.48%	\$0.65
Impressions	Users	
361,470	2,853	

Facebook Sep 30, 2021

Total Spend	Page Likes	Reach
\$241.47	16	9,856
Impressions	Link Clicks	
15,774	247	



TOP CITIES

	City	Age	New Users
1.	Memphis	25-34	339
2.	Memphis	18-24	246
3.	Memphis	35-44	79
4.	Memphis	45-54	67
5.	Memphis	65+	66
6.	Hattiesburg	65+	37
7.	Hattiesburg	55-64	32
8.	Hattiesburg	45-54	26
9.	Memphis	55-64	20

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TOP LANDING PAGES

	Page	Pageviews	Bounce Rate
1.	/		55.45%
2.	/shop-for-seating/		12.5%
3.	/shop-new-arrivals/		30.61%
4.	/shop-for-seating/?product-page=2		40%
5.	/shop-all-products/		16.67%
6.	/shop-tables-and-storage/		27.27%
7.	/residential-design/		45.45%
8.	/all-projects/		22.22%
9.	/shop-for-seating/?product-page=3		50%

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TOP EXIT PAGES

	Page	Pageviews	Bounce Rate
1.	/	2,288	56.63%
2.	/shop-for-seating/	305	12.5%
3.	/shop-new-arrivals/	263	31.71%
4.	/shop-tables-and-storage/	234	33.33%
5.	/all-projects/	234	25%
6.	/shop-all-products/	232	0%
7.	/shop-for-seating/?product-page=2	232	66.67%
8.	/residential-design/	225	42.86%
9.	/anderson-design-team/	202	42.86%

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