

Users

1,192

↓ -43.9% from previous month

Total Google Cost

\$1,739.60

Social Media

\$353.49

Budget \$1800 Google / \$300 Social

NOTES:

Will adjust budget for contract

Pageviews

3,387

↓ -66.6% from previous month

Bounce Rate

52.20%

↑ 27.7% from previous month

Pages / Session

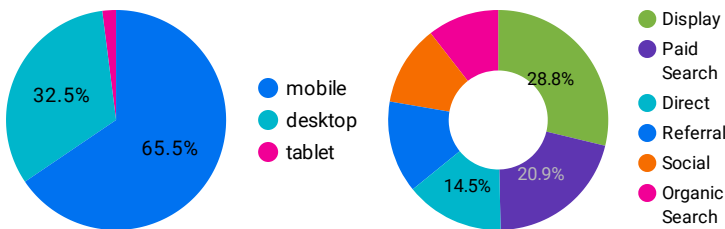
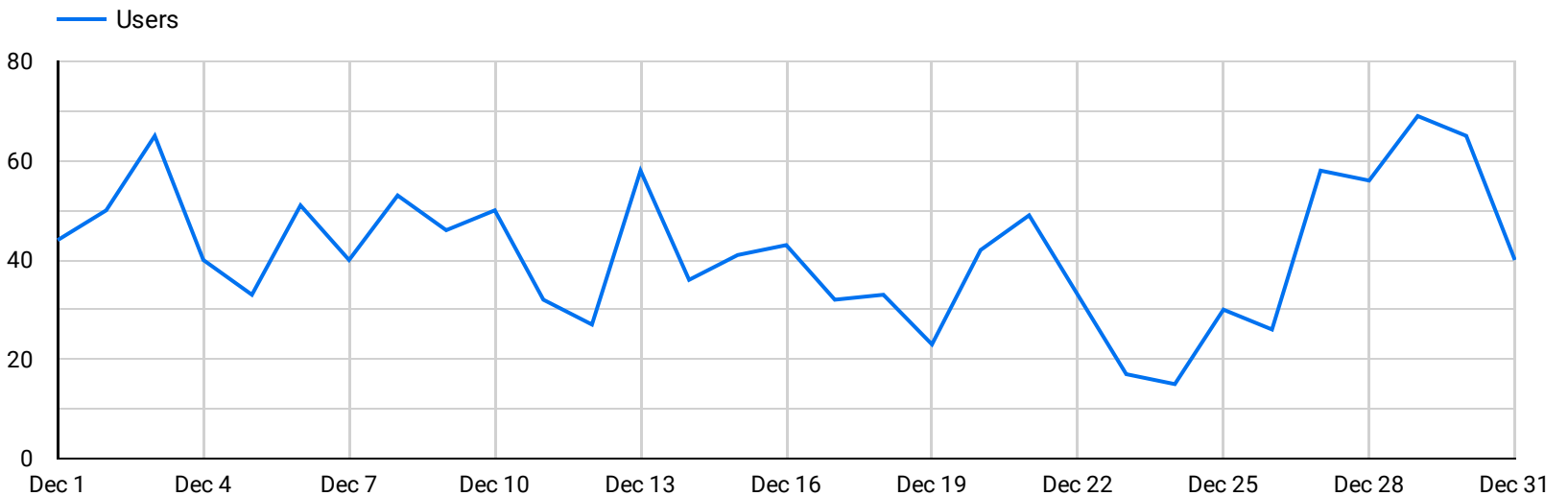
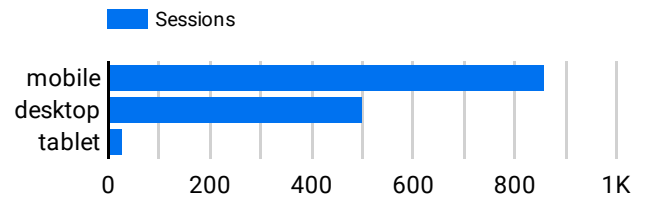
2.44

↓ -37.7% from previous month

Avg. Session Duration

00:01:22

↓ -31.2% from previous month



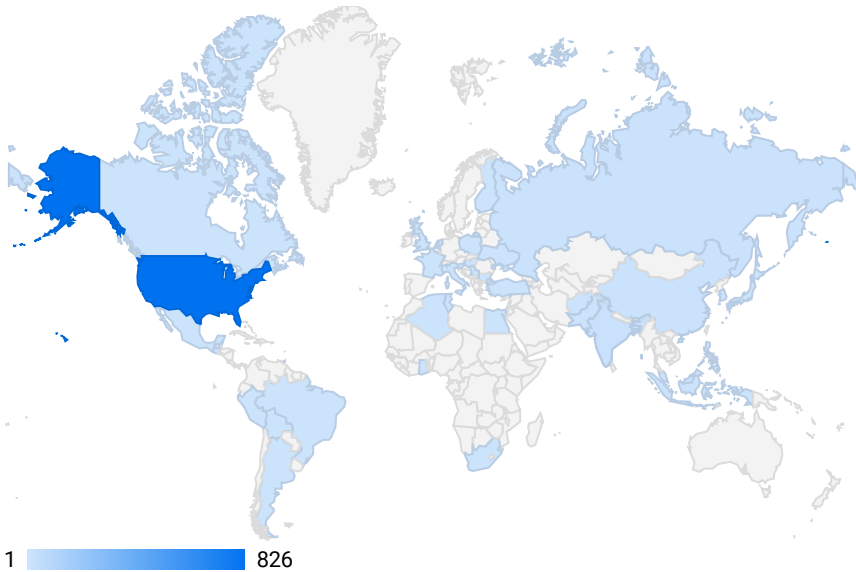
Campaign	CTR	Users	Clicks
1. Sales-Search-1	7%	208	337
2. Display - intent ...	0.25%	2	1,543
3. (not set)	null	998	0

Google Ads + Facebook Performance

Clicks	Goal Completions	
1,880	163	
Total Cost	CTR	CPC
\$1,739.60	0.30%	\$0.58
Impressions	Users	
623,460	1,192	

Facebook Dec 31, 2021

Total Spend	Page Likes	Reach
\$353.49	19	14,987
Impressions	Link Clicks	
32,540	451	



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.	/		52.97%
2.	/anderson-design-team/		25.71%
3.	/contact-anderson/		46.34%
4.	/residential-design/		45.45%
5.	/all-projects/		26.67%
6.	/downtown/		58.73%
7.	/furniture/		60%
8.	/rugs/		22.73%
9.	/flooring-from-anderson-design-center/		76.92%

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TOP EXIT PAGES

	Page	Pageviews	Bounce Rate
1.	/	1,083	54.69%
2.	/anderson-design-team/	233	27.27%
3.	/contact-anderson/	180	51.52%
4.	/residential-design/	168	38.46%
5.	/all-projects/	141	23.08%
6.	/downtown/	122	50%
7.	/furniture/	101	50%
8.	/rugs/	89	14.29%
9.	/flooring-from-anderson-design-center/	64	64.29%