

Users

224

↑ 14.9% from previous month

Total Google Cost

826.62

Facebook (see date below)

500.69

Budget \$1400 (\$800 Google \$600 FB)

Pageviews

300

↑ 20.0% from previous month

Bounce Rate

88.80%

↓ -2.6% from previous month

NOTES:

Pages / Session

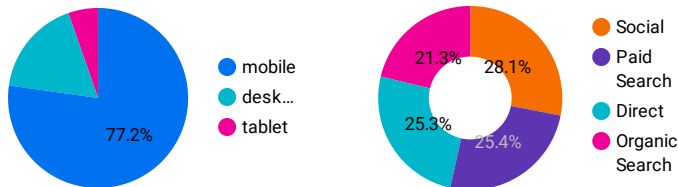
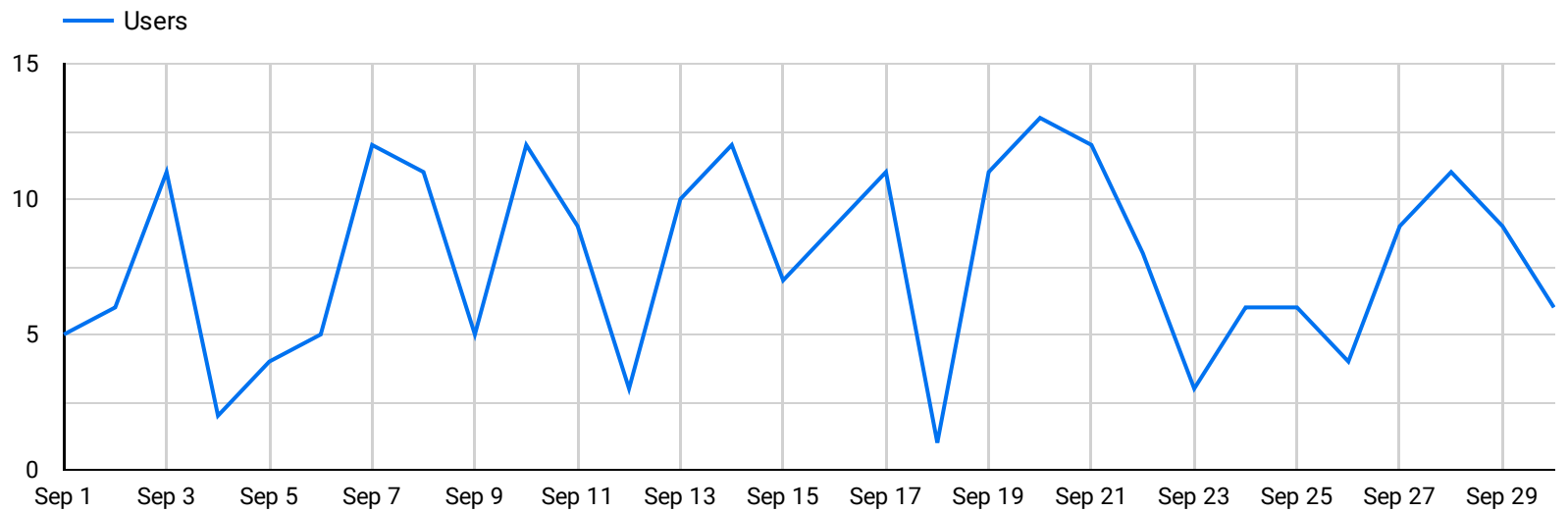
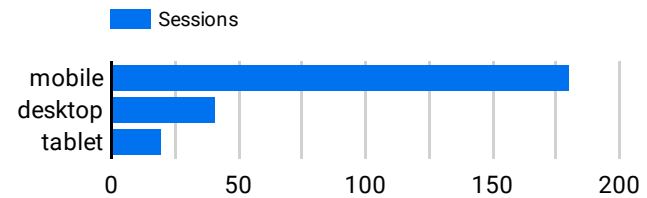
1.24

↑ 7.6% from previous month

Avg. Session Duration

00:00:32

↑ 102.5% from previous month



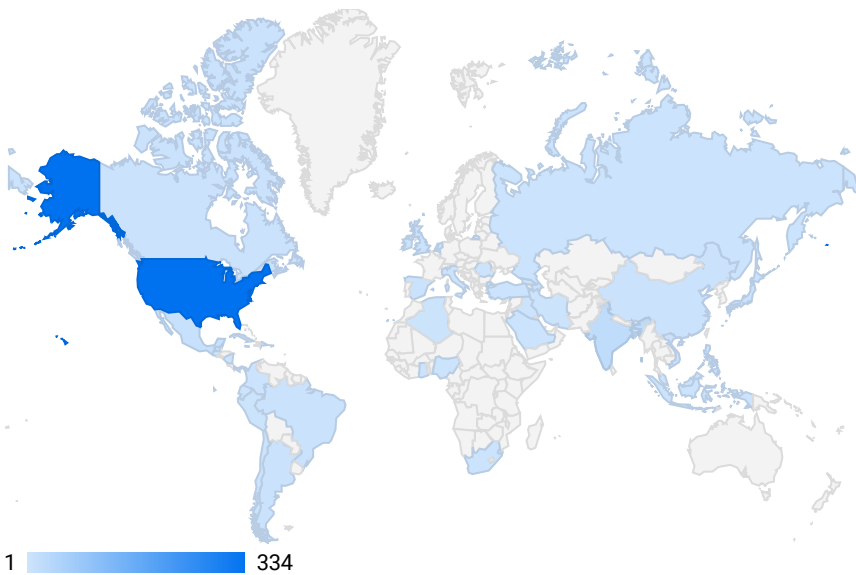
Google Ads + Facebook Performance

Clicks	290	CTR	3.26%
Total Cost	826.62	Conversions	50
Impressions	8,905	Cost / conv.	\$10.33
		Avg. CPC	\$1.78

Campaign	CTR	Cost
1. Sales-Search-1	3.26%	\$516.64
2. Website traffic-Displa...	0%	\$0

Facebook Sep 24, 2021		
Total Spend	500.69	Page Likes
Impressions	24,179	156
		Reach
		13,978
		Link Clicks
		78

TOP CITIES



City	Age	New Users
	No data	

TOP LANDING PAGES

Page	Pageviews	Bounce Rate
1. /		89.22%
2. /cataract/		92.59%
3. /dr-christopher-cooley-hattiesburg-eye-doctor/		50%
4. /curtis-j-shaffer-od/		66.67%
5. /curtis-j-shaffer-od		null
6. /joshua-m-thompson-fnp		null
7. /lasik/		66.67%
8. /?fbclid=IwAR1mTN-080x6P7N-5EF9uZZbzzxDIFBTpDwL_I88...		100%
9. /?fbclid=IwAR2cl05te_U_4JZXzNjotblro8MhKtyNNF0t6XRhX...		100%

1 - 15 / 15 < >

TOP EXIT PAGES

Page	Pageviews	Bounce Rate
1. /	176	89.24%
2. /cataract/	59	92.59%
3. /dr-christopher-cooley-hattiesburg-eye-doctor/	15	50%
4. /curtis-j-shaffer-od/	13	60%
5. /curtis-j-shaffer-od	6	null
6. /joshua-m-thompson-fnp	6	null
7. /lasik/	5	50%
8. /take-the-cataract-test/	1	100%
9. /?fbclid=IwAR3CdL80_YMrewm1M2U3iLUhXOvPzwuhi...	1	100%

1 - 15 / 15 < >