

Users

6,312

↓ -17.2% from previous month

Pageviews

27,752

↓ -5.6% from previous month

Pages / Session

1.52

↑ 2.6% from previous month

Bounce Rate

43.38%

↓ -9.8% from previous month

Avg. Session Duration

00:02:39

↑ 19.0% from previous month

Total Google Cost
\$1,047.12

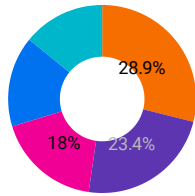
Social Media
\$0.00

Budget \$3800 Google \$1600 Social

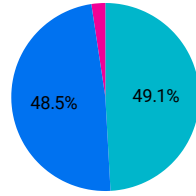
NOTES:

Halting all ads and organic posts per the request of the new Bank President until next meeting (September)

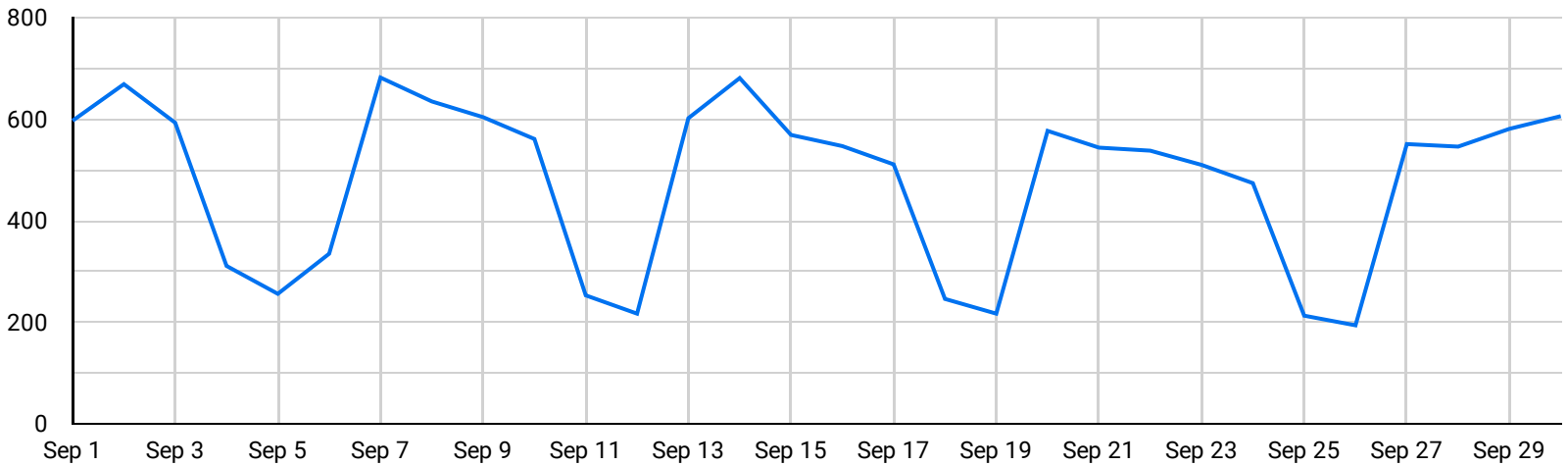
Total Events
8,212



- Social
- Paid Search
- Organic Search
- Referral
- Direct



- desk...
- mobile
- tablet

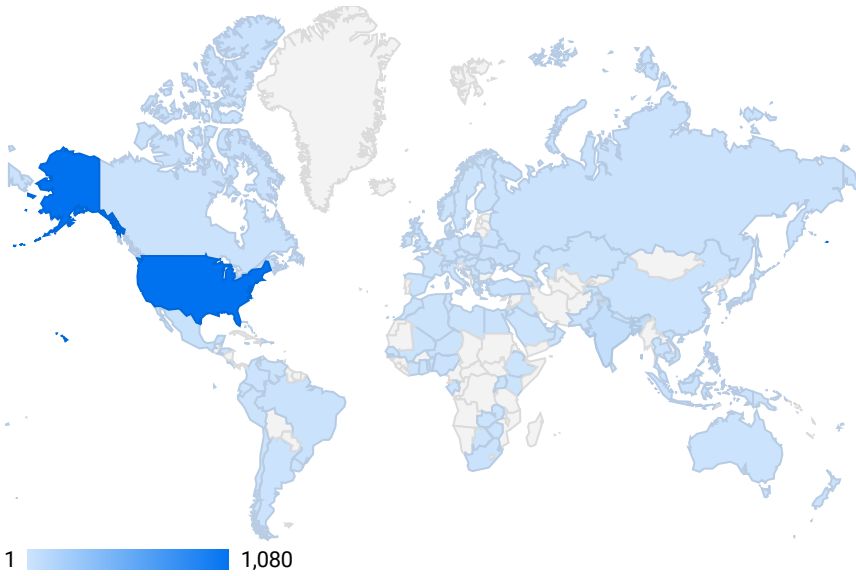


Campaign	CTR	Clicks
1. Website traffic-Search-1	17.15%	864
2. Display - Target competitors McC...	1.89%	118
3. Competitors - Hattiesburg	1.02%	43
4. Competitors Madison	0.8%	139
5. Video - Brad Whitaker	0.52%	59
6. 10 Mile Radius Broad	0%	0
7. DoItTogether.com website visitors	0%	0
8. First Bank McComb	0%	0
9. Retarget visitors - DITFB.com	0%	0
... Video Conversions - 2019-09-06	0%	0

Google Ads Performance

Clicks	CTR	Conversions	Avg. CPC
1,223	2.77%	21	\$0.54
Impressions	Total Cost	Cost / conv.	
44,205	1,047.12	\$31.16	
Video view rate	Video views		
15.02%	1,688		

Facebook		
Sep 1, 2021		
Total Spend	Page Likes	Reach
0	0	0
Impressions	Link Clicks	
0	0	



TOP CITIES

	City	Age	New Users
1.	Jackson	45-54	73
2.	Jackson	55-64	72
3.	Lagos	25-34	62
4.	Jackson	65+	59
5.	Hattiesburg	65+	51
6.	Atlanta	35-44	51
7.	Jackson	35-44	50
8.	(not set)	25-34	49
9.	Hattiesburg	35-44	47

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TOP LANDING PAGES

	Page	Pageviews	Bounce Rate
1.	/		41.92%
2.	/online-banking/		46.44%
3.	/personal-banking-at-first-bank/		37.04%
4.	/find-your-branch/		75.28%
5.	/about-first-bank/		58.02%
6.	/frequently-asked-questions-faqs/		79.03%
7.	/town-chat/		66.67%
8.	/business-first-bank/		18.6%
9.	/simple-checking/		75%

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TOP EXIT PAGES

	Page	Pageviews	Bounce Rate
1.	/	19,502	41.68%
2.	/online-banking/	2,565	46.51%
3.	/personal-banking-at-first-bank/	566	36.89%
4.	/find-your-branch/	492	75.46%
5.	/about-first-bank/	391	57.43%
6.	/frequently-asked-questions-faqs/	191	78.33%
7.	/town-chat/	173	63.33%
8.	/business-first-bank/	156	21.62%
9.	/simple-checking/	102	77.78%

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