

Users

294

- from previous month

Total Google Cost

\$144.43

Social Media

0

Budget \$150 Google

NOTES:

Pageviews

891

- from previous month

Bounce Rate

54.74%

- from previous month

Pages / Session

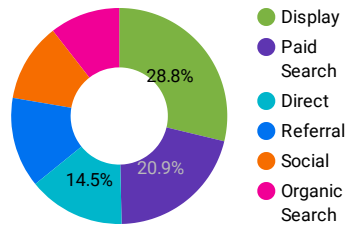
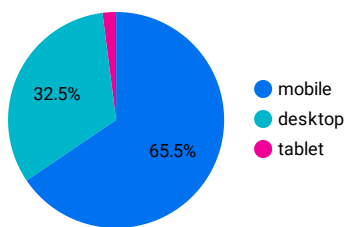
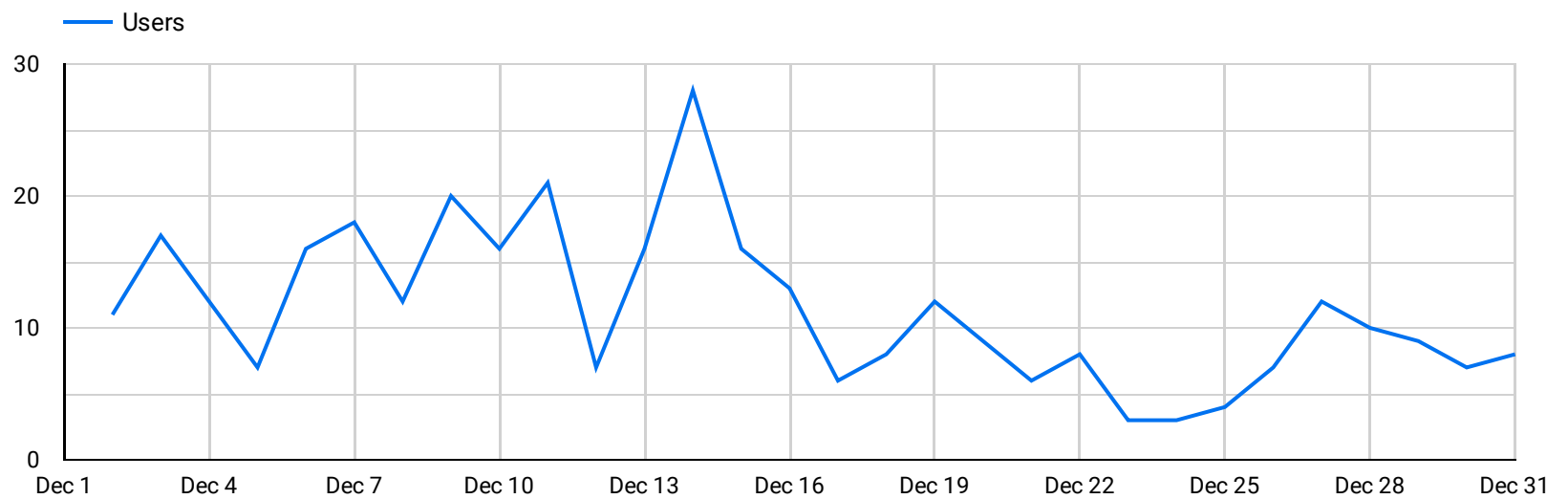
2.34

- from previous month

Avg. Session Duration

00:01:56

- from previous month



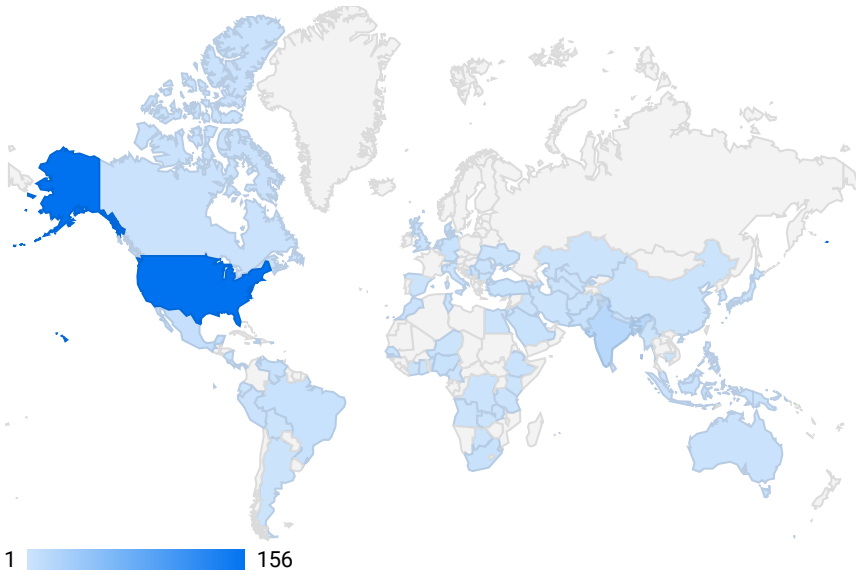
Google Ads + Facebook Performance

Clicks	126	Goal Completions	169
Total Cost	\$144.43	CTR	4.88%
		CPC	\$0.72
Impressions	2,583	Users	294

Campaign	CTR	Users	Clicks
1. WCU Ed under...	4.88%	106	126
2. (not set)	null	190	0

Facebook

Total Spend
0



TOP CITIES

	City	Age	New Users
1.	Jackson	45-54	12
2.	Jackson	55-64	10

TOP LANDING PAGES

	Page	Pageviews	Bounce Rate
1.	/		44.96%
2.	/degrees-and-programs/		64.71%
3.	/contact-us/		69.23%
4.	/degrees/master-in-the-art-of-teaching-alternate-route-to-licen...		60.71%
5.	/degrees/educational-leadership-2/		86.36%
6.	/degrees/elementary-education/		100%
7.	/degrees/educational-leadership/		0%
8.	/degrees/elementary-education-2/		null
9.	/degrees/secondary-education/		50%

TOP EXIT PAGES

	Page	Pageviews	Bounce Rate
1.	/	271	45.87%
2.	/degrees-and-programs/	156	71.43%
3.	/contact-us/	96	66.67%
4.	/degrees/master-in-the-art-of-teaching-alternate-route-t...	64	44.44%
5.	/degrees/educational-leadership-2/	35	85%
6.	/degrees/elementary-education/	21	100%
7.	/faculty-staff/	13	50%
8.	/degrees/educational-leadership/	11	null
9.	/degrees/educational-leadership-3/	11	50%