

Users

1,006

↑ 242.2% from previous month

Total Google Cost

\$145.86

Social Media

0

Budget

No data

NOTES:

No data

Pageviews

3,510

↑ 293.9% from previous month

Bounce Rate

43.11%

↓ -21.2% from previous month

Pages / Session

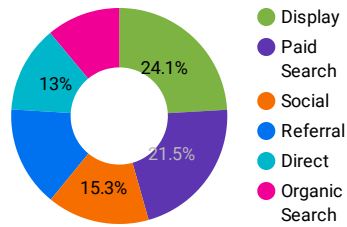
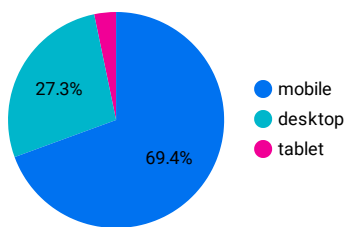
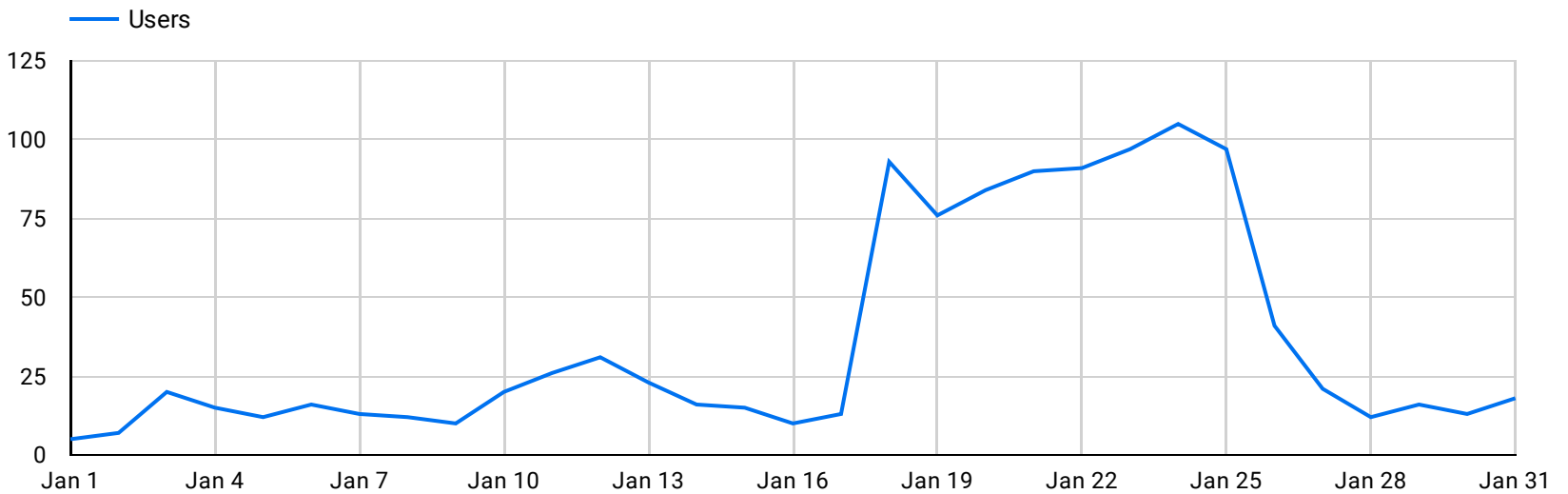
2.86

↑ 22.0% from previous month

Avg. Session Duration

00:01:57

↑ 1.0% from previous month



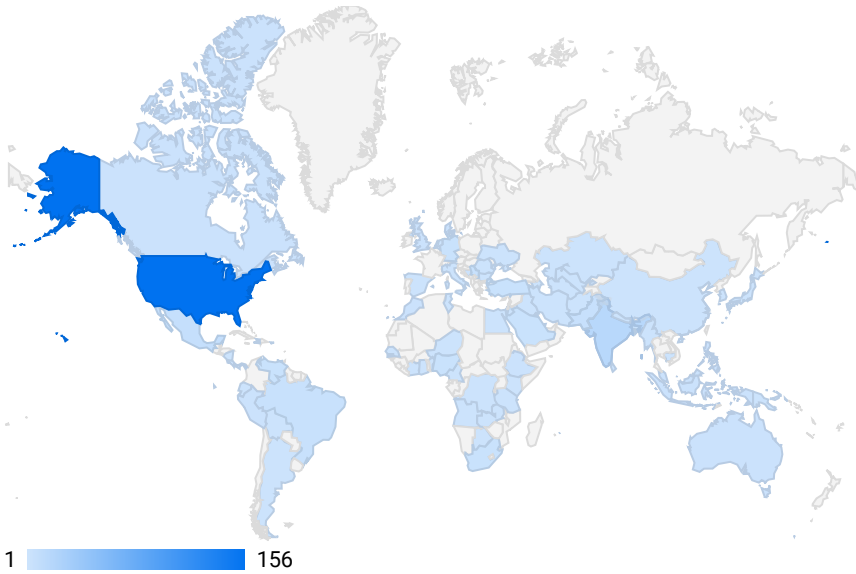
Google Ads + Facebook Performance

Clicks	180	Goal Completions	680
Total Cost	\$145.86	CTR	8.22%
		CPC	\$0.51
Impressions	2,189	Users	1,006

Campaign	CTR	Users	Clicks
1. WCU Ed under...	8.22%	163	180
2. (not set)	null	847	0
3. {{campaign.na...	null	2	0

Facebook

Total Spend
0



TOP CITIES

	City	New Users
1.	Jackson	125
2.	Hattiesburg	91
3.	Atlanta	85
4.	(not set)	67
5.	Biloxi	27
6.	Laurel	20
7.	Gulfport	18
8.	Memphis	16
9.	Pensacola	14

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TOP LANDING PAGES

	Page	Pageviews	Bounce Rate
1.	/degrees-and-programs/		55.74%
2.	/		30.02%
3.	/contact-us/		78.95%
4.	/degrees/educational-leadership-3/		66.67%
5.	/degrees/educational-leadership/		55.56%
6.	/degrees/master-in-the-art-of-teaching-alternate-route-to-licen...		56.25%
7.	/degrees/educational-leadership-2/		40%
8.	/degrees/higher-education-administration/		100%
9.	/degrees/dyslexia-therapy/		78.26%

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TOP EXIT PAGES

	Page	Pageviews	Bounce Rate
1.	/degrees-and-programs/	800	55.93%
2.	/	552	30.27%
3.	/contact-us/	258	77.78%
4.	/degrees/educational-leadership-3/	161	66.67%
5.	/degrees/master-in-the-art-of-teaching-alternate-route-t...	120	56.25%
6.	/degrees/educational-leadership/	118	55.56%
7.	/degrees/educational-leadership-2/	69	40%
8.	/degrees/higher-education-administration/	60	100%
9.	/degrees/dyslexia-therapy/	55	80.95%

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