

Users

2,284

↑ 46.1% from previous month

Total Google Cost

\$2,000.04

Social Media

\$233.92

Pageviews

5,540

↑ 22.8% from previous month

Bounce Rate

69.15%

↑ 34.7% from previous month

Budget \$2600 Google / \$300 Social

NOTES:

Feb 23 - add \$800 to budget for new display campaign

Pages / Session

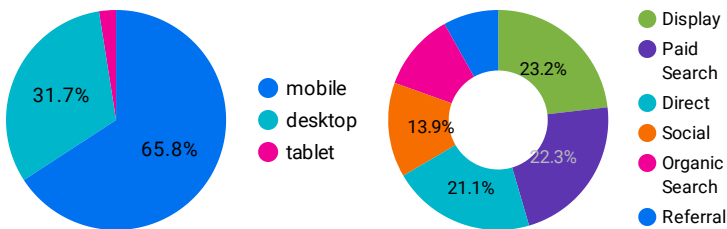
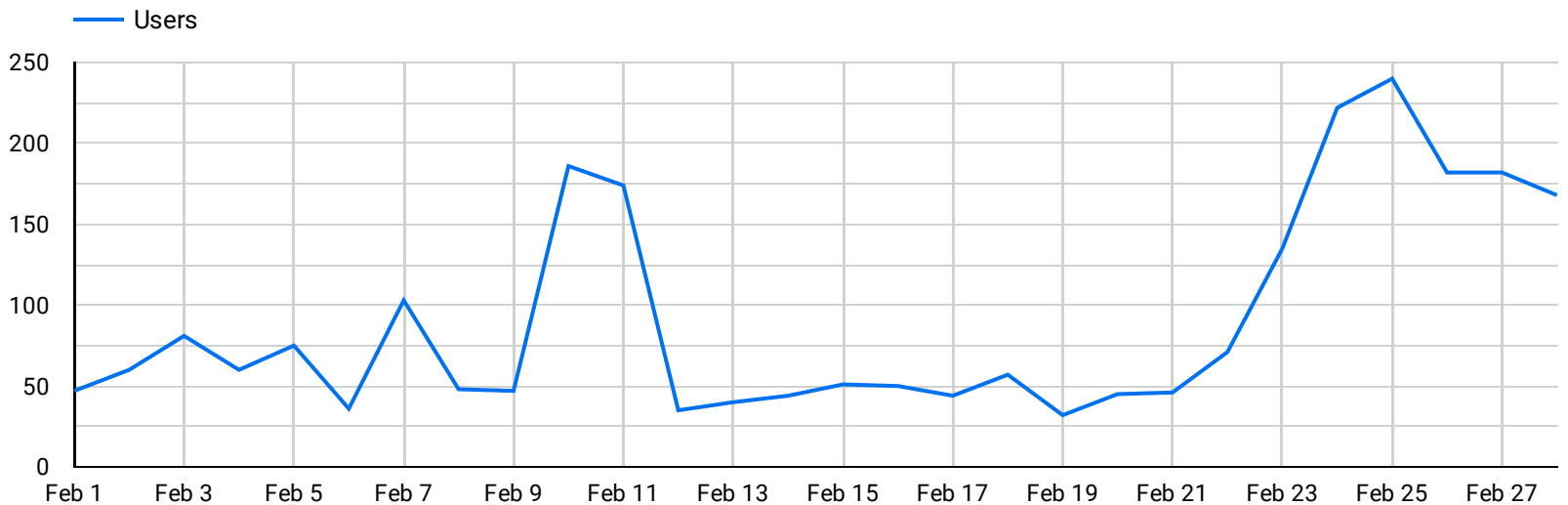
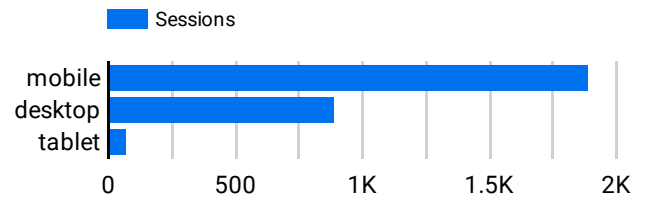
1.95

↓ -21.2% from previous month

Avg. Session Duration

00:01:12

↓ -24.3% from previous month



Campaign	CTR	Users	Clicks
1. Sales-Search-1	8.33%	226	375
2. Designer Profiles Campaign	0.31%	50	444
3. Display - intent and affinity a...	0.27%	14	2,000
4. (not set)	null	2,019	0

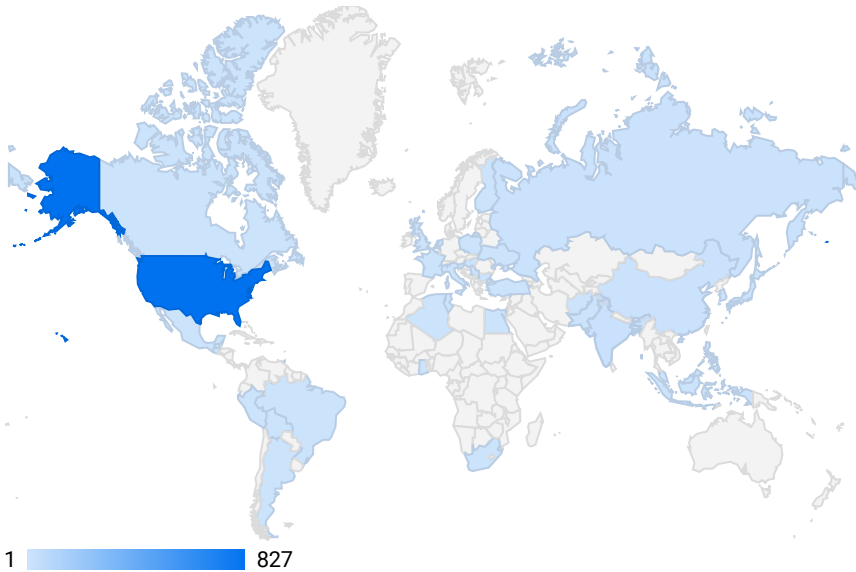
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Google Ads + Facebook Performance

Clicks	Goal Completions	
2,819	155	
Total Cost	CTR	CPC
\$2,000.04	0.32%	\$0.44
Impressions	Users	
884,859	2,284	

Facebook Feb 23, 2022

Total Spend	Page Likes	Reach
\$233.92	0	15,623
Impressions	Link Clicks	
37,720	528	



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.	/	827	68.79%
2.	/anderson-design-team/	~100	13.33%
3.	/all-projects/	~100	22.92%
4.	/residential-design/	~100	70%
5.	/off-broadway/?fbclid=VjBE4lfzYZeWfAiwuH_6t_Ee3AKv3a...	~100	96.48%
6.	/contact-anderson/	~100	51.35%
7.	/furniture/	~100	84.62%
8.	/downtown/	~100	74.07%
9.	/flooring-from-anderson-design-center/	~100	66.67%

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TOP EXIT PAGES

	Page	Pageviews	Bounce Rate
1.	/	2,467	68.79%
2.	/anderson-design-team/	320	13.33%
3.	/all-projects/	303	22.92%
4.	/residential-design/	237	70%
5.	/off-broadway/?fbclid=VjBE4lfzYZeWfAiwuH_6t_Ee3...	234	96.48%
6.	/contact-anderson/	190	51.35%
7.	/furniture/	162	84.62%
8.	/downtown/	136	74.07%
9.	/flooring-from-anderson-design-center/	100	66.67%

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