

Users

1,918

↓ -31.0% from previous month

Total Google Cost

\$2,524.33

Social Media

\$309.36

Budget \$2600 Google / \$300 Social

NOTES:

Pageviews

5,012

↓ -21.1% from previous month

Bounce Rate

61.03%

↓ -16.2% from previous month

Pages / Session

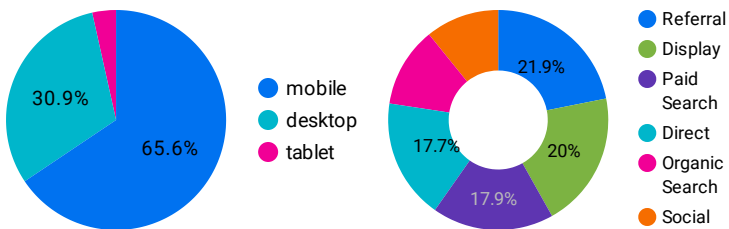
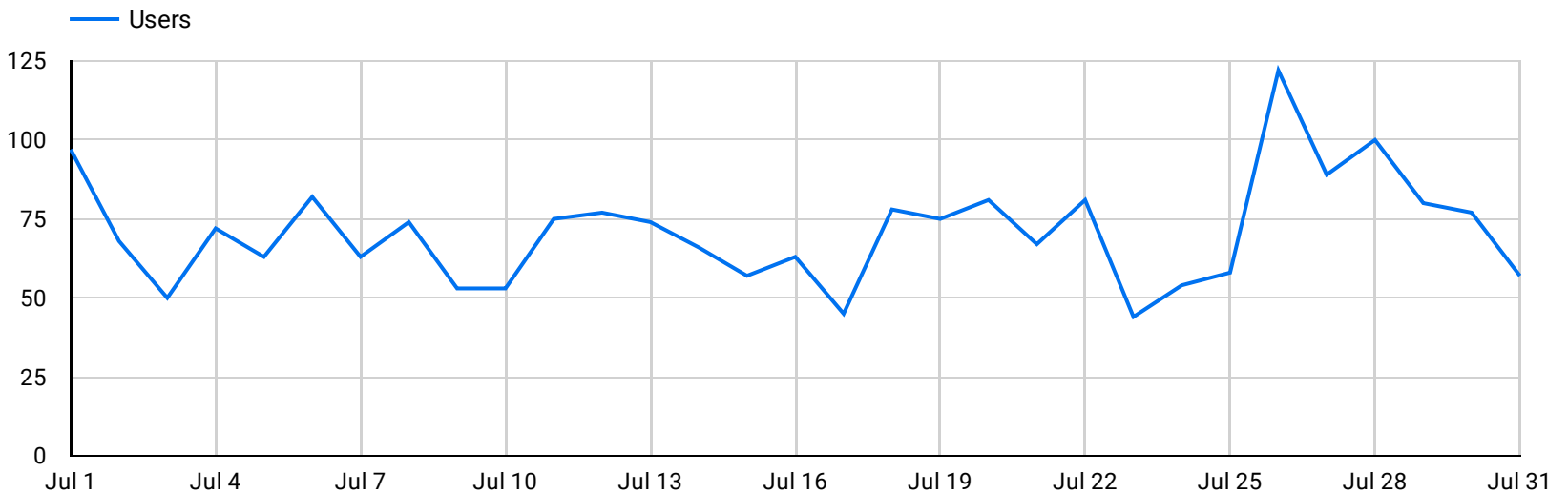
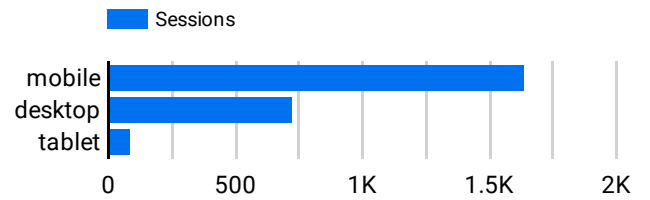
2.05

↑ 21.8% from previous month

Avg. Session Duration

00:01:20

↑ 20.5% from previous month



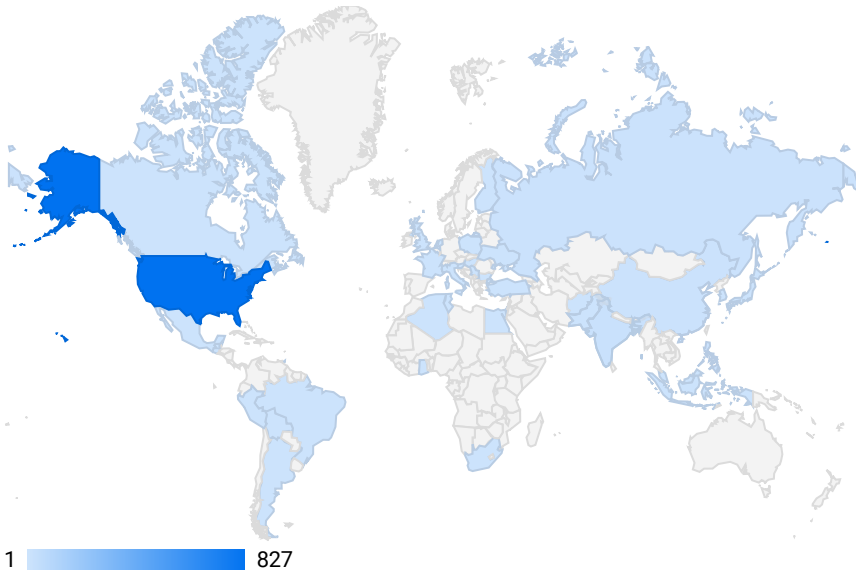
Campaign	CTR ...	Us...	Cli...	Impress...
1. Sales-Search-1	10.6...	229	349	3,264
2. Designer Profiles Ca...	0.7%	427	549	78,149
3. Video Flooring and Ti...	0.07%	19	50	69,565
4. (not set)	null	1,257	0	0

Google Ads + Facebook Performance

Clicks	Goal Completions	CPC
948	149	\$1.66
Total Cost	CTR	
\$2,524.33	0.63%	
Impressions	Users	
150,978	1,918	

Facebook Jul 31, 2022

Total Spend	Page Likes	Reach
\$309.36	91	7,512
Impressions	Link Clicks	
24,110	121	



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.	/		58.39%
2.	/residential-design/		70%
3.	/anderson-design-team/		81.48%
4.	/all-projects/		30%
5.	/contact-anderson/		71.43%
6.	/downtown/		78.57%
7.	/furniture/		84.62%
8.	/flooring-from-anderson-design-center/		78.43%
9.	/rugs/		86.36%

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TOP EXIT PAGES

	Page	Pageviews	Bounce Rate
1.	/	2,078	58.03%
2.	/residential-design/	282	68.75%
3.	/anderson-design-team/	256	82%
4.	/all-projects/	252	33.33%
5.	/contact-anderson/	170	62.96%
6.	/downtown/	135	80.7%
7.	/furniture/	129	82.61%
8.	/flooring-from-anderson-design-center/	113	78.26%
9.	/rugs/	105	94.44%