

Users

474

↓ -6.0% from previous month

Total Google Cost

\$137.10

Social Media

0

Budget \$150 Google

NOTES:

Pageviews

1,630

↓ -3.8% from previous month

Bounce Rate

51.46%

↓ -3.1% from previous month

Pages / Session

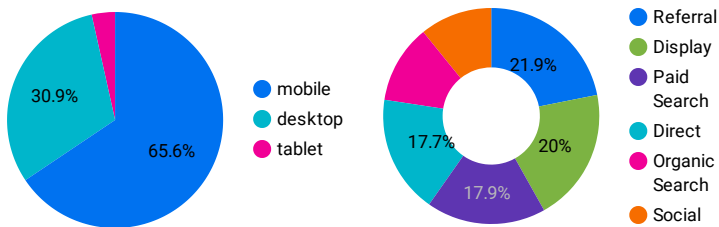
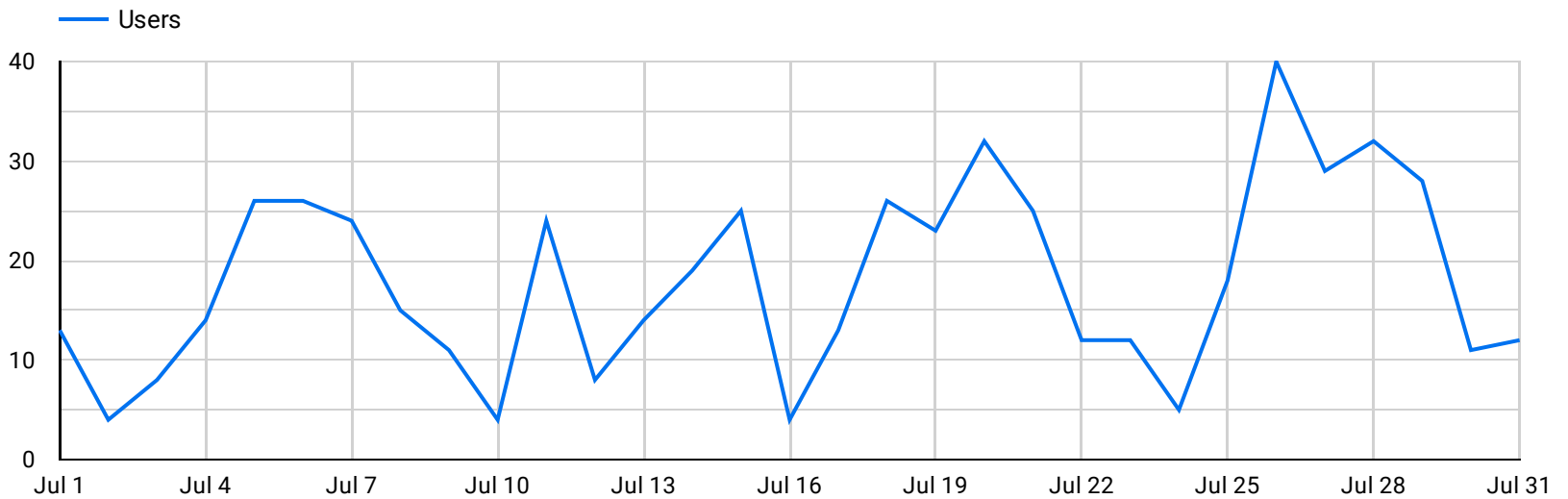
2.51

↑ 5.0% from previous month

Avg. Session Duration

00:01:46

↑ 0.0% from previous month



Campaign	CTR	Users	Clicks
1. WCU Ed under...	5.84%	198	224
2. (not set)	null	277	0

Google Ads + Facebook Performance

Clicks
224

Goal Completions
305

Total Cost
\$137.10

CTR
5.84%

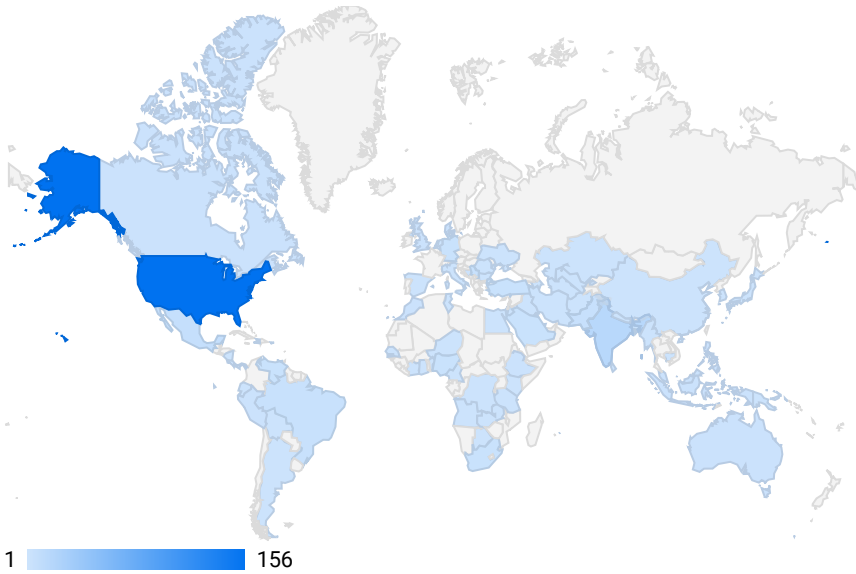
CPC
\$0.38

Impressions
3,837

Users
474

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.	/		43.35%
2.	/degrees-and-programs/		42.03%
3.	/contact-us/		76.92%
4.	/degrees/master-in-the-art-of-teaching-alternate-route-to-licen...		62%
5.	/faculty-staff/		41.67%
6.	/degrees/elementary-education/		44.44%
7.	/degrees/educational-leadership-3/		100%
8.	/degrees/mild-moderate-disabilities/		58.33%
9.	/degrees/stem/		92.31%

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TOP EXIT PAGES

	Page	Pageviews	Bounce Rate
1.	/	433	43.68%
2.	/degrees-and-programs/	364	39.39%
3.	/contact-us/	178	76.92%
4.	/degrees/master-in-the-art-of-teaching-alternate-route-t...	118	60.42%
5.	/degrees/elementary-education/	47	44.44%
6.	/faculty-staff/	42	44.44%
7.	/degrees/educational-leadership-3/	35	100%
8.	/degrees/instructional-leadership/	20	75%
9.	/degrees/mild-moderate-disabilities/	19	70%

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