

## Users

# 398

↓ -60.4% from previous month

Total Google Cost

# \$143.73

Social Media

# 0

Budget \$150 Google

NOTES:

## Pageviews

# 1,395

↓ -60.3% from previous month

## Bounce Rate

# 53.69%

↑ 24.5% from previous month

## Pages / Session

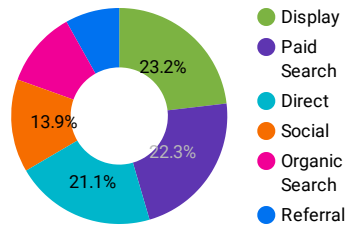
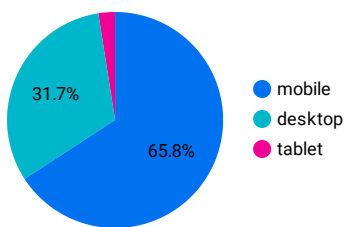
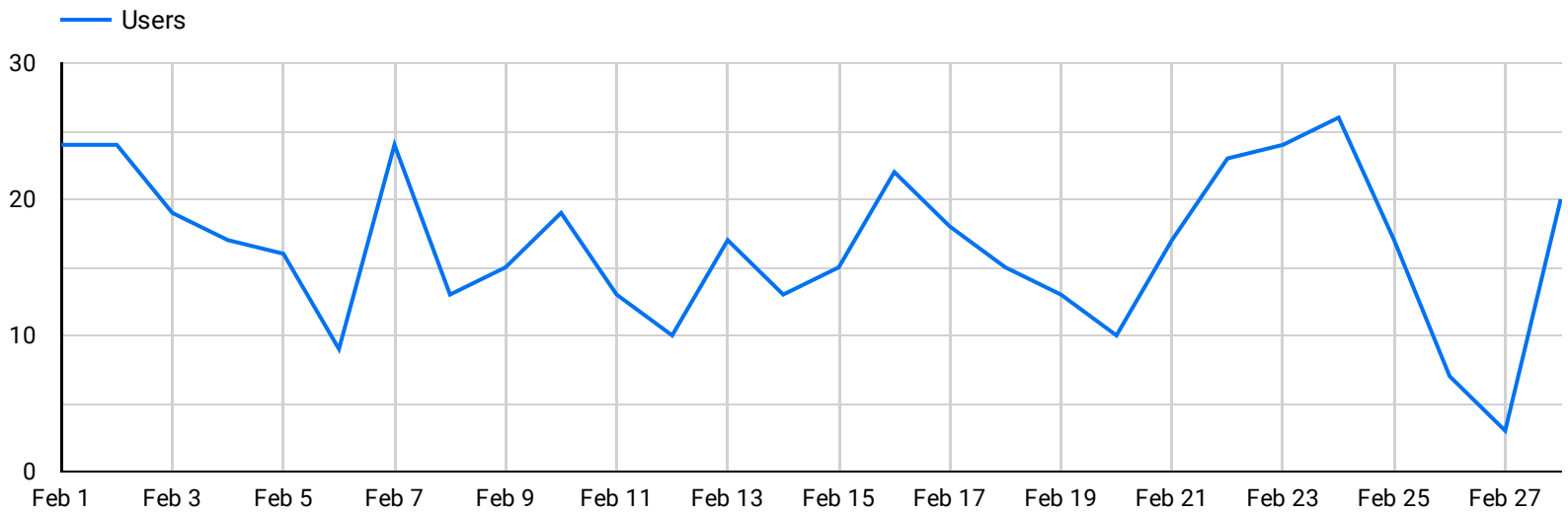
# 2.64

↓ -7.8% from previous month

## Avg. Session Duration

# 00:02:09

↑ 10.3% from previous month



## Google Ads + Facebook Performance

Clicks

# 186

Goal Completions

# 235

Total Cost

# \$143.73

CTR

# 4.21%

CPC

# \$0.48

Impressions

# 4,421

Users

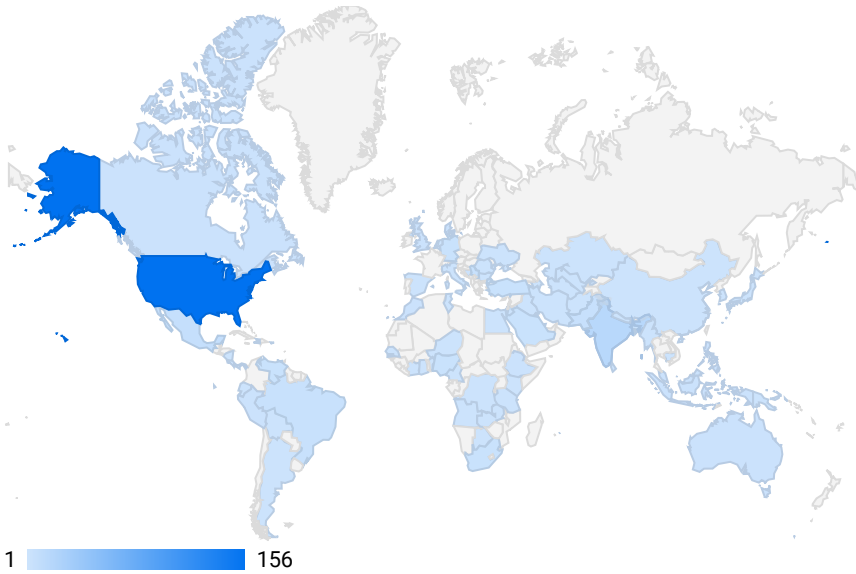
# 398

Campaign	CTR	Users	Clicks
1. WCU Ed under...	4.21%	166	186
2. (not set)	null	236	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.	/	[Bar]	46.57%
2.	/degrees-and-programs/	[Bar]	44.44%
3.	/contact-us/	[Bar]	86.67%
4.	/degrees/master-in-the-art-of-teaching-alternate-route-to-licen...	[Bar]	70.97%
5.	/degrees/elementary-education/	[Bar]	85.71%
6.	/faculty-staff/	[Bar]	0%
7.	/degrees/educational-leadership/	[Bar]	100%
8.	/degrees/dyslexia-therapy/	[Bar]	75%
9.	/degrees/secondary-education/	[Bar]	100%

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## TOP EXIT PAGES

	Page	Pageviews	Bounce Rate
1.	/	465 [Bar]	46.57%
2.	/degrees-and-programs/	271 [Bar]	44.44%
3.	/contact-us/	146 [Bar]	86.67%
4.	/degrees/master-in-the-art-of-teaching-alternate-route-t...	74 [Bar]	70.97%
5.	/degrees/elementary-education/	45 [Bar]	85.71%
6.	/faculty-staff/	34 [Bar]	0%
7.	/degrees/educational-leadership/	28 [Bar]	100%
8.	/degrees/dyslexia-therapy/	27 [Bar]	75%
9.	/degrees/dyslexia-therapy-2/	17 [Bar]	66.67%

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