

Users

2,431

↑ 115.1% from previous 30 days

Pageviews

7,753

↑ 16.1% from previous 30 days

Bounce Rate

17.44%

↑ 4.4% from previous 30 days

Pages / Session

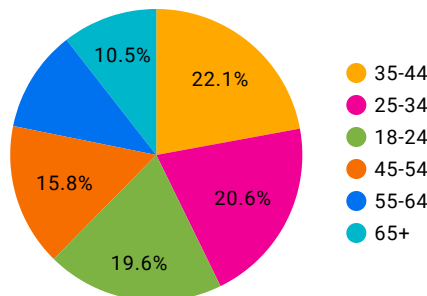
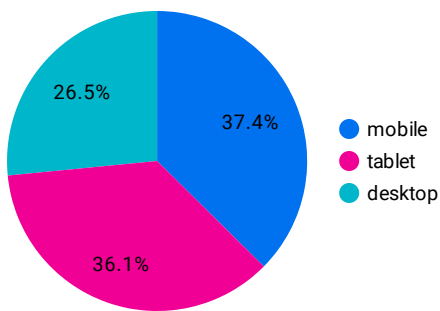
2.89

↓ -40.1% from previous 30 days

Avg. Session Duration

00:00:37

↓ -72.8% from previous 30 days



Total Cost
\$1,111.73

Management Fee
\$800.00

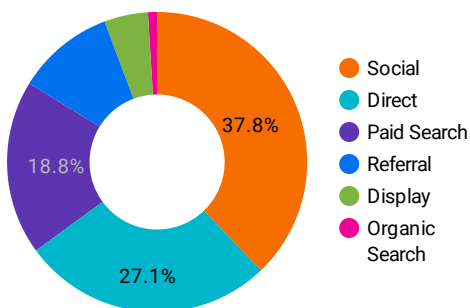
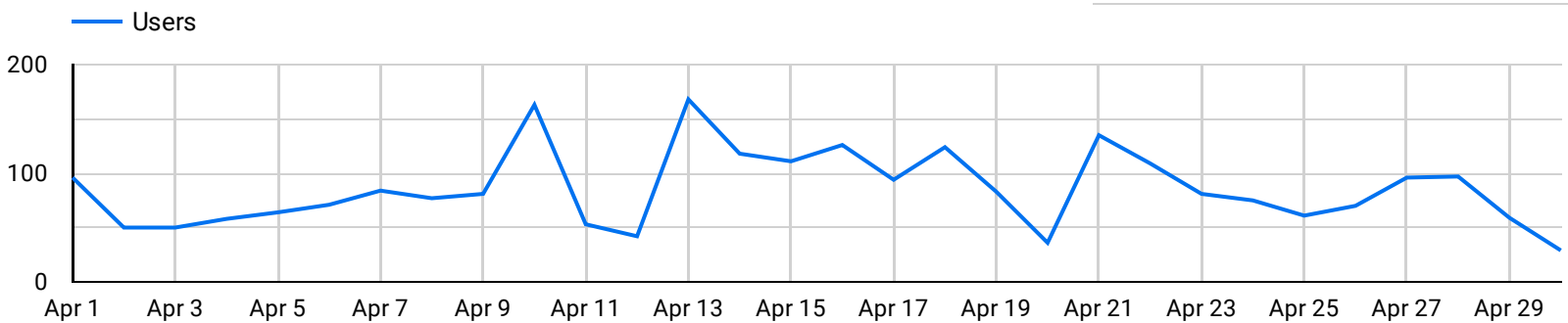
BUDGET:

\$1300 for now + Mgt Fee

NOTES:

Excellent CTR on display ads; momentum is picking up; 2500 visitors to her site in 30 days

ORDERS	REVENUE
3	\$492.68
Women's Mint XS	\$238.9
Women's Rose S	\$132.72
Child Rose 6	\$97.45



Goal Completions

0

Google Ads Performance

Clicks

2,910

New Users

2,407

Impressions

236,196

Total Cost

\$1,111.73

Campaign	CTR
1. Search Campaign	2.93%
2. Display Ads	1.06%

TOP LANDING PAGES

	Page	Users
1.	/shop/	1,800
2.	/	769
3.	/product/charlotte-dress/	449
4.	/product/charlotte-mini-dress/	178
5.	/collection/charlotte/	60
6.	/about-vie/	34
7.	/cart/	22
8.	/checkout/	17
9.	/contact-us/	7

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What are people searching for?

Search Query	New Users
(not set)	1,949
mommy and me outfits	50
mommy and me dresses	23
mother of the groom dress...	16
mommy and me easter dre...	6
mommy and me	6
special occasion dresses	5

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	City	Users	Sessions
1.	(not set)	199	215
2.	Atlanta	84	87
3.	New York	84	92
4.	Dallas	69	74
5.	Charlotte	59	60
6.	Los Angeles	48	50
7.	Hattiesburg	46	74
8.	Chicago	44	47
9.	Houston	41	41

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	Keyword	Clicks
1.	(not set)	1,973
2.	mom and daughter out...	193
3.	mother daughter clothes	99
4.	mommy and dresses	38
5.	mother daughter outfits	21
6.	mother daughter dresses	16
7.	mommy daughter outfits	15
8.	mom and daughter mat...	14

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	Google Property	URL CTR
1.	WEB	12.4%

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