

Users

1,130

No data from previous month

Pageviews

6,675

No data from previous month

Bounce Rate

16.70%

No data from previous month

Pages / Session

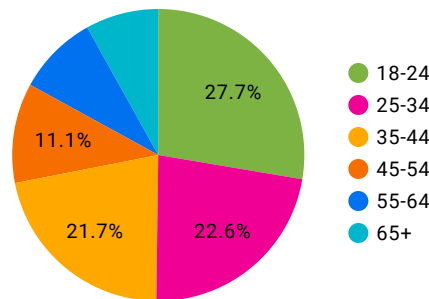
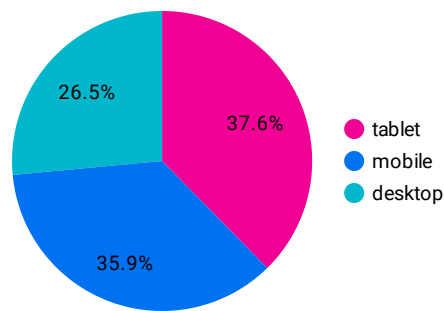
4.83

No data from previous month

Avg. Session Duration

00:02:16

No data from previous month



Total Cost

\$564.44

BUDGET:

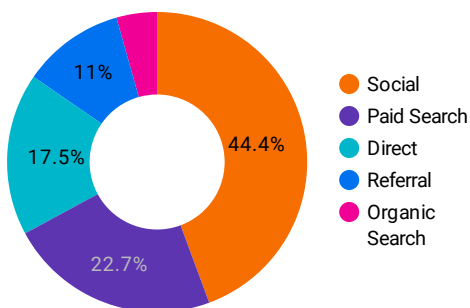
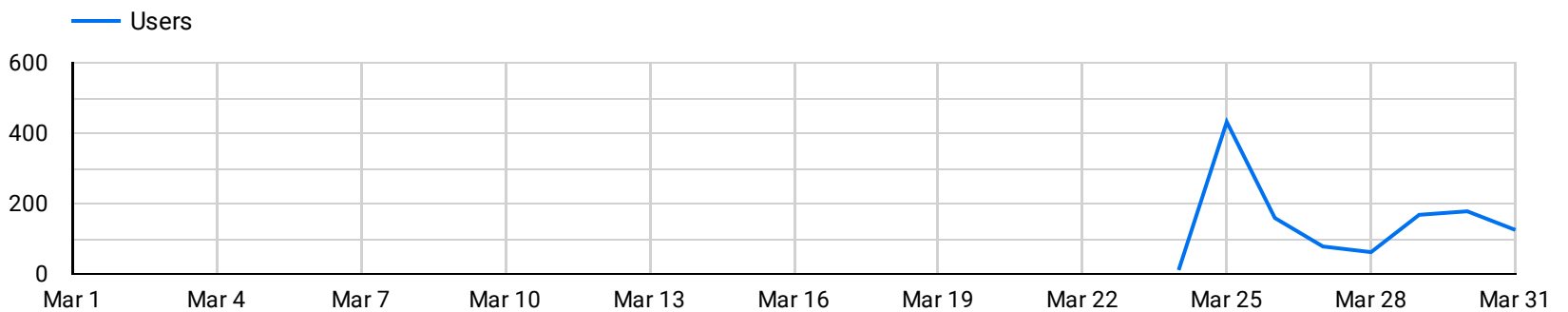
\$1300 first 2 months; \$750 following months

NOTES:

Start Date 03/25

ORDERS	REVENUE
9	\$1,819.47

326	\$265.44
325	\$265.44
355	\$175.94
338	\$132.72



Goal Completions

2

Google Ads Performance

Clicks

525

New Users

1,130

Impressions

54,592

Total Cost

\$564.44

Campaign	CTR
1. Search Campaign	5.7%
2. Display Ads	0.48%

TOP LANDING PAGES

	Page	Users
1.	/shop/	773
2.	/product/charlotte-dress/	605
3.	/	545
4.	/product/charlotte-mini-dress/	310
5.	/collection/charlotte/	101
6.	/about-vie/	80
7.	/cart/	27
8.	/checkout/	23
9.	/returns-and-exchanges/	17

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What are people searching for?

Search Query	New Users
(not set)	951
mother of the groom dress...	22
mommy and me outfits	20
mommy and me dresses	8
babywear buy	3
mother of the bride dresses	2
mother and daughter matc...	2

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	City	Users	Sessions
1.	Hattiesburg	130	158
2.	(not set)	61	82
3.	Jackson	40	48
4.	Atlanta	35	37
5.	New York	35	42
6.	Ridgeland	25	79
7.	Dallas	22	23
8.	Brookhaven	21	25
9.	Jacksonville	21	22

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	Keyword	Clicks
1.	(not set)	231
2.	mom and daughter out...	112
3.	mommy and dresses	34
4.	mom and daughter mat...	25
5.	mother daughter clothes	20
6.	mother daughter outfits	16
7.	mother daughter dresses	12
8.	mommy daughter outfits	11

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	Google Property	URL CTR
1.	WEB	56.82%

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