

Users

185

↑ 6.9% from previous month

Total Google Cost

\$826.89

Social Media

\$614.99

Budget \$1400 (\$800 Google \$600 FB)

Pageviews

222

↓ -8.6% from previous month

Bounce Rate

90.40%

↑ 3.7% from previous month

NOTES:

Pages / Session

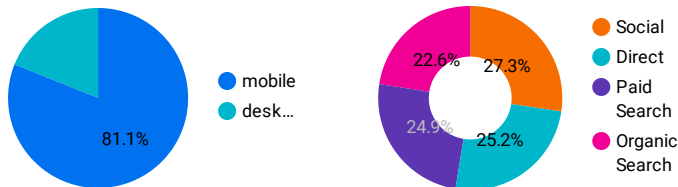
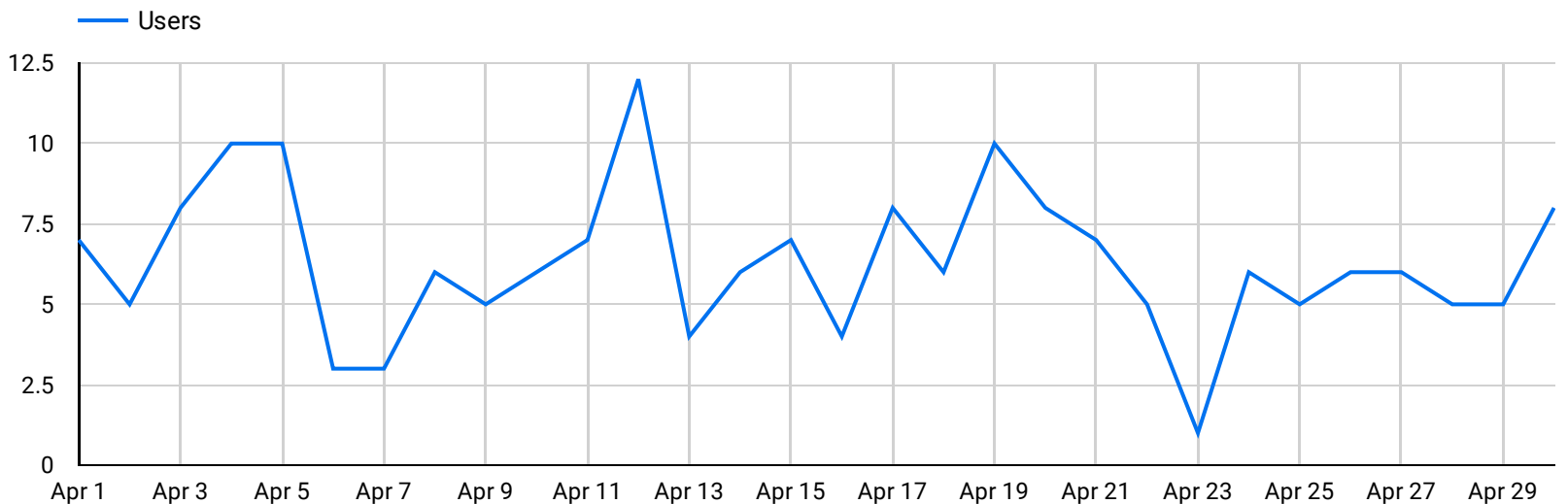
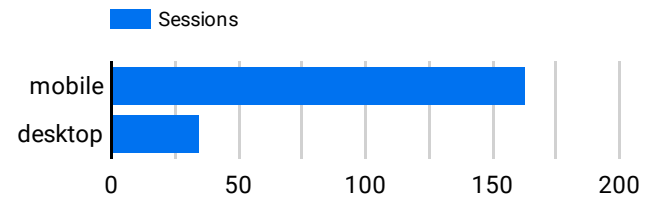
1.12

↓ -6.3% from previous month

Avg. Session Duration

00:00:24

↑ 57.1% from previous month

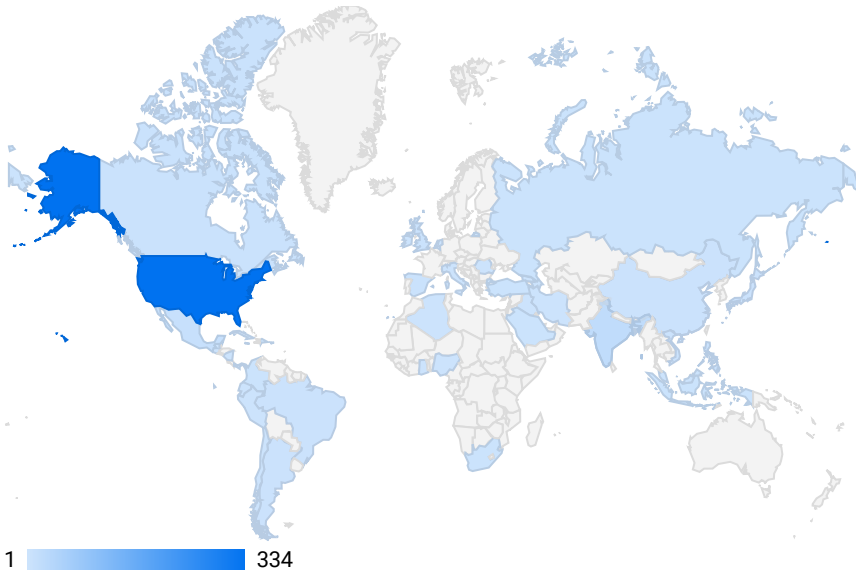


Campaign	CTR	Cost
1. Sales-Search-1	6.06%	\$516.8
2. Website traffic-Displa...	0%	\$0

Google Ads + Facebook Performance

Clicks	CTR	
313	6.06%	
Total Cost	Conversions	Cost / conv.
826.89	67	\$7.71
Impressions	Avg. CPC	
5,169	\$1.65	

Facebook	Apr 28, 2022	
Total Spend	Page Likes	Reach
614.99	65	23,070
Impressions	Link Clicks	
31,029	105	



TOP CITIES

	City	New Users
1.	Memphis	341
2.	New Orleans	223
3.	Jackson	165
4.	Atlanta	162
5.	(not set)	104
6.	Dallas	97
7.	Baton Rouge	91
8.	Hattiesburg	79
9.	Houston	69

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TOP LANDING PAGES

	Page	Pageviews	Bounce Rate
1.	/		90.8%
2.	/cataract/		100%
3.	/dr-christopher-cooley-hattiesburg-eye-doctor/		100%
4.	/curtis-j-shaffer-od/		50%
5.	/joshua-m-thompson-fnp/		33.33%
6.	/joshua-m-thompson-fnp		null
7.	/curtis-j-shaffer-od		null
8.	/?fbclid=IwAR2ILIXMp240hkBlswXpd9eZoJOUJtNUcZqey0J...		100%
9.	/?fbclid=IwAR2Jc7jogC2UKt-6B1gIUjzceWuWJxECfQyyAVs-c...		100%

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