

Users

4,453

↓ -16.6% from previous month

Total Google Cost

\$2,653.06

Social Media

\$230.05

Budget \$2600 Google / \$300 Social

NOTES:

Pageviews

9,059

↓ -15.3% from previous month

Bounce Rate

77.08%

↓ -1.8% from previous month

Pages / Session

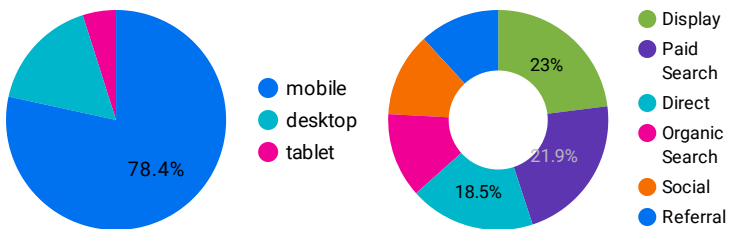
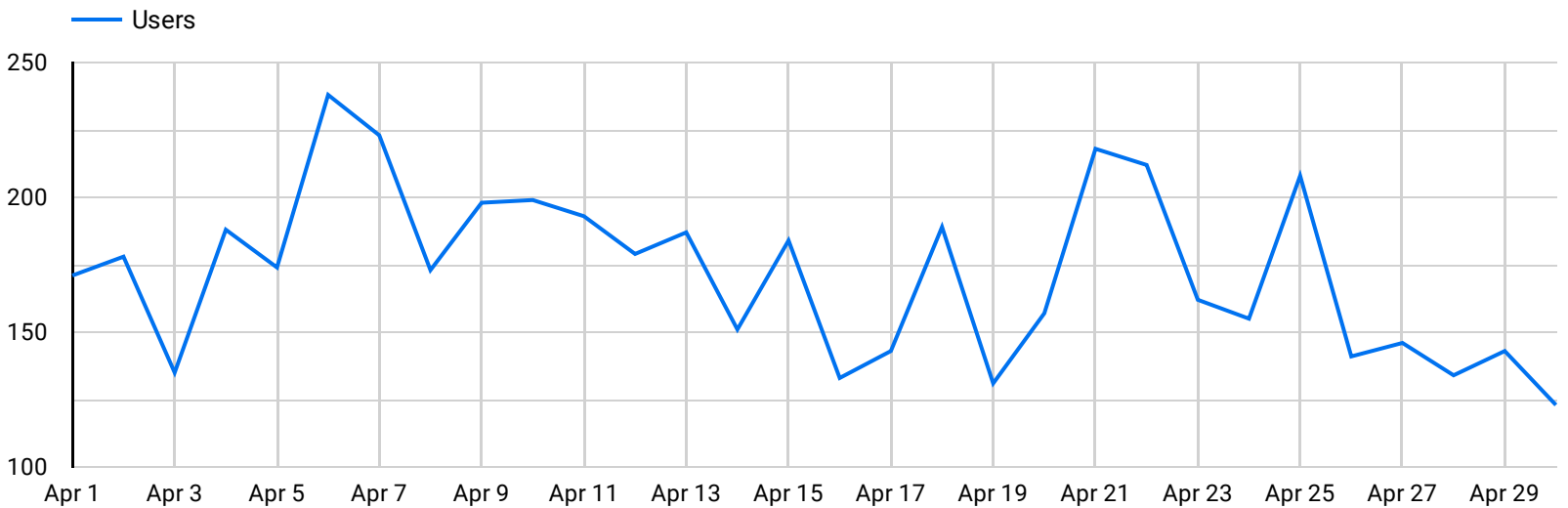
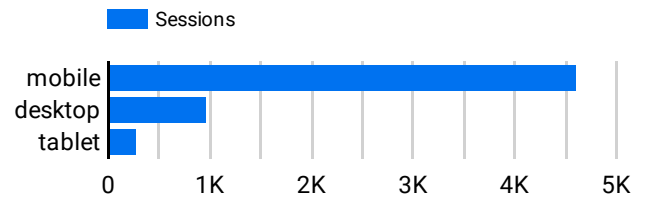
1.55

↑ 2.9% from previous month

Avg. Session Duration

00:00:53

↑ 7.6% from previous month



Campaign	CTR	Users	Clicks
1. Sales-Search-1	9.39%	278	413
2. Display - intent and affinity a...	1.69%	882	2,127
3. Designer Profiles Campaign	0.41%	566	2,216
4. (not set)	null	2,765	0

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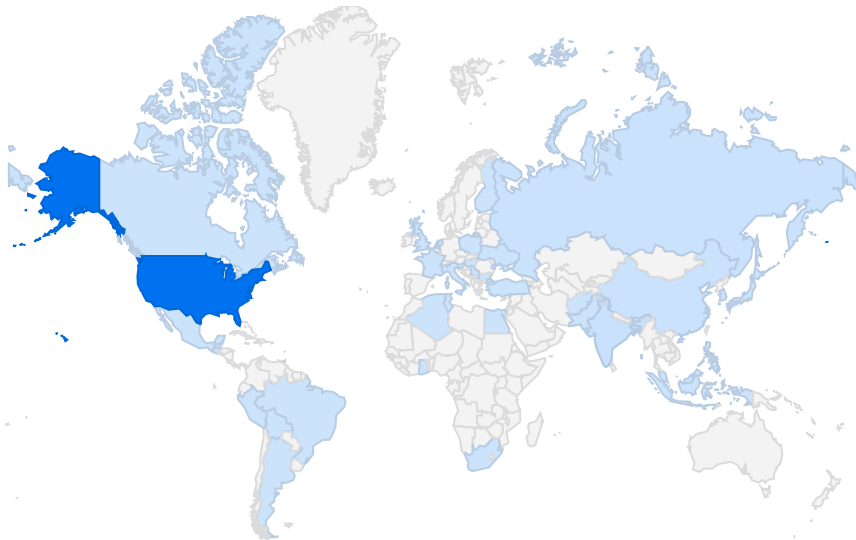
Google Ads + Facebook Performance

Clicks	4,756	
Total Cost	\$2,653.06	
Impressions	675,093	
Goal Completions	206	
CTR	0.70%	CPC \$0.35
Users	4,453	

Facebook

Apr 28, 2022

Total Spend	Page Likes	Reach
\$230.05	0	12,801
Impressions	Link Clicks	
33,635	447	



TOP CITIES

	City	Age	New Users
1.	Memphis	25-34	339
2.	Memphis	18-24	246
3.	Memphis	35-44	79
4.	Memphis	45-54	67
5.	Memphis	65+	66
6.	Hattiesburg	65+	37
7.	Hattiesburg	55-64	32
8.	Hattiesburg	45-54	26
9.	Memphis	55-64	20

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TOP LANDING PAGES

	Page	Pageviews	Bounce Rate
1.	/		78.5%
2.	/residential-design/		63.16%
3.	/contact-anderson/		68.97%
4.	/all-projects/		42.86%
5.	/anderson-design-team/		42.86%
6.	/flooring-from-anderson-design-center/		75%
7.	/downtown/		65.85%
8.	/furniture/		93.75%
9.	/design_projects/scandinavian-style/		53.97%

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TOP EXIT PAGES

	Page	Pageviews	Bounce Rate
1.	/	5,796	78.45%
2.	/residential-design/	271	63.16%
3.	/contact-anderson/	267	67.27%
4.	/all-projects/	222	45.16%
5.	/anderson-design-team/	204	40%
6.	/flooring-from-anderson-design-center/	132	76%
7.	/downtown/	115	69.44%
8.	/design_projects/scandinavian-style/	110	55.22%
9.	/furniture/	105	92.86%

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