

## Users

513

↓ -43.7% from previous month

Total Google Cost

**\$141.84**

Social Media

0

Budget \$150 Google

NOTES:

## Pageviews

1,781

↓ -32.8% from previous month

## Bounce Rate

47.21%

↓ -10.6% from previous month

## Pages / Session

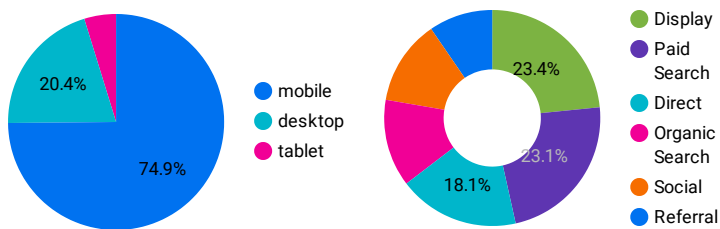
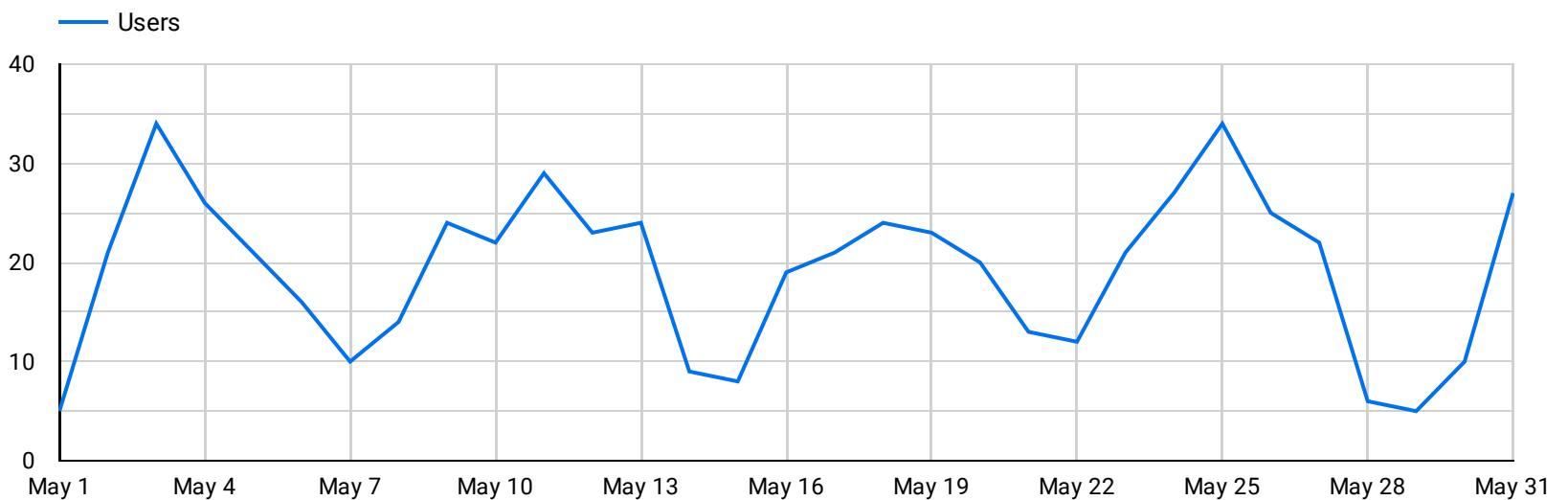
2.62

↑ 7.0% from previous month

## Avg. Session Duration

00:02:30

↑ 67.2% from previous month



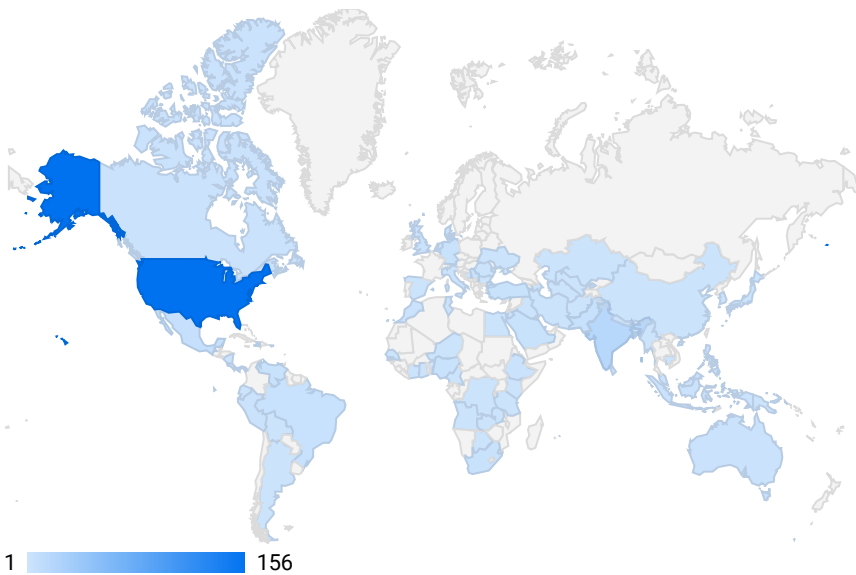
Campaign	CTR	Users	Clicks
1. WCU Ed under...	8.91%	248	276
2. (not set)	null	267	0

### Google Ads + Facebook Performance

Clicks	276	Goal Completions	354
Total Cost	\$141.84	CTR	8.91%
		CPC	\$0.32
Impressions	3,096	Users	513

### 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.	Lagos	14

1 - 100 / 268

## TOP LANDING PAGES

	Page	Pageviews	Bounce Rate
1.	/		37.44%
2.	/degrees-and-programs/		32.5%
3.	/contact-us/		75%
4.	/degrees/master-in-the-art-of-teaching-alternate-route-to-licen...		57.69%
5.	/degrees/educational-leadership-2/		83.87%
6.	/degrees/elementary-education/		null
7.	/faculty-staff/		27.27%
8.	/degrees/educational-leadership-3/		75%
9.	/degrees/dyslexia-therapy/		81.82%

1 - 73 / 73

## TOP EXIT PAGES

	Page	Pageviews	Bounce Rate
1.	/	461	38.38%
2.	/degrees-and-programs/	351	34.21%
3.	/contact-us/	164	84.21%
4.	/degrees/master-in-the-art-of-teaching-alternate-route-t...	118	63.79%
5.	/degrees/educational-leadership-2/	51	82.76%
6.	/degrees/elementary-education/	45	null
7.	/degrees/dyslexia-therapy/	32	77.27%
8.	/faculty-staff/	31	25%
9.	/degrees/educational-leadership-3/	27	75%