

Users

2,826

↑ 16.2% from previous month

Pageviews

7,441

↓ -4.0% from previous month

Bounce Rate

25.73%

↑ 47.5% from previous month

Pages / Session

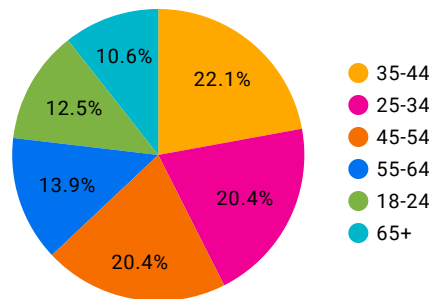
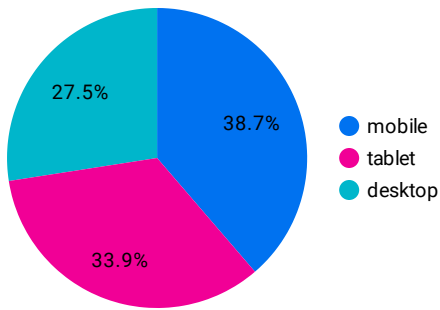
2.4

↓ -17.0% from previous month

Avg. Session Duration

00:00:27

↓ -26.5% from previous month



Google	1,165.77	Social	\$1119.04
Management Fee			\$800

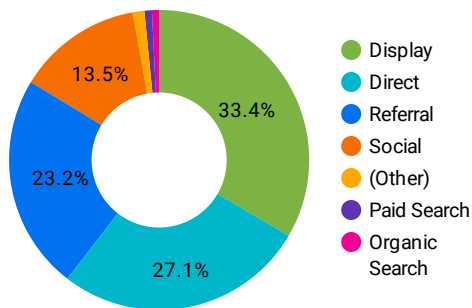
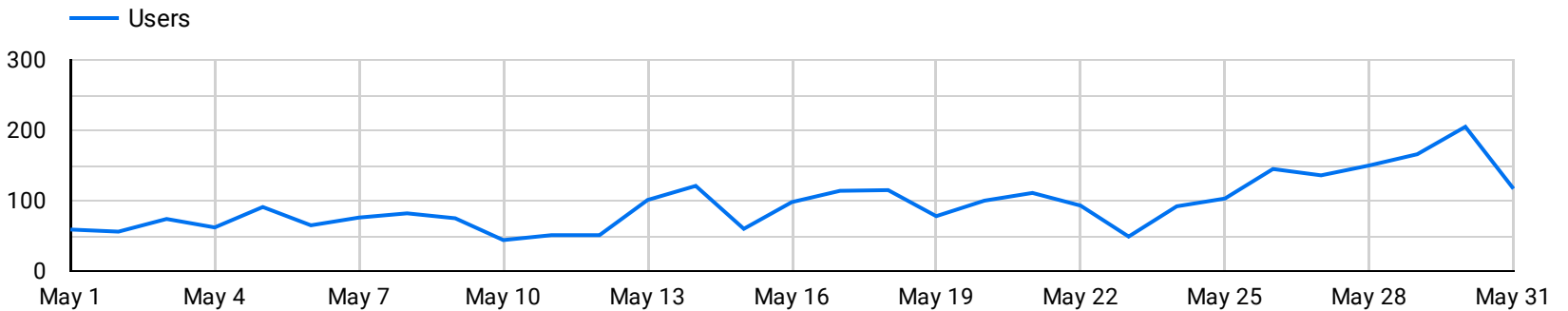
BUDGET:

\$1300 + Mgt Fee

null

NOTES:

ORDERS	REVENUE
1	\$140.25
Women's Rose L	\$132



Goal Completions

0

Google Ads Performance

Clicks

2,806

New Users

2,793

Impressions

306,568

Total Cost

\$1,165.77

Campaign	CTR
1. Display Ads	0.96%
2. Search Campaign	0.82%

TOP LANDING PAGES

	Page	Users
1.	/shop/	1,703
2.	/	753
3.	/product/charlotte-dress/	385
4.	/product/charlotte-mini-dress/	85
5.	/collection/charlotte/	33
6.	/about-vie/	17
7.	/cart/	6
8.	/checkout/	5
9.	/shop/?fbclid=PAAab4SZ_Vhzkr1C5WhiBV70SUoAGAb0ZAW0H...	2

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What are people searching for?

Search Query	New Users
(not set)	2,776
mommy and me dresses	2
mummy and daughter ma...	1
mother and toddler matchi...	1
mommy and me outfitz	1
shein matching family out...	1
mother daughter indian dr...	1

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	City	Users	Sessions
1.	(not set)	200	214
2.	Atlanta	94	100
3.	Dallas	89	93
4.	New York	70	75
5.	Charlotte	46	51
6.	Orlando	42	48
7.	Raleigh	39	39
8.	Chicago	36	43
9.	Houston	36	37

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	Keyword	Clicks
1.	(not set)	1,418
2.	(Remarketing/Content t...	97
3.	mommy and daughter c...	5
4.	matching mum and dau...	4
5.	mother and daughter dr...	3
6.	daughter and mum dres...	2
7.	mother daughter matchi...	1
8.	mom and daughter mat...	1

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	Google Property	URL CTR
1.	WEB	8.37%

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