

Users

161

↓ -23.0% from previous month

Total Google Cost

\$825.93

Social Media

\$600.00

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

Pageviews

216

↓ -22.9% from previous month

Bounce Rate

86.81%

↓ -0.5% from previous month

NOTES:

Pages / Session

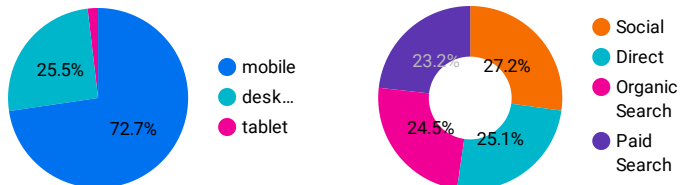
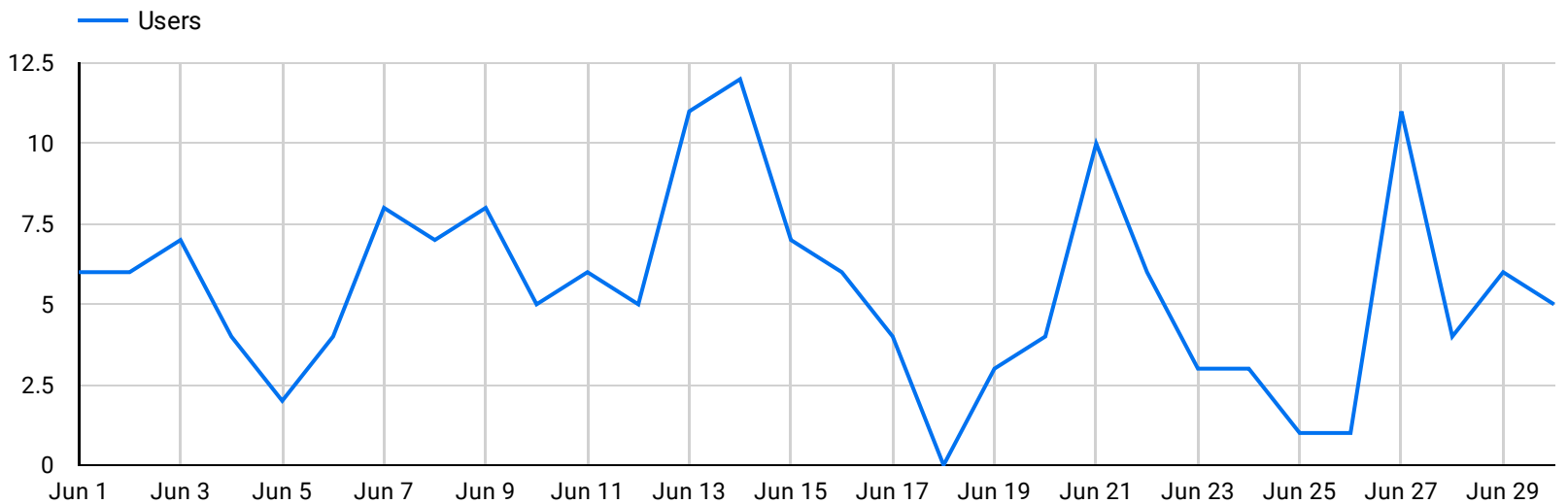
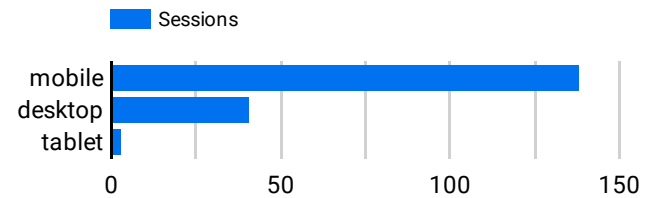
1.19

↓ -0.4% from previous month

Avg. Session Duration

00:00:38

↑ 97.5% from previous month

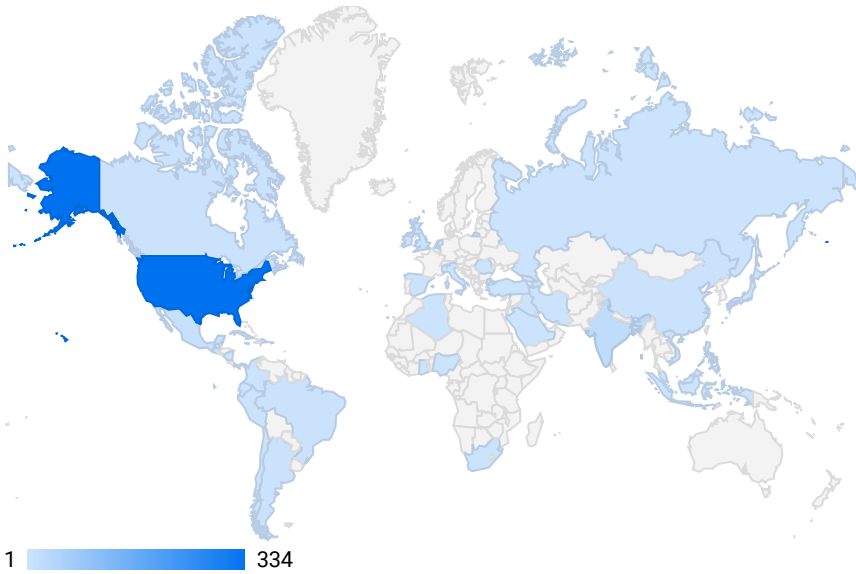


Campaign	CTR	Cost
1. Sales-Search-1	6.3%	\$516.21
2. Website traffic-Displa...	0%	\$0

Google Ads + Facebook Performance

Clicks	CTR	
293	6.30%	
Total Cost	Conversions	Cost / conv.
825.93	73	\$7.07
Impressions	Avg. CPC	
4,652	\$1.76	

Facebook Jun 30, 2022		
Total Spend	Page Likes	Reach
600	45	15,452
Impressions	Link Clicks	
35,853	120	



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.	/		86.18%
2.	/dr-christopher-cooley-hattiesburg-eye-doctor/		88.89%
3.	/cataract/		90%
4.	/joshua-m-thompson-fnp		null
5.	/joshua-m-thompson-fnp/		66.67%
6.	/curtis-j-shaffer-od		null
7.	/curtis-j-shaffer-od/		100%
8.	/?fbclid=IwAR32S1IFhHfE_GQ1czVNiD0tqlp8UF7_fINst721Za...		100%
9.	/?fbclid=IwAR1Br0dvn_0e4EjLRr7EpYneHLhhUqZFsz452DnU8...		100%

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