

Users

504

↓ -1.8% from previous month

Total Google Cost

\$145.82

Social Media

0

Budget \$150 Google

NOTES:

Pageviews

1,694

↓ -4.9% from previous month

Bounce Rate

53.11%

↑ 12.5% from previous month

Pages / Session

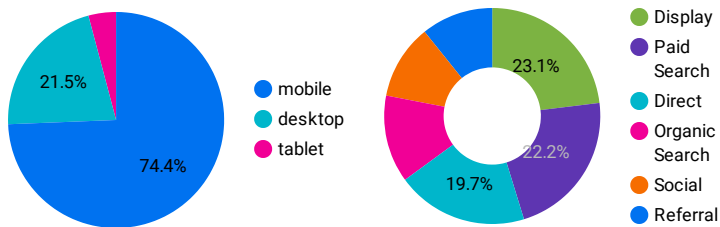
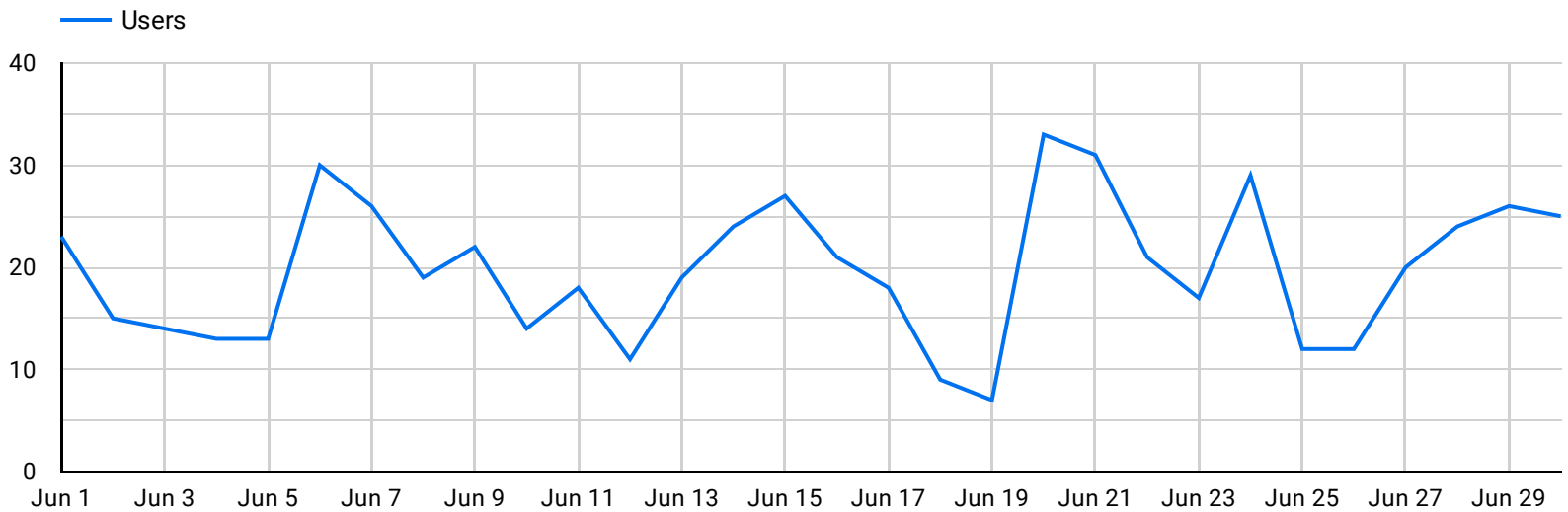
2.39

↓ -8.6% from previous month

Avg. Session Duration

00:01:46

↓ -29.2% from previous month



Campaign	CTR	Users	Clicks
1. WCU Ed under...	7.9%	253	285
2. (not set)	null	255	0

Google Ads + Facebook Performance

Clicks
285

Goal Completions
322

Total Cost
\$145.82

CTR
7.90%

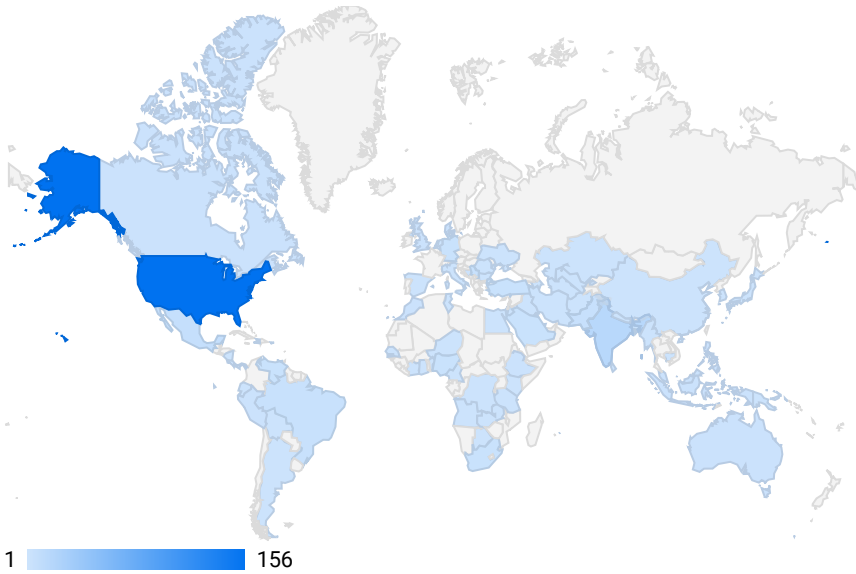
CPC
\$0.32

Impressions
3,606

Users
504

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.	Pensacola	14

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TOP LANDING PAGES

	Page	Pageviews	Bounce Rate
1.	/		41.11%
2.	/degrees-and-programs/		61.54%
3.	/contact-us/		82.5%
4.	/degrees/master-in-the-art-of-teaching-alternate-route-to-licen...		67.5%
5.	/degrees/health-physical-education-recreation/		77.78%
6.	/degrees/stem/		71.88%
7.	/degrees/elementary-education/		0%
8.	/faculty-staff/		42.86%
9.	/degrees/mild-moderate-disabilities/		68.75%

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TOP EXIT PAGES

	Page	Pageviews	Bounce Rate
1.	/	467	41.42%
2.	/degrees-and-programs/	336	64.15%
3.	/contact-us/	161	81.58%
4.	/degrees/master-in-the-art-of-teaching-alternate-route-t...	97	60.61%
5.	/degrees/stem/	46	75.68%
6.	/degrees/health-physical-education-recreation/	43	77.78%
7.	/degrees/elementary-education/	35	0%
8.	/faculty-staff/	30	40%
9.	/degrees/mild-moderate-disabilities/	29	61.11%

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