

Users

5,897

↑ 108.7% from previous month

Pageviews

14,416

↑ 93.7% from previous month

Bounce Rate

4.19%

↓ -83.7% from previous month

Pages / Session

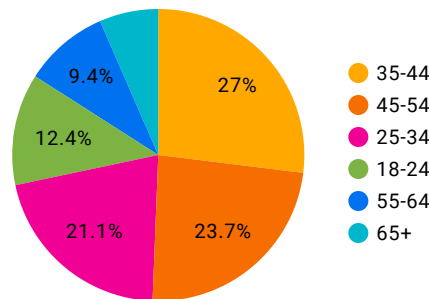
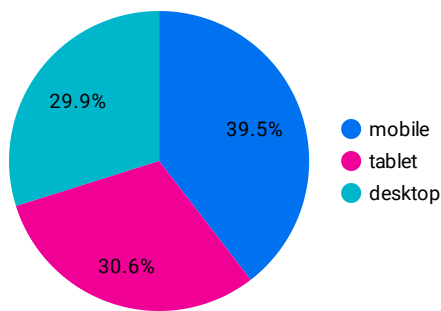
2.18

↓ -9.0% from previous month

Avg. Session Duration

00:00:10

↓ -62.9% from previous month



Google	1,315.56	Social	\$295.95
Management Fee			\$800

BUDGET:

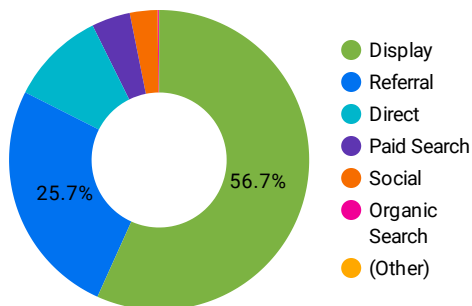
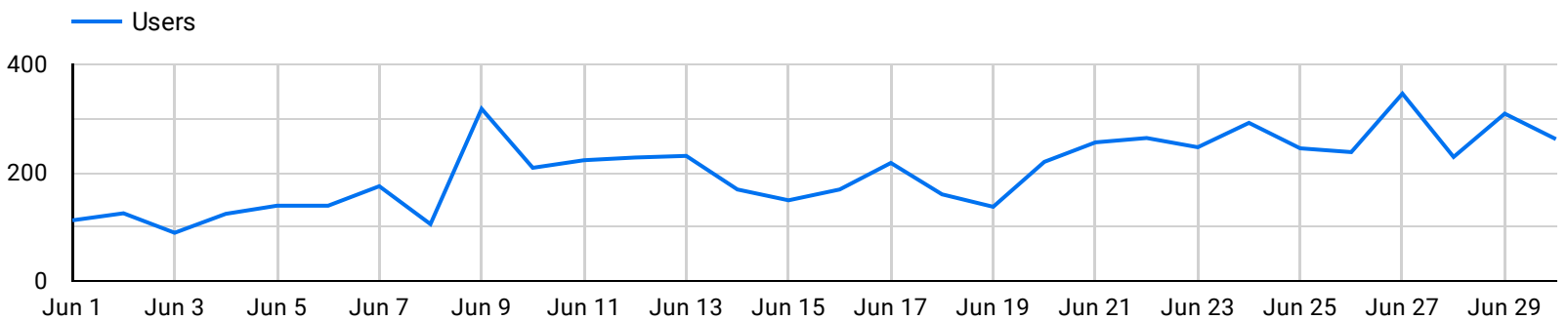
\$1300 + Mgt Fee

NOTES:

Post: "♥ WIN A CHARLOTTE DRESS OF YOUR CHOICE ♥ So..."

Discontinued social after June

ORDERS	REVENUE
1	\$73.31
Toddler Mint 2T	
	\$69



Goal Completions

2

Google Ads Performance

Clicks

6,676

New Users

5,845

Impressions

566,271

Total Cost

\$1,315.56

Campaign	CTR
1. Display Ads	1.19%
2. Search Campaign	0.86%

TOP LANDING PAGES

	Page	Users ▾
1.	/shop/	5,567
2.	/	219
3.	/product/charlotte-dress/	165
4.	/product/charlotte-mini-dress/	46
5.	/collection/charlotte/	26
6.	/about-vie/	13
7.	/contact-us/	7
8.	/cart/	3
9.	/shop-mini/	2

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What are people searching for?

Search Query	New Users ▾
(not set)	5,840
mama and baby matching...	1
mother daughter twinning ...	1
elegant baptism dresses fo...	1
baby and mother dress	1
mommy daughter outfits	1

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	City	Users ▾	Sessions
1.	(not set)	480	520
2.	New York	248	275
3.	Chicago	246	279
4.	Atlanta	131	153
5.	Dallas	116	121
6.	Los Angeles	108	115
7.	Detroit	52	54
8.	Phoenix	52	61
9.	Charlotte	52	57

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	Keyword	Clicks ▾
1.	(not set)	2,430
2.	(Remarketing/Content t...	309
3.	mommy and daughter c...	2
4.	mommy and dresses	1
5.	mommy daughter outfits	1
6.	mother and daughter dr...	1

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	Google Property ▾	URL CTR
1.	WEB	7.14%

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