

# Web Marketing Report

## May

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Prepared for:

Retail Client

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Prepared by:

Example Agency

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Bounce Rate

75.4% <sup>2%</sup> ^



Visits

1.54k <sup>-8%</sup> v



Average Visit Duration

01:07 <sup>-19%</sup> v

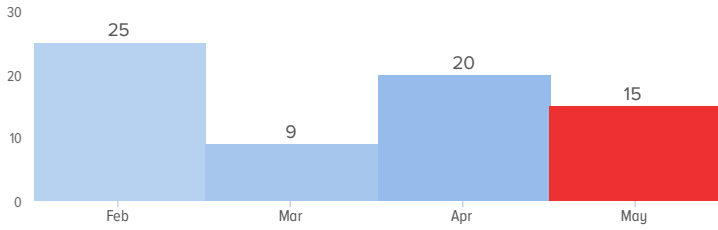


New Visitors

1.13k <sup>-8%</sup> v



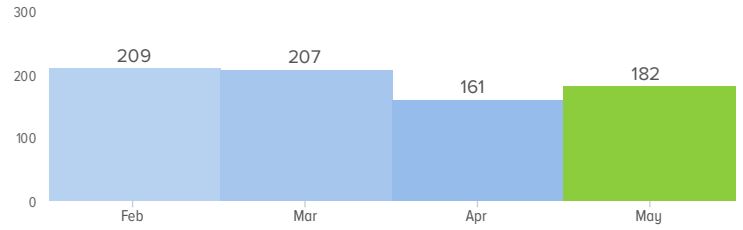
### Email campaign visits were **down 25%**



Top email campaign contributing to the month over month change

EMAIL CAMPAIGN	APRIL	MAY
trial email	20	15

### Paid search visits were **up 13%**



Top keywords contributing to the month over month change

KEYWORDS	APRIL	MAY
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# Traffic Mediums



	VISITS	% OF NEW VISITS	AVERAGE VISIT DURATION	BOUNCE RATE	PAGEVIEWS	VISITORS
organic	712	74.3%	01:08	75.8%	11 k	570
(none)	522	72.6%	00:32	83.3%	706	416
cpc	182	72%	02:09	56%	400	140
referral	110	79.1%	01:38	66.4%	202	96
email	15	6.67%	04:14	73.3%	19	6
banner	1	0%	00:00	100%	1	1

The traffic medium, organic, drove the greatest amount of visits last month, sending 712 visits to the site. Visits for organic were **down 7%** from the previous month, a difference of 55. In comparison to the same month last year, visits for organic, were **down 22%**, a difference of 202.

## Mobile Visits

99 **-26%** ↓



## Mobile Pageviews Per Visit

1.95 **↑25%**

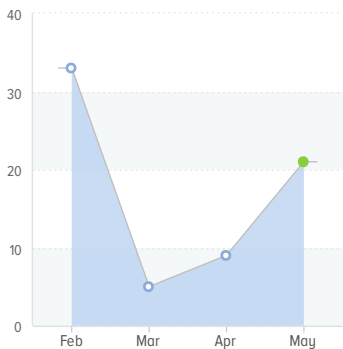


## Mobile Visit Duration

01:14 **-8%** ↓

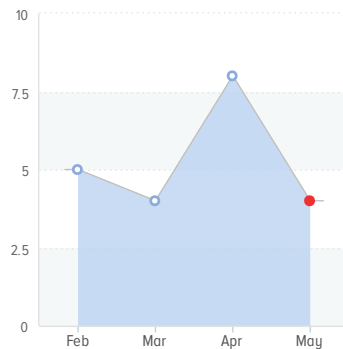


## Facebook pageviews were **up 133%**



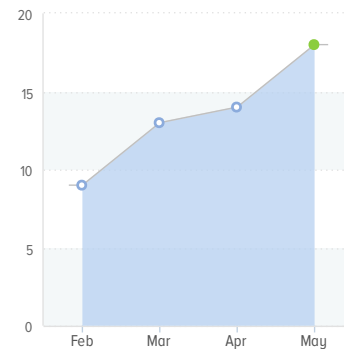
Last month there were 21 Facebook pageviews. Facebook pageviews were **up** from the previous month by 133%, a difference of 12. In comparison to the same month last year, Facebook pageviews were **up 320%**, a difference of 16.

## Facebook post views were **down 50%**



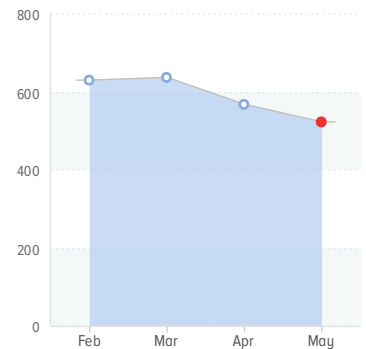
There were 4 Facebook post views last month. Facebook post views were **down 50%** from the previous month, a difference of 4. Facebook post views were **down 20%** from the same month last year, a difference of 1.

## Visits from social networks were **up 29%**



Last month there were 18 visits from social networks. In comparison to the previous month, visits from social networks were **up 29%**, a difference of 4. Visits from social networks were **down 90%** from the same month last year, a difference of 159.

## Direct traffic visits were **down 8%**

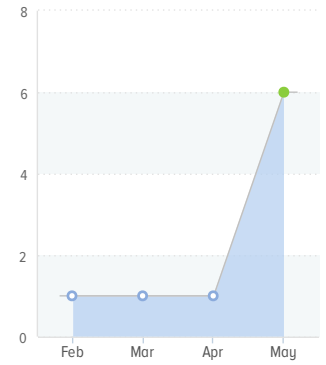


There were 522 direct traffic visits last month. Direct traffic visits were **down 8%** from the previous month, a difference of 45. Direct traffic visits were **down 22%** from the same month last year, a difference of 151.

## Mobile Visitor Overview

METRIC	FEBRUARY	MARCH	APRIL	MAY
Mobile Pageviews per Visit	1.75	1.41	1.56	1.95
Mobile Visit Duration	02:18	00:41	01:20	01:14
Mobile Visits	173	139	133	99

Facebook visits were **up 500%**



## AdWords Performance

	JANUARY	FEBRUARY	MARCH	APRIL	MAY
Avg. CPC	\$3.73	\$3.35	\$3.83	\$3.68	\$4.07
Clicks	160	181	179	153	150
CTR	0.82%	1.03%	1.15%	1.12%	1.24%
Conversions	15	18	22	20	11
Cost	\$597.00	\$606.00	\$686.00	\$563.00	\$611.00
Cost / converted click	\$42.60	\$35.70	\$36.10	\$29.60	\$55.50
Impressions	19.4 k	17.5 k	15.5 k	13.6 k	12.1 k
Total conv. value	0	0	0	0	0

AdWords conversions for last month were 11.0. Conversions were **down** from the previous month by 45% or 9. In comparison to the same month last year, conversions were **down 50%**, a difference of 11.