

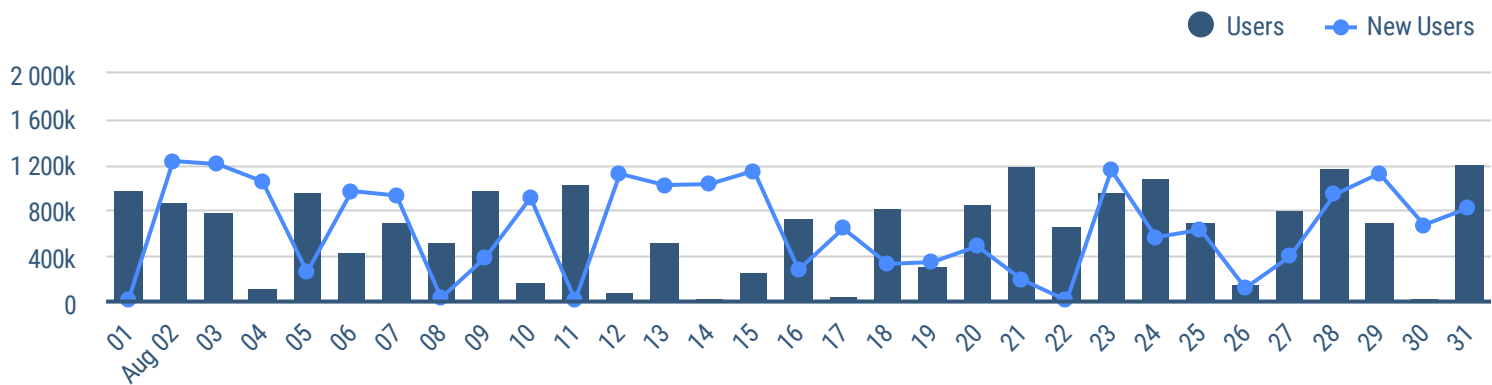


1. Website performance

Report date: 01/08/2019 — 31/08/2019
Compared to: 01/07/2019 — 31/07/2019

Duration (days): 31

Total visitors



Company ABC

New users



Company ABC

Returning users



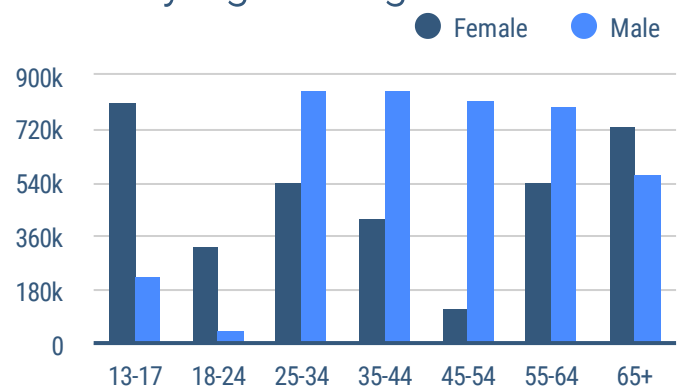
Company ABC

Sessions by country

Country	Sessions
United States	334,378 157%
United Kingdom	90,414 120%
Austria	5,759 -61.04%
Italy	718 -81.83%

Company ABC

Users by age and gender



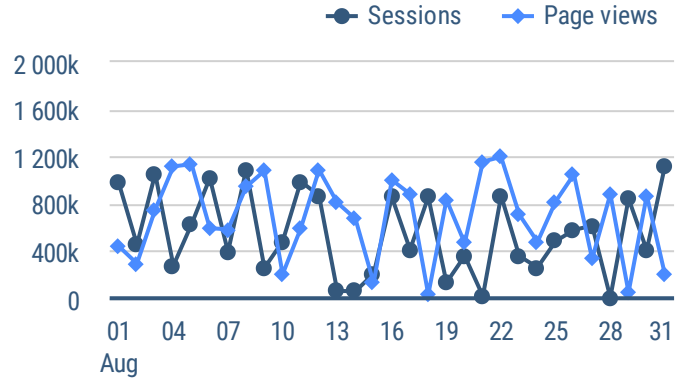
Company ABC

Sessions vs. Page views

	Sessions	1,078,048	10.17%
	Page views	1,207,339	143.01%

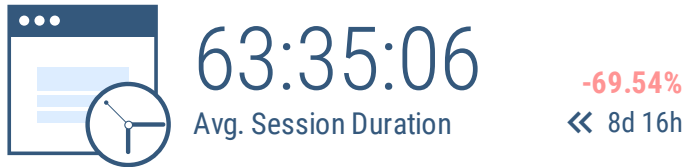
 Company ABC

Sessions vs. Page views



 Company ABC

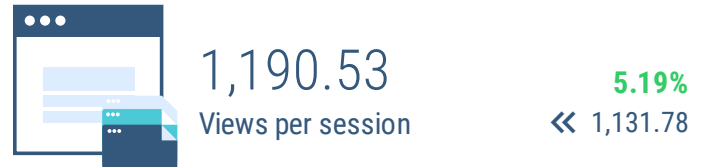
Average session time



 Company ABC

Views per session

An average amount of Page Views your users interact with during a session



 Company ABC

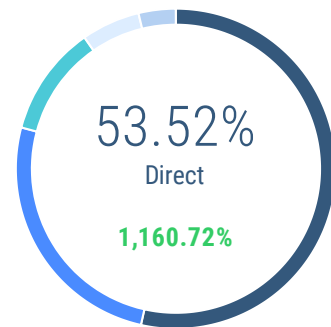
Channel traffic

Channel grouping	Sessions
Direct	162,740 ↓
Referral	146,200 ↓
Social	133,738 200%
Email	28,480 30.24%

 Company ABC

Channel traffic

	Direct	53.52%
	Referral	25.64%
	Social	11.15%
	Email	5.92%
	Organic Search	3.76%










 Company ABC

Top traffic sources

Channel grouping	Sessions	New Users	Bounce rate	Avg. Session Duration
Direct	705,357 -0.32%	698,142 -28.52%	6.60% -66%	7d 23h -14.66%
Referral	309,346 86.2%	606,252 43.51%	0.66% -12%	5d 07h 36.43%
Social	56,521 -62.12%	180,858 109%	0.58% 26.09%	1d 22h 44.52%
Email	29,736 -59.7%	70,835 129%	0.77% 157%	1d 00h -17.62%













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Top landing pages

Landing page path	Sessions	Page views	Avg. time on page	Goal conversion rate all
 /home	494,167 497%	738,392 300%	4d 11h -27.39%	65.05% 34.04%
 /shop	81,602 55.43%	289,393 72.06%	3d 08h -26.7%	0.82% -7.87%
 /catalog	11,622 182%	127,578 34.23%	1d 13h -60.7%	0.19% -77.11%
 /more	709 -60.98%	24,283 -70.05%	1d 08h -47.38%	0.95% 37.68%
 /forum	265 -84.69%	17,389 -14.23%	00:30:35 -93.71%	0.39% -51.85%
 /Vilnius	32 -95.02%	16,183 23.84%	00:06:11 -98.28%	0.76% 230%
 /Milan	32 -42.86%	13,264 41.27%	00:04:48 -79.12%	0.49% 28.95%













 Company ABC

Top pages

Page	Page views
 Home	300,747 ↓
 Shop	203,624 ↓
 Catalog	32,264 ↓
 More	12,719 ↓
 Forum	8,709 20.62%
 Support	707 -89.69%
 Contact	572 -84.62%
 FAQ	539 -84.44%
 Contributions	454 -85.08%
 Disclaimers	130 -94.65%
 Contents	110 -93.52%
 Downloads	15 -99.01%

 Company ABC




Least popular pages

Page	Page views
 Home	185,906 ↓
 Shop	113,578 ↑
 Catalog	2,017 -74.61%
 More	806 -82.75%
 Forum	578 -77.13%
 Support	147 -71.95%
 Contact	60 15.38%
 FAQ	59 20.41%
 Contributions	50 900%
 Disclaimers	34 580%
 Contents	9 80%
 Downloads	6 20%

 Company ABC

2. Google Ads performance

Funnel activity

 Impressions	611,706	-47.47%
 Clicks	184,833	-70.24%
 Conversions	444.07	44.81%

Company ABC

Click-through rate



Company ABC

Cost-per-click



Company ABC



Total spent on ads

Budget spent on Facebook ads during this period.



Company ABC

Share of voice

 Impr. (Abs. Top) %	18.44%	-51.68%
 Impr. (Top) %	28.20%	-36.23%

Campaign:

Conversion rate



Company ABC

Cost per conversion



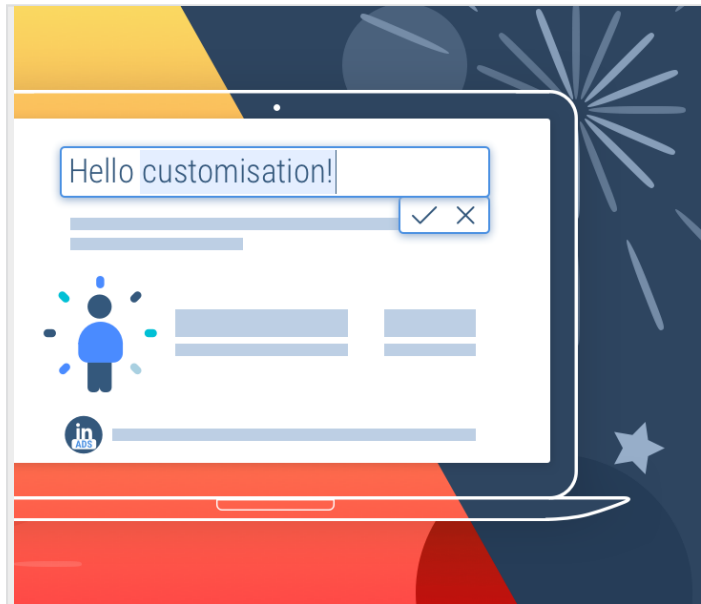
Company ABC

Top campaigns

	Campaign	Clicks	Impressions	CTR	Conversions	Value	Cost
1.	Campaign: String A Device: String A Network: String A	467,558	↓ 581,666	↑ 43.56%	↑ 232.70	↓ 447.76	153% €222,821.00 ↓
2.	Campaign: String B Device: String B Network: String B	357,207	↑ 99,388	817%	0.92%	109%	28.61 ↓ 279.45 186% €11,218.00 ↓
3.	Campaign: String C Device: String C Network: String C	305,757	↑ 98,493	2380%	0.53%	76.67%	22.41 ↓ 101.10 ↑ €1,907.00 ↓
4.	Campaign: String D Device: String D Network: String D	39,996	↓ 46,399	5642%	0.30%	-69.07%	16.50 ↓ 55.63 134% €264.00-97.22%
5.	Campaign: String E Device: String E Network: String E	28,543	↓ 37,696	8918%	0.59%	1375%	9.13 ↓ 16.65 ↓ €87.00 -94.62%

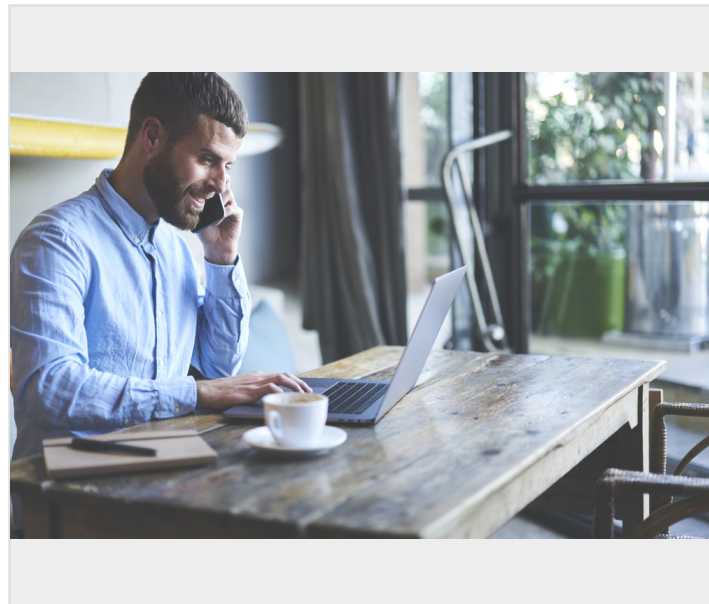
 Company ABC

Top banner ads



Campaign: String A
Ad group: String A
Description: String A
Final URL: 0

Clicks	CTR	Conversi...	Conv. rate	Value
79,995 ↓	97.48% ↑	898.56 ↑	33.79% ↓	746.67 ↑



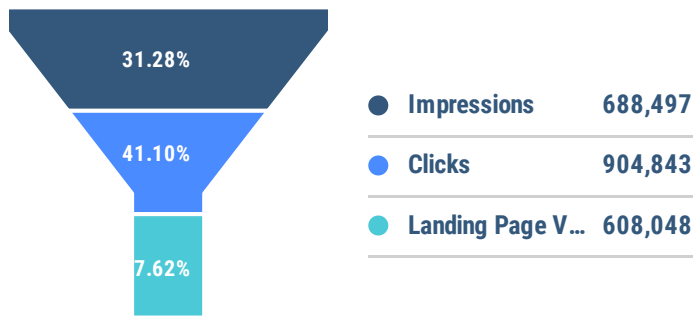
Campaign: String B
Ad group: String B
Description: String B
Final URL: 1

Clicks	CTR	Conversi...	Conv. rate	Value
13,023 ↓	1.00% ↑	496.93 ↑	0.47% ↓	550.82 ↓

 Company ABC

3. Facebook Ads performance

Funnel activity



Company ABC

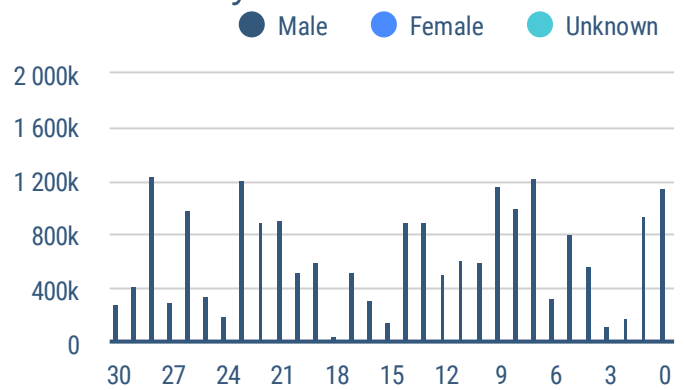
Total spent on ads

Budget spent on Facebook ads during this period.



Company ABC

Ad clicks by audience



Company ABC

Click-through rate



Company ABC

Conversion rate



Company ABC

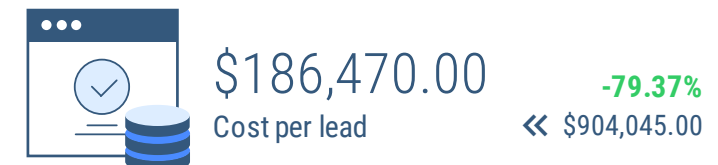
Cost-per-click



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Cost per lead

The average cost of form responses submitted after people clicked on Facebook lead adverts



Company ABC

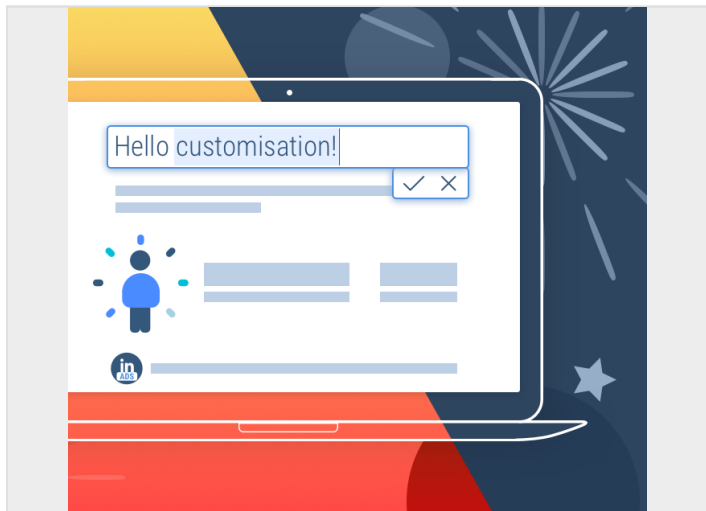
Top campaigns

Campaign Name	Clicks	CTR	Cost per click	Impressions	Budget spent
A campaign	733,396	↑ 60.27%	88.34%	\$1,052,610.00	↑ 943,007 105%
B campaign	476,159	122%	1.00%	4.17%	\$831,136.00
C campaign	188,343	↑ 0.46%	4.55%	\$134,460.00	65.1%
D campaign	23,063	↓ 0.31%	138%	\$87,368.00	222%
E campaign	2,394	69.07%	0.47%	-51.55%	\$48,790.00
F campaign	1,900	147%	0.06%	-81.82%	\$45,668.00
G campaign	1,679	320%	0.27%	-60.87%	\$15,354.00
H campaign	479	280%	0.08%	-89.04%	\$2,519.00
I campaign	446	6271%	0.47%	38.24%	\$1,319.00
J campaign	181	2486%	0.24%	-74.47%	\$292.00
K campaign	88	1367%	0.21%	-61.82%	\$55.00
L campaign	55	1000%	0.99%	482%	\$53.00

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Top performing ads

A ad



Campaign: A campaign
Ad set: AdSet 1

Clicks	CTR	CPC	Impress...	Spend
64,575 ↓	94.20% ↑	\$1,08... ↑	1,219,000 ↑	\$820,000 ↓

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B ad



Campaign: B campaign
Ad set: AdSet 2

Clicks	CTR	CPC	Impress...	Spend
24,514 ↓	0.98% ↑	\$329,000 ↓	600,000 ↑	\$648,000 ↓

Campaign performance overview

Total spent on ads

Google Ads + Facebook Ads



1,475,624
GADS + FB ADS

Combined multisource data

Funnel activity (Totals)



Total impressions

2,207,425

351.91%



Total clicks

962,562

-1.00%



Total conversions

1,063,572

24.57%

Combined multisource data

Transactions

Amount of orders completed through your website



183,942
Transactions

96.00%
↔ 93,849

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Revenue

Purchase value generated through your website



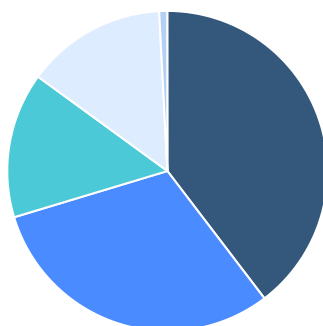
\$867,082.00
Transaction revenue

-17.30%
↔ \$1,048,528.00

Company ABC

Top campaigns

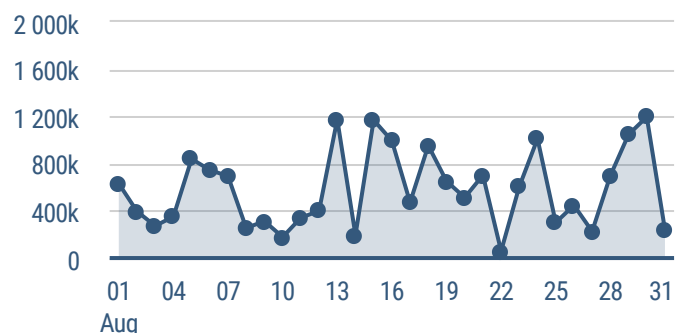
- A campaign 39.64%
- B campaign 30.71%
- C campaign 14.69%
- D campaign 14.14%
- E campaign 0.82%



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Campaign sessions

● Campaign sessions



Company ABC

Campaign performance

Campaign	Sessions		Bounce rate		Avg. Session Duration	
A campaign	842,005	-2.05%	74.64%	205%	4d 08h	-21.67%
B campaign	148,480	-61.15%	0.95%	33.8%	4d 03h	-16.38%
C campaign	13,308	-94.36%	0.65%	1525%	2d 14h	-20.05%
D campaign	12,852	-24.6%	0.60%	-30.23%	22:25	-1.35%
E campaign	8,505	-43.85%	0.90%	15.38%	01:05	-94.45%
F campaign	5,703	-39.77%	0.06%	-88.46%	00:30:01	-93.98%
G campaign	4,433	585%	0.00%	-100%	00:13:16	-95.67%
H campaign	3,211	754%	89.38%	13651%	00:07:45	-96.33%
I campaign	1,417	791%	0.98%	18.07%	00:01:18	-98.94%
J campaign	1,361	901%	0.34%	-63.04%	00:00:32	-99.02%
K campaign	750	520%	0.52%	-40.91%	00:00:17	-97.03%
L campaign	95	157%	0.86%	244%	00:00:08	-96.95%

 Company ABC

Products by revenue

Product name	Item revenue		Item quantity	
String A	\$620,281.00	35.54%	509,188	3158%
String B	\$91,240.00	-77.21%	229,582	2161%
String C	\$24,734.00	-87.26%	196,012	4151%
String D	\$14,334.00	-92.3%	2,640	-37.49%
String E	\$3,674.00	-97.66%	789	-32.1%
String F	\$1,129.00	-99.24%	97	-90.07%
String G	\$25.00	-99.98%	21	-84.89%
String H	\$24.00	-99.93%	16	-86.32%
String I	\$6.00	-99.85%	11	-87.5%
String J	\$5.00	-99.86%	9	-75.68%
String K	\$5.00	-99.8%	6	-45.45%
String L	\$5.00	-99.11%	6	-25%

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