

# Digital Marketing Report

Next

3/16/2017 1/24/2018

Day of Week

All

Social Network

All

Social Network

11K

Sessions

6553

Users

101.63

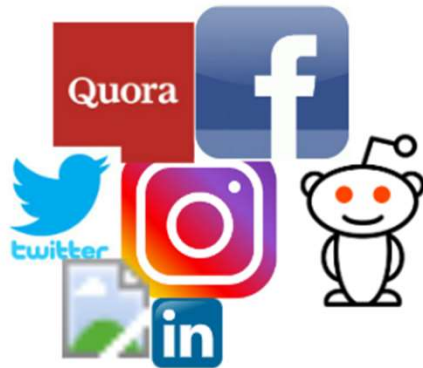
Average of Session Duration

1.15

Average of Pages / Session

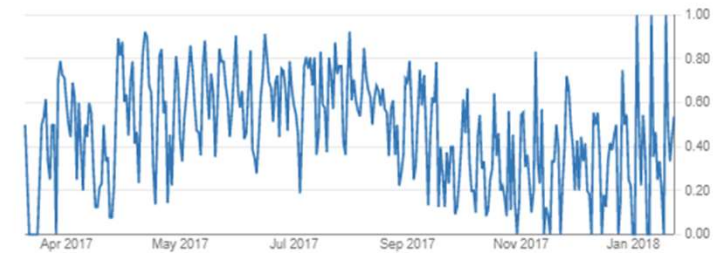
58.72%

Average of Bounce Rate

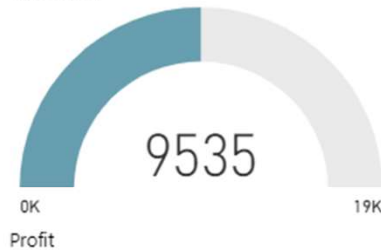


Facebook	2085
Reddit	1855
Pinterest	987
Twitter	810
Quora	677
Instagram	138
LinkedIn	1

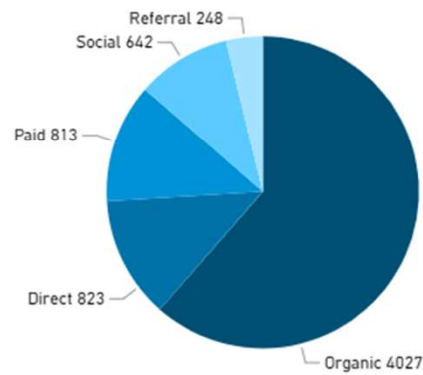
Average Bounce Rate by Date



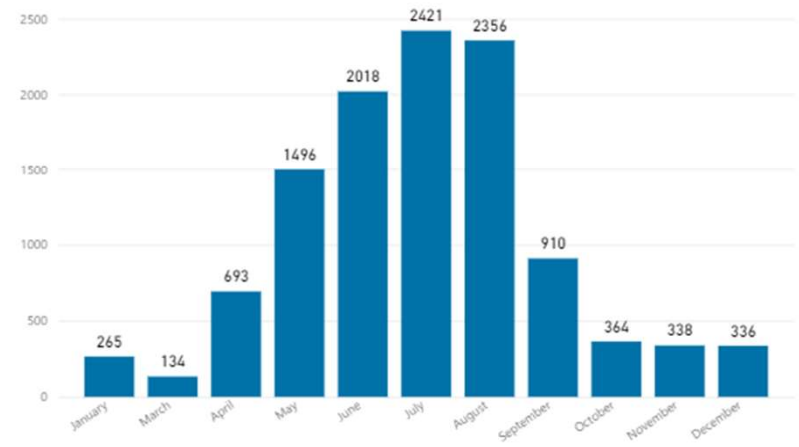
New Users



Count of Traffic Source



Sessions by Month





## Campaign Performance Analysis

Previous

User Type

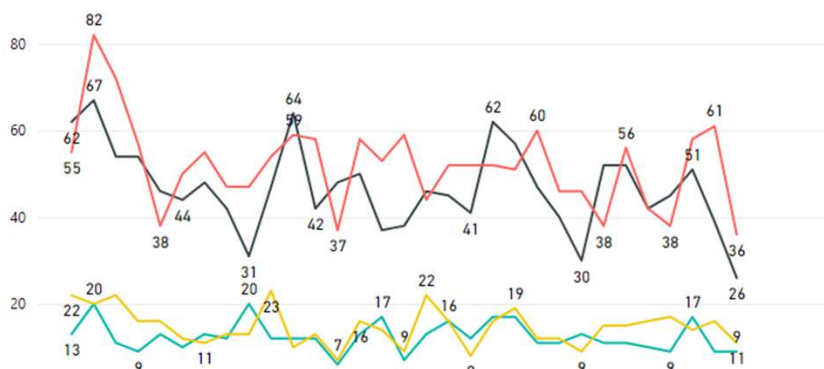
All

3/16/2017

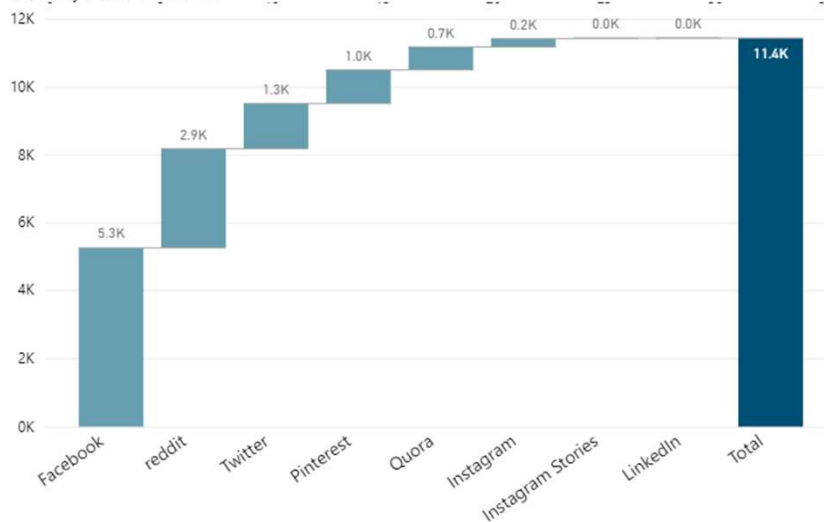
1/24/2018

Count of Campaign by Day and Campaign

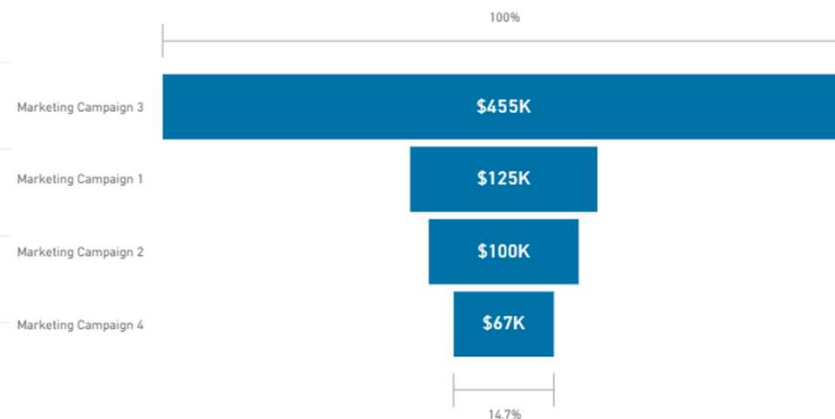
● Marketing Campaign 1 ● Marketing Campaign 2 ● Marketing Campaign 3 ● Marketing Campaign 4



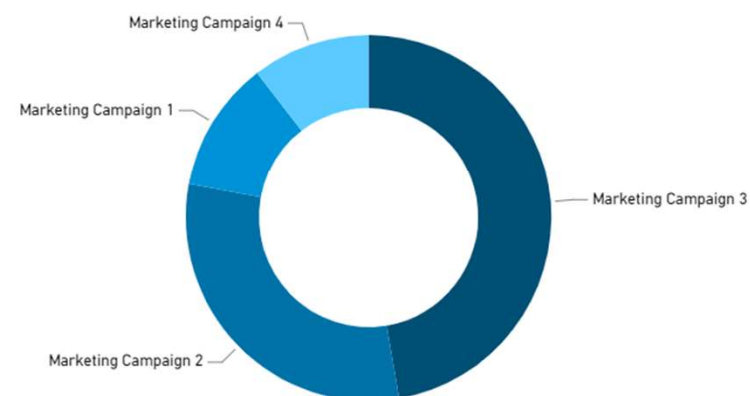
Users by Social Network



CPA by Campaign



Count of Acquisition by Campaign



165840

Marketing Spend

\$747K

CPA

2825

Count of Acquisition

\$922.78

Average of CPA

73.06

Return on investment