

Marketing Dashboard v1

Select date range ▾

Page Name ▾

First Touch Source ▾

First Session of the day ▾

Total Users

16,542

Forms Submitted

85

Form Fillrate

0.51%

No. of Deals

115

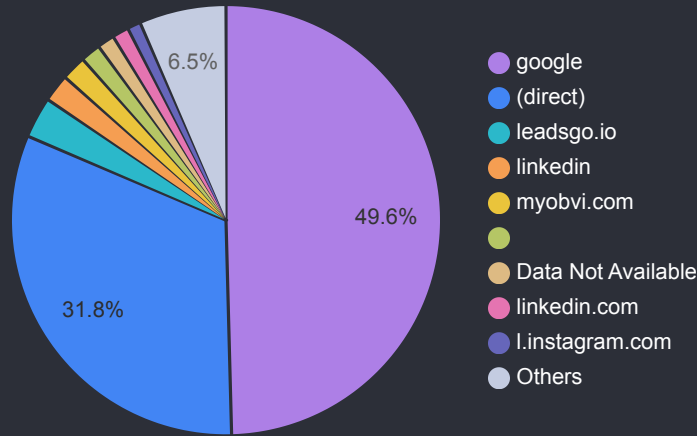
Forms to Deals

100.00%

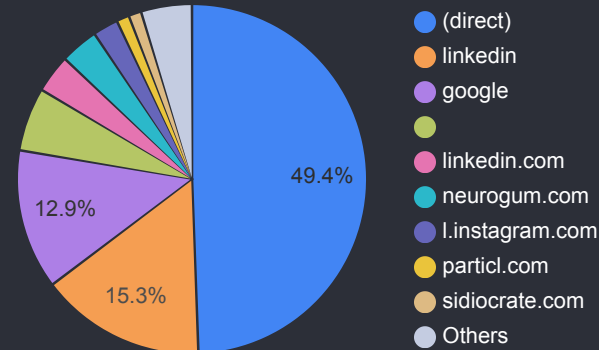
New Users

100.00%

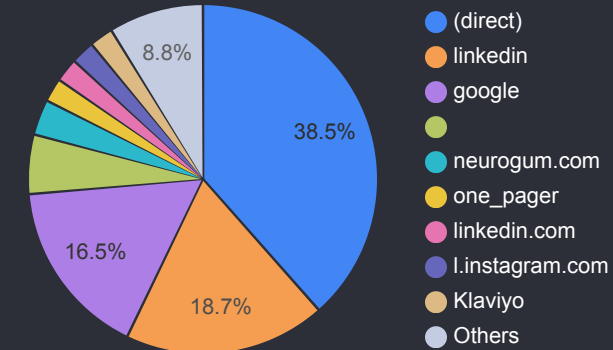
Visiting Users' First Touch Source



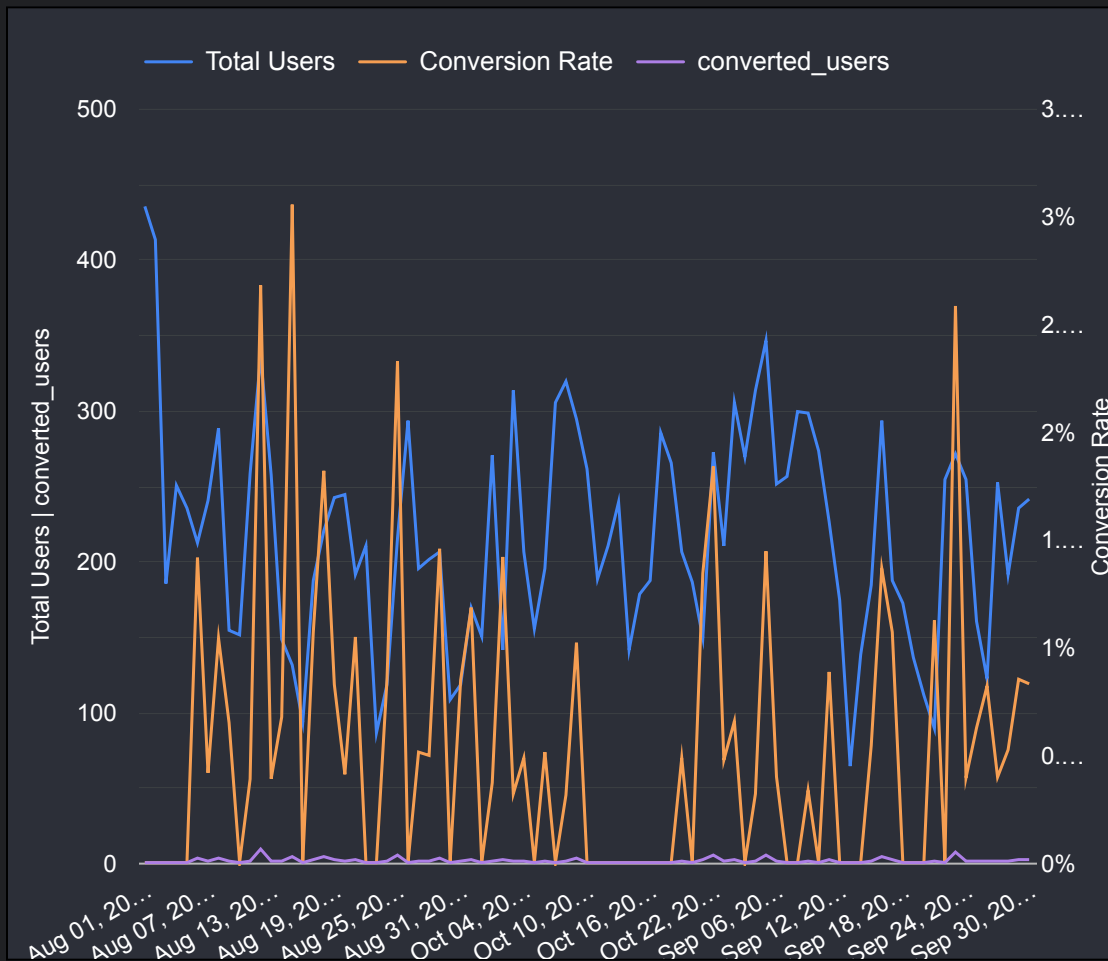
Converted Users' First Touch Source



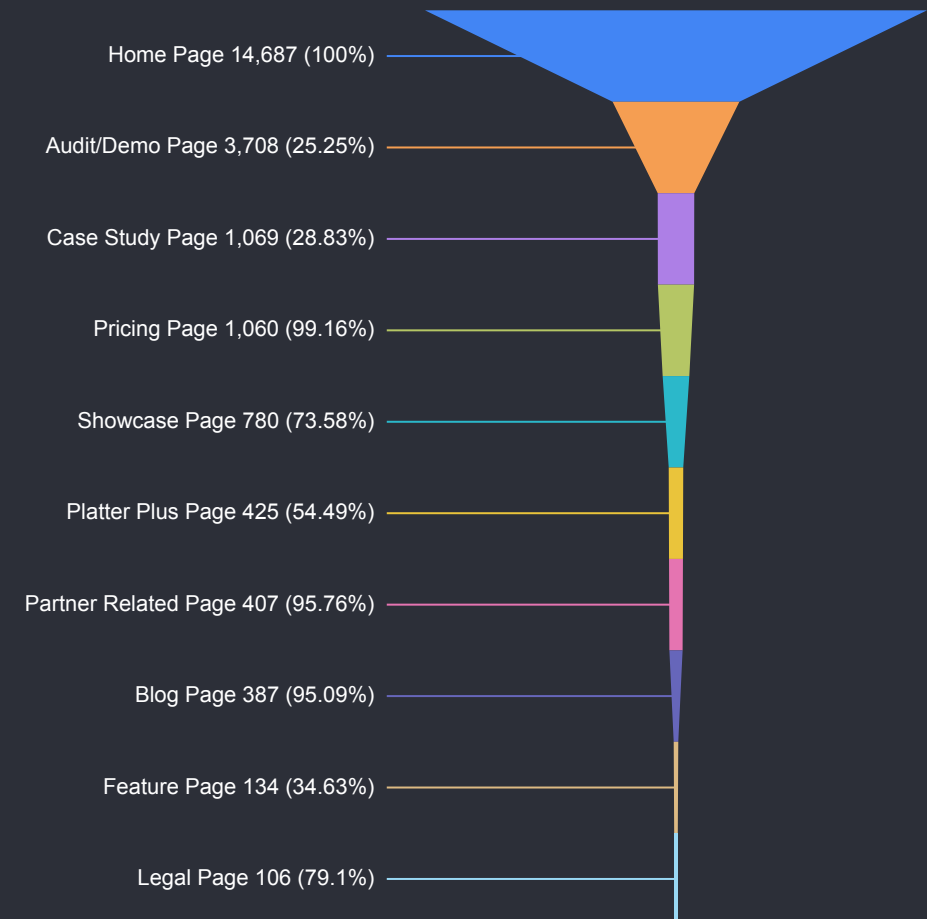
Converted Users' Session Source



Total Users and Conversion Rate Trend



Marketing Funnel



Deal Stage

Select date range

No. of Deals

115

Interest to Meeting Conversion

59.38%

Meeting to Proposal Conversion

15.56%

Proposal to Negotiation Conversion

68.18%

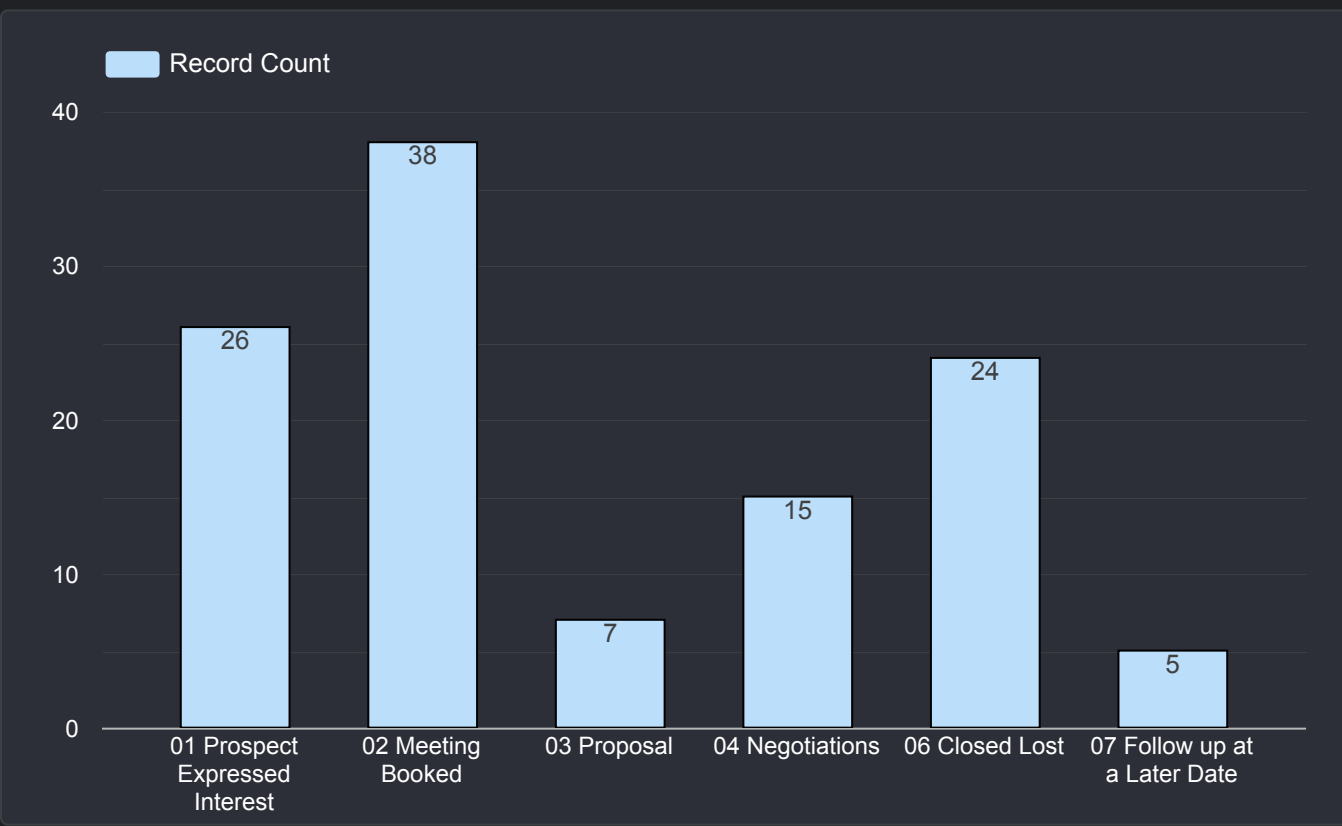
Negotiation to Won Conversion

0.00%

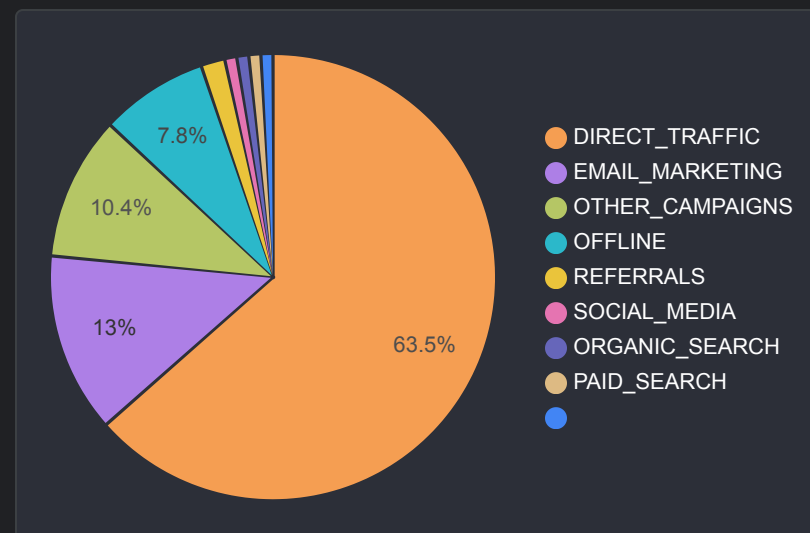
Negotiation to Lost Conversion

61.54%

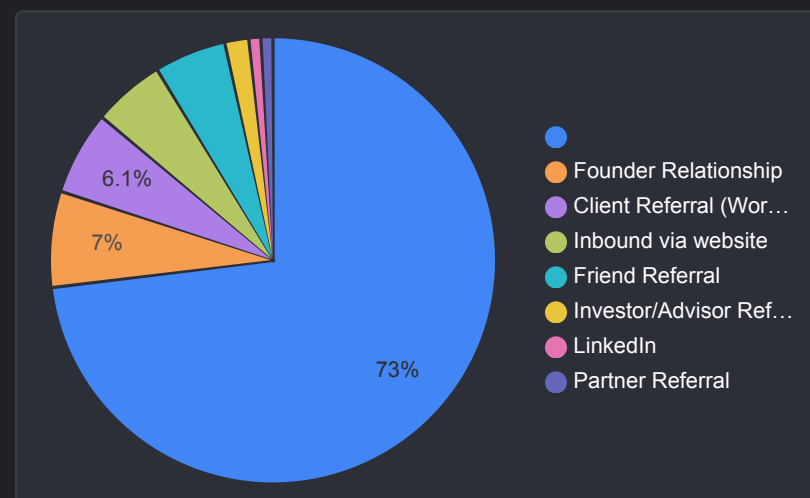
Deals stage



latest_source



lead_source



Google Ads

Select date range



Spend

cost
1,357.4

conversions

conversions
764

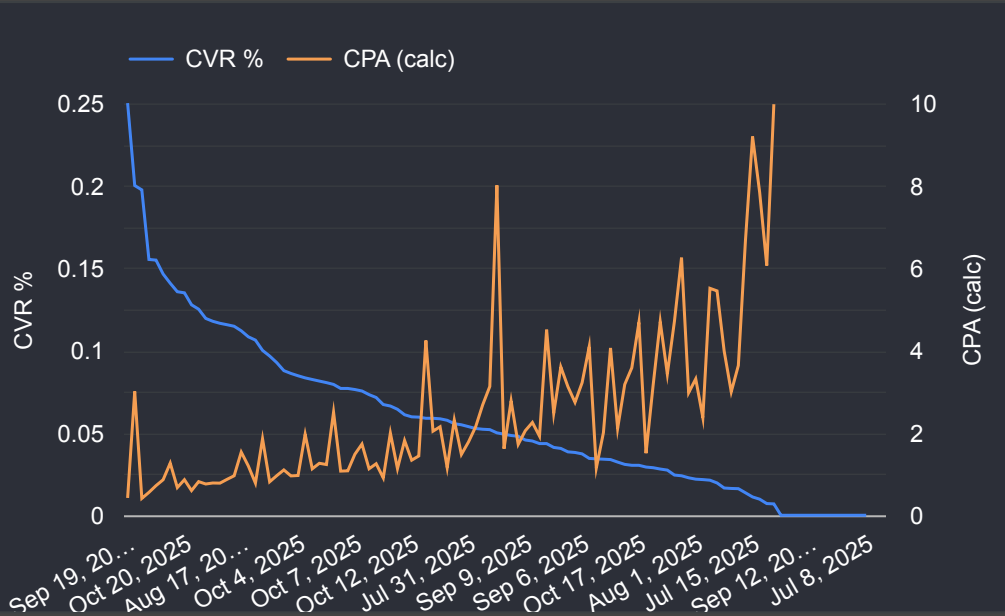
CPA

CPA (calc)
1.78

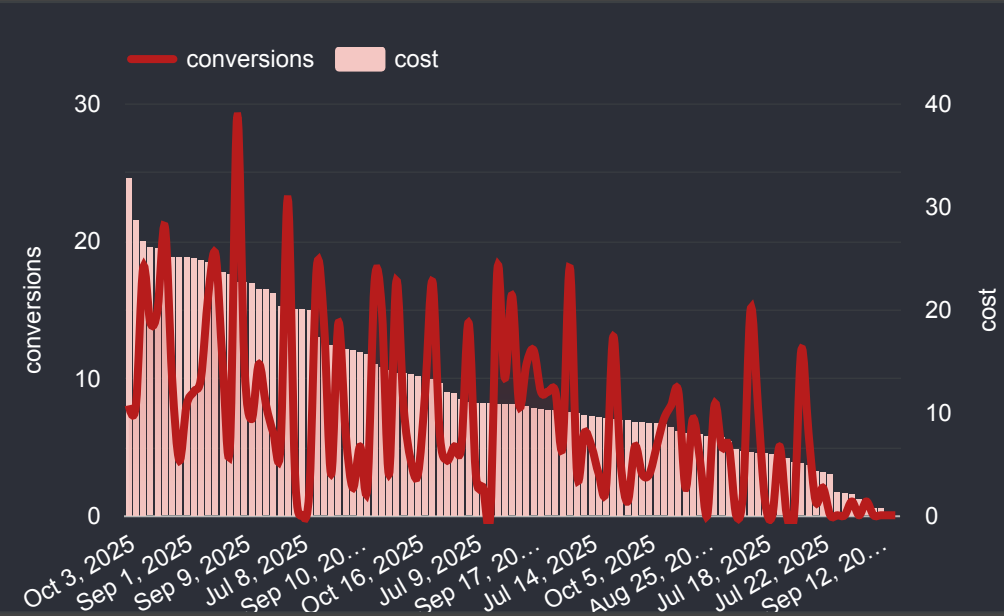
CTR %

CTR %
0.05

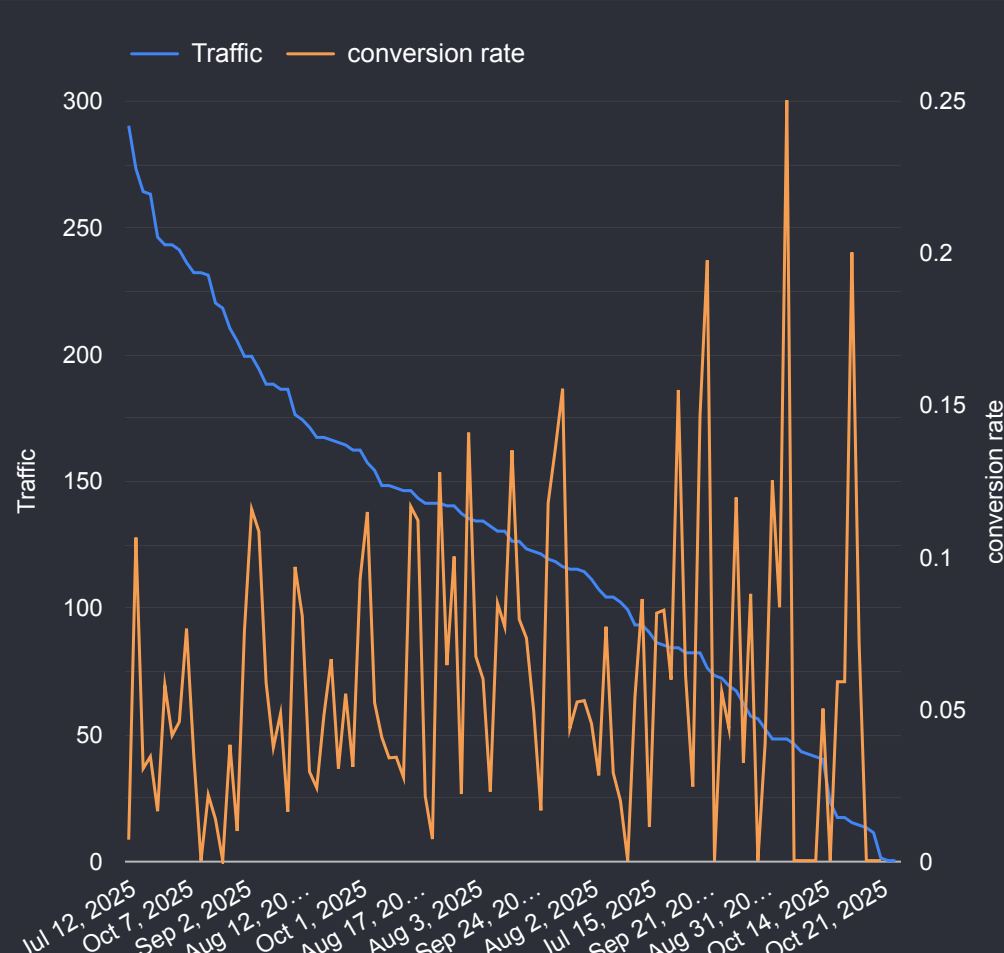
CVR % and CPA (calc) by date



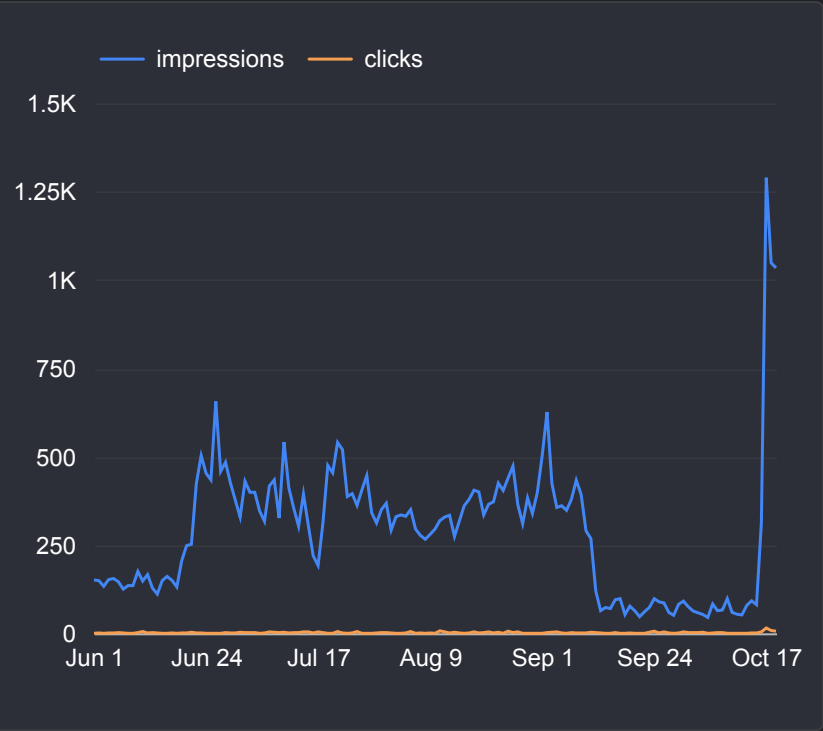
conversions and cost by date



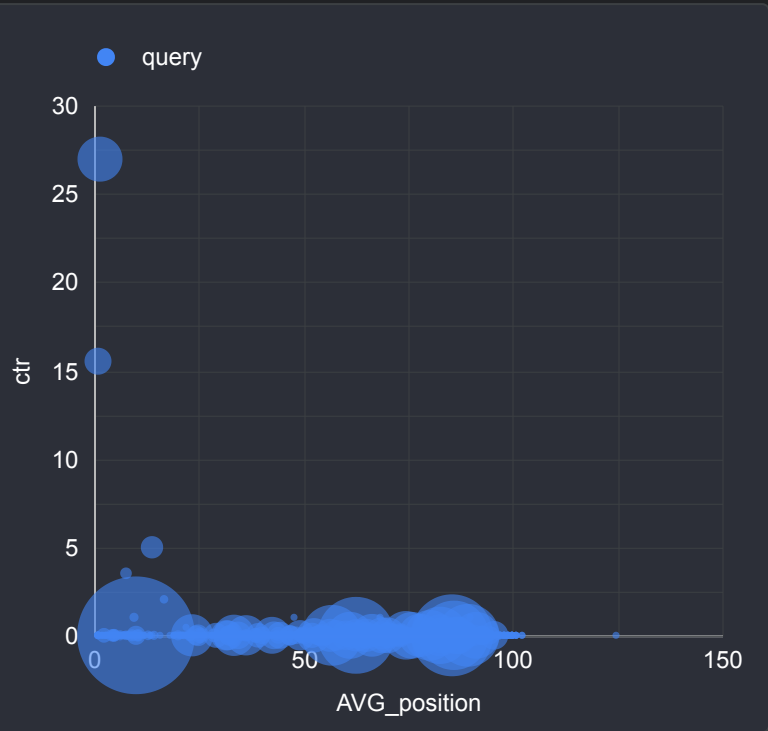
	date	cost ▾	impressions	clicks	CTR %	conversions	CVR %	CPA (calc)
1..	Oct 3, 2025	32.72	773	232	0.3	8	0.03	4.09
2..	Oct 8, 2025	28.63	1,725	264	0.15	8	0.03	3.58
3..	Oct 7, 2025	26.64	1,510	236	0.16	18	0.08	1.48
4..	Sep 3, 2025	25.98	1,244	140	0.11	14	0.1	1.86
5..	Sep 2, 2025	25.92	837	199	0.24	15	0.08	1.73
6..	Sep 4, 2025	25.1	735	194	0.26	21	0.11	1.2
7..	Aug 29, 2025	25.01	3,379	126	0.04	10	0.08	2.5
8..	Aug 26, 2025	25	3,050	167	0.05	4	0.02	6.25
9..	Sep 1, 2025	25	1,486	154	0.1	8	0.05	3.12
1..	Aug 19, 2025	24.96	1,410	186	0.13	9	0.05	2.77
1...	Oct 18, 2025	24.75	1,735	243	0.14	10	0.04	2.48
1..	Aug 17, 2025	24.52	2,126	143	0.07	16	0.11	1.53
1..	Sep 30, 2025	24.05	462	135	0.29	19	0.14	1.27
1..	Sep 8, 2025	23.62	812	188	0.23	11	0.06	2.15
1..	Oct 17, 2025	23.39	1,603	165	0.1	5	0.03	4.68



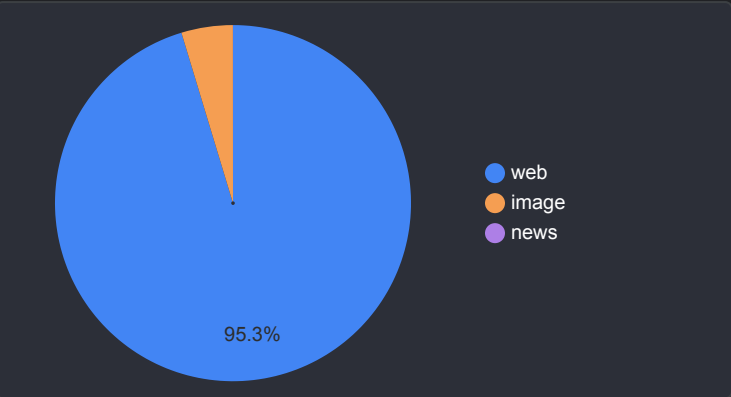
impressions and clicks over time



Distribution of position by CTR



Search Type



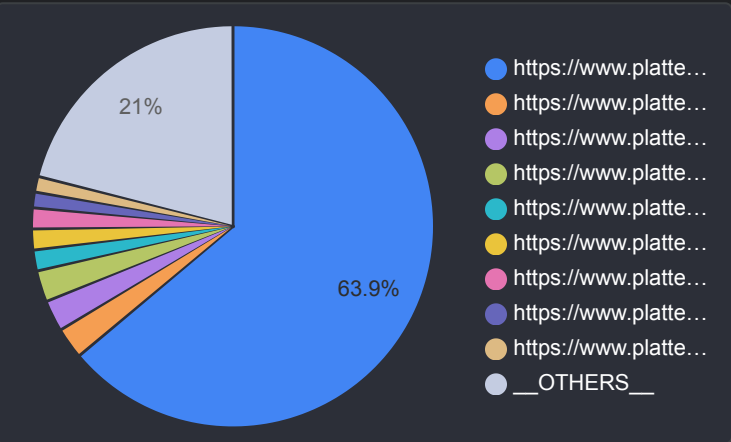
Top Queries

	query	clicks	impressions
1.	platter.com	64	195
2.	platter.co	20	70
3.	platter agency	10	48
4.	platter shopify	8	13
5.	platter	6	1,332
6.	platter website	2	7
7.	platter app	1	8
8.	companies that use social snow...	1	1
9.	shopify agency new york	1	5
10.	https://www.shopify.com/	1	1
11.	best shopify marketing agency	1	2
12.	platter ai	1	4

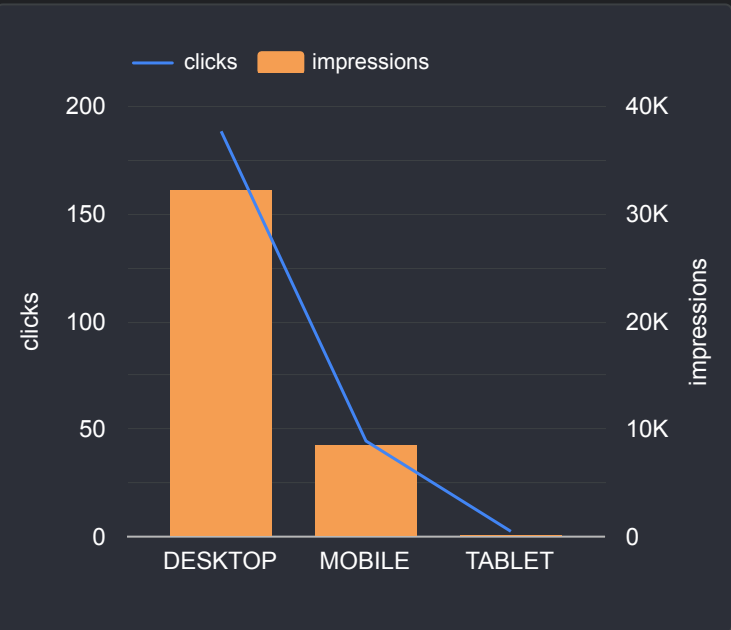
Top Pages

	page	clicks	impressions
1.	https://www.platter.com/	152	3,883
2.	https://www.platter.com/fe...	6	938
3.	https://www.platter.com/pla...	6	441
4.	https://www.platter.com/pri...	6	1,279
5.	https://www.platter.com/ca...	4	1,928
6.	https://www.platter.com/blo...	4	224
7.	https://www.platter.com/blo...	4	211
8.	https://www.platter.com/pa...	3	474
9.	https://www.platter.com/pla...	3	689
10.	https://www.platter.com/ca...	3	295
11.	https://www.platter.com/blo...	3	754
12.	https://www.platter.com/fe...	2	24

Top pages by clicks



Clicks & Impressions by Devices



Beehiiv

Select date range

title

Total_Subscribers
2,022

Total_Opens
40,245

unique_opens
21,730

open_rate
46.54%

unique_clicks
1,005

CTR
4.62%

recipients
51,277

delivered
46,983

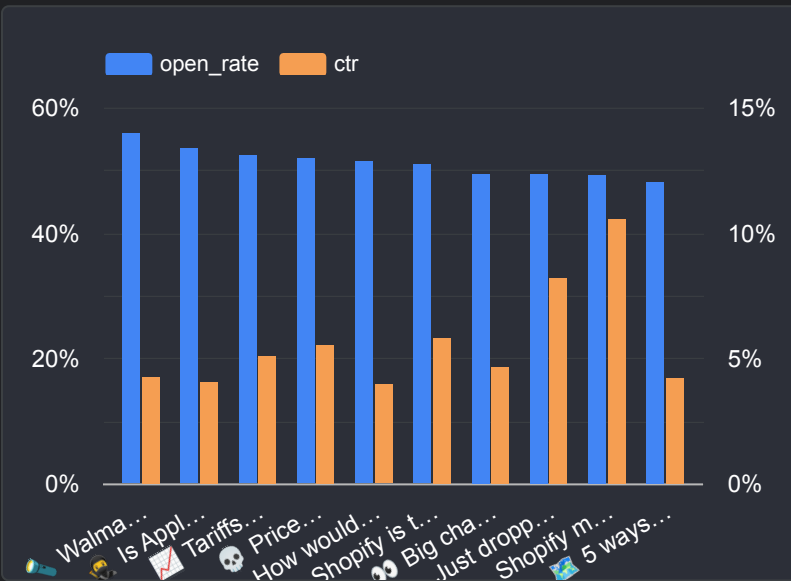
deliverability
91.69%

Unsubscribed
292

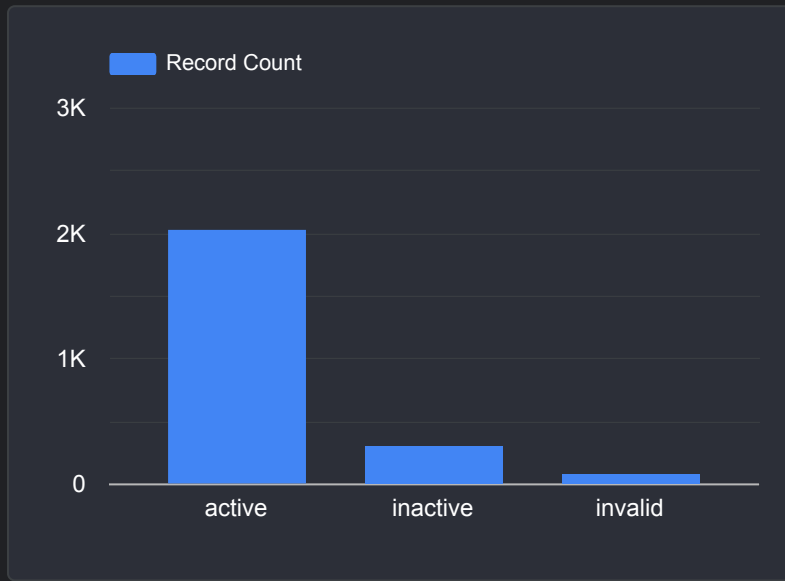
Unsubscribe_rate
0.65%

Bounce_rate
4,294

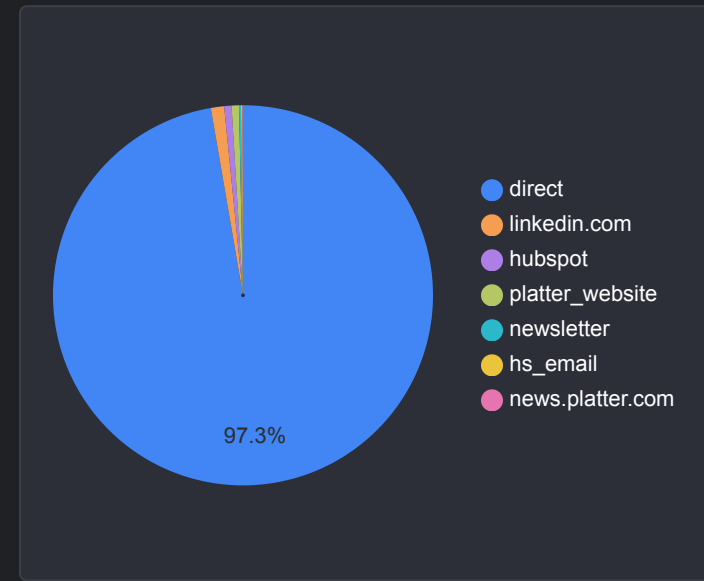
open_rate and ctr by title



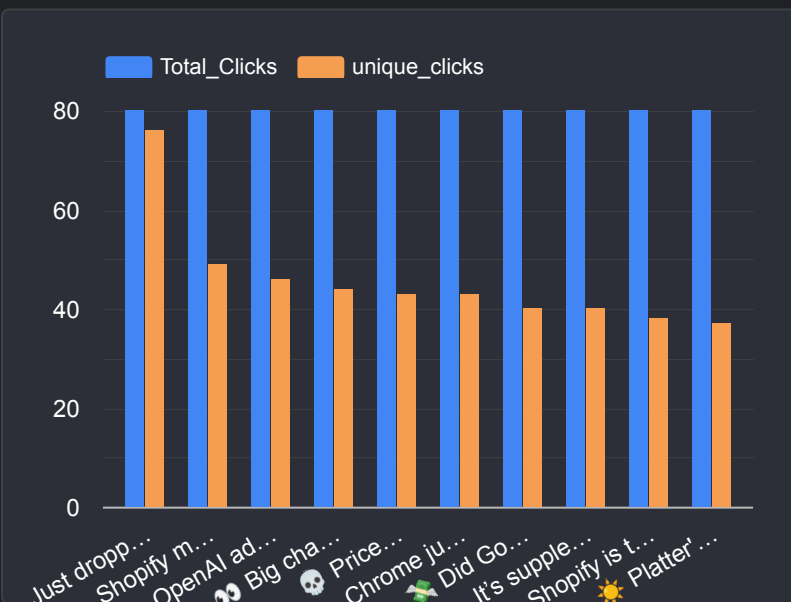
Subscription status



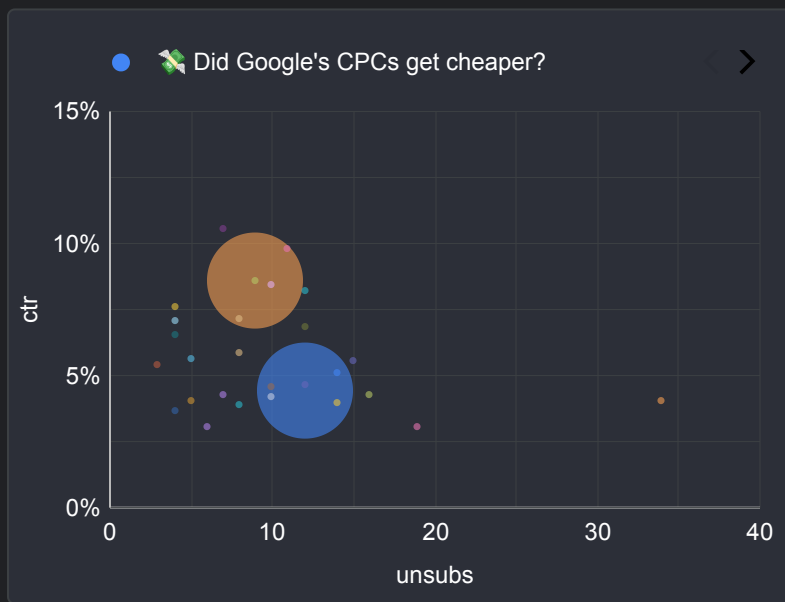
utm_source by Record Count



Total_Clicks and unique_clicks by title



Distribution of unsubs by ctr, size indicates spam



utm_channel by Record Count

