**15 DAYS REPORT**

**GOOGLE ANALYTICS**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Stage | # Sessions | Bounce rate | # Page views | # Unique page views | Pages / Session | Average session duration | % New sessions |
| Beginning | 0 | 0.00% | 0 | 0 | 0.00 | 00:00:00 | 0.00% |
| Week 1 | 11 | 18.18% | 20 | 11 | 1.82 | 00:06:38 | 27.27% |
| Week 2 | 61 | 4.92% | 131 | 61 | 2.15 | 00:07:51 | 3.28% |
| Week 3 | 67 | 19.40% | 136 | 77 | 2.03 | 00:06:22 | 8.96% |
| Week 4 | 30 | 46.67% | 115 | 47 | 3.83 | 00:08:06 | 13.33% |
| Total | 203 | 26.11% | 453 | 231 | 2.23 | 00:06:35 | 14.78% |

**YOUTUBE ANALYTICS**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Stage | Watch time | Average view duration | Views | Likes | Dislikes | Subscribers | Shares | Comments |
| Beginning | 0 sec | 0 sec | 0 | 0 | 0 | 0 | 0 | 0 |
| Week 1 | 19 mins 45 secs | 2 mins 11 secs | 9 | 1 | 0 | 1 | 4 | 0 |
| Week 2 | 32 mins 12 secs | 1 min 32 secs | 21 | 0 | 0 | 1 | 0 | 0 |
| Total | 58 mins 2 secs | 1 min 20 secs | 43 | 4 | 0 | 2 | 4 | 0 |

**FACEBOOK INSIGHTS**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Stage | Actions on page | Page views | Page likes | Reach | Post engagements | Video views |
| Today | 0 | 18 | 6 | 3 | 5 | 0 |
| Yesterday | 0 | 18 | 6 | 3 | 5 | 0 |
| Last 7 days | 0 | 25 | 13 | 12 | 35 | 2 |
| Last 28 days | 0 | 25 | 13 | 12 | 59 | 4 |

**ESP REPORT**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Stage | Opens | Clicks | Forwards | Unsubscribes |
| Daily | 0 | 0 | 0 | 0 |
| Hourly | 0 | 0 | 0 | 0 |

**GOOGLE ADWORDS**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Stage | Interactions | Interaction rate | Conversions | Conversion rate | Impressions | Clicks | Cost |
| Week 1 | 0 | 0.00% | 0 | 0.00% | 0 | 0 | 0.00 |
| Week 2 | 0 | 0.00% | 0 | 0.00% | 0 | 0 | 0.00 |