

Overview

Sessions

3.7K

± 16.4% from previous 31 days

Unique Pageviews

9.4K

± 19.5% from previous 31 days

Avg. Session Duration

01:59

± 13.7% from previous 31 days

Bounce Rate

53%

± 2.7% from previous 31 days

User Clicks Become A Customer

82

± 12.3% from previous 31 days

% of Users that Clicks BaC

2.22%

± -3.6% from previous 31 days

Click Through Rate & Impressions

by Clicks, CTR, and Impressions

Clicks

1K

± 9.2%

URL CTR

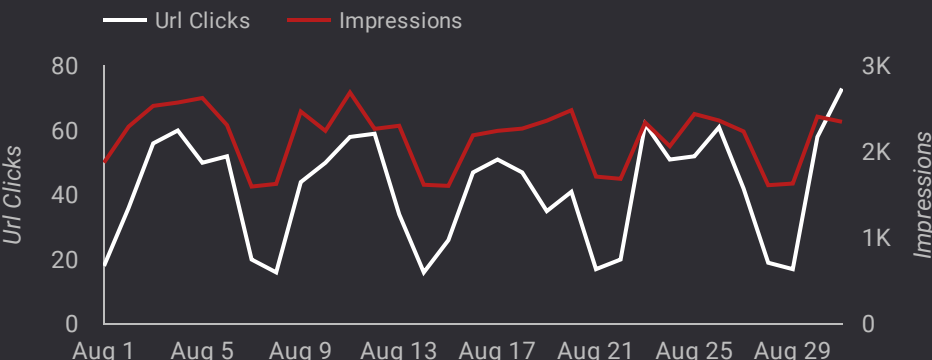
1.9%

± 11.2%

Impressions

53.7K

± -4.1%



Cost Per Click

by Cost, CPC, and CPM

Avg. CPC

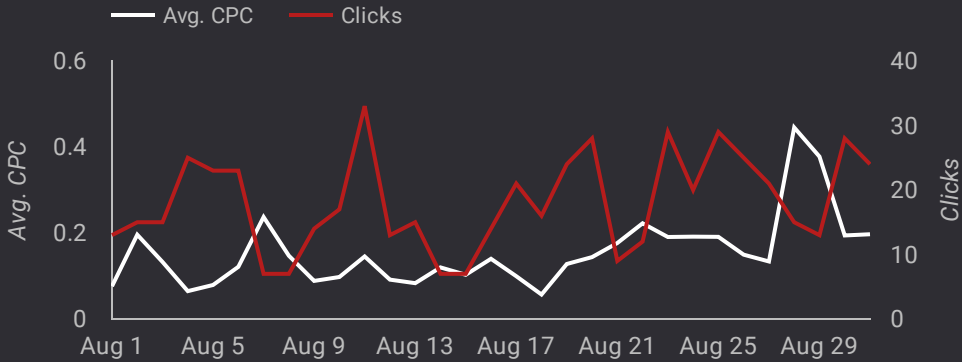
\$0.15

± -8.9%

Cost

\$86.07

± -9.2%



Top Site Search Query

	Query	Url Clicks ▾
1.	bsg canada	256
2.	bsg	35
3.	bsg guelph	17
4.	bsg airdrie	10
5.	bsg canada guelph	9
6.	bsg cans	8
7.	bsgcanada	7
8.	oio malt	7
9.	oio	6
10.	hop extract	4
11.	biofine	4
12.	yeastex 82	3
13.	corn sugar	3
14.	polyclar	3
15.	spot hops	3

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Most Successful Search Keywords (Google)

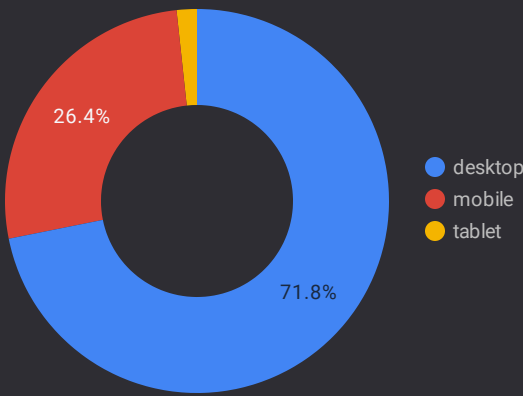
	Keyword	Clicks ▾
1.	Dynamic Search Ads	188
2.	brew equipment canada	54
3.	canada brew	50
4.	home brew supplies cana...	45
5.	hops	42
6.	brew canada	26
7.	bsg hops	23
8.	malt brew	19
9.	malt beer	16
10.	brewers supply group	14
11.	beer canada	12
12.	beer making kits	10
13.	brewing products	9
14.	home brew beer	7
15.	brewing supplies	6

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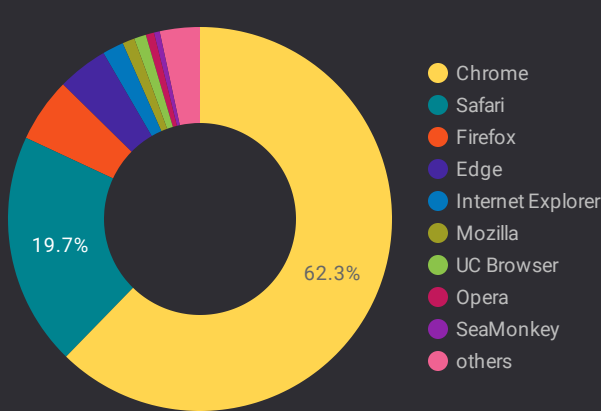
Keywords: words we chose that we want our ads to appear on

Analytics

Most Commonly Used Device

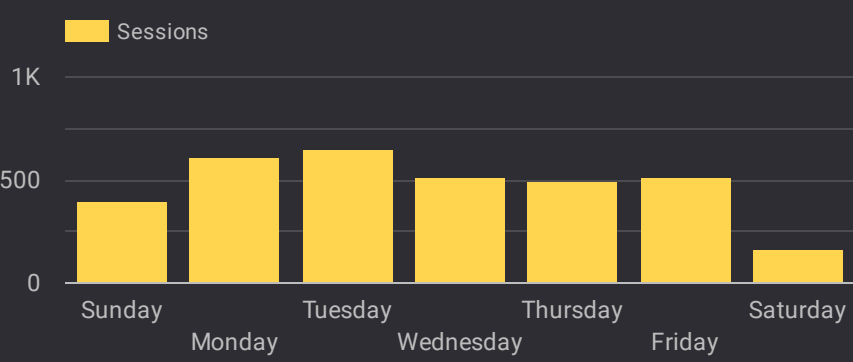


Most Commonly Used Browser



Daily User Activities Count

Internal IPs Excluded



Top Landing Pages

	Landing Page	Sessions ▾	Bounce Rate
1.	/	1,489	36.06%
2.	/cans	89	47.19%
3.	/contactus	78	82.05%
4.	/spot-hops-list	77	19.48%
5.	/malt	56	30.36%
6.	/oio-rolled-oats-55-lb	36	77.78%
7.	/new-tms	35	71.43%
8.	/about-us	32	75%
9.	/blank-cans	28	60.71%
10.	/corn-sugar-dextrose-50-lb	26	69.23%

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Top Referral Traffic

	Source	Users ▾	New Users	Bounce Rate
1.	google	1,446	1,194	46.64%
2.	(direct)	727	698	73.02%
3.	bsgcraft.com	54	34	31.82%
4.	bing	36	26	59.09%
5.	baidu	31	30	100%
6.	bsgcraftbrewing.com	30	22	20.75%
7.	ontariobeerkegs.com	28	23	32.43%
8.	retailer.bsgcanada.com	8	0	9.09%
9.	yahoo	8	5	55.56%
10.	artisandistillers.ca	3	3	25%

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Top Product Pages

	Landing Page	Url Clicks ▾
1.	https://bsgcanada.com/	352
2.	http://www.bsgcanada.com/	43
3.	https://bsgcanada.com/spot-hops-list	24
4.	https://bsgcanada.com/cans	23
5.	https://bsgcanada.com/oio-rolled-oats-55-lb	23
6.	https://bsgcanada.com/corn-sugar-dextrose-50-lb	22
7.	https://bsgcanada.com/blank-cans	21
8.	https://bsgcanada.com/oio-toasted-wheat-flakes	16
9.	https://bsgcanada.com/oio-canadian-2-row-malt	15
10.	https://bsgcanada.com/simpsons-premium-english...	14

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Acquisition Channels

	Default Channel Grouping	Users ▾	New Users	Bounce Rate
1.	Organic Search	1,113	907	54.21%
2.	Direct	727	698	73.02%
3.	Paid Search	482	355	35.3%
4.	Referral	140	96	33.91%
5.	Social	4	4	50%

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