

Overview

Sessions  
5.4K  
↑ 0.2% from previous 31 days

Unique Pageviews  
9.4K  
↑ 5.8% from previous 31 days

Avg. Session Duration  
01:22  
↑ 9.5% from previous 31 days

Bounce Rate  
61%  
↓ -2.6% from previous 31 days

User Clicks Become A Customer  
10  
↑ 25.0% from previous 31 days

% of Users that Clicks BaC  
0.19%  
↑ 24.7% from previous 31 days

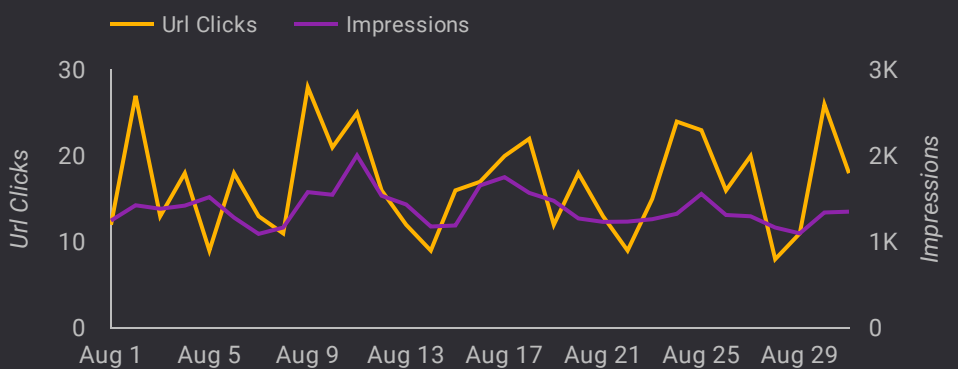
Click Through Rate & Impressions

by Clicks, CTR, and Impressions

Google Search Clicks  
520  
↑ 6.1%

URL CTR  
1.2%  
↑ 8.3%

Impressions  
43.0K  
↓ -2.0%

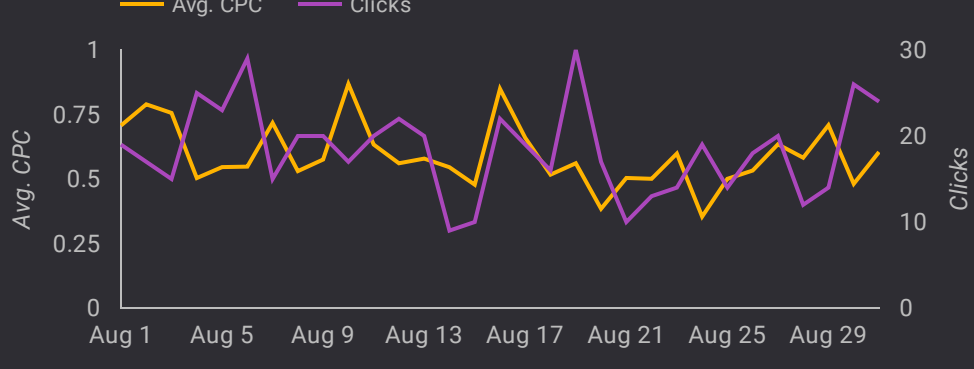


Cost Per Click

by Cost, CPC, and CPM

Avg. CPC  
\$0.59  
↓ -9.4%

Cost  
\$335.90  
↓ -11.6%



Top Site Search Query

Query	Url Clicks
1. bsg distilling	23
2. pinnacle yeast	12
3. dady yeast	9
4. usw-6 yeast	6
5. safspirit usw-6	5
6. red star dady yeast	4
7. m1 yeast	4
8. tequila yeast	3
9. weyer mann carabohemian	3
10. distillers active dry yeast	3
11. amylo 300	3
12. red star dady yeast alcohol t...	2
13. safspirit m-1	2
14. safspirit m1	2
15. rahr family	2

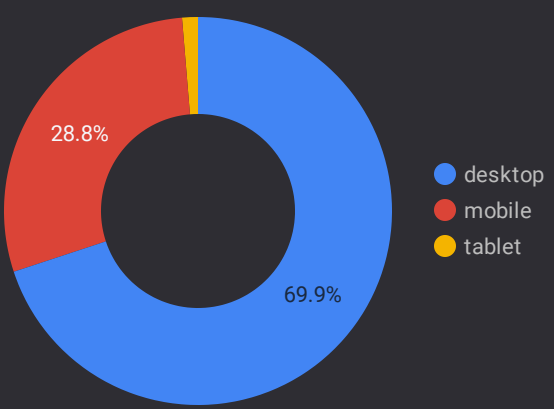
Most Successful Search Keywords (Google)

Keyword	Clicks
1. Dynamic Search Ads	246
2. spirit liquor	39
3. Rye Malt	20
4. malted corn	12
5. spirit alcohol	12
6. yeast	9
7. rye grain	9
8. alcohol distilling	9
9. yeast for whiskey	7
10. Rye malted grain	7
11. rye flour	7
12. distilleries	6
13. cracked corn	6
14. distillery supplies	6
15. spirit drink	6

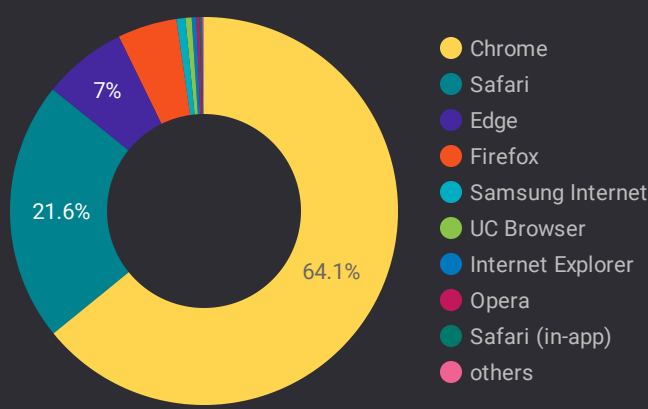
Keywords: words we chose that we want our ads to appear on

Analytics

Most Commonly Used Device

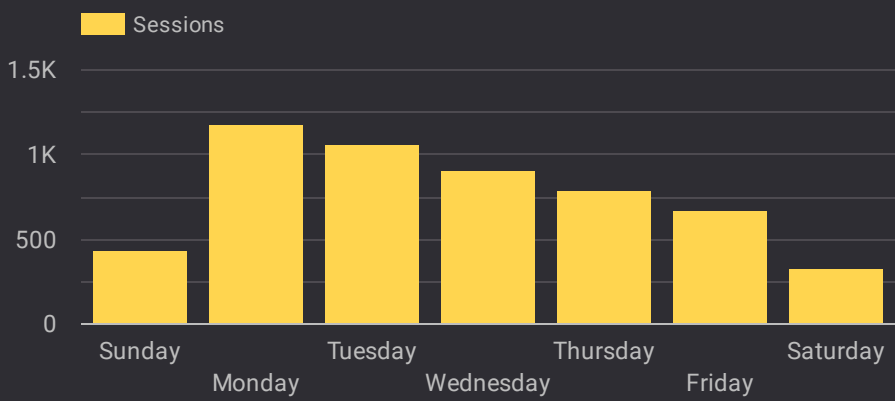


Most Commonly Used Browser



Daily User Activities Count

Internal IPs Excluded



Top Landing Pages

Landing Page	Sessions	Bounce Rate
1. /	2,418	57.69%
2. /BeACustomer	841	61.36%
3. /certificate-of-analysis	404	43.81%
4. /yeast	160	38.75%
5. /canada	108	62.96%
6. /malt-grains-and-other-fermentables	83	30.12%
7. /contactus	78	71.79%
8. /webinars	67	85.07%
9. /red-star-distillers-active-dry-yeast-dady-1...	46	76.09%
10. /safteq-blue-500g	43	74.42%

Top Referral Traffic

Source	Users	New Users	Bounce Rate
1. google	1,877	1,705	57.79%
2. (direct)	1,041	961	65.21%
3. bsgcraftbrewing.com	759	581	55.83%
4. bsghandcraft.com	206	163	68.1%
5. bing	82	67	58.16%
6. bsgwine.com	67	50	69.14%
7. rahr.com	57	46	45.76%
8. baidu	30	30	100%
9. bsgcanada.com	23	13	44.83%
10. yahoo	22	20	57.69%

Top Product Pages

Landing Page	Url Clicks
1. https://bsgdistilling.com/red-star-distillers-active-dr...	39
2. https://bsgdistilling.com/safteq-blue-500g	33
3. https://bsgdistilling.com/pinnacle-distillers-yeast-m...	30
4. https://bsgdistilling.com/safspirit-usw6-500g	29
5. https://bsgdistilling.com/safspirit-m1-dry-yeast-500g	28
6. https://bsgdistilling.com/	26
7. https://bsgdistilling.com/fermentis-safspirit-c70-10...	11
8. https://bsgdistilling.com/amylo-300-1-kg	9
9. https://bsgdistilling.com/fungal-%CE%B1-amylase-...	9
10. https://bsgdistilling.com/pinnacle-distillers-yeast-m...	9

Acquisition Channels

Default Channel Grouping	Users	New Users	Bounce Rate
1. Organic Search	1,613	1,451	60.74%
2. Referral	1,141	910	60.04%
3. Direct	1,041	961	65.21%
4. Paid Search	444	396	50.92%
5. Social	26	25	100%

Most Clicked PDFs

Event Label	Default Channel Grouping	Total Events
1. Analyse W131 21118025 01	Referral	3
2. COA 20210805 0032719BSG	Referral	3
3. Dingemans Pilsen 1724-13121-S.pdf	Referral	3
4. COA 20210622 0029883BSG	Referral	3
5. Best Ale Malt P0160-024080 SS21155 57122-0 PVD.pdf	Direct	2
6. W077 21241025 01	Referral	2
7. COA 20210519 0027582BSG	Referral	2
8. Analyse W040 23240025 01	Referral	2
9. W074 21241025 01	Referral	2
10. Dingemans Aromatic 6717-36420-S P0160-019165.pdf	Referral	2
11. Dingemans Bulk Biscuit 2021-1000_P0160-021617.pdf	Organic Search	2
12. Dingemans Pilsen 7026-01821-S_P0160-019699.pdf	Referral	2
13. COA 20210505 0000216ALX	Organic Search	2
14. COA 20210728 0031959BSG	Referral	2