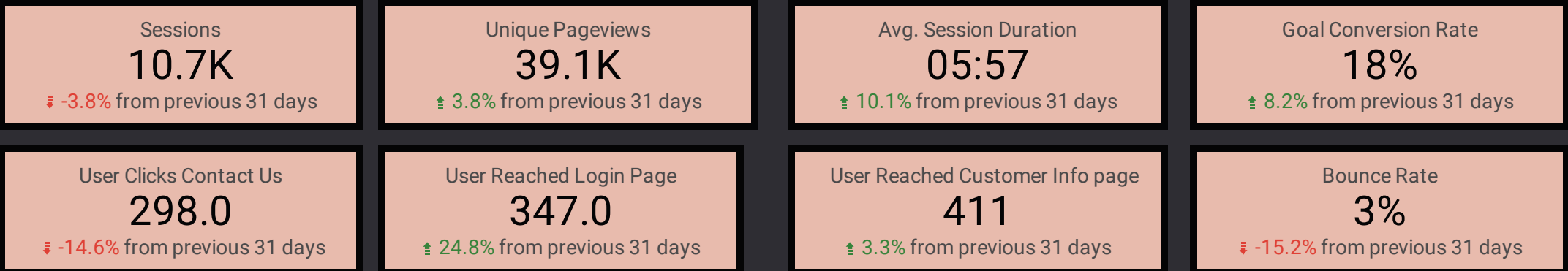
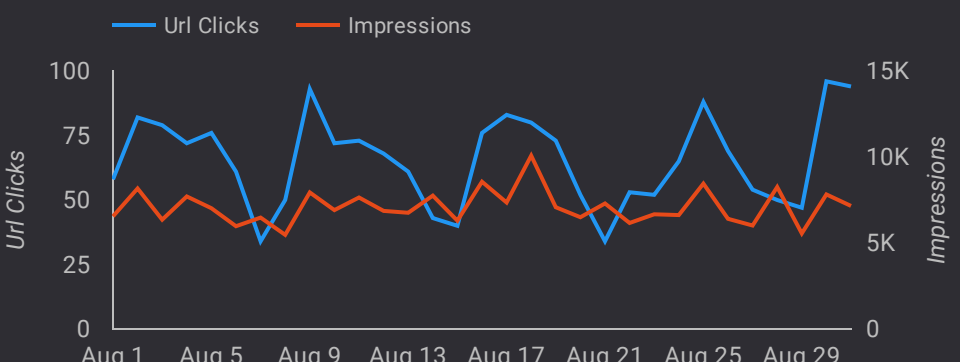


Overview



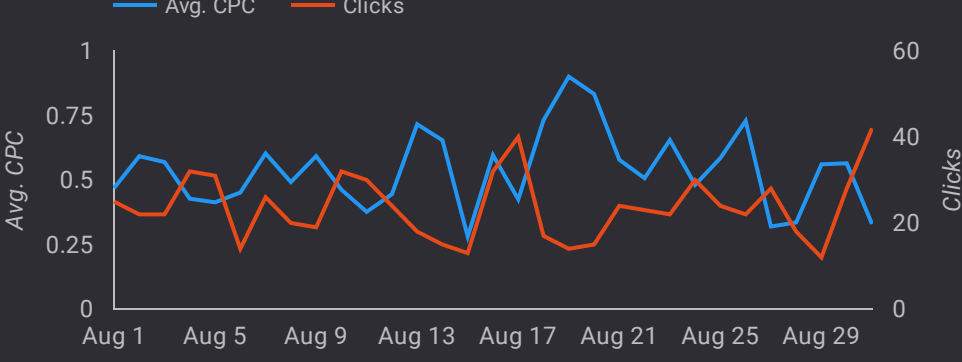
Click Through Rate & Impressions

by Clicks, CTR, and Impressions



Cost Per Click

by Cost, CPC, and CPM



Top Site Search Query

	Query	Url Clicks ▾
1.	bsg handcraft	151
2.	weyer mann malt	41
3.	fermax yeast nutrient	22
4.	weyer mann	18
5.	bsghandcraft	15
6.	bsg	14
7.	kerry fermcap s	11
8.	bsg fermax yeast nutrient	11
9.	kerry biofine	10
10.	lalvin ec-1118 temperature r...	10
11.	fermax yeast nutrient instru...	10
12.	weyer mann malts	8
13.	bsg hydrometer	8
14.	kerry biofine clear	7
15.	brewers supply group	7

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Most Successful Search Keywords (Google)

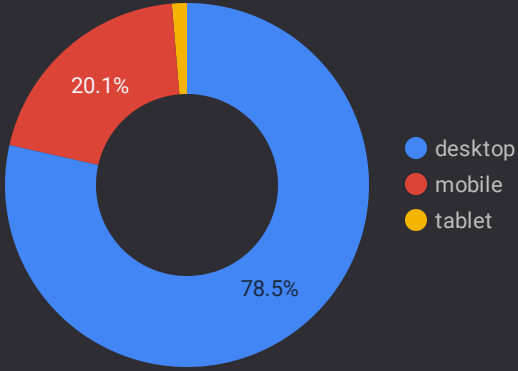
Keywords: words we chose that we want our ads to appear on

	Keyword	Clicks ▾
1.	Dynamic Search Ads	702
2.	beer brewery	5
3.	wine making equipment	5
4.	beer beer	4
5.	beer companies	3
6.	beer brewing equipment	2
7.	beer for sale	2
8.	wine making supplies	2
9.	brewery business	1
10.	the beer	1
11.	beer and beer	1
12.	wine making kits	1
13.	home brew kit	1
14.	beer near me	1
15.	home brew beer	1

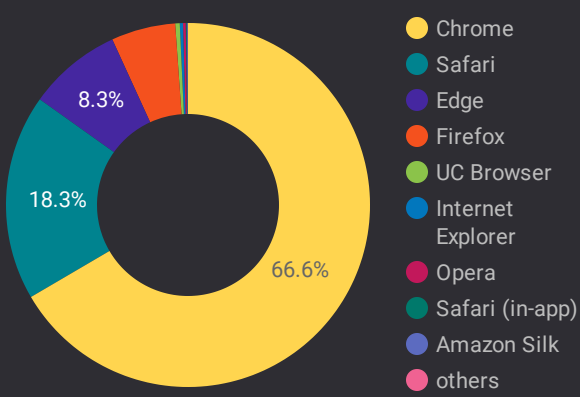
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Analytics

Most Commonly Used Device

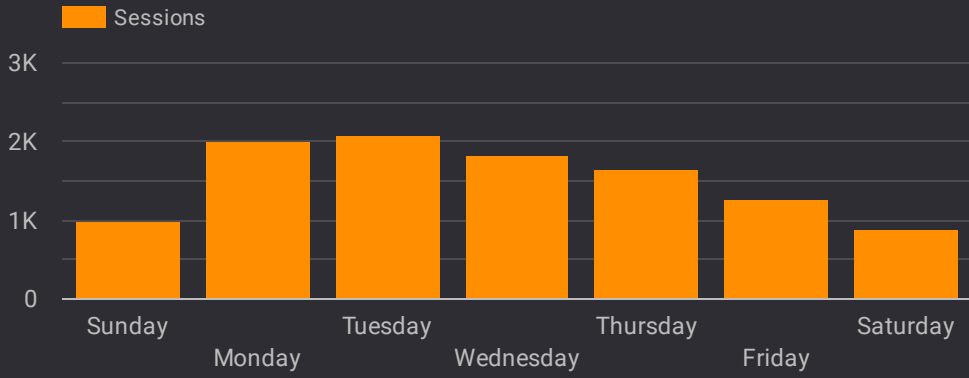


Most Commonly Used Browser



Daily User Activities Count

Internal IPs Excluded



Top Landing Pages

	Landing Page	Sessions ▾	Bounce Rate
1.	bsghandcraft.com/	4,931	0.67%
2.	bsghandcraft.com/filterSearch	568	0%
3.	bsghandcraft.com/cart	341	0.29%
4.	bsghandcraft.com/search	218	0%
5.	bsghandcraft.com/filterSearch?adv=false...	199	0%
6.	bsghandcraft.com/wine-ingredient-kits	148	0%
7.	bsghandcraft.com/login	143	0.7%
8.	bsghandcraft.com/weyer mann-malts	128	0.78%
9.	bsghandcraft.com/contactus	86	3.49%
10.	bsghandcraft.com/lalvin-ec-1118-wine-ye...	83	0%

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Top Referral Traffic

	Source	Users ▾	New Users	Bounce Rate
1.	google	2,622	2,188	4.21%
2.	(direct)	1,847	1,442	1.86%
3.	bing	142	101	1.68%
4.	bsgcraft.com	86	37	0%
5.	bsgcraftbrewing.com	61	18	0%
6.	yahoo	48	37	0%
7.	baidu	43	40	25.58%
8.	us1.campaign-archive.com	40	0	0.58%
9.	duckduckgo	39	32	0%
10.	m.facebook.com	27	27	0%

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Top Product Pages

	Landing Page	Url Clicks ▾
1.	https://bsghandcraft.com/	290
2.	https://bsghandcraft.com/weyer mann-malts	91
3.	https://bsghandcraft.com/yeast-nutrient-fermax-1lb	78
4.	https://bsghandcraft.com/lalvin-ec-1118-wine-yeast...	71
5.	https://bsghandcraft.com/chitosan-liquid-fining-1-li...	56
6.	https://bsghandcraft.com/kerry-biofine-clear-1-kg	42
7.	https://bsghandcraft.com/5-liter-party-keg-wtap	34
8.	https://bsghandcraft.com/b-brite-cleanser-8-oz	30
9.	https://bsghandcraft.com/kerry-fermcap-s-15g	25
10.	https://bsghandcraft.com/pectic-enzyme-solution-1...	24

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Acquisition Channels

	Default Channel Grouping	Users ▾	New Users	Bounce Rate
1.	Organic Search	2,286	1,916	5.16%
2.	Direct	1,847	1,442	1.86%
3.	Paid Search	667	487	0.9%
4.	Referral	280	127	0.24%
5.	Social	41	38	0%
6.	Display	4	0	0%
7.	Email	3	2	0%
8.	(Other)	1	1	100%

Most Clicked PDFs

	Event Label	Default Channel Grouping	Total Events ▾
1.	(Preview)	Direct	15
2.	(Preview)	Organic Search	13
3.	→ BSG Hops Complete Listing	Paid Search	11
4.	Full Instructions	Organic Search	11
5.	→ Product Info Sheet	Direct	11
6.	low resolution version here	Organic Search	10
7.	here	Direct	8
8.	→ BSG Hops Complete Listing	Direct	7
9.	INFO SHEET	Organic Search	7
10.	Download Product Sell Sheet	Referral	6
11.	(Preview)	Paid Search	6
12.	Product instructions	Direct	6
13.	Download the Mangrove Jack's Craft Series Yeast Booklet	Organic Search	6
14.	Guide To Brands And Product Labeling	Direct	6

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