

## **BSG CraftBrewing Activity Report** August 2021

Aug 1, 2021 - Aug 31, 2021

#### Overview

Sessions 45.3K **≜** 8.9% from previous 31 days

Unique Pageviews 125.2K **≜** 6.7% from previous 31 days

Avg. Session Duration 13:18 **₹ -4.3%** from previous 31 days

Bounce Rate 57% 1.6% from previous 31 days
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### Goals



User Reaching Customer Info Page 610 1.3% from previous 31 days
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User Clicks Become A Customer 120 

Total PDF Clicks 3,035

% of User Reaching Login Page 1.65% **₹ -10.4%** from previous 31 days

% of User Reaching Cust Info Page 1.35% **₹ -7.0%** from previous 31 days

% of User Clicks BaC 0.27% **₹ -0.8%** from previous 31 days

% of User sessions with PDF Clicks 6.71% **₹ -4.7%** from previous 31 days

### **Click Through Rate & Impressions**

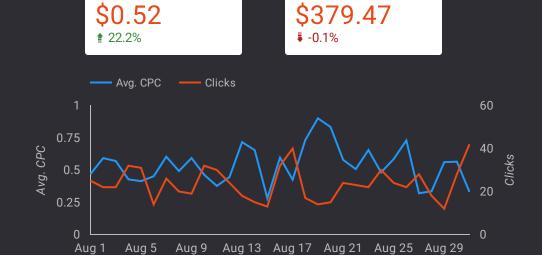
by Clicks, CTR, and Impressions



Aug 5 Aug 9 Aug 13 Aug 17 Aug 21 Aug 25 Aug 29

#### **Cost Per Click** by Cost, CPC, and CPM

Avg. CPC



### Ton Site Search Ouerv

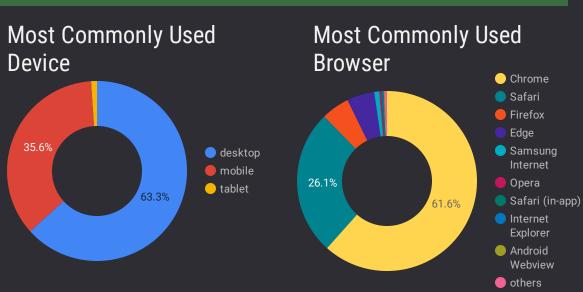
Top Site Search Query			
	Query	Url Clicks 🕶	
1.	bsg	1,012	
2.	brewers supply group	614	
3.	melanoidin malt	390	
4.	bsg craft brewing	287	
5.	idaho 7 hops	241	
6.	bsg spot hops	238	
7.	biofine	211	
8.	bsg brewing	175	
9.	bsg hops	174	
10.	carafoam	171	
11.	zamba hops	156	
12.	carahell	153	
13.	biofine clear	144	
14.	cashmere hops	140	
15.	caramunich	139	

1 - 100 / 22050

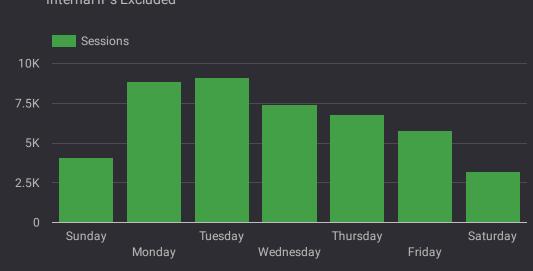
### Most Successful Search Keywords (Google) Keywords: words we chose that we want our ads to appear on

	Keyword		Clicks	•
1.	Dynamic Search Ads		2,7	45
2.	brewers supply group		2	42
3.	bsgwine			75
4.	brew equipment canada			54
5.	wine concentrate			53
6.	canada brew			50
7.	home brew supplies canada			45
8.	hops			42
9.	spirit liquor			39
10.	cans for sale			34
11.	aluminum cans			33
12.	drink cans			31
13.	beverage supply group			30
14.	bulk grape juice			29
15.	aluminum cans for sale			28
		1 - 100 / 255	<	>

### Analytics



#### **Daily User Activities Count** Internal IPs Excluded



# **Top Landing Pages**

	Landing Page	Sessions *	Bounce Rate
1.		9,973	26.78%
2.	/spot-hops	1,718	83%
3.	/BeACustomer	780	55.38%
4.	/biofine-clear-1-kg	660	81.06%
5.	/weyermann-melanoidin-25-kg	650	78%
6.	/rahr-north-star-pils	544	92.28%
7.	/hops	541	26.43%
8.	/weyermann-munich-lt-type1-25kg	538	62.08%
9.	/malt	536	14.37%
10.	/weyermann-caramunich-1-25-kg	533	62.29%
		1 - 100 / 16	552 < >

# Top Referral Traffic

	Source	OSCIS .	MEM OSEIS	Double Rate
1.	google	22,991	18,225	56.64%
2.	(direct)	6,507	5,973	61.65%
3.	bing	921	593	43.29%
4.	duckduckgo	291	249	53.09%
5.	bsghandcraft.com	256	178	53.73%
6.	yahoo	247	174	37.43%
7.	bsghops.com	138	68	23.66%
8.	m.facebook.com	96	95	88.54%
9.	bsgwine.com	78	50	42.07%
10.	bsgdistilling.com	62	37	61.97%
			1 - 100 / 1	56 < >

	Landing Page	Url Clicks	•
1.	https://bsgcraftbrewing.com/	2,6	527
2.	https://bsgcraftbrewing.com/weyermann-melanoidi	$\epsilon$	95
3.	https://bsgcraftbrewing.com/weyermann-munich-lt	6	579
4.	https://bsgcraftbrewing.com/weyermann-caramuni	6	519
5.	https://bsgcraftbrewing.com/biofine-clear-1-kg	6	514
6.	https://bsgcraftbrewing.com/idaho-7	4	168
7.	https://bsgcraftbrewing.com/weyermann-munich-d	4	135
8.	https://bsgcraftbrewing.com/weyermann-carahell-2	4	123
9.	https://bsgcraftbrewing.com/weyermann-carafoam	3	881
10.	https://bsgcraftbrewing.com/hs-sitiva	3	330
		1 - 100 / 1370 <	>

Info Sheet

# Source

BSG Hops Referral Traffic

1.	bsghops.com	138	68	23.66%

Users ▼

23,424

Users ▼

**New Users** 

**New Users** 

18,322

**Bounce Rate** 

**Bounce Rate** 

56.78%

# **Landing Page**

**Top Product Pages** 

# **Default Channel Grouping**

Organic Search

**Acquisition Channels** 

			1	<del>-1/1 〈                                  </del>
2.	Direct	6,507	5,973	61.65%
3.	Paid Search	1,681	935	43.87%
4.	Referral	1,018	696	48.14%
5.	Social	191	172	79.05%
6.	Display	51	49	80.36%
7.	(Other)	2	2	50%
8.	Email	1	1	100%
			1-	8/8 < >

Most Clicked PDFs				
Event Label	Default Channel Grouping	Total Events ▼		
INFO SHEET	Organic Search	816		
Product Information Sheet	Organic Search	296		
Application Sheet	Organic Search	191		
View 2021 Price List	Organic Search	165		
PRODUCT DATA SHEET	Organic Search	128		
TECH SHEET	Organic Search	115		
Flavor Ingredient Data Sheet	Organic Search	105		
TECHNICAL DATA SHEET	Organic Search	104		
BSG Hops Complete Listing	Organic Search	100		
Product Info Sheet	Organic Search	92		
PRODUCT SPEC SHEET	Organic Search	83		
GLUTEN REDUCTION	Organic Search	74		
Hard Seltzer FAQ & Example Recipe	Organic Search	68		
	Event Label INFO SHEET  Product Information Sheet  Application Sheet  View 2021 Price List  PRODUCT DATA SHEET  TECH SHEET  Flavor Ingredient Data Sheet  TECHNICAL DATA SHEET  BSG Hops Complete Listing  Product Info Sheet  PRODUCT SPEC SHEET  GLUTEN REDUCTION	Event LabelDefault Channel GroupingINFO SHEETOrganic SearchProduct Information SheetOrganic SearchApplication SheetOrganic SearchView 2021 Price ListOrganic SearchPRODUCT DATA SHEETOrganic SearchTECH SHEETOrganic SearchFlavor Ingredient Data SheetOrganic SearchTECHNICAL DATA SHEETOrganic SearchBSG Hops Complete ListingOrganic SearchProduct Info SheetOrganic SearchProduct Info SheetOrganic SearchPRODUCT SPEC SHEETOrganic SearchGLUTEN REDUCTIONOrganic Search		

Organic Search