Data Visualization Guide

+ Best Practices and Examples

Table of Contents

What is Data Visualization?

Simply put, the visual representation of data in a graph chart, or any other visual format

Commonly used tools: Google Data Studio, Tableau, and PowerBI

3 Levels of Visualization:

1. **Dashboarding**: visuals that are live or regularly updated. No/little human input

2. **Reporting**: dashboarding supplemented with human input or callouts

3. **Analysis**: seeks to answer complex client-specific business questions. Analysis is custom and often varies month-to-month

Asking the Right Questions

Setting the Stage

Before creating your visualization, try to gain an understanding of

1. Who will be using the Viz
2. What purpose the Viz will serve

First, you'll want to establish the date range and if they want to see time trends (daily, weekly, monthly, yearly etc.)

What is the Objective of the Dashboard?

Question: "Will one person or will multiple people use the dashboard across multiple teams?"

Answer 1: "One person, our lead web analyst"
Action 1: *Allows for more in-depth reporting and technical analysis, can be quite specific since audience is tech savvy*

Answer 2: "This will be used by 25 people across multiple teams"
Action 2: *Be very descriptive and clear with your naming and data descriptions. Try to keep it relatively simple and high-level so that people not familiar with the details can understand too.*

What is the Objective of the Dashboard?

Question: "Will you be interacting with the dashboard in (GDS, Tableau, PowerBI) or do you prefer another tool like Excel?"

Answer 1: "We'll be interacting with the dashboard on a weekly basis"
Action 1: *This will let you know the level of interactivity you'll want to build into the dashboard. You'll want to make it so your audience can go in and tweak things easily.*

Answer 2: "We'll look at the visuals, but we'll mostly be exporting the data into an Excel or Google Sheet
Action: *This will let you know to include some high-level visuals, but to also include a lot of tables so the client can export to Excel easily*

Examples + Best Practices

Overall Site Data

Simple Comparison of Two Important Metrics

Overall Sessions (This Month)

110,954

⬆ 29% from previous month

⬆ 106% from previous year

Form Submits (This Month)

361

⬆ 36% from previous month

⬆ 38% from previous year

Analysis

Overall Performance includes all channels for the UK. There has been a decrease in overall performance MoM, however, this can likely be attributed to the holidays and end-of-year declines. The site experienced a 53% increase in traffic YoY.

Overall Sessions by Month and Year (Last 13 Months)

Sessions values: Dec 2016: 37,640; Jan 2017: 53,926; Feb 2017: 49,806; Mar 2017: 76,594; Apr 2017: 65,181; May 2017: 75,655; Jun 2017: 82,030; Jul 2017: 66,948; Aug 2017: 69,010; Sep 2017: 59,122; Oct 2017: 97,852; Nov 2017: 101,296; Dec 2017: 85,751
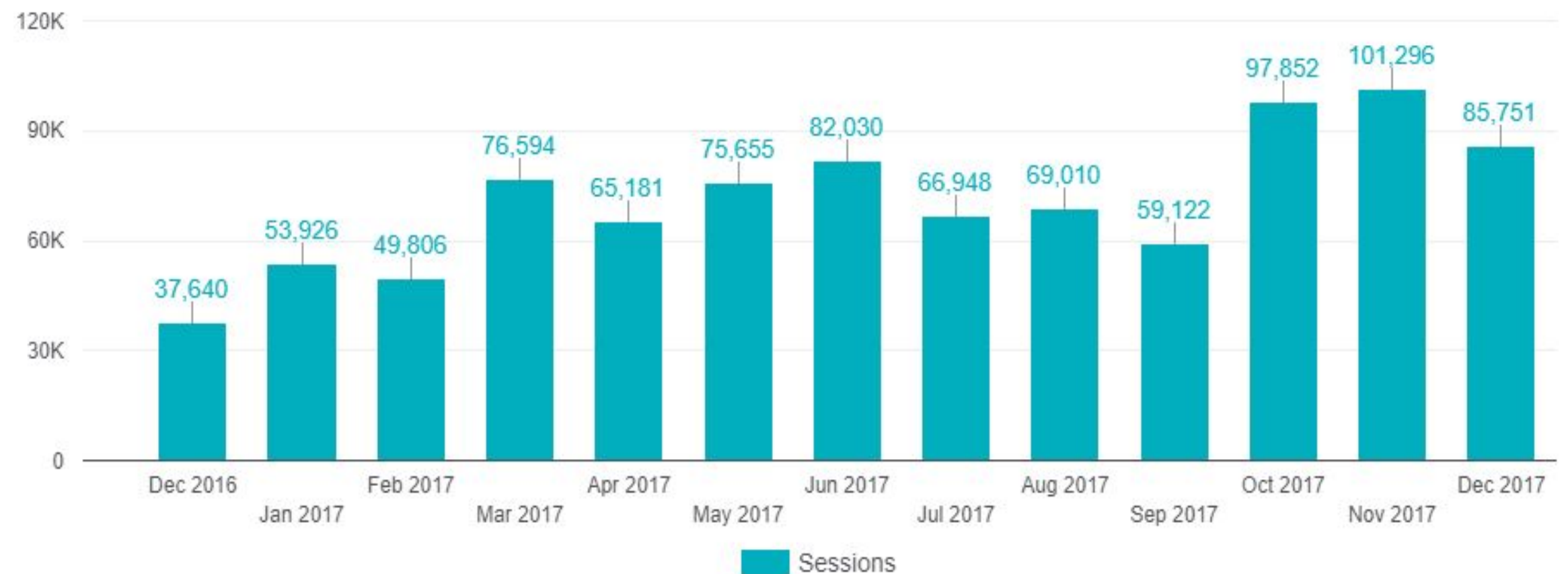
■ Sessions

Overall High Value Form Submits by Month and Year (Last 13 Months)

Form Submits values: Dec 2016: 19; Feb 2017: 262; 282; Apr 2017: 307; 270; Jun 2017: 302; 313; 326; Aug 2017: 325; 283; Oct 2017: 354; 278; Dec 2017: 266
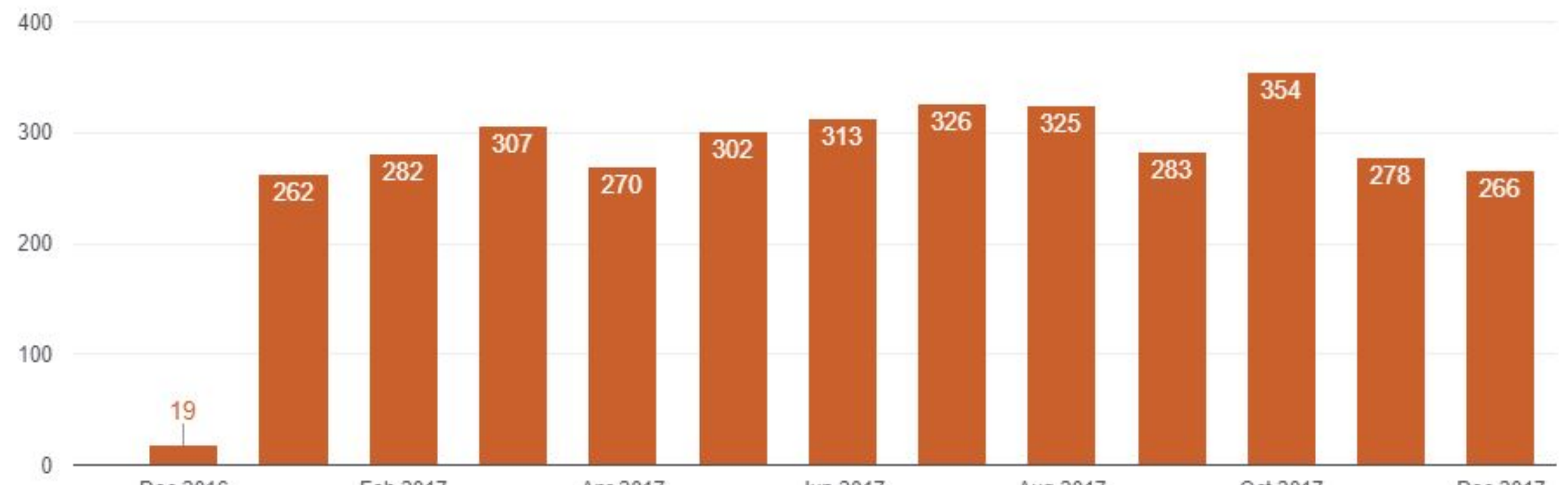
Overall Site Metrics with a Geographic Focus

Select date range:

Jan 1, 2018 - Jan 31, 2018 ▾

Filter by location:

Country ▾

Filter by digital channel:

Channel ▾

Sessions	Users	Pages / Session	Bounce Rate	Lead Submissions	Lead Submission Rate
226,628	127.8K	2.5	60%	1,592	0.7%
↑ 27.1%	↑ 21.3%	↑ 4.2%	↓ -4.0%	↑ 50.6%	↑ 18.5%
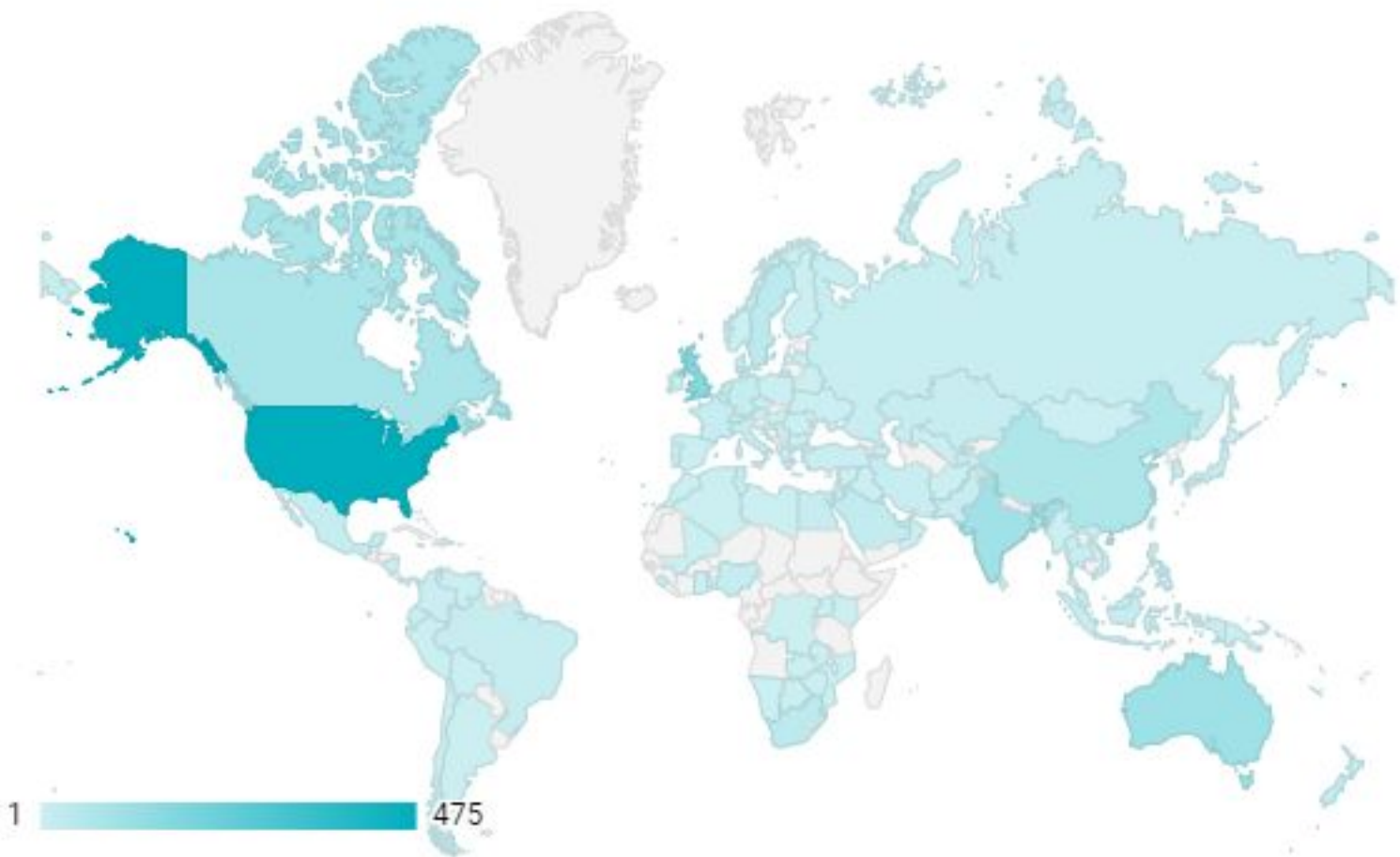
	Country	Sessions	% of Sessions	Lead Submissions ▾	% of Leads
1.	United States	75,207	33.2%	475	29.8%
2.	United Kingdom	9,994	4.4%	160	10.1%
3.	Australia	10,091	4.5%	106	6.7%
4.	India	19,390	8.6%	100	6.3%
5.	Canada	6,188	2.7%	78	4.9%
6.	China	4,449	2.0%	70	4.4%
7.	South Africa	1,461	0.6%	36	2.3%
8.	Sweden	53,987	23.8%	35	2.2%
9.	United Arab Emirates	2,316	1.0%	33	2.1%
10.	New Zealand	676	0.3%	21	1.3%

1   475

1 - 10 / 206 ‹ ›

Lead Summary

Front-end performance based on submissions to forms on xylem.com

Leading Indicators - Website

Sessions	Website Engagement	Website Engagement Rate
41,306	**1,694**	**4.10%**
⬇ -26% from previous month	⬇ -49% from previous month	⬇ -31% from previous month
⬆ 36% from previous year	YoY data starting Feb 2019	0 from previous year

Best Practice:
Define the period

Monthly Sessions and Website Engagement YoY
* Website Engagement tracking started in Feb 2018

Legend: ■ Sessions ●— Website Engagement Rate

Data labels on line: 5.72%, 6.52%, 5.84%, 6.61%, 10.76%, 6.27%, 7.37%, 10.15%, 11.81%, 5.64%, 4.1%

X-axis: Jan 2018, Feb 2018, Mar 2018, Apr 2018, May 2018, Jun 2018, Jul 2018, Aug 2018, Sep 2018, Oct 2018, Nov 2018, Dec 2018
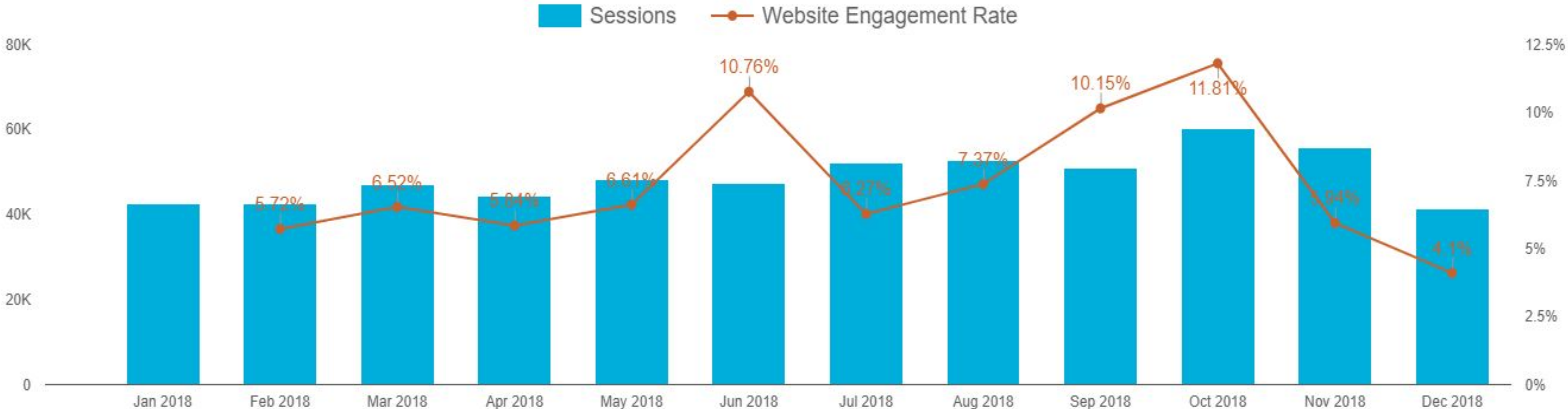
Site Metrics with Conversions by Device

Jan 28, 2018 - Feb 3, 2018

Sessions	Pageviews	Pages / Session	Bounce Rate	Goal Completions	Goal Conversion Rate
33K	98K	3	53.4%	1K	4.5%
↓ -3%	↓ -4%	↓ -1%	↑ 1%	↓ -12%	↓ -9%

■ App Submits ━●━ App Submit Conversion Rate

DESKTOP
App Submit Conversion Rate
1.1%
↑ 1%

MOBILE
App Submit Conversion Rate
0.4%
↓ -19%

TABLET
App Submit Conversion Rate
0.5%
↓ -45%

App Submit Conversion Rate
0.8%
↓ -4%
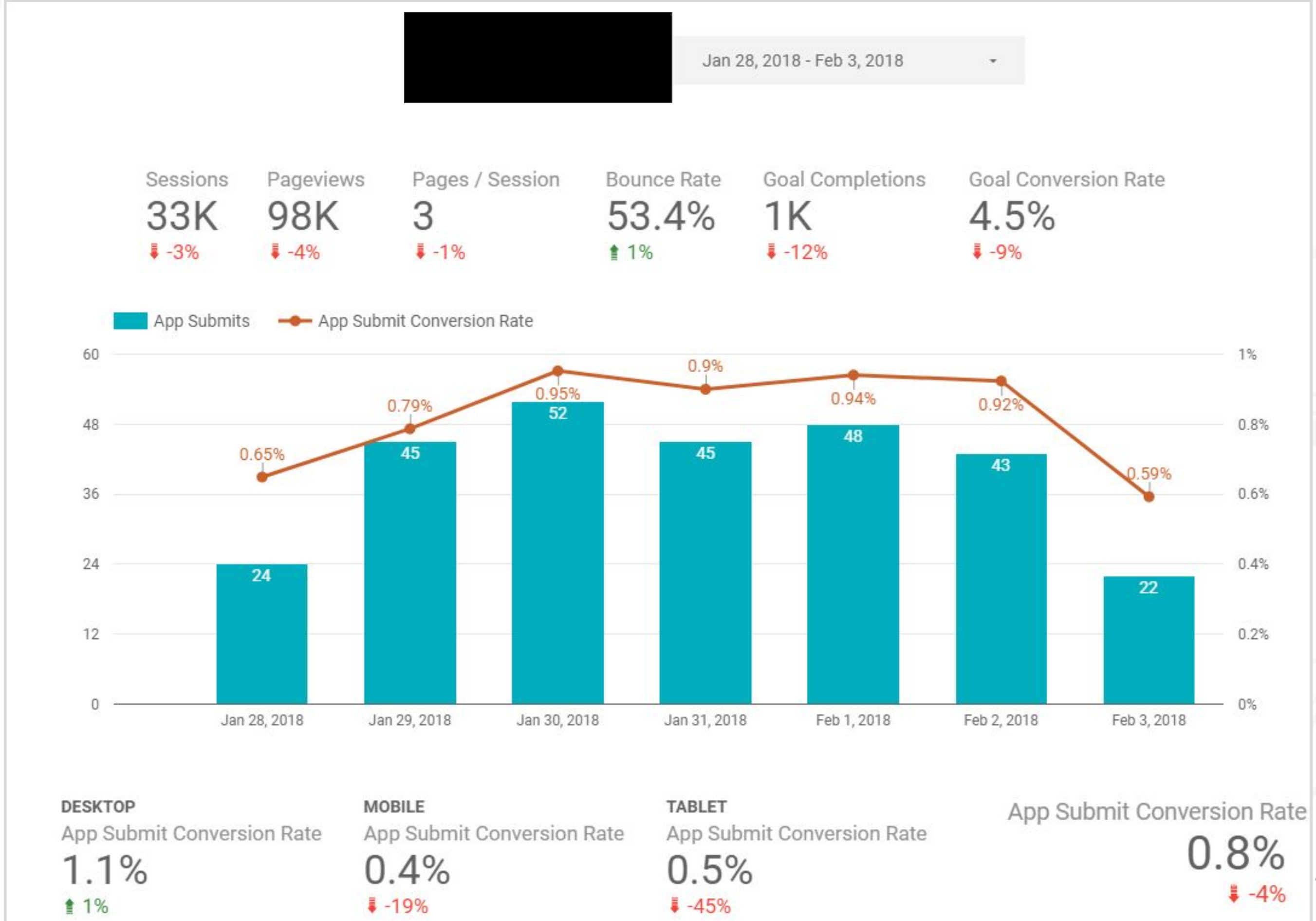
Geo Analysis Opportunity Areas

Plotting searches for general decking against searches for CLIENT decking reveals key locations for to capitalize on, where general interest is high (likely for wood decking) but not comparably as high for CLIENT
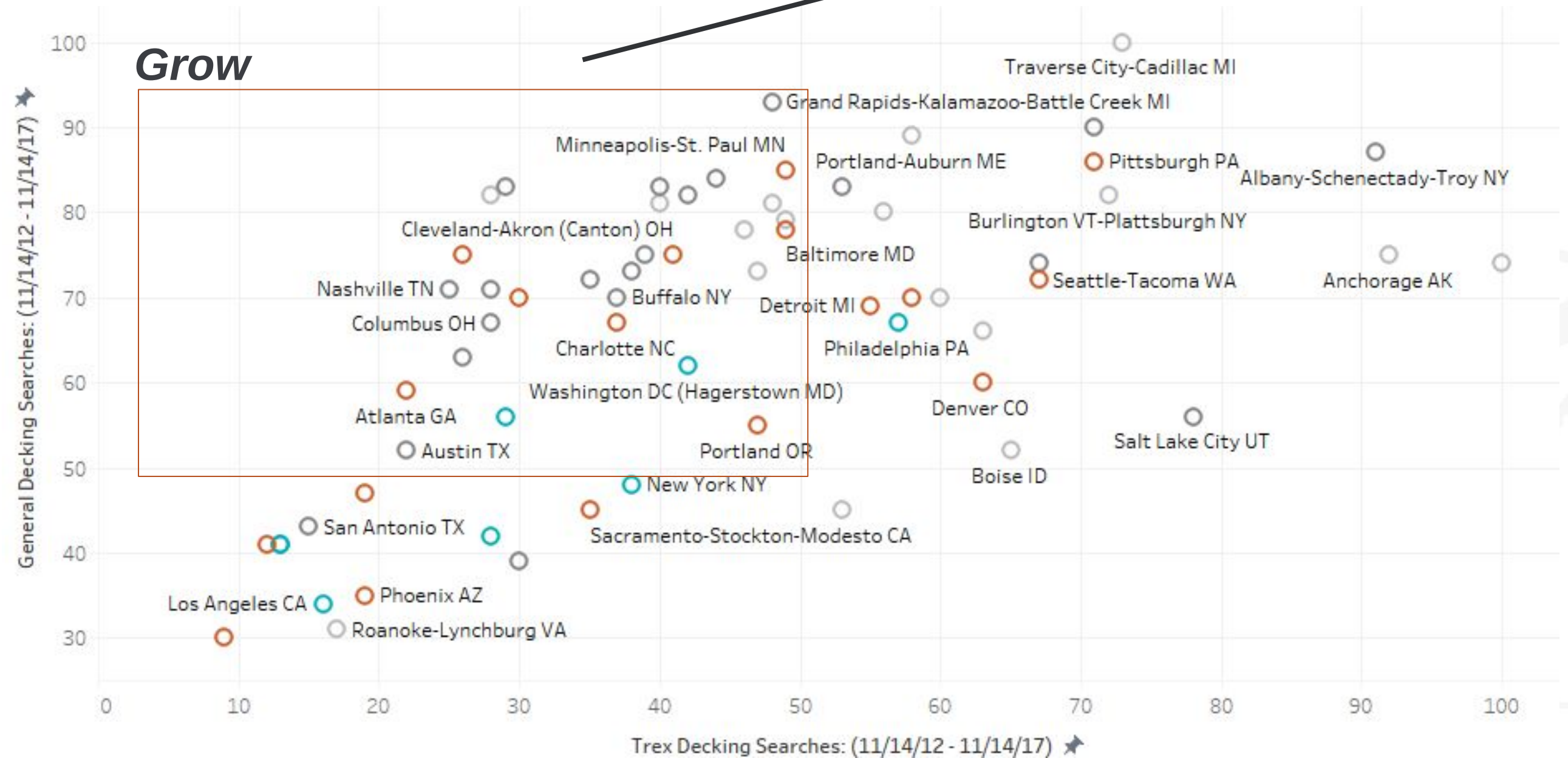
These are likely wood heavy markets for to increase presence in.

Grow

General Decking Searches: (11/14/12 - 11/14/17)

Trex Decking Searches: (11/14/12 - 11/14/17)

Traverse City-Cadillac MI
Grand Rapids-Kalamazoo-Battle Creek MI
Minneapolis-St. Paul MN
Portland-Auburn ME
Pittsburgh PA
Albany-Schenectady-Troy NY
Burlington VT-Plattsburgh NY
Cleveland-Akron (Canton) OH
Baltimore MD
Seattle-Tacoma WA
Anchorage AK
Nashville TN
Buffalo NY
Detroit MI
Columbus OH
Charlotte NC
Philadelphia PA
Washington DC (Hagerstown MD)
Denver CO
Atlanta GA
Salt Lake City UT
Austin TX
Portland OR
Boise ID
New York NY
San Antonio TX
Sacramento-Stockton-Modesto CA
Phoenix AZ
Los Angeles CA
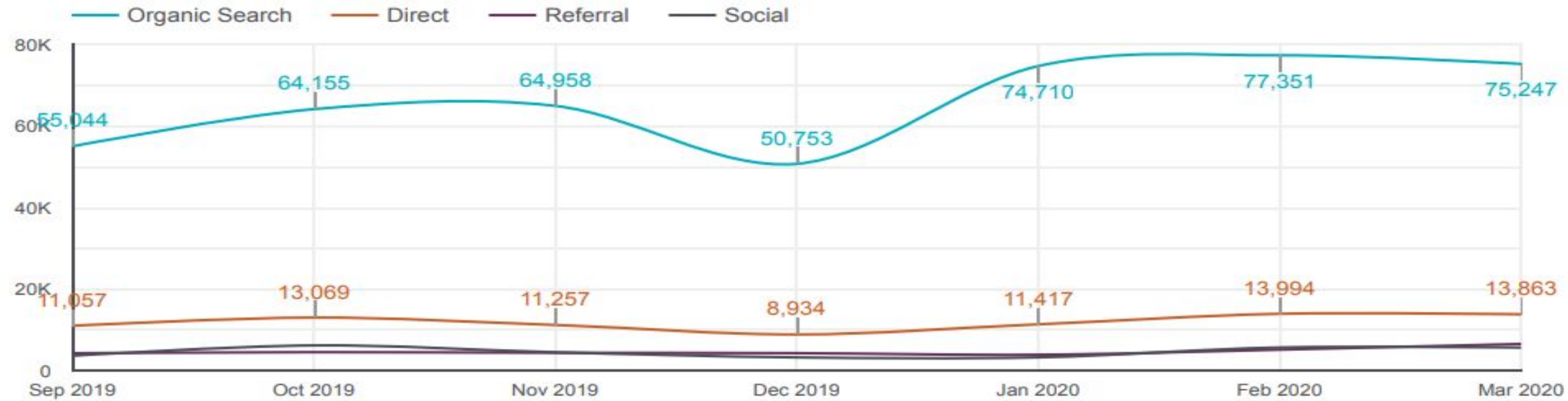Roanoke-Lynchburg VA

Legend: ○ Quartile 1   ○ Quartile 2   ○ Quartile 3   ○ Quartile 4

In-Depth Traffic Distribution

Traffic Distribution by Source and Month

Traffic Distribution (Last Month)

- (Other)
- BD / PT / Wil
- Direct
- Email
- Organic Search
- Paid Search
- Referral
- Social

13.3%

72.5%

Organic Search — Direct — Referral — Social

	Sep 2019	Oct 2019	Nov 2019	Dec 2019	Jan 2020	Feb 2020	Mar 2020
Organic Search	55,044	64,155	64,958	50,753	74,710	77,351	75,247
Direct	11,057	13,069	11,257	8,934	11,417	13,994	13,863

Best Practice: Heatmapping is a great way to get info across quickly

Sessions and Goals by Source (MoM%)

Channel	Sessions	% Δ	Goals	% Δ
Organic Search	75,247	-2.7% ↓	1,838	47.2% ↑
Direct	13,863	-0.9% ↓	898	86.7% ↑
Referral	6,596	26.7% ↑	330	39.8% ↑
Social	5,718	-0.2% ↓	442	97.3% ↑
Email	1,371	15.2% ↑	136	138.6% ↑
(Other)	534	16.6% ↑	20	66.7% ↑
Paid Search	509	58.1% ↑	10	-
BD / PT / Wil	9	-18.2% ↓	0	-

Sessions and Goals by Source (YoY%)

Channel	Sessions	% Δ	Goals	% Δ
Organic Search	75,247	51.8% ↑	1,838	17.1% ↑
Direct	13,863	18.7% ↑	898	31.9% ↑
Referral	6,596	182.6% ↑	330	151.9% ↑
Social	5,718	28.1% ↑	442	25.6% ↑
Email	1,371	-10.0% ↓	136	134.5% ↑
(Other)	534	37.6% ↑	20	-44.4% ↓
Paid Search	509	197.7% ↑	10	100.0% ↑
BD / PT / Wil	9	-	0	-

Affinity Category Performance
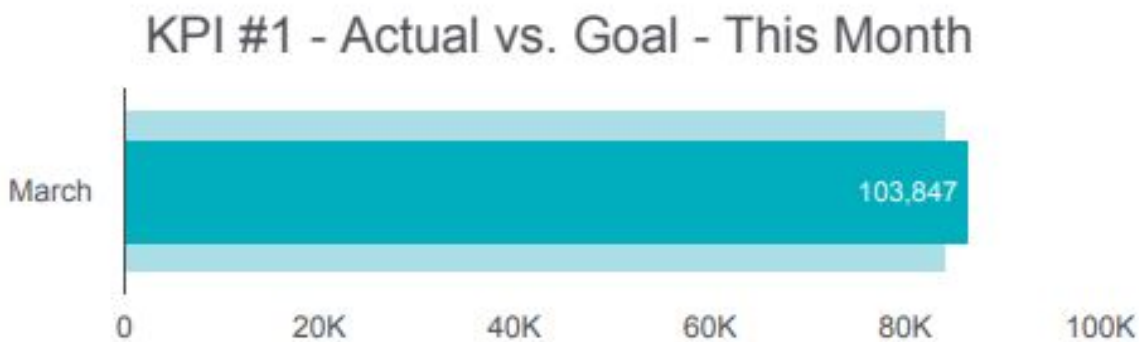
Revenue and Sessions by Affinity Category Last Month
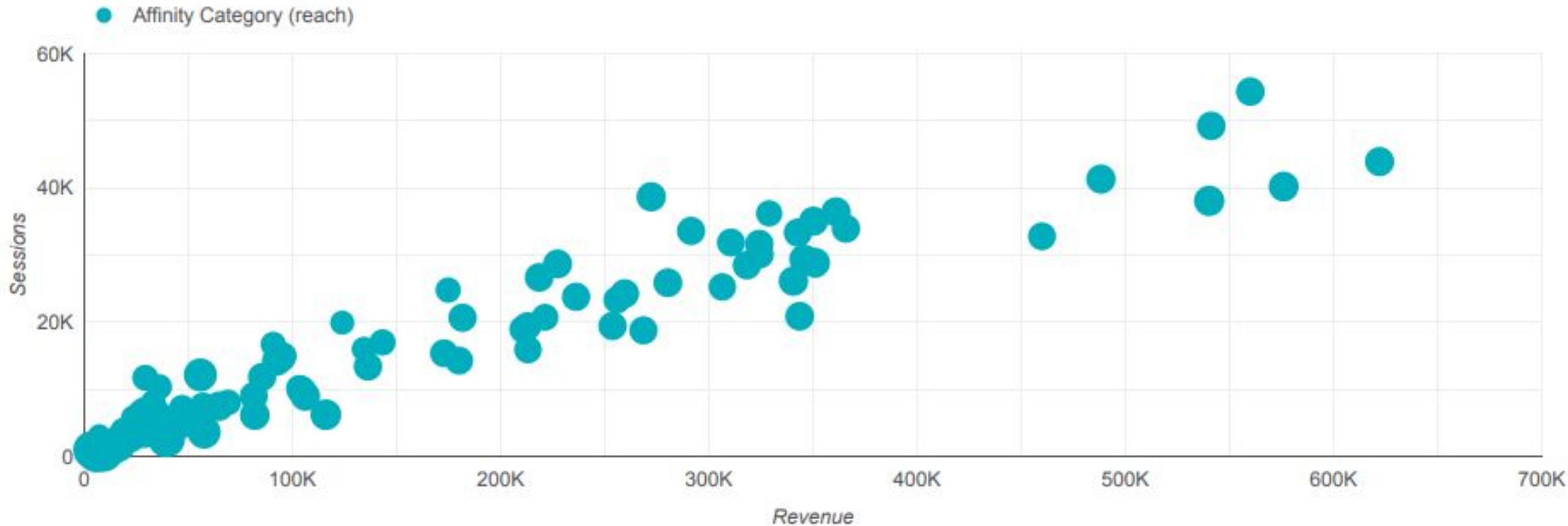
Revenue and AOV by Affinity Category Last Month (MoM)

Affinity Category (reach)	New Users	% Δ	Returning Users	% Δ	Revenue ▾	% Δ	AOV	% Δ
Banking & Finance/Avid Investors	26,916	164.8% ⬆	2,324	124.5% ⬆	$622,091.91	296.4% ⬆	$1,114.86	0.2% ⬆
Travel/Travel Buffs	25,620	179.2% ⬆	1,691	72.7% ⬆	$576,036.2	230.9% ⬆	$1,163.71	-7.8% ⬌
Food & Dining/Cooking Enthusiasts/30 Minute Chefs	36,790	191.6% ⬆	2,552	109.5% ⬆	$560,012.3	270.6% ⬆	$1,068.73	-2.4% ⬌
Shoppers/Value Shoppers	32,380	183.3% ⬆	2,265	89.9% ⬆	$541,261.05	202.0% ⬆	$1,076.07	-14.7% ⬌
Lifestyles & Hobbies/Business Professionals	24,182	178.2% ⬆	1,767	87.2% ⬆	$540,258.06	206.2% ⬆	$1,208.63	-10.9% ⬌
Beauty & Wellness/Frequently Visits Salons	26,855	162.4% ⬆	1,895	69.3% ⬆	$488,267.82	203.4% ⬆	$1,122.45	-2.4% ⬌
Sports & Fitness/Health & Fitness Buffs	20,088	183.2% ⬆	1,604	109.9% ⬆	$459,957.16	257.5% ⬆	$1,015.36	-14.0% ⬌
Lifestyles & Hobbies/Outdoor Enthusiasts	23,247	197.4% ⬆	1,674	155.2% ⬆	$365,765.78	220.0% ⬆	$1,057.13	-5.7% ⬌

1 - 10 / 117 ‹ ›

KPI 1 - Progress to Goal

KPI #1 - Actual vs. Goal - This Month

March — 103,847

% to Monthly Goal	% to YTD Goal	% to Annual Goal
123.36%	135.84%	30.90%

KPI #1 - Actual vs. Goal - This Year
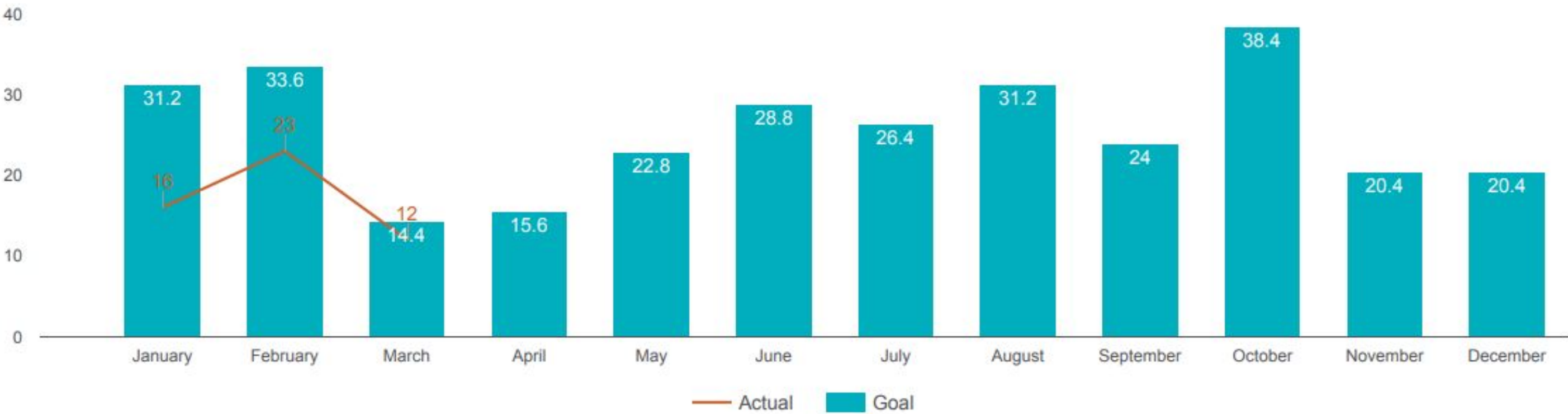
Month	Goal	Actual
January	31.2	16
February	33.6	23
March	14.4	12
April	15.6	
May	22.8	
June	28.8	
July	26.4	
August	31.2	
September	24	
October	38.4	
November	20.4	
December	20.4	

— Actual ▮ Goal

SEO

Branded Search Trends

Mar 1, 2020 - Mar 31, 2020

Interest for ▓▓▓▓ *This Month*

Query	Interest ▾	% Δ
polywood furniture	100	0.0%
polywood outdoor…	64	-
polywood adirond…	57	72.7% ↑

1 - 3 / 3 < >

Category	Interest ▾	% Δ
Plastic lumber	100	0.0%
Furniture	27	35.0% ↑
Chair	22	-52.0% ↓
Adirondack chair	16.6	84.4% ↑
Polywood Furnit…	16	77.8% ↑

1 - 5 / 22 < >

Geographical Interest for POLYWOOD This Month

Region	Interest Score ▾	% Δ
Vermont	100	-
Delaware	98	-
West Virginia	91	-
Idaho	78	-
New Hampshire	66	-

1 - 5 / 51 < >

POLYWOOD Interest Score — POLYWOOD Interest Score (previous year)
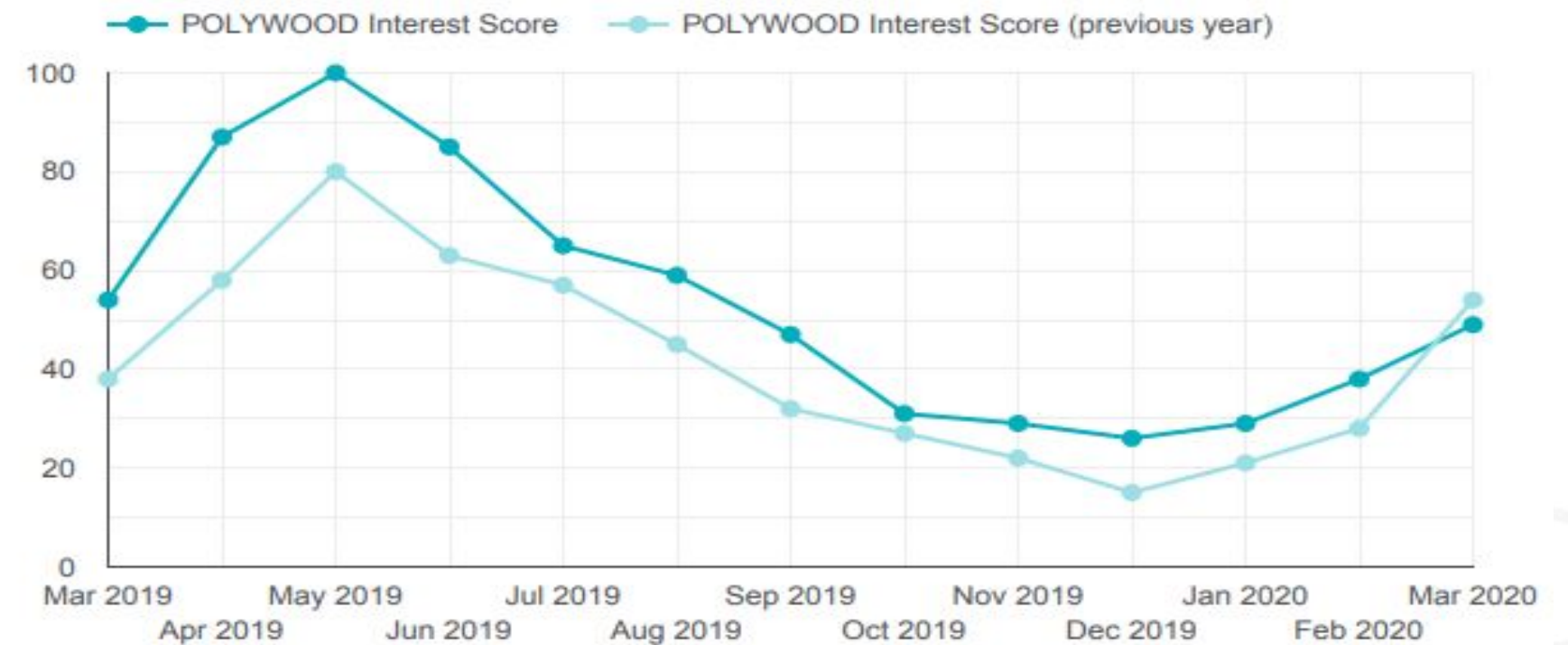
*Numbers for Interest over Time represent search interest relative to the highest point on the chart for the given region and time. A value of 100 is the peak popularity for the term. A value of 50 means that the term is half as popular. A score of 0 means there was not enough data for this term.

13 ▬▬▬ 100
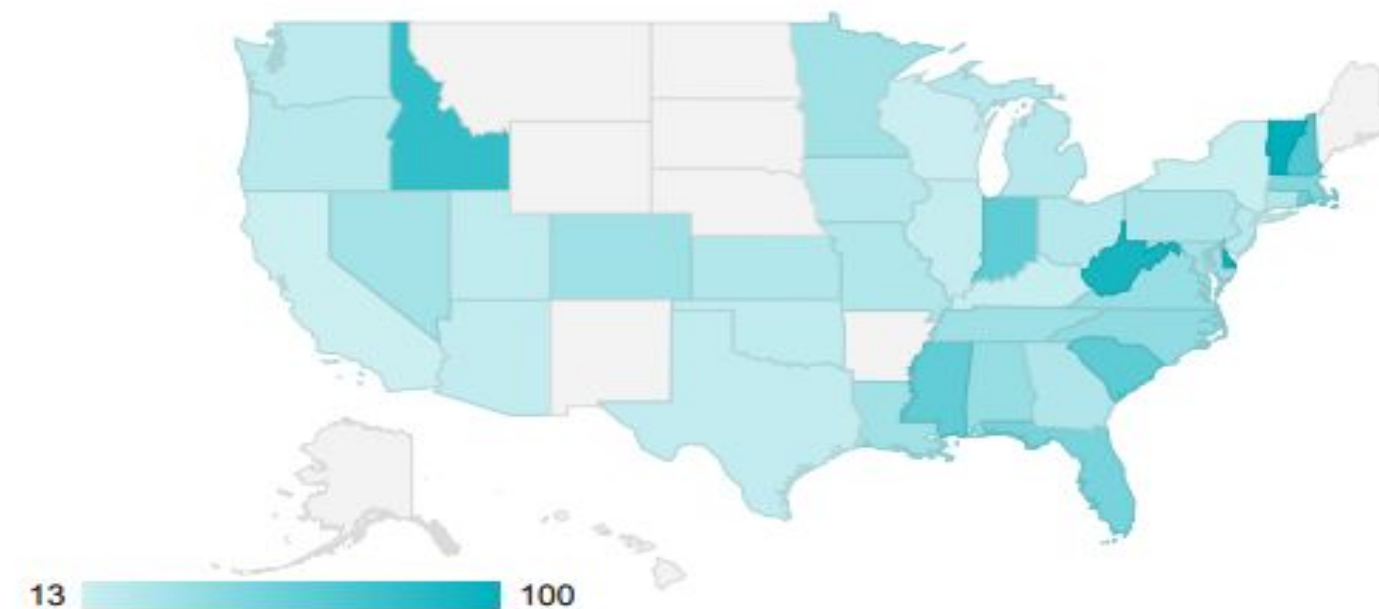
*For geographic locations, a higher value means a higher proportion of all queries, not a higher absolute query count. So a tiny country where 80% of the queries are for "bananas" will get twice the score of a giant country where only 40% of the queries are for "bananas".

Report Month
Users
86,230
↑ 143% from previous month
0 from previous year

Previous Month
Users
35,548
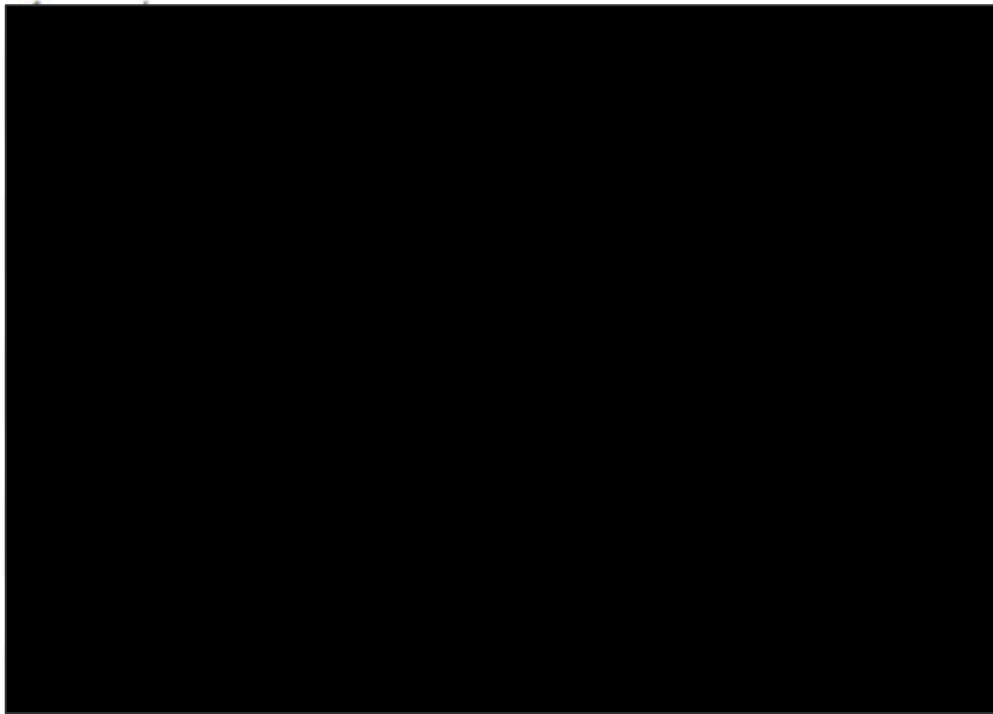
Last Year
Users
0

Analysis

Exit Trends - Product Page View w/out Purchase

Mar 1, 2020 - Mar 31, 2020 ▾

Top 10 Exit Pages For Users That Viewed a Product Page and Did Not Purchase Ranked by Sessions [% Change MoM]

Exit Page	Sessions ▾	% Δ	Users	% Δ
	7,440	130.6% ↑	5,953	134.8% ↑
	6,148	264.9% ↑	5,450	267.5% ↑
	4,380	4,559.... ↑	3,967	4,357.3% ↑
	4,338	-	4,083	-
	2,806	388.0% ↑	2,628	401.5% ↑
	2,452	72.9% ↑	2,083	78.6% ↑
	2,437	-	2,359	-
	2,413	194.3% ↑	2,115	199.6% ↑
	1,424	74.1% ↑	983	72.2% ↑
	1,287	71.1% ↑	1,063	65.1% ↑

1 - 10 / 13622   〈 〉

How are Exits trending MoM for this group?

━●━ Exits   ━●━ Exits (previous year)
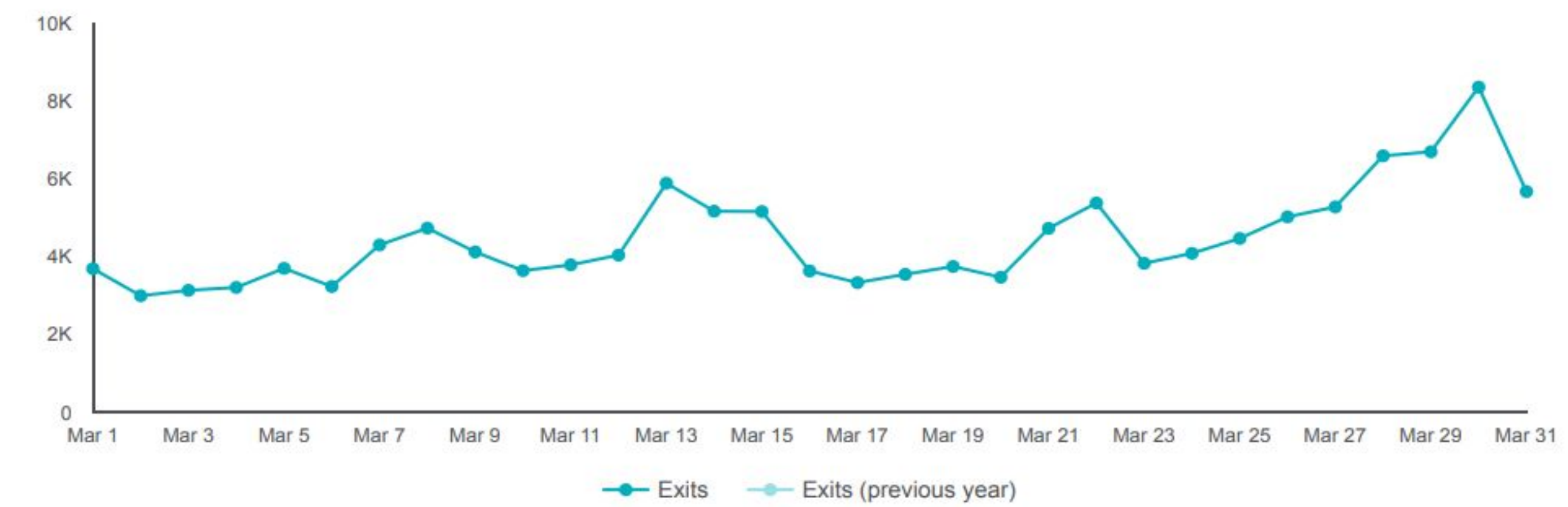
Client Question:
Which landing pages and blog content are bringing in the most new users vs. returning?

Action:
Top 10 Organic Landing Pages by New vs. Returning Users

Report Month

New Users
19,463
⬆ 69% from previous month
⬇ -16% from previous year

Previous Month
Revenue
$142,600.30

Last Year
Revenue
$541,251.27

Analysis

Top 10 Organic Landing Pages Ranked by New vs Returning Users [% Change MoM]

	Landing Page	New Users ▾	% Δ	Returning Users	% Δ
1.		7,249	62.4% ⬆	1,866	92.2% ⬆
2.		1,274	80.5% ⬆	300	156.4% ⬆
3.		773	110.6% ⬆	6	50.0% ⬆
4.		634	38.4% ⬆	160	150.0% ⬆
5.		565	183.9% ⬆	0	-100.0% ⬇
6.		562	110.5% ⬆	143	160.0% ⬆
7.		326	236.1% ⬆	38	245.5% ⬆
8.		301	109.0% ⬆	40	122.2% ⬆
9.		189	33.1% ⬆	158	83.7% ⬆
10.		169	148.5% ⬆	93	173.5% ⬆

1 - 10 / 1248 ‹ ›

How are New and Returning Users trending YoY?

● Returning Users ● New Users ● Returning Users (previous year) ● New Users (previous year)

your logo HERE

Organic Keyword Ranking Trends

Keywords by Rank Buckets Over Time (Last 6 Months)

Best Practice: Keyword rank buckets to show shifts in ranking over time without overwhelming the client
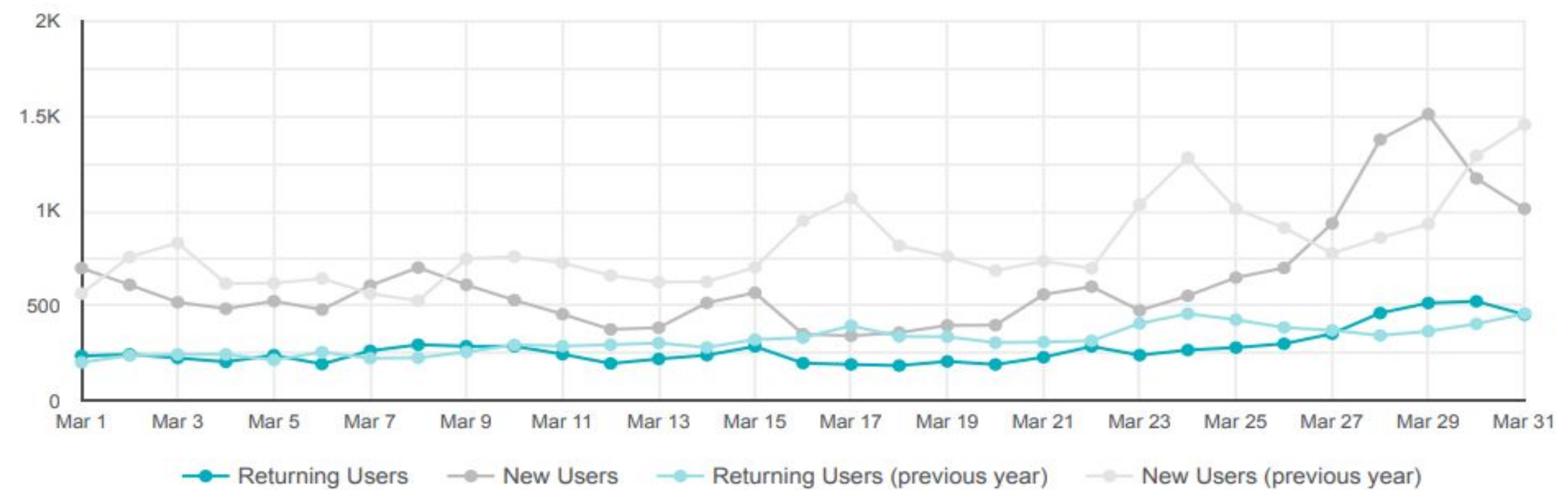
# of Tracked Keywords
1,051
0% from previous month

# of Page 1 Rankings
920
⬆ 1% from previous month

Unique URLs on Page 1
11,666
⬆ 332% from previous month

Legend: .Position 1 | .Position 2-5 | .Position 6-10 | Position 11-20 | Position 21-30 | Position 31+

keyword (y-axis): 0, 500, 1K, 1.5K

Feb 2020 — Mar 2020

Year Month

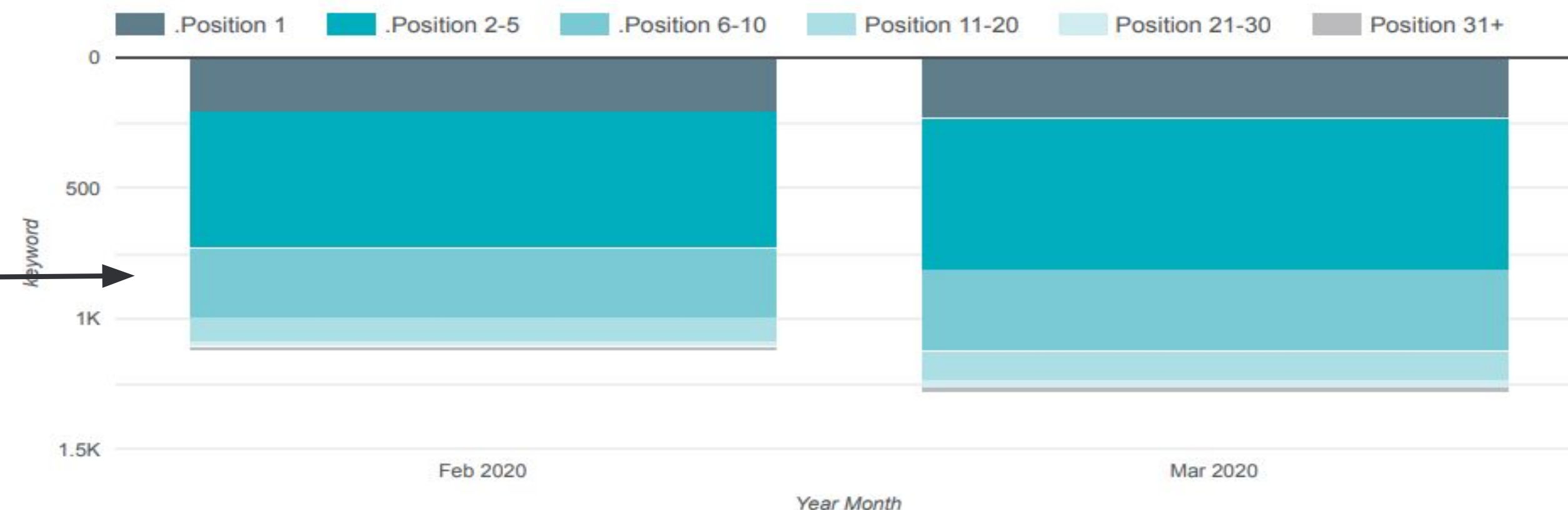## Which Pages Moved Onto Page 1 by the Largest Rank Change?

URL	keyword	Rank Change ▲	Rank	MSV
www.seerinteractive.com/blog/transfer-ownership-google-business-page-matters/	transfer ownership of gmail account	-13	1	30
www.seerinteractive.com/blog/new-google-expanded-text-ad-format/	google new format	-13	1	90
www.seerinteractive.com/blog/measure-marketing-attribution-360/	google attribution 360	-12	2	140
www.seerinteractive.com/blog/lm-facebook-com-in-ga-what-is-it/	im.facebook	-11	9	110
www.seerinteractive.com/about/team/larry-waddell/	larry waddell	-10	1	70
www.seerinteractive.com/blog/mastering-ppc-what-is-an-mcc-why-do-agencies-use-it/	mcc account google ads	-8	10	20
www.seerinteractive.com/blog/a-beginners-guide-to-adobe-analytics/	adobe web analytics	-6	9	110
www.seerinteractive.com/blog/semrush/	semrush	-6	9	49500
www.seerinteractive.com/blog/screaming-frog-guide/	screaming frog	-4	8	14800
www.seerinteractive.com/blog/google-sheets-scripts/	sheet.getrange	-4	9	260

active
d - V1

Client Question:
Can you show me our data and how close we are to achieving our goals?
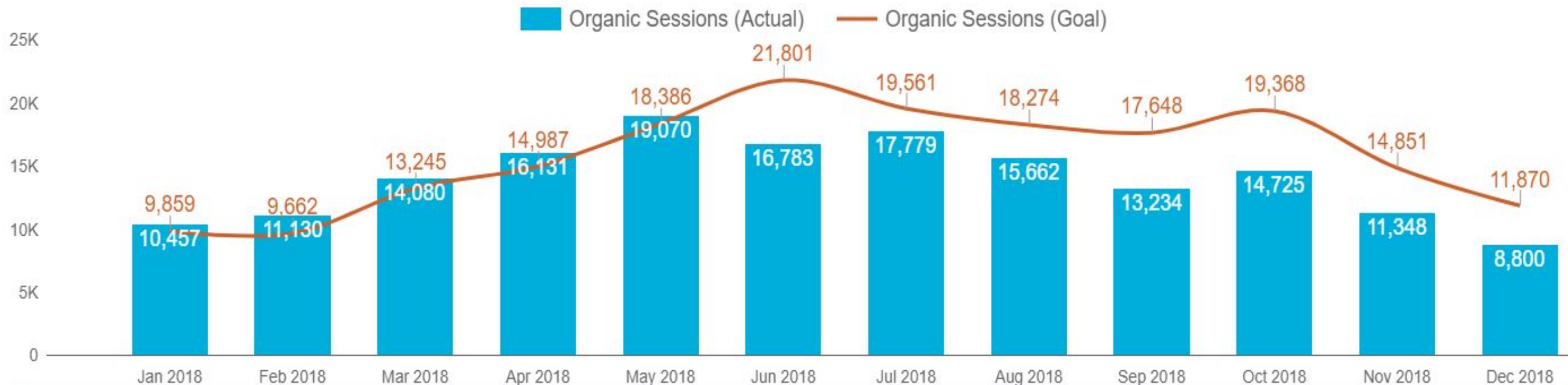
Action:
Combo chart with actuals and goals and a Table with Goals by Month of Year

	Month of Year ▲	Organic Sessions (Actual)	Organic Sessions (Goal)	Pacing to Goal (%)	Pacing to Goal (#)
1.	Jan 2018	10,457	9,859	6%	598
2.	Feb 2018	11,130	9,662	15%	1,468
3.	Mar 2018	14,080	13,245	6%	835
4.	Apr 2018	16,131	14,987	8%	1,144
5.	May 2018	19,070	18,386	4%	684
6.	Jun 2018	16,783	21,801	-23%	-5,018
7.	Jul 2018	17,779	19,561	-9%	-1,782
8.	Aug 2018	15,662	18,274	-14%	-2,612
9.	Sep 2018	13,234	17,648	-25%	-4,414
10.	Oct 2018	14,725	19,368	-24%	-4,643
11.	Nov 2018	11,348	14,851	-24%	-3,503
12.	Dec 2018	8,800	11,870	-26%	-3,070

Site Search Categories

In an effort to better understand site search trends, the Seer team categorized six thousand site searches from this year.

The majority of searches on Einstein are general Information searches **(21%)**, searches about a Specialty **(21%)** (Neurology, OBGYN), or searches for a specific person **(16%)** at CLIENT

Best Practice:
Using bubble charts when possible to get points across simply

Information, specialty, and searches for a specific person dominate site search

Bubble size = % Search Exits
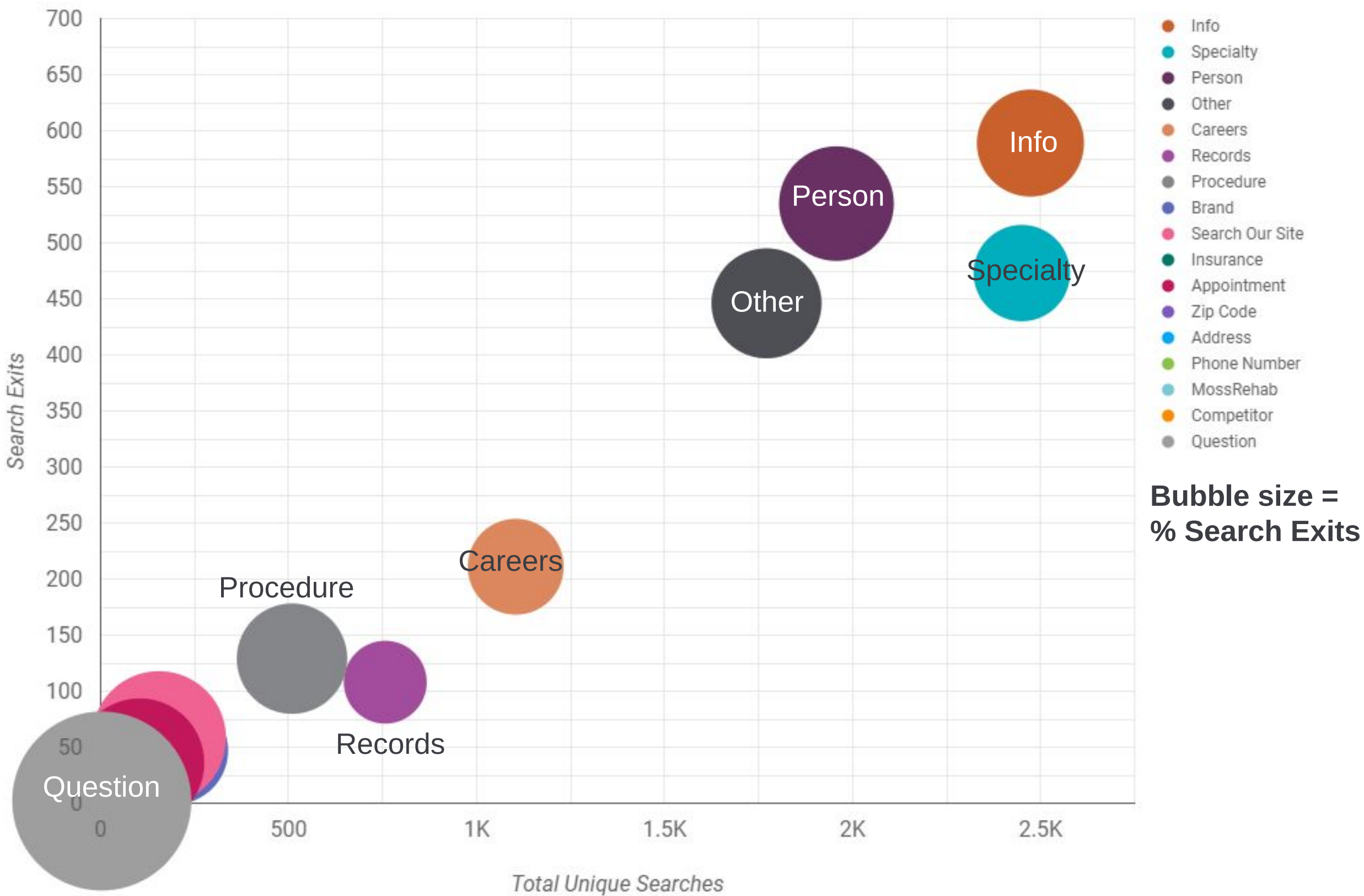
Site Content Opportunity

Search terms with high traffic and high % search exits typically suggest a content gap or point of friction.

As previously highlighted, the "silica" search term has both a high number of total unique searches (176) and a high % search exit (94%).

Other search terms with high % search exits above 60% have a comparatively low number of unique searches.

The "silica" search term represents an outlier with a high number of unique searches and % search exits.

"silica"

Best Practice:
Make your action items stand out
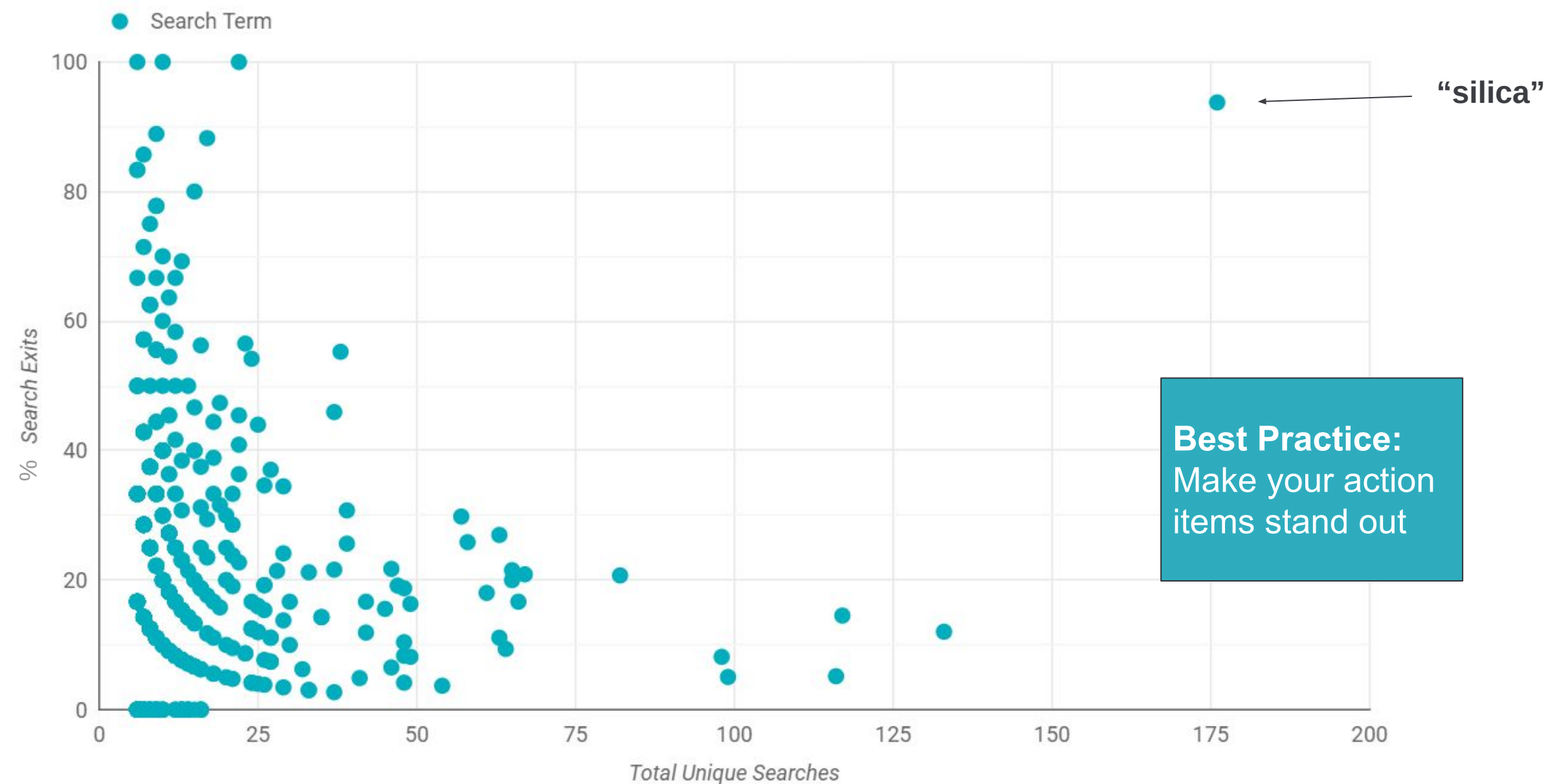
Social

In-Depth Social, including pictures of Posts

	Engagement	Like count	Comments count	Profile views
	2,888	**2,631**	**51**	**2,408**
	⬇ -52% from previous month	⬇ -51% from previous month	⬇ -16% from previous month	⬇ -33% from previous month
	⬆ 89% from previous year	⬆ 94% from previous year	⬆ 11% from previous year	⬇ -22% from previous year

	Instagram Post	**Caption**	**Engagement** ▾	**Like count**	**Comments count**
1.		Need some inspiration to kick-start your next decking endeavor? Swipe through to check out some of the most 🤩 #trexdecks of the year. #inspiration #deckgoals #outdoorliving #trexdecking #trextranscend #trexenhance	410	353	7
2.		Trex makes Montana's great outdoors even greater. Welcome to the HGTV® Dream Home 2019. Tour the mountain modern Trex Transcend deck. #sponsor #hgtvdreamhome #mountainliving #trexdeck #trexdecking #trexvintagelantern #vintagelantern	376	319	5

Email and Social Leading Indicators

Newsletter Subscribers
4,795
▲ 1% from previous month
▲ 40% from previous year

Social Engagements
3,398
▼ -42% from previous month
YoY data starting March 2019

Social Followers
33,764
▲ 0% from previous month
YoY data starting Jan 2019

Monthly Newsletter Subscriber Trend YoY

2018 — 2017

Month	2018	2017
January	3,445	2,586
February	3,578	2,591
March	3,652	2,582
April	3,933	2,600
May	4,450	2,651
June	4,255	2,724
July	4,347	2,803
August	4,464	2,948
September	4,476	3,124
October	4,607	3,302
November	4,735	3,372
December	4,795	3,420
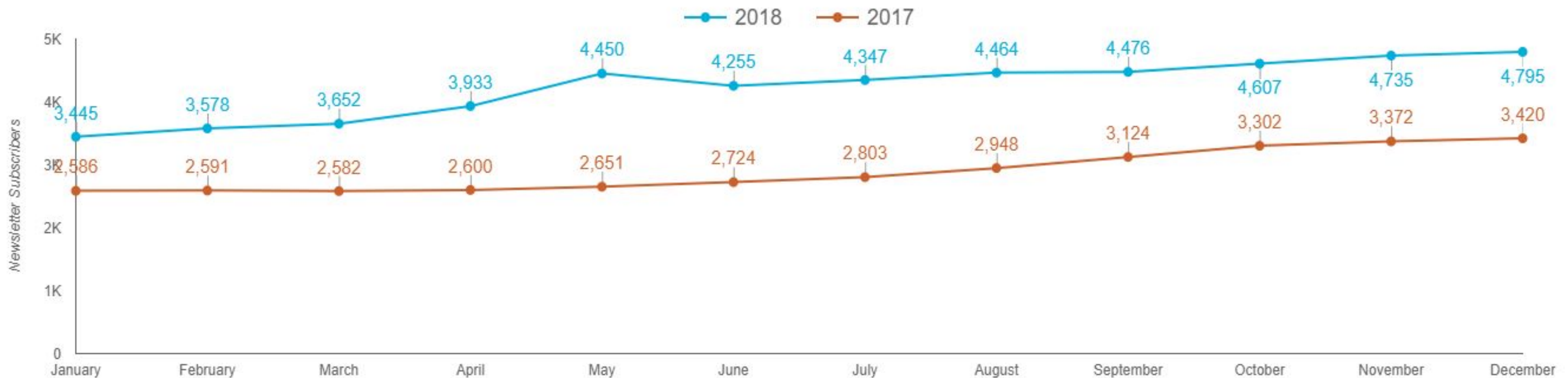
Monthly Blog Readership & Engagement YoY

Legend: Users Landed on Blog Posts · Engaged Blog Readers
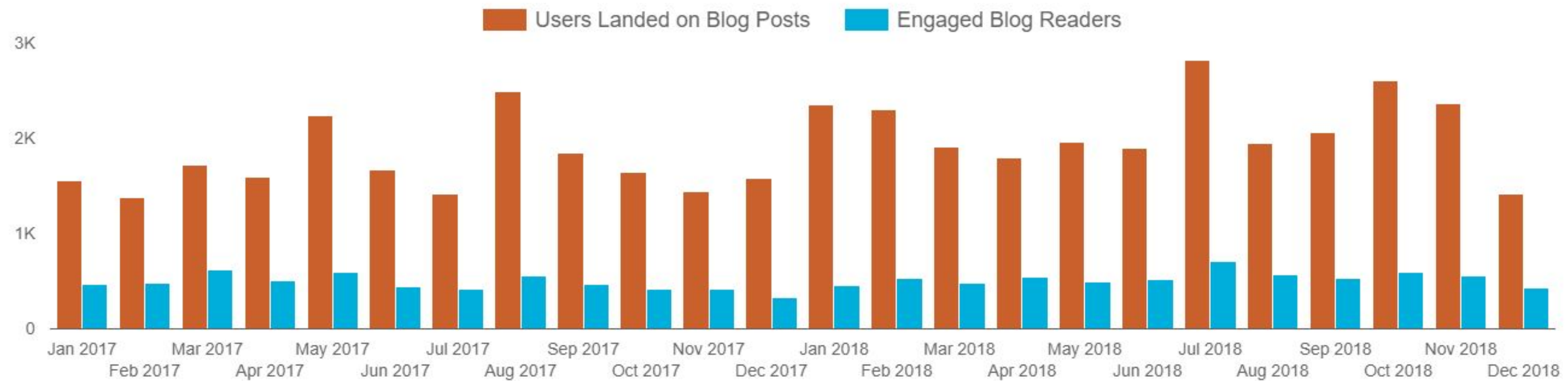
Trend of Blog Post Frequency vs Engagement Rate YoY

Legend: Blog Engagement Rate · Published Blog Posts

Engagement Rate values: 30.34%, 34.45%, 35.75%, 31.86%, 26.47%, 26.68%, 29.56%, 22.21%, 25.38%, 25.43%, 29.24%, 21.14%, 19.54%, 22.8%, 25.22%, 30.44%, 24.91%, 27.09%, 25.27%, 29.41%, 25.68%, 22.55%, 23.64%, 30.07%

Published Blog Posts values: 1, 3, 3, 6, 9, 6, 5, 10, 8, 4, 9, 8, 9, 7, 7, 7, 17, 13, 13, 6, 9, 14, 27, 5
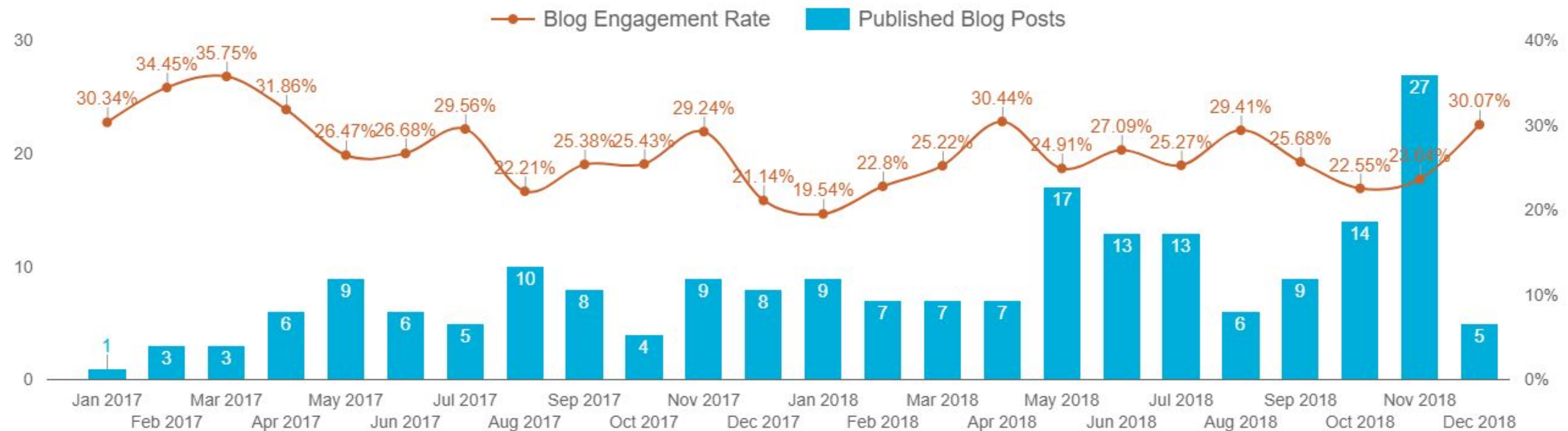
Facebook Ads Performance

Revenue
$49,217.51
▲ 403% from previous month

▲ 424% from previous year

Avg. Order Value
$984.35
▲ 61% from previous month

▲ 47% from previous year

Revenue by Month Compared to Previous Year (Last 13 Months)
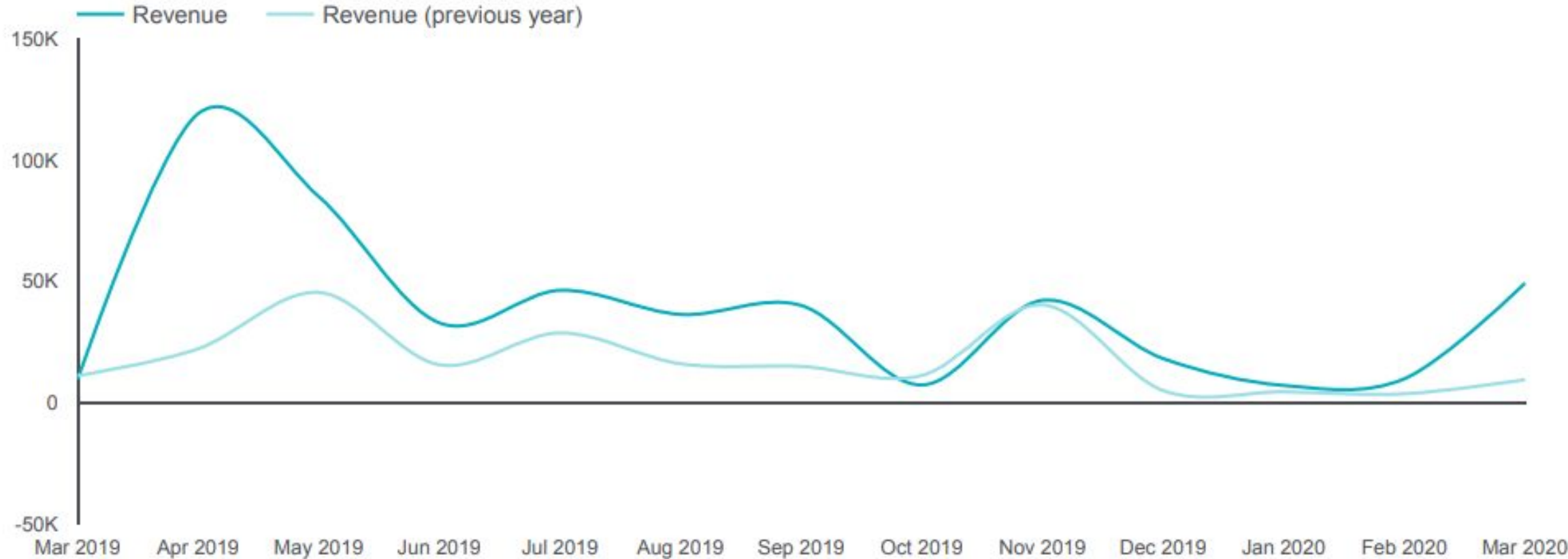
Revenue, AOV, and CVR by Ad Content for Last Month (MoM)

Campaign

Ad Content	Revenue ▼	% Δ	AOV	% Δ	Ecomm CVR	% Δ
retargeting-DPA	$29,010.63	386.1% ▲	$1,160.43	75.0% ▲	0.56%	65.1% ▲
broad-DPA	$15,388.93	449.1% ▲	$809.94	44.5% ▲	0.19%	-26.6% ▼
(not set)	$4,817.95	373.4% ▲	$802.99	57.8% ▲	0.04%	48.2% ▲
prospecting	$0	-	$0	-	0%	-
genuine	$0	-	$0	-	0%	-

1 - 5 / 5 ‹ ›

Social Followership by Platform

Legend: Instagram · Houzz · Twitter · Pinterest · YouTube

Dec 1, 2018
Instagram: **16,975**
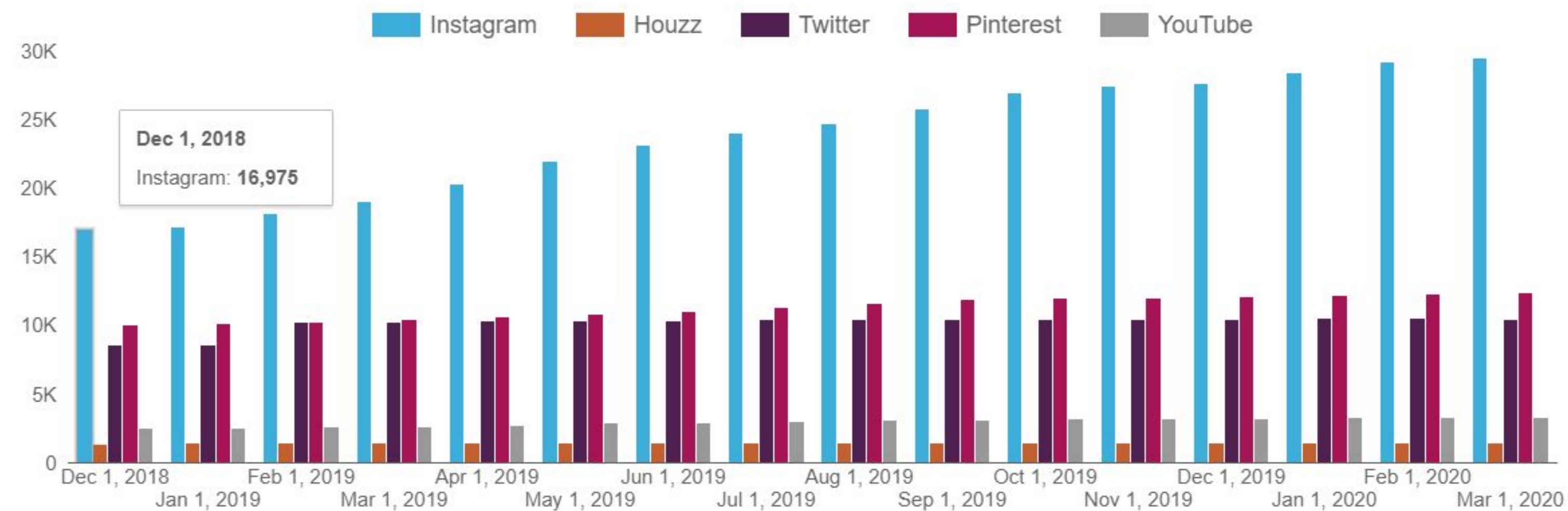
	Platform	Current Followers	Last Month Followers	# Change ▾	% Change
1.	Instagram	29,560	29,221	339	1.2%
2.	Facebook	599,089	598,956	133	+0.0%
3.	Pinterest	12,430	12,304	126	1.0%
4.	Youtube	3,370	3,320	50	1.5%
5.	Houzz	1,435	1,432	3	0.2%
6.	Twitter	10,499	10,522	-23	-0.2%
	Grand total	**656,383**	**655,755**	**628**	**0.6%**

[EXAMPLE] Video Performance Dashboard

uses dummy data set - does not contain data as described

Legend: Video Views · Video Engagement Rate

Chart axis (left): 1.5K, 1K, 500, 0 — (right): 100%, 75%, 50%, 25%, 0%

X-axis: Mar 24, 2020 · Mar 27, 2020 · Mar 30, 2020 · Apr 2, 2020 · Apr 5, 2020 · Apr 8, 2020 · Apr 11, 2020 · Apr 14, 2020 · Apr 17, 2020 · Apr 20, 2020

FILTER BY:	Video Views
✓ YouTube Ads	13,608
✓ Programmatic	2,721
✓ Social	737

	*Video Concept/Length ▲	Video Views	Video Completions	Link Clicks	Engagement Rate
1.	Video A: Like Family (30 seconds)		13,608	10,134	
2.	Video B: AI AAMCO Intelligence (60 seconds)		2,721	1,980	
3.	Video C: 1200 (6 seconds)		737	581	
	Grand total	20,773	17,066	12,690	82%

Engagement Rate axis: 0% · 20% · 40% · 60% · 80%

Social Direct Store Transactions Overview

Legend: Unique Purchases (bars), Quantity (line)

Unique Purchases values by month:
- January: 2,930
- February: 8,816
- March: 8,363
- April: 8,991
- May: 9,898
- June: 9,710
- July: 11,383
- August: 10,164
- September: 10,164
- October: 14,519
- November: 11,583

Transactions by device: mobile (~590), desktop (~460)
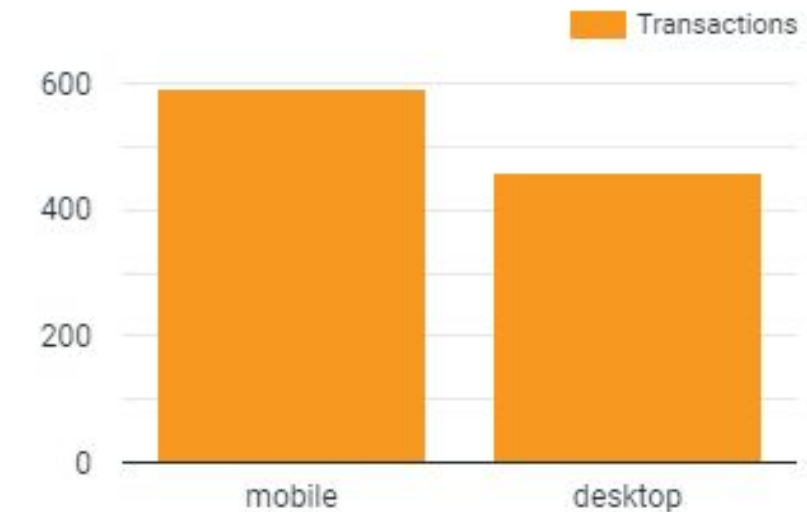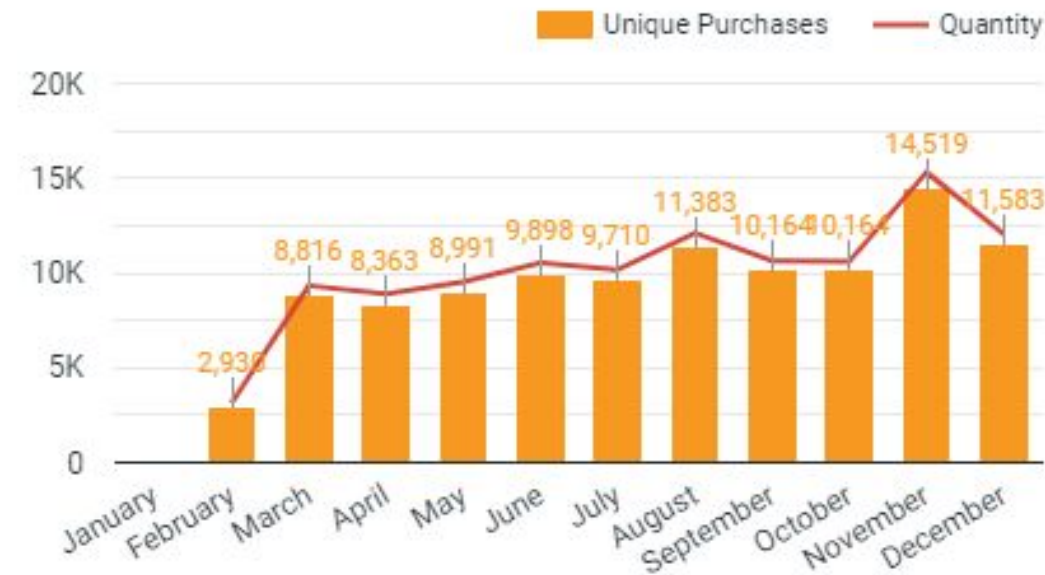
Direct Store Transactions Break-Out by Social Effort

	Medium	Source	Sessions ▾	Revenue	Unique Purchases	Quantity
1.	referral	m.facebook.com	580	$865.75	3	3
2.	referral	youtube.com	511	$0	0	0
3.	paid-social	facebook	230	$0	0	0
4.	referral	l.facebook.com	123	$496.53	2	2
5.	referral	quora.com	99	$0	0	0
6.	paid-social	instagram	81	$0	0	0
7.	referral	facebook.com	71	$0	0	0
8.	referral	t.co	38	$0	0	0
9.	social	facebook	38	$0	0	0

1 - 10 / 24

	City	Sessions	Revenue ▾	Unique Purchases	Quantity
1.	Phoenix	7	$609	1	1
2.	Brentwood	4	$434.72	2	2
3.	St. Louis Park	1	$431.03	1	1
4.	Berea	7	$344.49	1	1
5.	Malden	1	$152.04	1	

1 - 10 / 9...

Default Data
Click to se...

*If your date range is greater than 7 days, you may be viewing sampled data. Please verify in Google Analytics.

Select from the filters below to view specific social efforts.

Mar 24, 2020 - Apr 20, 2020 ▾

Medium ▾

Source ▾

Performance Snapshot

Sessions	Transactions
1,884	5

Ecomm Conv. Rt.	Quantity
0.3%	6

Revenue
$1,971

Date Source: Google Analytics

Sales Funnel

Lead Performance Details

Lead status by country across xylem.com

Select date range:

Jan 1, 2018 - Jan 31, 2018 ▾

Filter by Lead Status:

Lead Status ▾

Filter by Country:

Country ▾

Total Leads	Status Assigned Leads	Total Digital Leads	Digital Status Assigned Leads
4,458	436	180	103
▼ -81.8%	▼ -76.5%	▼ -33.8%	▼ -9.6%

█ Lead

Marketing Qualified	232
Sales Assigned	100
Sales Qualified	49
Sales Rejected	28
Saleas Assigned	16
Marketing Unqualified	13

0   30   60   90   120   150   180   210   240   270

1 ▬▬▬▬▬ 170

█ Lead

120

90
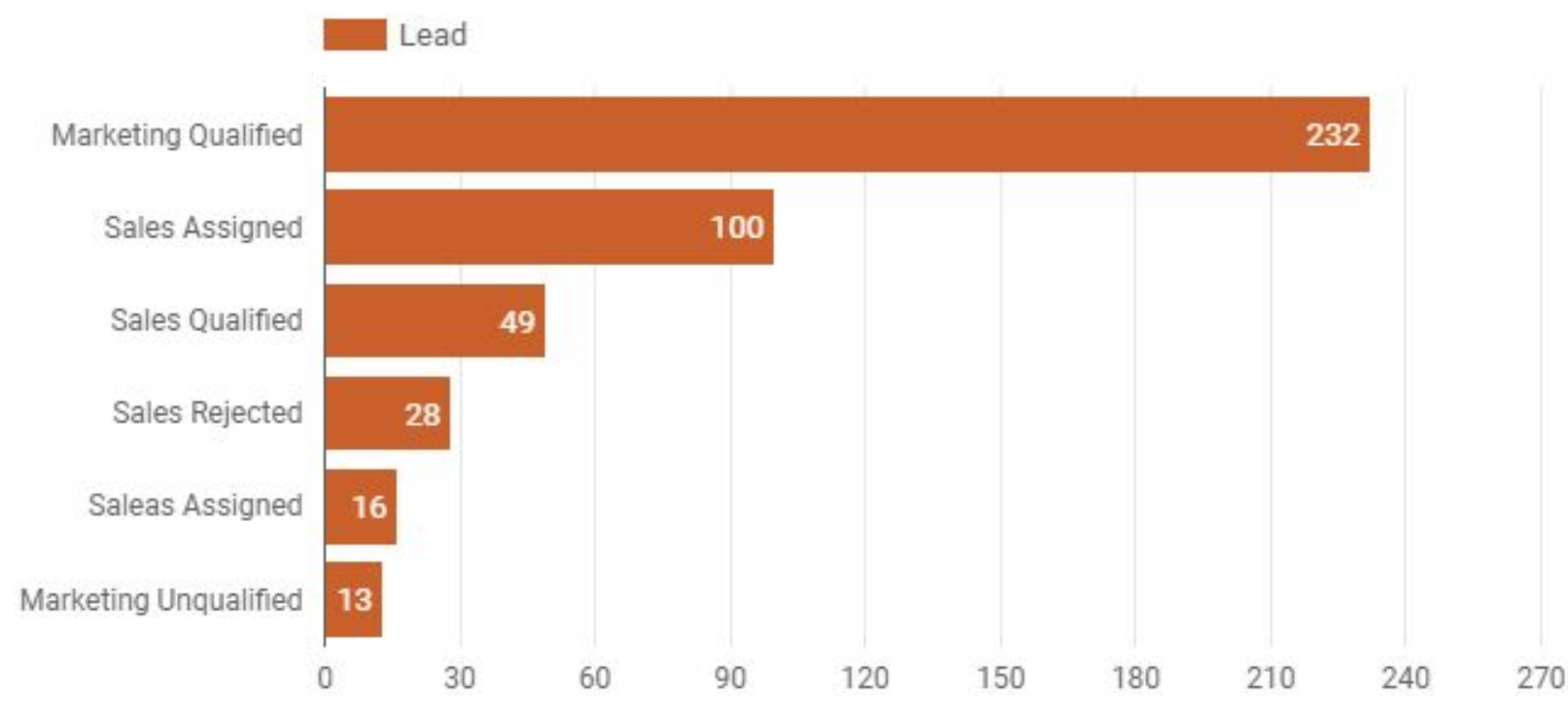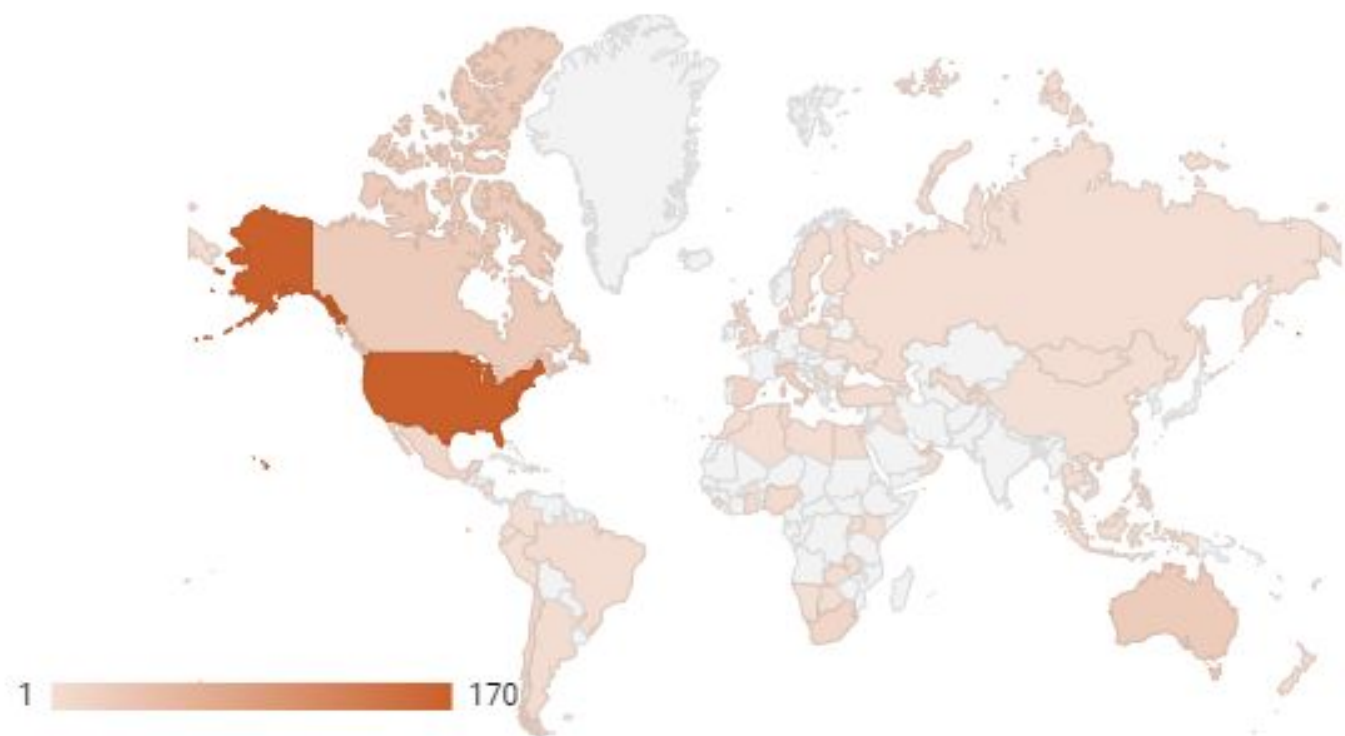
	Lead Source	Lead ▾
1.	null	334
2.	Email/Web Inquiry	48
3.	Website	33
4.	Web	19

Filter by City ▾   Oct 1, 2017 - Feb 28, 2018 ▾

Monthly* Sales Pipeline

Form Submissions YoY	Qualified Leads	Closed Deals	Est Value
150 ↓ -20%	34	2	$2.24M

Legend: ■ Lead Form Submission ■ Qualified Lead ■ Unqualified ■ Lost Prospect ■ Closed Deal

Users

Oct 2017: 26, 4, 10, 2, 2
Nov 2017: 44, 19, 16, 1
Dec 2017: 22, 14, 1, 2
Jan 2018: 41, 18, 9, 2
Feb 2018: 6, 2, 2

* Closed Loop tracking began October 16, 2017

Channel Impact on the Sales Funnel

Filter by Lead Name ▾

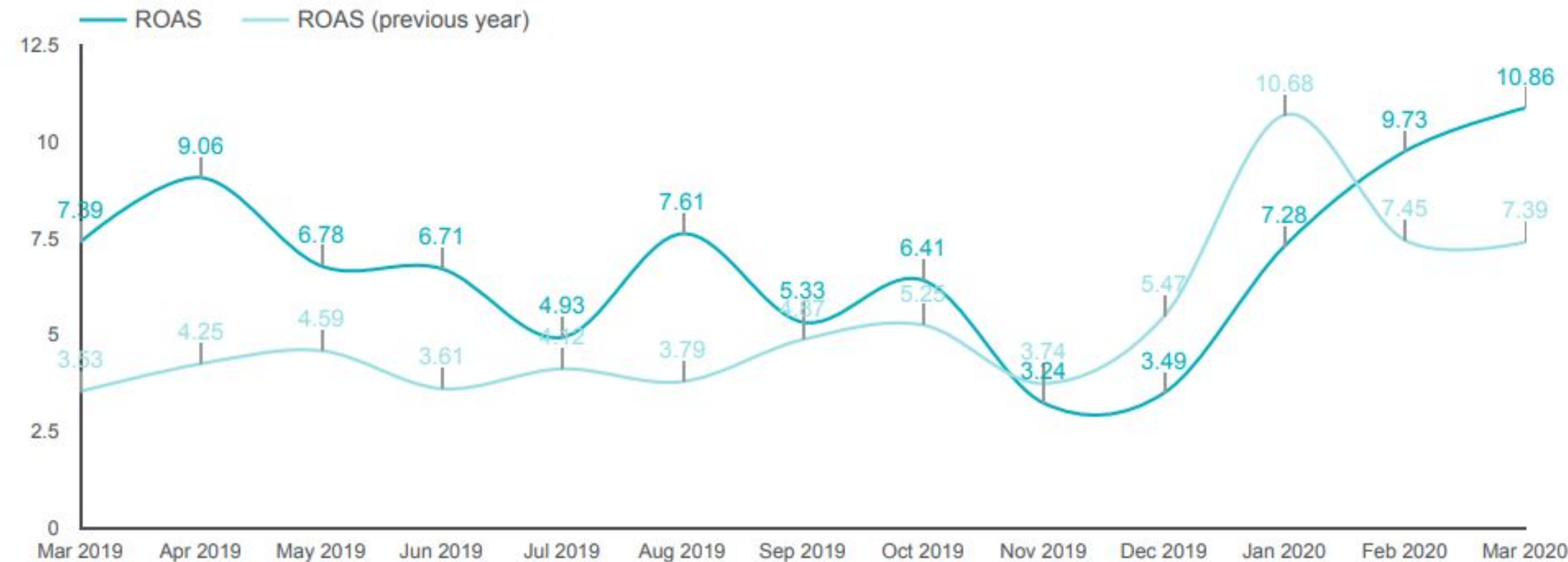| Channel	Lead Form Submission	Qualified Lead	Unqualified	Lost Prospect	Closed Deal	Grand total
						Deal Stage / Users
Organic Search	73	33	20	4	2	132
Direct	32	11	7	2	-	52
Referral	24	7	6	1	2	40
Email	9	5	2	-	-	16
Social	2	1	-	-	-	3
Display	-	-	1	-	-	1
Grand total	139	57	36	7	4	243

PPC

Google Ads Performance Overview

ROAS
10.86
↑ 12% from previous month
↑ 47% from previous year

Revenue
$1,851,299.00
↑ 283% from previous month
↑ 96% from previous year

ROAS by Month Compared to Previous Year (Last 13 Months)

Legend: ROAS, ROAS (previous year)

ROAS values: 7.89 (Mar 2019), 9.06 (Apr 2019), 6.78 (May 2019), 6.71 (Jun 2019), 4.93 (Jul 2019), 7.61 (Aug 2019), 5.33 (Sep 2019), 6.41 (Oct 2019), 3.24 (Nov 2019), 3.49 (Dec 2019), 7.28 (Jan 2020), 9.73 (Feb 2020), 10.86 (Mar 2020)

ROAS (previous year) values: 3.93, 4.25, 4.59, 3.61, 4.42, 3.79, 4.87, 5.25, 3.74, 5.47, 10.68, 7.45, 7.39

Revenue and ROAS by Ad Group for Last Month (MoM)

Campaign

Ad group	Clicks	% Δ	Revenue ❷ ▾	% Δ	ROAS ❶ ▾	% Δ
	1	-	$1,734	-	443.62	-
	1	-	$168	-	303.73	-
	12	-	$5,602	-	292.94	-
	3	-	$1,556	-	292.03	-
	24	-	$2,750	-	105.63	-
	35	-18.6% ↓	$10,144	-	80.03	8,103.3% ↑
	10	-	$1,817	-	66.29	-
	12	-	$1,654	-	64.66	-
	42	162.5% ↑	$11,454	-	61.25	6,225.3% ↑
	48	-	$6,330	-	52.39	-

1 - 10 / 1273 ‹ ›

Google Ads Shopping Performance

ROAS
10.41
▼ -3% from previous month
▲ 79% from previous year

Revenue
$726,463.00
▲ 430% from previous month
▲ 134% from previous year

ROAS by Month Compared to Previous Year (Last 13 Months)

— ROAS   — ROAS (previous year)

Campaign ▾

Revenue and ROAS by Ad Group for Last Month (MoM)

Ad group	Clicks	% Δ	Revenue ❷ ▾	% Δ	ROAS ❶ ▾	% Δ
All Products	340,329	218.0% ▲	$5,716,141	242.3% ▲	6.05	10.3% ▲
All products	41	-	$0	-	-1	-
Adirondack Chairs	0	-100.0% ▼	$0	-100.0% ▼		-
Rocking Chairs	0	-100.0% ▼	$0	-100.0% ▼		-
Showcase #1	0	-	$0	-		-
Showcase #2	0	-	$0	-		-

1 - 6 / 6 ‹ ›

Local SEO

Google My Business Trends [Phone Calls and GMB Actions]
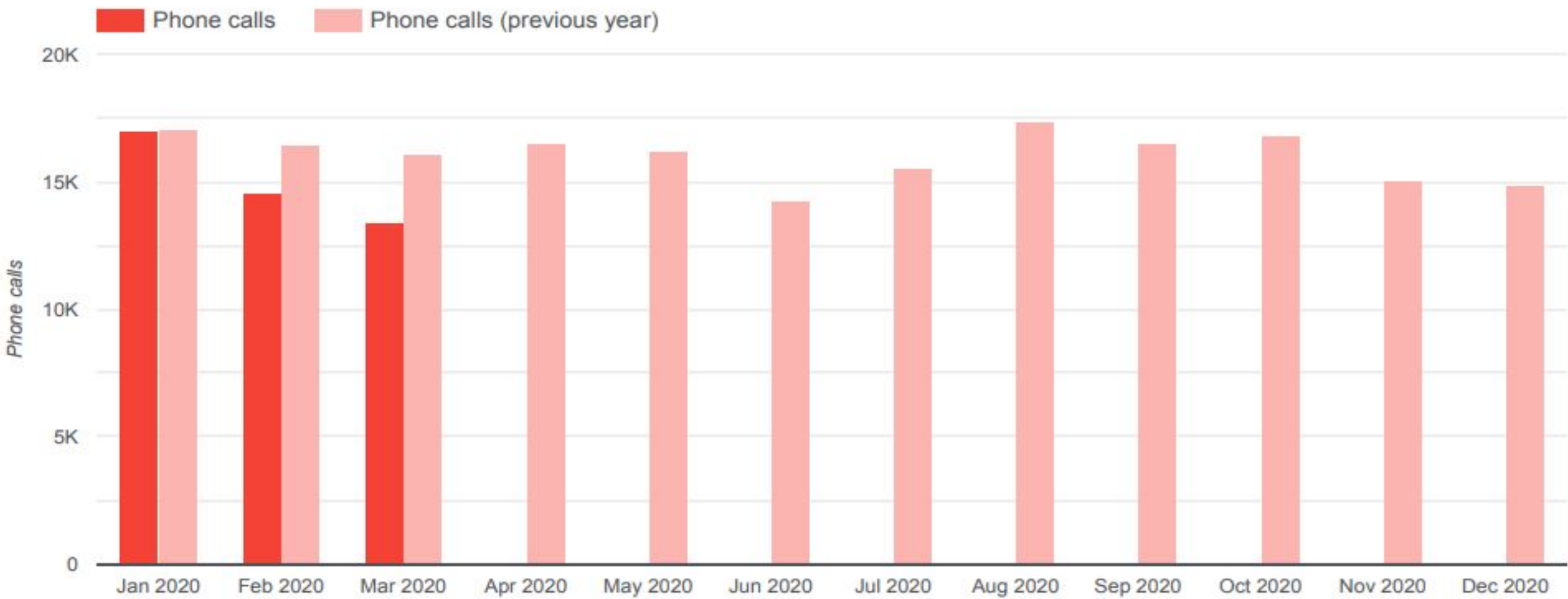
Phone calls

13,421
- ↕ -16% from previous year
- ↕ -16% from previous year
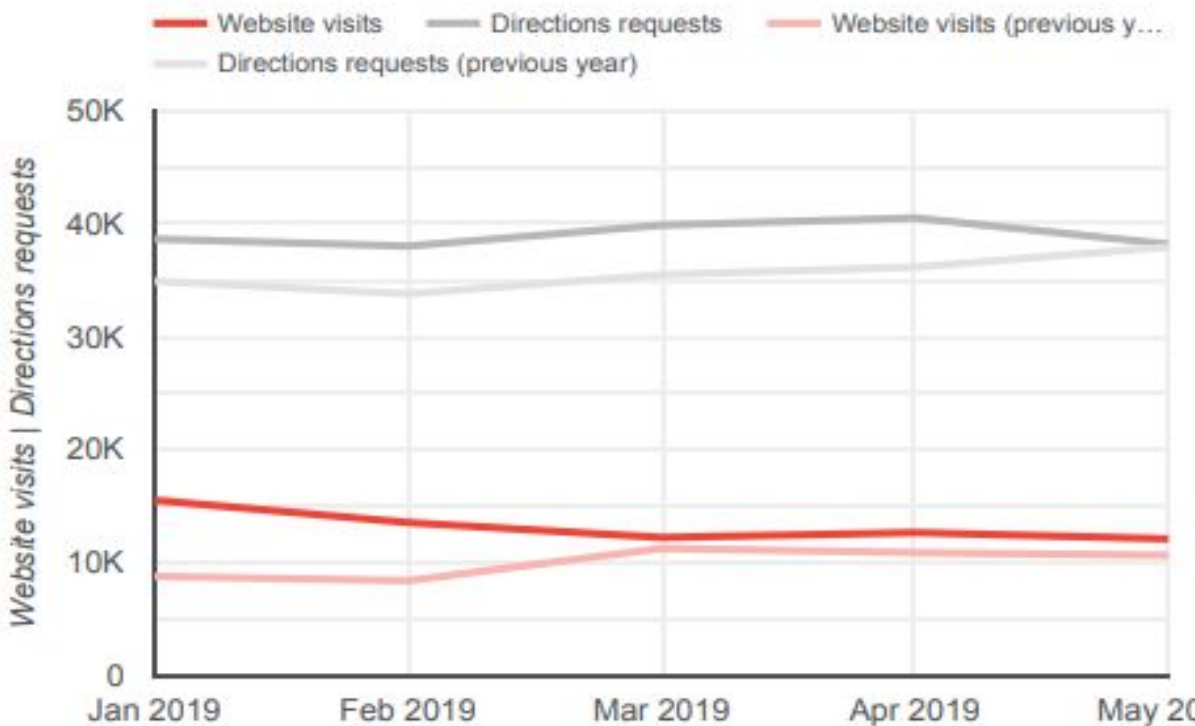
Total photo views

8,570,495
- ↕ 102% from previous year
- ↕ 105.0% from previous year

Directions requests

486,764
- ↕ 13% from previous year
- ↕ -17% from previous year

Tip:
Great example of a quick, easy dashboard for GMB Visualizations

Phone Calls from Google My Business

Legend: ■ Phone calls ■ Phone calls (previous year)

Phone Calls from Google My Business by Location

	Location name	Address lines	Phone calls	Δ
1.			4,346	107 ↑
2.			1,844	445 ↑
3.			388	-52 ↕
4.			600	-47 ↕
5.			67	-30 ↕
	Grand total		**13,421**	**-1,094** ↕

Legend: Website visits — Directions requests — Website visits (previous y... — Directions requests (previous year)

Local GMB Performance - Actions

 # Locations
5
0% from previous month

Total actions
1,125
⚡ **-15%** from previous month

Total Searches by Location Name (Last 6 Months)

Legend: ▮ Edgar Snyder & Associates
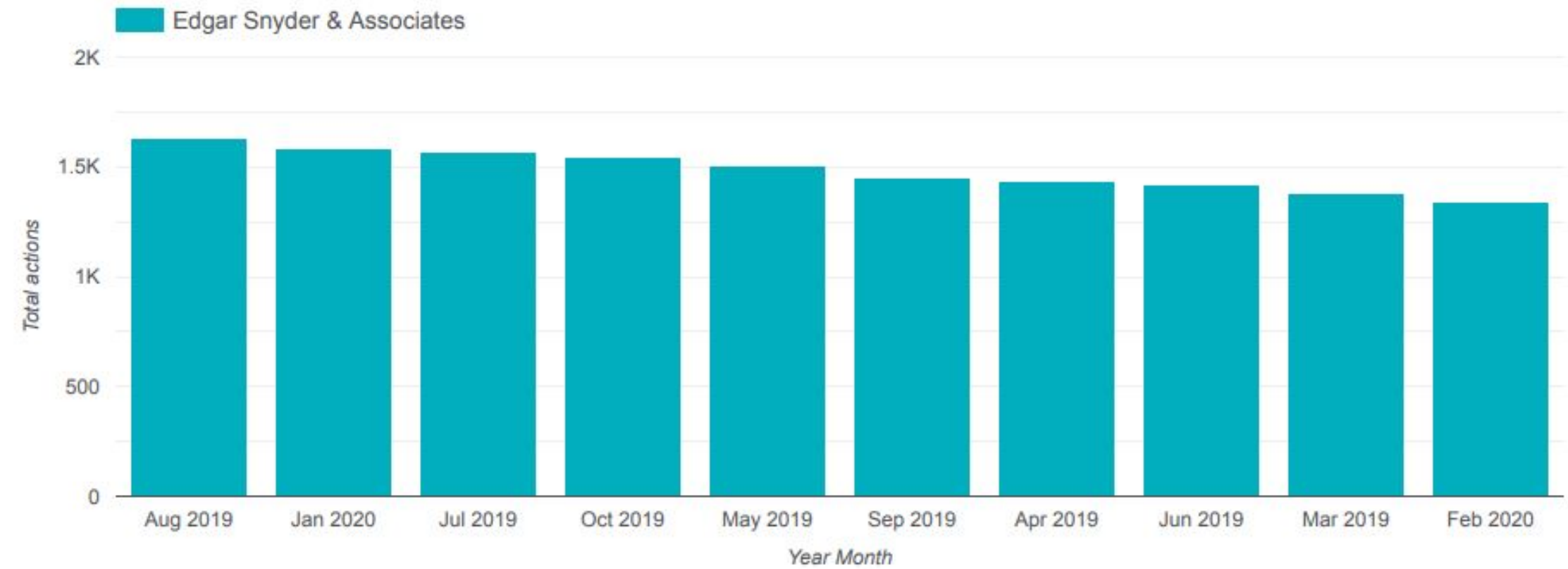
How Did People Interact With Your Listing MoM?

Location Name	Store Code	Directions	% Δ	Calls	% Δ	Website	% Δ
■	001	29	-61.3% ⚡	351	-18.0% ⚡	478	-14.0% ⚡
	005	5	0.0%	50	-5.7% ⚡	67	52.3% ⬆
	004	2	-50.0% ⚡	33	-8.3% ⚡	31	-3.1% ⚡
	002	8	33.3% ⬆	22	-31.3% ⚡	23	-4.2% ⚡
	003	2	-50.0% ⚡	10	-44.4% ⚡	14	55.6% ⬆

Local GMB Performance - Searches

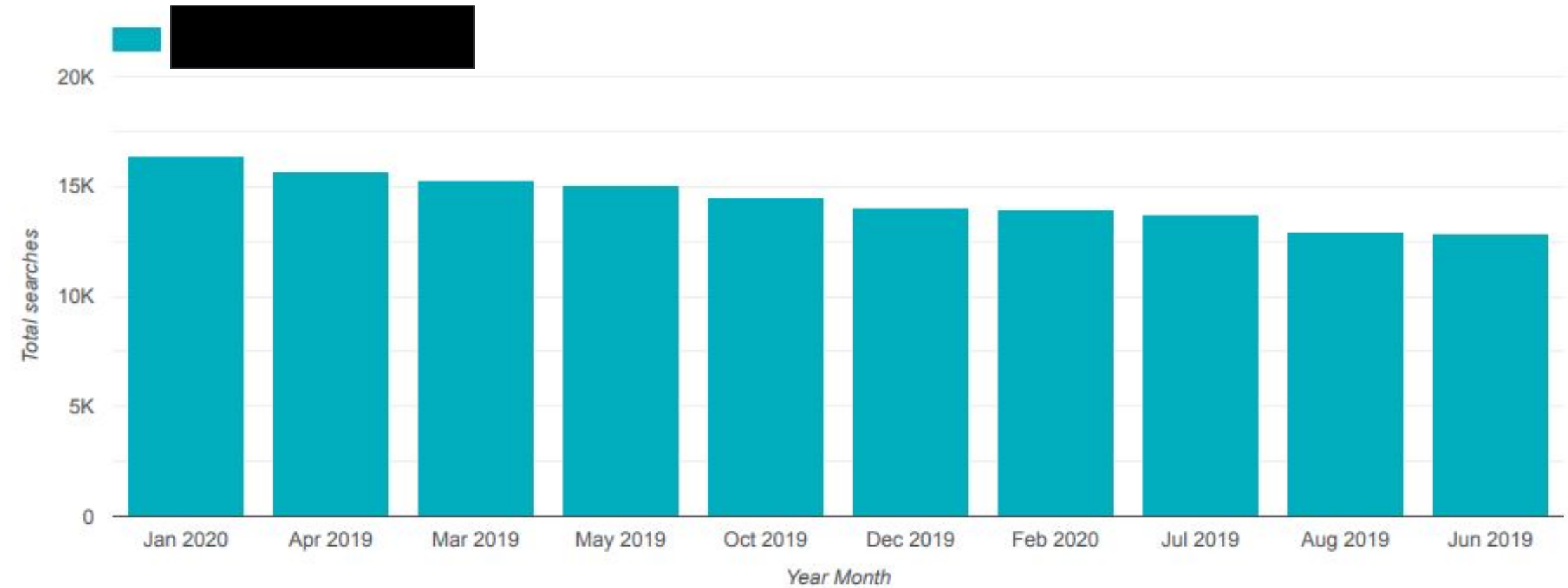| # Locations	Total searches	Total views
5	11,291	11,552
0% from previous month	-18% from previous month	-22% from previous month

Total Searches by Location Name (Last 6 Months)

How Did People Search for Your Listing MoM?

Location Name	Store Code	Branded	% Δ	Unbranded	% Δ
	001	1,681	-23.5%	5,261	-26.8%
	005	170	-35.4%	1,156	-2.7%
	002	63	-37.0%	1,036	12.0%
	003	28	-65.4%	786	5.2%
	004	145	22.9%	618	8.2%