

# Marketing Report

May 2023





Website

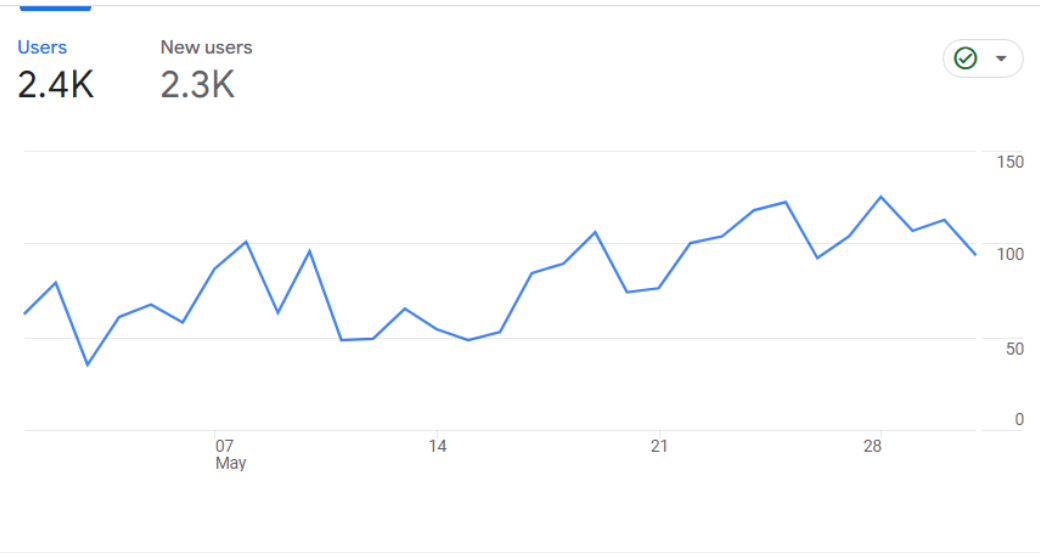
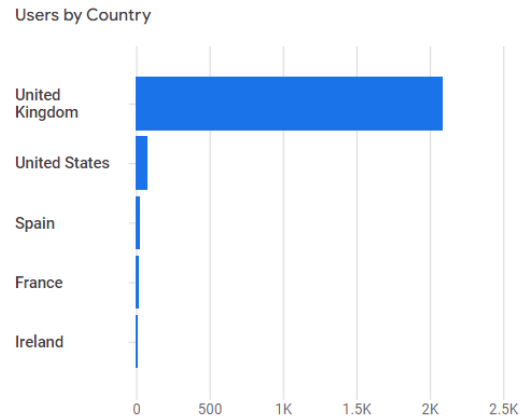
# Website Traffic- User Engagement per Country

↓ New users	Engaged sessions	Engagement rate	Engaged sessions per user	Average engagement time	Event count All events ▾
2,295	1,235	43.59%	0.52	0m 31s	24,728
100% of total	100% of total	Avg 0%	Avg 0%	Avg 0%	100% of total

Demographic details: Country	Custom	1 May - 31 May 2023
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Search... Rows per page: 10 Go to: 1 1-10 of 60

Country	↓ Users	New users	Engaged sessions	Engagement rate	Engaged sessions per user	Average engagement time	Event count All events ▾
	2,357 100% of total	2,295 100% of total	1,235 100% of total	43.59% Avg 0%	0.52 Avg 0%	0m 31s Avg 0%	24,7 100% of to
1 United Kingdom	2,085	2,036	995	41.98%	0.48	0m 23s	18,1
2 United States	78	75	17	20%	0.22	0m 10s	5
3 Spain	24	19	94	62.25%	3.92	11m 00s	3,2
4 France	17	14	15	53.57%	0.88	0m 20s	2
5 Ireland	13	12	7	43.75%	0.54	0m 23s	1
6 Sweden	10	9	3	30%	0.30	1m 27s	2
7 Hong Kong	9	7	26	60.47%	2.89	3m 21s	7
8 India	8	7	2	25%	0.25	0m 04s	
9 Netherlands	8	8	4	44.44%	0.50	0m 19s	
10 Germany	7	7	6	54.55%	0.86	0m 16s	

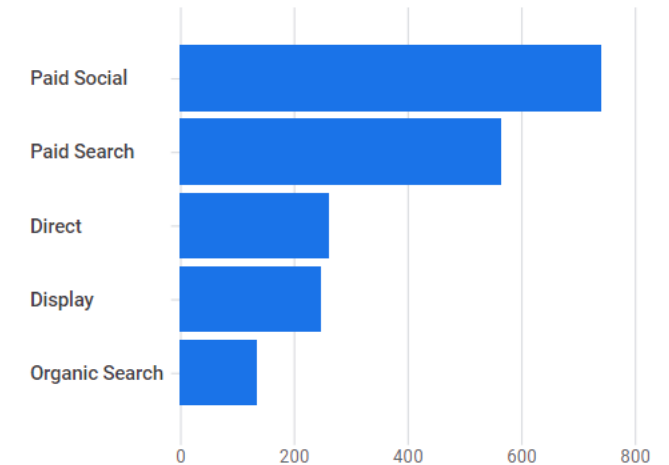




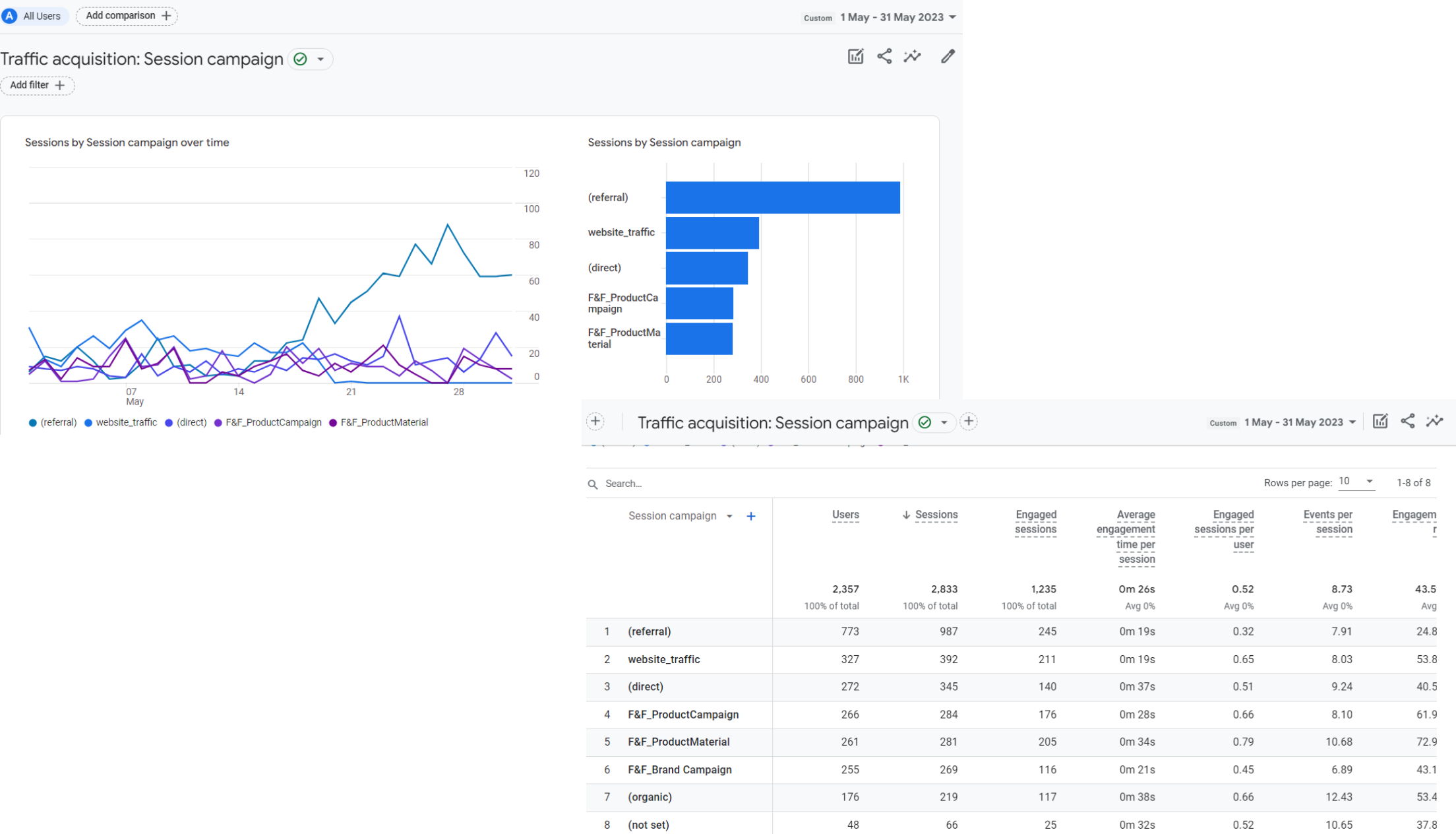
# Website Traffic Performance May- User Acquisition per session channel

User acquisition: First user default channel group <span>👍</span> <span>+</span>						
Custom 1 May - 31 May 2023 <span>📊</span> <span>🔗</span> <span>📈</span>						
Search...						
Rows per page: 10 1-9 of 9						
First user defa... channel group <span>▼</span> <span>+</span>	↓ New users	Engaged sessions	Engagement rate	Engaged sessions per user	Average engagement time	Event count All events <span>▼</span>
	2,295 100% of total	1,235 100% of total	43.59% Avg 0%	0.52 Avg 0%	0m 31s Avg 0%	24,728 100% of total
1 Paid Social	742	126	16.22%	0.17	0m 07s	3,614
2 Paid Search	566	422	68.51%	0.74	0m 37s	6,315
3 Direct	262	222	46.25%	0.79	1m 21s	6,356
4 Display	248	94	36.29%	0.38	0m 16s	1,462
5 Organic Search	135	153	58.85%	1.08	1m 19s	3,259
6 Unassigned	135	94	52.51%	0.64	0m 21s	1,458
7 Organic Social	112	50	32.47%	0.38	0m 14s	1,016
8 Referral	86	70	64.22%	0.78	0m 37s	1,116
9 Organic Shopping	9	5	55.56%	0.56	0m 40s	132

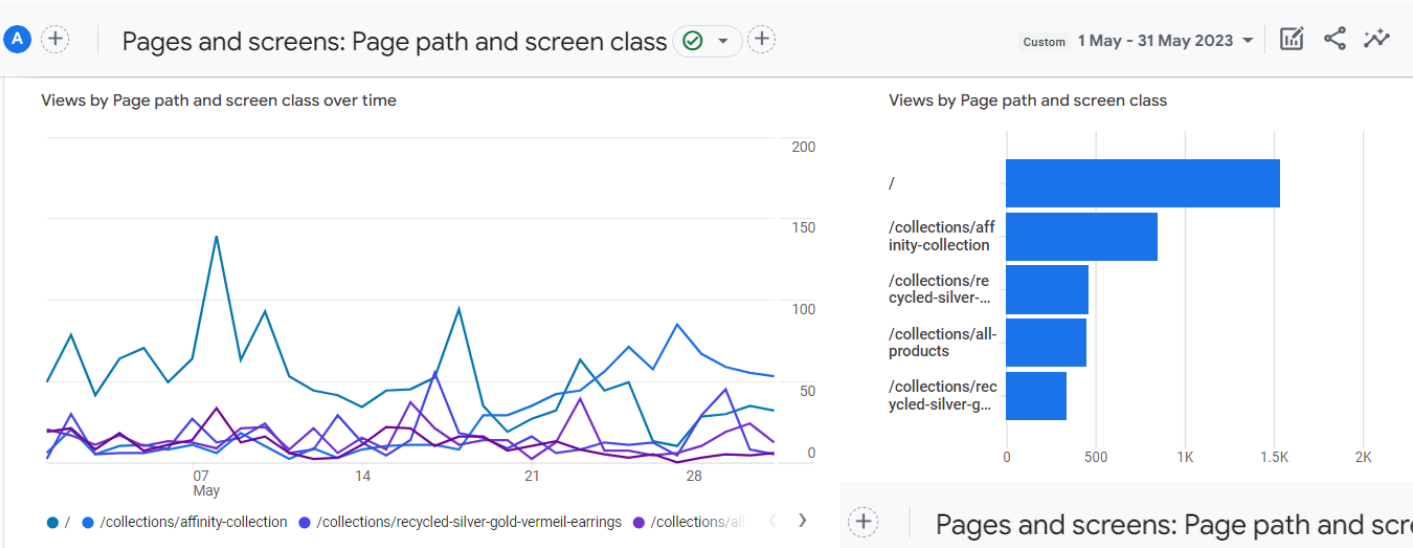
New users by First user default channel group



# Google Ads Campaign Website Traffic Performance May



# Website Traffic Performance May- Pages and Screens



Pages and screens: Page path and screen class

Custom 1 May - 31 May 2023

Search...

Rows per page: 10

Go to: 1

1-10 of 305

Page path and screen class	Views	Users	Views per user	Average engagement time	Event count	Conversions
	100% of total	100% of total	Avg 0%	Avg 0%	100% of total	100% of total
1 /	1,534	1,045	1.47	0m 18s	6,328	0.00
2 /collections/affinity-collection	849	757	1.12	0m 03s	2,770	0.00
3 /collections/recycled-silver-gold-vermeil-earrings	462	229	2.02	0m 31s	1,649	0.00
4 /collections/all-products	449	180	2.49	0m 35s	1,239	0.00
5 /collections/recycled-silver-gold-vermeil-necklaces	335	177	1.89	0m 30s	1,082	0.00
6 /collections/recycled-silver-gold-vermeil-rings	222	145	1.53	0m 22s	733	0.00
7 /collections/chic	209	112	1.87	0m 18s	678	0.00
8 /collections/recycled-silver-gold-vermeil-bracelets	123	100	1.23	0m 11s	424	0.00
9 /search	98	32	3.06	0m 20s	375	0.00
10 /products/sara-organic-spiral-gold-ring	84	70	1.20	0m 06s	532	0.00

# Website Traffic Performance May- Events, Conversions & Revenue

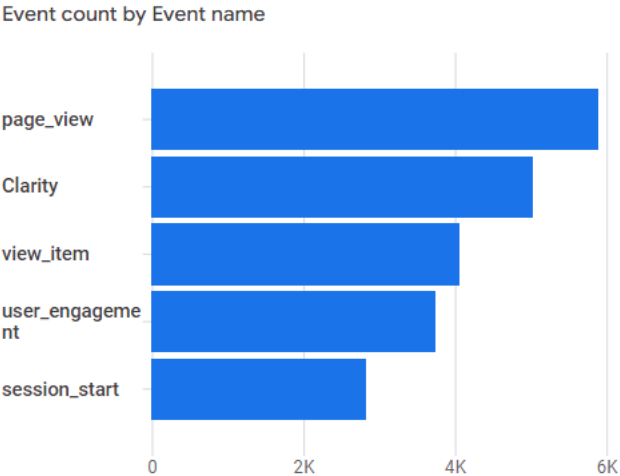
Events: Event name

Custom 1 May - 31 May 2023

Search...

Rows per page: 10  Go to: 1  1-10 of 12

Event name <div></div>		↓ Event count	Total users	Event count per user	Total revenue
		24,728 100% of total	2,386 100% of total	10.49 Avg 0%	£369.50 100% of total
1	<a href="#">page_view</a>	5,887	2,384	2.50	£0.00
2	<a href="#">Clarity</a>	5,026	1,864	2.73	£0.00
3	<a href="#">view_item</a>	4,054	491	8.46	£0.00
4	<a href="#">user_engagement</a>	3,746	1,120	3.35	£0.00
5	<a href="#">session_start</a>	2,833	2,379	1.21	£0.00
6	<a href="#">first_visit</a>	2,295	2,295	1.00	£0.00
7	<a href="#">scroll</a>	640	266	2.41	£0.00
8	<a href="#">add_to_cart</a>	109	16	6.81	£0.00
9	<a href="#">view_search_results</a>	74	27	2.74	£0.00
10	<a href="#">click</a>	51	28	1.82	£0.00



# Website (SEO, optimization & design)

In MAY 2023, Xplore Digital improved the website of Frida & Florence with the following changes:

## SEO changes:

- Fixed h1 SEO issue on home. Added new h1.
- Changed meta-description home.

## Web optimization:

- Edited review dates & removed unwanted data from the section.
- Added Privacy text to the subscription button. Deactivated subscription confirmation email.

## Website design

- Restyled buttons (on the entire website)
- Restyled product category buttons (on the home).
- Restyled h1, h2, h3 (on blog).
- Edited colour (on footer).
- Edited colour (on popup + tab).
- Edited colour (on top banner announcement bar).
- Edited collection collage (on product pages).
- Changed colours and sizes (of titles).
- Edited “Featured in” section.
- Edited Pagination.
- Added Material filter to Header menu.
- Uploaded Pollock collection.
- Added article with links and images.



# F&F-Blog article May

In MAY 2023, Xplore Digital created a blog article for the Frida & Florence website:

**Blog article:**

- [Eco-friendly jewelry sustainable and stylish accessories](#)

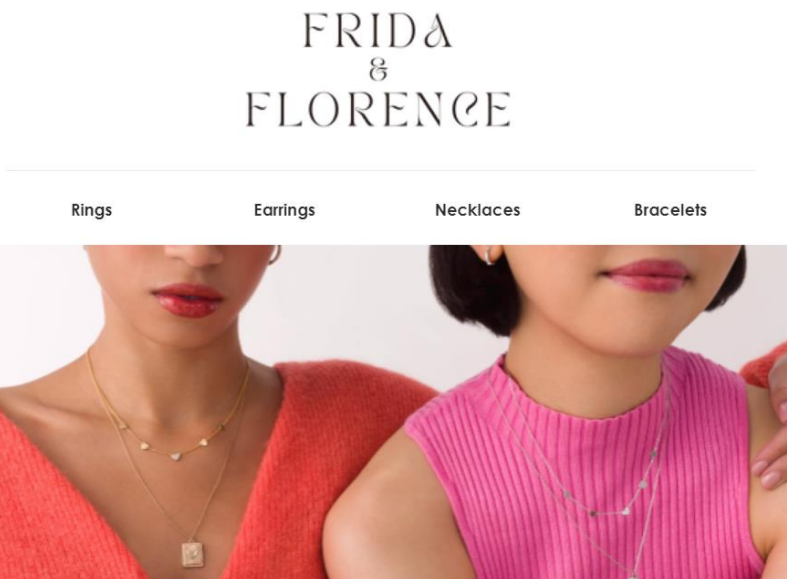


# F&F- Newsletter May

In MAY 2023, Xplore Digital styled and developed the first Frida & Florence Newsletter:

Newsletter:

- Hey! We've got some exciting news.



Hey! We've got some exciting news

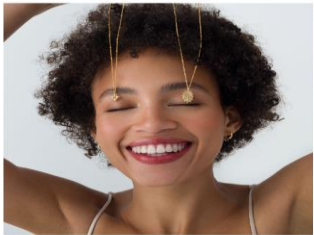
Discover the latest news, our bestsellers of the month, and more!



New Collection coming soon

We're launching our newest collection soon, and we couldn't be more excited. Bold pieces, movement, expression... We don't want to spoil it for you, but we know you will love it as much as we do. Stay tuned for an announcement during the next few weeks.

Our latest blog article



Embrace Elegance: Gold Vermeil vs Gold-Plated Jewelry

The world of jewelry is as diverse as it is captivating, with countless styles and materials to choose from. One question that often arises...

[READ MORE](#)

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DO THINGS AT YOUR OWN PACE. LIFE'S NOT A RACE.



Shop our bestsellers



Camila Spiral Gold Hoop Earrings



Esther Gold Pendant Necklace



Sara Organic Spiral Gold Ring



Chica Stones And Shamrock Gold Necklace



NEWSLETTER MAY  
STATS  
Click Rate: 33%  
Opening rate: 41,94%

List or Segment ↕	Total Recipien... ↕	Bounces ↕	Opens ↕	Clicks ↕	Placed Order ↕	Revenue ↕
New Subscribers	3 100.00%	0.00% 0 recipients	33.33% 1 recipients	0.00% 0 recipients	0.00% 0 recipients	£0
Newsletter	63 98.41%	1.59% 1 recipients	41.94% 26 recipients	4.84% 3 recipients	0.00% 0 recipients	£0

# Website optimization- Next Month

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**In June 2023, Xplore Digital will work on the following:**

## **Website optimization:**

### **Website design**

- Modify sections to promote the new collection

### **Newsletter**

- Create Monthly Newsletter June: presentation of the new collection





Social Media

# Instagram metrics – Overview

## Overview

May(1-31), compared to April(1-30) 2023

### Accounts reached

> **594K** (-21,2% compared to Apr)

### Accounts engaged

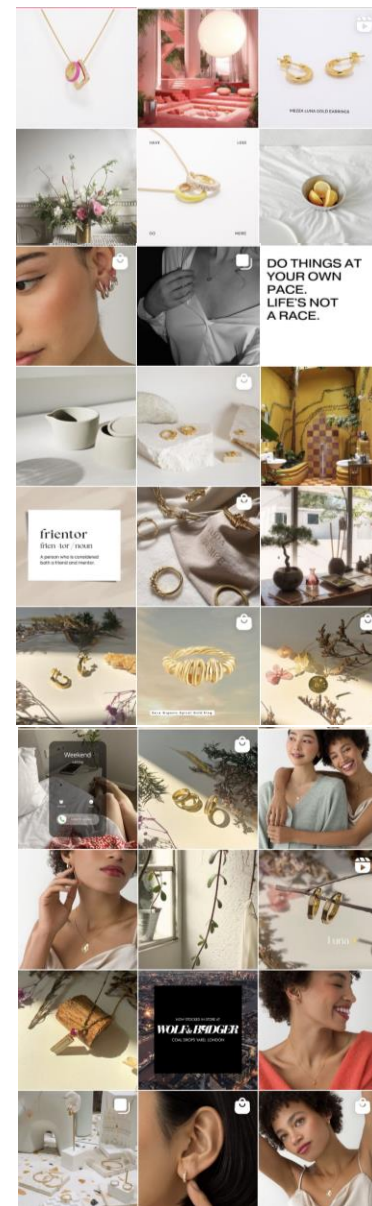
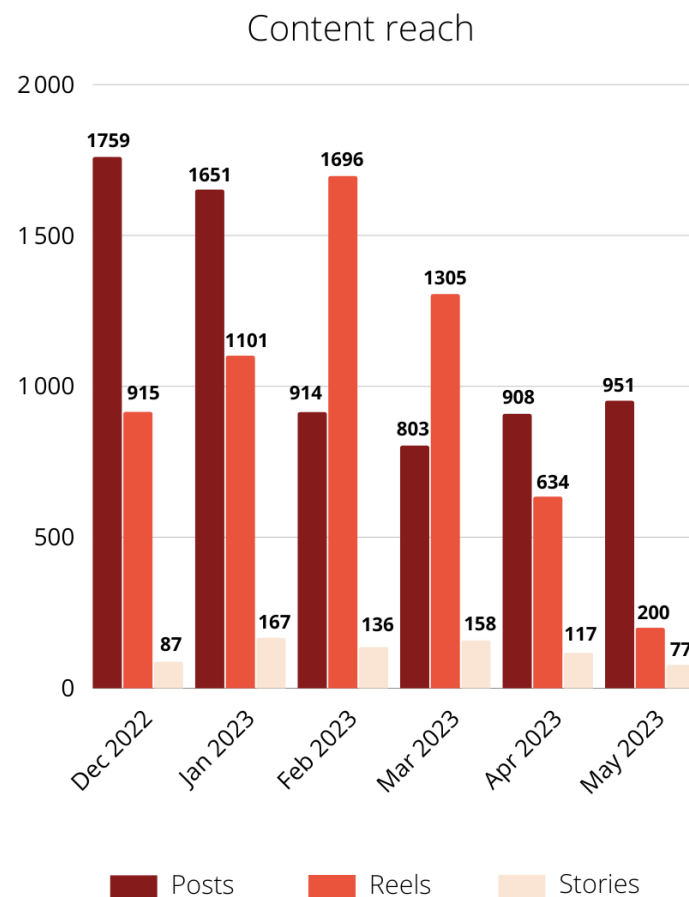
> **417** (-40,6% compared to Apr)

### Total Followers

> **8,676**

In May, we have posted:

- **29 posts**
- **4 stories**
- **1 reels**





# Instagram metrics – Content reach

## Reach

### Top Content

#### 1. May 24 | Post

273 accounts reached  
7 content interactions

#### 2. May 8 | Reel

139 accounts reached  
4 content interactions

#### 3. May 2 | Post

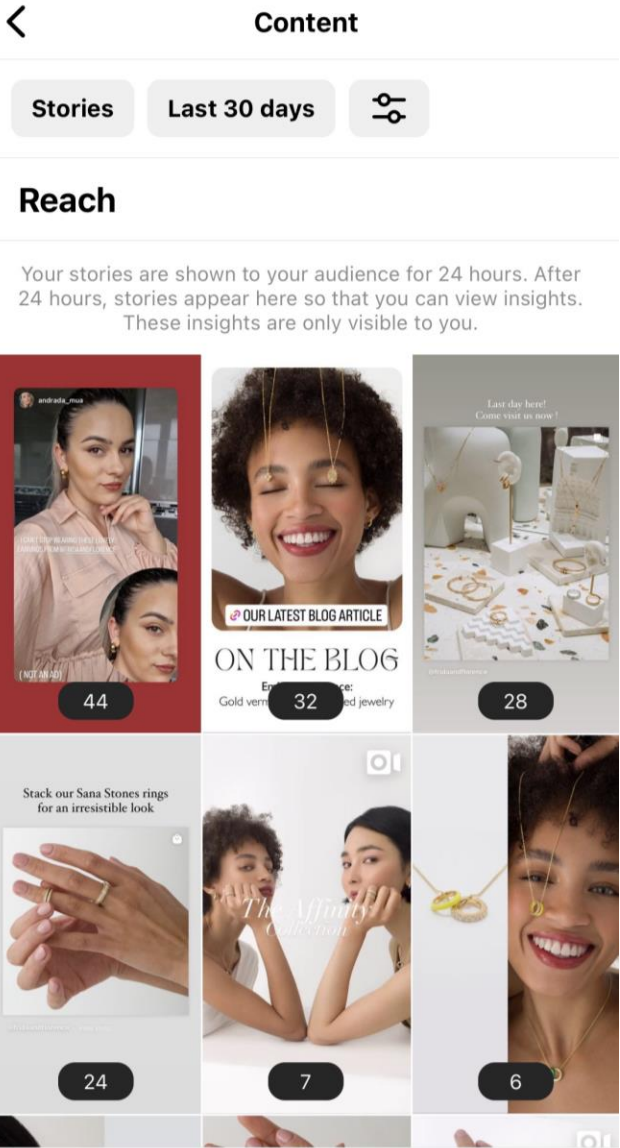
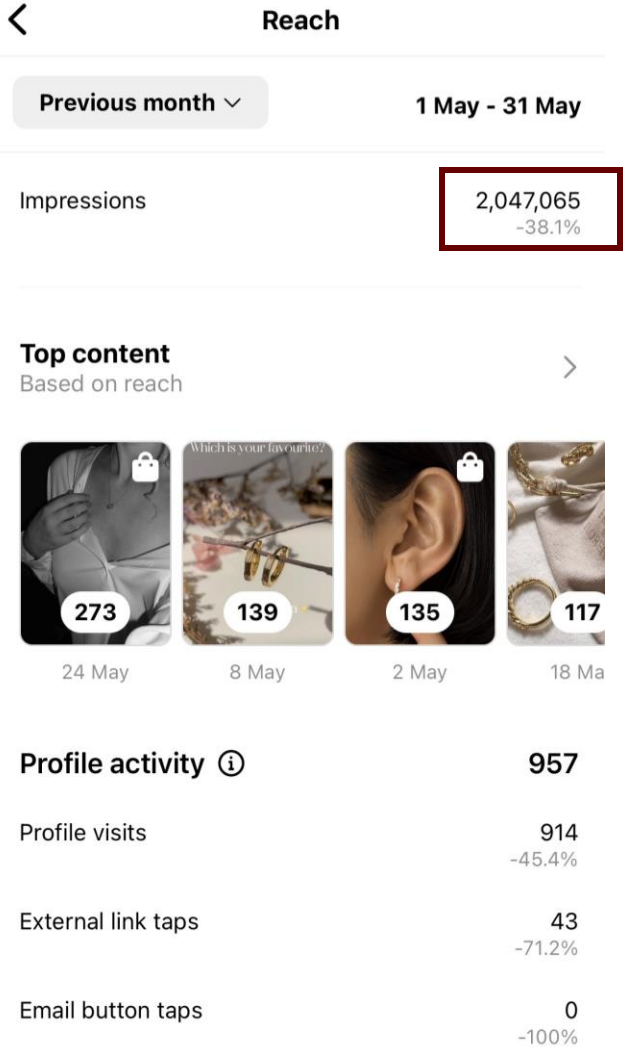
135 accounts reached  
6 content interactions

#### 4. May 18 | Post

117 accounts reached  
12 accounts interactions

#### 5. May 20 | Post

101 accounts reached  
9 post interactions



# Instagram metrics – Content interaction

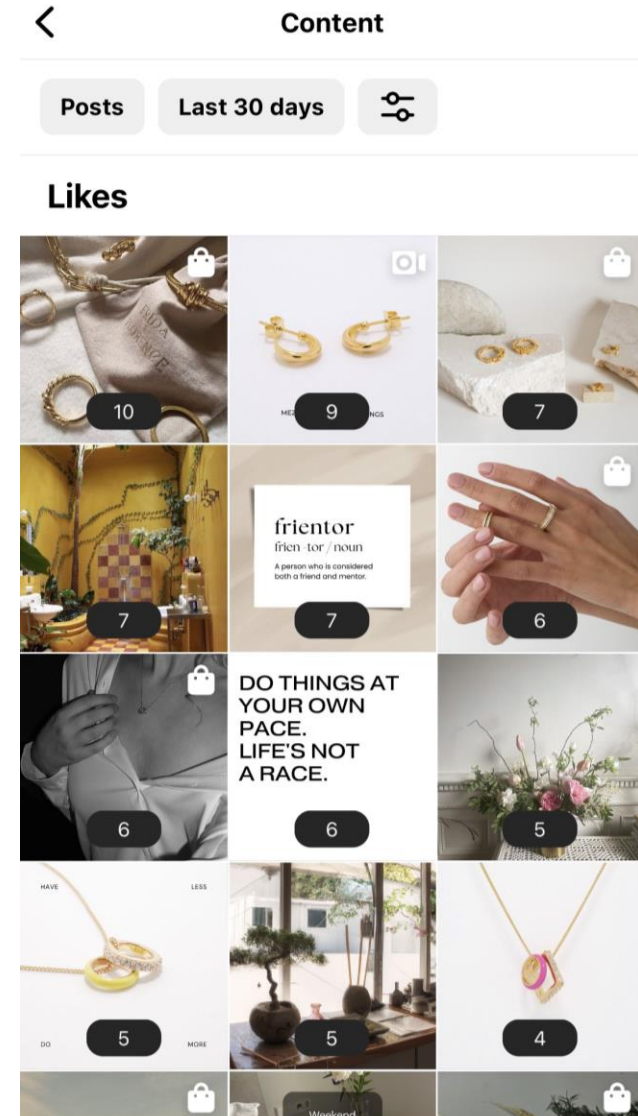
**531** content interactions in May  
(-30,1% compared to Apr)

## Posts interactions: 179

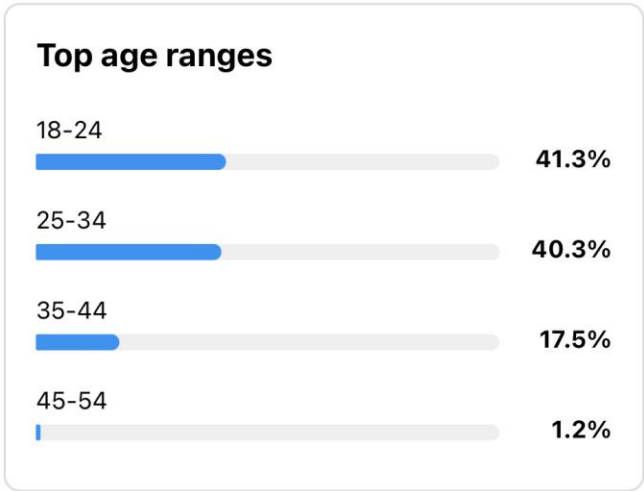
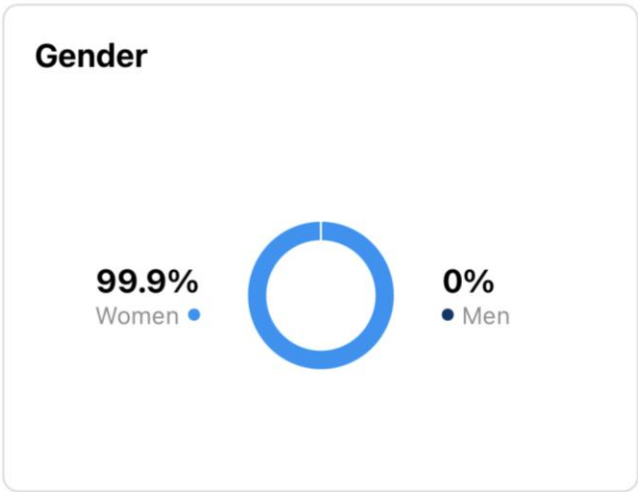
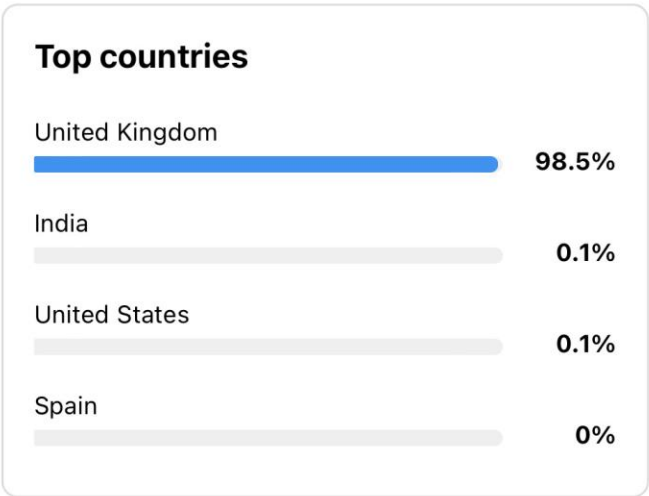
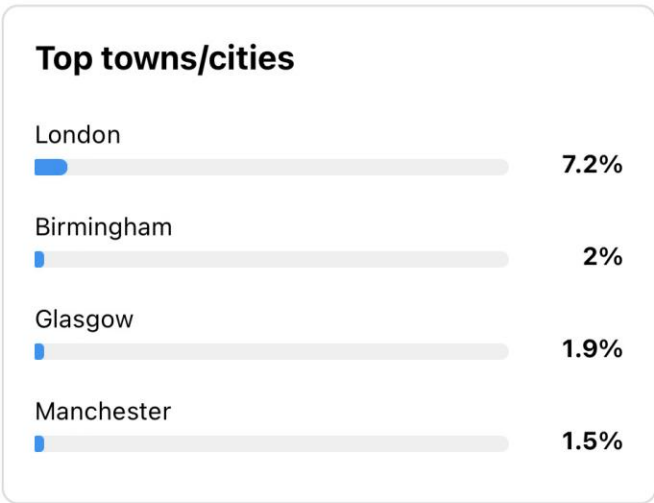
- > Likes: 155
- > Comments: 4
- > Saves: 16
- > Shares: 4

## Reels interactions: 6

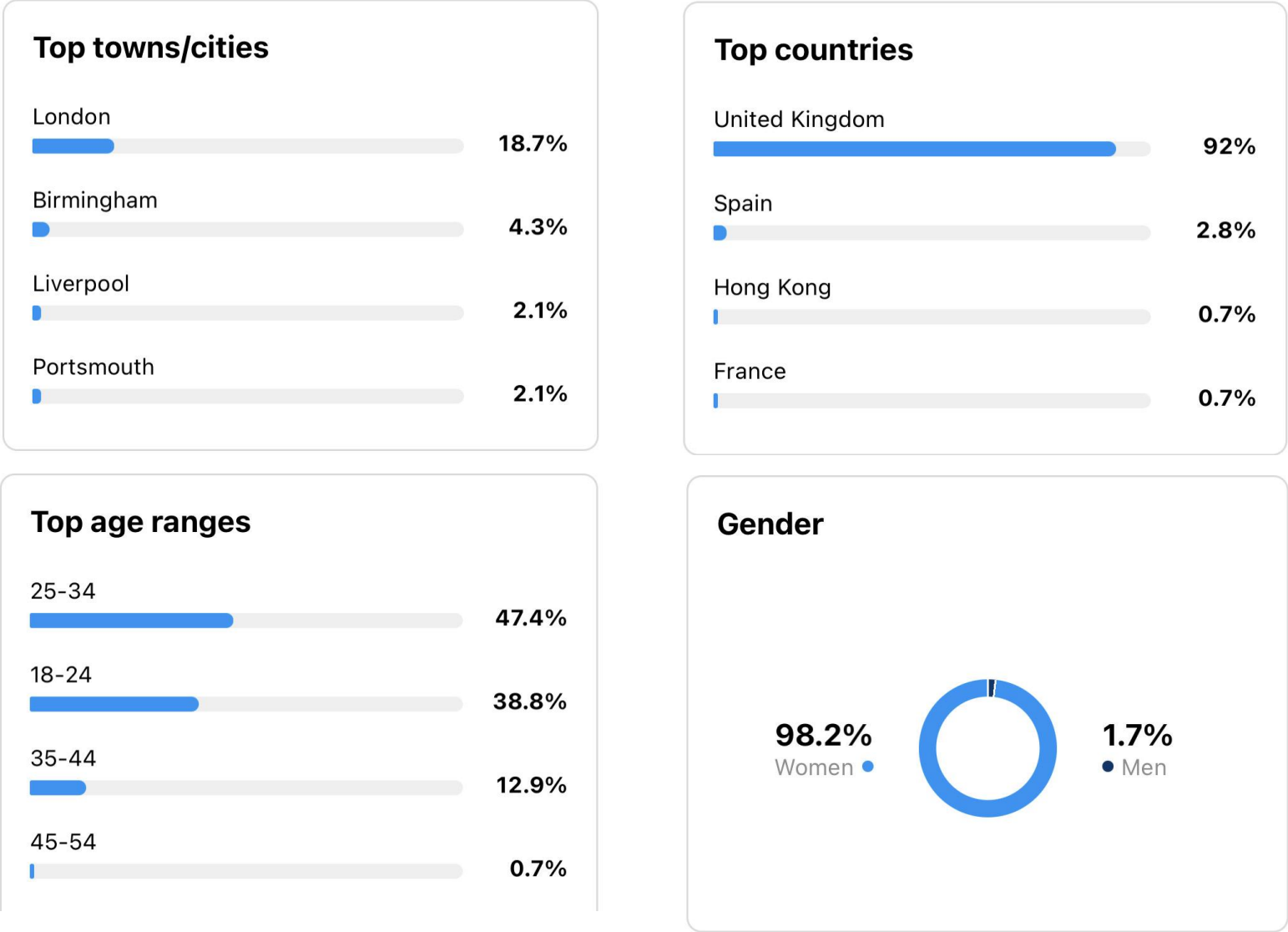
- > Likes: 6



# Instagram metrics – Reached audience May



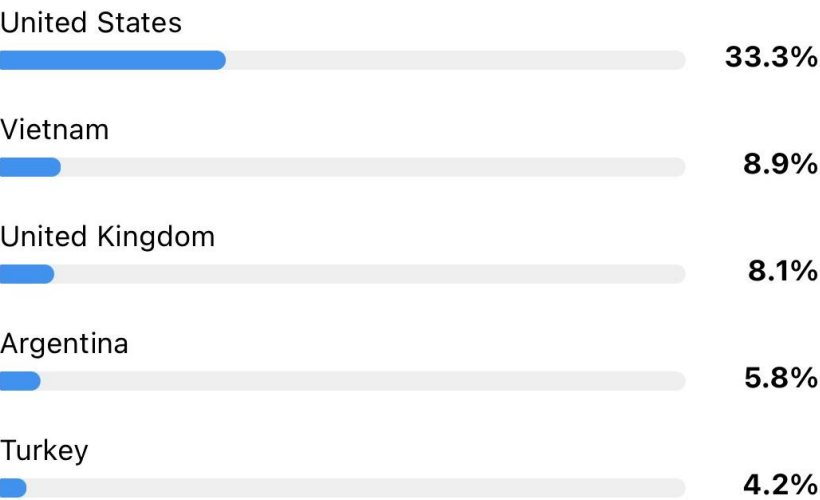
# Instagram metrics – Engaged audience May



# Instagram metrics – Followers May

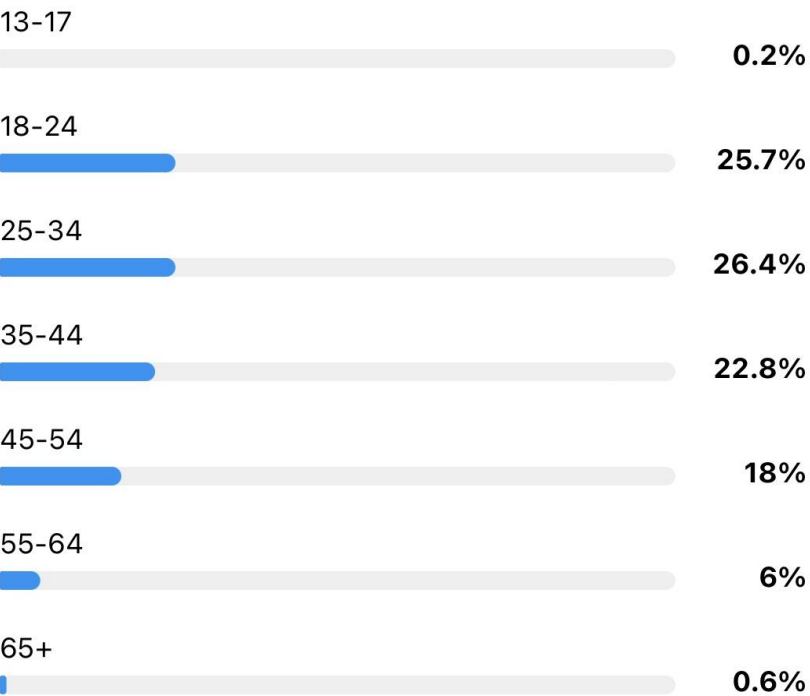
## Top locations of your followers

Towns/Cities Countries



## Age range of your followers

All Men Women





# Social media – Next steps for June

## What's next ?

- Launch of Pollock Collection
- Post stories on a more regular basis > improve visibility amongst followers
- Facebook Ad strategy for June
- Facebook Ad strategy for the launch of Pollock Collection > organisation of a contest/giveaway

## Objectives

- Increase the number of followers that could be potential clients > increase followers' engagement
- Increase content interactions > create impactful and eye-catching content (reels work the best)