

Select Date Range:

1 Oct 2021 - 12 Oct 2021

Note: The % comparisons are for the previous period as compared to date range

Page Views

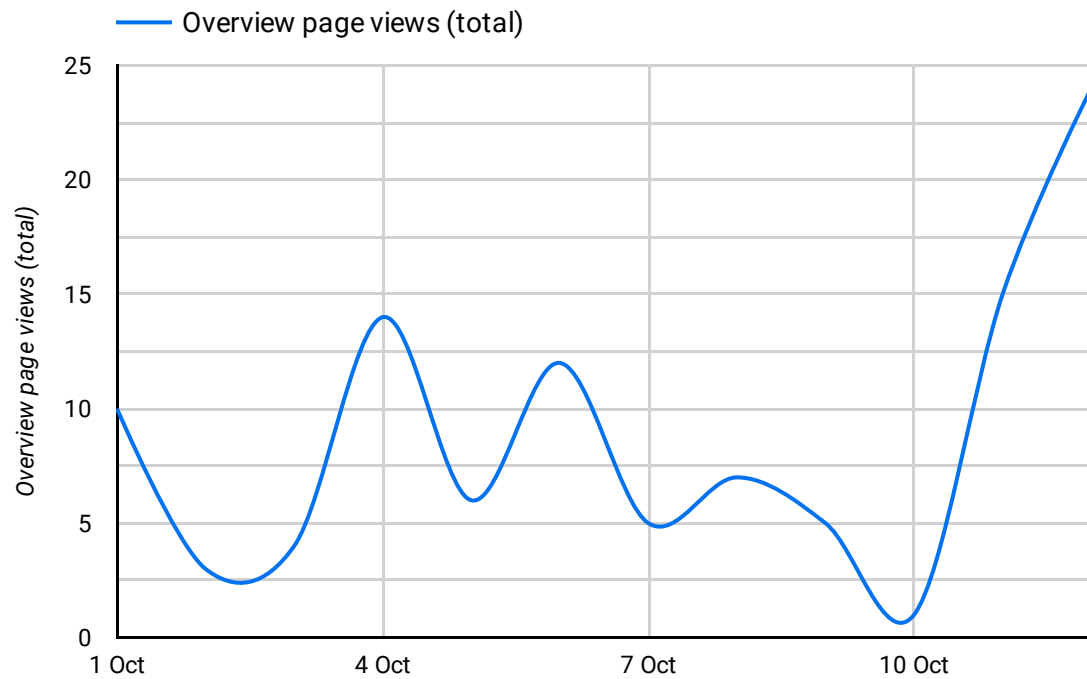
106

↓ -0.9%

Unique visitors

70

↓ -1.4%

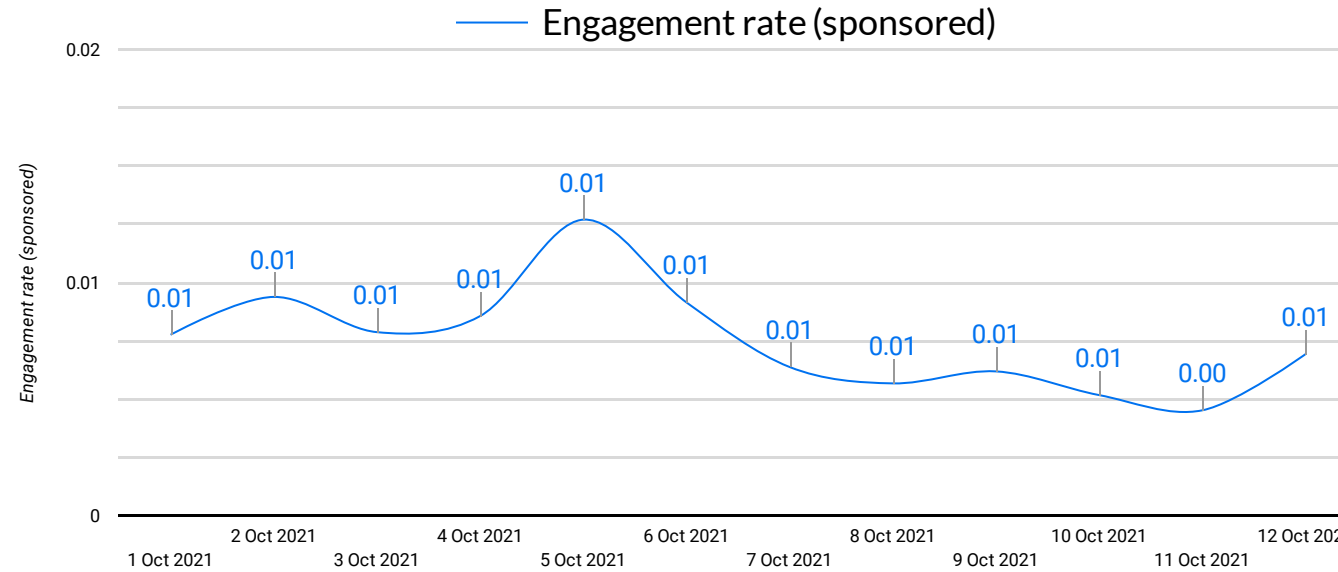
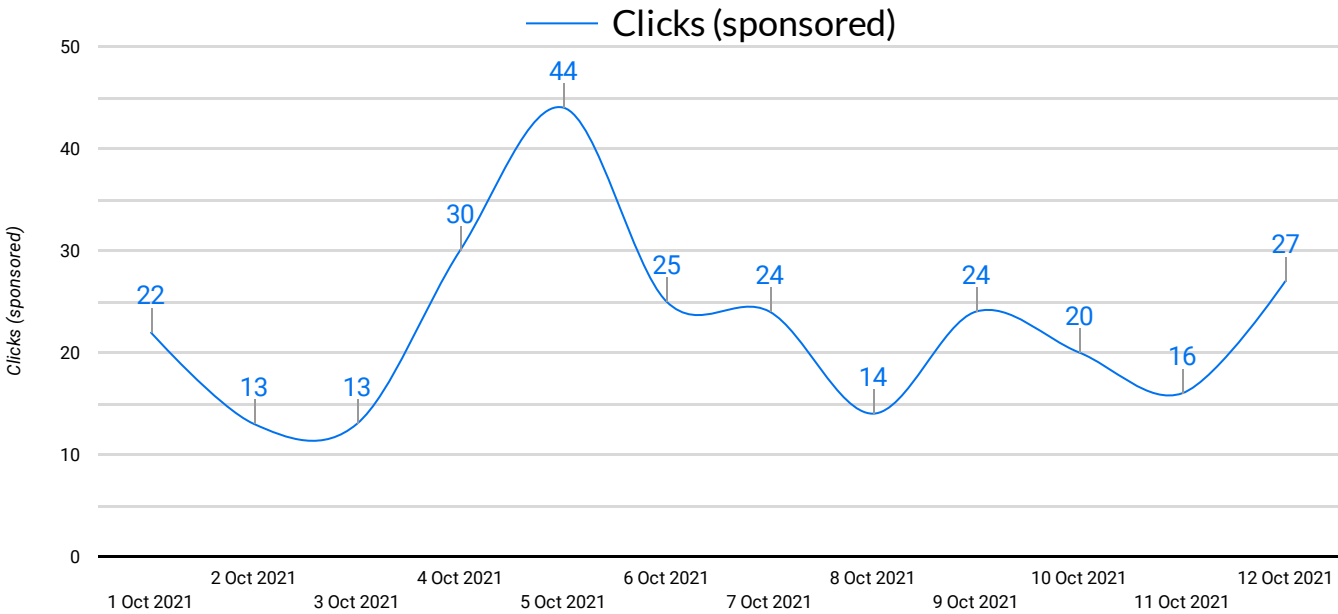
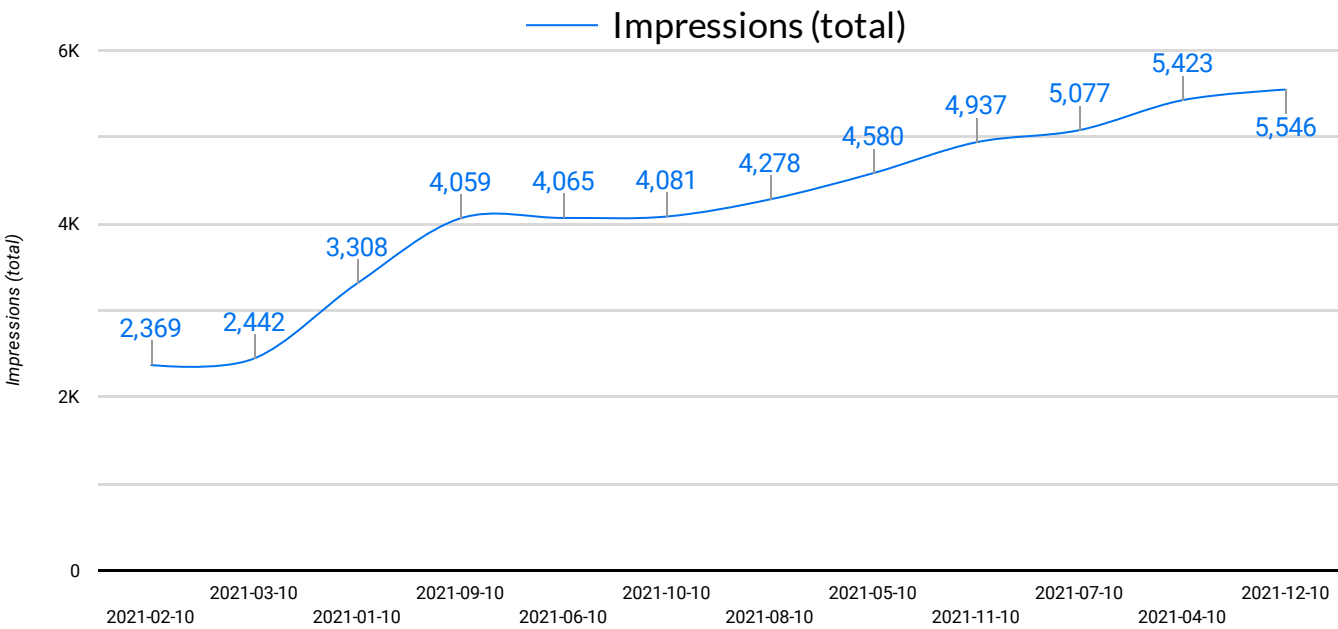


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Impressions (organic) 997 -28.2%	Unique impressions (organic) 540 -33.1%	Clicks (organic) 29 -39.6%	Avg. Engagement Rate (organic) 5.02% -37.3%
Impressions (sponsored) 49,168 236.2%		Clicks (sponsored) 272 177.6%	Engagement rate (sponsored) 9.03% -19.3%
Impressions (total) 50,165 213.3%		Clicks (total) 301 106.2%	Avg. Engagement Rate (total) 0.85% -35.7%



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Sponsored Followers Growth/Decline

0
N/A

Organic Followers Growth/Decline

5
-61.5%

Total Followers Growth/Decline

5
-61.5%





Zoho Campaigns Overview



Campaign Type ▾

Campaign Name ▾

Sent to (List) ▾

Send Date (Year Month) ▾

Sent
341,279

Delivered
320,496

Bounces
19,594

Unopened
275,225

Clicked
2,112

Unsubscribes
1,472

Average Deliverability
93.11%

Average Open Rate
13.04%

Average Open to click rate
5.39%

Note: The % comparisons are for the previous period.

Month

KPIs

Days of Calling

33.5

Dial Outs

3,419

Contact Made

172

Avg. Dials to Contact %

5.42%

Contact Outcomes

	Month (Year Month) ^	Lead	Interest/Info Request	Not Interested	Wrong Profile	Existing customer	Already in Contact	Out of Business	Number Not Recognised	CTPS
1.	Jun 2021	0	6	5	2	0	0	0	0	0
2.	Jul 2021	0	1	3	3	0	0	0	0	0
3.	Aug 2021	null	null	null	null	null	null	null	null	null
4.	Sept 2021	0	1	9	2	0	0	0	0	0
5.	Oct 2021	3	9	37	37	0	0	3	0	0
6.	Nov 2021	0	4	11	20	0	0	3	0	0

1 - 7 / 7 < >

	Month (Year Month) ^	Lead %	Interest/Info Request%	Not Interest %	Wrong Profile %	Existing customer %	Already in Contact %	Out of Business %	Number Not Recognised %	CTPS %
1.	Jun 2021	0%	46.15%	38.46%	15.38%	0%	0%	0%	0%	0%
2.	Jul 2021	0%	14.29%	42.86%	42.86%	0%	0%	0%	0%	0%
3.	Aug 2021	null	null	null	null	null	null	null	null	null
4.	Sept 2021	0%	8.33%	75%	16.67%	0%	0%	0%	0%	0%
5.	Oct 2021	3.37%	10.11%	41.57%	41.57%	0%	0%	3.37%	0%	0%
6.	Nov 2021	0%	10.53%	28.95%	52.63%	0%	0%	7.89%	0%	0%
7.	Dec 2021	0%	14.29%	71.43%	14.29%	0%	0%	0%	0%	0%

1 - 7 / 7 < >