

PPC

ROI

\$1 spend

\$4.43

GOAL \$2.00

VISITS

255

↑9

CLICKS

243

↑23

WEBFORM LEADS

25

↑23

PHONE CALLS

27

↓-5

CONVERSION RATE

21.4%

↑5.945%

CLICK COST + MGMT

\$1,173.46

↑\$110.84

Website Performance

Unique Visitors

902

↓5.3%

PAGES PER VISIT

4.53

↑1.19

TIME ON SITE

5M8S

↑2M13S

WEBFORM LEADS

40

↑12

PHONE LEADS

134

↓-35

CONVERSION RATE

14.3%

↓-2.941%

BOUNCE RATE

13.5%

↓-3.676%

NEW VISITS

850

↓-59

RETURNING VISITS

366

↑133

MOBILE VISITS

317

↑18

Big Six

Organic

710

↑18.7%

PAID

255

↑9

DIRECT

119

↓-92

REFERRALS

121

↑51

SOCIAL

0

↓-2

EMAIL

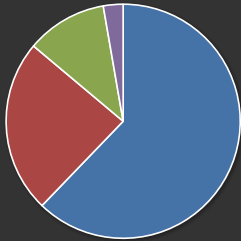
0

0

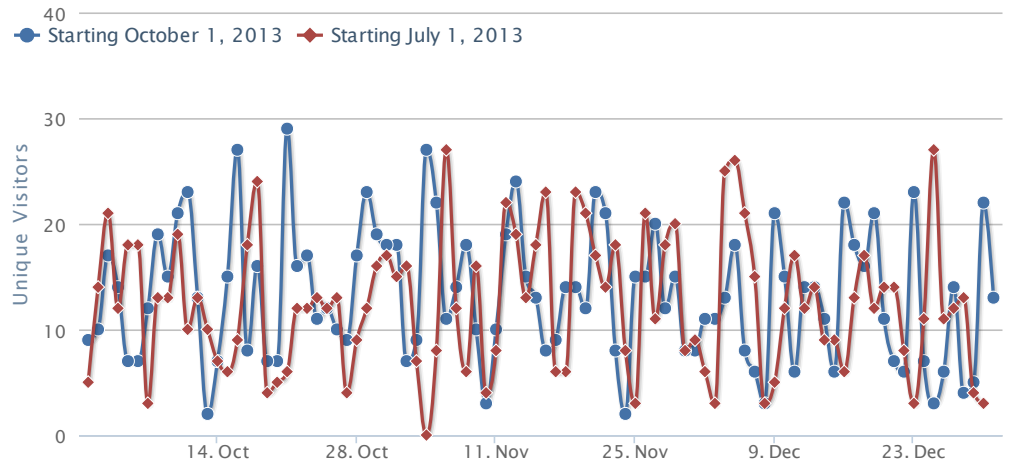
Account Executive Notes	
Period	2013-10-01 → 2014-01-01 Over previous period
Type	marketing
Expert	Cheryl Hill <a href="mailto:cheryl.hill@metricmarketing.ca">cheryl.hill@metricmarketing.ca</a> (204) 594 8305

## Analytics Overview

961 people visited this site



google/organic google/cpc  
(direct)/(none) bing/organic



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[metricmarketing.ca](http://metricmarketing.ca)

STRATEGY WEB  
ADVERTISING BRAND