

Executive Summary

Monthly Metrics For



Advertising Customer - "XYZ"



Total site traffic

8,325 
(Below Industry benchmark)



Conversion Rate

7.2% 
(Above Industry benchmark)




Bounce Rate

51% 
(Above Industry benchmark)



Page Value - Top

C: \$110 
(Above Industry benchmark)



Cost Per Click

\$1.53 
(Above Industry benchmark)



Cost Per 1K Impressions

\$2.5 
(Above Industry benchmark)



Quality Score

7 
(Below Industry benchmark)



Click Through Rate

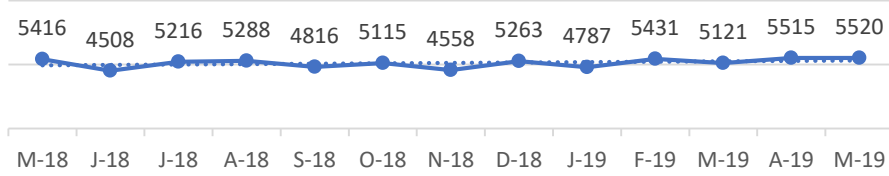
3% 
(Above Industry benchmark)

Total Site Traffic

Paid Search



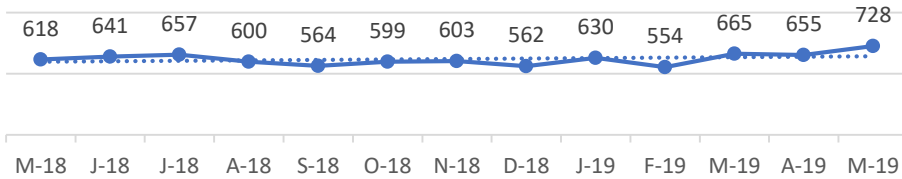
5,520 ▲ (2% increase over May-18)



Referral



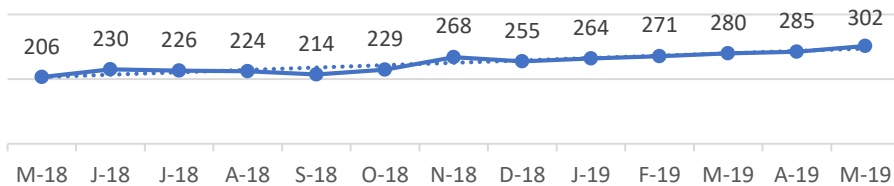
728 ▲ (18% increase over May-18)



Direct



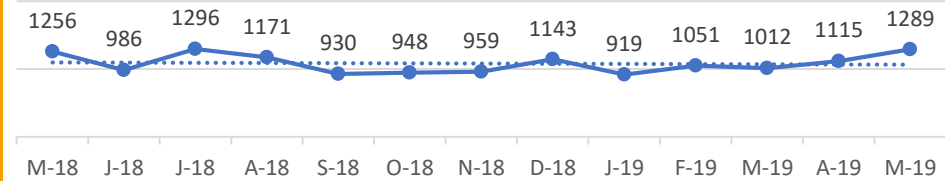
302 ▲ (47% increase over May-18)



Social



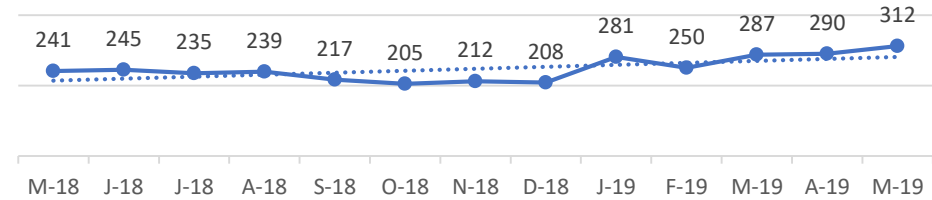
1,289 ▲ (2.6% increase over May-18)



Organic



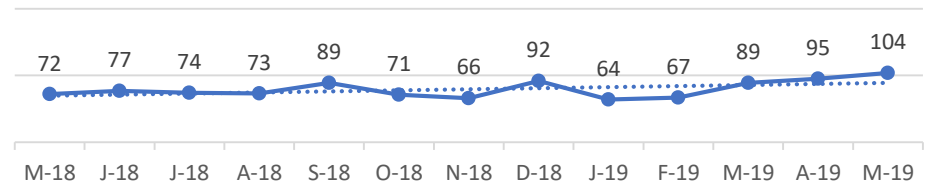
312 ▲ (29% increase over May-18)



Email



104 ▲ (44% increase over May-18)



Recommendations

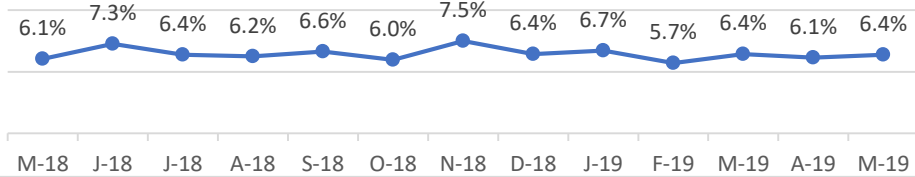
- Sample Text
- Sample text

Traffic Conversion Rate

Paid Search



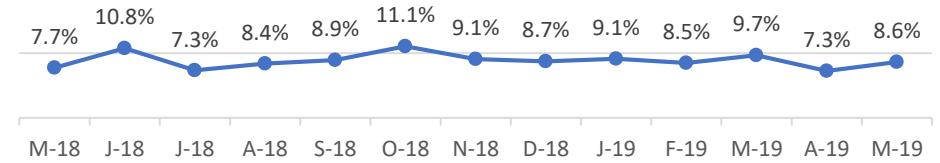
6.4% ▲ (0.3% increase over May-18)



Social



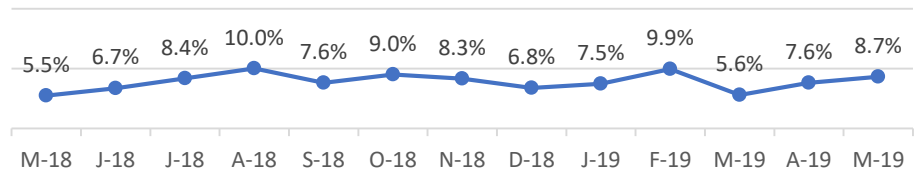
8.6% ▲ (0.9% increase over May-18)



Referral



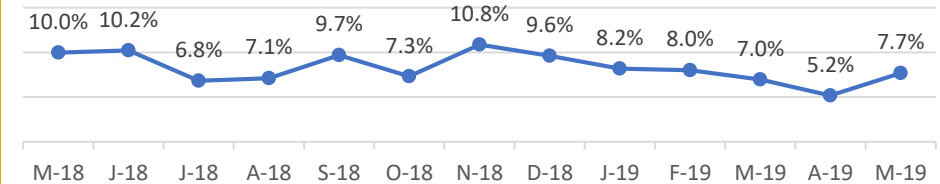
8.7% ▲ (3.2% increase over May-18)



Organic



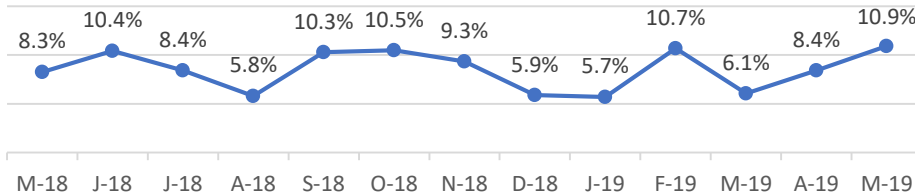
7.7% ▼ (2.3% decline over May-18)



Direct



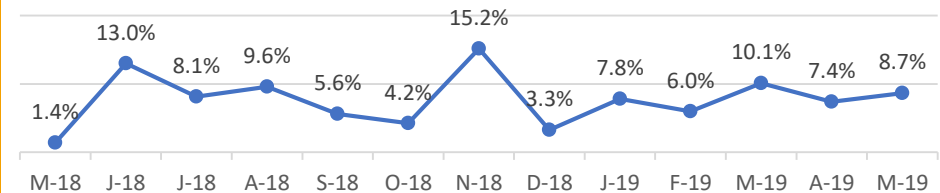
10.9% ▲ (2.6% increase over May-18)



Email



8.7% ▲ (7.3% increase over May-18)

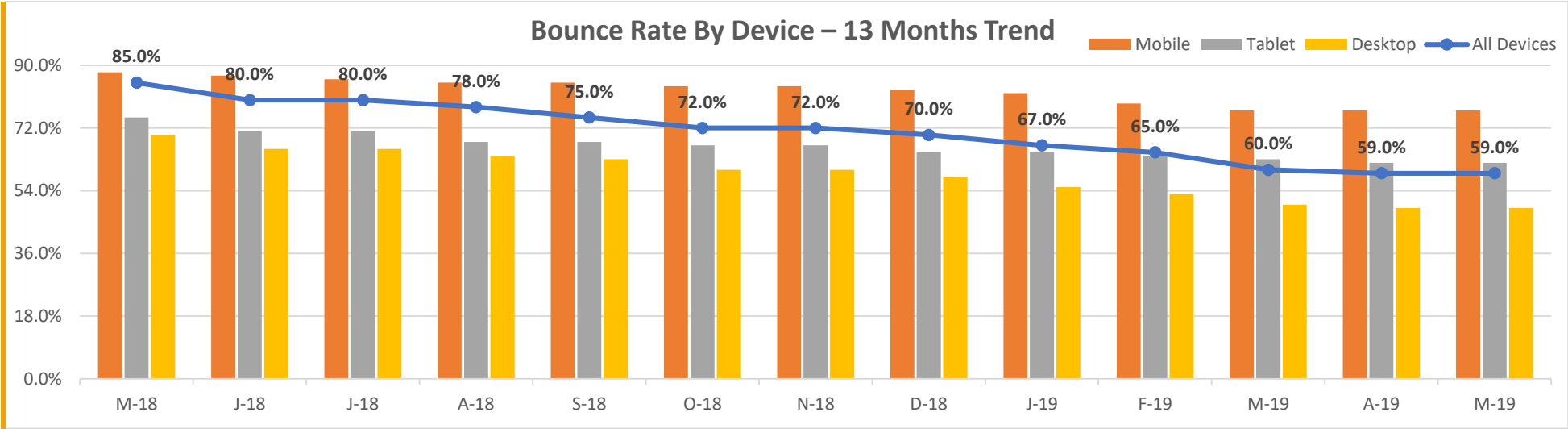
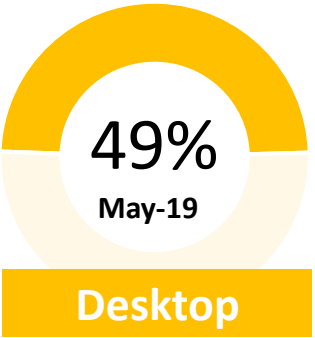
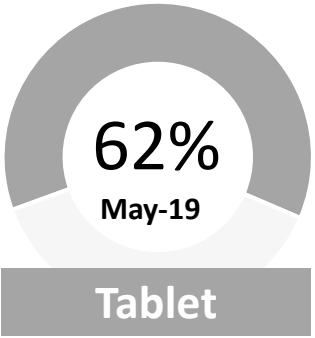
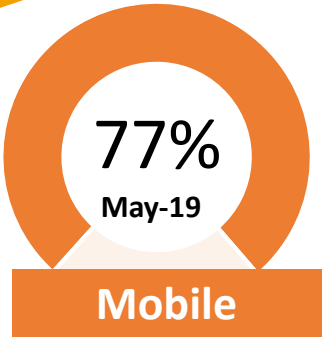
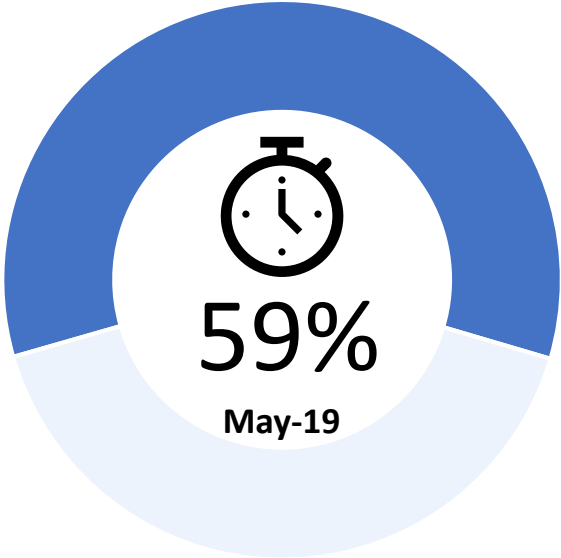


Recommendations

- Sample Text
- Sample text

Bounce Rate

All Devices



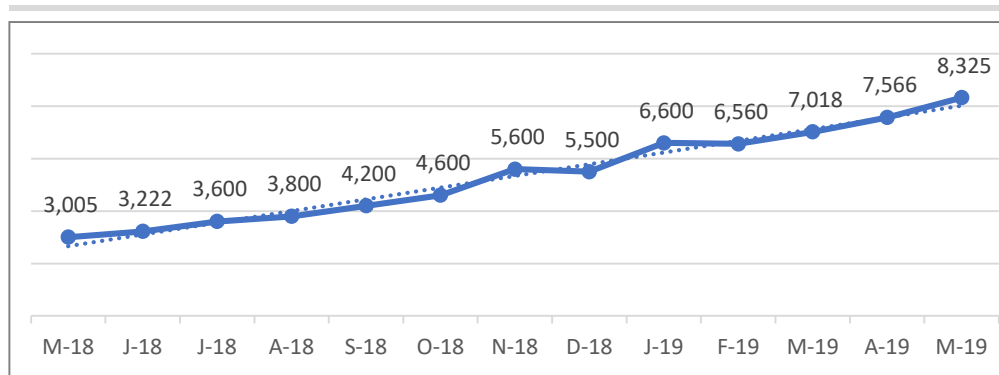
Recommendations

- Sample Text
- Sample text

Clicks



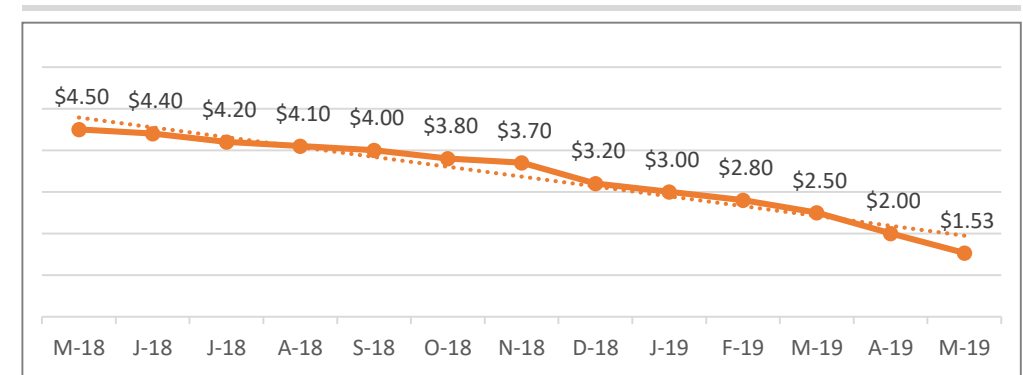
8,325 ▲ 177% Increase over May-18
(May-19)



Cost Per Click



\$1.53 ▲ 66% improvement over May-18
(May-19)

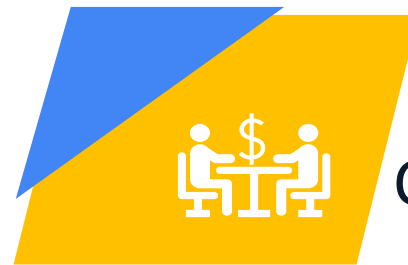
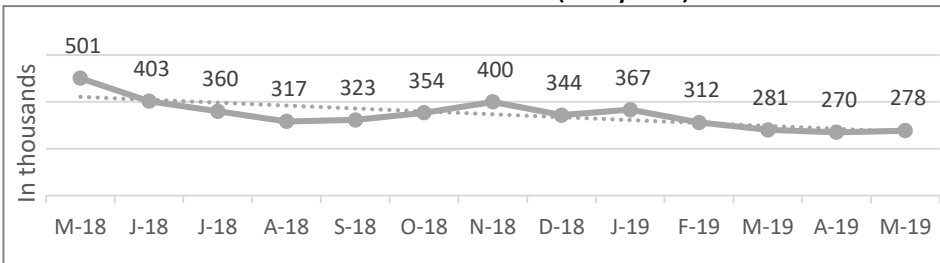


Recommendations

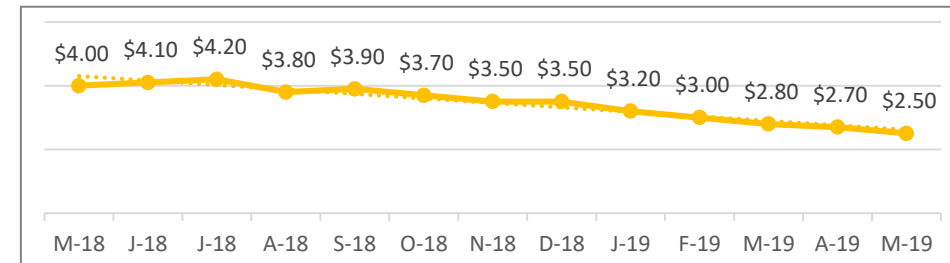
- Sample Text
- Sample text



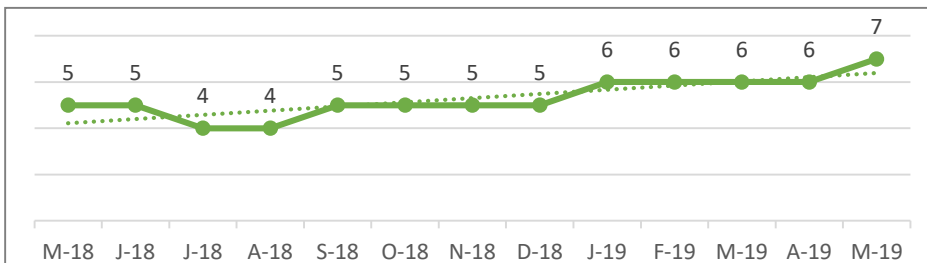
47M
Impressions
(May-19)



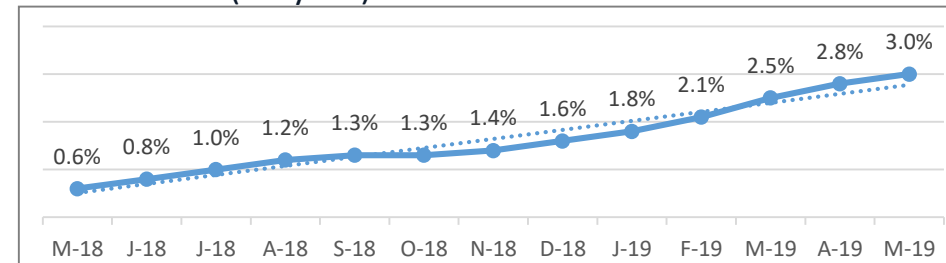
\$2.5
Cost /1K Impressions
(May-19)



7
Quality Score
(May-19)



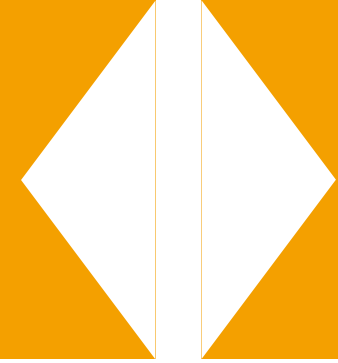
3%
Click Through Rate
(May-19)



Recommendations

- Sample Text
- Sample text

Upcoming Plans - Timeline



- Special portal for all customers to train their teams on bidding process



- Feedback meeting on Version 2.2



- Version 2.2 demo for all customers



- Second Feedback meeting on Version 2.2



- Roll out of Version 2.2 with enhanced features



- Next monthly metrics insights meeting & recommendations