

# 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

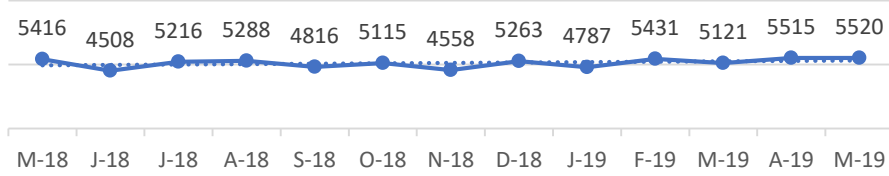
3%   
(Above Industry benchmark)

# Total Site Traffic

## Paid Search



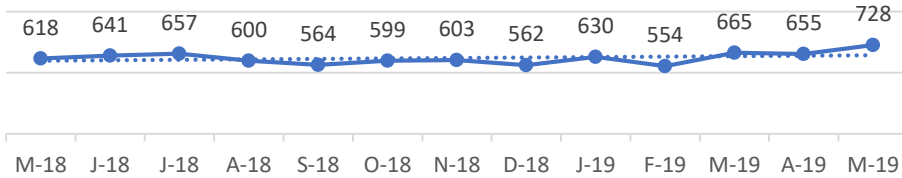
**5,520** ▲ (2% increase over May-18)



## Referral



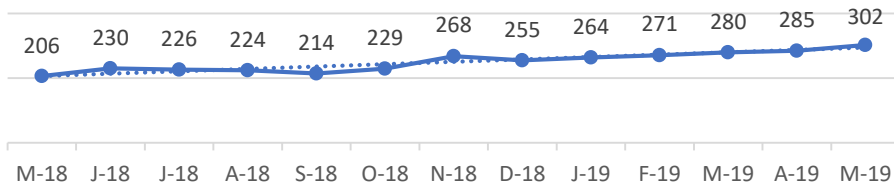
**728** ▲ (18% increase over May-18)



## Direct



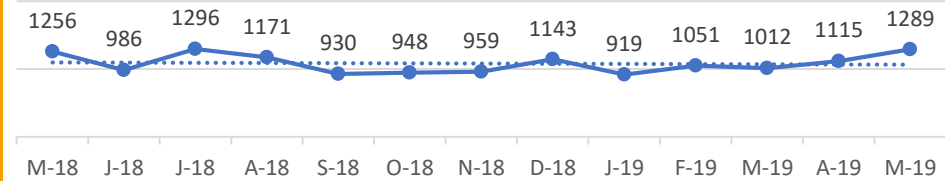
**302** ▲ (47% increase over May-18)



## Social



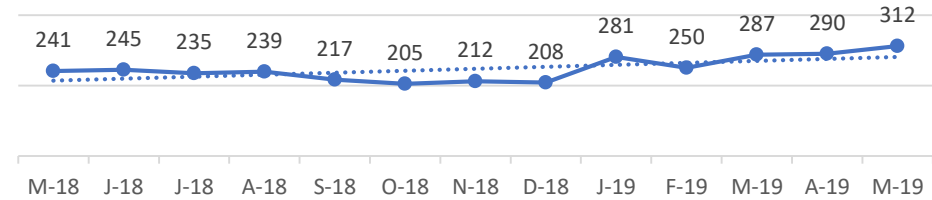
**1,289** ▲ (2.6% increase over May-18)



## Organic



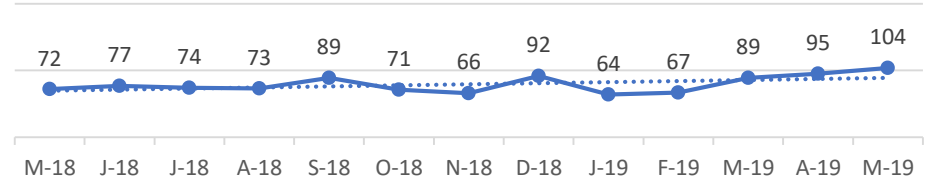
**312** ▲ (29% increase over May-18)



## Email



**104** ▲ (44% increase over May-18)



Recommendations

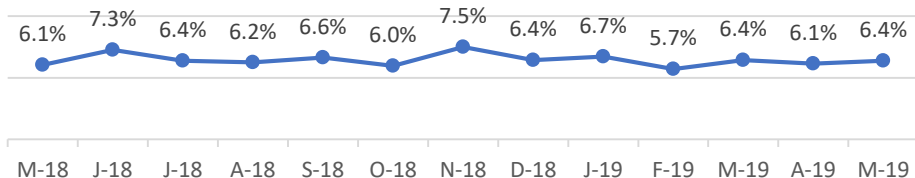
- Sample Text
- Sample text

# Traffic Conversion Rate

## Paid Search



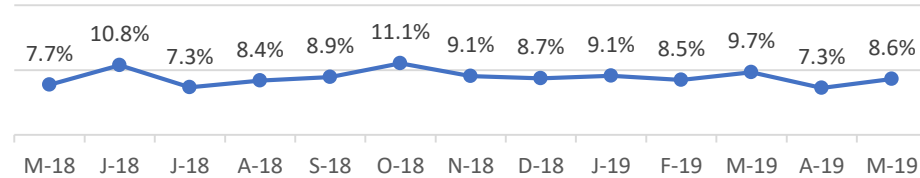
**6.4%** ▲ (0.3% increase over May-18)



## Social



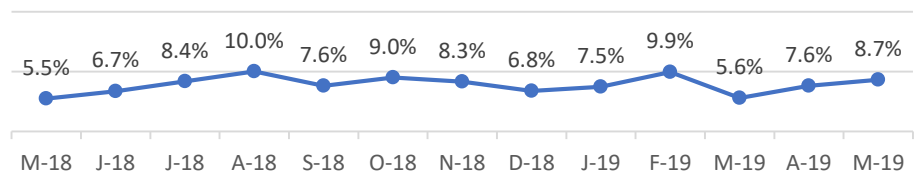
**8.6%** ▲ (0.9% increase over May-18)



## Referral



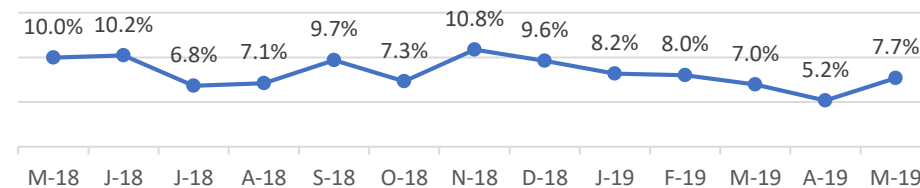
**8.7%** ▲ (3.2% increase over May-18)



## Organic



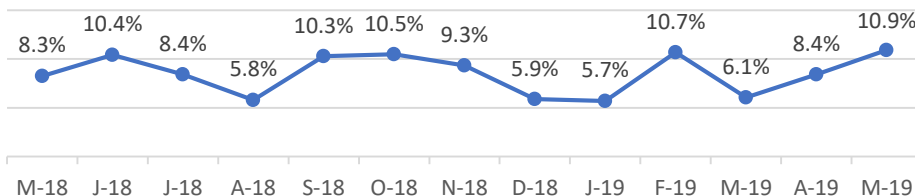
**7.7%** ▼ (2.3% decline over May-18)



## Direct



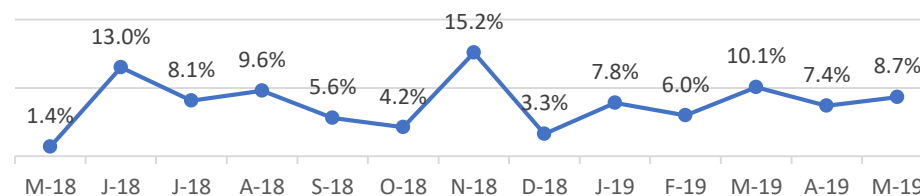
**10.9%** ▲ (2.6% increase over May-18)



## Email



**8.7%** ▲ (7.3% increase over May-18)

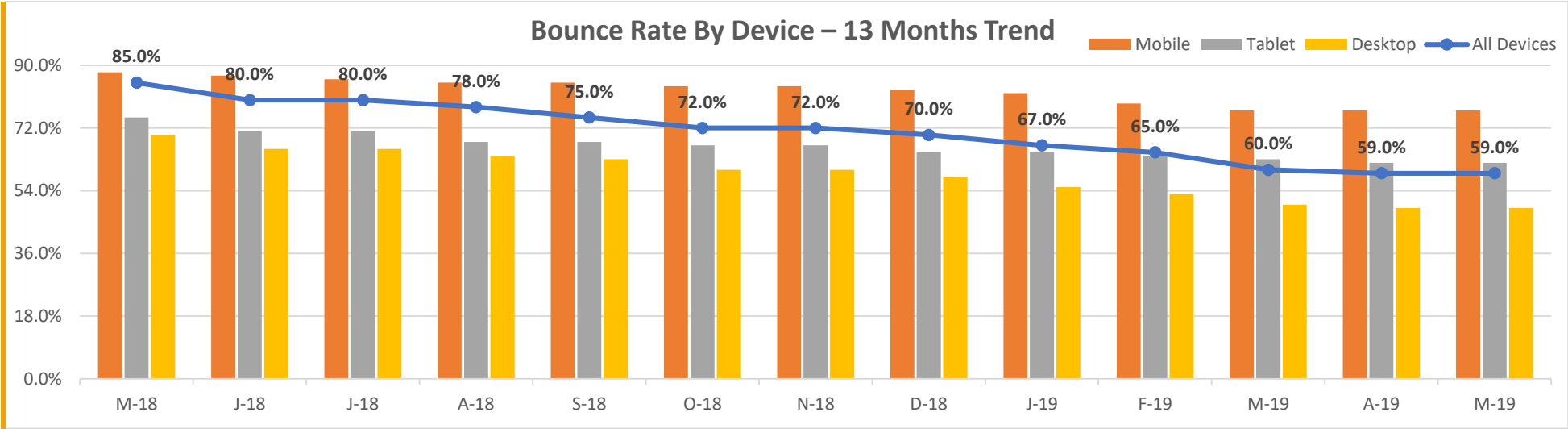
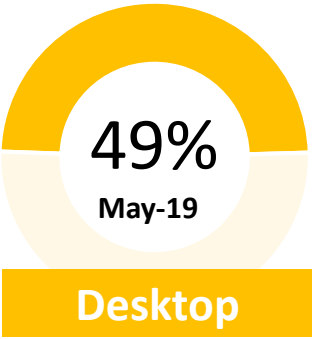
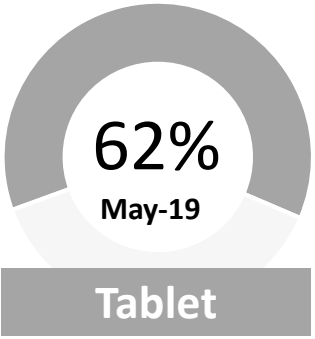
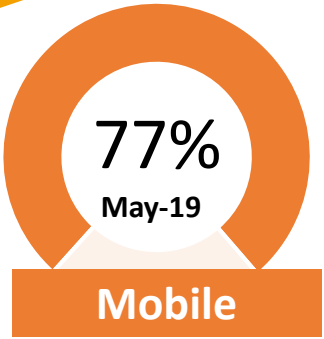
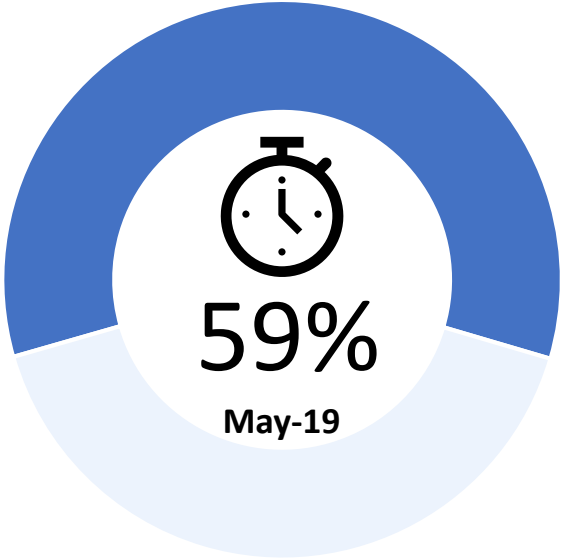


Recommendations

- Sample Text
- Sample text

# Bounce Rate

## All Devices



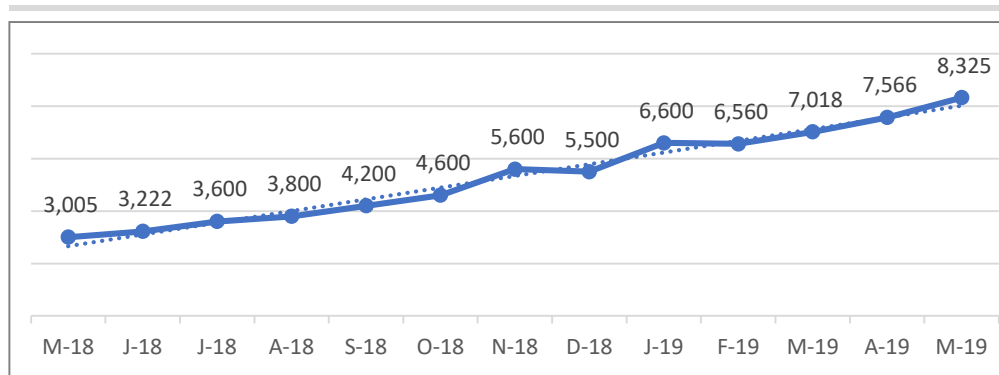
Recommendations

- Sample Text
- Sample text

# Clicks



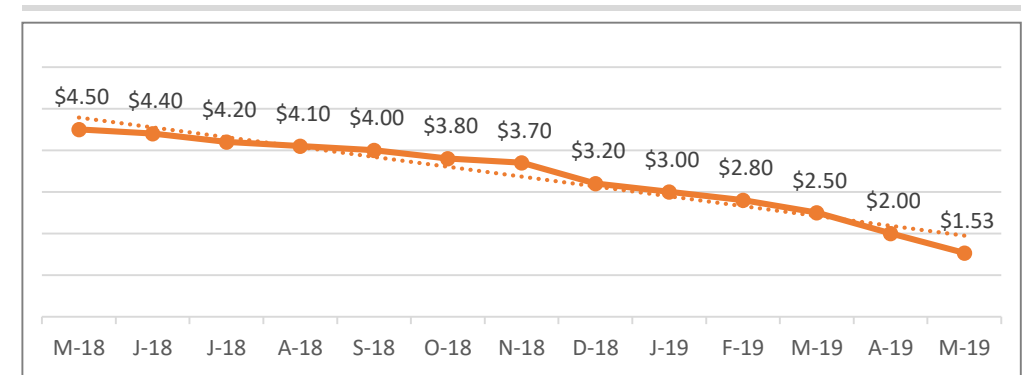
**8,325** ▲ 177% Increase over May-18  
(May-19)



# Cost Per Click



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

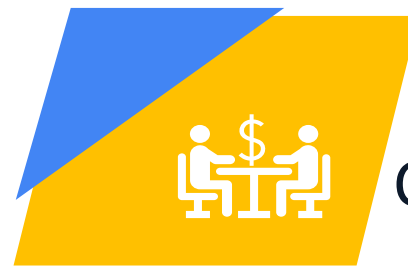
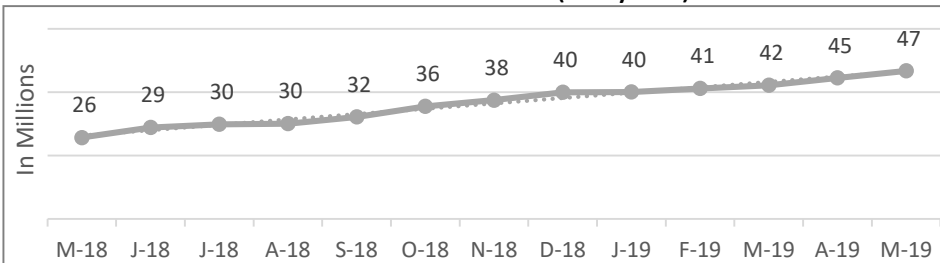


## Recommendations

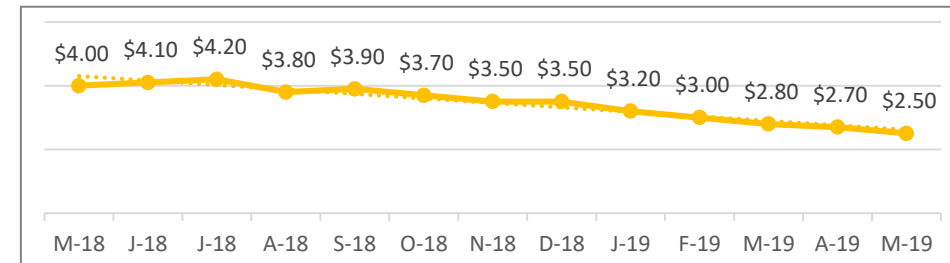
- Sample Text
- Sample text



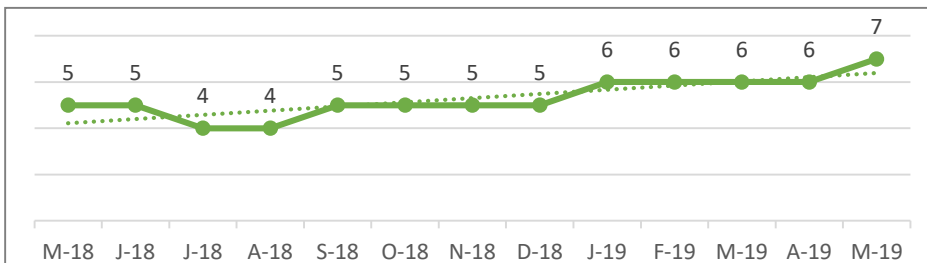
**47M**  
Impressions  
(May-19)



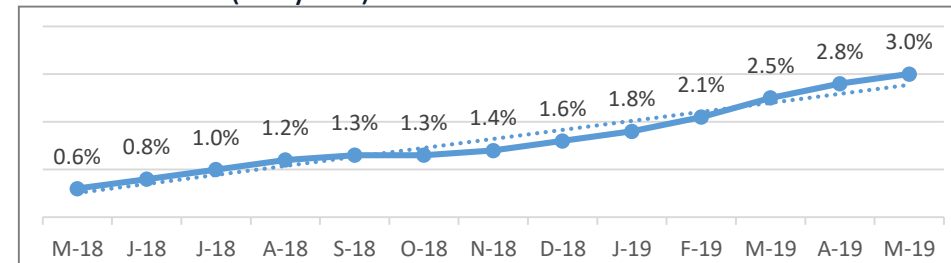
**\$2.5**  
Cost /1K Impressions  
(May-19)



**7**  
Quality Score  
(May-19)



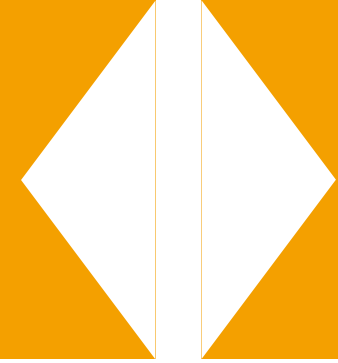
**3%**  
Click Through Rate  
(May-19)



## 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