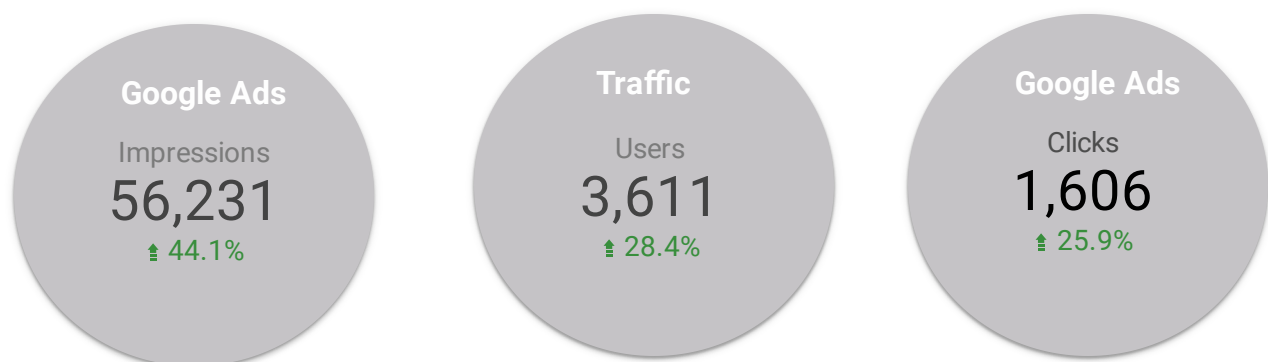


## Totals This Period



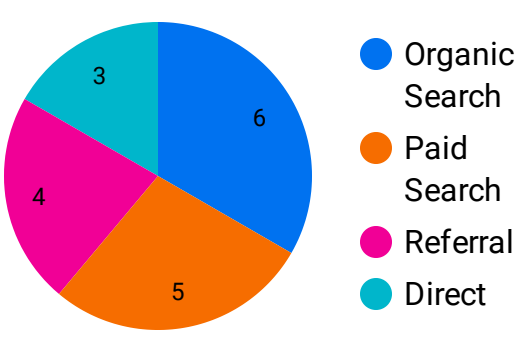
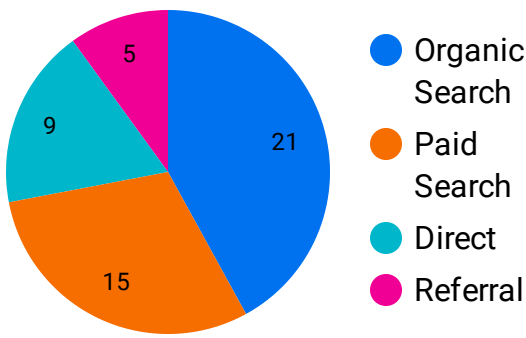
## Spend this period

We have spent \$2,743 in this reporting period vs. \$2,735 previous period.

Our Google Adwords conversion in April period vs. prior period March is 44 vs. 58

We had a total of 28 tracked phone calls in Apr and 119 in Mar period  
For Google ads, Total leads ( $44 + 28 = 72$ ) in Apr and ( $58 + 119 = 177$ ) in Mar  
Our average paid CPL is \$38 vs \$15 in previous month.

## All Leads Inquiries (Goals) + Website Events FOR MONTH



## Referral Source Goals:

	Source	Goals ▾
1	thebristol.com	4
2	app.smartap...	1

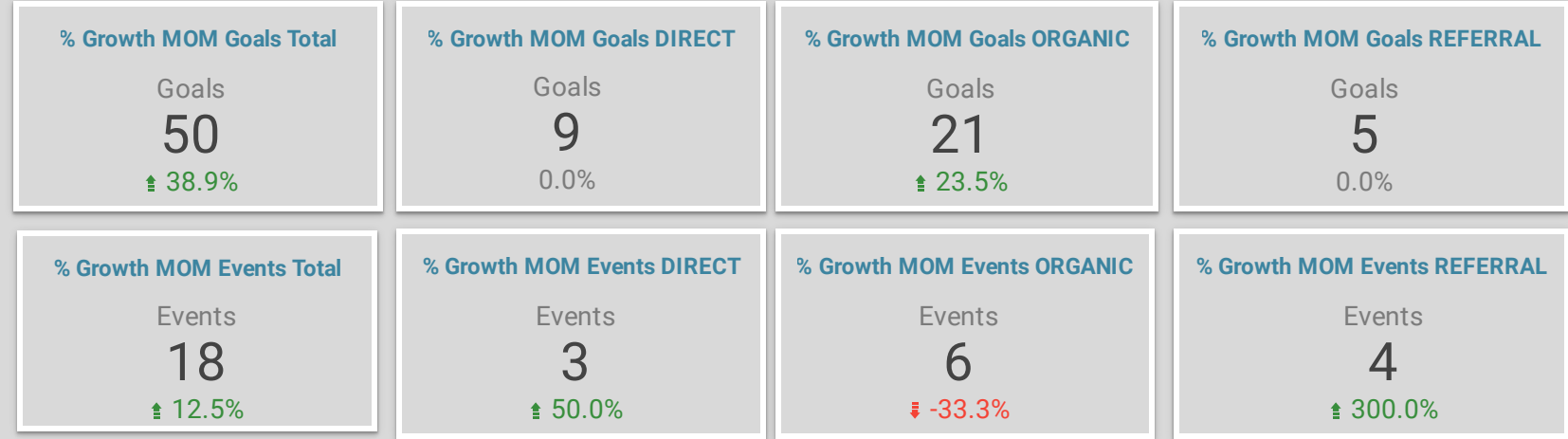
1 - 2 / 2 < >

### Referral Source Events:

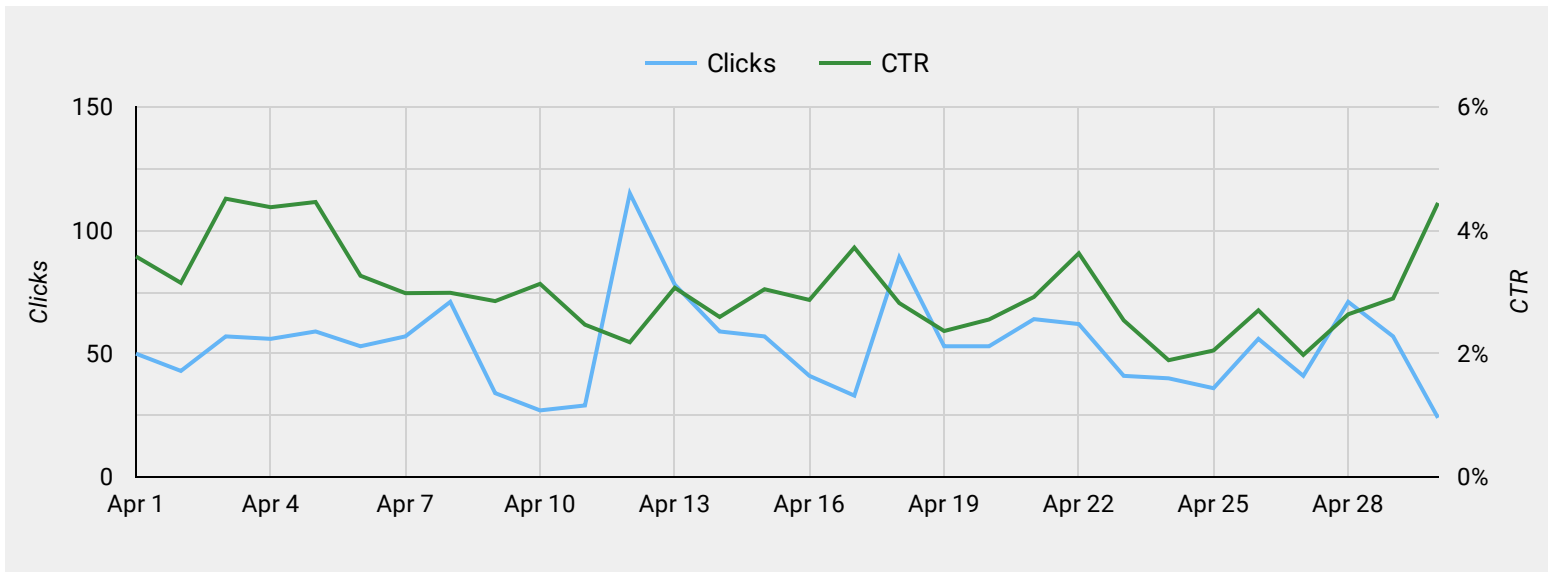
	Source	Goals ▾
1	thebristol.com	3
	1 - 2 / 2	< >

Channel ^	Contact Form Submit	Stay Connect Submit	Click to Email info@	Click to Email prequal@	FB Icon Click	LinkedIn Icon Click	Click to Call	Contact Form Landing Page
1. Direct	4	3	2	2	0	0	1	0
2. Organic Se...	9	1	11	6	0	0	0	0
3. Paid Search	3	4	8	3	0	0	2	37
4. Referral	3	0	2	3	0	0	1	0
1 - 4 / 4								< >

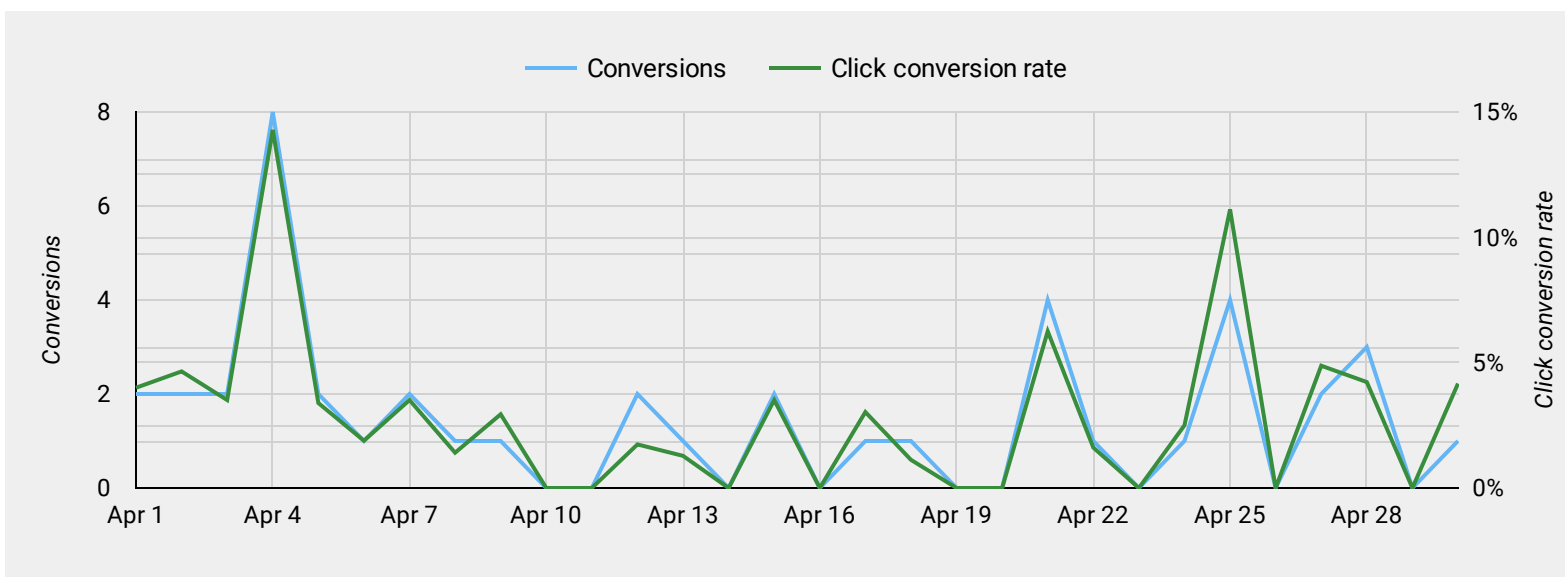
*\*paid goals occurred on main site as part of secondary action site action after user navigated from the landing page to main site*



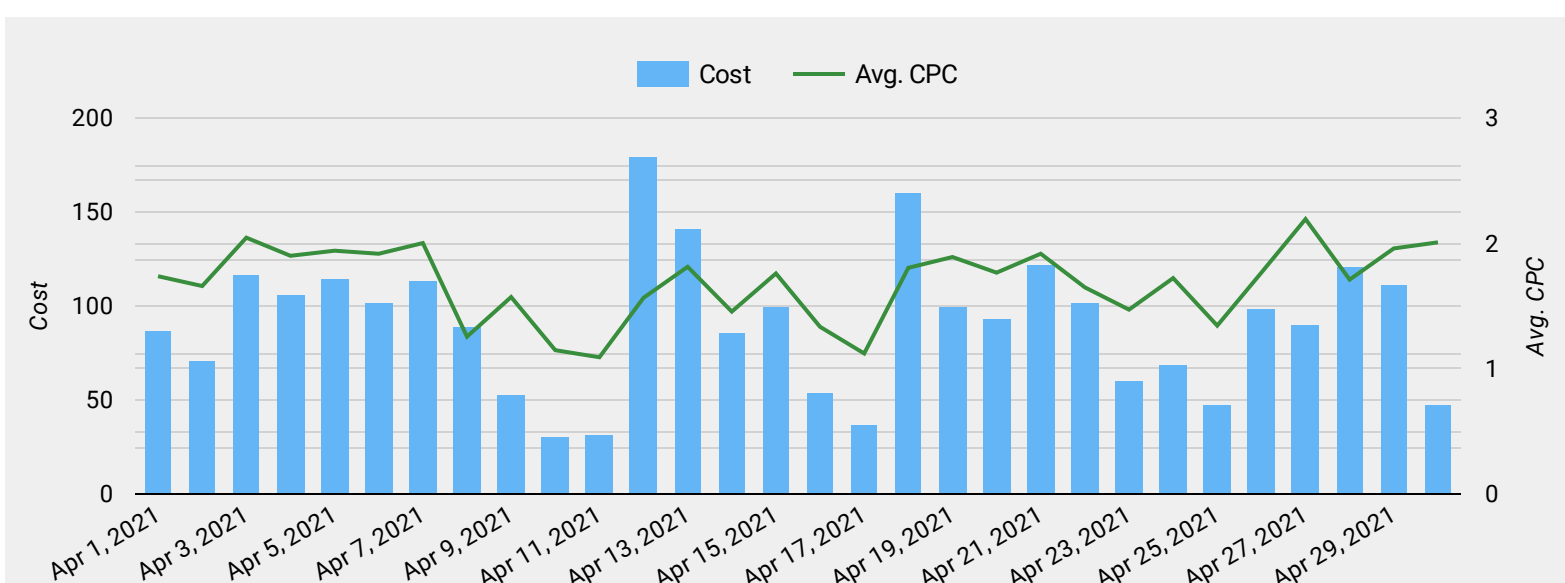
## Clicks & Click through rates (CTR) Progression



## Conversions Vs Click Conversion rate



## Cost Vs Avg. CPC (Cost per Click)



Google Ads

Clicks

Clicks

1,606

⬆ 25.9%

CPC

Avg. CPC

\$1.71

⬇ -18.3%

Impressions

Impressions

56,231

⬆ 44.1%

CTR

CTR

2.86%

⬇ -12.7%

Conversions

Conversions

44

⬇ -24.1%

Spend & Cost per Conversion

Cost

\$2,743.01

Avg. CPC

\$1.71

⬇ -18.3%

Click conversion rate

2.74%

⬇ -39.7%

Cost / conv.

\$62.34

⬆ 35.5%

Cost Data

Top Campaign: Google Ads

by CTR, Avg. CPC, and Cost / Conv.

	Campaign	Impressio...	Clicks	CTR	Avg. C...	Cost	Conver...	Conv. ...	Cost / co...
1.	Development	56,231	1,606	2.86%	\$1.71	\$2,74...	44	2.74%	\$62.34
2.	Brand Awareness	0	0	0%	\$0	\$0	0	0%	\$0
3.	Construction	0	0	0%	\$0	\$0	0	0%	\$0

1 - 3 / 3

Top Ad Group: Google Ads

by CTR, Avg. CPC, and Cost / Conv.

	Ad group	Impressio...	Clicks	CTR	Avg. C...	Cost	Conver...	Conv. ...	Cost / co...
1.	Property Develo...	21,741	632	2.91%	\$1.78	\$1,12...	24	3.8%	\$46.84
2.	Real Estate Deve...	15,408	595	3.86%	\$1.65	\$983...	13	2.18%	\$75.65
3.	Land Developme...	14,194	259	1.82%	\$1.7	\$439...	5	1.93%	\$87.92
4.	Commercial Dev...	4,649	113	2.43%	\$1.65	\$186.3	2	1.77%	\$93.15
5.	Senior Living	239	7	2.93%	\$1.36	\$9.54	0	0%	\$0

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Top Keywords: Google Ads

by CTR, Avg. CPC, and Cost / Conv.

	Ad group	Search keyword	Im...	Clicks €	CTR	Avg. C...	Cost	Co...	Conv. ...	Cost / ...
...	Real Esta...	real estate near me	5,3...	280	5.28%	\$1.67	\$468....	3	1.07%	\$156.19
...	Property ...	construction building	4,5...	68	1.51%	\$1.49	\$101....	0	0%	\$0
...	Land Dev...	sale of property	2,3...	48	2.01%	\$1.48	\$70.86	0	0%	\$0
...	Property ...	housing developer	2,1...	190	8.68%	\$2.12	\$402....	20	10.53%	\$20.15
...	Land Dev...	sell property	2,1...	45	2.06%	\$1.58	\$71.3	1	2.22%	\$71.3
...	Land Dev...	property to sell	2,1...	37	1.69%	\$2.19	\$81.19	1.5	4.05%	\$54.13
...	Property ...	construction builder	2,1...	57	2.66%	\$1.3	\$74.36	0	0%	\$0
...	Real Esta...	real estate development	1,5...	46	3.02%	\$1.63	\$74.99	1	2.17%	\$74.99
...	Real Esta...	construction developm...	1,4...	70	4.67%	\$1.51	\$105....	2	2.86%	\$52.86
...	Property ...	building and constructi...	1,4...	17	1.15%	\$1.85	\$31.39	1	5.88%	\$31.39
...	Real Esta...	real estate developer	1,4...	37	2.54%	\$1.77	\$65.57	0	0%	\$0
...	Commerc...	property management ...	1,2...	32	2.51%	\$1.49	\$47.67	0	0%	\$0
...	Property ...	the construction	1,2...	21	1.65%	\$1.43	\$30.03	0	0%	\$0
...	Real Esta...	estate developer	1,2...	44	3.52%	\$1.57	\$69.23	1	2.27%	\$69.23
...	Real Esta...	development firm	1,1...	9	0.75%	\$1.48	\$13.31	1	11.11%	\$13.31
...	Property ...	construction contractors	1,1...	14	1.17%	\$1.67	\$23.38	0	0%	\$0
...	Land Dev...	land sale	1,0...	13	1.21%	\$1.65	\$21.43	1.5	11.54%	\$14.29

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Search Terms: Google Ads

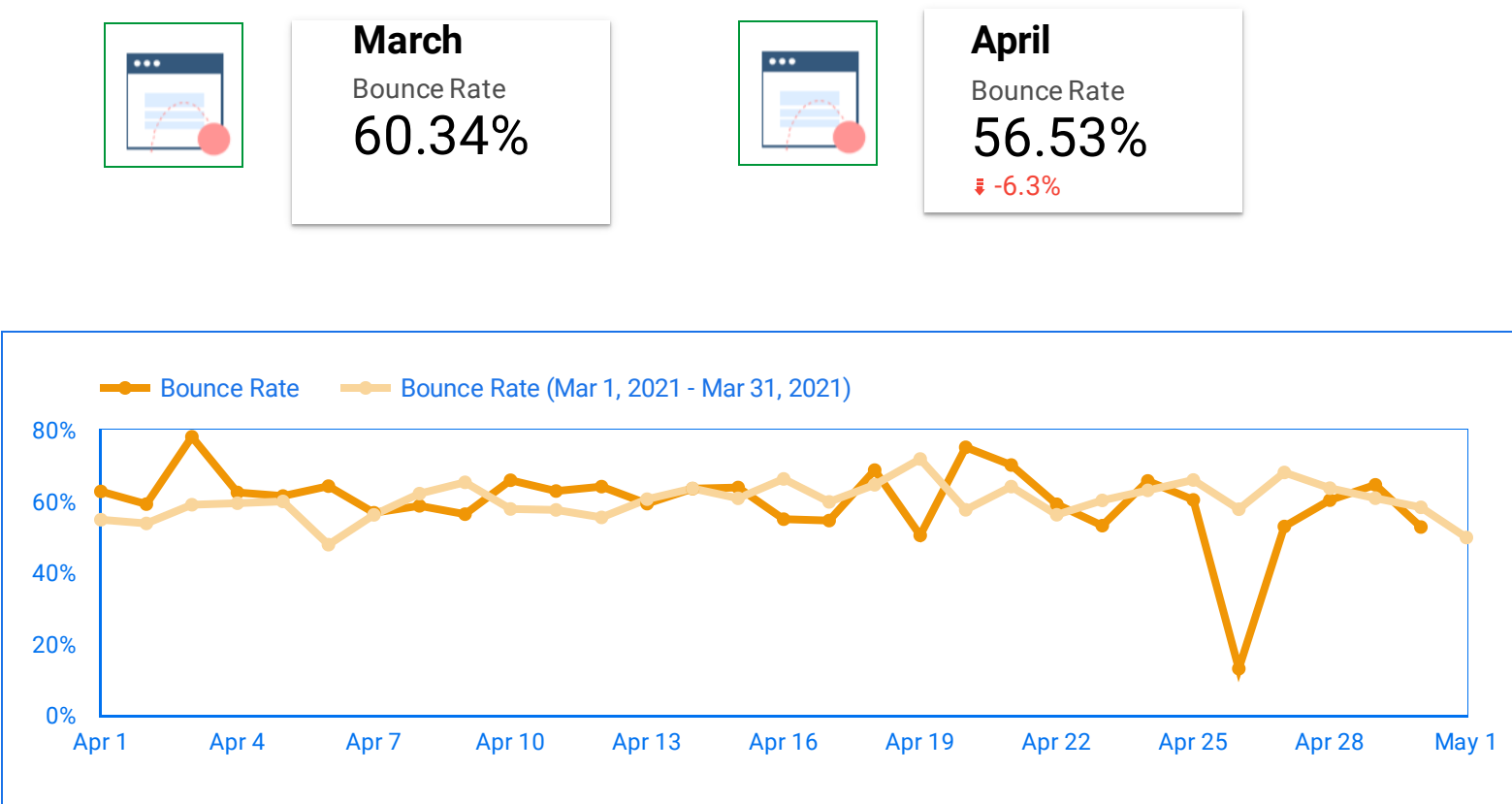
by CTR, Avg. CPC, and Cost / Conv.

	Search term	Ad group	Impres...	Cli...	CTR	Avg. ...	Cost	Co...	Conv. r...	Cost / ...
1.	apply for secti...	Property Dev...	442	69	15.6...	\$2.12	\$146.45	15	21.74%	\$9.76
2.	housing conne...	Property Dev...	185	13	7.03%	\$2.29	\$29.83	0	0%	\$0
3.	abandoned pr...	Real Estate D...	164	18	10.9...	\$0.87	\$15.58	1	5.56%	\$15.58
4.	build	Property Dev...	98	7	7.14%	\$0.78	\$5.47	0	0%	\$0
5.	apply for hous...	Property Dev...	93	28	30.1...	\$2.28	\$63.89	4	14.29%	\$15.97
6.	zillow	Land Develop...	85	5	5.88%	\$1.63	\$8.13	1	20%	\$8.13
7.	blocks and bui...	Property Dev...	59	1	1.69%	\$0.93	\$0.93	0	0%	\$0
8.	housing progr...	Property Dev...	59	10	16.9...	\$1.33	\$13.3	0	0%	\$0
9.	new construct...	Real Estate D...	42	5	11.9%	\$0.67	\$3.34	0	0%	\$0
10.	real estate dev...	Real Estate D...	42	4	9.52%	\$1.51	\$6.02	0	0%	\$0

1 - 100 / 643

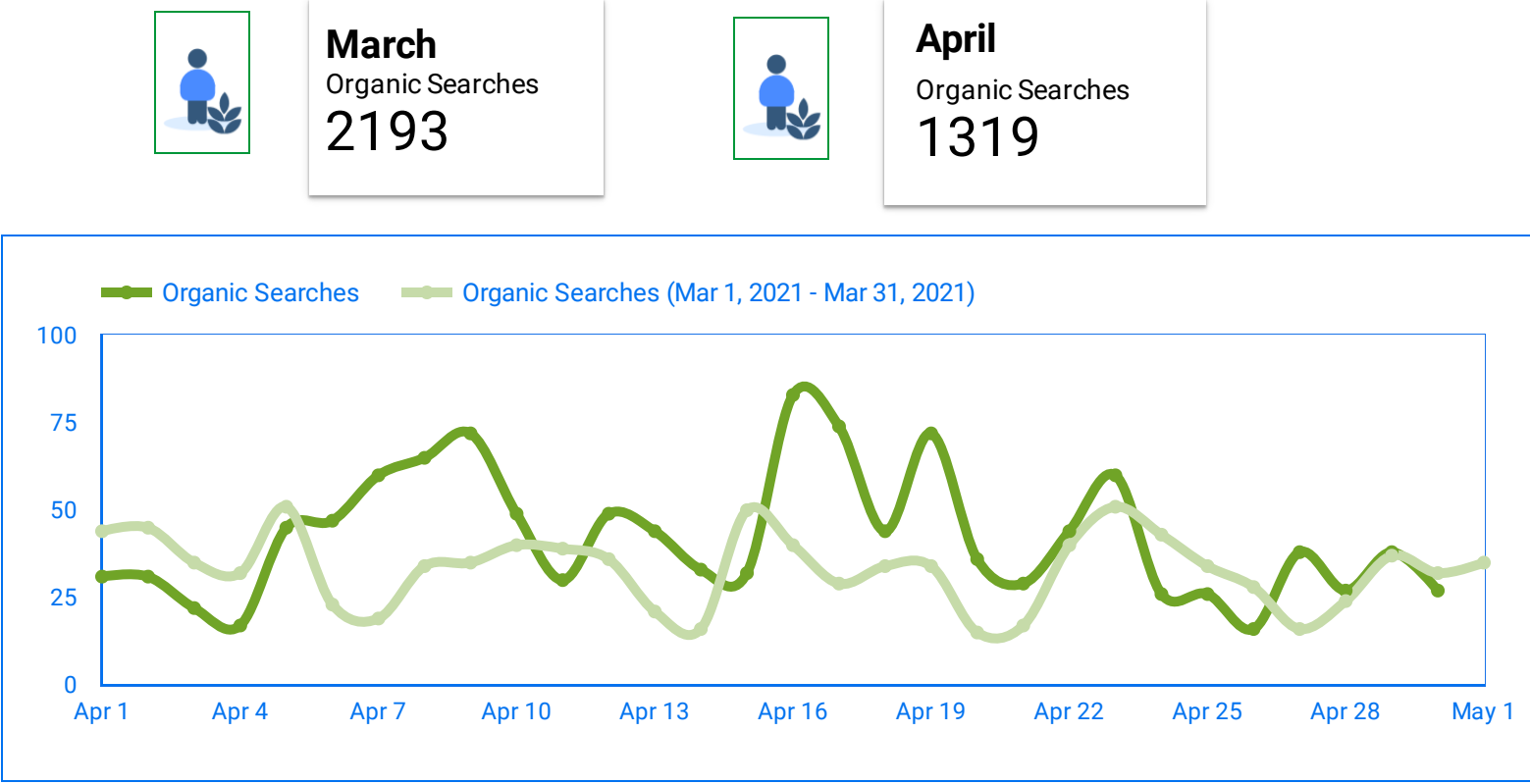
↓ -5.2%

5) Bounce Rate



6) Organic Vs Other Traffic

Organic search refers to the search results of a search engine that cannot be influenced by paid advertising. Organic search results are ranked according to their relevance to the search term.



7) Traffic Channels Distribution

	Default Chan...	Sessions ▾	% Δ	Users	% Δ	New Users	% Δ	Bounce Rate	% Δ
1.	Organic Search	1,614	12.1% ↑	1,319	20....	1,211	25.1% ↑	42.07%	5.2% ↑
2.	Paid Search	1,333	30.0% ↑	1,192	29....	1,178	29.7% ↑	87.62%	1.5% ↑
3.	Direct	638	-14.7% ↓	576	-15...	567	-15.0... ↓	62.85%	-8.4% ↓
4.	Referral	633	86.2% ↑	569	10...	489	98.0% ↑	21.17%	-57....
5.	Social	19	-29.6% ↓	18	-33...	18	-33.3... ↓	68.42%	23.2... ↓
1 - 5 / 5									

8) Page Views

	Page ?	Pageviews ?	Unique Pageviews ?	Avg. Time on Page ?	Entrances ?	Bounce Rate ?	% Exit ?	Page Value ?
		12.14% ↑ 9,007 vs 8,032	10.22% ↑ 7,321 vs 6,642	5.97% ↓ 00:01:14 vs 00:01:18	18.39% ↑ 4,236 vs 3,578	6.31% ↓ 56.53% vs 60.34%	5.57% ↑ 47.03% vs 44.55%	0.00% \$0.00 vs \$0.00
<input type="checkbox"/>	1. /							
	Apr 1, 2021 - Apr 30, 2021	2,468 (27.40%)	1,866 (25.49%)	00:00:51	1,781 (42.04%)	31.05%	42.71%	\$0.00 (0.00%)
	Mar 1, 2021 - Mar 31, 2021	1,824 (22.71%)	1,578 (23.76%)	00:00:56	1,485 (41.50%)	43.64%	43.53%	\$0.00 (0.00%)
	% Change	35.31%	18.25%	-9.22%	19.93%	-28.84%	-1.89%	0.00%
<input type="checkbox"/>	6. /eb-construction/							
	Apr 1, 2021 - Apr 30, 2021	303 (3.36%)	239 (3.26%)	00:00:40	52 (1.23%)	48.08%	28.05%	\$0.00 (0.00%)
	Mar 1, 2021 - Mar 31, 2021	290 (3.61%)	233 (3.51%)	00:00:24	59 (1.65%)	35.59%	19.66%	\$0.00 (0.00%)
	% Change	4.48%	2.58%	62.51%	-11.86%	35.07%	42.72%	0.00%
<input type="checkbox"/>	7. /eb-development/							
	Apr 1, 2021 - Apr 30, 2021	294 (3.26%)	232 (3.17%)	00:00:48	20 (0.47%)	60.00%	15.99%	\$0.00 (0.00%)
	Mar 1, 2021 - Mar 31, 2021	324 (4.03%)	259 (3.90%)	00:00:57	22 (0.61%)	72.73%	20.99%	\$0.00 (0.00%)
	% Change	-9.26%	-10.42%	-16.82%	-9.09%	-17.50%	-23.83%	0.00%
<input type="checkbox"/>	3. /portfolio/							
	Apr 1, 2021 - Apr 30, 2021	718 (7.97%)	477 (6.52%)	00:00:36	68 (1.61%)	41.18%	16.85%	\$0.00 (0.00%)
	Mar 1, 2021 - Mar 31, 2021	656 (8.17%)	464 (6.99%)	00:00:38	74 (2.07%)	44.59%	17.84%	\$0.00 (0.00%)
	% Change	9.45%	2.80%	-4.68%	-8.11%	-7.66%	-5.51%	0.00%