

Pulmonologist Locator Analysis

Find a Pulmonologist - Page Traffic Overview (YoY)

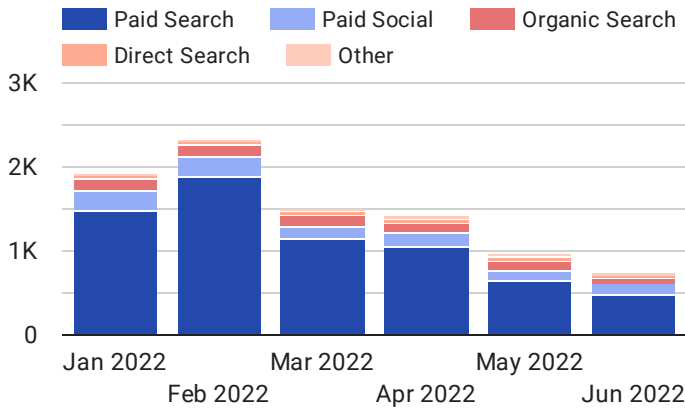
Visits	% New Visits	Avg. Time on Page	Bounce Rate
15.6K	80.4%	06:20	37.6%
No data	No data	↓ -11.1% Benchmark 3:00	↑ 7.4% Benchmark 60-70%

Pulm Locator Engagement

Tool Clicks	Search Rate
8.9K	0.6
↑ 440.0%	= Search Clicks/Unique Pageviews

Date Range: Jan - Jun 2022

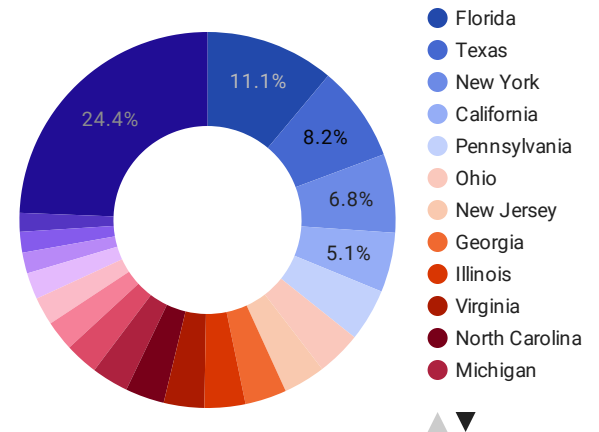
Find Pulmonologists Usage/Conversion by Channel



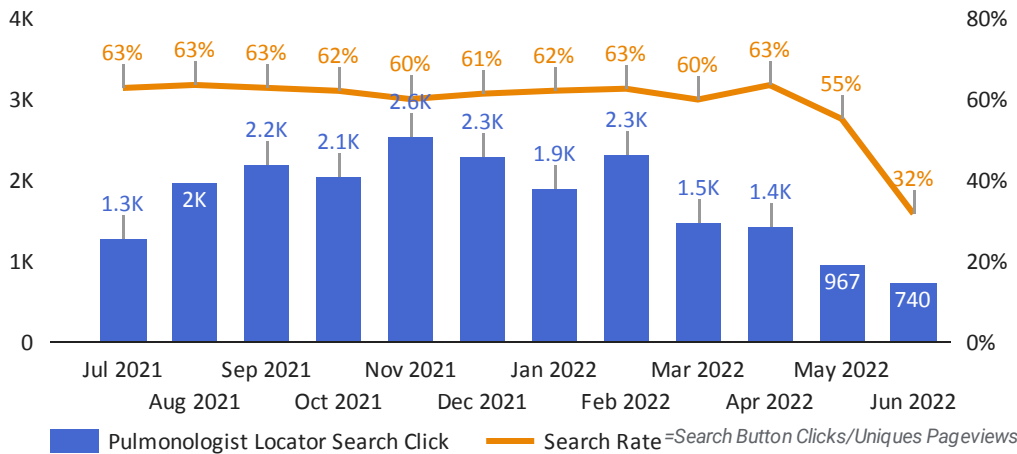
Medium	Conve...
Paid Search	0.24
Organic Search	0.24
Direct Search	0.21
Paid Social	0.18
Other	0.12

Conversion = Search Button Clicks/Pulm Locator Usage

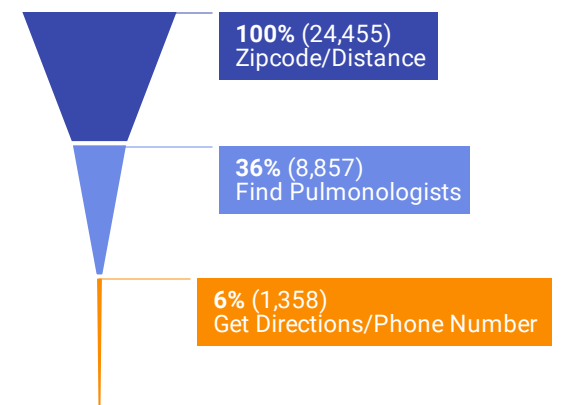
Find Pulmonologists Clicks by Region



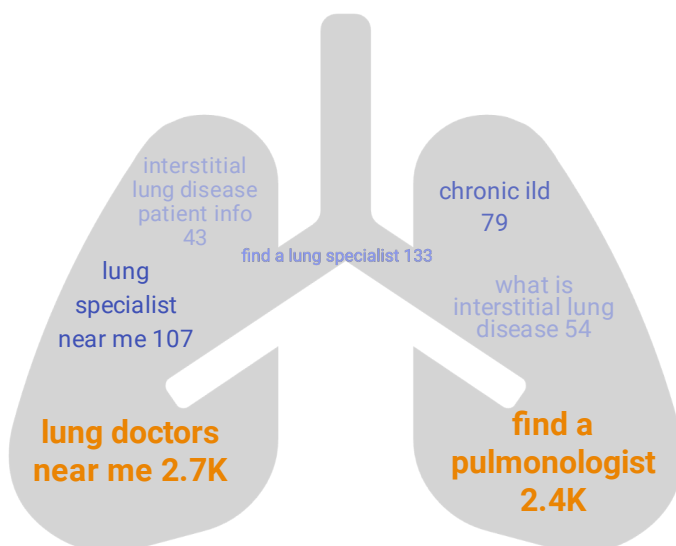
Pulmonologist Locator Search Rate



Pulm Locator Click-Through Funnel



Top Paid Search Keywords



Paid Social Breakdown

Paid Social / Clicks / % New Visits				
Campaign	Ad Content	facebook / paidsocial		fb_ig_story ...
		Clicks	% New ...	Clicks
website_traffic	what_if_its_l...	701	78.6%	-
	did_you_know	140	61.43%	-
	coughing	65	53.85%	-
	pulm_video	36	66.67%	20
	lung_progres...	26	80.77%	-

Ad Groups: L&Y 1% LAL; L&Y Website Retargeting, Crossix IPF