

DIGITAL&

MTD Weekly Dashboard

01Sep - 10Sep

Sessions

55.5K

6.9%

Conv. (MTD)

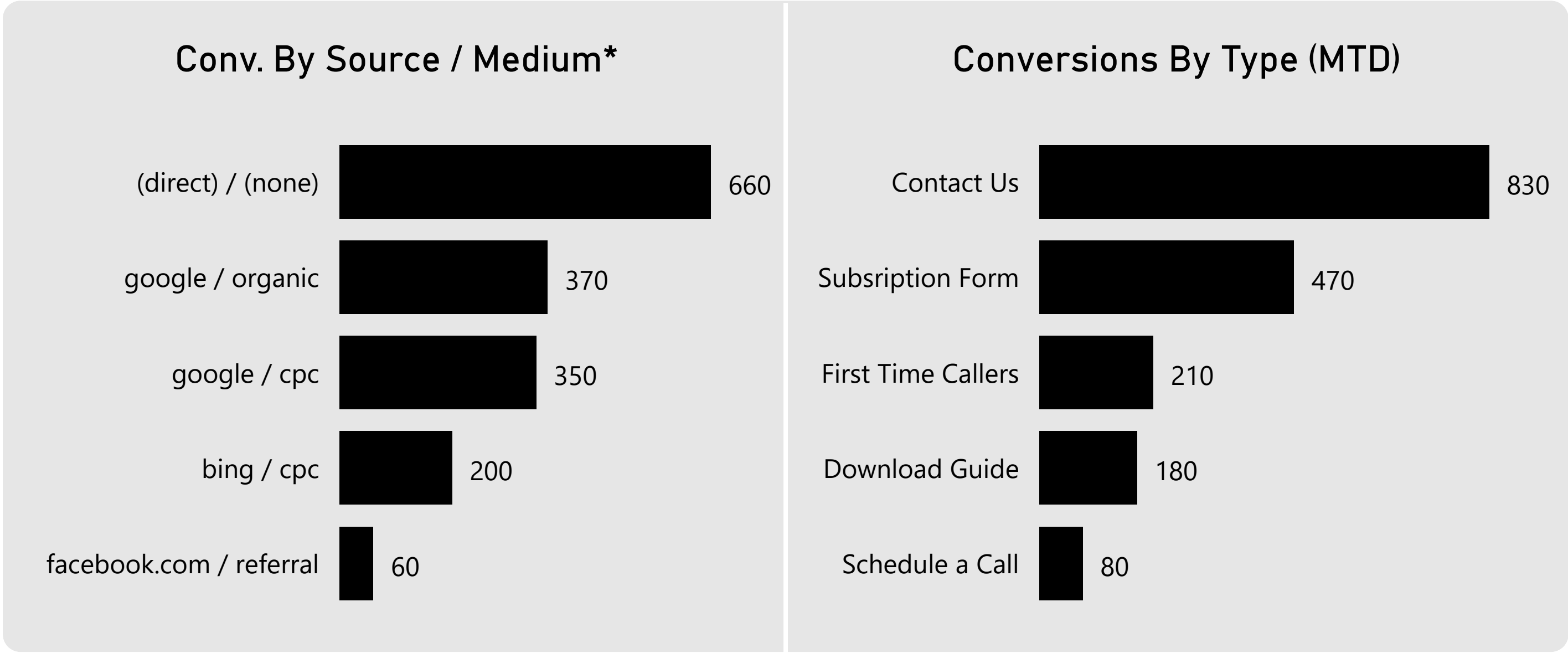
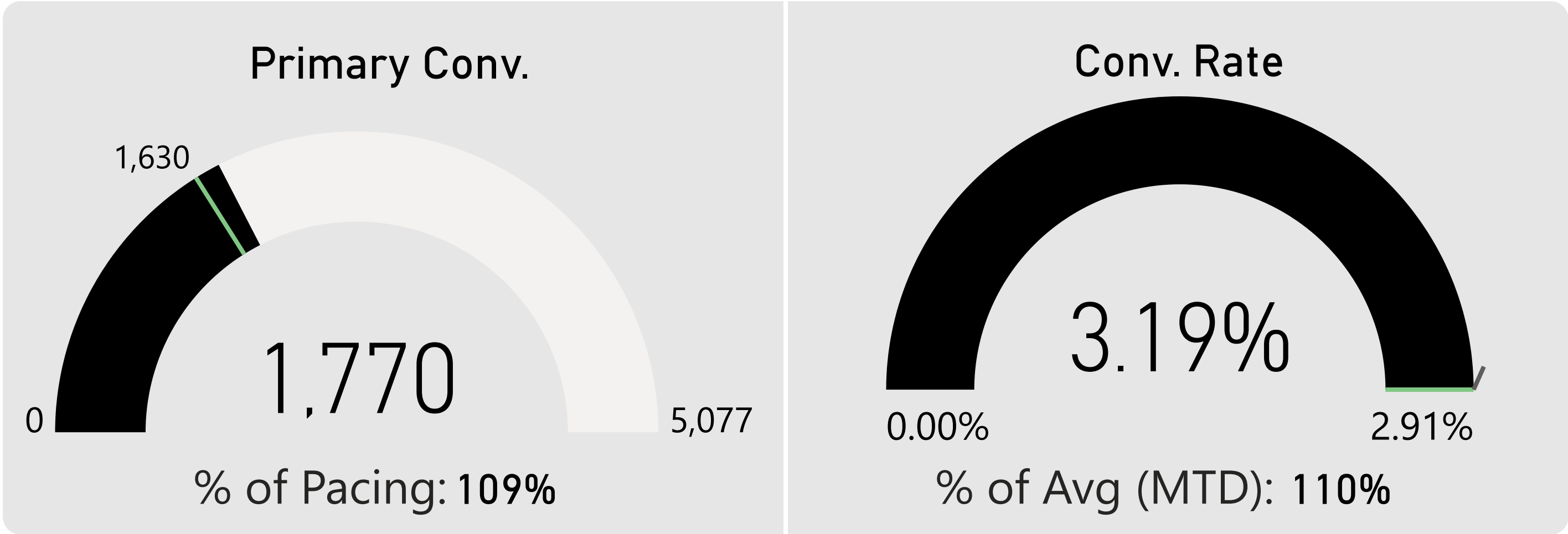
1,770

13.5%

Conv. Rate

3.19%

6.2%



Source / Medium*	Sessions	% ▲	Conv. ▼	% ▲	Conv. Rate	% ▲
(direct) / (none)	16,740	5.4%	660	6.5%	3.94%	1.0%
google / organic	10,090	9.3%	370	19.4%	3.67%	9.2%
google / cpc	9,340	1.6%	350	9.4%	3.75%	7.6%
bing / cpc	6,620	2.5%	200	5.3%	3.02%	2.7%
facebook.com / referral	180	28.6%	60	0.0%	33.33%	0.0%

*Top 5 Source / Mediums by primary conversions.

Total Cost (MTD)

\$48.16K

Conv. (MTD)

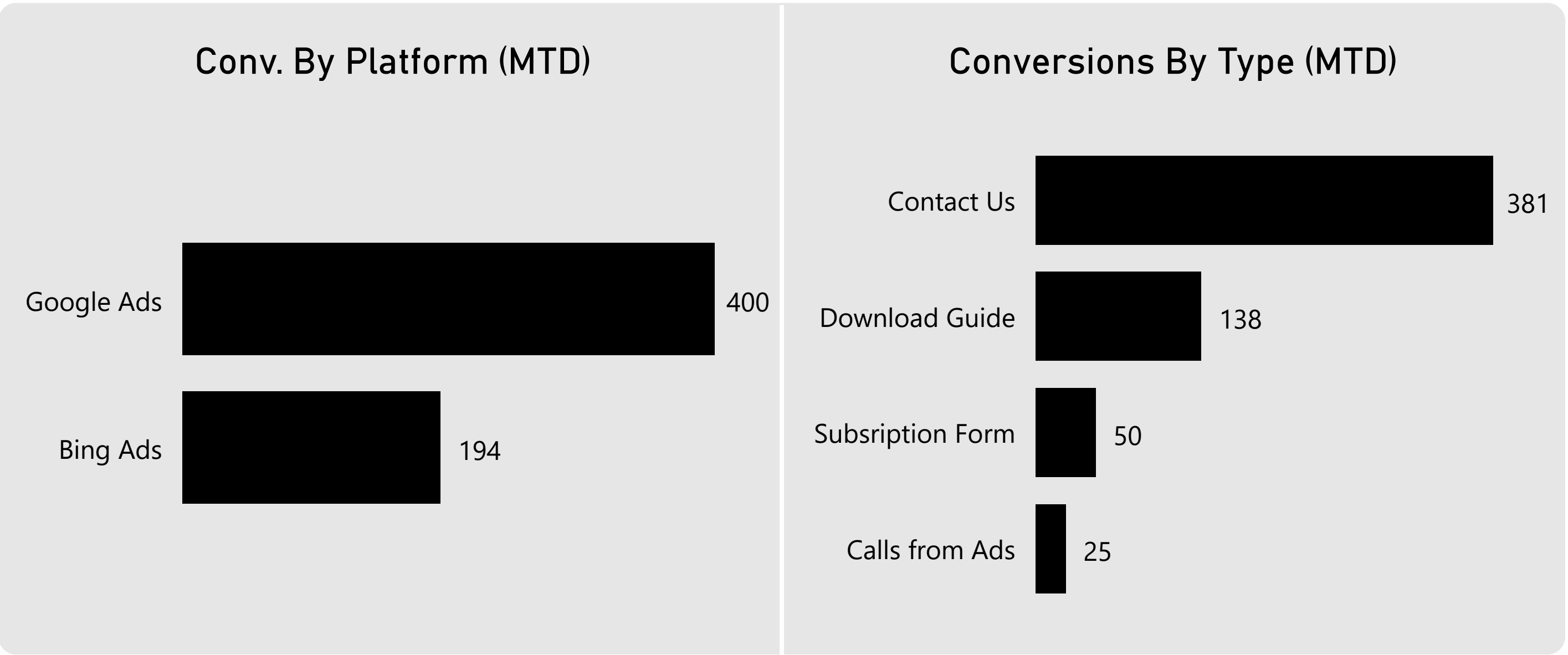
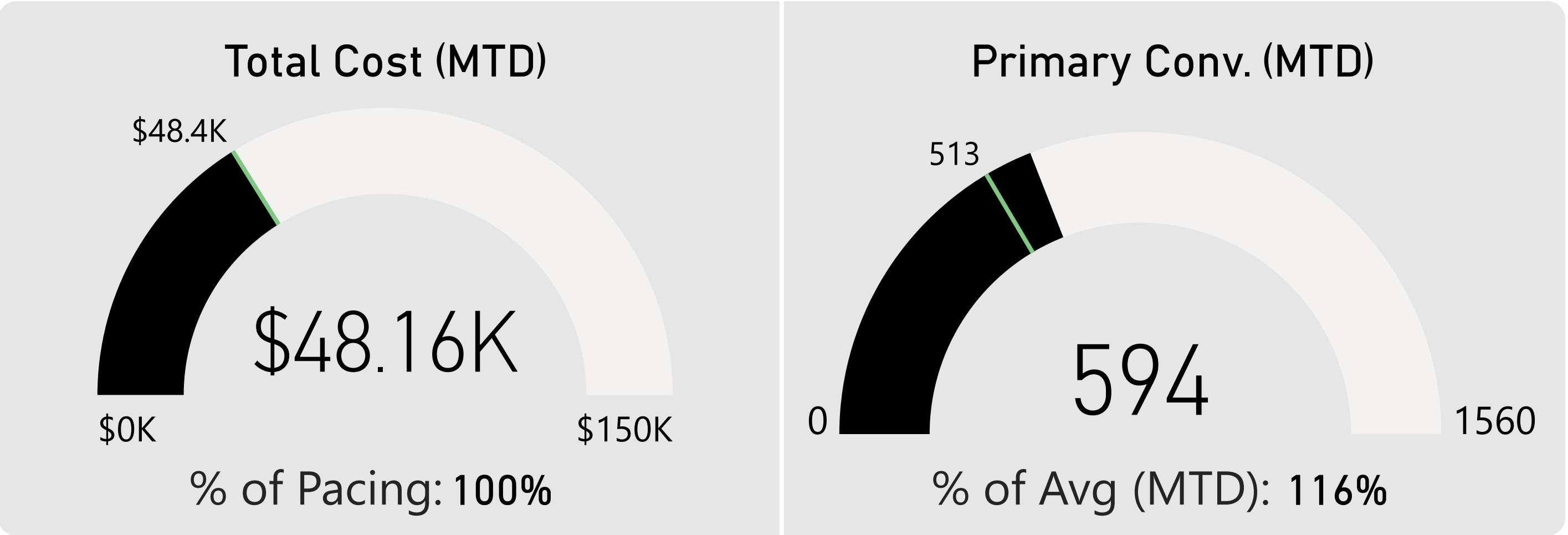
594

15.7%

Cost/Conv. (MTD)

\$81

-13.6%



Platform	Total Budget	Cost (MTD)	Conv. (MTD)	Cost/Conv. (MTD)	Remaining Budget	% Pacing (MTD)
Google Ads	\$95,500	\$31,140	400	\$78	\$64,360	101%
Bing Ads	\$54,500	\$17,018	194	\$88	\$37,482	97%
LinkedIn Ads	\$0	\$0	0	\$0	\$0	0%
Total	\$150,000	\$48,158	594	\$81	\$101,842	100%