ANALYTICS & REPORTING

WE'RE A DATA-DRIVEN AGENCY ABLE TO PROVIDE PROFITABLE INSIGHTS FROM ADVANCED REPORTING

When it comes to your digital marketing, there's no guesswork involved. We rely on sound analytics and reporting to help us make effective strategic decisions for you.

Acquisition Channels

This table highlights the key metrics for each acquisition source. Highlighted cells indicate more engagement from that source.

	Sessions	Session Duration	Lead Generation	Newsletter Subscription
TOTAL	5,784 -19%	00:02:34 +28%	37 (0.64%) +61%	175 (3.03%) +29%
Google Organic	2,754 +17%	00:02:46 -3%	14 (0.51%) +6%	76 (2.76%) +10%
Direct	1,321 -8%	00:02:36 +8%	14 (1.06%) +180%	55 (4.16%) +38%
Adwords	930 +47%	00:02:13 -7%	5 (0.54%) +∞	19 (2.04%) +46%
Facebook Ads	252 +174%	00:01:33 +53%	1 (0.40%) +∞	3 (1.19%) +∞
LinkedIn	191 +120%	00:02:19 +417%	0 (0.00%)	8 (4.19%) +∞
Bing Organic	69 +30%	00:02:42 +19%	0 (0.00%) -1	1 (1.45%) -67%
Facebook	42 -98%	00:01:35 +93%	0 (0.00%)	0 (0.00%) -2
Email Campaign X	18 -51%	00:03:15 -48%	0 (0.00%) -3	0 (0.00%) -3
Yahoo Organic	14 -7%	00:06:19 +561%	1 (7.14%) +∞	1 (7.14%) -50%
Email Campaign Y	7 +133%	00:03:25 +14%	1 (14.29%) +∞	1 (14.29%) +∞
Pinterest	2 -50%	00:13:27 +3265%	1 (50.00%) +∞	2 (100.00%) +∞

Returning visitors from Email Campaign Y that landed on */blogs/* are 170.85% more likely to contribute to a *Lead Generation* than new visitors. Use */blogs/* as the landing page in future campaigns targeted towards returning visitors from Email Campaign Y.

First time visitors from Linkedin are 173.91% more likely to complete *Newsletter Subscription* than returning visitors. Use the call to action to "convert" as opposed to "nurture" those users.

Reporting at a bird's eye view or granular level.

ANALYTICS & REPORTING

INCLUDES:

Website Analytics

Channel Analytics

Google AdWords Analytics

Facebook Ads Analytics

Social Analytics

Email Reporting

SEO & PPC Data

Keyword Data

Competitive Research Data

Predictive Analytics

Monthly Reporting

Strategic Consultation