

Marketing Campaigns Performance



Report date: from 1/21/19 to 1/27/19
Compared to: from 1/14/19 to 1/20/19

Duration: 7 days

Campaign sessions

Total number of website sessions that campaigns generated

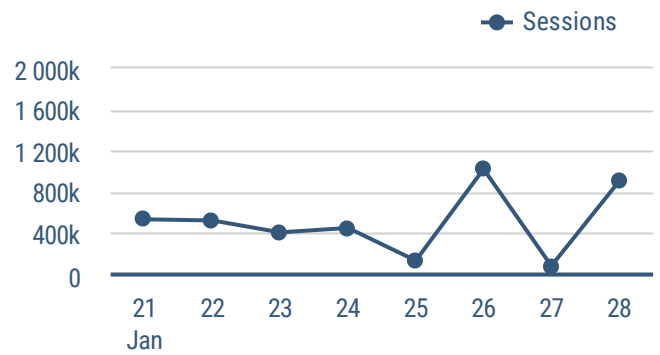


1,137,851
Sessions

-3.74%
 << 1,182,120

View: whatagraph.com whatagraph.com

Campaign sessions



View: whatagraph.com whatagraph.com

Campaign performance

Campaign	Sessions	Bounce rate	Avg. Session Duration
A campaign	1,197,179 616%	66.31% 1592%	5d 06h -18.7%
B campaign	481,409 270%	0.91% 8.33%	4d 16h 369%
C campaign	75,467 -24.81%	0.32% 1500%	1d 05h 114%
D campaign	58,893 -39.07%	1% 456%	23:13 104%
E campaign	32,779 -62.78%	0.30% -64.71%	00:15:22 -91.46%
F campaign	11,740 -17.41%	0.85% 174%	00:09:53 -64.47%
G campaign	2,114 -76.71%	0.17% -64.58%	00:00:55 -96.15%
H campaign	1,703 -81.13%	0.84% -10.64%	00:00:40 -94.71%
I campaign	1,282 -76.84%	0.67% -23.86%	00:00:25 -96.1%
J campaign	888 -80.8%	0.72% 100%	00:00:07 -98.74%
K campaign	134 -94.09%	0.79% 75.56%	00:00:05 -99.03%
L campaign	78 -95.22%	0.79% 259%	00:00:05 -98.52%

View: whatagraph.com whatagraph.com

Top completed goals

Goal	Completions	Conversion rate	Value
String A	567,744 25.85%	40.60% -31.24%	\$558,203 -48.4%
String B	366,833 661%	0.59% -40.4%	\$523,539 1551%
String C	285,504 2454%	0.50% -47.37%	\$183,031 504%
String D	64,525 1146%	0.42% 10.53%	\$108,774 284%
String E	21,428 4704%	0.82% 8100%	\$33,498 81.87%
String F	3,618 2234%	0.08% -90.24%	\$8,459 -3.33%
String G	2,233 2354%	0.65% 14.04%	\$2,230 -50.08%
String H	1,369 3084%	0.94% 104%	\$1,011 -67.04%
String I	45 165%	0.81% 268%	\$295 -81.27%
String J	17 88.89%	0.84% -2.33%	\$28 -92.09%
String K	5 -44.44%	0.43% -48.19%	\$9 -93.75%
String L	5 -28.57%	0.81% 125%	\$6 -95.71%

[View: whatagraph.com whatagraph.com](#)

Revenue

Purchase value generated through your website

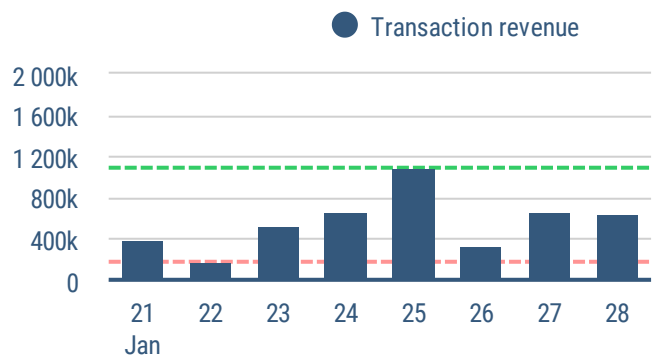


\$1,195,227
Transaction revenue

109.66%
« \$570,071

[View: whatagraph.com whatagraph.com](#)

Revenue



[View: whatagraph.com whatagraph.com](#)

Transactions

Amount of orders completed through your website

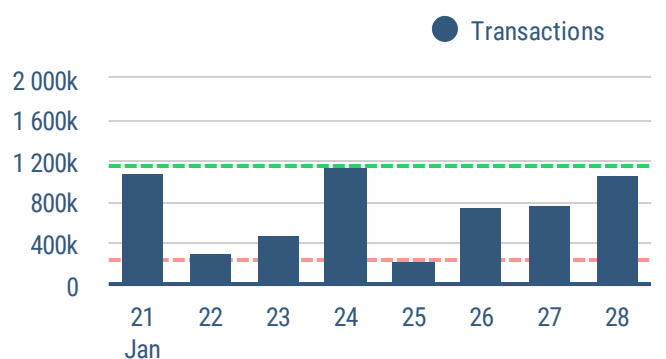


779,094
Transactions

-26.21%
« 1,055,842

[View: whatagraph.com whatagraph.com](#)

Transactions



[View: whatagraph.com whatagraph.com](#)

Conversion rate

Visitors who clicked on a link from another site, such as an article that linked to your website



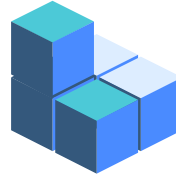
98.98%
Conversion rate

55.90%
« 63.49%

View: whatagraph.com whatagraph.com

Quantity

Amount of units sold through transactions



1,208,671
Item quantity

-0.70%
« 1,217,134

View: whatagraph.com whatagraph.com

Website performance

Total visitors

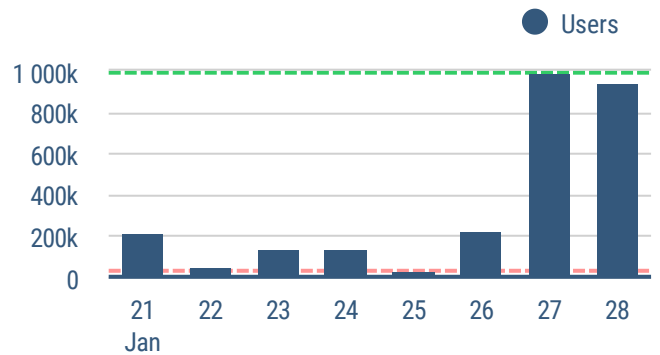


634,805
Users

-25.03%
« 846,697

View: whatagraph.com whatagraph.com

Total visitors



View: whatagraph.com whatagraph.com

New users



793,382
New users

323.72%
« 187,244

View: whatagraph.com whatagraph.com

Returning users



1,154,898
Users

156.28%
« 450,634

View: whatagraph.com whatagraph.com

Sessions

A period during which the user interacts with your site.



906,259
Sessions

-1.56%
« 920,574

View: whatagraph.com whatagraph.com

Average session time



39:53:35
Avg. Session Duration

-37.24%
« 9d 06h

View: whatagraph.com whatagraph.com

Bounce rate

Shows the percentage of sessions during which visitors leave the site without interacting with it.

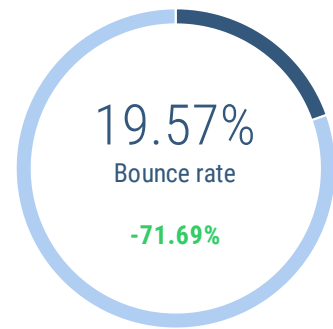


74.78%
Bounce rate

94.18%
« 38.51%

View: whatagraph.com whatagraph.com

Bounce rate



View: whatagraph.com whatagraph.com

Top traffic sources

Channel grouping	Sessions	New Users	Bounce rate	Avg. Session Duration
Direct	467,647 -55.99%	678,033 99.26%	26.95% -15.81%	13d 17h 2389%
Referral	403,925 -61.13%	415,459 58.09%	0.50% -5.66%	1d 06h 445%
Social	244,975 431%	92,809 1242%	0.26% -56.67%	1d 03h 604%
Email	145,534 288%	33,887 669%	0.85% -1.16%	07:46 123%

View: whatagraph.com whatagraph.com








Organic traffic performance

Top inside searches

Search keyword	Search result views	
Price	609,875	26.7%
Products	404,746	273%
Feedback	341,303	625%
Shipping	208,292	580%
Contact info	18,628	83.71%
Mobile	8,336	4.28%
Service	980	-2.78%

View: whatagraph.com whatagraph.com

Top landing pages

Landing page path	Sessions		Page views		Page views per session	
 /home	525,449	-1.98%	476,213	-54.87%	256.11	165%
 /shop	34,766	-77.55%	357,249	139%	217.11	929%
 /catalog	22,046	-81.6%	85,842	104%	39.44	191%
 /more	14,786	15.37%	59,670	4193%	23.23	199%
 /forum	7,294	-35.57%	49,789	25697%	12.95	109%
 /Vilnius	6,521	3713%	32,906	37723%	8.69	43.64%
 /Milan	4,674	4000%	14,963	20397%	7.54	32.28%

View: whatagraph.com whatagraph.com

Impressions vs. clicks

 Impressions	281,865	-21.49%
 Ad clicks	1,105,200	109.15%

View: whatagraph.com whatagraph.com

Click through rate

clicks/impressions x 100= CTR

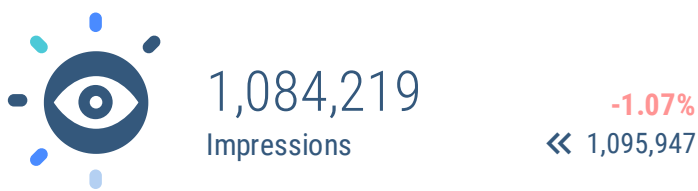


View: whatagraph.com whatagraph.com

AdWords Performance

Impressions

The number of times your campaign was shown



Account: Whatagraph.com

Average position

Your advert's rank against others. 1-8 is usually on the first page



Account: Whatagraph.com

Clicks

Clicks on your campaign content



Account: Whatagraph.com

Click through rate



Account: Whatagraph.com

Cost per click



€605,261
Per click

589.17%
« €87,824

Account: Whatagraph.com

Total cost



€104,776
Spent

-87.52%
« €839,709

Account: Whatagraph.com

All conversions

All actions that converted to transaction



286,899
Conversions

-75.17%
« 1,155,634

Account: Whatagraph.com

Conversion rate



89.42%
Conversion rate

158.66%
« 34.57%

Account: Whatagraph.com

Cost per conversion



€963,895
Per conversion

295.68%
« €243,602

Account: Whatagraph.com

Conversion value






254.11
Conversion value

-21.58%
« 324.05

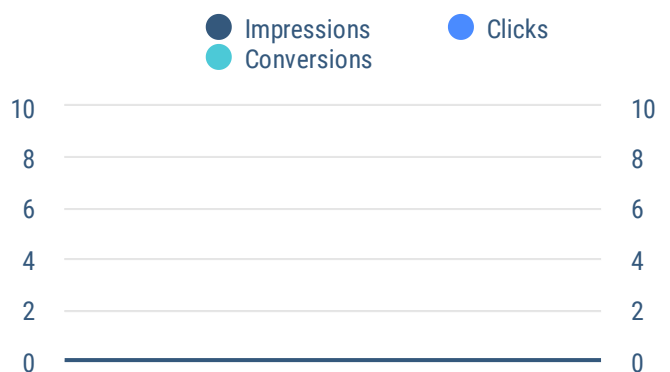
Account: Whatagraph.com

Funnel activity

 Impressions	289,976	23.60%
 Clicks	444,100	-48.49%
 Conversions	607,208	-45.40%

Account: Whatagraph.com

Funnel activity



Account: Whatagraph.com

Facebook Ads performance

Impressions

The number of times your ads were shown

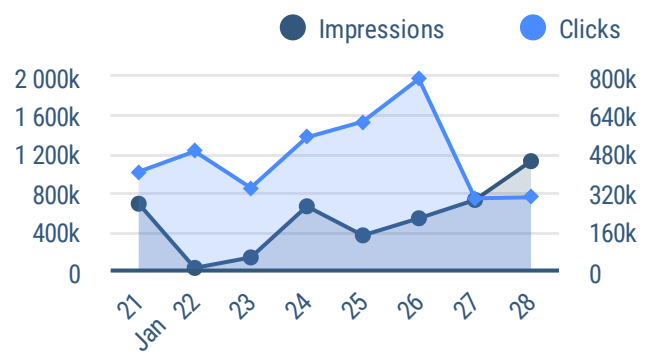


826,712
Impressions

-9.76%
« 916,119

Account: Whatagraph

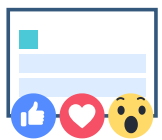
Impressions



Account: Whatagraph

Total clicks

A number of clicks (actions) anywhere on your Facebook ad



1,079,448
Total clicks

174.67%
« 392,999

Account: Whatagraph

Click through rate



34.23%
CTR

-25.93%
« 46.21%

Account: Whatagraph

Cost per click



\$851,286
Per click

408.70%
« \$167,346

Account: Whatagraph

Total spent on ads

Budget spent on Facebook ads during this period



\$137,187
Total budget spent

-60.86%
« \$350,512

Account: Whatagraph

Cost per conversion



Account: Whatagraph

Conversion value



Account: Whatagraph

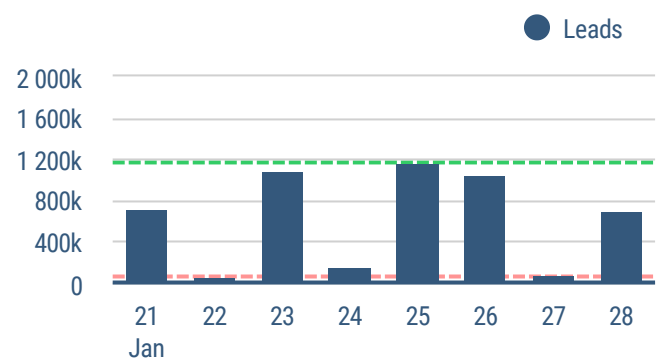
Website leads

The number of lead events tracked by the pixel on your website and attributed to your adverts



Account: Whatagraph

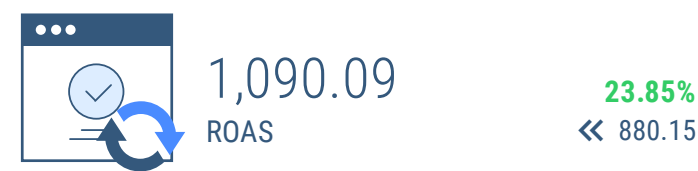
Website leads



Account: Whatagraph

Website purchase ROAS

Return On Ad Spend



Account: Whatagraph

Cost per website purchase



Account: Whatagraph

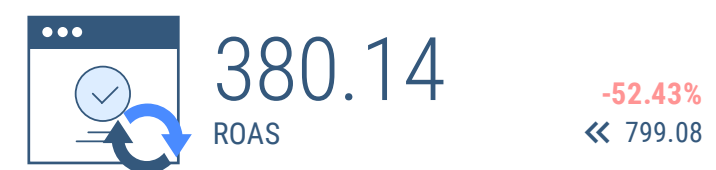
Website purchase conversion value



Account: Whatagraph

Website purchase ROAS

Return On Ad Spend



Account: Whatagraph