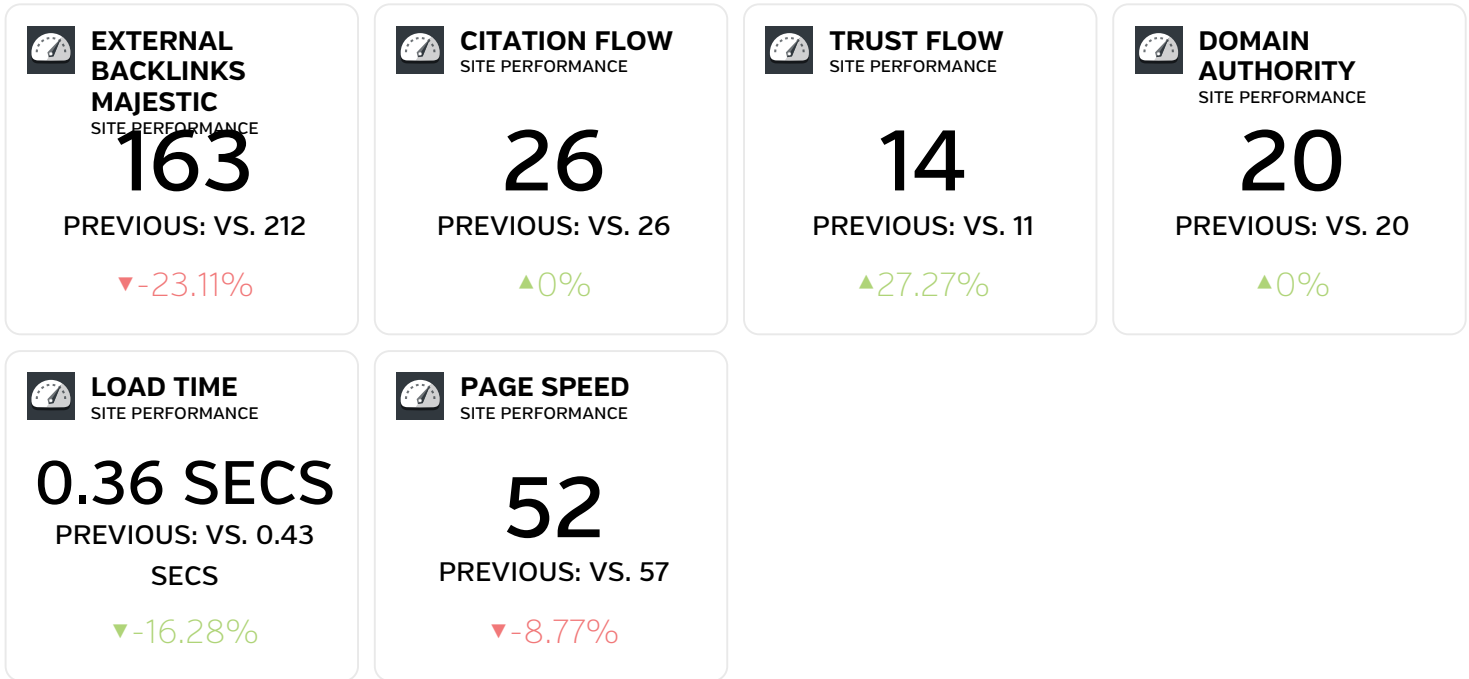


# Current Marketing Performance Metrics

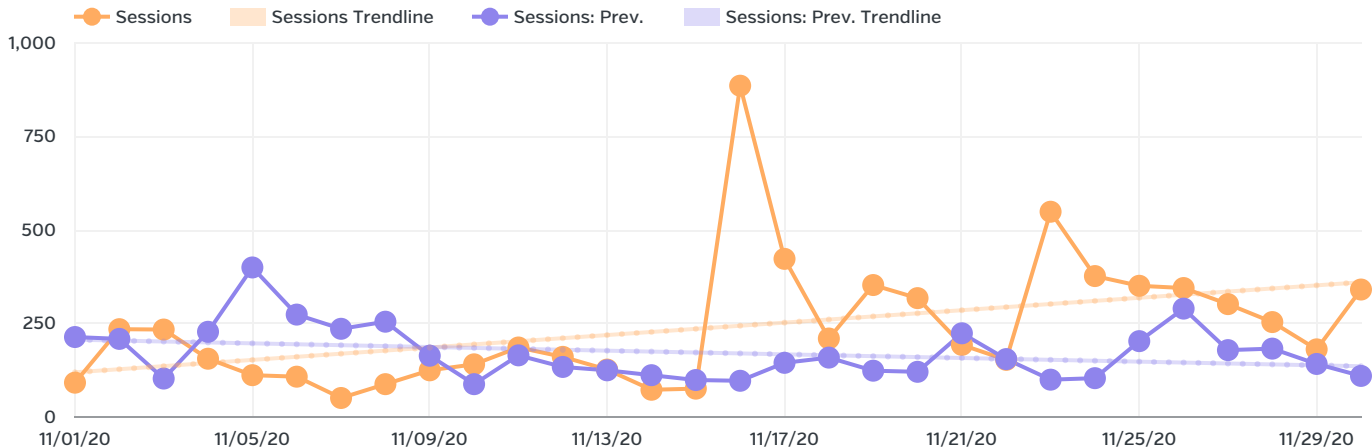
11/01/2020 - 11/30/2020 [compared to 10/01/2020 - 10/31/2020]



# Google Analytics - Summary

11/01/2020 - 11/30/2020 [compared to 10/02/2020 - 10/31/2020]

## OVERVIEW SESSIONS



## ALL TRAFFIC SESSIONS

**7,171**  
PREVIOUS: 5,112  
▲40.28%

## ALL REFERRALS SESSIONS

**2,433**  
PREVIOUS: 1,247  
▲95.11%

## GOALS GOAL COMPLETIONS

**12**  
PREVIOUS: 48  
▼-75%

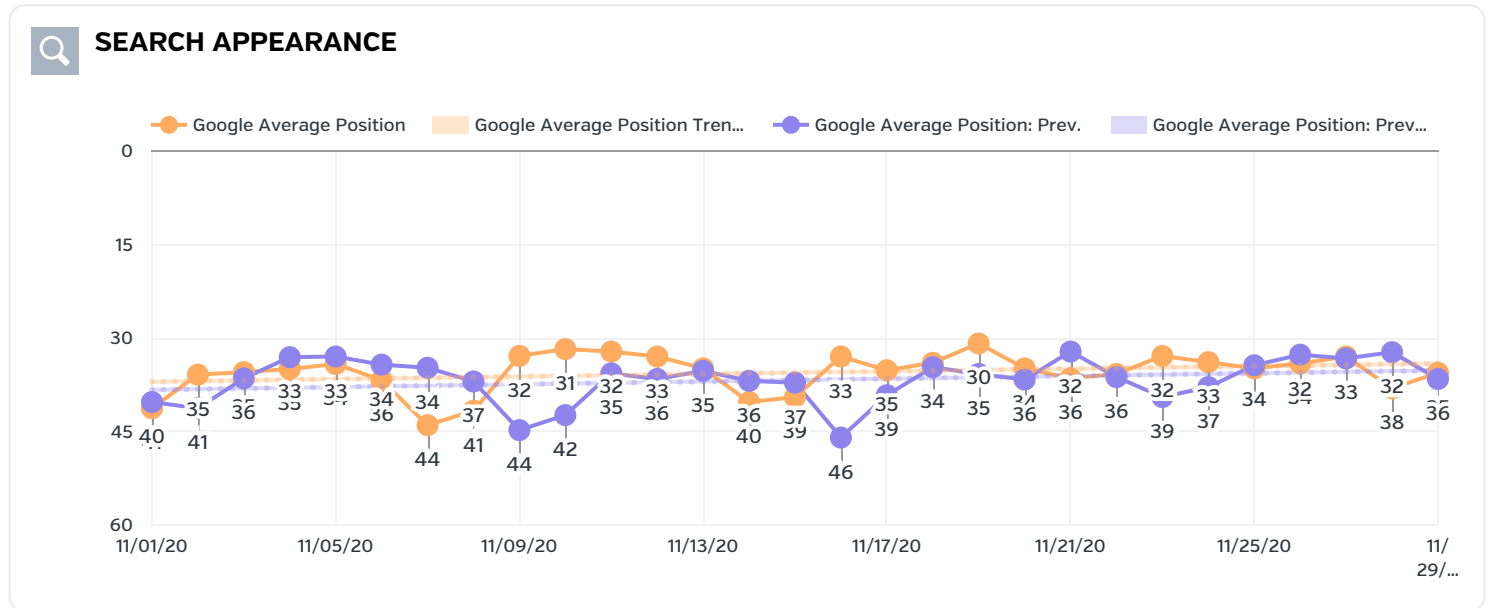
## TOP TRAFFIC SESSIONS

CHANNELS ▲	SESSIONS	NEW USERS	BOUNCE RATE	PAGES / SESSION	AVG. SESSION DURATION
Direct	▲10.93% 2,538 vs 2,288	▼-8.79% 1,671 vs 1,832	▼-7.53% 72.30% vs 78.19%	▲0.71% 1.60 vs 1.59	▲22.43% 1:08 vs 0:55
Organic Search	▲34.86% 2,116 vs 1,569	▲27.47% 1,494 vs 1,172	▼-7.82% 73.68% vs 79.92%	▲6.87% 1.67 vs 1.56	▲16.88% 1:16 vs 1:05
Social	▲95.34% 2,098 vs 1,074	▲135.06% 1,133 vs 482	▲7.05% 65.59% vs 61.27%	▼-13.26% 1.75 vs 2.02	▼-16.58% 1:28 vs 1:45
Referral	▲94.22% 336 vs 173	▲57.02% 179 vs 114	▼-7.73% 66.67% vs 72.25%	▼-5.39% 1.92 vs 2.03	▲28.59% 2:02 vs 1:35
Email	∞ 69 vs 0	∞ 49 vs 0	∞ 40.58% vs 0.00%	∞ 2.23 vs 0.00	∞ 3:54 vs 0:00

CHANNELS ▲	SESSIONS	NEW USERS	BOUNCE RATE	PAGES / SESSION	AVG. SESSION DURATION
[Other]	▲75.00% 14 vs 8	∞ 1 vs 0	▲33.33% 50.00% vs 37.50%	▼-15.97% 1.79 vs 2.13	▼-53.20% 0:19 vs 0:40

# Search Analytics - Search Appearance

11/01/2020 - 11/30/2020 [compared to 10/02/2020 - 10/31/2020]



### CLICKS

**1,809**  
PREVIOUS: 1,362  
▲32.82%

### IMPRESSIONS

**58,450**  
PREVIOUS: 51,671  
▲13.12%

### CTR

**3.09**  
PREVIOUS: 2.64  
▲17.05%

### POSITION

**35.20**  
PREVIOUS: 36.60  
▲3.83%

# SEO Metrics - Site Engagement from Organic Traffic

11/01/2020 - 11/30/2020 [compared to 10/02/2020 - 10/31/2020]

