

MONTHLY REPORT OVERVIEW

Executive Summary

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New Patients Booked
349

This Year

Opportunities: Existing Patients
581

Booked: Existing Patients
504

Opportunities: New Patients
440

Booked: New Patients
349

Opportunities: Existing Patients
506

Booked: Existing Patients
439

Opportunities: New Patients
470

Booked: New Patients
356

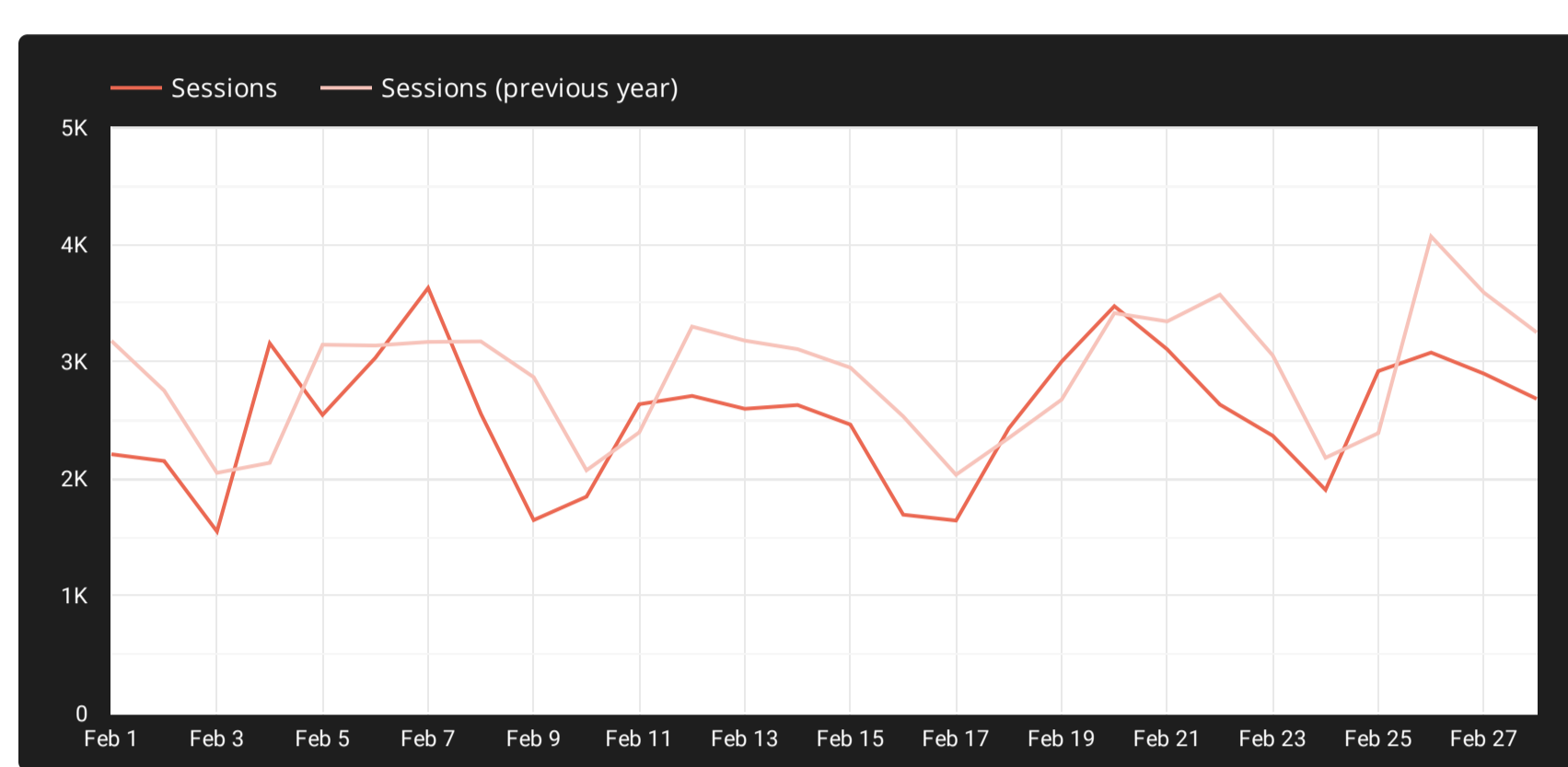
Last Year

SEO

Tracked Organic Leads
123K
↓ -5.1%

SEO Summary

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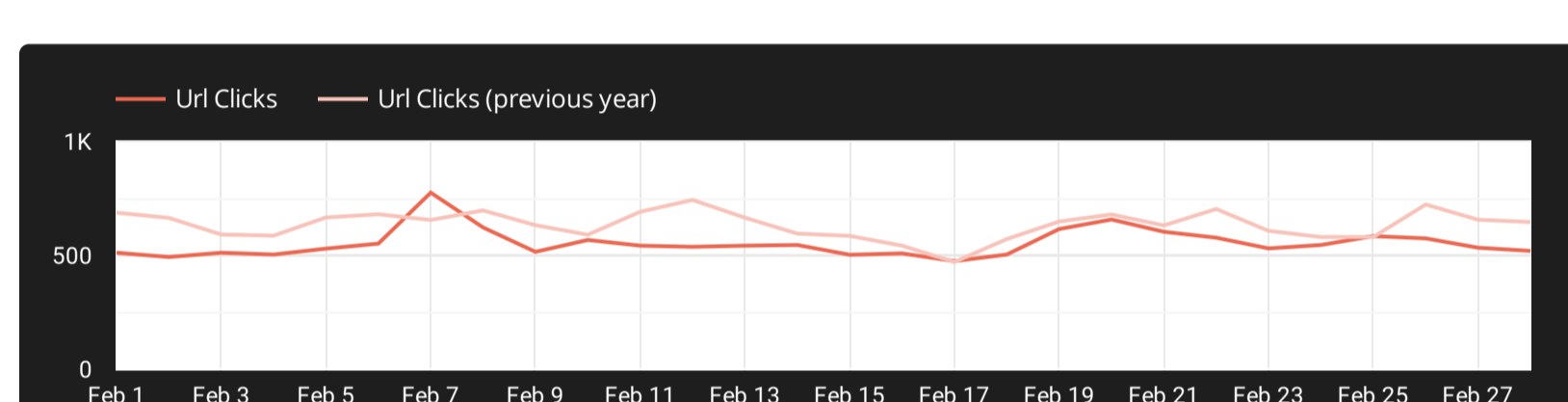
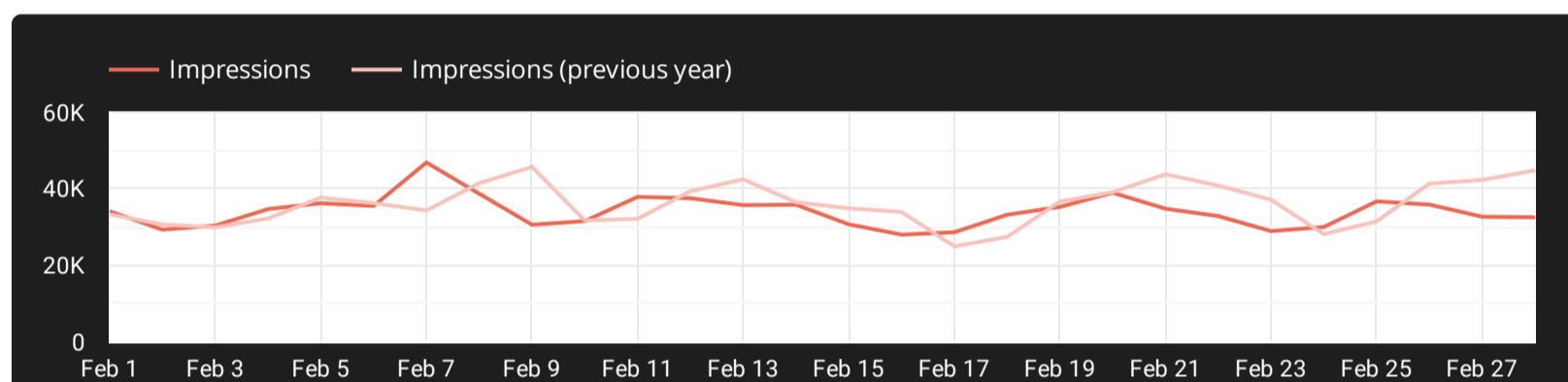
All Traffic Sessions
71,203
↓ -12.2%

Organic Sessions
28,834
↓ -16.9%

City	Sessions	% Δ
Mountain View	3,942	5.0%
(not set)	3,713	-27.9%
Sunnyvale	2,454	34.6%
New York	2,408	6.1%
San Francisco	1,976	6.4%
San Jose	1,040	1.9%
London	992	-11.5%
Los Angeles	848	-1.6%
Toronto	752	26.2%
Chicago	741	8.2%

Acquisition Channel	Sessions	% Δ
Organic Search	28,324	-16.9%
Direct	15,058	38.0%
Referral	13,579	0.9%
Paid Search - Brand...	3,041	-
Affiliates	3,023	78.3%
Social	2,351	-85.3%
Display	1,658	483.8%
(Other)	810	726.5%
Paid Search - Generic	416	-69.5%
Email	29	26.1%

Impressions
954,907
↓ -5.6%



Url Clicks
15,466
↓ -12.9%

Landing Page	Sessions	% Δ
/	36,193	7.3%
/google+redesign/shop+by+brand/youtube	5,947	-71.9%
/google+redesign/apparel/mens/mens+t+shirts	2,718	31.4%
/store.html?tpt=4532&sortci=orderscount+desc	2,444	-
/google+redesign/bags	1,499	59.6%
/google+redesign/drinkware	1,434	95.6%
/google+redesign/apparel	1,429	48.4%
/signin.html	1,291	2,973.8%
/google+redesign/waze	1,282	-23.2%
/basket.html	884	871.4%

Query	Url Clicks	% Δ	Impressions	% Δ
google t	25	56.3%	85,535	-35.3%
google merchandise store	340	-22.7%	59,968	30.7%
google shop	115	-30.3%	24,050	-22.2%
google water	8	700.0%	23,735	1,739.9%
google store	39	-70.2%	23,437	-65.6%
youtube merch	724	-3.1%	20,798	242.2%
google backpack	262	-18.9%	19,572	185.3%
google merchandise	141	-52.0%	19,030	-13.6%
youtube merchandise	732	-34.2%	11,459	80.0%
google socks	240	242.9%	8,599	184.1%

PPC

PPC Summary

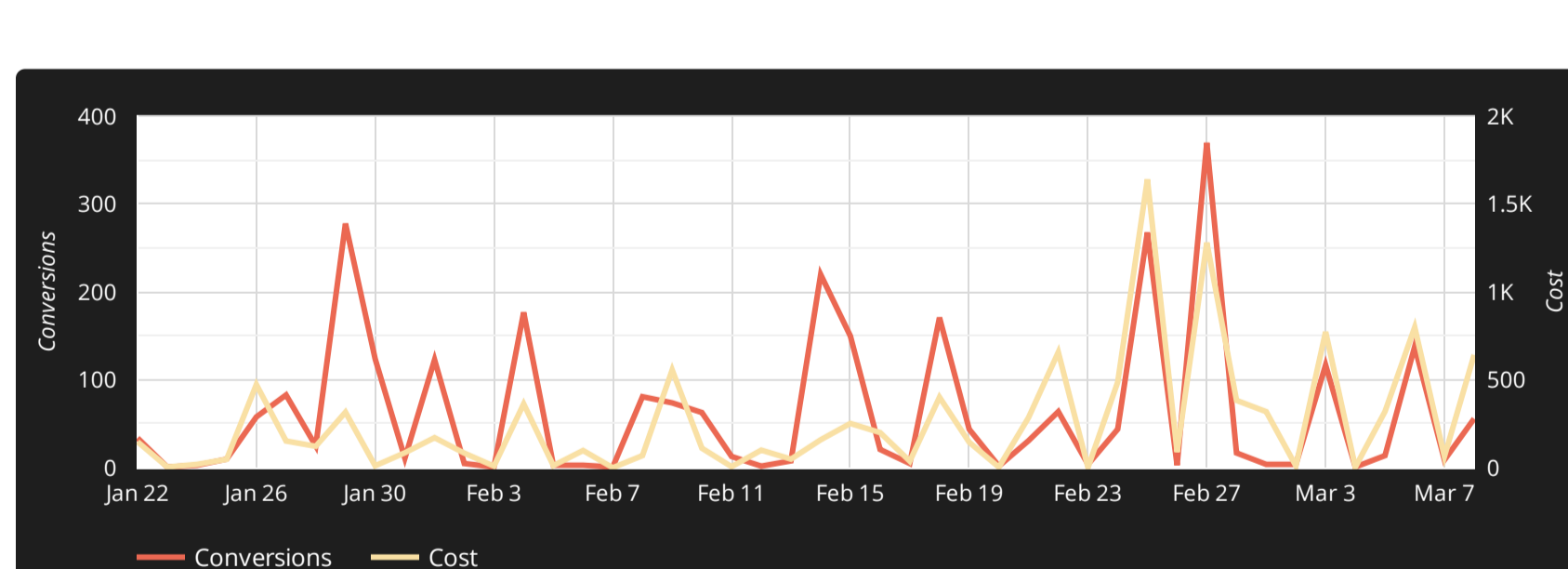
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Conversions
2.9K

ROAS
3,583%

Cost
\$12.00K

Cost / Conv.
\$4.09



Campaign	Impressions	Clicks	CTR	Cost	Avg. CPC	Conversions	Conv. rate	Cost / Conv.
1. Campaign - Biking	160,448	5,476	3.41%	\$1,463	\$0.27	137	2.5%	\$10.68
2. Campaign - T-Shirts	214,261	7,195	3.36%	\$1,347	\$0.19	512	7.12%	\$2.63
3. Campaign - Fun	297,476	8,503	2.86%	\$2,702	\$0.32	581	6.83%	\$4.65
4. Campaign - Active Wear	89,254	2,398	2.69%	\$261	\$0.11	137	5.71%	\$1.91
5. Campaign - Accessories	457,771	11,217	2.45%	\$3,111	\$0.28	662	5.9%	\$4.7
6. Campaign - Shoes	93,297	1,994	2.14%	\$12	\$0.01	124	6.22%	\$0.1
7. Campaign - Dynamic Search Ads	356,982	7,431	2.08%	\$1,418	\$0.19	454	6.11%	\$3.12
8. Campaign - Holiday	22,662	445	1.96%	\$1,416	\$0.33	44	9.89%	\$3.12
9. Campaign - Wearables	257,367	3,604	1.4%	\$1,339	\$0.37	217	6.02%	\$6.17

SOCIAL

Social Summary

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Tracked Facebook Leads
2K
↑ 67.2%

Cost per Website Lead
170

Spend
508.67

link clicks
205

CPC - Link
2.48

Page Engagements
736

Pageviews
329,460
↓ -1.4%

Impressions
45,744

Campaign	Post engagements	People taking action rate % (...)	Estimated ad recall lift rate (%)
Engagement	532	7.42%	21.15%
Site Traffic	204	3.34%	0%