The Beauty Crew | OVERVIEW

Apr 1, 2018 - Apr 30, 2018 Source

At-A-Glance

1 3.6%

Sessions Users 1,297

1,053 49.96% 218 **1** 7.0%

Social

Bounce Rate Organic Searches

Paid Search

11.5%

At-A-Glance

Cost

Clicks

Cost per Conversion

\$167.76

316 **£** 62.3%

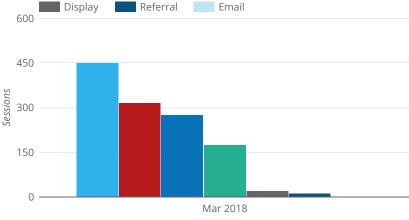
1 73.6%

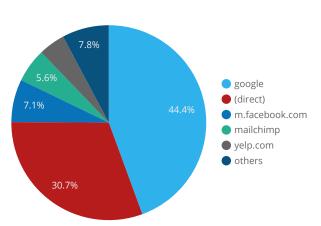
\$0.93 **\$** 56.9%

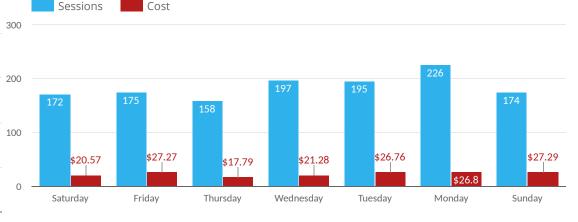
Where is traffic coming from?

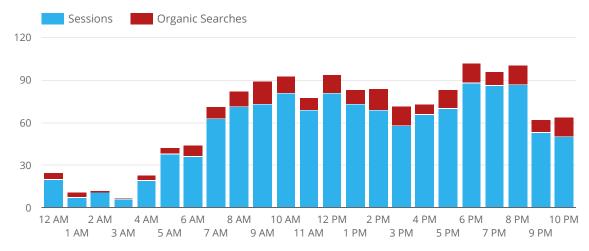
Direct Organic Search

When are users most active?

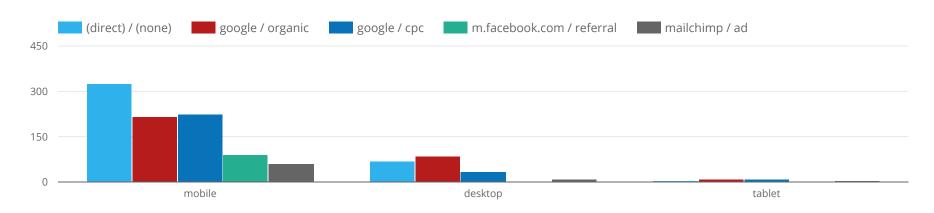


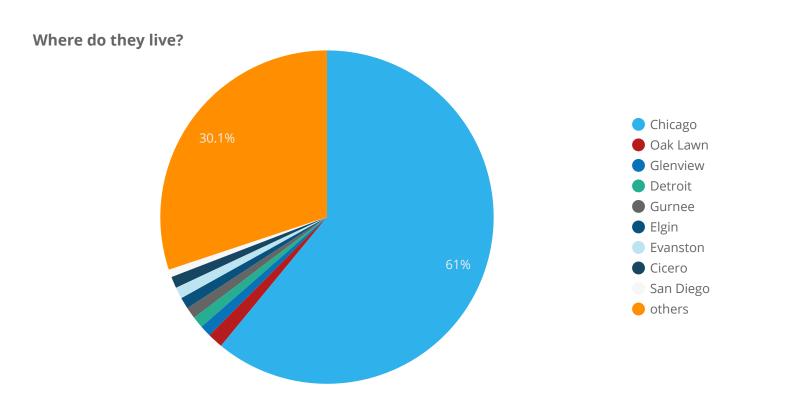






What devices are people using?





Total AdWords Spend

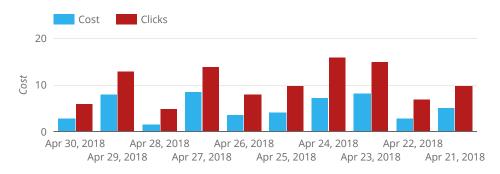
\$167.76

£ 62.3%

Avg. CPC \$0.53

2.74% • -19.7%

How's daily spend doing?



What are top search keywords?

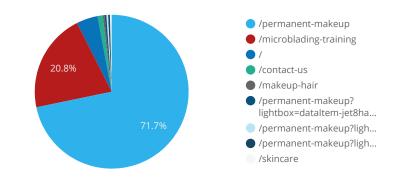
	Convenience of	Cliala	CTD
	Search keyword	Clicks +	CTR
1.	microblading chicago	77	7.94%
2.	eyebrow blading	16	3.56%
3.	microblading	15	3.76%
4.	microblading in chicago	14	5.71%
5.	microblading Chicago	13	7.98%
6.	chicago microblading	12	6.94%
7.	microblading services	9	5.08%
8.	microblading eyebrows chicago	9	7.26%
9.	tattoo eyebrows chicago	8	7.62%
10.	microblading classes	8	6.02%
11	tattoo hrow	7 1 - 69 / 69	4 86%

Spend-O-Meter

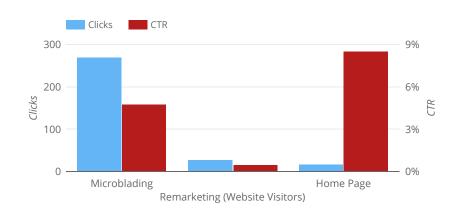


Based on a \$300 monthly spend

Where are people landing?



How are campaigns doing?



How is social engagement?

Avg. Session Duration

Bounce Rate

01:39

-7.1%

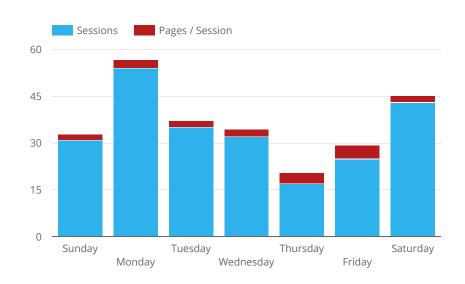
39.2%

1 35.4%

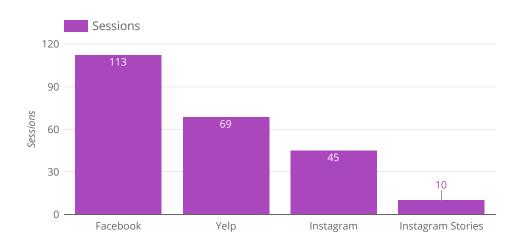
13.9%

of social traffic converted

Which day is most popular for social?



Which social networks send traffic?



When are social users most active?

