


Campaigns

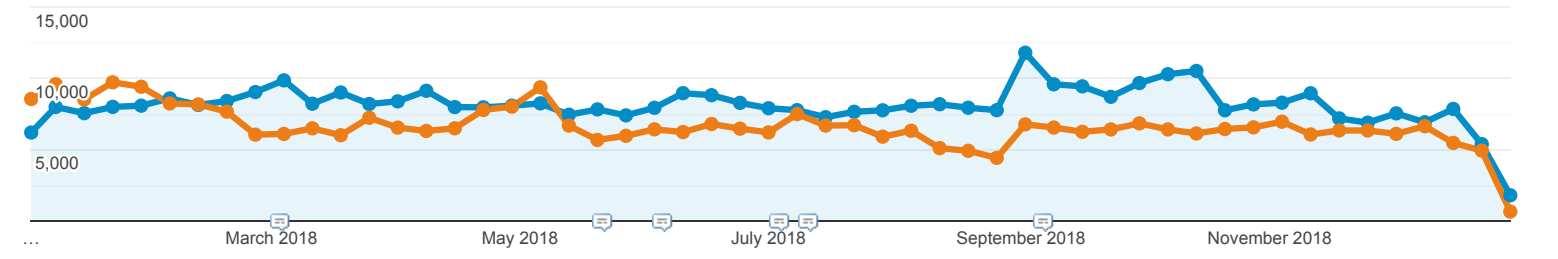

All Users
 +2.53% Sessions

1 Jan 2018 - 31 Dec 2018
 Compare to: 1 Jan 2017 - 31 Dec 2017

Explorer

Summary

01-Jan-2018 - 31-Dec-2018: ● Sessions
 01-Jan-2017 - 31-Dec-2017: ● Sessions



Medium	Acquisition			Behaviour			Conversions Goal 17: NEW - Brochure Requests New Website		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages/Session	Avg. Session Duration	NEW - Brochure Requests New Website (Goal 17 Conversion Rate)	NEW - Brochure Requests New Website (Goal 17 Completions)	NEW - Brochure Requests New Website (Goal 17 Value)
1. cpc	22.25% ▲ 431,185 vs 352,694	1.28% ▼ 65.45% vs 66.31%	20.68% ▲ 282,224 vs 233,854	3.14% ▲ 39.91% vs 38.69%	0.22% ▼ 7.05 vs 7.07	2.63% ▼ 00:06:46 vs 00:06:57	9.94% ▼ 5.52% vs 6.13%	10.11% ▲ 23,805 vs 21,620	10.11% ▲ £119,025.00 vs £108,100.00
01-Jan-2018 - 31-Dec-20...	322,710 (74.84%)	70.68%	228,106 (80.82%)	37.92%	7.16	00:06:44	5.14%	16,602 (69.74%)	£83,010.00 (69.74%)
01-Jan-2017 - 31-Dec-20...	246,242 (69.82%)	70.53%	173,675 (74.27%)	35.23%	7.37	00:06:57	6.16%	15,173 (70.18%)	£75,865.00 (70.18%)
% Change	31.05%	0.22%	31.34%	7.64%	-2.85%	-3.17%	-16.51%	9.42%	9.42%
2. email	54,770 (12.70%)	28.83%	15,790 (5.59%)	37.45%	8.84	00:09:29	2.80%	1,535 (6.45%)	£7,675.00 (6.45%)
01-Jan-2017 - 31-Dec-20...	25,926 (7.35%)	29.67%	7,693 (3.29%)	34.85%	8.78	00:09:20	3.88%	1,007 (4.66%)	£5,035.00 (4.66%)
% Change	111.26%	-2.84%	105.25%	7.46%	0.66%	1.72%	-27.84%	52.43%	52.43%
3. social-ppc	44,132 (10.24%)	81.58%	36,002 (12.76%)	54.43%	3.75	00:03:05	12.23%	5,396 (22.67%)	£26,980.00 (22.67%)
01-Jan-2017 - 31-Dec-20...	53,872 (15.27%)	65.01%	35,022 (14.98%)	46.70%	5.35	00:05:54	7.86%	4,233 (19.58%)	£21,165.00 (19.58%)
% Change	-18.08%	25.49%	2.80%	16.55%	-29.91%	-47.77%	55.61%	27.47%	27.47%
4. retargeting	6,566 (1.52%)	19.89%	1,306 (0.46%)	65.23%	7.54	00:09:28	1.95%	128 (0.54%)	£640.00 (0.54%)
01-Jan-2017 - 31-Dec-20...	4,582 (1.30%)	15.36%	704 (0.30%)	59.95%	16.82	00:19:50	1.31%	60 (0.28%)	£300.00 (0.28%)
% Change	43.30%	29.46%	85.51%	8.80%	-55.19%	-52.25%	48.87%	113.33%	113.33%
5. social	1,610 (0.37%)	29.13%	469 (0.17%)	32.92%	10.53	00:09:01	3.66%	59 (0.25%)	£295.00 (0.25%)
01-Jan-2017 - 31-Dec-20...	12,757 (3.62%)	78.22%	9,979 (4.27%)	66.38%	2.62	00:02:40	2.41%	308 (1.42%)	£1,540.00 (1.42%)

% Change	-87.38%	-62.76%	-95.30%	-50.41%	301.11%	238.71%	51.78%	-80.84%	-80.84%
6. social-content									
01-Jan-2018 - 31-Dec-20...	660 (0.15%)	60.00%	396 (0.14%)	16.97%	11.37	00:09:15	8.94%	59 (0.25%)	£295.00 (0.25%)
01-Jan-2017 - 31-Dec-20...	1,410 (0.40%)	63.12%	890 (0.38%)	13.40%	10.36	00:09:00	14.04%	198 (0.92%)	£990.00 (0.92%)
% Change	-53.19%	-4.94%	-55.51%	26.60%	9.76%	2.66%	-36.34%	-70.20%	-70.20%
7. company_profile									
01-Jan-2018 - 31-Dec-20...	310 (0.07%)	17.74%	55 (0.02%)	25.16%	12.32	00:14:15	5.81%	18 (0.08%)	£90.00 (0.08%)
01-Jan-2017 - 31-Dec-20...	122 (0.03%)	18.03%	22 (0.01%)	19.67%	15.00	01:09:22	3.28%	4 (0.02%)	£20.00 (0.02%)
% Change	154.10%	-1.61%	150.00%	27.90%	-17.85%	-79.46%	77.10%	350.00%	350.00%
8. print									
01-Jan-2018 - 31-Dec-20...	170 (0.04%)	20.59%	35 (0.01%)	21.76%	14.52	00:12:46	2.35%	4 (0.02%)	£20.00 (0.02%)
01-Jan-2017 - 31-Dec-20...	787 (0.22%)	50.83%	400 (0.17%)	19.31%	11.35	00:12:15	17.15%	135 (0.62%)	£675.00 (0.62%)
% Change	-78.40%	-59.49%	-91.25%	12.69%	27.93%	4.19%	-86.28%	-97.04%	-97.04%
9. display									
01-Jan-2018 - 31-Dec-20...	110 (0.03%)	10.91%	12 (0.00%)	48.18%	3.89	00:08:43	0.91%	1 (0.00%)	£5.00 (0.00%)
01-Jan-2017 - 31-Dec-20...	36 (0.01%)	30.56%	11 (0.00%)	11.11%	16.58	00:34:36	2.78%	1 (0.00%)	£5.00 (0.00%)
% Change	205.56%	-64.30%	9.09%	333.64%	-76.54%	-74.80%	-67.27%	0.00%	0.00%
10. Print									
01-Jan-2018 - 31-Dec-20...	86 (0.02%)	0.00%	0 (0.00%)	34.88%	6.66	00:09:46	3.49%	3 (0.01%)	£15.00 (0.01%)
01-Jan-2017 - 31-Dec-20...	0 (0.00%)	0.00%	0 (0.00%)	0.00%	0.00	00:00:00	0.00%	0 (0.00%)	£0.00 (0.00%)
% Change	∞%	0.00%	0.00%	∞%	∞%	∞%	∞%	∞%	∞%

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