



Create your COVID 19 marketing strategies based on your website metrics



www.DigitalMarketingExperts.ca



www.needCS.com



My Name is

Maryam Golabgir (Chief Amazement Officer of Digital Marketing Experts)

Maryam Golabgir is a digital marketing veteran with over 17 years of experience. She has worked in the Telecommunications, E-commerce, IPTV, A.I. Development, Broadband Alliance, and Financial industries. Maryam has worked with many B2B and B2C clients across many industries such as Sheridan Communications, Group of Gold Line, McFees Constructions, Snapd, Niche Decor, Roxborough Realty Group, Clifton Blake Asset Management, Ontario College of Social Workers and Social Service Workers and the Ontario Motor Vehicle Industry Council (OMVIC), among others.

Maryam believes creating a sustainable digital marketing strategy will require a sharp vision and loads of metrics to accompany digital plans. Maryam's digital expertise is in Social Media Marketing strategies, Website Development, Search Engine Marketing and Optimization, Online Advertising and Video / Mobile Marketing.





Message me anytime you want...

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Strategies to Boost Online Sales

As consumers are social distancing and working from home, they're spending even more time online than ever before. Our recommendation would be to focus on what you can do with your online store and digital marketing to compensate for reduced foot traffic.





How to Increase Online Sales

- Use Remarketing to Close Way More Deals
- Actually Talk to Your Prospects on Social Media
- Pinpoint Your Best Attribution and Conversion Paths
- Use the Voice of the Customer for More Resonant Ad Campaigns
- Nail Your Value Proposition – And Make It Immediately Obvious
- Impress New Customers with an Amazing Follow-Up Email
- Grow Online Sales with Mobile Optimization
- Add an Opt-In Pop-Up Offer to Push Them Over the Edge
- Implement Tiered Pricing
- Create and Target Detailed Buyer Personas
- Give Away As Much As You Possibly Can for Free
- Answer Every Question and Address Every Objection in Your Copy
- Keep Messaging Consistent Across Campaigns and Your Site
- Give Gmail Ads a Try
- Invest in Quality Product Images
- Provide as Many Payment Options as Possible
- Reduce Friction in the Checkout Process
- Target Lookalike Audiences on Facebook
- Offer Fewer Choices
- Offer a Bulletproof Money-Back Guarantee
- Create a Sense of Urgency
- Show Off Customer Testimonials and Trust Signals
- Get More Ad Clicks with Ad Extensions
- Be Honest in Your Sales Copy





Do you check your website metrics?



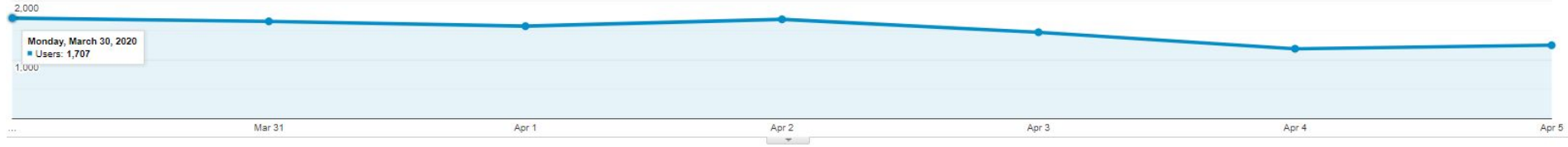
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Who are your users? Break it down.



Users 9,730	New Users 8,747	Sessions 11,833	Number of Sessions per User 1.22	Pageviews 46,242	Pages / Session 3.91	Avg. Session Duration 00:02:47
Bounce Rate 50.04%						



Demographics

- language
- Country
- City

System

- Browser
- Operating System
- Service Provider

Mobile

- Operating System
- Service Provider
- Screen Resolution

Language	Users	% Users
1. en-us	5,236	53.61%
2. en-gb	900	9.22%
3. fr-fr	327	3.35%
4. es-es	312	3.19%
5. zh-cn	266	2.72%
6. en	207	2.12%
7. it-it	172	1.76%
8. pt-br	172	1.76%
9. zh-tw	158	1.62%
10. en-ca	148	1.52%

[view full report](#)



Value of the users per channel



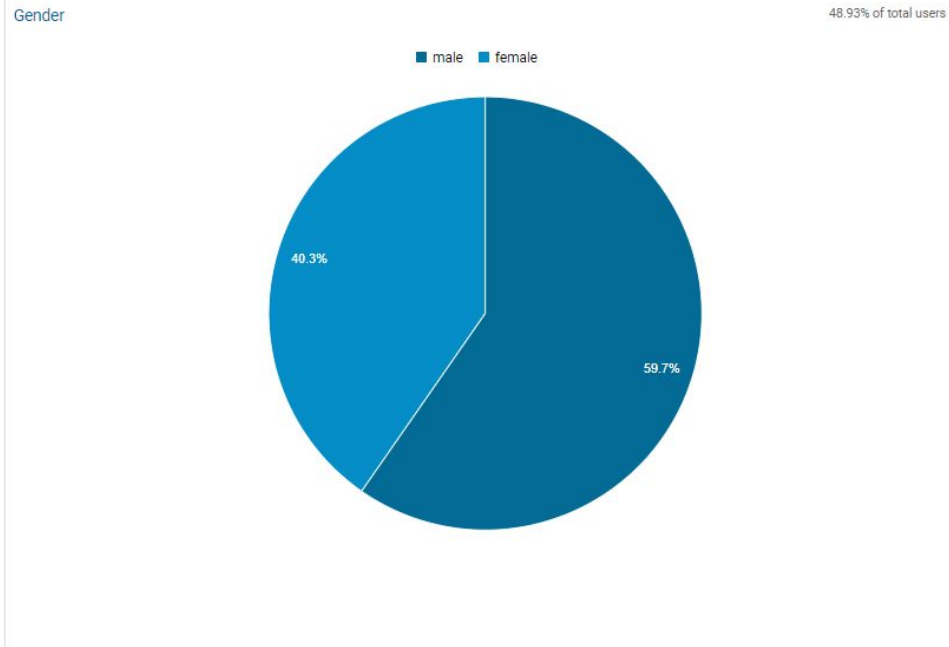
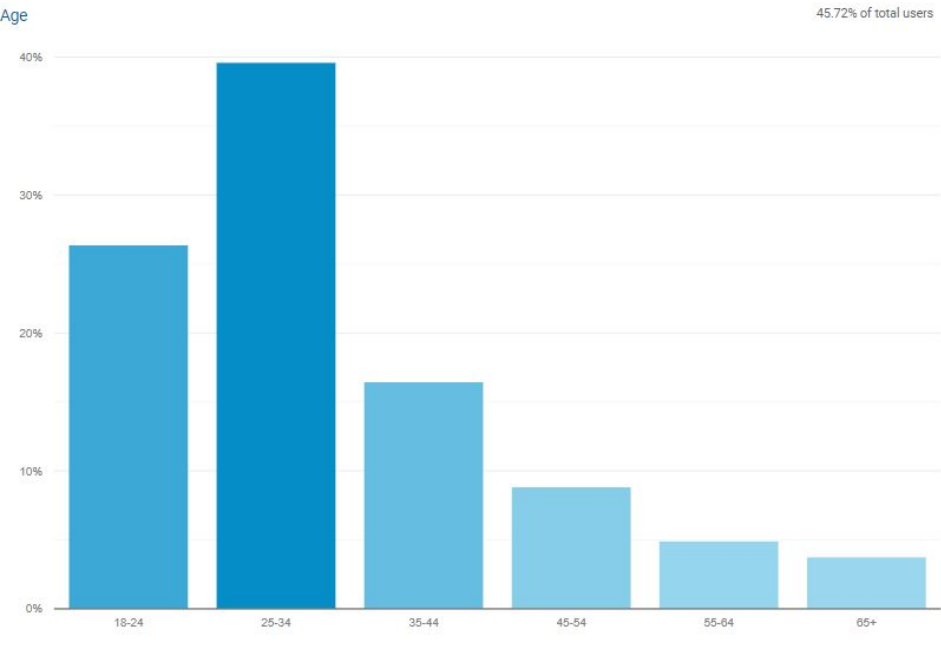
Acquisition Channel	Users	Revenue Per User (LTV)	Revenue (LTV)
	1,973,974 <small>% of Total: 100.00% (1,973,974)</small>	\$3.03 <small>% of Total: 100.00% (\$3.03)</small>	\$5,977,717.05 <small>% of Total: 100.00% (\$5,977,717.05)</small>
1. Organic Search	1,036,554 (52.12%)	\$0.63 (21.12%)	\$658,089.91 (11.01%)
2. Direct	356,152 (17.91%)	\$4.45 (148.07%)	\$1,584,998.09 (26.52%)
3. Social	216,011 (10.86%)	\$0.09 (3.05%)	\$19,807.54 (0.33%)
4. Referral	215,126 (10.82%)	\$16.83 (559.88%)	\$3,620,153.00 (60.56%)
5. Affiliates	52,660 (2.65%)	\$0.04 (1.44%)	\$2,271.61 (0.04%)
6. Paid Search	50,750 (2.55%)	\$1.30 (43.39%)	\$66,193.19 (1.11%)
7. Display	47,365 (2.38%)	\$0.51 (16.97%)	\$24,163.66 (0.40%)
8. (Other)	14,209 (0.71%)	\$0.14 (4.78%)	\$2,040.05 (0.03%)

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Demographic of your online users

Key Metric: Users





Your Online Users interest





Your Online Users location

Country ?	Acquisition			Behavior			Conversions eCommerce ▾		
	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Transactions ?	Revenue ?	Ecommerce Conversion Rate ?
	9,730 <small>% of Total: 100.00% (9,730)</small>	8,758 <small>% of Total: 100.13% (8,747)</small>	11,833 <small>% of Total: 100.00% (11,833)</small>	50.04% <small>Avg for View: 50.04% (0.00%)</small>	3.91 <small>Avg for View: 3.91 (0.00%)</small>	00:02:47 <small>Avg for View: 00:02:47 (0.00%)</small>	11 <small>% of Total: 100.00% (11)</small>	\$576.60 <small>% of Total: 100.00% (\$576.60)</small>	0.09% <small>Avg for View: 0.09% (0.00%)</small>
1. United States	3,612 (36.98%)	3,124 (35.67%)	4,404 (37.22%)	35.67%	5.53	00:03:39	11 (100.00%)	\$576.60 (100.00%)	0.25%
2. India	760 (7.78%)	719 (8.21%)	872 (7.37%)	57.57%	2.56	00:01:46	0 (0.00%)	\$0.00 (0.00%)	0.00%
3. Canada	501 (5.13%)	407 (4.65%)	812 (6.86%)	34.24%	4.99	00:04:33	0 (0.00%)	\$0.00 (0.00%)	0.00%
4. United Kingdom	464 (4.75%)	431 (4.92%)	505 (4.27%)	60.99%	2.70	00:01:46	0 (0.00%)	\$0.00 (0.00%)	0.00%
5. France	317 (3.25%)	291 (3.32%)	407 (3.44%)	68.55%	2.25	00:02:22	0 (0.00%)	\$0.00 (0.00%)	0.00%
6. Spain	254 (2.60%)	212 (2.42%)	332 (2.81%)	59.94%	2.83	00:02:37	0 (0.00%)	\$0.00 (0.00%)	0.00%
7. Germany	242 (2.48%)	225 (2.57%)	270 (2.28%)	60.00%	2.67	00:01:38	0 (0.00%)	\$0.00 (0.00%)	0.00%
8. Italy	213 (2.18%)	201 (2.30%)	264 (2.23%)	63.26%	2.68	00:02:15	0 (0.00%)	\$0.00 (0.00%)	0.00%
9. Australia	196 (2.01%)	187 (2.14%)	211 (1.78%)	55.45%	3.23	00:01:43	0 (0.00%)	\$0.00 (0.00%)	0.00%
10. Brazil	191 (1.96%)	185 (2.11%)	218 (1.84%)	65.60%	2.64	00:01:57	0 (0.00%)	\$0.00 (0.00%)	0.00%





Which of my users are most likely to convert?

Sessions

11,833

% of Total: 100.00% (11,833)

Sessions with Transactions

11

% of Total: 100.00% (11)

Sessions without Transactions

11,822

% of Total: 100.00% (11,822)

% Conversion Probability	Sessions	Sessions with Transactions	Sessions without Transactions
0-1	9,939	8	9,931
2-5	1,894	3	1,891

Primary Dimension: [Default Channel Grouping](#) [Source / Medium](#) [Source](#) [Medium](#)

Secondary dimension: Sort Type: advanced

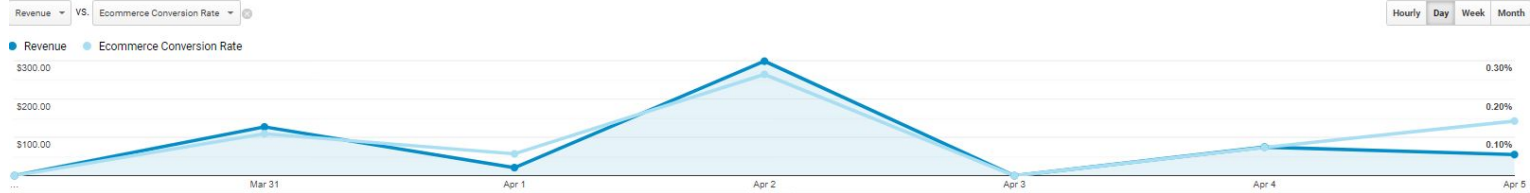
Default Channel Grouping	Acquisition			Behavior			Conversions <input type="text" value="eCommerce"/>		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. % Conversion Probability	Ecommerce Conversion Rate	Transactions	Revenue
	9,730 <small>% of Total: 100.00% (9,730)</small>	8,758 <small>% of Total: 100.00% (8,758)</small>	11,833 <small>% of Total: 100.00% (11,833)</small>	50.04% <small>Avg for View: 50.04% (0.00%)</small>	3.91 <small>Avg for View: 3.91 (0.00%)</small>	0.7 <small>% of Total: 100.00% (0.7)</small>	0.09% <small>Avg for View: 0.09% (0.00%)</small>	11 <small>% of Total: 100.00% (11)</small>	\$576.60 <small>% of Total: 100.00% (\$576.60)</small>
1. Organic Search	5,824 (57.31%)	5,134 (58.62%)	6,747 (57.02%)	54.77%	3.46	0.7 (102.51%)	0.12%	8 (72.73%)	\$370.95 (64.33%)
2. Direct	1,688 (16.61%)	1,579 (18.03%)	1,979 (16.72%)	37.14%	4.94	0.7 (97.46%)	0.15%	3 (27.27%)	\$205.65 (35.67%)
3. Referral	1,391 (13.69%)	977 (11.16%)	1,728 (14.60%)	39.76%	5.23	0.7 (101.09%)	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. Social	453 (4.46%)	425 (4.85%)	470 (3.97%)	64.47%	2.84	0.5 (75.13%)	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. Affiliates	339 (3.34%)	306 (3.49%)	377 (3.19%)	61.54%	2.25	0.5 (74.10%)	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. (Other)	235 (2.31%)	164 (1.87%)	265 (2.24%)	34.34%	4.37	0.7 (93.92%)	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. Display	203 (2.00%)	165 (1.88%)	228 (1.93%)	71.93%	2.04	0.9 (119.52%)	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. Paid Search	30 (0.30%)	8 (0.09%)	39 (0.33%)	35.90%	6.74	1.6 (223.30%)	0.00%	0 (0.00%)	\$0.00 (0.00%)

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Ecommerce Report from Website

Overview



Revenue & Conversion Rate		Transactions	
Revenue	\$576.60	Transactions	11
Ecommerce Conversion Rate	0.09%	Avg. Order Value	\$52.42

Marketing

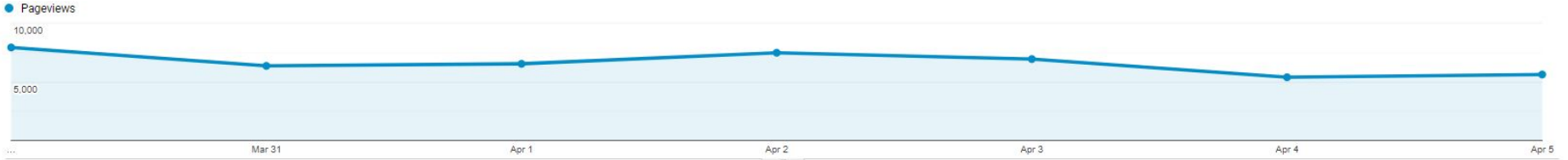
Campaigns	Internal Promotion	Order Coupon Code	Affiliation
0 Transactions	17,340 Impressions	0 Transactions	11 Transactions
\$0.00 Revenue		\$0.00 Revenue	\$576.60 Revenue
\$0.00 Avg. Order Value		\$0.00 Avg. Order Value	\$52.42 Avg. Order Value

Product	Product Revenue	% Product Revenue
1. Google Incognito Techpack V2	\$88.00	15.26%
2. Google Incognito Laptop Organizer	\$56.00	9.71%
3. Google Campus Bike	\$40.00	6.94%
4. Google Camp Mug Ivory	\$39.00	6.76%
5. Google Heathered Pom Beanie	\$30.00	5.20%
6. Google Infant Charcoal Onesie	\$25.00	4.34%
7. Google Confetti Accessory Pouch	\$24.00	4.16%
8. Google Thermal Bottle White	\$24.00	4.16%
9. Android Pocket Onesie White	\$22.00	3.82%
10. Google F/C Longsleeve Ash	\$21.00	3.64%





Pages of your website



Pageviews 46,242	Unique Pageviews 31,721	Avg. Time on Page 00:00:57	Bounce Rate 50.04%	% Exit 25.59%
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Site Content

- Page
- Page Title
- Brands (Content Group)
- Product Categories (Content Group)
- Clothing by Gender (Content Group)

Site Search

Search Term

Events

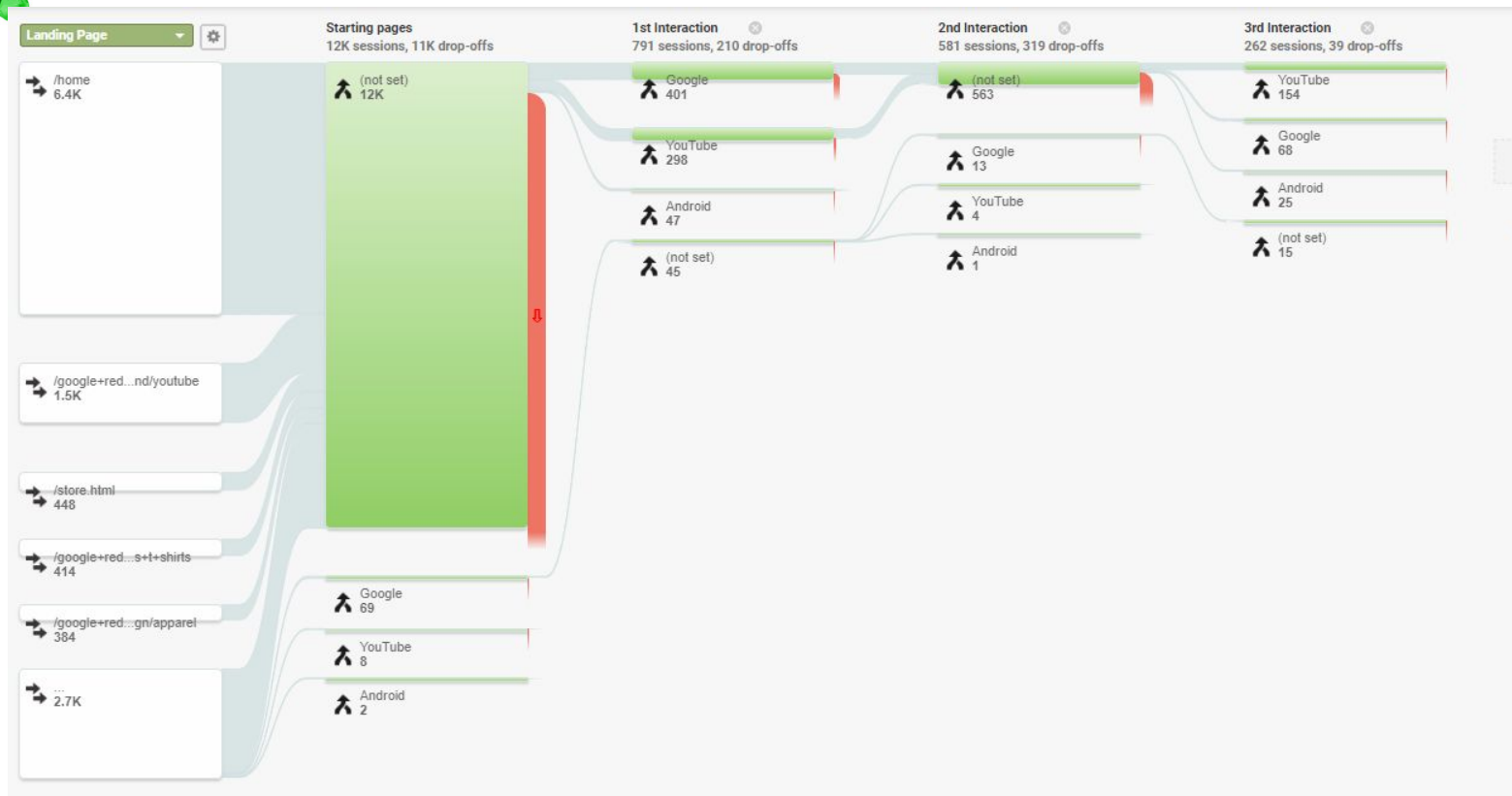
Event Category

Page	Pageviews	% Pageviews
1. /home	9,704	20.99%
2. /store.html	3,704	8.01%
3. /basket.html	2,523	5.46%
4. /google+redesign/shop+by+brand/youtube	2,110	4.56%
5. /store.html/quickview	1,912	4.13%
6. /google+redesign/new	1,671	3.61%
7. /google+redesign/apparel/mens	1,457	3.15%
8. /google+redesign/apparel/mens/quickview	1,187	2.57%
9. /google+redesign/apparel	1,153	2.49%
10. /google+redesign/shop+by+brand/youtube/quickview	1,089	2.36%



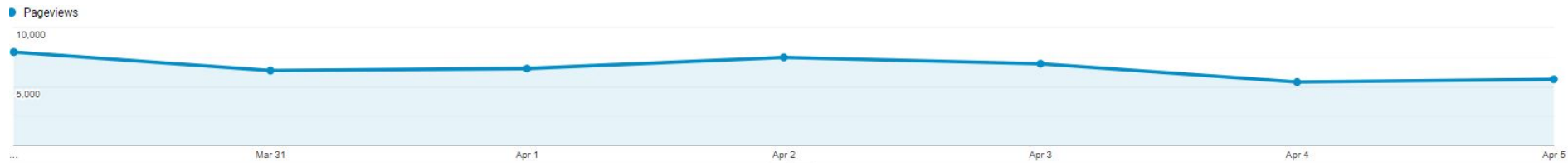


The flow of the traffic throughout your website





Website Pages traffic breakdown



Primary Dimension: [Page](#) [Page Title](#) [Content Grouping: none](#) [Other](#)

Plot Rows: [Secondary dimension](#) Sort Type: [Default](#)

advanced

Page ?	Pageviews ?	Unique Pageviews ?	Avg. Time on Page ?	Entrances ?	Bounce Rate ?	% Exit ?	Page Value ?
	46,242 % of Total: 100.00% (46,242)	31,721 % of Total: 100.00% (31,721)	00:00:57 Avg for View: 00:00:57 (0.00%)	11,832 % of Total: 100.00% (11,832)	50.04% Avg for View: 50.04% (0.00%)	25.59% Avg for View: 25.59% (0.00%)	\$0.37 % of Total: 105.21% (\$0.35)
1. /home	9,704 (20.99%)	7,986 (25.18%)	00:01:17	6,361 (53.76%)	51.10%	44.57%	\$0.06 (16.84%)
2. /store.html	3,704 (8.01%)	2,267 (7.15%)	00:00:47	445 (3.76%)	40.18%	18.79%	\$0.56(153.61%)
3. /basket.html	2,523 (5.46%)	1,224 (3.86%)	00:01:43	199 (1.68%)	48.00%	25.64%	\$0.47(128.36%)
4. /google+redesign/shop+by+brand/youtube	2,110 (4.56%)	1,786 (5.63%)	00:01:16	1,494 (12.63%)	54.07%	47.82%	\$0.02 (4.61%)
5. /store.html/quickview	1,912 (4.13%)	686 (2.16%)	00:00:25	18 (0.15%)	20.00%	5.02%	\$1.03(280.74%)
6. /google+redesign/new	1,671 (3.61%)	1,353 (4.27%)	00:01:17	367 (3.10%)	50.95%	29.80%	\$0.18 (49.85%)
7. /google+redesign/apparel/mens	1,457 (3.15%)	1,115 (3.52%)	00:00:48	189 (1.60%)	41.67%	21.35%	\$0.07 (18.43%)
8. /google+redesign/apparel/mens/quickview	1,187 (2.57%)	417 (1.31%)	00:00:25	13 (0.11%)	27.27%	5.48%	\$0.11 (28.62%)
9. /google+redesign/apparel	1,153 (2.49%)	939 (2.96%)	00:01:03	383 (3.24%)	35.68%	24.63%	\$0.25 (68.29%)
10. /google+redesign/shop+by+brand/youtube/quickview	1,089 (2.36%)	318 (1.00%)	00:00:16	14 (0.12%)	37.50%	12.67%	\$0.09 (25.88%)



Where is the traffic coming from?

Summary Site Usage Goal Set 1 Ecommerce

Users VS. Select a metric

Day Week Month

Users



Primary Dimension: Default Channel Grouping Source / Medium Source Medium Other

Plot Rows Secondary dimension Sort Type: Default

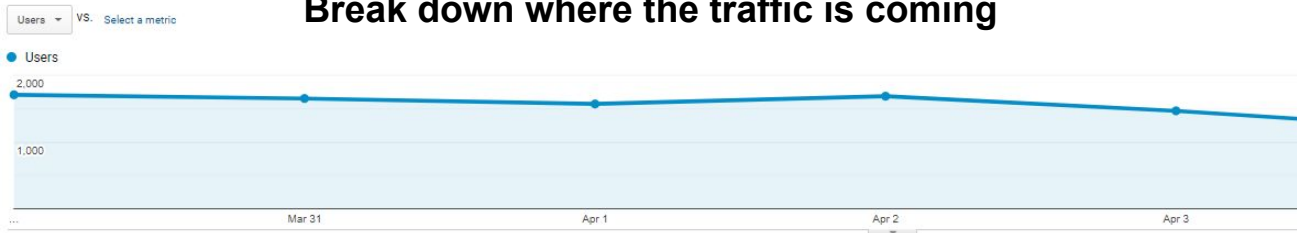
advanced

Default Channel Grouping	Acquisition			Behavior			Conversions eCommerce		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Ecommerce Conversion Rate	Transactions	Revenue
	9,730 <small>% of Total: 100.00% (9,730)</small>	8,758 <small>% of Total: 100.13% (8,747)</small>	11,833 <small>% of Total: 100.00% (11,833)</small>	50.04% <small>Avg for View: 50.04% (0.00%)</small>	3.91 <small>Avg for View: 3.91 (0.00%)</small>	00:02:47 <small>Avg for View: 00:02:47 (0.00%)</small>	0.09% <small>Avg for View: 0.09% (0.00%)</small>	11 <small>% of Total: 100.00% (11)</small>	\$576.60 <small>% of Total: 100.00% (\$576.60)</small>
1. Organic Search	5,824 (57.31%)	5,134 (58.62%)	6,747 (57.02%)	54.77%	3.46	00:02:25	0.12%	8 (72.73%)	\$370.95 (64.33%)
2. Direct	1,688 (16.61%)	1,579 (18.03%)	1,979 (16.72%)	37.14%	4.94	00:03:33	0.15%	3 (27.27%)	\$205.65 (35.67%)
3. Referral	1,391 (13.69%)	977 (11.16%)	1,728 (14.60%)	39.76%	5.23	00:04:16	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. Social	453 (4.46%)	425 (4.85%)	470 (3.97%)	64.47%	2.84	00:01:06	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. Affiliates	339 (3.34%)	306 (3.49%)	377 (3.19%)	61.54%	2.25	00:01:34	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. (Other)	235 (2.31%)	164 (1.87%)	265 (2.24%)	34.34%	4.37	00:02:39	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. Display	203 (2.00%)	165 (1.88%)	228 (1.93%)	71.93%	2.04	00:00:47	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. Paid Search	30 (0.30%)	8 (0.09%)	39 (0.33%)	35.90%	6.74	00:04:57	0.00%	0 (0.00%)	\$0.00 (0.00%)

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Break down where the traffic is coming



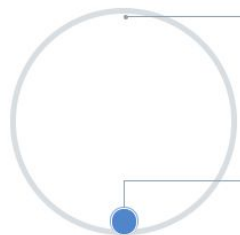
Primary Dimension: Source / Medium Source Medium Keyword Other

Plot Rows Secondary dimension Sort Type: Default

Source / Medium	Acquisition			Behavior			Com
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	
	9,730 <small>% of Total: 100.00% (9,730)</small>	8,758 <small>% of Total: 100.13% (8,747)</small>	11,833 <small>% of Total: 100.00% (11,833)</small>	50.04% <small>Avg for View: 50.04% (0.00%)</small>	3.91 <small>Avg for View: 3.91 (0.00%)</small>	00:02:47 <small>Avg for View: 00:02:47 (0.00%)</small>	
1. google / organic	5,529 (54.23%)	4,859 (55.48%)	6,425 (54.30%)	53.70%	3.53	00:02:27	
2. (direct) / (none)	1,688 (16.56%)	1,579 (18.03%)	1,979 (16.72%)	37.14%	4.94	00:03:33	
3. analytics.google.com / referral	692 (6.79%)	516 (5.89%)	827 (6.99%)	59.13%	2.71	00:03:08	
4. mall.googleplex.com / referral	432 (4.24%)	262 (2.99%)	552 (4.66%)	13.77%	8.92	00:06:11	
5. creatoracademyyoutube.com / referral	370 (3.63%)	357 (4.08%)	383 (3.24%)	63.97%	3.01	00:01:11	
6. Partners / affiliate	339 (3.33%)	306 (3.49%)	377 (3.19%)	61.54%	2.25	00:01:34	
7. (not set) / (not set)	234 (2.30%)	163 (1.86%)	264 (2.23%)	34.09%	4.39	00:02:40	
8. baidu / organic	223 (2.19%)	217 (2.48%)	225 (1.90%)	84.89%	1.28	00:00:19	
9. google.com / referral	219 (2.15%)	138 (1.58%)	257 (2.17%)	27.63%	6.26	00:04:29	
10. dfa / cpm	203 (1.99%)	165 (1.88%)	228 (1.93%)	71.93%	2.04	00:00:47	



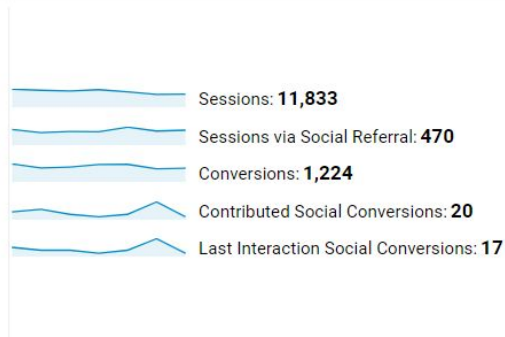
Social Media Relationship



1,224 (\$576.60)
Conversions

20 (\$0.00)
Contributed Social Conversions

17 (\$0.00)
Last Interaction Social Conversions



Social Sources

Social Network

Pages

Shared URL

Social Plugins

Social Network

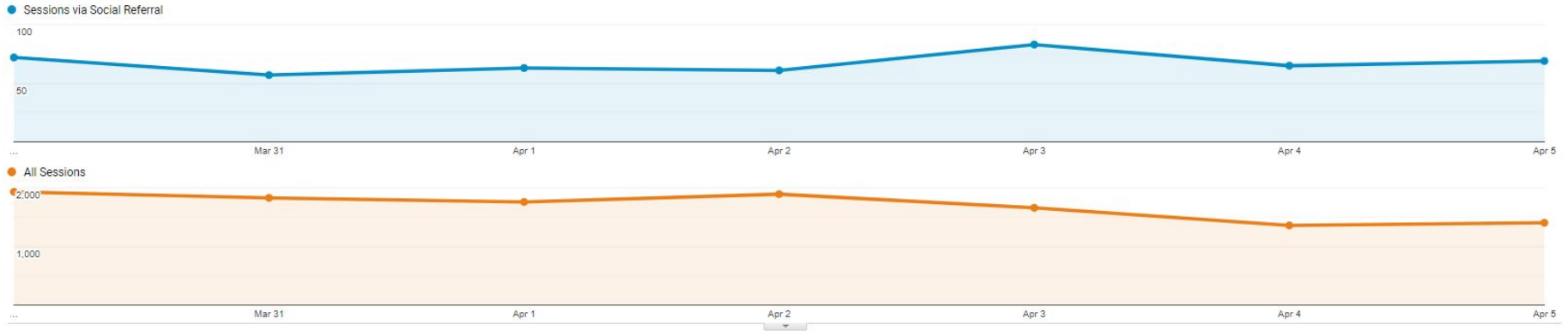
Social Network

	Sessions	% Sessions
1. YouTube	397	84.47%
2. Facebook	41	8.72%
3. Blogger	9	1.91%
4. Quora	7	1.49%
5. Google Groups	5	1.06%
6. reddit	5	1.06%
7. Pinterest	3	0.64%
8. Twitter	3	0.64%

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Social Media traffic to landing Pages



Primary Dimension: Shared URL

Secondary dimension

Search, advanced, view options icons

Shared URL	Sessions	Pageviews	Avg. Session Duration	Pages / Session
1. shop.googlemerchandisestore.com/google+redesign/shop+by+brand/youtube	382 (81.45%)	1,012 (75.92%)	00:00:56	2.65
2. shop.googlemerchandisestore.com/home	32 (6.82%)	64 (4.80%)	00:00:35	2.00
3. shop.googlemerchandisestore.com/google+redesign/accessories/google+magnet	17 (3.62%)	17 (1.28%)	00:00:00	1.00
4. www.googlemerchandisestore.com/home	12 (2.56%)	26 (1.95%)	00:00:29	2.17
5. shop.googlemerchandisestore.com/google+redesign/apparel	6 (1.28%)	6 (0.45%)	00:00:00	1.00
6. shop.googlemerchandisestore.com/google+redesign/shop+by+brand/youtube/quickview	3 (0.64%)	161 (12.08%)	00:32:39	53.67
7. shop.googlemerchandisestore.com/google+redesign/apparel/google+tracking+hat	2 (0.43%)	3 (0.23%)	00:00:57	1.50
8. shop.googlemerchandisestore.com/google+redesign/apparel/socks	2 (0.43%)	5 (0.38%)	00:06:12	2.50
9. shop.googlemerchandisestore.com/google+redesign/drinkware/google+austin+campus+mug	2 (0.43%)	4 (0.30%)	00:00:48	2.00
10. shop.googlemerchandisestore.com/google+redesign/nest/nest-usa	2 (0.43%)	11 (0.83%)	00:03:03	5.50



Conversion from Social media

Conversions Assisted vs. Last Interaction Analysis

Conversions VS. Select a metric

Conversions

10

5

Mar 31

Apr 1

Apr 2

Apr 3

Apr 4

Apr 5

Primary Dimension: Social Network Other

Secondary dimension

advanced

Social Network	Conversions	Conversion Value
	20 % of Total: 1.63% (1,224)	\$0.00 % of Total: 0.00% (\$576.60)
1. YouTube	18 (90.00%)	\$0.00 (0.00%)
2. Google Groups	2 (10.00%)	\$0.00 (0.00%)



www.DigitalMarketingExperts.ca

Email: maryam.golabgir@digitalmarketingexperts.ca Mobile: 416-629-9876



User flow from Social media





All Campaign - Breakdown

- ▼ Campaigns
 - All Campaigns
 - Paid Keywords
 - Organic Keywords
 - Cost Analysis
- ☰ Behavior
- ☰ Conversions

... Mar 31 Apr 1 Apr 2 Apr 3							
Primary Dimension: Campaign Source Medium Source / Medium Other ▼							
Plot Rows Secondary dimension Sort Type: Default ▼							
<input type="checkbox"/> Campaign ?	Acquisition			Behavior			
	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	
	349 <small>% of Total: 3.59% (9,730)</small>	308 <small>% of Total: 3.52% (8,747)</small>	391 <small>% of Total: 3.30% (11,833)</small>	60.10% <small>Avg for View: 50.04% (20.11%)</small>	2.53 <small>Avg for View: 3.91 (-35.34%)</small>	00:01:47 <small>Avg for View: 00:02:47 (-35.87%)</small>	
<input checked="" type="checkbox"/> 1. Data Share Promo	340 (97.42%)	307 (99.68%)	378 (96.68%)	61.64%	2.24	00:01:34	
<input checked="" type="checkbox"/> 2. AW - Google Brand	7 (2.01%)	0 (0.00%)	10 (2.56%)	10.00%	9.50	00:05:37	
<input checked="" type="checkbox"/> 3. AW - Accessories	1 (0.29%)	0 (0.00%)	1 (0.26%)	0.00%	8.00	00:02:39	
<input checked="" type="checkbox"/> 4. AW - Apparel	1 (0.29%)	1 (0.32%)	2 (0.51%)	50.00%	18.50	00:23:47	





All Campaign - Breakdown

- ▼ Campaigns
- All Campaigns
- Paid Keywords**
- Organic Keywords
- Cost Analysis
- Behavior
- Conversions
- Attribution BETA

		Mar 31			Apr 1		Apr 2		Apr 3	
Primary Dimension: Keyword		Search Query	Source	Medium	Campaign	Other ▼				
Plot Rows		Secondary dimension ▼	Sort Type: Default ▼							
Keyword ?	Acquisition				Behavior					
	Users ?	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?				
	30 <small>% of Total: 0.31% (9,730)</small>	8 <small>% of Total: 0.09% (8,747)</small>	39 <small>% of Total: 0.33% (11,833)</small>	35.90% <small>Avg for View: 50.04% (-28.26%)</small>	6.74 <small>Avg for View: 3.91 (72.56%)</small>	00:04:57 <small>Avg for View: 00:02:47 (78.52%)</small>				
<input type="checkbox"/> 1. (not set)	21 (70.00%)	7 (87.50%)	26 (66.67%)	46.15%	4.73	00:03:21				
<input type="checkbox"/> 2. Google Merchandise Store	5 (16.67%)	0 (0.00%)	8 (20.51%)	12.50%	6.38	00:03:27				
<input type="checkbox"/> 3. google merch store	2 (6.67%)	0 (0.00%)	2 (5.13%)	0.00%	22.00	00:14:14				
<input type="checkbox"/> 4. Google Clothing	1 (3.33%)	1 (12.50%)	2 (5.13%)	50.00%	18.50	00:23:47				
<input type="checkbox"/> 5. Google Stickers	1 (3.33%)	0 (0.00%)	1 (2.56%)	0.00%	8.00	00:02:39				





All Campaign - Breakdown

- ▶ Google Ads
- ▶ Search Console
- ▶ Social
- ▼ Campaigns
 - All Campaigns
 - Paid Keywords
 - Organic Keywords
 - Cost Analysis
- Behavior
- Conversions
- Attribution BETA
- Discover

Keyword	Acquisition			Behavior			Conversions <small>#Commerce</small>		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Ecommerce Conversion Rate	Transactions	Revenue
	5,824 <small>% of Total: 59.86% (9,730)</small>	5,134 <small>% of Total: 58.69% (8,747)</small>	6,747 <small>% of Total: 57.02% (11,833)</small>	54.77% <small>Avg for View: 50.04% (9.45%)</small>	3.46 <small>Avg for View: 3.91 (-11.40%)</small>	00:02:25 <small>Avg for View: 00:02:47 (-13.09%)</small>	0.12% <small>Avg for View: 0.09% (27.55%)</small>	8 <small>% of Total: 72.73% (11)</small>	\$370.95 <small>% of Total: 64.33% (\$576.60)</small>
1. (not provided)	5,496 (94.06%)	4,828 (94.04%)	6,373 (94.46%)	53.57%	3.54	00:02:29	0.13%	8 (100.00%)	\$370.95 (100.00%)
2. (not set)	226 (3.87%)	217 (4.23%)	231 (3.42%)	84.85%	1.43	00:00:21	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. google merchandise store	15 (0.26%)	12 (0.23%)	20 (0.30%)	50.00%	5.65	00:07:41	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. https://shop.googlemerchandise.com/Google Redesign/New	12 (0.21%)	12 (0.23%)	12 (0.18%)	91.67%	1.08	00:00:03	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. https://shop.googlemerchandise.com/	10 (0.17%)	9 (0.18%)	12 (0.18%)	58.33%	2.33	00:02:30	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. https://shop.googlemerchandise.com/Google Redesign/Apparel/Google Speckled Beanie Grey	3 (0.05%)	3 (0.06%)	3 (0.04%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. https://shop.googlemerchandise.com/Google Redesign/Apparel/Mens/Mens T Shirts	3 (0.05%)	3 (0.06%)	3 (0.04%)	66.67%	2.33	00:00:15	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. https://shop.googlemerchandise.com/Google Redesign/Shop by Brand/Google	3 (0.05%)	2 (0.04%)	3 (0.04%)	33.33%	6.33	00:09:59	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. https://www.googlemerchandise.com/	3 (0.05%)	3 (0.06%)	3 (0.04%)	66.67%	4.33	00:02:44	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. google shop	2 (0.03%)	2 (0.04%)	2 (0.03%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)

Show rows: 10 Go to: 1 1 - 10 of 72





All Campaign - Breakdown

▼ Campaigns		Source / Medium ?	Users ?	Sessions ?	Impressions ?	Clicks ?	Cost ?
All Campaigns			9,730 % of Total: 100.00% (9,730)	11,833 % of Total: 100.00% (11,833)	0 % of Total: 0.00% (0)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (\$0.00)
Paid Keywords							
Organic Keywords							
Cost Analysis							
☰ Behavior							
☑ Conversions							
Attribution <small>BETA</small>							
🔍 Discover							
<input type="checkbox"/>	1.	google / organic	5,529 (54.23%)	6,425 (54.30%)	0 (0.00%)	0 (0.00%)	\$0.00 (0.00%)
<input type="checkbox"/>	2.	(direct) / (none)	1,688 (16.56%)	1,979 (16.72%)	0 (0.00%)	0 (0.00%)	\$0.00 (0.00%)
<input type="checkbox"/>	3.	analytics.google.com / referral	692 (6.79%)	827 (6.99%)	0 (0.00%)	0 (0.00%)	\$0.00 (0.00%)
<input type="checkbox"/>	4.	mail.googleplex.com / referral	432 (4.24%)	552 (4.66%)	0 (0.00%)	0 (0.00%)	\$0.00 (0.00%)
<input type="checkbox"/>	5.	creatoracademy.youtube.com / referral	370 (3.63%)	383 (3.24%)	0 (0.00%)	0 (0.00%)	\$0.00 (0.00%)
<input type="checkbox"/>	6.	Partners / affiliate	339 (3.33%)	377 (3.19%)	0 (0.00%)	0 (0.00%)	\$0.00 (0.00%)
<input type="checkbox"/>	7.	(not set) / (not set)	234 (2.30%)	264 (2.23%)	0 (0.00%)	0 (0.00%)	\$0.00 (0.00%)
<input type="checkbox"/>	8.	baidu / organic	223 (2.19%)	225 (1.90%)	0 (0.00%)	0 (0.00%)	\$0.00 (0.00%)
<input type="checkbox"/>	9.	google.com / referral	219 (2.15%)	257 (2.17%)	0 (0.00%)	0 (0.00%)	\$0.00 (0.00%)
<input type="checkbox"/>	10.	dfa / cpm	203 (1.99%)	228 (1.93%)	0 (0.00%)	0 (0.00%)	\$0.00 (0.00%)





We have recently partnered up with Hollie from Creative Solutions. Her expertise in Social Media marketing and content development completes us.





Hi, I'm Hollie

Founder, Creative Solutions

I have one goal, one team and countless possibilities to see your vision come to life. I love being able to support you along the way!

T 416-985-2240

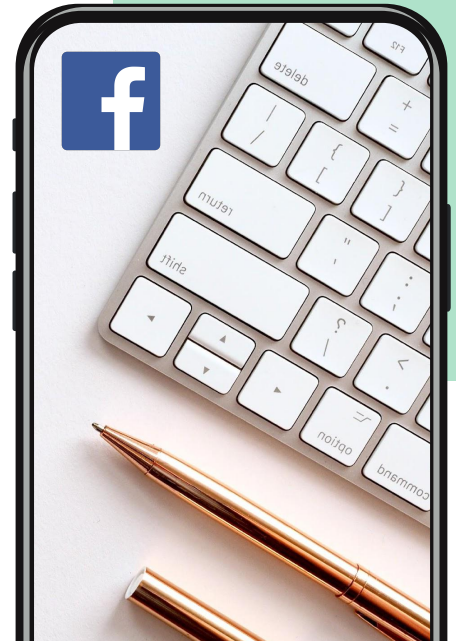
E hollie@needCS.com

W needCS.com | [@CreativeSolutionsHQ](https://www.instagram.com/CreativeSolutionsHQ)



Let's look at your *Facebook* Insights

You will need to have a
Business page





Creative Solutions
@creativesolutionsHQ

Home

Services

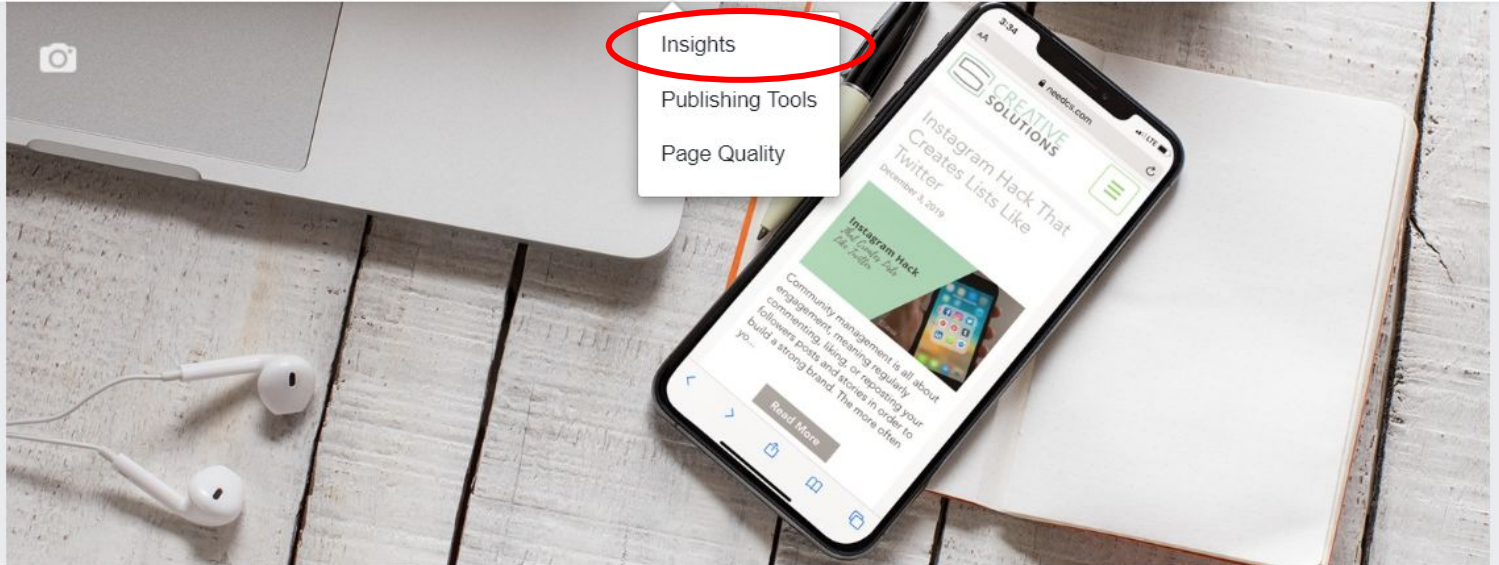
Reviews

Photos

Videos

Posts

Events



Insights

Publishing Tools

Page Quality

Liked

Following

Share



Call Now

Create

Live

Event

Offer

Job

5.0

5 out of 5 · Based on the opinion of 16 people

Create Post



Overview

Ads

Followers

Likes

Reach

Page Views

Page Previews

Actions on Page

Posts

Events

Videos

Stories

People

Messages

Orders

Page Summary

Today

Yesterday

Last 7 days

Last 28 days

Export Data

Results from March 9 - April 5
Note: Does not include activity from the time zone of your page.

Insights activity is reported in the Pacific time zone. Ads activity is reported in the

Organic Paid

Actions on Page

March 9 - April 5



We have insufficient data to show for the selected time period.

Page Views

March 9 - April 5

107

Total Page Views 8%



Page Previews

March 9 - April 5

10

Page Previews 60%



Page Likes

March 9 - April 5

6

Page Likes 50%

Post Reach

March 9 - April 5

283

People Reached 52%

Story Reach

March 9 - April 5

78

People Reached 34%



Recommendations



March 9 - April 5

1

Recommendations ▲ 0%



Post Engagement



March 9 - April 5

308

Post Engagement ▲ 36%



Videos



March 9 - April 5

75

3-Second Video Views ▲ 1%



Page Followers



March 9 - April 5

6

Page Followers ▲ 50%



Orders



March 9 - April 5

0

Number of Orders ▲ 0%

0

Earnings from Orders ▲ 0%

Your 5 Most Recent Posts

Create Post

Reach: Organic / Paid Post Clicks Reactions, Comments & Shares

Published	Post	Type	Targeting	Reach	Engagement	Promote
04/06/2020 4:25 PM	An Instagram business account is an essential part of every organization's			11	0 0	Boost Post
04/06/2020 4:02 PM	How to find the silver lining in this situation and put your business in the			20	2 2	Boost Post
04/05/2020 10:58 AM	SOCIAL MEDIA STARTER PACKAGE \$249/MONTH! Are you			38	0 0	Boost Post
04/04/2020 1:48 PM	You've probably already given your home a good scrub down in			49	0 0	Boost Post
04/03/2020 12:32 PM	Cheers to creative thinkers!			59	1 0	Boost Post

[See All Posts](#)



Search



Hollie

Home

Create



Pages to Watch

Create Post

Compare the performance of your Page and posts with similar Pages on Facebook.

Add Pages

Reactions, Comments & Shares ⓘ

Page	Total Page Likes	From Last Week	Posts This Week	Engagement This Week
1 Entrepreneur	3.8m	▲ 0.2%	204	477.6K
2 LinkedIn	2.2m	▲ 14.7%	5	1.6m
3 HubSpot	1.9m	▲ 5.4%	4	170.6K
4 Young Entrepreneur	1.6m	0%	15	3.8K
YOU 6 Creative Solutions	701	▲ 0.1%	9	34



Search



Hollie

Home

Create



Page Ad Center Inbox **20+** Events **Insights** More ▾

Edit Page Info Settings Help ▾

Overview

Ads

Followers

Likes

Reach

Page Views

Page Previews

Actions on Page

Posts

Events

Videos

Stories

People

Messages

Orders

When Your Fans Are Online

Post Types

Top Posts from Pages You Watch

Data shown for a recent 1-week period. Insights for the time of day are shown in the Pacific time zone.

DAYS

630

636

635

627

634

631

634

Sun

Mon

Tue

Wed

Thu

Fri

Sat

TIMES

400

300

200

100

0

3:00 AM

6:00 AM

9:00 AM

3:00 PM

6:00 PM

9:00 PM





Search



Hollie

Home

Create



Page Ad Center Inbox **20+** Events **Insights** More ▾

Edit Page Info Settings Help ▾

Overview

Ads

Followers

Likes

Reach

Page Views

Page Previews

Actions on Page

Posts

Events ↗

Videos

Stories

When Your Fans Are Online **Post Types** Top Posts from Pages You Watch

The success of different post types based on average reach and engagement.

Show All Posts ▾

Reach Post Clicks Reactions, Comments & Shares ⓘ

Type	Average Reach	Average Engagement
Photo	85	3 4
Link	47	2 2
Video	45	1 1



Search



Hollie

Home

Create



Page Ad Center Inbox **20+** Events **Insights** More ▾

Edit Page Info Settings Help ▾

- Overview
- Ads
- Followers
- Likes
- Reach
- Page Views
- Page Previews
- Actions on Page
- Posts**
- Events ↗
- Videos
- Stories
- People
- Messages
- Orders

















When Your Fans Are Online

Post Types

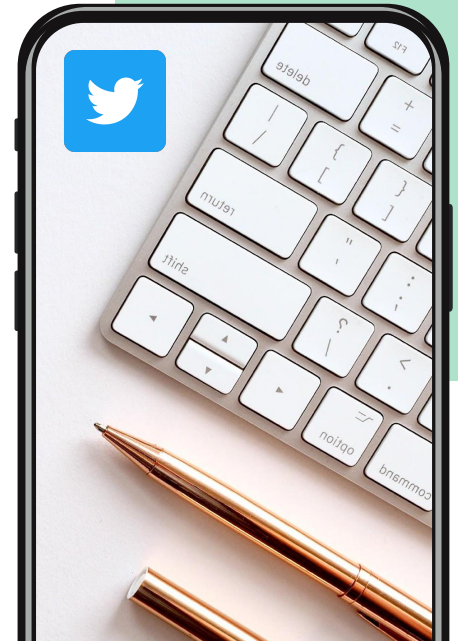
Top Posts from Pages You Watch

Add Pages

Reactions, Comments & Shares ⓘ

Page	Published	Posts This Week	Engagement
 Social Media Tod...	04/02/2020 7:33 PM	 Facebook's added some new tools to assist SMBs impacted by the COVID-19 shutdowns.	545 
 Female Entrepre...	03/30/2020 8:23 AM	 If you only ask yourself one thing today, let it be this 	560 
 Adweek	04/01/2020 5:53 AM	 Designer Jennifer Baer created a series of posters that spin the classic designs seen on vintage travel	571 
 Entrepreneur	04/01/2020 7:00 PM	 COVID-19 has given us the perfect time to learn a skill or launch a new career.	1K 
 Social Media Exa...	04/03/2020 9:01 AM	 On this week's Social Media Marketing Talk Show, join Jeff Sieh and Grace Duffy as we explore	748 

Let's look at your *Twitter* Insights





Account home

Creative Solutions @creativesolHQ

Page updated daily

28 day summary with change over previous period

Tweets 84 ↑ 154.5%

Tweet impressions 25.6K ↑ 121.8%

Profile visits 670 ↑ 230.0%

Mentions 50 ↑ 127.3%

Followers 18.5K ↓ -90



Apr 2020 • 5 days so far...

TWEET HIGHLIGHTS

Top Tweet earned 269 impressions

Don't make us choose! 😞 🌮
#tacosarelife 🌮

#GuacMyWorld #AvoControl
#tacomemes #tacofunny #ilovetacos
pic.twitter.com/kvm7Q7A5wF

Top mention earned 153 engagements

 **Keith Keller** 
@KeithKeller · Apr 1

"THANKS SO MUCH"

Together We Reached
16.3M People In March.

APR 2020 SUMMARY

Tweets 16

Tweet impressions 3,772

Profile visits 108

Mentions 8

New followers 4



Apr 2020 • 5 days so far...

TWEET HIGHLIGHTS

Top Tweet earned 269 impressions

Don't make us choose! #tacosarelife

#GuacMyWorld #AvoControl #tacomemes #tacofunny #ilovetacos pic.twitter.com/kvm7Q7A5wF



View Tweet activity

View all Tweet activity

Top mention earned 153 engagements

Keith Keller AU @KeithKeller · Apr 1

"THANKS SO MUCH"

Together We Reached 16.3M People In March.

- @AnnemarieCoach @BisbanoWrites @CreativeSolHQ @DrJDrooghaag @EmmeLentino @FmFrancoise @GrattonGirl @Helene_wpli @iamEmmaline @Joyce_Glass

APR 2020 SUMMARY

Table with 2 columns: Metric, Value. Rows: Tweets (16), Tweet impressions (3,772), Profile visits (108), Mentions (8)

Top media Tweet earned 260 impressions

If social media platforms were real people #SocialMediaMeeting

#socialmediamarketing #socialmediaexpert #socialmediacoach #socialmediamanager #socialmediatools #socialmedialife #socialmediadesign pic.twitter.com/7bU9hp83vK



View Tweet activity

View all Tweet activity

Let's look at your *Instagram* Insights

You will need to have a
Business Account



A photograph of a desk setup featuring a laptop, a keyboard, and a tablet. The tablet in the foreground displays a calendar for the year 2016, with months JULY, AUGUST, SEPTEMBER, OCTOBER, and NOVEMBER visible. The text is overlaid on a semi-transparent green banner.

Start by following these 3 steps
Grab your phones

Step 1

Switch to an Instagram business account



Step 2

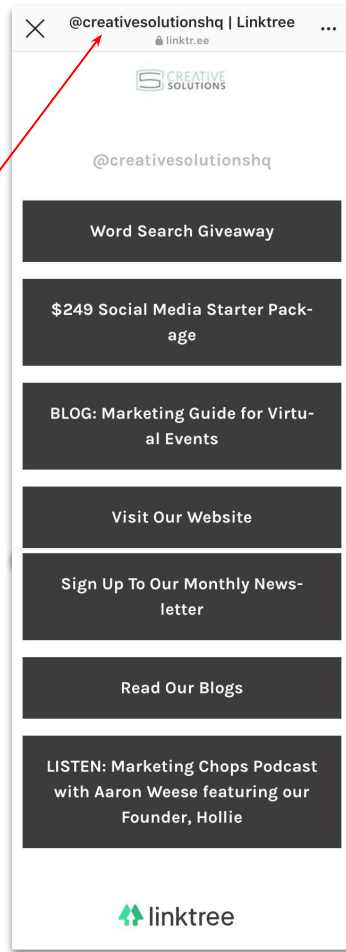
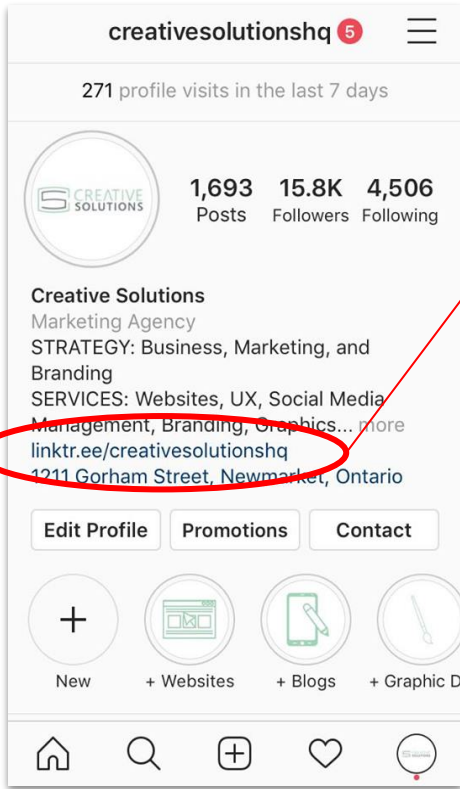
Complete your profile



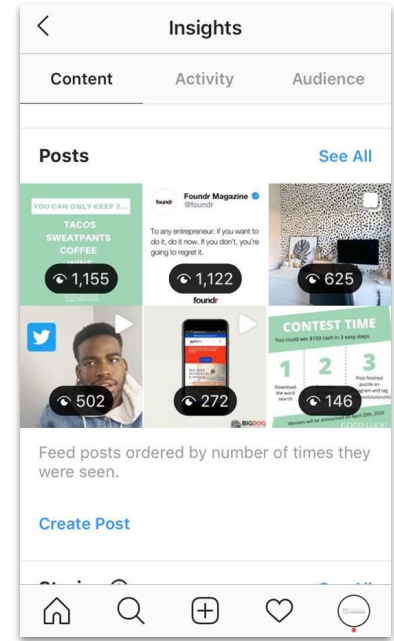
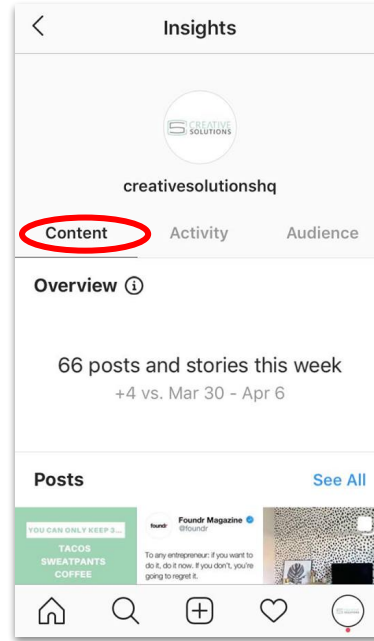
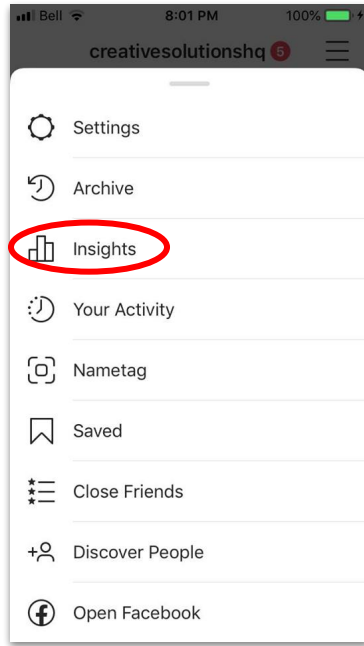
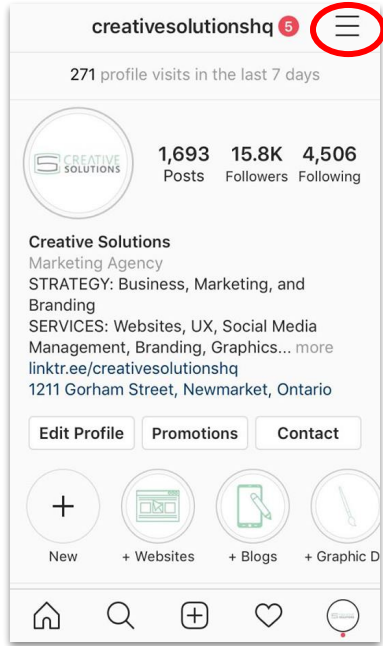
Step 3

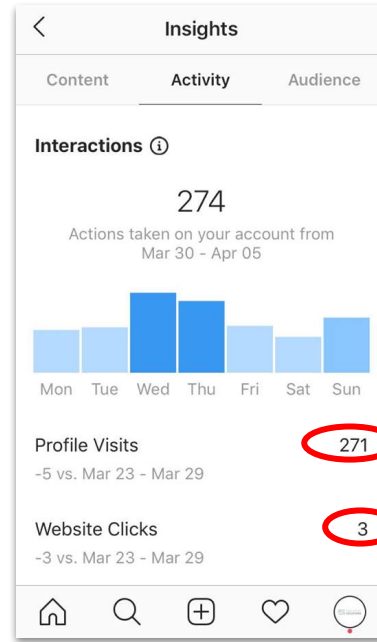
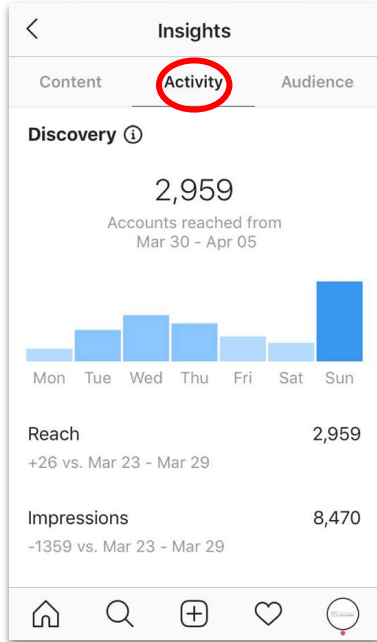
Optimize your account

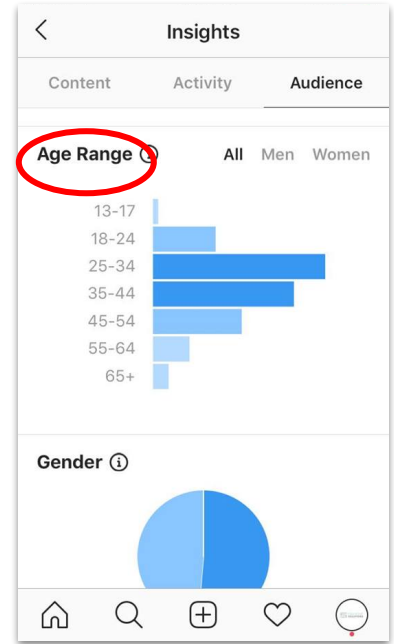
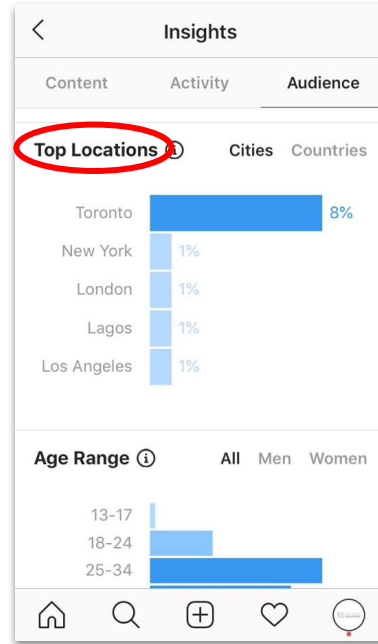


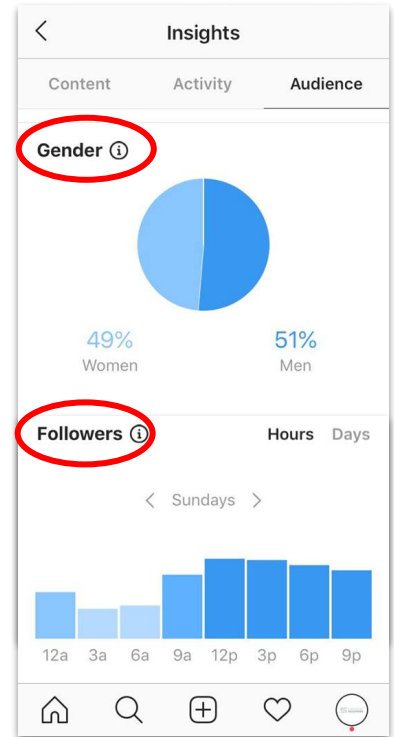
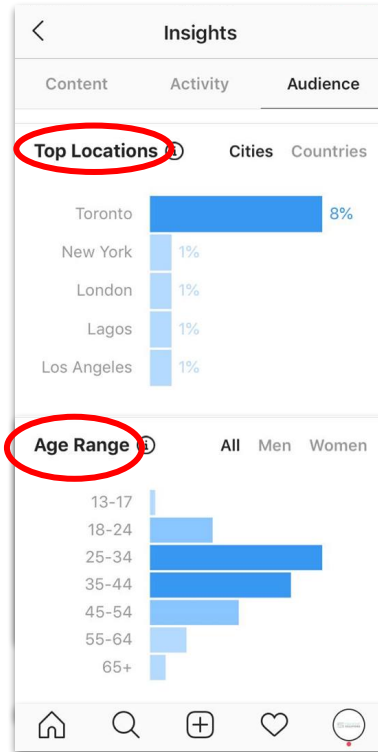
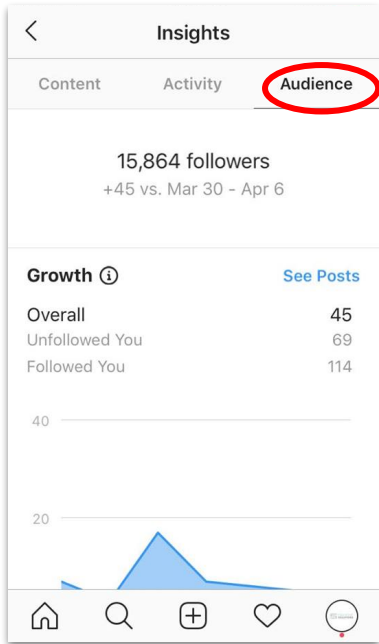


Multiple CTA's driving to your website











We are here to help you.
If you need help reach out to Hollie and I.



www.needCS.com



www.DigitalMarketingExperts.ca