

Your Google campaigns performance report



Report date: from 2/1/18 to 2/28/18

Compared to: from 1/3/18 to 1/31/18

Duration: 28 days

Campaign sessions

Total number of website sessions that campaigns generated.



4416
Sessions

+134.77%
Previous:
1881



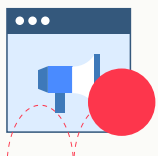
Source: whatagraph.com

Campaigns vs. total



Campaign bounce rate

Single-page website sessions that campaigns generated.



5.24%
Bounce rate

-93.47%
Previous:
80.22%



Source: whatagraph.com

Average campaign session time

The statistic can vary depending on your website's type.



04:26
min sec

+5.98%
Previous
04:11 min



Source: whatagraph.com

Top 3 campaigns

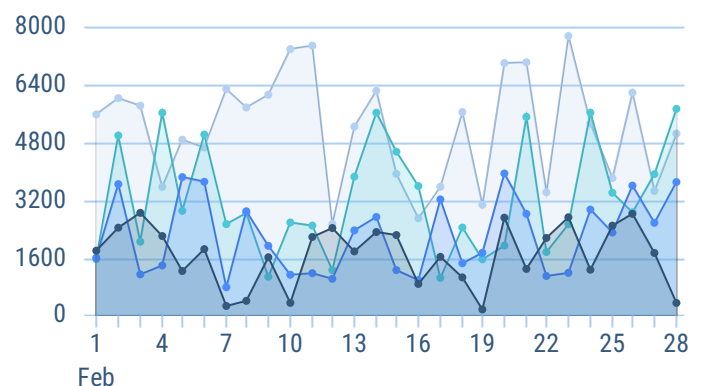
Sessions

1. A campaign	145795
2. B campaign	91070
3. C campaign	62306
4. All other campaigns	47338



Source: whatagraph.com

● A campaign ● B campaign ● C campaign ● All other campaigns













Campaign performance

	Sessions	Bounce rate	Average session time
1. A campaign	25.52%	25.52% -33.80%	03 hours 20 min
2. B campaign	0.77%	0.77% 83.33%	02 hours 37 min
3. C campaign	0.03%	0.03% -93.48%	30 min 08 sec
4. D campaign	0.64%	0.64% 357.14%	10 min 42 sec
5. E campaign	0.48%	0.48% -7.69%	00 min 37 sec
6. F campaign	0.49%	0.49% -36.36%	00 min 18 sec
7. G campaign	0.14%	0.14% -46.15%	00 min 12 sec
8. H campaign	0.94%	0.94% 327.27%	00 min 05 sec
9. I campaign	0.35%	0.35% -47.76%	00 min 05 sec
10. J campaign	0.67%	0.67% 157.69%	00 min 05 sec
11. A campaign	0.62%	0.62% -98.39%	00 min 05 sec

Source: whatagraph.com

Top performing campaign goals

	Completions	Conversion rate
 A campaign	5221 -52.99%	22.38%
 B campaign	4161 -38.67%	0.56%
 C campaign	1365 -64.46%	0.38%
 D campaign	932 -55.83%	0.64%
 E campaign	723 -57.50%	0.17%
 F campaign	634 80.63%	0.91%
 G campaign	8 -95.94%	0.36%
 H campaign	6 -95.42%	0.55%
 I campaign	5 -93.42%	0.58%
 J campaign	5 -58.33%	0.13%

Source: whatagraph.com