

# Marketing Campaigns Performance

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**Period:** 2017-12-25 — 2017-12-31

**Compared to:** 2017-12-18 — 2017-12-24

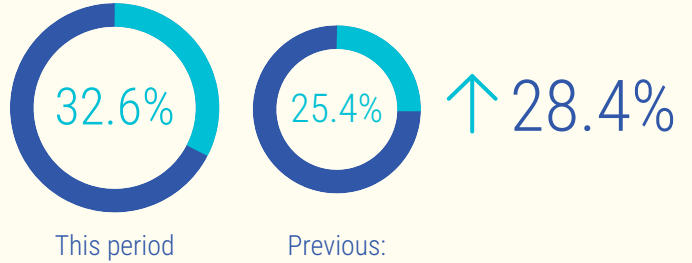
## Campaigns sessions

Total number of website sessions that campaigns generated



## Campaigns vs. Total

● Campaign sessions



Source: whatagraph.com

## Campaign performance

= Sessions

Rank	Campaign	Sessions
1	A campaign	7.7K
2	B campaign	6.6K
3	C campaign	2.4K
4	D campaign	969
5	E campaign	103
6	F campaign	31
7	G campaign	8
8	H campaign	5
9	I campaign	5
10	J campaign	5

Bounce Rate

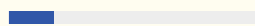
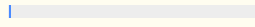
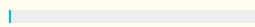







Average session time

Rank	Bounce Rate	Average session time
1	87% ↑ 110.3%	33 min 04 sec
2	1% ↓ -2.1%	27 min 52 sec
3	0% ↓ -4.1%	08 min 51 sec
4	1% ↑ 139.0%	08 min 51 sec
5	0% ↓ -58.3%	01 min 14 sec
6	1% ↑ 157.7%	00 min 44 sec
7	1% ↑ 120.9%	00 min 31 sec
8	1% ↓ -35.4%	00 min 30 sec
9	1% ↑ 143.2%	00 min 22 sec
10	1% ↑ 546.2%	00 min 10 sec

Source: whatagraph.com

## Top performing campaign goals

1	 A campaign
2	 B campaign
3	 C campaign
4	D campaign
5	E campaign
6	F campaign
7	G campaign
8	H campaign
9	I campaign
10	J campaign

	Completions		Change
1	1.2K 25.4%		↓ -88.7%
2	975 1.0%		↓ -89.4%
3	710 0.9%		↓ -79.7%
4	155 0.0%		↑ 0.0%
5	55 0.6%		↓ -23.6%
6	5 0.5%		↓ -87.5%
7	5 0.2%		↓ -87.2%
8	5 0.6%		↓ -83.3%
9	5 0.8%		↓ -28.6%
10	5 0.4%		↓ -28.6%

Source: whatagraph.com

## Revenue

Purchase value generated through your website

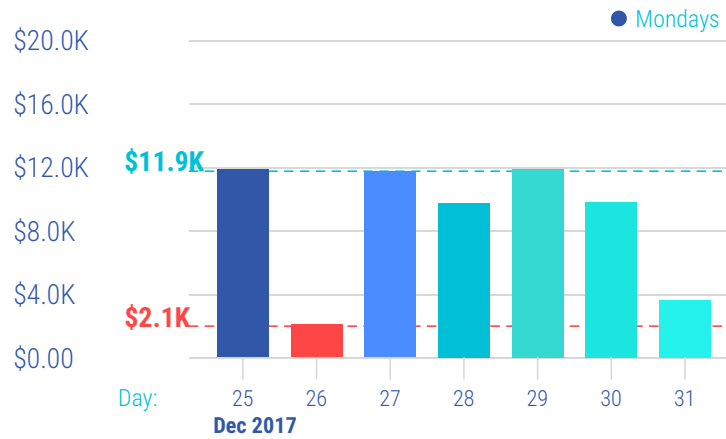
\$8.4K



↑ 2.7%

Previous: \$8.1K

Source: whatagraph.com



## Transactions

Amount of orders completed through your website



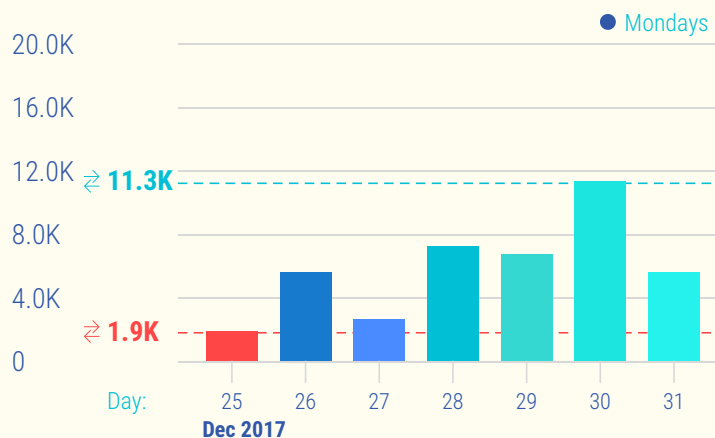
8.8K

Transactions

↑ 8.9%

Previous: 8.1K

Source: whatagraph.com



## Conversion rate

The percentage of visits that resulted in a transaction



34.6%

↑ 22.6%

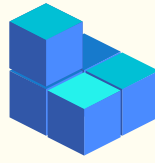
Previous: **28.2%**



Source: whatagraph.com

## Quantity

Amount of units sold through transactions



779

Products sold

↓ -93.0%

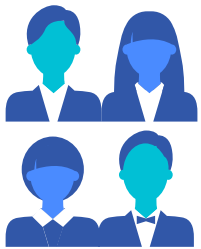
Previous: **11.1K**



Source: whatagraph.com

## Website performance

### Total users



11.4K

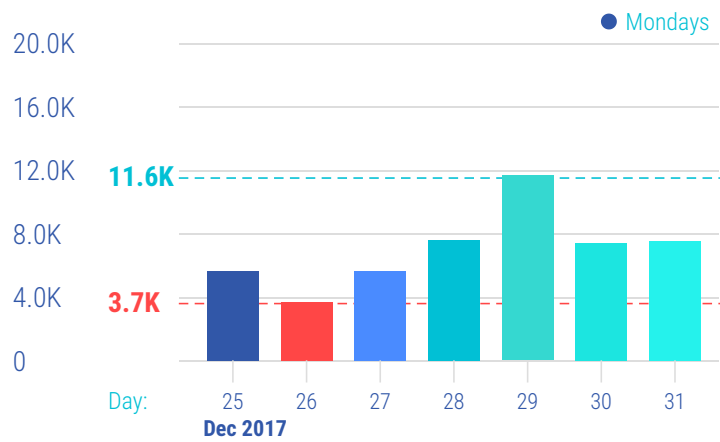
Total users

↓ -3.2%

Previous: **11.8K**



Source: whatagraph.com



### New vs. returning



3.0K

New sessions

↓ -17.3%

Previous: **3.7K**



13.8K ↑ 227.6%

Returning sessions Previous: **4.2K**



Source: whatagraph.com

## Sessions

A period during which the user interacts with your site. Browsing, e-commerce, contact forms are all actions taken during a session



12.1K

Sessions

↓ -1.5%

Previous: **12.3K**

Source: whatagraph.com

## Average session time

The statistics can vary depending on the type of your website. If it's really short (20 sec or less), you should really focus on improving usability and content.



15:20

min sec

↑ 74.2%

Previous: **08:48 min**

Source: whatagraph.com

## Bounce rate

Shows the percentage of sessions during which visitors leave the site without interacting with it. An average bounce rate is 41-55%



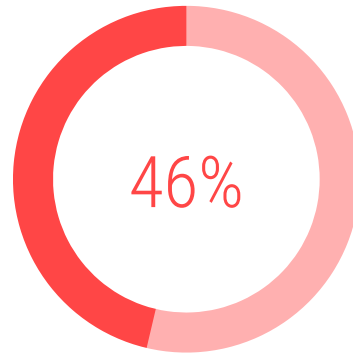
35.1%

Bounce rate

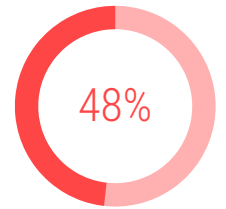
↓ -22.8%

Previous: **45.5%**

Source: whatagraph.com



This period



Previous

## Top traffic sources

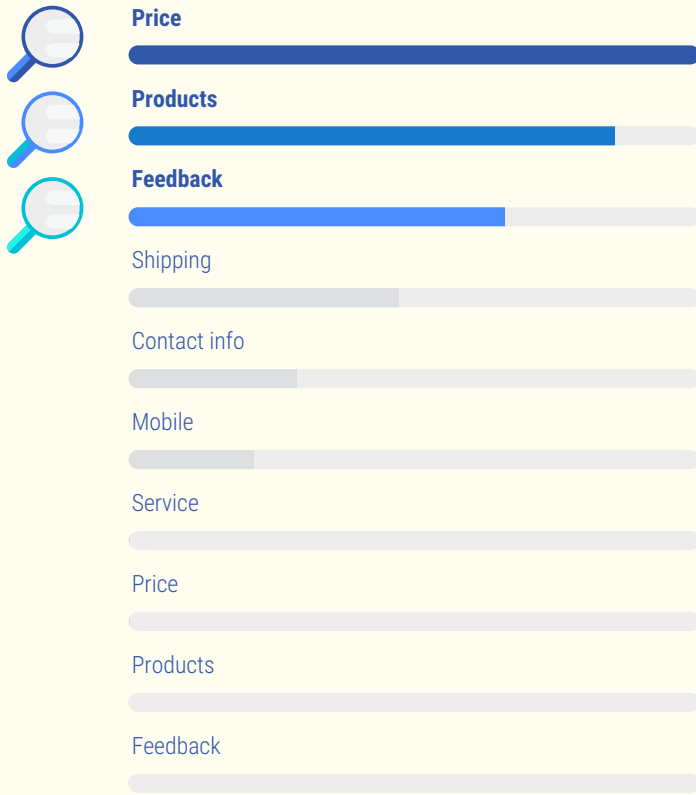
	Sessions	Change
Organic Search	4.8K	↑ 53.5K%
Direct	4.1K	↑ 58.3K%
Referral	2.1K	↑ 14.1K%
Social	198	↑ 1.3K%

Source: whatagraph.com

	New users	Bounce rate	Avg. session time
1.9K	↑ 14.2K%	49.2%	↑ 245.8K% 02hr 46min ↑ 199.6K%
43	↑ 230.8%	0.9%	↑ 275.0% 19min 45sec ↑ 23.6K%
33	↑ 17.9%	0.0%	↓ -88.9% 17min 58sec ↑ 17.9K%
16	↓ -15.8%	0.8%	↑ 875.0% 04min 28sec ↑ 5.3K%

## Organic traffic performance

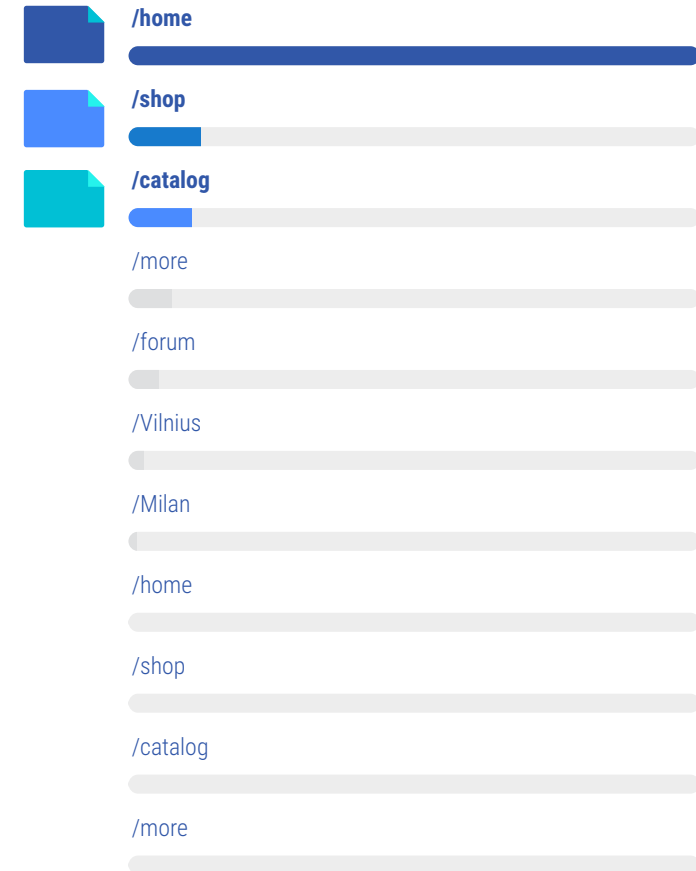
## Top searches



Clicks	Impressions	Average Rank
11.5K ↑42.6K%	7.5K ↑150.4K%	9.0K ↑149.9K%
4.2K ↑53.0K%	331 ↑6.5K%	6.0K ↑99.1K%
2.0K ↑39.4K%	326 ↑6.4K%	618.0 ↑10.2K%
324 ↑6.4K%	260 ↑5.1K%	181.0 ↑3.5K%
161 ↑3.1K%	213 ↑4.2K%	136.0 ↑2.6K%
91 ↓-36.4%	161 ↑2.6K%	108.0 ↓-84.9%
24 ↓-40.0%	108 ↑2.1K%	23.0 ↓-96.2%
20 ↓-25.9%	78 ↑1.5K%	11.0 ↑83.3%
16 ↑100.0%	47 ↑840.0%	11.0 ↑83.3%
16 ↑220.0%	30 ↑500.0%	10.0 ↑66.7%

Source: whatagraph.com

## Top landing pages

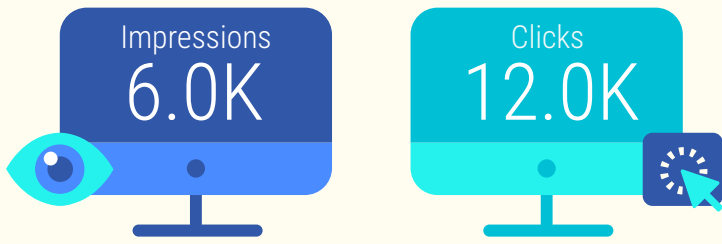


Sessions	Pages viewed	Views per session
11.0K ↑78.5K%	11.9K ↑51.5K%	69.4% ↑8.1K%
1.6K ↑23.2K%	9.4K ↑78.4K%	1.0% ↑32.9%
173 ↑3.4K%	2.3K ↑25.7K%	0.8% ↑150.0%
53 ↑960.0%	775 ↑9.6K%	0.8% ↑113.2%
42 ↑740.0%	724 ↑14.4K%	0.4% ↓-38.1%
37 ↓-65.1%	412 ↑488.6%	0.1% ↓-88.8%
15 ↓-65.9%	157 ↑265.1%	0.5% ↓-51.1%
12 ↓-14.3%	50 ↑117.4%	0.5% ↓-41.2%
7 ↑0.0%	30 ↑150.0%	0.8% ↑4.1%
6 ↑20.0%	7 ↓-22.2%	0.0% ↓-93.8%
5 ↑0.0%	5 ↓-37.5%	0.1% ↓-86.8%

Source: whatagraph.com

## Impressions vs. clicks

● Impr. ↑ 16.5%    ● Clicks ↑ 165.4%



Source: whatagraph.com

## Click through rate

$$\frac{\text{Clicks}}{\text{Impressions}} \times 100 = \text{CTR}$$



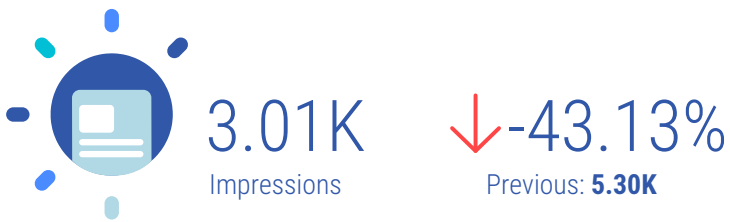
↓ -69.01%

Source: whatagraph.com

## AdWords Performance

### Impressions

The number of times your campaign was shown



Source: Whatagraph.com

### Average position

Your advert's rank against others. 1-8 is usually on the first page



Source: Whatagraph.com

### Clicks

Clicks on your campaign content



Source: Whatagraph.com

### Click through rate

$$\frac{\text{Clicks}}{\text{Impressions}} \times 100 = \text{CTR}$$



↓ -6.06% Previous: 33.35%

Source: Whatagraph.com

## Cost per click



€80.26  
Per click

↑ 129.64%  
Previous: €34.95

Source: Whatagraph.com

## Total cost



€486.54  
Spent

↓ -56.67%  
Previous: €1.1K

Source: Whatagraph.com

## All Conversions

All actions that converted to transaction

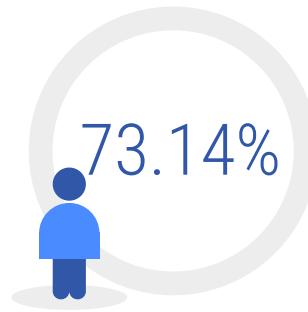


6.7K  
Conversions

↑ 797.1%  
Previous: 748

Source: Whatagraph.com

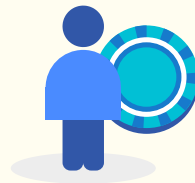
## Conversion rate



↑ 101.43%  
Previous: 36.31%

Source: Whatagraph.com

## Cost per conversion



€42.69  
Per conversion

↑ 161.42%  
Previous: €16.33

Source: Whatagraph.com

## Conversion value



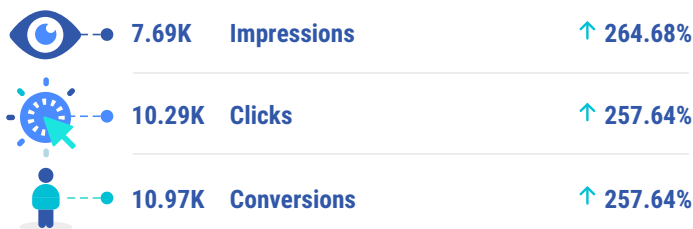
€887.69  
Conversion Value

↑ 78.09%  
Previous: €498.46

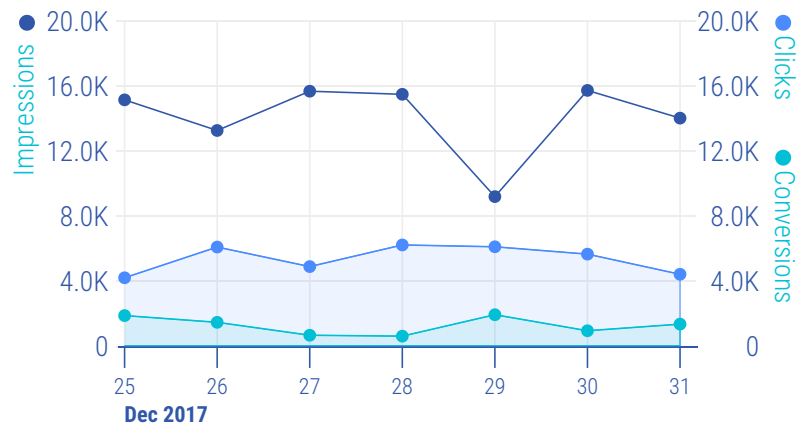
Source: Whatagraph.com

## Funnel activity

The change in user activity during the period



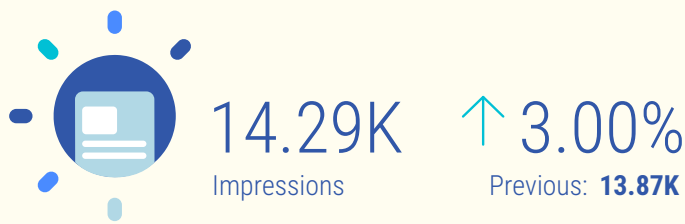
Source: Whatagraph.com



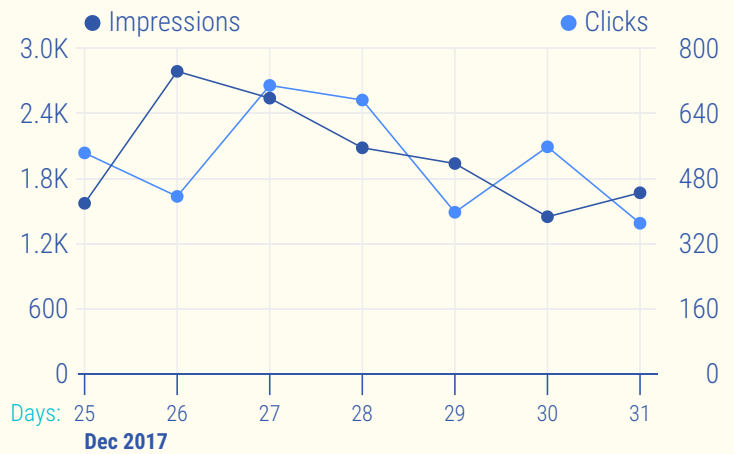
# Facebook Ads performance

## Impressions

The number of times your ads were shown



Source: Whatagraph



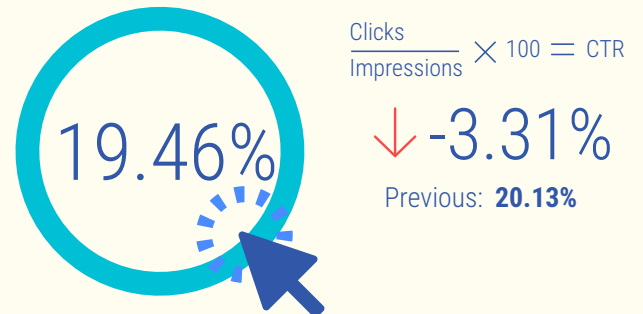
## Total clicks

A number of Clicks (actions) anywhere on your Facebook ad



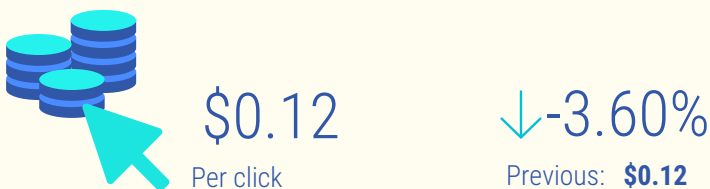
Source: Whatagraph

## Click through rate



Source: Whatagraph

## Cost per click



Source: Whatagraph

## Total spent on ads

Budget spent on Facebook ads during this period



Source: Whatagraph



## Cost per conversion



\$0.08

Conversion Value

↑ 100.56%

Previous: **\$0.04**

Source: Whatagraph

## Conversion value



\$6.5K

Conversion Value

↑ 100.98%

Previous: **\$3.2K**

Source: Whatagraph

## Website leads

The number of lead events tracked by the pixel on your website and attributed to your adverts



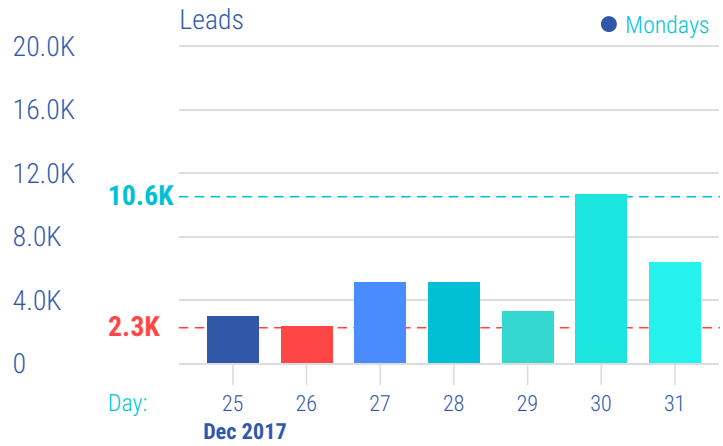
53.08K

Leads

↑ 57.23%

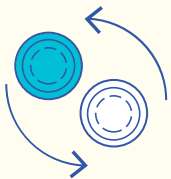
Previous: **33.76K**

Source: Whatagraph



## Website purchase ROAS

Return On Ad Spend



1.06%

ROAS

↓ -45.30%

Previous: **1.94%**

Source: Whatagraph

## Cost per website purchase



\$0.05

Per website purchase

↓ -64.81%

Previous: **\$0.14**

Source: Whatagraph

## Website purchase conversion value



\$3.8K

Conversion value

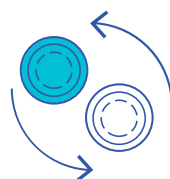
↓ -18.31%

Previous: **\$4.6K**

Source: Whatagraph

## Website purchase ROAS

Return On Ad Spend



1.25%

ROAS

↑ 72.81%

Previous: **0.72%**

Source: Whatagraph