

Measured time period: November 19 - December 3, 2015

Stats

- 447 interactions
- 186,469 impressions
- \$364.67 spent to date

Observations

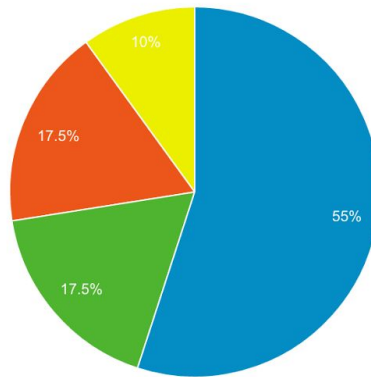
- Bounce rate from AdWords click through is too high. Need to consider a dedicated landing page.
- Saturday, November 21st had 53 click throughs from Facebook to the website. What did we do this day?
- Visits to the site from Facebook spend more time on the site than other visitors.

Sessions by City

City	Sessions
(not set)	172
Kalamazoo	130
Battle Creek	122
Portage	55
Grand Rapids	54
Detroit	47
Texas charter Township	46
New York	22
Three Rivers	19
Marshall	17

New Users by Ad Group

■ Engagement Mobile App ■ Engagement ■ Diamond Jewelry ■ Custom Jewelry



Sessions and Bounce Rate by Keyword

Keyword	Sessions	Bounce Rate
(not set)	317	93.38%
mobileappcategory::60518	48	97.92%
(content targeting)	13	100.00%
mobileappcategory::60022	9	88.89%
jewelry stores	6	83.33%
jewelry designers	4	100.00%
engagement settings	3	100.00%
designer jewelry	2	100.00%
engagement ring setting	2	100.00%
antique engagement ring	1	100.00%