SC Digital Monthly Digital Marketing Report

From Nov 03, 2020 to Dec 02, 2020





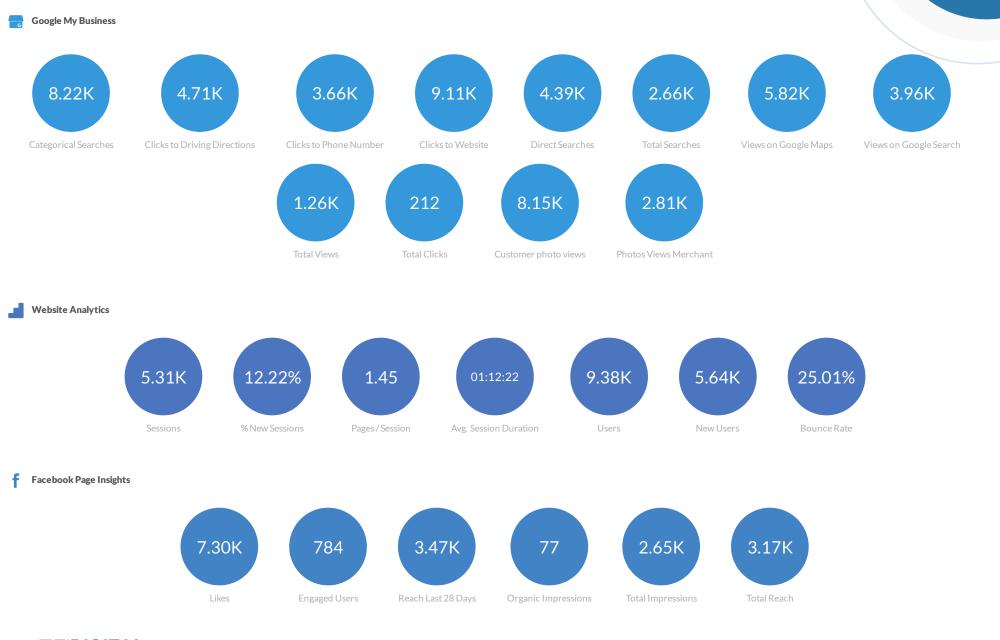
KPIs for Each Ad Source

Facebook Ads Metrics



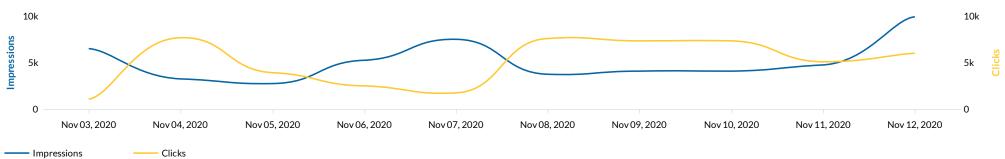


KPIs for Each Ad Source









AdWords Advertising Channel Overview Grid

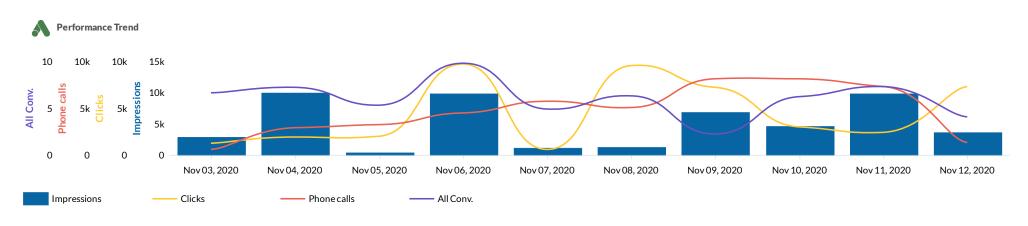
| Advertising Channel | Clicks | Impressions | CTR | Avg. CPC | Cost | Conversions | Cost Per Conversion | Conversion Rate |
|-----------------------|--------|-------------|--------|----------|----------|-------------|---------------------|-----------------|
| Advertising Channel 3 | 615 | 9,834 | 23.18% | \$822.98 | \$48.43 | 6.98 | \$967.07 | 45.64% |
| Advertising Channel 8 | 2,575 | 8,339 | 55.19% | \$807.65 | \$437.25 | 2.51 | \$122.02 | 78.98% |
| Advertising Channel 9 | 2,267 | 7,903 | 56.64% | \$478.32 | \$392.12 | 2.23 | \$845.41 | 1.35% |
| Advertising Channel 4 | 7,913 | 7,638 | 52.22% | \$315.08 | \$169.47 | 9.82 | \$786.42 | 20.89% |
| Advertising Channel 6 | 7,638 | 7,504 | 24.18% | \$419.22 | \$657.33 | 4.45 | \$437.46 | 88.23% |





AdWords Campaign Overview Grid

| Campaign Name | Clicks | Impressions | CTR | Avg. CPC | Cost | Conversions | Phone calls | Cost Per Conversion | Conversion Rate | Adjusted Search Impression Share |
|------------------|--------|-------------|---------|-------------|--------------|-------------|-------------|---------------------|-----------------|----------------------------------|
| Campaign Name 4 | 9,604 | 7,639 | 48.86% | \$174.48 | \$80.22 | 8.64 | 6,811 | \$287.12 | 98.36% | 63.86% |
| Campaign Name 6 | 9,068 | 8,685 | 98.26% | \$508.66 | \$635.55 | 7.93 | 7,885 | \$89.63 | 72.34% | 1.70% |
| Campaign Name 10 | 8,369 | 8,432 | 98.53% | \$830.35 | \$802.61 | 4.54 | 1,134 | \$398.42 | 58.86% | 36.63% |
| Campaign Name 2 | 8,308 | 8,608 | 76.95% | \$106.97 | \$272.50 | 5.51 | 102 | \$968.58 | 22.46% | 99.79% |
| Campaign Name 3 | 7,852 | 3,651 | 20.73% | \$383.19 | \$57.55 | 3.78 | 483 | \$794.48 | 53.00% | 4.38% |
| Campaign Name 5 | 7,650 | 6,029 | 11.13% | \$898.74 | \$648.54 | 3.20 | 6,449 | \$115.31 | 71.61% | 24.20% |
| Campaign Name 1 | 6,566 | 8,328 | 18.97% | \$224.22 | \$363.67 | 6.74 | 1,206 | \$469.90 | 35.15% | 60.03% |
| Campaign Name 9 | 6,559 | 853 | 14.05% | \$163.53 | \$782.87 | 7.32 | 9,146 | \$564.32 | 20.33% | 78.32% |
| Campaign Name 7 | 3,945 | 3,188 | 13.81% | \$531.45 | \$537.60 | 8.24 | 9,399 | \$154.25 | 70.80% | 64.17% |
| - · · · - | 0 700 | | 07.050/ | * 7 ~ ^ ^ ^ | <i>*=~~~</i> | | 7 7 / | <i>*******</i> | 07.0704 | 00.400/ |



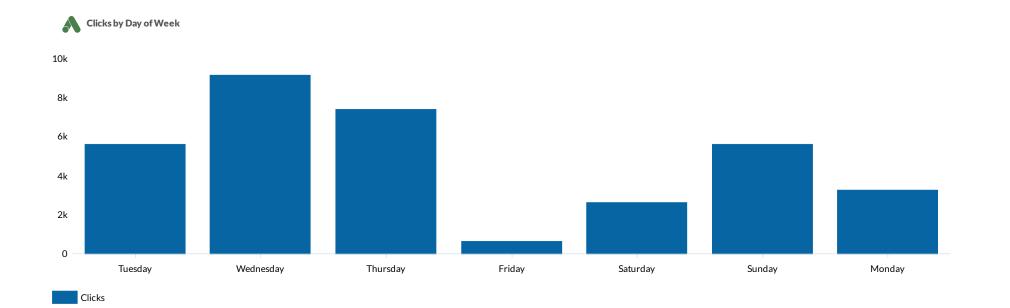
DIGITAL MARKETING SPECIALISTS

SC Digital



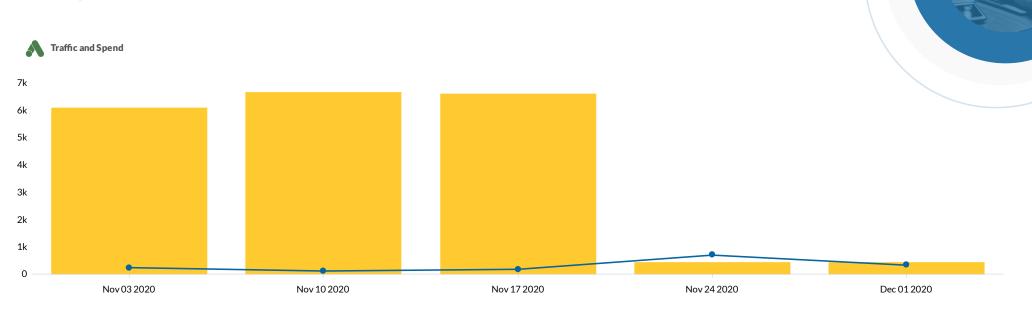
| SearchTerm | Clicks |
|----------------|--------|
| Search Term 5 | 9,903 |
| Search Term 15 | 9,596 |
| Search Term 9 | 9,499 |
| Search Term 11 | 9,365 |
| Search Term 17 | 8,855 |
| Search Term 6 | 7,842 |







DIGITAL MARKETING SPECIALISTS



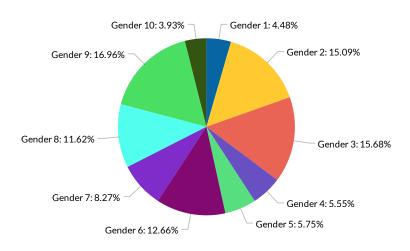
Google Ads By State

| Region | Clicks | Cost Per Conversion | Conversions | Cost |
|-----------|--------|---------------------|-------------|----------|
| Region 10 | 9,682 | \$176.27 | 5.72 | \$775.74 |
| Region 8 | 9,676 | \$615.93 | 4.15 | \$772.61 |
| Region 3 | 9,446 | \$450.68 | 0.34 | \$883.97 |
| Region 6 | 9,328 | \$721.24 | 2.45 | \$974.62 |
| Region 2 | 5,755 | \$75.62 | 4.87 | \$224.58 |

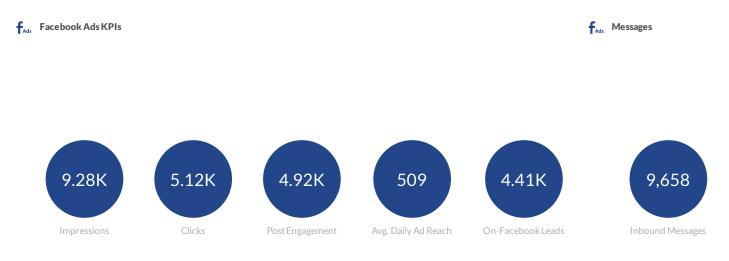




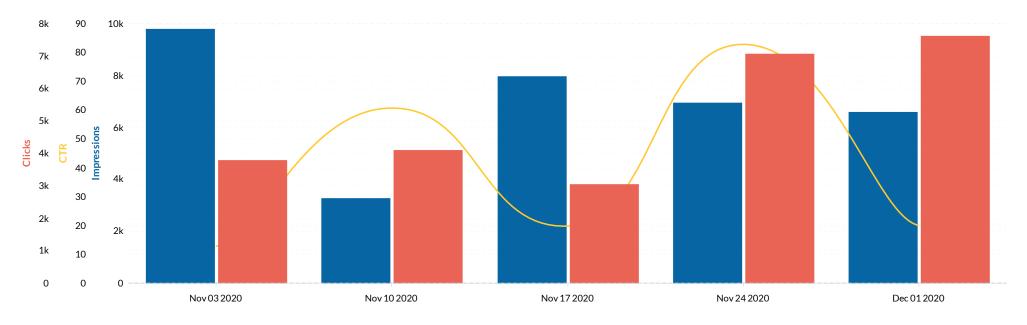
Clicks by gender







F_{Ads} Impressions by day





f_{Ads} Individual Ad Performance

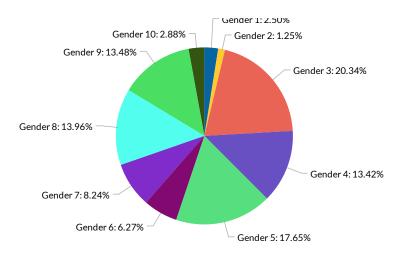
| Ad | Impressionss | MobilePreview | Post Reactions | Post (Comments) | Clitikas | Objective | CTR |
|-------|-----------------|---------------|----------------|-------------------------|-----------------|---------------|--------|
| Ad 3 | 95570 8 | PPeview87 | 8,706 | 97,37K3 4 | 13788 2 | Objective 37 | 53.80% |
| Ad 3 | 982169 | PPeridew75 | 4,980 | 1,6905 | 7554280 | Objectitie 75 | 71.80% |
| Ad 4 | 8 (888 9 | PPeview/42 | 5,154 | 37515 | 8,1924 2 | Objective42 | 89.48% |
| Ad 2 | 85146 3 | PPeridew26 | 4,012 | 961226 | 3,18947 | ODjectitie 26 | 62.63% |
| Ad 10 | 7;481 6 | PPeview/10 | 2,854 | 936037 | %229 1 | Objective 10 | 84.11% |



f_{Ads} Messaging Conversations Started by Campaign

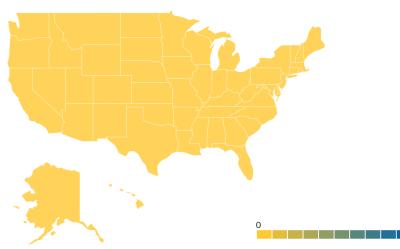
| Campaign | Count |
|------------|--------|
| Total 🔮 | 43,590 |
| Campaign 5 | 7,663 |
| Campaign 4 | 7,518 |
| Campaign 6 | 6,974 |
| Campaign 7 | 5,031 |
| Campaign 2 | 4,459 |

F_{Ads} By gender

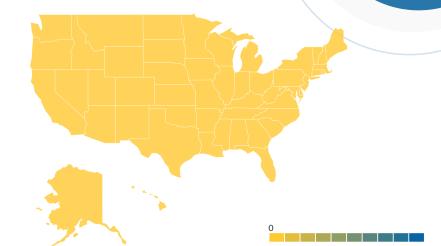




F_{Ads} Clicks by State



F_{Ads} Impressions by State



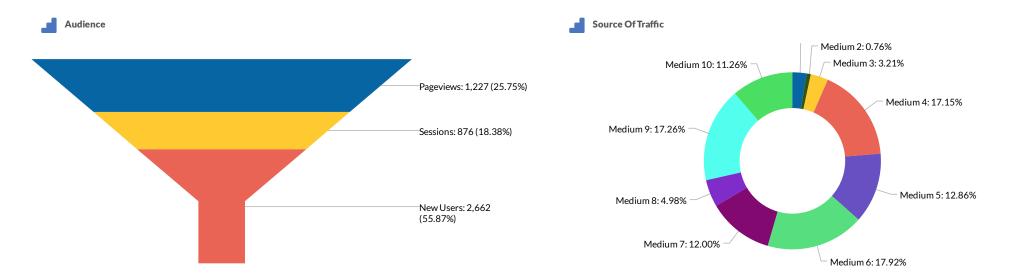


| Ads Currently Running | | |
|-----------------------|----------------|--|
| Ad | Mobile Preview | |
| Ad 1 | Preview 1 | |
| Ad 10 | Preview 10 | |
| Ad 2 | Preview 2 | |
| Ad 3 | Preview 3 | |
| Ad 4 | Preview 4 | |
| | | |



Website Analytics

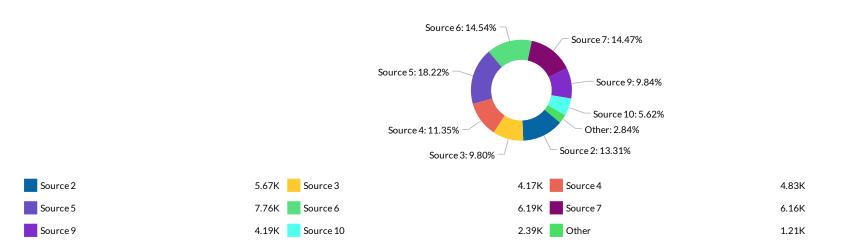






Website Analytics

Sessions by Traffic Source

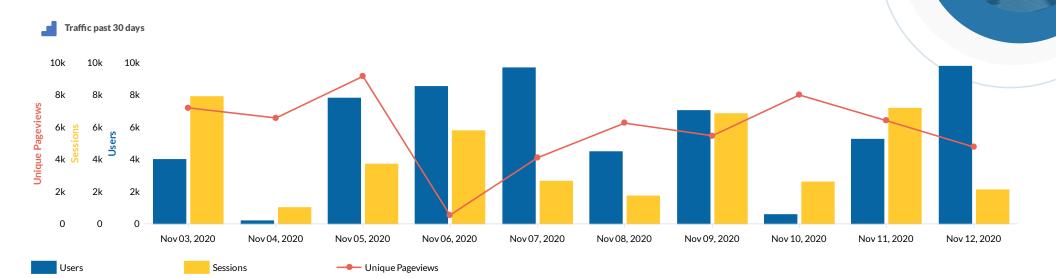


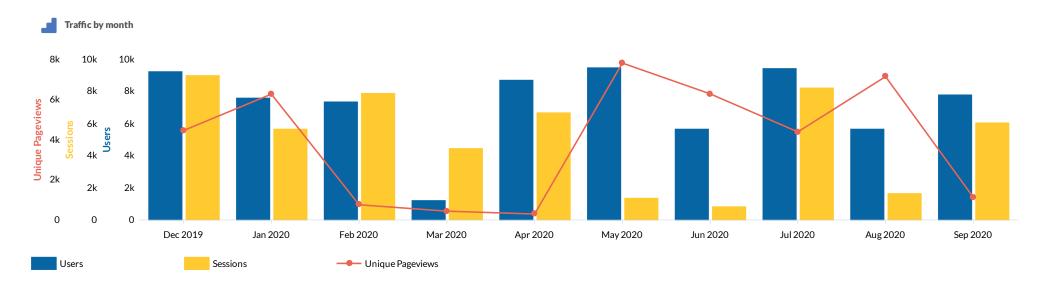
Most popular pages

| Page Title | Page Path | Pageviews | Entrances | Exits | Users |
|---------------|--------------|-----------|-----------|-------|-------|
| Page Title 10 | Page Path 10 | 9,091 | 2,081 | 7,283 | 2,548 |
| Page Title 2 | Page Path 2 | 8,404 | 5,042 | 1,923 | 1,104 |
| Page Title 1 | Page Path 1 | 7,355 | 620 | 7,630 | 5,463 |
| Page Title 7 | Page Path 7 | 6,149 | 6,959 | 4,323 | 8,006 |
| Page Title 8 | Page Path 8 | 5,266 | 3,407 | 3,280 | 6,453 |



Website Analytics

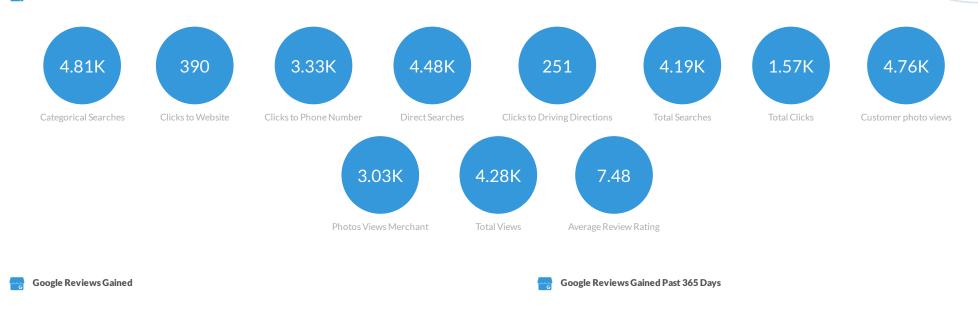


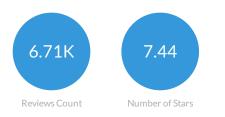




Google My Business

Google My Business KPIs

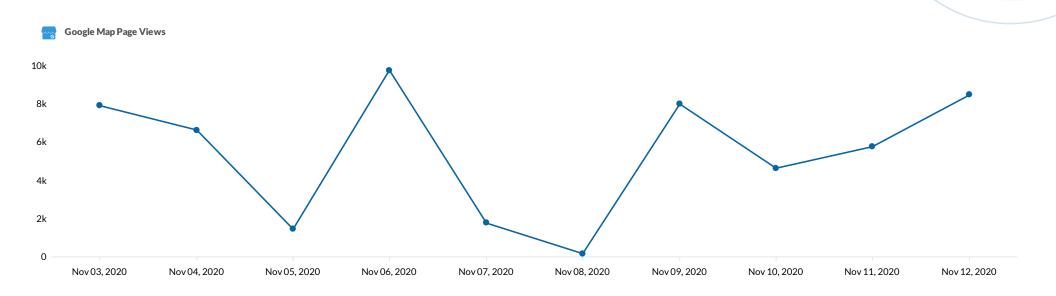








Google My Business





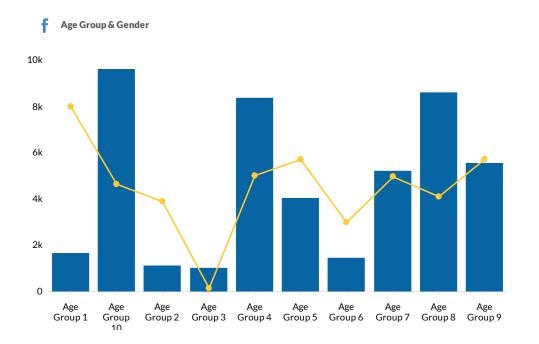
Facebook Page Insights

f Facebook Page KPIs 6.58K 5.43K 7.24K 5.30K 1.40K Likes Pageviews Total Reach Total Impressions Engaged Users Weekly Page Performance f 7k 6k 5.5k 6k 5k 4.5k 5k 4k 3.5k 4k Likes 3k 3k 2.5k 2k 2k 1.5k 1k 1k 500 0 0 Nov 03 2020 Nov 10 2020 Nov 17 2020 Nov 24 2020 Dec 01 2020 Likes **Total Impressions**



Total Impressions

Facebook Page Insights

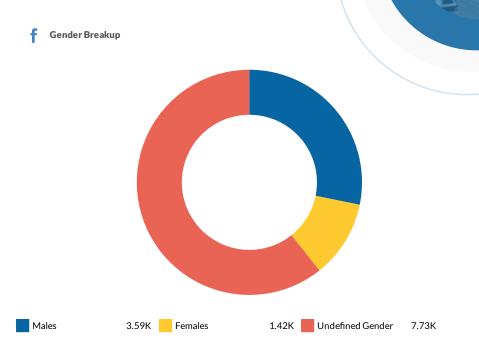


Top 5 countries - Lifetime Page Likes

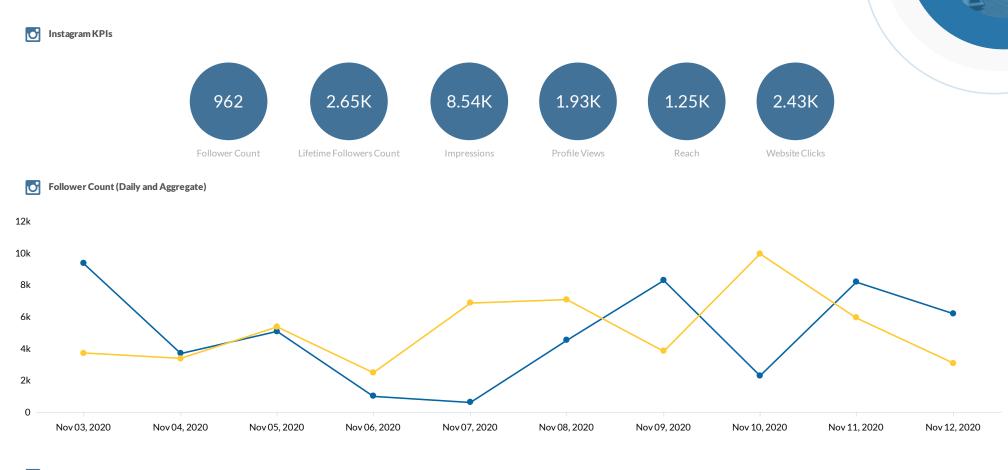
| Country | Lifetime Page Likes |
|-----------|---------------------|
| Country 7 | 7,585 |
| Country 5 | 6,500 |
| Country 8 | 5,950 |
| Country 1 | 5,392 |
| Country 3 | 3,494 |







Instagram Insights



Highest Performing Posts

| Preview | Impressions | Engagement | Reach | Caption |
|------------|-------------|------------|-------|------------|
| Preview 10 | 9,863 | 9,519 | 8,205 | Caption 10 |
| Preview 9 | 9,771 | 3,475 | 3,667 | Caption 9 |
| Preview 1 | 9,188 | 6,237 | 9,272 | Caption 1 |



SEO Rankings

SEO Keyword Rankings

| Keyword | Google Rank | Map Position |
|------------|-------------|--------------|
| Keyword 1 | 6,978 | 4,160 |
| Keyword 10 | 5,266 | 5,720 |
| Keyword 11 | 1,476 | 3,742 |
| Keyword 12 | 6,583 | 3,775 |
| Keyword 13 | 8,045 | 2,785 |
| Keyword 14 | 3,543 | 7,950 |
| Keyword 15 | 1,837 | 6,059 |
| Keyword 2 | 6,821 | 9,779 |
| Keyword 3 | 5,357 | 7,439 |
| Keyword 4 | 7,521 | 7,113 |
| Keyword 5 | 4,890 | 8,863 |
| Keyword 6 | 3,347 | 6,043 |
| Keyword 7 | 1,390 | 7,283 |
| Keyword 8 | 6,749 | 1,269 |
| Keyword 9 | 9,716 | 9,730 |



Microsoft/Bing Ads



Microsoft/Bing Ads KPIs

| Campaign | Clicks | Impressions | Est. Available Impressions | Conversions | Phone Calls | CTR | Average Position |
|-------------|--------|-------------|----------------------------|-------------|-------------|--------|------------------|
| Campaign 1 | 8,722 | 3,461 | 8,553 | 2,334 | 5,001 | 83.04% | 2.3 |
| Campaign 10 | 5,365 | 2,079 | 289 | 1,009 | 5,139 | 62.77% | 4.4 |
| Campaign 2 | 8,331 | 2,572 | 3,733 | 4,392 | 8,499 | 3.31% | 0.19 |
| Campaign 3 | 1,071 | 1,166 | 1,074 | 8,838 | 4,088 | 18.40% | 2.5 |
| Campaign 4 | 2,945 | 9,791 | 5,220 | 497 | 1,726 | 0.22% | 2.0 |



LinkedIn Company Page

LinkedIn Company Page KPIs



in LinkedIn Company Posts

| Publication Date | Post Content | Clicks | Comments | Impressions | Shares | Likes |
|------------------|----------------|--------|----------|-------------|--------|-------|
| | Post Content 1 | 9,684 | 9,288 | 4,810 | 387 | 3,561 |
| | Post Content 2 | 7,975 | 8,715 | 1,701 | 5,801 | 9,584 |
| | Post Content 3 | 4,221 | 4,052 | 1,301 | 4,887 | 7,748 |
| | Post Content 4 | 3,108 | 1,212 | 2,500 | 5,733 | 6,098 |
| | Post Content 5 | 3,094 | 4,579 | 7,051 | 2,405 | 3,216 |



LinkedIn Ads



| Date | СРС | Client Cost | СРМ | Conversion Value |
|--------------|----------|-------------|----------|------------------|
| Nov 03, 2020 | \$864.13 | \$708.72 | \$384.28 | \$167.49 |
| Nov 04, 2020 | \$99.58 | \$637.26 | \$194.94 | \$0.58 |
| Nov 05, 2020 | \$846.50 | \$398.20 | \$330.19 | \$111.60 |
| Nov 06, 2020 | \$813.60 | \$26.80 | \$177.88 | \$882.48 |
| Nov 07, 2020 | \$420.94 | \$957.20 | \$91.42 | \$163.76 |





Terms you should know

Terms you should know

Audience- An audience is a group of people who can potentially see your Facebook ads. When choosing a target audience for your ad set, you can either create a new audience or use a saved audience.

Clicks- The number of clicks on your ads. How It's Calculated- The metric counts multiple types of clicks on your ad, including certain types of interactions with the ad container, links to other destinations, and links to expanded ad experiences.

CPC - (All) The average cost for each click (all). How It's Calculated- The metric is calculated as the total amount spent divided by clicks (all).

Conversions- Conversions are customer-completed actions, like purchases or adding to a cart on a website.

CTR (All) - The percentage of times people saw your ad and performed a click (all). How It's Calculated - The metric is calculated as clicks (all) divided by impressions.

Daily Budget- The daily budget is the average amount you indicated you are willing to spend on a specific ad set per day. Each ad set will have its own separate budget, so keep this in mind if you have more than one active ad set in your account.

Impressions - The number of times your ads were on screen.

Landing Page Views - The number of times a person clicked on an ad link and then successfully loaded the destination webpage or Instant Experience. To report on landing page views, you must have created a Facebook pixel.

Lookalike Audiences - Lookalike audiences are created by Facebook to help advertisers reach people who are similar to (or "look like") an audience that the advertiser cares about. To create a lookalike audience, you need a Custom Audience, which is a list of your current customers or people who have engaged with your business.

Post Engagement - The total number of actions that people take involving your ads.

Reach - The number of people who saw your ads at least once. Reach is different from impressions, which may include multiple views of your ads by the same people. This metric is estimated.

Results - The number of times your ad achieved an outcome, based on the objective and settings you selected.





Thank you!



SC Digital