

This month we saw a 24% increase in the number of sessions on the website. This is attributed to the new Google Ads campaign that we starting running. This is the largest amount of traffic that has come to the website in a single month (other than Sept 2021).

As part of the tracking that I have set up in the last month, I can see that 15 people initiated the checkout process, however on 8 completed it. These 8 purchases totally ██████ in revenue

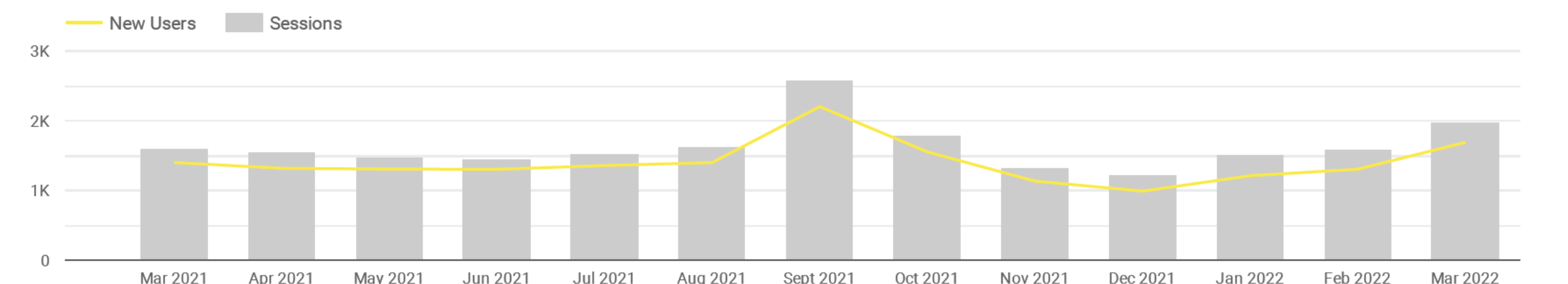
Looking at where people came from in February, 623 people came from Google or other Search Engines (Organic), 541 from Google Advertising (Paid Search), 344 from Facebook and 265 from Direct sources

As for the top pages, after the home page, your most visited pages was air purifiers

SUMMARY

2022 So Far	February Overview	March Overview
Sessions <b>5,382</b> ↑ 10.1%	Sessions <b>1,589</b> ↑ 5.2%	Sessions <b>1,978</b> ↑ 24.5%
Pages/Session <b>2.14</b> ↓ 4.6%	Pages/Session <b>1.99</b> ↓ -19.4%	Pages/Session <b>1.93</b> ↓ -2.9%
New Users <b>4,468</b> ↑ 5.7%	New Users <b>1,308</b> ↑ 7.7%	New Users <b>1,693</b> ↑ 29.4%
Avg. Session Duration <b>00:01:28</b> ↑ 20.6%	Avg. Session Duration <b>00:01:33</b> ↓ 13.7%	Avg. Session Duration <b>00:01:03</b> ↓ 31.8%

SESSIONS VS NEW USER



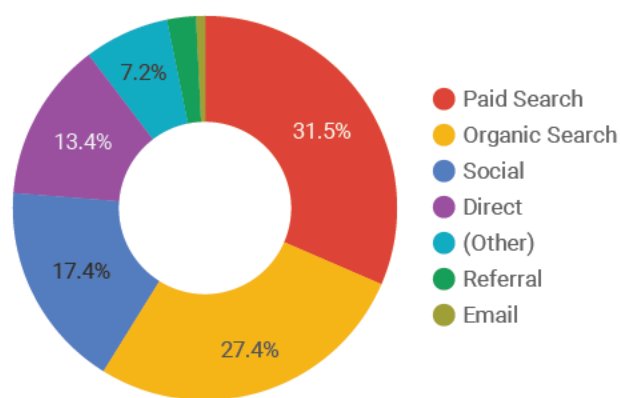
MONTHLY TRAFFIC ANALYSIS

Month of the ...	Social	Referral	Paid Search	Organic Search	Email	Direct	(Other)	Grand total
January	187	34	296	765	12	216	-	1,510
February	311	37	329	580	18	314	-	1,589
March	344	48	623	541	15	265	142	1,978
April	1	45	793	536	30	151	-	1,556
May	-	13	807	431	6	212	-	1,469
June	2	13	779	421	22	220	-	1,457
July	8	12	815	488	8	186	12	1,529
August	5	33	810	568	23	190	-	1,629
September	14	854	843	621	1	250	-	2,583
October	37	70	819	616	4	243	-	1,789
November	3	44	533	558	4	188	-	1,330
December	123	33	318	559	-	196	-	1,229

Month Sales Breakdown

Month of the ...	Organic Search		Direct		Referral		Email		Paid Search		Grand total	
	Transactions	Revenue	Transactions	Revenue	Transactions	Revenue	Transactions	Revenue	Transactions	Revenue	Tra...	Rev...
January	5	████	1	████	1	████	-	████	-	████	7	████
February	5	████	-	████	1	████	-	████	1	████	7	████
March	2	████	2	████	2	████	2	████	-	████	8	████
April	5	████	1	████	-	████	-	████	-	████	6	████
May	4	████	4	████	-	████	-	████	-	████	8	████
June	6	████	2	████	2	████	-	████	-	████	10	████
July	8	████	2	████	1	████	-	████	-	████	11	████
August	5	████	1	████	1	████	3	████	1	████	11	████
September	4	████	3	████	3	████	-	████	-	████	10	████
October	1	████	1	████	3	████	1	████	-	████	6	████
November	8	████	4	████	2	████	1	████	1	████	16	████
December	7	████	1	████	1	████	-	████	-	████	9	████

TRAFFIC CHANNELS



TOP 10 VIEWED PAGES

Page	Page Views	Sessions	Pages/Sessi...
1. /	620	460	1.35
2. /product-category/air-purifiers/	78	46	1.7
3. /product-category/purifying systems/?hsa_tgt=kwd-2580	45	43	1.05
4. /product-category/purifying-systems/?hsa_tgt=kwd-1269...	41	37	1.11
5. /product-category/filter-cartridges/raindance/	46	30	1.53
6. /product-category/purifying-systems/?hsa_tgt=kwd-1025...	25	24	1.04
7. /brochures/	23	21	1.1
8. /product-category/purifying-systems/?hsa_tgt=kwd-6778...	21	21	1
9. /product-category/purifying-systems/?hsa_tgt=kwd-1147...	21	20	1.05
10. /product-category/purifying-systems/?hsa_tgt=kwd-1025...	22	20	1.1

TOP 10 EXIT PAGES

Exit Screen	Sessions	Pages/Session
1. ██████████	277	2.1
2. ██████████/contact-us/	65	2.23
3. ██████████/product-category/air-purifiers/	46	1.41
4. ██████████/product-category/purifying-systems/	44	2.41
5. ██████████/shop online/purifying systems/benchtup purifiers/alpine bencht	36	2.25
6. ██████████/about-us/	32	2.63
7. ██████████/shop-online/purifying-systems/undersink-purifiers/alpine-revers...	31	2.65
8. ██████████/product-category/purifying-systems/?hsa_tgt=kwd-258033801...	29	1.21
9. ██████████/product-category/purifying systems/undersink purifiers/	25	2.96
10. ██████████/product-category/filter-cartridges/raindance/	23	2.57

ORGANIC

During March, we published 11 posts

The post with the most impressions during February was the post for International Women's Day. This continues to confirm how important it is to show the people behind the business, whether this is of the installers, the product or the pets. To promote the bike ride Andrew is doing this month, please send through any sort of photos we can use the view from your bike, etc

From April, we will be cutting back on the generic posts as these continue to get lower engagement. We will still continue to post any and all of the team posts that come through.

SOCIAL MEDIA FOLLOWERS

MONTH	Facebook	LinkedIn
December	115	0
February	117	3
January	116	3
March	116	4

ENGAGEMENT STATS

Post	Post status	Published	Details	Distribution	Discovery <<		Engagement <<			
					Impressions	People reached	Engagement	Reactions	Comments	Shares
	Published	23/03/2022 14:31		-	102	96	3	1	0	2
	Published	22/03/2022 07:30		-	30	27	1	1	0	0
	Published	21/03/2022 13:00		-	25	20	0	0	0	0
	Published	18/03/2022 12:30		-	40	36	2	2	0	0
	Published	17/03/2022 13:00		-	35	29	1	1	0	0
	Published	13/03/2022 09:00		-	43	34	0	0	0	0
	Published	09/03/2022 13:00		-	80	60	6	5	0	1
	Published	08/03/2022 16:49		-	141	133	35	28	7	0
	Published	07/03/2022 12:30		-	51	44	1	1	0	0
	Published	03/03/2022 16:45		-	76	60	5	4	0	1
	Published	01/03/2022 07:30		-	45	38	5	4	1	0

POSTS WITH MOST ENGAGEMENT - Facebook

Performance for your post

- 0 People Reached
- 34 Reactions, comments & shares #
- 21 Like (21 On post, 0 On shares)
- 7 Love (7 On post, 0 On shares)
- 6 Comments (6 On Post, 0 On Shares)
- 0 Shares (0 On Post, 0 On Shares)
- 0 Post Clicks
- 0 Photo views (0 Link clicks, 0 Other Clicks #)

NEGATIVE FEEDBACK

- Hide post
- Report as spam
- Hide all posts
- Unlike Page

Reported stats may be delayed from what appears on posts

ADVERTISING

The educational campaigns continue in March. Interestingly, compared with Jan/Feb, the campaign has now turned around to favour the 'Benefits of a Water Filter' campaign instead, receiving 299 clicks.

From an age split, the vast majority of people engaging with the ads are over 65 year olds

February

Clicks	People Reached	Impressions	Avg. CPC
142	7,482	15,646	\$0.56
Cost		CTR	
\$144.12		1.64%	

March

Clicks	People Reached	Impressions	Avg. CPC
363	18,292	38,615	\$0.85
Cost		CTR	
\$309.67		1.42%	

Campaign Breakdown

Ad	Results	Reach	Impressions	Cost per result
	299 Link Clicks	12,759	24,656	\$0.78 Per link click
	64 Link Clicks	8,204	13,959	\$1.19 Per link click

Age Breakdown

Campaign	Results	Reach	Impressions	Cost per result	Amount spent
Education	363 Link Clicks	18,292	38,615	\$0.85 Per link click	\$309.67
13-17	-	-	4	-	\$0.04
25-34	32	2,340	4,113	\$0.60	\$19.36
35-44	21	2,496	4,710	\$1.21	\$25.43
45-54	47	2,632	4,766	\$0.67	\$31.49
55-64	55	3,880	8,244	\$1.09	\$59.98
65+	208	6,944	16,778	\$0.83	\$173.37

During March, we saw a 103% increase in the number of people coming to the website and a 2000% increase in the number of people who saw our ads. This is a result of the new geotargeted campaign around Alderley. We were also able to drop our Average CPC (cost per click) down to \$1.09, which is exactly where we want to keep it

We did see the CTR drop considerably this month, but it is due to the sheer amount of impressions from the geotargeted campaign. Looking at the specific campaigns though, we can see that the CTR (Interaction) for the main campaign has been maintained at 5.25%.

With the new campaign this month, we did spend a little more than in February, however, we did see a larger number of 'conversions' come through.

- 21 Driving Directions (generated from the Geotargeted campaign)
- 5 Phone calls (details below)
- 2 Contact Form Submissions

During April, we will continue to monitor the geotargeted campaign, narrow down the targeting, time of day, etc to make sure we get the best ROI.

FEBRUARY

MARCH

Clicks  
**363**  
↑ 13.1%

Impressions  
**6,129**  
↑ 71.5%

Avg. CPC  
**\$2.09**  
↓ -23.9%

Cost  
**\$760.00**  
↓ -13.9%

Conversions  
**14**  
↓ -39.1%

CTR  
**5.92%**  
↓ -34.1%

Clicks  
**737**  
↑ 103.0%

Impressions  
**122,764**  
↑ 1,903.0%

Avg. CPC  
**\$1.09**  
↓ -48.0%

Cost  
**\$803.03**  
↑ 5.7%

Conversions  
**28**  
↑ 100.0%

CTR  
**0.60%**  
↓ 89.9%

Campaign Breakdown

Campaign	Impressions	Interactions	Interaction Rate	Conversions	Conv. rate	Cost / conv.	Cost
APAC Google[Search]	10,795	576	5.34%	5	0.87%	\$141.7	\$708.48
Local Visits	171,691	2,062	1.2%	27	1.31%	\$2.73	\$73.67

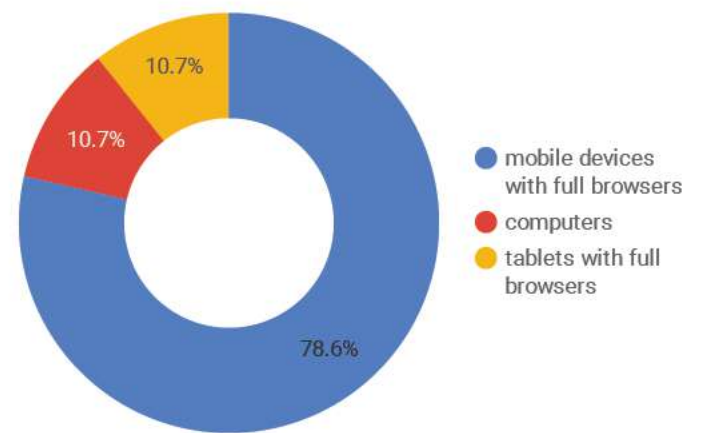
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Call Details

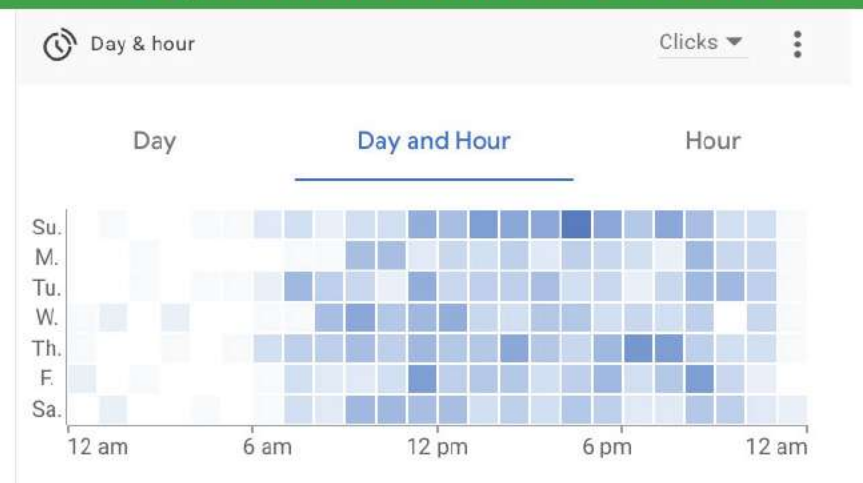
Start time	Caller phone number	Duration (seconds)	Status
1. 16 Mar 2022, 08:00:00	0438 412 899	226	Received
2. 28 Mar 2022, 16:00:00	0403 179 706	47	Received
3. 28 Mar 2022, 16:00:00	0414 023 664	222	Received
4. 31 Mar 2022, 11:00:00	0418 995 866	357	Received
5. 31 Mar 2022, 11:00:00	0418 995 866	135	Received

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CONVERSIONS BY DEVICE



Day & Hour of Clicks to Website



Demographics Gender V Ages of Impressions



**BLOGS WRITTEN IN MARCH**

**Blog 1:** Do air purifiers really work? Myths Debunked  
**Blog 2:** When should I change my water filter (keyword water filter)

**BLOGS TO BE WRITTEN IN APRIL**

**Blog 1:** Filtered Water Dispenser Vs Water Filter Systems  
**Blog 2:** What is the difference between the Apline Underbench Water Systems

**TIME TO CHANGE YOUR FILTER**

This month we sent the filtration email three times, to a total of 148 people. We had 5 people come to the website.

This month we send this email twice, to a total of 50 people. We had 3 people come to the website.

Ray opened the email 30+ times and did click through to the website. It would be worth seeing if he purchased a filter

**EMAIL MARKETING STATS - 7 Mar**

Sent to: 77  
 Successful Deliveries: 77  
 Bounces: 0  
 Unsubscribes: 1

Open Rate: 28 (or 36.4%)  
 Click Rate: 1 clicks (or 1.3%)

**EMAIL MARKETING STATS - 14 Mar**

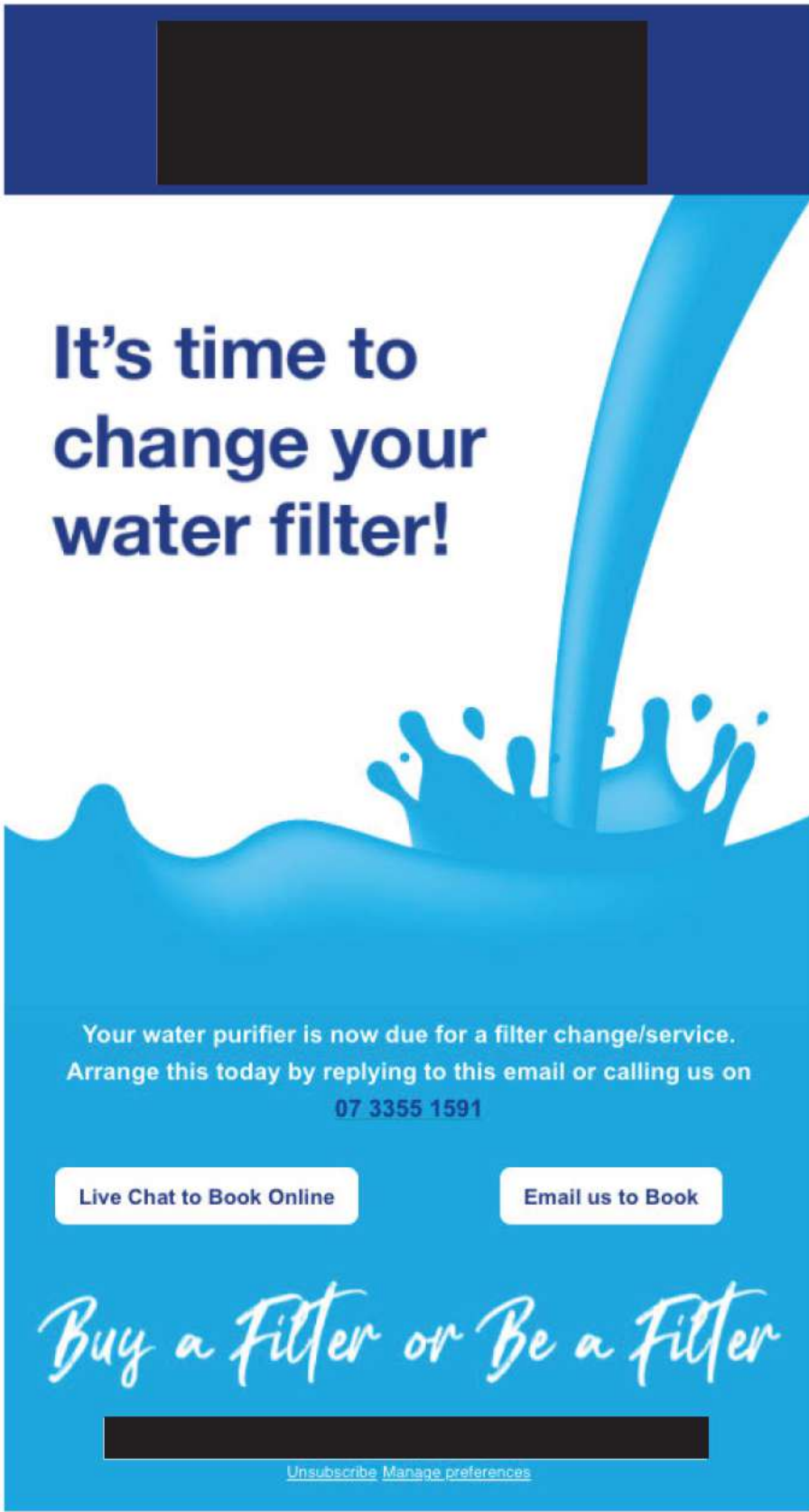
Sent to: 30  
 Successful Deliveries: 30  
 Bounces: 0  
 Unsubscribes: 0

Open Rate: 12 (or 40%)  
 Click Rate: 3 clicks (or 10%)

**EMAIL MARKETING STATS - 23 Mar**

Sent to: 41  
 Successful Deliveries: 41  
 Bounces: 0  
 Unsubscribes: 0

Open Rate: 13 (or 31.7%)  
 Click Rate: 1 clicks (or 2.4%)



Top engaged contacts

Opens Clicks

CONTACT	
[Redacted]	18
[Redacted]	9
[Redacted]	8
[Redacted]	8

Top engaged contacts

Opens Clicks

CONTACT	
[Redacted]	19
[Redacted]	8
[Redacted]	3
[Redacted]	3

Top engaged contacts

Opens Clicks

CONTACT	
[Redacted]	30+
[Redacted]	14
[Redacted]	6
[Redacted]	6