









# Paid Media Overview

Overview of Paid Social and Paid Search Performance

 1 Jan 2024 - 31 Mar 2024 









## Overall Performance

(Paid Social + Paid Search)

Ad Spend	Impressions	Clicks	% CTR	Purchases	Revenue	Blended ROAS	AOV
\$223,658	10,430,295	118,578	1.14%	20,398	\$2,541,275	11.36	\$125
 43.5% from previous 91 days	 70.1% from previous 91 days	 77.0% from previous 91 days	 4.0% from previous 91 days	 76.0% from previous 91 days	 75.0% from previous 91 days	 22.0% from previous 91 days	 -0.5% from previous 91 days









### Paid Social

(Meta Ads + TikTok Ads)

Ad Spend	Impressions	Clicks	% CTR
\$111,431	5,219,314	66,869	1.28%
 -15.2% from previous 91 days	 6.6% from previous 91 days	 36.2% from previous 91 days	 27.8% from previous 91 days
Purchases	Revenue	Blended ROAS	AOV
11,596	\$1,441,819	12.94	\$124
 35.5% from previous 91 days	 34.5% from previous 91 days	 58.7% from previous 91 days	 -0.7% from previous 91 days


### Paid Search

(Google Ads + Bing Ads)

Ad Spend	Impressions	Clicks	% CTR
\$112,227	5,210,981	51,709	0.99%
 359.9% from previous 91 days	 321.2% from previous 91 days	 188.5% from previous 91 days	 -31.5% from previous 91 days
Purchases	Revenue	Blended ROAS	AOV
8,802	\$1,099,456	9.8	\$125
 190.6% from previous 91 days	 189.4% from previous 91 days	 -37.1% from previous 91 days	 -0.4% from previous 91 days


## Deep Dive

Click on arrows to toggle between Campaign / AdSet / AdName   | 

Channel Name	Ad Spend 	Impressions	Clicks	% CTR	Purchases	Revenue	Blended ROAS	AOV
Meta Ads	\$55,788	2,594,335	40,826	1.57%	7,114	\$882,436	15.82	\$124
TikTok Ads	\$55,643	2,624,979	26,043	0.99%	4,482	\$559,383	10.05	\$125

## Deep Dive

Click on arrows to toggle between Campaign / AdGroup / Keyword / Audience   | 

Channel Name	Ad Spend 	Impressions	Clicks	% CTR	Purchases	Revenue	Blended ROAS	AOV
Bing Ads	\$56,128	2,617,250	25,889	0.99%	4,378	\$549,463	9.79	\$126
Google Ads	\$56,099	2,593,731	25,820	1.00%	4,424	\$549,993	9.8	\$124

Grand total	\$111,431	5,219,314	66,869	1.28%	11,596	\$1,441,819	12.94	\$124	Grand total	\$112,227	5,210,981	51,709	0.99%	8,802	\$1,099,456	9.8	\$125
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# Channel Overview

Breakdown of Individual Marketing Channel Performance

 1 Jan 2024 - 31 Mar 2024 













## Paid Social

Campaign Name













Ad Set Name

Ad Name



Ad Spend	Impressions
\$55,788	2,594,335
 -15.0% from previous 91 days	 5.6% from previous 91 days
Clicks	% CTR
40,826	1.57%
 66.1% from previous 91 days	 57.4% from previous 91 days
Add to Cart	Cost per Add to Cart
13,505	\$4.13
 66.7% from previous 91 days	 -49.0% from previous 91 days
Initiate Checkout	Cost per Initiate Checkout
9,785	\$5.70
 65.3% from previous 91 days	 -48.6% from previous 91 days
Purchases	Cost per Purchase
7,114	\$7.84
 66.7% from previous 91 days	 -49.0% from previous 91 days
Revenue	ROAS
\$882,436	15.82
 65.0% from previous 91 days	 94.2% from previous 91 days



Ad Spend	Impressions
\$55,643	2,624,979
 -15.4% from previous 91 days	 7.7% from previous 91 days
Clicks	% CTR
26,043	0.99%
 6.2% from previous 91 days	 -1.3% from previous 91 days
Add to Cart	Cost per Add to Cart
8,515	\$6.53
 5.5% from previous 91 days	 -19.8% from previous 91 days
Initiate Checkout	Cost per Initiate Checkout
6,145	\$9.06
 4.5% from previous 91 days	 -19.1% from previous 91 days
Purchases	Cost per Purchase
4,482	\$12.41
 4.4% from previous 91 days	 -19.0% from previous 91 days
Revenue	ROAS
\$559,383	10.05
 4.1% from previous 91 days	 23.2% from previous 91 days

## Paid Search













Campaign Name

Ad Group













Audience

Keyword



Ad Spend	Impressions
\$56,099	2,593,731
 357.9% from previous 91 days	 321.5% from previous 91 days
Clicks	% CTR
25,820	1.00%
 187.8% from previous 91 days	 -31.7% from previous 91 days
Add to Cart	Cost per Add to Cart
8,517	\$6.59
 190.7% from previous 91 days	 57.5% from previous 91 days
Initiate Checkout	Cost per Initiate Checkout
6,156	\$9.11
 192.0% from previous 91 days	 56.8% from previous 91 days
Purchases	Cost per Purchase
4,424	\$12.68
 194.5% from previous 91 days	 55.5% from previous 91 days
Revenue	Blended ROAS
\$549,993	9.8
 192.8% from previous 91 days	 -36.1% from previous 91 days



Ad Spend	Impressions
\$56,128	2,617,250
 361.9% from previous 91 days	 320.9% from previous 91 days
Clicks	% CTR
25,889	0.99%
 189.3% from previous 91 days	 -31.3% from previous 91 days
Add to Cart	Cost per Add to Cart
8,458	\$6.64
 186.1% from previous 91 days	 61.4% from previous 91 days
Initiate Checkout	Cost per Initiate Checkout
6,111	\$9.18
 188.7% from previous 91 days	 60.0% from previous 91 days
Purchases	Cost per Purchase
4,378	\$12.82
 186.7% from previous 91 days	 61.1% from previous 91 days
Revenue	Blended ROAS
\$549,463	9.79
 186.0% from previous 91 days	 -38.1% from previous 91 days



# Website Performance

Overview of Major KPIs to analyse Website Performance

↑ ↓ Click on arrows to toggle between day / week / month

📅 1 Jan 2024 - 31 Mar 2024

Session Source / Medium

New / Returning

Country: United States, Uni... (4)

Page path

Event name

Total users

1,475

📈 N/A from previous 91 days

📈 1,475.0 from previous 91 days

Views

1,828

from previous 91 days

from previous 91 days

Bounce rate

56%

from previous 91 days

from previous 91 days

Sessions per user

1.08

from previous 91 days

from previous 91 days

Views per session

1.15

from previous 91 days

from previous 91 days

Events per session

3.73

from previous 91 days

from previous 91 days

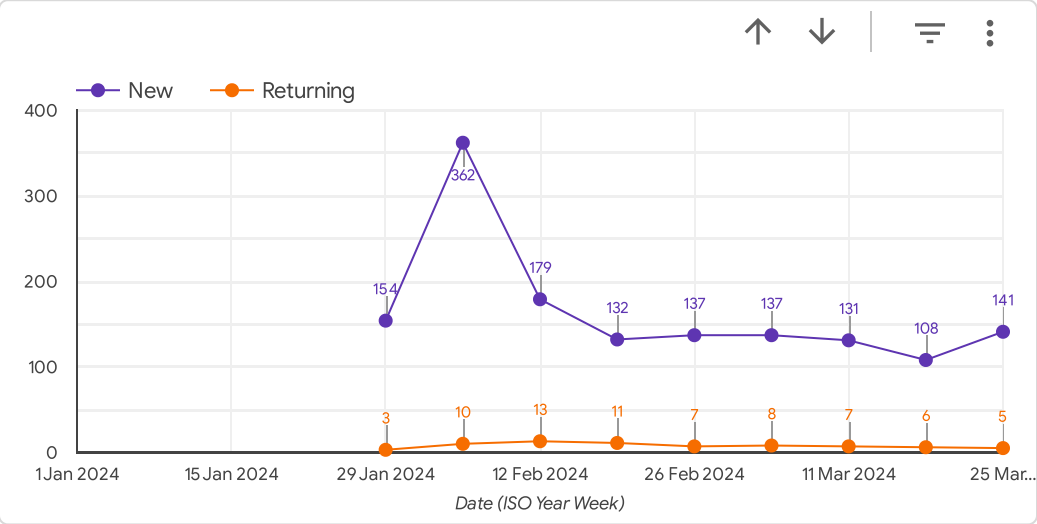
Average session duration

00:06:24

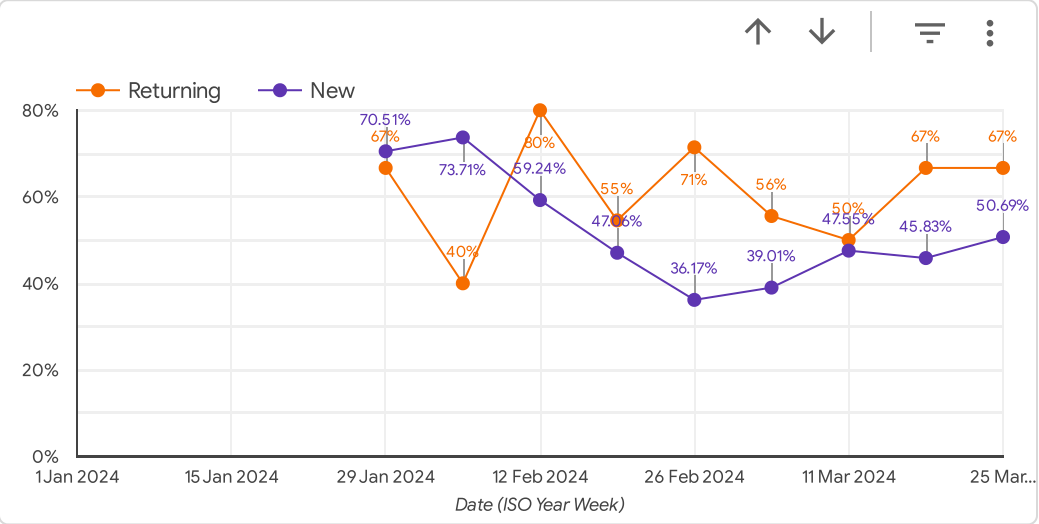
📈 N/A from previous 91 days

📈 00:06:24 from previous 91 days

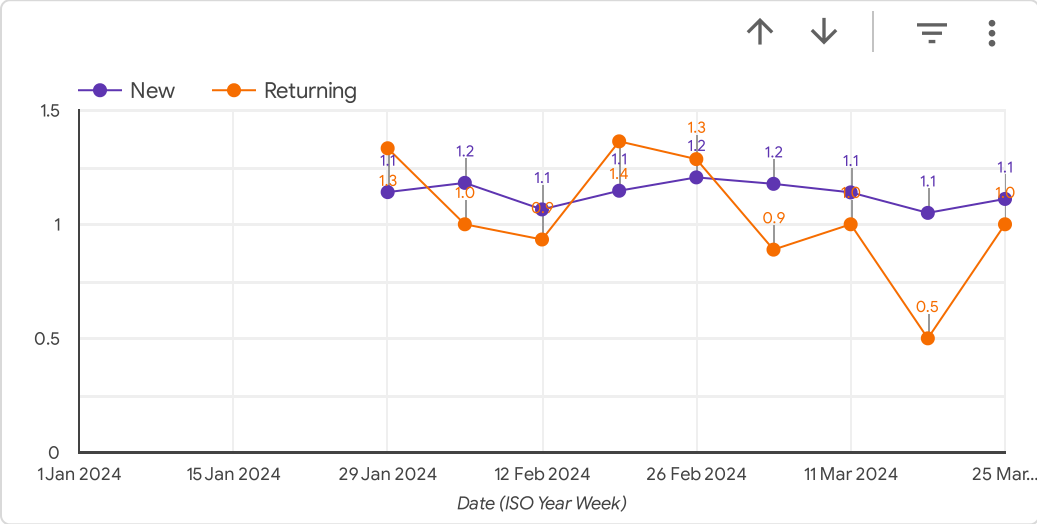
## Active Users



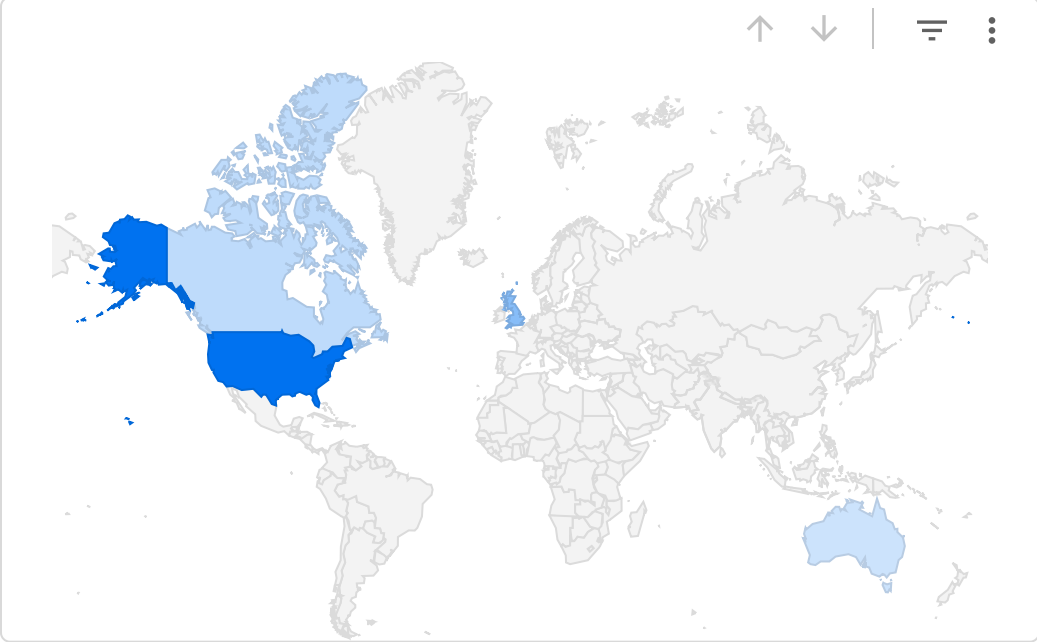
## Bounce Rate



## Views per Session



## Location



## Top Pages

	Page path	Total users	Active users	Sessions	Bounce rate	Events per session	Average session duration
1.	/marketing_analytics/	325	324	344	75.87%	3.22	00:03:40
2.	/	235	235	251	49%	3.63	00:04:13
3.	/facebook-ads-location-reporting/	168	168	185	30.81%	3.76	00:10:47
4.	/case-study/sugatan/	102	102	103	57.28%	3.22	00:00:21
5.	/facebook-ads-google-solution	89	89	104	38.46%	3.54	00:14:29
	Grand total	1,475	1,472	1,594	55.83%	3.73	00:06:24

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## Top Events

	Event Name	Total users	Percentage
1.	page_view	1,468	100%
2.	session_start	1,466	99%
3.	first_visit	1,461	99%
4.	user_engagement	806	55%
5.	talktoourexperts_hero_home	5	0%
6.	youtubevid_companytestim	3	0%
	Grand total	1,475	100%

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# SEO Performance

Overview of Major KPIs to analyse Organic Search Performance

↑ ↓ Click on arrows to toggle between day / week / month

 1 Jan 2024 - 31 Mar 2024

Branded / Non Branded

Landing Page

Query

Impressions

392,952

↓ -27.8% from previous 91 days

↓ -151,643.0 from previous 91 days

Clicks

3,911

↑ 10.6% from previous 91 days

↑ 376.0 from previous 91 days

CTR

1.00%

↑ 53.3% from previous 91 days

↑ 0.3% from previous 91 days

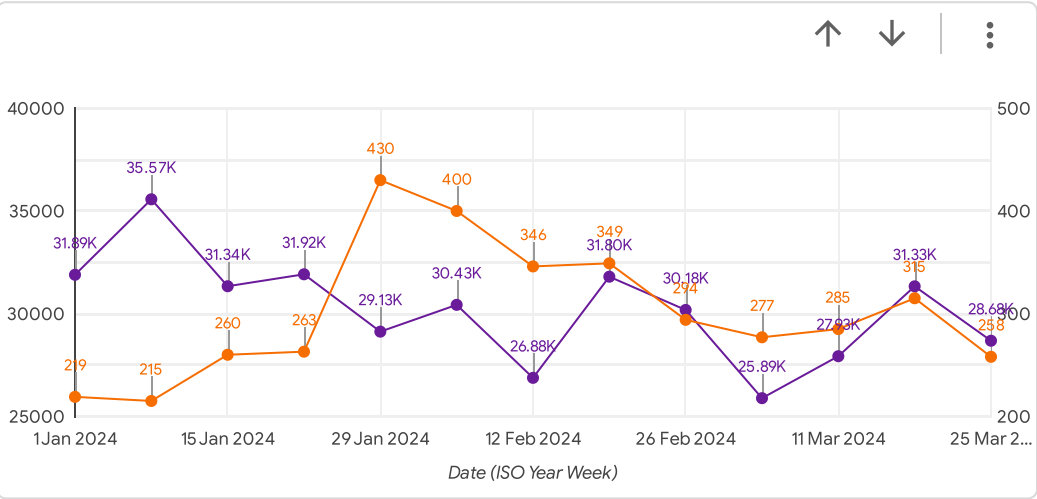
Average Position

44.34

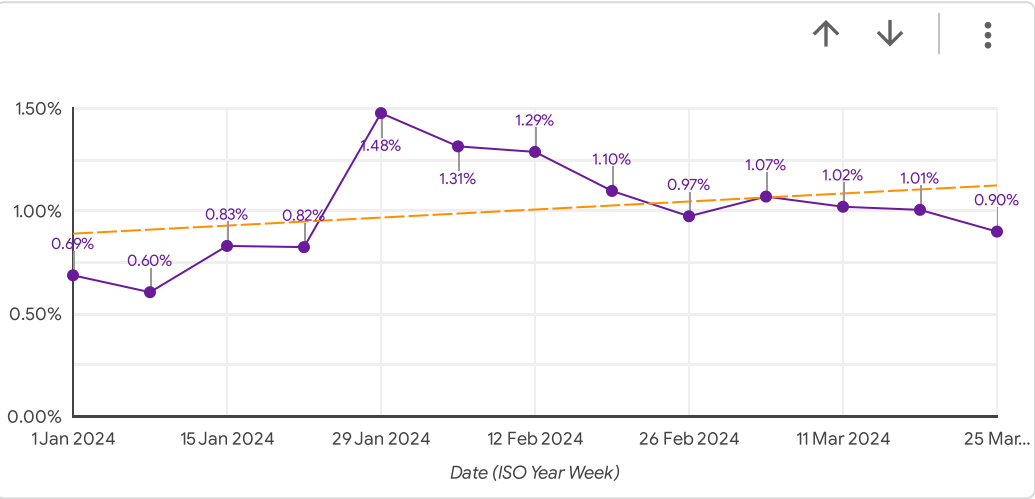
↑ 2.2% from previous 91 days

↑ 1.0 from previous 91 days

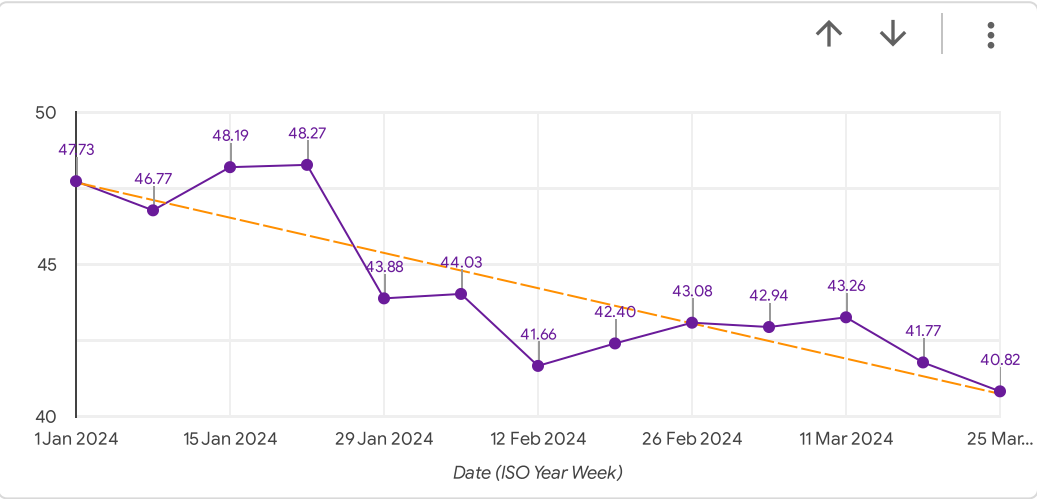
## Impressions and Clicks



## CTR



## Avg. Position



## Deep Dive

Click on arrows to toggle between Landing Page / Keyword / Country

Landing Page		Impressions	% Δ	Clicks	% Δ	CTR	% Δ	Average Position	% Δ
1.	https://eaglytics-co.com/facebook-ads-location-reporting/	19,026	3.7% ↑	521	-4.2% ↓	2.74%	-7.6% ↓	41.71	-6.1% ↓
2.	https://eaglytics-co.com/	2,341	-32.1% ↓	483	247.5% ↑	20.63%	411.5% ↑	43.12	-36.9% ↓
3.	https://eaglytics-co.com/digital-marketing-analytics-tools/	90,307	-26.3% ↓	432	25.2% ↑	0.48%	69.9% ↑	43.8	-6.4% ↓
4.	https://eaglytics-co.com/website-google-data-studio/	5,242	-22.0% ↓	360	-15.1% ↓	6.87%	8.8% ↑	24.07	-16.6% ↓
5.	https://eaglytics-co.com/facebook-ads-google-analytics-discrepancy/	11,004	-20.6% ↓	303	-18.3% ↓	2.75%	2.8% ↑	35.44	-9.5% ↓
6.	https://eaglytics-co.com/automate-facebook-ads-report/	18,352	-20.7% ↓	253	-10.9% ↓	1.38%	12.3% ↑	48.95	-1.8% ↓
7.	https://eaglytics-co.com/google-data-studio-real-time-reports/	14,120	60.1% ↑	218	50.3% ↑	1.54%	-6.1% ↓	44.46	-7.8% ↓
Grand total		392,952	-27.8% ↓	3,911	10.6% ↑	1.00%	53.3% ↑	44.34	2.2% ↑

1 - 100 / 121



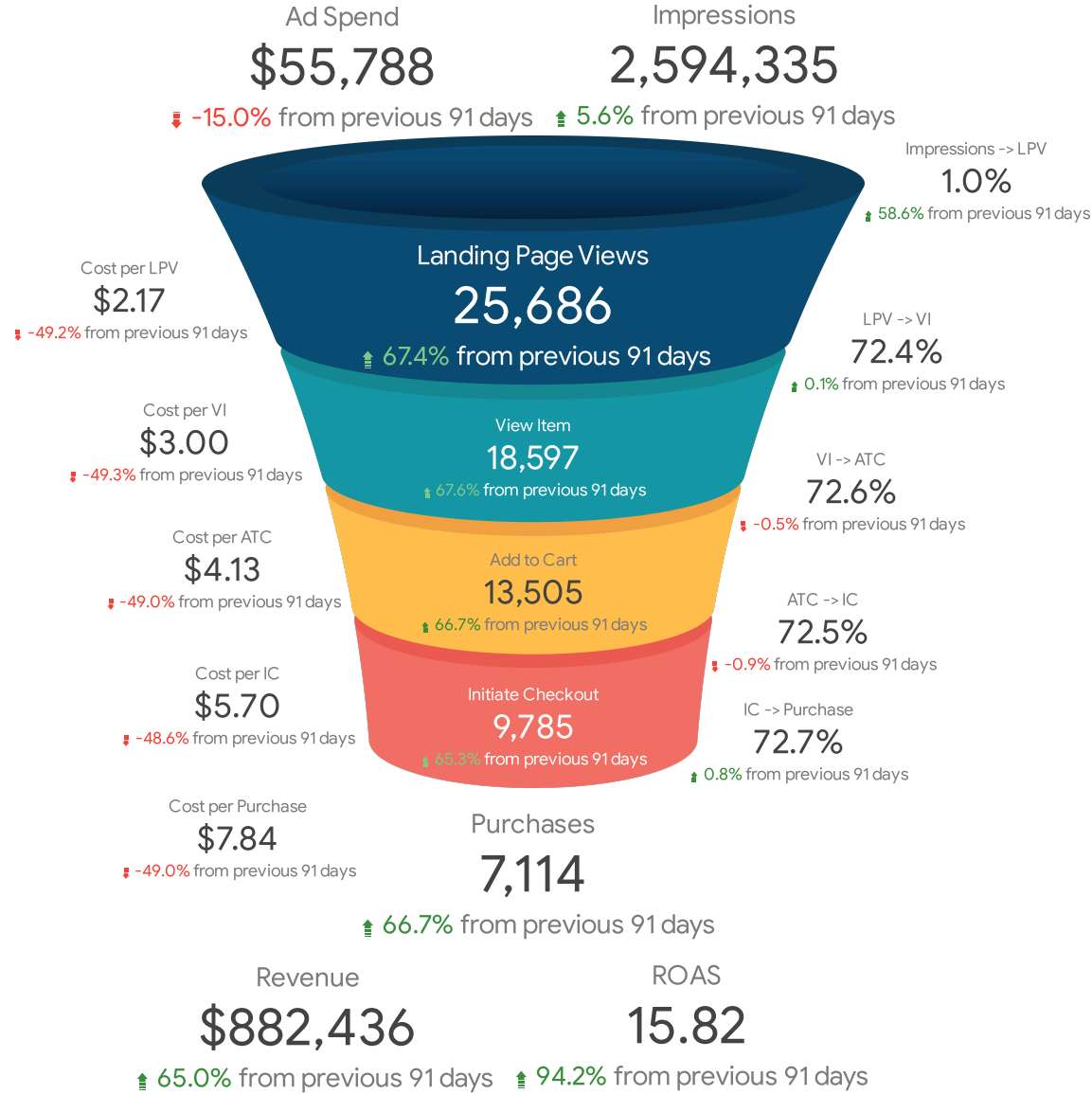
 1 Jan 2024 - 31 Mar 2024

Campaign Name

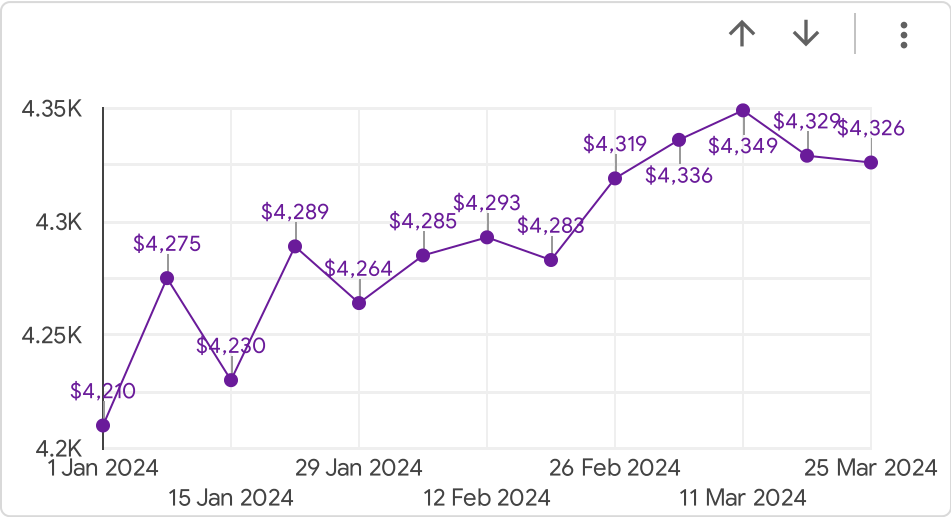
Ad Set Name

Ad Name

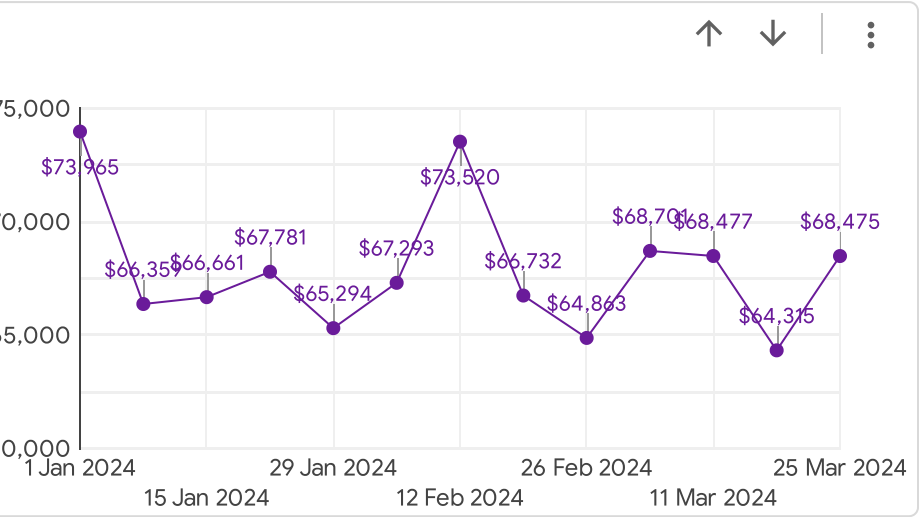
↑ ↓ Click on arrows to toggle between day / week / month



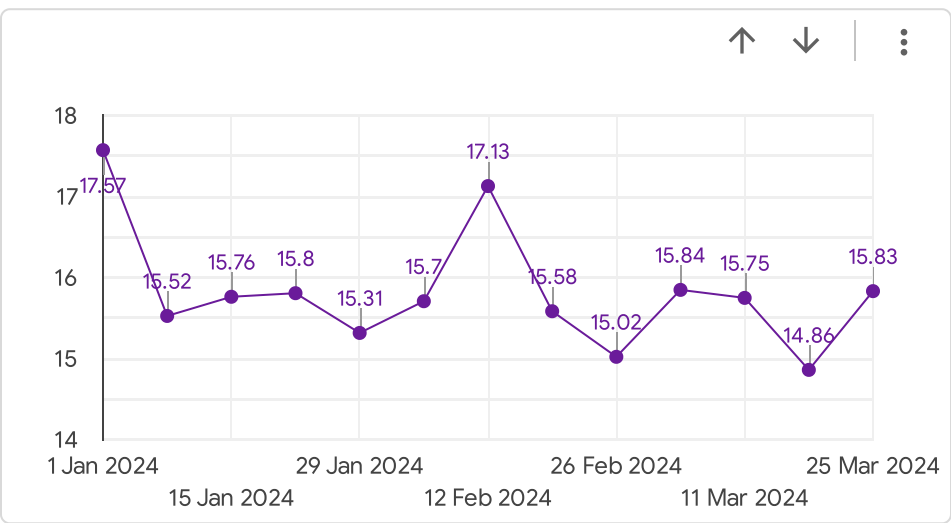
## Ad Spend



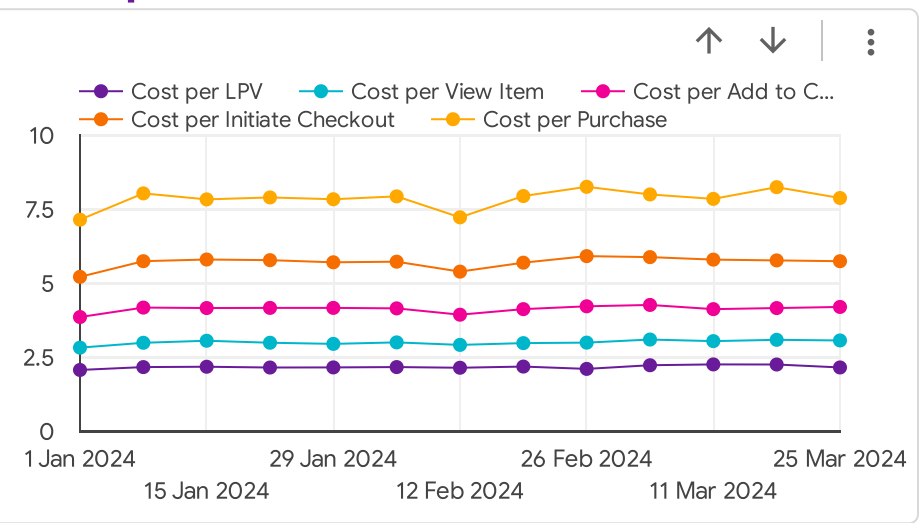
## Revenue



## ROAS



## Cost per Action



Click on arrows to toggle between Campaign / AdSet / AdName

## Deep Dive

Campaign Name	Ad Spend	Impressions	CPM	Clicks	CPC	% CTR	Landing Page Views	Cost per LPV	View Item	Cost per View Item	Add to Cart	Cost per Add to Cart	Initiate Checkout	Cost per Initiate Checkout	Purchases	Cost per Purchase	Revenue	Blended ROAS	AOV
Cold Audience	\$24,583	1,095,256	\$22.44	13,565	\$1.81	1.24%	8,493	2.89	6,102	4.03	4,427	5.55	3,197	7.69	2,320	10.6	\$290,091	11.8	\$125
TOF Campaigns	\$24,365	1,093,817	\$22.28	13,719	\$1.78	1.25%	8,624	2.83	6,245	3.9	4,544	5.36	3,318	7.34	2,388	10.2	\$295,071	12.11	\$124
Retargeting	\$6,840	405,262	\$16.88	13,542	\$0.51	3.34%	8,569	0.8	6,250	1.09	4,534	1.51	3,270	2.09	2,406	2.84	\$297,274	43.46	\$124
Grand total	\$55,788	2,594,335	\$21.5	40,826	\$1.37	1.57%	25,686	2.17	18,597	3	13,505	4.13	9,785	5.7	7,114	7.84	\$882,436	15.82	\$124



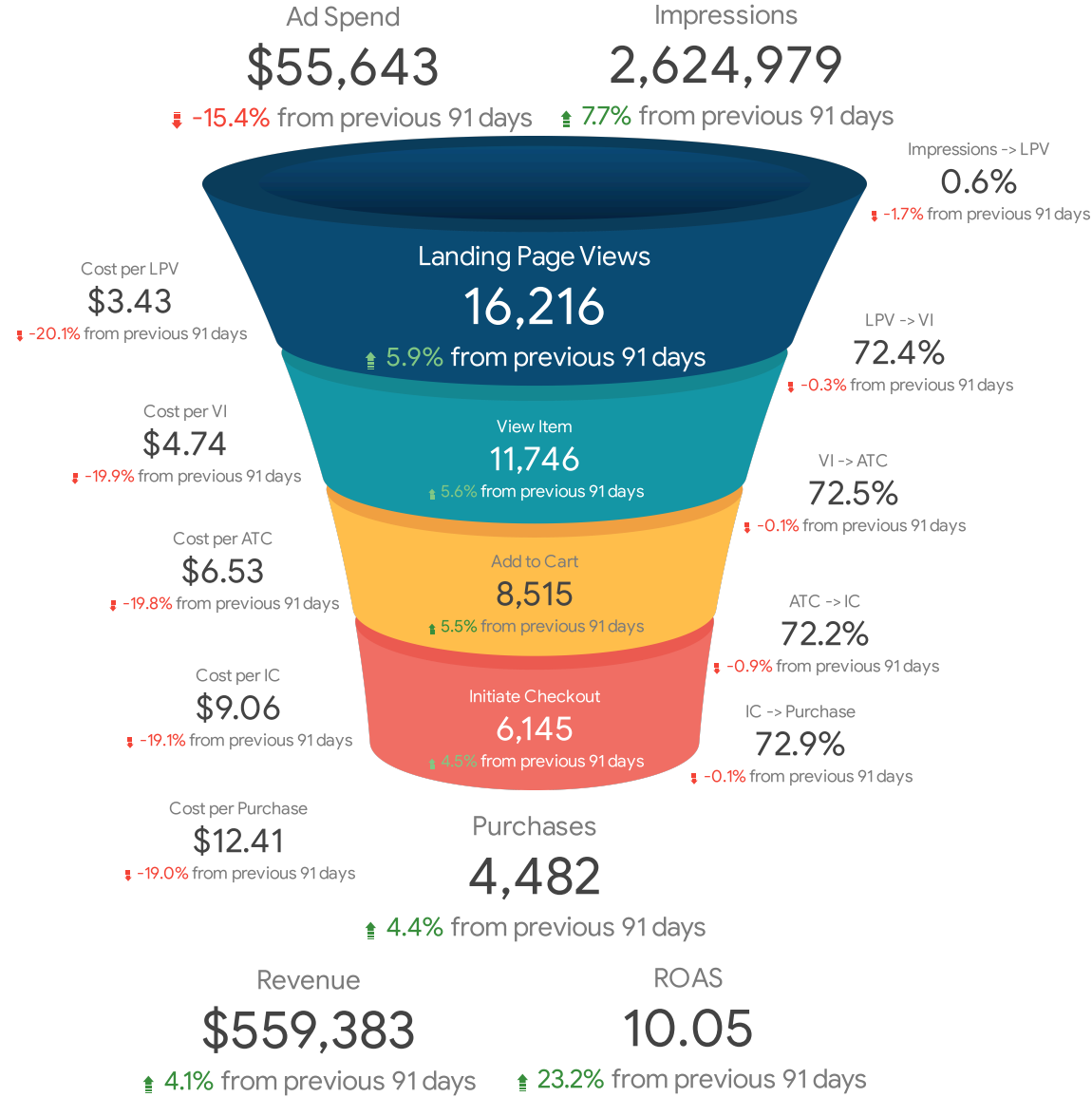
1 Jan 2024 - 31 Mar 2024

Campaign Name

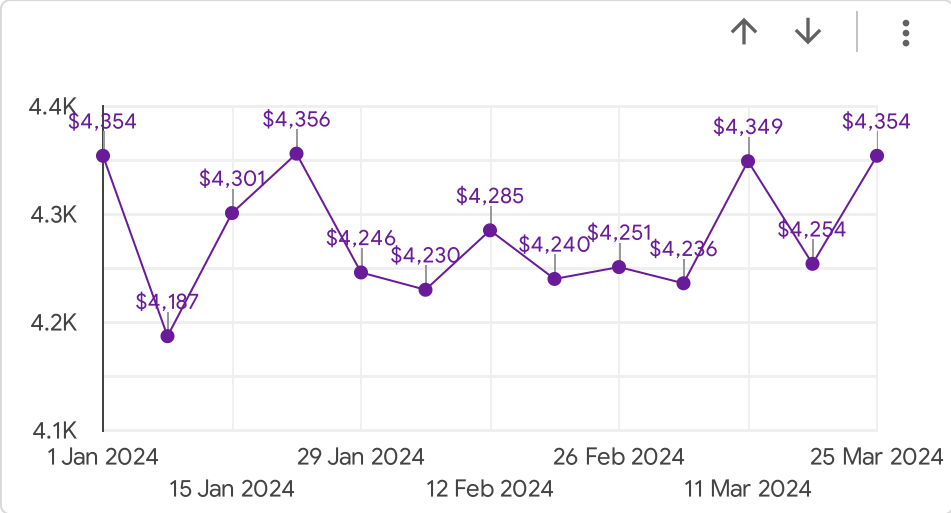
Ad Set Name

Ad Name

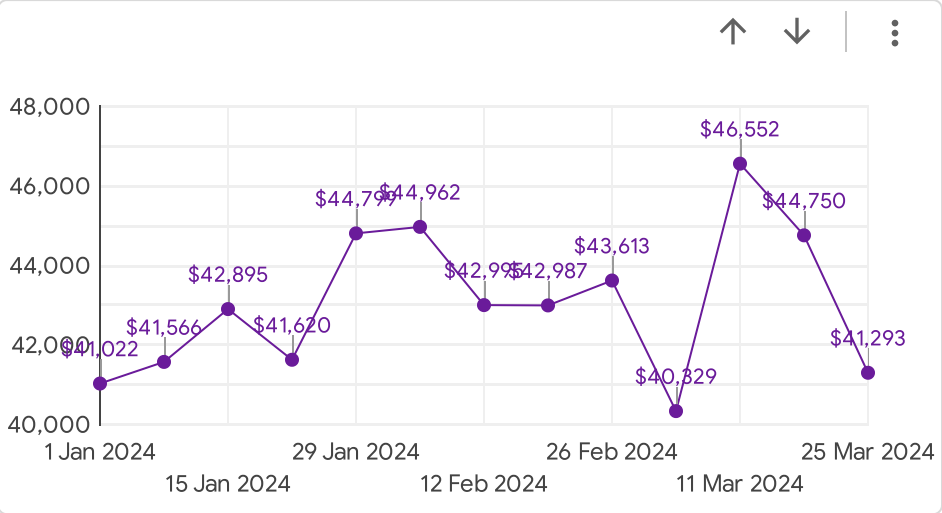
↑ ↓ Click on arrows to toggle between day / week / month



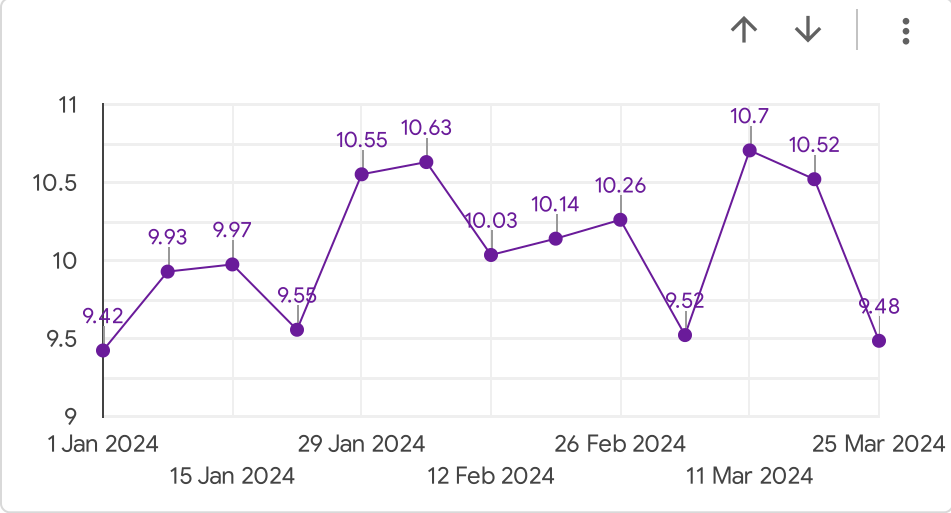
### Ad Spend



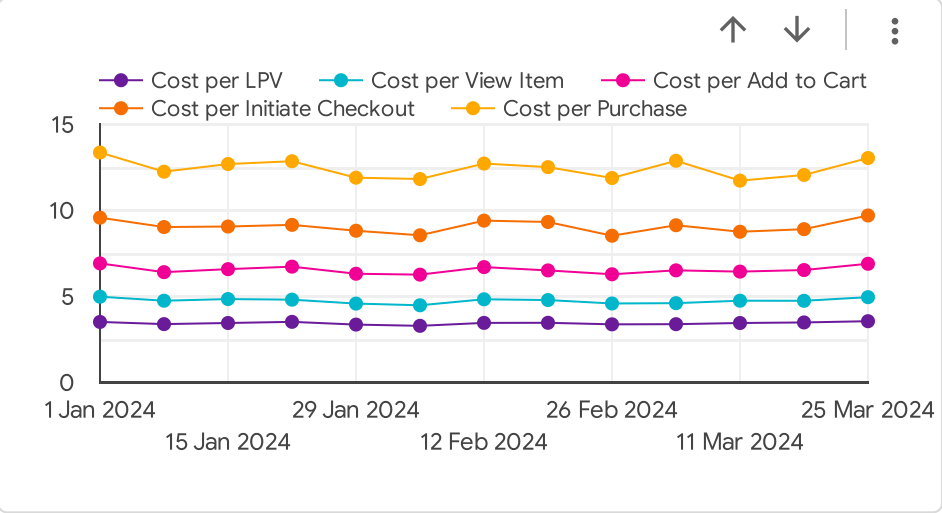
### Revenue



### ROAS



### Cost per Action



### Deep Dive

Campaign Name	Ad Spend	Impressions	CPM	Clicks	CPC	% CTR	Landing Page Views	Cost per LPV	View Item	Cost per View Item	Add to Cart	Cost per Add to Cart	Initiate Checkout	Cost per Initiate Checkout	Purchases	Cost per Purchase	Revenue	Blended ROAS	AOV
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 1 Jan 2024 - 31 Mar 2024

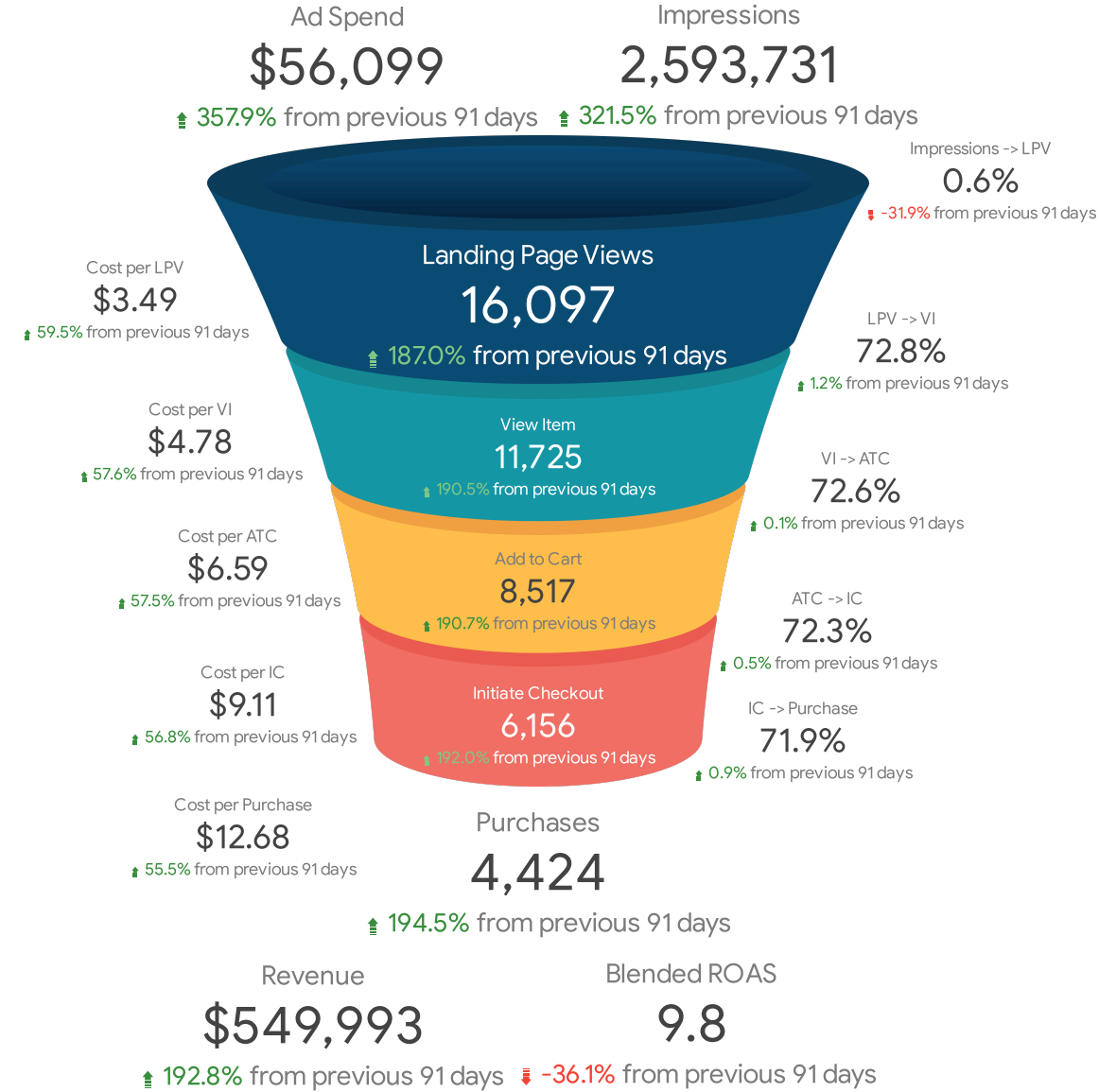
Campaign Name

Ad Group

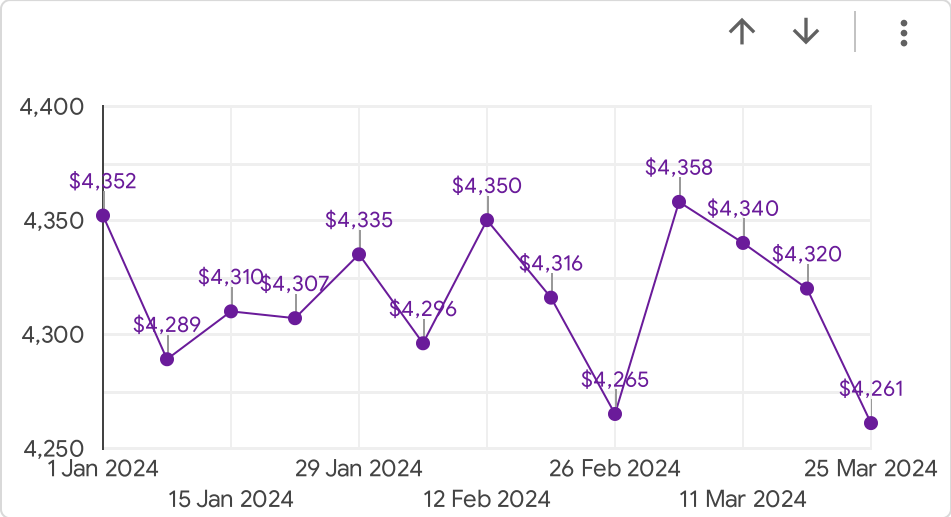
Keyword

Audience

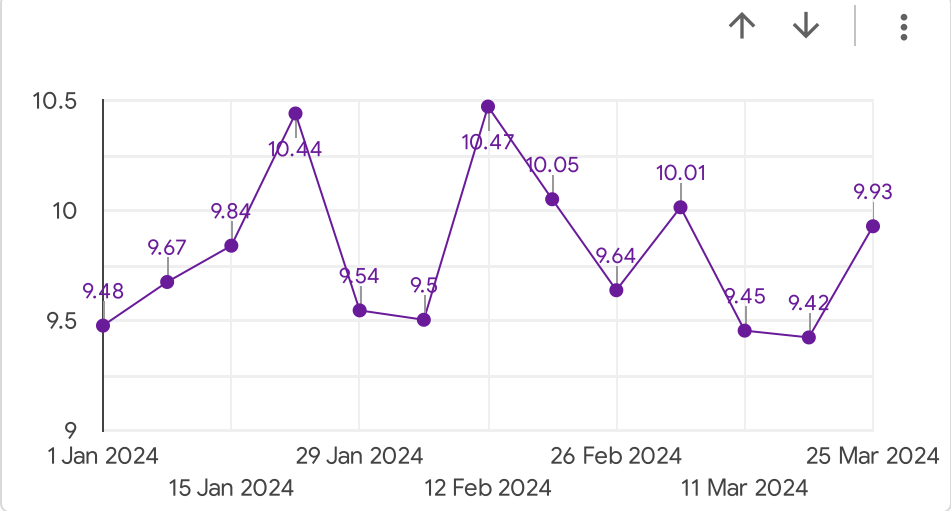
↑ ↓ Click on arrows to toggle between day / week / month



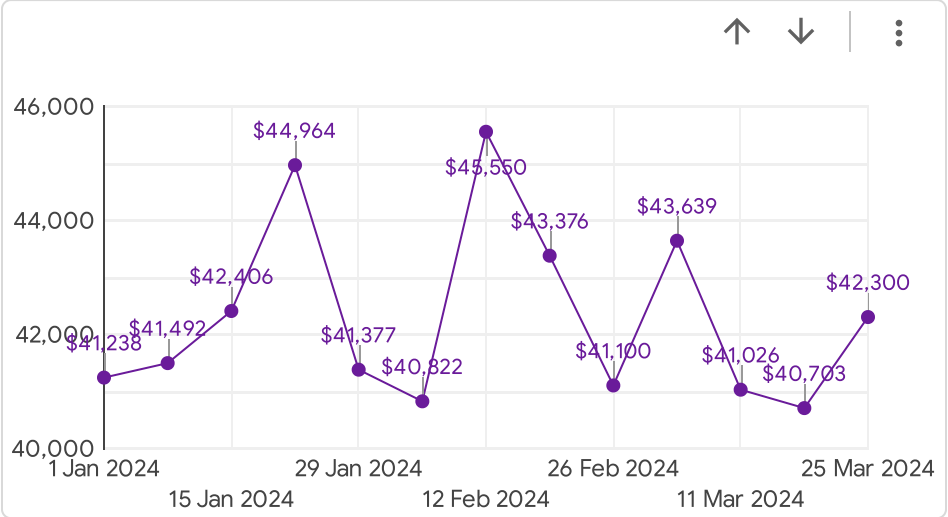
Ad Spend



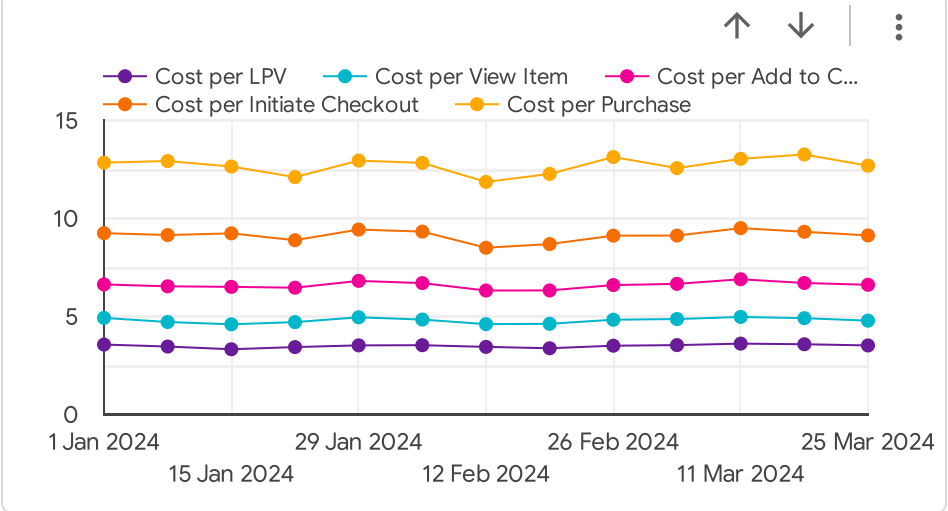
ROAS



Revenue



Cost per Action



Deep Dive

Campaign Name	Ad Spend	Impressions	CPM	Clicks	CPC	% CTR	Landing Page Views	Cost per LPV	View Item	Cost per View Item	Add to Cart	Cost per Add to Cart	Initiate Checkout	Cost per Initiate Checkout	Purchases	Cost per Purchase	Revenue	Blended ROAS	AOV
Search Ads	\$24,781	1,090,661	\$22.72	10,718	\$2.31	0.01	6,643	\$3.73	4,828	\$5.13	3,502	\$7.08	2,527	\$9.81	1,800	\$13.77	\$225,778	9.11	\$125.43
Performance Max	\$24,485	1,095,728	\$22.35	11,008	\$2.22	0.01	6,883	\$3.56	5,013	\$4.88	3,634	\$6.74	2,651	\$9.24	1,925	\$12.72	\$236,810	9.67	\$123.02
Display Ads	\$6,833	407,342	\$16.77	4,094	\$1.67	0.01	2,571	\$2.66	1,884	\$3.63	1,381	\$4.95	978	\$6.99	699	\$9.78	\$87,405	12.79	\$125....
Grand total	\$56,099	2,593,731	\$21.63	25,820	\$2.17	0.01	16,097	\$3.49	11,725	\$4.78	8,517	\$6.59	6,156	\$9.11	4,424	\$12.68	\$549,993	9.8	\$124....



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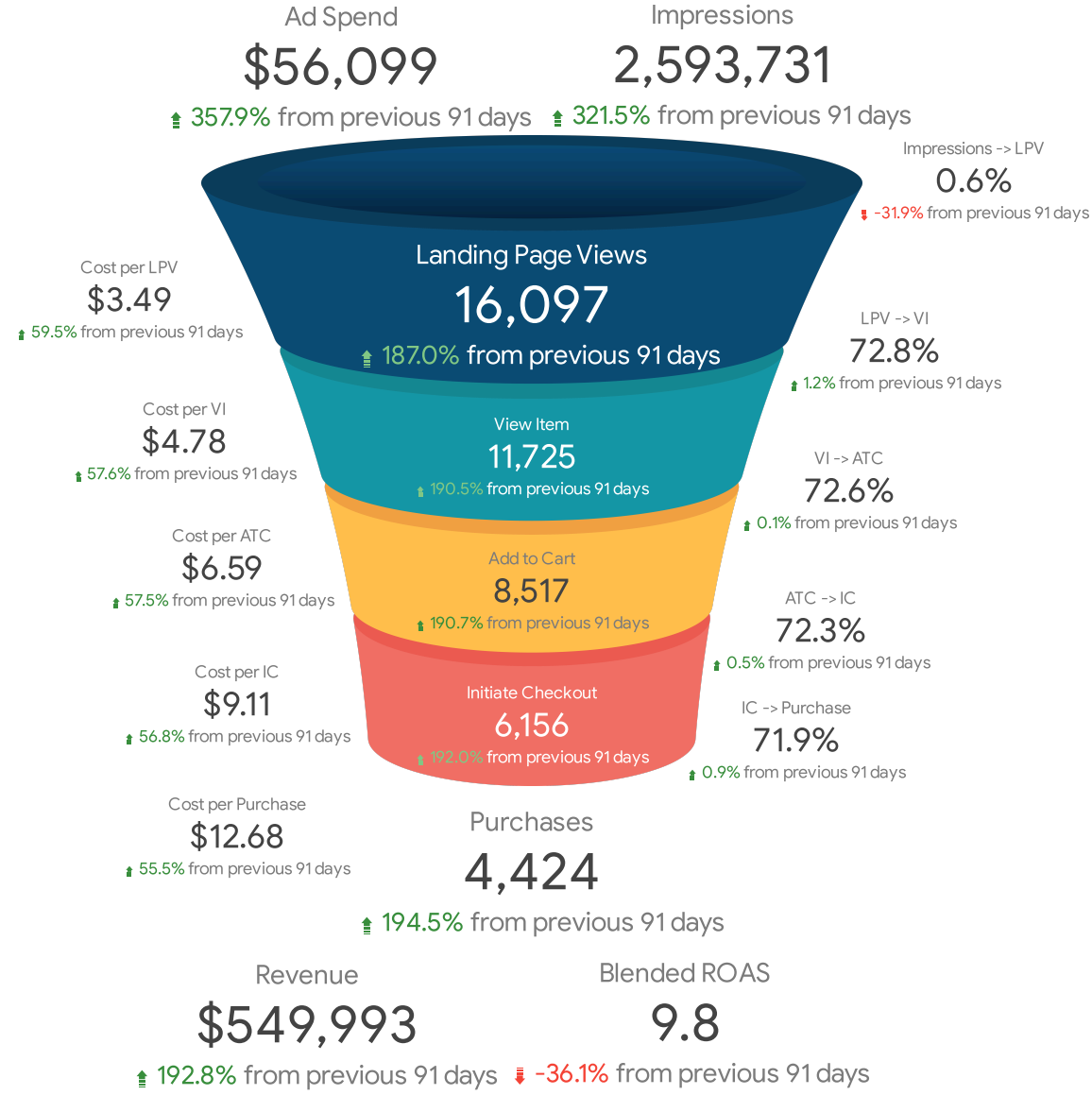
Campaign Name

Ad Group

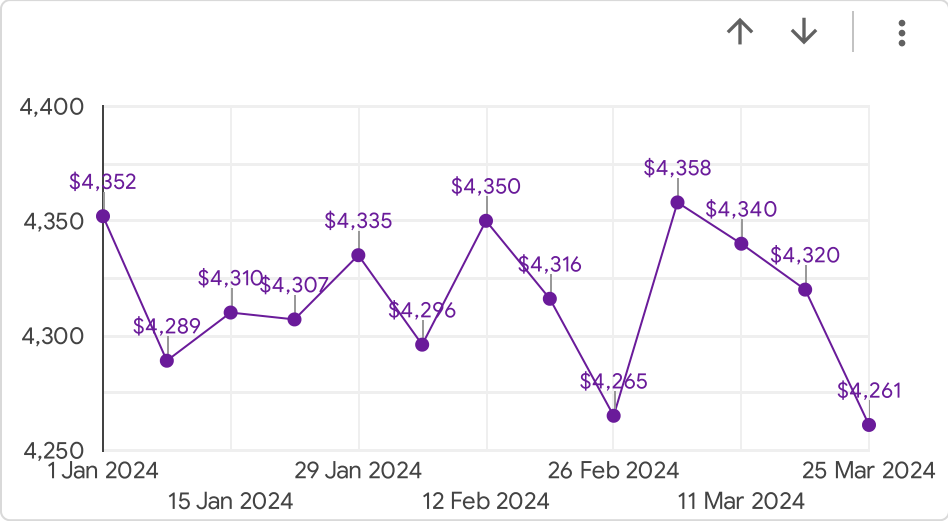
Keyword

Audience

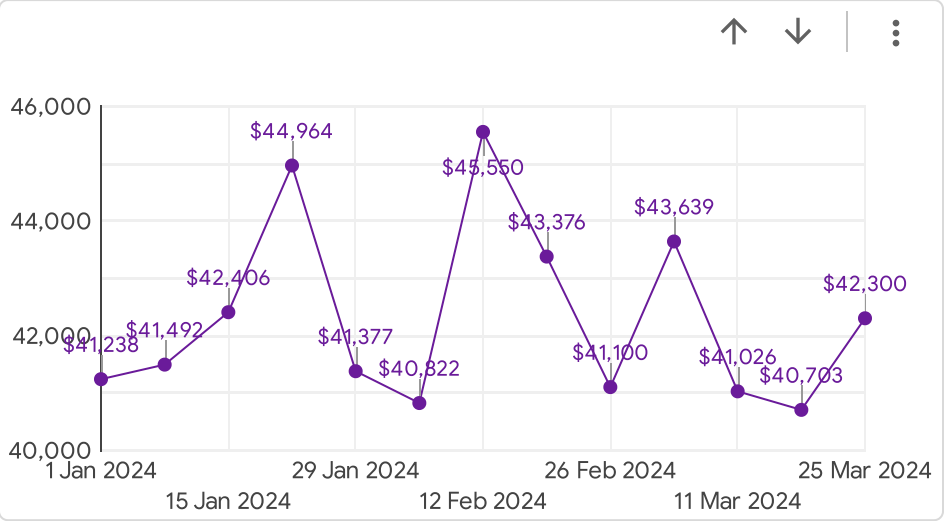
↑ ↓ Click on arrows to toggle between day / week / month



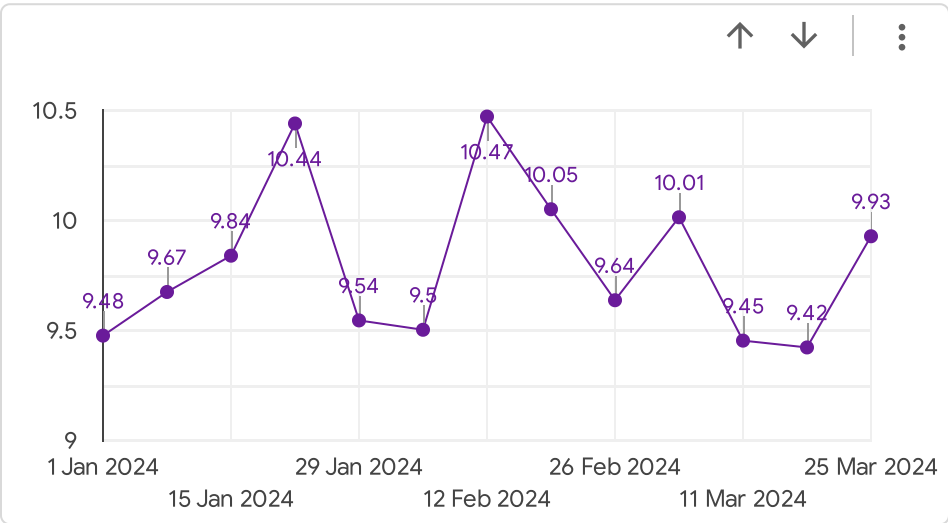
## Ad Spend



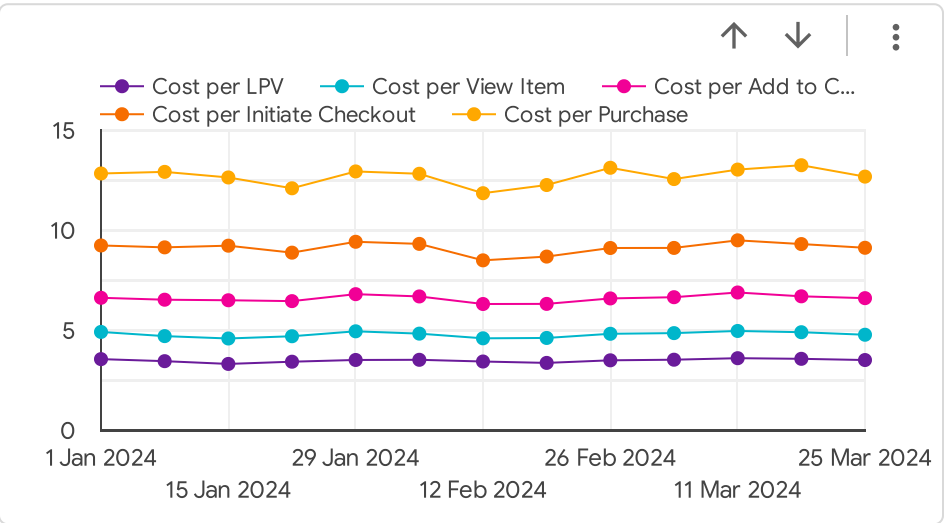
## Revenue



## ROAS



## Cost per Action



## Deep Dive

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Performance Max	\$24,485	1,095,728	\$22.35	11,008	\$2.22	0.01	6,883	\$3.56	5,013	\$4.88	3,634	\$6.74	2,651	\$9.24	1,925	\$12.72	\$236,810	9.67	\$123.02
Display Ads	\$6,833	407,342	\$16.77	4,094	\$1.67	0.01	2,571	\$2.66	1,884	\$3.63	1,381	\$4.95	978	\$6.99	699	\$9.78	\$87,405	12.79	\$125....

Grand total	\$56,099	2,593,731	\$21.63	25,820	\$2.17	0.01	16,097	\$3.49	11,725	\$4.78	8,517	\$6.59	6,156	\$9.11	4,424	\$12.68	\$549,993	9.8	\$124....
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