



Paid Traffic

Sample Report

This is a sample report created from the Paid Traffic Template. We've added a cover page. In Megalytic, you can add a formatted cover page to any report. Formatting options include:

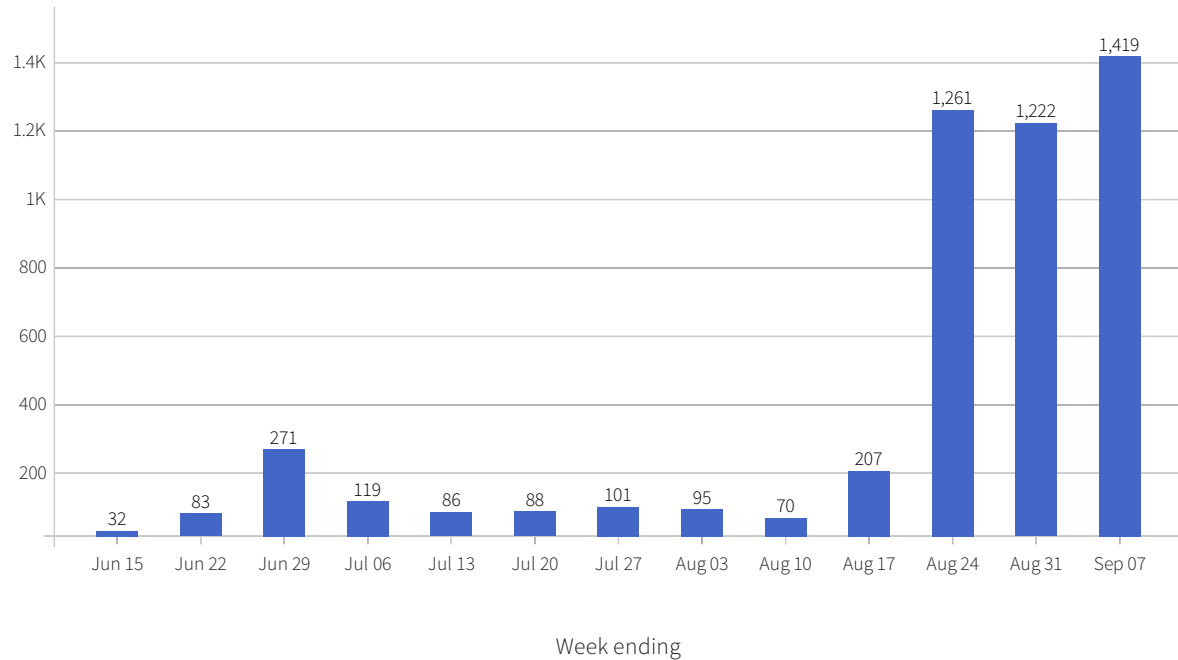
- Bullets
- Line Numbering
- Multiple Fonts
- etc.

You can also include formatted text in comments that can be inserted anywhere in the report.

Paid Traffic

Weekly from 06/09/2014 until 09/07/2014

■ Sessions



The number of visits to your website coming from paid traffic sources.

Paid Campaigns - Top 10

From 06/09/2014 until 09/07/2014

Campaign	Sessions	New Sessions (%)	Avg Session Duration	Pages / Session	Bounce Rate (%)
Best [redacted] for [redacted]	1,709	83.44%	00:00:40	1.51	79.34%
[redacted] with [redacted] Insertion	1,083	86.43%	00:00:37	1.66	82.83%
Search Standard - New Site	723	83.54%	00:02:23	3.31	51.59%
Display Network - Opt	525	76.57%	00:00:47	1.22	86.10%
Search Network - Opt	296	71.96%	00:04:11	4.14	40.88%
[redacted] Remarketing	197	45.18%	00:00:10	1.18	87.31%
[redacted] Agen cies	162	80.25%	00:02:17	2.08	66.05%
fb-auto1	129	75.97%	00:00:51	1.49	79.84%
[redacted]	70	84.29%	00:01:27	2.11	60.00%
blog [redacted]	50	70.00%	00:01:04	1.12	42.00%
Entire Site	5,054	80.89%	00:01:10	1.94	73.53%

Above are the paid campaigns sending the most traffic to your website. Additional metrics indicate whether the campaign is attracting new traffic and the level of engagement.

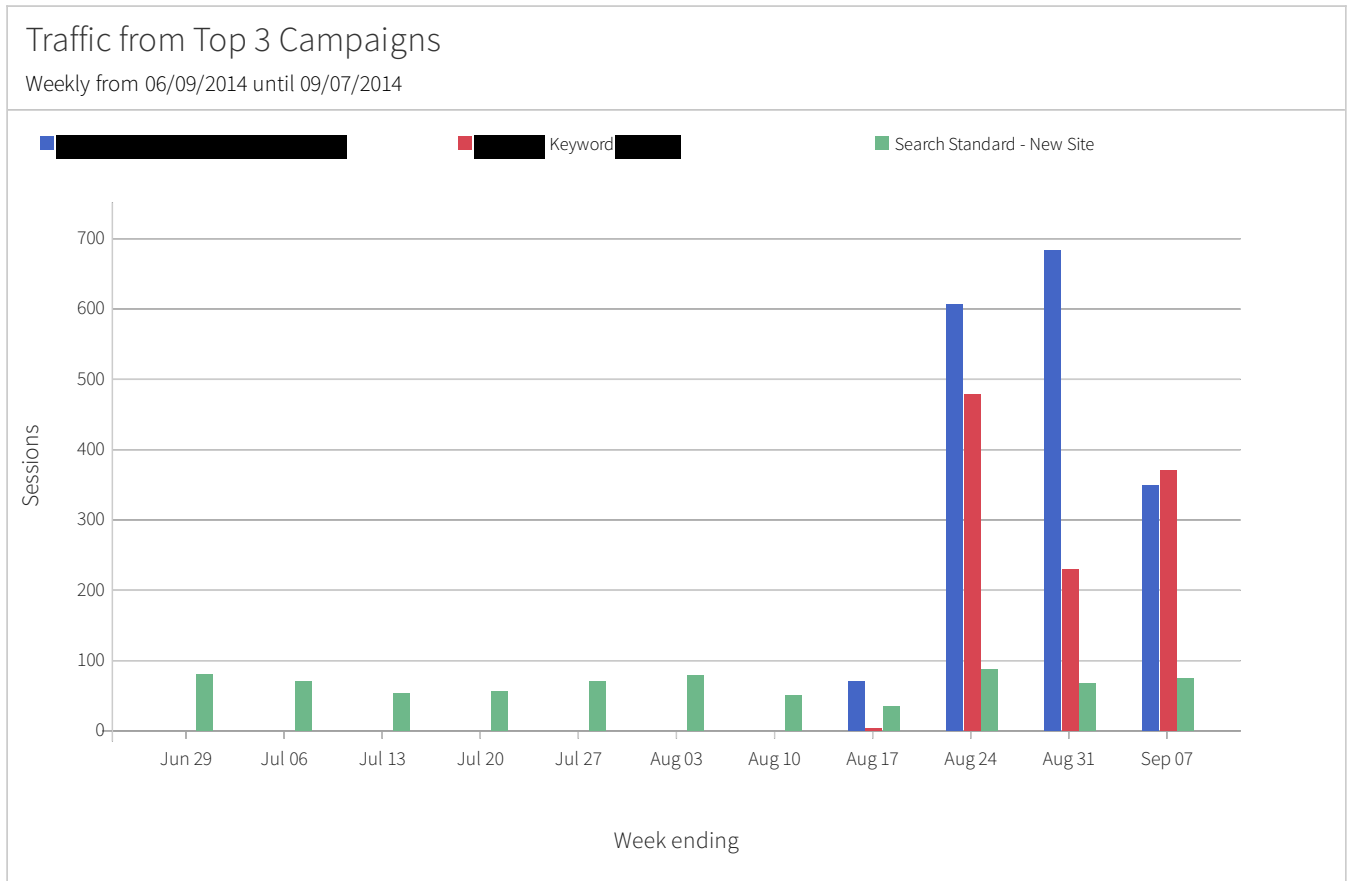
Sessions - The number of visits attributed to the campaign.

New Sessions (%) - The percentage of visitors from the campaign that have never been to your website before.

Avg Session Duration - The average amount of time that user arriving from the campaign spend on your website.

Pages / Session - The average number of pages viewed by visitors from a campaign.

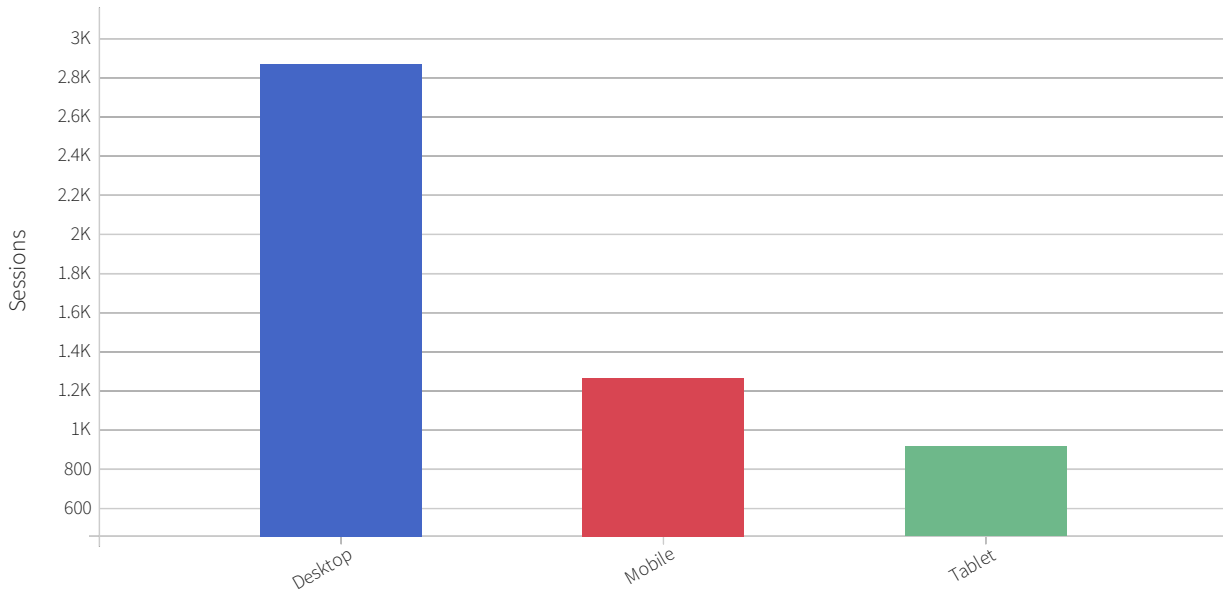
Bounce Rate (%) - The percentage of users from a campaign who entered the website on the page, and immediately left, without viewing any other pages.



Weekly traffic from the top 3 campaigns sending traffic to your website. Illustrates the contribution of each campaign over time.

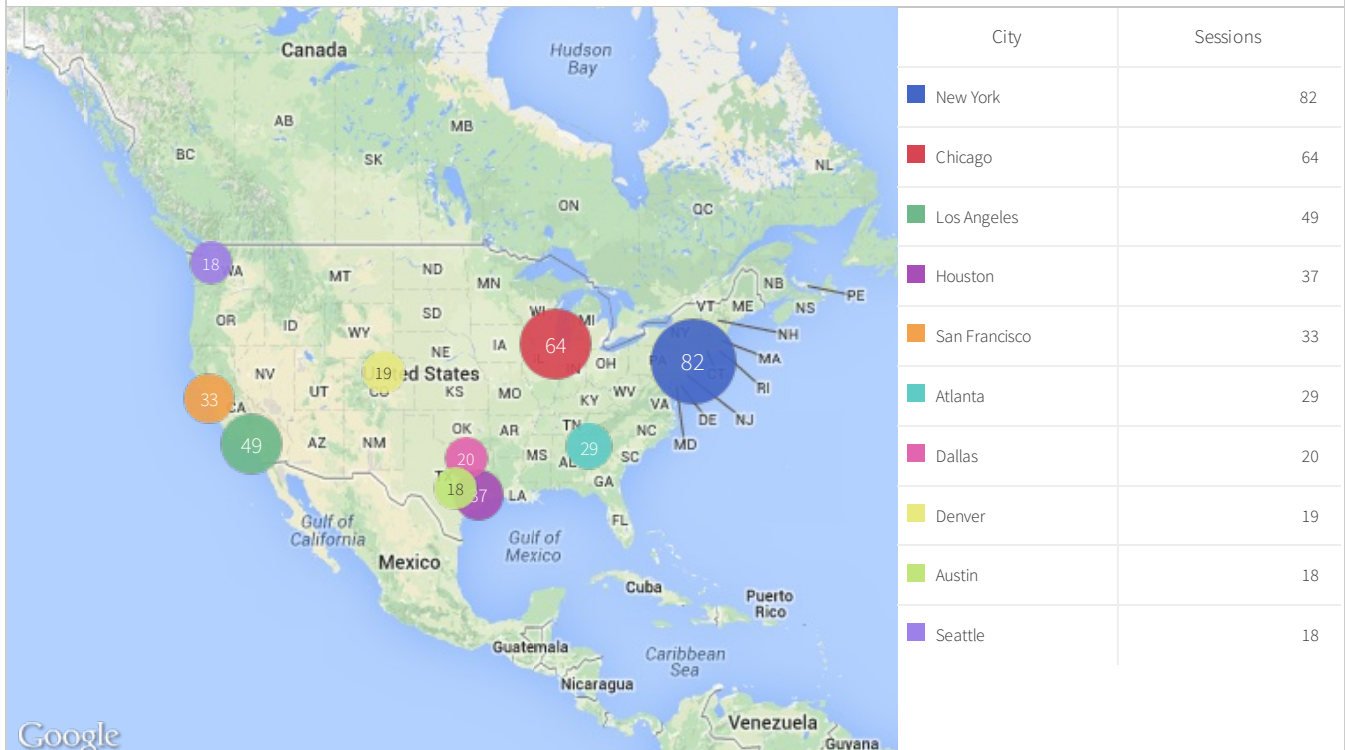
Paid Traffic by Platform

From 06/09/2014 until 09/07/2014
























Paid Traffic - Top 10 US Cities

From 06/09/2014 until 09/07/2014



Above are the top 10 US cities sending traffic to your website. You can customize this widget to show whatever geographic area you want. Below shows the Top Landing Pages where paid traffic entered your site. The second column shows the conversion rate for paid traffic on that landing page. If you do not have goals set up, you can replace that column with another metric.

Top Landing Pages for Paid Traffic		
From 06/09/2014 until 09/07/2014		
Sessions	Landing Page	Conversion Rate (%)
3.0K 	/	4.16%
1.5K 		8.45%
254 		18.11%
64 	/blog 	0.00%
41 		7.32%
39 		25.64%
33 	/plans	6.06%
22 		0.00%
10 		0.00%
10 		20.00%
Entire Site	5,054	6.35%

Adwords Campaign Performance					
From 06/09/2014 until 09/07/2014					
Campaign	AdWords Clicks	AdWords CTR	AdWords Cost	AdWords CPC	AdWords Cost per Conversion
 with Keyword 	909	0.90%	\$1,894.22	\$2.08	\$29.60
Search Standard - New Site	678	0.39%	\$2,713.71	\$4.00	\$21.54
Display Network - Opt	533	0.52%	\$485.99	\$0.91	\$121.50
Search Network - Opt	253	0.88%	\$753.37	\$2.98	\$11.96
 Remarketing	207	0.37%	\$242.02	\$1.17	\$0.00
Entire Site	2,580	0.56%	\$6,089.31	\$2.36	\$23.69

Summary of the performance of your top Adwords campaigns. Below is a summary of the performance of your top Adwords keywords. Your Google Analytics account must be linked to AdWords for these widgets to work.

Adwords Keyword Performance - Top 20

From 06/09/2014 until 09/07/2014

Keyword	AdWords Clicks	AdWords CTR	AdWords Cost	AdWords CPC	AdWords Cost per Conversion
report	318	1.42%	\$562.24	\$1.77	\$40.16
	147	0.77%	\$458.70	\$3.12	\$13.49
website	98	0.50%	\$196.15	\$2.00	\$49.04
tools	88	0.29%	\$415.92	\$4.73	\$18.91
kpi	85	1.24%	\$157.59	\$1.85	\$0.00
	81	0.36%	\$328.42	\$4.05	\$15.64
	74	1.96%	\$91.67	\$1.24	\$15.28
	64	0.39%	\$336.92	\$5.26	\$30.63
	51	0.45%	\$129.98	\$2.55	\$21.66
ing	47	0.61%	\$91.79	\$1.95	\$0.00
writing	37	0.36%	\$81.53	\$2.20	\$0.00
search	35	0.43%	\$63.90	\$1.83	\$0.00
report	34	1.41%	\$101.53	\$2.99	\$50.76
	32	4.75%	\$19.74	\$0.62	\$1.97
	30	0.66%	\$69.64	\$2.32	\$17.41
	29	0.63%	\$65.19	\$2.25	\$16.30
marketing	26	0.33%	\$132.87	\$5.11	\$16.61
	23	1.33%	\$75.19	\$3.27	\$15.04
for	19	0.69%	\$45.73	\$2.41	\$0.00
tools	16	0.22%	\$75.53	\$4.72	\$18.88
Entire Site	1,840	0.62%	\$5,361.30	\$2.91	\$21.19