



**Digital Marketing Strategy
Monthly Report**

Report Explanation

We know digital marketing can be challenging, so we are here to help simplify the effort and the results. This report provides data from your digital marketing efforts last month. It show us how well your marketing performed but also helps us strategize for the next month. If you would like to discuss this report please give us a call at 1-800-943-1411 Ext. 2.

REPORT METRICS DEFINITIONS

Facebook Marketing Summary

Reach: The number of people who saw your ads at least once.

Impressions: The number of times your ad was viewed.

Clicks: The number of clicks on your ad.

Link Clicks: The number of clicks on ad links to select destinations, on or off Facebook.

Post Engagement: The number of people who took action by liking, commenting, or sharing your ad.

Facebook Insights Summary

Total Reach: The number of people who saw any of your page posts.

Total Likes: The number of people who have liked your business page.

Likes: The number of people who liked your page in a given time frame.

Engaged Users: The number of times people engaged with your posts through likes, comments and shares.

Total Shares: The number of times something was shared from your business page.

Total Posts: The number of posts on your business page.

Website Traffic Analysis

Sessions: A group of user interactions with your website which takes place within a given time frame.

Page Views: The total number of hits on your website pages.

Pages/Sessions: The number of pages viewed per session

Users: The total number of unique visitors on your website.

Facebook Ad Interactions

This graph shows the interactive click on your Facebook Ad over a 90 day period.

Website Visitors by Source

This list shows how people found your website.

Facebook Ad Overview

This is an overview of the ad or ads that ran last month.

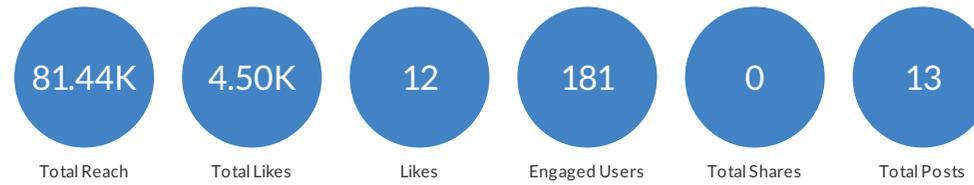
f... Facebook Marketing Summary

Facebook Ads [campaigns](#)



f Facebook Insights Summary

Facebook Insights [pages](#)



GA Website Traffic Analysis

Google Analytics [campaigns](#)



GA Pageviews Last 6 Months

Last 6 months - Apr 01, 2017 to Jun 30, 2017

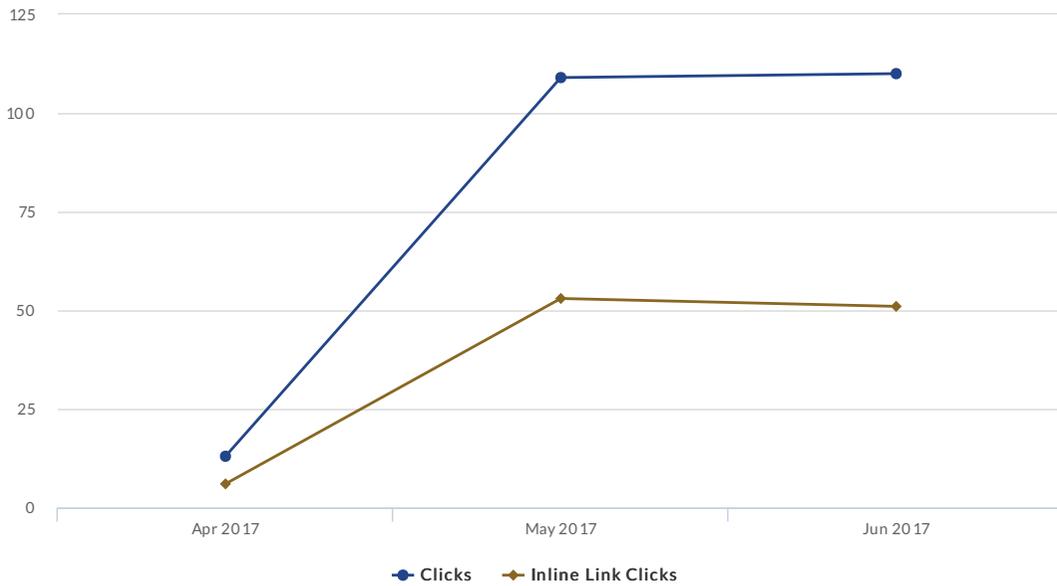
Google Analytics [campaigns](#) data grouped by [month](#)



f... Facebook Ad Interactions

Last 3 months - Apr 01, 2017 to Jun 30, 2017

Facebook Ads campaigns data grouped by month



z Visitors by Source

Google Analytics traffic sources

Source	Pageviews
google	348
m.your website.com	265
(direct)	141
bing	68
yahoo	36
m.facebook.com	22
corpusfishing.com	16
yelp.com	7
r.duckduckgo.com	5
facebook.com	3

f... Facebook Ad Overview

Facebook Ads [ads](#)

Ad || Clicks || Impressions || Preview ||

Angioplex

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The image shows a preview of a Facebook advertisement. At the top left is a logo for 'Your Practice Name' with a small eye icon and the text 'Sponsored'. To the right is a 'Like Page' button. Below this is the text: 'Diagnosing Macular Degeneration and Diabetic Retinopathy early and noninvasively with the new Angioplex.' The main visual is a close-up of a human eye with a blue iris, overlaid with a semi-transparent digital grid and lines. Below the image is the text 'Your Practice Name and headline' and the URL 'www.yourwebsite.com'. At the bottom right is a 'Learn More' button.