

SELECT DATE RANGE: 21 Jul 2019 - 19 Aug 2019

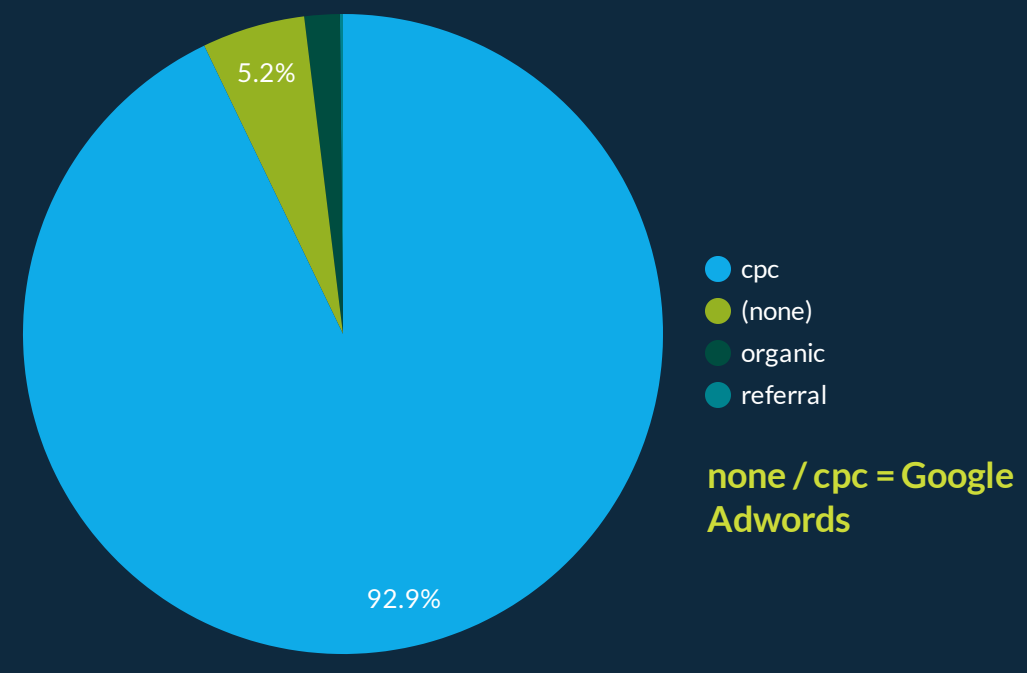
DEFAULT = LAST 30 DAYS

NORMAL TRAFFIC VS GOOGLE ADS TRAFFIC
PERFORMANCE BOOST

VISITS FROM GOOGLE ADS **3,459**

VISITS FROM OTHER SOURCES **85**

VISITS BY ACQUISITION CHANNEL



GOOGLE ADS METRICS
CAMPAIGN STATISTICS

COST / LAST 30 DAYS

R2.94K

AVG. AD POSITION

1.52

IMPRESSIONS

146,822

CLICKS

3,459

CLICK THROUGH RATE

2.36%

AVG. COST PER CLICK

R0.85

CONVERSIONS

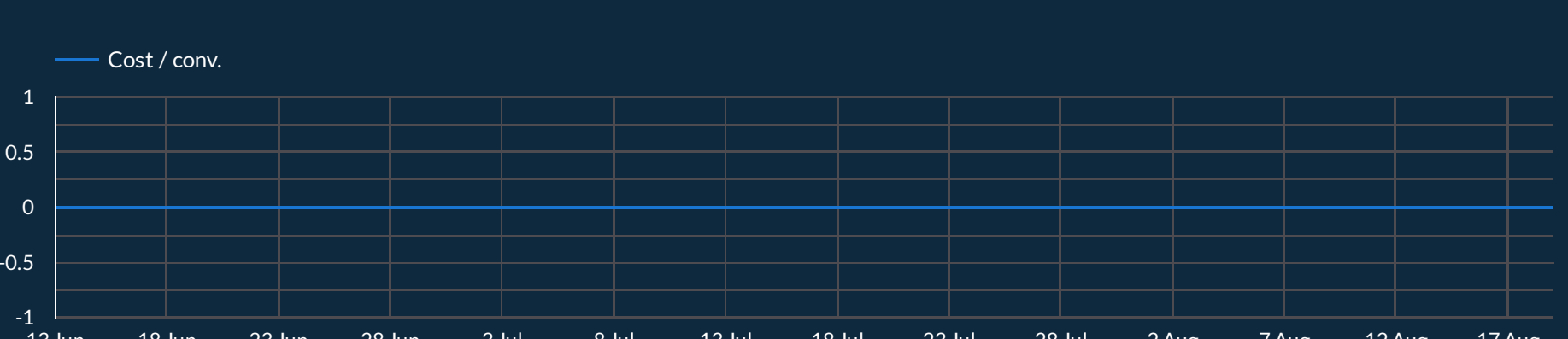
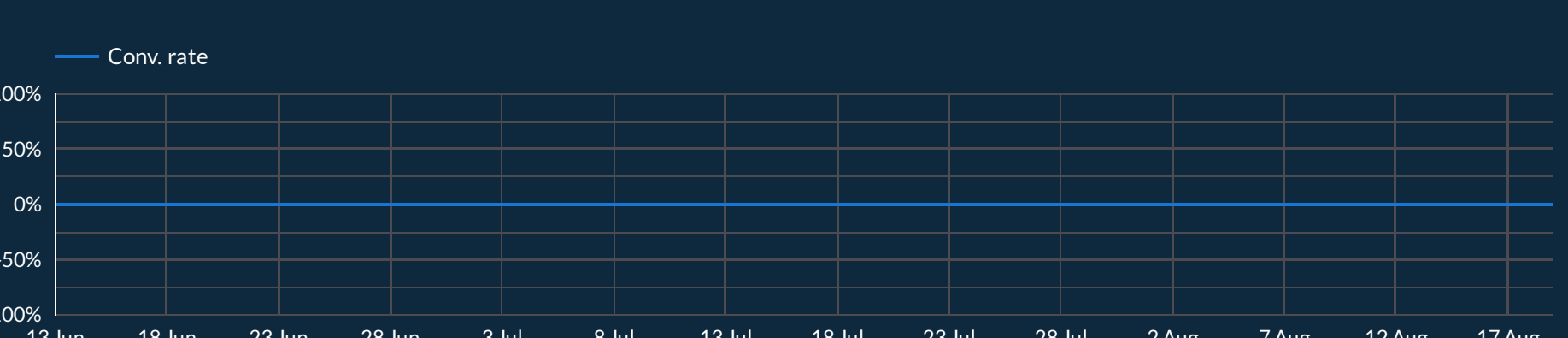
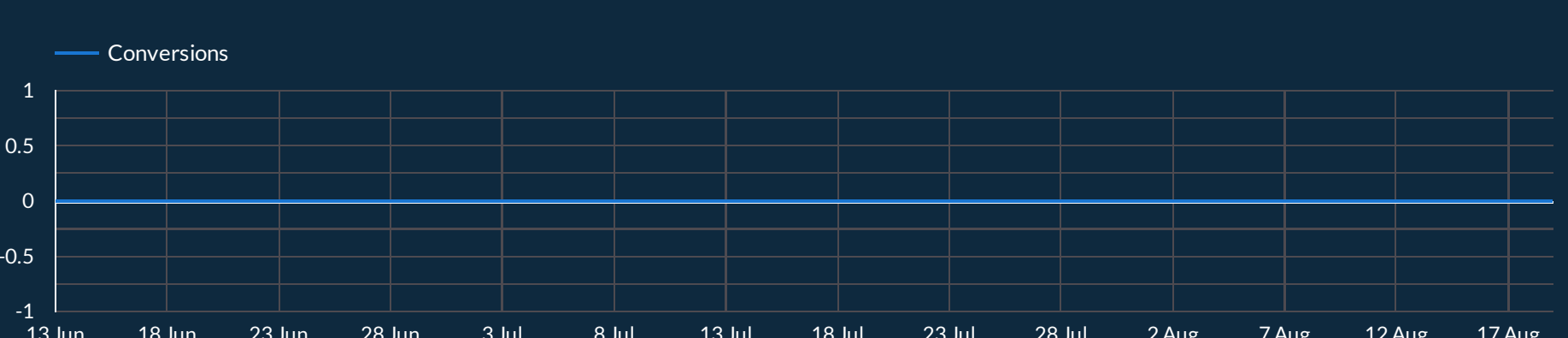
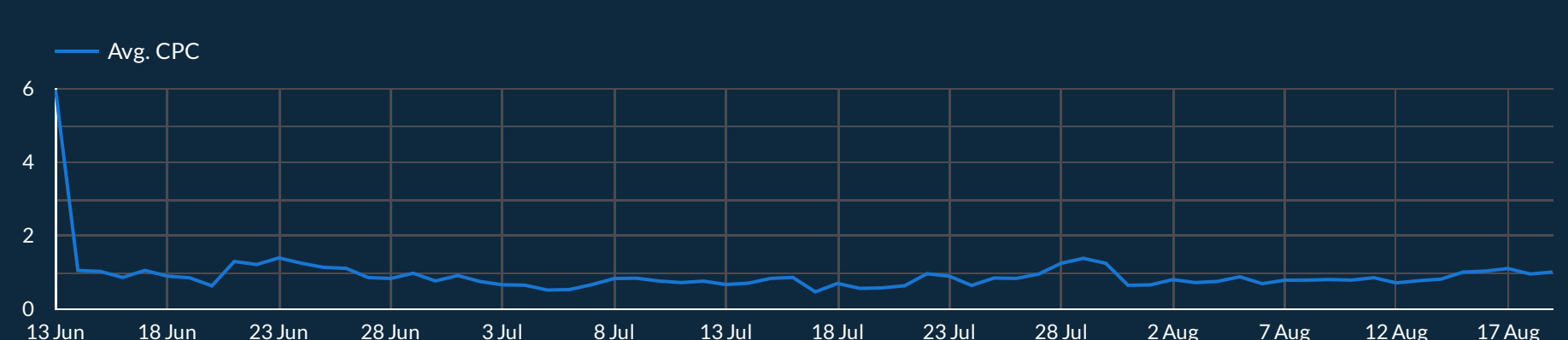
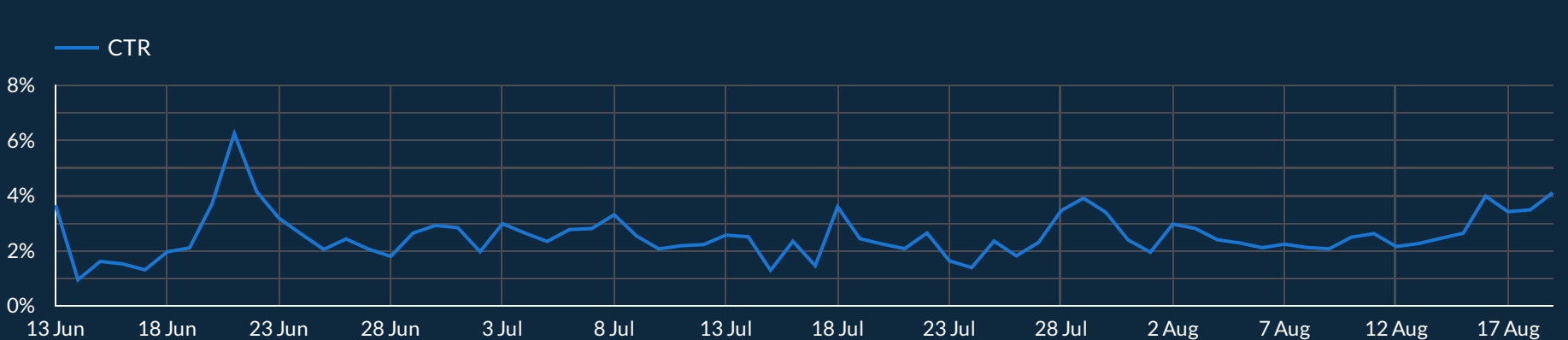
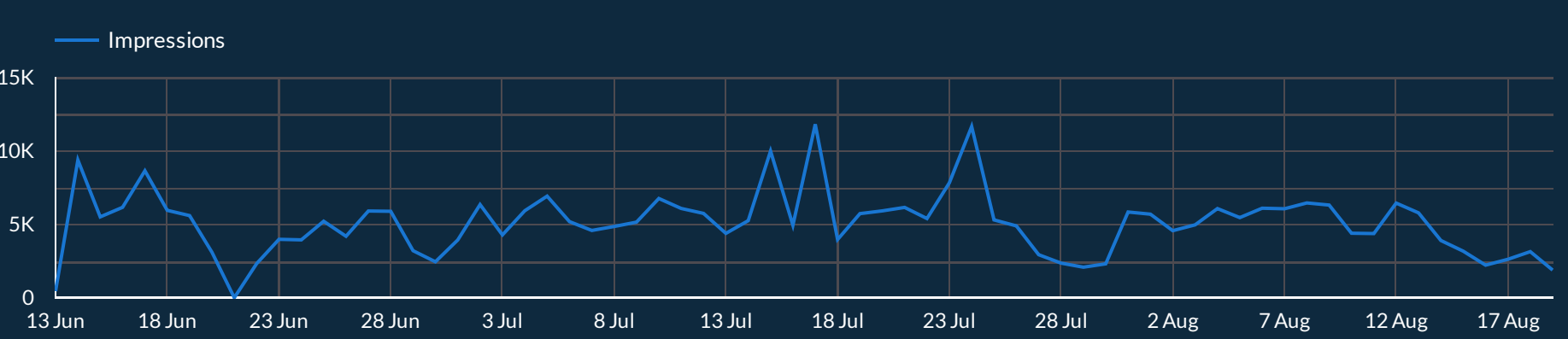
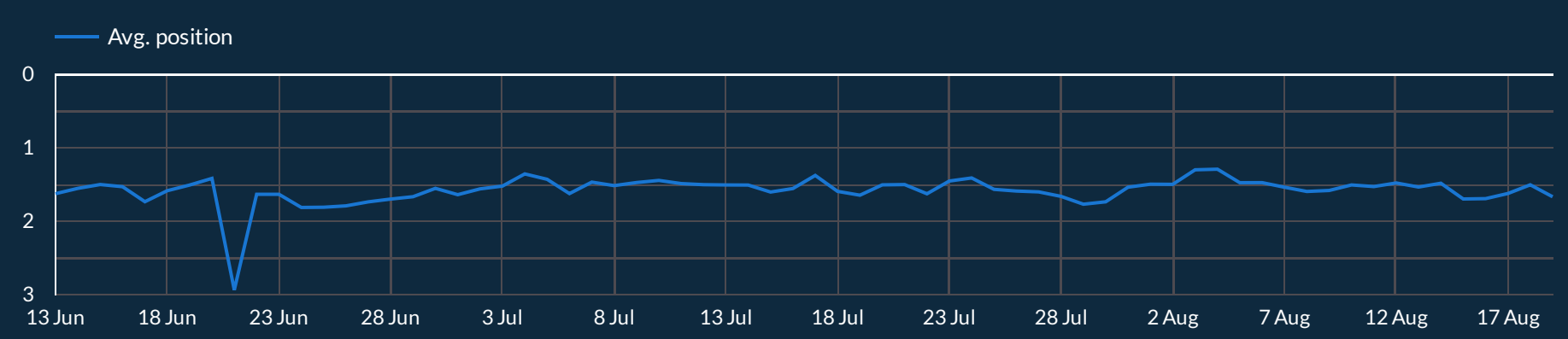
0

CONVERSION RATE

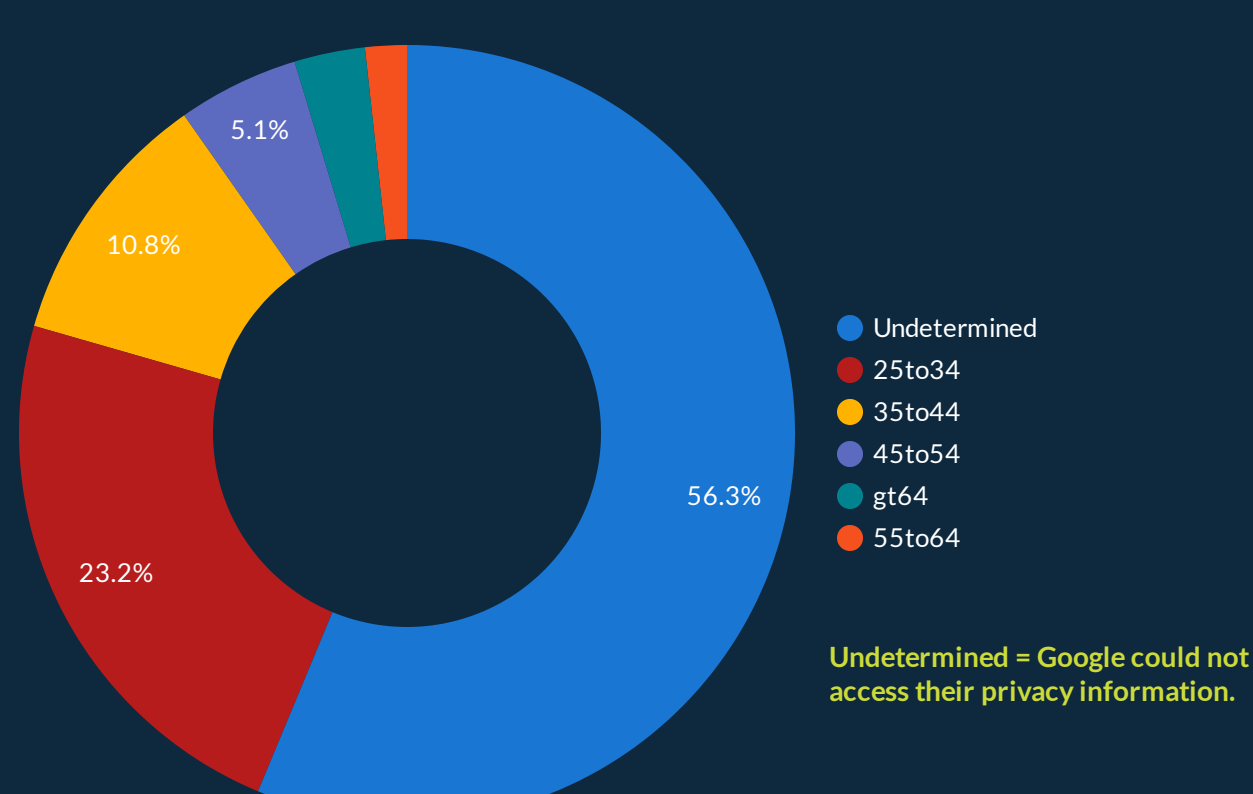
0.00%

COST PER CONVERSION

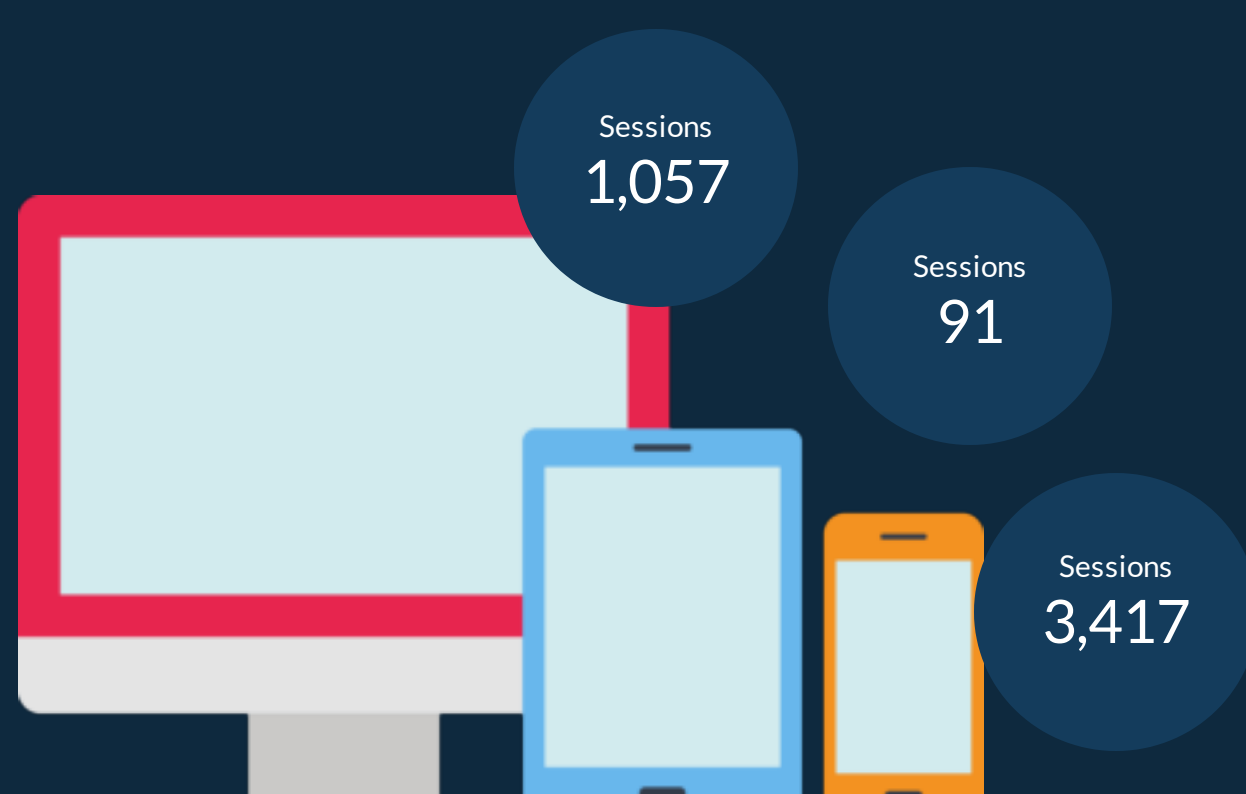
R0.00



VISITS BY AGE GROUP



VISITS BY DEVICE

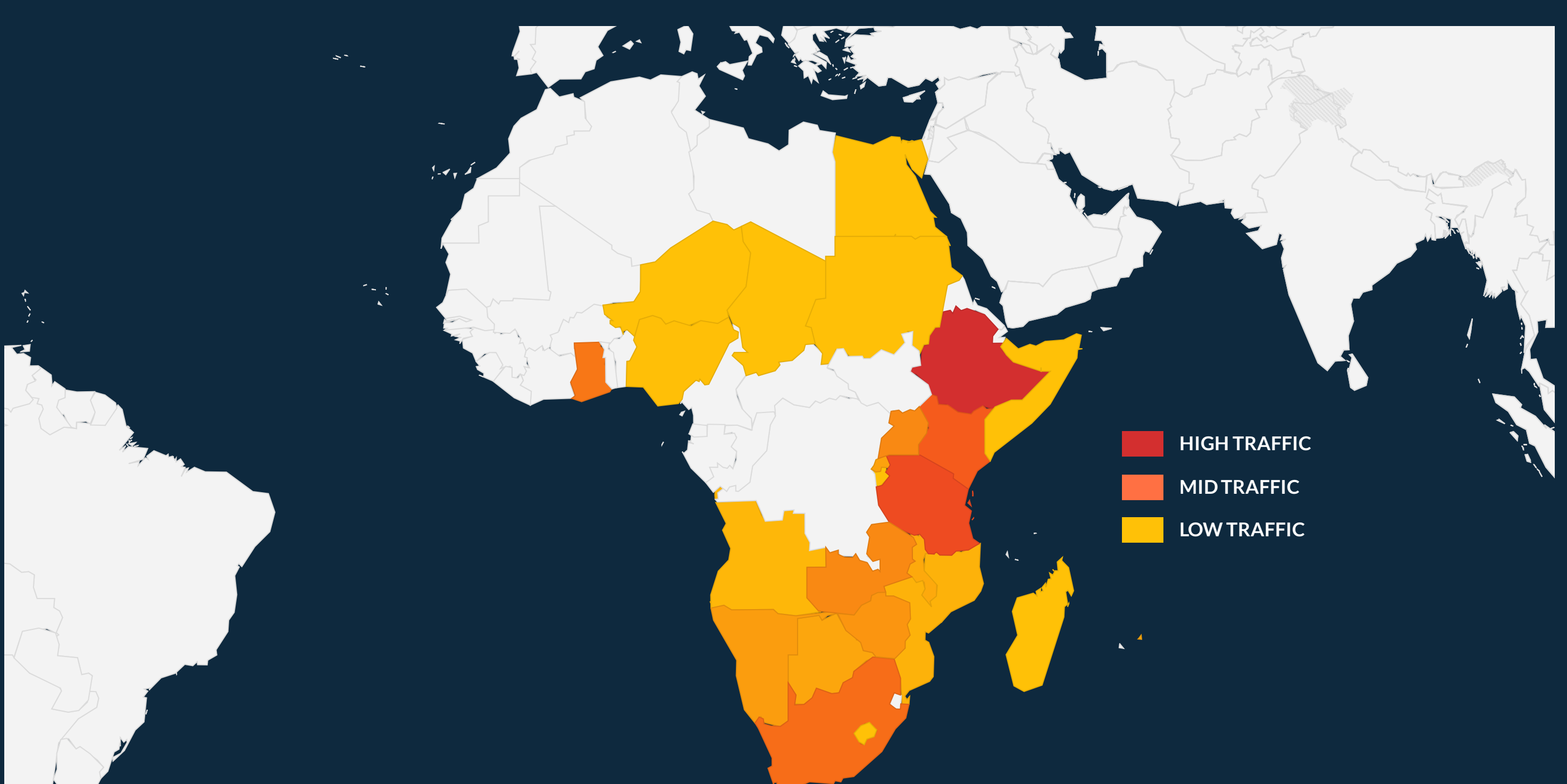


LOCATION METRICS

VISITS BY CITY



VISITS BY COUNTRY [TARGET GROUP: AFRICA]



THANK YOU