generic logo
company

Digital Marketing Report

September 2014

This is a sample report showing how to create a monthly template in Megalytic. It provides some general website statistics, comparing September with August. In addition, it shows the September results from the top campaigns.

You can modify this cover page each month when you generate the report from its Megalytic template.

Key Metrics – Comparison with Last Month

09/01/2014 - 09/30/2014 Compared To 08/01/2014 - 08/31/2014

Metric	Aug. 1st 2014 – Aug. 31st 2014	Sep. 1st 2014 – Sep. 30th 2014	Change		% Change
Users	22,089	19,732	↓	-2,357	-10.67%
Sessions	29,674	26,406	↓	-3,268	-11.01%
Contact Us Forms	13	39	↑	26	200.00%
Bounce Rate (%)	47.51%	47.17%	↓	-0.34%	-0.72%
Pages / Session	4.07	4.04	↓	-0.03	-0.74%
Avg Session Duration	00:03:10	00:03:11	↑	00:00:01	0.93%

Users and Sessions were down in September. However, the key metric - Contact Us Forms - was way up. The focus on less, higher quality traffic, is working.

This comment can be changed each month to describe the results contained in the above table.

Daily Traffic – Last 6 Months

Daily from 04/01/2014 until 09/30/2014

Website traffic has been relatively flat for the last 6 months - as illustrated by the red 30 day rolling average line. There was a slight increase in the second half of August, but that seems to have leveled back down in September. Traffic spikes on certain days result from campaigns running on those days.

This comment can be changed each month to describe the results contained in the above chart.

Top 10 Campaigns - September 2014

From 09/01/2014 until 09/30/2014

Campaign	Lead Gen Form Completed	Conversion Rate (%)	Sessions	Bounce Rate (%)
General	715	81.90%	873	35.17%
[redacted]	176	96.70%	182	43.96%
[redacted] - Competition	53	89.83%	59	44.07%
[redacted] KickoffSalesEvent	26	0.72%	3,590	87.44%
FALL [redacted] 2014	21	1.40%	1,495	65.82%
Fall14Find [redacted]	8	0.50%	1,610	84.22%
[redacted] Last Chance Kickoff Event-9.11.14	7	22.58%	31	6.45%
[redacted] Last Chance Kickoff Weekend-9.13.14	6	100.00%	6	0.00%
[redacted] Eblast1	5	0.50%	993	52.06%
[redacted] rand Opening 9.18.14	4	19.05%	21	28.57%
Entire Site	4,094	15.50%	26,406	47.17%

The table above shows the Top 10 Campaigns for September - ranked by the number of "Lead Gen Form Completed" conversions.

When you re-generate this report from a template each month, and update the date range, this table will automatically reflect the top 10 campaigns for that month.

Below, we break out results for some of the multi-channel campaigns to illustrate where they are most effective.

Campaign - Football Team Sales Event

From 09/01/2014 until 09/30/2014

Source / Medium	Sessions	Lead Gen Form Completed	Bounce Rate (%)
[redacted] / PushdownAd	1,245	7	90.68%
[redacted] / Social	668	2	88.32%
[redacted] / PreRoll	299	0	84.28%
[redacted] Post / Xtra [redacted] Wallpaper	281	0	92.17%
[redacted] / TargetedTabletDisplay	194	0	85.57%
[redacted] Post / Xtra [redacted] Banner	189	0	95.24%
[redacted] Post / [redacted] TabletCPC	158	0	80.38%
[redacted] / MobileDisplay	83	0	92.77%
[redacted] / RetargetedBanners	80	4	67.50%
[redacted] GannetNetwork / RetargetedBanners	76	7	61.84%
Entire Site	3,590	26	87.44%

This was a display advertising campaign that ran on multiple sources - as indicated. As you can see, the Local News Pushdown Ad generated the most traffic (Sessions). However, the Network News Retargeted Banners got the most traction, with 7 conversions out of only 76 Sessions.

Campaign - Fall Sales

From 09/01/2014 until 09/30/2014

Source / Medium	Sessions	Completions	Bounce Rate (%)
[redacted] / TargetedTabletDisplay	457	0	91.90%
[redacted] / iPad728x90	197	1	87.82%
[redacted] / Ac[redacted] MobileCPC	194	0	93.30%
[redacted] / RetargetedBanners	136	4	56.62%
[redacted] / Ac[redacted] TabletCPC	111	0	87.39%
[redacted] / PreRoll	85	0	81.18%
[redacted] / DigitalDisplay	80	1	78.75%
[redacted] / [redacted] MobileDisplay	69	0	78.26%
[redacted] / TargetedDigitalDisplay [redacted]	62	0	80.65%
[redacted] / Targeted [redacted] DisplayChannel	42	0	92.86%
Entire Site	1,610	8	84.22%

Campaign - Act Now Email

From 09/01/2014 until 09/30/2014

Source / Medium	Sessions	Completions	Bounce Rate (%)
[redacted] / Eblast	993	5	52.06%
Entire Site	993	5	52.06%