

MULTI-PLATFORM TRAFFIC REPORT

Period: _____

SOURCE	IMPRESSIONS	CLICKS/VISITS	CTR %	CONVERSIONS	CAMPAIGN NOTES
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Google Search

**Facebook /
Meta**

Instagram

LinkedIn

YouTube

TikTok

**Email
Marketing**

Referral/Other

TOP PERFORMING CHANNEL

TOTAL AGGREGATE TRAFFIC

GOAL COMPLETION RATE

KEY OBSERVATIONS & ACTION PLAN