

# LEAD CONVERSION REPORT

E-commerce Performance Metrics

Reporting Period: Jan 01 - Dec 31  
Generated: 2023-10-27

Traffic Source	Total Sessions	Lead Sign-ups	Purchases	Conversion Rate
Organic Search	12,450	840	156	1.25%
Paid Social	8,200	1,120	245	2.98%
Email Marketing	4,150	680	182	4.38%
Referral	2,300	95	28	1.21%
Direct Traffic	5,600	210	94	1.67%
<b>TOTAL</b>	<b>32,700</b>	<b>2,945</b>	<b>705</b>	<b>2.15% (Avg)</b>

## Key Insights

- Email remains the highest converting channel.
- Paid social yields the largest volume of new leads.
- Organic search requires landing page optimization.

## Next Actions

- Increase budget for top-performing social ads.
- A/B test Referral landing page CTAs.
- Implement abandoned cart recovery sequences.