

TRAFFIC SOURCE PERFORMANCE

Digital Marketing Analytics Report

Reporting Period: _____
Property: _____

SOURCE / MEDIUM	USERS	SESSIONS	BOUNCE RATE	CONVERSION RATE	GOAL COMPLETION
Organic Search	0	0	0.0%	0.0%	0
Paid Search (PPC)	0	0	0.0%	0.0%	0
Social Media	0	0	0.0%	0.0%	0
Email Marketing	0	0	0.0%	0.0%	0
Direct Traffic	0	0	0.0%	0.0%	0
Referral	0	0	0.0%	0.0%	0
TOTALS	0	0	0.0%	0.0%	0

EXECUTIVE SUMMARY & INSIGHTS

TOP PERFORMING CHANNEL
KEY ACTION ITEMS

Confidential Marketing Performance Template – Generated for Internal Review