

TRAFFIC SOURCE STATISTICS

Reporting Period: Jan 01 - Jan 31, 2024

Inbound Marketing Report
Ref ID: #ST-9920

SOURCE CHANNEL	SESSIONS	CONV. RATE	TREND
Organic Search	12,450	3.2%	↑ 12%
Social Media	6,120	1.8%	↑ 4%
Email Marketing	8,900	5.4%	↓ 2%
Direct Traffic	4,200	2.1%	~ 0%
Referral	2,100	4.8%	↑ 8%

TOTAL TRAFFIC 33,770
AVG. BOUNCE RATE 42.5%
TOTAL LEADS 1,148

* This document is a template representation of inbound traffic data generated for internal review purposes.