

DIGITAL MARKETING ANALYTICS

Monthly Performance Report

Reporting Period: October 2023

Property: domain-example.com

TOTAL REACH

428,502

AVG. CTR

3.24%

CONVERSIONS

1,104

TOTAL SPEND

\$4,250.00

CHANNEL / METRIC	CURRENT	PREVIOUS	INSIGHTS & OBSERVATIONS
Search Engine Marketing (PPC)			
Impressions	85,400	78,200	Increased visibility due to brand keyword optimization.
Cost Per Click (CPC)	\$1.45	\$1.62	Bidding strategy adjustment reduced average costs.
Paid Social Media			
Engagement Rate	4.8%	3.9%	Video content performing 2x better than static images.
CPA	\$28.40	\$31.10	Retargeting campaigns showing highest efficiency.
Organic Search (SEO)			

CHANNEL / METRIC	CURRENT	PREVIOUS	INSIGHTS & OBSERVATIONS
Organic Sessions	12,205	11,800	New blog series ranking for 3 high-intent keywords.
Bounce Rate	42.1%	45.5%	Mobile UI improvements improved page dwell time.

EXECUTIVE SUMMARY

Overall performance trended upward this month with a significant 12% decrease in CPC across paid channels. Focus for next month will shift toward bottom-of-funnel conversion optimization for mobile traffic.