



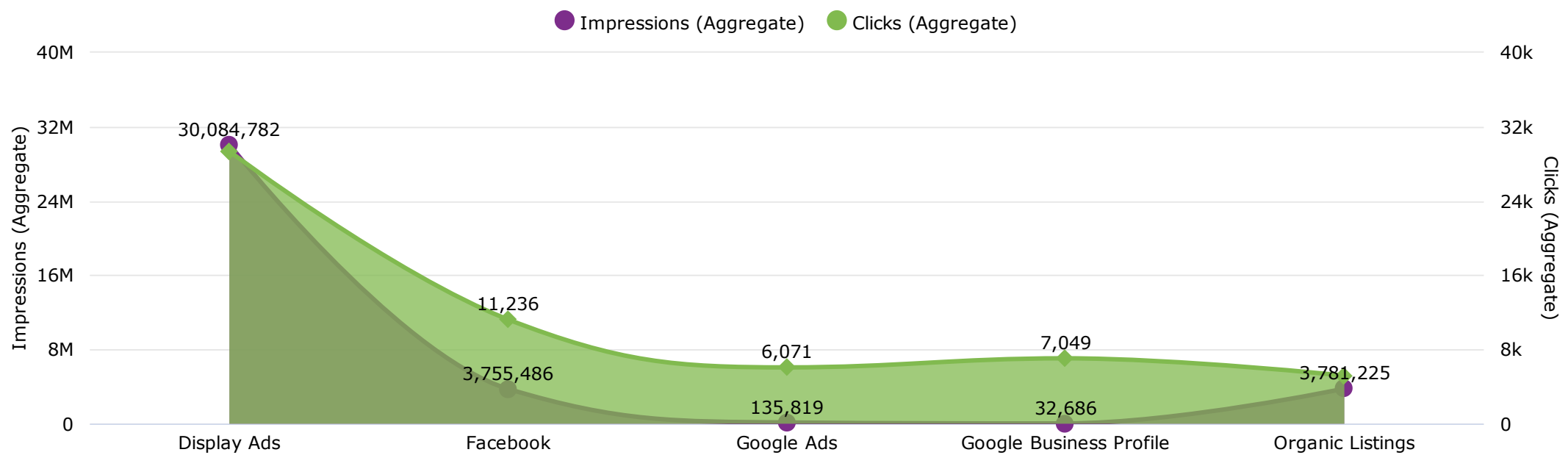
Monthly Digital Performance

FLYPAPER

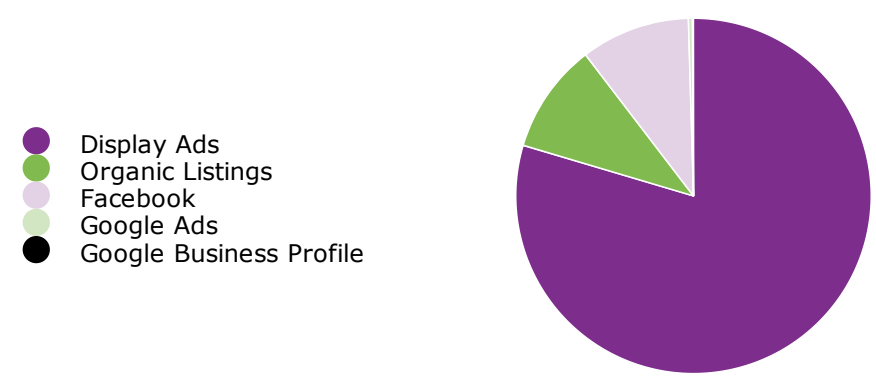
10/01/2022-10/31/2023

OVERALL CAMPAIGN METRICS

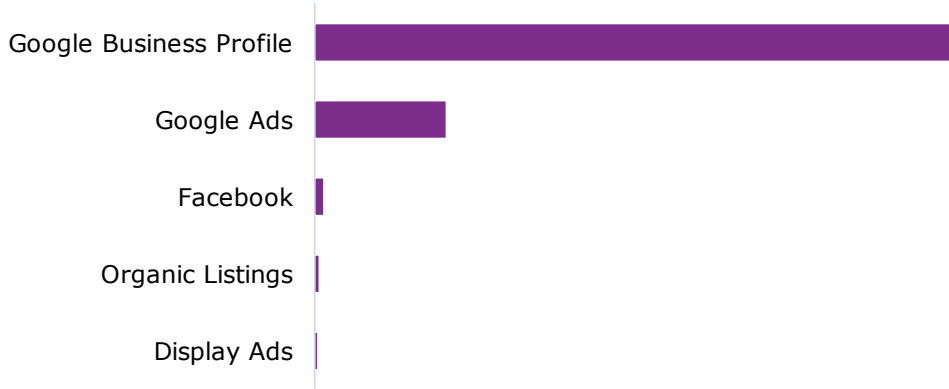
OVERALL IMPRESSIONS + CLICKS



BEST VISIBILITY (IMPRESSIONS)



HIGHEST ENGAGEMENT (CTR)

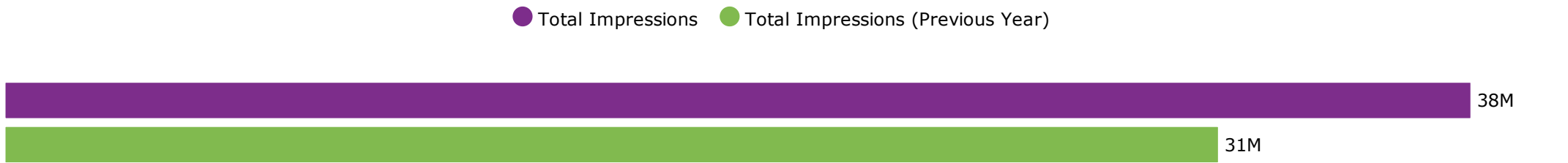


OVERALL CAMPAIGN METRICS

The purple metric date range matches the rest of the report while the green pulls from the same time frame last year.

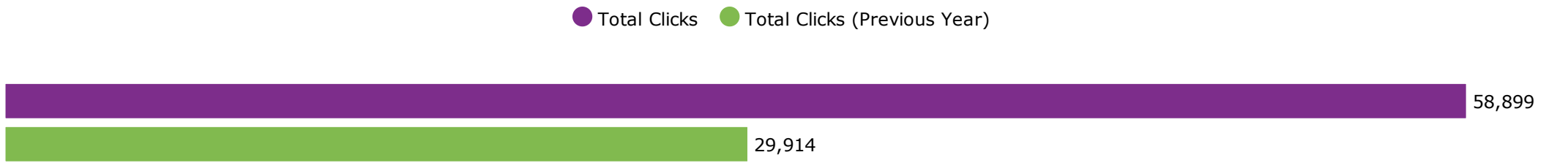
IMPRESSIONS COMPARISON

10/01/2022 - 10/31/2023



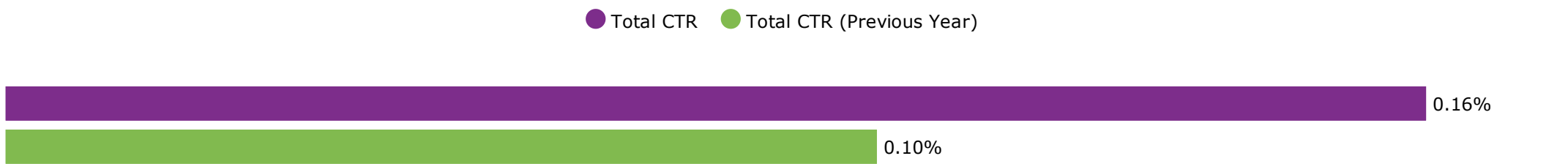
CLICKS COMPARISON

10/01/2022 - 10/31/2023



CTR COMPARISON

10/01/2022 - 10/31/2023



WEBSITE TRAFFIC OVERVIEW

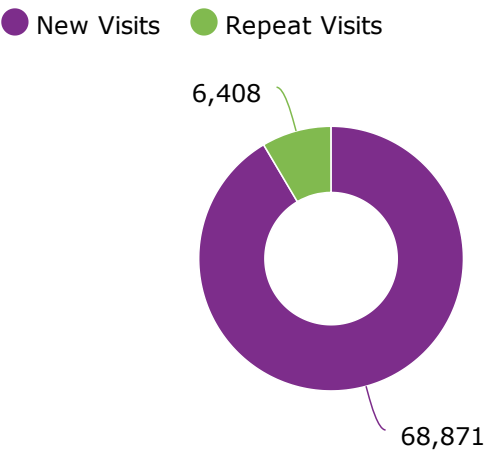
WEBSITE VISITS + PAGEVIEWS

68,284 Users 68,871 New Users

75,279 Visits 96,420 Pageviews

2 Pages / Session 1:25 Avg Session Dur.

NEW VS RETURNING VISITS



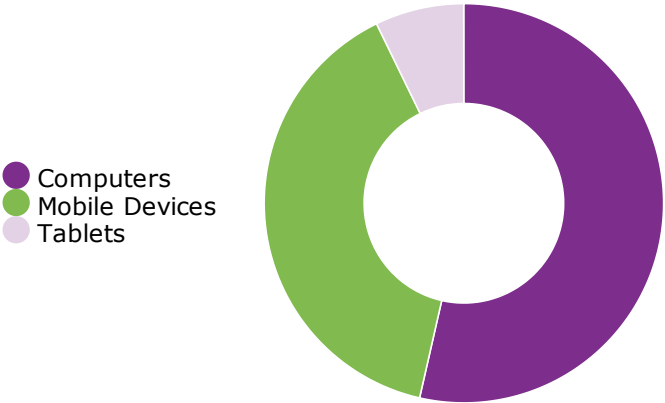
POPULAR PAGES

Rank	Page	Pageviews
1	/	20,905
2	/nashville-digital-marketing-a...	5,716
3	/contracting-digital-marketing-...	5,048
4	/raleigh-digital-marketing-age...	5,008
5	/louisville-digital-marketing-ag...	4,903
6	/little-rock-digital-marketing-a...	4,618

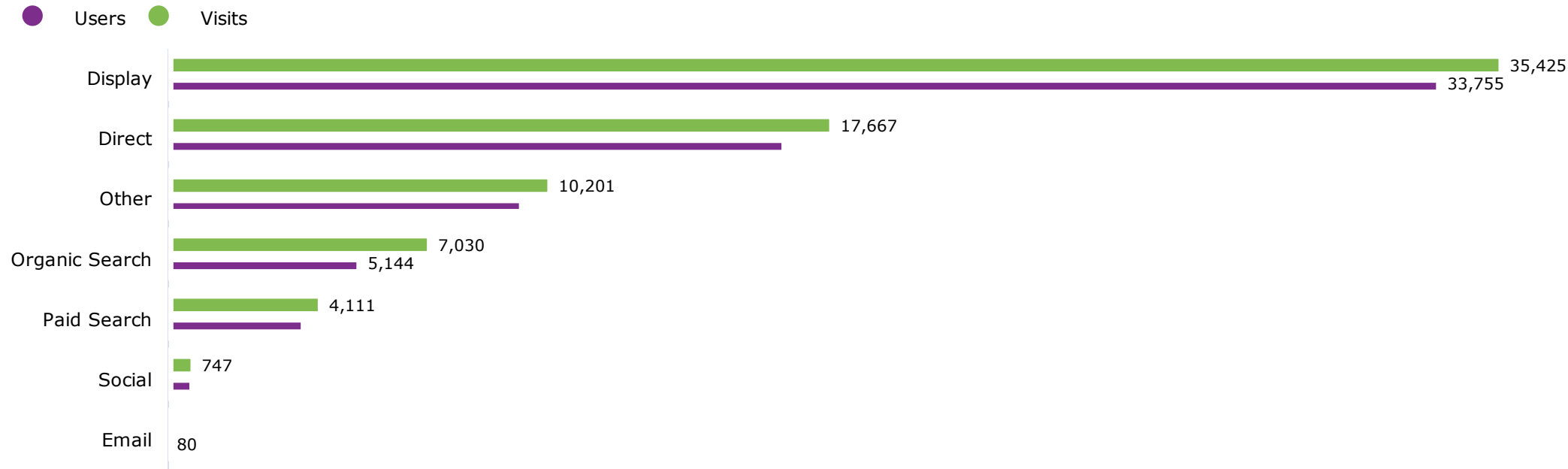
Users vs Visits? A user is an individual person who has come to your site whereas a session (or "visit") represents one of those visits to your site

WHERE TRAFFIC IS COMING FROM

Channels	Users	Pages / Visit	Form Fills / Total Conversions
Display	33,755	1	295
Direct	16,417	1	1,311
Organic Search	5,145	2	2,562
Other	4,852	1	44
Referral	4,653	1	617
Paid Search	3,678	2	649



USERS VS VISITS



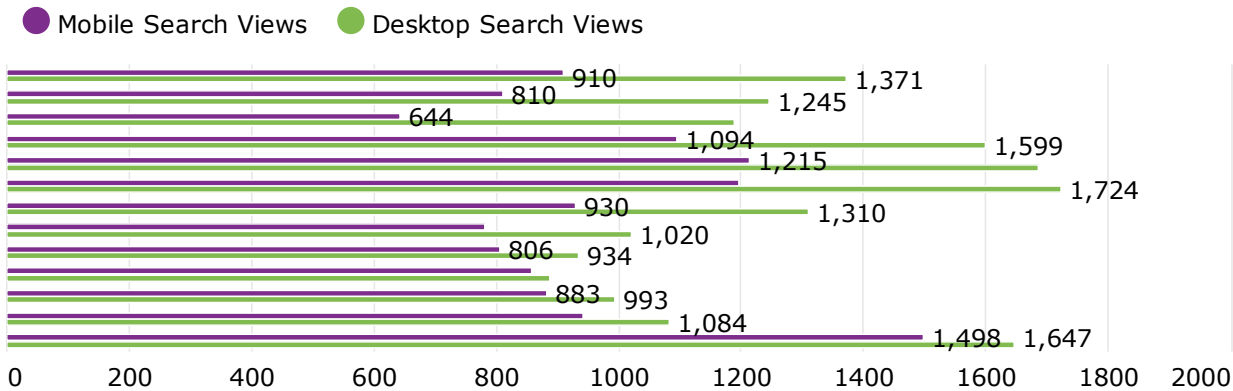
GOOGLE BUSINESS PROFILE

Views on Search

A customer found your business via Google Search.

29,259

Search Views



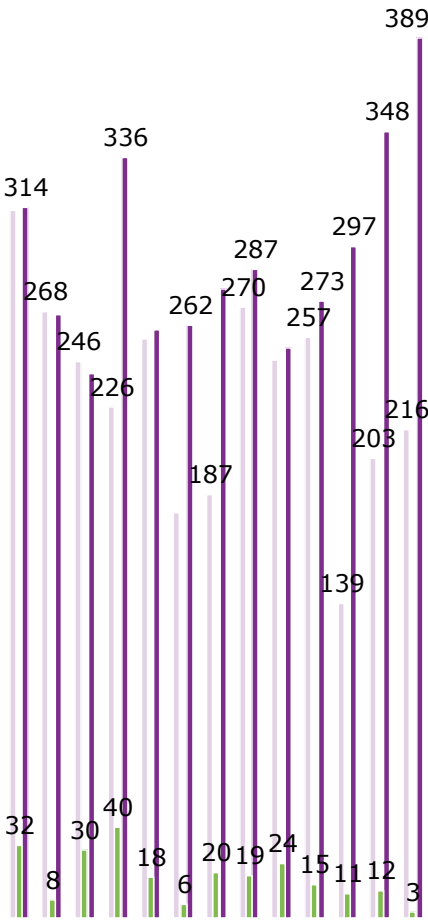
Actions

The graph shows how many customers completed the following types of actions when viewing your listing

7,049

Total Actions

- Directions Click
● Called
● Visited the website

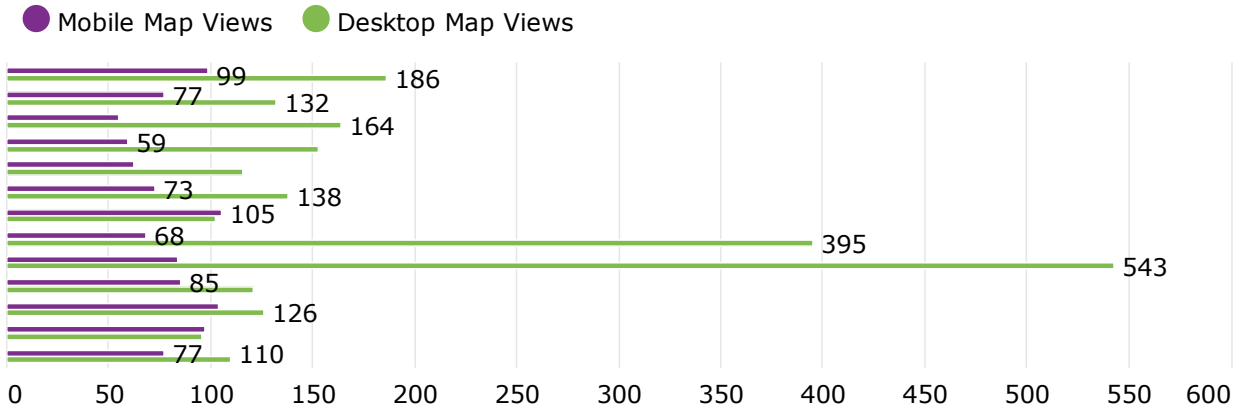


Views on Maps

A customer found your business via Google Maps.

3,427

Map Views

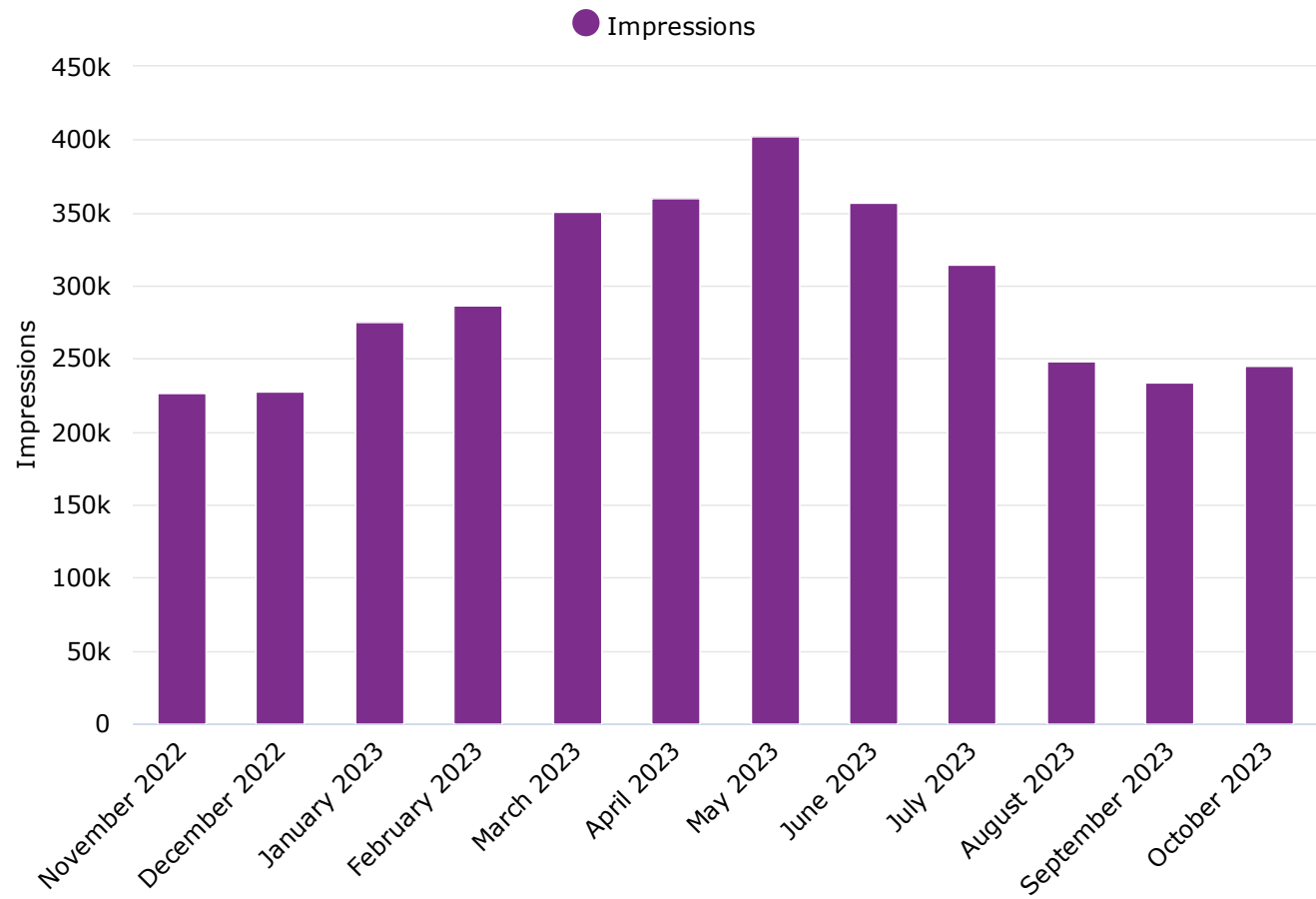


SEO | ORGANIC VISIBILITY

MEASURING PERFORMANCE ON HOW YOU SHOW UP ORGANICALLY

These keywords represent the words that Google feels your site is relevant to show up for. When someone does a search for these, Google is likely placing your site close (if not on) the first page. As time goes on, your exposure will continue to grow, which is shown on the graph on the following page.

TOTAL ORGANIC IMPRESSIONS PER MONTH



TOP KEYWORDS BY IMPRESSIONS

Keywords	Impressions
digital marketing services	223,943
digital marketing agency	80,798
digital marketing company	67,659
digital marketing agency near me	41,888
digital marketing firm	33,815
hvac digital marketing	33,340
flypaper	31,567
full service digital marketing agency	29,397
local digital marketing agency	28,798
local marketing agency	24,043
digital marketing for lawyers	22,104
internet marketing agency	20,911
roofing marketing	18,281
digital marketing agencies	17,516
full service digital agency	16,584
digital marketing for contractors	14,956
hvac marketing agency	14,671

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roofing marketing	18,281
digital marketing agencies	17,516
full service digital agency	16,584

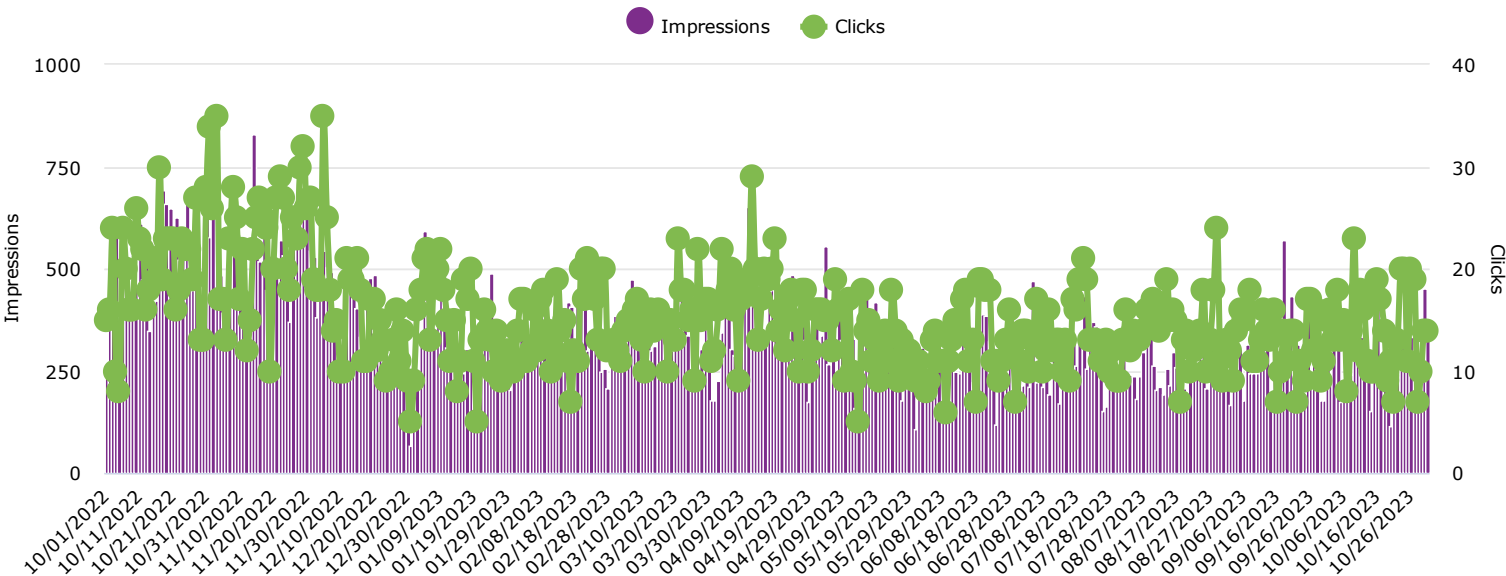
Keywords	Impressions
digital marketing for contractors	14,956
hvac marketing agency	14,671
digital marketing firms	13,634
digital marketing agency nashville	12,357
hvac marketing company	12,076
full service digital marketing	11,093
local digital marketing	11,033
online marketing for lawyers	10,451
social media marketing services for small businesses	10,159
digital marketing for hvac companies	10,084
website design and seo services	10,028
digital marketing near me	9,995
marketing for contractors	9,846
local digital marketing services	9,621
online marketing agency	9,417

SEM OVERALL PERFORMANCE

135,819
Impressions

6,071
Clicks

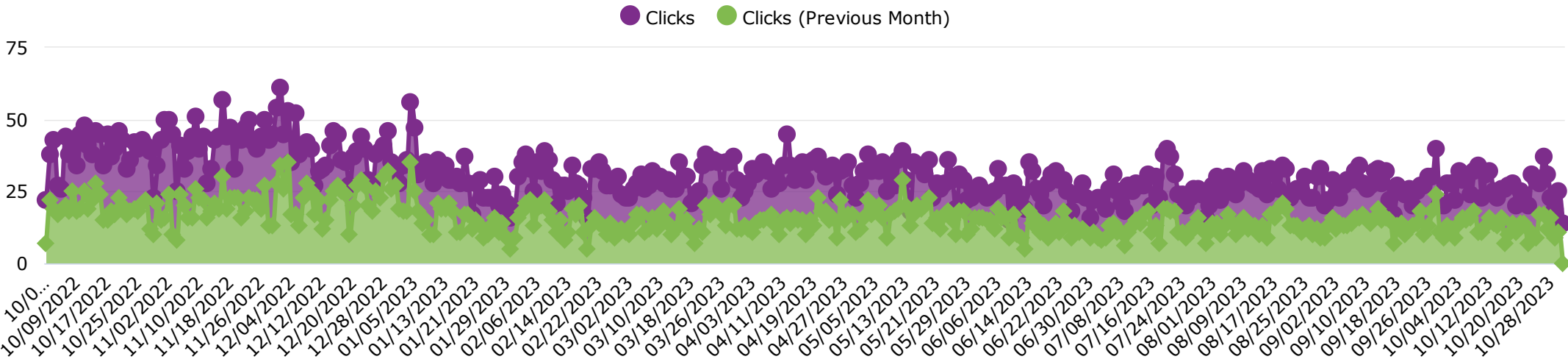
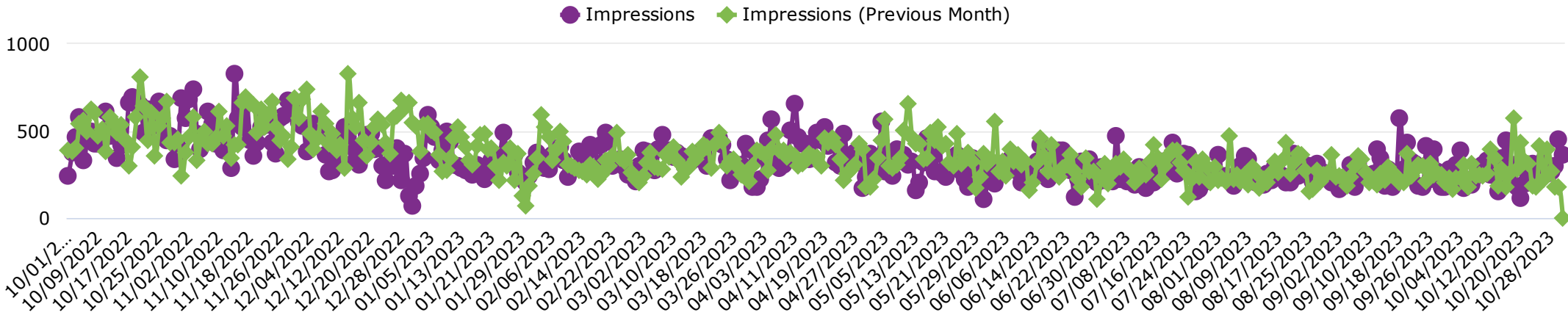
246
Conversions



Campaign Name	Search Impr. Share	Impr.	Clicks	CTR	CPC	Phone calls	Conversions	Cost / Conv.
Nashville Flypaper Ads	10.24%	32,007	1,548	4.84%	\$4.16	23	24	\$269
Louisville Flypaper Ads	17.28%	21,447	934	4.35%	\$6.95	31	33	\$197
Online Presence - Fayetteville	27.88%	21,439	891	4.16%	\$7.32	32	63	\$104
Online Presence - Chattanooga	26.58%	18,224	868	4.76%	\$7.48	48	38	\$171
Raleigh Flypaper Ads	11.56%	17,509	745	4.25%	\$6.37	24	28	\$170
Little Rock Ads	28.81%	12,363	615	4.97%	\$10.54	43	45	\$144
CMO Ads	11.74%	12,830	470	3.66%	\$6.89	11	15	\$216

Conversions: This is the number of users who filled out a form or called within a certain timeframe for 20 seconds or longer.

SEM COMPARISON TO LAST MONTH



135,819

Impressions

▼ -4.72%

6,071

Clicks

▼ -2.10%

4.47%

CTR

▲ 2.75%

\$6.66

CPC

▲ 1.26%

SEM KEYWORDS

Keywords	Search Impr. share	Impr.	Clicks	CTR	CPC	Conversions	Cost / Conv.
internet marketing	25.00%	24,393	1,101	5%	\$7	41	\$187
seo	18.63%	21,952	667	3%	\$6	16	\$269
digital marketing agency	22.31%	13,801	685	5%	\$6	16	\$254
web design	17.20%	13,355	504	4%	\$7	15	\$226
social media marketing	22.82%	7,167	376	5%	\$6	15	\$140
website design	18.05%	6,965	318	5%	\$8	15	\$167
website development	18.87%	6,925	253	4%	\$7	19	\$98
search engine optimization	18.55%	6,164	209	3%	\$6	11	\$123
digital marketing services	22.18%	5,317	268	5%	\$5	6	\$240
little rock marketing agency	41.86%	2,884	173	6%	\$9	13	\$117
nashville digital marketing	31.25%	2,615	156	6%	\$5	1	\$798
lead generation	30.33%	2,341	101	4%	\$7	2	\$355
internet marketing services	29.67%	2,283	125	5%	\$6	9	\$78
website design company	22.03%	1,927	101	5%	\$6	4	\$146
seo company	29.19%	1,739	30	2%	\$7	2	\$98
digital marketing agency louisville ky	39.01%	1,598	118	7%	\$7	5	\$156
digital marketing agency nashville tn	26.11%	1,494	83	6%	\$5	1	\$446
louisville digital marketing	44.93%	1,237	94	8%	\$6	1	\$598
digital marketing agency raleigh nc	23.01%	1,190	58	5%	\$6	3	\$114

SEM SEARCH TERMS

Searches that brought your ads up

digital marketing

seo

seo company

search engine optimization

social media marketing

website design

web design

digital marketing agency

odyssey nashville marketing

smma

digital marketing company

flypaper digital marketing

website designer near me

digital marketing agency in usa

wix website

seo services

marketing digital

website builder

high ticket digital marketing

social media marketing agency

lead generation

illustrated marketing nashville

flypaper chattanooga

digital marketing agency usa

google seo

seo marketing

web development

odyssey marketing nashville

marketing agency little rock

313 digital

digital marketing in usa

facebook marketing

digital marketing near me

online marketing

what is digital marketing

internet marketing

marketing agencies raleigh nc

website design louisville ky

website maker

redtag digital

white label seo

advertising agencies in little rock

marketing agency chattanooga

marketing agency columbia mo

web designers near me

marketing agency louisville ky

website designer

chattanooga web design

email marketing

digital marketing services in usa

little rock advertising agencies

little rock marketing agency

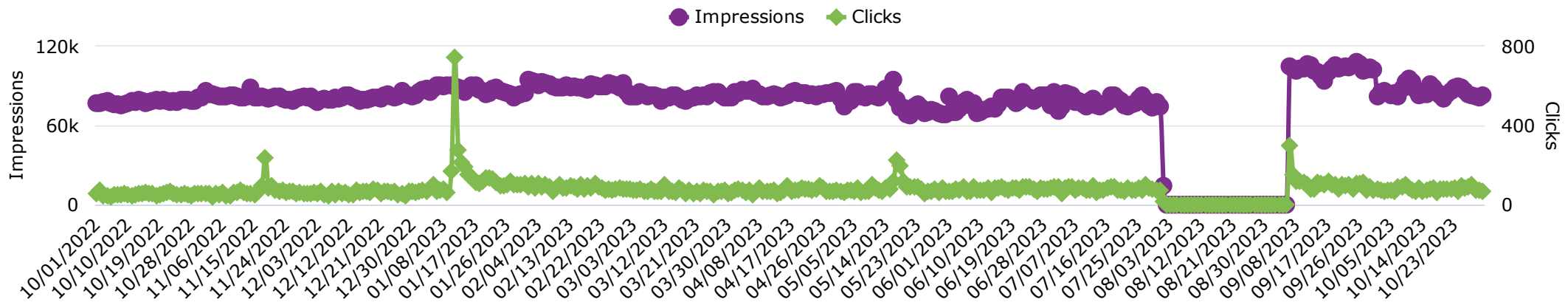
louisville web design

seo service

SEM IMPRESSION SHARE LOOK BACK

Date	Search Impr. Share	Eligible Impr.	Imp. Served	CPC	Phone calls	Conversions
October 2023	13.17%	60,490	8,473	\$7.48	22	34
September 2023	14.99%	56,086	8,218	\$8.33	13	25
August 2023	13.29%	56,682	7,990	\$7.31	17	31
July 2023	14.13%	52,517	8,202	\$8.22	22	30
June 2023	15.84%	49,448	8,568	\$9.05	22	24
May 2023	15.48%	57,073	9,412	\$7.57	14	13
April 2023	17.40%	66,210	11,341	\$5.71	9	12
March 2023	20.65%	55,485	10,913	\$6.97	17	17
February 2023	26.38%	38,971	9,336	\$7.95	8	14
January 2023	21.89%	48,003	10,228	\$5.65	19	18
December 2022	19.89%	60,602	11,755	\$6.29	10	10
November 2022	20.75%	96,547	15,877	\$4.25	11	14
Total	18.24%	2,593	120,313	\$6.86	184	233

DISPLAY OVERALL PERFORMANCE



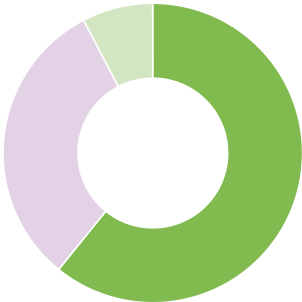
30,084,782
Impressions

29,352
Clicks

0.10%
CTR

Campaign Name	Impressions	Clicks	CTR
Flypaper CHA Precision Campaign	15,558	30	0.19%
Flypaper CHA Precision Campaign 08012022o120	3,559,798	3,353	0.09%
Flypaper CHA Precision Campaign 09092023o100	815,504	728	0.09%
Flypaper CMO Precision Campaign	5,508	10	0.18%
Flypaper CMO Precision Campaign 008012022o120	1,268,937	1,498	0.12%
19 rows not shown			
Total	30,084,782	29,352	0.10%

- Mobile
- PC
- Tablet



*Industry Standard CTR For All Display is .05%-.08%

SOCIAL MEDIA PERFORMANCE

Placement	Impressions	Total Clicks	Link Clicks	CTR
Facebook / Instagram Feed	1,296,162	3,843	2,254	0.30%
In-Stream Video	533,749	2,948	2,918	0.55%
Video Feed	658,952	2,779	1,853	0.42%
Native, Banner & Interstitial	52,750	464	469	0.88%
Marketplace	689,285	394	270	0.06%
Facebook Reels	173,661	246	50	0.14%
Gaming	3,188	246	251	7.72%
Facebook Stories	137,607	179	179	0.13%
Instant Article	8,489	39	39	0.46%
Instagram Stories	25,069	34	29	0.14%
Total	3,578,912	11,172	8,312	0.31%