

PERFORMANCE OVERVIEW

683,529 Target Audience Size	20,400 Total Impressions	10,332 Target Impressions	Goals Reached
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ORGANIC SEARCHES

10,100
Impressions

32
Clicks



GOOGLE ADS

10,300
Impressions

119
Clicks

\$430.00
PPC Spent



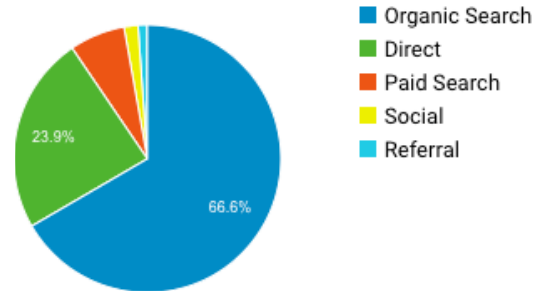
SOCIAL MEDIA

Impressions

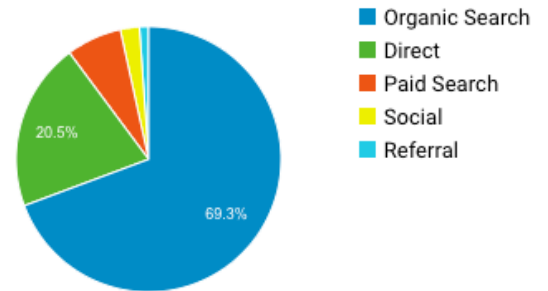
Clicks

Ads Spent

Month 1st - Month 30th



Month 1st - Month 31st



ACTIVITIES

Organic Keywords

1. lead generation case studies
2. local marketing strategies
3. database marketing
4. b2b email marketing
5. lead gen marketing

Top Search Terms

1. /database-marketing/
2. /search-engine-marketing-utilizing-user-intent/
3. /leadgen-compass-webinar-series/
4. /blog/local-campaigns-local-marketing-strategy/
5. /the-magic-of-customer-profiling-in-sales-lead-generation/

GOALS COMPLETED

GOALS ANALYSIS

OUR NEXT STEPS

- Set up new webinar for April 11th on Zoom - Due Thu 4/4/19
- campaign retargeting ads to site visitors
- campaign promotion to free trial to GL and USFD lists
- New version of landing pages

If you have any questions, please contact us @ 402-334-1824