DGTLsuite

FACEBOOK ADS

	30 DAY(S)			15 DAY(S)			7 DAY(S)		
	Value	Change	Rank	Value	Change	Rank	Value	Change	Rank
DGTLsuite Q2 ICP Campaign - Copy	1,943	+896	1	N/A	N/A	N/A	N/A	N/A	N/A
[New] DGTLsuite Carousel + Video Ad	1,113	+1,113	2	1,113	+1,113	1	1,086	+1,059	1
DGTLsuite Q2 ICP Campaign - Specialty M	157	+157	3	63	-31	2	N/A	N/A	N/A
DGTLsuite Q2 ICP Campaign - Breweries	67	+67	4	24	-19	3	N/A	N/A	N/A
DGTLsuite Q2 ICP Campaign - Boutique H	57	+57	5	18	-21	6	N/A	N/A	N/A
DGTLsuite July ICP Campaign - Breweries	23	+23	6	23	+23	4	23	+23	2
DGTLsuite July ICP Campaign - Specialty	22	+22	7	22	+22	5	22	+22	3
DGTLsuite July ICP Campaign - Boutique	11	+11	8	11	+11	7	11	+11	4

Metric	30 DAY(S)		15 DAY(S)		7 DAY(S)	
AMOUNT SPENT	$3,298.15	-21%	$975.89	-58%	$647.88	+279%
CLICKS (ALL)	3,393	-12%	1,274	-40%	1,142	+1,244%
COST PER 1000 PEOPLE ...	$45.75	+142%	$18.40	-84%	$13.87	-62%
CTR (ALL)	3.15%	+249%	1.71%	-73%	1.72%	+3%
IMPRESSIONS	107,550	-75%	74,546	+126%	66,400	+1,208%
PAGE ENGAGEMENT	23,664	+272%	16,981	+154%	15,891	+2,688%
REACH	72,085	-67%	53,050	+159%	46,714	+889%

FACEBOOK DATA

Metric	30 DAY(S)		15 DAY(S)		7 DAY(S)	
FANS (PAGE LIKES)	845	+1%	845	+0%	845	-0%
NEW FANS (NEW PAGE LI...	8	-99%	1	-86%	0	-100%
ENGAGED USERS	2,058	+17%	260	-86%	142	+80%
MOBILE CHECK-INS	0	=	0	=	0	=

PAGE ENGAGEMENT		3,541	+99%	283	-91%	148	+74%

PAGE ENGAGEMENT RATE		2.47%	-71%	0.52%	-90%	0.35%	-77%

PAGE IMPRESSIONS (OR...		658	+100%	98	-83%	53	+47%

WEBSITE (GOOGLE ANALYTICS)

	30 DAY(S)	15 DAY(S)	7 DAY(S)

AVERAGE ENGAGEMENT ...	⚠ This data was unavailable when this PDF was generated.		

ENGAGEMENT RATE		21.53%	-51%	16.83%	-57%	14.79%	-61%

SESSIONS		771	+194%	606	+270%	541	+982%

TOP CONVERTING CAMPAIGNS

	30 DAY(S)			15 DAY(S)			7 DAY(S)		
	Value	Change	Rank	Value	Change	Rank	Value	Change	Rank
(direct)	0.00	=	1	0.00	=	1	0.00	=	1
(organic)	0.00	=	2	0.00	=	2	0.00	=	2
(referral)	0.00	=	3	0.00	=	3	0.00	=	3
[New] DGTL Agency Generic	0.00	=	4	0.00	=	4	N/A	N/A	N/A
[New] DGTL Agency Generic - Re-Run	0.00	=	5	0.00	=	5	0.00	=	4
[New] DGTLsuite Carousel + Video Ad	0.00	=	6	0.00	=	6	0.00	=	5

TOP CONVERTING EVENTS

	30 DAY(S)			15 DAY(S)			7 DAY(S)		
	Value	Change	Rank	Value	Change	Rank	Value	Change	Rank
click	0.00	=	1	0.00	=	1	0.00	=	1
file_download	0.00	=	2	0.00	=	2	0.00	=	2
first_visit	0.00	=	3	0.00	=	3	0.00	=	3
page_view	0.00	=	4	0.00	=	4	0.00	=	4
scroll	0.00	=	5	0.00	=	5	0.00	=	5
session_start	0.00	=	6	0.00	=	6	0.00	=	6
user_engagement	0.00	=	7	0.00	=	7	0.00	=	7

TOP CONVERTING PAGES

	30 DAY(S)			15 DAY(S)			7 DAY(S)		
	Value	Change	Rank	Value	Change	Rank	Value	Change	Rank
/	189	-35	1	101	+13	1	68	+47	1
/get-started/	78	+40	2	21	-36	2	12	+4	3
/about-us	25	+4	3	7	-11	10	5	+3	11
/get-started	25	=	4	19	+13	3	8	=	8
/explore/create	19	+9	5	18	+17	4	16	+14	2
/explore	13	+4	6	9	+5	8	9	+9	7
/explore/automate	13	+4	7	11	+9	5	10	+9	4
/explore/engage	11	-7	8	10	+9	6	10	+10	5

TOP TRAFFIC SOURCE	30 DAY(S)			15 DAY(S)			7 DAY(S)		
	Value	Change	Rank	Value	Change	Rank	Value	Change	Rank
Paid Social	488	+488	1	488	+488	1	464	+440	1
Direct	184	+2	2	93	+2	2	62	+42	2
Organic Social	62	+13	3	14	-34	3	9	+6	3
Organic Search	29	+5	4	9	-11	4	4	+1	4
Unassigned	5	=	5	N/A	N/A	N/A	N/A	N/A	N/A
Referral	2	=	6	2	+2	5	2	+2	5

INSTAGRAM

		30 DAY(S)		15 DAY(S)		7 DAY(S)	
COMMENTS		5	+400%	0	-100%	0	=
ENGAGEMENT		36	-18%	9	-67%	7	+250%
ENGAGEMENT RATE		32.73%	+6%	25.71%	-29%	28.00%	+40%
FOLLOWERS		61	-3%	61	=	61	=
LIKES		31	-28%	9	-59%	7	+250%
PROFILE VIEWS		41	+52%	16	-36%	8	+300%
CLICKS		1	-67%	1	+100%	0	-100%
COMMENTS		1	+100%	1	+100%	1	+100%
ENGAGEMENT		25	-11%	10	-33%	5	+67%
ENGAGEMENT RATE		13.7%	-44%	11.9%	-22%	27.8%	+326%

LINKED IN

		30 DAY(S)		15 DAY(S)		7 DAY(S)	
FOLLOWERS		47	+9%	47	=	47	=
LIKES		18	-22%	7	-36%	3	+50%
SHARES		5	+150%	1	-75%	1	+100%

IMPRESSIONS		182	+60%	84	-14%	18	-61%

MAIL CHIMP

	30 DAY(S)	15 DAY(S)	7 DAY(S)

TOP CAMPAIGNS (UNIQUE OPEN RATE)

	30 DAY(S)			15 DAY(S)			7 DAY(S)		
	Value	Change	Rank	Value	Change	Rank	Value	Change	Rank
Case Study E-mail #2 (copy 05) (id : cabf8	100.00%	+100.00%	1	N/A	N/A	N/A	N/A	N/A	N/A
Opened+Clicked Case Study #2 (copy 04)	100.00%	+100.00%	2	N/A	N/A	N/A	N/A	N/A	N/A
Opened+Clicked Case Study #2 (copy 05)	100.00%	+100.00%	3	N/A	N/A	N/A	N/A	N/A	N/A
Revival Email #4 (copy 12) (id : 665f0be6f	100.00%	+100.00%	4	100.00%	+100.00%	1	N/A	N/A	N/A
Revival Email #4 (id : 950419aedf)	90.91%	+90.91%	5	N/A	N/A	N/A	N/A	N/A	N/A
Revival Email #3 (id : 896bd341c3)	86.67%	+86.67%	6	N/A	N/A	N/A	N/A	N/A	N/A
Opened+Clicked Initial E-mail (id : 446de:	83.33%	+83.33%	7	N/A	N/A	N/A	N/A	N/A	N/A
Revival Email #4 (copy 11) (id : b6b93df4e	83.33%	+83.33%	8	N/A	N/A	N/A	N/A	N/A	N/A

TOP MAILING LISTS (MEMBER COUNT)

	30 DAY(S)			15 DAY(S)			7 DAY(S)		
	Value	Change	Rank	Value	Change	Rank	Value	Change	Rank
DGT Lsuite	2,355	-104	1	2,355	+8	1	2,355	+1	1

UNIQUE OPEN RATE		14.17%	+100%	23.53%	+67%	0.00%	-100%

TWITTER

	30 DAY(S)	15 DAY(S)	7 DAY(S)

RETWEETS		3	+200%	1	-50%	1	+100%
MENTIONS		0	=	0	=	0	=
FOLLOWERS		25	+14%	25	+4%	25	+4%
FOLLOWER ENGAGEME...		12.00%	+164%	4.00%	-52%	4.00%	+100%

TOP RETWEETED POSTS

	30 DAY(S)			15 DAY(S)			7 DAY(S)		
	Value	Change	Rank	Value	Change	Rank	Value	Change	Rank
Consumer behavior changed has forever.	1	+1	1	N/A	N/A	N/A	N/A	N/A	N/A
Have you ever wondered how a small bus	1	+1	2	N/A	N/A	N/A	N/A	N/A	N/A
When you can't stop doing what you're d	1	+1	3	1	+1	1	1	+1	1