



Pherona

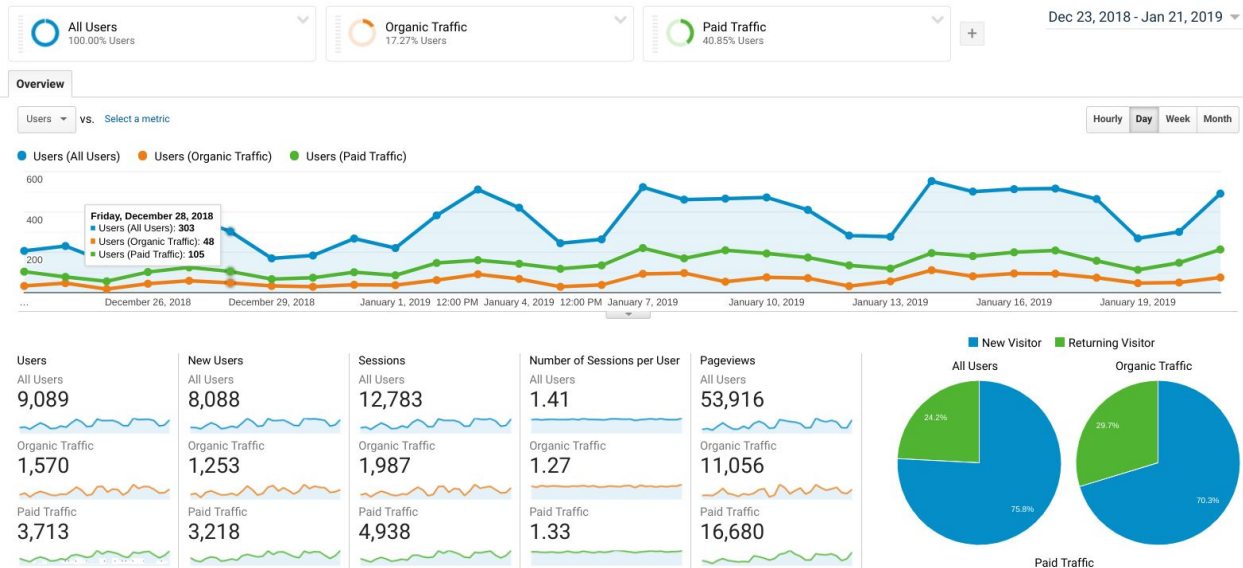
insteadofflowers.com

Monthly Online Marketing Report - January, 2019

Highlights: Total Revenue and Transactions improved over the previous period. We had a 38% increase in Transactions and a 45% increase in Revenue. We now have 7 key terms on page one of Google. We are now in the top search results for multiple "tampa" key terms.

Traffic

We had 8,088 new users to the site this period. 1,253 came from organic search this period.



Important Keyword Ranks

We continue to make gains in ranks for important key phrases. As we build authority to **insteadofflowers.com** we'll continue to see gains in ranks and traffic in the coming months. We are now in the top search results for multiple "tampa" key terms.

St. Petersburg/ Tampa

insteadofflowers.com			
<small>UNITED STATES - ENGLISH INSTEAD OF FLOWERS SAINT PETERSBURG, FL ADDED APRIL 13, 2018 BUSINESS SAINT PETERSBURG, FL ADD TAGS</small>			
Ranks Report for Jan 22, 2019		+/- Since Previous 30 days	
Filter keywords		Filter tags	
Keyword	Google +/-	Yahoo +/-	Bing +/-
gift meal delivery tampa	2 +7	1 +1	1 +1
send a meal tampa	2 +10	4 +1	4 0
send a dinner tampa	3 +5	3 +5	3 +2
gift meal delivery st petersburg	4 +95	1 0	1 0
send a meal st petersburg	4 +4	2 -1	2 -1
gift meals delivered st petersburg	5 +5	1 +1	1 +2
gift meals delivered tampa	6 +9	2 0	2 0
send a dinner st petersburg	16 +64	2 -1	2 -1
best meal delivery service st petersburg	25 +10	51 -11	51 -11
vegan food delivery st petersburg	27 -1	- 0	- 0
fresh meals delivered tampa	31 +26	66 +35	66 +35
vegan meal delivery tampa	32 +20	41 0	41 +9
fresh meal delivered tampa	34 +21	88 +13	88 +13

Total Conversions/ St. Pete/ Tampa

Total transactions and revenue improved this period over last. We had a 38% increase in transactions and a 43% improvement in revenue.

Primary Dimension: Landing Page Other

Landing Page	Acquisition			Behavior			Conversions eCommerce		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Transactions	Revenue	Ecommerce Conversion Rate
All Users	59.80% <small>3,963 vs 2,480</small>	8.65% <small>66.11% vs 60.85%</small>	73.62% <small>2,620 vs 1,509</small>	0.58% <small>59.90% vs 59.56%</small>	1.92% <small>2.76 vs 2.81</small>	3.07% <small>00:02:18 vs 00:02:22</small>	38.83% <small>143 vs 103</small>	45.34% <small>\$15,443.19 vs \$10,625.25</small>	13.12% <small>3.61% vs 4.15%</small>
Organic Traffic	34.78% <small>150 vs 230</small>	58.38% <small>12.67% vs 30.43%</small>	72.86% <small>19 vs 70</small>	12.34% <small>49.33% vs 43.91%</small>	1.79% <small>3.75 vs 3.82</small>	21.65% <small>00:03:08 vs 00:04:00</small>	42.11% <small>11 vs 19</small>	45.65% <small>\$1,459.90 vs \$2,686.28</small>	11.23% <small>7.33% vs 8.26%</small>
Paid Traffic	84.10% <small>2,710 vs 1,472</small>	4.84% <small>77.49% vs 73.91%</small>	93.01% <small>2,100 vs 1,088</small>	3.10% <small>60.44% vs 58.63%</small>	8.50% <small>2.52 vs 2.75</small>	13.53% <small>00:01:47 vs 00:02:04</small>	47.37% <small>56 vs 38</small>	69.02% <small>\$7,996.86 vs \$4,731.22</small>	19.95% <small>2.07% vs 2.58%</small>

Total Site Conversions

Total transactions and revenue improved over this same period last year. We had a 12% increase in transactions and revenue improved slightly over 1 percent. Conversion rate improved 8.5%.

Primary Dimension: Landing Page Other

Landing Page	Acquisition			Behavior			Conversions eCommerce		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Transactions	Revenue	Ecommerce Conversion Rate
All Users	3.68% <small>13,240 vs 12,770</small>	2.97% <small>63.47% vs 61.64%</small>	6.76% <small>8,403 vs 7,871</small>	29.73% <small>45.55% vs 35.11%</small>	22.07% <small>4.22 vs 5.42</small>	13.82% <small>00:03:49 vs 00:04:26</small>	12.52% <small>1,474 vs 1,310</small>	1.18% <small>\$135,200.68 vs \$133,620.04</small>	8.52% <small>11.13% vs 10.26%</small>
Organic Traffic	44.54% <small>2,066 vs 3,725</small>	2.30% <small>62.97% vs 61.56%</small>	43.26% <small>1,301 vs 2,293</small>	21.07% <small>33.83% vs 27.95%</small>	14.78% <small>5.57 vs 6.53</small>	12.71% <small>00:04:49 vs 00:05:31</small>	43.12% <small>343 vs 603</small>	44.61% <small>\$34,268.47 vs \$61,872.86</small>	2.56% <small>16.60% vs 16.19%</small>
Paid Traffic	0.68% <small>5,046 vs 5,012</small>	8.08% <small>65.32% vs 60.43%</small>	8.81% <small>3,296 vs 3,029</small>	32.45% <small>51.66% vs 39.01%</small>	23.39% <small>3.39 vs 4.43</small>	19.94% <small>00:02:47 vs 00:03:28</small>	20.07% <small>329 vs 274</small>	15.72% <small>\$32,874.73 vs \$28,409.27</small>	19.26% <small>6.52% vs 5.47%</small>