

Pherona

# cheapuncontesteddivorces.net

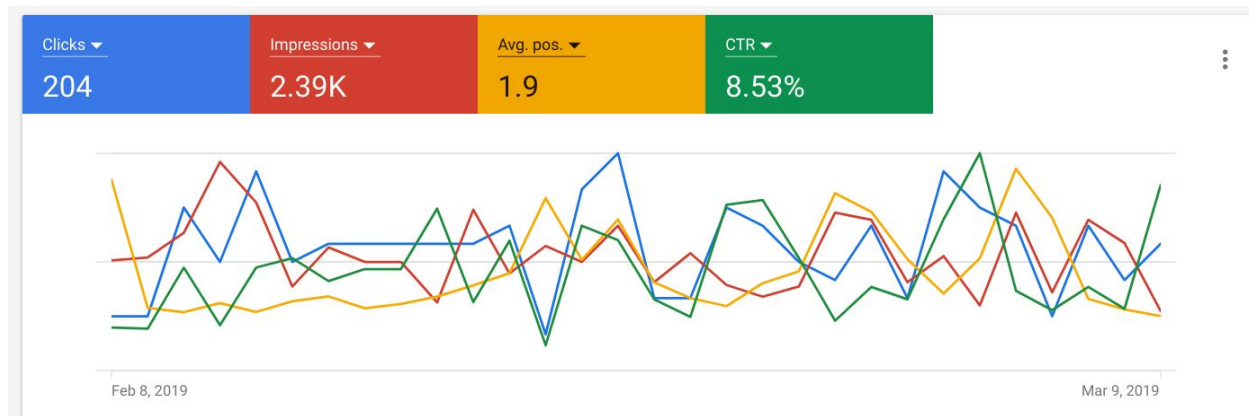
## Monthly Online Marketing Report - March, 2019

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**Highlights:** We had 62 total conversions this period. We had 44 phone calls and 18 form leads. Our paid campaign yielded 59 unique conversions this period. This is a 29% conversion rate.

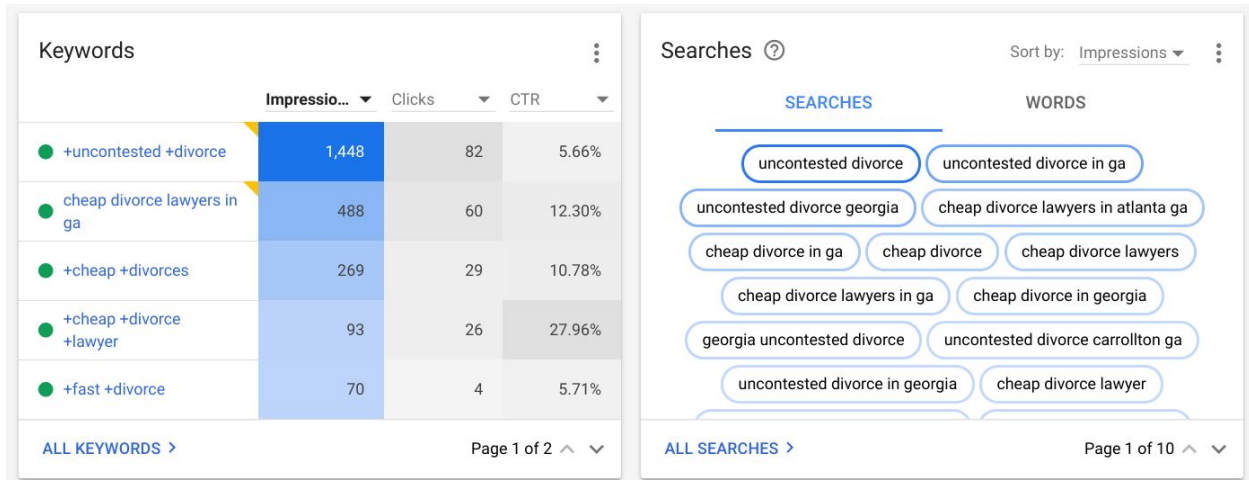
### Adwords Paid Search Campaign

Our paid search campaign yielded 204 clicks, 2,390 impressions, with an average position of 1.9 and a CTR of 8.53%.



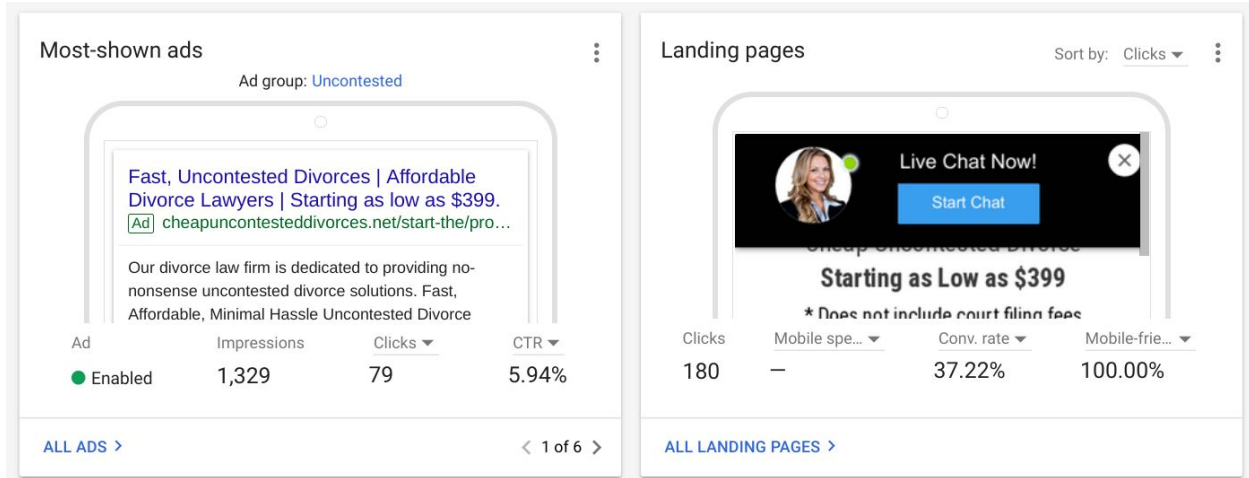
# Searches & Keywords

We'll continue to monitor our searches that trigger our ads to ensure optimal performance.



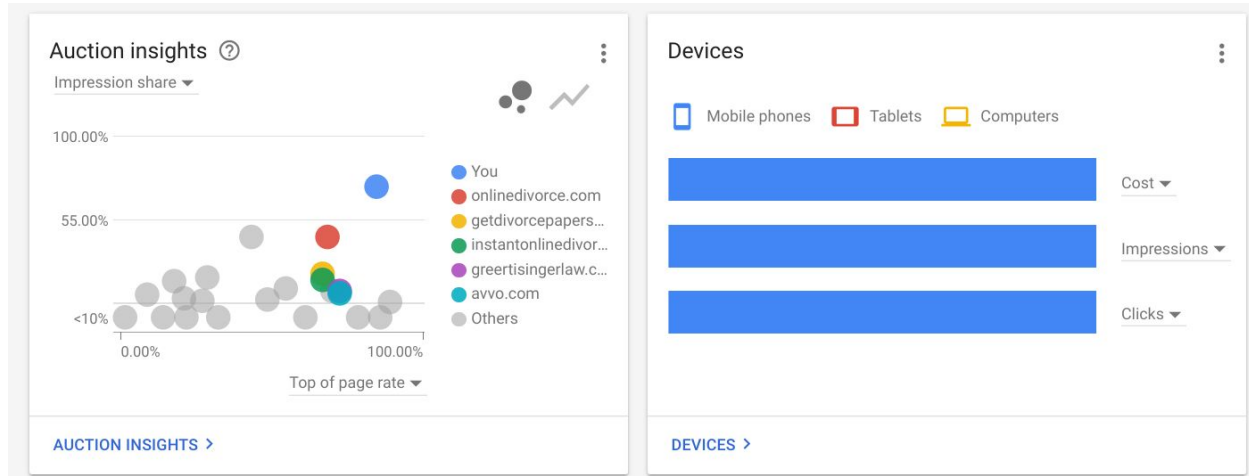
# Best Performing Ads

Our best performing ad this period yielded 1,329 impressions, 79 clicks, with an CTR of 5.94%.



# Auction Insights & Devices

Our search impression share is near 72.5% this period. We can improve our impression share by increasing our budget. Most all of our traffic comes from mobile devices.



# Total Conversions



We had 62 total conversions this period. We had 44 phone calls and 18 form leads. Our paid campaign yielded 59 unique conversions this period.

Feb 8, 2019 to Mar 10, 2019 Export

Source (First Interaction)	Total Calls	First Time Callers	Average Duration
	66 (100%)	44 (100%)	3m 44s
Google Paid	36 (54.5%)	21 (47.7%)	4m 26s
Ad Extension	27 (40.9%)	21 (47.7%)	2m 26s
Remarketing Banners	1 (1.5%)	1 (2.3%)	21s
Direct	1 (1.5%)	1 (2.3%)	18m 32s
Google Organic	1 (1.5%)	0	3m 17s

# Form Leads

Feb 8, 2019 to Mar 10, 2019 Export ▾

Source (First Interaction)	Total Forms	First Time Forms
 Google Paid	24 (100%)	18 (100%)
 Direct	20 (83.3%)	17 (84.4%)
	4 (16.7%)	1 (5.6%)

# Remarketing Display Ads

We've created a new remarketing campaign for our uncontesteddivorces.net. Our campaign will start receiving impressions this period.

## Preview

Share your ad preview with the link below

<https://tpc.google syndication.com/simgad/4707962267333187449> COPY LINK

