



MAY MARKETING RESULTS

MAY 2019

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SEO RESULTS

In May we have seen a 41% decrease in the number of visits from the organic channel. Last year we saw 6,813 visits from the organic channel vs this year which had 4,041 visits.

We did see a 670% increase in the number of conversions generated by the organic channel this month in comparison to the previous year. This month we had 32.57 rate while last year was 4.23%.

Our conversions from organic have also increased 357% in comparison to last year during the same period which was 174%

We have seen an improvement in the number of non-branded visits to the site originating from the organic channel. Last month we had 331 non-branded visits & this month we had 477 non-branded visits. This is an indicator that the site is getting indexed for more non-branded keywords month on month and that the site's authority is improving in Google's eyes.

Beyond direct conversions from the first visit to a site, the organic channel can be an important step in users converting on the site from multiple visits. These are referred to as 'assisted conversions'. This month, the organic channel saw an increase of 222% in the number of assisted conversions compared to the same period last year. For the same period last year, the organic channel assisted in 105 conversions & this period that has just finished, the channel assisted with 338 conversions.

In terms of keyword wins, we have seen some great uplifts on the priority keywords for the campaign this month. We moved from position 5 to position 4 for 'schoolies 2020', from position 18 to position 16 for 'schoolies week' & from position 38 to position 31 for 'japan ski trip'.

ANALYTICS

Default Channel Grouping	Acquisition			Behavior
	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?
	5,159 % of Total: 100.00% (5,159)	4,427 % of Total: 100.00% (4,427)	7,499 % of Total: 100.00% (7,499)	54.46% Avg for View: 54.46% (0.00%)
1. Organic Search	2,633 (49.93%)	2,173 (49.09%)	4,041 (53.89%)	46.13%
2. Direct	1,349 (25.58%)	1,199 (27.08%)	1,832 (24.43%)	63.10%
3. (Other)	775 (14.70%)	721 (16.29%)	851 (11.35%)	65.45%
4. Social	216 (4.10%)	162 (3.66%)	289 (3.85%)	63.32%
5. Referral	143 (2.71%)	109 (2.46%)	193 (2.57%)	44.04%
6. Display	100 (1.90%)	30 (0.68%)	200 (2.67%)	89.00%
7. Email	51 (0.97%)	33 (0.75%)	85 (1.13%)	68.24%
8. Paid Search	6 (0.11%)	0 (0.00%)	8 (0.11%)	37.50%

Goal Completions

2,916



Goal Value

A\$1,195.00



Goal Conversion Rate

38.89%



Total Abandonment Rate

0.00%



FB I'm Ready Submission (Goal 9 Completions)

0



im-ready/thanks/ (Goal 12 Completions)

263



/get-a-quote/thanks/ (Goal 14 Completions)

0



Girlfriend Referral (Goal 15 Completions)

1,195



Contact Us (Goal 16 Completions)

0



Website Conversions (Goal 17 Completions)

263



Sauve Photography (Goal 18 Completions)

1,195



Messenger Enquiries (Goal 20 Completions)

0



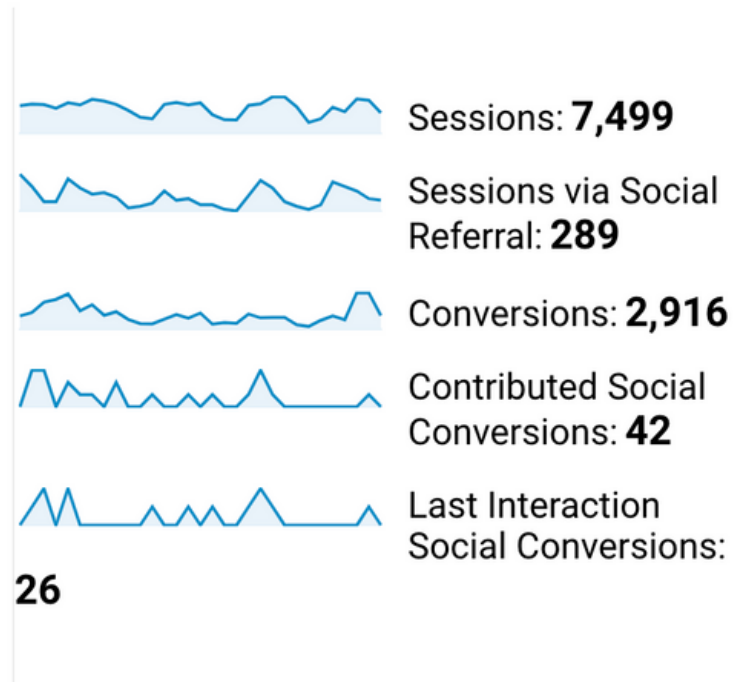
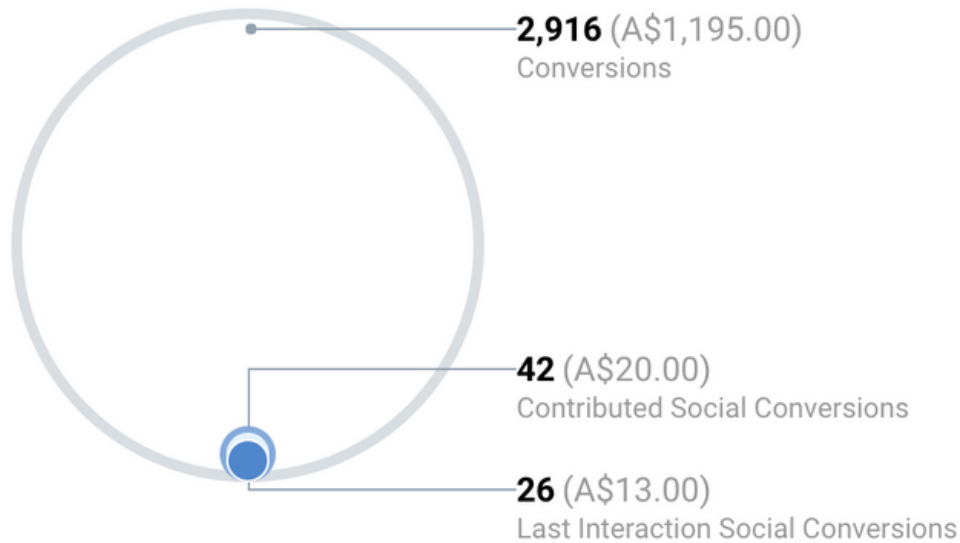
/im-ready/thanks/



146

17.98%

SOCIAL RESULTS



SOCIAL RESULTS

FB:

We spent \$1,175 in total across FB & Instagram

\$590 for FB in the month of MAY

- The total reach for the month of MAY was 92,193 vs previous year which was 186,665
- The total impressions for the month of MAY was 849,987 vs previous year which was 341,819
- Cost Per Conversion \$3 per link clicks.

Instagram:

We spent \$628 on Instagram in the month of MAY

- Our instagram engagement has been declining on average likes from 300 to roughly 150. Our followers are sitting at 13.7k and we are hoping to see this increase to 20k by end of 2019. However, our reach is strong at 505,444 and impressions 560,348.
- Cost Per Conversion on average is 1.10 cents per link clicks

SPOTIFY RESULTS

Date: May 2nd 2019 - May 9 2019

Spend: \$1000

Ad Listens

- 42,166

Ads Served

- 61,958

Ad Listen Rate

- 68.06

- .23% CTR

- 145 Clicks

