

SAMPLE ANALYTICS REPORT

Prepared by FourFront for Demonstration Purposes



LEAD REPORTING

Nov 1, 2020 - Nov 30, 2020

FourFront monitors total lead volume and reports on your KPI's monthly, making sure you're always informed. We also provide drilldowns that allow you to monitor leads by channel, landing pages, and further analysis. These KPI's help inform decisions in your digit

Phone Calls + Form Submissions

Total Leads (Forms + Calls)

4,739

↑ 23.6% from previous year

Phone Leads

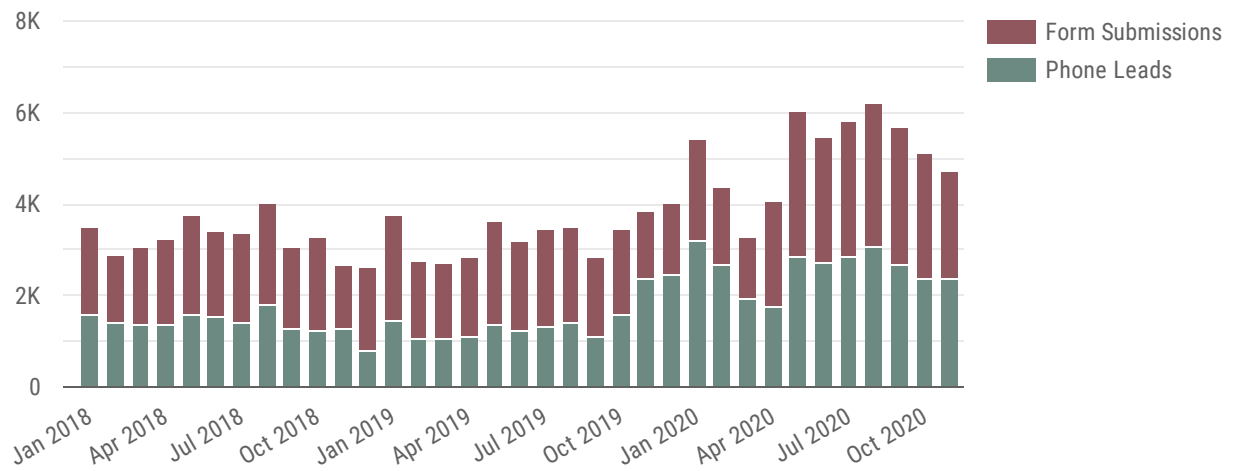
2,367

↓ -0.2% from previous year

Form Submissions

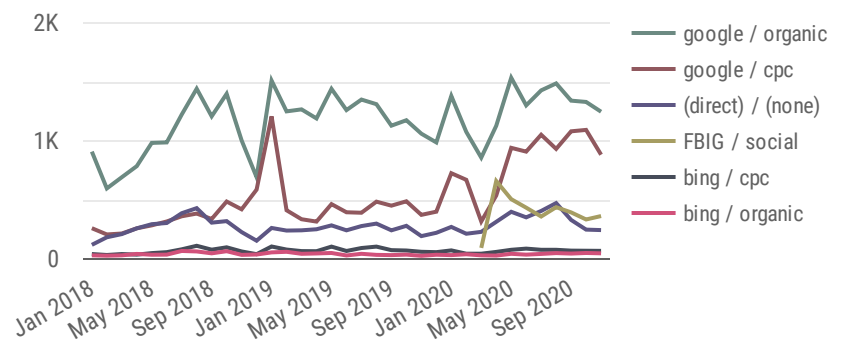
2,372

↑ 62.2% from previous year



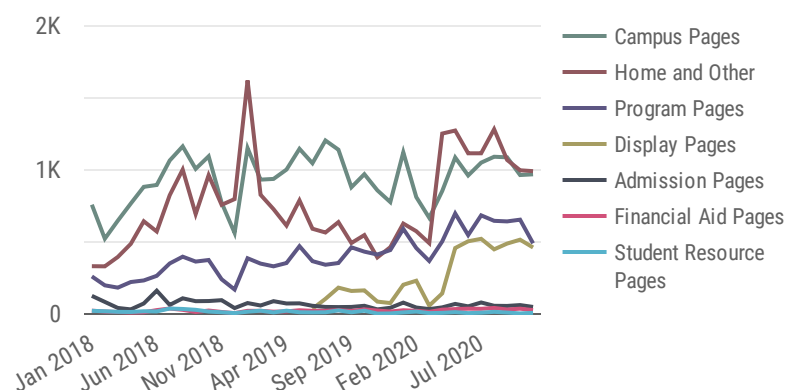
Form Submissions by Source/Medium

	Source / Medium	Form Submissions	Δ
1.	google / organic	1,248	186 ↑
2.	google / cpc	884	510 ↑
3.	FBIG / social	364	-
4.	(direct) / (none)	245	51 ↑
5.	bing / cpc	69	8 ↑
6.	bing / organic	48	21 ↑



GA Form Submissions by Landing Page

	Landing Page Segment	Form Submissions	Δ
1.	Home and Other	992	599 ↑
2.	Campus Pages	970	111 ↑
3.	Program Pages	491	78 ↑
4.	Display Pages	462	376 ↑
5.	Admission Pages	49	17 ↑
6.	Financial Aid Pages	27	2 ↑



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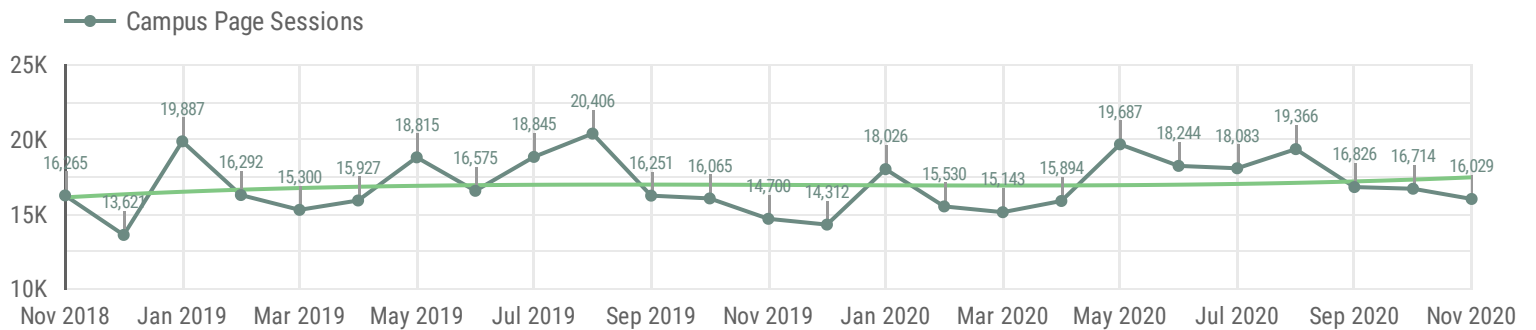


KEY PAGE STATISTICS

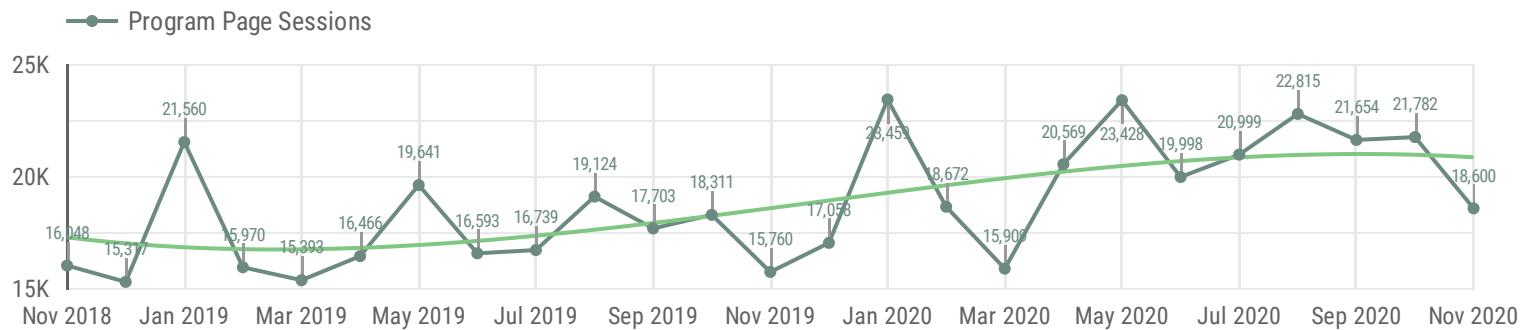
Nov 1, 2020 - Nov 30, 2020

FourFront monitors traffic to pages that are vital to your conversion funnel, using any outliers or trends to anticipate fluctuations in your lead volume.

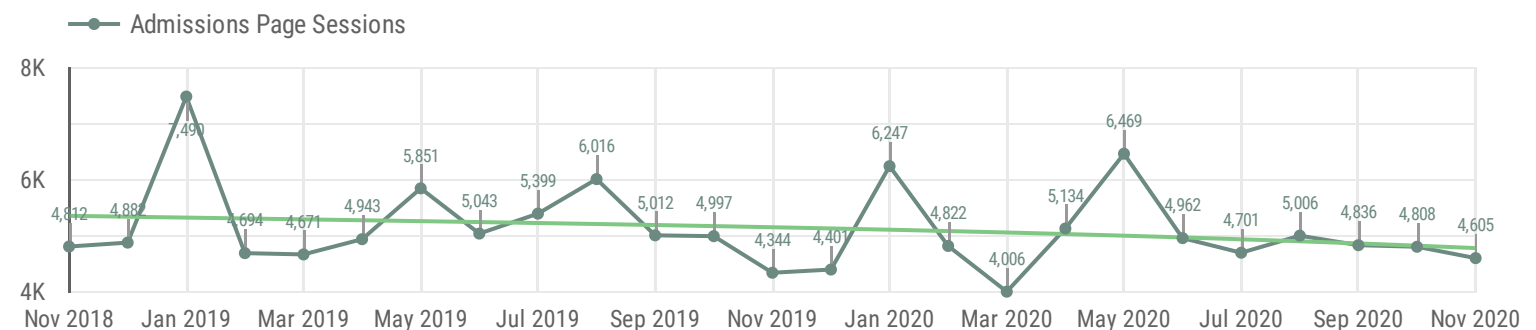
Campus Page Sessions



Program Page Sessions



Admissions Page Sessions



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MULTI-CHANNEL FUNNEL ANALYSIS

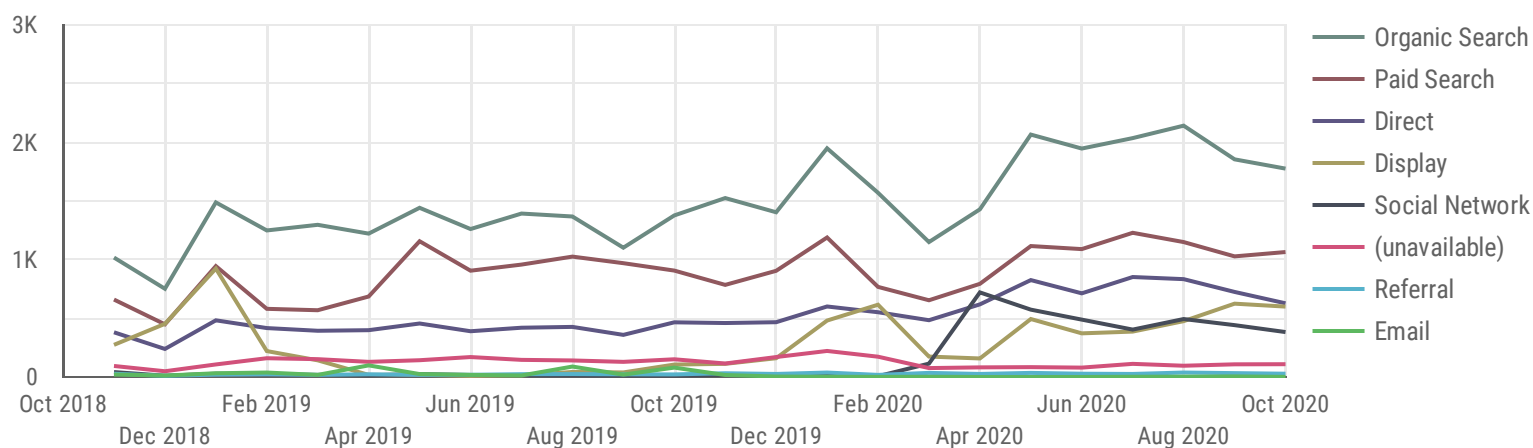
Oct 1, 2020 - Oct 31, 2020

Acquisition Channels & Paths

For each Conversion in the given time frame, what was the **full journey** taken by the user?
Some users convert on their 1st visit, while others make 2, 3 or 4 visits before converting.

	1st channel	2nd channel	3rd channel	4th channel	Conversions	% Δ
1.	Organic Search				1,270	-
2.	Paid Search				768	-
3.	Social Network				323	-
4.	Display				314	-
5.	Direct				259	-
6.	Organic Search	Direct			214	-
7.	Direct	Direct	Direct	Direct	199	30.9% ↑
8.	Display	Display	Display	Display	174	2,385.7% ↑
	Grand total				4,590	47.1% ↑

Conversions over time, sorted by the user's 1st interaction channel



Preferred Contact Method

1st interaction channel vs. Conversion Type (Selected Dates)

We can see that the preferred contact method varies between channels. Users who were introduced via Organic Search strongly prefer to submit a form. This information could be useful for planning ad copy/design and Landing Page CTA's.

	1st interaction channel / Total conversions						
Conversion	Organic Search	Paid Search	Direct	Display	Social Network	(unavailable)	Referral
Form Submission	1.3K	658	479	387	370	-	14
Phone Calls	448	407	149	213	13	109	14