

Date: 4-Jul-07

## Online Marketing Report

### Quick Facts Report

#### Totals since program began:

Number of visitors to date: **1550**  
Most Popular Page: **Home page**  
Number of Impressions: **2500**  
Number of ad clicks: **951**  
Number of recorded conversions: **611**

#### Totals for this Month:

Number of visitors for this month: **53**  
Most Popular Page: **Packages page**  
Number of Impressions: **325**  
Number of ad clicks: **27**  
Number of recorded conversions: **15**

#### Latest Campaign:

Regular advertising

#### Clicks:

*Number of clicks from ads and banners.*

#### Impressions:

*Number of times ads appeared.*

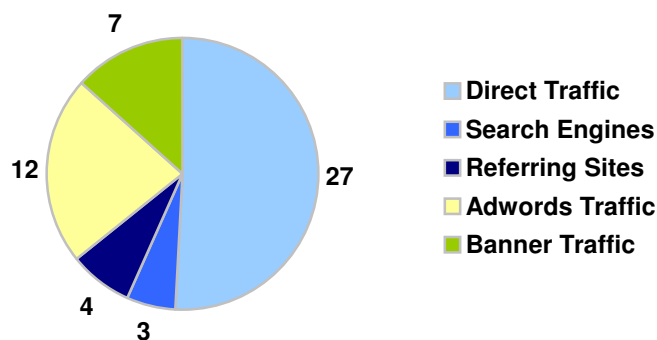
#### Conversions:

*Number of customers contacting you as a result of advertising. (This can only be recorded for email contact)*

### Visitor Report July (Total 53):

Number of visitors for the month, and where they came from:

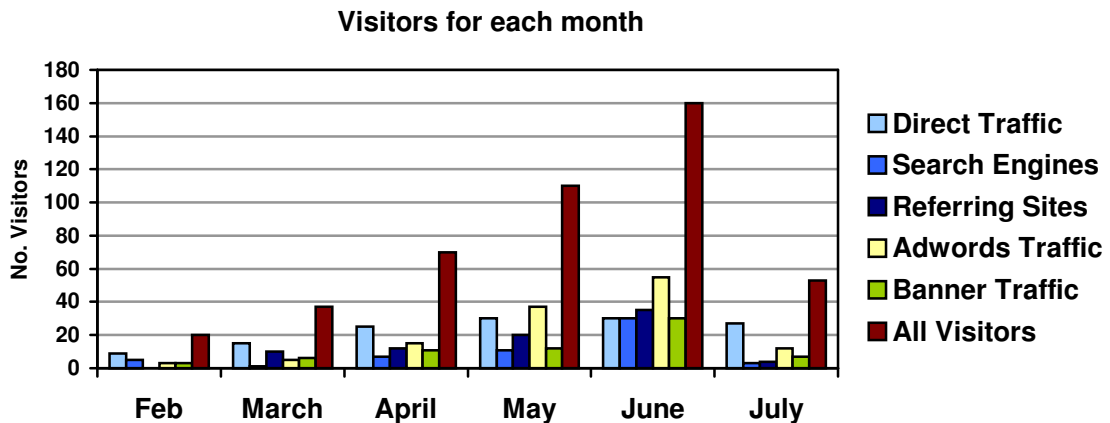
Traffic Sources Overview



Direct traffic is when people enter your domain directly into the browser, Search engines is by typing in keywords, Adwords traffic is through Adwords text ads, and banner ad is through site related advertising.

## Traffic over last 6 months:

This chart displays traffic over the last six months, allowing you to estimate future traffic and check your progress with the program. Compare this chart to your Recent Events to see which marketing attempts have been most successful.



## Recent Events

- **February**
  - Two for one deal on domains
- **March**
  - General advertising
- **April**
  - \$100 discount on websites
  - General Advertising
- **May**
  - Free package upgrade deal
- **June**
  - Free package upgrade deal
  - Two for one deal on domains
  - General Advertising
- **July**
  - General Advertising

## Notes:

Your most successful campaign was in June; I would suggest we run the 'Free Package Upgrade' deal again next month. Please do not hesitate to contact me with any queries relating to this report.

Kind Regards,  
*Ruben Hopmans*

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