

Jan 1, 2019 - Jan 31, 2019



Advertising Performance Report

Prepared By



SMART. EFFECTIVE. CREATIVE.

GoDiveNow.com Executive Summary

Website

- Overall Sessions have increased by 30.6% to 5,407
- Bounce Rate has decreased as well by 10.5%
- The Dive Store Finder page is the most utilized content with 240 total click events, which is an increase of 9.09%
- Out of all devices, Mobile Devices are completing the most sessions with 3,3,90

PPC

- Sessions have increased with a noted 37% jump
- Clicks also increased ~30% all while dropping CPC (cost per click)
- Local Dive Store Finder PPC traffic is seeing improved bounce rates, currently the lowest bounce rate landing page URL
- "Scuba certification" and "Dive certifications" are seeing some all time low CPCs to help us spread the word

Organic

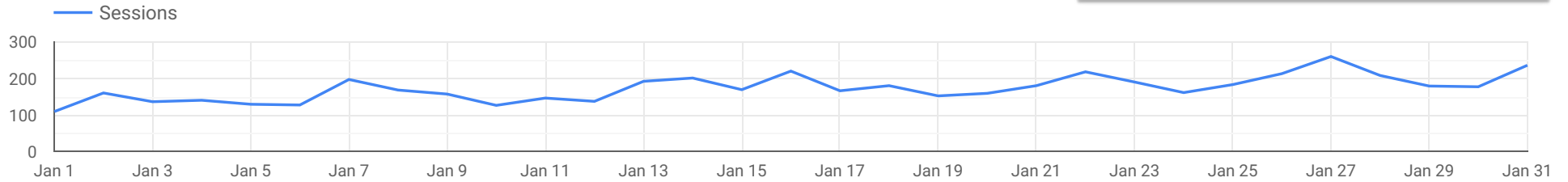
- Users increased to 1,407, which is an increase of 33.75% from the previous period
- New users increased to 1,381
- Sessions increased to 1,522
- 48.49% of organic users visited the dive store finder page
- "scuba diving", "dive shop", and "scuba shop" keywords appended with "near me" accounted for 250 clicks and 20,507 total impressions

Social

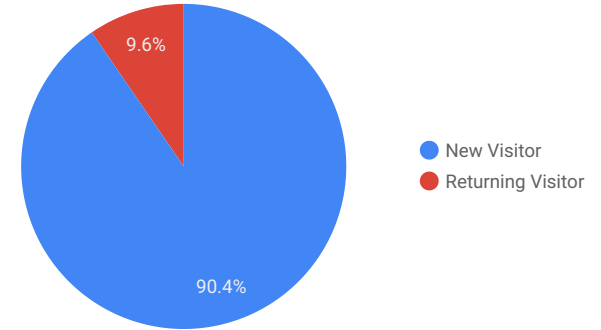
- Ads are performing well with an overall 59,020 impressions for the month of January
- We are showing 370 link clicks
- Our cost per result is a low \$2.60

GoDiveNow.com Analytics Summary

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Sessions 5,407 ↑ 30.6%	Pages / Session 1.72 ↑ 2.7%	Pageviews 9,307 ↑ 34.2%	Users 4,792 ↑ 29.4%
Avg. Session Duration 00:00:45 ↓ -8.4%	Bounce Rate 58.96% ↓ -10.5%	% New Sessions 86.00% ↑ 3.4%	Dive Store Activity 326 ↓ -12.4%



Traffic by Channel

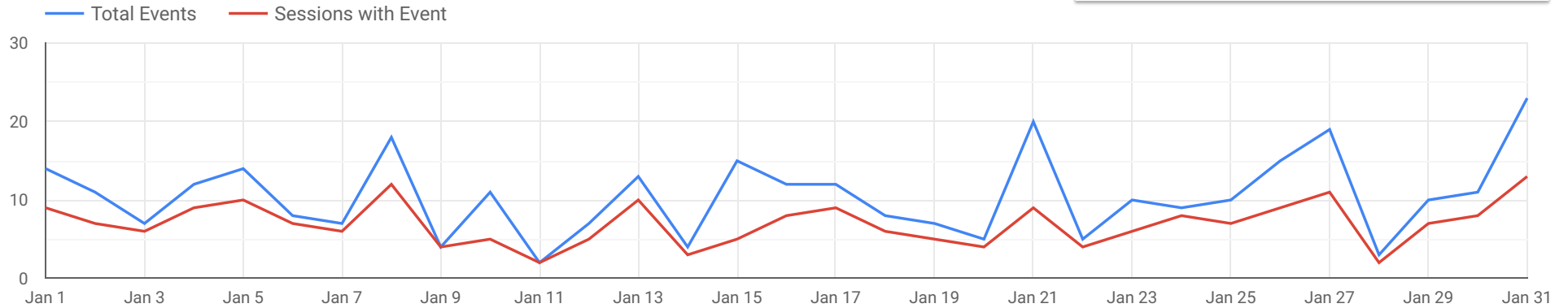
Channel	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	User Dive Store Finder	User Dive Vacation Finder
(Other)	2,109	83.4%	1,759	53.63%	1.53	00:00:18	1,736	185
Organic Search	1,522	90.74%	1,381	61.24%	1.89	00:01:15	738	21
Direct	928	84.38%	783	70.04%	1.77	00:01:03	277	40
Paid Search	637	85.4%	544	54%	1.83	00:00:35	492	22
Social	149	88.59%	132	60.4%	1.95	00:00:40	40	10
Referral	56	91.07%	51	64.29%	1.7	00:01:23	35	0
Display	4	0%	0	100%	1	00:00:00	4	0
YouTube	1	0%	0	0%	6	00:01:33	1	0
Grand total	5,407	86%	4,650	58.96%	1.72	00:00:45	3,323	278

Traffic by Device

Device Category	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	User Dive Store Finder	User Dive Vacation Finder
mobile	3,390	85.99%	2,915	55.19%	1.71	00:00:34	2,442	168
desktop	1,519	86.44%	1,313	73.4%	1.67	00:01:12	520	84
tablet	498	84.94%	423	40.56%	1.95	00:00:38	361	26

GoDiveNow.com Dive Store Activity Summary

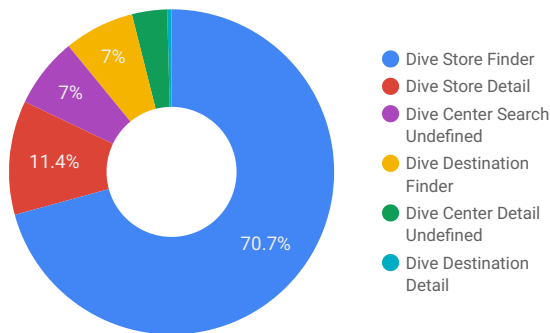
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Glossary of Terms:

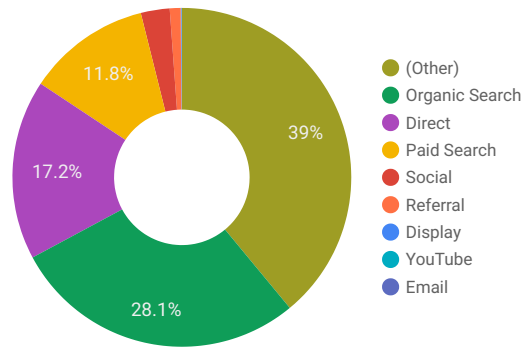
- Dive Store Finder - clicked on the website, email, or phone number from the Dive Store Finder listing page
- Dive Store Detail - clicked on the website, email, or phone number from the detail page for the dive store
- Dive Destination Finder - clicked on the website, email, or phone number from the Dive Vacation Finder listing page
- Div Destination Detail - clicked on the website, email, or phone number from the detail page for the international dive store

Activity By Page



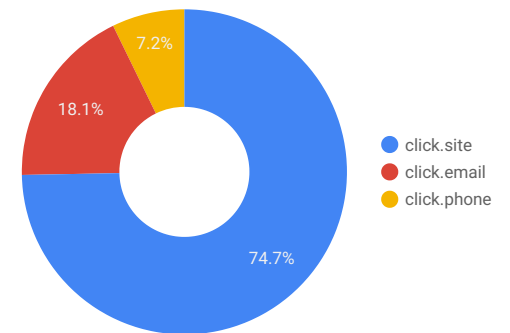
Page	Total Events
Dive Store Finder	240
Dive Store Detail	28
Dive Destination Finder	24
Dive Center Search Undefined	24
Dive Center Detail Undefined	9
Dive Destination Detail	1
Grand total	326

Activity By Channel



Traffic Channel	Total Events
Organic Search	175
Direct	57
Paid Search	56
(Other)	18
Social	13
Referral	7
Grand total	326

Activity By User Action

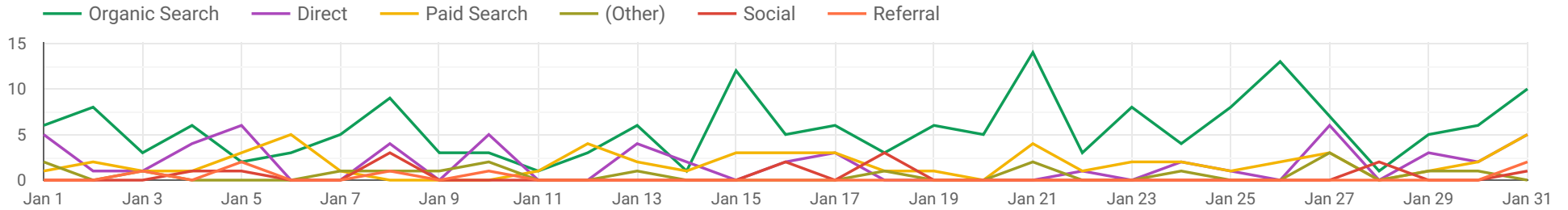


User Action	Total Events
click.site	250
click.email	54
click.phone	22
Grand total	326

GoDiveNow.com Dive Store Detail Detail

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Activity By Channel

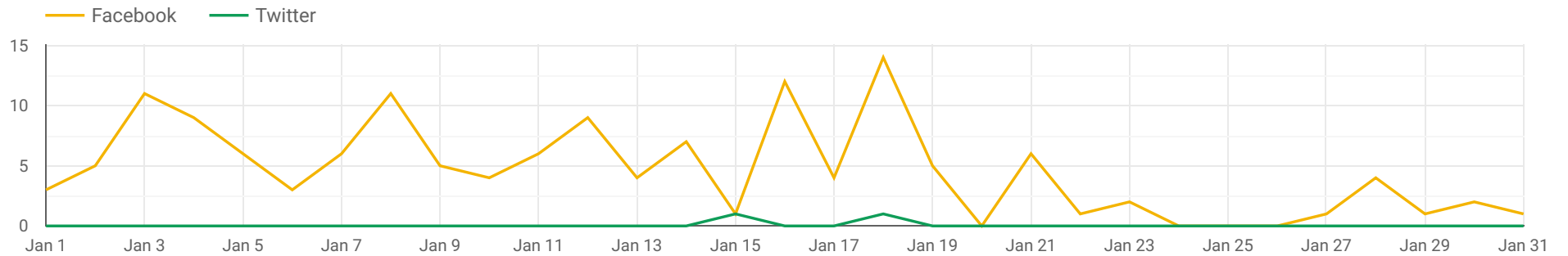


Dive Store	Channel	Event Action	Total Events
A4-0733 - Ocean Enterprises	Direct	click.email	8
A4-4366 - Adaptive Diving Association	Organic Search	click.site	6
A4-2903 - A-1 Scuba Diving & Snorkeling Adventures	Organic Search	click.site	5
A5-4218 - Under Sea Adventures	Organic Search	click.phone	5
A4-5641 - Motor City Scuba LLC	Paid Search	click.email	5
A4-5702 - Seminole Scuba	Organic Search	click.site	4
A4-0718 - Underwater World, Inc. (PA)	Organic Search	click.site	4
A4-5507 - Atlantis Aquatics Inc.	Organic Search	click.site	4
A4-1067 - Middletown Scuba	Organic Search	click.site	3
A4-6142 - 20,000 Leagues Scuba and Aquatics	Paid Search	click.site	3
A5-5996 - Dancing Shark Studio	Organic Search	click.site	3
A4-5479 - Texas Dive Center Inc.	Paid Search	click.site	3
A4-8156 - Davey Bones Scuba Center	Social	click.site	3
A4-5473 - Rutgers University Scuba	Organic Search	click.site	3
A4-8156 - Davey Bones Scuba Center	Direct	click.site	3
A4-2500 - Aquatic Realm Scuba Center	Organic Search	click.site	3
A4-5619 - Scuba Center	Paid Search	click.site	3
A4-0231 - Atlantic Edge Scuba	Organic Search	click.site	3
A4-6142 - 20,000 Leagues Scuba and Aquatics	Organic Search	click.site	3
A4-1470 - Lakeland Divers Inc	Organic Search	click.site	3
Grand total			326

GoDiveNow.com Social Network Activity

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Session By Social Network



Social Network Summary

Social Network	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Use Dive Store Finder	Use Dive Vacation Finder
Facebook	143	90.91%	130	62.24%	1.89	00:00:36	37	10
Twitter	2	100%	2	0%	5	00:05:31	2	0
Grand total	145	91.03%	132	61.38%	1.93	00:00:40	39	10

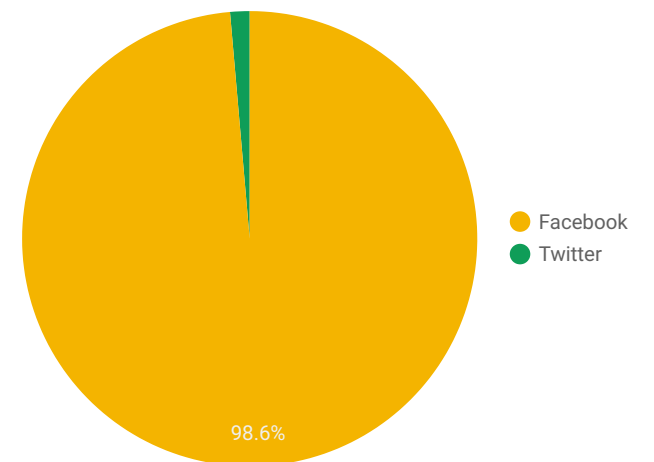
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Social Network By Device

Social Network	Device Category	Sessions	Bounce Rate	Pageviews	Avg. Session Duration
Facebook	mobile	107	60.75%	193	00:00:34
Facebook	desktop	27	74.07%	46	00:00:31
Facebook	tablet	9	44.44%	31	00:01:03
(not set)	desktop	4	25%	10	00:03:16
(not set)	tablet	2	0%	5	00:00:46
Twitter	mobile	2	0%	10	00:05:31

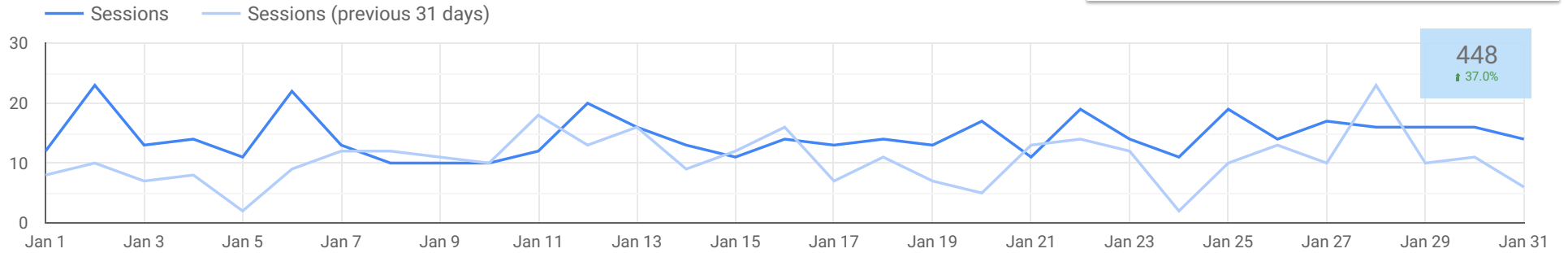
Grand total **151** **59.6%** **295** **00:00:44**

Social Media Network Share



GoDiveNow.com Google AdWords Activity

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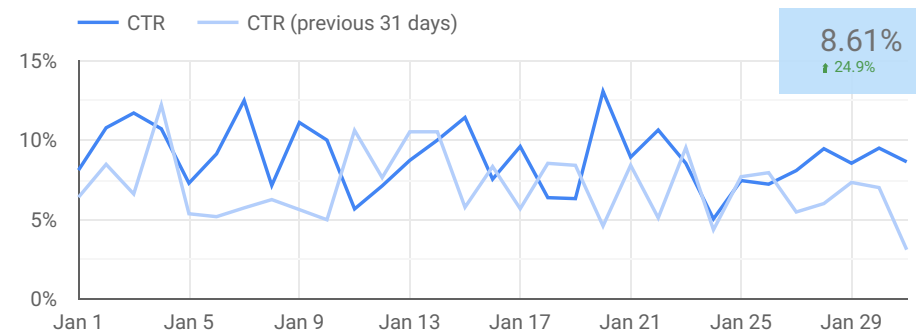
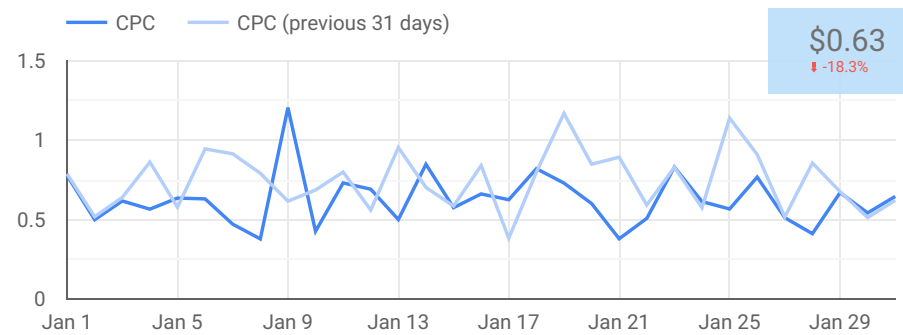
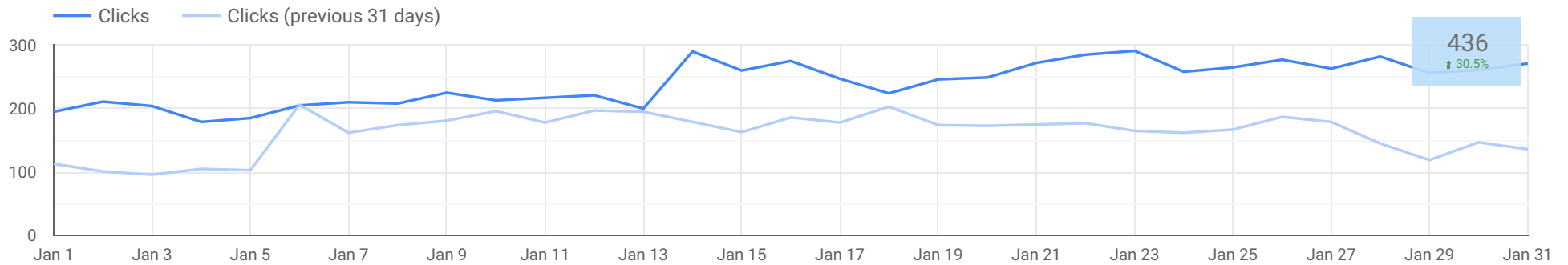
Google Adwords Traffic & Dive Store Analysis

Landing Page	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Conversion Rate	Completions
/local-dive-store-finder	277	92.42%	256	44.4%	2.1	100%	277
/learn-to-dive/get-certified	102	89.22%	91	70.59%	1.75	15.69%	16
/learn-to-dive	44	86.36%	38	59.09%	2.02	29.55%	13
/dive-vacation-finder	16	87.5%	14	87.5%	1.13	0%	0
/learn-to-dive/activities	3	100%	3	100%	1	0%	0
(not set)	1	0%	0	0%	0	0%	0
/local-dive-store-finder?fbclid=IwAR0n-K5u4QOBN86HdiwR636UKHo-tFqYrwamsL...	1	100%	1	100%	1	0%	0
/local-dive-store-finder?fbclid=IwAR1CDdC0340tI6P4qdEDmWWB57ViTIUwoHzBP...	1	100%	1	100%	1	0%	0

Grand total 445 90.79% 404 53.93% 1.96 68.76% 306

GoDiveNow.com Google AdWords Cost Analysis

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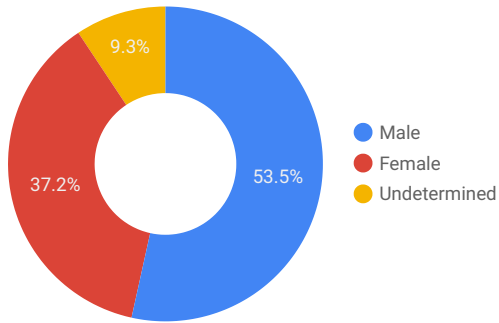


Keyword	Clicks	Cost	CPC	Impressions	CTR	Sessions	Bounce Rate	Pages / Session	Conversion Rate	Completions
scuba diving schools	138	\$85.16	\$0.62	1,040	13.27%	144	42.36%	2.25	93.06%	134
scuba certification	39	\$9.88	\$0.25	379	10.29%	42	64.29%	1.81	33.33%	14
dive shop near me	28	\$27.85	\$0.99	541	5.18%	31	48.39%	1.77	93.55%	29
scuba diving school	27	\$17.32	\$0.64	205	13.17%	28	67.86%	1.96	39.29%	11
scuba diving certification	20	\$6.18	\$0.31	279	7.17%	22	72.73%	1.77	27.27%	6
diving shop near me	17	\$16.28	\$0.96	210	8.1%	14	64.29%	2.36	92.86%	13
diving spots	16	\$11.51	\$0.72	179	8.94%	16	68.75%	1.63	25%	4
dive shop	15	\$15.44	\$1.03	224	6.7%	14	35.71%	2.14	100%	14
scuba dive shop near me	13	\$8.68	\$0.67	197	6.6%	13	38.46%	2.08	100%	13
diving certification	13	\$6.55	\$0.5	218	5.96%	12	58.33%	2.08	25%	3
Grand total	436	\$273.01	\$0.63	5,061	8.61%	448	54.02%	1.96	68.3%	306

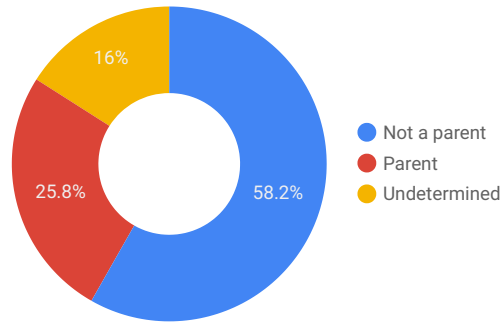
GoDiveNow.com Google Display Overview

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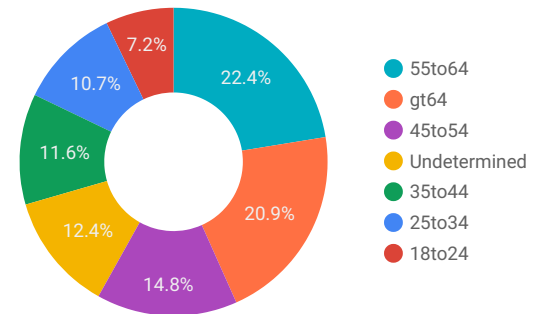
Display Demographic : Gender



Display Demographic : Age



Display Demographic : Clicks By Age

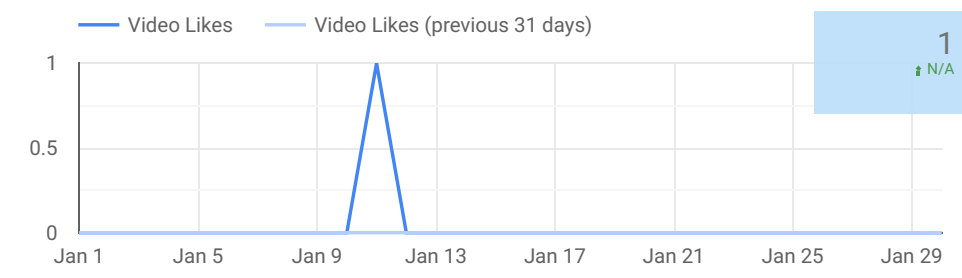
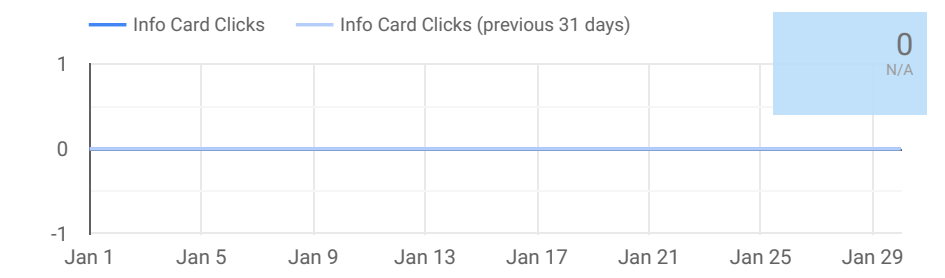
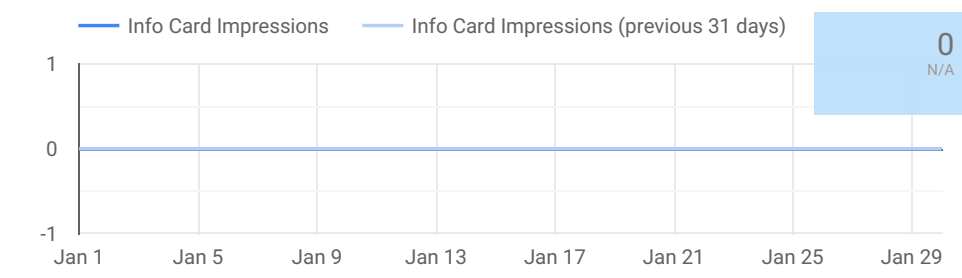
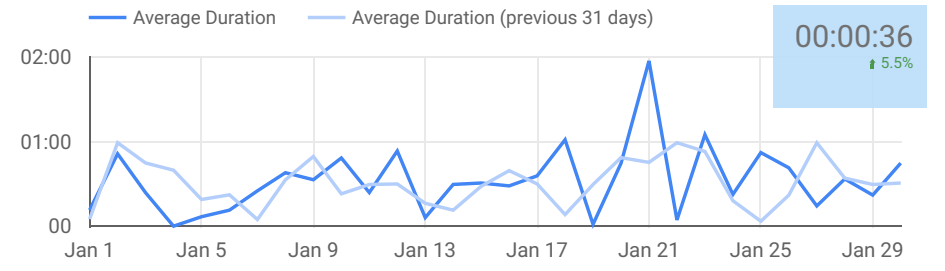
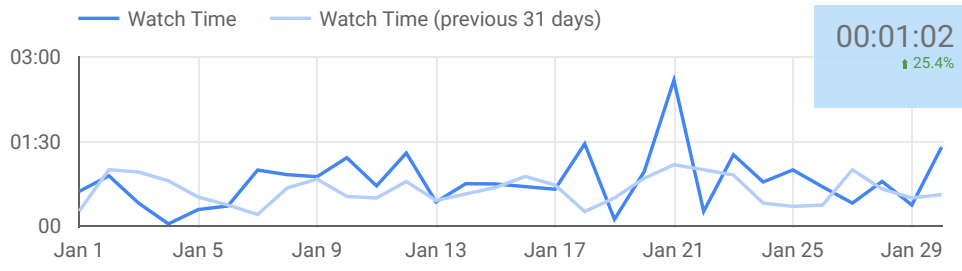
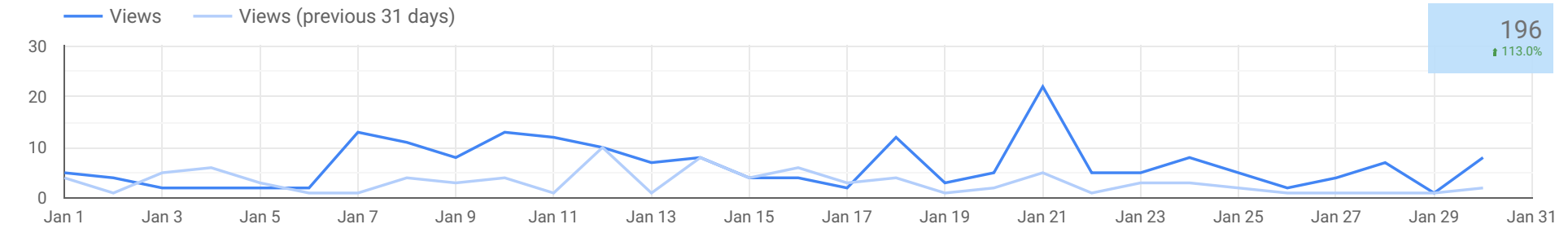


Ad Group	Ad Content	Ad Format	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Conversion Rate	Completions
Similar audiences	Jump Right In 728x90	Image	1,084	87.82%	952	33.76%	1.69	99.08%	1,074
Custom Intent Display	Join the Fun	Image	221	90.5%	200	83.26%	1.24	100%	221
Custom Intent Display	Jump Right In 728x90	Image	164	77.44%	127	57.32%	1.51	100%	164
Similar audiences	Join the Fun	Image	83	80.72%	67	66.27%	1.35	100%	83
Custom Intent Display	Join the Fun 300x600	Image	65	78.46%	51	80%	1.31	98.46%	64
Similar audiences	Join the Fun 300x600	Image	53	56.6%	30	75.47%	1.28	100%	53
Similar audiences	Jump Right In	Image	37	83.78%	31	72.97%	1.27	100%	37
Custom Intent Display	Jump Right In	Image	23	91.3%	21	78.26%	1.26	100%	23
Water Sports Target	Jump Right In 728x90	Image	4	0%	0	100%	1	100%	4
Custom Intent Display	Vacay Upgrade 728x90	Image	3	66.67%	2	66.67%	1.33	100%	3

Grand total 1,737 85.26% 1,481 48.47% 1.55 99.37% 1,726

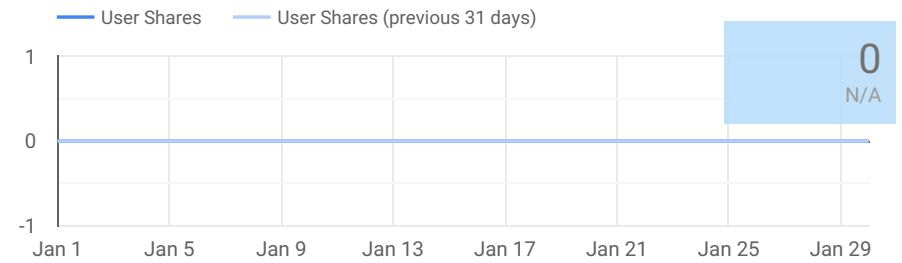
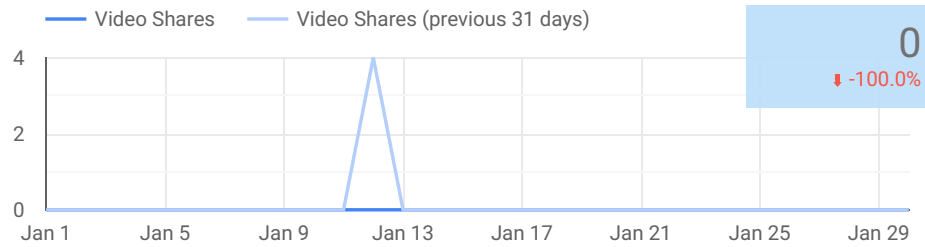
GoDiveNow.com YouTube Summary

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GoDiveNow.com YouTube Video Activity

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Video Title	Length	Views	Watch Time	Avg Duration	Shares	Comments	Dislikes	Info Clicks	Subscriptions
Go Dive Now: Learning to Dive is Easy	00:00:46	48	00:00:39	00:00:29	0	0	0	0	0
Go Dive Now: Steps to Get Certified	00:01:01	31	00:00:39	00:00:28	0	0	0	0	0
Go Dive Now: Explore the Rest of Your World	00:01:05	22	00:00:42	00:00:28	0	0	0	0	0
Go Dive Now: Try Diving Now	00:01:36	17	00:00:42	00:00:19	0	0	0	0	0
Go Dive Now: Go Out and Play	00:01:06	12	00:00:58	00:00:38	0	0	0	0	0
Go Dive Now: Join the Fun	00:00:30	11	00:00:38	00:00:37	0	0	0	0	0
Go Dive Now: Reasons You Should Go Dive Now	00:01:01	10	00:00:34	00:00:21	0	0	0	0	0
"I had the best experience that I've had in a loooooong time!"	00:00:47	9	00:00:36	00:00:18	0	0	0	0	0
"I was afraid of [breathing underwater] before, and now I'm not!"	00:00:34	7	00:00:12	00:00:04	0	0	0	0	0
Go Dive Now: Discover	00:00:31	6	00:00:41	00:00:34	0	0	0	0	0
Go Dive Now: Discover (Customizable Version for DEMA Members)	00:00:31	4	00:00:18	00:00:14	0	0	0	0	0
Go Dive Now: Plan a Tropical Dive Vacation	00:01:04	4	00:00:28	00:00:15	0	0	0	0	0
"It was fabulous! Gonna definitely continue!"	00:00:27	3	00:00:11	00:00:04	0	0	0	0	0
Go Dive Now: Reasons You Should Go Dive Now Customizable (Cu...	00:01:01	3	00:00:42	00:00:30	0	0	0	0	0
World Ocean Day Event at Chattanooga Aquarium	00:06:43	3	00:00:16	00:00:00	0	0	0	0	0
"Definitely wanna do it again!"	00:00:29	2	00:00:18	00:00:11	0	0	0	0	0
Go Dive Now: Drift Diving	00:00:31	1	00:00:31	00:00:31	0	0	0	0	0
"I was a little skeptical at first, but after I got in the water..."	00:00:38	1	00:00:10	00:00:02	0	0	0	0	0
Go Dive Now: Freshwater Diving	00:00:32	1	00:00:03	00:00:00	0	0	0	0	0
"I felt like a fish!"	00:00:33	1	00:00:13	00:00:05	0	0	0	0	0
Grand total		196	00:01:02	00:00:36	0	0	0	0	0