

01

Marketing Report(sample)

01/01/2024 - 01/31/2024

WEBSITES

THAT ATTRACT,

ADS THAT WORK!



**LEMURCA**

MARKETING EXPERTS

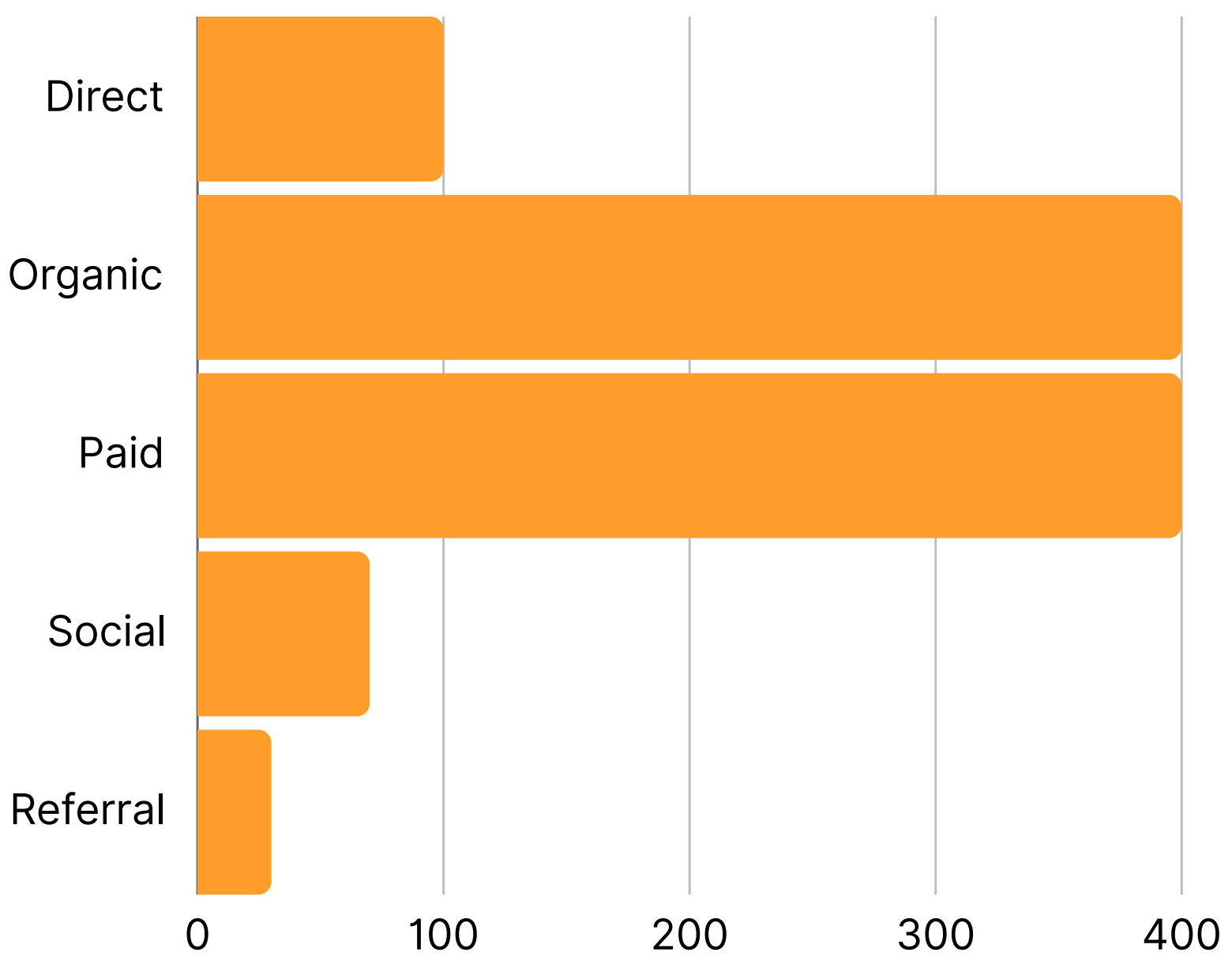
for BananaLover

# 02

## ANALYTICS

Advertising(sample)

### Advertising 01/01/2024 - 01/31/2024



**Users 1000/ Average time site 53 sec/**

**Banana Orders(Organic 80, Paid 80, Direct 20, Social 14, Referral 6)/**

**Call's(Organic 50, Paid 60, Direct 9, Social 6, Referral 2)/**

**Avarage Conversion(Banana Orders) rate 20%/**

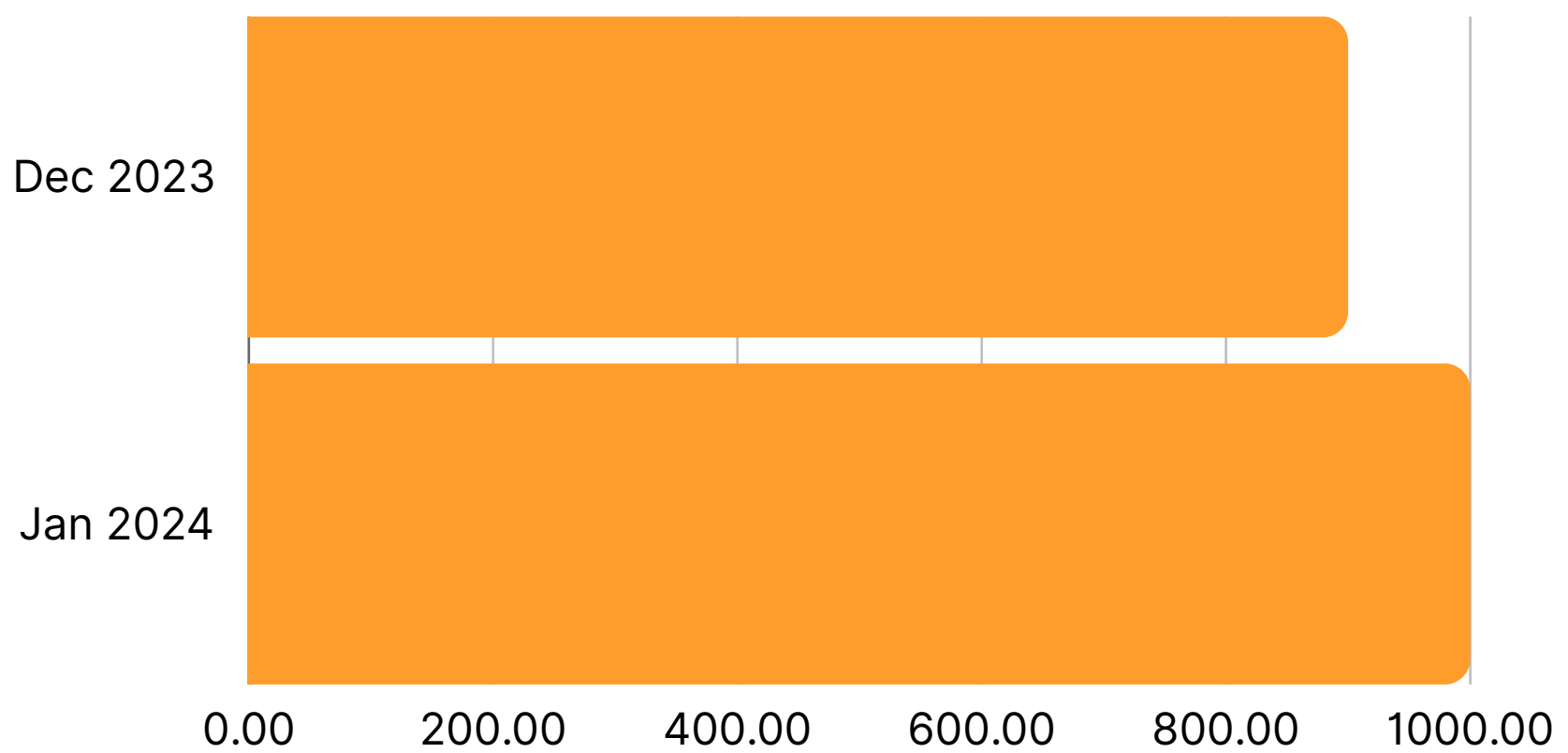
**Search impression share 82.76%**

## CONVERSATION RATE

(sample)

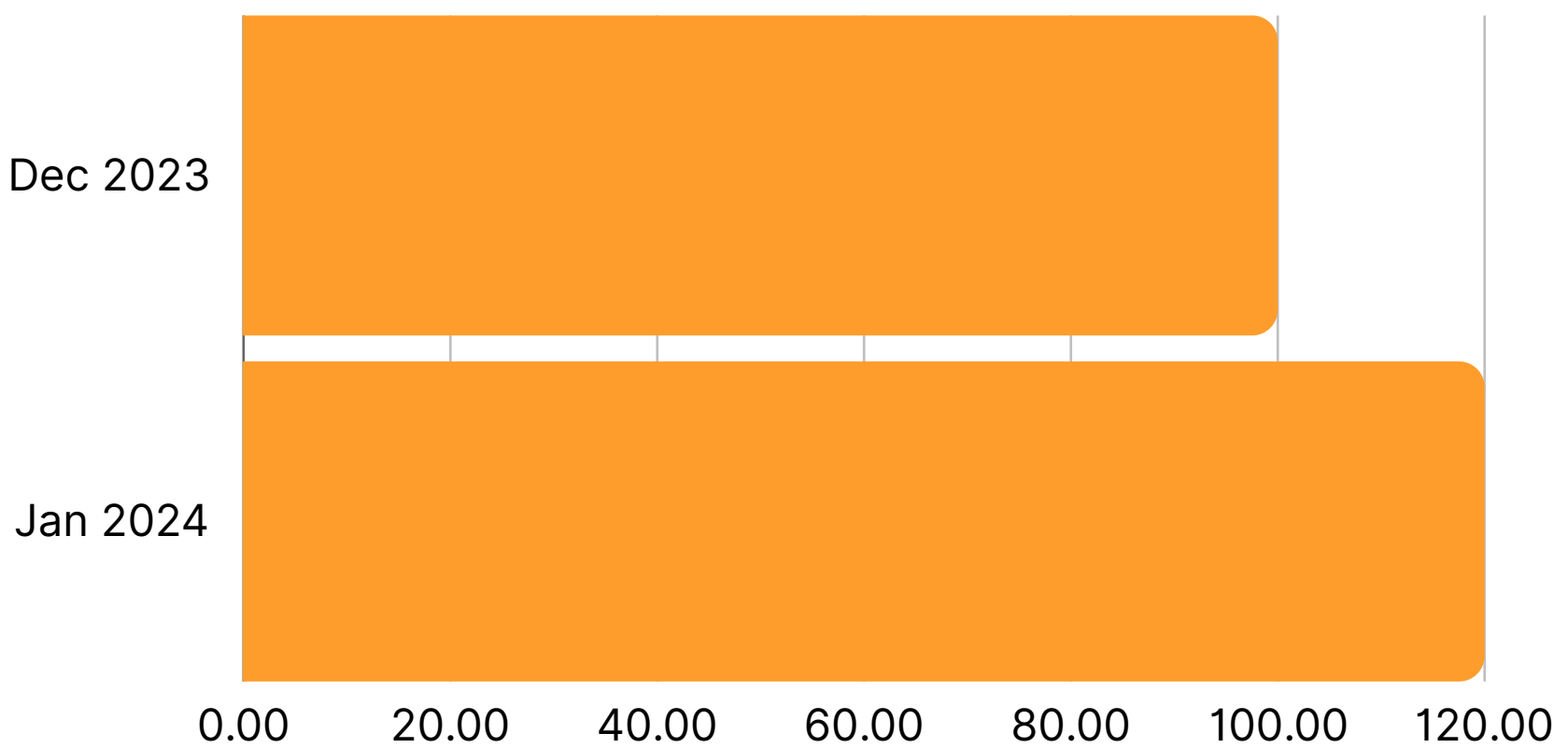
**+10%**

**USERS**



**+10%**

**BANANA ORDERS**



# 04

# ANALYTICS

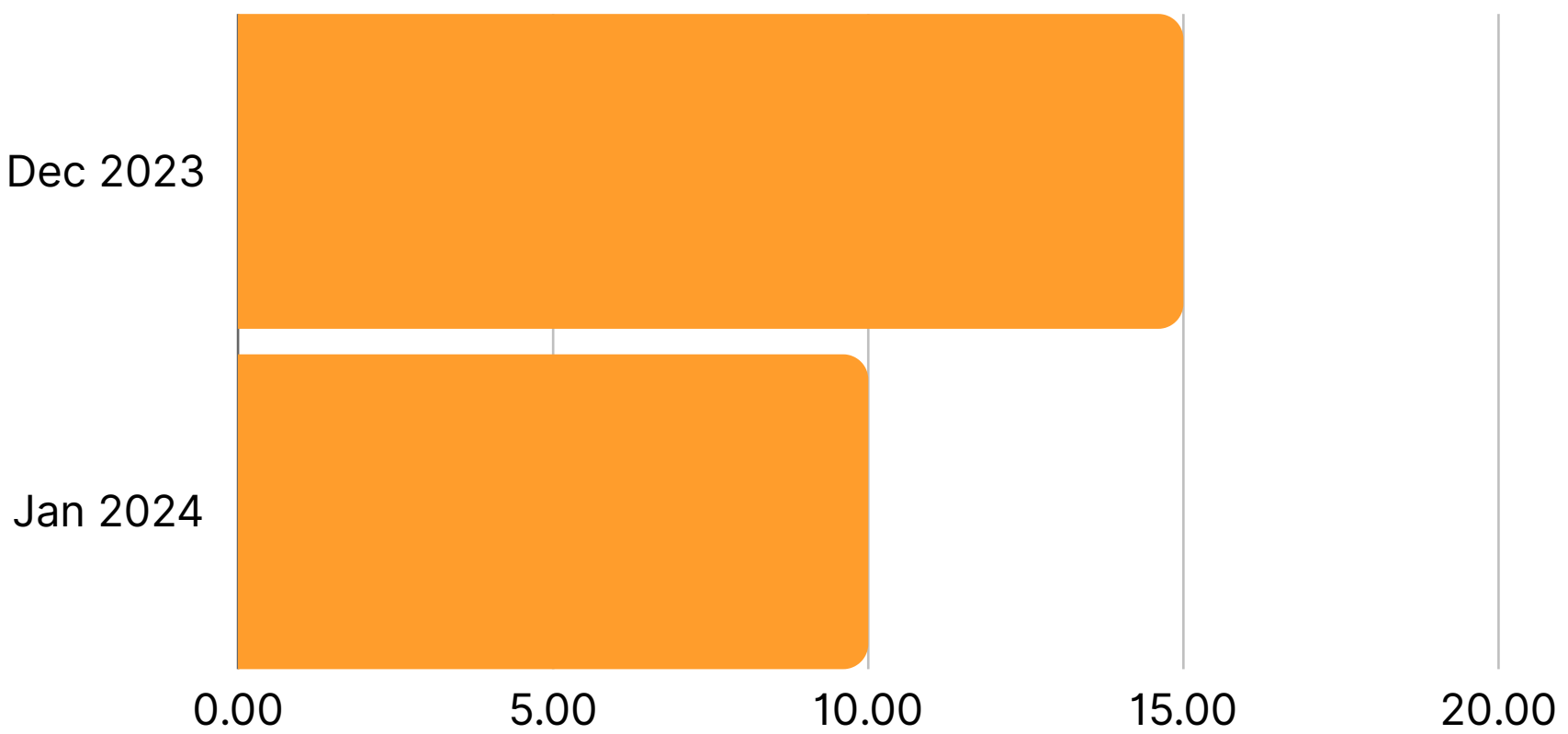
Advertising

(sample)

## COST/CONVERSATION

Paid Search

**-33.33%%**



**Advertising 01/01/2024 - 01/31/2024**

**Cost(Paid advertising) \$800/**

**The average cost of Banana Orders \$10/**

## Conclusion (sample)

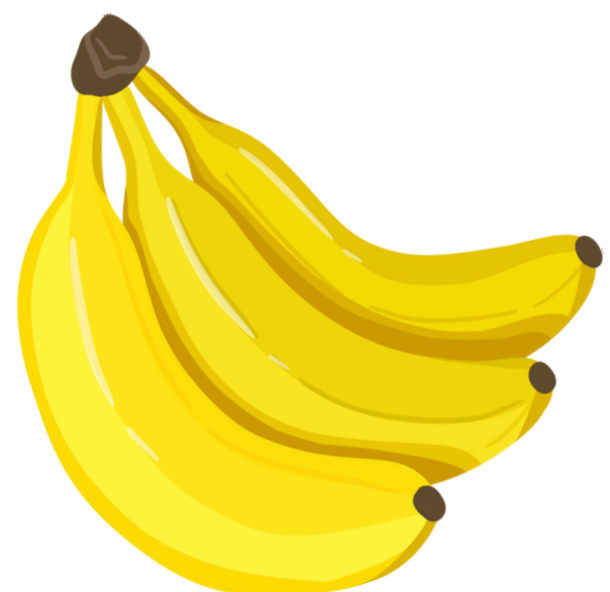
### Optimization Recommendations

BananaLover Lemur is advised to increase the daily ad budget to maximize visibility and capture more sales.

- Increase daily ad spend to \$100
- Optimize keywords for top-performing regions (where bananas are in high demand!)
- Expand audience targeting to reach new banana lovers

### Conclusion

Our marketing strategy has significantly increased sales for BananaLover Lemur. With an increased ad budget and refined targeting, we expect even more growth in the coming months.



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## Advertising management

01.01.2024-01.31.2024,

The average cost of managing your ads is 10% of your budget.

10% of the budget (\$800) - \$80

Total 80\$

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## Advertising budget

01.01.2024-01.31.2024

(the cost charged by the advertising platform)

Total 800\$