

Marketing campaign 1-31.08

Статистика по користувачах у серпні:

Нові **студенти** - **440** (5799)

Нові **компанії** - **51** (441)

Нові вакансії - **136**

Активні вакансії - **239** (1232)

Надіслані **заявки** - **764**

Унікальні **відвідувачі** - **11116**

Вподобання у соцмережах:

Фейсбук - **93** (4362)

Інстаграм - **190** (1321)

Телеграм - **760** (950)

Загальний огляд каналів реєстрації студентів на studlava.com

Source / Medium ?	Acquisition			Behavior			Conversions Goal 1: Реєстрація ▾	
	Users ?	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Реєстрація (Goal 1 Conversion Rate) ?	Реєстрація (Goal 1 Completions) ?
	11,116 % of Total: 100.00% (11,116)	8,958 % of Total: 100.19% (8,941)	20,763 % of Total: 100.00% (20,763)	40.67% Avg for View: 40.67% (0.00%)	6.61 Avg for View: 6.61 (0.00%)	00:04:12 Avg for View: 00:04:12 (0.00%)	2.10% Avg for View: 2.10% (0.00%)	436 % of Total: 100.00% (436)
1. (direct) / (none)	2,496 (21.16%)	2,163 (24.15%)	4,384 (21.11%)	48.06%	5.28	00:02:56	1.16%	51 (11.70%)
2. google / organic	1,995 (16.91%)	1,288 (14.38%)	5,132 (24.72%)	34.57%	7.87	00:05:37	1.62%	83 (19.04%)
3. m.facebook.com / referral	1,792 (15.19%)	1,237 (13.81%)	2,575 (12.40%)	44.08%	6.23	00:02:32	1.79%	46 (10.55%)
4. google / cpc	1,732 (14.68%)	1,394 (15.56%)	2,374 (11.43%)	34.96%	8.05	00:03:50	3.37%	80 (18.35%)
5. instagram.com / referral	1,403 (11.89%)	1,295 (14.46%)	1,466 (7.06%)	34.04%	6.98	00:02:35	1.77%	26 (5.96%)
6. facebook.com / referral	553 (4.69%)	279 (3.11%)	1,409 (6.79%)	35.63%	6.44	00:06:22	3.55%	50 (11.47%)
7. ua.jooble.org / referral	417 (3.53%)	361 (4.03%)	615 (2.96%)	48.78%	5.15	00:03:42	7.97%	49 (11.24%)
8. l.facebook.com / referral	375 (3.18%)	224 (2.50%)	1,114 (5.37%)	44.08%	6.23	00:07:03	1.26%	14 (3.21%)
9. l.instagram.com / referral	233 (1.97%)	215 (2.40%)	256 (1.23%)	13.28%	10.48	00:04:40	4.30%	11 (2.52%)
10. Telegram / Active View	152 (1.29%)	52 (0.58%)	285 (1.37%)	73.68%	2.91	00:01:30	2.46%	7 (1.61%)
11. lm.facebook.com / referral	95 (0.81%)	54 (0.60%)	146 (0.70%)	46.58%	7.16	00:02:58	2.74%	4 (0.92%)
12. jooble / cpc	74 (0.63%)	58 (0.65%)	118 (0.57%)	36.44%	4.02	00:02:57	2.54%	3 (0.69%)
13. fb / cpc	50 (0.42%)	8 (0.09%)	83 (0.40%)	48.19%	6.23	00:05:07	1.20%	1 (0.23%)
14. Telegram / active view	41 (0.35%)	13 (0.15%)	51 (0.25%)	70.59%	3.14	00:01:28	3.92%	2 (0.46%)

21.	mail.google.com / referral	19 (0.16%)	11 (0.12%)	30 (0.14%)	16.67%	4.87	00:04:41	3.33%	1 (0.23%)
25.	web.telegram.org / referral	13 (0.11%)	3 (0.03%)	28 (0.13%)	35.71%	5.43	00:03:41	3.57%	1 (0.23%)
27.	yandex.ua / referral	8 (0.07%)	4 (0.04%)	30 (0.14%)	23.33%	6.87	00:06:02	6.67%	2 (0.46%)
34.	yandex / organic	4 (0.03%)	3 (0.03%)	16 (0.08%)	31.25%	15.50	00:10:41	18.75%	3 (0.69%)
38.	studlava-com.cdn.ampproject.org / referral	3 (0.03%)	3 (0.03%)	4 (0.02%)	75.00%	8.00	00:04:15	25.00%	1 (0.23%)

Default Channel Grouping	Acquisition			Behavior			Conversions Goal 1: Реєстрація	
	Users [?] ↓	New Users [?]	Sessions [?]	Bounce Rate [?]	Pages / Session [?]	Avg. Session Duration [?]	Реєстрація (Goal 1 Conversion Rate) [?]	Реєстрація (Goal 1 Completions) [?]
	11,116 % of Total: 100.00% (11,116)	8,958 % of Total: 100.19% (8,941)	20,763 % of Total: 100.00% (20,763)	40.67% Avg for View: 40.67% (0.00%)	6.61 Avg for View: 6.61 (0.00%)	00:04:12 Avg for View: 00:04:12 (0.00%)	2.10% Avg for View: 2.10% (0.00%)	436 % of Total: 100.00% (436)
1. Social	4,388 (37.55%)	3,313 (36.98%)	6,998 (33.70%)	39.17%	6.61	00:04:10	2.16%	151 (34.63%)
2. Direct	2,496 (21.36%)	2,163 (24.15%)	4,384 (21.11%)	48.06%	5.28	00:02:56	1.16%	51 (11.70%)
3. Organic Search	2,010 (17.20%)	1,301 (14.52%)	5,162 (24.86%)	34.58%	7.89	00:05:38	1.67%	86 (19.72%)
4. Paid Search	1,846 (15.80%)	1,460 (16.30%)	2,556 (12.31%)	35.05%	7.86	00:03:51	3.29%	84 (19.27%)
5. Referral	756 (6.47%)	655 (7.31%)	1,242 (5.98%)	49.84%	4.61	00:04:21	4.43%	55 (12.61%)
6. (Other)	177 (1.51%)	65 (0.73%)	396 (1.91%)	69.44%	3.30	00:02:12	2.27%	9 (2.06%)

Source / Medium [?]	Campaign [?] [⊗]	Acquisition			Behavior			Conversions Goal 1: Реєстрація	
		Users [?] ↓	New Users [?]	Sessions [?]	Bounce Rate [?]	Pages / Session [?]	Avg. Session Duration [?]	Реєстрація (Goal 1 Conversion Rate) [?]	Реєстрація (Goal 1 Completions) [?]
		11,116 % of Total: 100.00% (11,116)	8,958 % of Total: 100.19% (8,941)	20,763 % of Total: 100.00% (20,763)	40.67% Avg for View: 40.67% (0.00%)	6.61 Avg for View: 6.61 (0.00%)	00:04:12 Avg for View: 00:04:12 (0.00%)	2.10% Avg for View: 2.10% (0.00%)	436 % of Total: 100.00% (436)
1. (direct) / (none)	(not set)	2,496 (21.13%)	2,163 (24.15%)	4,384 (21.11%)	48.06%	5.28	00:02:56	1.16%	51 (11.70%)
2. google / organic	(not set)	1,995 (16.89%)	1,288 (14.38%)	5,132 (24.72%)	34.57%	7.87	00:05:37	1.62%	83 (19.04%)
3. m.facebook.com / referral	(not set)	1,792 (15.17%)	1,237 (13.81%)	2,575 (12.40%)	44.08%	6.23	00:02:32	1.79%	46 (10.55%)
4. google / cpc	studlava.com-Поиск-Укр	1,713 (14.50%)	1,387 (15.48%)	2,340 (11.27%)	34.40%	8.13	00:03:52	3.42%	80 (18.35%)
5. instagram.com / referral	(not set)	1,403 (11.88%)	1,295 (14.46%)	1,466 (7.06%)	34.04%	6.98	00:02:35	1.77%	26 (5.96%)
6. facebook.com / referral	(not set)	553 (4.68%)	279 (3.11%)	1,409 (6.79%)	35.63%	6.44	00:06:22	3.55%	50 (11.47%)
7. ua.jobble.org / referral	(not set)	417 (3.53%)	361 (4.03%)	615 (2.96%)	48.78%	5.15	00:03:42	7.97%	49 (11.24%)
8. l.facebook.com / referral	(not set)	375 (3.18%)	224 (2.50%)	1,114 (5.37%)	44.08%	6.23	00:07:03	1.26%	14 (3.21%)
9. l.instagram.com / referral	(not set)	233 (1.97%)	215 (2.40%)	256 (1.23%)	13.28%	10.48	00:04:40	4.30%	11 (2.52%)
10. Telegram / Active View	vacancy	137 (1.16%)	47 (0.52%)	249 (1.20%)	72.69%	2.98	00:01:35	2.81%	7 (1.61%)

11.	lm.facebook.com / referral	(not set)	95 (0.80%)	54 (0.60%)	146 (0.70%)	46.58%	7.16	00:02:58	2.74%	4 (0.92%)
12.	jooble / cpc	jooble	74 (0.63%)	58 (0.65%)	118 (0.57%)	36.44%	4.02	00:02:57	2.54%	3 (0.69%)
13.	Telegram / active view	vacancy	41 (0.35%)	13 (0.15%)	51 (0.25%)	70.59%	3.14	00:01:28	3.92%	2 (0.46%)
22.	mail.google.com / referral	(not set)	19 (0.16%)	11 (0.12%)	30 (0.14%)	16.67%	4.87	00:04:41	3.33%	1 (0.23%)
26.	web.telegram.org / referral	(not set)	13 (0.11%)	3 (0.03%)	28 (0.13%)	35.71%	5.43	00:03:41	3.57%	1 (0.23%)
27.	fb / cpc	slider-iviv-age	11 (0.09%)	0 (0.00%)	27 (0.13%)	22.22%	8.52	00:11:17	3.70%	1 (0.23%)
30.	yandex.ua / referral	(not set)	8 (0.07%)	4 (0.04%)	30 (0.14%)	23.33%	6.87	00:06:02	6.67%	2 (0.46%)

Social Network ?	Conversions ?
	1,737 % of Total: 28.61% (6,072)
1. Facebook	1,421 (81.81%)
2. Instagram Stories	213 (12.26%)
3. Instagram	93 (5.35%)
4. VKontakte	7 (0.40%)
5. LinkedIn	3 (0.17%)

Типи відвідувачів сайту

User Type ?	Acquisition			Behavior			Conversions Goal 1: Реєстрація	
	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Реєстрація (Goal 1 Conversion Rate) ?	Реєстрація (Goal 1 Completions) ?
	2,755 % of Total: 100.00% (2,755)	1,802 % of Total: 100.28% (1,797)	4,572 % of Total: 100.00% (4,572)	41.23% Avg for View: 41.23% (0.00%)	6.36 Avg for View: 6.36 (0.00%)	00:04:19 Avg for View: 00:04:19 (0.00%)	2.45% Avg for View: 2.45% (0.00%)	112 % of Total: 100.00% (112)
1. New Visitor	1,797 (58.92%)	1,802 (100.00%)	1,802 (39.41%)	39.29%	6.13	00:03:05	3.72%	67 (59.82%)
2. Returning Visitor	1,253 (41.08%)	0 (0.00%)	2,770 (60.59%)	42.49%	6.51	00:05:07	1.62%	45 (40.18%)

User Type ?	Campaign ?	Acquisition			Behavior			Conversions	
		Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Регістрація (Goal 1 Conversion Rate) ?	Регістрація (Goal 1 Completions) ?
		2,755 % of Total: 100.00% (2,755)	1,802 % of Total: 100.28% (1,797)	4,572 % of Total: 100.00% (4,572)	41.23% Avg for View: 41.23% (0.00%)	6.36 Avg for View: 6.36 (0.00%)	00:04:19 Avg for View: 00:04:19 (0.00%)	2.45% Avg for View: 2.45% (0.00%)	112 % of Total: 100.00% (112)
1. New Visitor	(not set)	1,219 (39.28%)	1,223 (67.87%)	1,223 (26.75%)	44.64%	4.92	00:02:41	3.19%	39 (34.82%)
2. Returning Visitor	(not set)	939 (30.26%)	0 (0.00%)	2,202 (48.16%)	39.06%	6.83	00:05:46	1.36%	30 (26.79%)
3. New Visitor	studlava.com-Поиск-Укр	506 (16.31%)	507 (28.14%)	507 (11.09%)	23.47%	9.56	00:04:14	5.13%	26 (23.21%)
4. Returning Visitor	studlava.com-Поиск-Укр	194 (6.25%)	0 (0.00%)	287 (6.28%)	42.16%	6.92	00:03:23	2.79%	8 (7.14%)
5. Returning Visitor	vacancy	117 (3.77%)	0 (0.00%)	198 (4.33%)	71.21%	3.35	00:01:39	3.54%	7 (6.25%)
6. New Visitor	vacancy	42 (1.35%)	42 (2.33%)	42 (0.92%)	73.81%	2.71	00:01:43	2.38%	1 (0.89%)
7. Returning Visitor	blog	36 (1.16%)	0 (0.00%)	50 (1.09%)	78.00%	2.44	00:01:19	0.00%	0 (0.00%)
8. New Visitor	jooble	18 (0.58%)	18 (1.00%)	18 (0.39%)	22.22%	2.94	00:02:19	5.56%	1 (0.89%)

Сторінки перегляду studlava.com

Sessions

4,572

% of Total: 100.00% (4,572)

Pageviews

29,087

% of Total: 100.00% (29,087)

Count of Sessions ?	Sessions ?	Pageviews ?
1	1,802	11,044
2	495	3,369
3	272	1,994
4	225	1,525
5	162	1,211
6	126	840
7	117	821
8	91	663
9-14	380	2,377
15-25	238	1,522
26-50	263	1,447
51-100	133	582
101-200	110	822
201+	158	870

Огляд реклами Google AdsWords

Campaign / Campaign ID ?	Acquisition					Behavior		Conversions	
	Clicks ? ↓	Cost ?	CPC ?	Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Регістрація (Goal 1 Conversion Rate) ?	Регістрація (Goal 1 Completions) ?
	2,043 % of Total: 100.00% (2,043)	UAH 1,243.56 % of Total: 100.00% (UAH 1,243.56)	UAH 0.61 Avg for View: UAH 0.61 (0.00%)	1,732 % of Total: 15.58% (11,116)	2,374 % of Total: 11.43% (20,763)	34.96% Avg for View: 40.67% (-14.04%)	8.05 Avg for View: 6.61 (21.75%)	3.37% Avg for View: 2.10% (60.48%)	80 % of Total: 18.35% (436)
1. studlava.com-Поиск-Укр 1071941655	2,043 (100.00%)	UAH 1,243.56 (100.00%)	UAH 0.61	1,713 (98.90%)	2,340 (98.57%)	34.40%	8.13	3.42%	80 (100.00%)
2. (not set)	0 (0.00%)	UAH 0.00 (0.00%)	UAH 0.00	7 (0.40%)	9 (0.38%)	33.33%	4.78	0.00%	0 (0.00%)
3. studlava.com-КМС-возраст 1057351815	0 (0.00%)	UAH 0.00 (0.00%)	UAH 0.00	10 (0.58%)	17 (0.72%)	88.24%	1.47	0.00%	0 (0.00%)
4. studlava.com-КМС-ремаркетинг 1055607065	0 (0.00%)	UAH 0.00 (0.00%)	UAH 0.00	2 (0.12%)	8 (0.34%)	87.50%	1.12	0.00%	0 (0.00%)

Ефективність реклами в Facebook Ads Manager Загальна кількість переглядів та переходів

Campaign Name	Delivery	Results	Reach	Impressions	Cost per Result	Budget	Amount Spent	Ends	Frequency	Unique Link Clicks
site promotion	● Not Delivering Payment Method Decline	2,666 Link Clicks	81,920	202,437	\$0.05 Per Link Click	Using ad se...	\$120.75	Ongoing	2.47	2,290
studlava.com-insta-lviv	● Not Delivering Ad Sets Inactive	1,275 Link Clicks	42,184	94,586	\$0.03 Per Link Click	Using ad se...	\$36.47	Ongoing	2.24	1,192
RoR_dev	● Inactive	157 Link Clicks	12,796	30,880	\$0.15 Per Link Click	Using ad se...	\$24.05	Ongoing	2.41	153

Campaign: site promotion

site promotion	● Not Delivering Payment Method Decline	2,666 Link Clicks	81,920	202,437	\$0.05 Per Link Click	Using ad se...	\$120.75	Ongoing	2.47	2,290
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Facebook

1,117
Results: Link Clicks

28,520
People Reached

\$48.74
Amount Spent

2.48
Frequency

Custom

1,117 Results: Link Clicks **\$0.04 Cost per Result** **1.58% Result Rate**



782
Results: Link Clicks

25,184
People Reached

\$28.63
Amount Spent

1.71
Frequency

Custom

782 Results: Link Clicks **\$0.04 Cost per Result** **1.81% Result Rate**



159
Results: Link Clicks

4,358
People Reached

\$4.66
Amount Spent

1.30
Frequency

Custom

159 Results: Link Clicks **\$0.03 Cost per Result** **2.80% Result Rate**



Campaign: studlava.com-insta-lviv Instagram

<input type="radio"/> studlava.com-insta-lviv	<input type="radio"/> Not Delivering Ad Sets Inactive	1,275 Link Clicks	42,184	94,586	\$0.03 Per Link Click	Using ad se...	\$36.47	Ongoing	2.24	1,192
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1,275
Results: Link Clicks

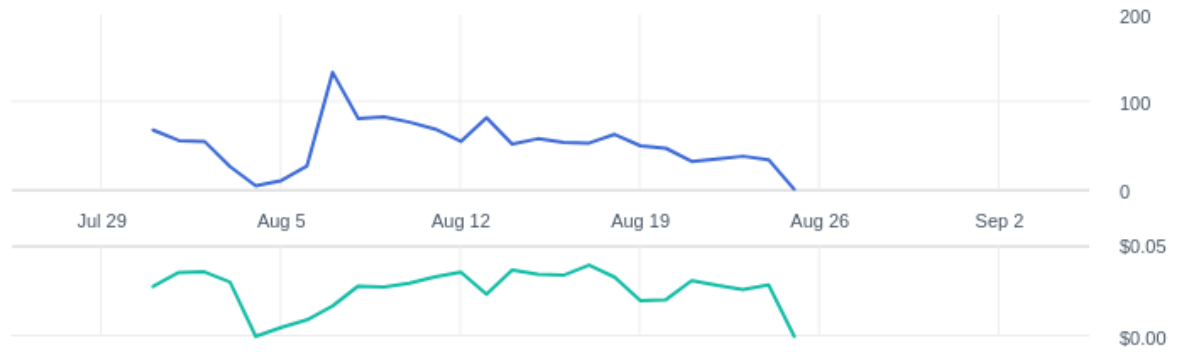
42,184
People Reached

\$36.47
Amount Spent

2.24
Frequency

Custom

1,275 Results: Link Clicks \$0.03 Cost per Result 1.35% Result Rate



Campaign: studlava.com-insta-lviv
Facebook

84
Results: Link Clicks

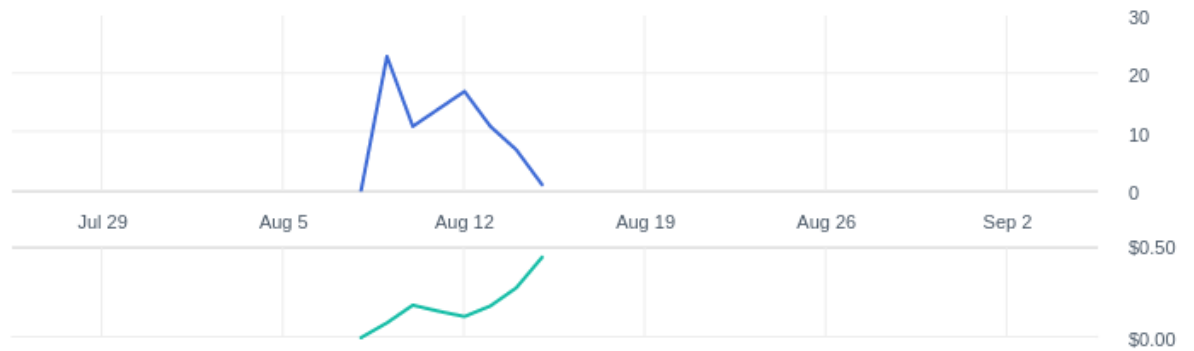
7,398
People Reached

\$12.64
Amount Spent

2.24
Frequency

Custom

84 Results: Link Clicks \$0.15 Cost per Result 0.51% Result Rate



Instagram

73
Results: Link Clicks

7,080
People Reached

\$11.41
Amount Spent

2.02
Frequency

Custom

73 Results: Link Clicks **\$0.16 Cost per Result** **0.51% Result Rate**



Витрати

Канал	Реєстрації	Вартість	Ціна за реєстрацію
Adwords	80	1629	20,36
Instagram	37	3130	84
Facebook	114	3487	30