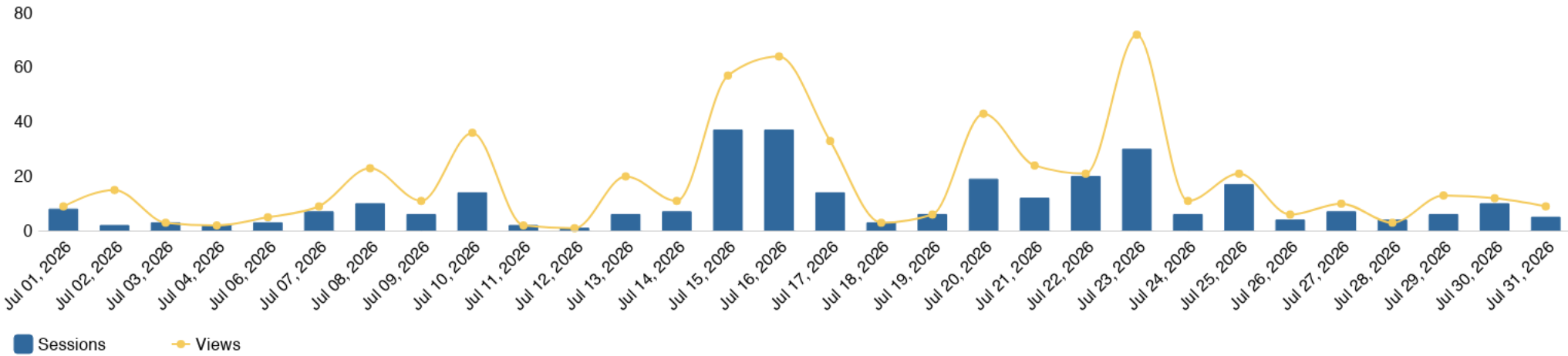




Digital Marketing Report

**Note: CTR and Total Engagement Rate do not include impressions or view-throughs from CTV, YouTube, or PMax campaigns. For TikTok campaigns, Total Engagement Rate includes both Click Conversions and View-throughs due to differences in Conversion tracking.*

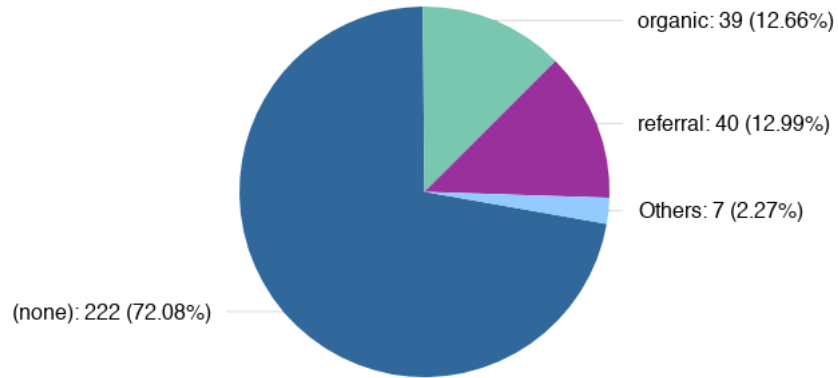
Google Analytics 4 Performance by Day



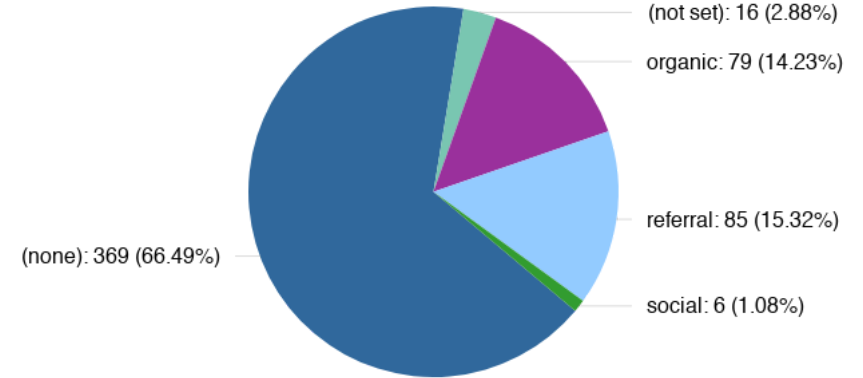
Google Analytics 4 Account Performance

Analytics Account Name ↑	Sessions	Views	Total User Engagement	Pages / Session	Engagement rate
Total	308	555	3:35:27	1.80	47.73%
Diamond BID	308	555	03:35:27	1.80	47.73%

Google Analytics 4 Sessions by Medium



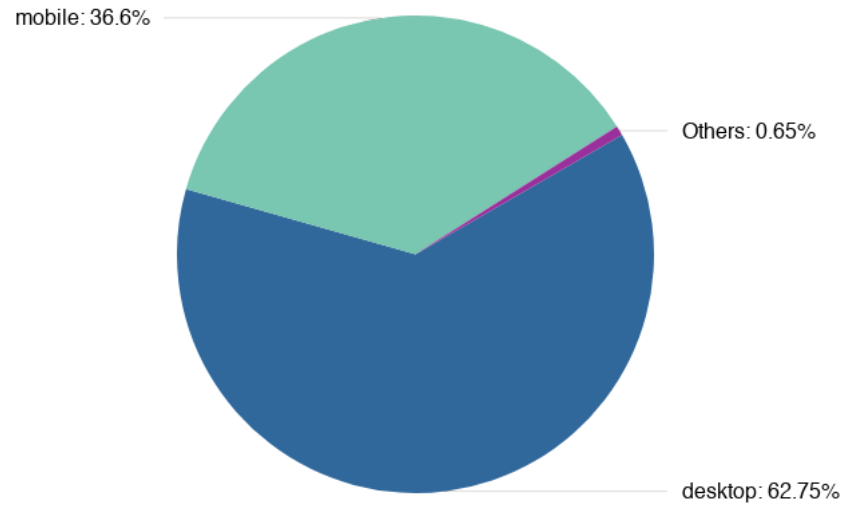
Google Analytics 4 Page Views by Medium



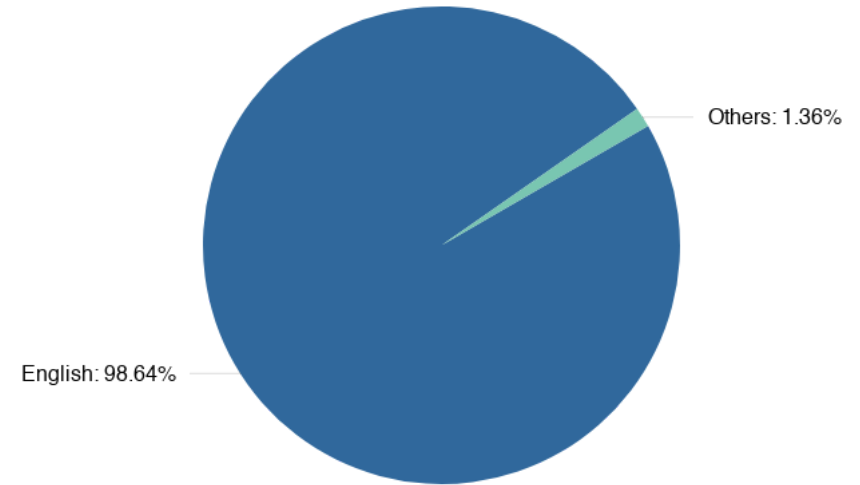
Google Analytics 4 Event Performance

Event name	Event count ↓
Total	1,694
page_view	555
user_engagement	343
session_start	305
first_visit	231
scroll	85
form_start	84
form_submit	79
click	11
file_download	1

Google Analytics 4 Engaged Sessions by Device



Google Analytics 4 Sessions by Language



Google Analytics 4 Top Browser Performance

Browser	Sessions ↓	Views	Engaged sessions	Engagement rate	Total User Engagement
Total	314	555	153	48.73%	3:35:27
Chrome	214	357	99	46.26%	02:07:24
Safari	72	139	38	52.78%	01:01:15
Edge	18	41	12	66.67%	00:20:32
Safari (in-app)	4	4	1	25.00%	00:00:39
Samsung Internet	3	6	1	33.33%	00:02:32

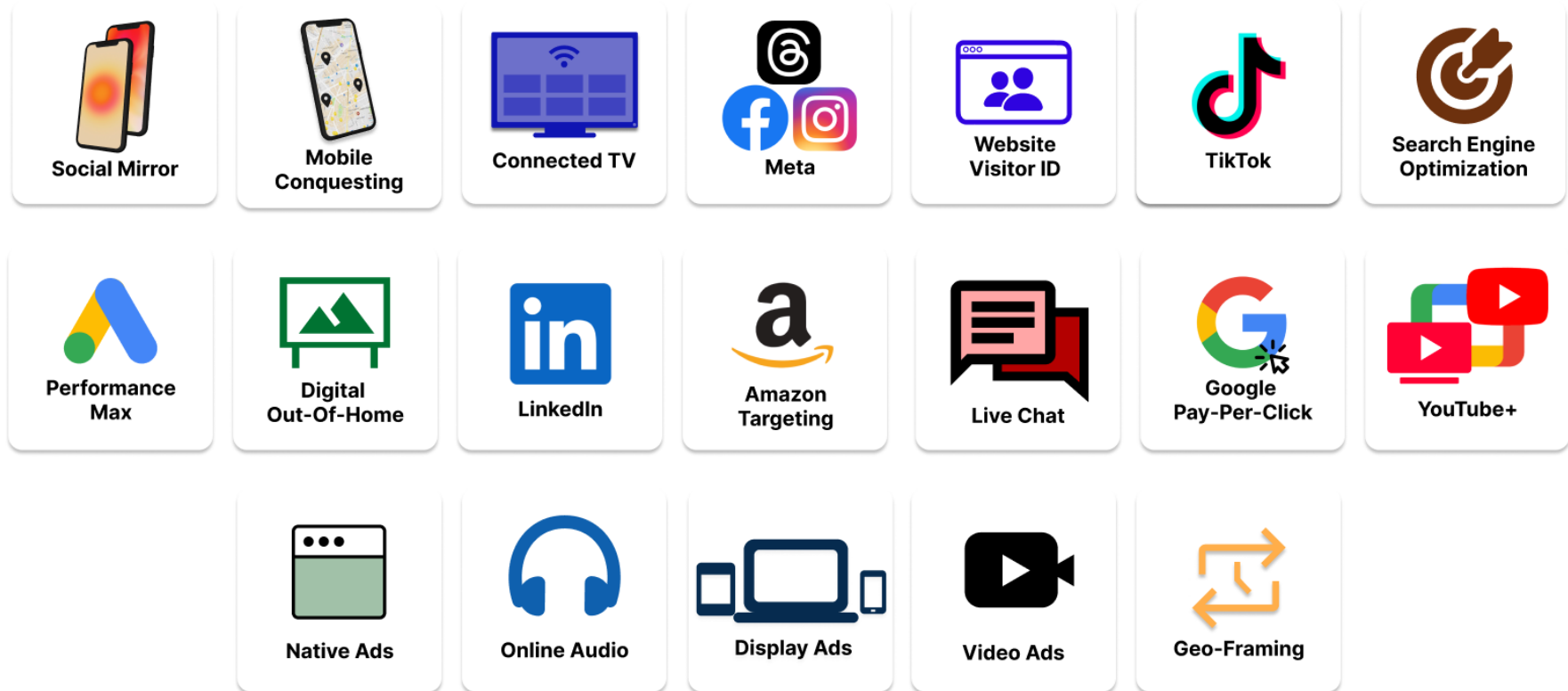
Google Analytics 4 Page Path Performance

Page path	Engaged sessions ↓
Total	275
/	67
/registration-form/	48
/event/summer-meet-up/	32
/business-mixer-form/	31
/events/	21
/who-we-are/	15
/explore/	10
/add-event/	7
/contact-us/	7
/event/headshot-and-business-card-clinic/	7

Google Analytics 4 Performance by Geo

City	Region	Sessions ↓	Views	Engaged sessions	Engagement rate	Total User Engagement
Total		317	555	153	48.27%	3:35:27
San Diego	California	101	229	59	58.42%	01:42:34
Los Angeles	California	44	65	20	45.45%	00:27:38
Ashburn	Virginia	17	17	0	0.00%	00:00:00
Chula Vista	California	17	36	9	52.94%	00:03:05
Singapore	(not set)	11	11	0	0.00%	00:00:00
Moses Lake	Washington	8	12	6	75.00%	00:01:16
Anaheim	California	6	16	4	66.67%	00:16:52
(not set)	Colorado	5	6	3	60.00%	00:01:18
(not set)	Virginia	5	6	5	100.00%	00:00:55
(not set)	California	5	8	1	20.00%	00:00:59
La Mesa	California	5	19	5	100.00%	00:11:06
San Jose	California	5	6	3	60.00%	00:01:35
Flint Hill	Virginia	3	4	2	66.67%	00:00:20
Forest City	North Carolina	3	3	1	33.33%	00:00:07
Phoenix	Arizona	3	7	3	100.00%	00:01:33

All available products in our *toolbox*.



? Your account team is [here to help](#) - reach out with any questions or to explore new ideas.