

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

2,212	1,246	666	53.45%	965	905	1,106
VIEWS	SESSIONS	ENGAGED SESSIONS	ENGAGEMENT RATE	ACTIVE USERS	NEW USERS	TOTAL USERS
		1.29	9:29:02			
		SESSIONS PER USER	TOTAL USER ENGAGEMENT			

Views: The number of mobile app screens or web pages your users saw. Repeated views of a single screen or page are counted.

Sessions: The number of sessions that began on your website or application. A session is a period of time during which a user interacts with your website or app.

Engaged Sessions: The number of sessions that lasted 10 seconds or longer, or had 1 or more conversion events or 2 or more page or screen views.

Engagement Rate: Engaged Sessions / Total Sessions

Active Users: The number of distinct users who visited your website or application. An active user is any user who has an engaged session.

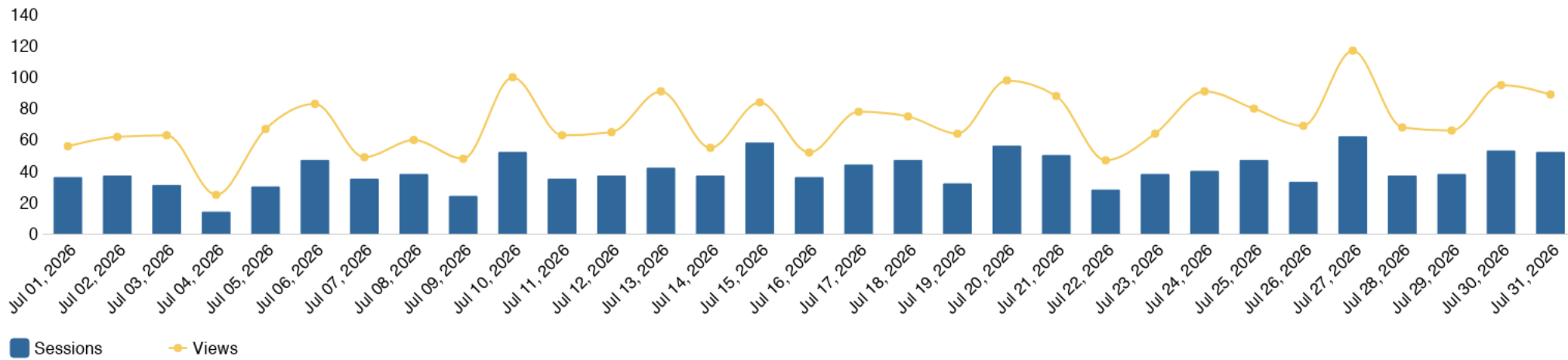
New Users: The number of new unique user IDs who interacted with your site or launched your app for the first time.

Total Users: The number of unique user IDs that triggered any events.

Sessions Per User: The average number of sessions per user.

Total User Engagement: The length of total time that your app screen was in the foreground or your web page was in focus.

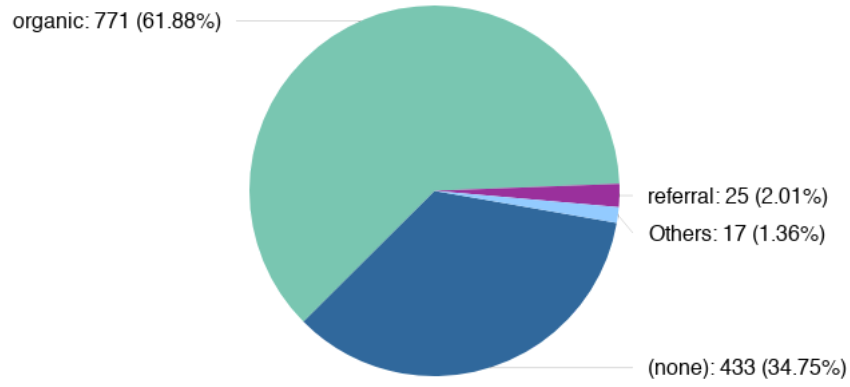
Google Analytics 4 Performance by Day



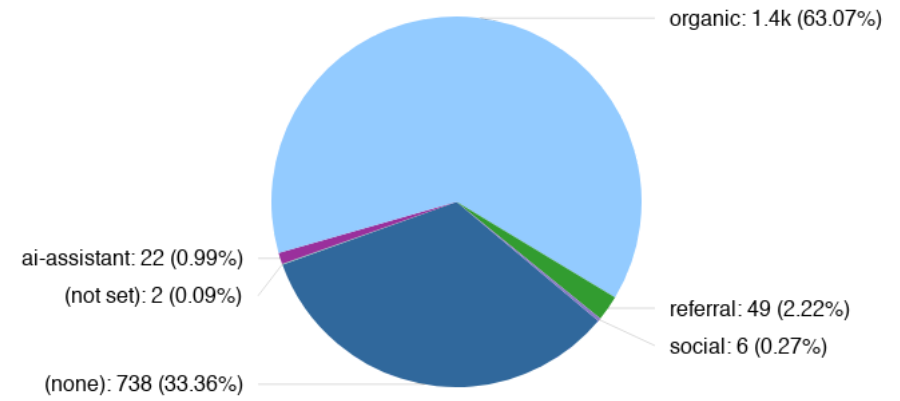
Google Analytics 4 Account Performance

Analytics Account Name ↑	Sessions	Views	Total User Engagement	Pages / Session	Engagement rate
Total	1,246	2,212	9:29:02	1.78	53.45%
Johnson's Jewelers of Cary	1,246	2,212	09:29:02	1.78	53.45%

Google Analytics 4 Sessions by Medium



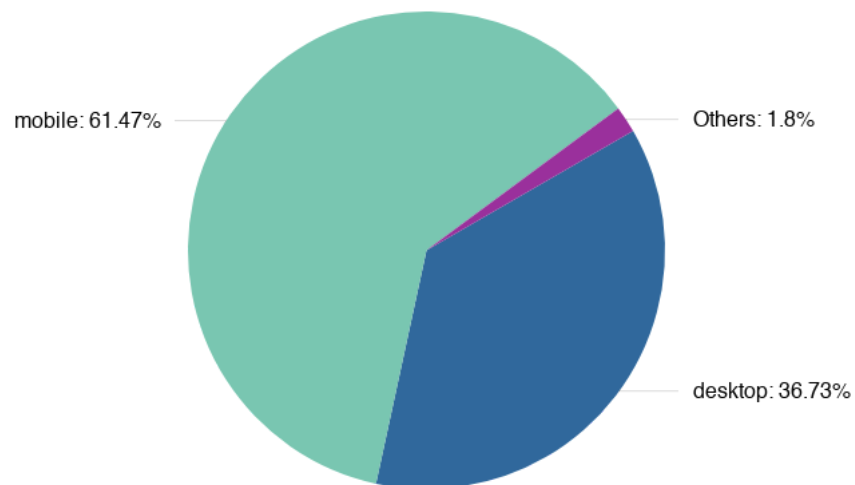
Google Analytics 4 Page Views by Medium



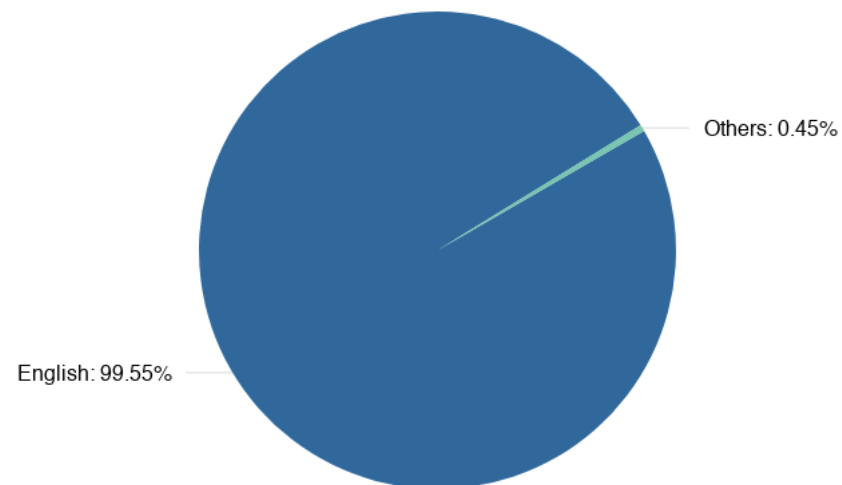
Google Analytics 4 Event Performance

Event name	Event count ↓
Total	5,751
page_view	2,212
user_engagement	1,389
session_start	1,245
first_visit	905

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	1,247	2,212	667	53.49%	9:29:02
Safari	763	1,240	360	47.18%	05:00:20
Chrome	404	808	250	61.88%	03:26:44
Edge	48	111	39	81.25%	00:47:56
Firefox	17	26	7	41.18%	00:09:39
Safari (in-app)	8	13	5	62.50%	00:01:04

Google Analytics 4 Page Path Performance

Page path	Engaged sessions ↓
Total	1,413
/	602
/repair	144
/bridal-engagement	126
/watches	91
/diamonds	81
/contact	79
/birth-baptism	71
/our-staff	57
/appraisals	39
/engraving	38

Google Analytics 4 Performance by Geo

City	Region	Sessions ↓	Views	Engaged sessions	Engagement rate	Total User Engagement
Total		1,340	2,212	760	56.72%	9:29:02
Raleigh	North Carolina	198	364	114	57.58%	01:45:41
Cary	North Carolina	124	241	82	66.13%	01:19:25
Ashburn	Virginia	80	104	27	33.75%	00:15:38
Atlanta	Georgia	69	108	43	62.32%	00:34:30
Charlotte	North Carolina	45	67	26	57.78%	00:14:11
(not set)	(not set)	44	64	26	59.09%	00:11:17
Durham	North Carolina	44	89	28	63.64%	00:15:50
Apex	North Carolina	29	50	18	62.07%	00:10:33
Fuquay-Varina	North Carolina	18	34	13	72.22%	00:06:08
New York	New York	14	26	11	78.57%	00:06:34
Chicago	Illinois	12	14	7	58.33%	00:08:31
Morrisville	North Carolina	12	18	5	41.67%	00:08:23
Garner	North Carolina	11	29	8	72.73%	00:14:01
Holly Springs	North Carolina	11	20	5	45.45%	00:05:14
(not set)	Massachusetts	8	11	6	75.00%	00:04:53

All available products in our *toolbox*.



Social Mirror



Mobile
Conquesting



Connected TV



Meta



Website
Visitor ID



TikTok



Search Engine
Optimization



Performance
Max



Digital
Out-Of-Home



LinkedIn



Amazon
Targeting



Live Chat



Google
Pay-Per-Click



YouTube+



Native Ads



Online Audio



Display Ads



Video Ads



Geo-Framing

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