

Select Country

Select Device Category

Select Page

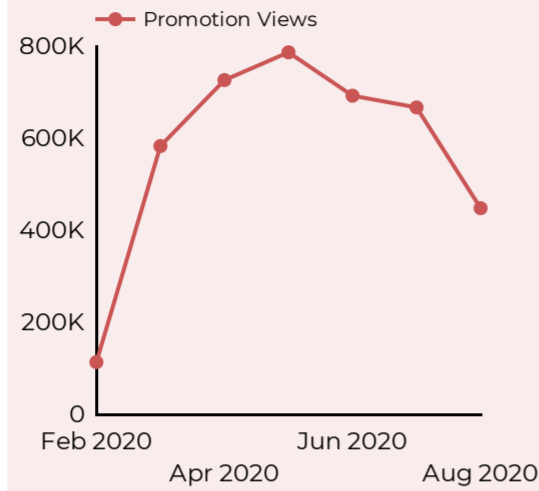
Comments:
 * CTR means click-through rate : 'Promotion Clicks' / 'Promotion Views'
 ** Leads means the number of 'Form Submission' goal completion, which tracks successful submissions of all forms on the site.
 *** Leads CVR is calculated by dividing 'Leads' by 'Promotion Clicks'

More information on Google Analytics internal promotion attribution - [Link](#)

Click on Position to Filter the Bottom Table

Viewability

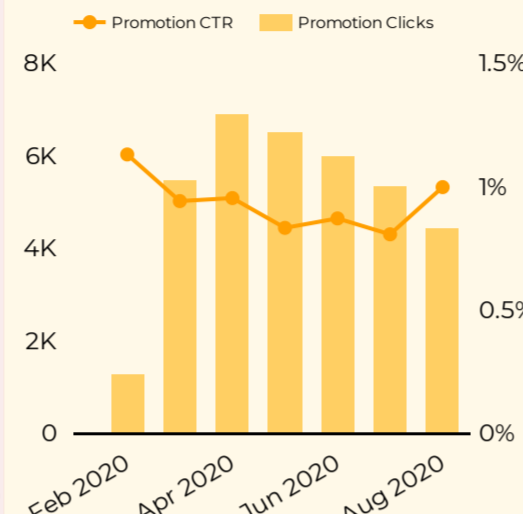
Promotion Views
582,593
 ↓ -15.2%



Engagement

Promotion Clicks
5,183
 ↓ -10.5%

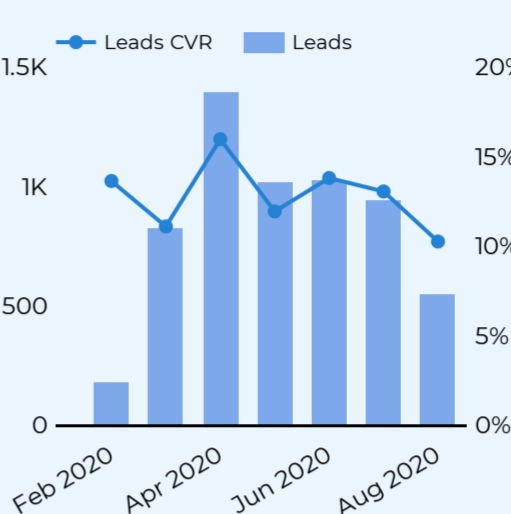
Promotion *CTR
0.89%
 ↑ 5.6%



Micro Conversion

**Leads
909
 ↓ -4.5%

***Leads CVR
17.54%
 ↑ 6.6%

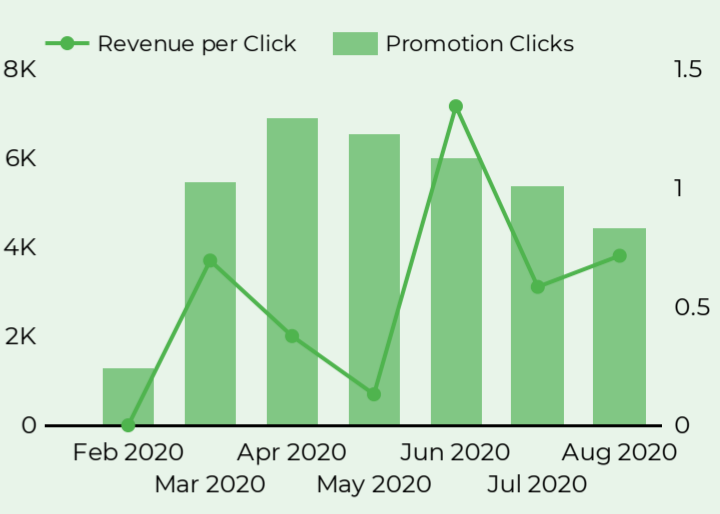


Macro Conversion

Revenue
\$2,605
 ↓ -60.3%

Transactions
19
 ↓ -20.8%

Revenue per Click
\$0.50
 ↓ -55.6%



Promotion Position	Promotion Views	Promotion Clicks	Promotion CTR	Leads	Leads CVR	Revenue	Transactions	Revenue per Click
middle-banner	94,723	1,223	1.29%	293	23.96%	\$1,188	1	\$0.97
top-banner	81,023	246	0.3%	13	5.28%	\$807	2	\$3.28
blog-side-banner	81,921	179	0.22%	45	25.14%	\$144	2	\$0.81
popup-banner	43,194	1,526	3.53%	133	8.72%	\$138	5	\$0.09
bottom-banner	49,227	1,040	2.11%	348	33.46%	\$107	3	\$0.1
tool-side-banner	2,667	86	3.22%	8	9.3%	\$102	2	\$1.19
blog-sidebar-banner	44,154	96	0.22%	9	9.38%	\$80	3	\$0.83
search-sidebar-banner	1,967	16	0.81%	0	0%	\$40	1	\$2.49
dynamic-banner	59,190	267	0.45%	23	8.61%	\$0	0	\$0
knowledgebase-sidebar-banner	77,768	242	0.31%	25	10.33%	\$0	0	\$0
sliding-banner	7,197	235	3.27%	5	2.13%	\$0	0	\$0
sat-sidebar-banner	39,562	27	0.07%	7	25.93%	\$0	0	\$0
Grand total	582,593	5,183	0.89%	909	17.54%	\$2,605	19	\$0.5

Promotion Name	Promotion Views	Promotion Clicks	Promotion CTR	Leads	Leads CVR	Revenue	Transactions	Revenue per Click
[Redacted]	22,653	127	0.56%	0	0%	\$4,223	6	\$33.25
[Redacted]	1,254	20	1.59%	0	0%	\$2,435	2	\$121.73
[Redacted]	576	35	6.08%	4	11.43%	\$2,048	2	\$58.52
[Redacted]	18,946	455	2.4%	23	5.05%	\$2,043	2	\$4.49
[Redacted]	82,424	932	1.13%	143	15.34%	\$1,955	2	\$210
[Redacted]	96,337	275	0.29%	25	9.09%	\$1,839	2	\$6.69
[Redacted]	4,957	16	0.32%	2	12.5%	\$1,735	2	\$108.45
[Redacted]	31,485	254	0.81%	12	4.72%	\$790	4	\$3.11
[Redacted]	15,778	121	0.77%	12	9.92%	\$409	10	\$3.38
[Redacted]	76,262	383	0.5%	16	4.18%	\$329	8	\$0.86
[Redacted]	2,818	426	15.12%	27	6.34%	\$317	6	\$0.74
[Redacted]	67,027	1,680	2.51%	37	2.2%	\$244	10	\$0.15
[Redacted]	42,638	121	0.28%	12	9.92%	\$214	2	\$1.77
[Redacted]	1,500	105	7%	4	3.81%	\$210	4	\$2.00
[Redacted]	201,893	514	0.25%	23	4.47%	\$204	8	\$0.40
[Redacted]	11,467	463	4.04%	29	6.26%	\$164	4	\$0.35
[Redacted]	678	25	3.69%	2	8%	\$164	4	\$6.54
[Redacted]	1,311	78	5.95%	4	5.33%	\$147	4	\$1.89
[Redacted]	336	14	4.17%	2	14.29%	\$109	2	\$7.75
[Redacted]	9,446	18	0.19%	0	0%	\$102	2	\$5.67
Grand total	3,737,325	33,368	0.89%	5,697	17.07%	\$20,309	113	\$0.61



PII Data