



# **Sample Report**

## **Monthly Performance Summary**

## Table of Contents

Executive Summary	3
Website Analytics	4
Organic Social Media	6
Organic Social Media Continued...	7
Social Media Advertising	8
Email Marketing	9
Google PPC	10
Reputation Management	11

# Executive Summary

## Website Analytics

- There were slightly fewer website visitors compared to 2023, however, the sessions made during the reporting period produced a higher average engagement rate and the visitors triggered more key events (otherwise known as desired actions taken on the website). This indicates that the visitors were of higher value and more accurately targeted/ directed to the website during the reporting period.
- The top visited landing pages were the Homepage, Main Menu, Dessert, Happy Hour, and Private Dining.
  - Views on the Main Menu landing page were up **555%** compared to 2023, which was largely the result of the ongoing Google PPC Performance Max campaign.
  - Views on the Dessert landing page were up **342%** compared to 2023, which was largely the result of a social media ad featuring the Q4 campaign messaging.
  - Views on the Private Dining landing page were up **290%** compared to 2023, which was largely the result of a social media ad featuring private events for the holidays.
- Additional website analytics and supporting graphs can be found below.

## Organic Social Media

- Top-performing content featured happy hour, date night, and private dining. Each of these topics were included in organic posts that were boosted throughout the month.
- Although engagement on Instagram was down compared to 2023, impressions on Instagram nearly tripled during the reporting period. This was largely the result of the 2-week story series included in the Q4 social media-focused campaign.
- Additional organic social media performance metrics and charts can be found below.

## Social Media Advertising

- Social media ads performed exceptionally well during the reporting period. Engagements, impressions, and the click-through rate increased while the cost-per-click decreased.
- Two traffic ads ran, and four organic posts were boosted for additional engagement.
- A comprehensive summary of social media advertising can be found below.

## Email Marketing

- The newsletter featured date night, a new menu item, and private dining.
- The newsletter well exceeded the industry average open rate and click rate.
- Email marketing performance data can be found below.

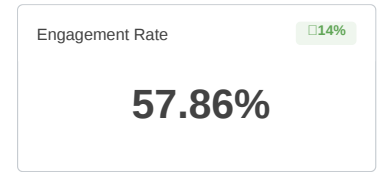
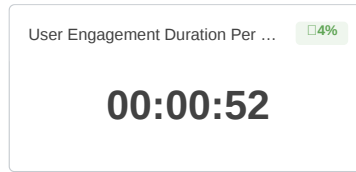
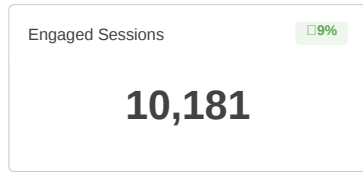
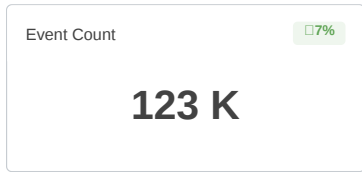
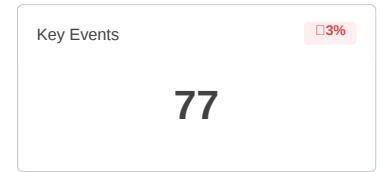
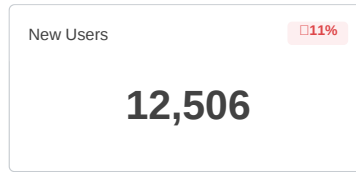
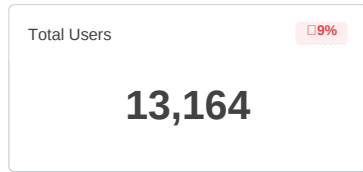
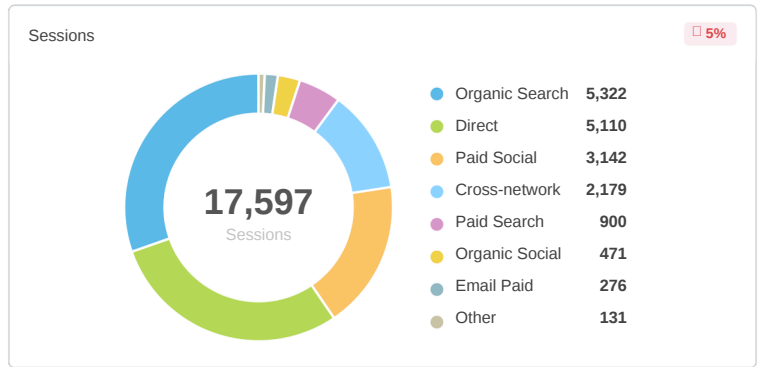
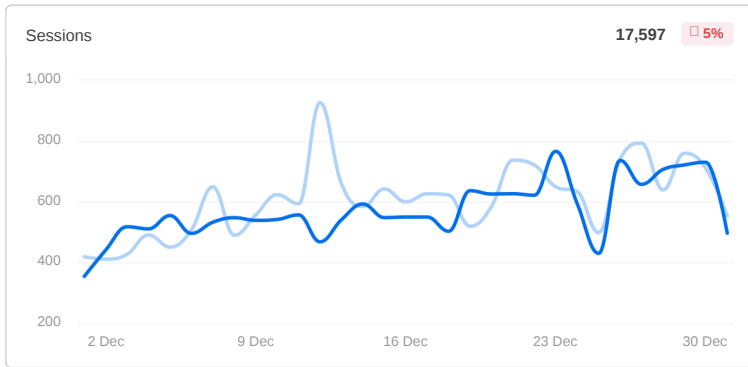
## Google PPC

- Two ongoing pay-per-click (PPC) campaigns ran during the reporting period. The campaigns focused on overall performance and fine dining. Although the total budget allocated for these campaigns increased compared to 2023, the surge in overall performance metrics showcases a strategic allocation of resources and efficacy in driving user actions.
- Additional Google PPC performance outcomes can be found below.

## Reputation Management

- A review summary for Yelp, Google My Business, Tripadvisor, and Facebook can be found at the end of this report.

## Website Analytics



Showing 5 of 10 Rows

CHANNEL	SESSIONS	TOTAL USERS	NEW USERS	EVENT COUNT	ENGAGEMENT RATE
<b>TOTALS</b>	<b>17,597</b> <span>5%</span>	<b>13,164</b> <span>9%</span>	<b>12,506</b> <span>11%</span>	<b>122,911</b> <span>7%</span>	<b>57.86%</b> <span>14%</span>
Organic Search	5,322	3,652	3,295	43,948	67.91%
Direct	5,110	3,780	3,623	36,540	55.60%
Paid Social	3,142	2,977	2,847	13,731	36.44%
Cross-network	2,179	1,582	1,396	15,751	64.16%
Paid Search	900	717	620	6,005	64.33%

Showing 24 of 24 Rows

PAGE	SESSIONS	TOTAL USERS	NEW USERS	EVENT COUNT	ENGAGEMENT RATE
/	9,892	7,578	6,768	59,683	70.39%
/menus/main/	6,118	4,915	922	20,607	81.89%
/menus/desserts/	1,948	1,814	1,356	7,763	48.97%
/private-dining/	1,575	1,479	1,153	5,047	41.08%
/happy-hour/	1,560	1,350	695	5,157	78.85%

## Organic Social Media

Post-Level Cross-Network Organic Impressions

102%

**27,892**

Post-Level Cross-Network Organic Engagements

122%

**18,644**

### Facebook

### Instagram

Post Engagement

124%

**18,523**

Post E...

115%

**5.31%**

Post Engagements

25%

**121**

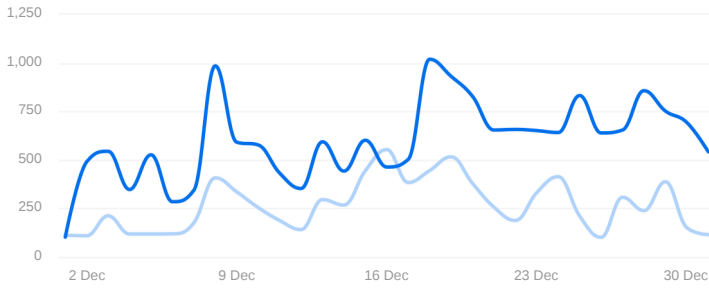
Engag...

100%

**4.28%**

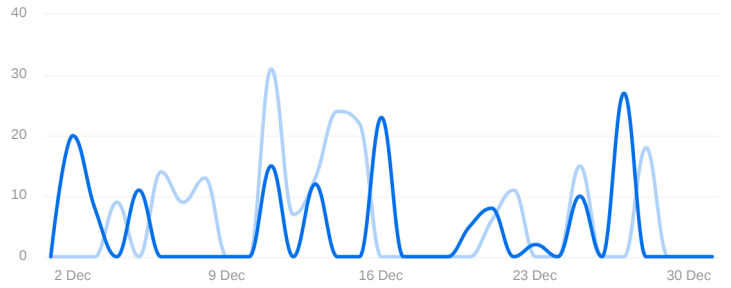
Post Engagement

18,523 124%



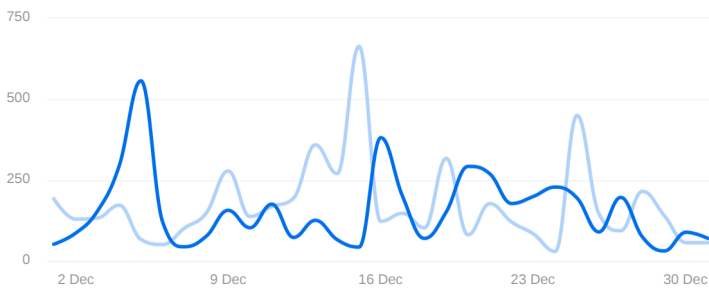
Engagement

141 27%



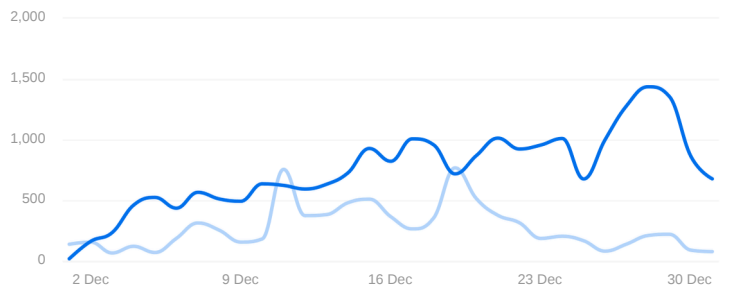
Non-Paid Unique Page Post Impressions

4,818 11%



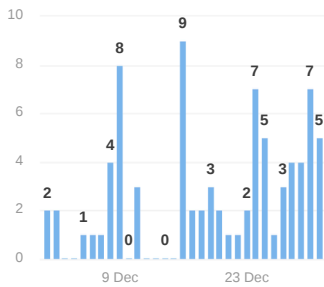
Impressions

23,074 174%



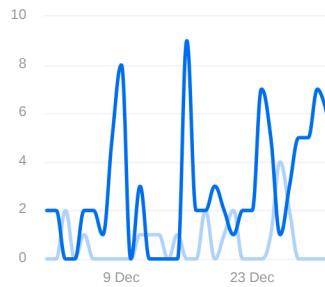
Net Followers

80 627%



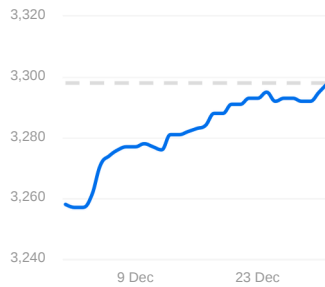
New Page Likes

87 358%



Instagram Followers

3,298 100%



Instagram Followers Gained

100%

**47**




Instagram Followers Lost

100%




**7**

## Organic Social Media Continued...

**f** Facebook Posts

DATE	POST	POST IMPRESSIONS	REACH	LIKES	CLICKS
Date	 <p>How do you like your steaks cooked? Our skilled chefs make them according to your preferences every time.</p>	28,719	17,657	805	3,218
Date	 <p>Happy hour, anyone? Join us from 3-6 p.m. daily for half price martinis, \$5 well drinks, and live piano melodies. It's the perfect way to unwind.</p>	17,173	7,966	636	194
Date	 <p>Family time is our specialty at Legacy Chophouse. Reserve your next special occasion for an evening to remember by visiting our website: <a href="http://bit.ly/abc1234">bit.ly/abc1234</a>.</p>	12,901	6,544	720	559

Showing 11 of 11 Rows

DATE	POST	REACH	LIKES	COMMENTS	ENGAGEMENT
Date	 <p>Treat yourself to the smoky goodness crafted by our awarded chefs!</p>	202	18	1	0
Date	 <p>Come experience what many of our loyal patrons love about dining at Legacy Chophouse. From our family friendly atmosphere to our exceptional service, every visit is a special treat.</p>	307	23	1	27
Date	 <p>We have all the perfect pairings for your favorite entrees. Come see for yourself!</p>	157	8	2	10

## Social Media Advertising









Average CPC ▢ 40%

**\$0.19**

CTR ▢ 50%

**5.42%**

Showing 7 of 7 Rows

AD	IMPRESSIONS	POST ENGAGEMENTS	CLICKS	AVERAGE CPC	CTR
 Traffic - Fine Dining	84,058	28,015	3,923	\$0.20	4.67%
 Traffic - Wine Pairings	30,234	1,893	3,666	\$0.06	12.13%
 Boost - Open Concept	78,590	19,998	2,912	\$0.27	3.71%
 Boost - Steaks	14,851	1,378	1,205	\$0.21	8.11%
 Boost - Live Piano	21,603	1,285	826	\$0.42	3.82%
 Boost - Friendly Service	7,982	257	322	\$0.29	4.03%

## Email Marketing

Open Rate

**45.70%**

Click Rate

**2.63%**

Unsubscribe Rate

**0.17%**

Bounce Rate

**0.52%**

Activities

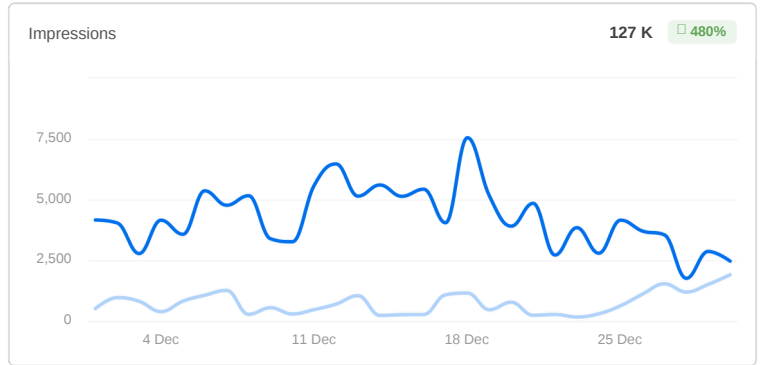
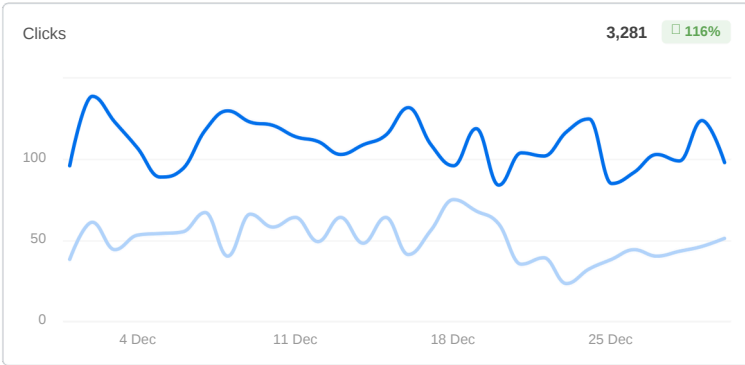


Top Link Clicks





## Google PPC



Impressions ▢ 480%

127 K

Avg CPC ▢ 25%

\$0.53

Clicks ▢ 116%

3,281

Conversion Rate ▢ 149%

46.38%

Conversions ▢ 3942%

1,778.65

Cost ▢ 61%

\$1,750.19

Cost / Conversion ▢ 96%

\$0.98

Showing 2 of 2 Rows

CAMPAIGN	IMPRESSIONS	CLICKS	AVG CPC	CONVERSION RATE	CONVERSIONS	COST
<u>Performance Max</u>	122,325	2,339	\$0.49	37.69%	987.72	\$1,150.69
<u>Fine Dining UVP</u>	4,941	942	\$0.64	53.43%	503.28	\$599.50

## Reputation Management

Average Rating -6%

4.60

Average Rating

4.40

Tripadvisor Average Rating

5

OpenTable Average Rating

5

Showing 5 of 5 Rows

DATE CREATED	REVIEW	RATING	REPLY
Date	Took my wife in for our anniversary and had a wonderful evening. Thank you to our server John who took extra good care of us.	★★★★★	<a href="#">YES</a>
Date	—	★★★★★	<a href="#">YES</a>
Date	Would recommend this place to anyone in the area!	★★★★★	<a href="#">YES</a>
Date	Fantastic service and ambiance. Well worth the wait time, but would suggest getting a reservation if you can.	★★★★★	<a href="#">YES</a>
Date	We host our private events here for every special occasion for a reason! The BEST service, food, and atmosphere.	★★★★★	<a href="#">YES</a>

Latest Reviews

REVIEW	TOTALS
Finally got the chance to visit this place and we were blown away. Next time we will get a reservation because we waited...	<a href="#">read more</a>
We started with the calamari and it was decent. Our server was kind enough to comp it and bring out complimentary...	<a href="#">read more</a>
Making this place a monthly tradition for my wife and I. The food, drinks, service, were all impeccable...	<a href="#">read more</a>