

一、网站客户基本情况

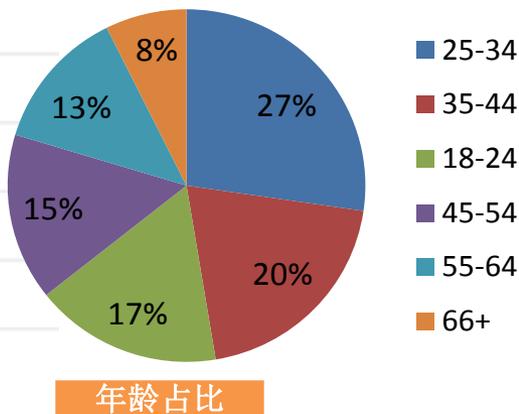
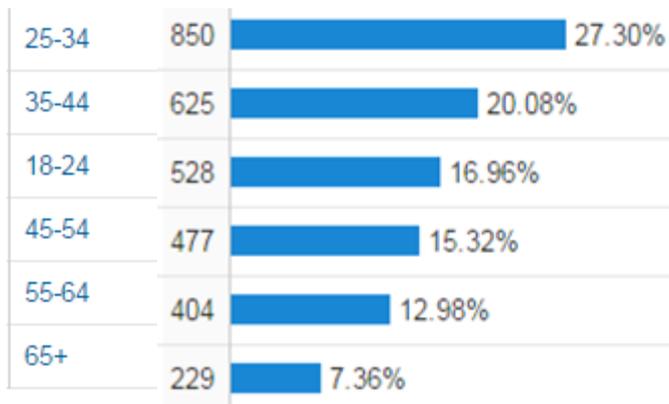
NO.1

客户
基本情况
分析



1.1 年齡

	会话 ? ↓	新会话百分比 ?	新用户 ?	跳出率 ?	每次会话浏览页数 ?	平均会话时长 ?
	3,104 占总数的百分比: 46.57% (6,665)	62.50% 平均浏览次数: 69.87% (-10.55%)	1,940 占总数的百分比: 41.66% (4,657)	73.97% 平均浏览次数: 79.20% (-6.61%)	2.01 平均浏览次数: 1.79 (12.39%)	00:01:22 平均浏览次数: 00:01:06 (24.84%)
1. 25-34	847(27.29%)	59.50%	504(25.98%)	71.66%	1.96	00:01:24
2. 35-44	625(20.14%)	69.28%	433(22.32%)	68.96%	2.04	00:01:29
3. 18-24	526(16.95%)	59.89%	315(16.24%)	81.56%	1.80	00:01:29
4. 45-54	474(15.27%)	62.24%	295(15.21%)	74.05%	2.22	00:01:16
5. 55-64	404(13.02%)	64.85%	262(13.51%)	75.25%	2.06	00:01:14
6. 65+	228 (7.35%)	57.46%	131 (6.75%)	76.32%	2.04	00:01:08

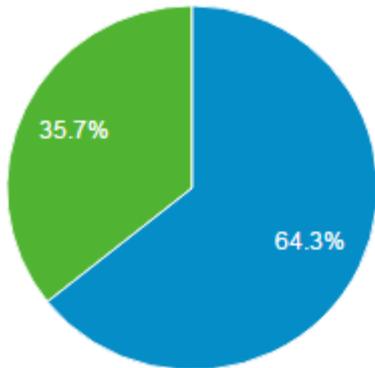


询盘个数 (总52)

25-34	21
35-44	11
18-24	4
45-54	7
55-64	2
66+	7

1.2 性别

性别	会话	会话
	3,339 占总数的百分比: 50.02% (6,675)	3,339 占总数的百分比: 50.02% (6,675)
<input checked="" type="checkbox"/> 1. male	2,146	64.27%
<input checked="" type="checkbox"/> 2. female	1,193	35.73%



性别占比

询盘(总52)

Male (70%)	37
Female (30%)	15

1.3 兴趣爱好

兴趣相似类别（覆盖面）

总会话的 50.60%



有购买意向者细分

总会话的 46.52%

3.24%		Employment
3.08%		Travel/Hotels & Accommodations
2.56%		Financial Services/Investment Services
2.47%		Education/Post-Secondary Education
2.33%		Real Estate/Residential Properties
2.29%		Consumer Electronics/Mobile Phones
2.27%		Autos & Vehicles/Motor Vehicles/Motor Vehicles (Used)
2.05%		Home & Garden/Home Decor/Lights & Fixtures
1.80%		Dating Services
1.46%		Home & Garden/Home Furnishings

其他类别

总会话的 50.01%

4.91%		Arts & Entertainment/TV & Video/Online Video
2.93%		Arts & Entertainment/Celebrities & Entertainment News
2.59%		Home & Garden/Home Furnishings/Lamps & Lighting
2.31%		Sports/Team Sports/Soccer
1.98%		Internet & Telecom/Email & Messaging
1.91%		Games/Online Games
1.56%		Arts & Entertainment/Music & Audio/Music Videos
1.51%		Shopping/Classifieds
1.47%		Online Communities/Social Networks
1.46%		Internet & Telecom/Mobile & Wireless/Mobile Phones/Smart Phones

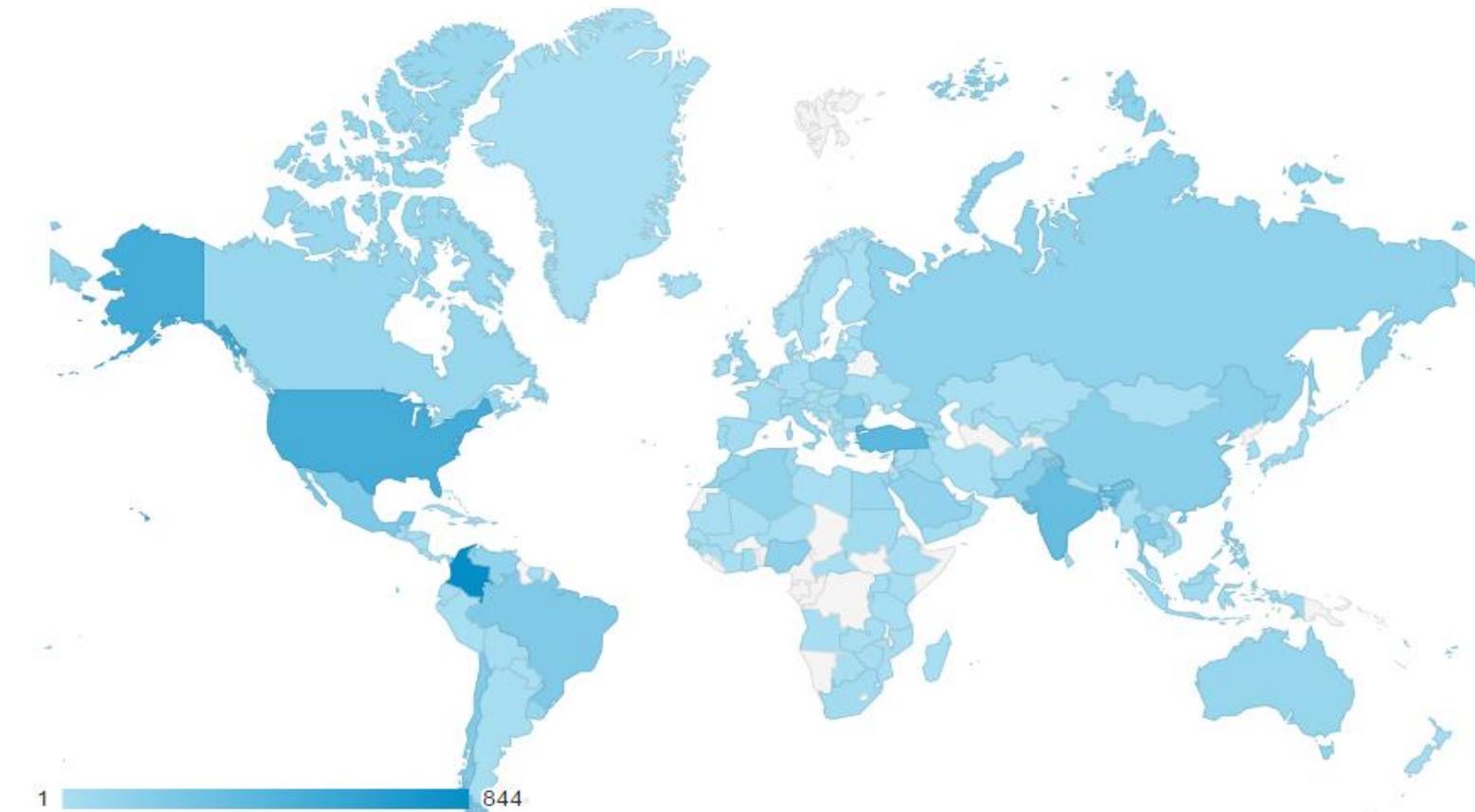
有购买意外客户实际情况 – 真正哪些客户询盘了

<input type="checkbox"/>	有购买意向者细分 ?	流量获取
		会话 ? ↓
		3,106 占总数的百分比: 46.48% (6,682)
<input type="checkbox"/>	1. Employment	936 (3.24%)
<input type="checkbox"/>	2. Travel/Hotels & Accommodations	891 (3.08%)
<input type="checkbox"/>	3. Financial Services/Investment Services	741 (2.56%)
<input type="checkbox"/>	4. Education/Post-Secondary Education	716 (2.48%)
<input type="checkbox"/>	5. Real Estate/Residential Properties	673 (2.33%)
<input type="checkbox"/>	6. Consumer Electronics/Mobile Phones	661 (2.29%)
<input type="checkbox"/>	7. Autos & Vehicles/Motor Vehicles/Motor Vehicles (Used)	653 (2.26%)
<input type="checkbox"/>	8. Home & Garden/Home Decor/Lights & Fixtures	592 (2.05%)
<input type="checkbox"/>	9. Dating Services	522 (1.81%)
<input type="checkbox"/>	10. Home & Garden/Home Furnishings	421 (1.46%)

<input type="checkbox"/>	有购买意向者细分 ?	流量获取
		会话 ? ↓
		3,111 占总数的百分比: 46.52% (6,688)
<input type="checkbox"/>	11. Home & Garden/Home Appliances	402 (1.39%)
<input type="checkbox"/>	12. Travel/Air Travel	389 (1.34%)
<input type="checkbox"/>	13. Autos & Vehicles/Motor Vehicles	363 (1.25%)
<input type="checkbox"/>	14. Autos & Vehicles/Motor Vehicles/Motor Vehicles (New)	342 (1.18%)
<input type="checkbox"/>	15. Software/Business & Productivity Software	340 (1.18%)
<input type="checkbox"/>	16. Home & Garden/Home Decor	336 (1.16%)
<input type="checkbox"/>	17. Education/Primary & Secondary Schools (K-12)	301 (1.04%)
<input type="checkbox"/>	18. Education/Test Preparation & Tutoring	299 (1.03%)
<input type="checkbox"/>	19. Real Estate/Residential Properties/Residential Properties (For Sale)	284 (0.98%)
<input type="checkbox"/>	20. Business Services/Advertising & Marketing Services	271 (0.94%)

1.4 地理位置

客户地理位置热点图



除美国和印度之外，目标客户分布整体比较均匀，哥伦比亚和土耳其展示广告

实际询盘数客户地理位置 42人/次

国家/地区 ?	Thank You (目标 3 达成次数) ? ↓	国家/地区 ?	Thank You (目标 3 达成次数) ? ↓
	42 占总数的百分比: 100.00% (42)		42 占总数的百分比: 100.00% (42)
1.  India	10(23.81%)	11.  Botswana	1 (2.38%)
2.  United States	4 (9.52%)	12.  Ghana	1 (2.38%)
3.  Lebanon	3 (7.14%)	13.  Cambodia	1 (2.38%)
4.  Philippines	3 (7.14%)	14.  Lithuania	1 (2.38%)
5.  Algeria	2 (4.76%)	15.  Oman	1 (2.38%)
6.  Egypt	2 (4.76%)	16.  Pakistan	1 (2.38%)
7.  Sri Lanka	2 (4.76%)	17.  Saudi Arabia	1 (2.38%)
8.  Nigeria	2 (4.76%)	18.  Sudan	1 (2.38%)
9.  South Africa	2 (4.76%)	19.  Sweden	1 (2.38%)
10.  Zambia	2 (4.76%)	20.  Turkey	1 (2.38%)

国家/地区	会话	Thank You (目标 3 达成次数)	
India	343	10	印度
United States	510	4	美国
Lebanon	248	3	黎巴嫩
Philippines	109	3	菲律宾
Algeria	126	2	阿尔及利亚
Egypt	70	2	埃及
Sri Lanka	41	2	斯里兰卡
Nigeria	134	2	尼日利亚
South Africa	35	2	南非
Zambia	2	2	赞比亚

国家/地区	会话	Thank You (目标 3 达成次数)	
Botswana	8	1	博茨瓦纳
Ghana	11	1	加纳
Cambodia	22	1	柬埔寨
Lithuania	8	1	立陶宛
Oman	12	1	阿曼
Pakistan	168	1	巴基斯坦
Saudi Arabia	120	1	沙特阿拉伯
Sudan	38	1	苏丹
Sweden	16	1	瑞典
Turkey	406	1	土耳其

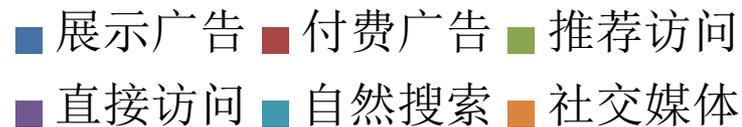
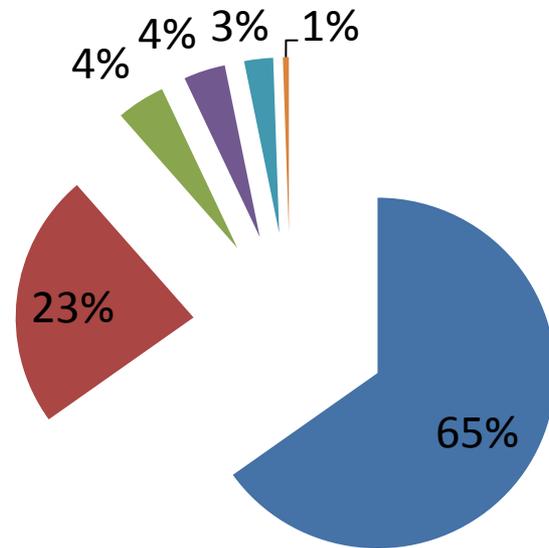
中文 / 国家

1.5 设备

设备类别 ?	流量获取			
	会话 ? ↓	跳出率 ?	每次会话浏览页数 ?	平均会话时长 ?
	6,699 占总数的百分比: 100.00% (6,699)	79.18% 平均浏览次数: 79.18% (0.00%)	1.79 平均浏览次数: 1.79 (0.00%)	00:01:06 平均浏览次数: 00:01:06 (0.00%)
1. desktop	4,026(60.10%)	77.79%	1.93	00:01:22
2. mobile	1,402(20.93%)	74.18%	1.90	00:01:03
3. tablet	1,271(18.97%)	89.06%	1.23	00:00:20

转化 目标 3: Thank You ▾	
Thank You (目标 3 的转化率) ?	Thank You (目标 3 达成次数) ?
0.63% 平均浏览次数: 0.63% (0.00%)	42 占总数的百分比: 100.00% (42)
0.42%	17(40.48%)
1.43%	20(47.62%)
0.39%	5(11.90%)

二、网站流量分析



2.1 流量基本情况

Default Channel Grouping	流量获取	行为			转化 目标 3: Thank You ▾	
	会话 [?] ↓	跳出率 [?]	每次会话浏览页数 [?]	平均会话时长 [?]	Thank You (目标 3 的转化率) [?]	Thank You (目标 3 达成次数) [?]
	7,043 占总数的百分比: 100.00% (7,043)	78.92% 平均浏览次数: 78.92% (0.00%)	1.82 平均浏览次数: 1.82 (0.00%)	00:01:10 平均浏览次数: 00:01:10 (0.00%)	0.61% 平均浏览次数: 0.61% (0.00%)	43 占总数的百分比: 100.00% (43)
1. Display	4,587(65.13%)	91.24%	1.18	00:00:16	0.13%	6(13.95%)
2. Paid Search	1,655(23.50%)	56.50%	2.70	00:01:38	1.51%	25(58.14%)
3. Referral	311 (4.42%)	71.06%	2.73	00:02:59	0.96%	3 (6.98%)
4. Direct	267 (3.79%)	44.57%	4.36	00:06:52	3.00%	8(18.60%)
5. Organic Search	185 (2.63%)	44.86%	4.44	00:06:31	0.00%	0 (0.00%)
6. Social	38 (0.54%)	39.47%	4.34	00:09:42	2.63%	1 (2.33%)

2.2 不同渠道客户进入网站关注点

Default Channel Grouping	转化 目标 6: About us ▾		转化 目标 4: testimonials ▾	
	About us (目标 6 的转化率) ?	About us (目标 6 达成次数) ?	testimonials (目标 4 的转化率) ?	testimonials (目标 4 达成次数) ?
	1.25% 平均浏览次数: 1.25% (0.00%)	88 占总数的百分比: 100.00% (88)	0.37% 平均浏览次数: 0.37% (0.00%)	26 占总数的百分比: 100.00% (26)
1. Display	0.11%	5 (5.68%)	0.00%	0 (0.00%)
2. Paid Search	1.51%	25(28.41%)	0.36%	6(23.08%)
3. Referral	8.04%	25(28.41%)	2.95%	9(34.62%)
4. Direct	7.87%	21(23.86%)	1.13%	3(11.54%)
5. Organic Search	5.41%	10(11.36%)	4.42%	8(30.77%)
6. Social	5.26%	2 (2.27%)	0.00%	0 (0.00%)

Default Channel Grouping
1. Display
2. Paid Search
3. Referral
4. Direct
5. Organic Search
6. Social

contact us (目标 1 的转化率) ?	contact us (目标 1 达成次数) ?
3.95% 平均浏览次数: 3.95% (0.00%)	278 占总数的百分比: 100.00% (278)
0.57%	26 (9.35%)
8.16%	135(48.56%)
9.97%	31(11.15%)
12.73%	34(12.23%)
24.86%	46(16.55%)
15.79%	6 (2.16%)

转化 目标 3: certificate ▾	certificate (目标 3 的转化率) ?	certificate (目标 3 达成次数) ?
	0.46% 平均浏览次数: 0.46% (0.00%)	32 占总数的百分比: 100.00% (32)
	0.02%	1 (3.12%)
	0.79%	13(40.62%)
	2.95%	9(28.12%)
	0.75%	2 (6.25%)
	3.87%	7(21.88%)
	0.00%	0 (0.00%)

2.3 投入产出比

广告已投入费用

1000美元

网站总的询盘数

52个



19.23美元/个
(总的)

17美元/个 (减去
品牌推广的展示
广告费用)

每投一美金，产出0.05个询盘，CPC=0.58

Google Adwords充值记录

2016-8-1 - 2016-8-23		期末余额: (US\$204.59)		
交易类型 ?	说明	借记项 (US\$) ?	贷记项 (US\$) ?	余额 (US\$) ?
费用	广告系列活动: 7484 次点击	1,187.87		(204.59)
调整	广告超登信用额		(0.07)	(1,392.46)
调整	7 笔调整项		(5.54)	(1,392.39)
付款	6 笔付款		(1,200.00)	(1,386.85)
2016-8-1	期初余额			(186.85)

2.4 投资回报/业绩绩效

利润率（不算人工）	广告预算（1000基数）	业绩绩效
5%	1000\$	20000\$
10%	1000\$	10000\$
15%	1000\$	6666\$
20%	1000\$	5000\$
25%	1000\$	4000\$
30%	1000\$	3333\$
35%	1000\$	2858\$
40%	1000\$	2500\$
45%	1000\$	2222\$
50%	1000\$	2000\$

备注：广告预算每上涨一定百分比，对应的业绩绩效上升同比例百分比