Artificial Intelligence (AI) Report

Capital One Cafes

Report for the month of : June 2019

Impressions rate increased significantly from last month

Summary

All Impressions	Ad Clicks	Website Clicks
14034 ↑	8084 ↑	10% ↑
13,768	118	319
Total All Impressions	Total Ad Clicks	Total Website Clicks

In terms of user engagement, visitors spent 132 seconds (one to 2 minutes) on an average on the top 2 pages of the website. Please refer to the user engagement section for a detailed analysis.

Awesome! Your latest ad Clicks went from 13 to 118 bringing in 8 conversions.

Wednesdays between 4 am to 7 am is your busiest time slot with 83 sessions. Scheduling ads on this day/time is likely to increase your leads and improve conversion rate.

Tuesdays between 12 pm to 3 pm is your top lead generating time slot with 32 form fill-ups). Try targeted paid campaigns during this day/time to get more customer signups.

You get most calls (56) on Mondays between 9 am to 12 pm. Running ads or marketing at this time slot should improve your conversion rate.

Our algorithm forecasts a traffic of 2,042 sessions this month. Likely to vary between the range 1,870 and 2,210. Last month session were 1,932.30% higher than our forecast.

Sessions Forecast

Rankings

Do you know that 3 out of your total 220 keywords triggered the Knowledge Panel in Google search.

[redacted] dominated Google results for keywords you want to rank for.

110 of your pages appear in the Top 100 searches for at least one of the keywords you are tracking.

Your website was listed 3 times for Home Care Nursing Chevy Chase MD in Google Page 2 organic results.

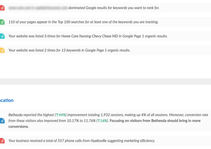
Your website was listed 2 times for 13 keywords in Google Page 2 organic results.

Location

Bethesda reported the highest (9 44%) impressment totaling 3,932 sessions, making up 4% of all sessions. Moreover, conversion rate from these visitors also improved from 10.27% to 12.76% (↑ 1.6%). Focusing on visitors from Bethesda should bring in more conversions.

Your business received a total of 517 phone calls from Hyattsville suggesting marketing efficiency.

Location Sessions



Location Calls

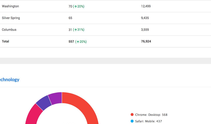
Sessions

City	Sessions	Contact Us After Landing	Goal3Completions
Washington	552	83	2
New York	98 (↑ 0.0%)	10	1
Bethesda	85 (↑ 10%)	10	0
Chicago	58 (↑ 0.0%)	5	0
Total	**1,932 (↑ 0.1%)**	**303**	**14**

Calls

City	Calls	Duration (s)
Hyattsville	15	6,535
Washington	10 (↑ 0.0%)	12,450
Silver Spring	65	9,435
Columbus	21 (↑ 0.0%)	3,030
Total	**107 (↑ 0.0%)**	**70,924**

Technology



Visitors from Edge (3.0% more likely to convert than other browser users) reported a conversion rate of 20.1%. An improvement of 1.62%. Moreover, traffic from Edge increased (↑ 2%) from 81 to 82 visits. Optimize your website for Edge browser to increase conversions.

Windows drive the majority (39%) of the traffic with 755 visits. In addition, Windows users are 1.5% more likely to convert than the average visitor. Targeting visitors from Windows is likely to improve your conversion rate.

Sources

Mkc (Organic) users reported an impressment (↑ 3%) in traffic from 119 to 122 visits. In addition, Mkc (Organic) visitors are 2.44x more likely to convert than others. Targeting users who visit your website Mkc (Organic) is likely to improve your conversion rate.

Demography

Visits from users aged 25-34 impressed (↑ 2%) a total of 224 sessions, making up 6% of all traffic. In addition, these users (3.26x more likely to convert than others) exhibited a (↑ 31% boost in conversion rate from 25.49% to 33.58%. Target people aged 25-34 to improve conversions.

Female visitors provided 394 clicks with the highest (33%) share of all traffic. In addition, female users (3.2% more likely to convert than others) reported a conversion rate improvement (↑ 24%) from 17.44 to 21.62%. Boost conversions by marketing your product/service to female users.

User Type

New Visitor visitors accounted for the majority (67%) of the traffic with 1,298 visits.

New Referral

Referral	Sessions	Avg Time On Site
ads	organic	1	00:00:18
ern.ui.constantcontact.com	referral	1	00:00:05
index.about.com	referral	1	00:00:26
search.mypno.com	referral	1	00:00:05

A new referral source got activated last month for the first time in last 12 months bringing in a total of 4 sessions

AdWords

Campaign	Ad Group	AdClicks	Impressions	CPC	AdCost
Remarketing	[redacted]	118	13,768	$ 0.0508*	$1

Ad Group [redacted] contributed a total of 24 sessions, making up 100% of all traffic. Boost website traffic by continuing to run ads via Ad Group [redacted].

Keyword (Remarketing/Content targeting) constituted the majority (100%) of the traffic reporting 24 visits. Focus on the keyword (Remarketing/Content targeting) to boost clicks.

Google My Business Customer Actions

Location	Phone Clicks	Website Clicks	Direction Clicks
[redacted]	306	319	164

[redacted] people in the of 7 (12%) visited your website via your [redacted] GMB listing - thus increasing local traffic to your website. This strongly suggests your Google listing strategy is gaining positive momentum.

Google My Business Searches

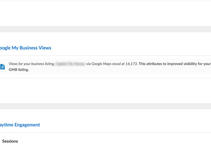
[redacted] searches for your business listing, [redacted] resulted in 2,209, making up 100% of total searches. This suggests local marketing strategy effectiveness.

Google My Business Views

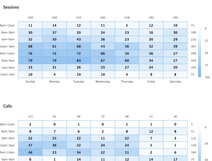
Views for your business listing, [redacted] via Google Maps stood at 14,173. This attributes to improved visibility for your GMB listing.

Daytime Engagement

Sessions



Calls



Content Engagement

Contu	Pageviews	Time On Page	Landed On Page	Contact Us After Landing	Goal3Completions
/	2,661 (↑ 0.1%)	00:00:47	1,375	166	7
/job-search-team/*	297 (↑ 0.0%)	00:01:01	140	0	0
/agency/*	248 (↑ 0.4%)	00:00:56	120	3	2
/contact-us/*	120 (↑ 0.0%)	00:00:46	56	130	1
/about-us/*	77 (↑ 0.1%)	00:01:34	30	3	0
Total	**4,402 (↑ 0.1%)**	**00:00:48**	**1,934**	**303**	**14**