

Assisted Conversions

May 1, 2017 - May 31, 2017

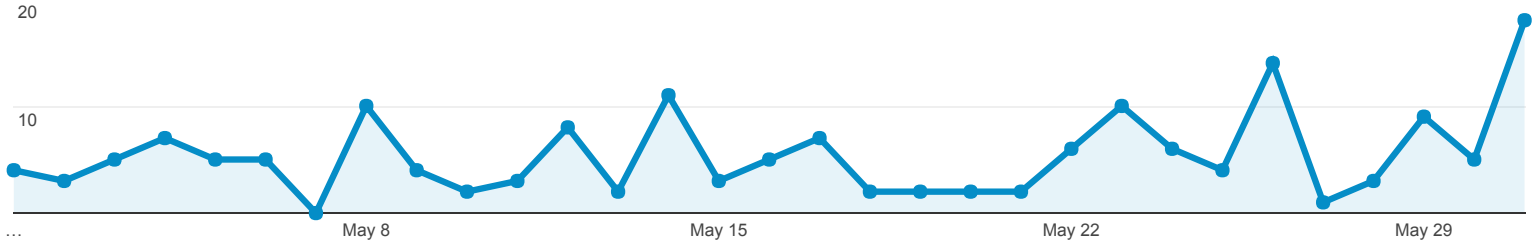
Conversion: Type: **All** Lookback Window: Set days prior to conversion

% of conversions: 100.00%

Explorer

Assisting Interactions Analysis

Assisted Conversions



| | | | | |
|---|--|---|--|--|
| Assisted Conversions 168 % of Total: 100.00% (168) | Assisted Conversion Value A\$23,876.00 % of Total: 100.00% (A\$23,876.00) | Last Click or Direct Conversions 332 % of Total: 100.00% (332) | Last Click or Direct Conversion Value A\$36,289.00 % of Total: 100.00% (A\$36,289.00) | Assisted / Last Click or Direct Conversions 0.51 Avg for View: 0.51 (0.00%) |
|---|--|---|--|--|

| MCF Channel Grouping | Assisted Conversions | Assisted Conversion Value | Last Click or Direct Conversions | Last Click or Direct Conversion Value | Assisted / Last Click or Direct Conversions |
|--------------------------|------------------------|---------------------------|----------------------------------|---------------------------------------|---|
| 1. Organic Search | 109 (41.29%) | A\$16,190.00 | 108 | A\$9,383.00 | 1.01 |
| 2. Direct | 98 (37.12%) | A\$16,535.00 | 168 | A\$21,153.00 | 0.58 |
| 3. Paid Search | 48 (18.18%) | A\$5,160.00 | 55 | A\$5,743.00 | 0.87 |
| 4. Social Network | 6 (2.27%) | A\$280.00 | — | — | — |
| 5. Referral | 2 (0.76%) | A\$10.00 | 1 | A\$10.00 | 2.00 |
| 6. Display | 1 (0.38%) | — | — | — | — |

Rows 1 - 6 of 6