Digital Marketing Summary July 2015

Russell Ventura
Digital Marketing Manager
Adglow / Adinstall
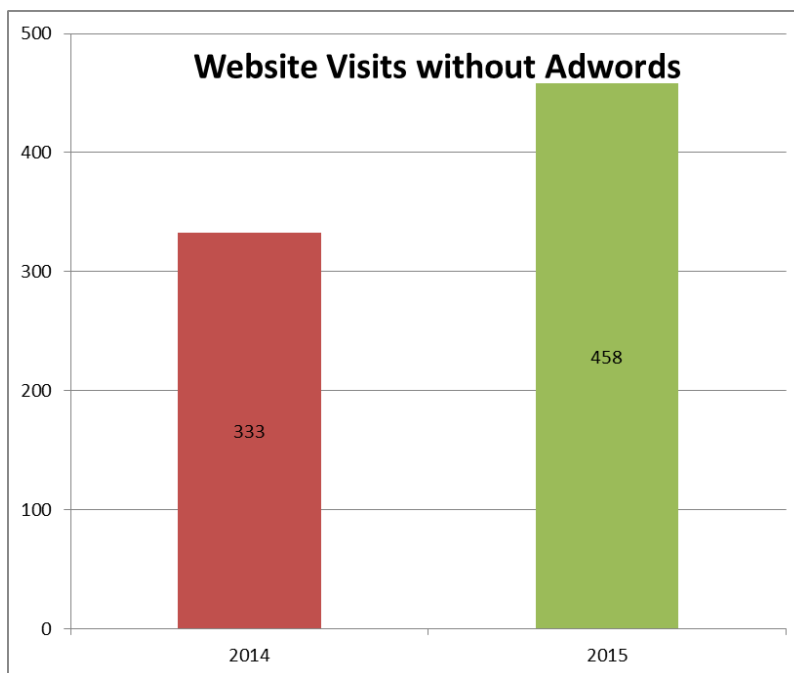russell.ventura@adglow.co.uk

Contents

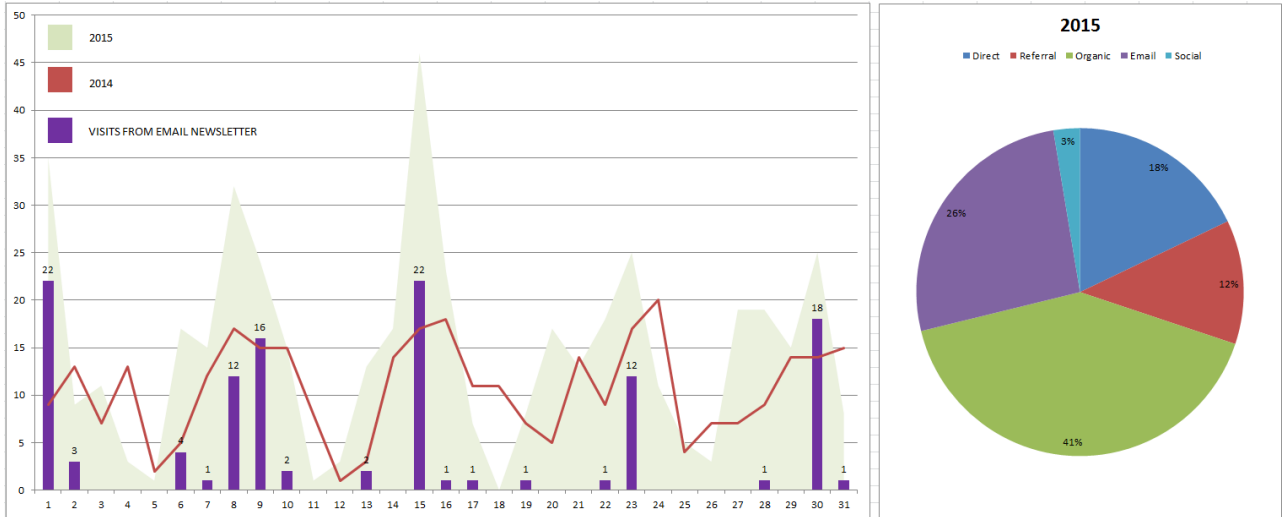**Google Analytics**

WEBSITE TRAFFIC ANALYSIS
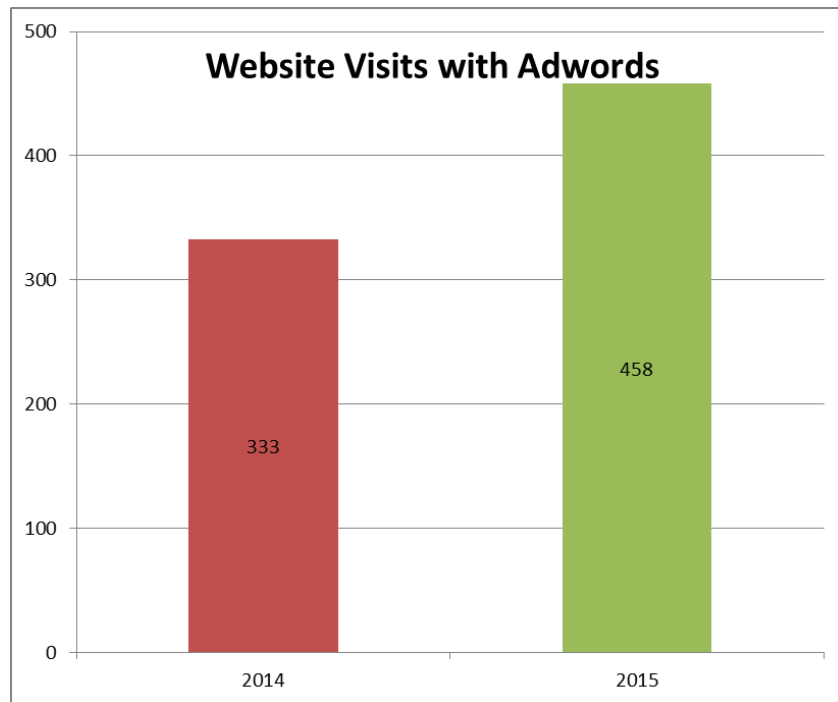
INCREASE of 125 compared to last year including 2014 AdWords traffic
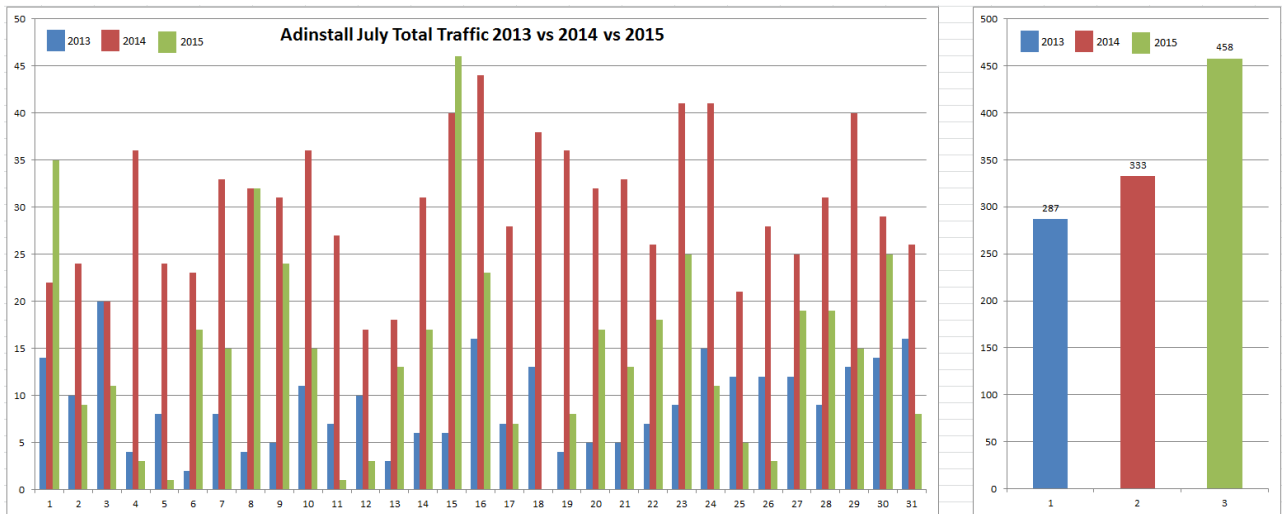

INCREASE of 125 compared to 2014 organic traffic

NEWSLETTER CAMPAIGN STATS & TRAFFIC SOURCE INFORMATION
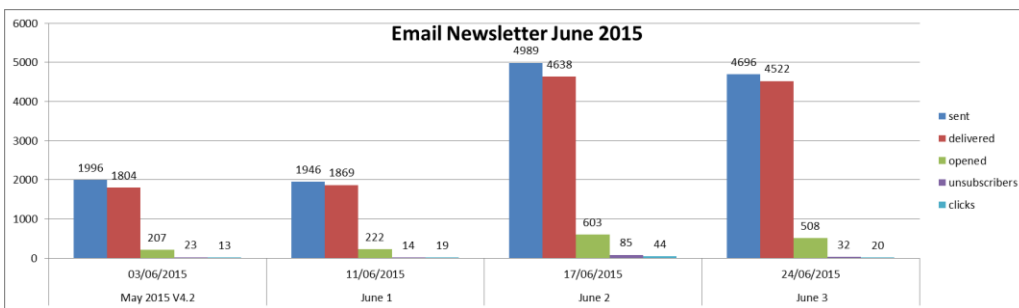

3 YEAR WEBSITE VISITS ANALYSIS

EMAIL NEWSLETTER ANALYSIS

I no longer have access to the dotmailer system so I am unable to update last month's stats. There is a trend shown below, and due to website stats from the emails being about the same, I can assume this month's email campaign is performing at the same level.

31st July 2015

Where are our visitors clicking?

0.8% [blue] [green] [orange] [red] 16%

Note: *The system we use does not register every click on our site, so if its not shown, that does not mean it has not been clicked on, but that we are unable to register those clicks at this time.*

31st July 2015

NEWS LETTER SUBSCRIPTIONS

Impressions and hits

last 30 days ▾
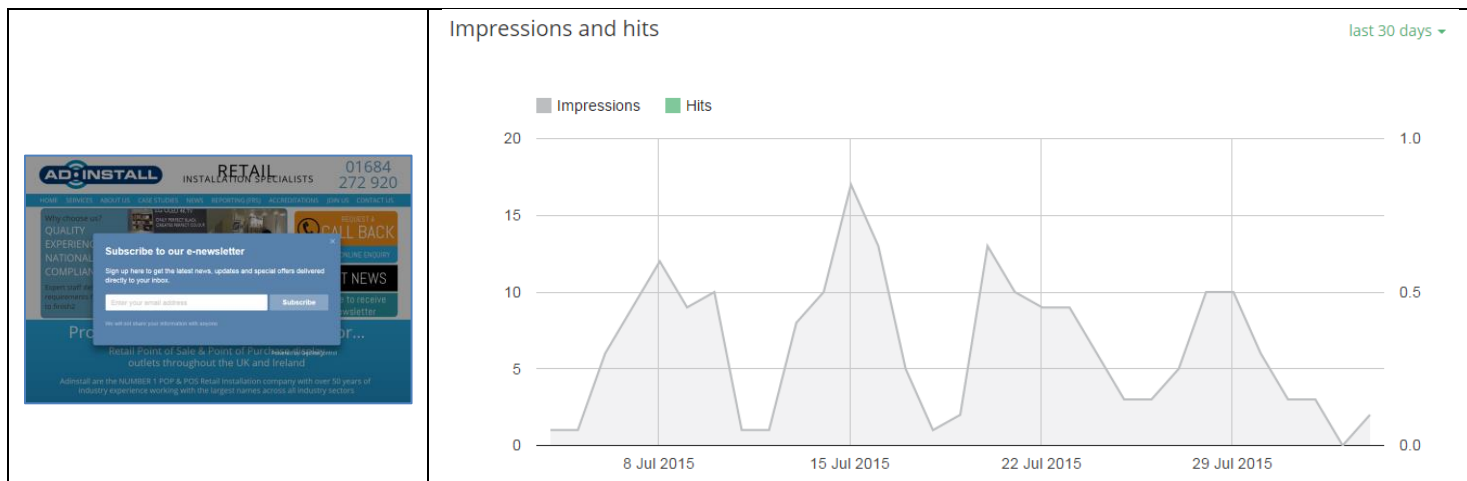
SOCIAL MEDIA ICON CLICKS

Impressions and hits

last 30 days ▾
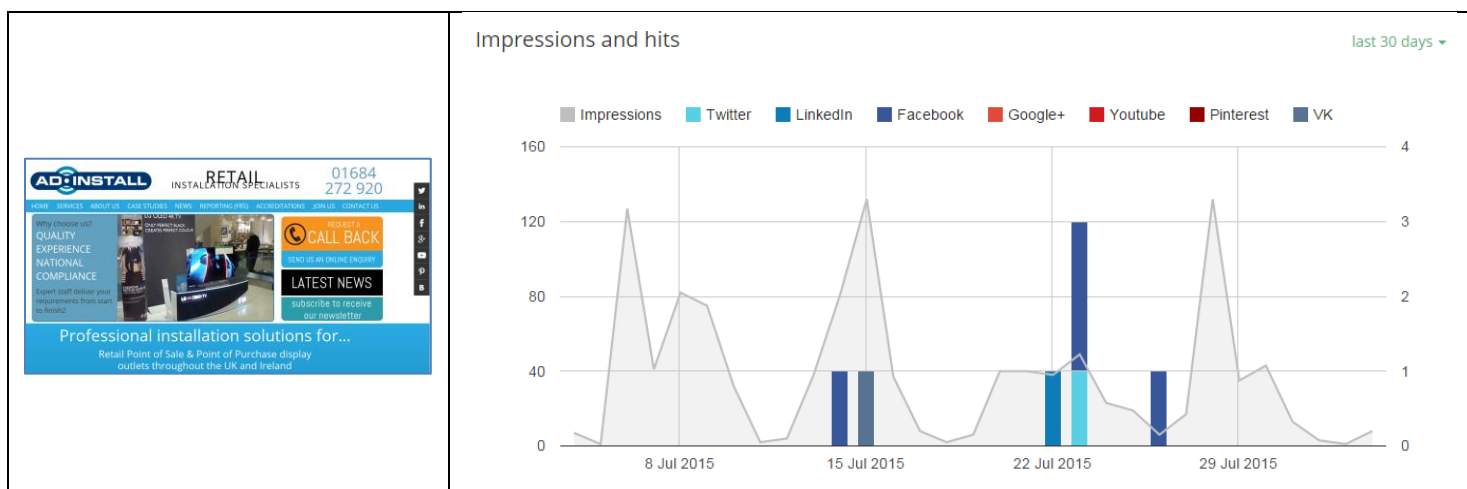
ANALYTICS 1st JULY 2015 – 31st JULY 2015 compared to 2014
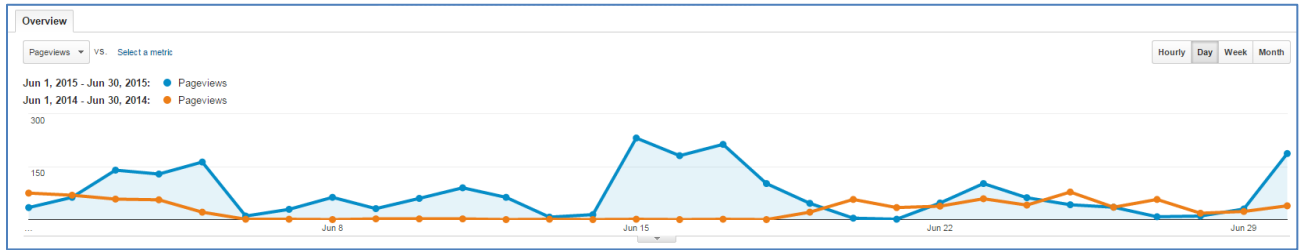
Total Page Views (**2197** vs **790**)   increase of **178.10%**
Unique Page Views (**1503** vs **635**)   increase of **136.69%**
Average Time on Page (**1.28** vs **0.51**)   increase of **73.03%**
Bounce Rate (**33.11**% vs **81.05**%)   decrease of **59.14%**
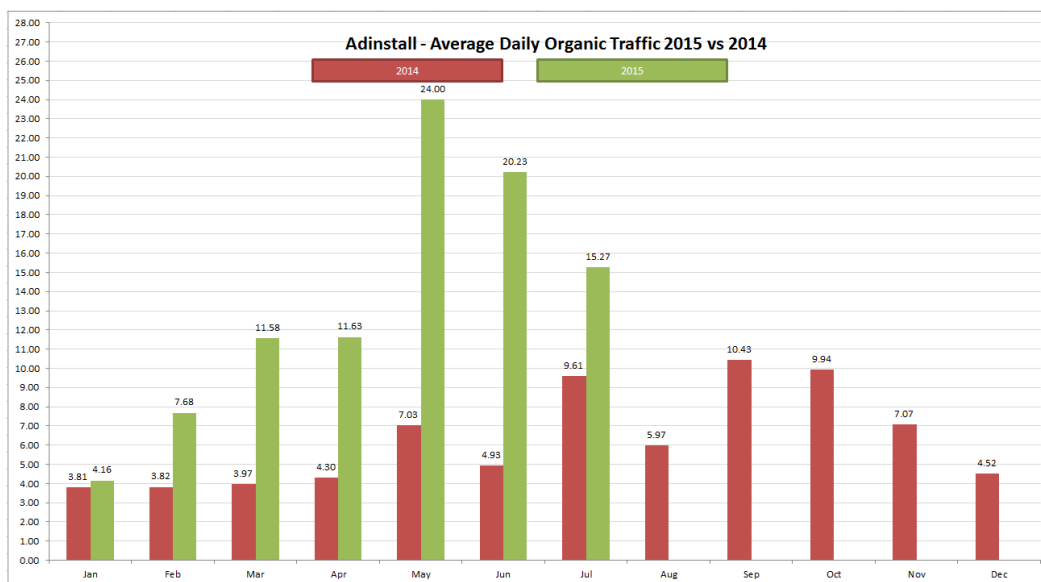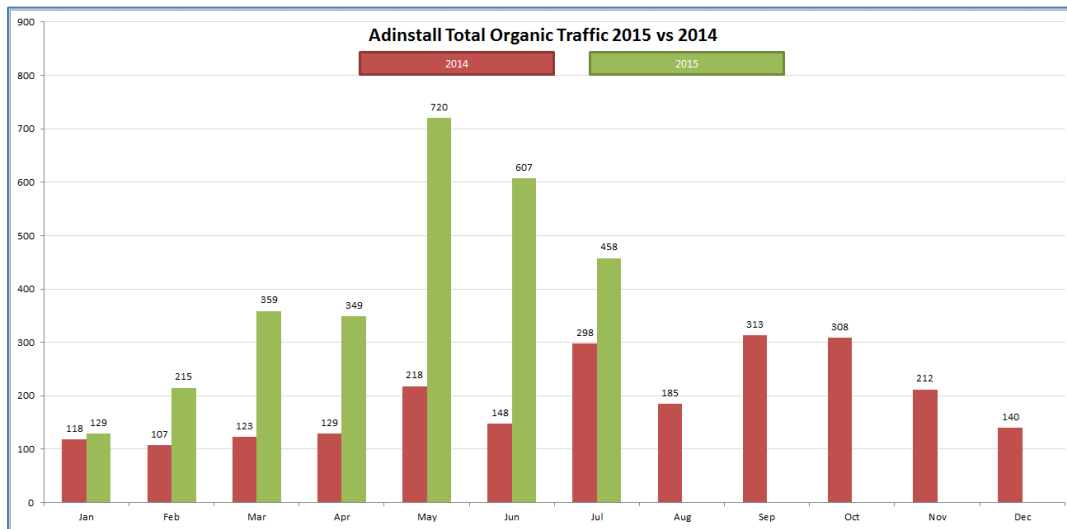
Social Media

Twitter

ACTIVITY

ADINSTALL - https://twitter.com/ADINSTALL
1124 Tweets (increase of 116) 4216 following (increase of 25) 421 followers (increase of 19)
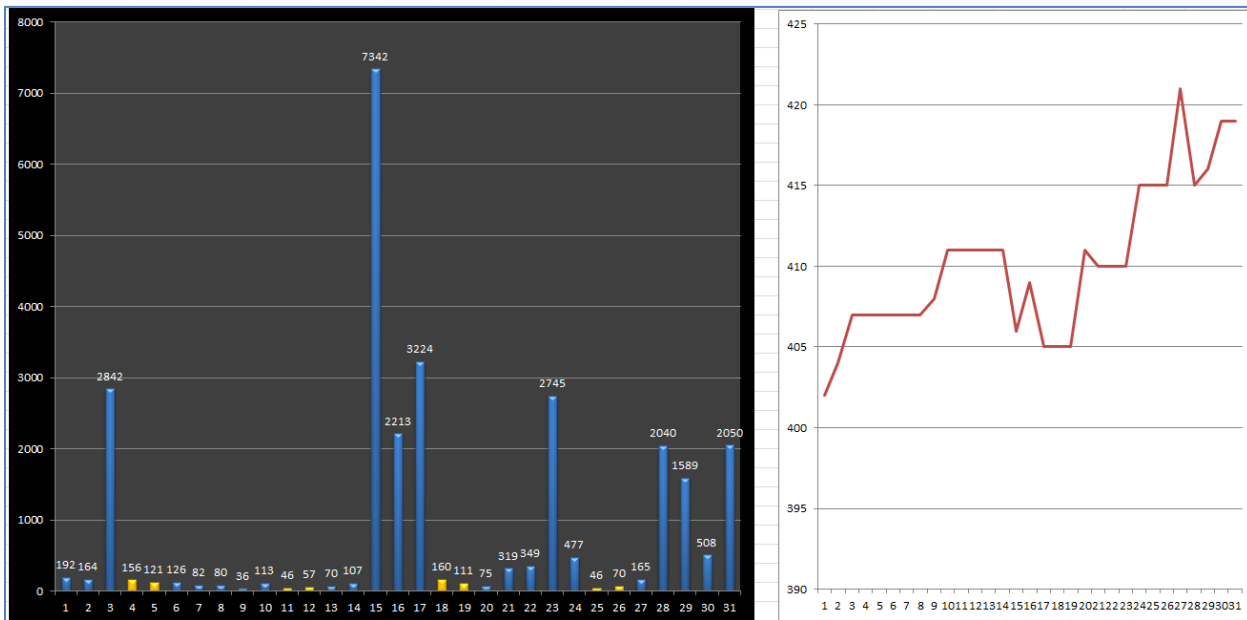
TWITTER SUMMARY
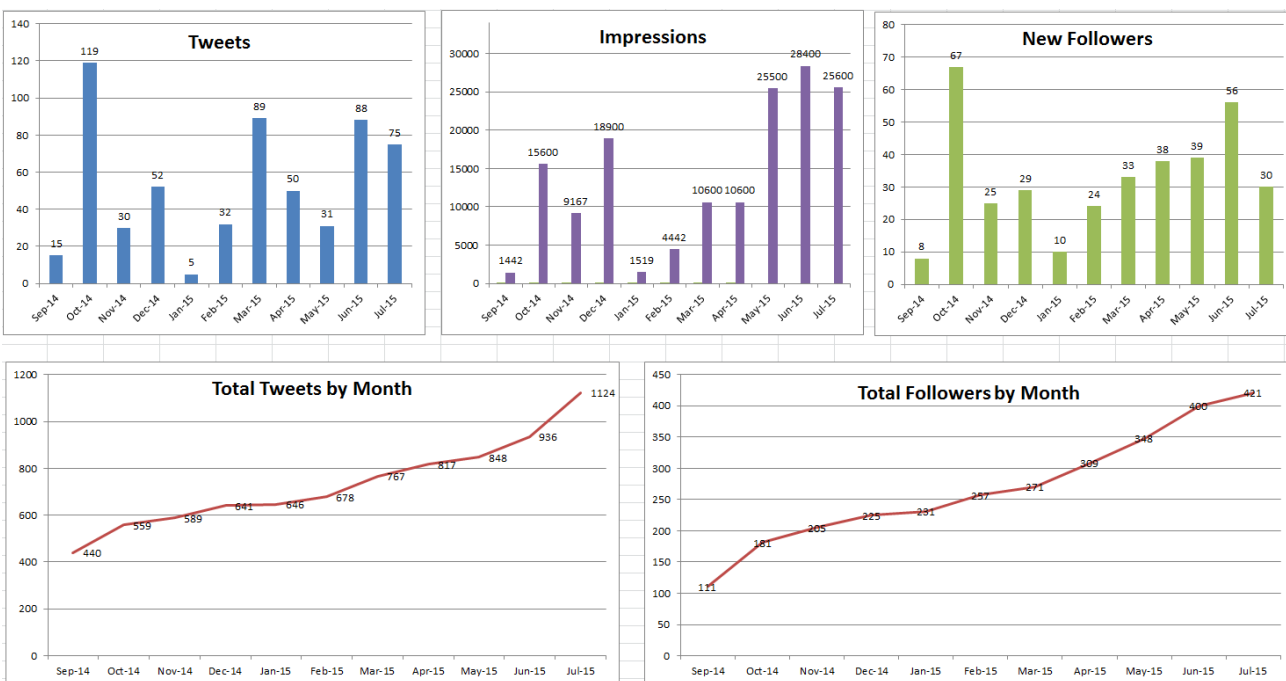
LinkedIn

ACTIVITY

Adinstall company page (41 followers +5) https://www.linkedin.com/company/ad-install
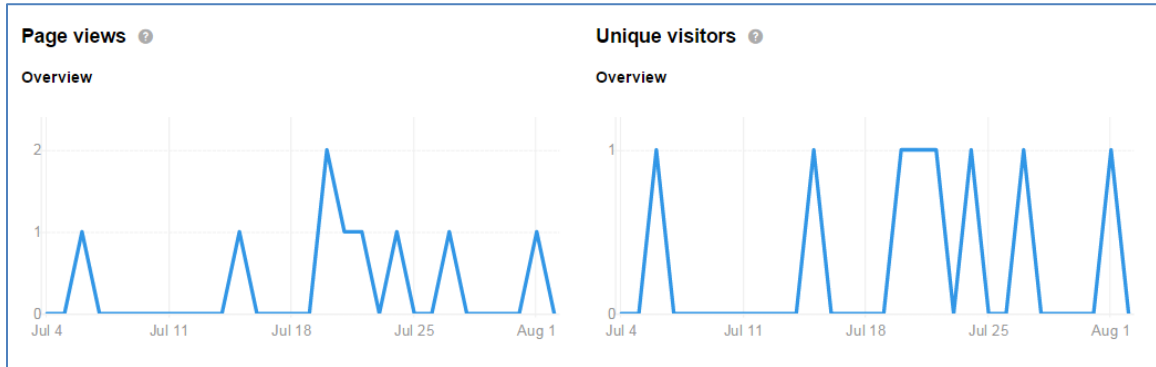
Google Plus
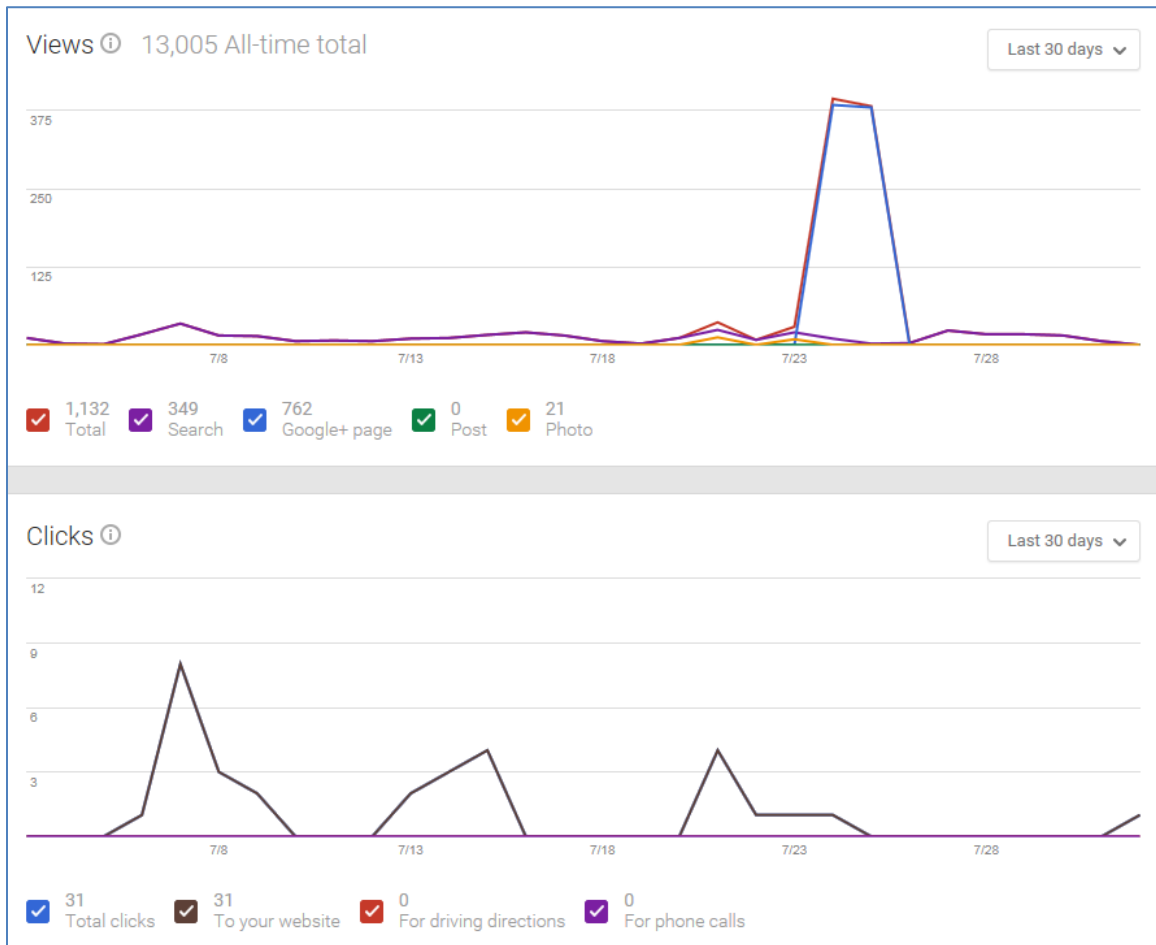
WordPress Blog

ACTIVITY

Adinstall Blog http://blog.adinstall.co.uk

744 visits [1 posts]
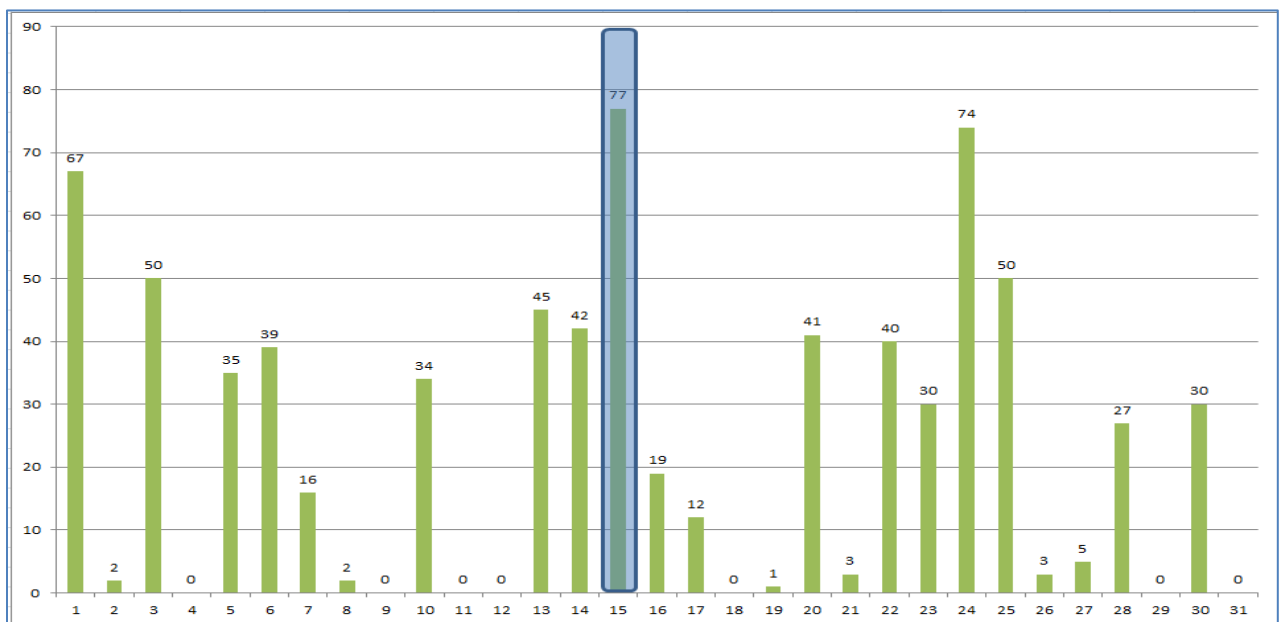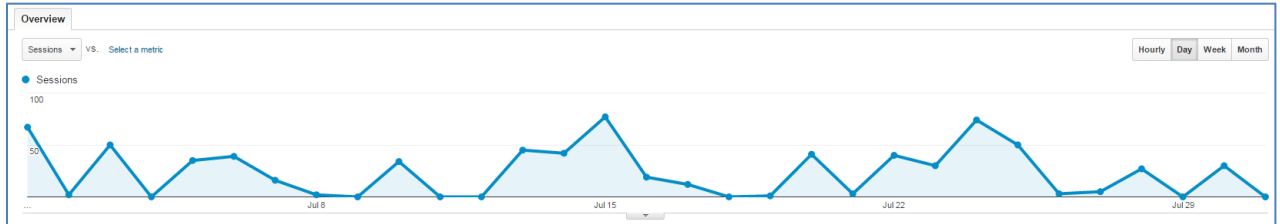
15/07/15	More about Adinstall		http://blog.adinstall.co.uk/more-about-adinstall/

Adinstall Blog Visits by Month

YouTube
MAY ACTIVITY
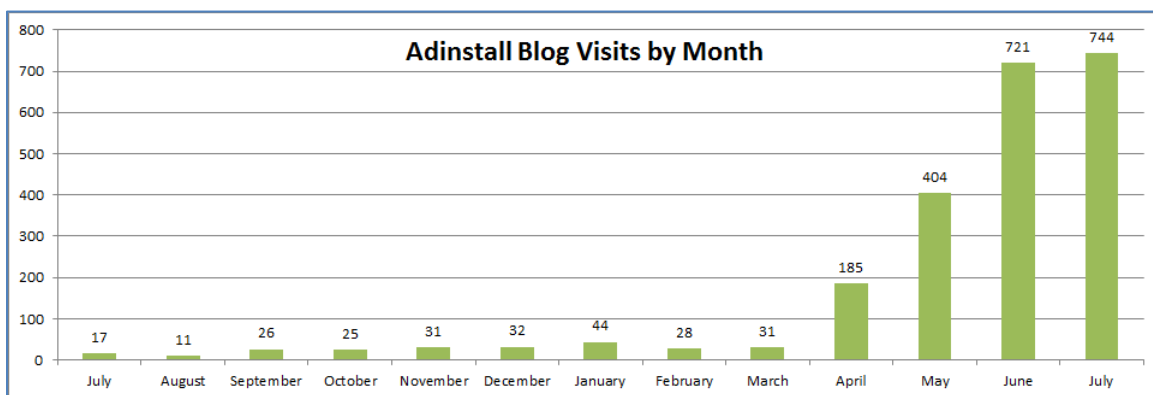
Adinstall working with News UK	**Total 133 views**	**(+7)** from last month
Adinstall Merlin Plus Installation	**Total 49 views**	**(+4)** from last month
Adinstall POP/POS Installation video slide show	**Total 50 views**	**(+5)** from last month
PRIVATE: Adinstall Installations for News UK	**Total 40 views**	**(0)** from last month

SUMMARY FROM SEPTEMBER 2014 to JULY 2015 (TOTAL VIEWS 272)

Adinstall YouTube video views

|	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY
Adinstall Working with NewsUK	63	20	7	1	6	7	3	4	8	7	7
Adinstall POP/POS Installation video slideshow	18	8	3	2	1	1	1	4	5	2	4
Adinstall Merlin Plus Installation	18	6	4	1	2	2	2	3	3	4	5
Adinstall Installations for NewsUK	34	5	1	0	0	0	0	0	0	0	

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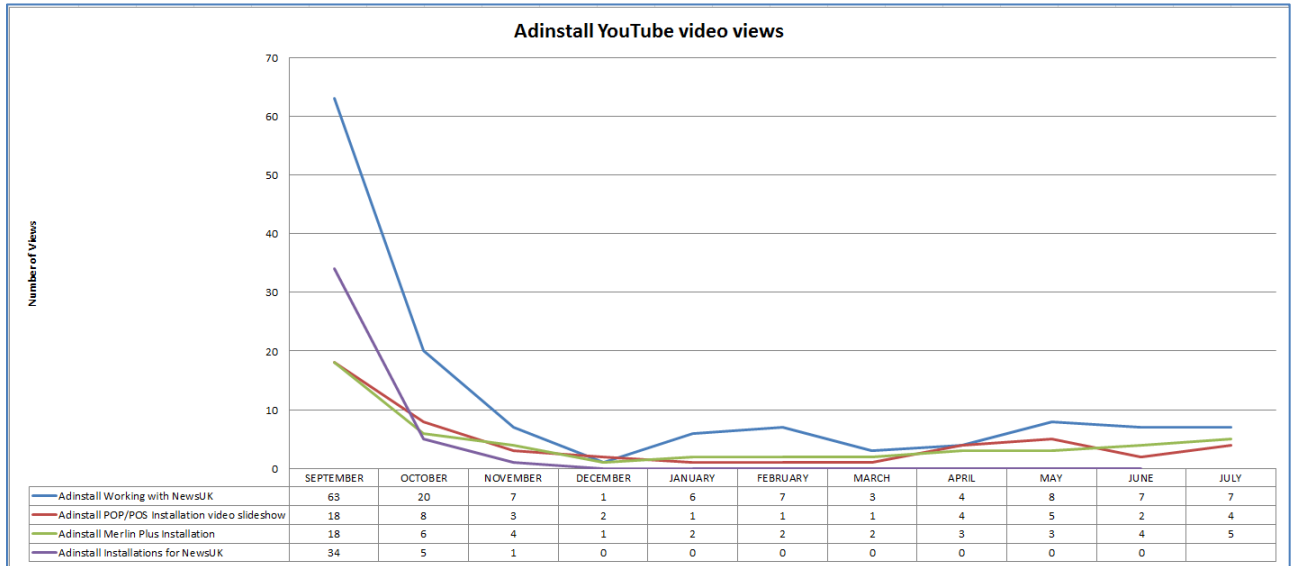
Pinterest

With the launch of the new website, I have added all the images on to our Pinterest account to raise the profile of our images. This will promote our images to appear in the Pinterest database and google image databases. When viewers enter a search for a type of installation, and they view images, they should see ours and when clicked on, be taken to our website.

20 Boards were added, with a total of **119** images, 2 followers, 1 following
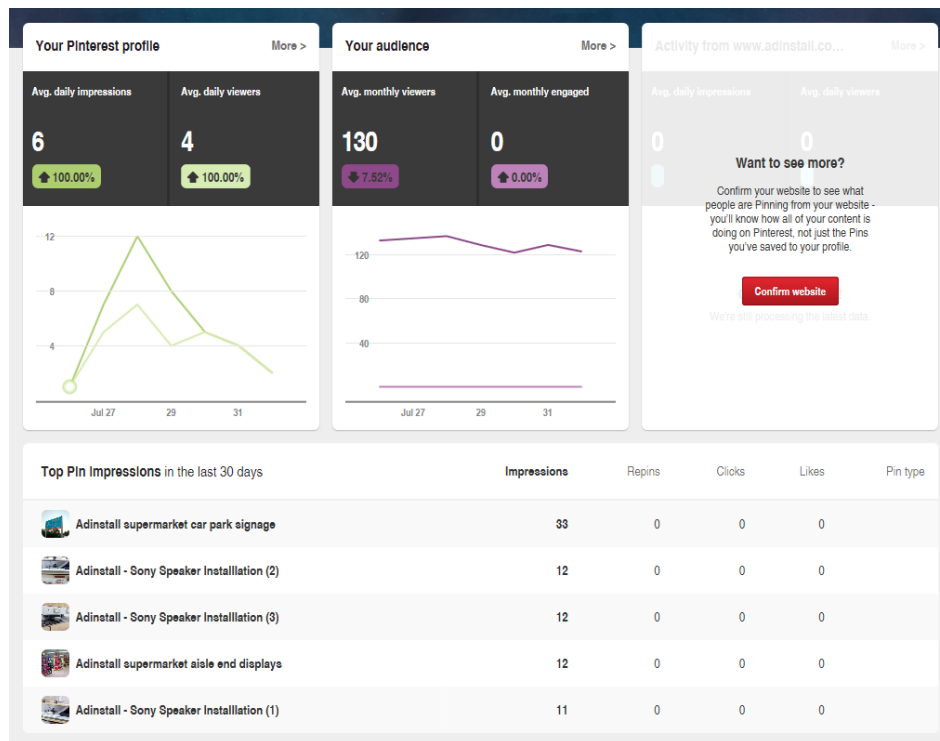
SEO (Search Engine Optimization)

If we appear on google search page 1 via SEO, and a visitor clicks on the link, this costs only our monthly SEO fee, and is a controlled spend. If we have an AdWord appearance, we get charged every time a visitor clicks on that link.

We have been using an SEO company now for 3 months and these are the results. A position number 10 or below means it appears on the first page of google search.

Keyword	Position
Point of sale installation	1
Point of sale service	43
Point of sale services	25
POP installation	2
POS audit	16
POS audits	6
POS install	1
POS installation	1
POS installation services	3
POS installations	1
POS installer	5
POS maintenance	5
POS merchandising	8
POS services	27
POS survey	4
POS surveys	2
Retail installation	2
Retail installation company	4
Retail installation services	4
Retail point of sale	38
Shop point of sale	42
Pop distribution	18
Pop Storage	17
Pos distribution	12
Pos storage	5

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