

Huvudsakliga måttetal jämfört med föregående period

Klick per dag (snitt)
184
↑ 12.7%

Exponeringar
65,562
↑ 7.9%

Antal Klick
9,765
↑ 24.4%

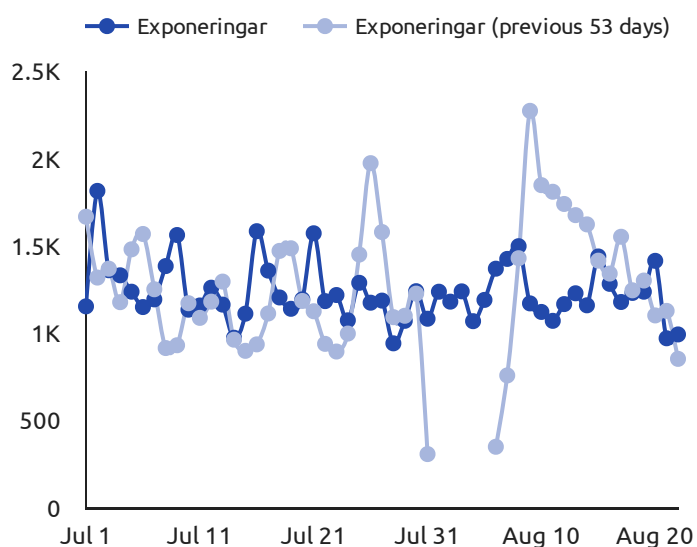
Kostnad per klick
2.16 kr
↓ -20.1%

Conversions
3,554.43
↑ 62.8%

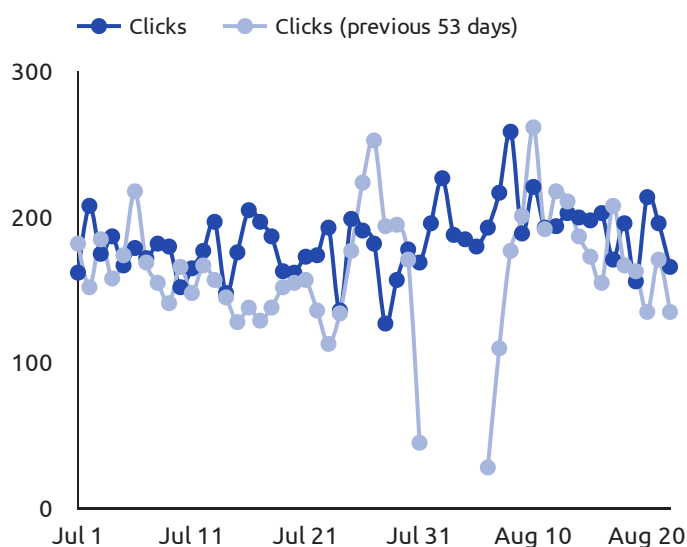
Cost
21,094.51 kr
↓ -0.6%

Klickfrekvens
14.89%
↑ 15.3%

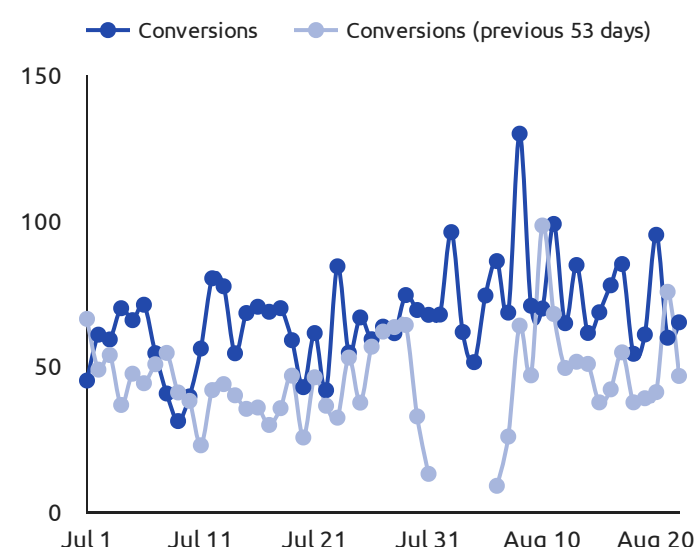
Trend - Exponeringar per dag



Trend - Klick per dag



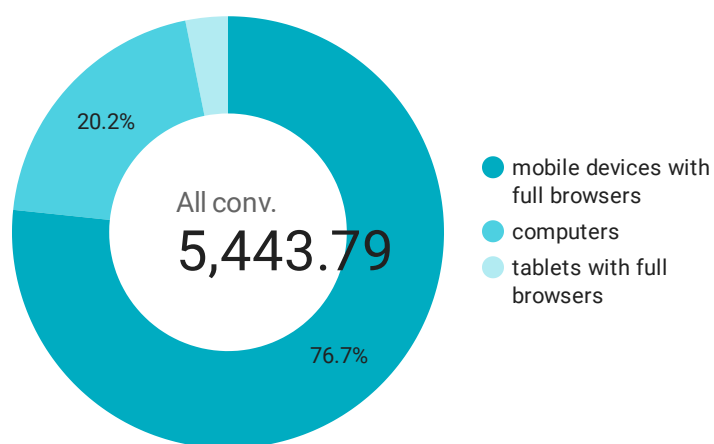
Trend - Konverteringar per dag



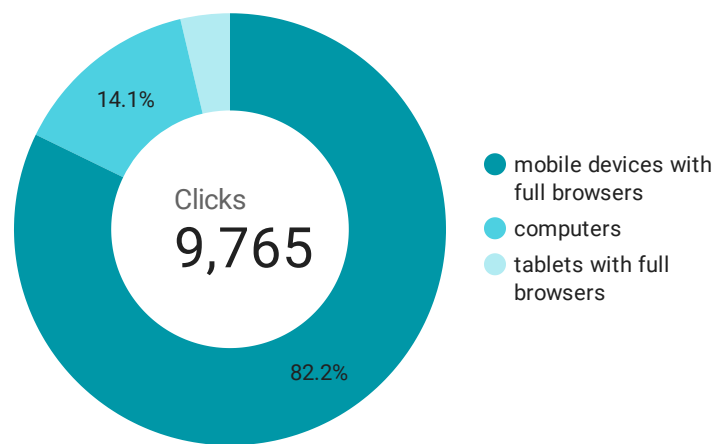
Bäst presterande kampanjer

	Campaign	Impres...	CTR	Clicks	Conversion...
1.	BrightBid - Brand - Sverige	31,560	15.62%	4,931	1,965.56
2.	BrightBid - Standard - Sverige	23,425	14.77%	3,461	1,214.85
3.	BrightBid - New York	6,458	12.26%	792	226.23

Trend: Konverteringar/Trafikkälla



Trend: Klick/Trafikkälla



Bäst presterande sökord

	Search keyword	Search keyword match type	Clicks ▾	Conversions
1.	Springtime Resor	Broad	904	537.04
2.	Resor	Broad	856	112.56
3.	träningsresa 2023	Broad	650	240.4
4.	träningsresor 2023	Broad	590	200.09
5.	Spring Time	Broad	552	289.92
6.	träningsresor	Broad	480	145.7
7.	new york marathon	Broad	444	116.16
8.	Springtime AB	Broad	345	202.35
9.	Träningsresa	Broad	233	67.22
10.	Träningsresa Portugal	Broad	221	149.56
11.	new york maraton	Broad	202	38.77
12.	new york city maraton	Broad	192	32.02
13.	hälsoresa	Broad	167	26.19
14.	Berlin marathon	Broad	152	47.2
15.	TJEJMIL	Broad	144	47.85

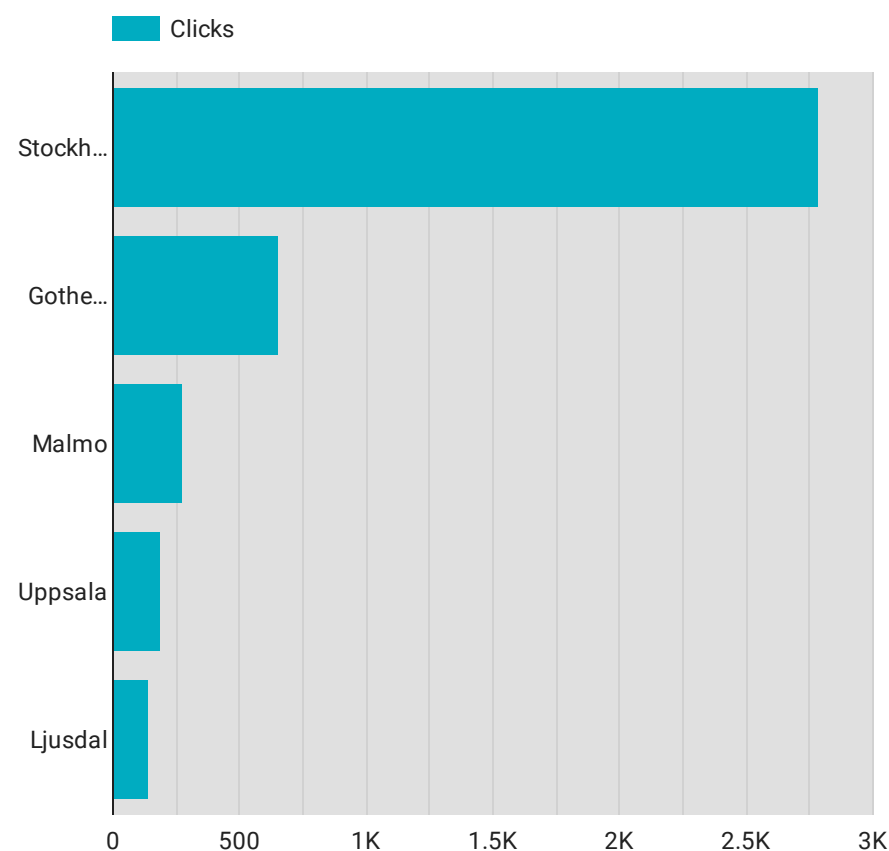
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Demografi (Kön/Ålder)

	Gender	Age	Klick ▾	KPK	Konv.
1.	Undetermined	Undetermi...	2,037	1.93 kr	794.68
2.	Female	gt64	1,977	2.14 kr	621.96
3.	Female	55to64	1,563	1.73 kr	574.98
4.	Female	45to54	1,489	2.03 kr	601.77
5.	Female	35to44	569	2.55 kr	197.94
6.	Male	45to54	500	2.66 kr	217.73
7.	Male	55to64	392	2.23 kr	137.04
8.	Female	25to34	336	3.27 kr	101.3
9.	Male	gt64	299	1.49 kr	118.47
10.	Male	35to44	280	2.84 kr	88.99
11.	Male	25to34	185	4.31 kr	55.29
12.	Female	18to24	87	3.12 kr	24.19
13.	Male	18to24	34	3.56 kr	12.07
14.	Undetermined	55to64	5	0.77 kr	4
15.	Male	Undetermi...	4	0.88 kr	0

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Geografiska Resultat



Huvudsakliga mätetal jämfört med föregående period

Pages / Session

2.22

↓ -3.5%

New Users

31,440

↓ -72.6%

Besök

44,818

↓ -73.8%

Besökslängd

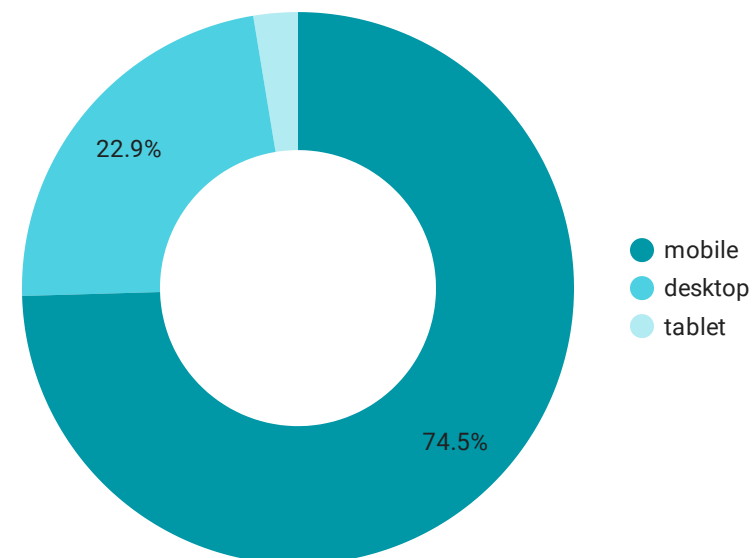
00:01:46

↓ -6.0%

	Source / Medium	Besök	% Δ
1.	(direct) / (none)	13,899	78.3% ↑
2.	google / organic	12,521	-26.5% ↓
3.	google / cpc	10,965	7,514.6% ↑
4.	m.facebook.com / referral	1,913	-37.5% ↓
5.	flashback.org / referral	1,574	-
6.	linkedin.com / referral	934	-
7.	linktr.ee / referral	494	-
8.	bing / organic	460	-5.7% ↓
9.	m.facebook.com / referral	382	-71.6% ↓

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Besöksandel per enhet



Bäst presterande sidorna

	Page	Users	Sidvisni...	Bounce...
1.	springtime.se/resekatgorier/training-camp/	6,837	10,354	36.25%
2.	springtime.se/	6,108	9,680	28.04%
3.	springtime.se/resor/training-camp-portugal-2/	3,555	5,470	56.98%
4.	springtime.se/resekatgorier/loparresor/	2,648	4,412	46.38%
5.	springtime.se/resor/camp-mallorca/	2,973	4,153	59.69%
6.	springtime.se/resor/training-camp-portugal-senior/	2,012	3,121	63.97%
7.	springtime.se/resekatgorier/seniorresor/	1,573	2,623	33.19%
8.	springtime.se/resor/new-york-marathon/	1,643	2,393	77.4%
9.	springtime.se/resor/camp-jarvso/	1,505	1,954	61.98%
10.	springtime.se/resor/camp-mallorca-aktiv-senior/	1,229	1,754	62.61%
11.	springtime.se/instruktorer/mikael-nygren/ted-talk-i-umea-...	1,594	1,676	97.24%
12.	springtime.se/mina-sidor/	510	1,619	54.7%
13.	springtime.se/resor/camp-jarvso/traning-program/starkt-k...	1,338	1,601	81.77%
14.	springtime.se/resor/medoc-marathon/	1,111	1,483	73.19%
15.	springtime.se/resor/training-camp-portugal-2/traning-prog...	980	1,439	56.91%
16.	springtime.se/resor/camp-mallorca/traning-och-program/c...	822	1,183	61.67%

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Städer med flest besök

