

Weekly Conversion Rates & Share Report



Conversion Rates

The conversion rate is the ratio of people who convert on a site (e.g., become a customer, fill out a form, etc.) to the overall traffic from a channel. For example, if 100 people visit from Google Organic Search and four of them purchase a product, the conversion rate is 4 percent. Higher conversion rates indicate the channel is performing efficiently.

Channel	2022 Week 24	2022 Week 25	6-Week Trend
Organic Bing	17.5%	15.1%	-28.9%
Organic Facebook	10.4%	9.6%	-27.9%
Organic Google	5.4%	6.3%	-40.9%
Organic Instagram	2.8%	4.8%	-57.4%
Organic LinkedIn	7.4%	6.4%	-32.2%
Organic TikTok	2.4%	6.1%	0.2%
Paid Bing	7.8%	8%	-47.4%
Paid Facebook	9.3%	8.8%	-32.7%
Paid Google	13.4%	12.8%	-29.6%

Conversion Share

Conversion share represents the percentage of overall conversions that were influenced by a particular channel. For example, if ad clicks from Facebook influenced 10 conversions out of 200, then the conversion share would be 5 percent. The numbers below are relative values, meaning, they represent the share of conversions among the total for the channels listed. Higher conversion share numbers could be an indication of better-performing channels or could be representative of increased spend.

Organic Channels	Share	6-Week Trend
Organic Bing	80.6%	27.5%
Organic Facebook	17.1%	72.3%
Organic Google	2.3%	5.7%
Paid Channels	Share	6-Week Trend
Paid Bing	5.9%	-30.8%
Paid Facebook	13.9%	52.5%
Paid Google	80.2%	16.8%