

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 43	2022 Week 44	6-Week Trend
Organic Bing	16.5%	16.5%	-25.8%
Organic Facebook	10.7%	10.9%	-10%
Organic Google	6.6%	8.7%	-1.4%
Organic Instagram	3%	8.2%	-16.9%
Organic LinkedIn	12.1%	8.1%	-63.8%
Organic TikTok	0.1%	0.6%	-95.7%
Paid Bing	10.6%	10.3%	-24.3%
Paid Facebook	14.5%	13.3%	28.1%
Paid Google	18.1%	16.3%	-9.8%

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	81.9%	155.2%
Organic Facebook	10.7%	21.5%
Organic Google	7.5%	133.6%
Paid Channels	Share	6-Week Trend
Paid Bing	11.3%	43.3%
Paid Facebook	13.9%	40.9%
Paid Google	74.8%	58.9%