

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% |