

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	2021 Week 49	2021 Week 50	6-Week Trend
Organic Bing	14.6%	13.4%	-31.7%
Organic Facebook	8%	6.4%	-9.5%
Organic Google	7%	6.6%	-29.9%
Organic Instagram	6.1%	7%	-34.1%
Organic LinkedIn	3.9%	8.2%	-51.1%
Organic TikTok	30.7%	1.1%	286.2%
Paid Bing	9%	7.4%	-38.6%
Paid Facebook	12.6%	10%	-30%
Paid Google	11.1%	10.9%	-40.1%

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	57.6%	4.5%
Organic Facebook	36.5%	-11.6%
Organic Google	5.9%	-36.9%

Paid Channels	Share	6-Week Trend
Paid Bing	5.7%	-14.9%
Paid Facebook	12.7%	-18.8%
Paid Google	81.7%	-12.9%