

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 41	2022 Week 42	6-Week Trend
Organic Bing	17.1%	15.7%	-23.6%
Organic Facebook	11.2%	11%	-11%
Organic Google	8.1%	7.2%	-0.8%
Organic Instagram	5.8%	7.1%	112.5%
Organic LinkedIn	10.9%	7%	-50.6%
Organic TikTok	1.2%	0.4%	-68.3%
Paid Bing	11.7%	10.7%	-28.8%
Paid Facebook	9.7%	10.8%	-16.5%
Paid Google	19.1%	17.6%	7.5%

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	88%	-21.7%
Organic Facebook	9.1%	28.7%
Organic Google	2.9%	42.6%
Paid Channels	Share	6-Week Trend
Paid Bing	7.2%	12.3%
Paid Facebook	18.2%	111.5%
Paid Google	74.6%	36.6%