

DIGITAL MARKETING

Facebook Advertising

May 25, 2016 Thru November 5, 2016, Five Month pull

Ekstra Bus
All Web Site Data

[GO TO REPORT](#)

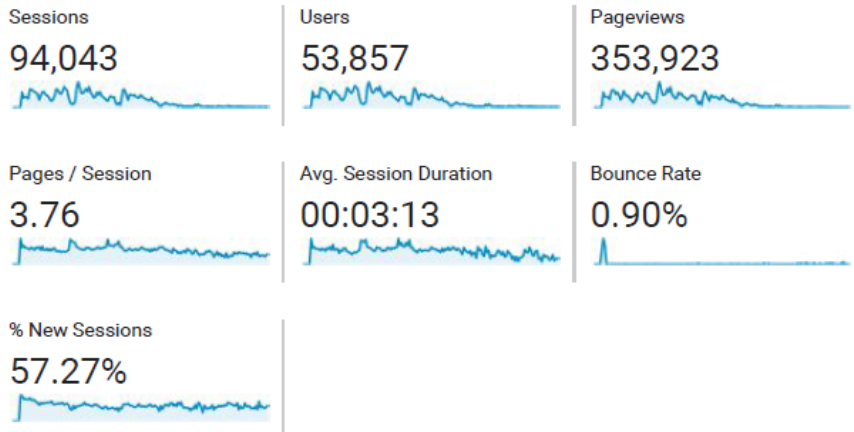
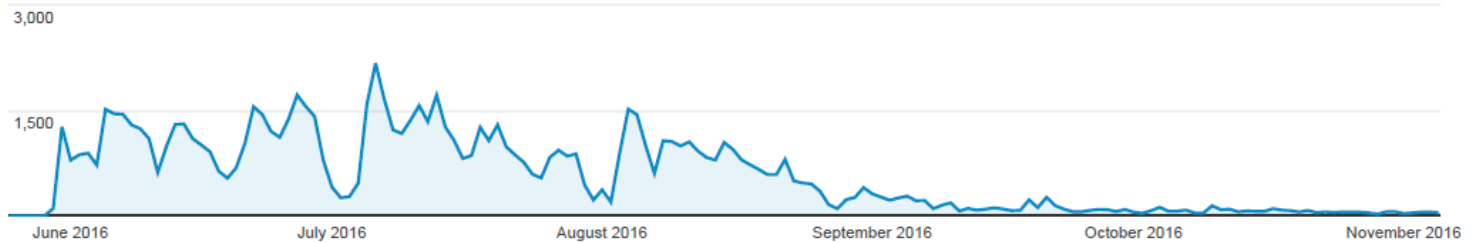
Audience Overview

May 25, 2016 - Nov 5, 2016

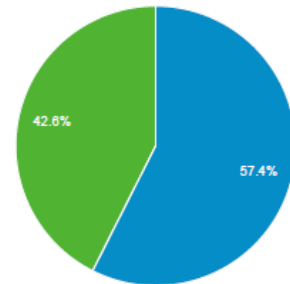
All Users
100.00% Sessions

Overview

Sessions



■ New Visitor ■ Returning Visitor



Language	Sessions	% Sessions
1. en-us	74,541	79.26%
2. en-gb	11,351	12.07%
3. mk-mk	3,520	3.74%
4. sr	793	0.84%
5. hr-hr	505	0.54%
6. en-mk	439	0.47%
7. sr-rs	369	0.39%
8. en	324	0.34%
9. en-au	312	0.33%

DIGITAL MARKETING

Facebook Advertising impact on SEO PERFORMANCE

May 25, 2016 Thru November 5, 2016, Four Month pull

Ekstra Bus
All Web Site Data

[GO TO REPORT](#)

Acquisition Overview

May 25, 2016 - Nov 5, 2016

All Users
100.00% Sessions

Primary Dimension:

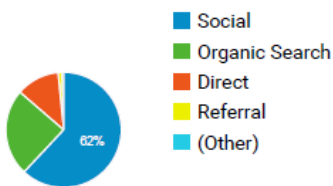
Conversion:

Top Channels

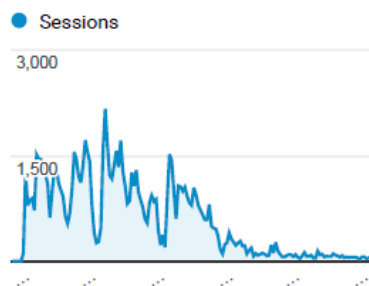
Goal 1: Hotel Apolo

[Edit Channel Grouping](#)

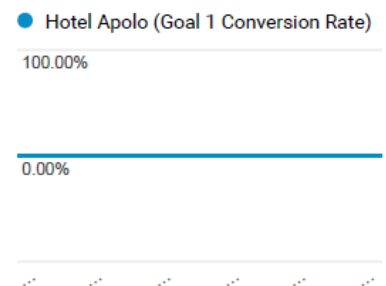
Top Channels



Sessions



Conversions



	Acquisition			Behavior			Conversions		
	Sessions ↓	% New Sessions ↓	New Users ↓	Bounce Rate ↓	Pages / Session ↓	Avg. Session Duration ↓	Goal 1 Conversion Rate ↓	Goal 1 Completion ↓	Goal 1 Value ↓
	94,043	57.27%	53,856	0.90%	3.76	00:03:13	0.00%	0	\$0.00
1 Social	58,293	<div style="width: 62%;"></div>		1.12%	<div style="width: 80%;"></div>		0.00%		
2 Organic Search	22,893	<div style="width: 24%;"></div>		0.19%	<div style="width: 10%;"></div>		0.00%		
3 Direct	11,387	<div style="width: 12%;"></div>		1.22%	<div style="width: 80%;"></div>		0.00%		
4 Referral	1,037	<div style="width: 1%;"></div>		1.16%	<div style="width: 80%;"></div>		0.00%		
5 (Other)	433	<div style="width: 0.5%;"></div>		0.00%	<div style="width: 0%;"></div>		0.00%		

To see all 5 Channels click [here](#).

DIGITAL MARKETING

SEO PERFORMANCE

Ask for pricing and hourly rates!

Ekstra Bus (1st image) - <http://www.ekstrabus.com.mk>

22,893 Organic Searches;
58% average of all visitors going to the book online page;
60% increase in revenue of that tourist agency;
Google top hit, Macedonia top hit for tours in Greece;
Limited marketing budget for Facebook ads - 1200\$ (3 months);
The paid campaigns ended on August 30;
The number of likes on their page increased from 5,000 to 11,000.

That 58% resulted in 60% more revenue for the tourist agency which had offices in three cities.

On average we have 400-500 leads per week being filled out. This is a service industry, but we can get anyone leads with a well placed PPC campaign combination.

Ekstra Bus (2nd image)

Besides the increased traffic from Facebook (in some days resulted in over 20,000 page views which caused migration to a different server). Also you can't beat the bounce rate which is unbelievable and the direct hits which their website received.

Their website is based on WordPress - We optimized it - meta description, caching, minimizing scripts and css, optimizing images, keyword research and content optimization.

The website is not processing real-time payments due to the company policy, but the approach we figure it out was submitting a form with a date of their arrival in Greece, number of beds, days and phone number. After that a travel agent was reaching out to them to confirm the booking. If their team was more effective they would experienced even 100% increase in revenue.

W H E N
CAN WE START ?