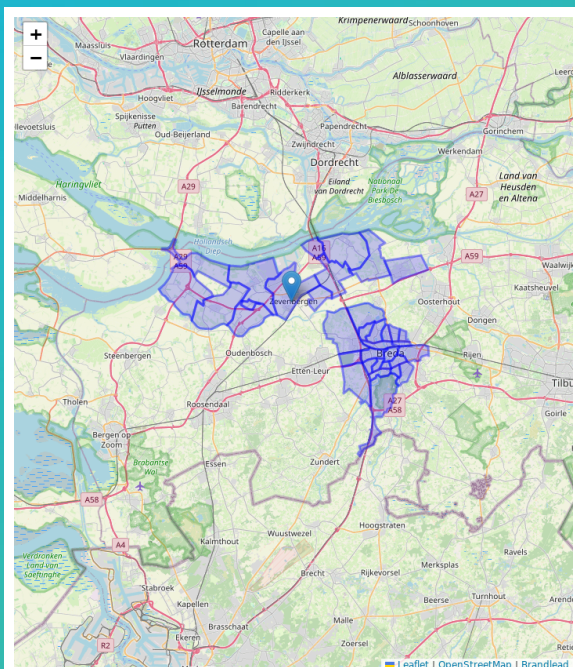




Meten is weten • behaalde resultaten

Schoone WOONwensen



Schoone WOONwensen

Locatiennaam

435900

Klantnummer

Noordhaven

Straat

152

Huisnummer

4761DD

Postcode

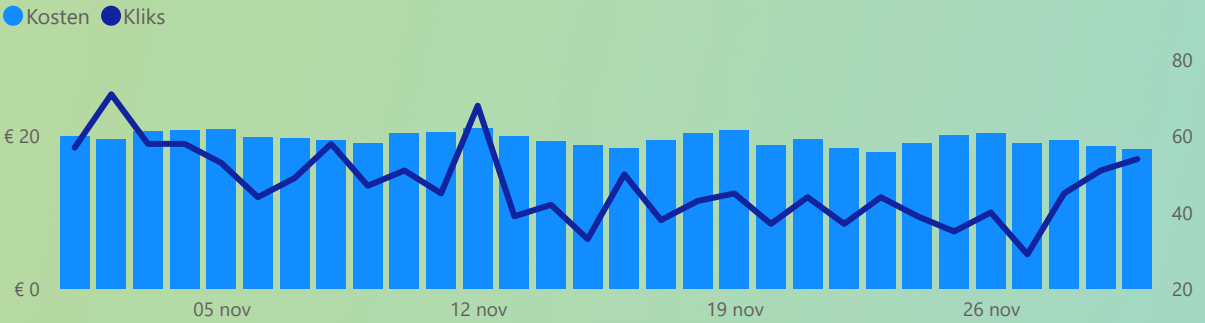
Noord-Brabant

Provincie

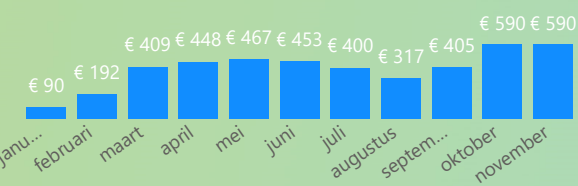
Zevenbergen

Plaats

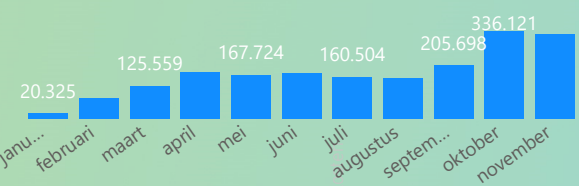
Meta (Facebook & Instagram) Advertenties



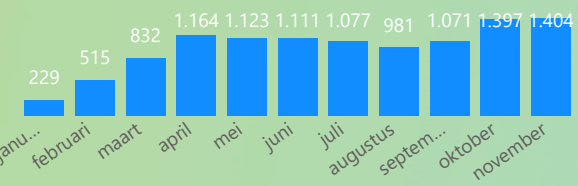
Kosten



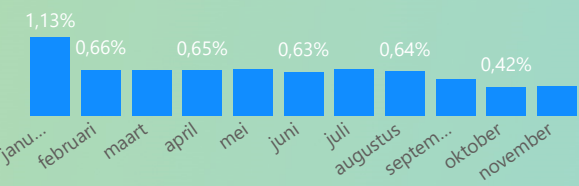
Weergaves



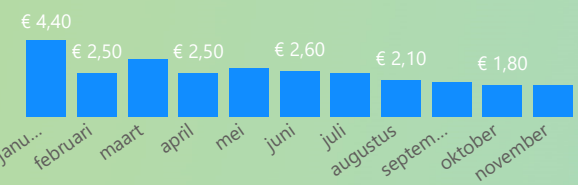
Kliks



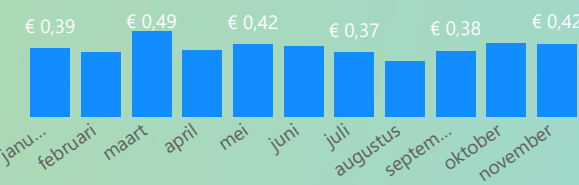
CTR (Klikfrequentie)



CPM (kosten per 1000 vertoningen)



CPC (kosten per klik)

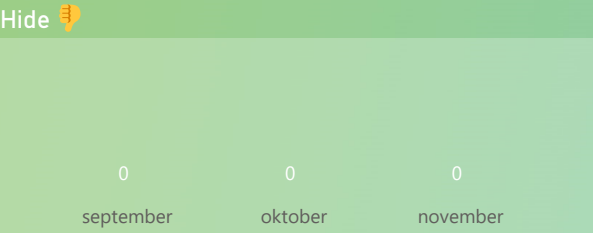
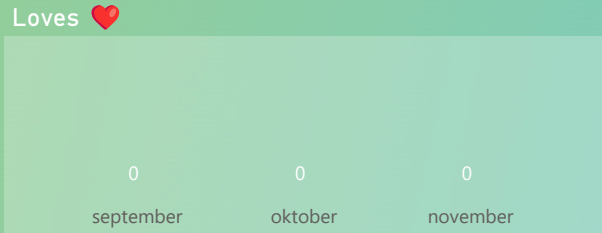
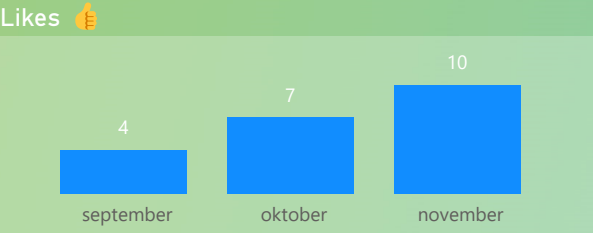
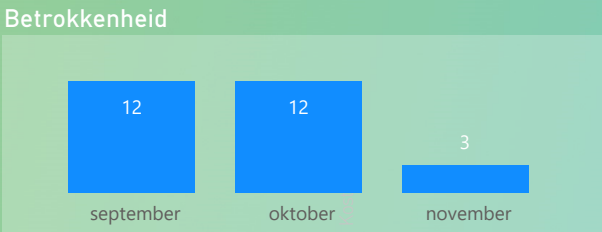
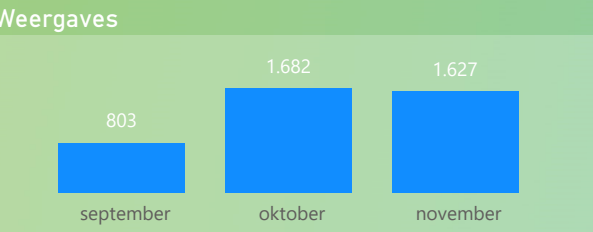
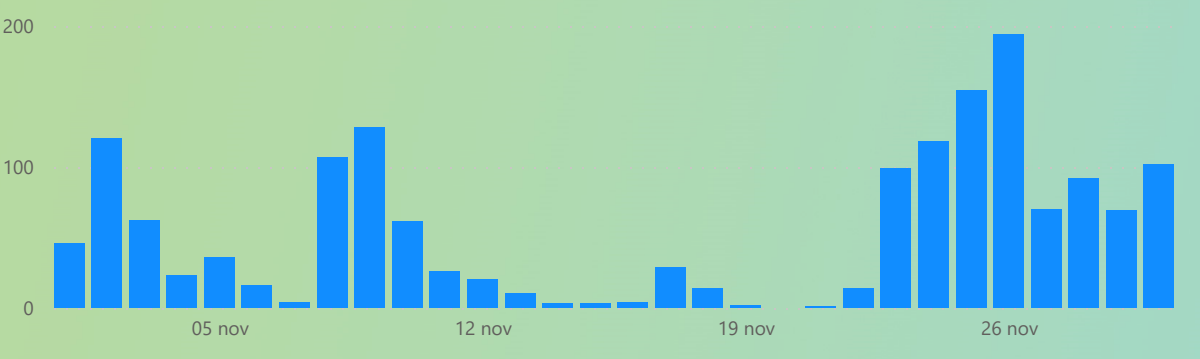


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Campagne	Kosten	Tech	Weergaves	Kliks	Landing	CPM	CTR all	CPC all	F	Url
1 BHA - Inspiratiemagazine 2 - 1 sept - 2...	€ 112	€ 11	8.461	188	175	€ 13,20	2,22%	€ 0,59	1,11	🔗
1 BHA - Smart home - 11/21 okt - 2023 - ...	€ 1	€ 0	110	0	0	€ 5,30			1,04	🔗
1 Luxaflex - NLlabel gevoerde gordijnen ...	€ 11	€ 1	1.902	76	25	€ 5,50	4,00%	€ 0,14	1,09	🔗
1 Luxaflex - silhouette shades - 11/21 no...	€ 2	€ 0	327	6	3	€ 6,10	1,83%	€ 0,33	1,08	🔗
1 Luxaflex Silhouette - 11/21 nov 2023 - ...	€ 9	€ 1	966	16	14	€ 9,20	1,66%	€ 0,55	1,08	🔗
nl BHA - Calendly - Stilstaand beeld - 18 ...	€ 147	€ 15	110.903	347	326	€ 1,30	0,31%	€ 0,42	2,56	🔗
nl BHA - Calendly NL Label - Stilstaand b...	€ 146	€ 15	113.196	351	331	€ 1,30	0,31%	€ 0,42	2,68	🔗
nl Luxaflex - Silhouette - 23 nov/31 nov ...	€ 8	€ 1	3.080	27	17	€ 2,60	0,88%	€ 0,30	1,72	🔗
nl Luxaflex Duette Shades - 21/ 31 okt - ...	€ 1	€ 0	143	3	3	€ 3,60	2,10%	€ 0,17	1,07	🔗
nl Luxaflex magazine - BHA - 31mrt - 2023	€ 115	€ 11	68.283	240	204	€ 1,70	0,35%	€ 0,48	1,95	🔗
nl Luxaflex Silhouette - 1/11 nov 2023 - ...	€ 15	€ 2	8.258	52	25	€ 1,90	0,63%	€ 0,30	1,84	🔗
nl NL label - gevoerde gordijnen - 1/11 ...	€ 15	€ 1	5.152	75	27	€ 2,90	1,46%	€ 0,20	1,42	🔗
nl NL label - gevoerde gordijnen - 1/11 ...	€ 1	€ 0	555	6	3	€ 2,30	1,08%	€ 0,21	1,61	🔗
nl NL label - gordijnen - 23 nov/31 nov 2...	€ 8	€ 1	4.332	17	15	€ 1,80	0,39%	€ 0,47	1,90	🔗
Totaal	€ 590	€ 59	325.668	1.404	1.168	€ 1,80	0,43%	€ 0,42	2,26	

Schoone WOONwensen - november 2023

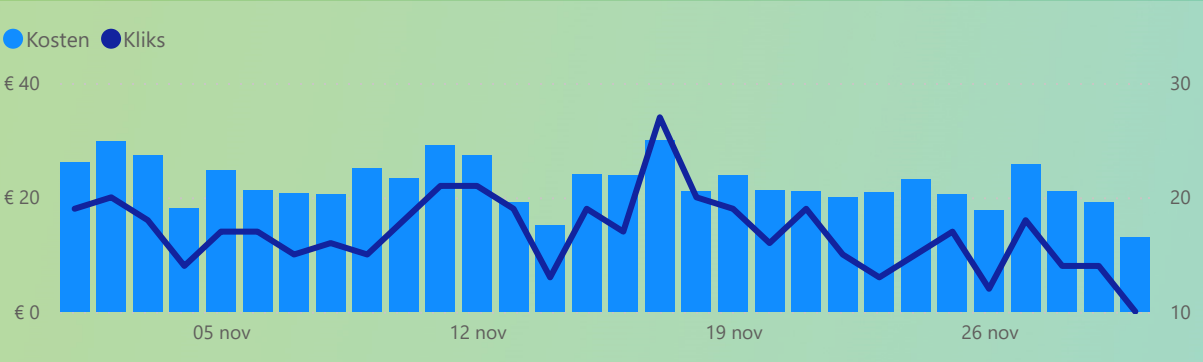
Meta (Facebook & Instagram) Posts



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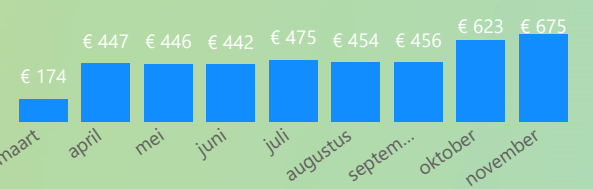
Naam	platform	Views	Betrokken	Kliks	Likes	Url
BHA-9 nov- 2023	facebook_page	142	0	0	0	🔗
BHA- 8 nov. - 2023	facebook_page	135	0	0	0	🔗
BHA - 26 NOV - 2023	facebook_page	125	0	0	0	🔗
BHA - 25 NOV - 2023	facebook_page	119	2	1	1	🔗
FB-BHA-2 nov-2023	facebook_page	114	0	0	0	🔗
BHA - 23 NOV - 2023	facebook_page	108	0	0	0	🔗
BHA-28 nov- 2023	facebook_page	104	0	0	0	🔗
BHA - 24 NOV - 2023	facebook_page	102	0	0	0	🔗
FB-BHA-31 okt-2023	facebook_page	87	0	0	0	🔗
IG-BHA-2 nov-2023	instagram_page	72	0	0	2	🔗
BHA- 30 NOV -2023	facebook_page	59	0	0	0	🔗
BHA - 24 NOV - 2023	instagram_page	58	0	0	3	🔗
BHA - 26 NOV - 2023	instagram_page	47	0	0	0	🔗
BHA- 8 nov - 2023	instagram_page	44	0	0	1	🔗
BHA-9 nov -2023	instagram_page	43	0	0	0	🔗
BHA - 23 NOV - 2023	instagram_page	40	0	0	0	🔗
BHA - 25 NOV -2023	instagram_page	36	0	0	0	🔗
BHA-28 NOV -2023	instagram_page	32	0	0	2	🔗
FB-BHA-26 okt-2023	facebook_page	28	0	0	0	🔗
IG-BHA-31 okt- 2023	instagram_page	28	0	0	0	🔗
BHA-30 NOV -2023	instagram_page	19	0	0	0	🔗
FB-BHA-24 okt - 2023	facebook_page	15	1	1	1	🔗
FB-BHA-19 OKT-2023	facebook_page	11	0	0	0	🔗
FB - BHA - 17 okt - 2023	facebook_page	10	0	0	0	🔗
FB - BHA - 12 okt - 2023	facebook_page	8	0	0	0	🔗
FB - BHA - 10 okt - 2023	facebook_page	7	0	0	0	🔗
FB - BHA - 5 okt - 2023	facebook_page	5	0	0	0	🔗
FB - BHA - 3 okt - 2023	facebook_page	4	0	0	0	🔗
IG-BHA-26 okt-2023	instagram_page	3	0	0	0	🔗
IG - BHA - 5 okt - 2023	instagram_page	3	0	0	0	🔗
FB - BHA - 28 sept	facebook_page	2	0	0	0	🔗
Totaal		1.627	3	2	10	

Google Ads

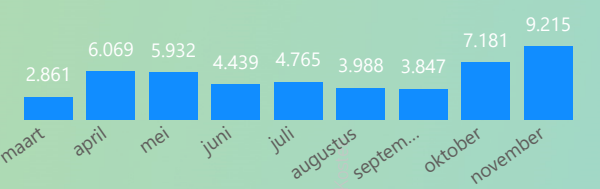


name	cost	Views	Kliks	CTR	CPC
interieuradvies - Schoone WOONwensen	€ 112	786	60	7,6%	€ 1,87
Luxaflex - Schoone WOONwensen	€ 109	684	40	5,8%	€ 2,72
Raam - Schoone WOONwensen	€ 112	2.229	103	4,6%	€ 1,09
Vloer - Schoone WOONwensen	€ 229	3.802	175	4,6%	€ 1,31
Wand - Schoone WOONwensen	€ 113	1.714	130	7,6%	€ 0,87
Totaal	€ 675	9.215	508	5,5%	€ 1,33

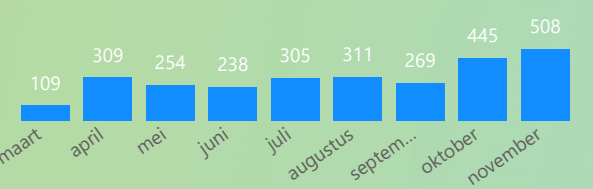
Kosten



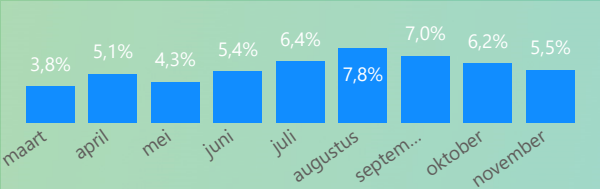
Vertoningen



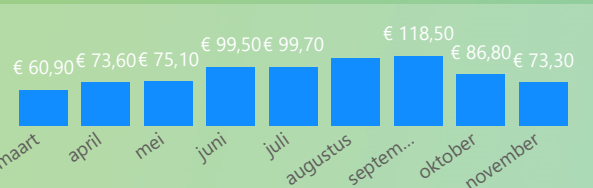
Kliks



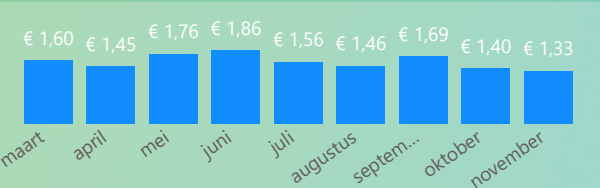
CTR (Klikfrequentie)



CPM (kosten per 1000 vertoningen)



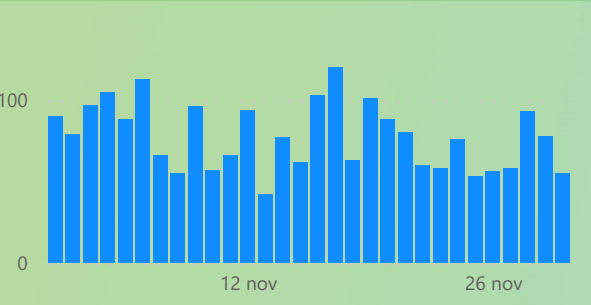
CPC (kosten per klik)



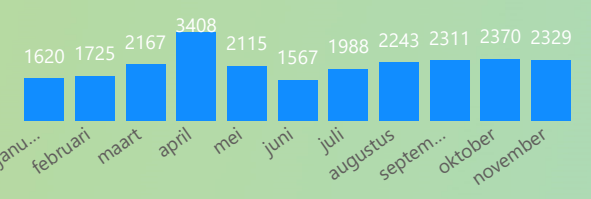
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Schoone WOONwensen - november 2023

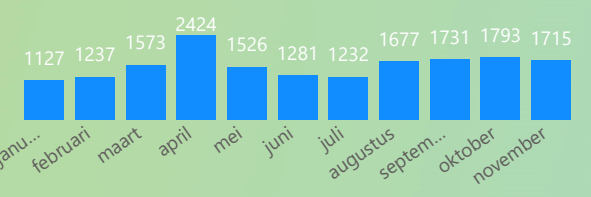
Microsite - Google Analytics + KPI's



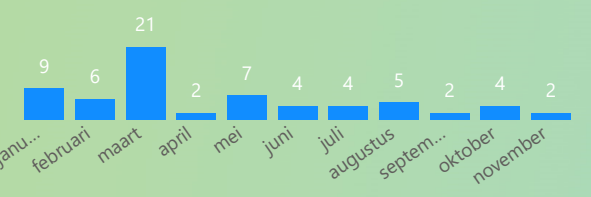
Pagina's



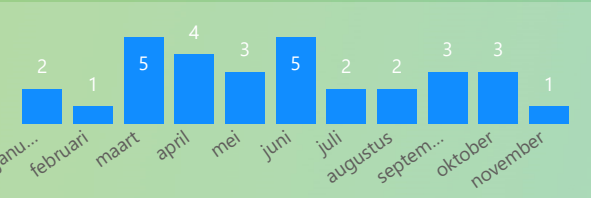
Gebruikers



Contact - / advies aanvragen



Nieuwsbrief Abonnees



Top 10 pagina's

Slug	views	sessions
/plan-je-bezoek	326	269
/	295	267
/merken/vloer/nl-label-zevenbergen-breda	152	127
/collecties/wand	151	129
/lookbook	144	63
/inspiratie/magazines/inspiratiemagazine-najaar-2023-2024	89	82
/inspiratie/magazines/luxaflex-inspiratie-magazine-2023	86	71
/interieuradvies/gratis-interieuradvies-zevenbergen-breda	85	78
/collecties/vloer/vloerkleden-zevenbergen-breda	82	69
/collecties/raam	76	61

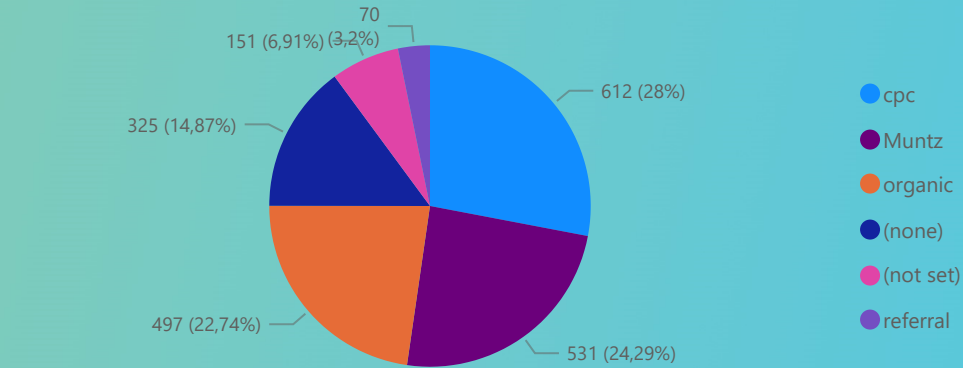
Top Bedankt pagina's

Slug	views	sessions
/bedankt-voor-jouw-contactaanvraag	4	3
/bedankt-voor-de-interieuradviesaanvraag	2	1
/plan-je-bezoek/bedankt-voor-jouw-afspraak	2	3

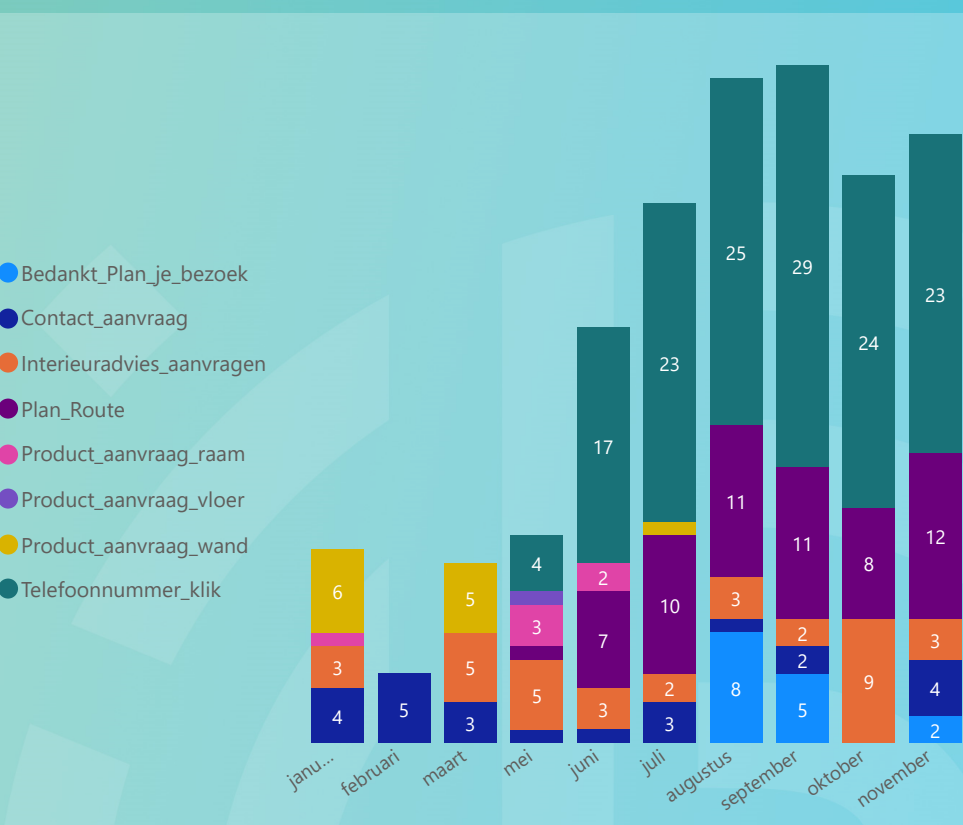
Top Magazine

Slug	views	sessions
/inspiratie/magazines/inspiratiemagazine-najaar-2023-2024	89	82
/inspiratie/magazines/luxaflex-inspiratie-magazine-2023	86	71
/inspiratie/magazines/inspiratiemagazine-voorjaar-2023	1	1
/interieurblog/magazines	0	1

Medium



Conversies

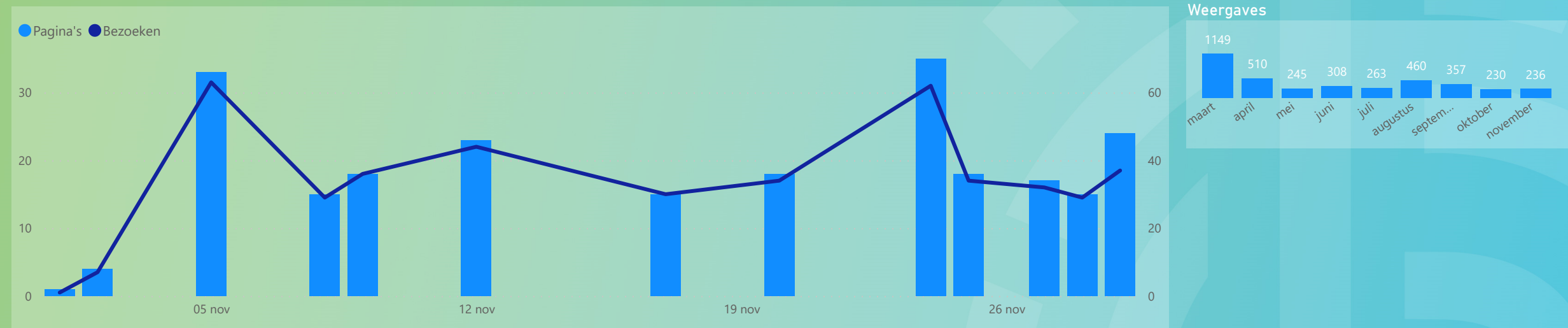


Schoone WOOwensen - november 2023

Publitas - PDF weergaves GA4

filename	1	2	4	6	8	10	12	14	16	18	20	22	24	26	28	Totaal
inspiratiemagazine-2-2023_schoone-woonwensen_zmag	17	13	13	11	11	12	12	12	12	12	13	15	14	12	10	189
luxaflexmagazine-1-2023_schoone-woonwensen	6	5	4	3	2	2	1	1	1	1	1	1	0	0	1	29
schoone-woonwensen_inspiratiemagazine-1-2023-zmag	2	1	1	1	2	2	1	1	1	1	1	1	1	1	1	18
Totaal	25	19	18	15	15	16	14	14	14	14	15	17	15	13	12	236

Deze rapportage laat de resultaten, gerapporteerd door de GA4 property die gebruikt wordt door Publitas, gezien over de maand oktober 2023. Als vergelijking zijn in de grafieken de resultaten van overige maanden ook weergegeven.



Schoone Woonwensen - november 2023