



Total Enquiries over time

Below is a graph of your total enquiries over time. Obviously an increasing trend is a positive situation.



Unique enquiries per month:

This table shows the total number of enquiries per channel per month.

Campaign	J	F	M	A	M	J	J	A	S	O	N	D	Total
Yellow Pages (ad #1)	5	2	3	6	3	4							23
Yellow Pages (ad #2)	9	12	14	7	9	15							66
Website (organic)	7	9	10	11	10	16							63

Website (CPC yahoo)	-	-	3	4	3	4							14
Website (CPC Google)	5	4	6	5	7	8							35
Web Banner #1	0	0	1	1	1	2							5
Total	26	27	37	34	33	49							

Jojet Comment

- Yellow pages ad #2 is still out performing same sized ad #1. Recommendation is to decommission Ad #1 come renewal and potentially replace with an ad with a similar strapline to ad#2.
- website optimisation strategy performed at the end of May is yielding an increase in enquiries