

Karl Schumacher Website Summary

Data From Google Analytics

Average session duration

00:01:26

⬇️ -54.0%

Active users

63,067

⬆️ 191.2%

Sessions

70,954

⬆️ 138.7%

Views

162,498

⬇️ -2.0%

Engaged sessions

35,898

⬆️ 59.2%

Views per session

2.29

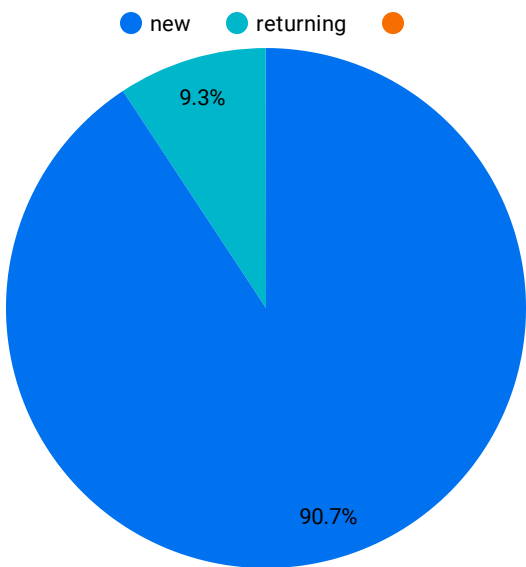
⬇️ -58.9%

Total revenue

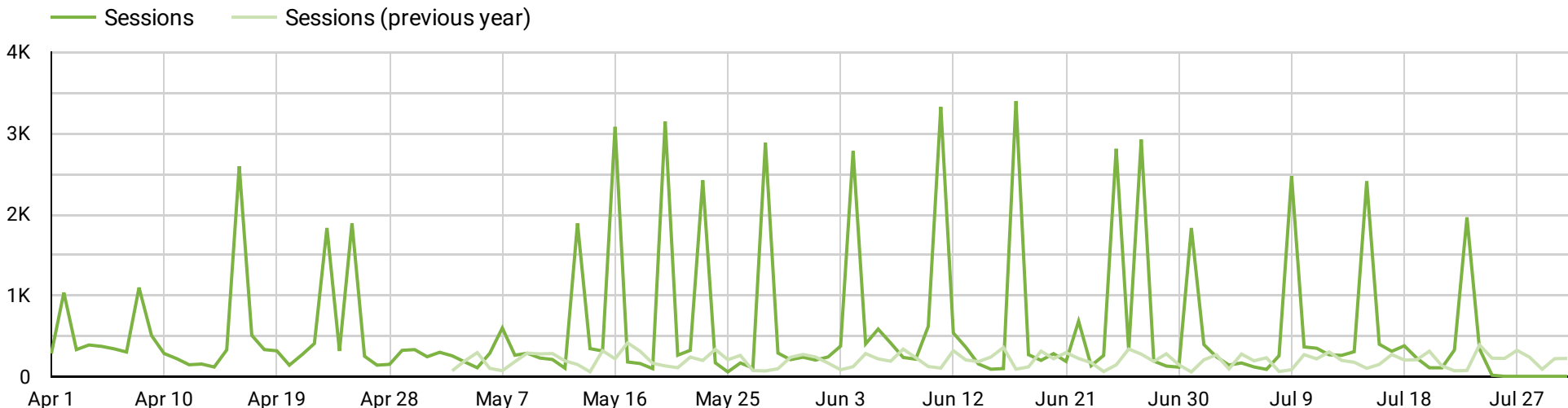
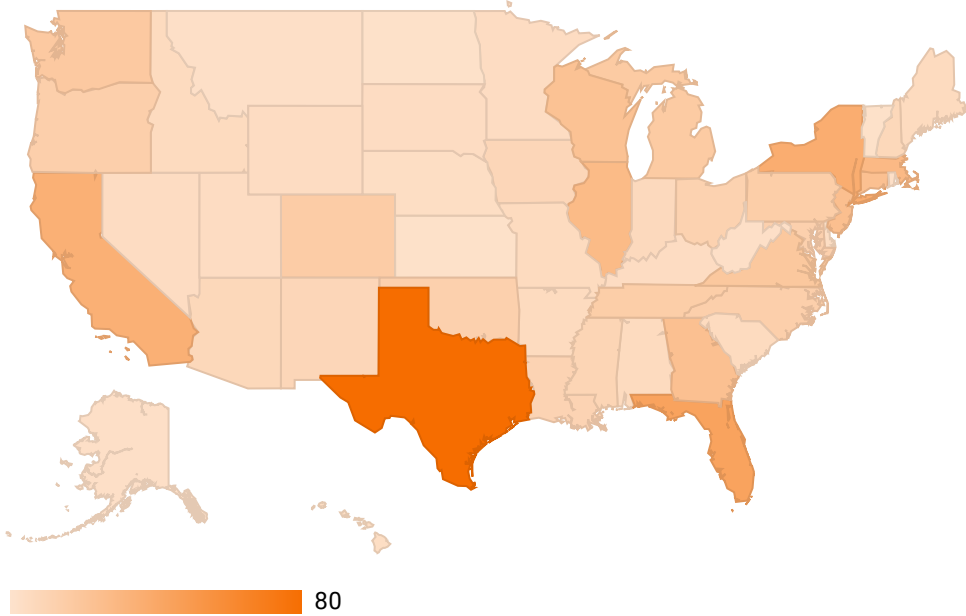
\$390,912.76

⬆️ 10.1%

New vs Returning



Conversions

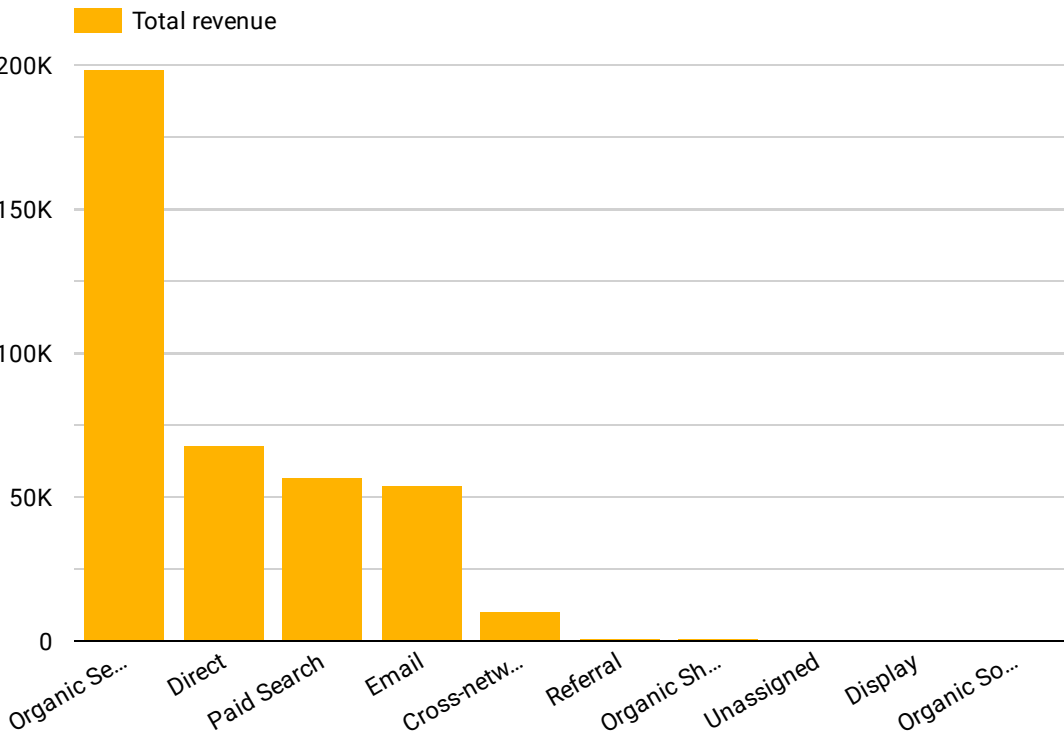
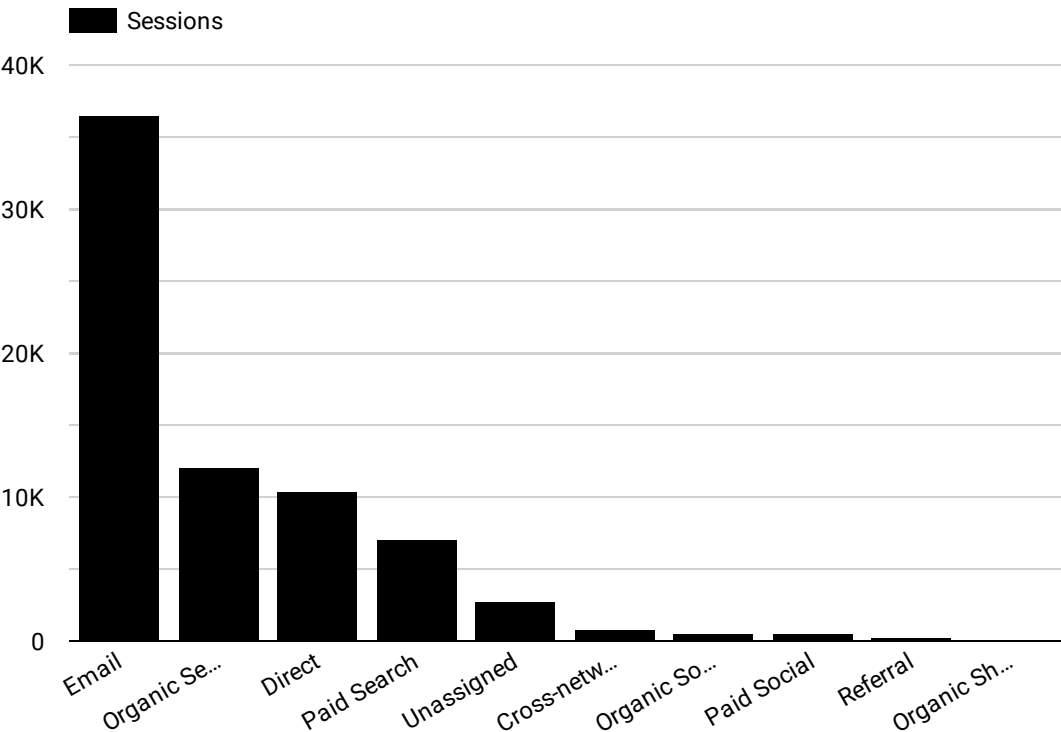


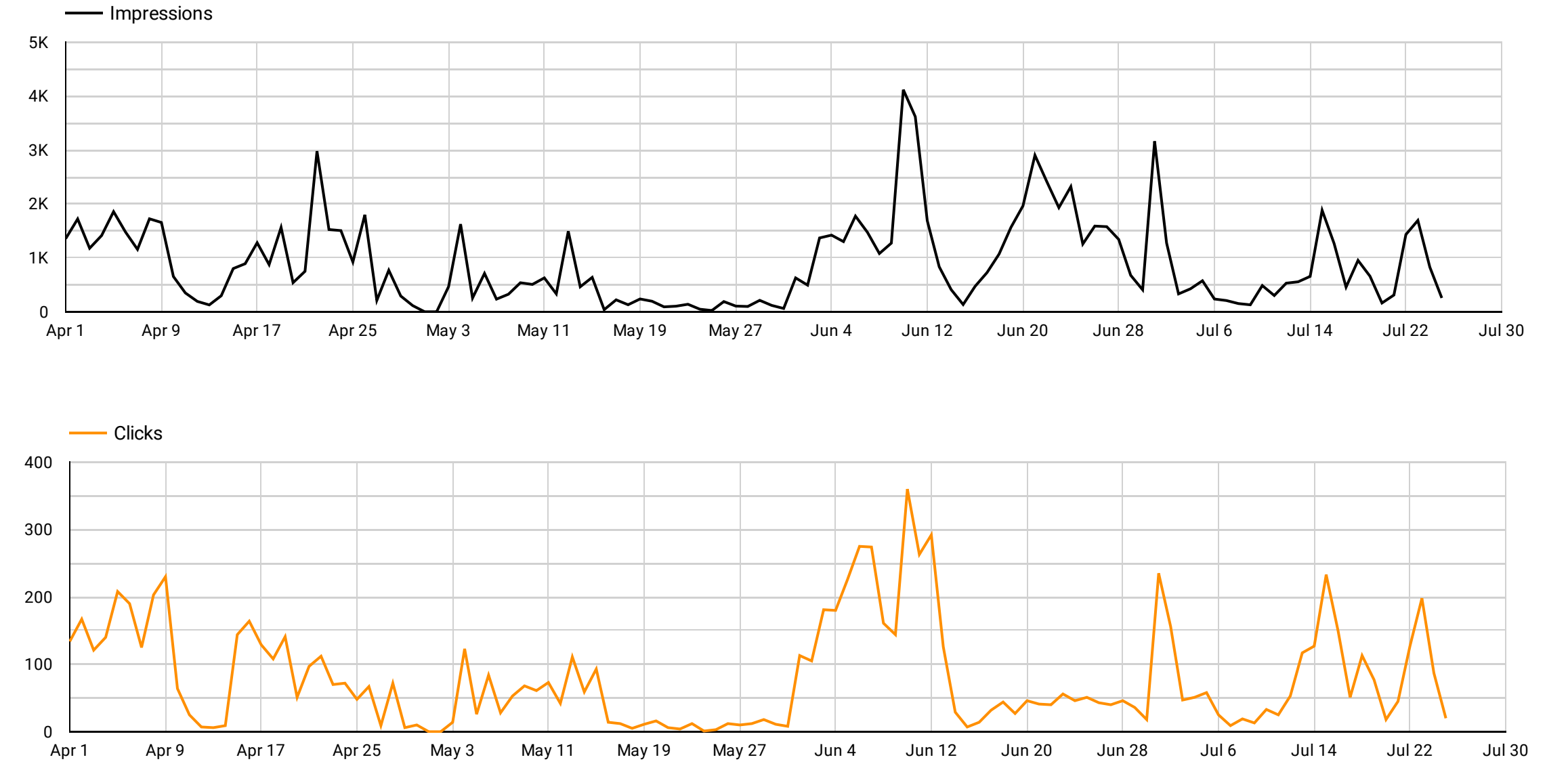
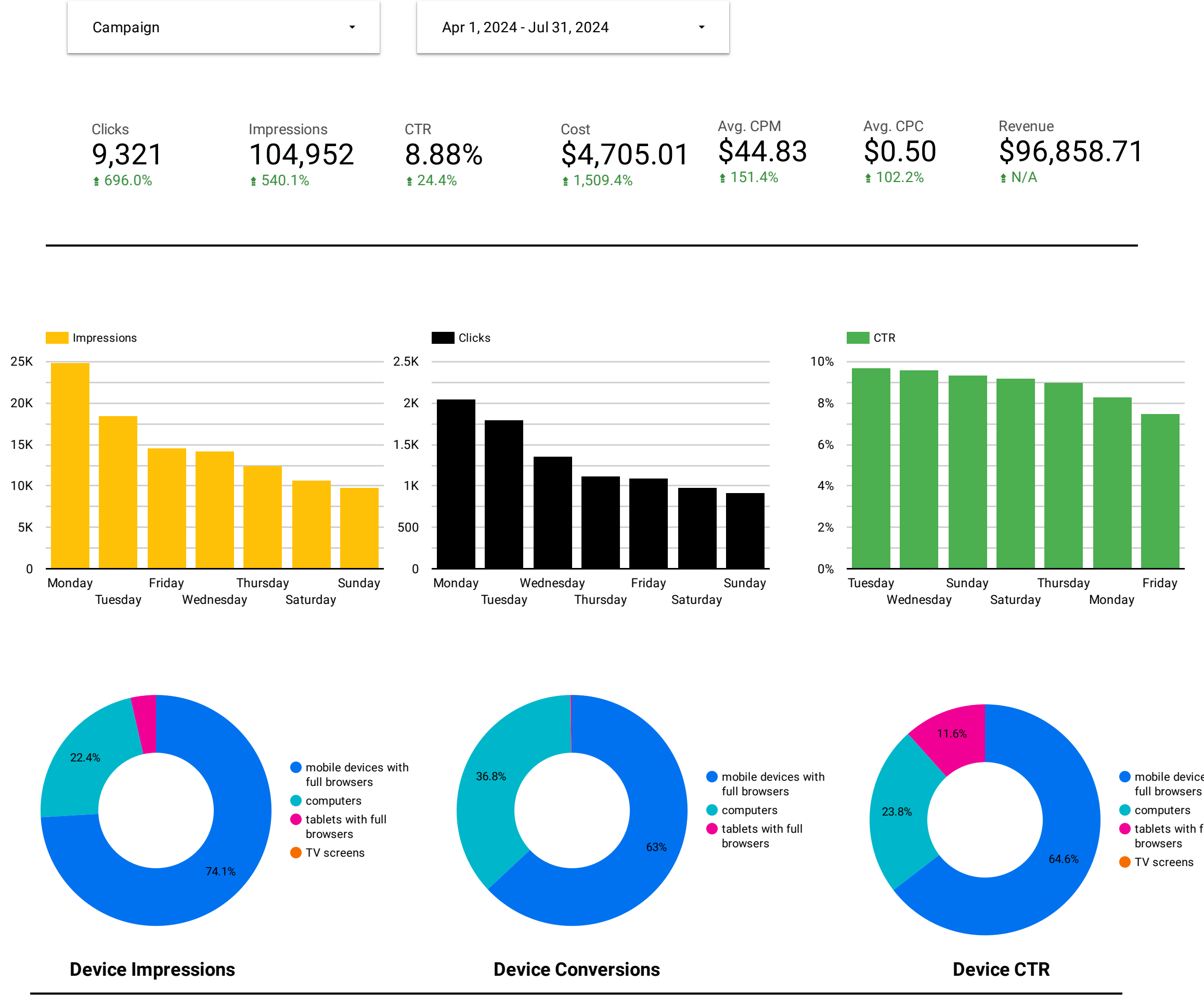
Most Popular Pages

Page title and screen class		Views...	Sessions	Total users
1.	Karl Schumacher: Dental Instruments, Regenerative, Sutures, Burs	32,753	25,615	22,659
2.	Diamond Forceps — Karl Schumacher	6,178	5,932	6,015
3.	Your Shopping Cart — Karl Schumacher	6,115	2,294	1,826
4.	17.007.05 - Sharpened Spade Proximator®, Yellow — Karl Schumacher	5,720	3,795	3,608
5.	Final Sale — Karl Schumacher	4,675	3,991	3,813
6.	17.007.05AE - Aetranox™ Sharpened Spade Proximator®, Yellow — Karl Schumacher	4,577	4,739	4,524
7.	17.007.01 - Small Straight Proximator®, 2.5mm Wide Tip, Green — Karl Schumacher	4,261	2,990	2,795
8.	Proximators Dental Instruments — Karl Schumacher	4,169	3,423	2,995
9.	Dental Elevators - Surgical Instrument by Karl Schumacher	4,106	3,761	3,550
10.	Dental Extraction Forceps — Karl Schumacher	2,949	2,514	2,290
11.	Surgical Dental Instruments - Karl Schumacher	2,813	2,100	1,898
12.	17.008.05 - Distally Angled Sharpened Spade Proximator®, Purple — Karl Schumacher	2,563	2,613	2,489
13.	Account — Karl Schumacher	2,220	908	669

Device category	Views
1. desktop	122,219
2. mobile	39,570
3. tablet	691
4. smart tv	18
Grand total	162,498

Session default channel group	Sessions	% Δ	Engaged sessions	% Δ	Total revenue	% Δ
1. Email	36,576	1,620.4%	16,260	898.8% ⬆️	\$54,482.35	106.0%
2. Organic Search	12,044	-15.7% ⬇️	7,570	-38.8% ⬇️	\$198,662.23	-19.6%
3. Direct	10,438	16.4% ⬆️	5,528	-9.6% ⬇️	\$68,182.23	-43.2%
4. Paid Search	7,039	611.7%	4,963	418.6% ⬆️	\$57,201.45	-
5. Cross-network	844	-	521	-	\$10,471.5	-
6. Organic Social	565	118.1%	153	-38.1% ⬇️	\$0	-100.0%
7. Referral	213	-87.0% ⬇️	112	-81.8% ⬇️	\$955	-58.7%
8. Organic Shopping	139	-68.6% ⬇️	84	-79.7% ⬇️	\$797	-22.6%
9. Display	134	6,600.0%	43	-	\$0	-
10. Paid Social	514	-	43	-	\$0	-
11. Unassigned	2,805	233.1%	5	400.0% ⬆️	\$161	-90.5%





Search keyword		Impressions ▾	Avg. CP...	Clicks	Conversi...	Click conv...	Total conv...
1.	dental tools	52,770	\$56.11	6,134	927.93	15.13%	\$53,233.3
2.	dental instruments	15,086	\$33.38	1,476	197.5	13.38%	\$7,566.65
3.	dental equipment	5,842	\$12.22	251	19	7.57%	\$1,693
4.	dental dentistry	1,526	\$49.29	112	4	3.57%	\$4
5.	dental products	932	\$25.2	20	1	5%	\$1
6.	dental surgery	689	\$54.43	162	12	7.41%	\$12
7.	oral dentist	582	\$43.64	46	0	0%	\$0
8.	dental supplies	408	\$258.43	23	8	34.78%	\$426
9.	sutures	404	\$26.58	7	1	14.29%	\$232
10.	forceps	399	\$68.45	12	0	0%	\$0
11.	dental forceps	388	\$150.12	10	1	5.56%	\$1
12.	Grand total	104,952	\$44.83	9,321	1,474	15.74%	\$96,858.71

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City		Region	Impressions ▾	Avg. CPM	Clicks	Conversions	Click conversion r...	Total conv...
1.	Dallas	Texas	24,498	\$20.48	3,511	580	16.51%	\$1,453
2.	Houston	Texas	9,042	\$22.46	1,040	51	4.9%	\$3,018.14
3.	Austin	Texas	7,583	\$27.74	1,093	31	2.84%	\$31
4.	San Diego	California	5,074	\$12.26	239	6	2.51%	\$6
5.	University Park	Florida	2,957	\$48.21	515	42	8.16%	\$42
6.	New York	New York	2,537	\$54.95	78	10	12.82%	\$7,050.3
7.	Chicago	Illinois	1,578	\$82.42	105	7	6.67%	\$1,437.88
8.	Los Angeles	California	1,420	\$79.01	36	2	5.26%	\$227.94
9.	Portland	Oregon	830	\$80	44	0	0%	\$0
10.	Miami	Florida	776	\$75.99	67	1	1.49%	\$1
11.	Grand total		104,952	\$44.83	9,321	1,474	15.74%	\$96,858.71

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*Data pulled from Klavio
All comparisons are from previous period

Number of Sends	Avg. Sends Per Email	Total Recipients	Unique Clicks	Open Rate	Click Rate
19	35,950.58	683,061	79,084	26.34%	12.59%
📈 72.7%	📉 -5.3%	📈 63.6%	📈 319.5%	📈 41.4%	📈 184.0%

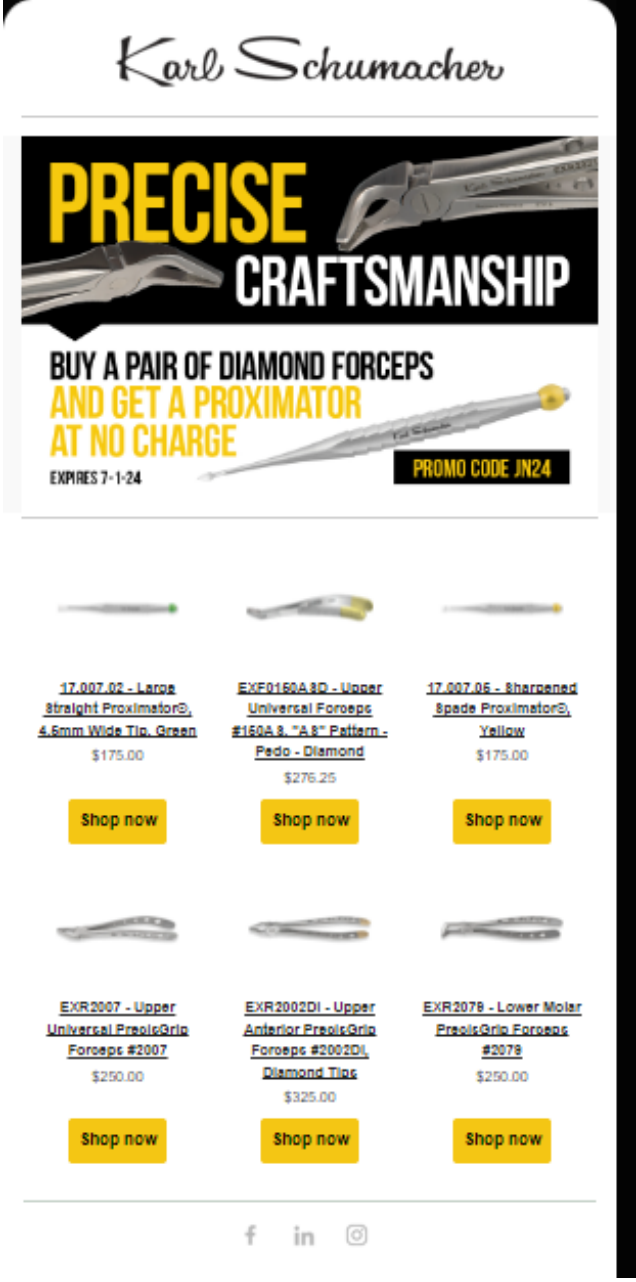
Revenue

\$100,895.33

📈 38.3%

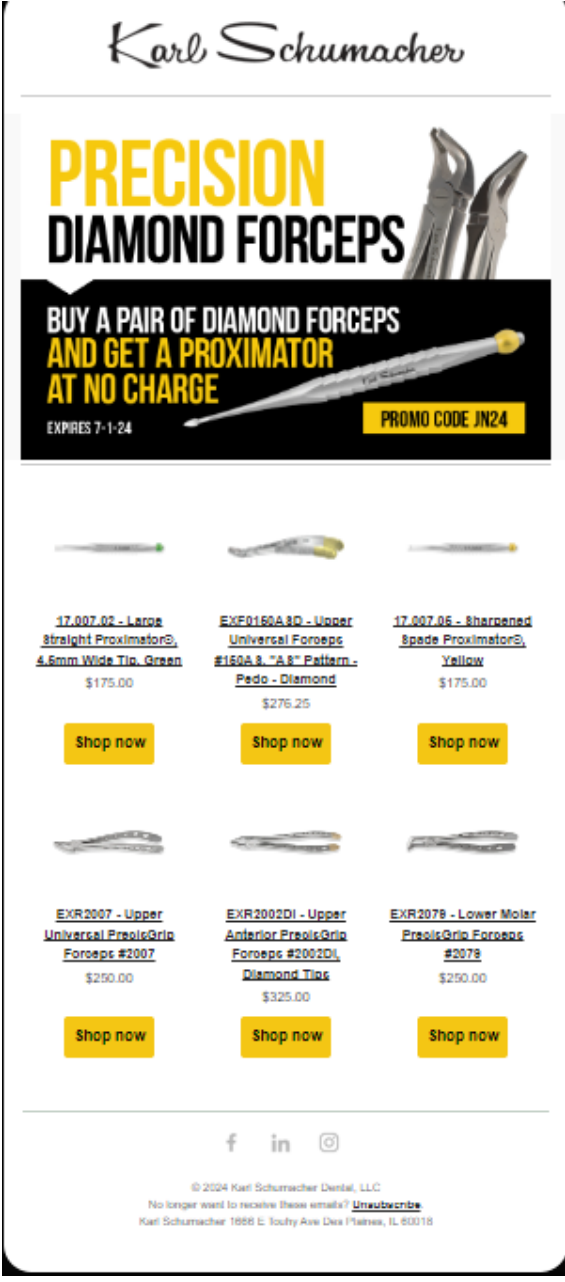
	Campaign Name	Subject	Total Recipient...	Open R...	Revenue	Unique Cli...	Unsubsc...
1.	04/08/2024_A824_A825_...	Buy Sutures, Get Needle Holders	40,718	20.25%	\$1,941.28	3,003	43
2.	04/02/2024_Allograft_Fe...	Best In Class Allograft	40,694	17.23%	\$3,983.71	3,771	41
3.	04/16/2024_SA04_Surgical	15% Off \$500 Or More On Surgical Products	40,656	22.97%	\$8,541.48	4,578	40
4.	04/23/2024_SA04_Surgical	Time's Running Out To Save 15%	40,547	22.17%	\$14,311.11	4,373	40
5.	05/13/2024_10% off whe...	10% Off \$500 Or More	40,456	21.23%	\$8,650.47	4,205	49
6.	04/25/2024_Forceps_Fea...	Shop Forceps. Masterful oral surgery begins here.	40,455	22.44%	\$1,078.17	3,796	43
7.	05/7/2024_Elevators_No ...	Shop Karl Schumacher Elevators	40,388	17.36%	\$3,145.88	2,456	46
8	04/30/2024_SA04_Surgical	Ends Today: Save 15% When You Spend \$500 On Surgical Products	40,309	14.00%	\$8,305.72	2,824	52
		Grand total	683,061	26.34%	\$100,895....	79,084	740

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Send Date: 6/27/24
Subject Line: A Few Days Left: Buy 2 Forceps, Get a Proximator

Open Rate: 39%
Unique Clicks: 3,624
Revenue: \$10,787.01



Send Date: 6/17/24
Subject Line: Buy 2 Diamond Forceps, Get a Proximator at no charge

Open Rate: 37%
Unique Clicks: 10,085
Revenue: \$4,553.81