



FullSpeed Marketing Foundation Repair Client

December 2025 Campaign Performance

FSM Budget: \$7,500



Campaign Overview

288K

Impressions

Total ad impressions
delivered

9,151

Clicks

User engagement with ads

11,364

Sessions

Website visits generated

8,714

Total Users

Unique visitors reached

Performance Metrics

Engagement

- Page Views: 23,160
- Events per Session: 6.3
- New Users: 8,454

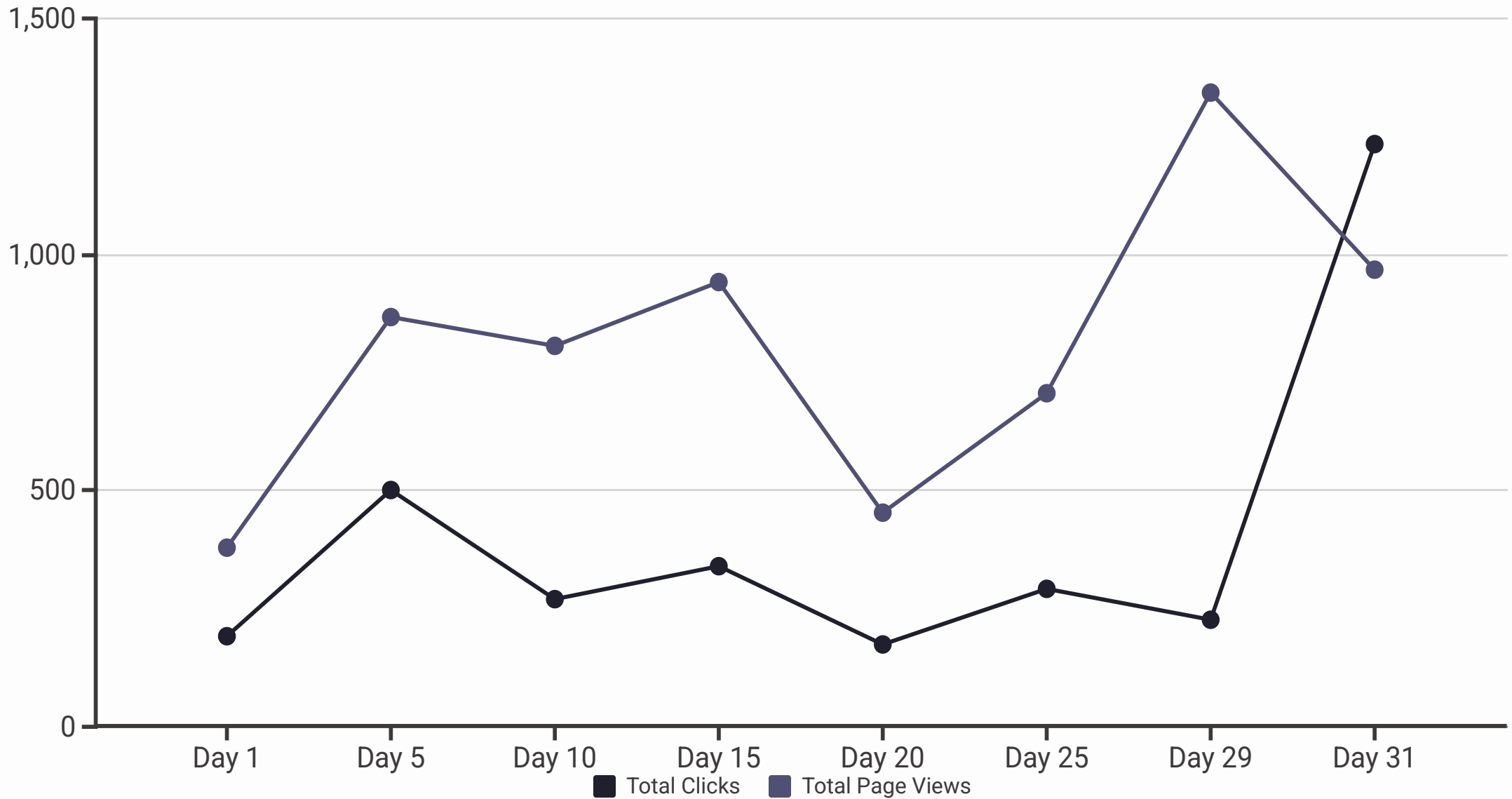
Cost Efficiency

- CPM: \$25.99
- CPC: \$0.82
- Cost per Session: \$0.66



Daily Performance Trends

The campaign showed consistent engagement throughout December, with notable peaks on specific days. Click activity ranged from 100 to 565 daily clicks, while page views fluctuated between 376 and 1,342 views per day.



Day 31 showed exceptional click performance with 1,235 clicks, while Day 29 achieved the highest page views at 1,342.

Traffic Source Performance

Our analysis clearly highlights **FSM Paid** as the **dominant performer** and primary driver of engagement, significantly outpacing other channels in sessions and page views. This leading source has been instrumental in achieving our campaign objectives.

FSM Paid - DOMINANT PERFORMER

11,364 sessions from **8,714 users** with **23,160 page views (55% of total traffic)**

Google Ads

9,634 sessions from 8,244 users with 11,114 page views (26% of total)

Direct Traffic

2,280 sessions from 2,094 users with 2,834 page views (7% of total)

Google Organic

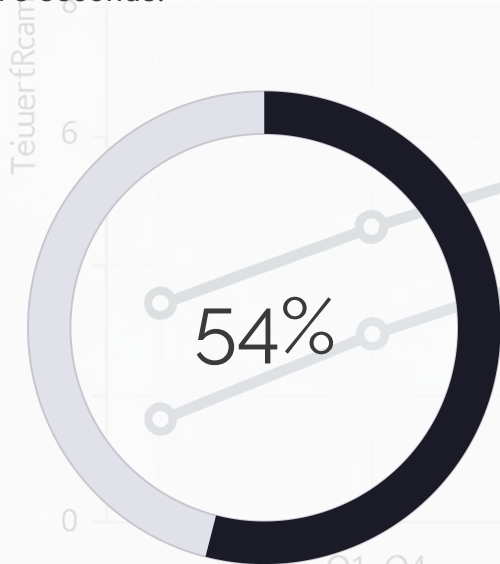
1,008 sessions from 766 users with 1,826 page views (4% of total)



1

FSM Paid Campaign Excellence

The FSM paid campaign consistently delivered **unparalleled results** with an **astounding 203.8% views per day percentage** and a **remarkable 54.2% engagement rate**. FSM Paid **far surpassed** all other channels in user interaction and interest, with users exhibiting **profound interest**, sustaining an impressive average session duration of 4 minutes and 3 seconds.

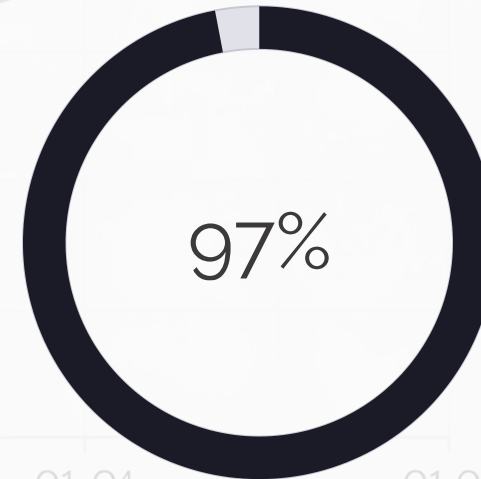


Engagement Rate

2

Dominating User Activity

The campaign **dominated** in generating user activity, producing an **astounding 71,862 total events** across its 11,364 sessions, averaging a **robust 6.3 events per session**. Crucially, this culminated in a truly **exceptional 2,091 conversions**, **unquestionably** positioning FSM Paid as the **supreme performer** and **primary conversion engine** that **far exceeded** any other channel's contribution.



New Users

Secondary Traffic Sources



Yahoo Organic

806 sessions with 55.8% engagement rate and 62 conversions



Facebook Paid

340 sessions with 29.4% engagement rate and 54 conversions



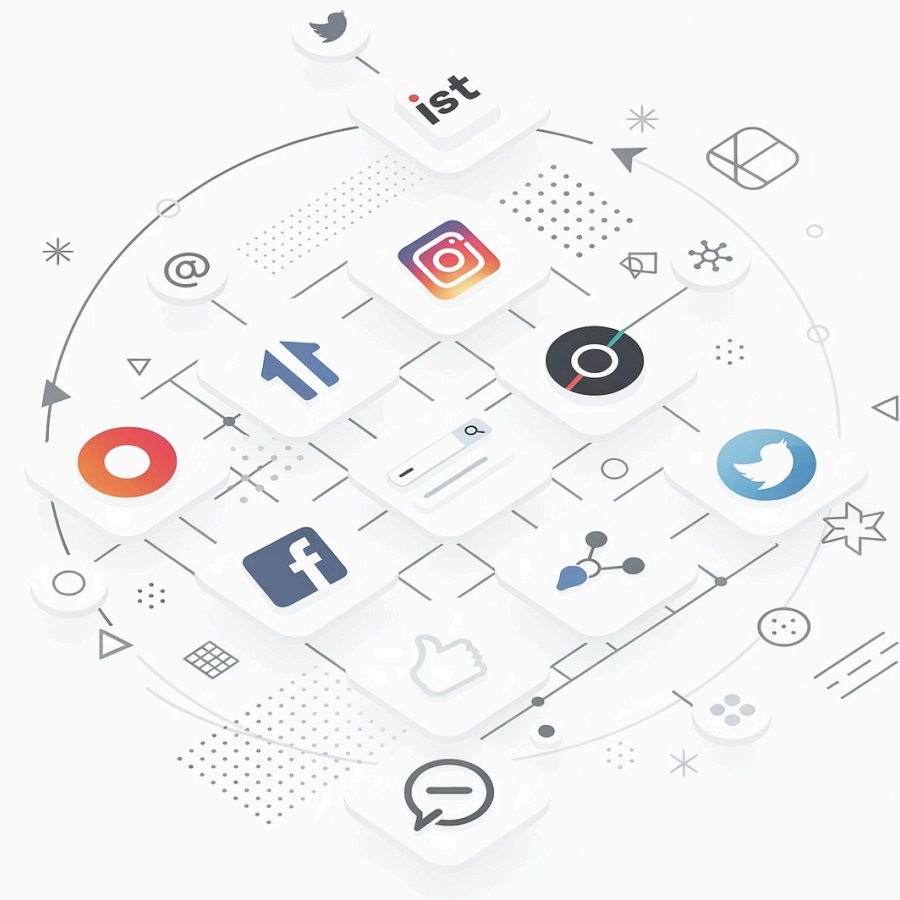
Bing Organic

178 sessions with impressive 70.8% engagement rate and 34 conversions



Instagram Paid

36 sessions with 33.3% engagement rate and 6 conversions





Key Takeaways



FSM Dominance & Conversion Powerhouse

FSM paid traffic spearheaded the campaign, delivering a commanding 55% of all page views and an astounding 2,091 conversions—nearly 4x more than Google Ads' 538 conversions. FSM is clearly our primary growth driver.



Strategic Spend Optimization

With an impressive \$0.66 cost per session and \$0.82 CPC, our overall budget utilization across all channels was highly efficient, maximizing reach and impact.



Expanded Audience Reach

Beyond FSM's leading role, supplementary channels like direct traffic and Google Ads contributed significantly to audience expansion, with 97% new user rate from direct traffic and 94% from Google Ads.

The December campaign was an overwhelming success, generating 11,364 sessions within the \$7,500 budget. This showcases FSM's exceptional ROI and the strategic contribution of all channels to robust user engagement.