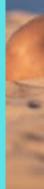
Yoga







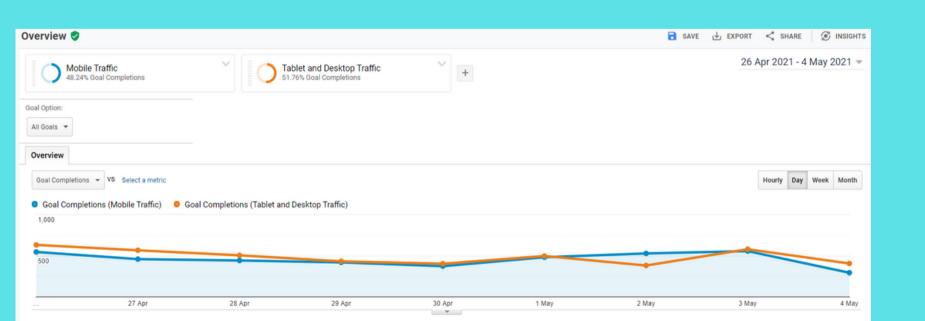
- **O1** Google Analytic: Sale Goals
- **O**2 Course Funnels
- **03** Social media: Organic Campaign





Thebase

Goal Completions Mobile Traffic 4,101 Tablet and Desktop Traffic 4,401	Goal Value Mobile Traffic US\$0.00 Tablet and Desktop Traffic US\$0.00	Goal Conversion Rate Mobile Traffic 53.14% Tablet and Desktop Traffic 82.49%	Total Abandonment Rate Mobile Traffic 41.59% Tablet and Desktop Traffic 31.47%	Course check out confirmation (Goal 1 Completions) Mobile Traffic 82 Tablet and Desktop Traffic 62	Check out page - no paid yet (Goal 2 Completions) Mobile Traffic 412 Tablet and Desktop Traffic 248	Slim doel (Goal 3 Completions) Mobile Traffic 180 Tablet and Desktop Traffic 335
Purchase - BIC - April 24 2021 (Goal 4 Completions) Mobile Traffic 1 Tablet and Desktop Traffic 1	Purchase - BIC - May 29 2021 (Goal 5 Completions) Mobile Traffic 2 Tablet and Desktop Traffic 1	Course overview page view (Goal 6 Completions) Mobile Traffic 233 Tablet and Desktop Traffic 246	View time old website (Goal 7 Completions) Mobile Traffic 1,064 Tablet and Desktop Traffic 1,356	Screens per session - Old website (Goal 8 Completions) Mobile Traffic 1,819 Tablet and Desktop Traffic 1,904	Purchase - Essentials (Goal 9 Completions) Mobile Traffic 12 Tablet and Desktop Traffic 7	Purchase - Breath is life (Goal 10 Completions) Mobile Traffic 44 Tablet and Desktop Traffic 29
Purchase - Qigong (Goal 11 Completions) Mobile Traffic 7 Tablet and Desktop Traffic 6	Purchase - Meditation (Goal 12 Completions) Mobile Traffic 3 Tablet and Desktop Traffic 6	Purchase - 40 days of transformation (Goal 13 Completions) Mobile Traffic 4 Tablet and Desktop Traffic 5	Purchase - 40 days of transformation + Essentials (Goal 14 Completions) Mobile Traffic 1 Tablet and Desktop Traffic 3	Purchase - 40 days of transformation + All courses (Goal 15 Completions) Mobile Traffic 2 Tablet and Desktop Traffic 2	Purchase - Breath is life via Breathwork Instructor (Goal 16 Completions) Mobile Traffic 44 Tablet and Desktop Traffic 29	Newsletter sign up (Goal 17 Completions) Mobile Traffic 158 Tablet and Desktop Traffic 153



01

02

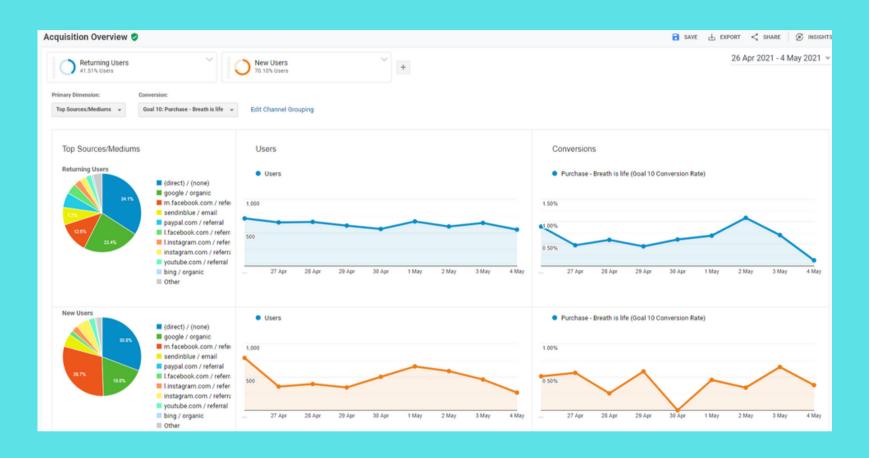
03

A particular attention has been paid between mobile vs desktop

Goals overview setup and goal Purchases for each online course

The conversion has been also tracked via these two segments

Iterative processes



Aquisition & Source medium are
O1 foundamental to give your
strategies directions

uisition				Benaviour			Conversions		
	New Users	+	Sessions	Bounce Rate 4	Pages/Session 4	Avg. Session # Duration	Goal 10	Goal 10 Completion	Goal 1
2,576 4,350	4	0 4,353	8,683 4,353	41.92% 60.23%	3.72 2.37	00:07:50 00:02:18	0.63% 0.41%	55 18	
931 1,340				44.15% 53.99%			0.03% 0.30%	•	
639 811	-			33.55% 23.12%			0.41% 1.35%	-	
344 1,294	-			72.27% 85.63%			1.09% 0.00%		
197 229				52.26% 71.62%			0.00% 0.00%		
167 1	•			33.81% 100.00%			4.31% 0.00%		
120 84				33.49% 59.52%			0.23%		ve notifi
77 114				52.90% 64.91%			s s	vergreen Media EO-Check allgei.d	le: In 1
68 236	•			54.88% 77.54%				op-Wachstumshe www.youtube.com	beln
65 107	l			56.99% 40.19%				Close	-

ACQU

Users

Returning Users

New Users •

(direct) / (none)

2 🔳 google / organic

4 🗧 sendinblue / email

5 🔳 paypal.com / referral

6 I.facebook.com / referral

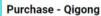
I.instagram.com / referral

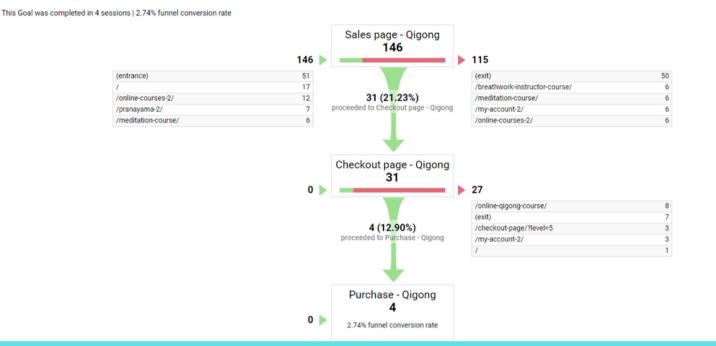
instagram.com / referral

9 voutube.com / referral

m.facebook.com / referra

Sale Funnels & Optimization

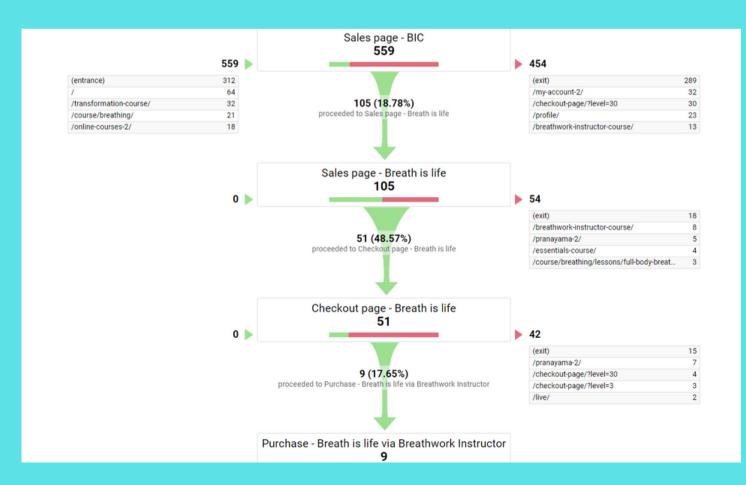






01

02



UX experience with SEA + SEO and content strategy

direct action on the onpage and/or landing page

Qui Gong campaign



michaelbijker The mind-body practices of Tai Chi and Qi Gong have numerous health benefits.

This week I will be focusing on and preparing you for the upcoming Free Live Session on Saturday, on World Tai Chi and QiGong Day - Sign up for the newsletters or follow me on social media to get your notification.

Tai chi is often described as "meditation in motion," and its health benefits are countless.

As last year our "health topics" have been more popular than ever. And not only physical health, but our mental... More

♡ 190	7 3		39	
Interactio	ons			
		31		
A	ctions take	en fron	n this post	t
Profile visits				28
Website click	3			
Discovery	/			
	3	,982		
	Accour	nts rea	ached	
	12% weren	't follo	wing you	
Follows				
Reach				3,982

01

02

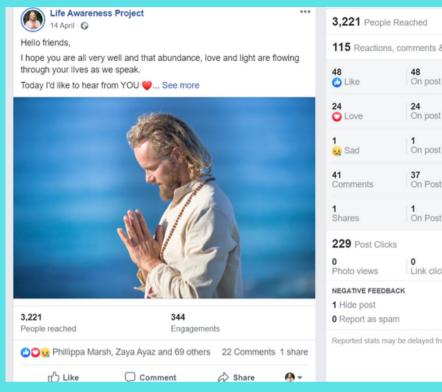


Post performance				
Interactions (i)				
23				
Actions taken from this story				
Link clicks	22			
Profile visits	1			
639 Accounts reached with this stor	у			
Impressions	636			
Follows	0			
Navigation	706			
Back	64			
Forwards	508			

Community Engagement, Social interaction and drive traffic

Set Objectives and increasing conversion

Transformation Campaign



3,221 People	Reached	
115 Reactions	, comments & share	es î
48	48	0
C Like	On post	On shares
24	24	0
Co Love	On post	On shares
1	1	0
🙀 Sad	On post	On shares
41	37	4
Comments	On Post	On Shares
1	1	0
Shares	On Post	On Shares
229 Post Click	s	
0	0	229
Photo views	Link clicks	Other Clicks (1)
NEGATIVE FEEDBA		
1 Hide post	O Liele	e all posts

01

02

michaelbijker Hello friends,

I hope you are all very well and that abundance, love and light are flowing through your lives as we speak.

Today I'd like to hear from YOU 💙

& How Breathwork, Movement and Mind Training Leads to Transformation 🏪 💓

We would like to share the 7-Day Essentials Course + 40 Days of Transformation Course for 70EUR instead of 129EUR by participating* here!

We will share 50 coupons to do it for this price for those that can participate in answering 3 questions.

· · · ·	
Interactions	
27	
Actions taken from this post	
Profile visits	24
Emails	2

♡ 193 □ 21 □ 5

Discovery

Website clicks

4,227 Accounts reached 13% weren't following you 1

Follows

Social Listening and increasing number of followers

Social reach and content driven visits

LOVE YOURSELF

Take time for your body and mind

MICHAEL BIJKER LIFE AWARENESS PROJECT

