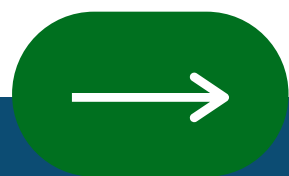


Marketing

# GNF Reporting

30 day lookback





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**Part 4**

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**Part 5**

**Google My Business**

# Website Data - Google Analytics

Site Updates

Overall Traffic

Top Pages

Website Updates & Additions

June vs. July comparison

# Website Summary

- New Pages were Created & Existing ones updated
- Web traffic and time on site went up by about 5%
- More actions will be tracked on site, like Zocdoc clicks, calls, and form submissions

# Site Update Summary



## **Dr Janelle Luk -**

In the Media  
(all doctors pages to  
be updated shortly)

## **All Pages -**

Patient Portal and  
Book Online buttons  
added to Top Bar

## **All Pages -**

Navigate to Top  
button added

## **All Doctor's Pages -**

ZocDoc Booking  
button added

## **Dr Luk & Hade -**

Social Media buttons  
added to headers

## **MeetOurTeam/Lab Personnel -**

New Images & Bios

## **Finance Pages -**

9 Pages all reworked  
and updated

## **Success Stories -**

Page Created

## **Press/Blog -**

NYT Article added

## **Live Videos & Youtube -**

IG Live with Alicia  
Lombardini added

## **Egg Freezing -**

Scheduling button added,  
Ovarian Stimulation graphic  
update, general page  
function reworked

## **IVF Pages (x3) -**

Timeline Graphics updated

## **Uterine Testing -**

ERA/HRT Graphics  
updated, buttons added  
for easy navigation

## **Heart to Heart Podcast -**

Page Created

## **Fertility Friends -**

Photos and Bios  
collected - Page  
Rework In Process

## **PRP Page -**

In Process

## **Egg Fertility Timeline -**

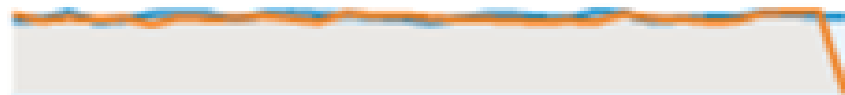
In Process

# June vs. July Growth

Number of Sessions per User

**2.23%**

1.52 vs 1.48



Pageviews

**5.71%**

9,090 vs 8,599



Pages / Session

**4.39%**

2.03 vs 1.95



Avg. Session Duration

**3.03%**

00:01:51 vs 00:01:47



Bounce Rate

**-3.11%**

59.61% vs 61.52%



Sessions

**1.27%**

4,469 vs 4,413





Secondary Dimension: **Page** Page Title Other

Plot Rows: Secondary dimension Sort Type: Default

advanced

Page ?	Pageviews ? ↓	Unique Pageviews ?	Avg. Time on Page ?	Entrances ?	Bounce Rate ?	% Exit ?
	9,090 % of Total: 100.00% (9,090)	7,748 % of Total: 100.00% (7,748)	00:01:47 Avg for View: 00:01:47 (0.00%)	4,460 % of Total: 100.00% (4,460)	59.61% Avg for View: 59.61% (0.00%)	49.06% Avg for View: 49.06% (0.00%)
1. /	3,254 (35.80%)	2,787 (35.97%)	00:01:39	2,710 (60.76%)	58.75%	58.88%
2. /contactus/	445 (4.90%)	323 (4.17%)	00:01:52	70 (1.57%)	64.29%	43.82%
3. /aboutus/	375 (4.13%)	310 (4.00%)	00:01:45	102 (2.29%)	72.55%	45.07%
4. /aboutus/dr-janelle-luk/	355 (3.91%)	308 (3.98%)	00:02:19	183 (4.10%)	57.30%	50.70%
5. /aboutus/dr-jesse-hade/	270 (2.97%)	246 (3.18%)	00:02:13	180 (4.04%)	65.00%	57.41%
6. /our-services/	215 (2.37%)	179 (2.31%)	00:01:17	29 (0.65%)	55.17%	26.51%
7. /aboutus/laboratory-personnel/	181 (1.99%)	153 (1.97%)	00:02:08	48 (1.08%)	70.83%	54.70%
8. /aboutus/dr-edward-j-nejat/	176 (1.94%)	156 (2.01%)	00:03:24	69 (1.55%)	57.97%	50.00%
9. /finance-terms/	164 (1.80%)	127 (1.64%)	00:01:10	19 (0.43%)	73.68%	32.32%
10. /?lang=zh-hans	160 (1.76%)	124 (1.60%)	00:00:25	46 (1.03%)	6.52%	28.12%

# Top 10 Webpages in July

# Top 10 search queries in July

Search Query <sup>?</sup>	Clicks <sup>?</sup> ↓	Impressions <sup>?</sup>	CTR <sup>?</sup>	Average Position <sup>?</sup>
	<b>883</b> % of Total: 60.07% (1,470)	<b>78,639</b> % of Total: 89.64% (87,727)	<b>1.12%</b> Avg for View: 1.68% (-32.99%)	<b>39</b> Avg for View: 37 (6.39%)
1. generation next fertility	<b>413</b> (46.77%)	<b>1,258</b> (1.60%)	<b>32.83%</b>	<b>2.0</b>
2. generation next	<b>92</b> (10.42%)	<b>2,032</b> (2.58%)	<b>4.53%</b>	<b>6.1</b>
3. generation fertility	<b>43</b> (4.87%)	<b>358</b> (0.46%)	<b>12.01%</b>	<b>3.0</b>
4. janelle luk	<b>31</b> (3.51%)	<b>110</b> (0.14%)	<b>28.18%</b>	<b>2.0</b>
5. next generation fertility	<b>26</b> (2.94%)	<b>119</b> (0.15%)	<b>21.85%</b>	<b>3.1</b>
6. requirements to donate eggs	<b>22</b> (2.49%)	<b>443</b> (0.56%)	<b>4.97%</b>	<b>39</b>
7. egg donation nyc	<b>13</b> (1.47%)	<b>663</b> (0.84%)	<b>1.96%</b>	<b>8.2</b>
8. dr luk generation next	<b>12</b> (1.36%)	<b>28</b> (0.04%)	<b>42.86%</b>	<b>2.1</b>
9. dr janelle luk	<b>11</b> (1.25%)	<b>77</b> (0.10%)	<b>14.29%</b>	<b>2.1</b>
10. dr luk fertility	<b>10</b> (1.13%)	<b>33</b> (0.04%)	<b>30.30%</b>	<b>2.0</b>





# Referral Sources

<input type="checkbox"/>	Default Channel Grouping	Acquisition			Behavior		
		Users <sup>?</sup> ↓	New Users <sup>?</sup>	Sessions <sup>?</sup>	Bounce Rate <sup>?</sup>	Pages / Session <sup>?</sup>	Avg. Session Duration <sup>?</sup>
		2,946 % of Total: 100.00% (2,946)	2,712 % of Total: 100.04% (2,711)	4,469 % of Total: 100.00% (4,469)	59.61% Avg for View: 59.61% (0.00%)	2.03 Avg for View: 2.03 (0.00%)	00:01:51 Avg for View: 00:01:51 (0.00%)
<input type="checkbox"/>	1. Organic Search	1,305 (42.86%)	1,091 (40.23%)	2,078 (46.50%)	50.82%	2.35	00:02:20
<input type="checkbox"/>	2. Direct	1,176 (38.62%)	1,132 (41.74%)	1,569 (35.11%)	72.15%	1.59	00:01:06
<input type="checkbox"/>	3. Paid Search	402 (13.20%)	336 (12.39%)	624 (13.96%)	57.69%	2.00	00:01:56
<input type="checkbox"/>	4. Social	113 (3.71%)	110 (4.06%)	116 (2.60%)	62.07%	1.87	00:01:24
<input type="checkbox"/>	5. Referral	48 (1.58%)	42 (1.55%)	81 (1.81%)	53.09%	2.98	00:03:26
<input type="checkbox"/>	6. (Other)	1 (0.03%)	1 (0.04%)	1 (0.02%)	100.00%	1.00	00:00:00

# Google Analytics - Top 10 pages comparison between June/July

# Home Page, Contact Us, About Us, Dr. Luk

Page	Pageviews ↓	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
	<b>5.71%</b> ↑ 9,090 vs 8,599	<b>6.88%</b> ↑ 7,748 vs 7,249	<b>5.57%</b> ↓ 00:01:47 vs 00:01:53	<b>1.13%</b> ↑ 4,460 vs 4,410	<b>3.11%</b> ↓ 59.61% vs 61.52%	<b>4.33%</b> ↓ 49.06% vs 51.29%	<b>0.00%</b> \$0.00 vs \$0.00
1. /							
Jul 1, 2021 - Jul 31, 2021	<b>3,254</b> (35.80%)	<b>2,787</b> (35.97%)	00:01:39	<b>2,710</b> (60.76%)	58.75%	58.88%	<b>\$0.00</b> (0.00%)
Jun 1, 2021 - Jun 30, 2021	<b>3,217</b> (37.41%)	<b>2,710</b> (37.38%)	00:02:05	<b>2,656</b> (60.23%)	61.54%	60.62%	<b>\$0.00</b> (0.00%)
<b>% Change</b>	<b>1.15%</b>	<b>2.84%</b>	<b>-20.55%</b>	<b>2.03%</b>	<b>-4.53%</b>	<b>-2.86%</b>	<b>0.00%</b>
2. /contactus/							
Jul 1, 2021 - Jul 31, 2021	<b>445</b> (4.90%)	<b>323</b> (4.17%)	00:01:52	<b>70</b> (1.57%)	64.29%	43.82%	<b>\$0.00</b> (0.00%)
Jun 1, 2021 - Jun 30, 2021	<b>355</b> (4.13%)	<b>241</b> (3.32%)	00:01:54	<b>40</b> (0.91%)	63.41%	42.25%	<b>\$0.00</b> (0.00%)
<b>% Change</b>	<b>25.35%</b>	<b>34.02%</b>	<b>-0.97%</b>	<b>75.00%</b>	<b>1.37%</b>	<b>3.71%</b>	<b>0.00%</b>
3. /aboutus/							
Jul 1, 2021 - Jul 31, 2021	<b>375</b> (4.13%)	<b>310</b> (4.00%)	00:01:45	<b>102</b> (2.29%)	72.55%	45.07%	<b>\$0.00</b> (0.00%)
Jun 1, 2021 - Jun 30, 2021	<b>298</b> (3.47%)	<b>242</b> (3.34%)	00:01:37	<b>68</b> (1.54%)	66.18%	42.28%	<b>\$0.00</b> (0.00%)
<b>% Change</b>	<b>25.84%</b>	<b>28.10%</b>	<b>8.65%</b>	<b>50.00%</b>	<b>9.63%</b>	<b>6.59%</b>	<b>0.00%</b>
4. /aboutus/dr-janelle-luk/							
Jul 1, 2021 - Jul 31, 2021	<b>355</b> (3.91%)	<b>308</b> (3.98%)	00:02:19	<b>183</b> (4.10%)	57.30%	50.70%	<b>\$0.00</b> (0.00%)
Jun 1, 2021 - Jun 30, 2021	<b>266</b> (3.09%)	<b>232</b> (3.20%)	00:02:14	<b>143</b> (3.24%)	55.94%	51.13%	<b>\$0.00</b> (0.00%)
<b>% Change</b>	<b>33.46%</b>	<b>32.76%</b>	<b>3.16%</b>	<b>27.97%</b>	<b>2.42%</b>	<b>-0.83%</b>	<b>0.00%</b>

# Dr. Hade, Services, Lab, Dr. Nejat

5. <a href="/aboutus/dr-jesse-hade/">/aboutus/dr-jesse-hade/</a>								
Jul 1, 2021 - Jul 31, 2021	270 (2.97%)	246 (3.18%)	00:02:13	180 (4.04%)	65.00%	57.41%	\$0.00 (0.00%)	
Jun 1, 2021 - Jun 30, 2021	153 (1.78%)	140 (1.93%)	00:02:07	48 (1.09%)	75.00%	54.90%	\$0.00 (0.00%)	
<b>% Change</b>	<b>76.47%</b>	<b>75.71%</b>	<b>4.84%</b>	<b>275.00%</b>	<b>-13.33%</b>	<b>4.56%</b>	<b>0.00%</b>	
6. <a href="/our-services/">/our-services/</a>								
Jul 1, 2021 - Jul 31, 2021	215 (2.37%)	179 (2.31%)	00:01:17	29 (0.65%)	55.17%	26.51%	\$0.00 (0.00%)	
Jun 1, 2021 - Jun 30, 2021	242 (2.81%)	203 (2.80%)	00:01:07	44 (1.00%)	65.91%	35.95%	\$0.00 (0.00%)	
<b>% Change</b>	<b>-11.16%</b>	<b>-11.82%</b>	<b>14.09%</b>	<b>-34.09%</b>	<b>-16.29%</b>	<b>-26.26%</b>	<b>0.00%</b>	
7. <a href="/aboutus/laboratory-personnel/">/aboutus/laboratory-personnel/</a>								
Jul 1, 2021 - Jul 31, 2021	181 (1.99%)	153 (1.97%)	00:02:08	48 (1.08%)	70.83%	54.70%	\$0.00 (0.00%)	
Jun 1, 2021 - Jun 30, 2021	105 (1.22%)	95 (1.31%)	00:01:07	38 (0.86%)	81.58%	55.24%	\$0.00 (0.00%)	
<b>% Change</b>	<b>72.38%</b>	<b>61.05%</b>	<b>89.00%</b>	<b>26.32%</b>	<b>-13.17%</b>	<b>-0.98%</b>	<b>0.00%</b>	
8. <a href="/aboutus/dr-edward-j-nejat/">/aboutus/dr-edward-j-nejat/</a>								
Jul 1, 2021 - Jul 31, 2021	176 (1.94%)	156 (2.01%)	00:03:24	69 (1.55%)	57.97%	50.00%	\$0.00 (0.00%)	
Jun 1, 2021 - Jun 30, 2021	169 (1.97%)	152 (2.10%)	00:02:25	83 (1.88%)	62.65%	48.52%	\$0.00 (0.00%)	

# Finance Terms & Chinese Site

<b>% Change</b>	<b>4.14%</b>	<b>2.63%</b>	<b>40.34%</b>	<b>-16.87%</b>	<b>-7.47%</b>	<b>3.05%</b>	<b>0.00%</b>
9. <a href="/finance-terms/">/finance-terms/</a>							
Jul 1, 2021 - Jul 31, 2021	<b>164</b> (1.80%)	<b>127</b> (1.64%)	00:01:10	<b>19</b> (0.43%)	73.68%	32.32%	<b>\$0.00</b> (0.00%)
Jun 1, 2021 - Jun 30, 2021	<b>174</b> (2.02%)	<b>127</b> (1.75%)	00:00:47	<b>17</b> (0.39%)	52.94%	24.14%	<b>\$0.00</b> (0.00%)
<b>% Change</b>	<b>-5.75%</b>	<b>0.00%</b>	<b>49.55%</b>	<b>11.76%</b>	<b>39.18%</b>	<b>33.89%</b>	<b>0.00%</b>
10. <a href="/?lang=zh-hans">/?lang=zh-hans</a>							
Jul 1, 2021 - Jul 31, 2021	<b>160</b> (1.76%)	<b>124</b> (1.60%)	00:00:25	<b>46</b> (1.03%)	6.52%	28.12%	<b>\$0.00</b> (0.00%)
Jun 1, 2021 - Jun 30, 2021	<b>122</b> (1.42%)	<b>77</b> (1.06%)	00:00:30	<b>34</b> (0.77%)	11.76%	25.41%	<b>\$0.00</b> (0.00%)
<b>% Change</b>	<b>31.15%</b>	<b>61.04%</b>	<b>-18.89%</b>	<b>35.29%</b>	<b>-44.57%</b>	<b>10.69%</b>	<b>0.00%</b>

# Google & Facebook Ads



1 Egg Donor

2 Web

3 Dr. Hade

# Ad Summary

- Spend will be shifted more to Google due to Facebook's restrictions and policies
- Main web campaign budget will be shifted to egg freezing promotion
- Google will be sole paid driver of egg donor campaign until further notice
- Almost 40 new egg donor applications with less than \$1500 ad spend in one month
- Egg freezing campaign launched 8/4/21

# Google Ads – Egg Donor Summary



<input type="checkbox"/>	<input checked="" type="radio"/>	Ad	Clicks	↓ Impr.	CTR	Avg. CPC	Cost
<input type="checkbox"/>	<input checked="" type="radio"/>	<p>Generation Next Fertility   Join Our Donor Egg Database   Donor Pregnancy   Fertility +12...  <a href="http://www.generationnextfertility.com">www.generationnextfertility.com</a>                      Generation Next Fertility is currently looking for egg donors! Earn at LEAST \$8500! Donate...  <a href="#">View assets details</a></p>	125	4,739	2.64%	\$4.93	\$616.82
<input type="checkbox"/>	<input checked="" type="radio"/>	<p>Donate Your Eggs In NYC   Become An Egg Donor in NYC   Apply To Be An Egg Donor +1...  <a href="http://www.generationnextfertility.com">www.generationnextfertility.com</a>                      Become an Egg Donor   Egg Donation in NYC   Get Paid \$8500   Generation Next Fertility...  <a href="#">View assets details</a></p>	84	3,312	2.54%	\$4.63	\$389.09
<input type="checkbox"/>	<input checked="" type="radio"/>	<p>Earn Up to \$24,000   Sell Eggs   NYC Egg Bank   Sell Your Eggs   Generation Next Fertility +1...  <a href="http://www.generationnextfertility.com">www.generationnextfertility.com</a>                      Click Here to Become an Egg Donor at Generation Next Fertility. Earn Up to \$24,000...  <a href="#">View assets details</a></p>	38	1,145	3.32%	\$4.41	\$167.56
Total: Ads			247	9,196	2.69%	\$4.75	\$1,173.47



# Top 5 Google Ad Keywords – Egg Donor

<input type="checkbox"/>	<input checked="" type="radio"/>	Keyword	Match type	Final URL	Clicks	Impr.	CTR	Avg. CPC	↓ Cost
		Total: All but removed keyw... <sup>?</sup>			235	5,749	4.09%	\$4.94	\$1,159.93
<input type="checkbox"/>	<input checked="" type="radio"/>	how to donate eggs	Broad match	–	44	646	6.81%	\$5.16	\$226.86
<input type="checkbox"/>	<input checked="" type="radio"/>	how to sell your eggs	Broad match	–	27	486	5.56%	\$6.10	\$164.68
<input type="checkbox"/>	<input checked="" type="radio"/>	selling your eggs	Broad match	–	27	637	4.24%	\$5.07	\$136.81
<input type="checkbox"/>	<input checked="" type="radio"/>	donor eggs	Broad match	–	30	612	4.90%	\$4.36	\$130.78
<input type="checkbox"/>	<input checked="" type="radio"/>	sell my eggs	Broad match	–	35	549	6.38%	\$3.71	\$129.79

# Facebook Ad – Egg Donor Recruitment

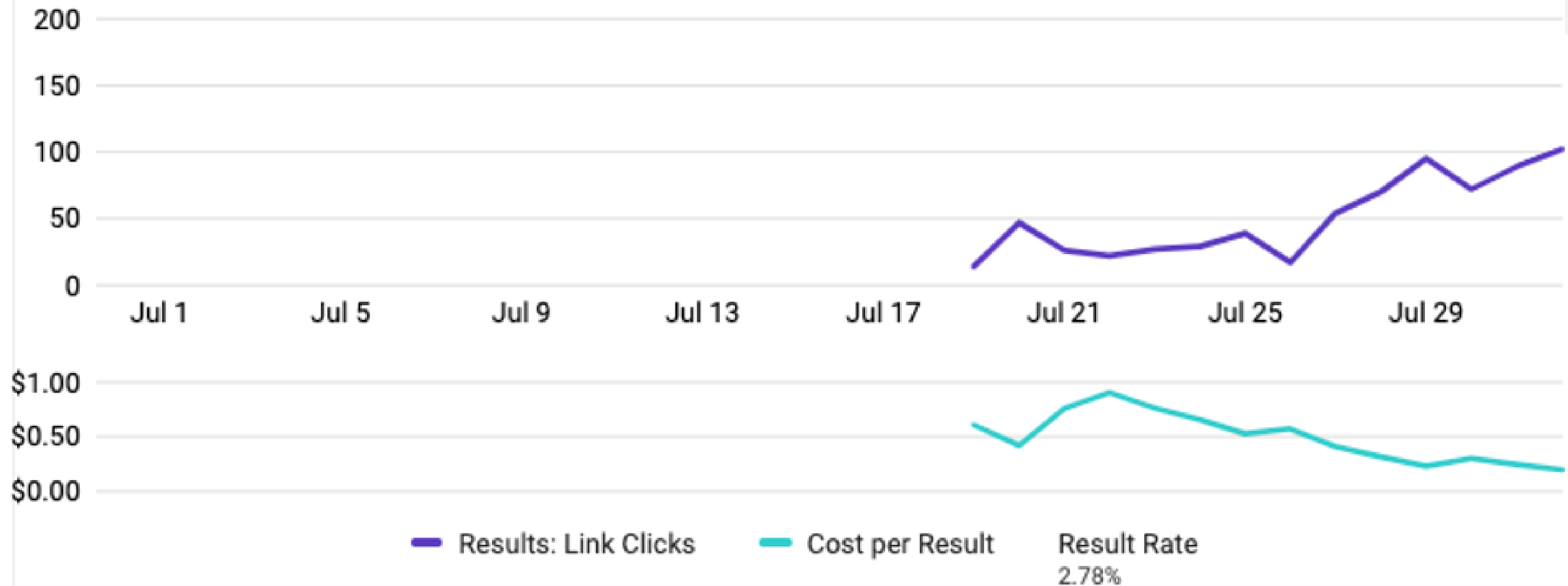
**601**  
Results: Link Clicks

**18,660**  
People Reached

**\$247.43**  
Amount Spent

Custom

Results: Link Clicks over Cost per Result



# Egg Donor Application Summary



ACTIVE

**27** egg donors

Latest Prescreen Submissions

NEW (THIS MONTH)

**38** egg donors

NEW (THIS WEEK)

**13** egg donors

[View All](#)

ACTIVE MATCHES

**0** matches

Latest Overall Submissions

ACTIVE RECIPIENTS

**31** recipients

[View All](#)

# Google Ads – Main GNF campaign

<input type="checkbox"/>	<input checked="" type="radio"/>	Ad	Status	↓ Clicks	Impr.	CTR	Avg. CPC	Cost
<input type="checkbox"/>	<input checked="" type="radio"/>	<p>Generation Next Fertility   Fertility Your Way  <a href="http://www.generationnextfertility.com">www.generationnextfertility.com</a>                      We provide a unique and personable approach to your fertility needs. Call or email us to learn more about our affordable IVF treatment plans.</p>	Eligible (Limited) Policy (Birth control)	268	3,868	6.93%	\$2.76	\$739.61
<input type="checkbox"/>	<input checked="" type="radio"/>	<p>IVF, IUI, Egg Freezing   Generation Next Fertility   Fertility Care Your Way +9 more  <a href="http://generationnextfertility.com/contactus">generationnextfertility.com/contactus</a>                      Generation Next Fertility is Redefining Fertility Care For Women. Book An Appointment. IVF,...  <a href="#">View assets details</a></p>	Eligible (Limited) Policy (Birth control)	122	3,507	3.48%	\$3.24	\$394.84
<input type="checkbox"/>	<input checked="" type="radio"/>	<p>IVF, IUI, Egg Freezing   Generation Next Fertility   Fertility Care Your Way  <a href="http://generationnextfertility.com/contactus">generationnextfertility.com/contactus</a>                      We offer an array of fertility treatments tailored to your specific fertility needs. Book an Appointment with our Experienced Fertility Physicians Today!</p>	Eligible (Limited) Policy (Birth control)	74	1,749	4.23%	\$2.95	\$218.01
<input type="checkbox"/>	<input checked="" type="radio"/>	<p>Generation Next Fertility NYC   Natural Cycle IVF   Rejuvenating Fertility  <a href="http://generationnextfertility.com/our-services">generationnextfertility.com/our-services</a>                      Generation Next Fertility offers affordable natural and mild IVF treatments. Call us for a consultation! Our top-rated fertility specialists are here for you.</p>	Eligible (Limited) Policy (Birth control)	28	1,013	2.76%	\$4.60	\$128.85
<input type="checkbox"/>	<input checked="" type="radio"/>	<p>Natural IVF Treatment   Generation Next Fertility  <a href="http://generationnextfertility.com/our-services/ivf">generationnextfertility.com/our-services/ivf</a>                      Learn more about natural IVF treatments. Performed by top fertility doctors in New York. Find the right treatment plan for you!</p>	Eligible (Limited) Policy (Birth control)	5	110	4.55%	\$5.31	\$26.56

# Main GNF Campaign Top 10 Keywords

<input type="checkbox"/>	<input checked="" type="radio"/>	Keyword	Ad group	↓ Clicks	Impr.	CTR	Avg. CPC	Cost
		Total: All but removed keyw... <sup>?</sup>		497	10,230	4.86%	\$3.03	\$1,507.87
<input type="checkbox"/>	<input checked="" type="radio"/>	fertility clinic	Brand Awareness	72	1,396	5.16%	\$3.64	\$262.29
<input type="checkbox"/>	<input checked="" type="radio"/>	generation next fertility	Brand Awareness	70	446	15.70%	\$1.68	\$117.60
<input type="checkbox"/>	<input checked="" type="radio"/>	infertility	Brand Awareness	48	944	5.08%	\$3.39	\$162.58
<input type="checkbox"/>	<input checked="" type="radio"/>	in vitro insemination	Brand Awareness	42	835	5.03%	\$3.03	\$127.21
<input type="checkbox"/>	<input checked="" type="radio"/>	ivf	Brand Awareness	38	755	5.03%	\$3.04	\$115.35
<input type="checkbox"/>	<input checked="" type="radio"/>	ivf treatment	Brand Awareness	38	806	4.71%	\$2.07	\$78.63
<input type="checkbox"/>	<input checked="" type="radio"/>	reproductive doctor	Brand Awareness	38	1,182	3.21%	\$3.47	\$131.73
<input type="checkbox"/>	<input checked="" type="radio"/>	ivf cost	Brand Awareness	31	429	7.23%	\$2.02	\$62.64
<input type="checkbox"/>	<input checked="" type="radio"/>	nyc IVF	Brand Awareness	13	290	4.48%	\$1.56	\$20.25
<input type="checkbox"/>	<input checked="" type="radio"/>	best fertility NYC	Brand Awareness	12	110	10.91%	\$4.53	\$54.39

# Google Ads – Hade

**\$149.65** Spend in the last month



Impressions

**1.68K**

How often your ads were shown



Clicks

**149**

Actions on your ads



Location actions

**14**

Actions showing intent to visit



Calls

**7**

Calls to your business

Ad · [www.generationnextfertility.co...](http://www.generationnextfertility.co...)

**Natural & Mild IVF | Individualized Fertility Care | We're With You**

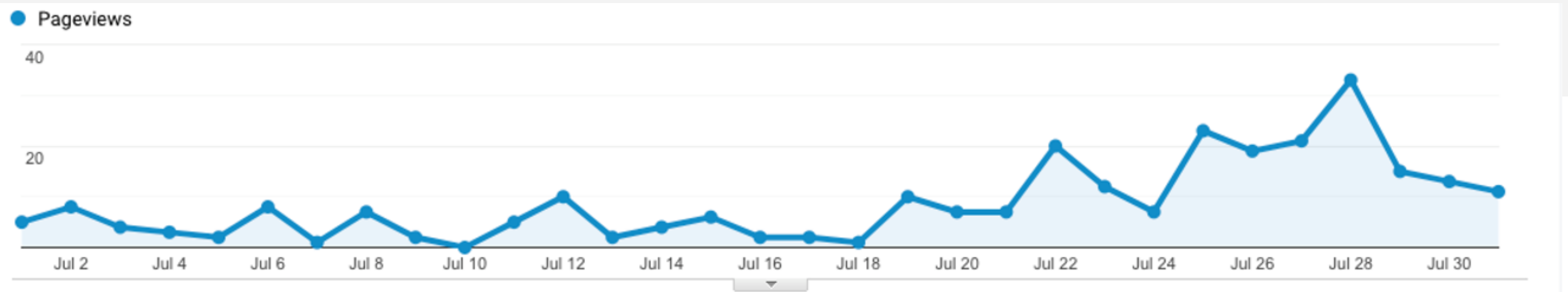
Generation Next Fertility is Redefining Fertility Treatment for All Women. Call or Go Online To Make An Appointment with...

Ad · [www.generationnextfertility.co...](http://www.generationnextfertility.co...)

**Step-by-Step Fertility Help | Trusted Fertility Physician | Generation Next...**

Jesse Hade, MD (Generation Next Fertility) Has 20+ Years of Experience w/ IVF, IUI, & more. Call to Schedule an Appointment...

# Google Ads – Dr. Hade’s webpage traffic



Primary Dimension: **Page** Other

Plot Rows Secondary dimension Sort Type: Default

Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
	270 % of Total: 2.97% (9,090)	246 % of Total: 3.18% (7,748)	00:02:13 Avg for View: 00:01:47 (24.42%)	180 % of Total: 4.04% (4,460)	65.00% Avg for View: 59.61% (9.04%)	57.41% Avg for View: 49.06% (17.00%)	\$0.00 % of Total: 0.00% (\$0.00)
1. /aboutus/dr-jesse-hade/	270(100.00%)	246(100.00%)	00:02:13	180(100.00%)	65.00%	57.41%	\$0.00 (0.00%)

# Hade Top 5 Google Keywords

Search Terms	Status	↓ Clicks	Spend
<input checked="" type="checkbox"/> generation next fertility	✓	70	\$47.40
<input type="checkbox"/> generation fertility	✓	12	\$3.41
<input type="checkbox"/> next generation fertility	✓	5	\$6.76
<input type="checkbox"/> gen next fertility	✓	3	\$3.02
<input type="checkbox"/> fertility clinic near me	✓	2	\$0.69



# Google Ads – Hade Additional Details

## Impression details

Insights on how your ads are reaching people.

✦ 1.22K times on mobile devices

762 times in New York, Toronto, Staten Island

379 times to people ages 25-34

Phone Number	↓ Date and time	Duration
Unknown • United States	Jul 31, 2021 8:58 PM	8 sec
+1 917-353-7030 • New York	Jul 31, 2021 2:26 PM	6 min, 7 sec
+1 317-250-1174 • Indiana	Jul 30, 2021 11:50 AM	8 min, 42 sec
Unknown • United States	Jul 29, 2021 1:03 PM	0 sec
+1 917-414-8890 • New York	Jul 27, 2021 6:33 PM	5 min, 51 sec
+1 240-779-1700 • Maryland	Jul 26, 2021 5:23 PM	5 min, 4 sec
+1 917-302-7300 • New York	Jul 23, 2021 5:19 PM	5 min, 19 sec

# Facebook Ad – Dr. Hade Web Traffic

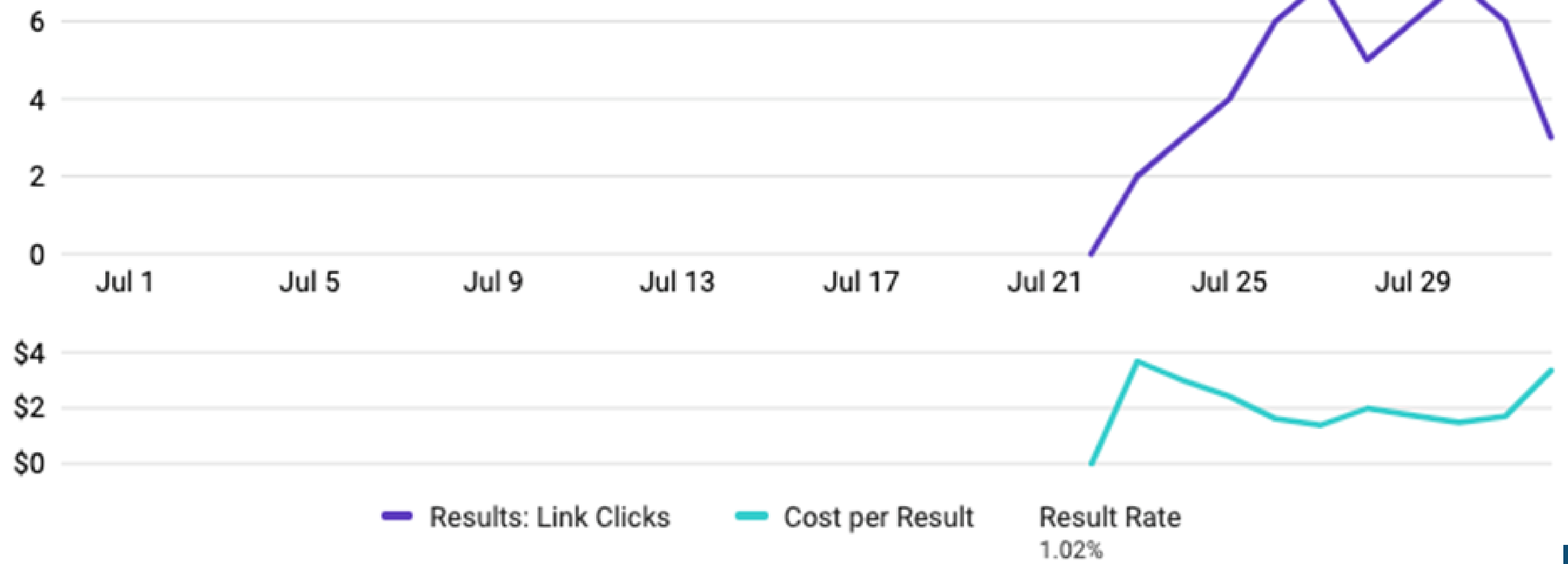
**46**  
Results: Link Clicks

**3,883**  
People Reached

**\$88.74**  
Amount Spent

Custom

Results: Link Clicks over Cost per Result



# Social Media

Facebook – GNF & Dr. Hade

Instagram – Dr. Luk, GNF, Dr. Hade

LinkedIn

YouTube

# Social Media Summary

- Increase in social media engagement and reach; more people have seen and interacted with content across all platforms
  - launched Dr. Hade's FB page, 4k people reached
  - 32x increase in reach and 48x increase in FB engagement
  - almost 50k impressions for Luk's IG
- Growth opportunities:
  - Ad campaigns for Luke and Hade at \$10 max spend per day
  - September PCOS content
  - October/Eggtober
  - New types of content on IG and TikTok to further promote growth
  - More PR Outreach via HARO and journalists

# Facebook - GNF

Jul 1, 2021 - Jul 31, 2021

**18,494 People Reached** 561 Previous Period

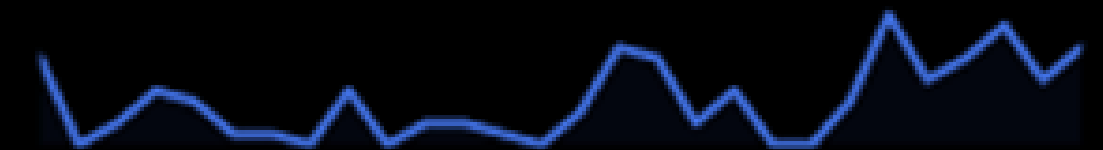


## Page Views

July 5 - August 1

**114**

Total Page Views **▲48%**



Jul 1, 2021 - Jul 31, 2021

**1,906 Engagement** 39 Previous Period

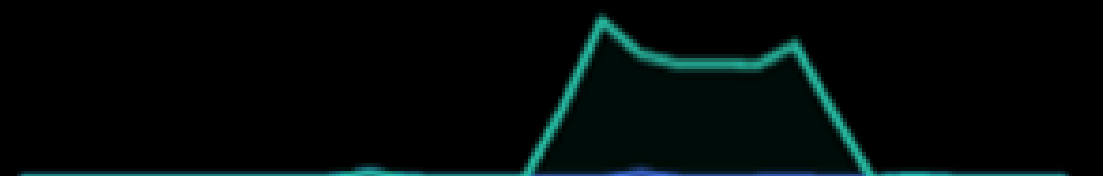


## Videos

July 5 - August 1

**2,094**

3-Second Video Views **▲6059%**



# Facebook – Dr. Hade

4K

People Reached

▲ 100% from previous 31 days

5

Net Followers

▲ 100% from previous 31 days

158

Engagement

▲ 100% from previous 31 days

# Instagram – Dr. Luk

## Accounts Reached

Metrics are estimated.

Jul 3, 2021 - Aug 1, 2021

**17,062 Reach**



**48.3K Impressions**

▲ 8.5K from previous 30 days

# Instagram – Dr. Hade

Accounts Reached

271  
+194%

Content Interactions

79  
+1,216%



# Instagram – GNF

## Actions Taken on Your Account

Jul 3, 2021 - Aug 1, 2021

**343 Actions**



**20 Website Visits**

▲ 3 from previous 30 days

**0 Texts**

▲ 0 from previous 30 days

**901 Profile Visits**

▲ 269 from previous 30 days

**1 Emails**

▲ 1 from previous 30 days

**0 Calls**

▼ 1 from previous 30 days

**3 Get Direction**

▼ 1 from previous 30 days

## Accounts Reached

Metrics are estimated.

Jul 3, 2021 - Aug 1, 2021

**2,354 Reach**



**17.2K Impressions**

▲ 6.7K from previous 30 days

# YouTube Channel Overview



Generation Next Fertility

111 subscribers

CUSTOMIZE CHANNEL

MANAGE VIDEOS

HOME

VIDEOS

PLAYLISTS

CHANNELS

DISCUSSION

ABOUT



Uploads

▶ PLAY ALL





# YouTube Channel Overview

**In July, people watched your videos 1,890 times**

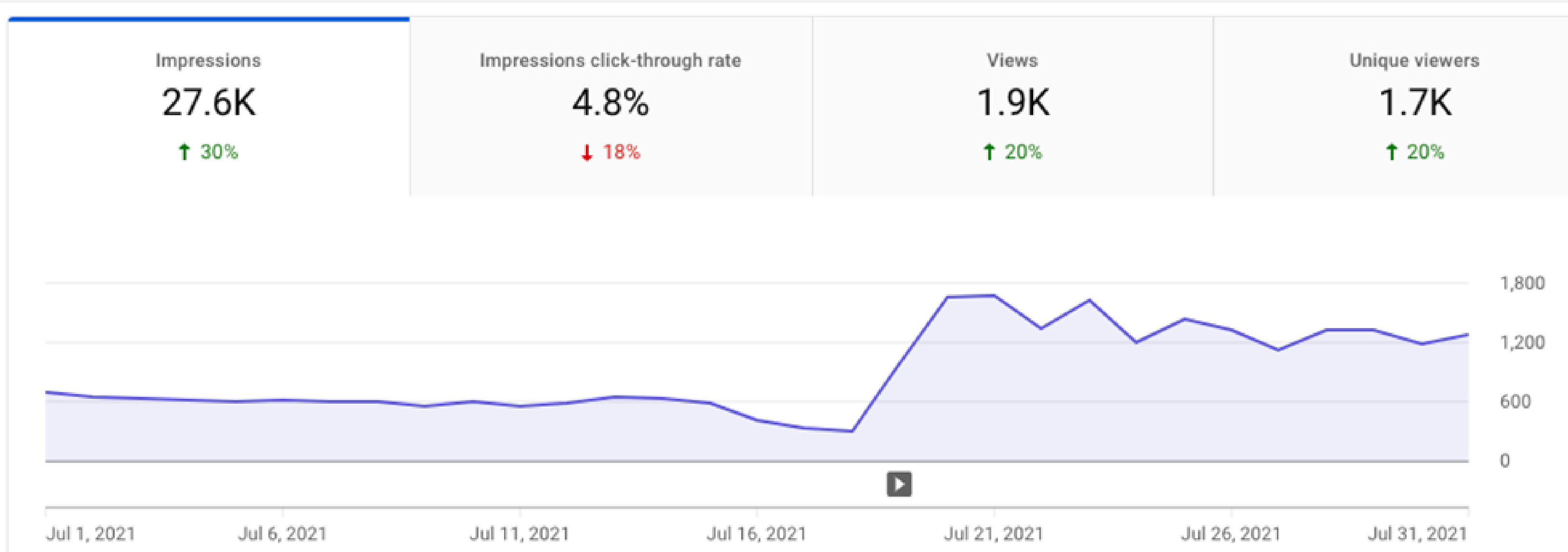
Views  
**1.9K**

Watch time (hours)  
**99.2**

Subscribers  
**+14**



# YouTube Reach



# YouTube Engagement

Watch time (hours)

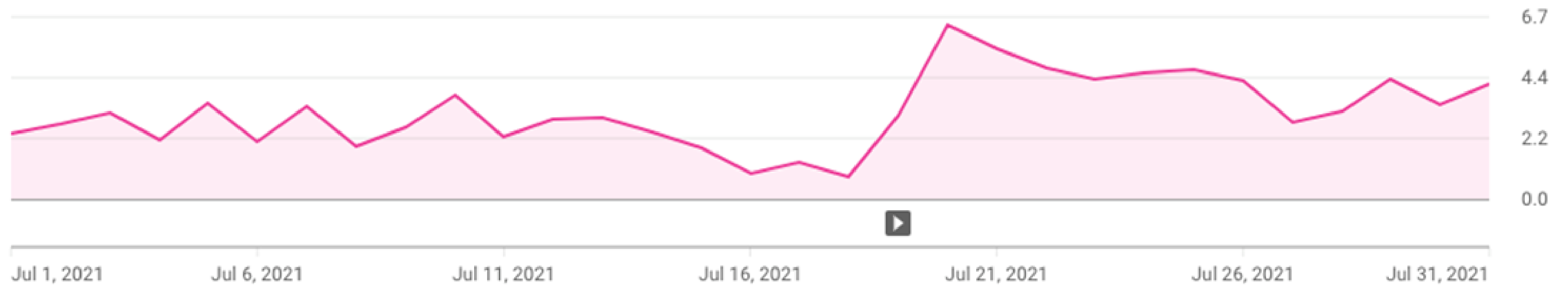
99.2

↑ 12%

Average view duration

3:08

↓ 6%



# YouTube Audience

Returning viewers

49

↑ 23%

Unique viewers

1.7K

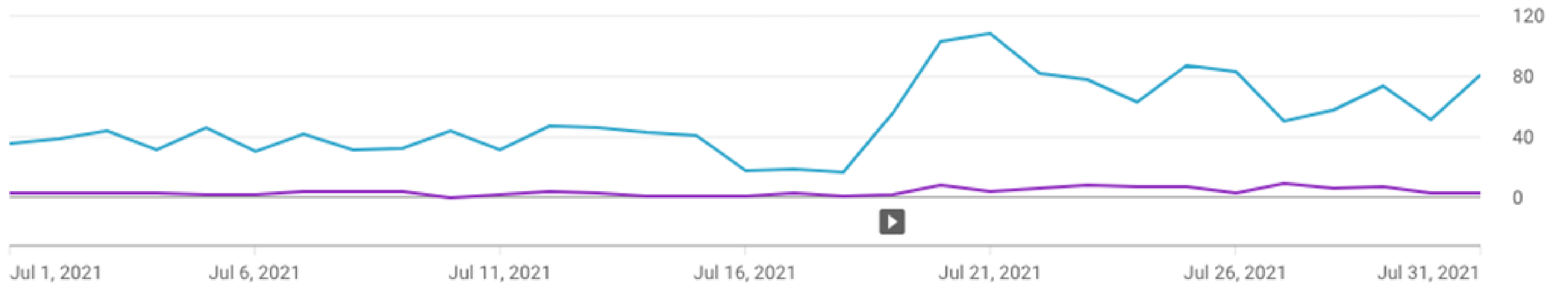
↑ 20%

Subscribers

+14

↑ 56%

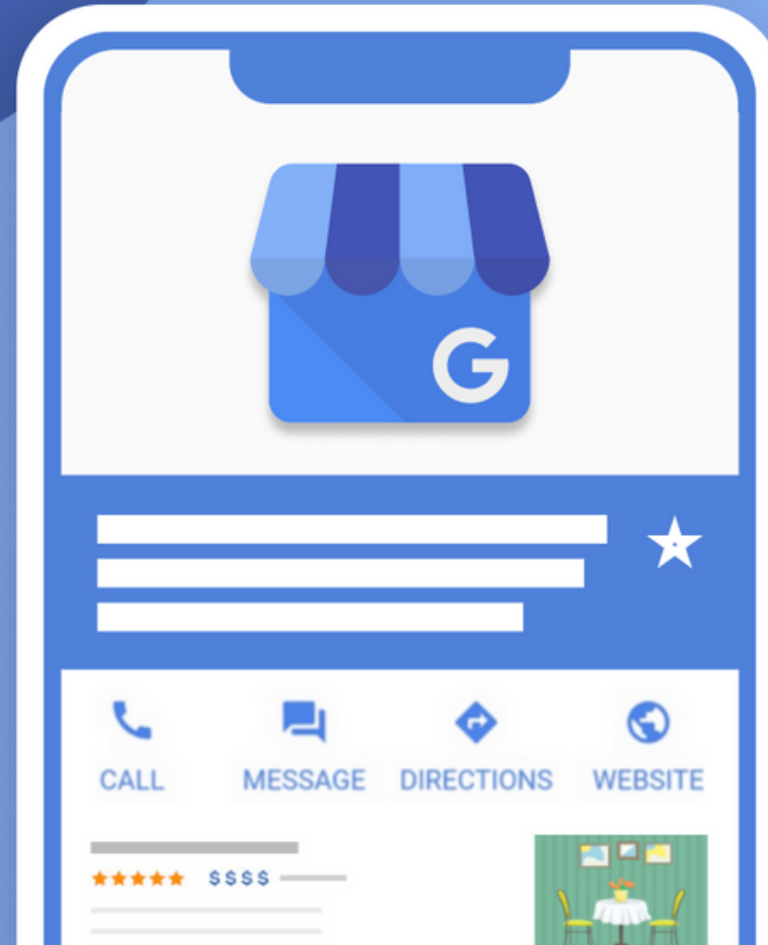
● Returning viewers ● New viewers



Google  
My Business

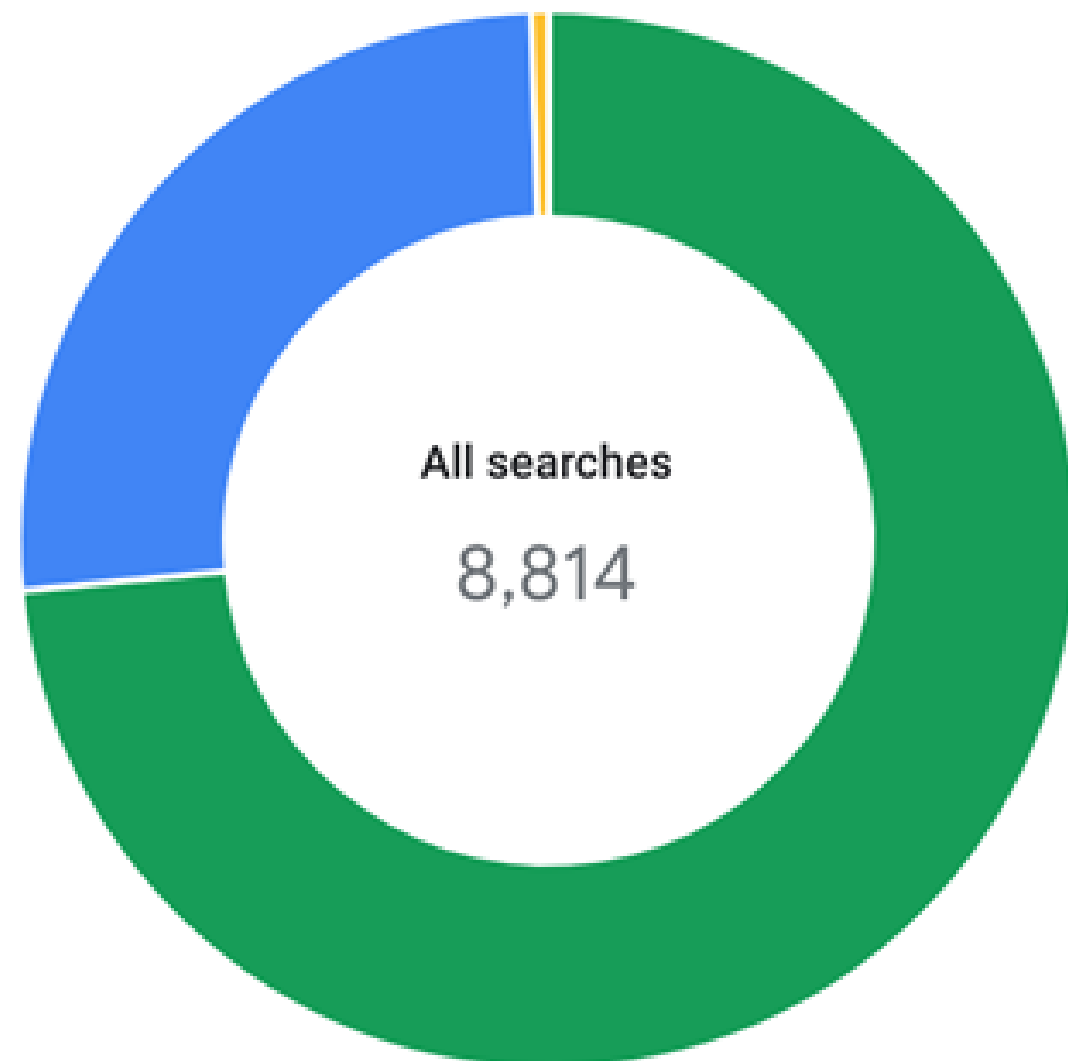


# GMB Data



# Generation Next Fertility

1 month ▾



### Direct

People who find your Business Profile searching for your business name or address



### Discovery

People who find your Business Profile searching for a category, product, or service



### Branded

Customers who find your listing searching for a brand related to your business

### Direct

6,476

73.5%

### Discovery

2,291

26%



# GNF Views

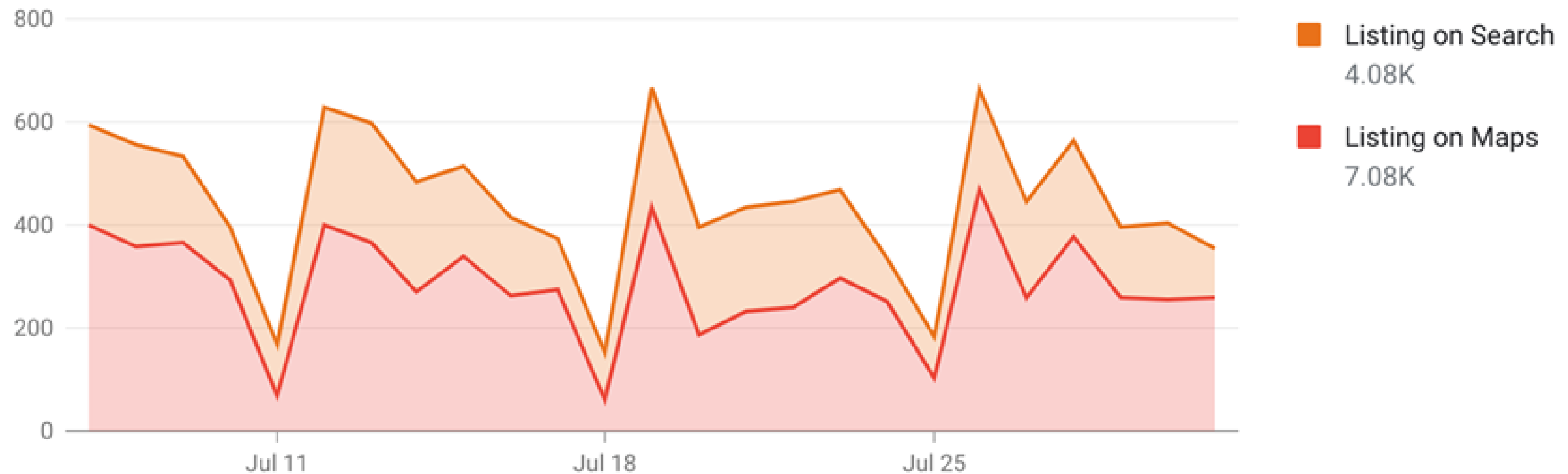
## Where customers view your business on Google



The Google services that customers use to find your business

1 month ▾

Total views 11.2K



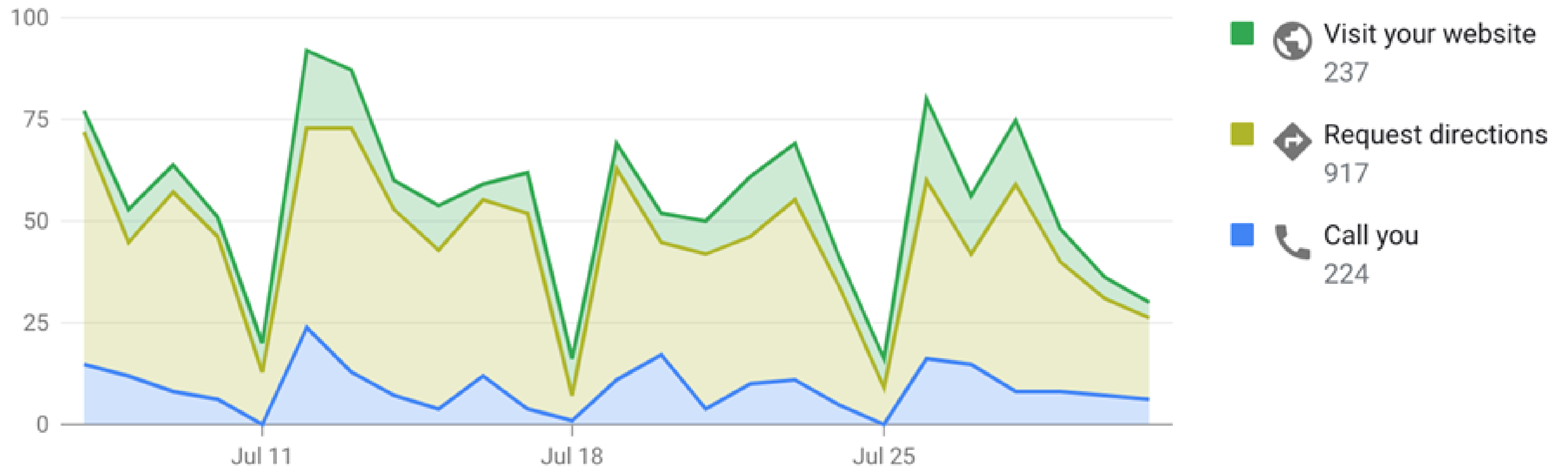
## Customer actions



The most common actions that customers take on your listing

1 month ▾

Total actions 1.38K



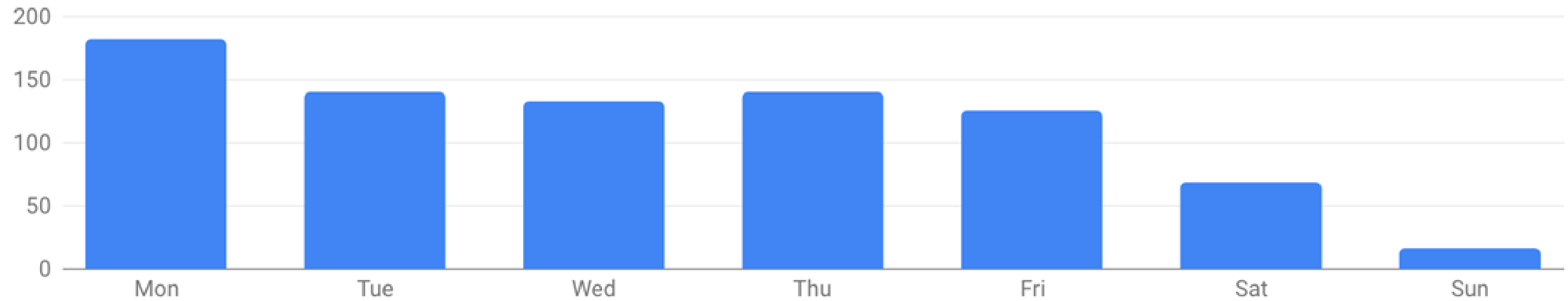
## Phone calls



When and how many times customers call your business

Day of week ▼ 1 quarter ▼

Total calls 801



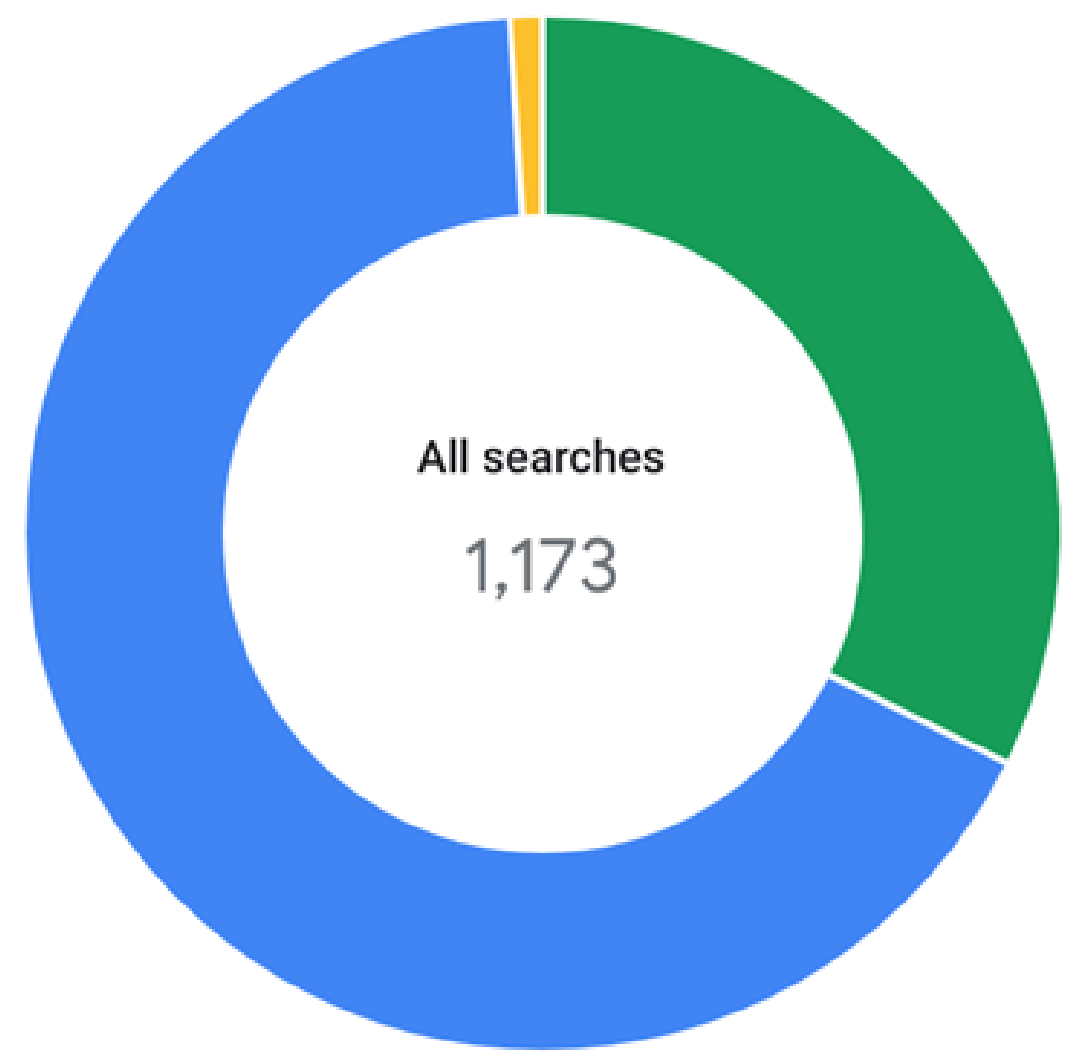


# Dr. Luk

# Search Volume

How customers search for your business

1 month ▾



**Direct**  
People who find your Business Profile searching for your business name or address



**Discovery**  
People who find your Business Profile searching for a category, product, or service



**Branded**  
Customers who find your listing searching for a brand related to your business

**Direct**  
379  
32.3%

**Discovery**  
782  
66.7%

# Luk Views

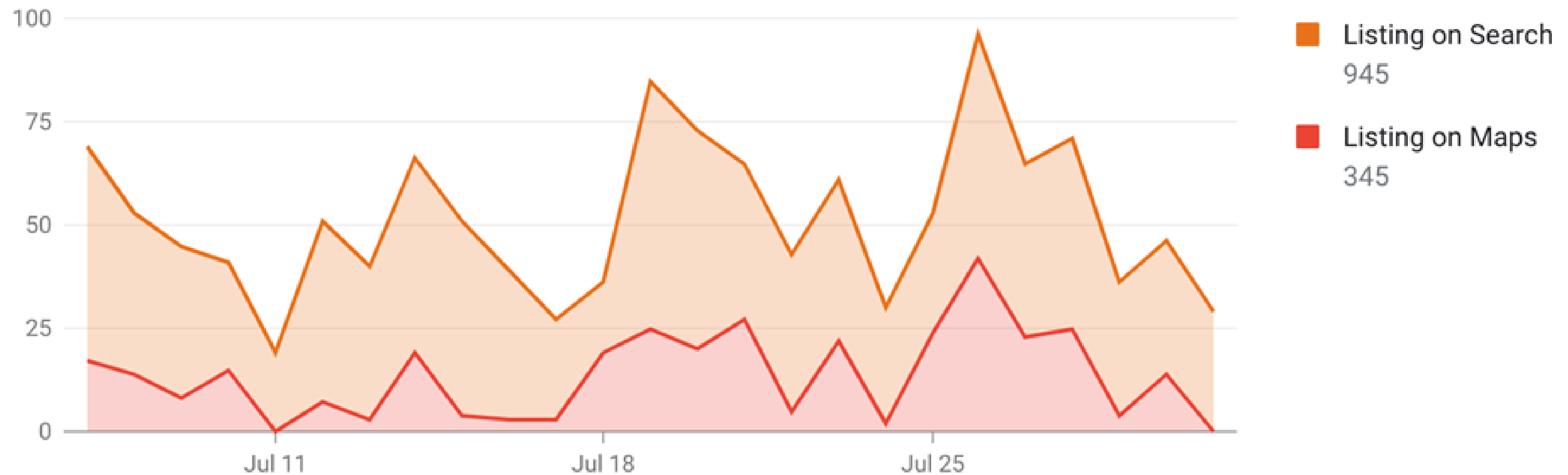
Where customers view your business on Google



The Google services that customers use to find your business

1 month ▾

Total views 1.29K



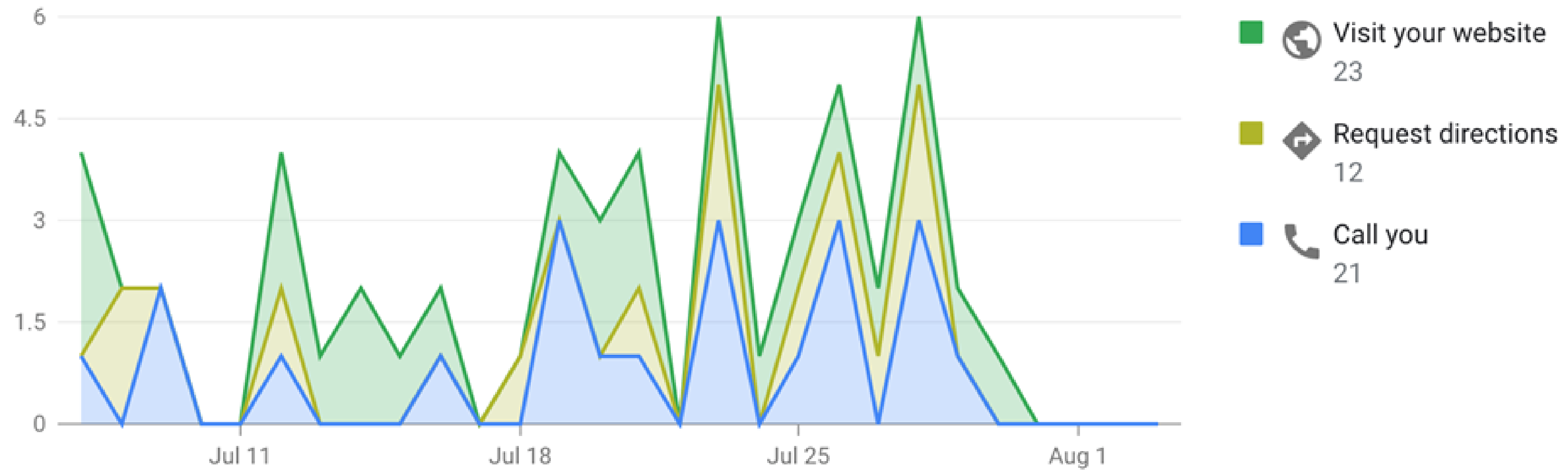
## Customer actions



The most common actions that customers take on your listing

1 month ▾

Total actions 56





# Dr. Nejat



# Search Volume

How customers search for your business



1 month ▾



**Direct**

People who find your Business Profile searching for your business name or address



**Discovery**

People who find your Business Profile searching for a category, product, or service



**Branded**

Customers who find your listing searching for a brand related to your business

**Direct**

215

40.7%

**Discovery**

310

58.7%

# Nejat Views

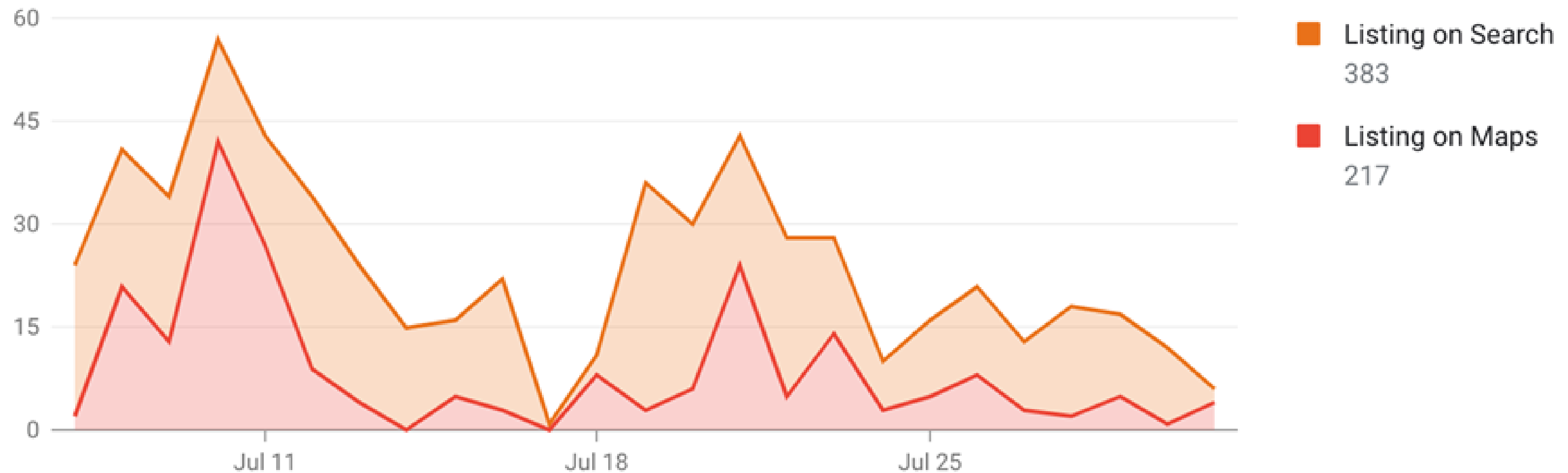
Where customers view your business on Google

The Google services that customers use to find your business



1 month ▾

Total views 600



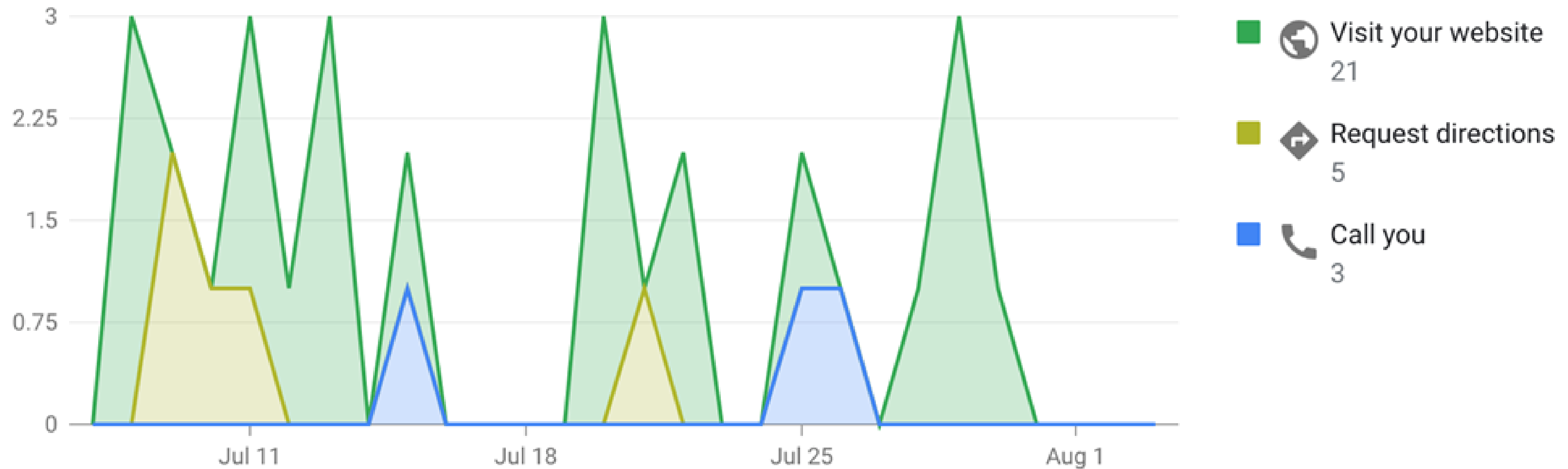
## Customer actions



The most common actions that customers take on your listing

1 month ▾

Total actions 29





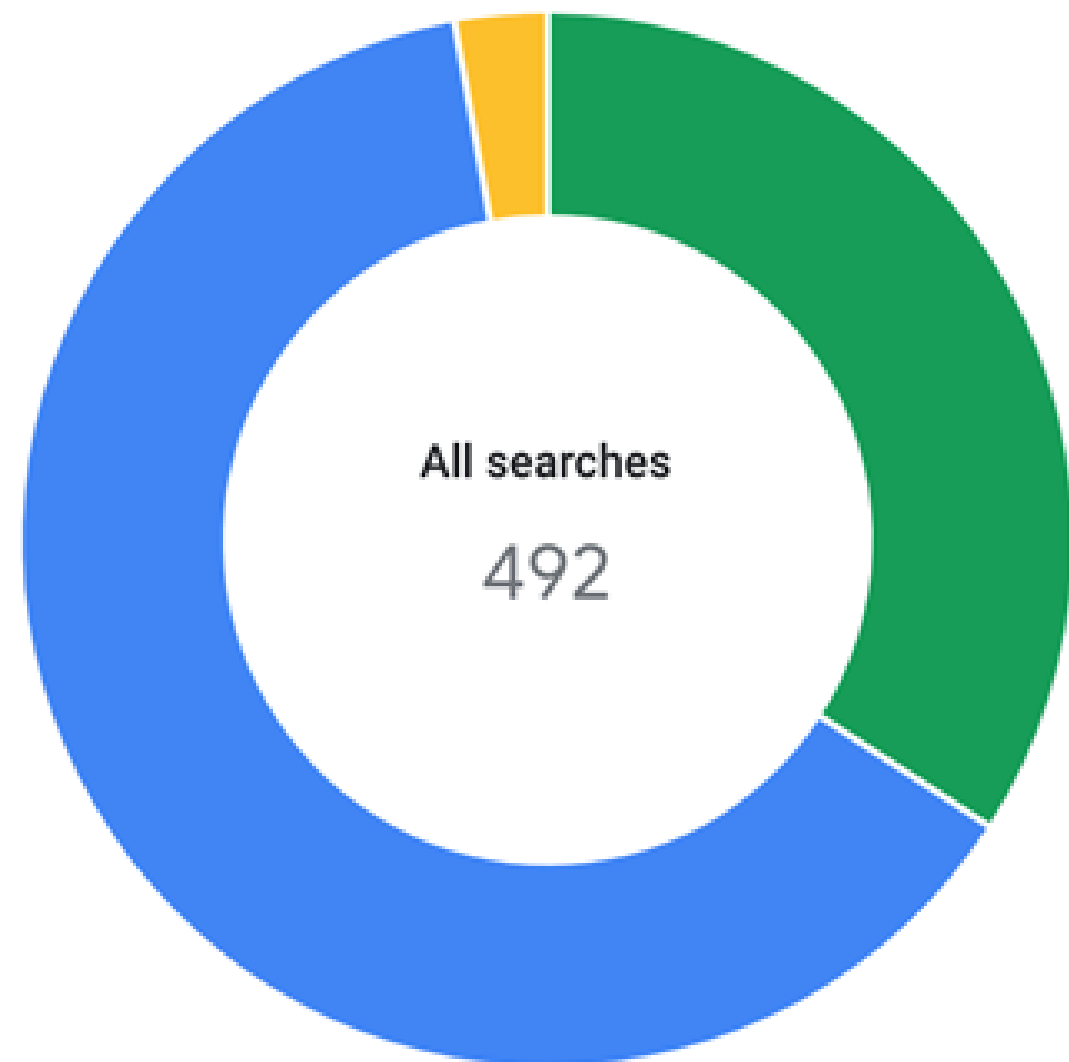
# Dr. Hade

# Search Volume

How customers search for your business



1 month ▾



Direct

People who find your Business Profile searching for your business name or address

Direct

168

34.1%



Discovery

People who find your Business Profile searching for a category, product, or service

Discovery

310

63%



Branded

Customers who find your listing searching for a brand related to your business

# Hade Views

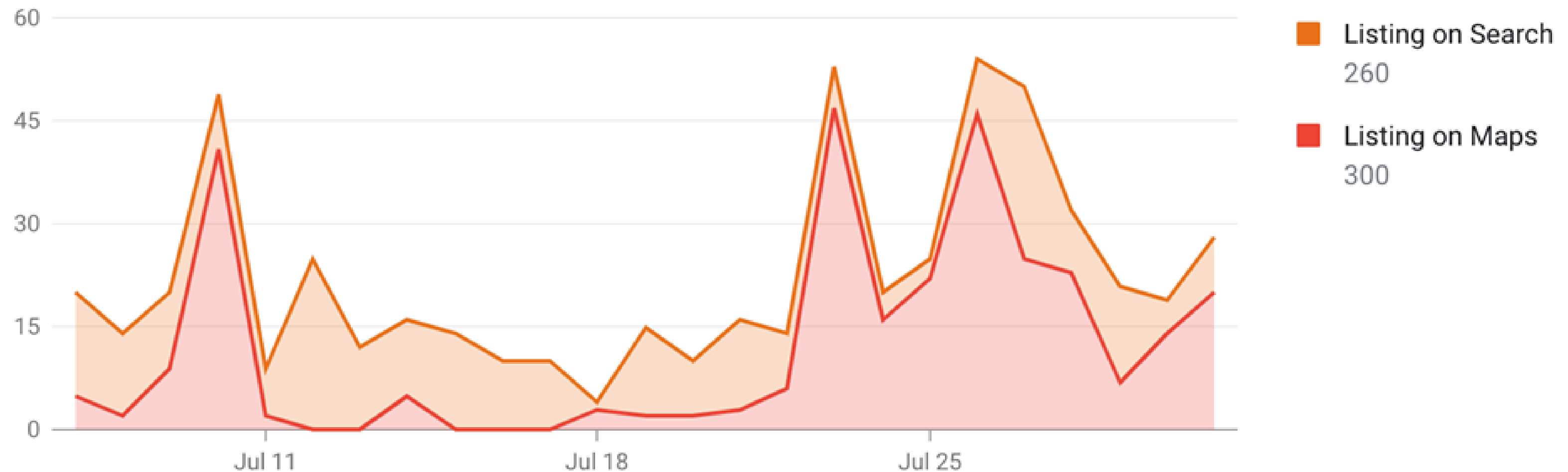
Where customers view your business on Google

The Google services that customers use to find your business



1 month ▾

Total views 560



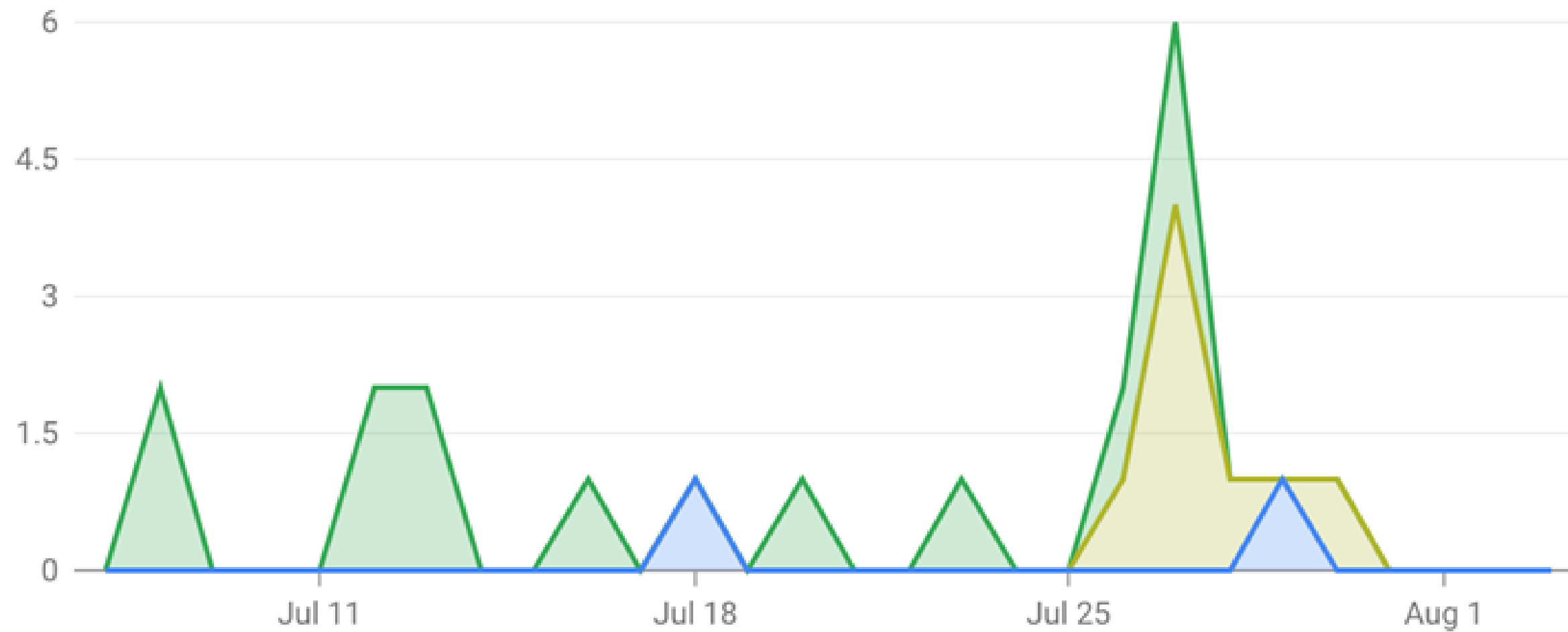
## Customer actions









The most common actions that customers take on your listing

1 month ▼

Total actions 21



-   Visit your website  
12
-   Request directions  
7
-   Call you  
2