



# Reporting and Monitoring Software for Online Marketers

Google Analytics example report

Bring your online marketing data  
together in a single report

## Introduction

Online Marketing Reports. A regularly recurring, time-consuming task for many digital agencies and in-house marketers. **Swydo's reporting platform changes that.**

Replace manual reporting and complex spreadsheets. With Swydo you can create professional online marketing reports in minutes. You'll be able to reallocate that saved time to managing and optimizing (client) campaigns and securing new business.

## How it works

Swydo brings together data from the most important online marketing channels, including Google Ads, Microsoft Advertising, Facebook Ads and Twitter into a single, comprehensive report. Below is an overview of our integrations.



[and more...](#)

## Use Swydo and...

- Save time and reduce costs
- Create reports quickly and efficiently
- Easy to use interface
- Automatically generate reports to meet client needs
- Integrate with your CRM via Swydo's API

## More than 6,000 satisfied users

Swydo is the go-to reporting platform for over 2,000 online marketing agencies large and small in 80 countries. Every day, thousands of users log in to take advantage of Swydo's many benefits.

## Have questions or want to connect with us directly?

We'd love to speak with you! You can contact the Swydo team by phone at +1 917 464 2535 (CET) or send an email to [sales@swydo.com](mailto:sales@swydo.com).

Sincerely,  
Team Swydo

# Google Analytic sample report

Creating a Google Analytics report with Swydo is super simple. With a click, you can connect to a data source, like a Google Analytics account. Then select the information you want to include through pre-defined KPIs values or widgets (table/charts) - or create your own.

Widgets can be refined through settings like segmentation, filtering and by chart or table, and you can further customize your report - and provide additional insight - through text and image/screenshot widgets. And every report can be saved and easily re-used for other clients. Best of all - you can combine data sources in one report to provide comprehensive insights across all paid advertising campaigns, SEO, and website analytics.

## KPI's online marketing performance

### SESSIONS

1,159

↓ -56.1%

### UNIQUE USERS

1,010

↓ -51.3% ● 2,000 targeted

### ECOMMERCE CONVERSION RATE

2.16%

↑ 67.4% ● 2.00% targeted

### TRANSACTIONS

25

↓ -26.5% ● 35 targeted

### REVENUE PER TRANSACTION

€44.71

↓ -23.3% ● €40.00 targeted

### TRANSACTION REVENUE

€1,117.80

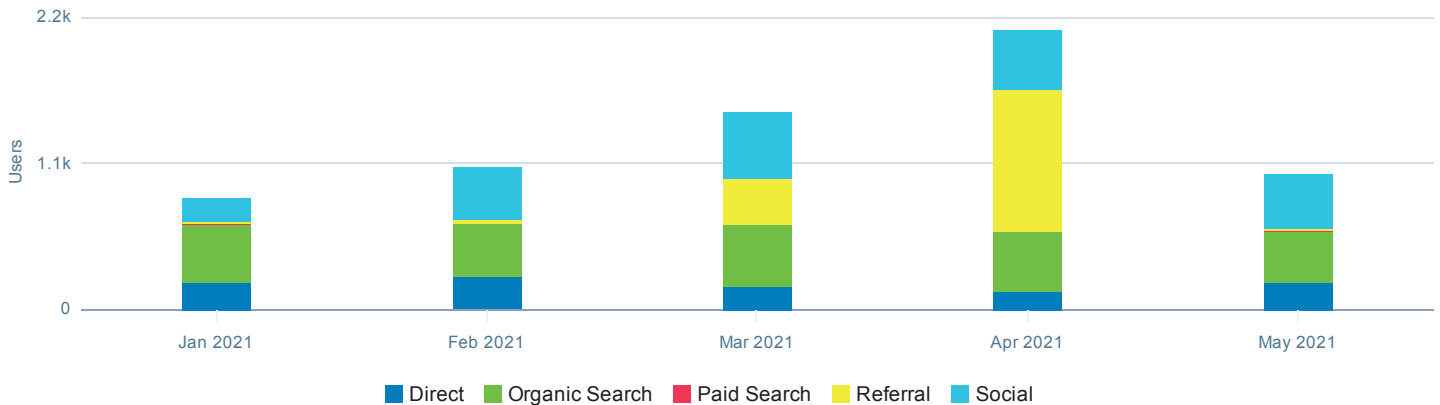
↓ -43.6% ● €1,500.00 targeted

### HISTORICAL TABLE

	1 - 31 May 2021	1 - 31 May 2020	
<b>Sessions</b>	1,159	446	↑ 159.9%
<b>Users</b>	1,010	387	↑ 161.0%
<b>New users</b>	963	375	↑ 156.8%
<b>Pages / session</b>	2.63	4.91	↓ -46.3%
<b>Bounce rate</b>	49.96%	3.59%	↑ 1292.5%
<b>Ecommerce conversion rate</b>	2.16%	5.16%	↓ -58.2%
<b>Transactions</b>	25	23	↑ 8.7%
<b>Revenue per transaction</b>	€44.71	€62.73	↓ -28.7%
<b>Revenue</b>	€1,117.80	€1,442.90	↓ -22.5%

## TRAFFIC

## NEW USERS BY CHANNEL



## CHANNEL GROUPING PERFORMANCE

Channel grouping	Sessions	% new sessions	New users	Users	Pages / session	Bounce rate	Revenue
Social	469	78.89%	370	404	1.97	50.96%	€203.80
Organic Search	462	81.6%	377	393	3.26	40.04%	€790.05
Direct	199	96.98%	193	195	2.9	66.83%	€106.10
Referral	27	85.19%	23	25	1.56	77.78%	€17.85
Paid Search	2	100%	2	2	1	50%	€0.00
	1,159	83.09%	963	1,010	2.63	49.96%	€1,117.80

## LANDING PAGE PATH PERFORMANCE

Landing page path	Sessions	% new sessions	New users	Users	Pages / session	Bounce rate	Goal conversion rate	Transactions	Revenue
/	177	79.66%	141	151	4.6	45.2%	13.56%	13	€646.05
/landing-page-1.html	88	81.82%	72	74	3.06	37.5%	1.14%	1	€26.75
/landing-page-2.html	85	88.24%	75	79	2.2	51.76%	1.18%	1	€33.75
/landing-page-3.html	40	80%	32	38	3.13	20%	10%	2	€67.40
/landing-page-4.html	32	100%	32	32	1.28	68.75%	0%	0	€0.00
	1,159	83.09%	963	1,010	2.63	49.96%	3.8%	25	€1,117.80

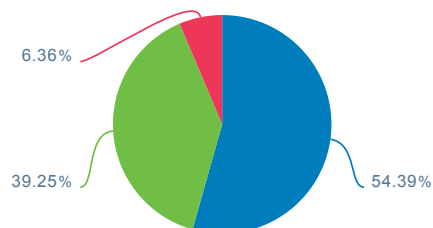
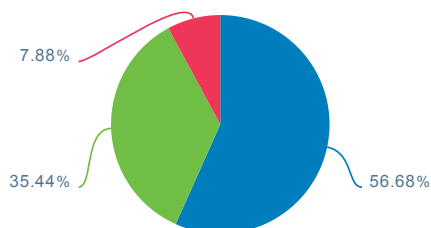
## NEW USERS BY DEVICE CATEGORY

1 - 31 May 2021

New users: 963 ↓ -48.5%

1 - 30 Apr 2021

New users: 1,870

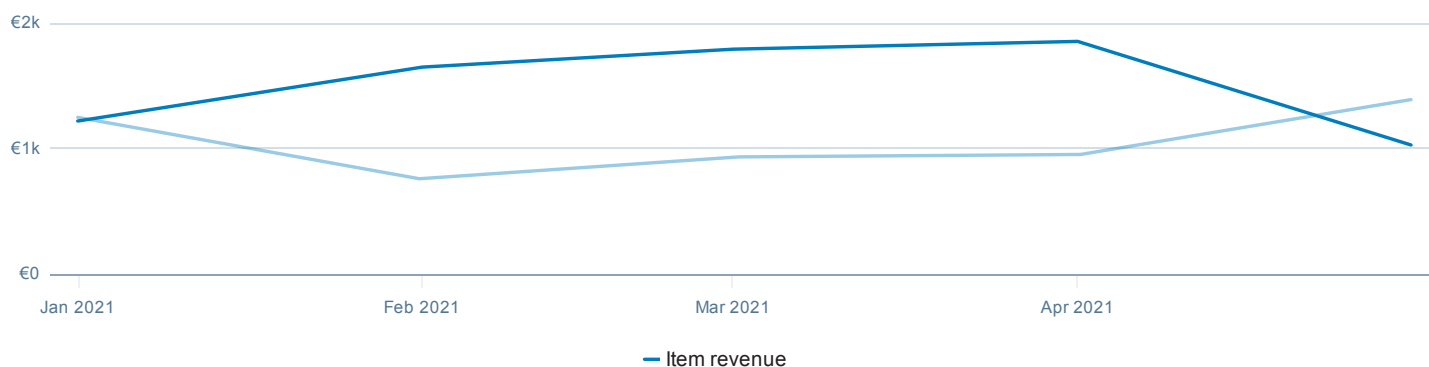


mobile desktop tablet

## Revenue

## ITEM REVENUE

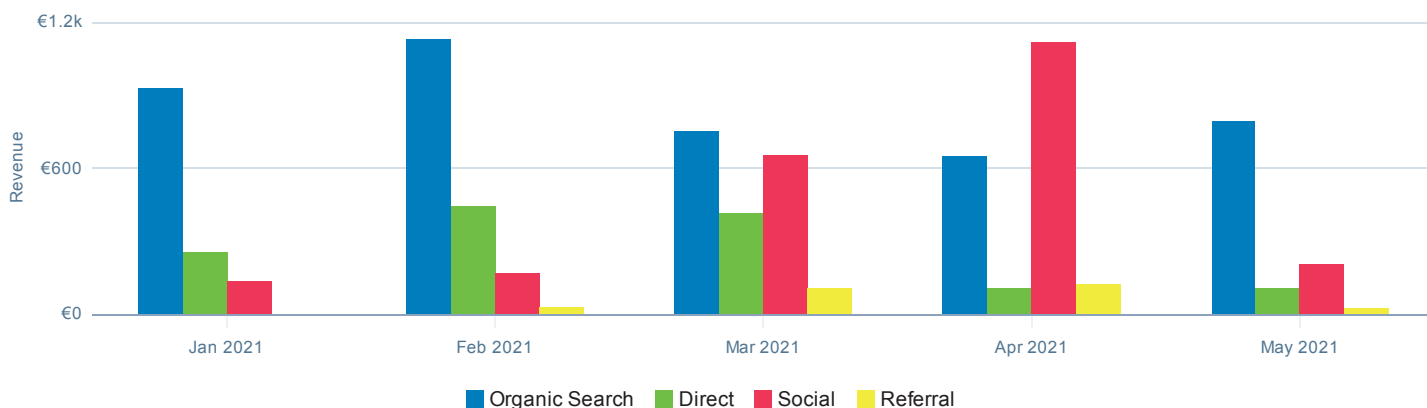
1 Jan 2021 - 31 May 2021 compared to 1 Jan 2020 - 31 May 2020



## ECOMMERCE ITEM QUANTITY PERFORMANCE

Product name	Item quantity	Unique purchases	Item revenue
Product 1	25	11	€447.50
Product 2	17	10	€185.30
Product 3	6	4	€203.40
Product 4	6	6	€65.40
Product 5	3	3	€50.70
	63	40	€1,027.70

## REVENUE BY CHANNEL



## ITEM REVENUE BY CHANNEL

Month	Organic Search	Social	Direct	Referral
May 2021	€737	€184	€96	€11
April 2021	€585	€1.1k	€92	€96
March 2021	€671	€608	€406	€107
February 2021	€1.1k	€136	€427	€22
January 2021	€850	€120	€248	-

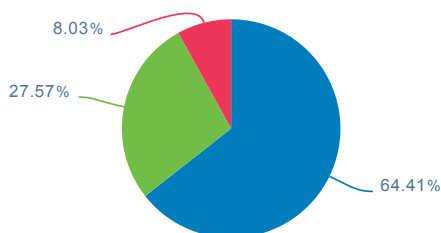
## CHANNEL GROUPING REVENUE

Channel grouping	Sessions	Ecommerce conversion rate	Transactions	Revenue per transaction	Revenue
Social	469	1.07%	5	€40.76	€203.80
Organic Search	462	3.46%	16	€49.38	€790.05
Direct	199	1.51%	3	€35.37	€106.10
Referral	27	3.70%	1	€17.85	€17.85
Paid Search	2	0.00%	0	€0.00	€0.00
	1,159	2.16%	25	€44.71	€1,117.80

## ITEM REVENUE BY DEVICE

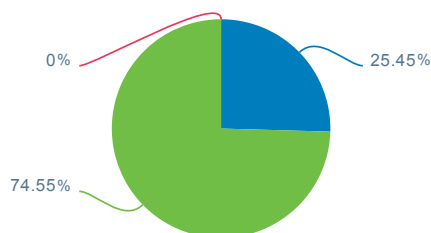
1 - 31 May 2021

Item revenue: €1,027.70 ↓ -44.5%



1 - 30 Apr 2021

Item revenue: €1,853.20

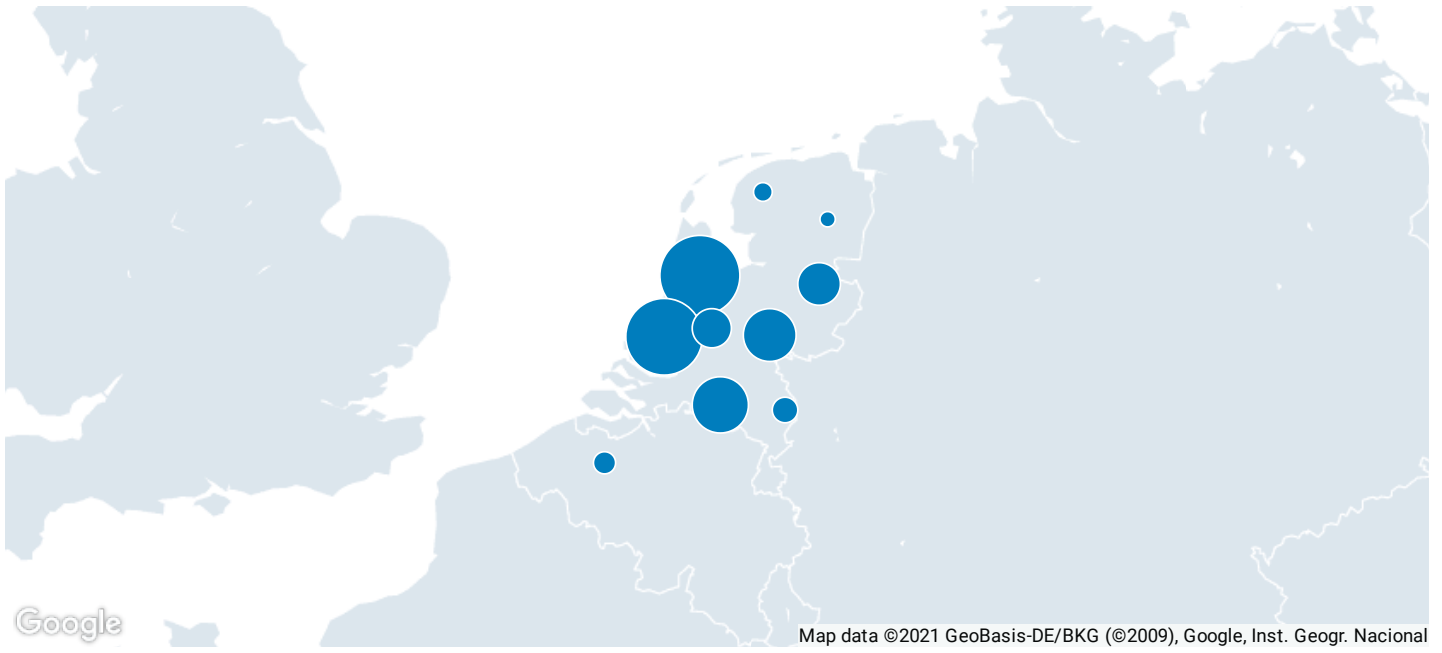


desktop mobile tablet

## HISTORISCHE TABLE

Month	Sessions	New users	Users	Bounce rate	Goal conversion rate	Transactions	Item revenue
May 2021	1,159	963	1,010	49.96%	3.8%	25	€1,027.70
April 2021	2,639	1,870	2,075	21.86%	2.01%	34	€1,853.20
March 2021	1,692	1,439	1,466	35.93%	3.78%	40	€1,791.20
February 2021	1,215	1,037	1,060	44.44%	5.02%	40	€1,648.20
January 2021	986	817	831	44.22%	4.77%	34	€1,218.50
December 2020	736	631	640	44.84%	5.84%	30	€1,208.30
	8,427	6,757	6,816	36.43%	3.7%	203	€8,747.10

 REVENUE PER REGION



Revenue

