



Reporting and Monitoring Software for Online Marketers

Bing 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 reallocated 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 AdWords, Bing, Facebook Ads and Twitter into a single, comprehensive report. Below is an overview of our integrations.



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 1,500 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.

Sincerely,
Team Swydo

Sample Reporting

Creating a report with Swydo is super simple. With a click, you can connect to a data source, like a Bing 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.

Bing campaigns

 IMPRESSIONS

193,000

↑ 256.2%

 CTR

3.04%

↓ -65.4%

 CLICKS

5,875

↑ 23.3%

 COST

€ 1,366.85

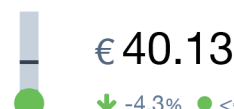
↑ 30.1% ● <€ 1,000.00 targeted

 CONV.



↑ 36% ● 50 targeted

 COST / CONV.



↓ -4.3% ● <€ 75.00 targeted

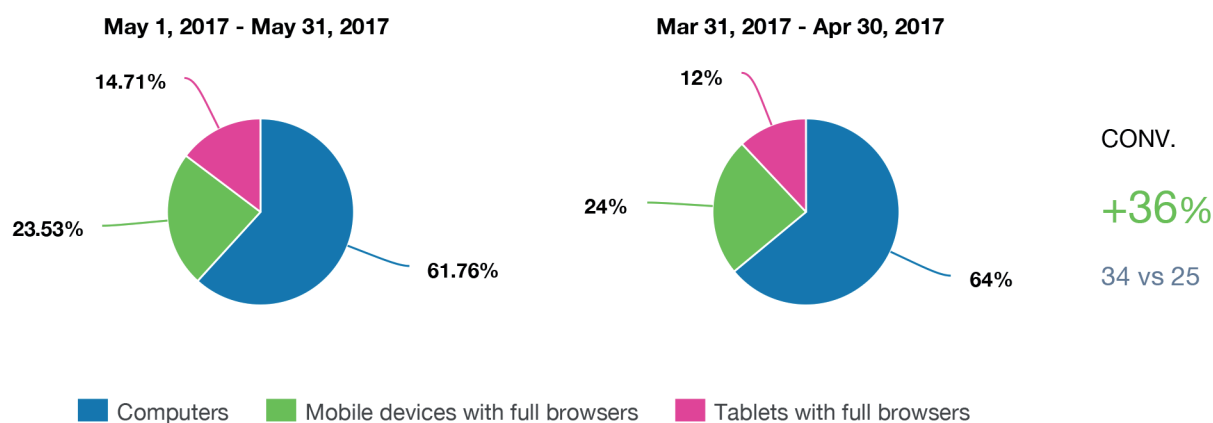
 OVERALL PERFORMANCE

	May 1, 2017 - May 31, 2017	Mar 31, 2017 - Apr 30, 2017	
Impressions	193,000	54,176	+256.2%
CTR	3.04%	8.79%	-65.4%
Clicks	5,875	4,763	+23.3%
Avg. CPC	€ 0.23	€ 0.22	+5.5%
Cost	€ 1,366.85	€ 1,050.53	+30.1%
Avg. position	1.47	1.5	-1.9%
Conv. rate	0.58%	0.52%	+10.3%
Conv.	34	25	+36%
Cost / conv.	€ 40.20	€ 42.02	-4.3%
Total conv. value	10,102.93	4,193.22	+140.9%

WEEKLY PERFORMANCE

Month	Impressions	CTR	Clicks	Avg. CPC	Cost	Conv. rate	Conv.	Cost / conv.	Total conv. value
May 2017	193,000	3.04%	5,875	€ 0.23	€ 1,366.85	0.58%	34	€ 40.20	10,102.93
Week 20	64,041	2.34%	1,498	€ 0.24	€ 363.89	0.27%	4	€ 90.97	208.63
Week 19	49,554	3.04%	1,507	€ 0.25	€ 372.83	1%	15	€ 24.86	5,231.92
Week 21	37,036	3.02%	1,117	€ 0.23	€ 260.42	0.45%	5	€ 52.08	128.76
Week 18	28,766	4.18%	1,203	€ 0.22	€ 263.99	0.67%	8	€ 33.00	4,533.62
Week 22	13,603	4.04%	550	€ 0.19	€ 105.72	0.36%	2	€ 52.86	0
	193,000	3.04%	5,875	€ 0.23	€ 1,366.85	0.59%	34	€ 40.13	10,102.93

DEVICE PERFORMANCE (CONVERSIONS)



CAMPAIGN PERFORMANCE (BY CLICKS)

Campaign	Impressions	CTR	Clicks	Avg. CPC	Cost	Conv. rate	Conv.	Cost / conv.	Total conv. value
Campaign 1	25,254	9.01%	2,276	€ 0.21	€ 474.24	0.97%	22	€ 21.50	1,736
Campaign 2	2,944	47.11%	1,387	€ 0.01	€ 14.14	0%	0	€ 0	0
Campaign 3	22,489	4%	899	€ 0.17	€ 148.54	0.67%	6	€ 24.67	262.35
Campaign 4	33,102	1.85%	612	€ 0.83	€ 508.46	0.65%	4	€ 127.12	7,623
Campaign 5	106,651	0.52%	555	€ 0.23	€ 128.33	0%	0	€ 0	0
	193,000	3.04%	5,875	€ 0.23	€ 1,366.85	0.59%	34	€ 40.13	10,102.93

 KEYWORD (BY CONVERSION)

Search term	Impressions	CTR	Clicks	Avg. CPC	Cost	Conv. rate	Conv.	Cost / conv.	Total conv. value
Keyword 1	189	26.46%	50	€ 0.07	€ 3.42	8%	4	€ 0.86	91.73
Keyword 2	815	7.98%	65	€ 0.23	€ 15.25	3.08%	2	€ 7.63	128.76
Keyword 3	8	25%	2	€ 0.28	€ 0.55	100%	2	€ 0.28	0
Keyword 4	5	40%	2	€ 0.26	€ 0.51	100%	2	€ 0.26	629.22
Keyword 5	63	22.22%	14	€ 0.17	€ 2.36	14.29%	2	€ 1.18	240.54
	38,034	13.9%	5,286	€ 0.23	€ 1,229.54	0.66%	34	€ 36.09	10,102.93

 KEYWORD (BY COST)

Search term	Impressions	CTR	Clicks	Avg. CPC	Cost	Conv. rate	Conv.	Cost / conv.	Total conv. value
Keyword 7	3,884	1.36%	53	€ 0.99	€ 52.41	0%	0	€ 0	0
Keyword 8	1,128	6.03%	68	€ 0.44	€ 30.02	0%	0	€ 0	0
Keyword 3	977	5.02%	49	€ 0.57	€ 27.87	0%	0	€ 0	0
Keyword 9	1,731	1.5%	26	€ 0.87	€ 22.53	0%	0	€ 0	0
Keyword 10	748	1.87%	14	€ 1.13	€ 15.76	0%	0	€ 0	0
	38,034	13.9%	5,286	€ 0.23	€ 1,229.54	0.66%	34	€ 36.09	10,102.93

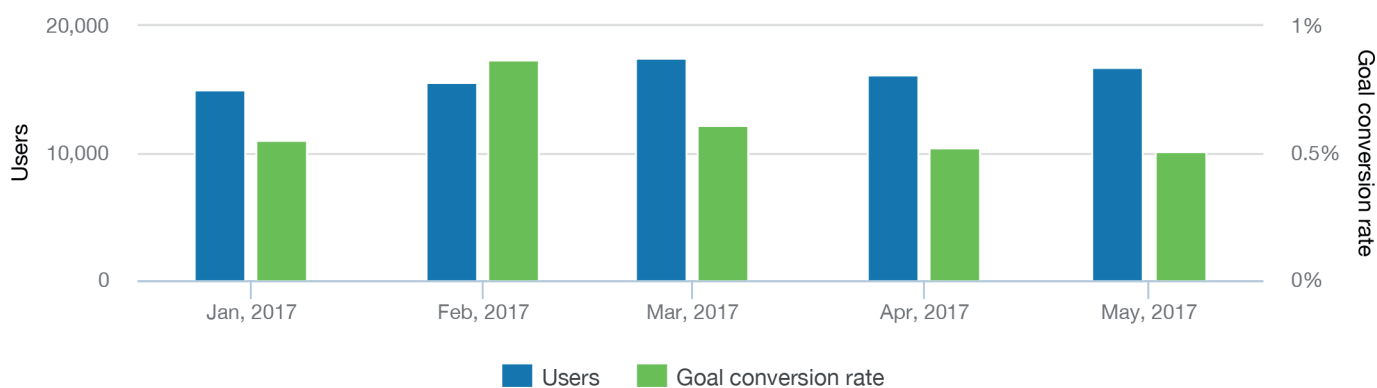
 HISTORICAL TABLE
YEAR-TO-DATE

Month	Impressions	CTR	Clicks	Avg. CPC	Cost	Conv. rate	Conv.	Cost / conv.	Total conv. value
May 2017	193,000	3.04%	5,875	€ 0.23	€ 1,366.85	0.58%	34	€ 40.20	10,102.93
April 2017	52,774	8.76%	4,625	€ 0.22	€ 1,025.85	0.45%	21	€ 48.85	2,959
March 2017	47,782	10.22%	4,882	€ 0.19	€ 948.20	0.55%	27	€ 35.12	4,173.74
February 2017	48,451	9.29%	4,501	€ 0.20	€ 883.51	0.58%	26	€ 33.98	3,930.12
January 2017	45,077	9.36%	4,220	€ 0.21	€ 906.23	0.36%	15	€ 60.42	5,167.7
	387,084	6.23%	24,103	€ 0.21	€ 5,130.64	0.52%	123	€ 41.60	26,333.49

Google Analytics

CHANNEL GROUPING PERFORMANCE

Channel grouping	Sessions	Users	New users	Goal conversion rate	Goal completions	Transactions	Revenue
Organic Search	13,397	10,564	8,675	0.57%	77	51	€ 20,944.81
Paid Search	4,335	3,539	2,907	0.39%	17	13	€ 5,220.16
Direct	3,084	2,368	2,149	0.62%	19	6	€ 1,636.97
Referral	716	542	425	0.28%	2	3	€ 1,260.92
Display	606	426	36	0%	0	0	€ 0
Social	372	272	224	0%	0	1	€ 33.82
	22,510	17,711	14,416	0.51%	115	74	€ 29,096.68

USERS & CONV. RATE
YEAR-TO-DATE

HISTORICAL TABLE
 YEAR-TO-DATE

Month	Sessions	Users	New users	Goal conversion rate	Goal completions	Transactions	Revenue
November 2017	28,757	21,373	18,598	0.46%	133	97	€ 36,645.57
October 2017	27,539	20,559	18,069	0.37%	102	72	€ 30,394.35
September 2017	23,047	17,858	15,834	0.46%	105	66	€ 23,765.86
August 2017	18,757	14,777	13,058	0.47%	88	51	€ 23,345.01
July 2017	22,027	16,927	14,818	0.41%	90	51	€ 18,800.22
June 2017	21,622	16,362	14,214	0.47%	101	55	€ 37,479.21
May 2017	22,510	16,827	14,406	0.51%	115	74	€ 29,096.68
April 2017	21,277	16,249	14,306	0.52%	111	62	€ 30,370.34
March 2017	22,875	17,449	15,261	0.61%	140	55	€ 15,917.68
February 2017	20,414	15,591	13,618	0.87%	177	44	€ 18,741.72
January 2017	19,326	14,954	13,195	0.55%	107	29	€ 11,265.21
	248,151	188,926	165,377	0.51%	1,269	656	€ 275,821.85