



# Reporting and Monitoring Software for Online Marketers

Google My Business 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 AdWords, Bing, 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 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](mailto: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 Google AdWords 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.

## Google My Business

KPIs

 QUERIES

4,576

↓ -28.9%

 DIRECT QUERIES

2,773

↓ -5.2%

 INDIRECT QUERIES

1,803

↓ -48.6%

 WEBSITE VISIT


 578

↑ 14.2% ● 725 targeted

 PHONE CALLS

 209

↑ 6.6% ● 96.67 targeted

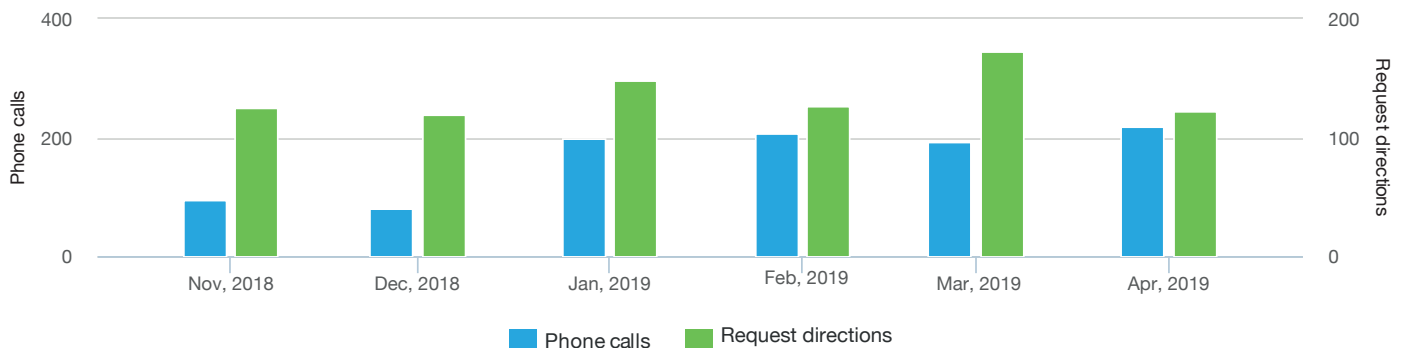
 REQUEST DIRECTIONS

120

↓ -28.1%

 REQUEST DIRECTION AND PHONE CALLS BY MONTH

PAST 6 MONTHS:

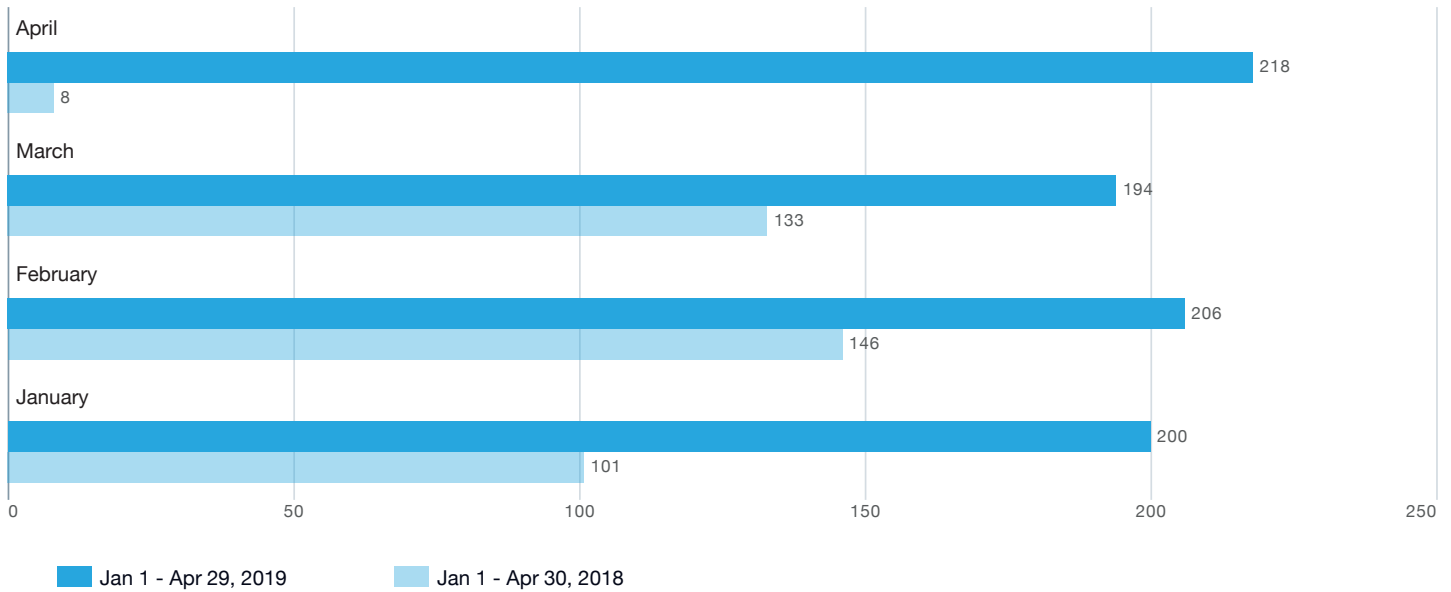


 OVERALL PERFORMANCE

|                           | Apr 1 - 29 | Mar 1 - 31 |          |
|---------------------------|------------|------------|----------|
| <b>Search views</b>       | 3,929      | 4,842      | ↓ -18.9% |
| <b>Queries</b>            | 4,576      | 6,433      | ↓ -28.9% |
| <b>Direct queries</b>     | 2,773      | 2,925      | ↓ -5.2%  |
| <b>Indirect queries</b>   | 1,803      | 3,508      | ↓ -48.6% |
| <b>Actions</b>            | 907        | 869        | ↑ 4.4%   |
| <b>Website visit</b>      | 578        | 506        | ↑ 14.2%  |
| <b>Phone calls</b>        | 209        | 196        | ↑ 6.6%   |
| <b>Request directions</b> | 120        | 167        | ↓ -28.1% |

## PHONE CALLS BY MONTH

YEAR-TO-DATE:



## MONTH PERFORMANCE

PAST 6 MONTHS:

| Month    | Queries       | Direct queries | Indirect queries | Actions      | Website visit | Phone calls | Request directions |
|----------|---------------|----------------|------------------|--------------|---------------|-------------|--------------------|
| April    | 4,841         | 2,893          | 1,948            | 936          | 595           | 218         | 123                |
| March    | 6,371         | 2,885          | 3,486            | 868          | 502           | 194         | 172                |
| February | 6,109         | 4,055          | 2,054            | 1,001        | 668           | 206         | 127                |
| January  | 8,413         | 5,717          | 2,696            | 857          | 509           | 200         | 148                |
| December | 5,665         | 2,830          | 2,835            | 582          | 380           | 82          | 120                |
| November | 6,563         | 3,083          | 3,480            | 622          | 403           | 94          | 125                |
|          | <b>37,962</b> | <b>21,463</b>  | <b>16,499</b>    | <b>4,866</b> | <b>3,057</b>  | <b>994</b>  | <b>815</b>         |

## CAMPAIGN PERFORMANCE

| Campaign       | Sessions  | Users     | New users | Pages / session | Avg. session duration | Bounce rate   | Transactions | Revenue        | Goal conversion rate |
|----------------|-----------|-----------|-----------|-----------------|-----------------------|---------------|--------------|----------------|----------------------|
| MyBusiness     | 88        | 40        | 33        | 5.88            | 1m 43s                | 22.73%        | 7            | €233.35        | 9.09%                |
| Organic Search | 88        | 40        | 33        | 5.88            | 1m 43s                | 22.73%        | 7            | €233.35        | 9.09%                |
|                | <b>88</b> | <b>40</b> | <b>33</b> | <b>5.88</b>     | <b>1m 43s</b>         | <b>22.73%</b> | <b>7</b>     | <b>€233.35</b> | <b>9.09%</b>         |

 HISTORICAL TABLE  
YEAR-TO-DATE:

| Month    | Sessions     | Users        | New users    | Pages / session | Avg. session duration | Bounce rate  | Ecommerce conversion rate | Transactions | Revenue          |
|----------|--------------|--------------|--------------|-----------------|-----------------------|--------------|---------------------------|--------------|------------------|
| April    | 721          | 449          | 421          | 4.67            | 3m 51s                | 4.85%        | 3.47%                     | 25           | €1,158.30        |
| March    | 778          | 532          | 503          | 4.98            | 4m 17s                | 3.21%        | 3.08%                     | 24           | €1,184.30        |
| February | 701          | 487          | 461          | 5.24            | 3m 42s                | 1.85%        | 3.00%                     | 21           | €871.95          |
| January  | 949          | 698          | 661          | 5.33            | 3m 20s                | 2.53%        | 2.63%                     | 25           | €919.25          |
|          | <b>3,149</b> | <b>2,097</b> | <b>2,046</b> | <b>5.07</b>     | <b>3m 46s</b>         | <b>3.08%</b> | <b>3.02%</b>              | <b>95</b>    | <b>€4,133.80</b> |