

CASE STUDY 2

Plates4Less : www.plates4less.co.uk

Website Type: eCommerce

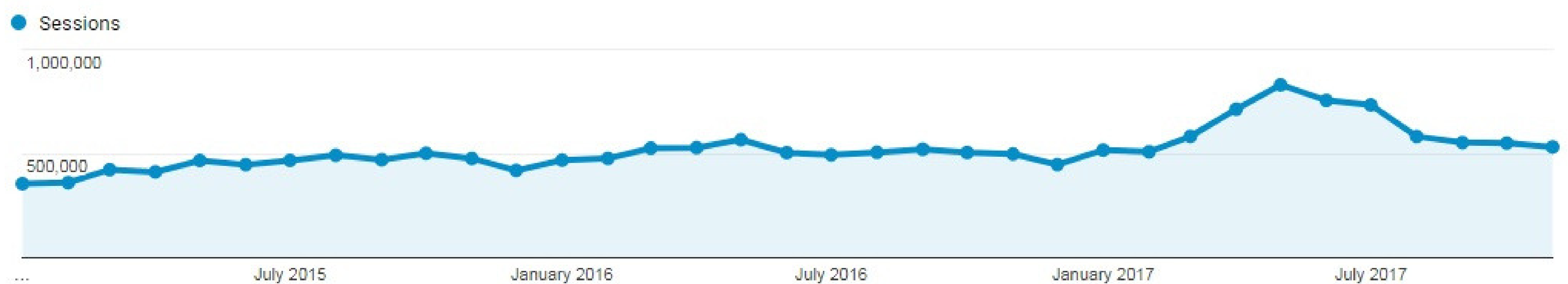
ABOUT PLATES4LESS

Plates4less is a trading style of VRM Swansea Ltd. Established since 1997 and located in Swansea, the UK center for personal number plate transfers.

Plates4Less is officially registered with the Driver and Vehicle Licensing Agency to supply number plates for vehicles registered in the United Kingdom and Northern Ireland.

ANALYTICS REPORT

[From Jan 1, 2015 to Nov 30, 2017]
(Graph represented on a monthly basis)



Sessions
18,192,286

Users
10,692,216

Pageviews
101,755,801

Pages / Session
5.59

Avg. Session Duration
00:13:24

Bounce Rate
26.72%

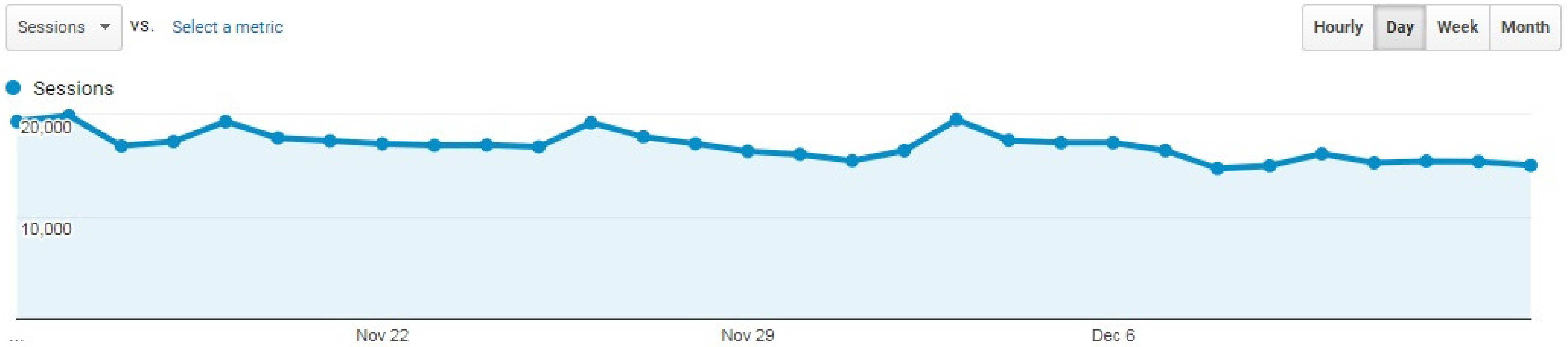
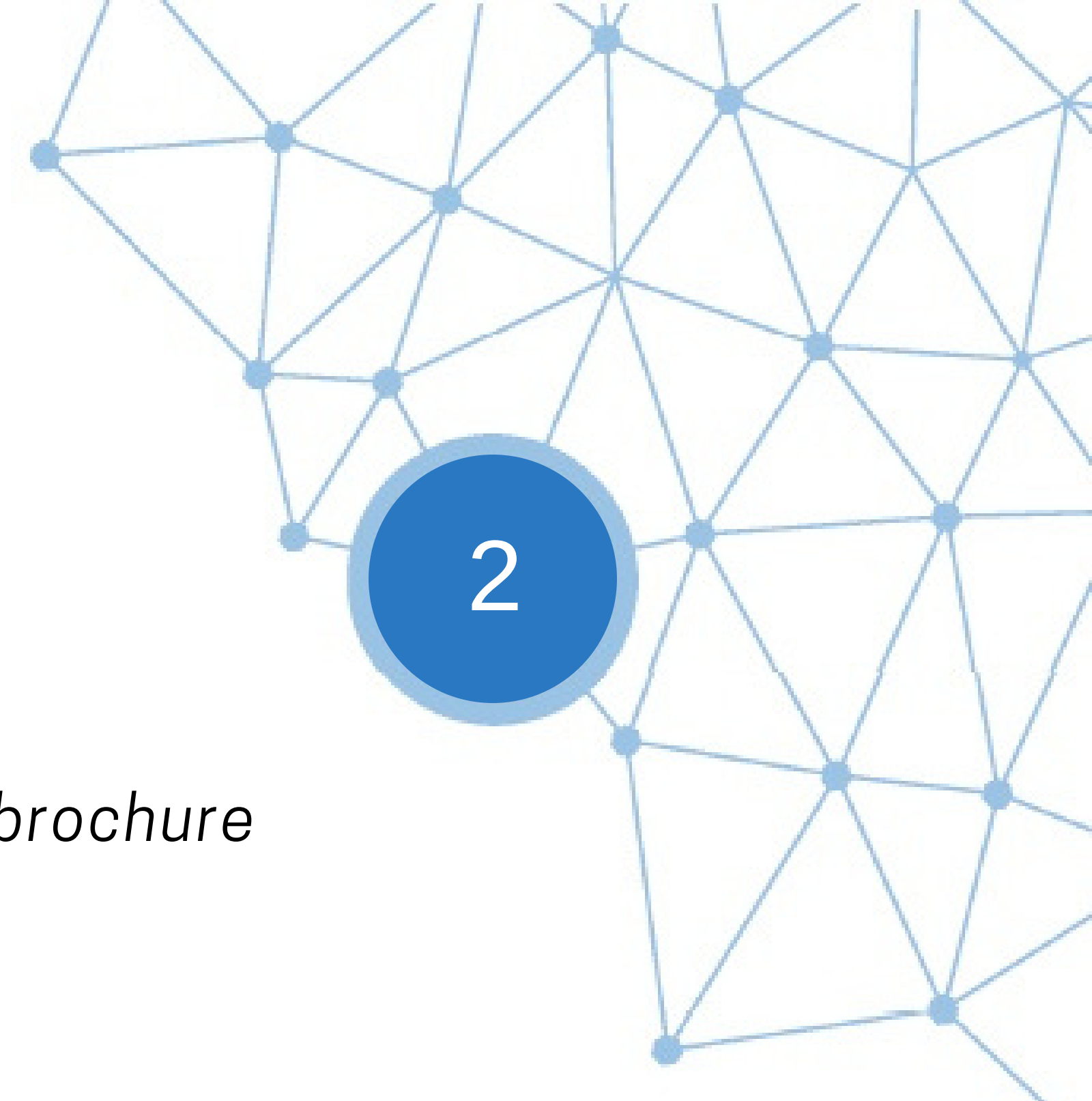
% New Sessions
58.11%



ANALYTICS REPORT

[From Nov 15, 2017 to Dec 14, 2017]**
 (Graph represented on a day-to-day basis)

**Last 30 days from the date of creation of this brochure



Sessions 508,618	Users 348,678	Pageviews 2,904,632
Pages / Session 5.71	Avg. Session Duration 00:13:25	Bounce Rate 25.29%
% New Sessions 57.85%		



DEVICE ANALYSIS

Device Category ?	Acquisition			Behavior
	Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?
	508,618 % of Total: 100.00% (508,618)	58.19% Avg for View: 57.85% (0.59%)	295,981 % of Total: 100.59% (294,253)	25.29% Avg for View: 25.29% (0.00%)
1. mobile	354,357 (69.67%)	55.20%	195,609 (66.09%)	27.05%
2. desktop	98,393 (19.35%)	69.66%	68,544 (23.16%)	20.17%
3. tablet	55,868 (10.98%)	56.97%	31,828 (10.75%)	23.17%

SOCIAL MEDIA REPORT- FACEBOOK

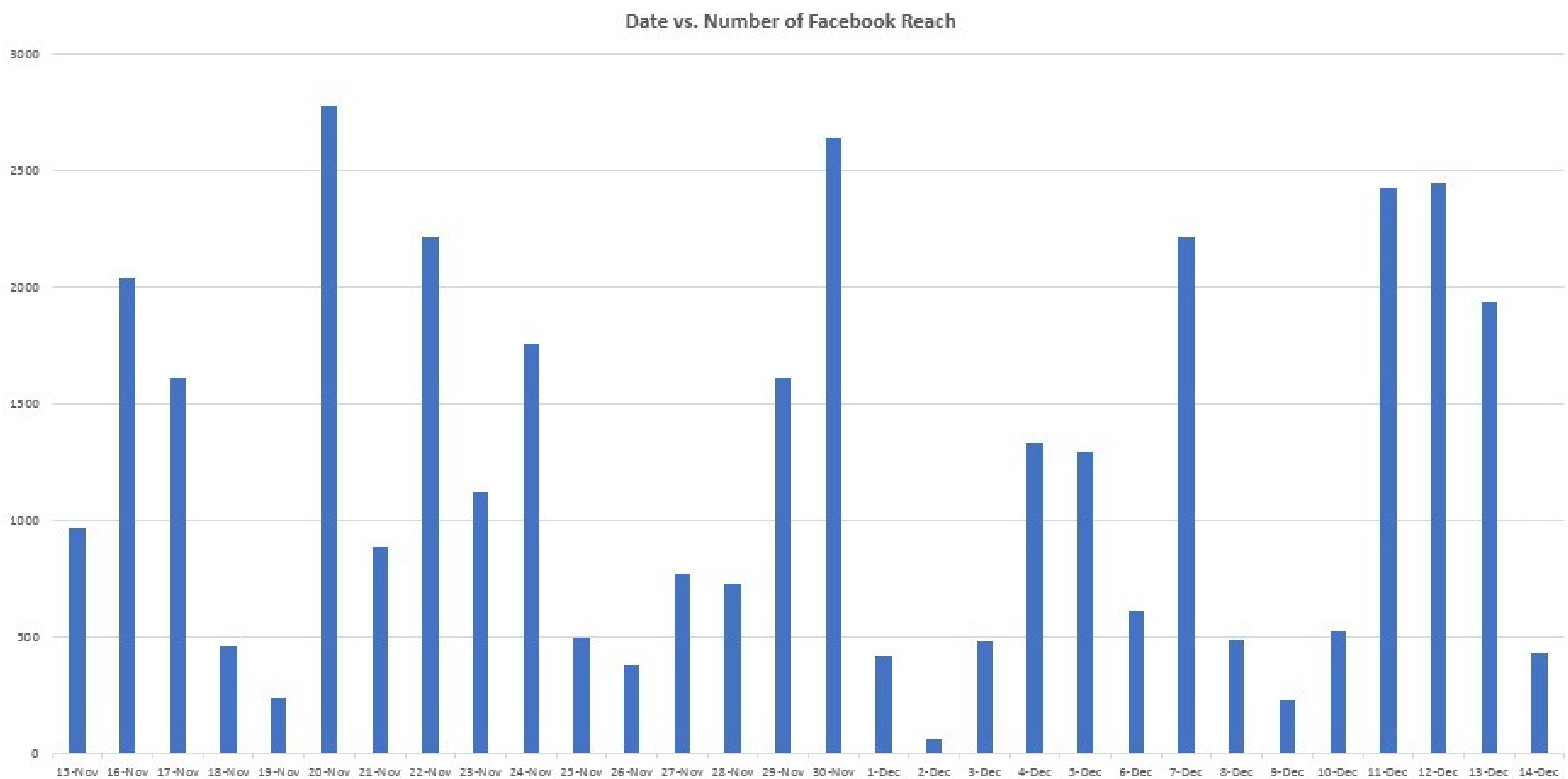
[From Nov 15, 2017 to Dec 14, 2017]**

**Last 30 days from the date of creation of this brochure



SR. NO.	DATE	NO. OF REACH
1	15-Nov	966
2	16-Nov	2,038
3	17-Nov	1,610
4	18-Nov	456
5	19-Nov	233
6	20-Nov	2,780
7	21-Nov	889
8	22-Nov	2,216
9	23-Nov	1,121
10	24-Nov	1,758
11	25-Nov	493
12	26-Nov	379
13	27-Nov	772
14	28-Nov	731
15	29-Nov	1,612
16	30-Nov	2,641
17	1-Dec	418
18	2-Dec	63
19	3-Dec	481
20	4-Dec	1,328
21	5-Dec	1,294
22	6-Dec	615
23	7-Dec	2,213
24	8-Dec	489
25	9-Dec	228
26	10-Dec	526
27	11-Dec	2,427
28	12-Dec	2,447
29	13-Dec	1,938
30	14-Dec	433
TOTAL		35,595

Graphical Representation



TRAFFIC ACQUISITION

CHANNELS

- Organic Search
- Direct
- Display
- Referral
- Email
- Paid Search
- Social
- Miscellaneous sources

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Detailed analysis of the channels is provided below:

Default Channel Grouping	Acquisition			Behavior		
	Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
	508,618 % of Total: 100.00% (508,618)	58.19% Avg for View: 57.85% (0.59%)	295,981 % of Total: 100.59% (294,253)	25.29% Avg for View: 25.29% (0.00%)	5.71 Avg for View: 5.71 (0.00%)	00:13:25 Avg for View: 00:13:25 (0.00%)
Organic Search	207,472 (40.79%)	55.66%	115,486 (39.02%)	18.21%	6.10	00:14:43
Paid Search	163,454 (32.14%)	52.14%	85,231 (28.80%)	16.66%	6.10	00:14:33
Direct	84,678 (16.65%)	75.53%	63,957 (21.61%)	47.42%	4.83	00:10:30
Referral	46,273 (9.10%)	63.45%	29,360 (9.92%)	44.85%	4.42	00:09:15
Display	5,078 (1.00%)	11.95%	607 (0.21%)	38.01%	4.37	00:12:15
Social	1,428 (0.28%)	85.01%	1,214 (0.41%)	45.87%	3.96	00:08:17
(Other)	235 (0.05%)	53.62%	126 (0.04%)	52.77%	3.21	00:11:40

LATEST ORGANIC RANK REPORT ON BASIS OF KEYWORDS

cheap number plates URL: https://www.plates4less.co.uk/cheap-number-plates.asp Page: 1 Organic	1
cheap number plates uk URL: https://www.plates4less.co.uk/cheap-number-plates.asp Page: 1 Organic	1

CONTD. FROM PREVIOUS PAGE

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personalised number plates URL: https://www.plates4less.co.uk/personalised-number-plates.asp Page: 1 Organic	2
private number plates URL: https://www.plates4less.co.uk/ Page: 1 Organic	2
personalised registration plates URL: https://www.plates4less.co.uk/ Page: 1 Organic	2
private plate URL: https://www.plates4less.co.uk/ Page: 1 Organic	2
number plates uk URL: https://www.plates4less.co.uk/ Page: 1 Organic	2
private car registrations URL: https://www.plates4less.co.uk/private-car-registrations.asp Page: 1	2
personal plates URL: https://www.plates4less.co.uk/personalised-number-plates.asp Page: 1 Organic	2
car number plates URL: https://www.plates4less.co.uk/ Page: 1 Organic	2
cheapest private number plates URL: https://www.plates4less.co.uk/number-plate-index/Cheap-personalised-number-plates.asp Page: 1 Organic	2