**Progressive Work Report - April 2024**

**Date: 6/5/2024**

Agency Name: **Google**

Purpose: Lead Generation

Invoice Number:

Duration: April 2024

**Purpose**

* Lead Generation

Report:

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| **Apr-24** | | | |
| **Agency** | **Leads** | **Admission** | **Conv %** |
| Google | 7,964 | 410 | 5.15% |
| Google Add. | 318 | 7 | 2.20% |
| Facebook | 147 | 3 | 2.04% |
| Referral | 1,210 | 267 | 22.07% |
| Toll Free | 230 | 27 | 11.74% |
| Organic | 629 | 50 | 7.95% |
| CAP | 21 | 2 | 9.52% |
| Walkin | 7 | 1 | 14.29% |
| **Total** | **10,526** | **767** | **7.29%** |

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| --- | --- |
| **Prepared By** | **Checked & Approved By** |
|  |  |
| Nikhil Gaud  2nd in Command - Performance Marketing | Mr. Pranav Kulkarni  Head- Digital Marketing |