**Progressive Work Report - July 2024**

**Date: 2/8/2024**

Agency Name: **Google**

Purpose: Lead Generation

Invoice Number:

Duration: July 2024

**Purpose**

* Lead Generation

Report:

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| **Jul-24** | | | |
| **Agency** | **Leads** | **Admission** | **Conv %** |
| Google | 9,059 | 446 | 4.92% |
| Google Add. | 802 | 1 | 0.12% |
| Facebook | 439 | 0 | 0.00% |
| Referral | 1,878 | 494 | 26.30% |
| Toll Free | 358 | 38 | 10.61% |
| Organic | 1,430 | 91 | 6.36% |
| CAP | 103 | 6 | 5.83% |
| Walkin | 7 | 0 | 0.00% |
| **Total** | **14,076** | **1,076** | **7.64%** |

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