**Progressive Work Report - May 2024**

**Date: 4/6/2024**

Agency Name: **Google**

Purpose: Lead Generation

Invoice Number:

Duration: May 2024

**Purpose**

* Lead Generation

Report:

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| **May-24** | | | |
| **Agency** | **Leads** | **Admission** | **Conv %** |
| Google | 9,858 | 455 | 4.62% |
| Google Add. | 408 | 8 | 1.96% |
| Facebook | 60 | 2 | 3.33% |
| Referral | 1,586 | 362 | 22.82% |
| Toll Free | 346 | 24 | 6.94% |
| Organic | 955 | 72 | 7.54% |
| CAP | 19 | 5 | 26.32% |
| Walkin | 8 | 1 | 12.50% |
| **Total** | **13,240** | **929** | **7.02%** |

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