

Google ads information of Mahboo MVP site (including 'flood' where a strange large influx of users appeared at one point which appeared unrelated)

Google ads:

Clicks: 44

Click-Through-Rate: 1.19%

(With Flood) Google Analytics:

Sessions: 821

Users: 440

Drop off after landing page: 96%

Contact: 1 % of sessions

Without Flood (Mar 31st- Apr 26th)

Total Sessions: 71

Landing Page Sessions: 63

Landing Page drop off : 63.5%

Most users viewed the companion app page, tablet page, and product page.

Contact: 1.40%

Google ads:

Clicks: 35

Click through rate: 1.25%