



madimack

MARKETING UPDATES AS OF APRIL 17, 2023



Content

- WEBSITE ANALYTICS
 - Audience
 - Acquisition
 - Page Traffic
- SOCIAL MEDIA STATISTICS
 - Facebook
 - Instagram
 - LinkedIn
- FORMS PERFORMANCE

Previous month:
(March 2023)

Users

9,636



New Users

8,966



April 1-17, 2023

Users

5,387

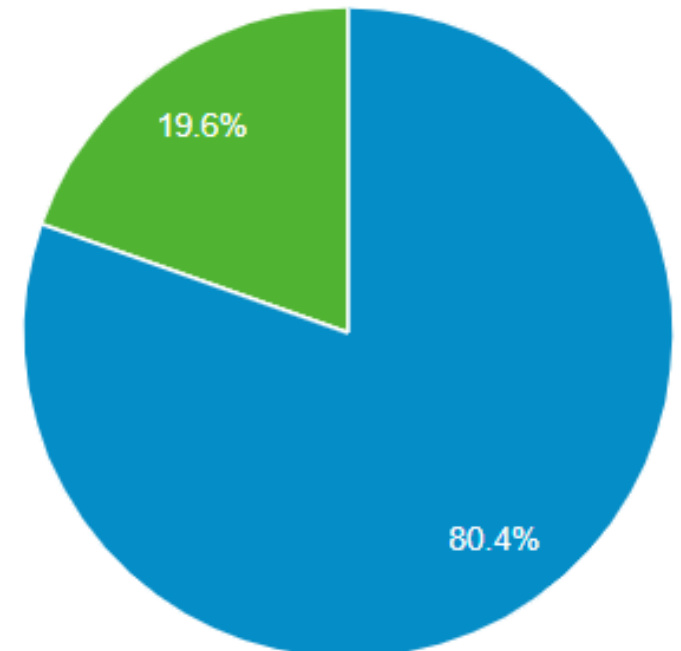


New Users

4,962



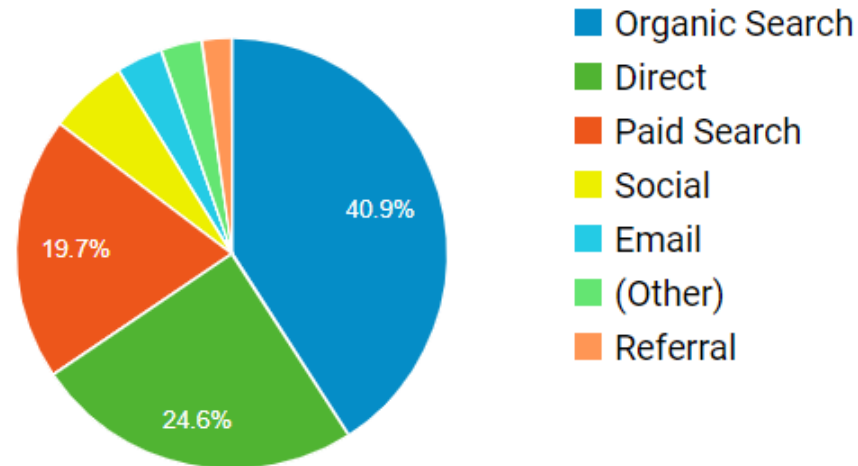
■ New Visitor ■ Returning Visitor



Insights:

- With an average **343 users daily**, Madimack's users for the month of April is expected to surpass last month's number by a slight margin.
- New Users percentage remains the same for this month. Increase is expected as marketing lines up additional awareness ads that aims to reach new audience digitally.

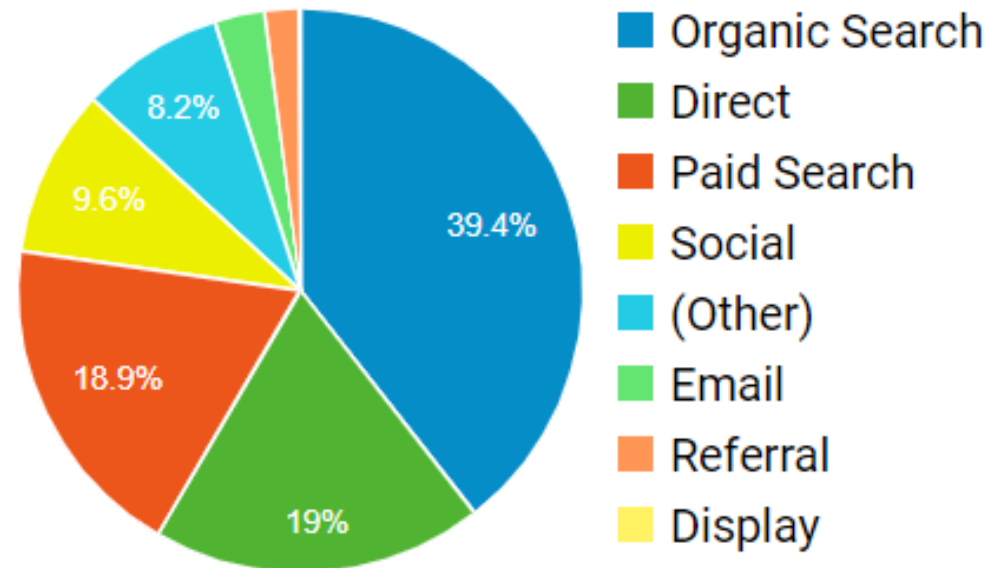
Previous month:
(March 2023)



April 1-17, 2023

Insights:

- **Social Traffic** increased from 5.9% to 9.6% this month. This is a direct effect of increase in content and paid ads on Madimack's social media channels.
- Rankings of channels for traffic acquisition remains consistent with **Organic Search** as the top channel. Efforts in **SEO** is the main contributor in this number. Top keywords that bring traffic are: **best pool heating** and **heat pump**



Previous month: (March 2023)

Home Page new https://www.madimack.com.au	4,175
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New Residential Pool Heat Pump Product page https://www.madimack.com.au/resi...	2,309
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Pool Heat Pumps Calculator https://www.madimack.com.au/resi...	1,686
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Pool Heating: How to calculate pool heat pump sizes https://www.madimack.com.au/blog...	1,256
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Brochures and Catalogues download https://www.madimack.com.au/broc...	998
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April 1-17, 2023

Home Page new https://www.madimack.com.au	2,311
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New Residential Pool Heat Pump Product page https://www.madimack.com.au/resi...	1,138
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Pool Heat Pumps Calculator https://www.madimack.com.au/resi...	828
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Pool Heating: How to calculate pool heat pump sizes https://www.madimack.com.au/blog...	581
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Madimack GT560 Pool Robot https://www.madimack.com.au/mad...	505
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April 1-17, 2023

Home Page new https://www.madimack.com.au	2,311
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New Residential Pool Heat Pump Product page https://www.madimack.com.au/resi...	1,138
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Pool Heat Pumps Calculator https://www.madimack.com.au/resi...	828
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Pool Heating: How to calculate pool heat pump sizes https://www.madimack.com.au/blog...	581
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Madimack GT560 Pool Robot https://www.madimack.com.au/mad...	505
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Insights:

- Top 4 pages are consistent in performance as these are pages connected to Madimack's "always-on" digital ads.
- GT560 product page is performing well because of additional paid ads published highlighting the product and redirecting audience to this specific webpage.

Previous month:
(March 2023)

Elite VS Inverter Pool Pump
eFLOW

<https://www.madimack.com.au/elite...>

764 Views

Elite VS Inverter Pool Pump eFLOW contact us form [↗](#)

760 Views

8 Submissions

April 1-17, 2023

Elite VS Inverter Pool Pump
eFLOW

<https://www.madimack.com.au/elite...>

329 Views

Elite VS Inverter Pool Pump eFLOW contact us form [↗](#)

328 Views

4 Submissions

Insights:

- Paid ads highlighting eFlow are bringing in traffic capturing possible leads. There is a campaign running that redirects audience directly to the Elite VS Contact Form to encourage more submissions.
- With consistent growth based on past data, April numbers are expected to be better than last month.

Previous month:
(March 2023)

Facebook Page reach ⓘ

169,657 ↑ 265.7%

Instagram reach ⓘ

6,502 ↓ 28.5%

Paid reach ⓘ

344,711 ↑ 180.2%

Facebook Page new likes ⓘ

14 ↑ 40%

New Instagram followers ⓘ

22 ↑ 57.1%

April 1-17, 2023

Facebook Page reach ⓘ

155,079 ↑ 14.6%

Instagram reach ⓘ

11,207 ↑ 222.3%

Paid reach ⓘ

167,425 ↓ 22.5%

Facebook Page new likes ⓘ

116 ↑ 1.2K%

New Instagram followers ⓘ

10 ↓ 28.6%

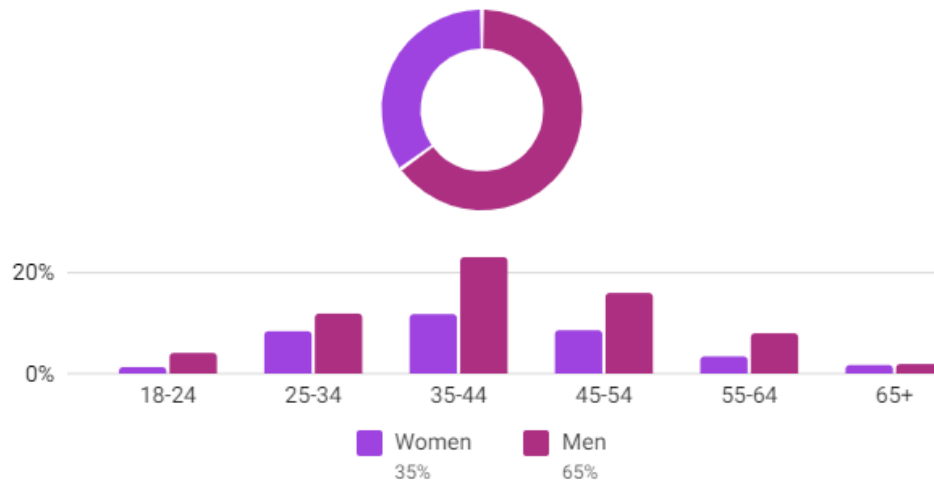
Insights:

- There are positive growth rates for both Facebook and Instagram reach. This is brought by higher frequency of both organic and paid posts.
- High increase in new page likes is a result of a new paid campaign marketing set up with the main objective of reaching new audience and getting new likes to expand Madimack's online community.

Facebook Page followers ⓘ

1,302

Age & gender ⓘ



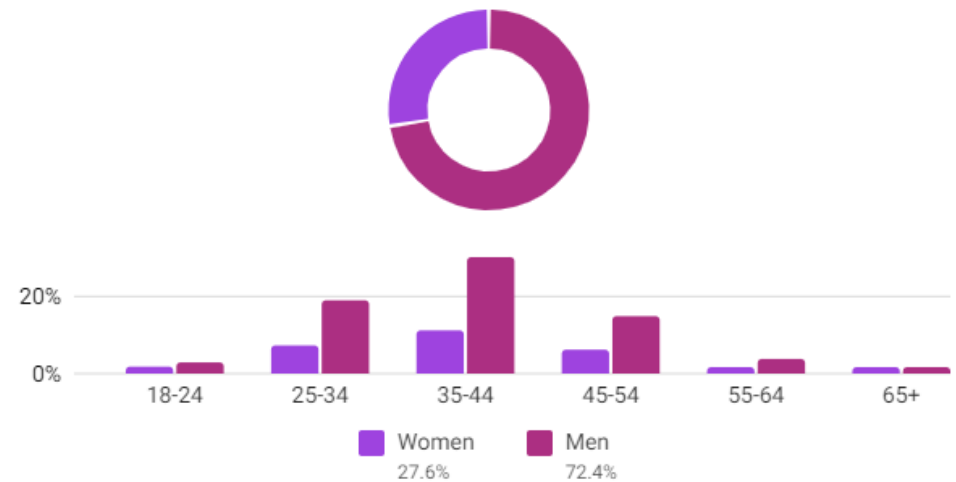
Top cities



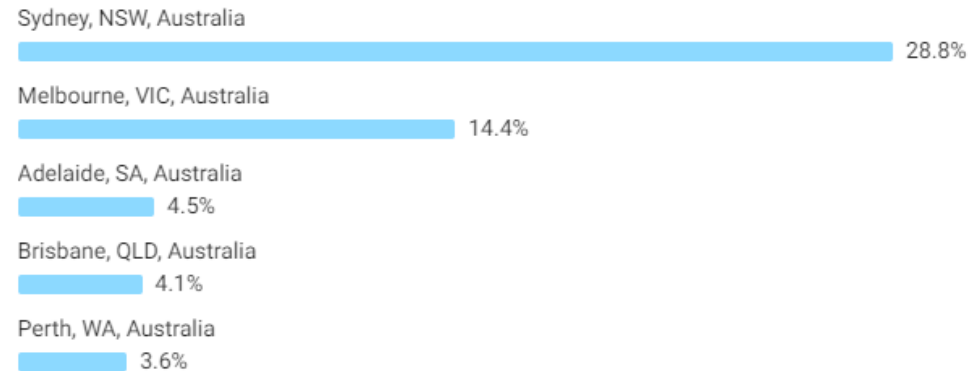
Instagram followers ⓘ

798

Age & gender ⓘ



Top cities



**Previous month:
(March 2023)**

144

Page views

▼ 23.8%

61

Unique visitors

▼ 28.2%

13

Custom button clicks

▼ 31.6%

13

New followers

▼ 13.3%

April 1-17, 2023

179

Page views

▲ 121%

53

Unique visitors

▲ 47.2%

11

Custom button clicks

▲ 175%

57

New followers

▲ 533.3%

Insights:

- Numbers have already surpassed last month's performance. Organic content posting is one factor that is driving more visits to the page.
- It is highly recommended that all members of the organization should be encouraged to follow and interact with Madimack's LinkedIn company page to boost the page's visibility in the channel organically.
- LinkedIn Ads will be explored to boost the page's performance.

Forms Performance

Previous month:
(March 2023)

VIEWS
13,196
▲ 2.25%

CONVERSION RATE
6.22%
▼ 8.03%

SUBMISSIONS
821
▼ 5.96%

April 1-17, 2023

VIEWS
5,989
▼ 18.79%

CONVERSION RATE
7.31%
▲ 10.07%

SUBMISSIONS
438
▼ 10.61%

Insights:

- Views and submissions are a bit slow but are expected to increase by end of month.
- Detailed targeting and higher reach in paid ads will help improve these numbers.
- Forms check-up is recommended to help boost the numbers. Some of the best practices for forms in websites are : **consider mobile first for website forms, make your website forms stand out, use minimum number of fields in your website forms, avoid “Submit” in your web forms** (check out this article for more info: <https://www.truconversion.com/infographics/10-tips-to-improve-web-form-design-to-boost-conversions/>)

April 1-17, 2023

	VIEWS 
Generic Evaluation	1,782
Subscribe to Madimack Blog Notifications 5648598281	1,115
Mackademy - Portal Registration Page Form	1,077
Elite V3 Request Form	548
Contact Us page Form	520



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Thank you.

