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MARKETING UPDATES AS OF MARCH 23



Content

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

Website Analytics: Audience

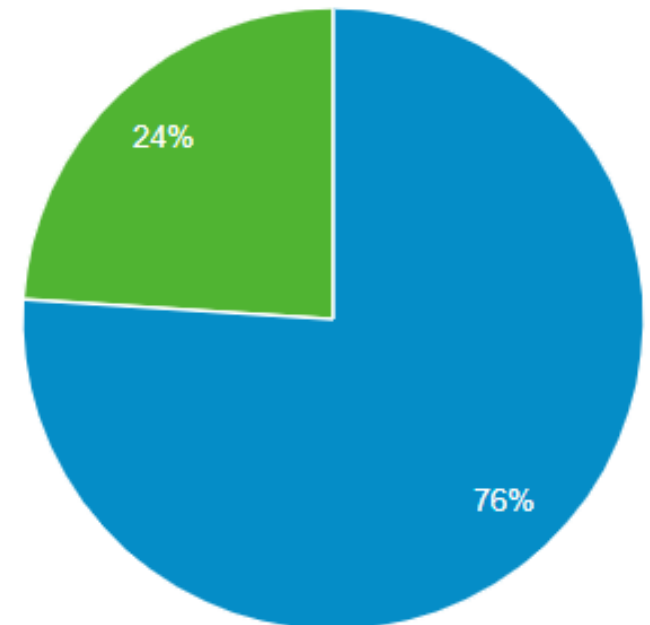
Users

2,175

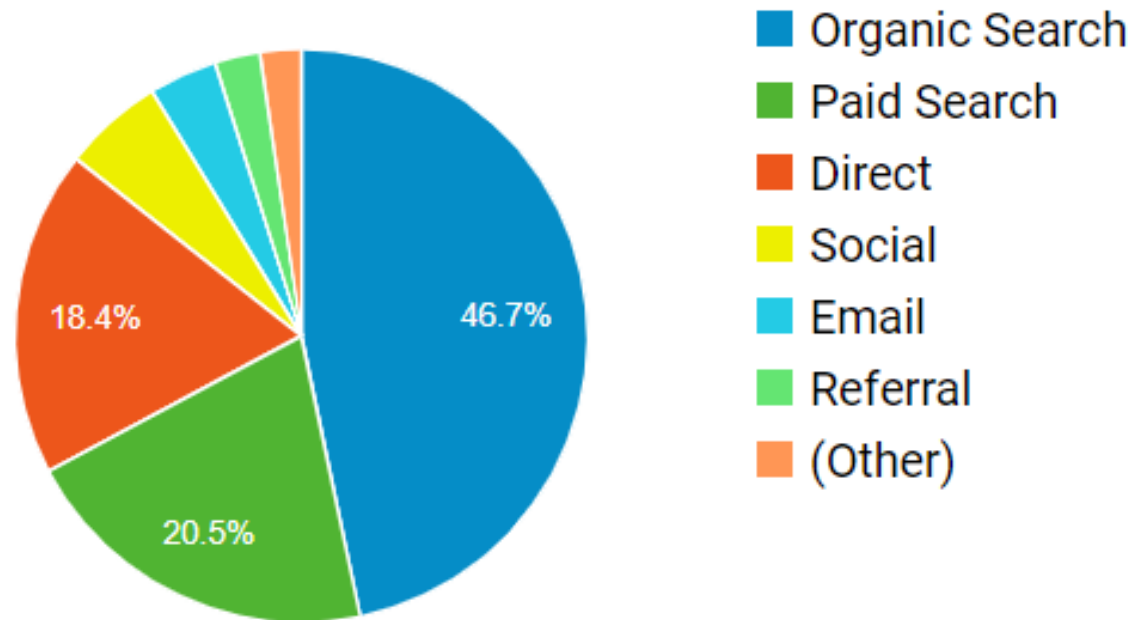
New Users

1,856

■ New Visitor ■ Returning Visitor



Website Analytics: Acquisition



Website Analytics: Top 5 Pages

Home Page new https://www.madimack.com.au	777
New Residential Pool Heat Pump Product page https://www.madimack.com.au/resi...	537
Pool Heat Pumps Calculator https://www.madimack.com.au/resi...	397
Pool Heating: How to calculate pool heat pump sizes https://www.madimack.com.au/blog...	339
Brochures and Catalogues download https://www.madimack.com.au/broc...	303

Website Analytics: eFlow

Elite VS Inverter Pool Pump
eFLOW

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

191 Views

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

189 Views

5 Submissions

Social Media: Reach & Audience

Facebook Page reach ⓘ

62,688 ↑ 75.9%

Instagram reach ⓘ

5,520 ↓ 18%

Paid reach ⓘ

274,306 ↑ 210.8%

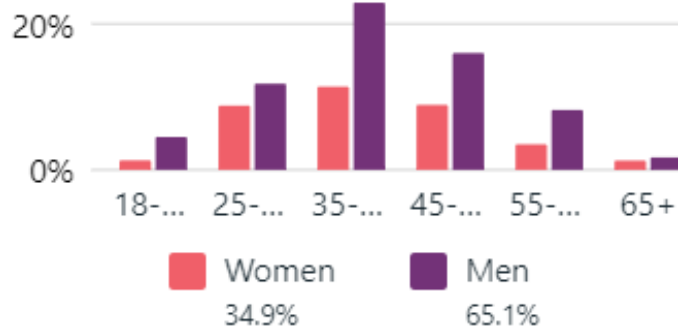
Facebook Page followers ⓘ

1,178 (+4)

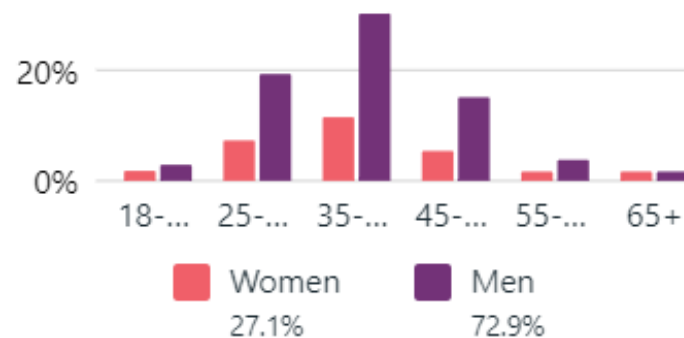
Instagram followers ⓘ

786 (+5)

Age & gender ⓘ



Age & gender ⓘ



Social Media: Top Cities

Sydney, NSW, Australia



Brisbane, QLD, Australia



Melbourne, VIC, Australia



Perth, WA, Australia



Adelaide, SA, Australia



Social Media: LinkedIn

96

Page views

43

Unique visitors

11

Custom button clicks

Job function ▼

Business Development · 38 (39.6%)



Sales · 25 (26%)



Human Resources · 10 (10.4%)



Education · 4 (4.2%)



Operations · 3 (3.1%)



Industry ▼

Appliances, Electrical, and Electronics Manufacturing · 24 (25%)



IT Services and IT Consulting · 15 (15.6%)



Banking · 9 (9.4%)



Civil Engineering · 5 (5.2%)



Wholesale Building Materials · 4 (4.2%)



Form Stats: Views & Submissions

VIEWS

3,193

▲ 15.9%

CONVERSION RATE

5.95%

▼ 5.24%

SUBMISSIONS

190

▲ 9.83%

Form Stats: Top Forms

	SUBMISSIONS 
Generic Evaluation 	136
Warranty Registration 	16
Contact Us page Form 	12
Service and support (NEW TEST WES) 	9
Commercial evaluation form 	7



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Thank you.

