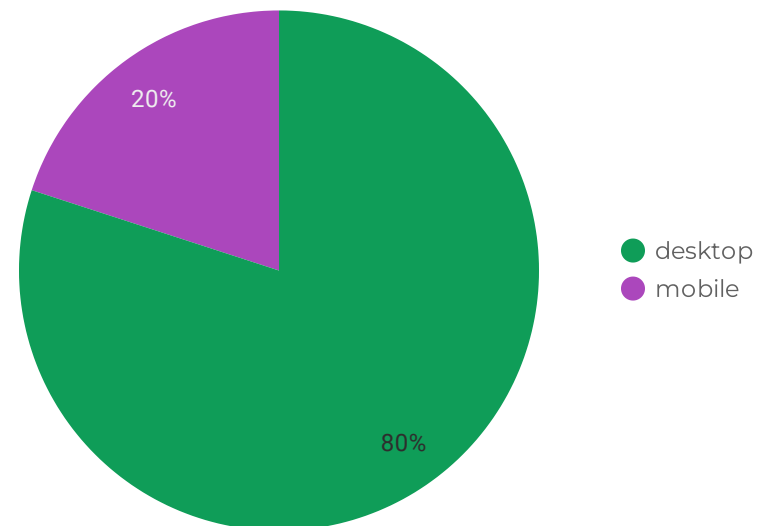
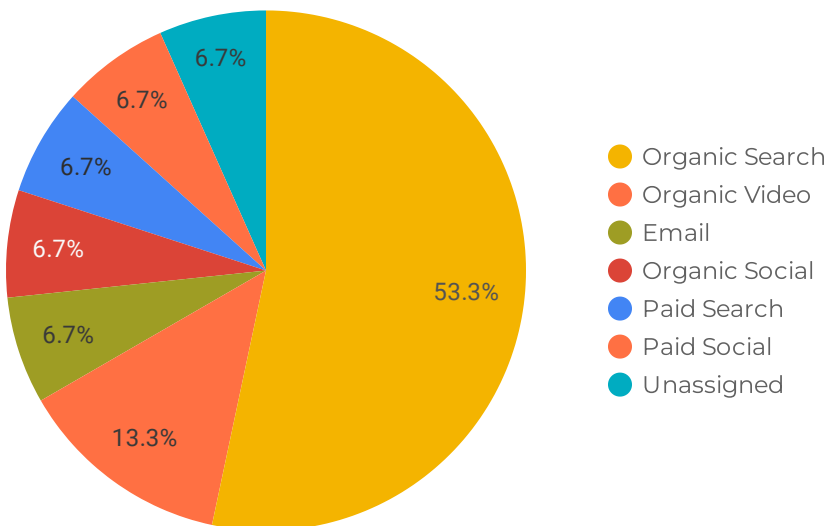
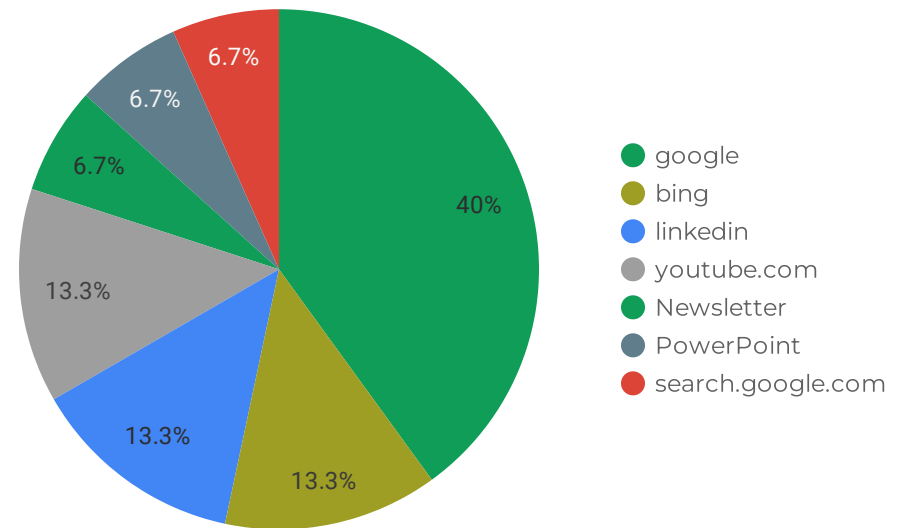
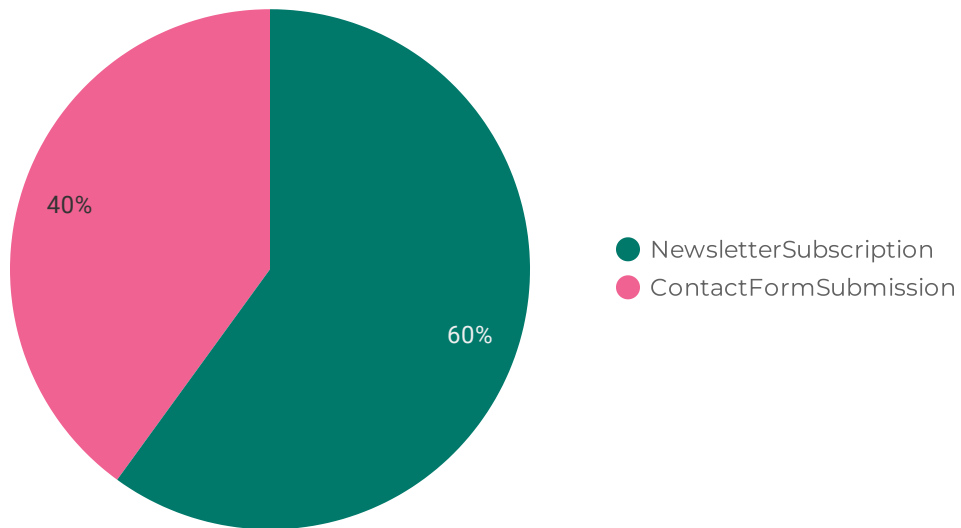


Performance Snapshot

Dec 1, 2024 - Dec 31, 2024

Conversions

15

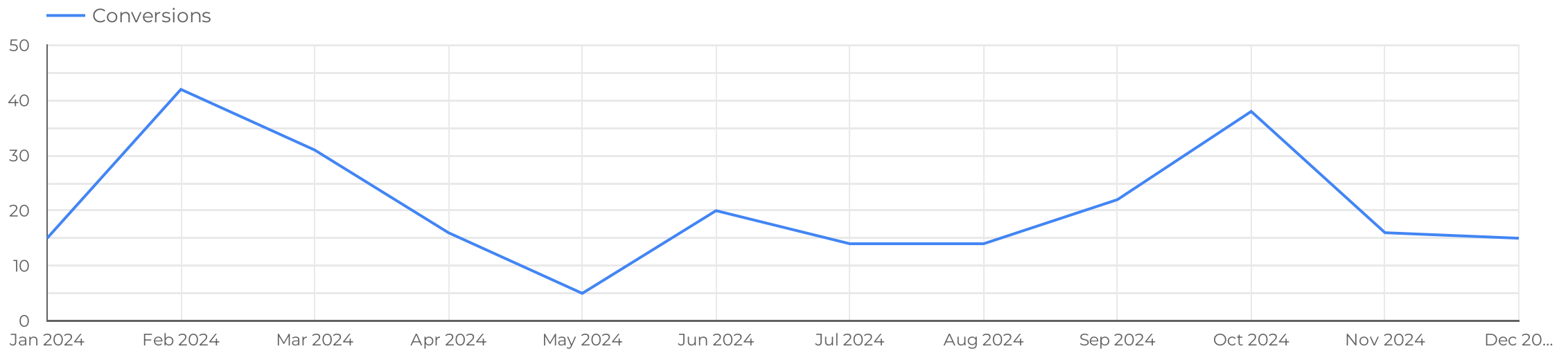
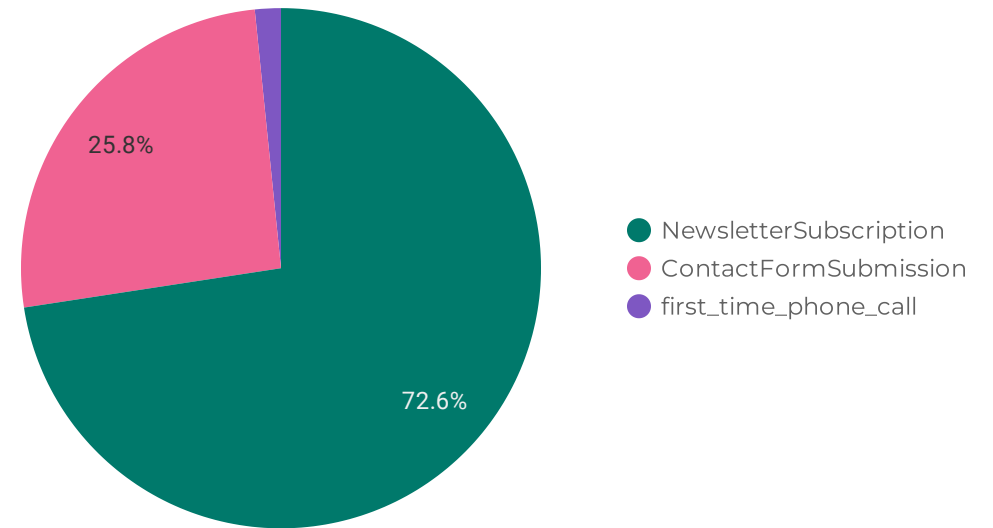


Performance Snapshot TTM

Dec 1, 2024 - Dec 31, 2024

Conversions

248





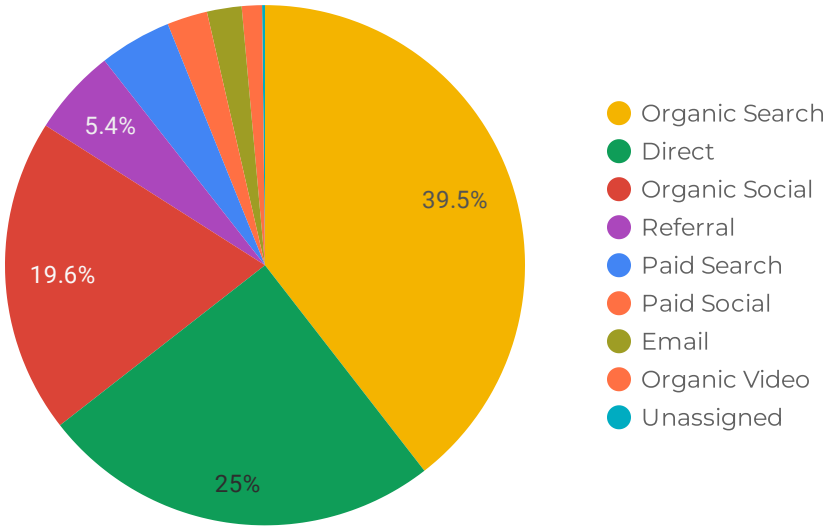
Traffic Sources

Dec 1, 2024 - Dec 31, 2024

New users
462

Total users
470

Sessions
558



(not set) hits typically come from 3rd party integrations with the most common being the Google Business Profile

	Landing page	Sessions
1.	/	122
2.	(not set)	47
3.	/msp-marketing-services/pay-per-click-advertising	15
4.	/offers/free-consultation	15
5.	/privacy-policy	11
6.	/msp-marketing-services/content-marketing	8
7.	/msp-marketing-services/wordpress-hosting-and-...	8
8.	/pricing	8
9.	/offers/cybersecurity-checklist-lead-magnet	7
10.	/msp-marketing-services/web-and-marketing-ana...	6

1 - 44 / 44

	Landing page	Sessions
1.	/blog/top-of-funnel-middle-funnel-and-bottom-of-fun...	26
2.	/blog/beginners-guide-to-measuring-search-engine-p...	15
3.	/blog/want-to-sell-your-msp-you-need-ebitda	12
4.	/blog/what-is-a-trunk-slammer-in-the-msp-space	12
5.	/blog	10
6.	/blog/case-study-tnhs-generates-30-leads-in-6-month...	10
7.	/blog/best-crm-for-msps	9
8.	/blog/estimating-the-value-of-an-msp-lead	8
9.	/blog/wrong-canonical-url-from-yoast-plugin	8
10.	/blog/types-of-technology-companies	7

1 - 53 / 53



Traffic Sources, Excluding Direct

Dec 1, 2024 - Dec 31, 2024

New users

343

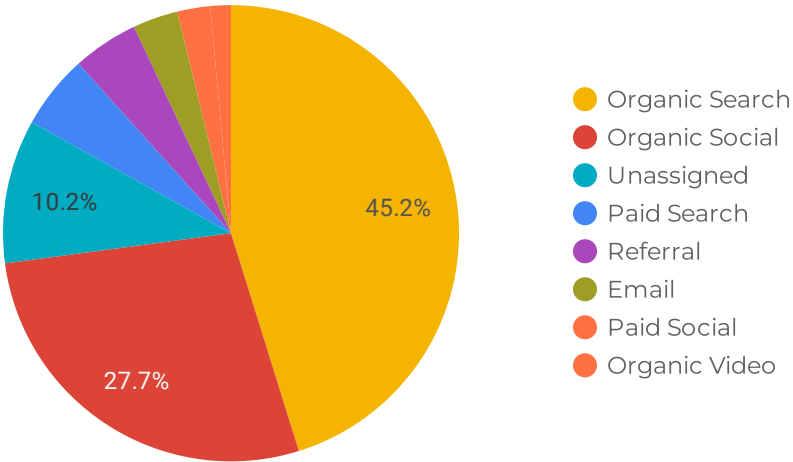
Total users

351

Sessions

419

AZ



(not set) hits typically come from 3rd party integrations with the most common being the Google Business Profile

	Landing page	Sessions
1.	/	91
2.	(not set)	36
3.	/blog/top-of-funnel-middle-funnel-and-bottom-of-funn...	23
4.	/blog/beginners-guide-to-measuring-search-engine-per...	14
5.	/offers/free-consultation	13
6.	/blog/want-to-sell-your-msp-you-need-ebitda	12
7.	/msp-marketing-services/pay-per-click-advertising	12
8.	/blog/what-is-a-trunk-slammer-in-the-msp-space	11
9.	/blog/best-crm-for-msps	7
10.	/blog/case-study-tnhs-generates-30-leads-in-6-months-...	7

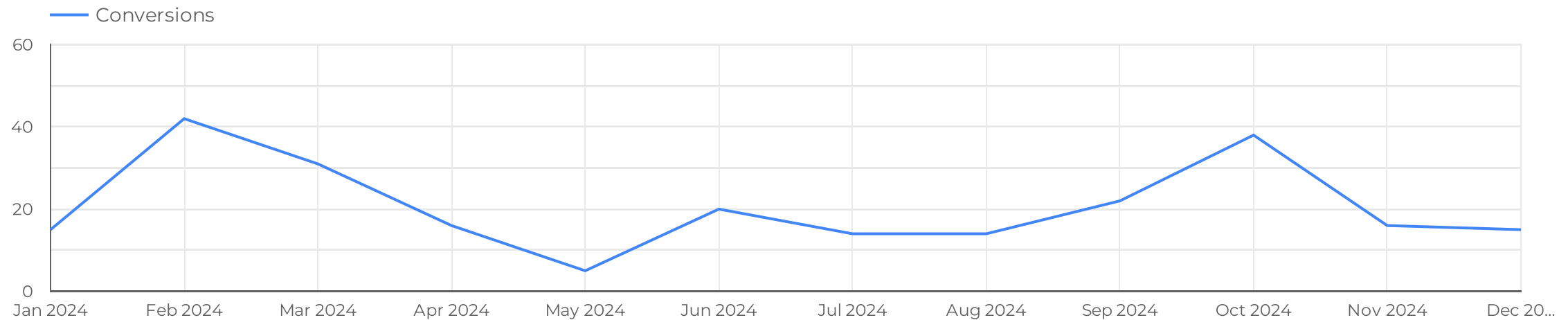
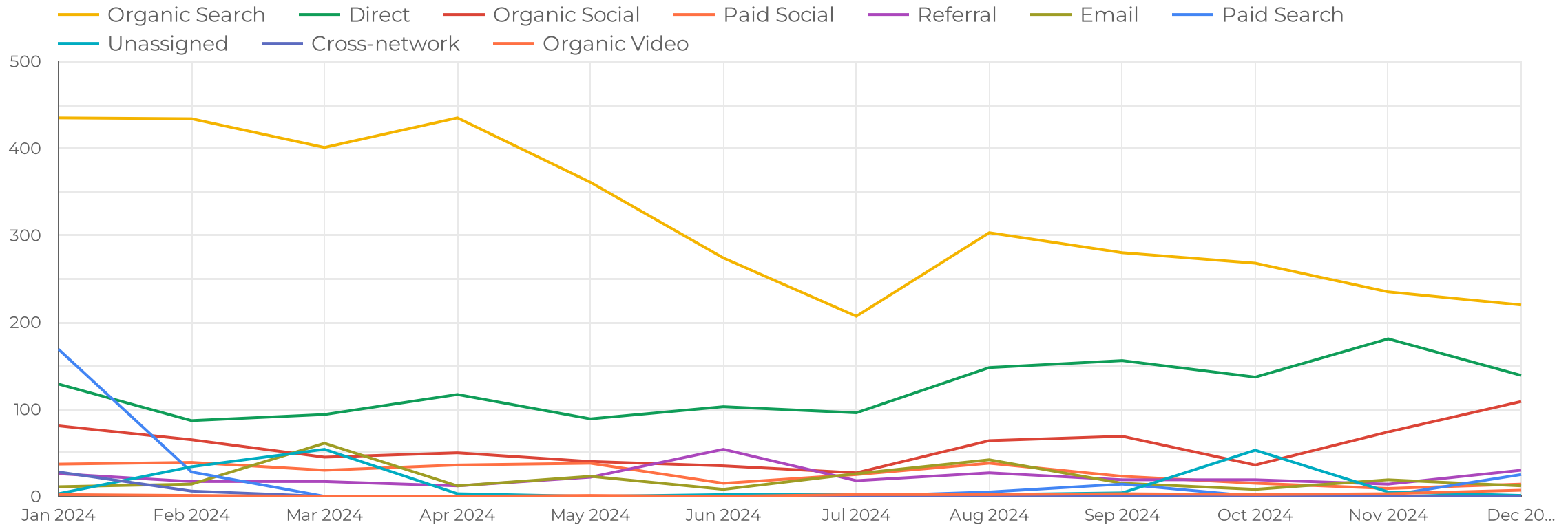
1 - 82 / 82

	Landing page	Sessions
1.	/blog/top-of-funnel-middle-funnel-and-bottom-of-funne...	23
2.	/blog/beginners-guide-to-measuring-search-engine-perf...	14
3.	/blog/want-to-sell-your-msp-you-need-ebitda	12
4.	/blog/what-is-a-trunk-slammer-in-the-msp-space	11
5.	/blog/best-crm-for-msps	7
6.	/blog/case-study-tnhs-generates-30-leads-in-6-months-f...	7
7.	/blog/types-of-technology-companies	7
8.	/blog	6
9.	/blog/estimating-the-value-of-an-msp-lead	6
10.	/blog/contact-form-spam	5

1 - 43 / 43

Total Traffic Growth TTM

Dec 1, 2024 - Dec 31, 2024





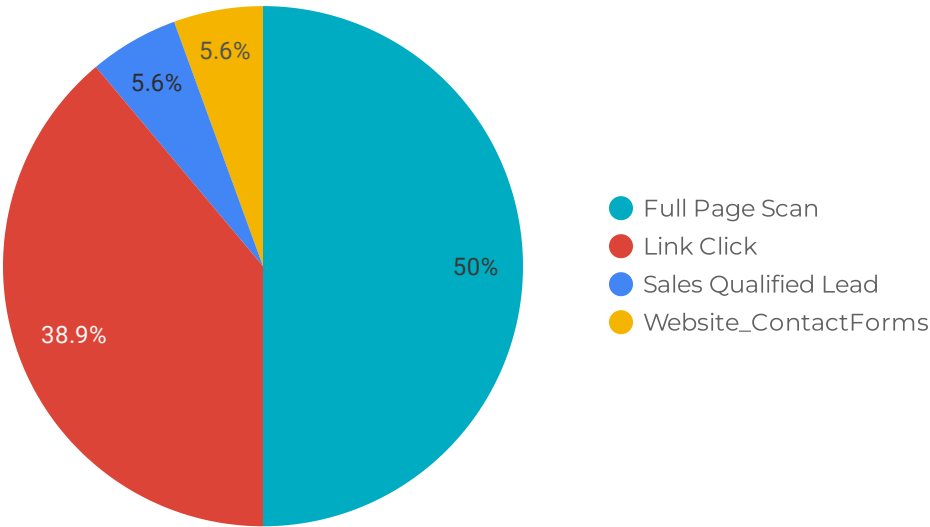
Google Ads Performance

Dec 1, 2024 - Dec 31, 2024

Cost
\$1,950.43

Cost per conversion
108.36

Conversions
18

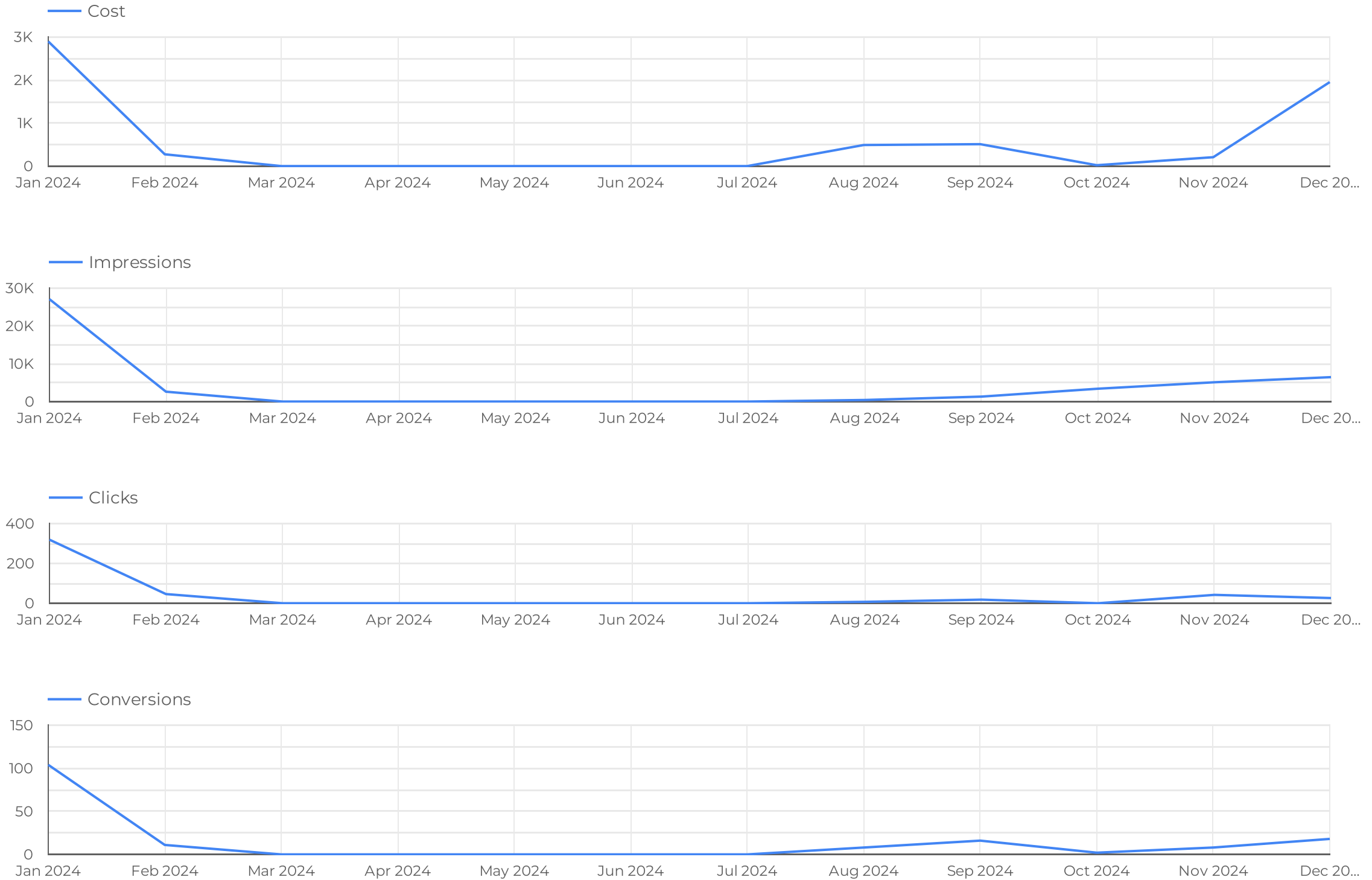


	Campaign name	Campaign name	Cost	Impressions	Clicks	Conversions	Conversion rate %
1.	2024 Prospecting	1	\$1,913.93	798	26	17	65.38%
2.	Video Retargeting	1	\$36.5	5,455	0	1	null

	Keyword text	Impressions	Clicks	Conversions	Conversion rate %
1.	msp marketing agency	44	5	6	120%
2.	msp marketing firm	2	1	4	400%
3.	managed services linkedin ads services	24	1	2	200%
4.	jumpfactor	56	3	2	66.67%
5.	msp ppc	25	2	2	100%
6.	managed services ppc campaign	113	3	1	33.33%
7.	managed service provider ppc campaign strategy	1	0	0	null

Google Ads TTM

Dec 1, 2024 - Dec 31, 2024





LinkedIn Ads Performance

Dec 1, 2024 - Dec 31, 2024

Total spent
\$239.09

Impressions
3,671

Reach
471

	Member job title	Impressions ▾
1.	Chief Executive Officer	1,016
2.	Founder	638
3.	Co-Founder	574
4.	Owner	293
5.	President	258
6.	Partner	221
7.	Investor	193
8.	Board Member	192
9.	Entrepreneur	160
10.	Advocate	150
11.	Co-Chair	150
12.	Vice President Operatio...	120
13.	Advisor	114
14.	Chief Operating Officer	108
15.	Member of the Board of ...	85
16.	Chief Technology Officer	80
17.	Partnerships Manager	76
18.	Chief Marketing Officer	72
19.	Managing Partner	64
20.	Vice President	64

1 - 100 / 190 < >

	Member company name	Impressi...
1.	Cody Party Event Rentals & Balloon Design	151
2.	Rent Anything Store	151
3.	MarketplaceStudio.io Learn & Build	150
4.	Bunking.com Overnight Group Adventures	145
5.	Ascension IT	70
6.	Mercer Bucks Technology	65
7.	CureTech Services	63
8.	FUSTIS LLC	54
9.	Auxilius	51
10.	Independent Consultant	50
11.	L.L.Bean	50
12.	VirtuWorks	50
13.	Crux	49
14.	Threatrix	49
15.	Watchkeep	49
16.	Causaly	48
17.	Koko	48
18.	Moksa Brewing Company	48
19.	FSi Strategies, Inc.	47
20.	IOWISE	42

1 - 100 / 350 < >



LinkedIn Ads Performance

Dec 1, 2024 - Dec 31, 2024 ▾

Impressions
3,671

Reach
471

Total engagements
67

Engagement rate
1.83%

Clicks
28

Company page clicks
5

Landing page clicks
20

Total social actions
41

Reactions
3

Shares
0

Comments
0

Follows
0

Other engagements
38



LinkedIn Ads Performance

Dec 1, 2024 - Dec 31, 2024

Lead form opens

0

Leads

0

Conversions

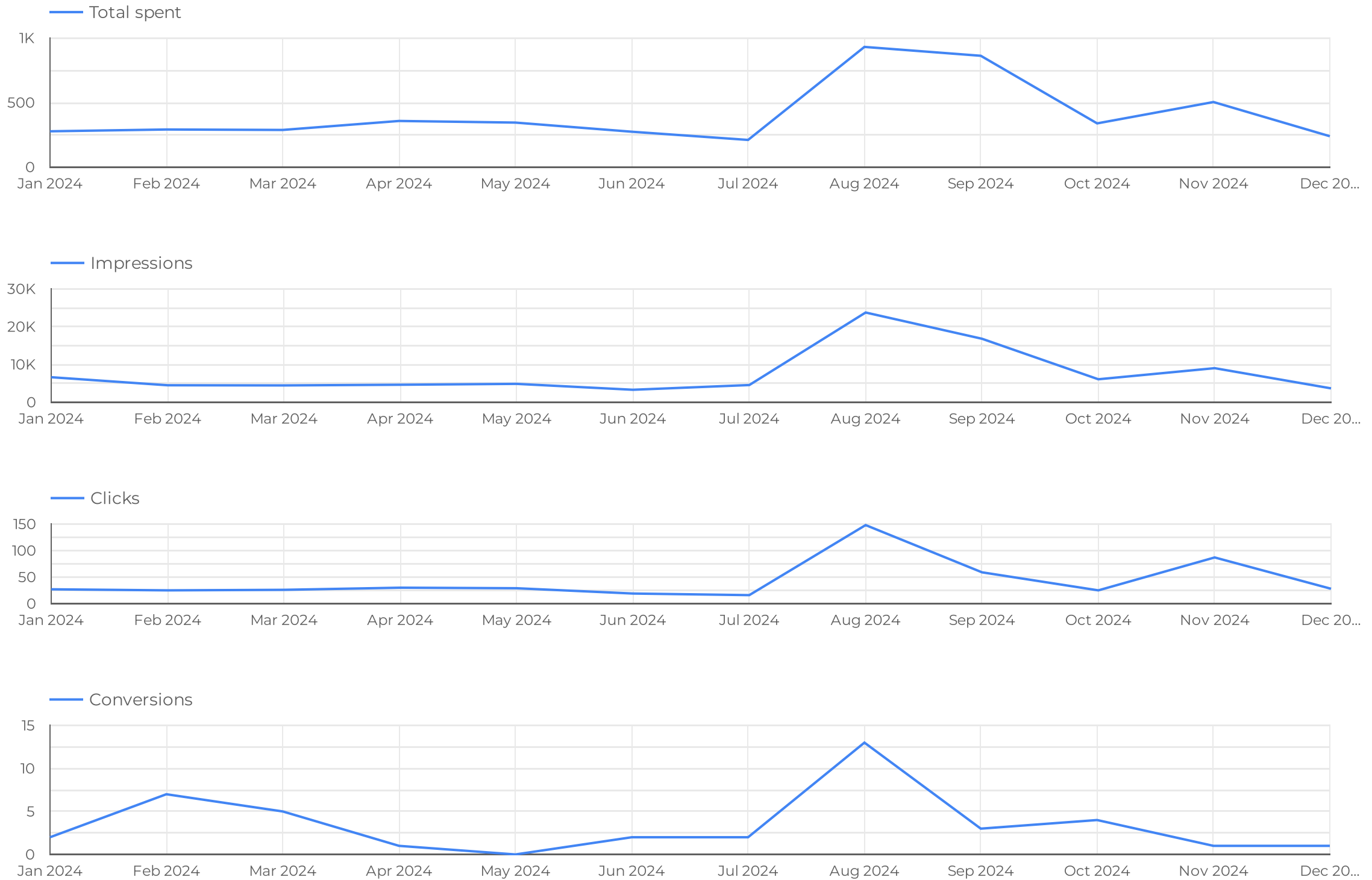
1

Please note that phone call conversions can not be captured at this time via LinkedIn Ads. This is due to restrictions with the API. Conversion capture and attribution in other forms are also very imperfect on LinkedIn Ads.

Conversion name		Conversions ▾
1.	Email List Subscription	1

LinkedIn Ads TTM

Dec 1, 2024 - Dec 31, 2024



Organic Search Performance

Dec 1, 2024 - Dec 31, 2024

Impressions
92,754

Sessions
220

Clicks
155

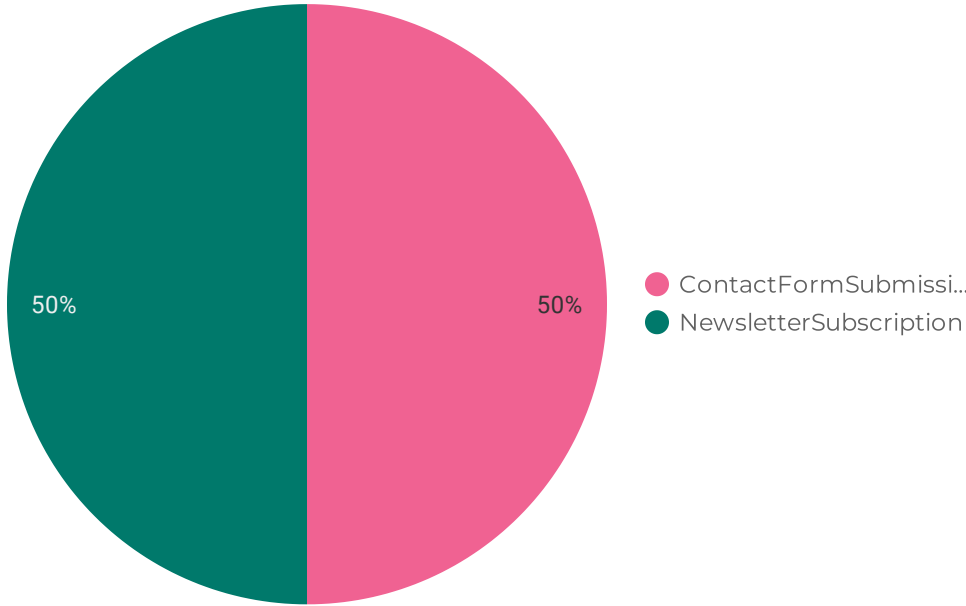
Total users
164

Conversions
8

New users
155

(not set) hits typically come from 3rd party integrations with the most common being the Google Business Profile

	Landing page	Sessions ② ▾	Conversions ① ▾
1.	/	30	3
2.	(not set)	20	2
3.	/offers/msp-revenue-g...	3	1
4.	/pricing	4	0
5.	/careers	3	0
6.	/compare/robin-robins...	3	0
7.	/tech-industry-focus-a...	3	0
8.	/compare/marketopia	2	0
9.	/locations-served/flori...	2	0
10.	/msp-marketing-servi...	2	0



	Landing page	Sessions ② ▾	Conversions ① ▾
1.	/blog/the-ultimate-gui...	3	1
2.	/blog/how-to-generat...	2	1
3.	/blog/top-of-funnel-mi...	23	0
4.	/blog/beginners-guide...	14	0
5.	/blog/want-to-sell-you...	12	0
6.	/blog/what-is-a-trunk-...	11	0
7.	/blog/best-crm-for-ms...	7	0
8.	/blog/types-of-technol...	7	0
9.	/blog/estimating-the-v...	6	0
10.	/blog/wrong-canonica...	5	0

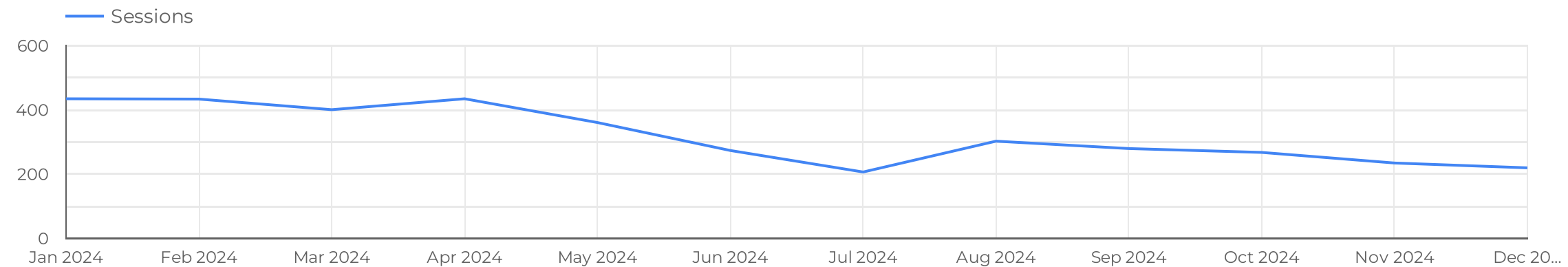
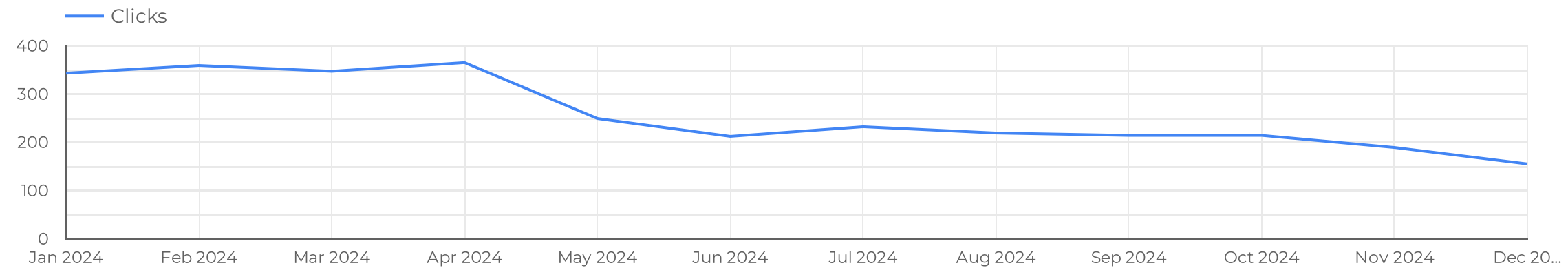
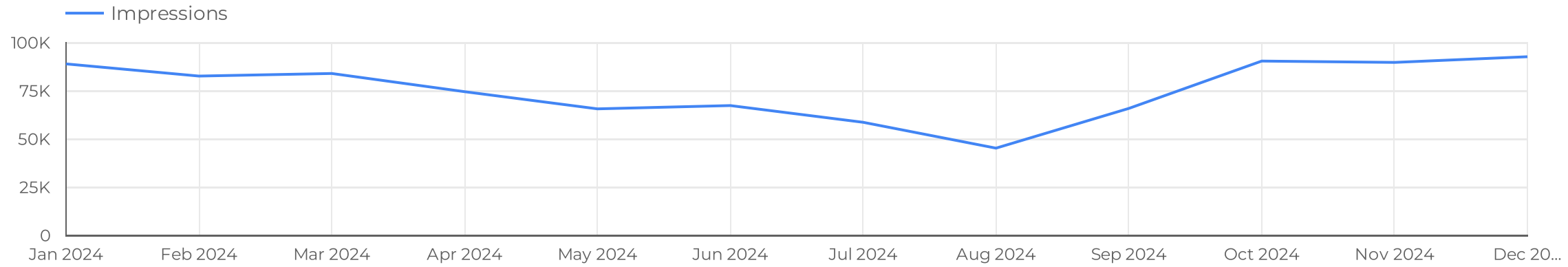
Key Organic Search Queries

Dec 1, 2024 - Dec 31, 2024

	Search query	Impressions	Clicks ① ▾	Average position ② ▲
1.	msp crm software	18	2	6.06
2.	best crm for msp	77	1	4.61
3.	msp ebitda multiples	10	1	5.3
4.	msp crm	52	1	6.98
5.	msp consultants	35	1	7.49
6.	white label msp services	57	1	17.21
7.	msp sales team	33	1	56.85
8.	crm msp	2	0	1
9.	affordable msp marketing solutions	9	0	1
10.	ppc msp charge	1	0	1
11.	msp google ads management	31	0	1.48
12.	msp linkedin ads services	37	0	2.03
13.	msp google ads services	30	0	2.13
14.	msp adwords services	30	0	2.57
15.	msp google ads	32	0	2.84
16.	vancouver msp marketing	6	0	3
17.	fixing msp seo optimization errors	13	0	3.23
18.	msp adwords	30	0	3.23
19.	msp sales consulting	5	0	3.6
20.	msp adwords mangement	20	0	3.75
21.	linkedin ads msps	4	0	4

Organic Growth TTM

Dec 1, 2024 - Dec 31, 2024



Social Performance

Dec 1, 2024 - Dec 31, 2024

Total users

95

New users

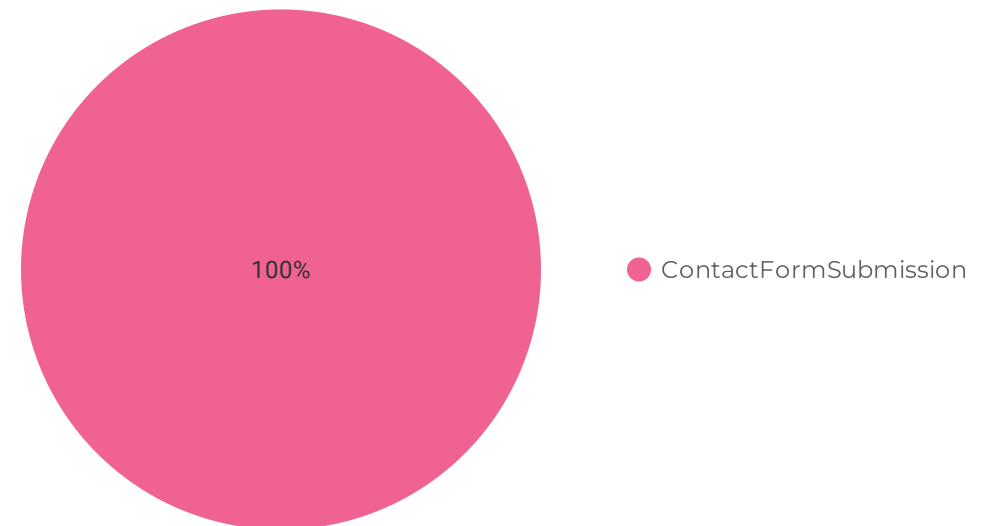
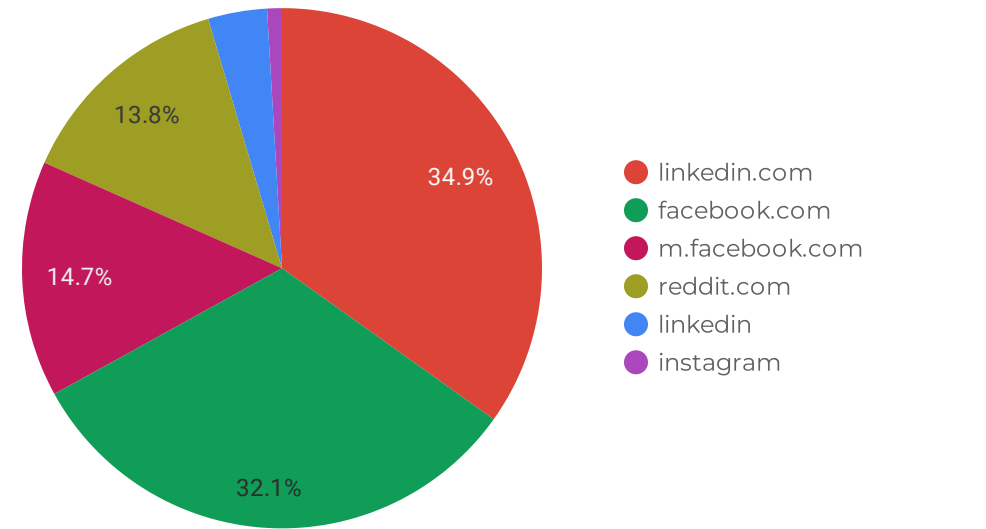
95

Sessions

109

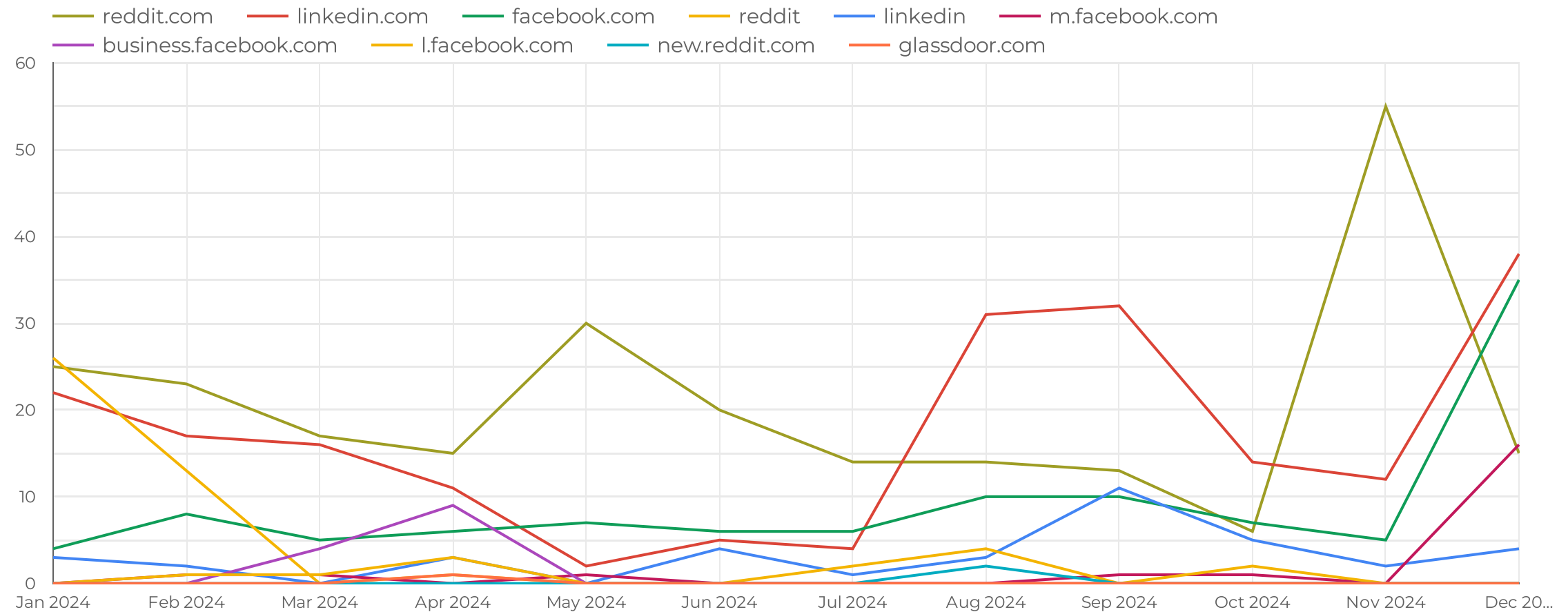
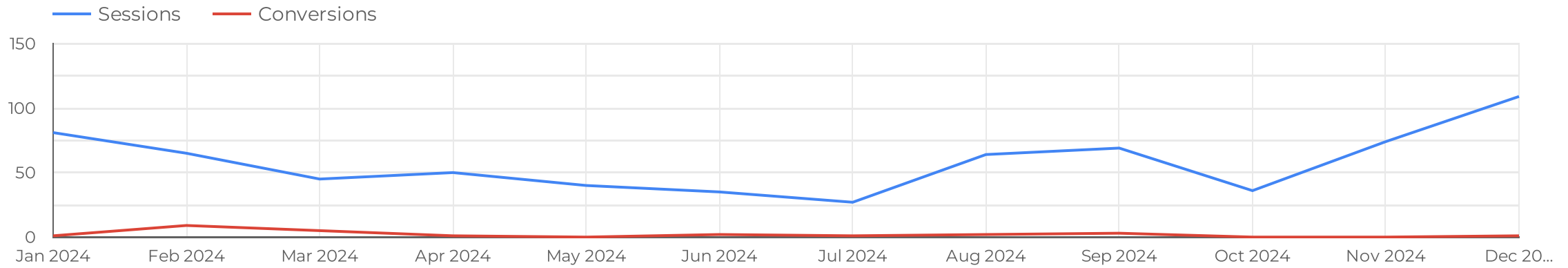
Conversions

1



Social Growth TTM

Dec 1, 2024 - Dec 31, 2024



Referral Performance

Dec 1, 2024 - Dec 31, 2024

Total users

19

New users

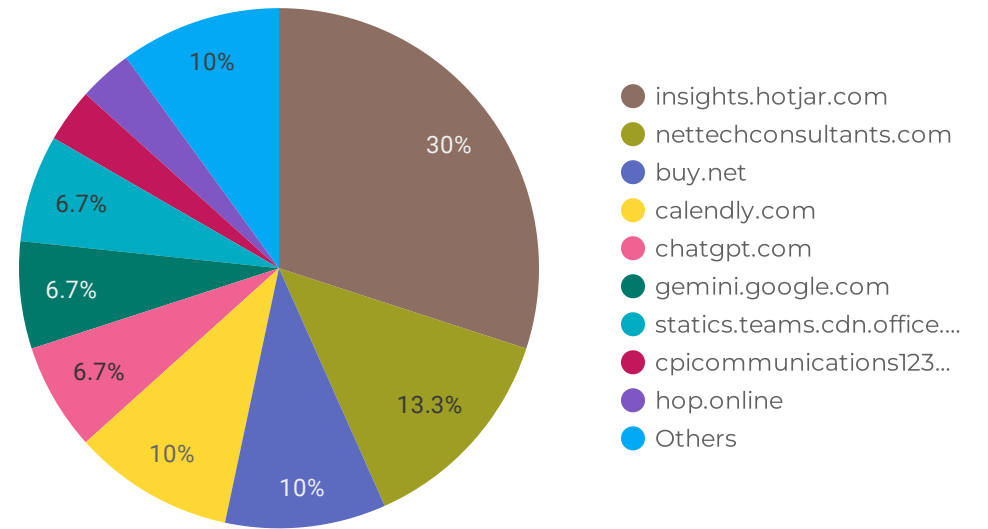
16

Sessions

30

Conversions

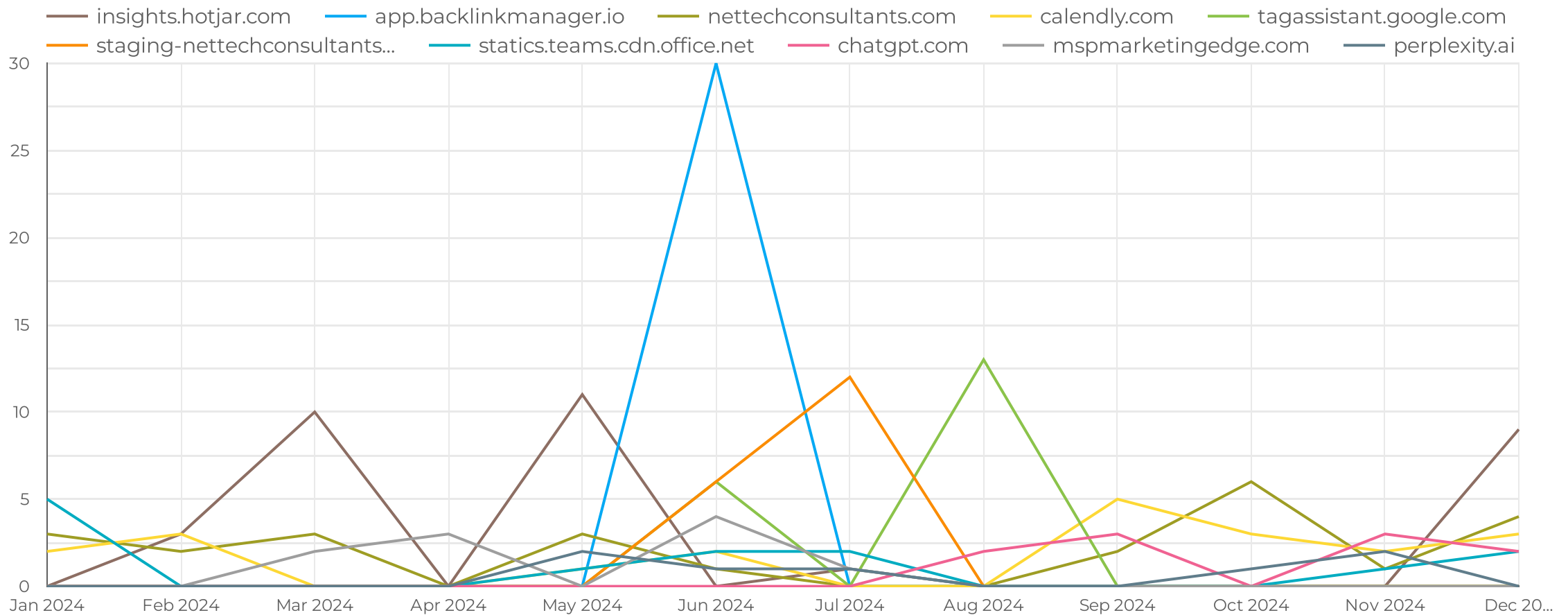
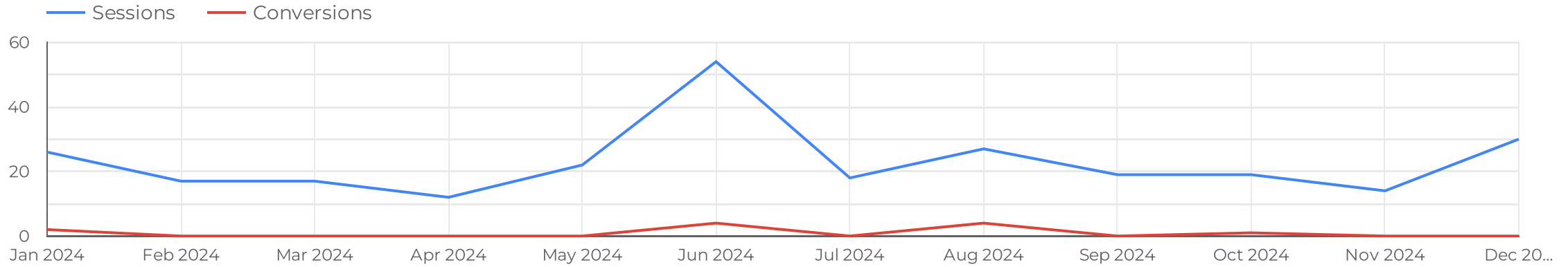
0



No data

Referral Traffic Growth TTM

Dec 1, 2024 - Dec 31, 2024



Email Performance

Dec 1, 2024 - Dec 31, 2024

Total users

12

New users

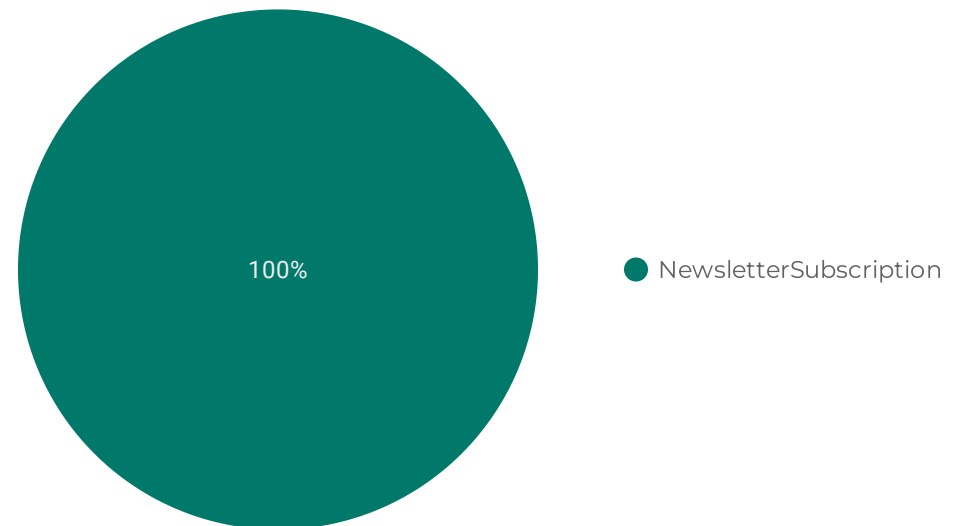
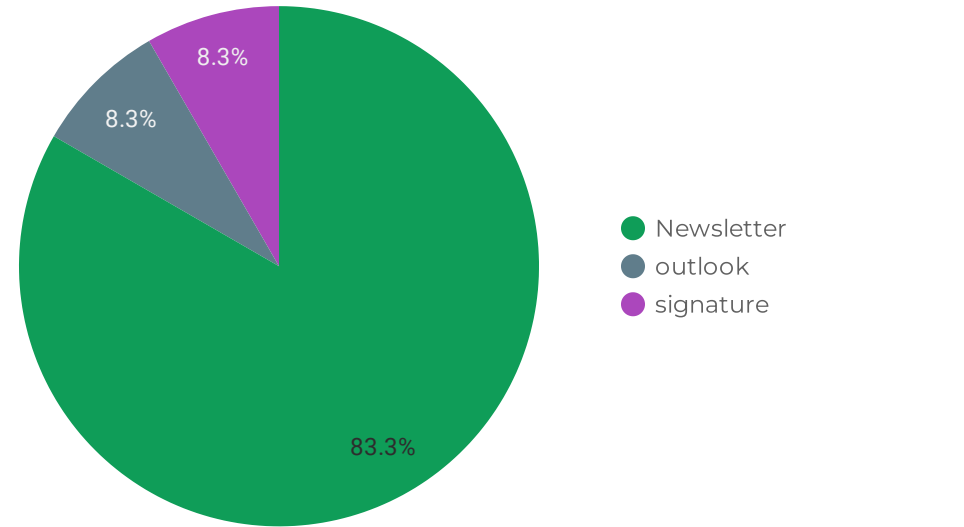
11

Sessions

12

Conversions

1



Email Traffic Growth TTM

Dec 1, 2024 - Dec 31, 2024

