



2011
NATIONAL DAY OF THE
GIRL SCOUT

Let's make a difference

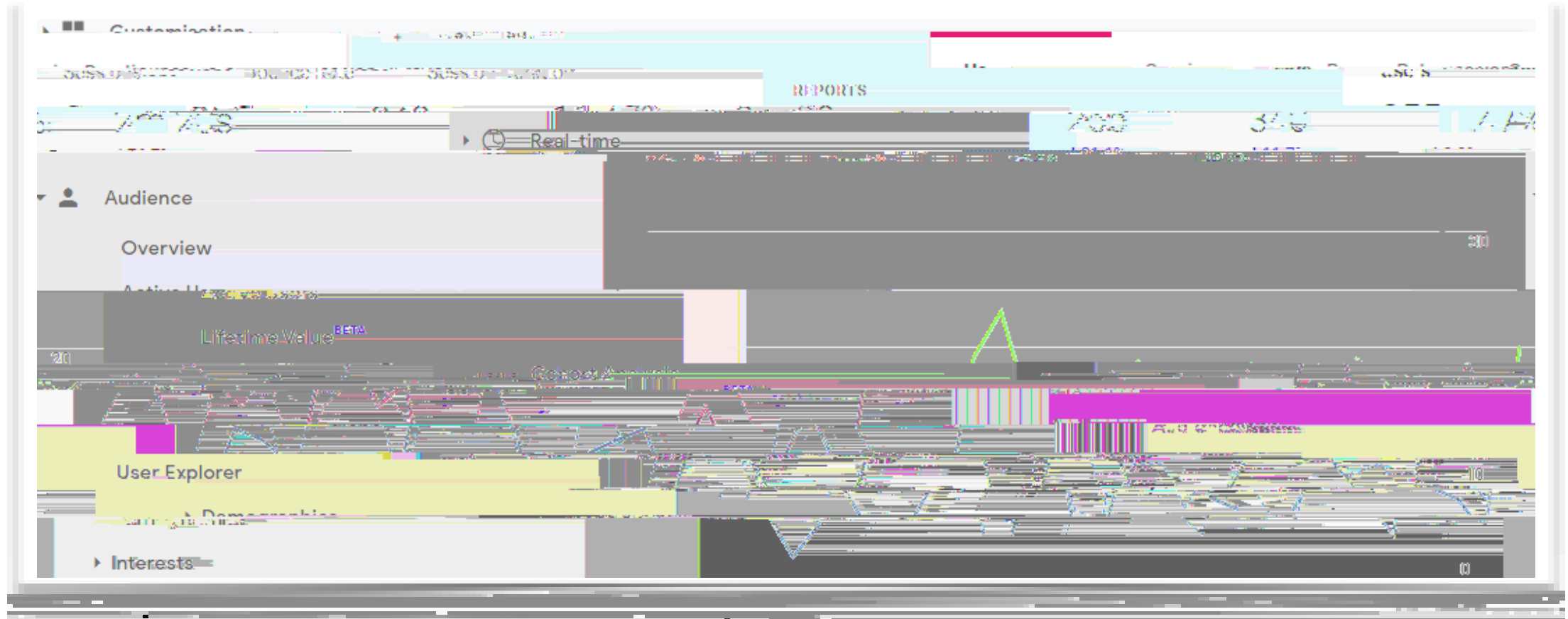
to make better

mean!



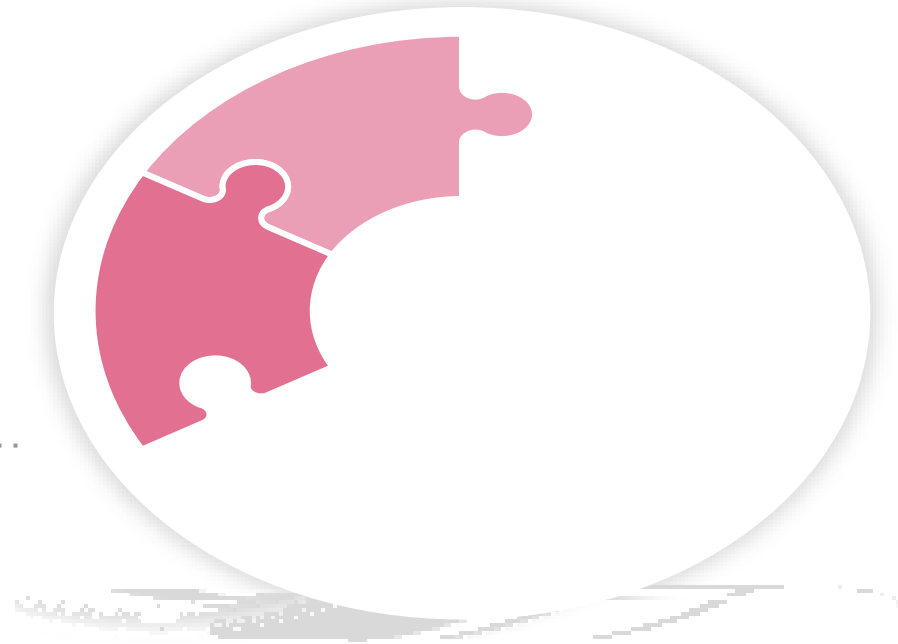
Thursday 30th September 2021

GEOFF ROY



1. MARKETING CHANNELS

Which are the stickiest?



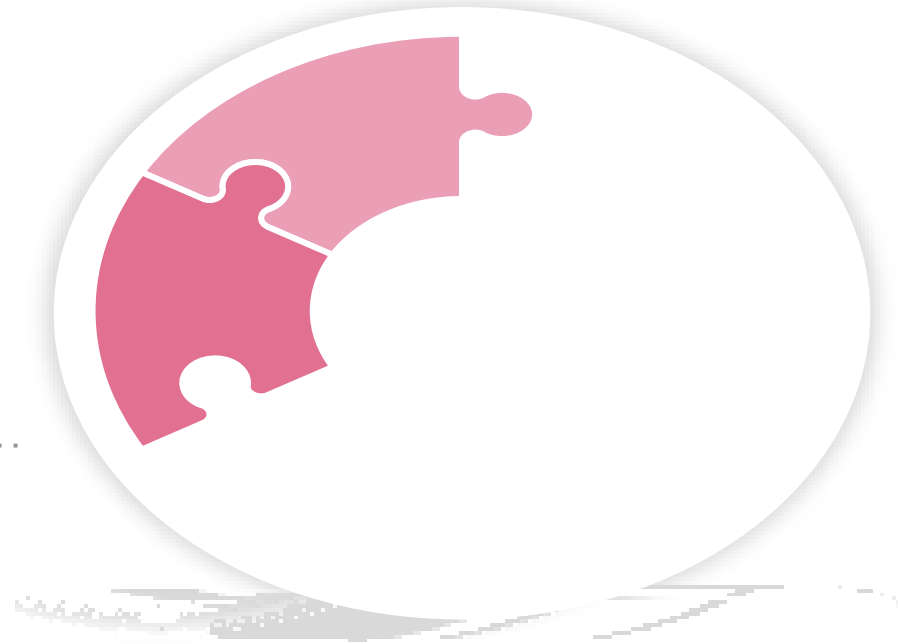
.....

3. BOUNCE RATE

Is it all bad?

1. MARKETING CHANNELS

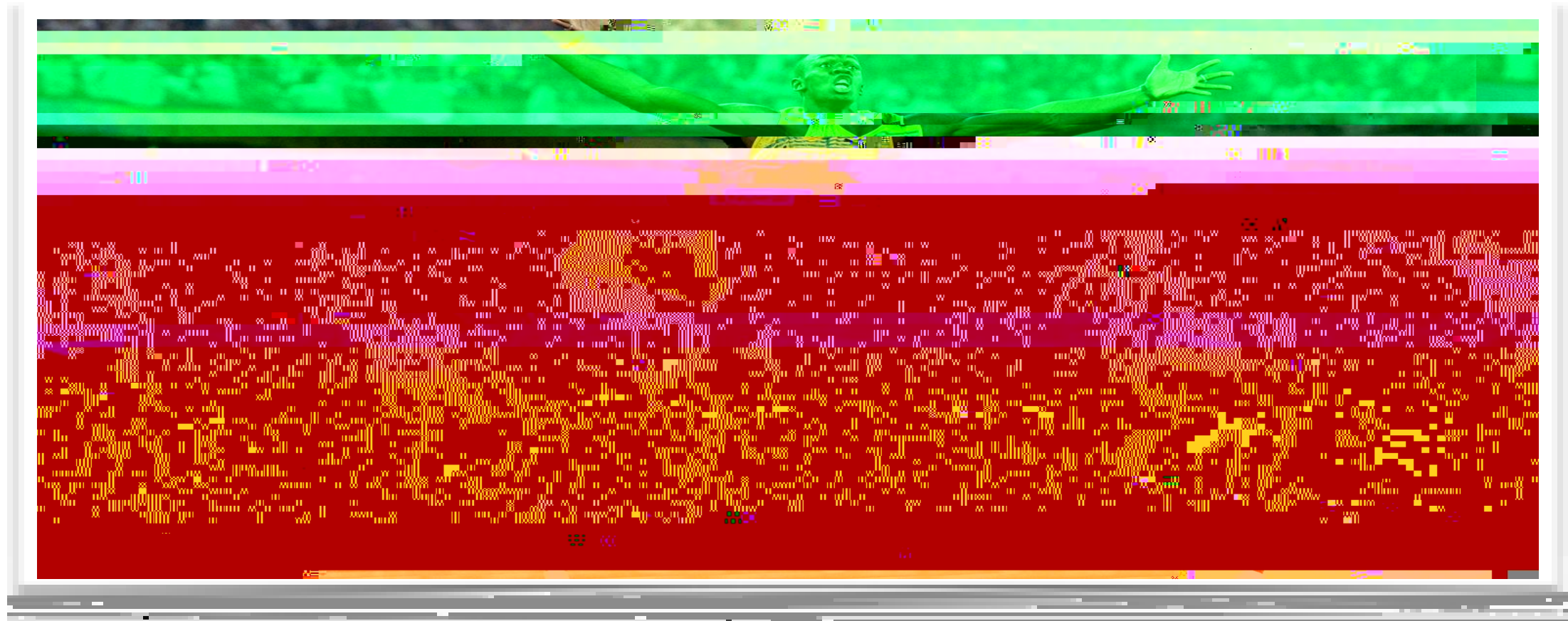
Which are the stickiest?



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3. BOUNCE RATE

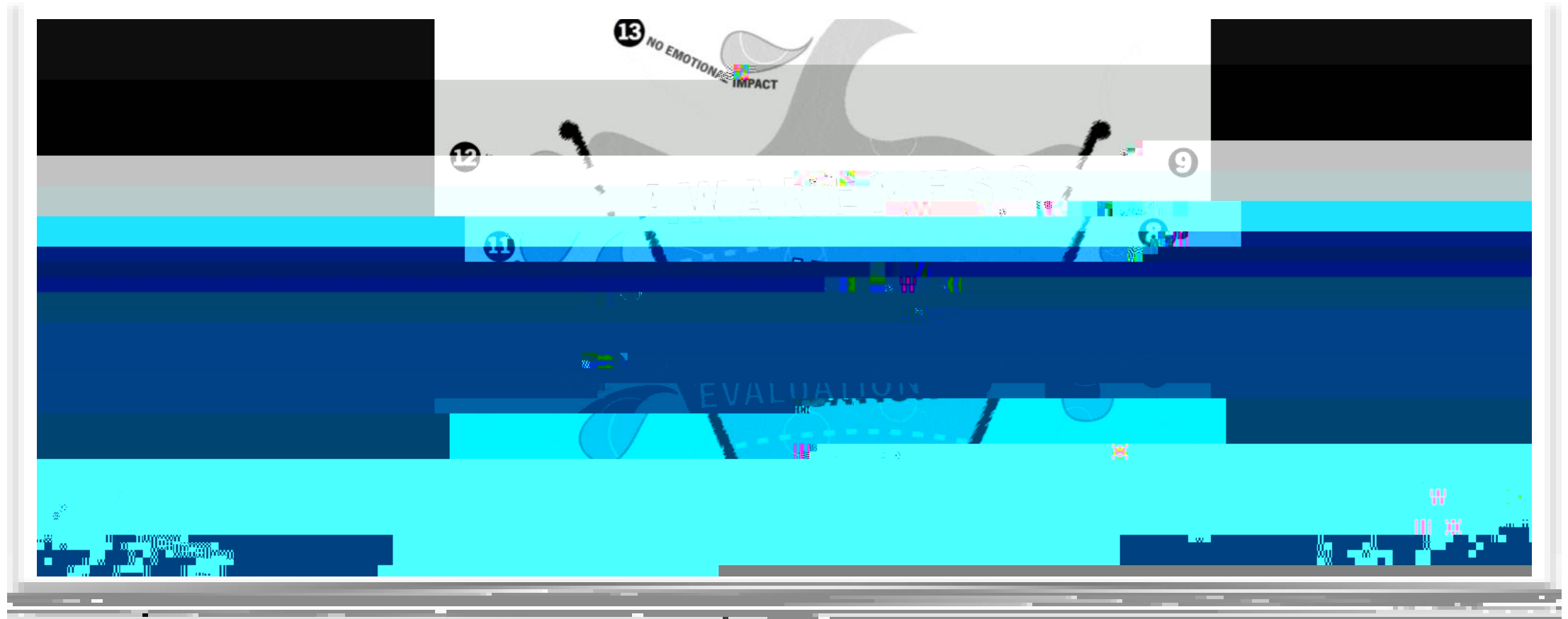
Is it all bad?





1.





Credit: Watertight Marketing by Bryony Thomas

The screenshot shows a web analytics interface with a navigation menu for the 'Page' dimension. The menu is open, showing options: 'All Pages', 'Content Drilldown', and 'Landing Pages'. Below the menu, a list of page paths is visible, including: 5. /blog/top-influencers-in-guildford-surrey/ and 6. /services/. The interface also shows a 'Behaviour' filter at the top and a 'Site Content' dropdown on the right. The page is annotated with various colored highlights and arrows.

1. MARKETING CHANNELS

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THE UNIVERSITY OF CHICAGO



1. MARKETING CHANNELS

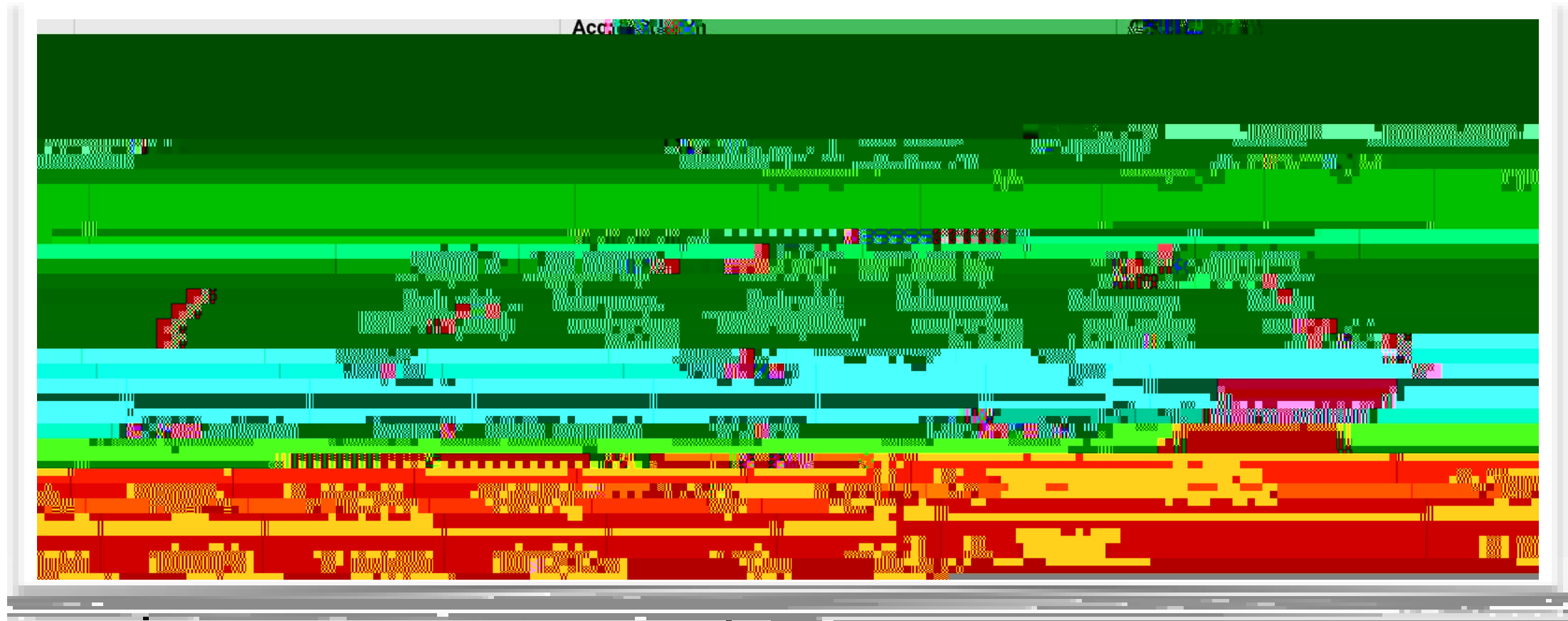
Which are the stickiest?

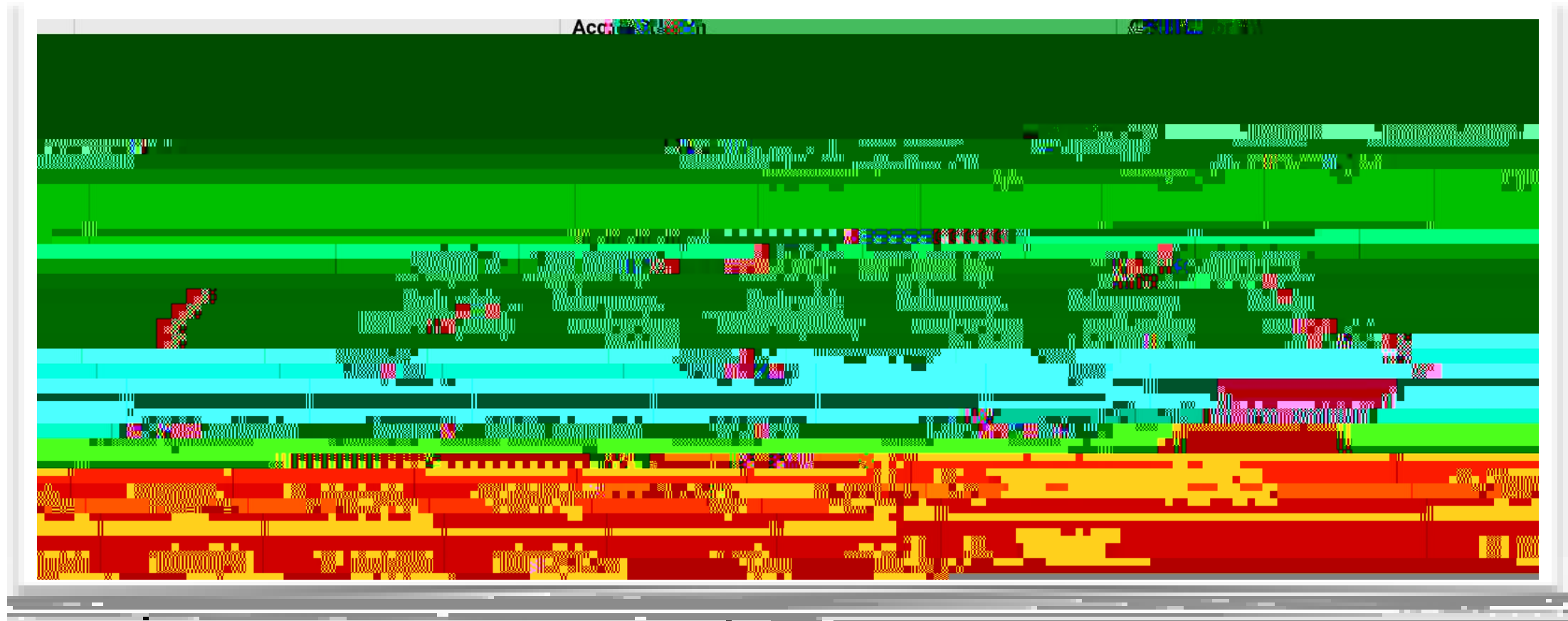
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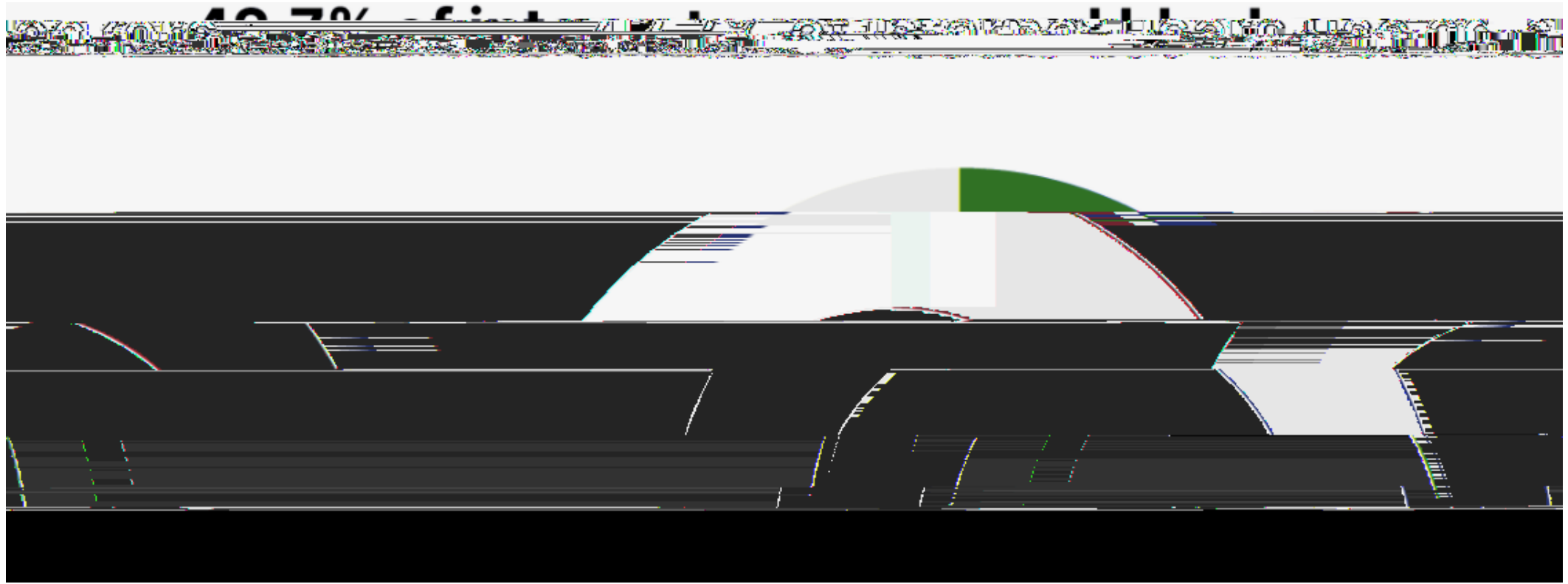












```
<!-- Global site tag (gtag.js) - Google Analytics -->  
<script async src="https://www.googletagmanager.com/gtag/js?id=UA-202542671-1"></script>  
<script>gtag('config', 'UA-202542671-1');  
window.dataLayer = window.dataLayer || [];  
function gtag(){
```




Thank You. Any Questions?



01252 217141

www.leapfrogim.co.uk

geoff@leapfrogim.co.uk



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