

Leads - HubSpot Data Overview

Total Lead:	Office (All)	19	19	Event (All)	15	12
	UC (PO):	6	5	UC (ES):	6	5
	S50 (PO):	6	9	LC (ES):	2	1
	Non-PO:	2	4	Non-ES:	5	4

	14-Mar	7-Mar	14-Mar	7-Mar
CPL(HKS):	\$57.68	\$57.68	\$90.77	\$113.46
Budget (HKS)				
Facebook	\$0.00	\$0.00	\$0.00	\$0.00
SEM	\$0.00	\$0.00	\$0.00	\$0.00
Directory /Listing	\$1,096.00	\$1,096.00	\$1,361.54	\$1,361.54
Total Spending (HKS)	\$1,096.00	\$1,096.00	\$1,361.54	\$1,361.54
Search engine (Google, Incl. SEM)	14	16	8	10
eDM	0	0	0	0
Social Media - Facebook	0	0	0	0
Social Media - LinkedIn	0	0	0	0
Social Media - Instagram	0	0	0	0
Social Media - YouTube	0	0	0	0
3rd party directory	1	0	0	0
Printed Ad	0	0	0	0
Below the line (flyer, DM)	0	0	0	0
Billboard	0	0	0	0
Media coverage	0	0	0	0
WOM	0	0	3	1
Event attendance	0	0	0	0
SMS/MMS	0	0	0	0
Direct traffic	2	1	4	1
Outreach	0	0	0	0
N/A	2	2	0	0

Performance Summary:

PO: Non-Paid
 -Online: 9 leads were identified
 - 4 Google
 - 3 online agents
 - 2 N/A

ES: Non-Paid
 -Online: 13 leads were identified
 - 8 Google
 - 4 Online agent
 - 1 Email

Offline: 8 leads were identified
 - 4 walk in
 - 3 Call
 - 1 referral (partner)

Offline: 2 leads were identified
 - 1 referral (staff)
 - 1 referral (member)

Paid:
 -Online: - 2 directory listing (Sass)

Paid: N/A

- 6 conversion was recorded from TC site after adding "寫字樓" to our web pages in the backend.
- Traffic coming in from Directory Listing has an avg. of 4 mins duration.
- Traffic coming in from LinkedIn has an avg. of 2 mins duration.

Conversion - How do you convert your users?

Google Goals

Cost per Goal Conversion
No data
No data

Goal Completions
23
↑ 35.3%

Website Goals | Goal Completions

Website Goals | Top page views and time on page

Source/Medium	Ad Content	Goal Completions
google / organic	(not set)	10
(direct) / (none)	(not set)	10
directory / listing	Sassyhongkong	1
hk.search.yahoo.com / referral	(not set)	1
sassyhongkong.com / referral	(not set)	1

Overview - How is your website performing?

Traffic summary

Sessions 1.6K ↓ -8.8%	Bounce Rate 63.7% ↓ -1.1%	Goal Conversion Rate 1.5% ↑ 48.3%
Avg. Session Duration 01:40 ↓ -9.9%	Pages/Session 2.4 ↓ -1.8%	Avg. Time on Page 01:12 ↓ -7.0%

Website sessions trend

Acquisition - How do you acquire users?

How users found us Traffic volumes and engagement from top traffic sources					Most common entry points Landing pages and bounce rates	
Source/Medium	Sessions	Bounce Rate	Avg. Session Duration	Pages/Session	Page Title	Entrances
google / organic	930	61.4%	00:01:38	2.45	theDesk Flexible Co-Working Space in Hong ...	456
(direct) / (none)	340	72.35%	00:01:12	1.87	Hong Kong's social media landscape in 2019 ...	169
directory / listing	42	28.57%	00:04:01	4.74	Event theDesk	48
yahoo / organic	25	48%	00:01:03	3.12	theDesk United Centre, Admiralty Co-working...	43
linkedin / social	25	56%	00:01:57	2.04	Co-working space locations in Hong Kong th...	42
facebook / social	21	90.48%	00:00:11	1.1	Contact Us theDesk	34
m.facebook.com / referral	20	100%	00:00:00	1	【theDesk禮頓中心 銅鑼灣】香港共享工作空間	29

Behaviour - How do your users behave?

Most popular website content Top page views and time on page			Most popular website sections Page views by section		Most common search terms Top sessions and time on page	
Page Title	Page Views	Avg. Time on Page	Page path level 1	Page Views	Landing Page	Goal Completions
theDesk Flexible Co-Worki...	563	00:00:43	1. /tc/	726	/	7
Co-working space location...	258	00:00:23	2. /	571	/thank-you-download-membership-...	5
Make theDesk work for you...	242	00:00:43	3. /location/	359	/tc/location/leighton-centre/	2
Hong Kong's social media ...	193	00:06:22	4. /pricing/	276	/location/one-hysan-avenue/	1
Contact Us theDesk	125	00:00:53	5. /locations/	267	/tc/location/united-centre/	1
newsDesk theDesk	118	00:00:54	6. /pricings/	248	/location/leighton-centre/	1
theDesk United Centre, Ad...	102	00:01:16	7. /hong-kongs-social-...	194	/locations/	1

Audience - Who are your website users?

Sessions by Gender

Sessions by Age

Sessions by Device

Sessions by Location

Country	Town/City	Sessions
Hong Kong	(not set)	1.2K
United States	Ashburn	61
United States	Irvine	23
Singapore	(not set)	16
Netherlands	Amsterdam	10
Japan	Chuo City	10
United States	(not set)	10