Acme Wellness

REPORTING PERIOD
April 2026

PREPARED
November 05, 2026

Marketing Report

Campaign performance, acquisition trends, and strategic recommendations.

Marketing Report Snapshot

April 2026

A concise view of digital performance for Acme Wellness.

EXECUTIVE SUMMARY

In April 2026, marketing report performance was reviewed for Acme Wellness. Website sessions increased by 15.0%, new users increased by 25.0%, bounce rate (%) increased by 2.1%. Social Media was the top traffic source.

WEBSITE SESSIONS

24,500

▲ +15.0%

Up from last period

NEW USERS

13,250

▲ +25.0%

Up from last period

BOUNCE RATE (%)

43.2%

▲ +2.1%

Up from last period

TOTAL LEADS OR CONVERSIONS

428

▲ +32.0%

Up from last period

TOP TRAFFIC SOURCE

Social Media

— Context metric

AD SPEND (USD)

$1,250.00

— Context metric

ROAS

4.25x

— Context metric

PROFESSIONAL NOTES / MANUAL HIGHLIGHTS

Highlight of the month

Paid social creative refreshes and landing page alignment drove stronger top-of-funnel traffic and conversion momentum throughout the month.

Focus for next month

Improve on-page engagement across key landing pages and expand retargeting coverage to convert more high-intent visitors next month.

SYSTEM-DETECTED HIGHLIGHTS

- Website sessions increased compared with the previous period.
- Conversions improved, indicating stronger lead generation.
- ROAS indicates efficient paid media performance.

RISKS

- Bounce rate increased and may require landing page or traffic-quality review.

RECOMMENDATIONS / NEXT STEPS

- Review the strongest channels, conversion paths, and landing pages before setting next-period priorities.