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# 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

### BOUNCE RATE (%)

**43.2%**

▲ +2.1%

Up from last period

### TOP TRAFFIC SOURCE

**Social Media**

— Context metric

### ROAS

**4.25x**

— Context metric

### NEW USERS

**13,250**

▲ +25.0%

Up from last period

### TOTAL LEADS OR CONVERSIONS

**428**

▲ +32.0%

Up from last period

### AD SPEND (USD)

**\$1,250.00**

— 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.

**RISKS**

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

**SYSTEM-DETECTED HIGHLIGHTS**

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

**RECOMMENDATIONS / NEXT STEPS**

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