



skytler@rainlocal.com angel.co/train





Top 10 largest water bills last month

**42,200**

Water bills last month



Water bills last month (by amount)

Amount	Count	Percentage
Other	1,000	84%
Sewer	175	12%
Water	125	4%
Other	80	80%
Other	60	60%
Other	40	40%
Other	20	20%
Other	10	10%
Other	5	5%
Other	2	2%
Other	1	1%

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Top 10 largest water bills last month

**6,000,000**

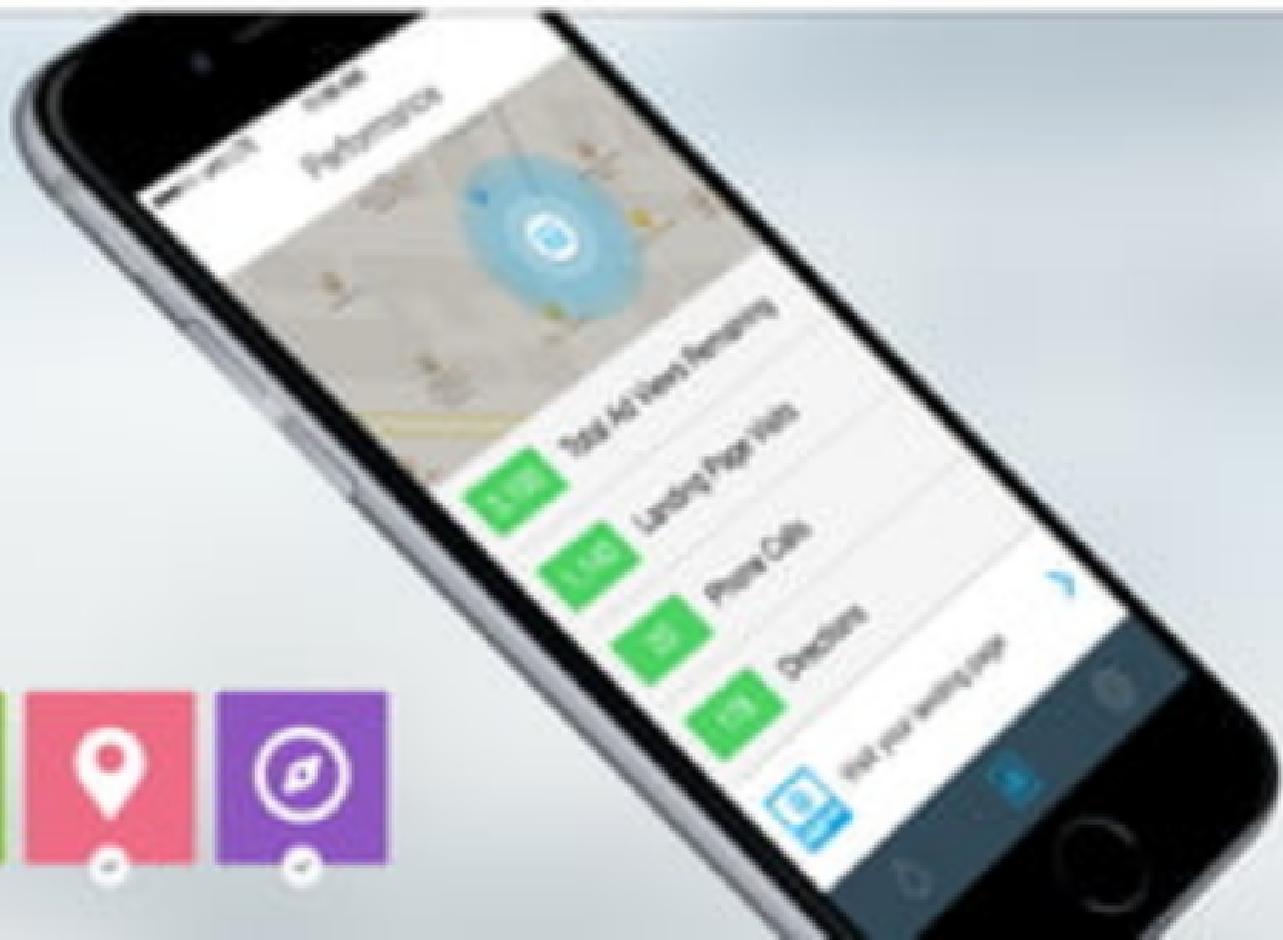
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**450+**  
**CITIES**









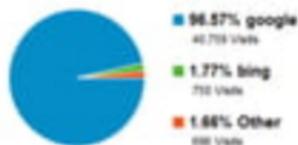
## Visits from organic search results (excl. own brand)

42,205

% of Total: 37.26% (194,880)



## Most popular search engines (excl. own brand)



## Most popular search terms - Top 10 (excl. own brand)

Keyword	Visits	Per Visit Value
adidas	2,348	DKK35.74
matte dtmer	2,273	DKK3.86
schesser undertj	1,127	DKK28.88
tenson	682	DKK17.34
jule sandau	658	DKK3.43
ive jacoben	583	DKK3.91
angry birds legatj	517	DKK24.71
angry birds plys	474	DKK4.28
aya raya tibud	419	DKK3.61
belino darsk	415	DKK7.37

## Total number of transactions from organic search (excl. own brand)

366

% of Total: 37.26% (874)



## Which search terms bring in the money? (excl. own brand)

Keyword	Product Revenue	Ecommerce Conversion Rate
adidas	DKK45,490.40	8.61%
matte dtmer	DKK30,978.00	100.00%
schesser undertj	DKK12,834.50	5.38%
tenson	DKK8,804.00	100.00%
jule sandau	DKK8,780.00	4.07%
ive jacoben	DKK4,679.00	28.57%
angry birds legatj	DKK3,962.00	58.00%
peak performance	DKK3,312.00	60.00%
aya raya tibud	DKK3,305.00	33.33%
belino darsk	DKK2,756.00	14.29%

## Which search terms have the highest average basket size? (excl. own brand)

Keyword	Average Value	Transactions
adidas	DKK2,442.75	3
matte dtmer	DKK2,132.67	3
schesser undertj	DKK1,948.71	2
tenson	DKK1,278.75	4
jule sandau	DKK1,191.81	4

## Net revenue from organic search traffic (excl. own brand)

DKK65,968.00

% of Total: 23.49% (284,201,746.88)

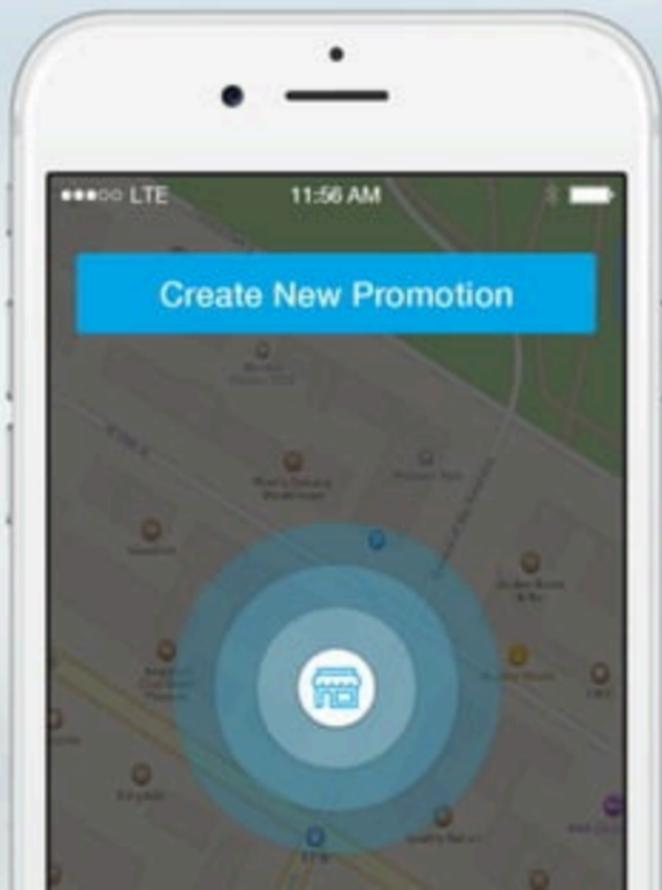


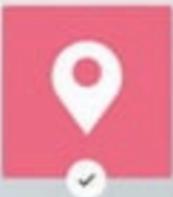
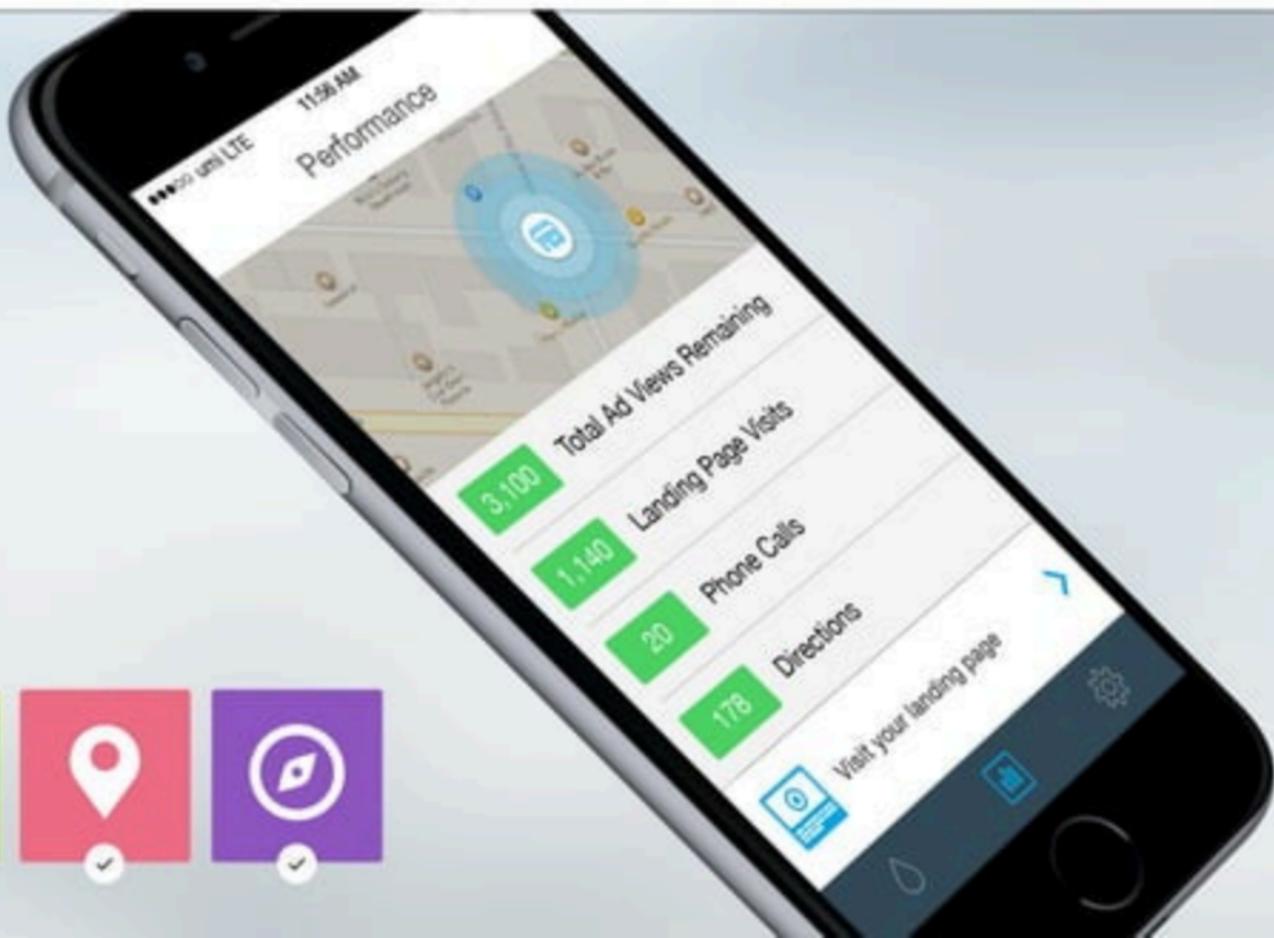
## \_PRD\_ search terms with highest revenue (excl. own brand)

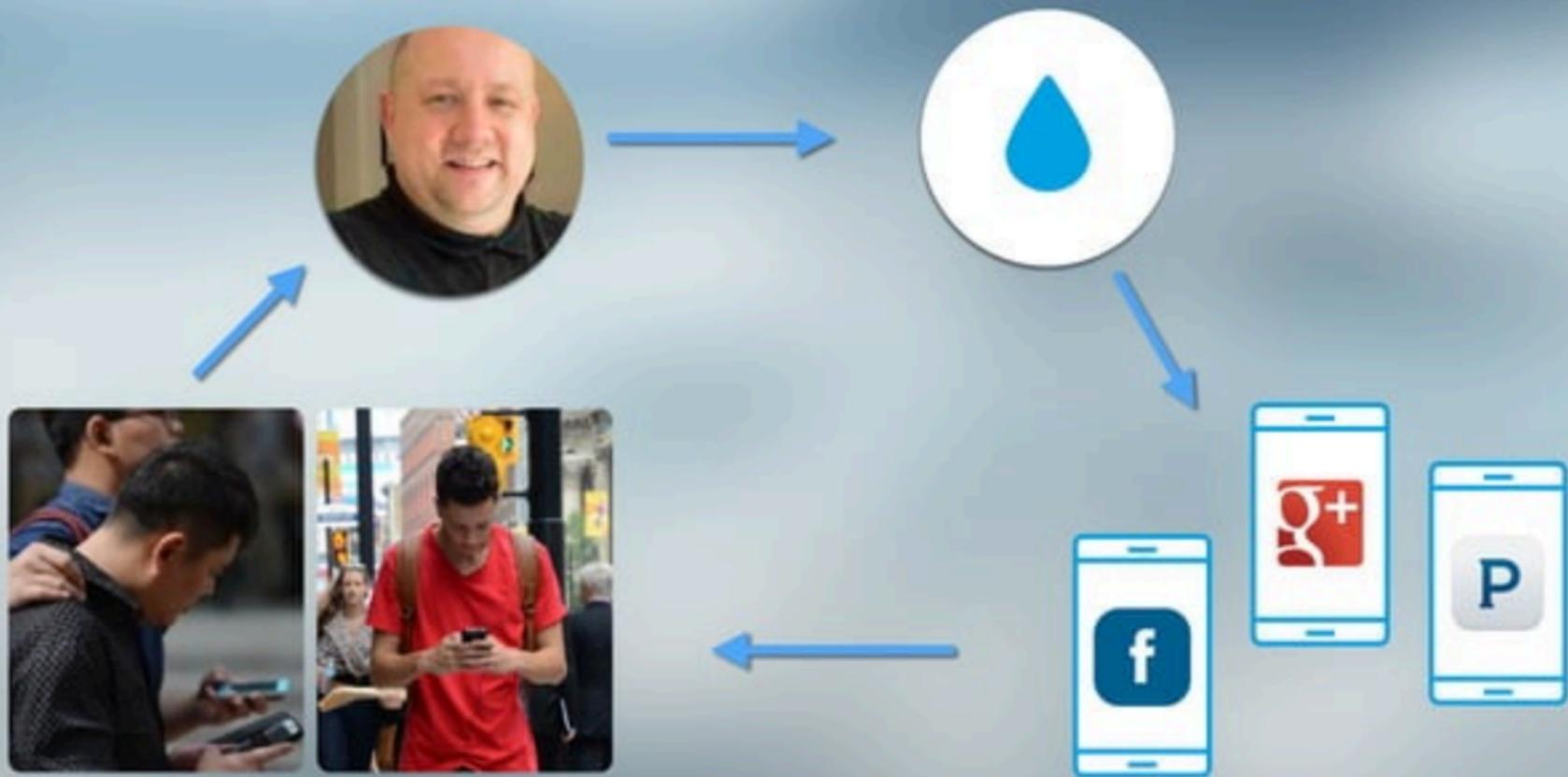
Keyword	Product Revenue	Ecommerce Conversion Rate
hummal	DKK133,434.00	8.78%
brabantia	DKK134,016.00	8.88%
birds cotton	DKK43,603.00	7.71%
napapij	DKK32,579.50	4.92%
hunter	DKK20,272.00	2.47%
peak performance	DKK18,747.00	6.62%
rosh	DKK8,471.00	10.29%
reima lei	DKK8,317.00	7.51%
adibitors	DKK7,790.50	7.40%
skoda	DKK3,553.50	5.62%

## Internal searches

Search Term	Total Unique Searches	Transactions
adidas	9,004	296
matte dtmer	4,607	252
schesser undertj	4,361	243
tenson	3,180	154

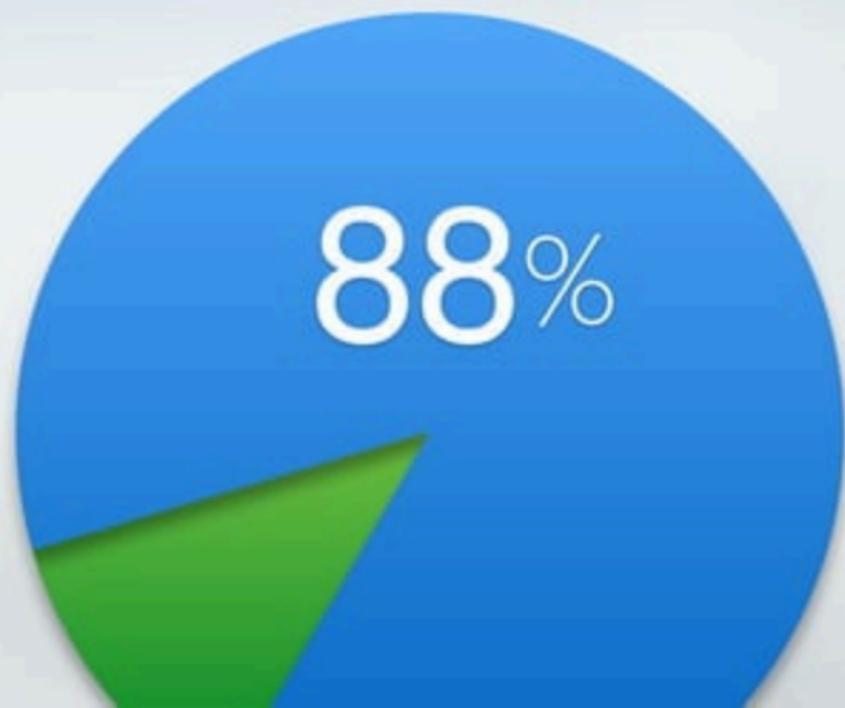








## Mobile Local Advertising

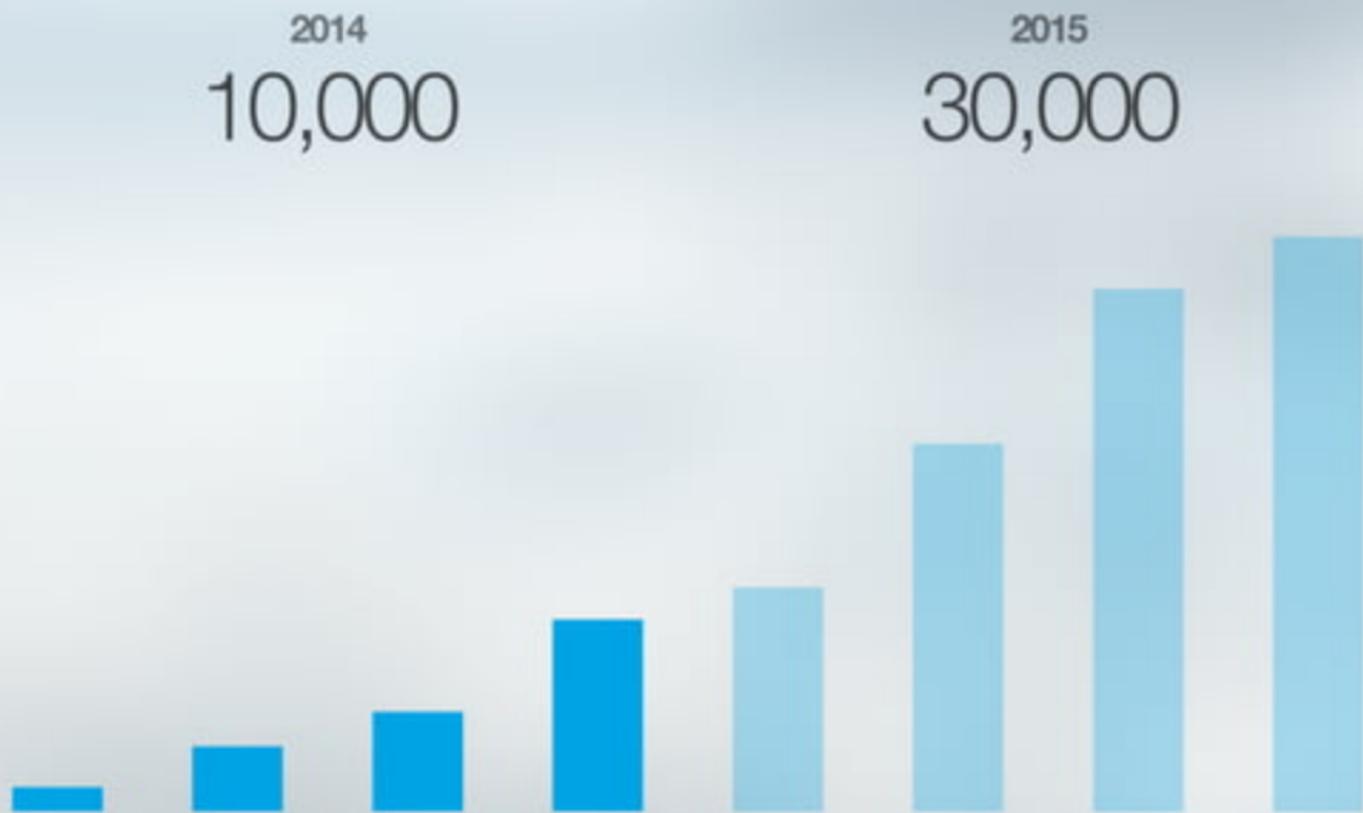


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