

# Analytics Report

Generated Tuesday, June 30, 2026

## Executive Summary

TOTAL VISITS <b>8,014</b>	TOTAL CONVERSIONS <b>2,302</b>	CONVERSION RATE <b>28.7%</b>	INSTAGRAM VISITS <b>8</b>	UNIQUE IPS <b>6,689</b>	AVG. TIME ON PAGE <b>62s</b>
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## Current Cycle Locations

City, State	Store	Dates
Sherman, TX	NAPA Sherman Auto Parts Store	2026-07-02 to 2026-07-03
Concord, NC	Meineke Car Care Center	2026-07-02 to 2026-07-03
Oskaloosa, IA	Tractor Supply	2026-07-02 to 2026-07-03
Longview, WA	House of Roses	2026-07-02 to 2026-07-03
Auburn, WA	Coastal Farm & Ranch	2026-07-02 to 2026-07-05
Palestine, TX	First Cash Pawn	2026-07-02 to 2026-07-03
Fort Dodge, IA	Discount Tire	2026-07-02 to 2026-07-03
Sioux City, IA	Earl May Garden Center	2026-07-02 to 2026-07-05
Elkin, NC	Aaron's Rent To Own	2026-07-02 to 2026-07-03
Venice, FL	Joe Factor Furniture	2026-07-02 to 2026-07-05

## Traffic Source Split

Source	Visits	% of Total
Facebook	7,941	99.1%
Instagram	8	0.1%
Google	5	0.1%

## Traffic Quality by Location

Location	FB Visits	IG Visits	Conversions	Conv Rate
Fort Dodge, IA	544	0	191	35.1%
Sherman, TX	505	0	167	33.1%
Auburn, WA	1,397	0	443	31.7%
Oskaloosa, IA	532	0	158	29.7%
Venice, FL	719	0	212	29.5%
Longview, WA	531	0	151	28.4%

Location	FB Visits	IG Visits	Conversions	Conv Rate
Concord, NC	1,505	8	425	28.1%
Sioux City, IA	1,050	0	285	27.1%
Palestine, TX	532	0	138	25.9%
Elkin, NC	626	0	132	21.1%

## iOS vs Android

OS	Visits	Conversions	Conv Rate
iOS	4,833	953	19.7%
Android	3,018	1,145	37.9%

conversions only match clicks logged after IP tracking was added to /api/ah-click

## Day of Week Pattern

Day	Visits	Conversions	Conv Rate
Sun	0	0	NaN%
Mon	2,995	815	27.2%
Tue ▲ best	5,019	1,487	29.6%
Wed	0	0	NaN%
Thu	0	0	NaN%
Fri	0	0	NaN%
Sat	0	0	NaN%

## Top Locations by Conversions (Hourly Peak)

Location	Total Conversions	Hottest Hour
Auburn, WA	443	19:00 CT (49 conv.)
Concord, NC	425	16:00 CT (52 conv.)
Sioux City, IA	285	19:00 CT (50 conv.)
Venice, FL	212	14:00 CT (40 conv.)
Fort Dodge, IA	191	21:00 CT (45 conv.)
Sherman, TX	167	18:00 CT (23 conv.)
Oskaloosa, IA	158	15:00 CT (27 conv.)
Longview, WA	151	22:00 CT (22 conv.)

## Bounce Rate by Location

Location	Visitors	Converted	Bounce Rate
Elkin, NC	553	52	90.6%
Palestine, TX	444	46	89.6%
Sioux City, IA	835	99	88.1%
Longview, WA	471	61	87%

Location	Visitors	Converted	Bounce Rate
Sherman, TX	458	60	86.9%
Fort Dodge, IA	443	58	86.9%
Oskaloosa, IA	441	60	86.4%
Venice, FL	644	88	86.3%
Concord, NC	1,240	172	86.1%
Auburn, WA	1,203	196	83.7%

Conversion-matching only works for clicks logged after IP tracking went live tonight -- bounce rates will read artificially high until enough new click data accumulates.

## Multi-Interactions Summary

88 IPs recorded 2 or more qualifying actions (directions, coupon save, calendar add). Only counts clicks logged after IP tracking went live tonight -- will grow over coming days.

## Sussy IP Addresses (Top 20 of 9,246)

IP	Visits	Days	Locations	First Seen	Last Seen
157.240.26.212	263	10	10	2026-06-21	2026-06-22
157.240.26.202	260	10	10	2026-06-22	2026-06-22
157.240.26.211	237	11	11	2026-06-21	2026-06-22
157.240.26.206	237	11	11	2026-06-21	2026-06-22
157.240.26.207	208	11	12	2026-06-21	2026-06-22
57.144.217.169	136	10	5	2026-06-21	2026-06-22
57.144.217.167	135	9	6	2026-06-21	2026-06-22
57.144.217.170	131	10	5	2026-06-21	2026-06-22
57.144.217.168	126	10	7	2026-06-22	2026-06-22
57.144.217.166	120	10	8	2026-06-21	2026-06-22
57.144.205.170	117	10	12	2026-06-21	2026-06-22
57.144.205.169	115	9	11	2026-06-21	2026-06-22
57.144.205.168	112	10	15	2026-06-21	2026-06-22
57.144.205.167	110	11	14	2026-06-21	2026-06-22
57.144.205.166	100	11	14	2026-06-21	2026-06-22
99.103.219.83	100	8	25	2026-06-18	2026-06-22
57.145.3.166	97	10	5	2026-06-21	2026-06-22
57.145.3.169	94	9	4	2026-06-21	2026-06-22
57.145.3.170	90	10	4	2026-06-21	2026-06-22
157.240.24.210	88	10	5	2026-06-21	2026-06-22

Full list of 9,246 entries available in the live dashboard. This report shows the top 20 by total visit count.