






Channel	Impressions	Clicks	Conversions
 <b>Totals</b>	1,827,384	47,882	3,327
 <b>Content</b> (Organic Search)	1,448,325	12,890	723
 <b>Ads</b> (Ad Campaigns)	354,080	20,701	2,103
 <b>Social</b> (Analytics Data)	1,227	580	24
 <b>Direct, Referral, Other</b>	23,752	13,711	477

### Breakdown of Clicks and Overall Conversions

