SAULS
COMMERCIAL REAL ESTATE

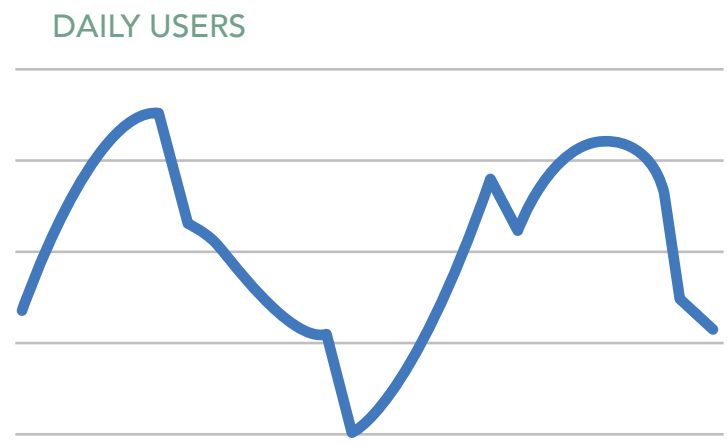
ANALYTICS

Reports • Acquisition Overview *(Sample)*

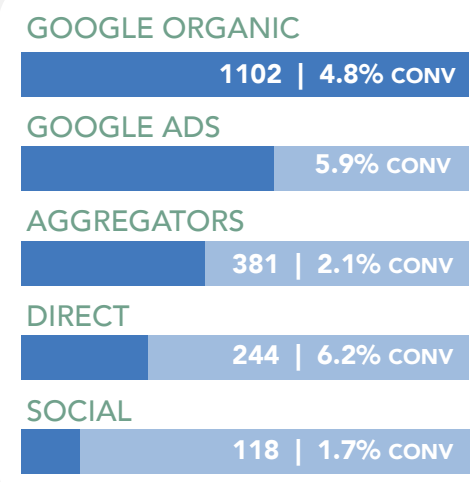
HOME
• **REPORTS**
EXPLORE
ADVERTISING
CONFIGURE

Total users	Sessions	Engaged Sessions	Conversions (rentals)
2,487	**3,216**	**1,874**	**74**
▲ 6.1% vs prior	▲ 4.3% vs prior	▲ 3.8% vs prior	▲ 8.9% vs prior

USERS OVER TIME
(Last 30 days)



TRAFFIC BY SOURCE
(Users)



CONVERSION FUNNEL (Website to Rental)
Where renters drop off

Website visitors	2,487
Unit size page views	1,042
Reservation started	218
Completed rentals	74

Sample GA4-style report for educational discussion (not an actual Google product).

KEY INSIGHT:

Improving website conversion rate from 3.0% to 6.0% would double rentals without increasing traffic.

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