



ObituaryShare
Serving Families Better.

Sample ObituaryShare Report

July 2026

PROOF OVER PROMISES.

At ObituaryShare, we believe in showing results—not just making promises. We're proud to provide detailed reporting that breaks down the performance of each strategically promoted obituary. Our reports show the real impact of every campaign, including Facebook campaign data, how many people saw each obituary, and how many clicked through to the funeral home's website. Using Google Analytics, we can also track website traffic and measure the month-over-month impact ObituaryShare is making.

This sample report features REAL results from a funeral home during July 2026.

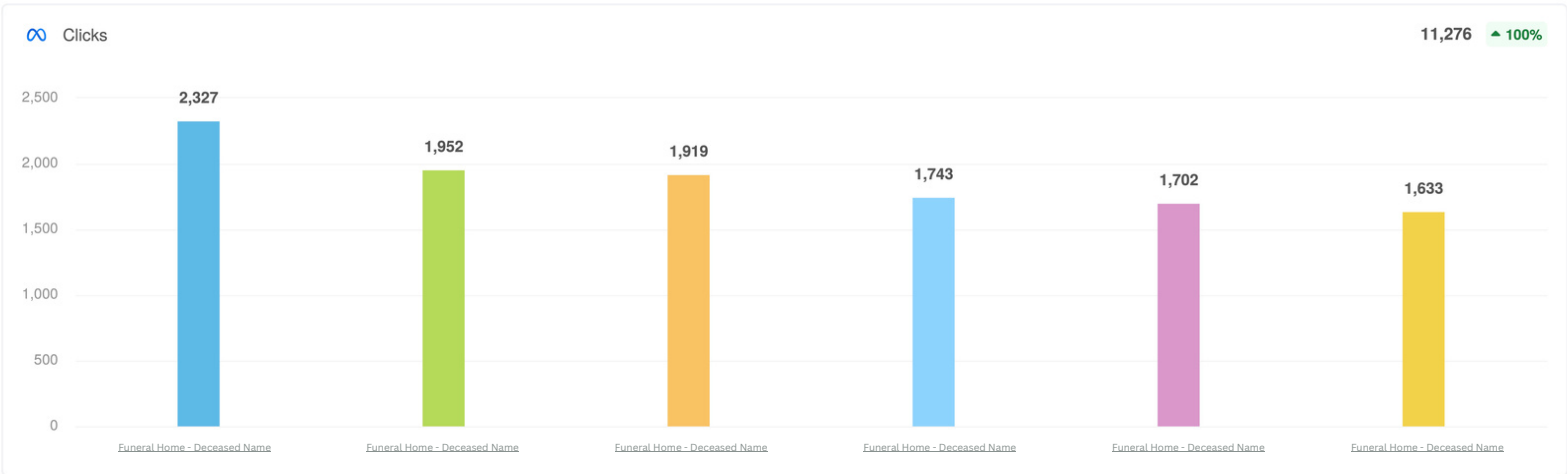
To protect the privacy of the funeral home and the families served, all identifying information—including funeral home and deceased names—has been removed. The results, however, are completely real.

Do you currently know your reach and impact for every obituary you share?

ObituaryShare

obituaryshare.com

Facebook Analytics



Impressions

36,260

▲ 100%

Clicks

11,276

▲ 100%

Reach

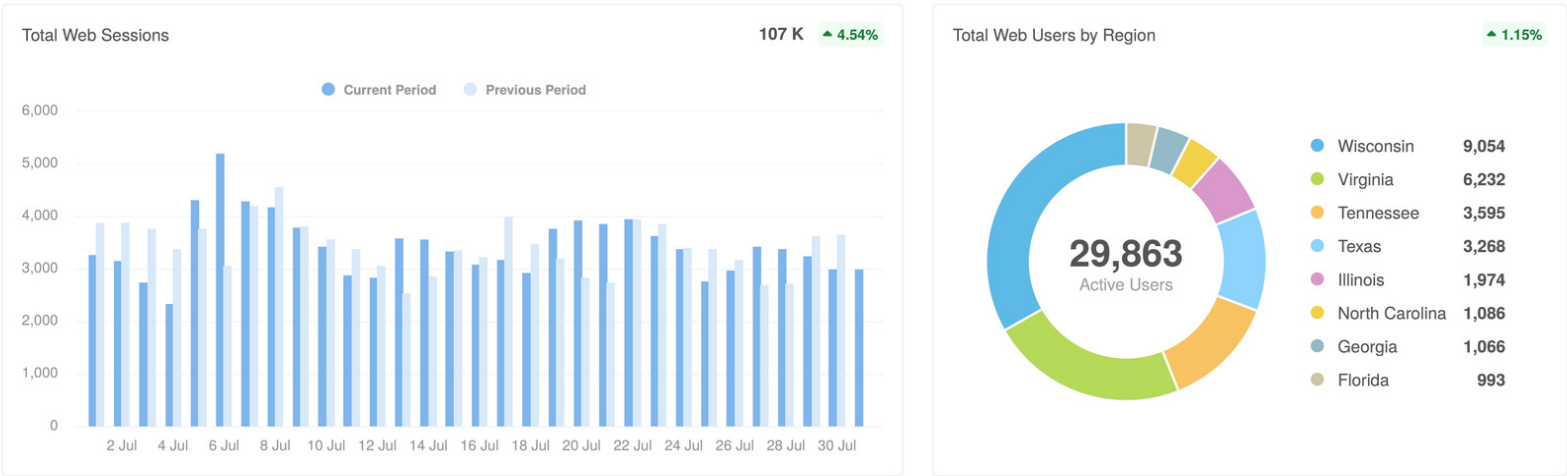
19,629

▲ 100%

Showing 6 of 6 Rows

AD	CLICKS	IMPRESSIONS	CTR
 Funeral Home - Deceased Name	2,327 ▲ 100%	6,288 ▲ 100%	37.01% ▲ 100%
 Funeral Home - Deceased Name	1,952 ▲ 100%	5,459 ▲ 100%	35.76% ▲ 100%
 Funeral Home - Deceased Name	1,919 ▲ 100%	6,083 ▲ 100%	31.55% ▲ 100%
 Funeral Home - Deceased Name	1,743 ▲ 100%	6,034 ▲ 100%	28.89% ▲ 100%
 Funeral Home - Deceased Name	1,702 ▲ 100%	7,214 ▲ 100%	23.59% ▲ 100%
 Funeral Home - Deceased Name	1,633 ▲ 100%	5,182 ▲ 100%	31.51% ▲ 100%

Google Analytics



Total Web Pages		
LANDING PAGE	TOTAL USERS	VIEWS
/	16,029 ▲ 2.63%	93,134 ▲ 3.54%
/obituaries	15,267 ▼ 1.59%	80,102 ▲ 5.56%
(not set)	897 ▲ 6.28%	0 0%
/our-location	127 ▲ 95%	318 ▲ 115%
/our-cemetery	113 ▲ 122%	312 ▲ 171%
/cremation-services	97 ▼ 1.02%	177 ▼ 3.80%
/our-staff	93 ▲ 21%	202 ▲ 63%
/services/cremation-services	81 ▼ 2.41%	210 ▲ 5.00%
/contact-us	67 ▼ 2.90%	130 ▲ 10%
/fargo-funeral-home	62 ▼ 4.62%	286 ▼ 3.70%
/obituary	62 ▲ 15%	246 ▼ 11%

Glossary

- **Reach:** The number of unique individuals who viewed content during a given period.
- **Impressions:** The total number of times content was displayed, including multiple views by the same individual.
- **Clicks:** The total number of times users selected a link or post to access additional content.
- **Click-Through Rate (CTR):** The percentage of impressions that resulted in a click, calculated as clicks divided by impressions.
- **Engagement:** Any user interaction with content, including clicks, reactions, comments, and shares.
- **Sessions:** The total number of visits to a website within a specified timeframe, including repeat visits by the same user.
- **Users (Active Users):** The number of distinct individuals who visited a website during a specified period.
- **Returning Visitors:** Users who have previously visited the website and return for additional sessions.
- **Landing Page:** The first page a user accesses upon entering a website.
- **Page Views:** The total number of pages viewed across all sessions.
- **Geographic Data:** Information identifying the physical locations of users accessing content or a website.
- **Traffic Growth:** The increase in website visits over a defined period compared to a previous period.
- **Reach Growth:** The increase in the number of unique individuals who viewed content over time.
- **Conversion:** A completed desired action by a user, such as clicking through to view detailed content or accessing a specific page.
- **Content Performance:** The measurement of how individual posts or pages perform based on metrics such as reach, clicks, and engagement.
- **Ad Engagement Efficiency:** The effectiveness of paid or promoted content in generating user interactions, often evaluated through CTR and total clicks.
- **Social Media Visibility:** The extent to which content is distributed and seen across social platforms, typically measured by reach and impressions.
- **Website Traffic:** The volume of users and sessions visiting a website.
- **Audience Distribution:** The breakdown of users by location or other demographic characteristics.
- **Peak Activity:** Specific time periods when metrics such as impressions, clicks, or sessions are at their highest levels.