MARKETLENS ANALYTICS PLATFORM

Quarterly Performance Report — Q1 2026
Prepared for: Prima-Office LLC (account #PR-4471)
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EXECUTIVE SUMMARY

Overall account performance in Q1 2026 showed mixed dynamics. Total website sessions grew by 11.4% quarter-over-quarter, reaching 248,300 sessions. However, the bounce rate demonstrated a significant upward trend, increasing from 38.2% to 47.9%, primarily driven by the February landing page redesign. Lead generation declined by 6.8% despite traffic growth, indicating a conversion bottleneck that requires attention.

KEY METRICS

Metric	Q4 2025	Q1 2026	Change
Sessions	222,900	248,300	+11.4%
Unique visitors	141,200	159,800	+13.2%
Bounce rate	38.2%	47.9%	+9.7 pp
Avg. session duration	3m 42s	2m 58s	-19.8%
Leads (form submissions)	2,840	2,647	-6.8%
Cost per lead	$11.20	$13.95	+24.6%
Email open rate	24.1%	26.3%	+2.2 pp

TRAFFIC SOURCES

Organic search remained the dominant channel (44% of sessions), followed by paid search (27%), direct (16%), and referral traffic (13%). Paid search costs increased by 18% while delivering only 4% more sessions, suggesting declining auction efficiency in the office-supplies segment.

REGIONAL BREAKDOWN

CIS region: sessions +14%, leads +2%, stable performance.

EMEA region: data unavailable for this reporting period due to a tracking configuration issue. Our team is investigating; corrected figures will be provided in a follow-up report.

APAC region: low volume (under 2% of traffic), excluded from analysis.

RECOMMENDATIONS

1. Roll back or A/B test the February landing page changes: the bounce rate spike correlates directly with the redesign release (February 9).

2. Review paid search keyword portfolio; pause keywords with cost per lead above $25.

3. Retention flows show promise: the new email sequence lifted open rates; we recommend extending it to the dormant-customer segment.

4. Restore EMEA tracking as a priority to avoid a second consecutive quarter without regional data.

Next report due: July 15, 2026.

MarketLens Customer Success Team

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