MONTH'S END

Unified Executive Performance Briefing

Reporting Cadence: July 2026 · Audited Multi-Channel Telemetry

Pembrook Industrial Supply LLC

Executive Distribution

ACTIVE USERS (GA4)	SEARCH CLICKS (GSC)	ENGAGEMENT RATE
142,850	**48,200**	**6840.0%**
+18.4% MoM vs. baseline	+22.5% MoM vs. baseline	+4.2% MoM Benchmark: 54.0%

GOOGLE ANALYTICS 4 · TRAFFIC & SESSIONS

Total Monthly Sessions	**52,400**	+12.1%
New User Influx	**28,120**	+15.3%
Average Session Duration	**3m 42s**	+8.0%
Bounce / Exit Rate	**31.6%**	-4.2%
Returning Visitor Ratio	**38.2%**	+5.1%

ACQUISITION CHANNELS · PROPORTION

1. **Organic Search** — 28,450 (54.3%)
2. **Direct Traffic** — 12,100 (23.1%)
3. **Referral Partners** — 7,450 (14.2%)
4. **Email Marketing** — 4,400 (8.4%)

SEARCH CONSOLE · ORGANIC SEARCH & TOP RANKING KEYWORDS

Total Organic Impressions: 482,000 (+14.8%) · Average CTR: 3.1% (+6.7%) · Average Position: 8.4

SEARCH QUERY / TARGET PHRASE	ORGANIC CLICKS	IMPRESSIONS	AVG GOOGLE RANK
industrial hydraulic valves oklahoma	2,450	42,000	#2.1
heavy equipment hose fittings supply	1,920	38,500	#3.4
pembrook supply catalog 2026	1,640	12,800	#1.0
emergency mechanical replacement parts	1,280	31,000	#4.2
commercial fluid line maintenance	940	24,500	#6.8

STRATEGIC EXECUTIVE SYNTHESIS & INSIGHTS

- Search clicks surged +22.5% MoM driven by dominant top-3 positions across high-intent agency keywords.
- Conversion efficiency achieved a 68.4% engagement rate, outperforming the SaaS industry baseline by 420 bps.
- Action Item: Double down on bottom-of-funnel content targeting the "1 page google analytics pdf" cluster.

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