

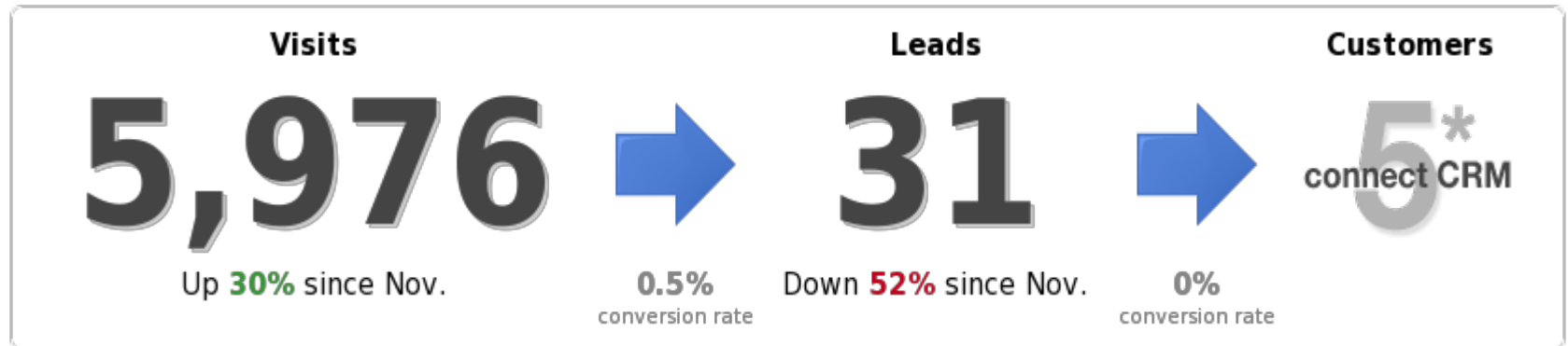
# Monthly Marketing Performance Report

**medhok.com**

December 2015

medhok.com:

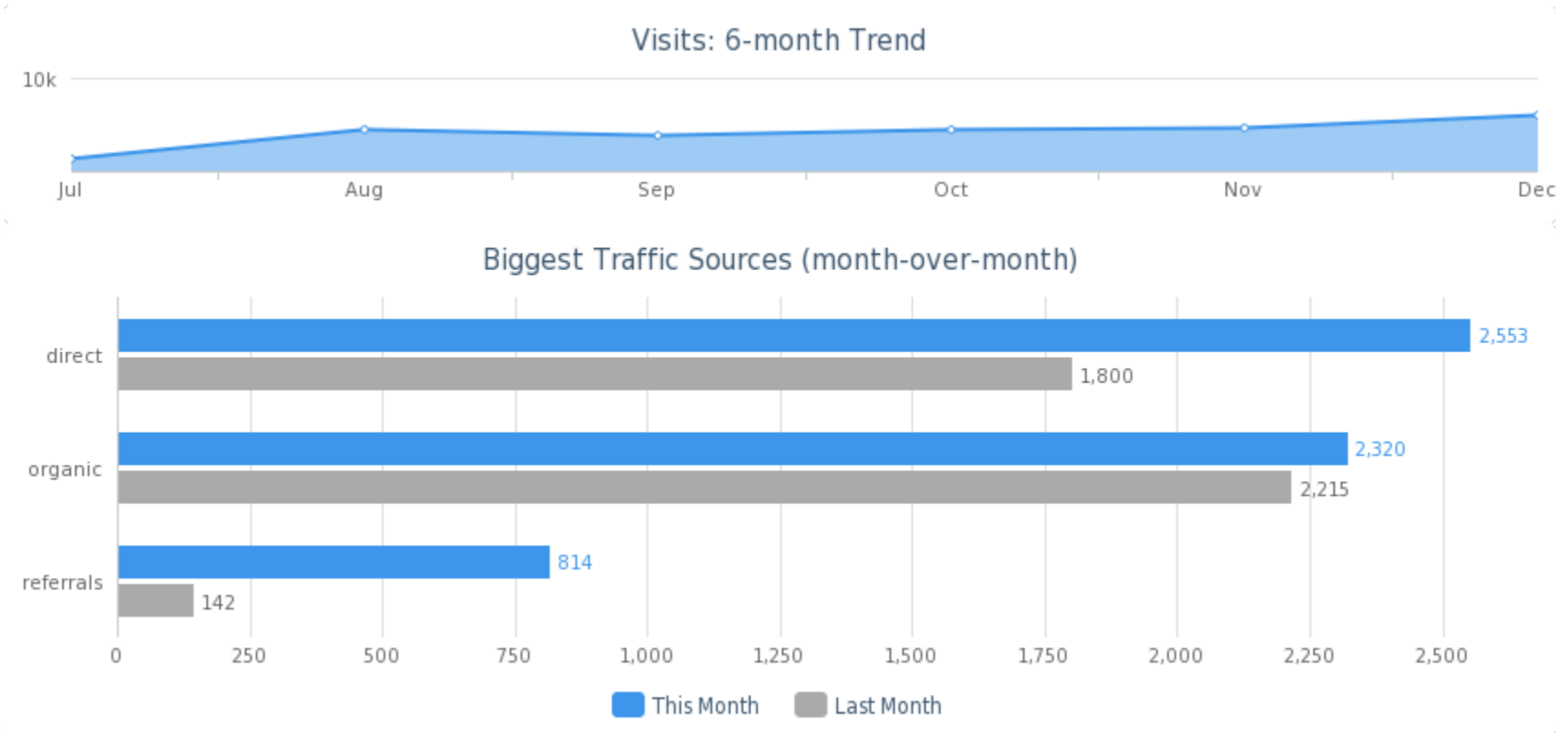
# Monthly Marketing Summary



\* Go to <http://help.hubspot.com/articles/Tutorial/integrate-your-crm> to learn how to get your customer data into this slide.

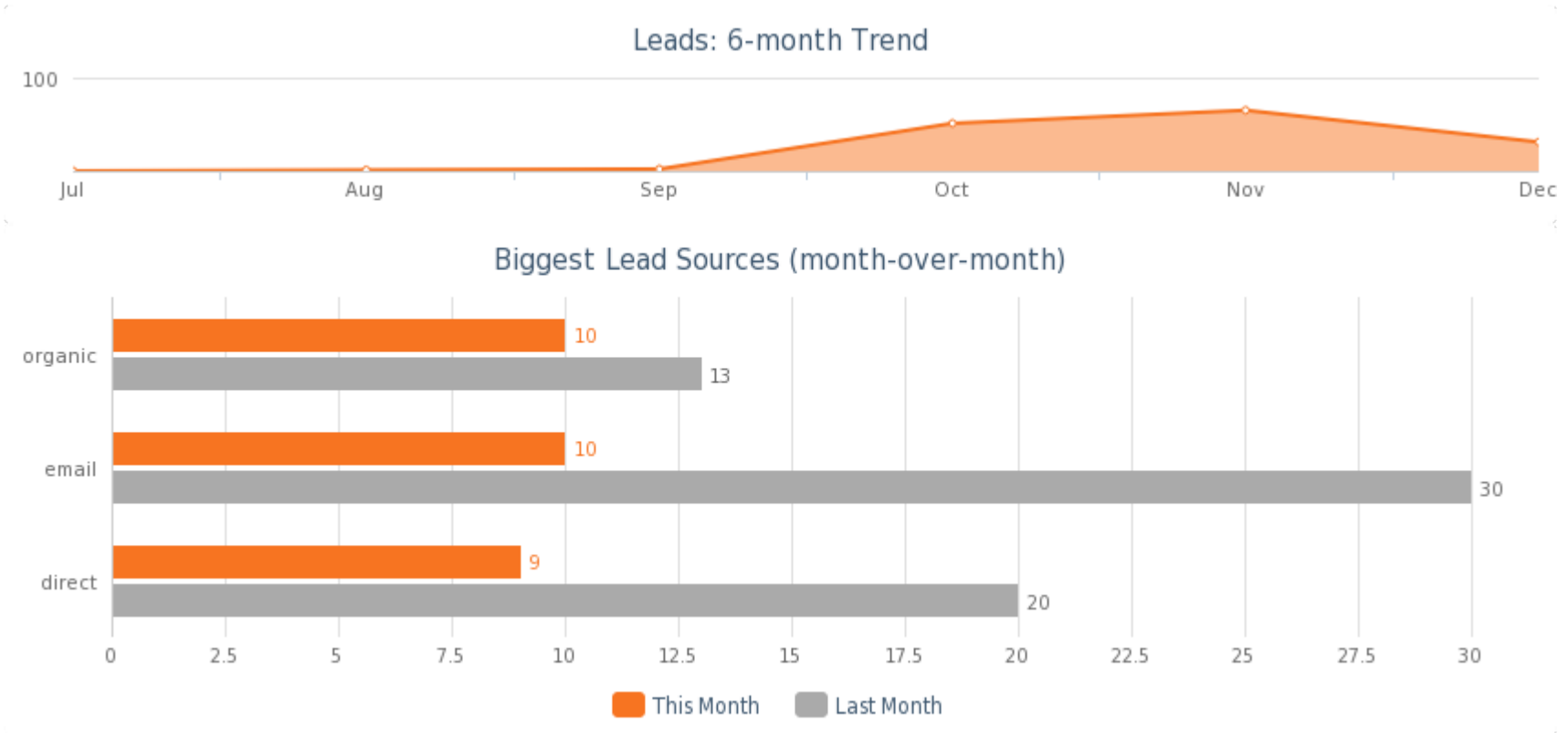
medhok.com:

# Visits: Monthly Trend



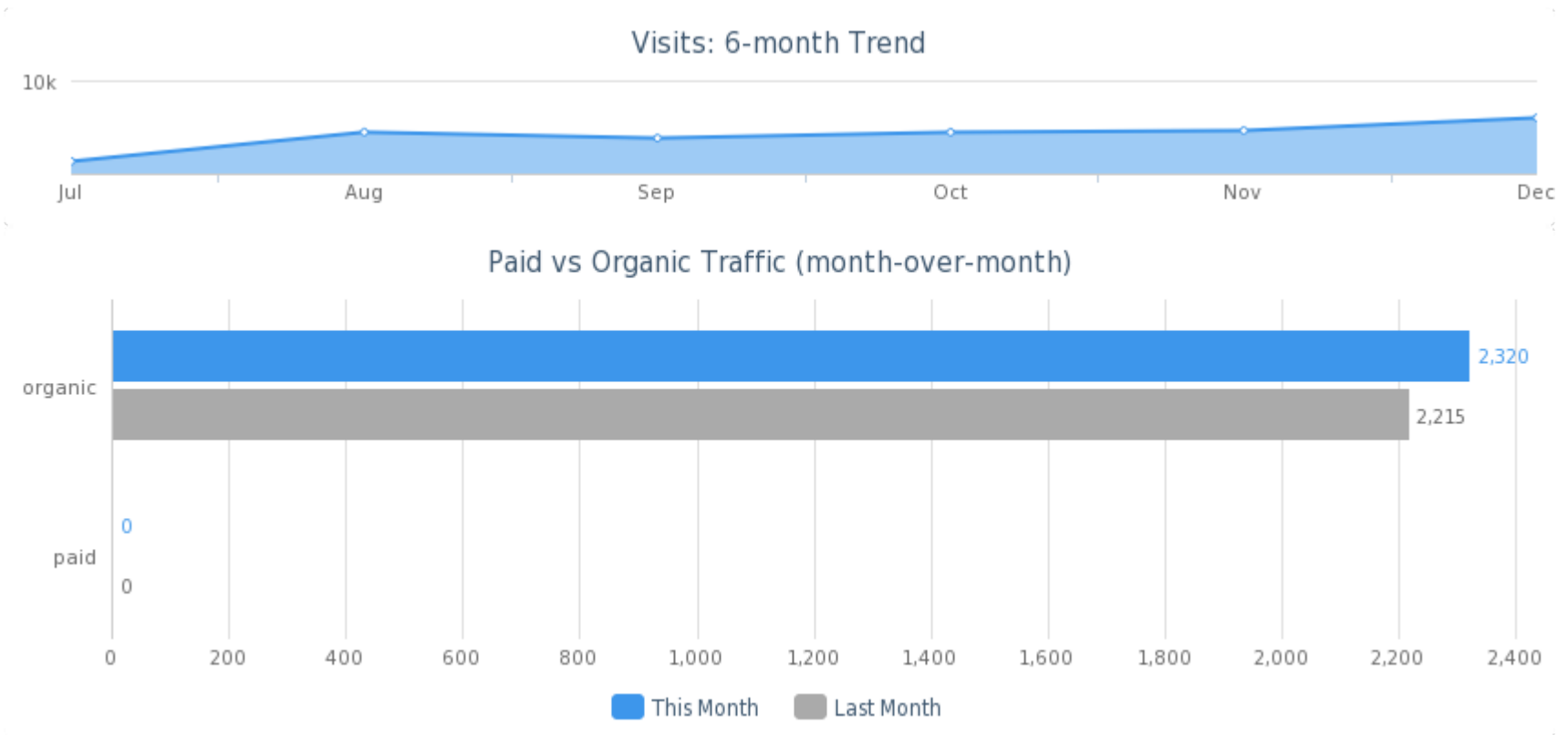
# medhok.com:

## Leads: Monthly Trend



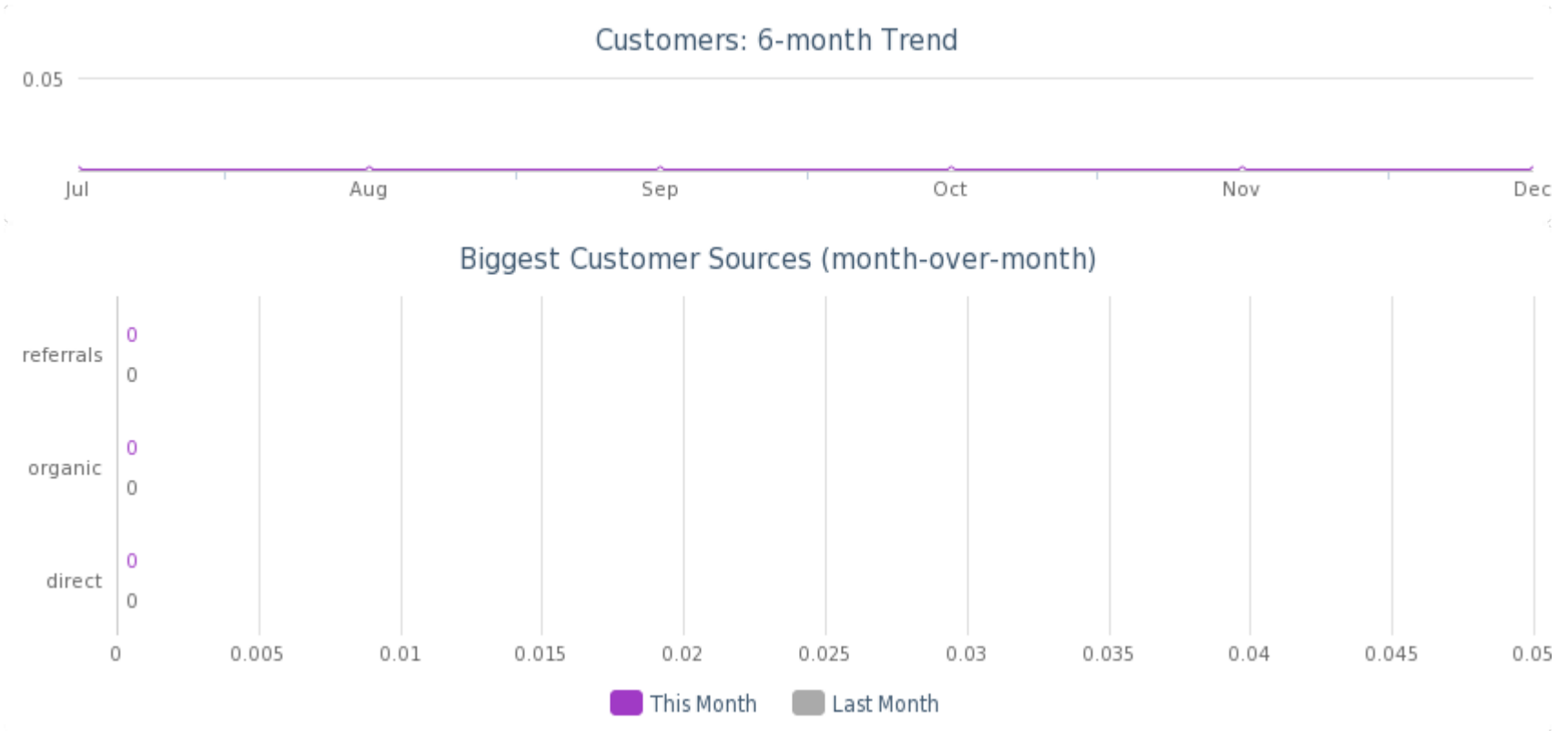
# medhok.com:

## Organic vs Paid Search Traffic: Monthly Trend



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# Customers: Monthly Trend



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## Landing Pages: Top Pages this Month

Landing Page	Views	Submissions	Conversion Rate
Pharmacy Prior Authorization and Appeals Module	134	58	43.28%
Contact MedHOK	405	13	3.21%
Client Webinar - MedHOK's Provider Portal	11	4	36.36%
Risk Adjustment and Encounter Data Webinar	7	1	14.29%

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# Blog: Top Posts this Month

Article	Published	Comments	Inbound Links	Page Views
CMS Set To Further Reform Approach To Dual Eligibles in Medicare Advantage	21-Dec-2015	0	0	97
Compliance Insights: November 2015	01-Dec-2015	0	0	41
Of Healthcare Punditry And Crystal Balls: Part 1	23-Dec-2015	0	0	37
Compliance Insights Newsletter - December 2015	29-Dec-2015	0	0	21
Of Healthcare Punditry and Crystal Balls, Part 2	30-Dec-2015	0	0	14