

Media • Communications • Publicity

Craig & Connie Leinicke

April 2016

From April 8, 2015 through April 1, 2016, the Media • Communications • Publicity efforts have pursued the following:

- Publicity to ELCA, LCMS, and NALC churches in North America via eblasts
- Social networking efforts on Facebook and Twitter
- Distributing the video presentation eblast series for monthly 10 & 10 presentations presented through the monthly national e-newsletter
- Making Area publicity pieces available online at GLM.org as well as through eblasts

* Denotes funded activities

GodLovesMarriage.org*

GodLovesMarriage.org is analyzed and tweaked continuously to add user interactivity and information.

- Traffic analytics are attached at the back of this report. These analytics will be discussed in depth during our report at the NARLME Board meeting.
- Continuous site maintenance is accomplished as Weekends are scheduled, including ongoing search engine optimization with hotel site location addresses and images.

Church & Video Eblasts*

- Eblasts were sent between April 8, 2015 and April 1, 2016 to support Fall 2015, Winter 2016, and Spring 2016 Weekends. Summer 2016 Weekends are now being prepared for distribution.
- LME Constant Contact database now totals 45 lists for churches and encountered couples totaling 11,800 database entries throughout North America. ILME leadership couples in Brazil and northern Europe also are included in the Couples database. The IFB Board is also included in the Couples database and receive the monthly video eblasts to couples.
- Church eblasts are also sent to key community couples to Forward directly to their own church staff with their own “testimonial” regarding their Weekend experience. Please send your Area’s key community couple list to ConnieL@leinickegroup.com if you would like this for your Area as well.

Facebook Page Management*

- Facebook “Likes” = 4,253
- Posts are continuing using a “today’s world” voice and include Scripture, positive general messages, and positive couple relationship/marriage observations.
- Facebook ads to generate more “Likes” appear periodically on an as needed basis to generate interest in Marriage Encounter.
- NARLME’s 2016 Weekends are being added. ***Action Item:** We recommend that all Team Couples assigned to a Weekend who are on Facebook “Join” these Events on the GLM Facebook page to stimulate interest among their Facebook friends.*
- The “Private Group” on Facebook entitled “LME Encountered Couples” has 84 members but little activity. We have noticed, however, that several different LME areas (District I, Minnesota, etc.) have built Facebook pages for their own couples to access. ***Action Item:** We would appreciate being included in conversations regarding the need for these pages for their encountered couples as we move forward with the task of building a*

cohesive “community” of LME encountered couples across North America rather than segmentation along areas and/or districts.

Trifold Brochures

10,000 GLM.org trifold brochures with the application fee of \$100 are now in stock at Leinicke Group. Emails we receive from churches responding to this offer are forwarded to each area’s Application Couple and we will have brochures at the Airport Hilton on Sunday morning for Districts to take brochures home with them.

Videos

Delivery of videos via the national God Loves Marriage e-newsletter continued through September 2015. Six (6) videos are now shot and ready to distribute in 2016.

***Action Item:** We have received requests to produce a 60-second “benefits” focused video to use on the GodLovesMarriage.org website, in eblasts, on Facebook, in Twitter, and on the branded GodLovesMarriage.org YouTube channel. We are now in the creative development phase of this project.*

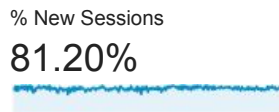
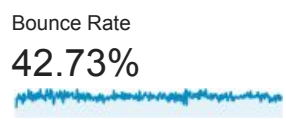
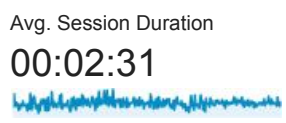
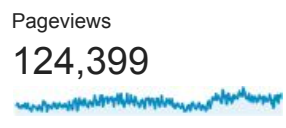
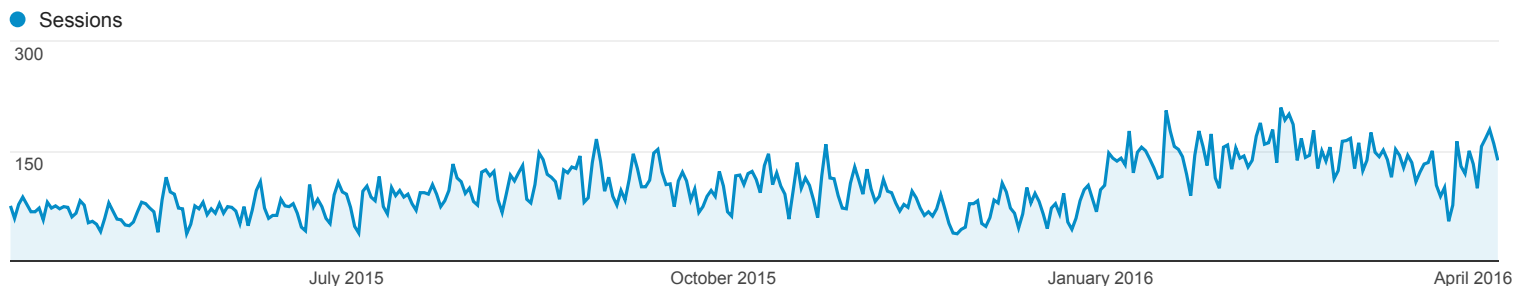
Apr 10, 2015 - Apr 7, 2016

Audience Overview

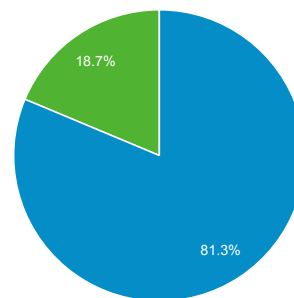
You are using a filtered view, which may cause your Users count to be inaccurate. [Learn more](#)

All Users
100.00% Sessions

Overview



■ New Visitor ■ Returning Visitor



Language	Sessions	% Sessions
1. en-us	34,784	94.46%
2. en-gb	522	1.42%
3. pt-br	277	0.75%
4. (not set)	197	0.53%
5. en-ca	152	0.41%
6. en	134	0.36%
7. it-it	65	0.18%
8. en-au	61	0.17%
9. fr	48	0.13%
10. ko-kr	48	0.13%

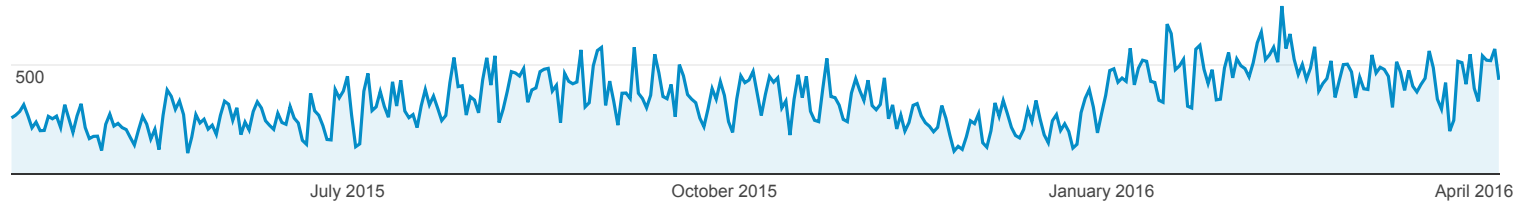
Apr 10, 2015 - Apr 7, 2016

Content Drilldown

All Users
100.00% Pageviews

Explorer

Pageviews
1,000




Page path level 1	Pageviews	Unique Pageviews	Avg. Time on Page	Bounce Rate	% Exit
	124,399 % of Total: 100.00% (124,399)	93,388 % of Total: 100.00% (93,388)	00:01:03 Avg for View: 00:01:03 (0.00%)	42.73% Avg for View: 42.73% (0.00%)	29.60% Avg for View: 29.60% (0.00%)
1. /	39,310 (31.60%)	28,453 (30.47%)	00:01:14	39.20%	46.43%
2. /events/	26,372 (21.20%)	19,510 (20.89%)	00:00:46	50.32%	21.52%
3. /event/	14,211 (11.42%)	10,819 (11.59%)	00:01:23	57.42%	27.77%
4. /whats-the-cost/	9,534 (7.66%)	7,415 (7.94%)	00:01:03	59.12%	19.36%
5. /whats-the-schedule/	8,430 (6.78%)	6,551 (7.01%)	00:01:12	42.68%	24.67%
6. /what-happens/	5,113 (4.11%)	3,914 (4.19%)	00:00:52	52.38%	11.75%
7. /who-can-attend/	3,589 (2.89%)	2,776 (2.97%)	00:00:29	51.49%	11.15%
8. /why-attend/	3,319 (2.67%)	2,490 (2.67%)	00:00:49	54.91%	13.50%
9. /worldwide-marriage-encounter/	3,200 (2.57%)	2,669 (2.86%)	00:01:40	67.46%	35.38%
10. /weekend-us-application/	2,500 (2.01%)	1,987 (2.13%)	00:02:18	72.22%	35.28%

Rows 1 - 10 of 259

Apr 10, 2015 - Apr 7, 2016

Engagement















 All Users
100.00% Sessions

Distribution

Session Duration

Sessions
36,823
% of Total: 100.00% (36,823)

Pageviews
124,399
% of Total: 100.00% (124,399)

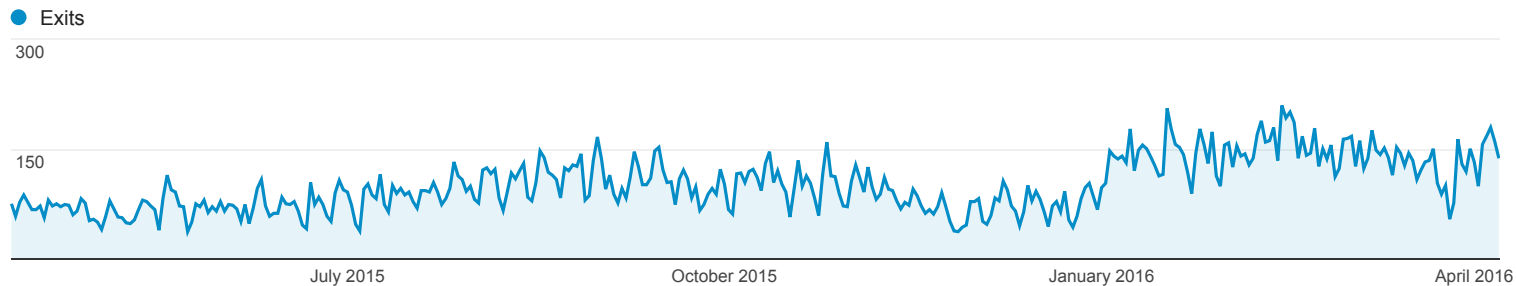
Session Duration	Sessions	Pageviews
0-10 seconds	16,444 	17,210 
11-30 seconds	2,733 	6,593 
31-60 seconds	3,372 	10,480 
61-180 seconds	6,659 	29,875 
181-600 seconds	5,206 	37,394 
601-1800 seconds	2,103 	18,715 
1801+ seconds	306 	4,132 

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Exit Pages

All Users
100.00% Exits

Explorer




Page	Exits	Pageviews	% Exit
	36,822 % of Total: 100.00% (36,822)	124,399 % of Total: 100.00% (124,399)	29.60% Avg for View: 29.60% (0.00%)
1. /	18,251 (49.57%)	39,310 (31.60%)	46.43%
2. /events/upcoming/	2,480 (6.74%)	9,079 (7.30%)	27.32%
3. /whats-the-schedule/	2,080 (5.65%)	8,430 (6.78%)	24.67%
4. /whats-the-cost/	1,846 (5.01%)	9,534 (7.66%)	19.36%
5. /events/	1,664 (4.52%)	7,830 (6.29%)	21.25%
6. /worldwide-marriage-encounter/	1,132 (3.07%)	3,200 (2.57%)	35.38%
7. /weekend-us-application/	882 (2.40%)	2,500 (2.01%)	35.28%
8. /what-happens/	601 (1.63%)	5,113 (4.11%)	11.75%
9. /why-attend/	448 (1.22%)	3,319 (2.67%)	13.50%
10. /blog/	447 (1.21%)	1,067 (0.86%)	41.89%

Rows 1 - 10 of 510

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Frequency & Recency

 All Users
100.00% Sessions

Distribution

Count of Sessions

Sessions



























36,823

% of Total: 100.00% (36,823)

Pageviews

124,399

% of Total: 100.00% (124,399)

Count of Sessions	Sessions	Pageviews
1	29,939 	105,722 
2	3,530 	10,144 
3	1,131 	3,167 
4	551 	1,391 
5	328 	747 
6	233 	607 
7	173 	367 
8	129 	305 
9-14	378 	744 
15-25	231 	509 
26-50	109 	260 
51-100	76 	358 
101-200	15 	78 

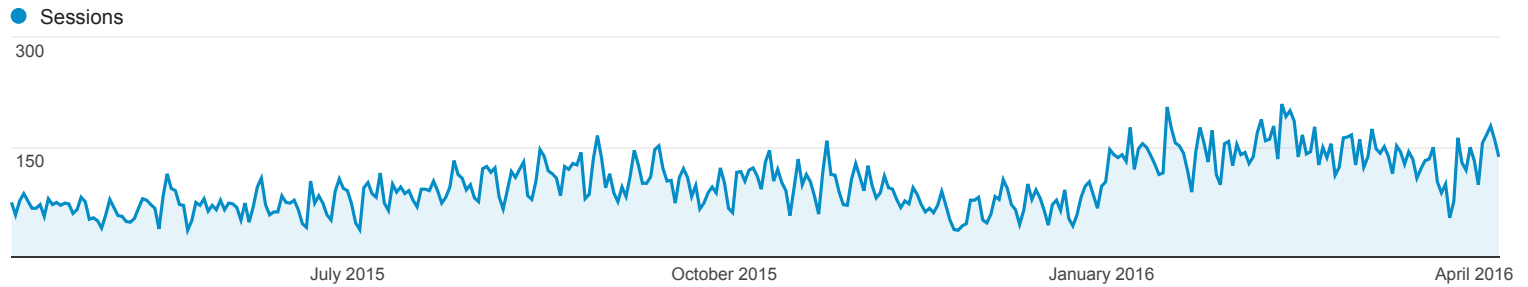
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Landing Pages

All Users
100.00% Entrances

Explorer

Summary



Landing Page	Acquisition			Behavior			Conversions Goal 1: Submit Application Form		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Submit Application Form (Goal 1 Conversion Rate)	Submit Application Form (Goal 1 Completions)	Submit Application Form (Goal 1 Value)
	36,823 % of Total: 100.00% (36,823)	81.31% Avg for View: 81.20% (0.12%)	29,939 % of Total: 100.12% (29,902)	42.73% Avg for View: 42.73% (0.00%)	3.38 Avg for View: 3.38 (0.00%)	00:02:31 Avg for View: 00:02:31 (0.00%)	5.40% Avg for View: 5.40% (0.00%)	1,987 % of Total: 100.00% (1,987)	\$89,415.00 % of Total: 100.00% (\$89,415.00)
1. /	27,570 (74.87%)	88.77%	24,474 (81.75%)	39.20%	3.57	00:02:33	5.00%	1,378 (69.35%)	\$62,010.00 (69.35%)
2. /whats-the-schedule/	1,640 (4.45%)	76.83%	1,260 (4.21%)	42.68%	3.20	00:02:23	2.32%	38 (1.91%)	\$1,710.00 (1.91%)
3. /events/upcoming/	1,581 (4.29%)	77.74%	1,229 (4.11%)	48.20%	2.95	00:02:14	2.97%	47 (2.37%)	\$2,115.00 (2.37%)
4. /whats-the-cost/	746 (2.03%)	60.32%	450 (1.50%)	59.12%	2.54	00:02:01	5.09%	38 (1.91%)	\$1,710.00 (1.91%)
5. /events/	641 (1.74%)	52.57%	337 (1.13%)	49.30%	2.91	00:02:16	5.93%	38 (1.91%)	\$1,710.00 (1.91%)
6. /worldwide-marriage-encounter/	378 (1.03%)	41.01%	155 (0.52%)	67.46%	2.25	00:02:20	3.70%	14 (0.70%)	\$630.00 (0.70%)
7. /what-happens/	273 (0.74%)	56.41%	154 (0.51%)	52.38%	2.45	00:02:07	1.83%	5 (0.25%)	\$225.00 (0.25%)
8. /weekend-us-application/	198 (0.54%)	12.12%	24 (0.08%)	72.22%	2.13	00:01:48	100.00%	198 (9.96%)	\$8,910.00 (9.96%)
9. /why-attend/	173 (0.47%)	22.54%	39 (0.13%)	54.91%	3.12	00:02:33	4.62%	8 (0.40%)	\$360.00 (0.40%)
10. /event/marriage-encounter-brooklyn-center-mn-3/	149 (0.40%)	30.87%	46 (0.15%)	57.05%	2.21	00:02:35	8.05%	12 (0.60%)	\$540.00 (0.60%)

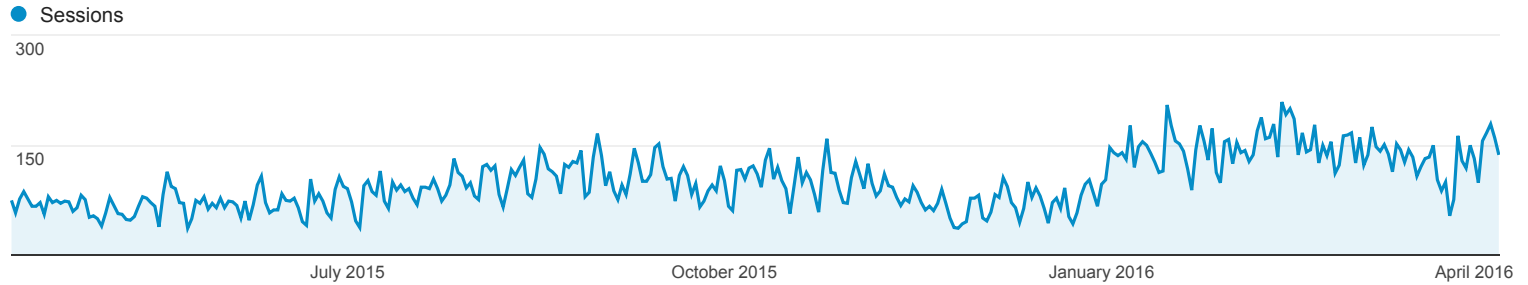
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Language

All Users
100.00% Sessions

Explorer

Summary



Language	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Submit Application Form (Goal 1 Conversion Rate)	Submit Application Form (Goal 1 Completions)	Submit Application Form (Goal 1 Value)
	36,823 % of Total: 100.00% (36,823)	81.31% Avg for View: 81.20% (0.12%)	29,939 % of Total: 100.12% (29,902)	42.73% Avg for View: 42.73% (0.00%)	3.38 Avg for View: 3.38 (0.00%)	00:02:31 Avg for View: 00:02:31 (0.00%)	5.40% Avg for View: 5.40% (0.00%)	1,987 % of Total: 100.00% (1,987)	\$89,415.00 % of Total: 100.00% (\$89,415.00)
1. en-us	34,784 (94.46%)	81.08%	28,203 (94.20%)	40.85%	3.46	00:02:35	5.68%	1,975 (99.40%)	\$88,875.00 (99.40%)
2. en-gb	522 (1.42%)	88.31%	461 (1.54%)	67.43%	2.06	00:01:29	0.38%	2 (0.10%)	\$90.00 (0.10%)
3. pt-br	277 (0.75%)	98.92%	274 (0.92%)	97.83%	1.04	00:00:09	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. (not set)	197 (0.53%)	37.56%	74 (0.25%)	96.45%	1.04	00:00:29	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. en-ca	152 (0.41%)	90.13%	137 (0.46%)	46.05%	3.12	00:02:04	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. en	134 (0.36%)	82.84%	111 (0.37%)	60.45%	2.42	00:01:55	2.99%	4 (0.20%)	\$180.00 (0.20%)
7. it-it	65 (0.18%)	100.00%	65 (0.22%)	96.92%	1.08	00:00:02	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. en-au	61 (0.17%)	83.61%	51 (0.17%)	62.30%	1.97	00:00:56	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. fr	48 (0.13%)	62.50%	30 (0.10%)	47.92%	2.94	00:08:58	4.17%	2 (0.10%)	\$90.00 (0.10%)
10. ko-kr	48 (0.13%)	97.92%	47 (0.16%)	95.83%	1.06	00:00:03	0.00%	0 (0.00%)	\$0.00 (0.00%)

Rows 1 - 10 of 94

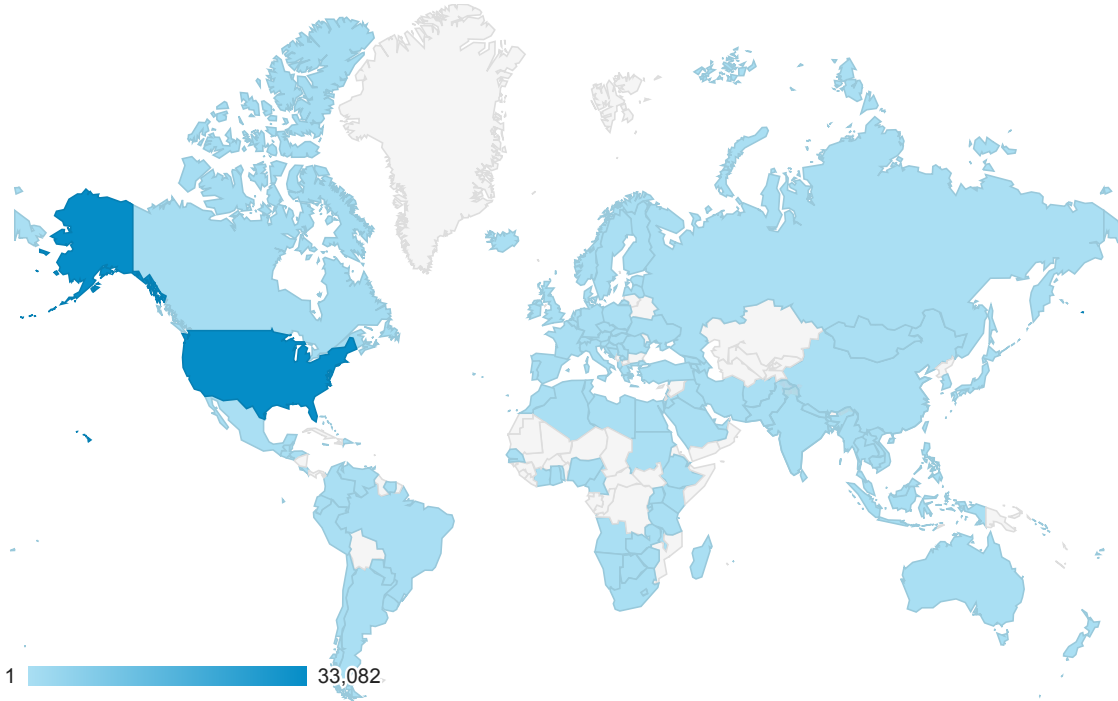
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Location

All Users
100.00% Sessions

Map Overlay

Summary



Country	Acquisition			Behavior			Conversions Goal 1: Submit Application Form		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Submit Application Form (Goal 1 Conversion Rate)	Submit Application Form (Goal 1 Completions)	Submit Application Form (Goal 1 Value)
	36,823 % of Total: 100.00% (36,823)	81.31% Avg for View: 81.20% (0.12%)	29,939 % of Total: 100.12% (29,902)	42.73% Avg for View: 42.73% (0.00%)	3.38 Avg for View: 3.38 (0.00%)	00:02:31 Avg for View: 00:02:31 (0.00%)	5.40% Avg for View: 5.40% (0.00%)	1,987 % of Total: 100.00% (1,987)	\$89,415.00 % of Total: 100.00% (\$89,415.00)
1. United States	33,082 (89.84%)	80.45%	26,615 (88.90%)	39.88%	3.52	00:02:37	5.95%	1,967 (98.99%)	\$88,515.00 (98.99%)
2. Canada	718 (1.95%)	88.30%	634 (2.12%)	45.82%	3.09	00:02:14	0.42%	3 (0.15%)	\$135.00 (0.15%)
3. Philippines	523 (1.42%)	83.37%	436 (1.46%)	73.61%	1.86	00:01:43	0.38%	2 (0.10%)	\$90.00 (0.10%)
4. Brazil	276 (0.75%)	98.91%	273 (0.91%)	97.10%	1.06	00:00:10	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. Australia	195 (0.53%)	89.74%	175 (0.58%)	65.13%	1.87	00:01:19	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. South Africa	183 (0.50%)	87.43%	160 (0.53%)	65.03%	2.19	00:01:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. United Kingdom	142 (0.39%)	94.37%	134 (0.45%)	66.90%	1.84	00:01:19	0.70%	1 (0.05%)	\$45.00 (0.05%)
8. Indonesia	133 (0.36%)	89.47%	119 (0.40%)	74.44%	1.68	00:01:30	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. India	122 (0.33%)	93.44%	114 (0.38%)	75.41%	1.81	00:01:15	0.82%	1 (0.05%)	\$45.00 (0.05%)
10. Kenya	121 (0.33%)	90.08%	109 (0.36%)	75.21%	1.76	00:01:47	0.83%	1 (0.05%)	\$45.00 (0.05%)

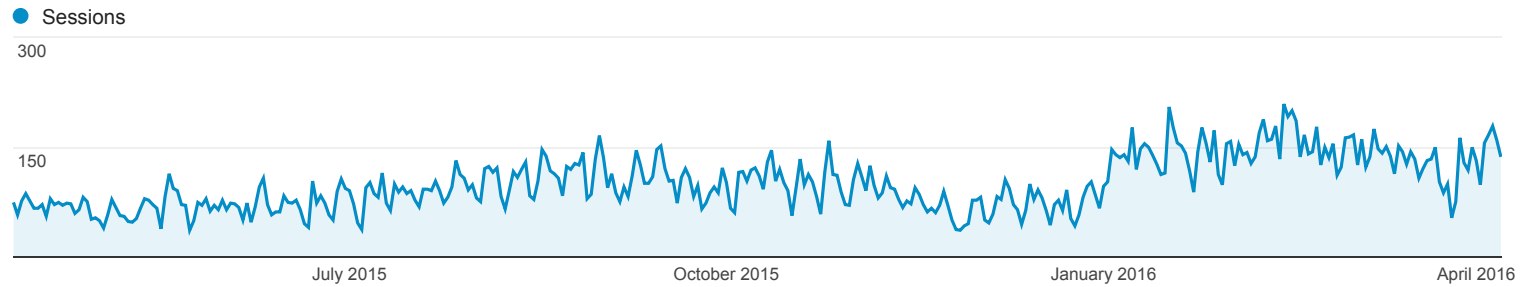
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New vs Returning

All Users
100.00% Sessions

Explorer

Summary



User Type	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Submit Application Form (Goal 1 Conversion Rate)	Submit Application Form (Goal 1 Completions)	Submit Application Form (Goal 1 Value)
	36,823 % of Total: 100.00% (36,823)	81.31% Avg for View: 81.20% (0.12%)	29,939 % of Total: 100.12% (29,902)	42.73% Avg for View: 42.73% (0.00%)	3.38 Avg for View: 3.38 (0.00%)	00:02:31 Avg for View: 00:02:31 (0.00%)	5.40% Avg for View: 5.40% (0.00%)	1,987 % of Total: 100.00% (1,987)	\$89,415.00 % of Total: 100.00% (\$89,415.00)
1. New Visitor	29,939 (81.31%)	100.00%	29,939(100.00%)	39.55%	3.53	00:02:28	4.79%	1,433 (72.12%)	\$64,485.00 (72.12%)
2. Returning Visitor	6,884 (18.69%)	0.00%	0 (0.00%)	56.55%	2.71	00:02:42	8.05%	554 (27.88%)	\$24,930.00 (27.88%)

Rows 1 - 2 of 2

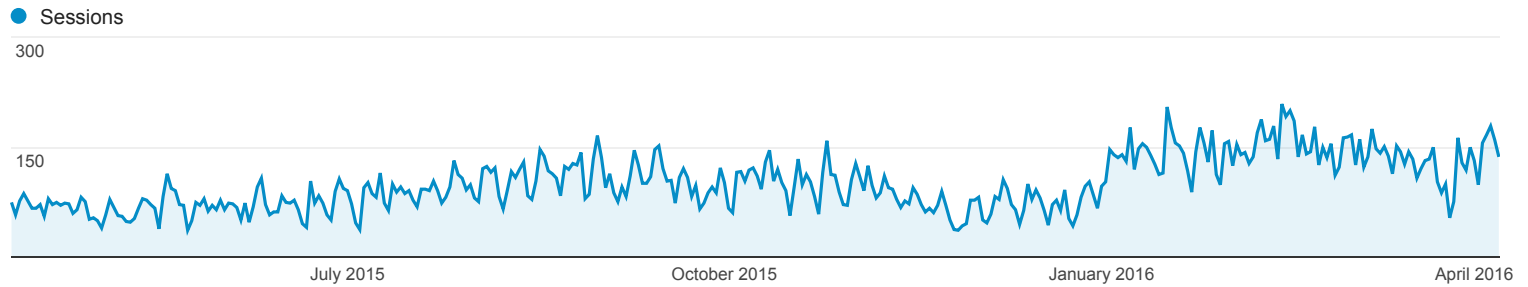
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Overview

All Users
100.00% Sessions

Explorer

Summary



Device Category	Acquisition			Behavior			Conversions Goal 1: Submit Application Form		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Submit Application Form (Goal 1 Conversion Rate)	Submit Application Form (Goal 1 Completions)	Submit Application Form (Goal 1 Value)
	36,823 % of Total: 100.00% (36,823)	81.31% Avg for View: 81.20% (0.12%)	29,939 % of Total: 100.12% (29,902)	42.73% Avg for View: 42.73% (0.00%)	3.38 Avg for View: 3.38 (0.00%)	00:02:31 Avg for View: 00:02:31 (0.00%)	5.40% Avg for View: 5.40% (0.00%)	1,987 % of Total: 100.00% (1,987)	\$89,415.00 % of Total: 100.00% (\$89,415.00)
1. desktop	16,687 (45.32%)	85.50%	14,267 (47.65%)	38.23%	3.72	00:02:42	6.13%	1,023 (51.48%)	\$46,035.00 (51.48%)
2. mobile	15,633 (42.45%)	78.39%	12,255 (40.93%)	47.83%	2.98	00:02:13	4.78%	747 (37.59%)	\$33,615.00 (37.59%)
3. tablet	4,503 (12.23%)	75.88%	3,417 (11.41%)	41.66%	3.50	00:02:53	4.82%	217 (10.92%)	\$9,765.00 (10.92%)

Rows 1 - 3 of 3

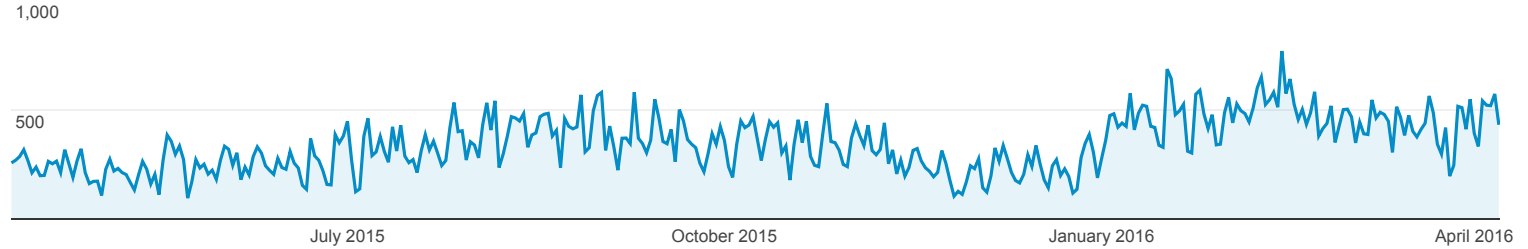
Apr 10, 2015 - Apr 7, 2016

Pages

All Users
100.00% Pageviews

Explorer

Pageviews



Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
	124,399 % of Total: 100.00% (124,399)	93,388 % of Total: 100.00% (93,388)	00:01:03 Avg for View: 00:01:03 (0.00%)	36,822 % of Total: 100.00% (36,822)	42.73% Avg for View: 42.73% (0.00%)	29.60% Avg for View: 29.60% (0.00%)	\$4.46 % of Total: 100.00% (\$4.46)
1. /	39,310 (31.60%)	28,453 (30.47%)	00:01:14	27,570 (74.87%)	39.20%	46.43%	\$2.26 (50.56%)
2. /whats-the-cost/	9,534 (7.66%)	7,415 (7.94%)	00:01:03	746 (2.03%)	59.12%	19.36%	\$4.57(102.45%)
3. /events/upcoming/	9,079 (7.30%)	6,764 (7.24%)	00:00:53	1,581 (4.29%)	48.20%	27.32%	\$2.81 (63.09%)
4. /whats-the-schedule/	8,430 (6.78%)	6,551 (7.01%)	00:01:12	1,640 (4.45%)	42.68%	24.67%	\$2.78 (62.21%)
5. /events/	7,830 (6.29%)	5,807 (6.22%)	00:00:53	641 (1.74%)	49.30%	21.25%	\$2.78 (62.37%)
6. /what-happens/	5,113 (4.11%)	3,914 (4.19%)	00:00:52	273 (0.74%)	52.38%	11.75%	\$3.18 (71.40%)
7. /who-can-attend/	3,589 (2.89%)	2,776 (2.97%)	00:00:29	101 (0.27%)	51.49%	11.15%	\$3.71 (83.22%)
8. /why-attend/	3,319 (2.67%)	2,490 (2.67%)	00:00:49	173 (0.47%)	54.91%	13.50%	\$3.65 (81.84%)
9. /worldwide-marriage-encounter/	3,200 (2.57%)	2,669 (2.86%)	00:01:40	378 (1.03%)	67.46%	35.38%	\$2.39 (53.67%)
10. /weekend-us-application/	2,500 (2.01%)	1,987 (2.13%)	00:02:18	198 (0.54%)	72.22%	35.28%	\$45.00(1,008.84%)

Rows 1 - 10 of 510

Apr 10, 2015 - Apr 7, 2016

Users Flow

All Users
100.00% Sessions



Multi-Channel Funnels Overview

Apr 1

Conversion Segments | Shortcut

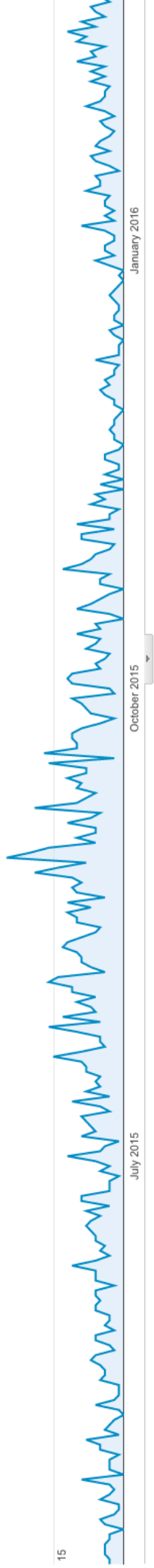
Conversion: All | Type: All | AdWords | Lookback Window: Set 30 days prior to conversion ?
● % of conversions: 100.00%

Overview

Conversions ▼ vs. Select a metric

● Conversions

30



There were 1,981 total conversions

Conversions: **1,981**

Assisted Conversions: **486**

Multi-Channel Conversion Visualizer

See the percentage of conversion paths that included combinations of the channels below. Select up to four channels.

Channel	% of total conversions
<input checked="" type="checkbox"/> Organic Search	60.58%
<input checked="" type="checkbox"/> Direct	41.44%
<input checked="" type="checkbox"/> Referral	13.38%
<input checked="" type="checkbox"/> Social Network	0.86%
<input type="checkbox"/> Email	0.56%

Organic Search & Direct & Referral & Social Network: **0.05% (1)**

