MONTHLY MARKETING REPORT

Reports snapshot for *Gifted Health*

giftedhealth.com · Google Analytics, Instagram, Threads, Facebook, LinkedIn and outreach

REPORTING PERIOD

Sep 1 – Sep 30, 2026

ACTIVE USERS

150

+30% vs Aug (115)

NEW USERS

143

+24% vs Aug (115)

AVG. ENGAGEMENT TIME

29 sec

Aug: 30 sec

EVENT COUNT

873

+27% vs Aug (685)

Pages and screens

All pages and screens

PAGE TITLE	VIEWS	ACTIVE USERS	EVENTS	BOUNCE RATE
Home care Florida EN	154	106	498	60.9%
Contact Us	45	26	119	51.4%
About Us	41	26	116	51.4%
Page not found	9	9	31	88.9%
Services	9	6	22	22.2%
Careers	8	7	26	0.0%
Seniors	5	3	11	50.0%

Active users by source / medium

Session source or medium tied to first user acquisition

(direct) / (none)	118
google / organic	18
(data not available)	3
chatgpt.com / ai-assistant	3
blog2026.online / referral	2
facebook.com / referral	1
l.facebook.com / referral	1

Sessions by source / channel

Where sessions came from during the period

(direct) / (none)	127
google / organic	45
search.google.com / ...	6
chatgpt.com / ai-assistant	4
(data not available)	3
blog2026.online / referral	2
facebook.com / referral	1

Active users by city

Top seven cities

New York	19
Raleigh	18
Ashburn	13
Hillsborough	9
Prineville	4
Singapore	4
Fort Lauderdale	3

Audiences

All Users **150**

143 new and 7 returning users. August had no returning visitors.

Key events

No data. Key events are still not configured, so calls and form submissions cannot be attributed to any channel.

Instagram *insights*

All content · Sep 1 – Sep 29, 2026 · no paid promotion this month

VIEWS

1,497

Aug: 1,842

VIEWERS

174

Aug: 977

INTERACTIONS

43

Aug: 136

PROFILE VISITS

8

Aug: 585 (with ads)

BIO LINK TAPS

0

Aug: 4

Views by content type

Reels carry the reach: 1.4K of 1,497 views

Reels	1.4K
Posts	122
Stories	12
Live videos	0

Most Reels views are attributed to Facebook, where the Reels are cross-posted.

Interactions by content type

Likes, comments, reposts and shares

Reels	32
Posts	11
Stories	0
Live videos	0

Profile: 62 posts, 9 followers. Address and business link taps stayed at 0.

Top content by views

Instagram · September

When Does a Family Need 24/7 Support?

214 views

What surprised you most when you first started caring for a loved one?

209 views

What Medicare Actually Covers for Home Health

176 views

If We Were Choosing a Home Care Agency for Our Own Family, We Would Ask

173 views

Threads *profile*

Last 30 days · Aug 31 – Sep 29, 2026 · change vs previous 30 days

VIEWS

1,380

−45.8%

VIEWERS

767

−60.1%

INTERACTIONS

93

−44.6%

NET FOLLOWERS

+4

+80.0%

Latest posts

POST	VIEWS	LIKES
From what we see in practice: a young woman, 26 years old, h...	34	5
From what we see in practice: at night, a mother-in-law turns...	72	1
Home care and facility care aren't about who's a better fa...	19	1

Views dipped mid-month and peaked at about 270 on Sep 28. The "From what we see in practice" case-story format drew the most likes.

Facebook *page*

Sep 1 – Sep 30, 2026 · change vs previous 30 days

VIEWS

1,319

−92% · Aug: 17,273

3-SECOND VIEWS

165

−49% · 0 one-minute views

ENGAGEMENT

20

−94.6%

REACTIONS

17

0 comments · 0 shares

The August figure was driven by the Aug 10–16 spike (15,081 views). Without that event September sits at a similar daily baseline: views cluster around new posts on Sep 2–6, Sep 22 and Sep 28, with near-zero days in between.

LinkedIn *page*

Sep 1 – Sep 28, 2026 · 34 followers · change vs previous period

IMPRESSIONS

87

−71.7%

REACTIONS

7

−82.9%

COMMENTS

0

REPOSTS

0

Influencer *outreach*

Instagram DMs sent from @giftedhealth · Sep 30, 2026

REQUESTS SENT

5

4 in English · 1 in Spanish

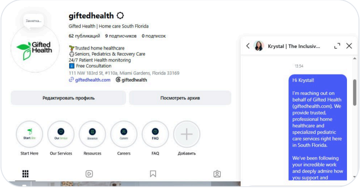
REPLIES

0

Awaiting response

Creators contacted

Each message introduces Gifted Health's home and pediatric care services in South Florida


giftedhealth
Заметка...
Gifted Health
Редактировать профиль
Посмотреть архив
Start Here
Our Services
Resources
Careers
FAQ
Добавить
Krystal | The Inclusiv...

Gifted Health | Home care South Florida
62 публикаций 9 подписчиков 0 подписок
Trusted home healthcare
Seniors, Pediatrics & Recovery Care
24/7 Patient Health monitoring
Free Consultation
111 NW 183rd St, #110a, Miami Gardens, Florida 33169
giftedhealth.com giftedhealth

13:54

Hi Krystal!

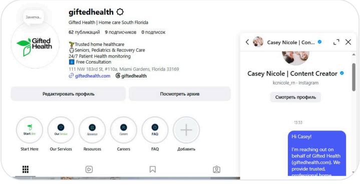
I'm reaching out on behalf of Gifted Health (giftedhealth.com). We provide trusted, professional home healthcare and specialized pediatric care services right here in South Florida.

We've been following your incredible work and deeply admire how you support and

Krystal I The Inclusive...

EN · no reply

Instagram creator


giftedhealth
Заметка...
Gifted Health
Редактировать профиль
Посмотреть архив
Start Here
Our Services
Resources
Careers
FAQ
Добавить
Casey Nicole | Con...
Смотреть профиль

Gifted Health | Home care South Florida
62 публикаций 9 подписчиков 0 подписок
Trusted home healthcare
Seniors, Pediatrics & Recovery Care
24/7 Patient Health monitoring
Free Consultation
111 NW 183rd St, #110a, Miami Gardens, Florida 33169
giftedhealth.com giftedhealth

Casey Nicole | Content Creator
kcnicole_rn · Instagram

13:53

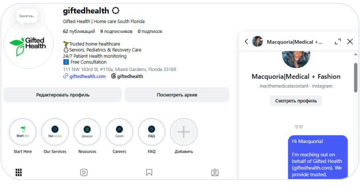
Hi Casey!

I'm reaching out on behalf of Gifted Health (giftedhealth.com). We provide trusted,

Casey Nicole

EN · no reply

@kcnicole__rn


giftedhealth
Заметка...
Gifted Health
Редактировать профиль
Посмотреть архив
Start Here
Our Services
Resources
Careers
FAQ
Добавить
Macquoria|Medical +...
Смотреть профиль

Gifted Health | Home care South Florida
62 публикаций 9 подписчиков 0 подписок
Trusted home healthcare
Seniors, Pediatrics & Recovery Care
24/7 Patient Health monitoring
Free Consultation
111 NW 183rd St, #110a, Miami Gardens, Florida 33169
giftedhealth.com giftedhealth

Macquoria|Medical + Fashion
macthemedicalassistant · Instagram

13:50

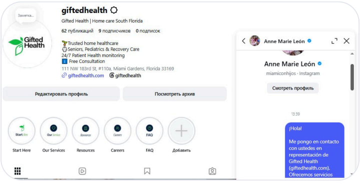
Hi Macquoria!

I'm reaching out on behalf of Gifted Health (giftedhealth.com). We provide trusted,

Macquoria I Medical + Fashion

EN · no reply

@macthemedicalassistant


giftedhealth
Заметка...
Gifted Health
Редактировать профиль
Посмотреть архив
Start Here
Our Services
Resources
Careers
FAQ
Добавить
Anne Marie León
Смотреть профиль

Gifted Health | Home care South Florida
62 публикаций 9 подписчиков 0 подписок
Trusted home healthcare
Seniors, Pediatrics & Recovery Care
24/7 Patient Health monitoring
Free Consultation
111 NW 183rd St, #110a, Miami Gardens, Florida 33169
giftedhealth.com giftedhealth

Anne Marie León
miamiconhijos · Instagram

13:39

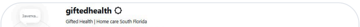
¡Hola!

Me pongo en contacto con ustedes en representación de Gifted Health (giftedhealth.com). Ofrecemos servicios

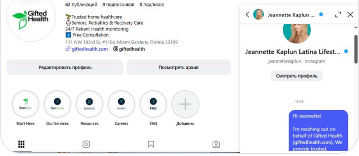
Anne Marie León

ES · no reply

@miamiconhijos


giftedhealth
Заметка...

Gifted Health | Home care South Florida


62 публикаций
9 подписчиков
0 подписок
Gifted Health
Редактировать профиль
Посмотреть архив
Start Here
Our Services
Resources
Careers
FAQ
Добавить
Jeannette Kaplun ...
Jeannette Kaplun Latina Lifest...
jeannettekaplun · Instagram
Смотреть профиль
13:35

Trusted home healthcare
Seniors, Pediatrics & Recovery Care
24/7 Patient Health monitoring
Free Consultation
111 NW 183rd St, #110a, Miami Gardens, Florida 33169
giftedhealth.com giftedhealth

Hi Jeannette!

I'm reaching out on behalf of Gifted Health (giftedhealth.com). We provide trusted,

Jeannette Kaplun

EN · no reply

@jeannettekaplun

Print *media*

Advertising inquiries to local magazines · September 2026

REQUESTS

4

REPLIES

1

RATE CARD RECEIVED

South Florida Family Life Magazine

Sent advertising terms for Gifted Health. Ready for review and a placement decision.

pointmedia.notion.site/Gifted-Healt...

shows

WEBSITE

Active users grew to 150 from 115 in August, and 7 returning visitors appeared for the first time. Contact Us views rose to 45 from 27.

ACQUISITION

Direct traffic still leads with 118 users. Google organic sessions nearly doubled to 45, and ChatGPT sent 3 users as a new source.

MEASUREMENT

Key events are still not configured. The home page bounce rate rose to 60.9%, and 9 views landed on a 404 page.

INSTAGRAM

Without paid promotion, profile visits fell to 8 and bio link taps to 0. Reels still drive nearly all views.

THREADS

1,380 views and 93 interactions. It is the only channel that gained followers, +4 for the month.

FACEBOOK

1,319 views and 20 engagements. The drop against August reflects the one-week spike in August, not a collapse of the baseline.

LINKEDIN

87 impressions and 7 reactions for a 34-follower page. It remains the smallest channel.

OUTREACH

5 creator DMs are awaiting a reply. 1 of 4 magazines responded: South Florida Family Life Magazine sent its rate card.

Sources: Google Analytics 4, Meta Business Suite, Threads, LinkedIn Page analytics