MARKETING REPORT

Reports snapshot for *Gifted Health*

giftedhealth.com · Google Analytics, Instagram, Facebook and paid promotion · Aug 1 – Aug 31, 2026

Website *analytics*

Google Analytics 4 · Aug 1 – Aug 31, 2026

ACTIVE USERS	NEW USERS	AVG. ENGAGEMENT	EVENT COUNT
115	115	30 sec	685

Pages and screens

All pages and screens

PAGE TITLE	VIEWS	ACTIVE USERS	EVENTS	BOUNCE RATE
Home care Florida EN	128	85	406	52.5%
Contact Us	27	19	67	30.4%
About Us	25	21	66	37.5%
Resources	22	5	55	22.2%
Page not found	12	8	33	50.0%
Services	5	5	11	40.0%
Home – Gifted Health	5	2	12	33.3%

Active users by source / medium

Session source tied to first user acquisition

(direct) / (none)	85
google / organic	12
bing / organic	3
google / cpc	3
facebook.com / referral	2
m.facebook.com / referral	2
mulliganfunding.lightning…	2

Sessions by source / channel

Where sessions came from during the period

(direct) / (none)	98
google / organic	25
bing / organic	3
google / cpc	3
facebook.com / referral	2
ig / social	2
m.facebook.com / referral	2

Active users by city

Top seven cities

New York	28
Ashburn	7
Vilnius	4
Fort Lauderdale	3
Fort Worth	3
Council Bluffs	2
Dublin	2

Audiences and key events

All Users — 115 active users, the only audience configured for the property. No key events were marked or recorded during this period, so conversions cannot be attributed to any platform or channel.

Instagram *insights*

All content · Jul 30 – Aug 29, 2026

VIEWS	VIEWERS	INTERACTIONS	PROFILE VISITS
1,842	977	136	585

BIO LINK TAPS

4

Views by content type

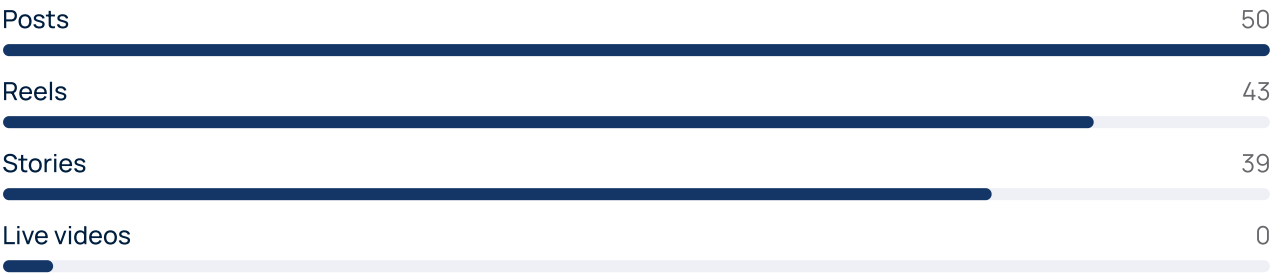
Reels carry the reach: 661 of 1,842 views

Reels	661
Posts	160
Stories	49
Live videos	0

11.9% of views came from followers, 88.1% from non-followers.

Interactions by content type

Likes, comments, reposts and shares



Comments alone: 7 on posts, 4 on reels, none on stories.

Top content by views

All content · last 180 days

CAPTION	POSTED	VIEWS	LIKES	COMMENTS
As we age, our sense of thirst bec…	3w	393	2	0
Private pay home care isn't a last…	2w	310	2	0
When a child requires additional c…	1w	250	2	0
The need for home care rarely ap…	2w	236	2	0
Being on high alert all night can w…	3w	174	3	0
When it comes to brain health, ma…	1w	172	2	0
Choosing a home care agency oft…	1d	165	3	3
No one tells you in advance what…	6w	162	2	0
After a stroke, families often mea…	2w	153	3	0

Followers

Last 60 days

+7

Follower growth over time and audience gender breakdown are unavailable in Instagram for this account — the sample is still too small to report. Two pieces earned follows: the nighttime home care reel and the "what surprised you" story.

Paid *promotion*

Gifted Health insta promo · Aug 1 – Aug 31, 2026 · EUR converted at 1.16

SPEND
$147.90
$23 daily budget

PROFILE VISITS
1,012
$0.15 per result

REACH
11,418
1.69 frequency

IMPRESSIONS
19,309
$7.66 CPM

LINK CLICKS
847
4.39% CTR · $0.17 CPC

Campaign detail

FIELD	VALUE
Objective	Total profile visits
Attribution setting	1 day after click
All clicks	878 · 4.55% CTR · $0.17 CPC
Delivery	Inactive at period end

Ads Manager counts 1,012 profile visits against the 585 Instagram Insights reports for the period — the two tools use different windows and attribution, so treat them as separate readings. Bio link taps stayed at 4 either way.

Facebook *page*

Gifted Health South Florida · Aug 1 – Aug 31, 2026

VIEWS
17,273

VIEWERS
12,050

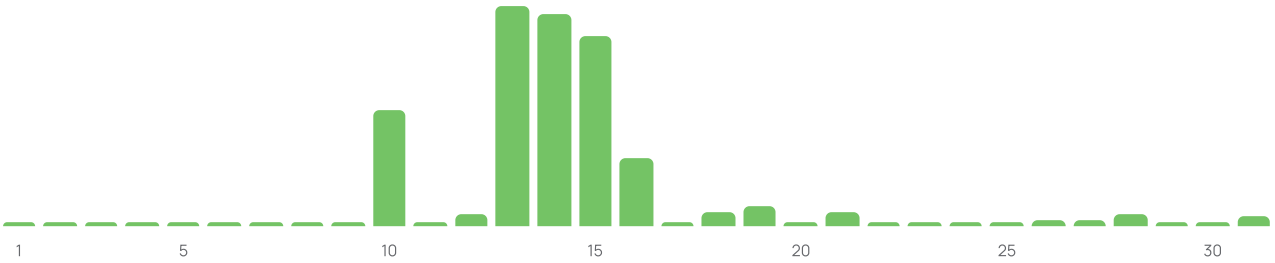
IMPRESSIONS
17,186

INTERACTIONS
35
33 reactions · 2 comments

NET FOLLOWS
+3

Views by day

Peak of 4,120 views on Aug 13



Aug 10–16 produced 15,081 views, 87% of the month. Outside that window the page averages roughly 70 views a day.

Local group *placements*

Facebook community groups · August 2026

PLACEMENTS	VIEWS	VIEWERS	REACH
26	218	147	149

ENGAGEMENT

3

Group audience size

Membership of the communities the ad was posted into

90.4K
Latinos en Miami
Spanish creative · published

76.4K
Mexicanos en Miami
Spanish creative · awaiting admin approval

32.0K
Miami Beach Florida
English creative · published

Combined membership of these three groups is roughly 199,000, against 149 people actually reached. Group feeds surface only a fraction of new posts, and some placements stay in the moderation queue.

Views by creative language

Three versions of the same home care ad ran across the groups

English · 16 groups	98
Spanish · 8 groups	89
Russian · 2 groups	31

Placement by group

Sorted by views

GROUP	LANG	VIEWS	VIEWERS	REACH	ENGAGEMENT
МАЙЯМИ, ФЛОРИДА, USA. РЕКЛАМА	RU	30	19	19	0
Trabajo ya En Miami	ES	29	20	20	0
Miami Jewish community	EN	24	13	13	0
ARGENTINOS En Miami y Orlando	ES	17	11	11	0
CAREGIVER FLORIDA	EN	16	9	9	0
ENFERMERAS, CUIDADORES Y CUIDADORAS	ES	15	9	10	1
EMPLEOS Y VENTAS PARA LATINOS HISP.	ES	13	12	12	0
BUY, SELL, TRADE ANYTHING FLORIDA	EN	13	5	5	0
Latinos En Miami	ES	9	8	8	0
SoFlo Small Business Networking (Palm Beach)	EN	8	5	5	1
Helping Hands Private Caregiver	EN	7	4	5	0
Caregivers, Home Health Aids, CNA, PCA	EN	6	4	4	0
South Florida Business Connection	EN	6	5	5	0
Miami Business Advertising and Marketing	EN	5	4	4	1
South Florida Business Connection	EN	4	4	4	0
Latinos en North Miami	ES	4	3	3	0
CAREGIVER FLORIDA	EN	3	3	3	0
SOUTH FLORIDA MOMS	EN	1	1	1	0
South Florida Events & Networking	EN	1	1	1	0
South Florida Community	EN	1	1	1	0
MiamiBeach	EN	1	1	1	0
Miami Beach, Florida	EN	1	1	1	0
Small Business Owners of Miami & Fort Lauderdale	EN	1	1	1	0
Nasha Florida — Наша Флорида	RU	1	1	1	0
Ofertas, Clasificados, Ventas y Empleos Miami	ES	1	1	1	0
Trabajos en Miami FL	ES	1	1	1	0

No comments, shares or new followers came from any group placement. Six groups delivered a single view each.

Directory *presence*

Where Gifted Health appears online, and who controls the entry

DIRECTORIES REVIEWED	PROFILES FOUND	AWAITING CLAIM	NOT LISTED YET
23	9	6	11

BLOCKED BY ACCESS
3

Status by directory

Audit as of September 2026

Most listings were created automatically from Medicare and NPI data, not by the agency. They carry outdated addresses, wrong service descriptions and no photos, and none of them can be corrected until the profile is claimed.

DIRECTORY	TYPE	STATUS	NOTE
Medicare.gov	Government listing	Live	Provider ID 109465, certified 2009
U.S. News & World Report	Editorial directory	Live	Pulls Medicare data, no claim offered
AgingCare	Consumer directory	Live	Agency info published, no claim required
Nursa	Staffing marketplace	Claim required	Pick specialties, add corporate email
Senior Advice	Consumer directory	Claim required	Contact name, phone, email
FL Home Health Directory	State directory	Claim required	Unverified public profile, updated Aug 3
HomeCareAtlas	Consumer directory	Claim required	Email and password
Senioridy	Consumer directory	Claim required	Email and password
NPIDirectory	NPI registry mirror	Claim required	Full name, work email, relationship
Yelp	Reviews	Not listed	Business page needs to be added
Google Business Profile	Search and maps	Not listed	Highest priority for local search
Nextdoor Business	Neighborhood network	Not listed	Medical category available
MapQuest	Maps	Not listed	Not found on the map
SeniorsBlueBook	Consumer directory	Not listed	No entry for the agency
Vitals	Provider reviews	Not listed	Needs a check
Home Care Association of Florida	Trade association	Not listed	Free membership tier available
Senior Directory	Consumer directory	Not listed	Free tier available
Silver Assist / Caring.com	Advisor network	Not listed	Contact form only
Florida Care Planning Council	Regional council	Not listed	Membership terms need review
Data.CMS.gov Provider Catalog	Government data	Not listed	Requires deeper research
Healthgrades	Provider reviews	Blocked	Site unreachable without VPN
Angi	Services marketplace	Blocked	Site unreachable without VPN
Superpages	Business directory	Blocked	Site unreachable without VPN

What each claim requires

Every platform verifies ownership differently — these are the fields the agency needs to supply.

Nursa

- Select the specialties the agency staffs (caregiver and others)
- Add a corporate email — care@giftedhealth.com is the address on the website
- Submit the claim from that mailbox

Senior Advice

- Contact person, first and last name
- Direct line (305) 405-6553
- Work email for verification

FL Home Health Directory

- Name, role, work email, phone
- Agency name and city
- CMS certification number and website (optional)
- Request type: claim free public listing

HomeCareAtlas · Senioridy

- Email and password create the account
- Listing is then editable directly

NPIDirectory

- Full name and work email
- Relationship to Gifted Health Care, Inc.
- Any document that verifies the role

Next steps on *directories*

DECIDE FIRST

Confirm the single corporate mailbox used for every claim — care@giftedhealth.com is the address listed on the site — and the contact person named on the forms.

CLAIM

Six profiles are open for claiming today. All of them ask for the same core data, so one pass with prepared details clears the queue.

CREATE

Google Business Profile, Yelp and Nextdoor have no entry at all. Google is the highest-value gap for local search and should come first.

UNBLOCK

Healthgrades, Angi and Superpages cannot be reached from the current location. They need a US connection before the listing can even be checked.

What the month *shows*

What the month *shows*

AUDIENCE

All 115 active users were new. No returning visitors were recorded in August.

ACQUISITION

Direct traffic drove 85 of 115 users and 98 of the sessions. Google organic is the only meaningful second channel at 12 users.

ENGAGEMENT

Average engagement is 30 seconds and the home page bounces at 52.5%. Contact Us and Resources hold visitors best.

MEASUREMENT

Key events are not configured, so calls and form submissions are invisible in reporting. 12 views landed on a 404 page.

INSTAGRAM

1,842 views reached 977 people, 88.1% of them non-followers. Reels account for 661 views; caregiving and dehydration topics lead.

SOCIAL TO SITE

585 profile visits produced only 4 bio link taps, and Instagram referrals to the site stayed at 2 sessions. The handoff from profile to website is the weak link.

GROUP PLACEMENTS

26 posts in local Facebook groups reached 149 people and produced 3 engagements. Job and community groups in Spanish and Russian outperform business networking groups.

PAID

$147.90 bought 1,012 profile visits at $0.15 each, with a 4.39% link CTR. The traffic arrives; converting it on the profile and the site is the open task.

FACEBOOK PAGE

17,273 views reached 12,050 people, but only 35 interactions and 3 new follows came with them. Reach is volume without relationship.

Sources: Google Analytics 4, Instagram Insights, Meta Ads Manager, Facebook Page Insights