



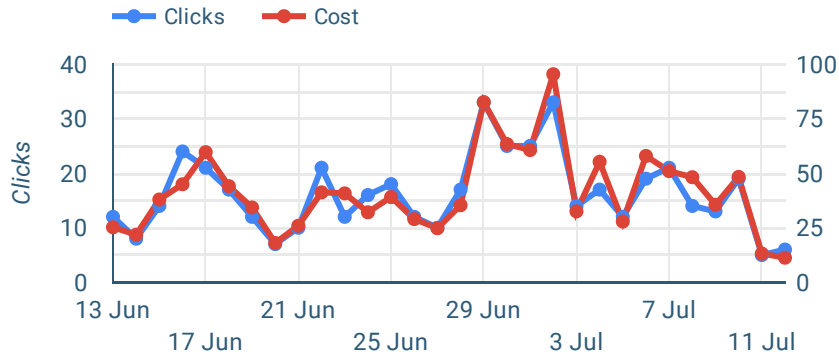
Account Performance - 1

13 Jun 2020 - 12 Jul 2020

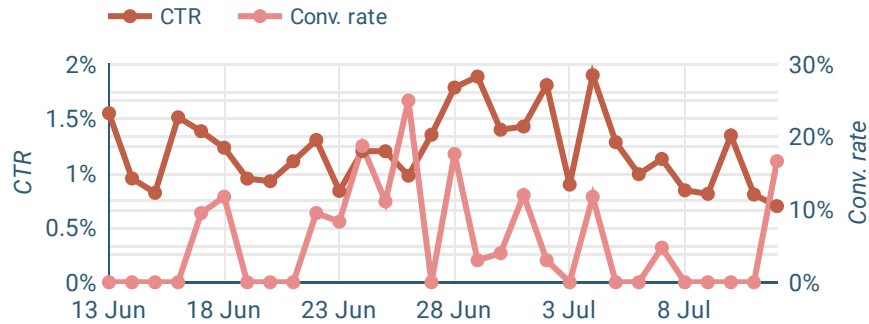
Data Compare Type = Previous Period

| | | | | | | | |
|---|---------------------------------|--------------------------------|--------------------------------------|-----------------------------------|-----------------------------------|---------------------------------------|--|
| Impressions 39.9K ↓ -16.0% | Clicks 487 ↓ -4.9% | CTR 1.22% ↑ 13.2% | Avg. CPC \$2.54 ↓ -0.1% | All conv. 28 ↑ 14.3% | Cost \$1.24K ↓ -4.9% | Conv. rate 5.75% ↑ 20.2% | Cost / all conv. \$44.19 ↓ -16.8% |
|---|---------------------------------|--------------------------------|--------------------------------------|-----------------------------------|-----------------------------------|---------------------------------------|--|

Clicks & Cost



CTR & Conversion Rate

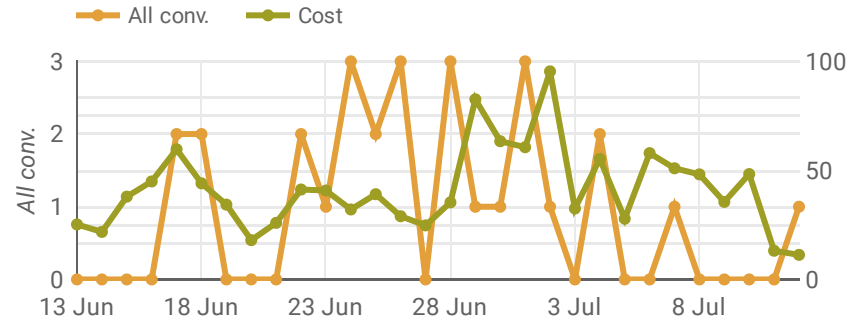


Campaign

Campaign Type

Device

All Conversions & Cost



Devices

| Device | Impressions | Clicks | CTR | Avg. CPC | All conv. | Cost | Conv. rate | Cost / all conv. |
|-------------------------|-------------|--------|-------|----------|-----------|------------|------------|------------------|
| 1. computers | 39,701 | 480 | 1.21% | \$2.55 | 28 | \$1,223.94 | 5.83% | \$43.71 |
| 2. tablets with full... | 236 | 7 | 2.97% | \$1.9 | 0 | \$13.31 | 0% | \$0 |
| 3. TV screens | 1 | 0 | 0% | \$0 | 0 | \$0 | 0% | \$0 |

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Campaigns

| Campaign | Impressions | Clicks | CTR | Avg. CPC | All conv. | Cost | Conv. rate | Cost / all conv. |
|--------------------|-------------|--------|-------|----------|-----------|----------|------------|------------------|
| 1. 3.1 Search_Best | 9,072 | 265 | 2.92% | \$2.31 | 21 | \$612.63 | 7.92% | \$29.17 |
| 2. 6. Search_US | 5,586 | 122 | 2.18% | \$3.41 | 3 | \$415.73 | 2.46% | \$138.58 |
| 3. 7. Competition | 2,645 | 67 | 2.53% | \$2.67 | 3 | \$178.61 | 4.48% | \$59.54 |
| 4. 2. Remarketing | 22,635 | 33 | 0.15% | \$0.92 | 1 | \$30.28 | 3.03% | \$30.28 |
| 5. 1. DSA | 0 | 0 | 0% | \$0 | 0 | \$0 | 0% | \$0 |

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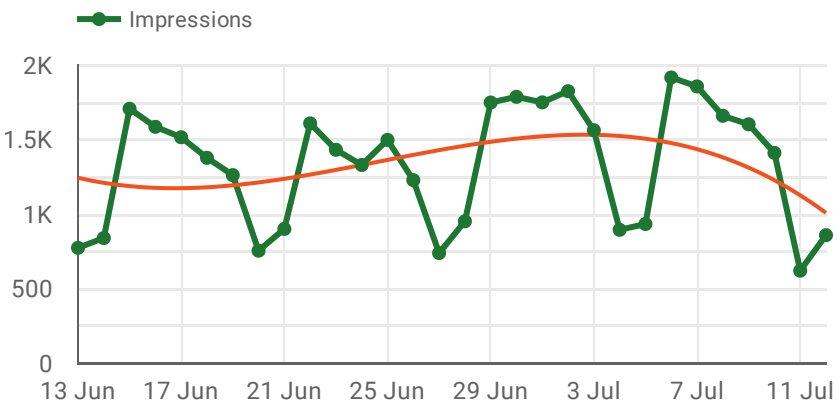


Account Performance - 2

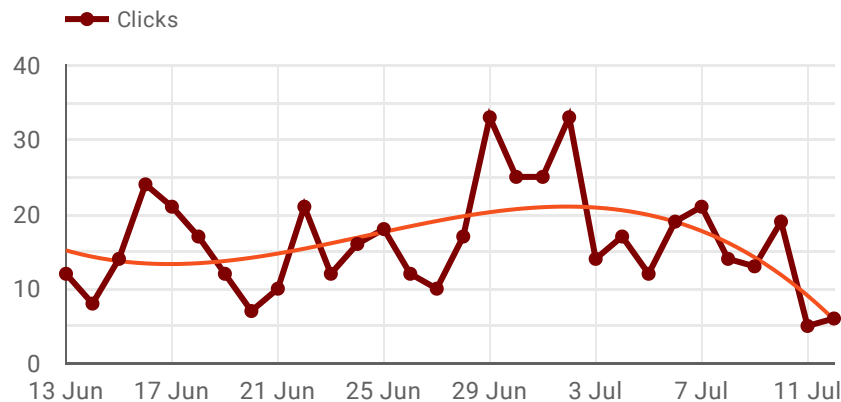
13 Jun 2020 - 12 Jul 2020



Impressions



Clicks

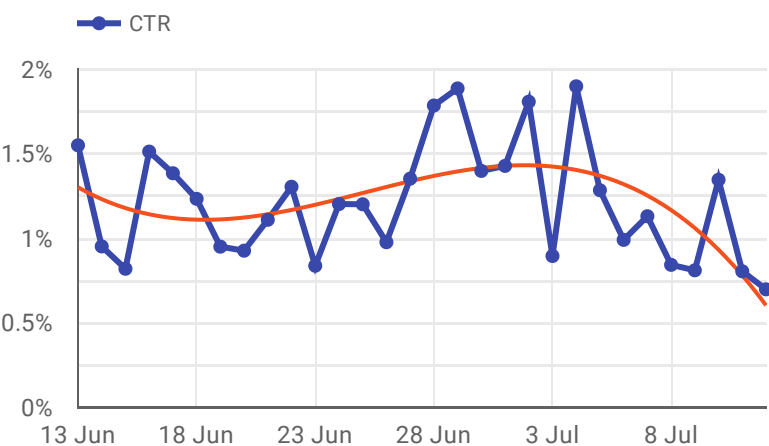


Campaign

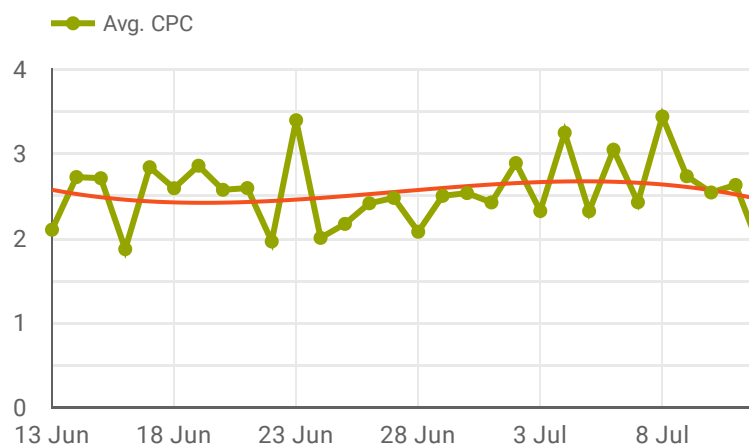
Campaign Type

Device

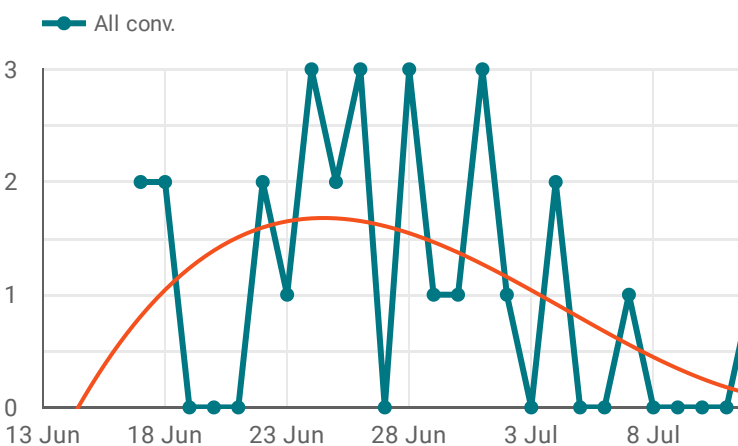
CTR



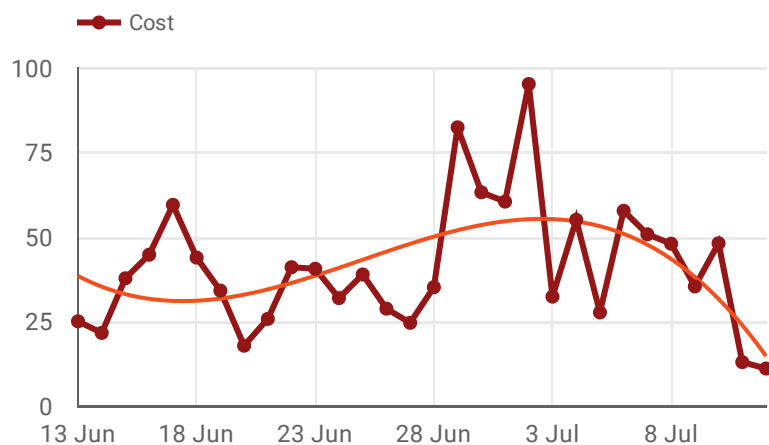
Avg. CPC



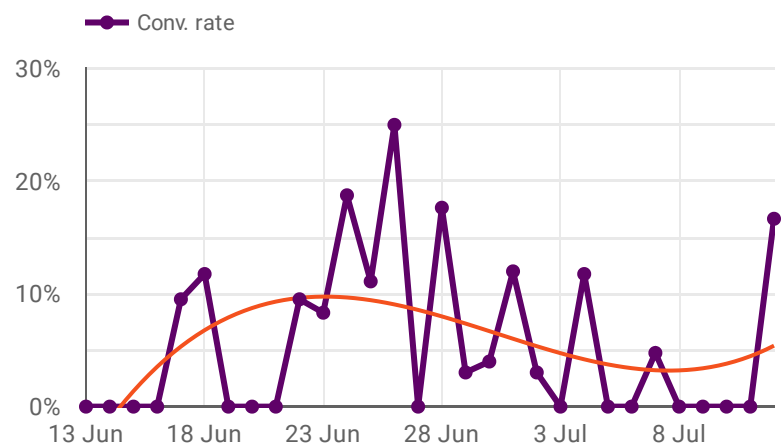
All Conversions



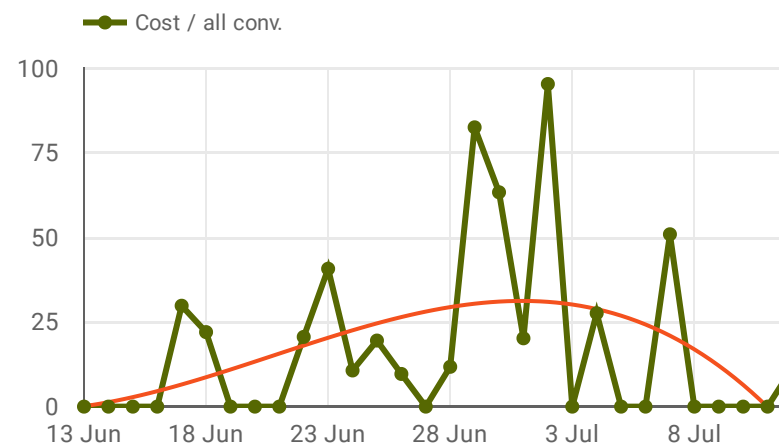
Cost



Conversion Rate



Cost / All Conversions





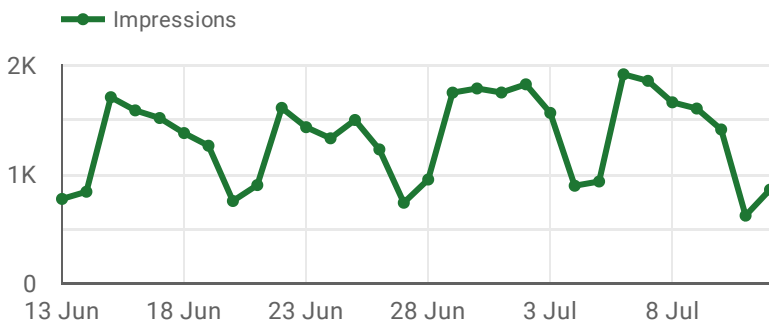
Last Month vs. Month Before Last Month

13 Jun 2020 - 12 Jul 2020

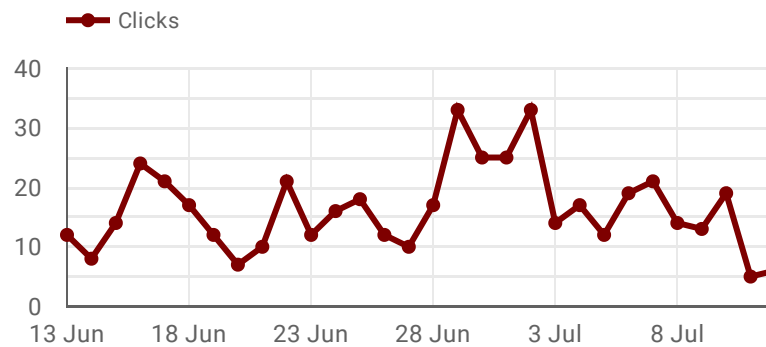
| | | | | | | | |
|-------------|--------|-------|----------|-----------|---------|------------|------------------|
| Impressions | Clicks | CTR | Avg. CPC | All conv. | Cost | Conv. rate | Cost / all conv. |
| 39.9K | 487 | 1.22% | \$2.54 | 28 | \$1.24K | 5.75% | \$44.19 |

Please ignore the date range on the top right of this page. It is not affecting the charts below

Impressions



Clicks

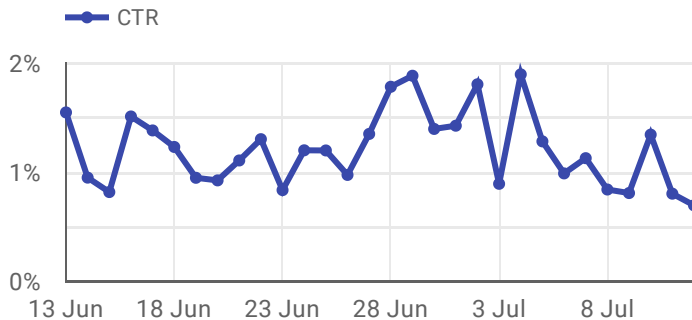


Campaign

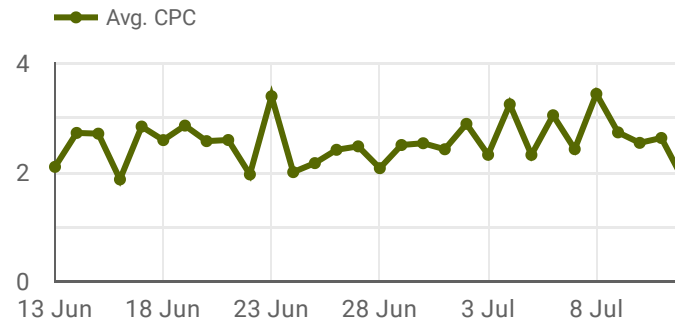
Campaign Type

Device

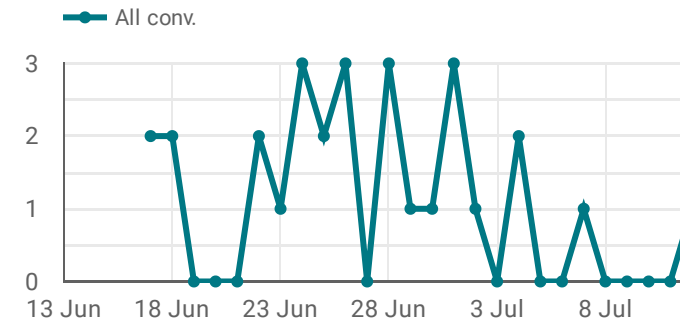
CTR



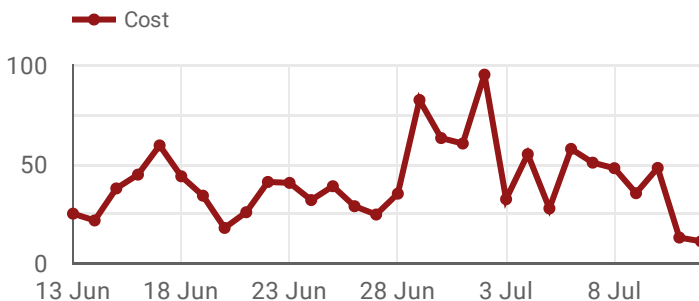
Avg. CPC



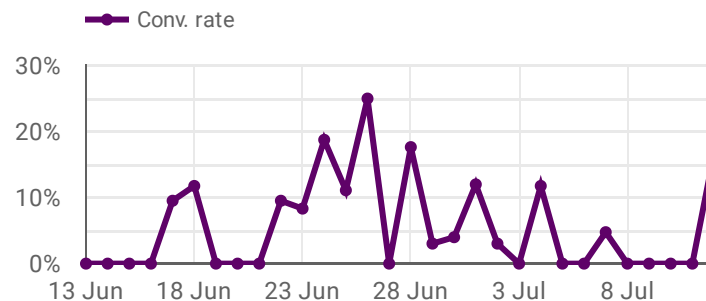
All Conversions



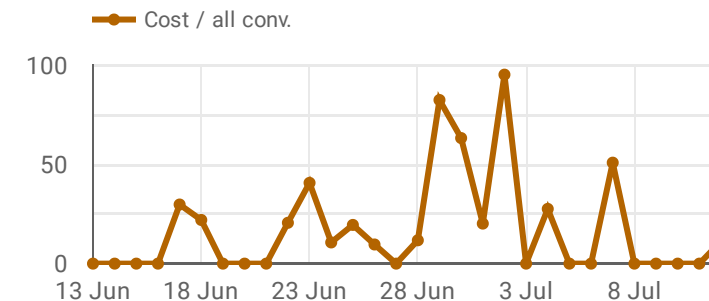
Cost



Conversion Rate



Cost / All Conversions

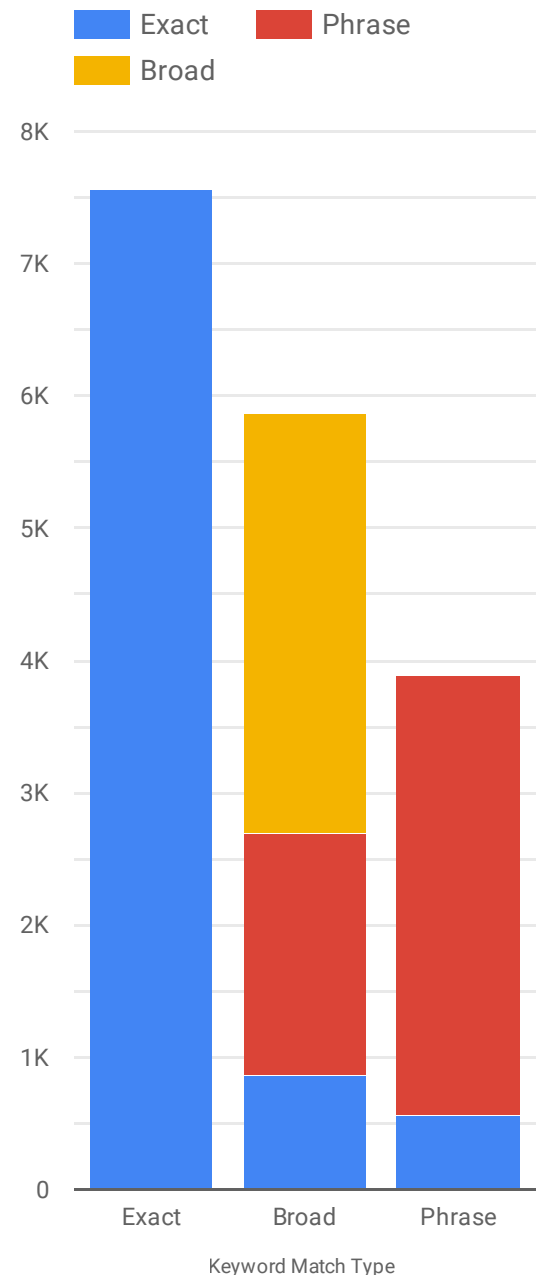




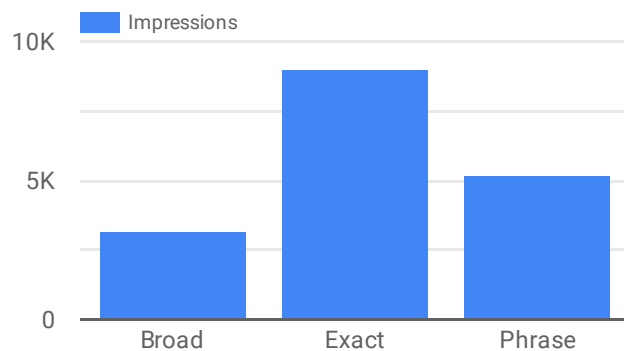
Campaign

Device

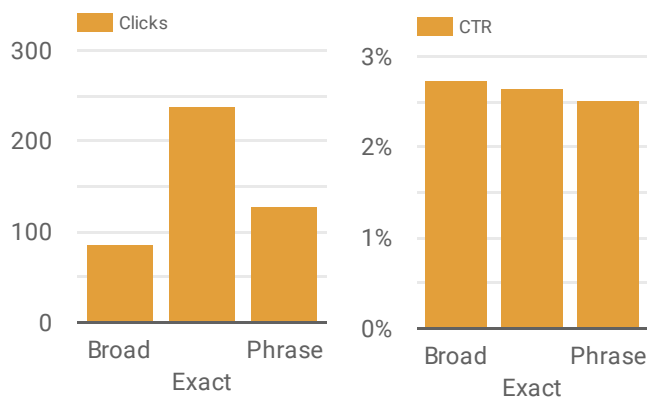
Impressions of Search Term Match Type vs Keyword Match Type?



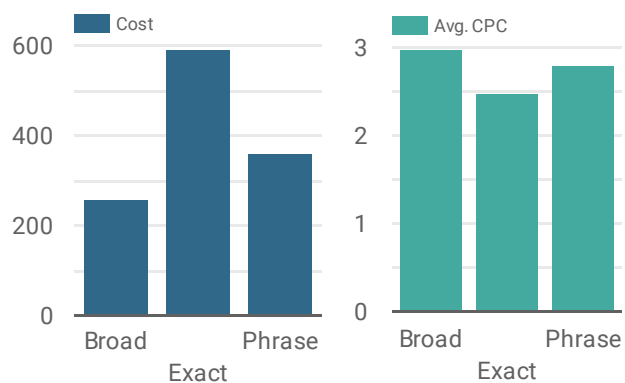
Impressions vs Search Term Match Type



Clicks and CTR vs Search Term Match Type



Cost and Avg. CPC vs Search Term Match Type



| Search term | Impressions | Clicks | CTR | Avg. CPC | Cost |
|----------------|-------------|--------|--------|----------|---------|
| search term 1 | 299 | 10 | 3.34% | \$1.5 | \$15.02 |
| search term 2 | 69 | 7 | 10.14% | \$4.56 | \$31.92 |
| search term 3 | 241 | 6 | 2.49% | \$2.88 | \$17.26 |
| search term 4 | 88 | 5 | 5.68% | \$1.22 | \$6.09 |
| search term 5 | 73 | 4 | 5.48% | \$6.01 | \$24.04 |
| search term 6 | 9 | 4 | 44.44% | \$1.93 | \$7.71 |
| search term 7 | 16 | 4 | 25% | \$1.31 | \$5.23 |
| search term 8 | 210 | 4 | 1.9% | \$2.16 | \$8.64 |
| search term 9 | 240 | 3 | 1.25% | \$2.55 | \$7.64 |
| search term 10 | 17 | 3 | 17.65% | \$4.58 | \$13.75 |
| search term 11 | 12 | 3 | 25% | \$1.96 | \$5.88 |
| search term 12 | 3 | 2 | 66.67% | \$1.7 | \$3.39 |
| search term 13 | 13 | 2 | 15.38% | \$1.84 | \$3.68 |
| search term 14 | 305 | 2 | 0.66% | \$1.91 | \$3.81 |
| search term 15 | 3 | 2 | 66.67% | \$3.95 | \$7.9 |
| search term 16 | 7 | 2 | 28.57% | \$0.91 | \$1.82 |
| search term 17 | 11 | 2 | 18.18% | \$2.05 | \$4.09 |
| search term 18 | 6 | 2 | 33.33% | \$2.07 | \$4.13 |
| search term 19 | 72 | 2 | 2.78% | \$2.91 | \$5.82 |
| search term 20 | 3 | 2 | 66.67% | \$1.86 | \$3.72 |
| search term 21 | 17 | 2 | 11.76% | \$1.77 | \$3.53 |
| search term 22 | 6 | 2 | 33.33% | \$2.88 | \$5.75 |
| search term 23 | 3 | 2 | 66.67% | \$1.26 | \$2.52 |
| search term 24 | 16 | 2 | 12.5% | \$2.04 | \$4.08 |



Quality Score

13 Jun 2020 - 12 Jul 2020

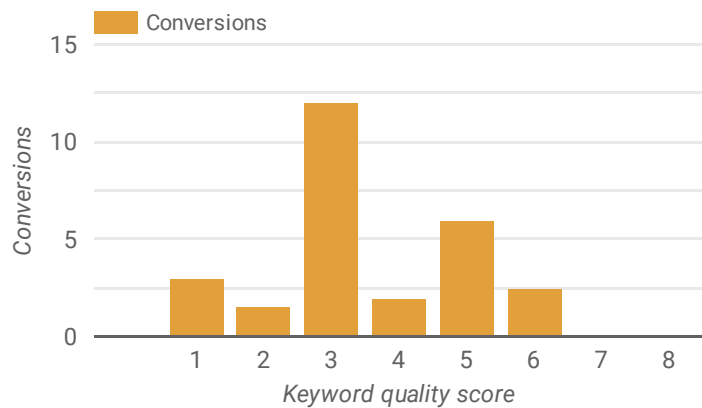
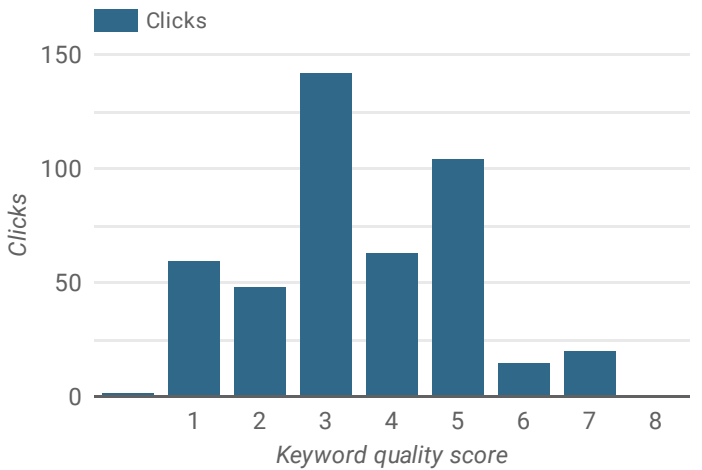
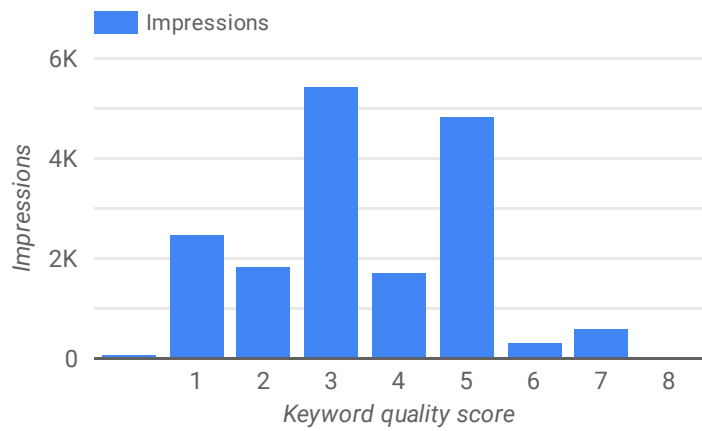


Campaign

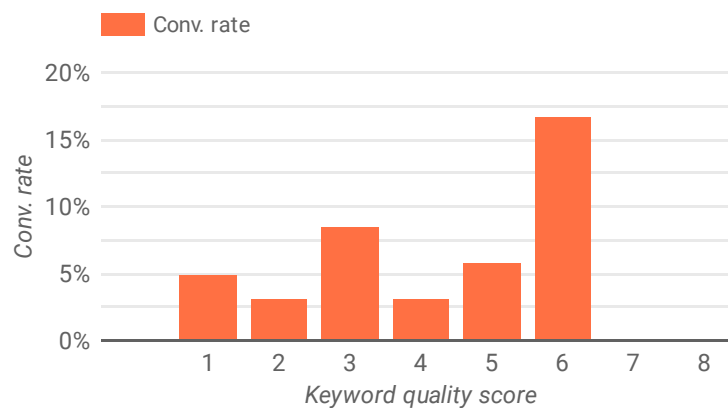
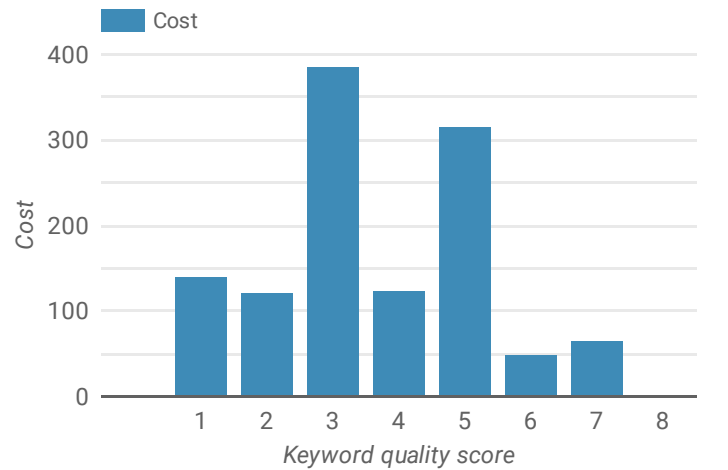
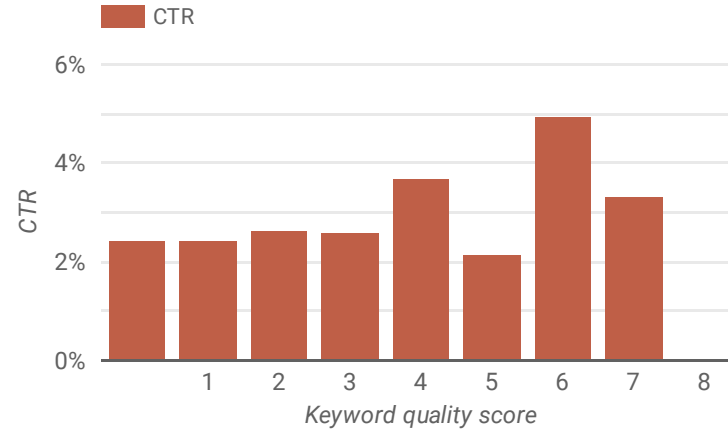
Campaign Type

Device

Impressions, clicks & Conv. by Quality Score

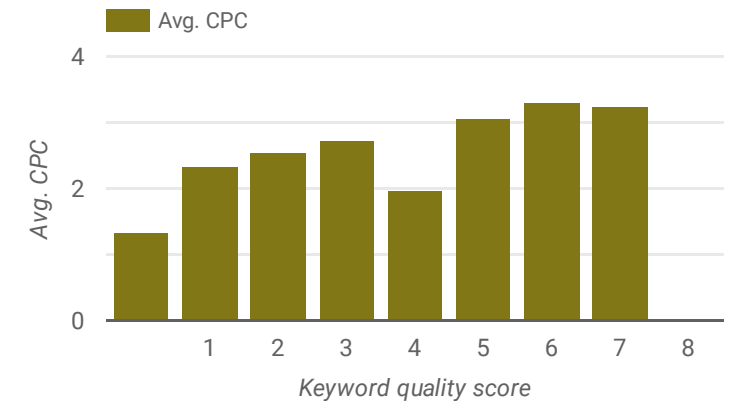


CTR, Cost, Conv. rate & CPC by Quality Score



| | Search keyword | Keyword quality score | Clicks |
|-----|-------------------|-----------------------|--------|
| 1. | search keyword 1 | 8 | 0 |
| 2. | search keyword 2 | 8 | 0 |
| 3. | search keyword 3 | 7 | 0 |
| 4. | search keyword 4 | 7 | 0 |
| 5. | search keyword 5 | 7 | 0 |
| 6. | search keyword 6 | 7 | 0 |
| 7. | search keyword 7 | 7 | 0 |
| 8. | search keyword 8 | 7 | 0 |
| 9. | search keyword 9 | 7 | 0 |
| 10. | search keyword 10 | 7 | 3 |
| 11. | search keyword 11 | 7 | 1 |
| 12. | search keyword 12 | 7 | 0 |
| 13. | search keyword 13 | 7 | 0 |
| 14. | search keyword 14 | 7 | 0 |
| 15. | search keyword 15 | 7 | n |

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Additional Resources:

Learn how to tell stories from data: <https://adalysis.com/blog/turn-complex-ppc-data-simple-stories/>

Improve Quality Score: <https://adalysis.com/quality-score/>

Scientific Ad Testing: <https://adalysis.com/scientific-ad-testing/>

Getting Started with Data Studio: <https://www.youtube.com/watch?v=xIHozFDhAY&list=PLqt1b-kL9z9wqgKttaSX9HUmYRdo7TEkL>

Adalysis Blog: <https://adalysis.com/blog/>

Best Search Technology of the Year



 2018

Best Specialized SEA Tool



 2018

Best PPC Management Software Suite



 2017

Best PPC Management Software Suite



 2016