



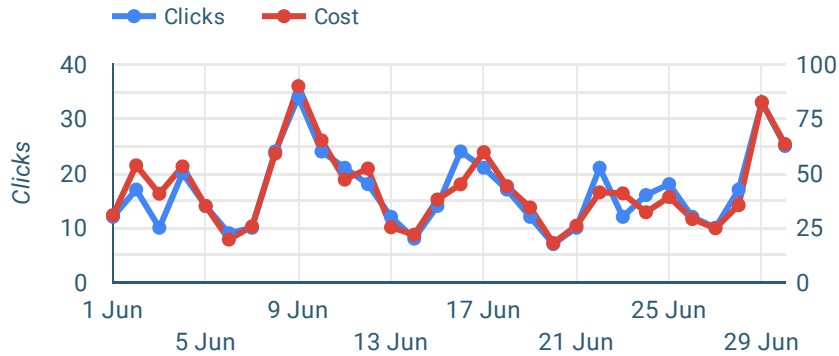
Account Performance - 1

1 Jun 2020 - 30 Jun 2020

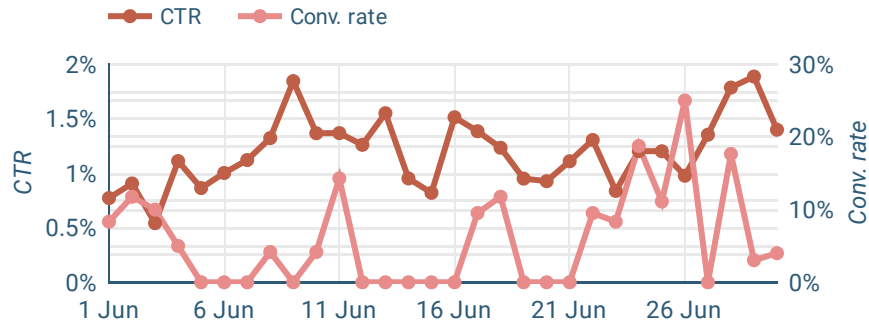
Data Compare Type = Previous Period

Impressions 41.9K ↓ -22.8%	Clicks 502 ↓ -6.9%	CTR 1.20% ↑ 20.7%	Avg. CPC \$2.53 ↑ 5.6%	All conv. 30 ↑ 15.4%	Cost \$1.27K ↓ -1.7%	Conv. rate 5.98% ↑ 23.9%	Cost / all conv. \$42.39 ↓ -14.8%
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Clicks & Cost



CTR & Conversion Rate

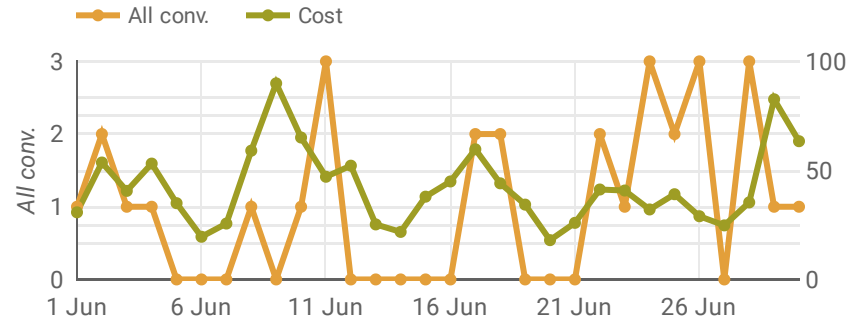


Campaign

Campaign Type

Device

All Conversions & Cost



Devices

Device	Impressions	Clicks	CTR	Avg. CPC	All conv.	Cost	Conv. rate	Cost / all conv.
1. computers	41,685	498	1.19%	\$2.54	30	\$1,263.42	6.02%	\$42.11
2. tablets with full...	216	4	1.85%	\$2.1	0	\$8.38	0%	\$0
3. TV screens	2	0	0%	\$0	0	\$0	0%	\$0

1 - 3 / 3 < >

Campaigns

Campaign	Impressions	Clicks	CTR	Avg. CPC	All conv.	Cost	Conv. rate	Cost / all conv.
1. 3.1 Search_Best	8,240	236	2.86%	\$2.15	18	\$506.71	7.63%	\$28.15
2. 6. Search_US	5,648	149	2.64%	\$3.47	8	\$516.52	5.37%	\$64.57
3. 7. Competition	2,990	83	2.78%	\$2.59	3	\$215.13	3.61%	\$71.71
4. 2. Remarketing	25,025	34	0.14%	\$0.98	1	\$33.44	2.94%	\$33.44
5. 1. DSA	0	0	0%	\$0	0	\$0	0%	\$0

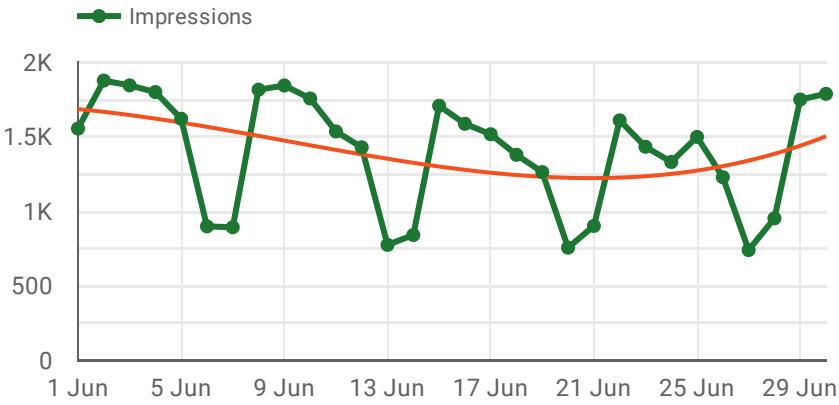
1 - 10 / 24 < >



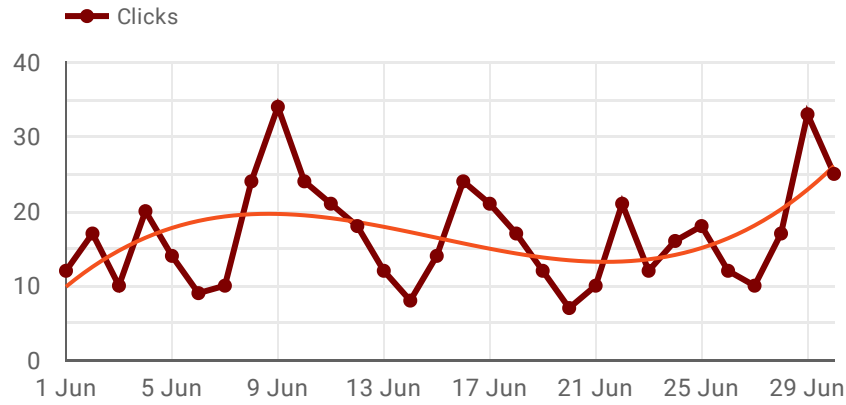
Account Performance - 2

1 Jun 2020 - 30 Jun 2020

Impressions



Clicks

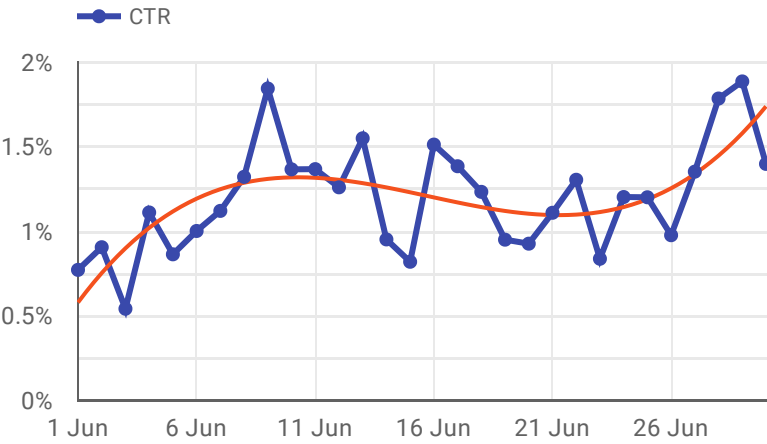


Campaign

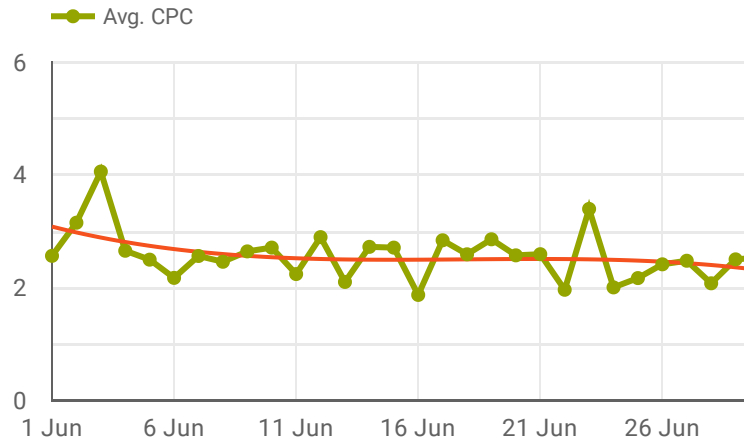
Campaign Type

Device

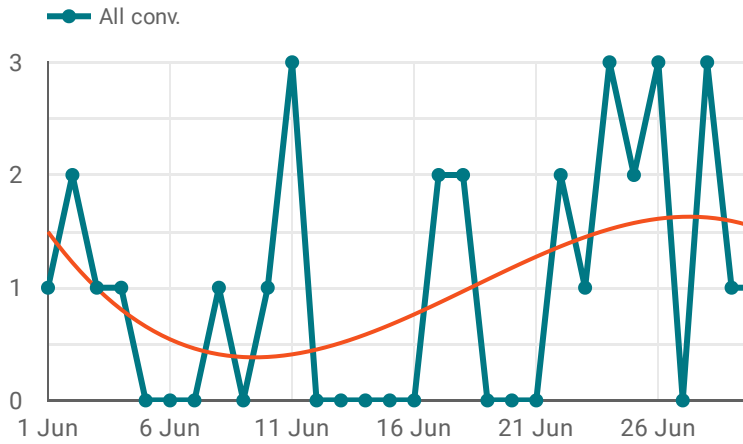
CTR



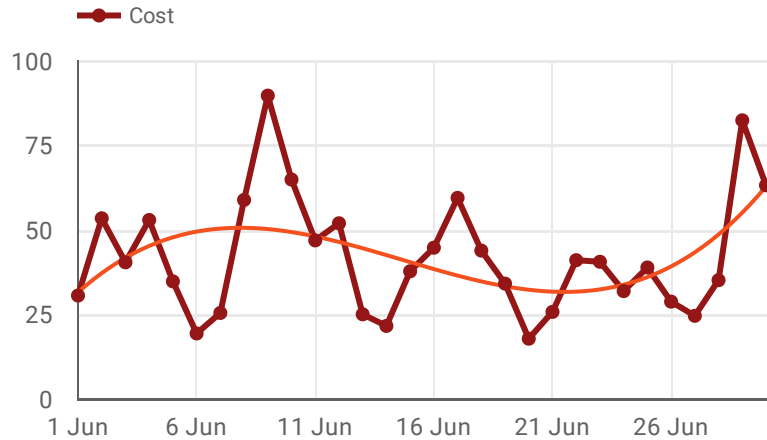
Avg. CPC



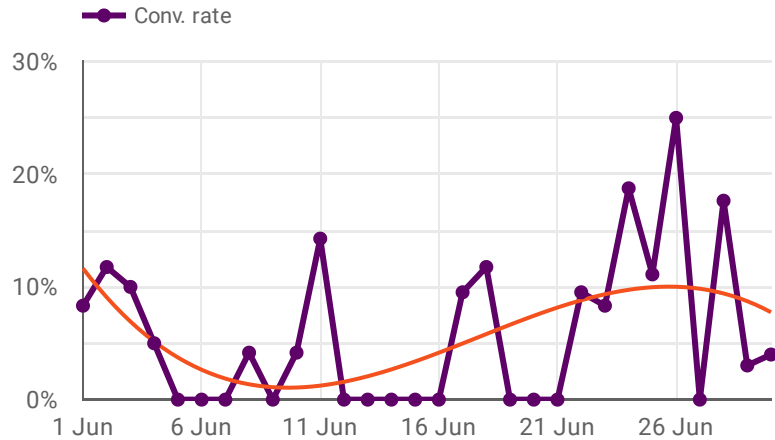
All Conversions



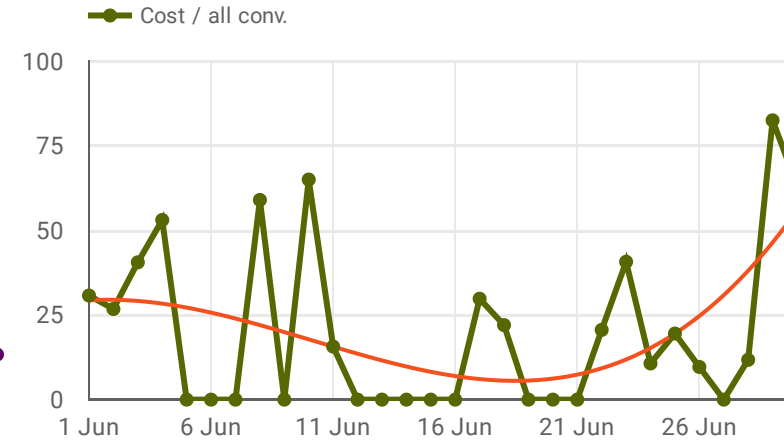
Cost



Conversion Rate



Cost / All Conversions





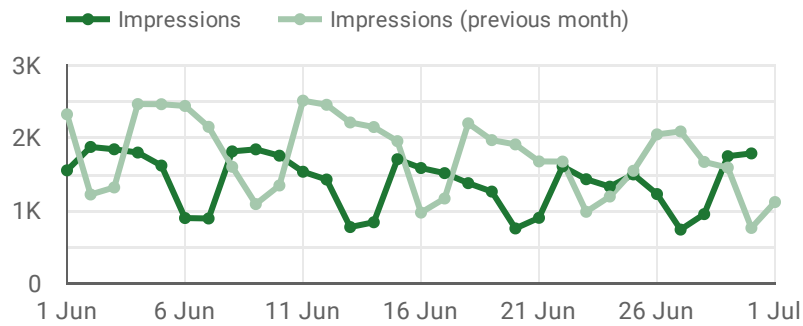
Last Month vs. Month Before Last Month

1 Jun 2020 - 30 Jun 2020

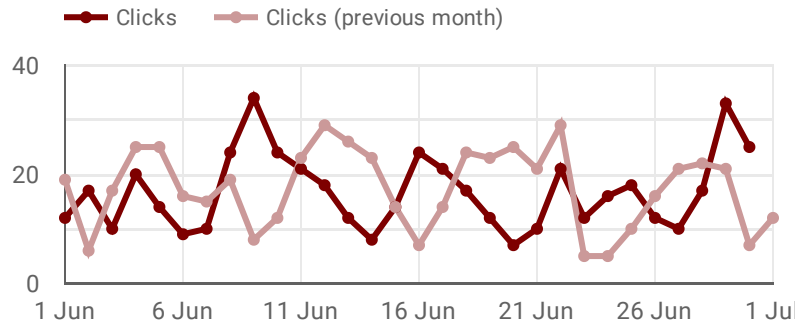
Impressions 41.9K ↓ -22.8%	Clicks 502 ↓ -6.9%	CTR 1.20% ↑ 20.7%	Avg. CPC \$2.53 ↑ 5.6%	All conv. 30 ↑ 15.4%	Cost \$1.27K ↓ -1.7%	Conv. rate 5.98% ↑ 23.9%	Cost / all conv. \$42.39 ↓ -14.8%
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Please ignore the date range on the top right of this page. It is not affecting the charts below

Impressions



Clicks

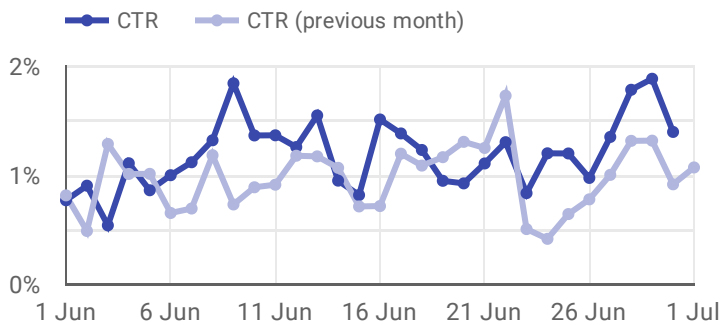


Campaign

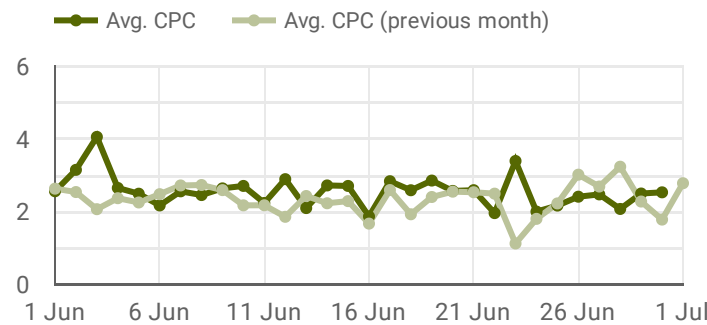
Campaign Type

Device

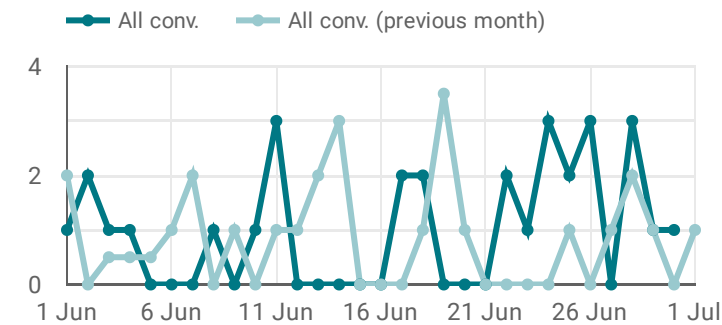
CTR



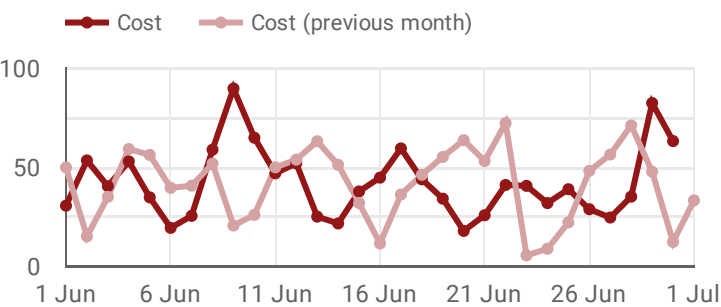
Avg. CPC



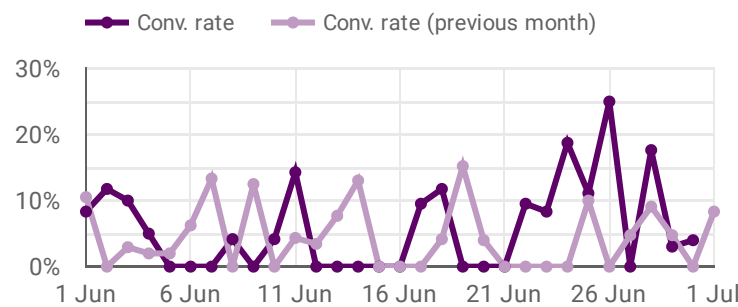
All Conversions



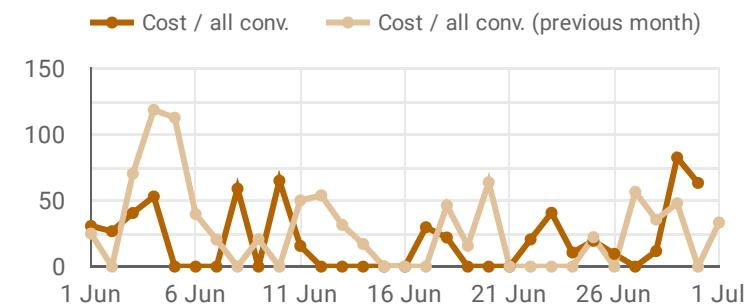
Cost



Conversion Rate



Cost / All Conversions





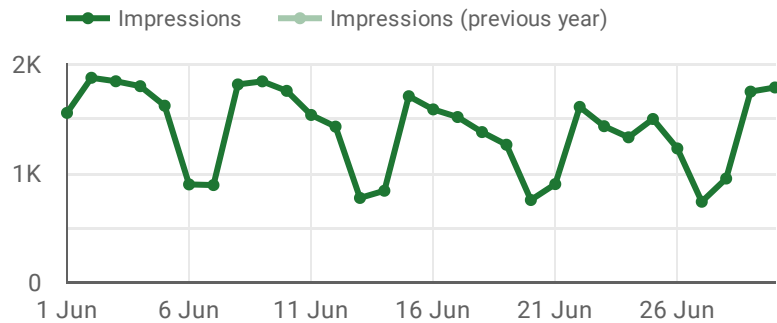
Last Month vs. Same Month Last Year

1 Jun 2020 - 30 Jun 2020

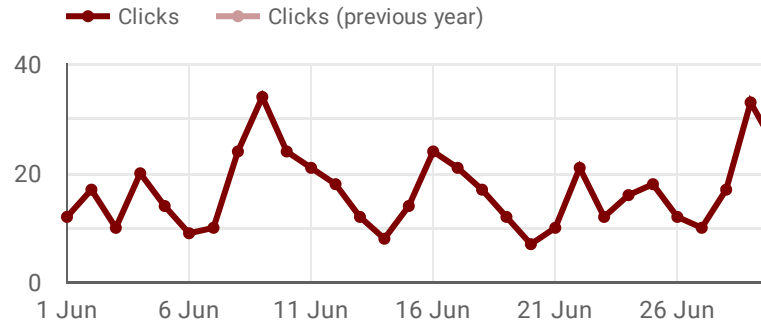
Impressions 41.9K ↑ N/A	Clicks 502 ↑ N/A	CTR 1.20% ↑ N/A	Avg. CPC \$2.53 ↑ N/A	All conv. 30 ↑ N/A	Cost \$1.27K ↑ N/A	Conv. rate 5.98% ↑ N/A	Cost / all conv. \$42.39 ↑ N/A
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Please ignore the date range on the top right of this page. It is not affecting the charts below

Impressions



Clicks

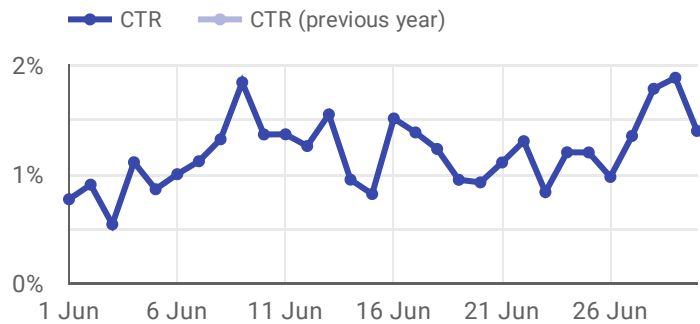


Campaign

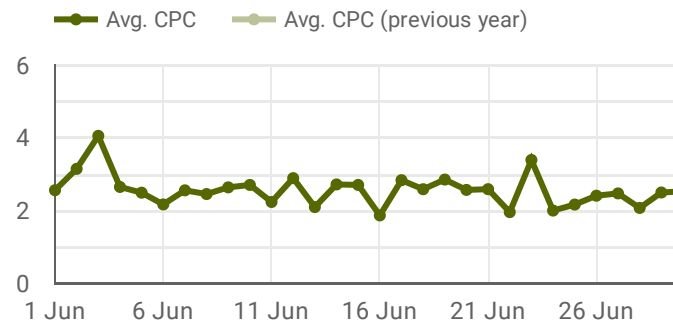
Campaign Type

Device

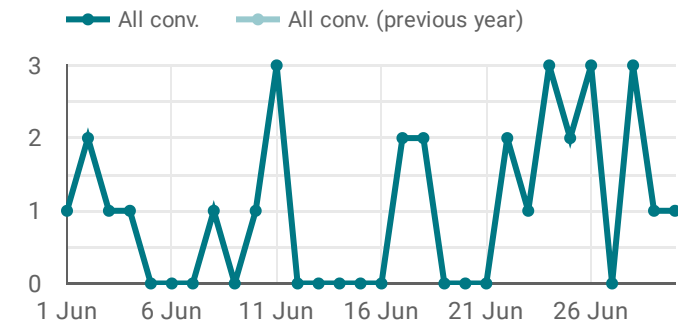
CTR



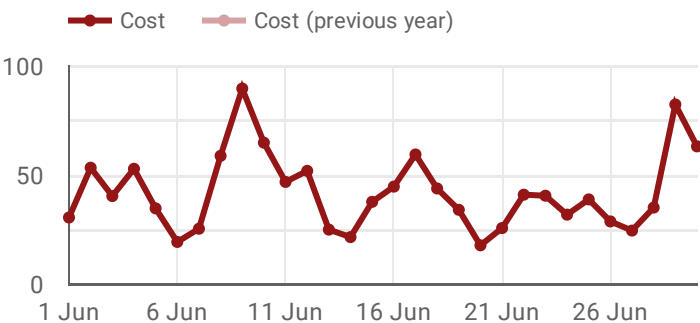
Avg. CPC



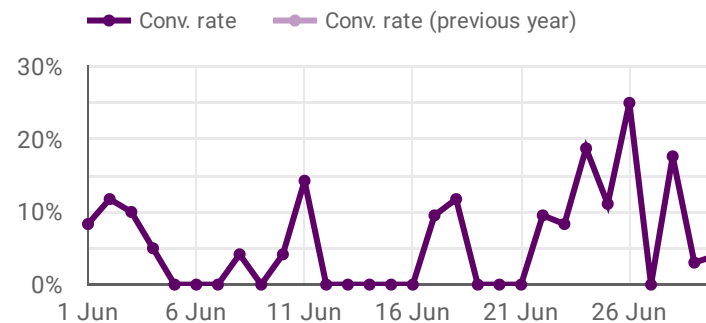
All Conversions



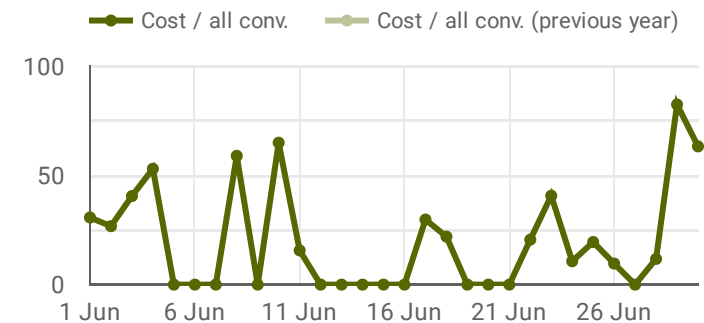
Cost



Conversion Rate



Cost / All Conversions

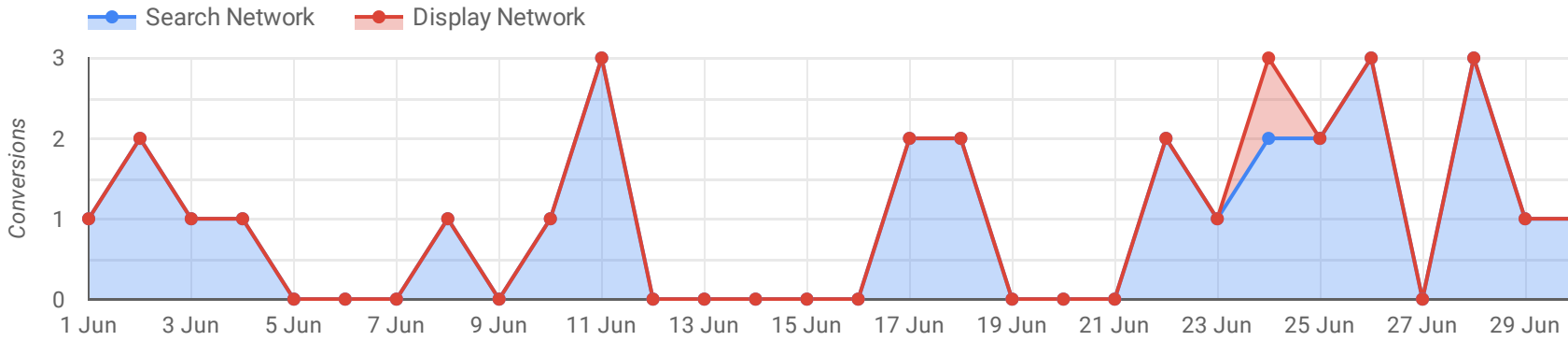




Network Type

1 Jun 2020 - 30 Jun 2020

Conversions

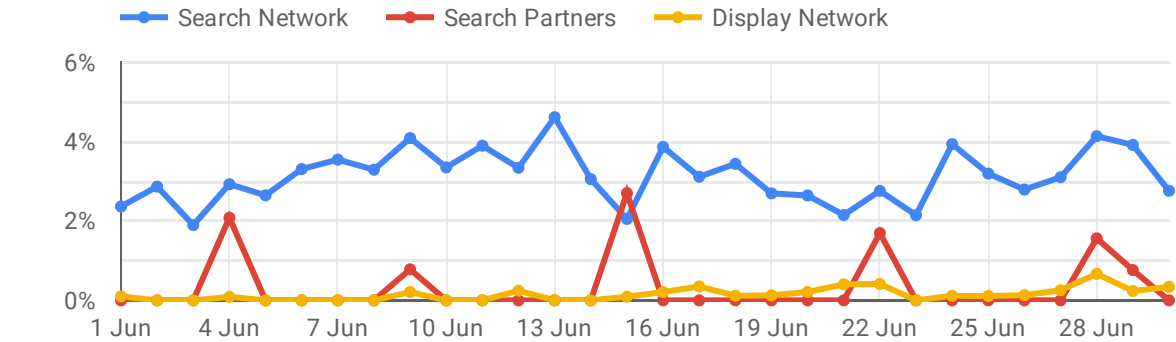


Campaign

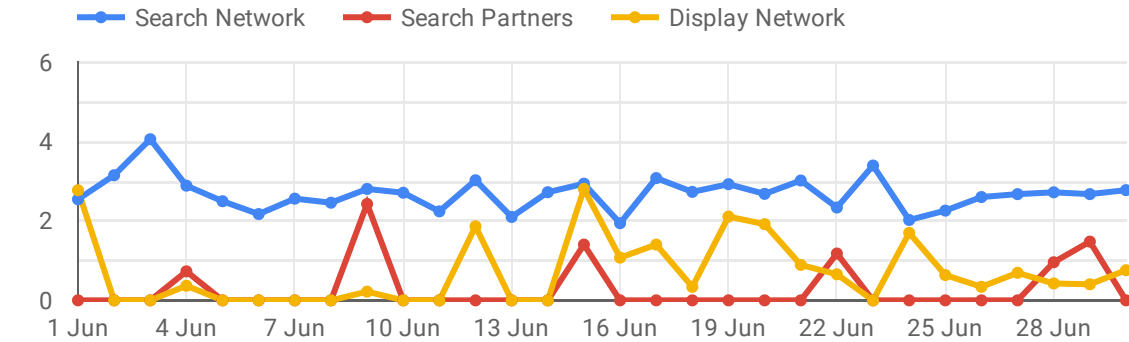
Campaign Type

Device

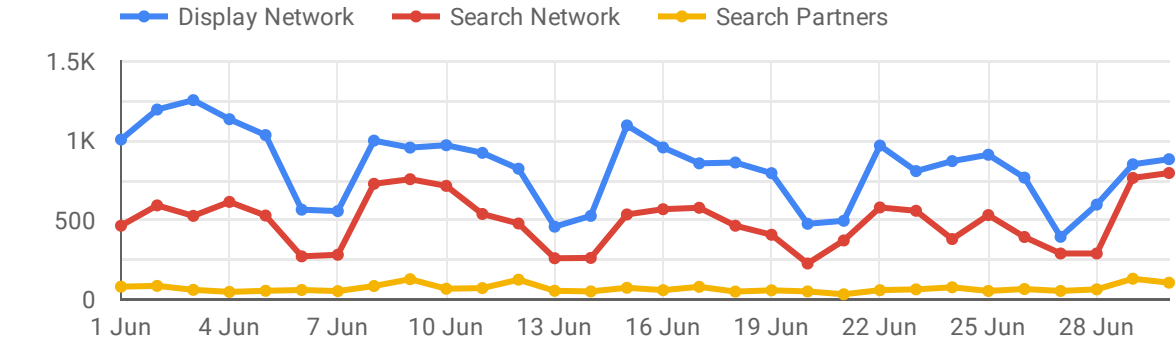
CTR



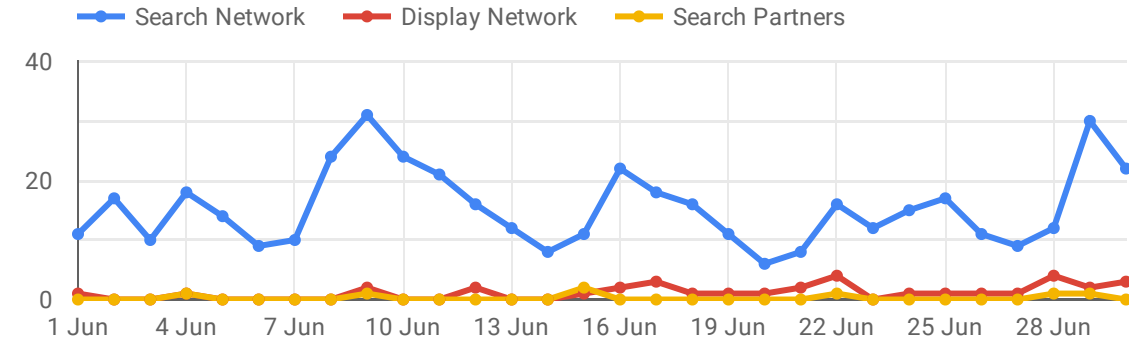
CPC



Impressions



Clicks



	Network (with search partners)	Impressions	CTR	Avg. CPC	Impression (Absolute Top) %	All conv.	Value / all conv.	Conv. rate	Cost / all conv.
1.	Display Network	25,025	0.14%	\$0.98	0%	1	10	2.94%	\$33.44
2.	Search Network	14,770	3.12%	\$2.67	13.72%	29	13.07	6.29%	\$42.37



Hour of Day

1 Jun 2020 - 30 Jun 2020

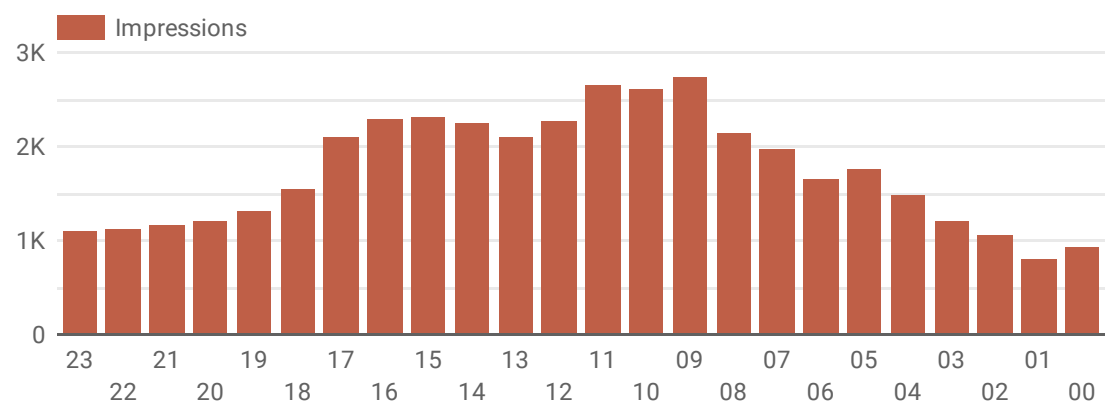
Campaign Type

Campaign

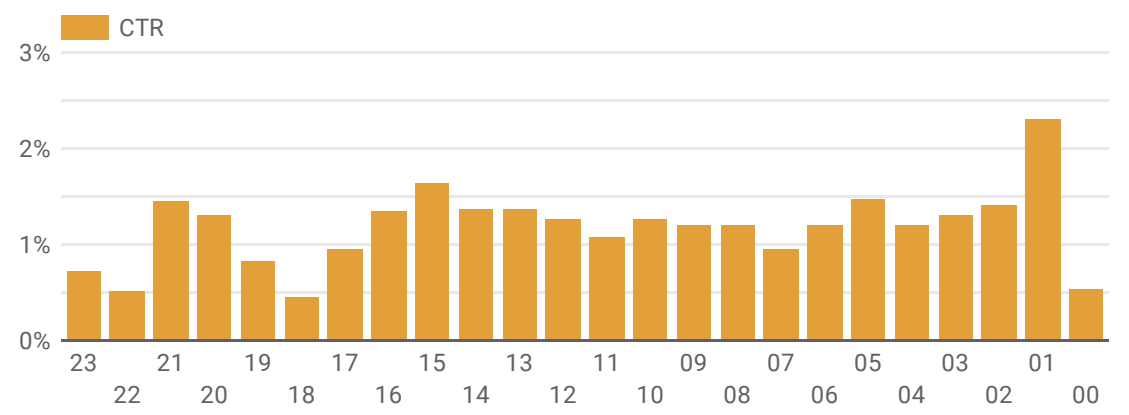
Device

Country/Territory

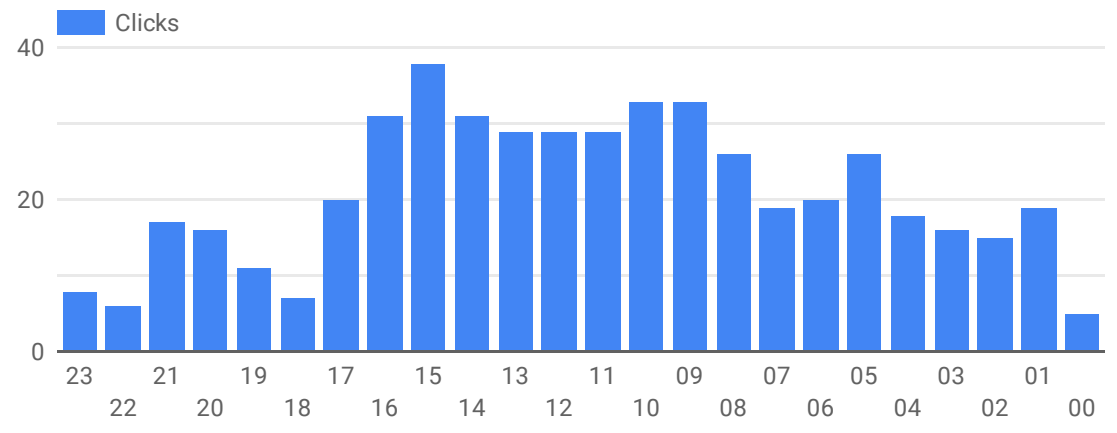
Impressions



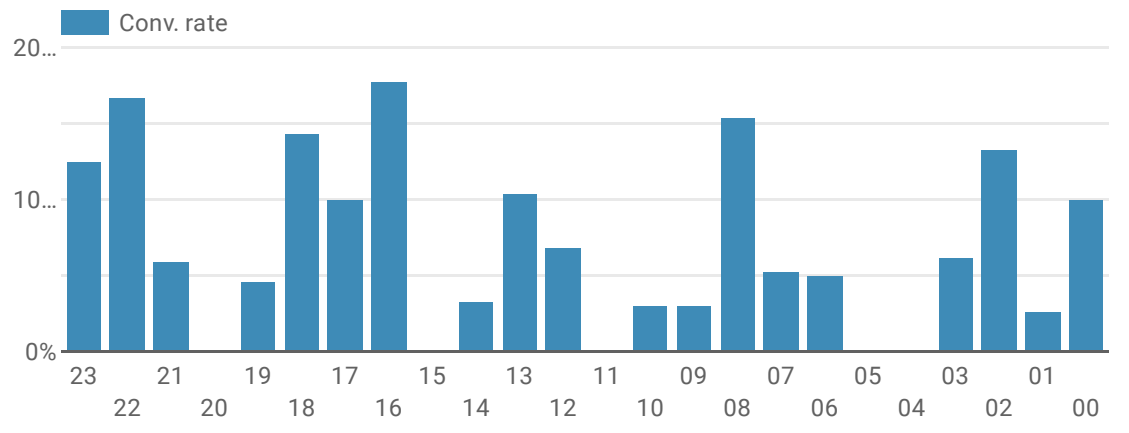
CTR



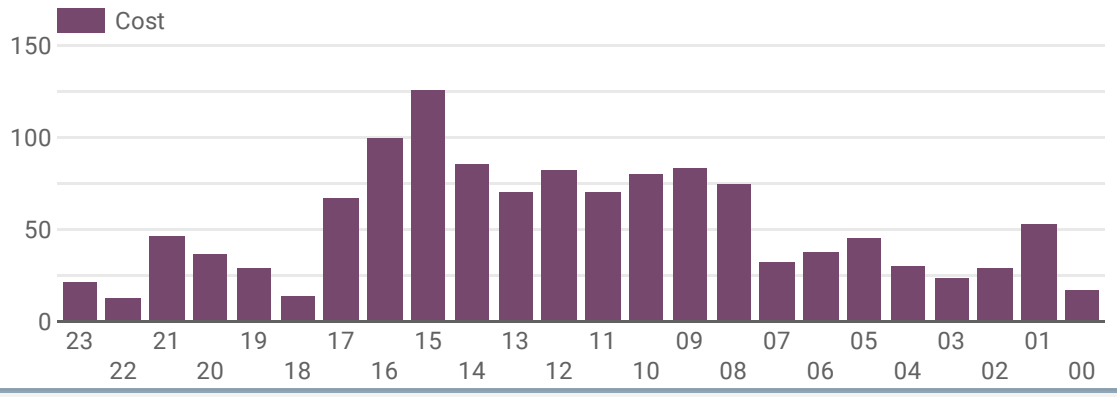
Clicks



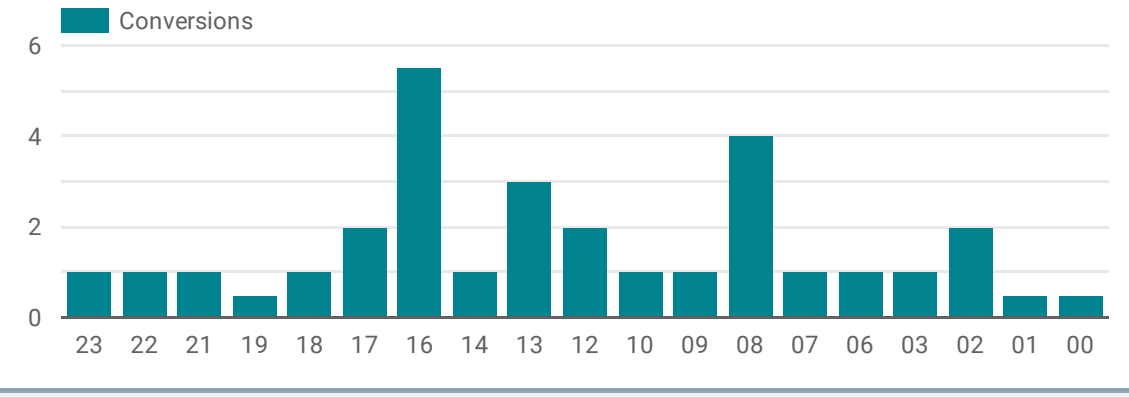
Conversion rate



Cost



Conversions





Day of Week

1 Jun 2020 - 30 Jun 2020

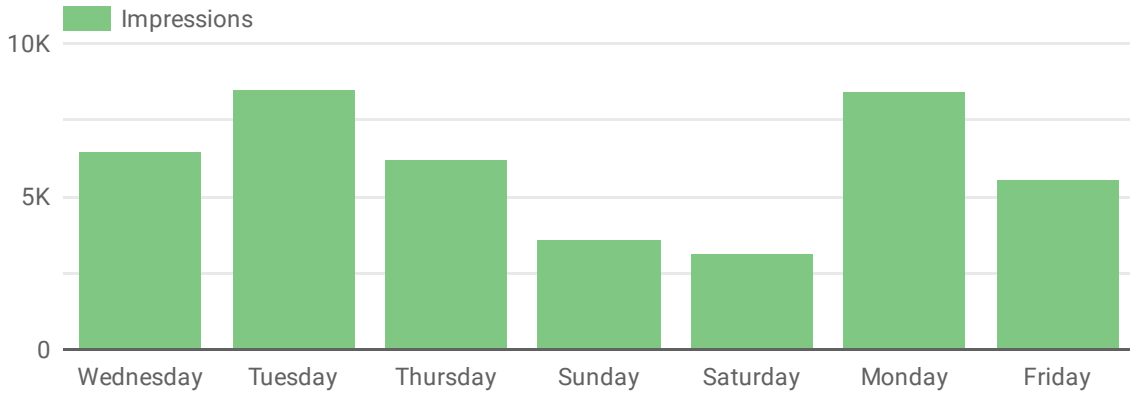
Campaign Type

Campaign

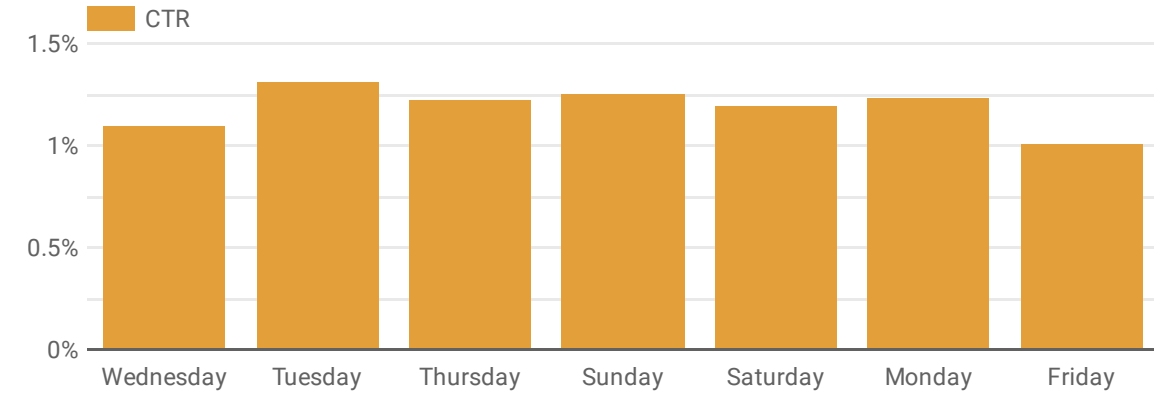
Device

Country/Territory

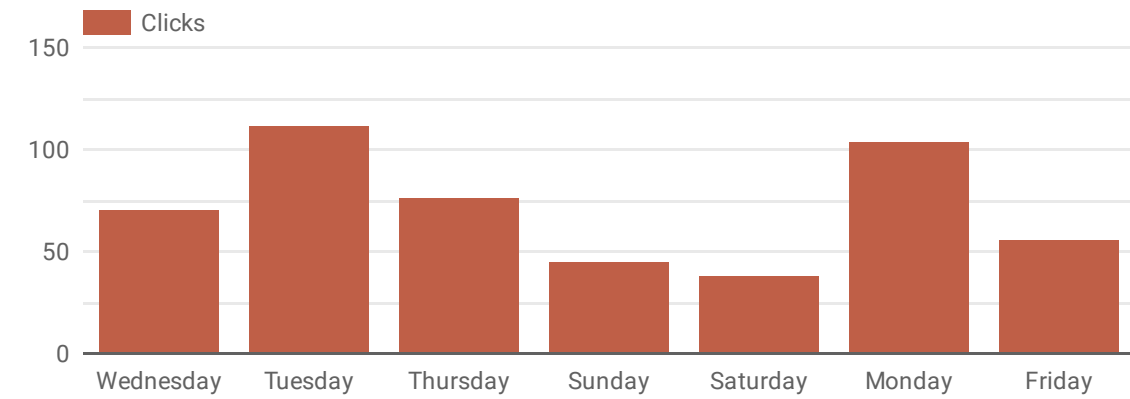
Impressions



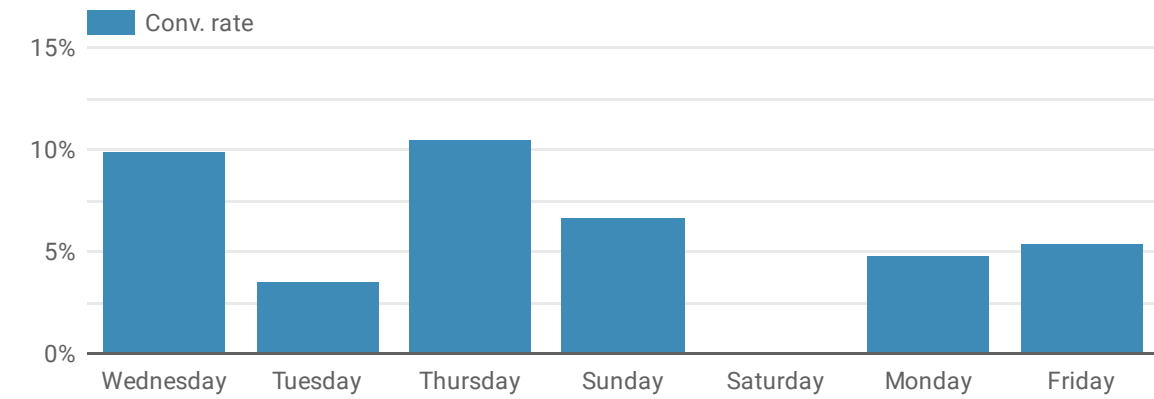
CTR



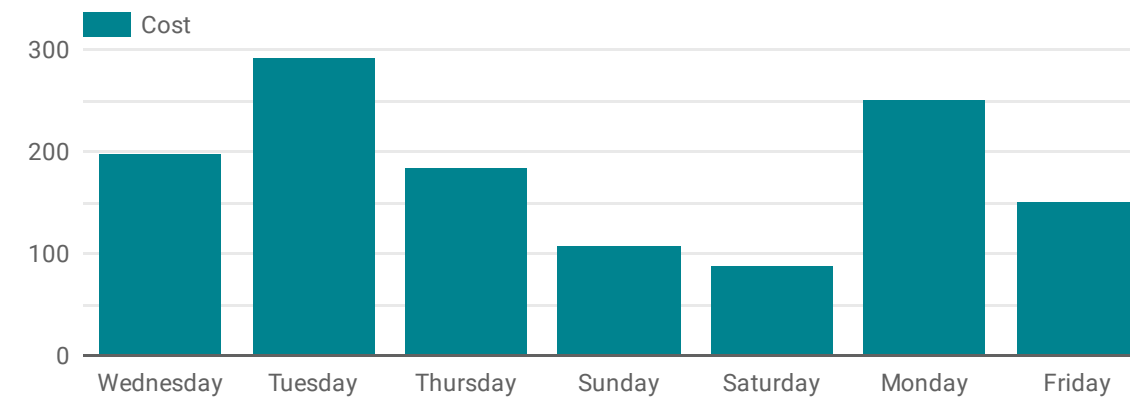
Clicks



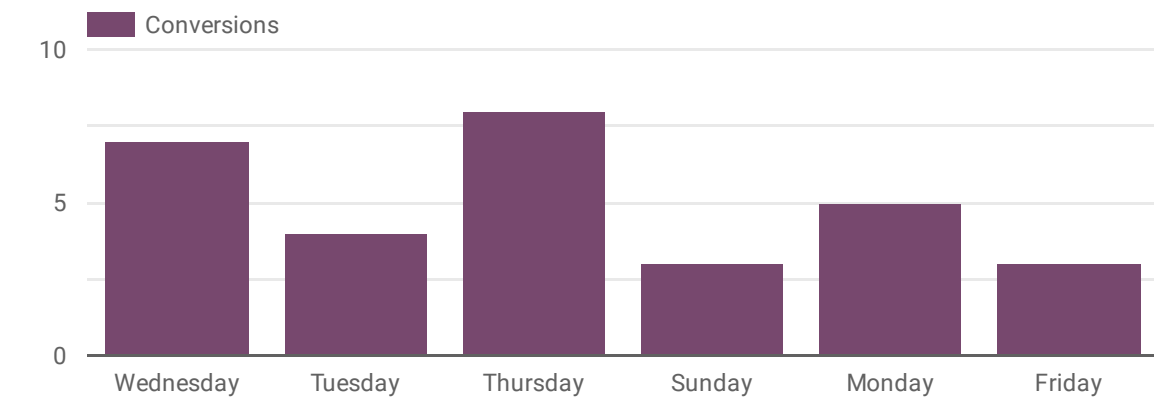
Conversion rate



Cost



Conversions

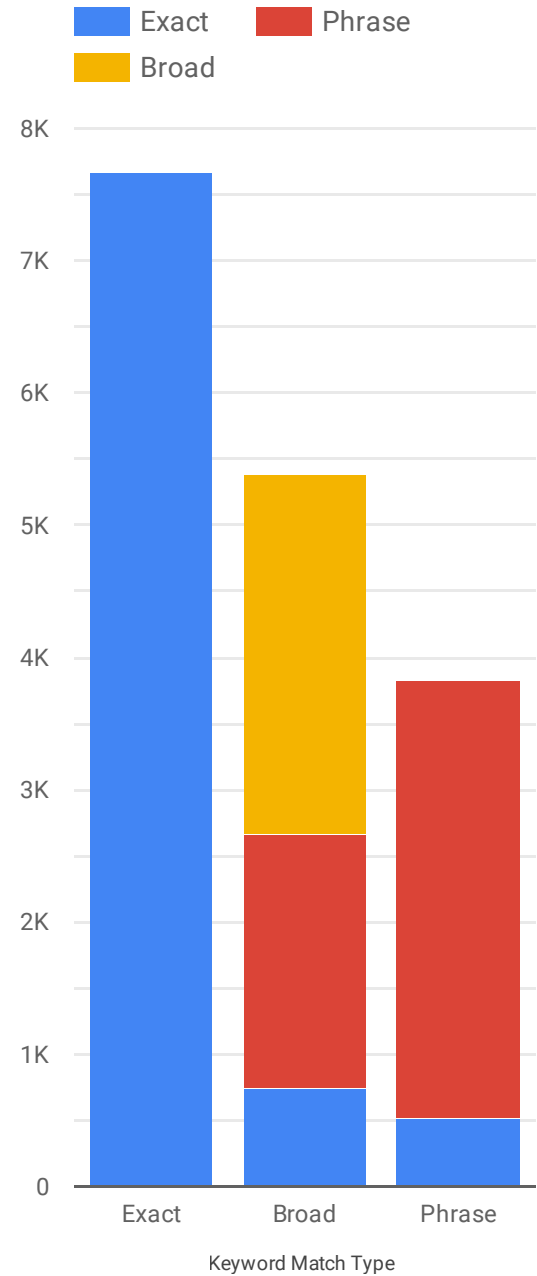




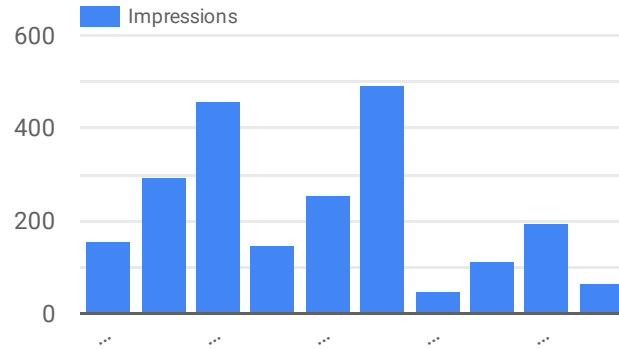
Campaign

Device

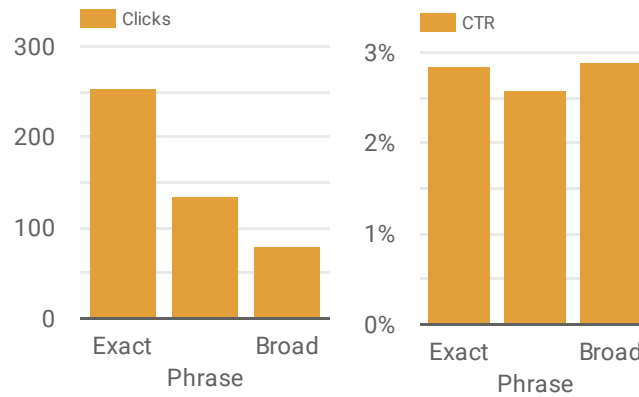
Impressions of Search Term Match Type vs Keyword Match Type?



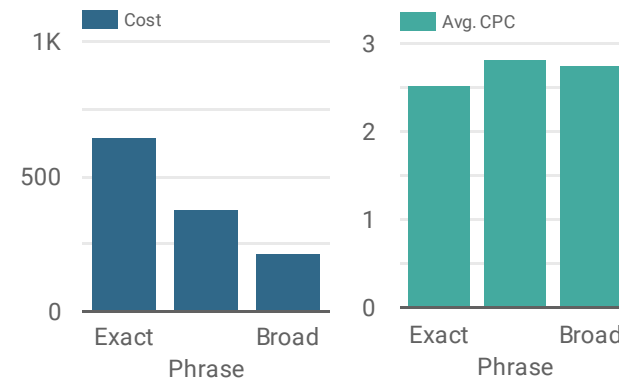
Impressions vs Search Term Match Type



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
your search term 1	316	15	4.75%	\$1.81	\$27.14
your search term 2	97	9	9.28%	\$5.82	\$52.34
your search term 3	56	8	14.29%	\$3.66	\$29.26
your search term 4	181	6	3.31%	\$1.41	\$8.46
your search term 5	162	6	3.7%	\$1.26	\$7.53
your search term 6	425	6	1.41%	\$1.72	\$10.3
your search term 7	384	5	1.3%	\$2.7	\$13.51
your search term 8	112	5	4.46%	\$1.71	\$8.53
your search term 9	15	5	33.33%	\$2.08	\$10.41
your search term 10	36	4	11.11%	\$2.21	\$8.83
your search term 11	25	4	16%	\$0.99	\$3.94
your search term 12	9	3	33.33%	\$0.98	\$2.95
your search term 13	3	3	100%	\$1.52	\$4.56
your search term 14	23	3	13.04%	\$4.58	\$13.75
your search term 15	3	2	66.67%	\$1.7	\$3.39
your search term 16	2	2	100%	\$1.84	\$3.68
your search term 17	22	2	9.09%	\$2.12	\$4.24
your search term 18	95	2	2.11%	\$2.44	\$4.88
your search term 19	16	2	12.5%	\$0.91	\$1.81
your search term 20	3	2	66.67%	\$3.95	\$7.9
your search term 21	3	2	66.67%	\$5.98	\$11.96
your search term 22	1	2	200%	\$3.92	\$7.84
your search term 23	3	2	66.67%	\$1.1	\$2.19
your search term 24	3	2	66.67%	\$0.17	\$1.04



Quality Score

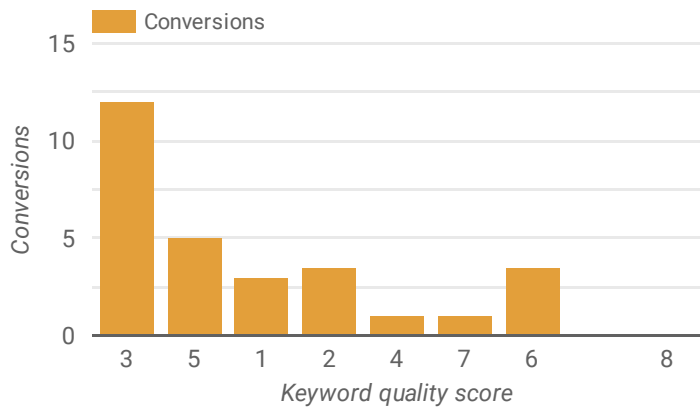
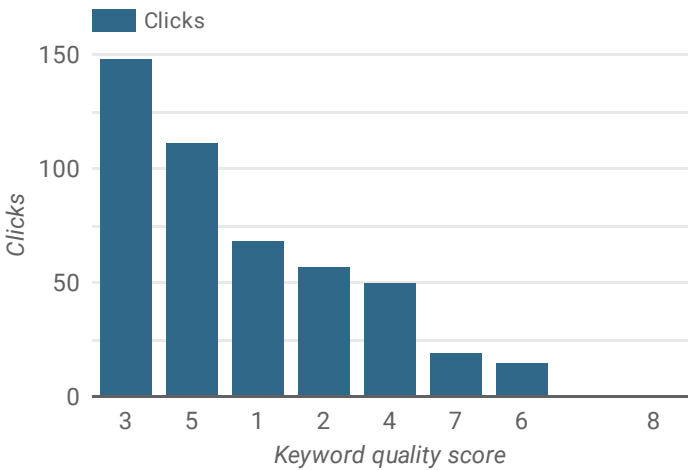
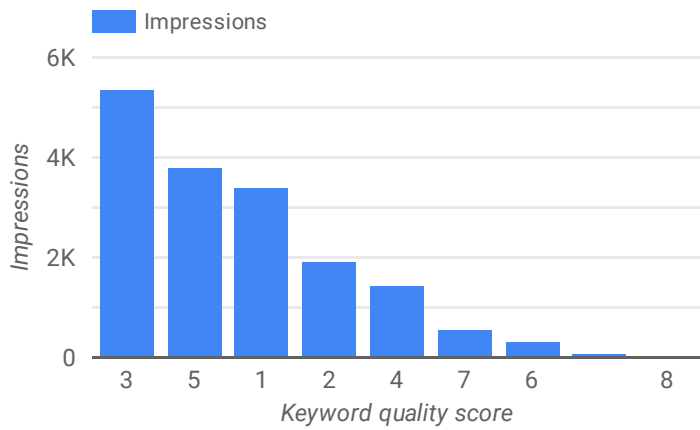
1 Jun 2020 - 30 Jun 2020

Campaign

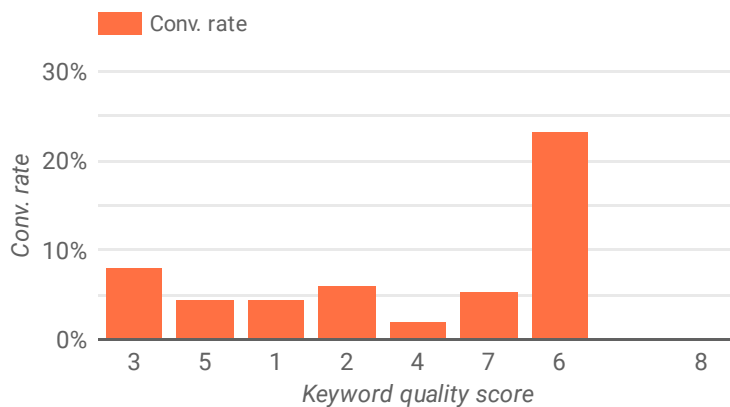
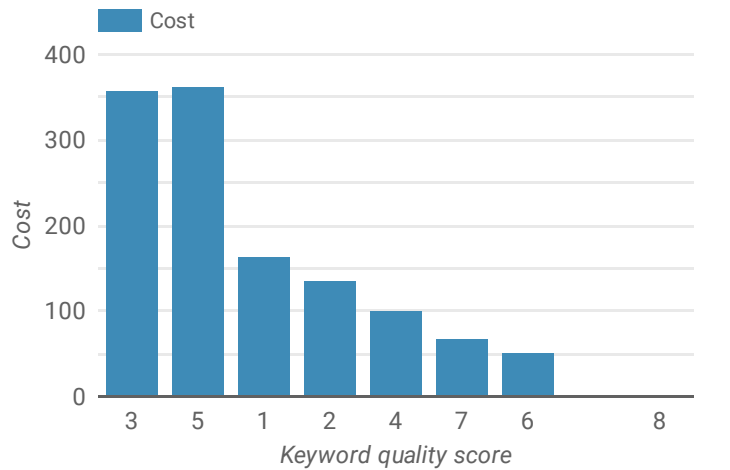
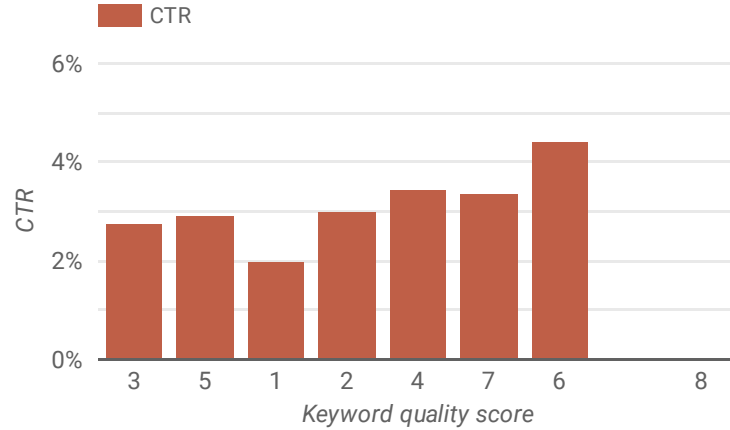
Campaign Type

Device

Impressions, clicks & Conv. by Quality Score

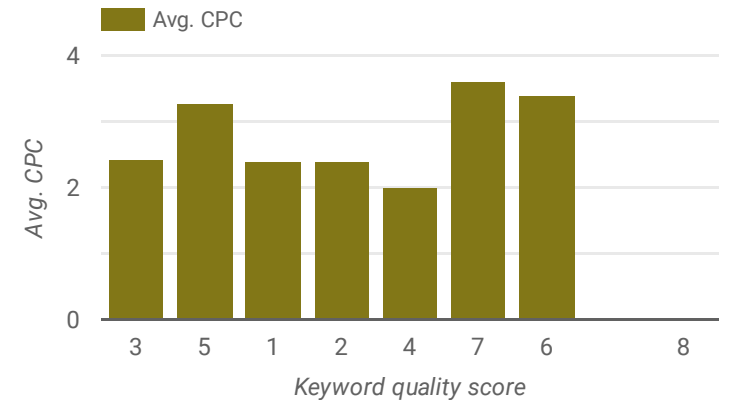


CTR, Cost, Conv. rate & CPC by Quality Score



	Search keyword	Keyword quality score	Clicks
1.	keyword 1	3	21
2.	keyword 2	1	17
3.	+keyword	3	15
4.	search keyword	3	10
5.	+keyword	1	10
6.	search keyword example	4	10
7.	keyword keyword 2	3	10
8.	keyword 3	5	9
9.	+keyword +keyword +keyword	5	8
10.	keyword keyword keyword 3	5	7
11.	+keyword +keyword +keyword	5	7
12.	+keyword +keyword +search	2	7
13.	+search +keyword +example	3	7
14.	+search +keyword	3	7
15.	keyword example	5	6

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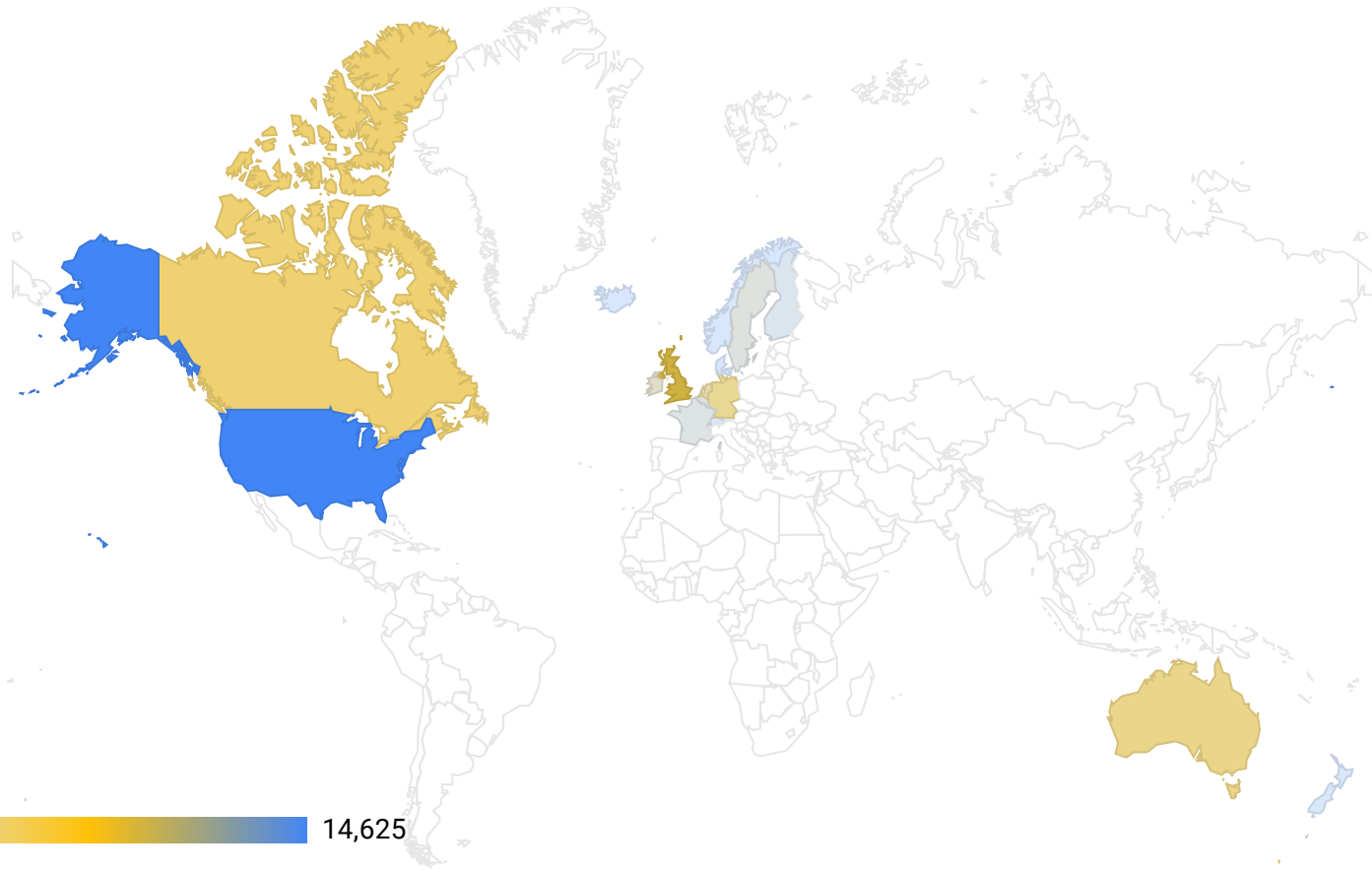


Geo Location - 1

1 Jun 2020 - 30 Jun 2020

Impressions

- Campaign ▾
- Campaign Type ▾
- Device ▾
- Country/Territory ▾
- Town/City ▾



	Country/Territory	Town/City	Cost	Clicks	Conv. rate	CTR	Impressions	Cost / conv.	Conversions
1.	United States	Waipahu	\$0	0	0%	0%	1	\$0	0
2.	United States	Eddington	\$0	0	0%	0%	4	\$0	0
3.	United States	Winslow To...	\$1.47	1	0%	100%	1	\$0	0
4.	United States	Ypsilanti Ch...	\$0	0	0%	0%	1	\$0	0
5.	United States	Youngsville	\$0	0	0%	0%	1	\$0	0
6.	United States	Yardley	\$0	0	0%	0%	2	\$0	0
7.	United States	Wyomissing	\$2.32	1	0%	100%	1	\$0	0
8.	United States	Wyoming	\$0	0	0%	0%	4	\$0	0
9.	United States	Wvndmoor	\$0	0	0%	0%	2	\$0	0



Geo Location - 2

1 Jun 2020 - 30 Jun 2020

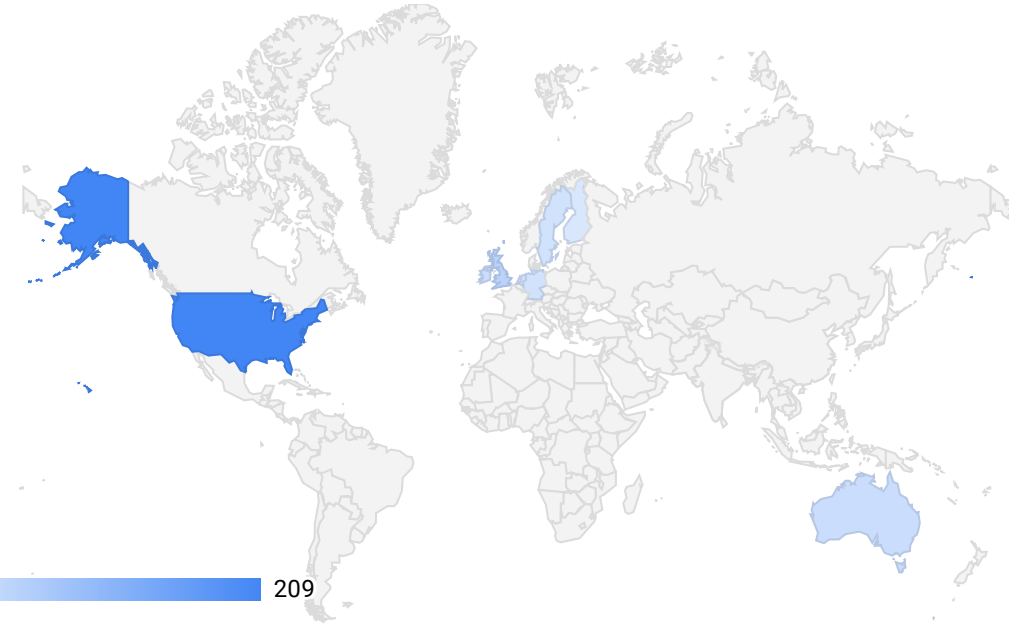
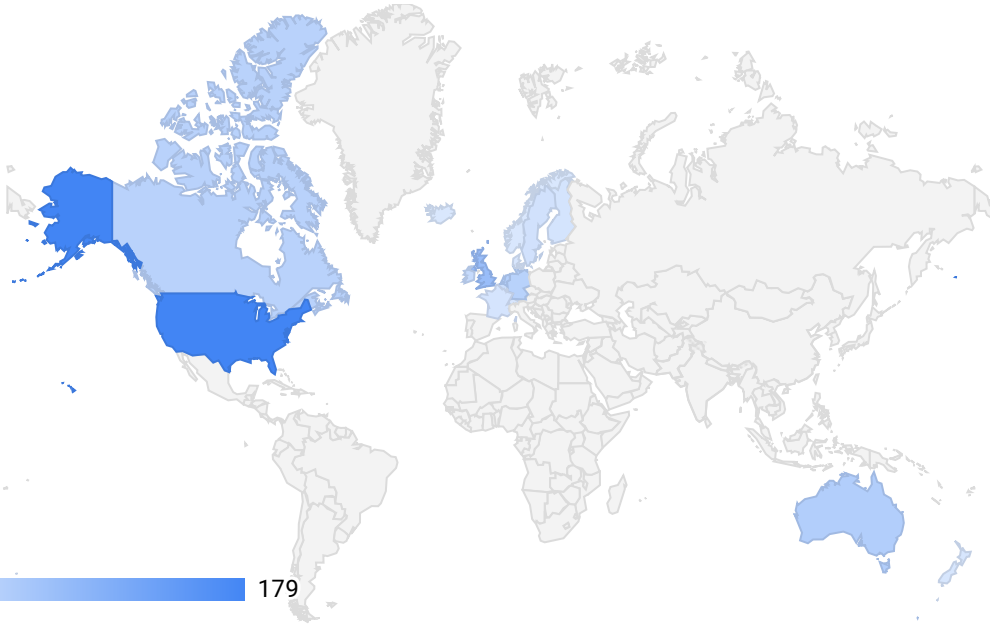
Campaign

Campaign Type

Device

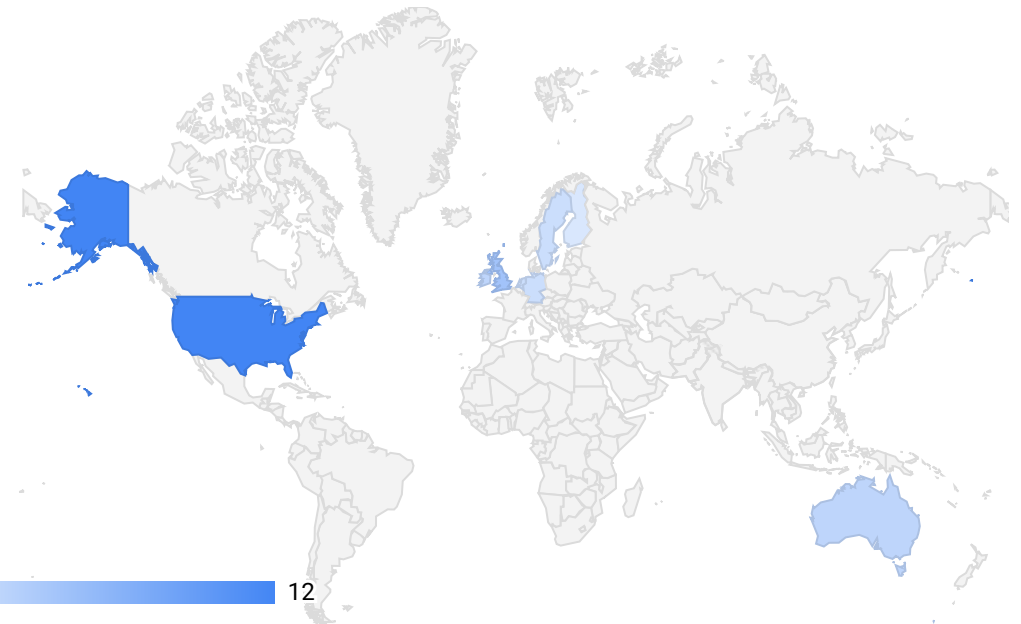
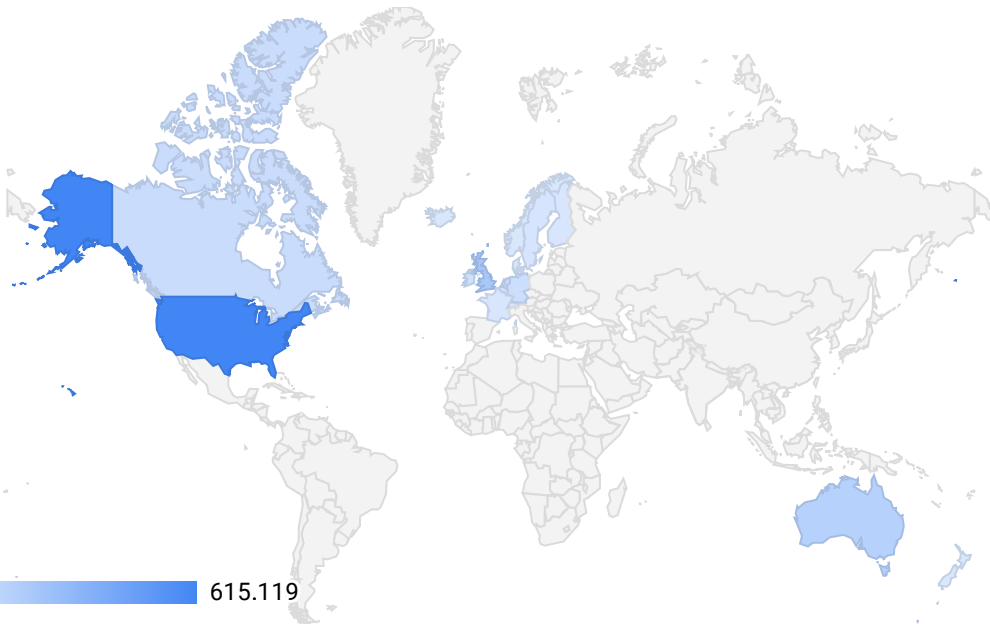
Clicks

Total conversion value



Cost

Conversions





Conversions - 1

1 Jun 2020 - 30 Jun 2020

Cost / all conv.
\$42.39

Conv. rate
5.98%

Cross-device conv.
0

View-through Conv.
0

Value / all conv.
13.0

All conv. value / cost
0.3

All conv. value / click
0.8

All conv. value
389.0

↓ -14.8%

↑ 23.9%

N/A

N/A

↓ -3.4%

↑ 13.3%

↑ 19.7%

↑ 11.5%

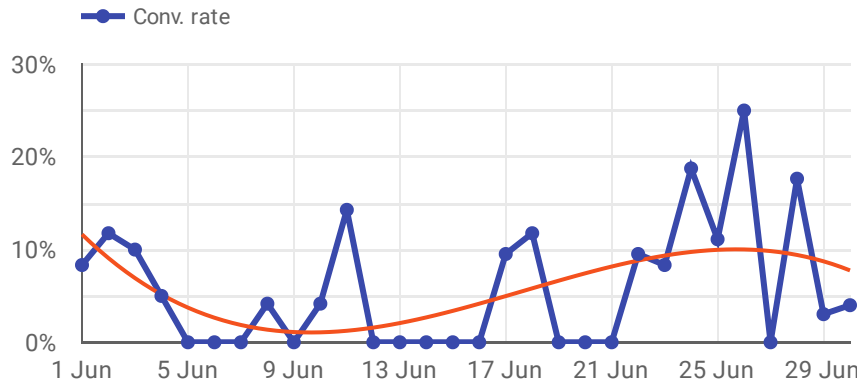
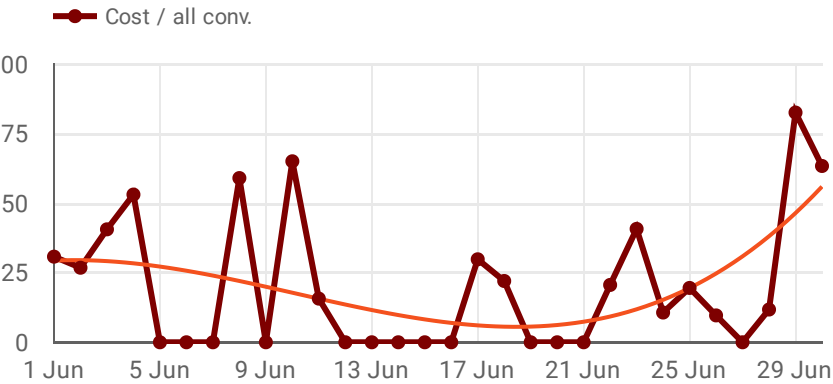
Cost / All Conv.

Conversion Rate

Campaign

Campaign Type

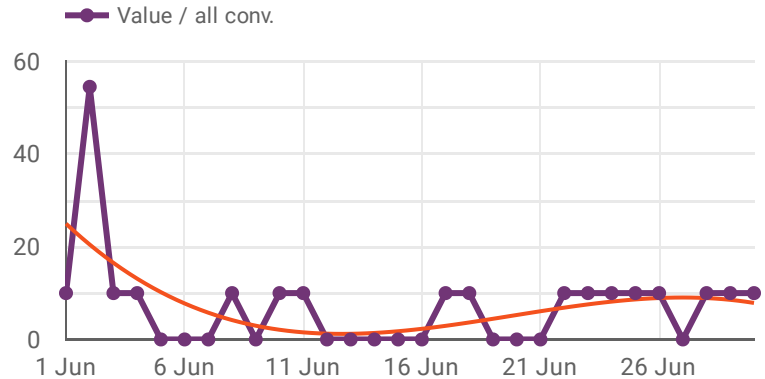
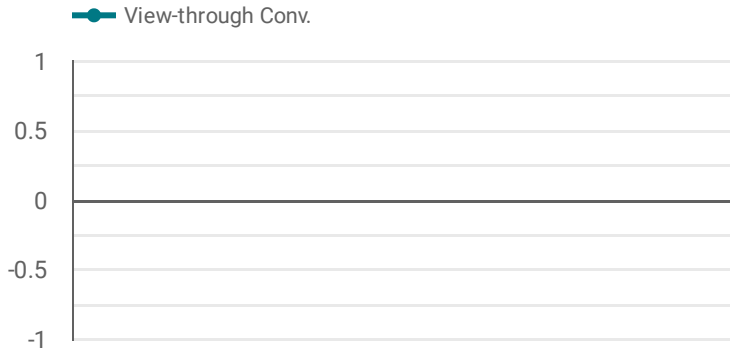
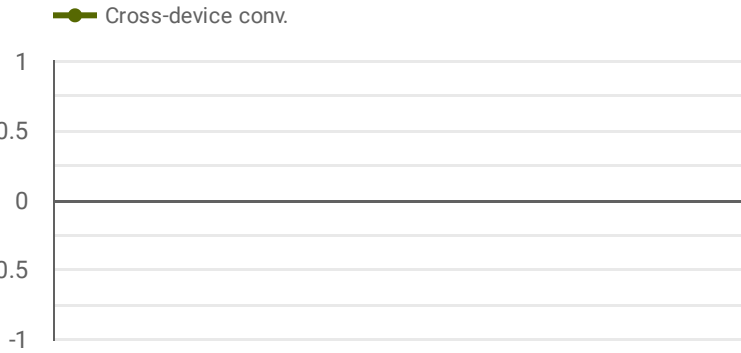
Device



Cross-Device Conversions

View-Through Conversions

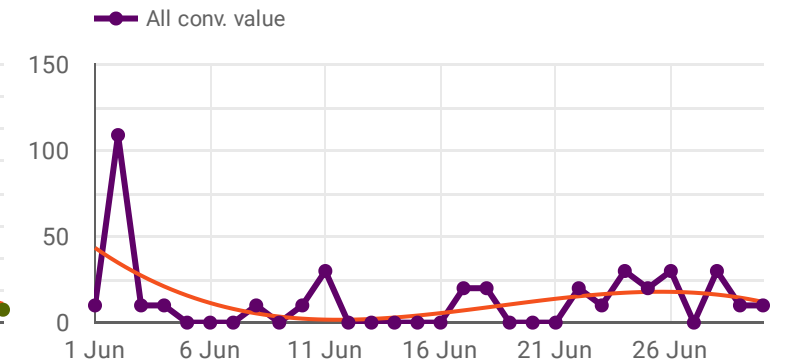
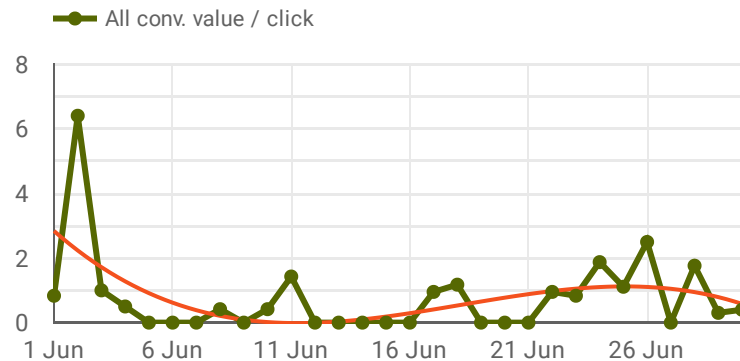
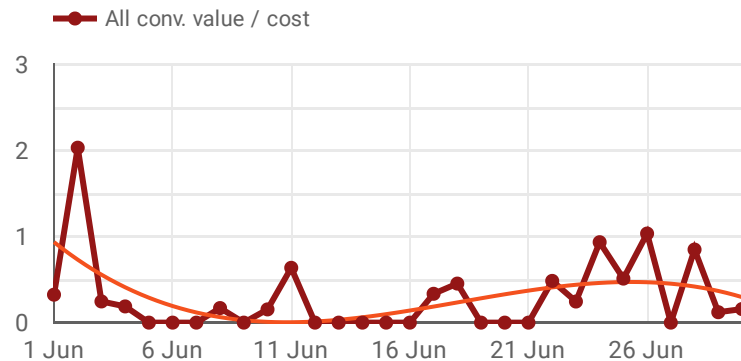
Value / All Conv.



All Conv. Value / Cost

All Conv. Value / Click

All Conv. Value

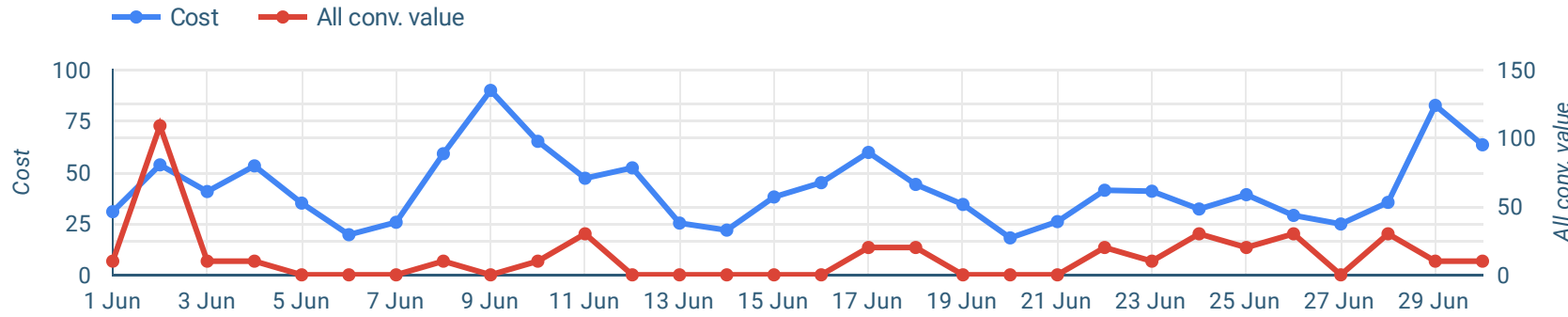




Conversions - 2

1 Jun 2020 - 30 Jun 2020

Cost vs. All Conv. Value

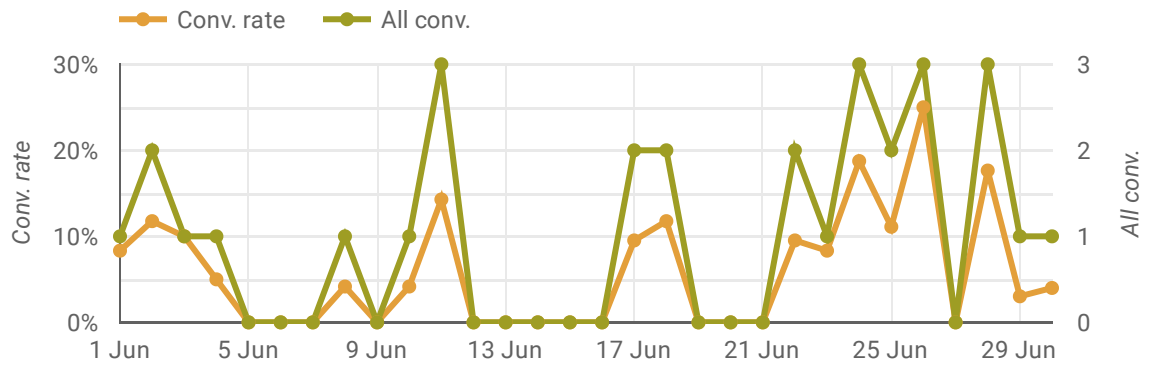


Campaign

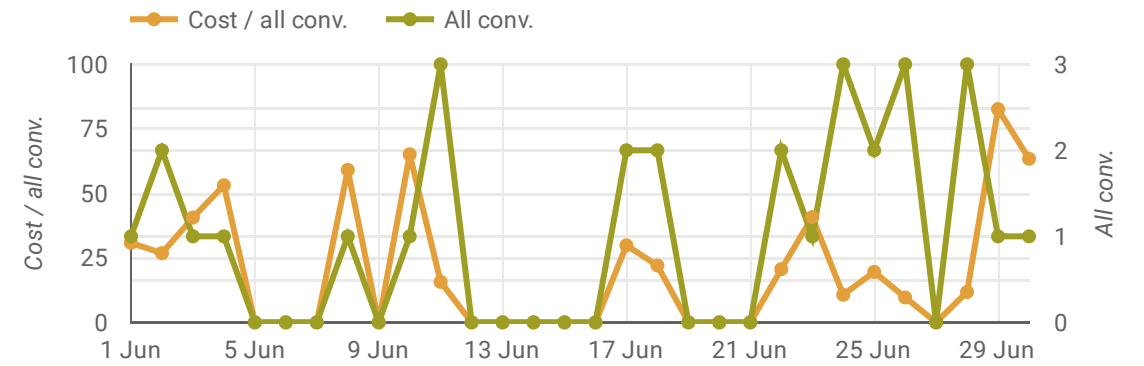
Campaign Type

Device

Conv. Rate & All Conversions



Cost / All Conv. & All Conv.



Campaigns - Conversions related

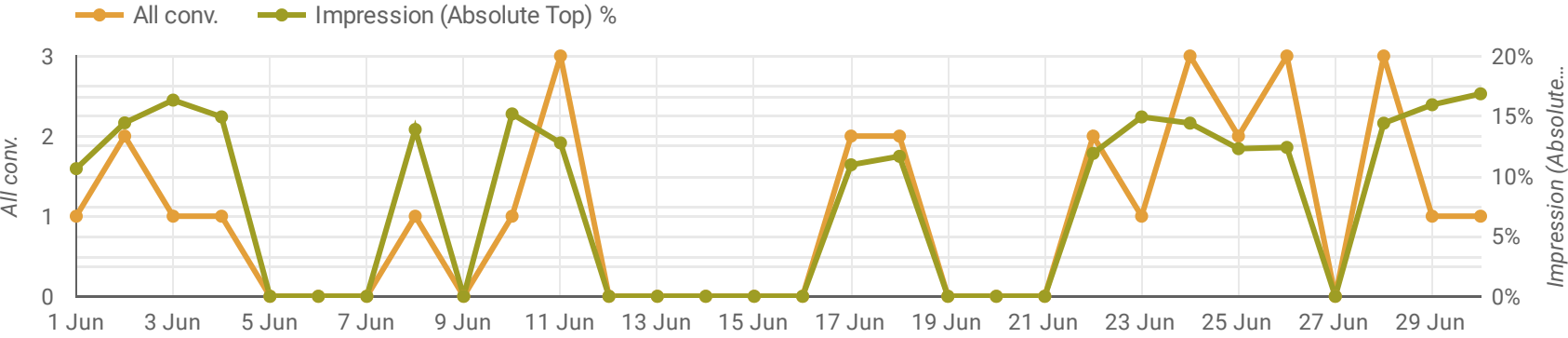
Campaign	All conv.	Conv. rate	Cross-device conv.	Cost / all conv.	View-through Conv.	All conv. value	Value / all conv.
1. 3.1 Search_Best	18	7.63%	0	\$28.15	0	180	10
2. 6. Search_US	8	5.37%	0	\$64.57	0	169	21.13
3. 7. Competition	3	3.61%	0	\$71.71	0	30	10
4. 2. Remarketing	1	2.94%	0	\$33.44	0	10	10
5. 1. DSA	0	0%	0	\$0	0	0	0
6. 10. Gmail	0	0%	0	\$0	0	0	0
7. 11. Brand	0	0%	0	\$0	0	0	0



Ad Group Conversions

1 Jun 2020 - 30 Jun 2020

All Conv. & Avg. Position



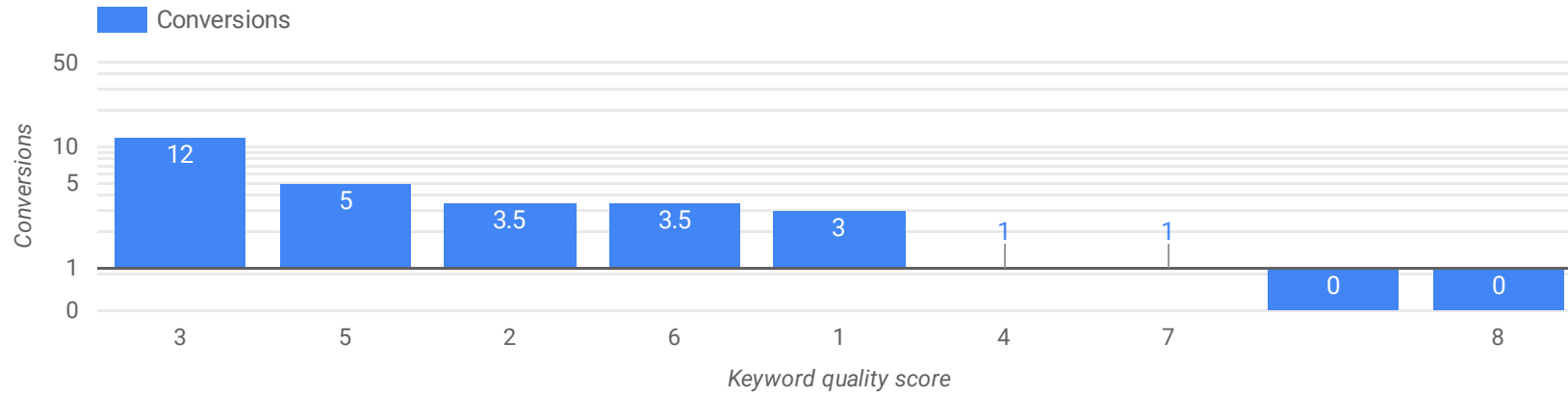
- Campaign
- Campaign Type
- Device
- Ad group

Ad Groups by Conversion Metrics

Ad group	All conv. value	All conv.	Avg. CPC	Impression (Absolute Top) %	Cost / all conv.	Conv. rate	Value / all conv.
1. Ad group 1	99	1	\$3.95	3.15%	\$15.79	25%	99
2. Ad group 2	50	5	\$4.24	7.39%	\$14.43	29.41%	10
3. Ad group 3	30	3	\$2.81	2.82%	\$7.49	37.5%	10
4. Ad group 4	20	2	\$3.97	5.06%	\$51.6	7.69%	10
5. Ad group 5	20	2	\$2.81	20.68%	\$11.23	25%	10
6. Ad group 6	20	2	\$2.72	4.85%	\$19.02	14.29%	10
7. Ad group 7	20	2	\$1.99	30.84%	\$23.9	8.33%	10
8. Ad group 8	10	1	\$3.05	13.67%	\$9.14	33.33%	10
9. Ad group 9	10	1	\$2.14	0%	\$4.28	50%	10
10. Ad group 10	10	1	\$1.87	24.83%	\$18.65	10%	10
11. Ad group 11	10	1	\$1.15	12.34%	\$24.08	4.76%	10
12. Ad group 12	10	1	\$2.16	13.29%	\$8.62	25%	10
13. Ad group 13	10	1	\$3.55	1.46%	\$24.82	14.29%	10
14. Ad group 14	10	1	\$4.36	4.26%	\$13.07	33.33%	10
15. Ad group 15	10	1	\$3.9	0.5%	\$54.53	7.14%	10



Conversions vs Quality Score



Campaign

Campaign Type

Device

Keywords by Conversion Metrics

	Search keyword	Keyword quality score	Conversions	Avg. CPC	Impression (Absolute Top) %	Cost / conv.	Conv. rate
1.	keyword 1	3	3.5	\$4.07	5.86%	\$11.63	35%
2.	+keyword 1	3	1.5	\$4.49	9.38%	\$20.96	21.43%
3.	+keyword 2	7	1	\$7.4	10%	\$7.4	100%
4.	keyword 2	6	1	\$5.38	0%	\$5.38	100%
5.	keyword 3	6	1	\$2.14	0%	\$4.28	50%
6.	keyword 4		1	\$1.58	0%	\$1.58	100%
7.	keyword 5	5	1	\$5.82	16.56%	\$52.34	11.11%
8.	keyword 6	5	1	\$3.71	0%	\$3.71	100%
9.	keyword 7	5	1	\$3.54	0.52%	\$24.78	14.29%
10.	keyword 8	5	1	\$3.31	0%	\$6.61	50%
11.	+keyword 8	5	1	\$2.15	25%	\$10.77	20%
12.	keyword 9	4	1	\$1.05	21.15%	\$10.54	10%
13.	keyword 10	3	1	\$3.13	7.58%	\$3.13	100%
14.	keyword 11	3	1	\$2.45	1.96%	\$4.9	50%



Search Impression Share (IS)

1 Jun 2020 - 30 Jun 2020

Campaign

Device

Search Impr. share

0.1

↓ -12.7%

Search Exact match IS

0.1

↓ -15.0%

Search Lost IS (rank)

0.87

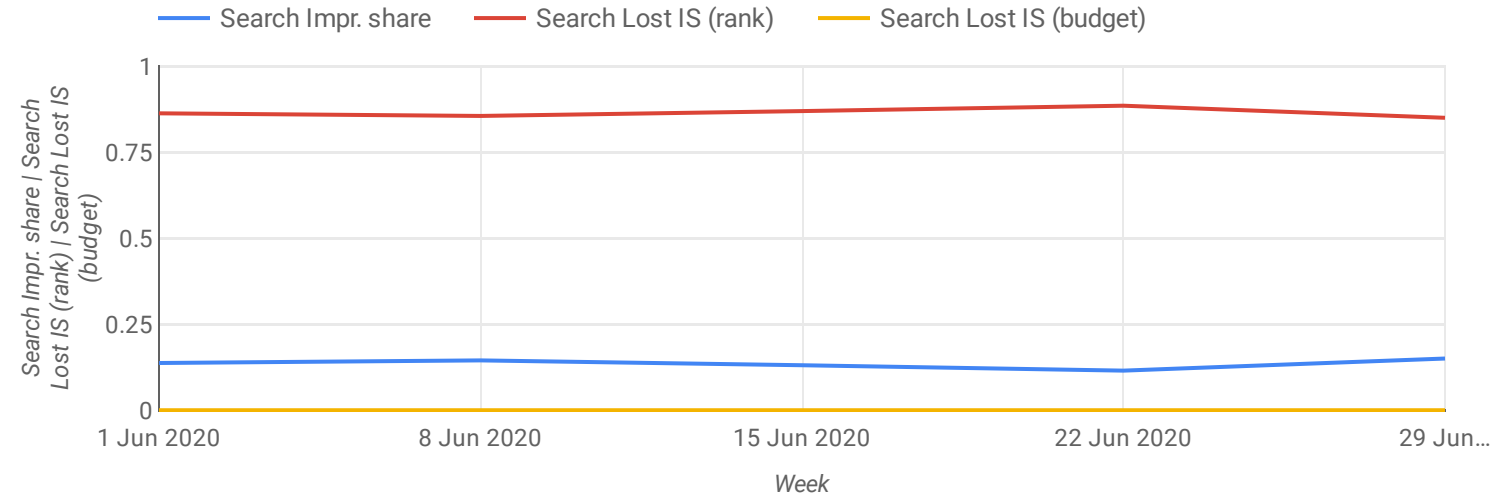
↑ 2.3%

Search Lost IS (budget)

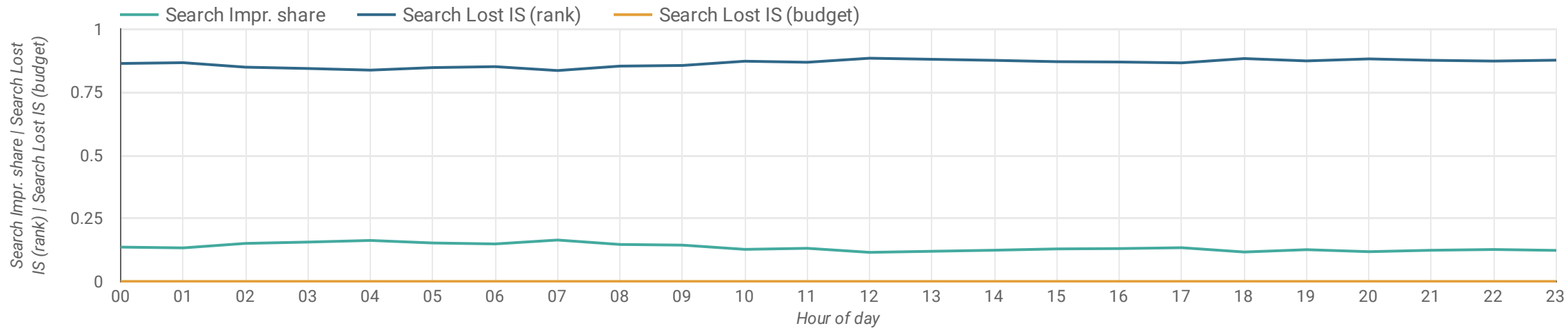
0

↓ -100.0%

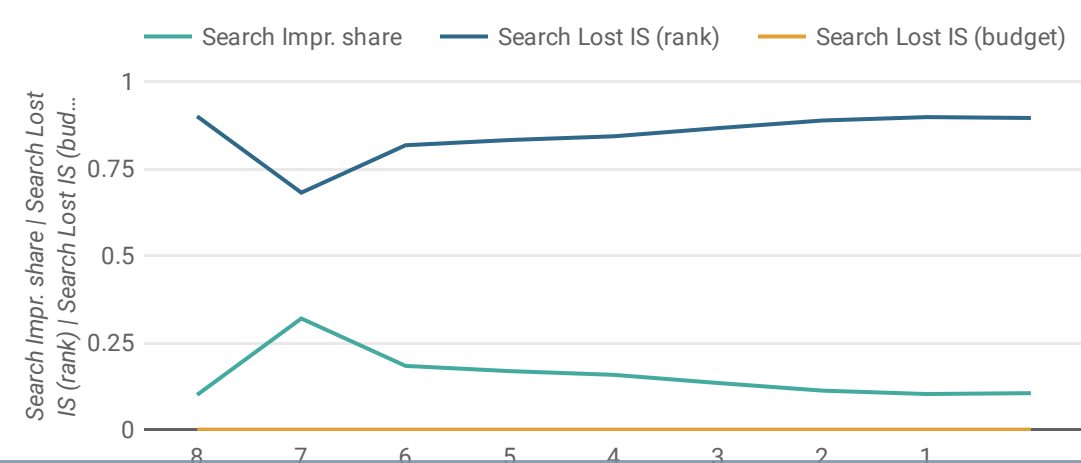
Search IS by Day



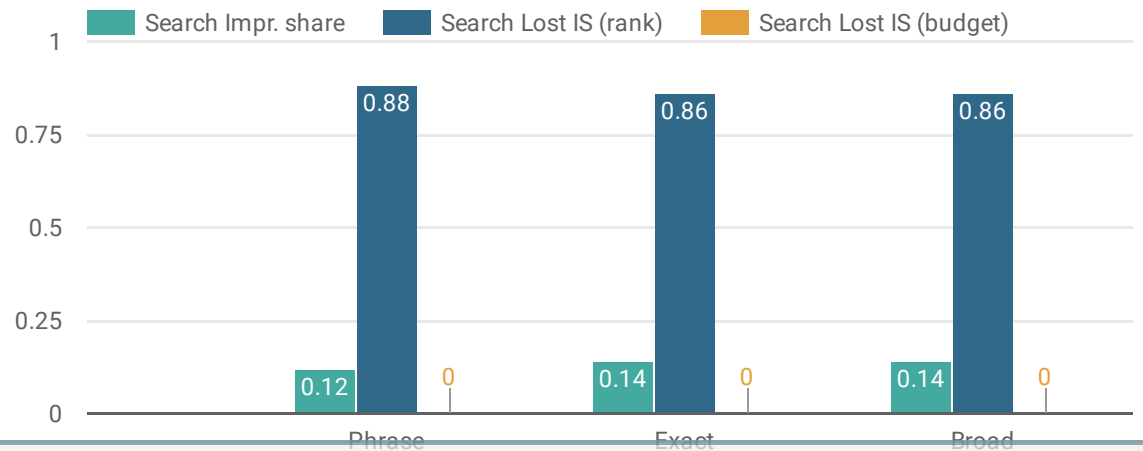
Search IS by Hour



Search IS by Quality Score



Search IS by Keyword Match Type





Display Impression Share

1 Jun 2020 - 30 Jun 2020

Display Impr. share

0.1

0.0%

Display Lost IS (rank)

0.9

0.0%

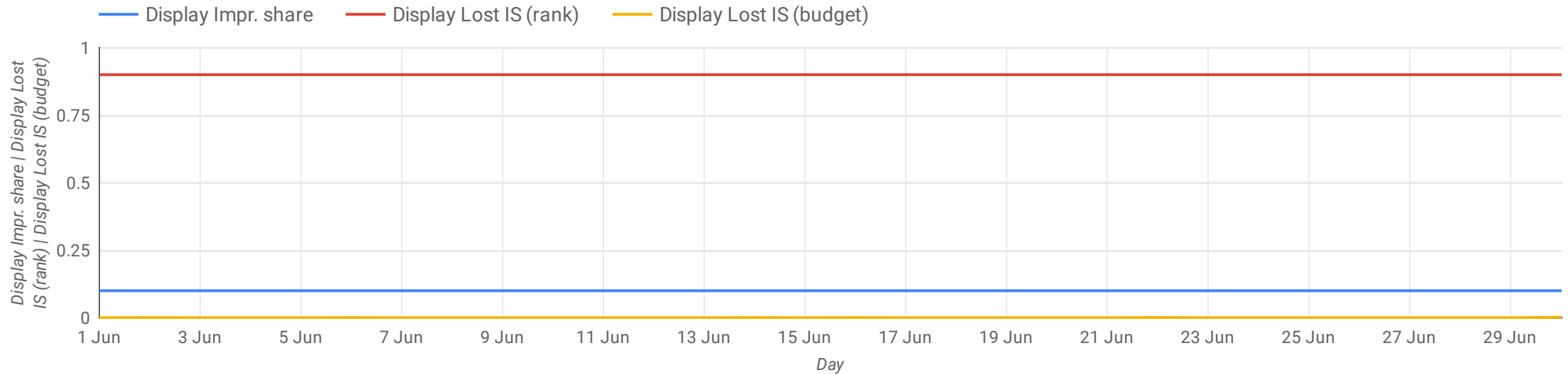
Display Lost IS (budget)

0

↓ -65.1%

Campaign

Display IS by Day



Campaign Level

Campaign	Display Impr. share	Display Lost IS (rank)	Display Lost IS (budget)
1. 2. Remarketing	0.1	0.9	0



Display Ads

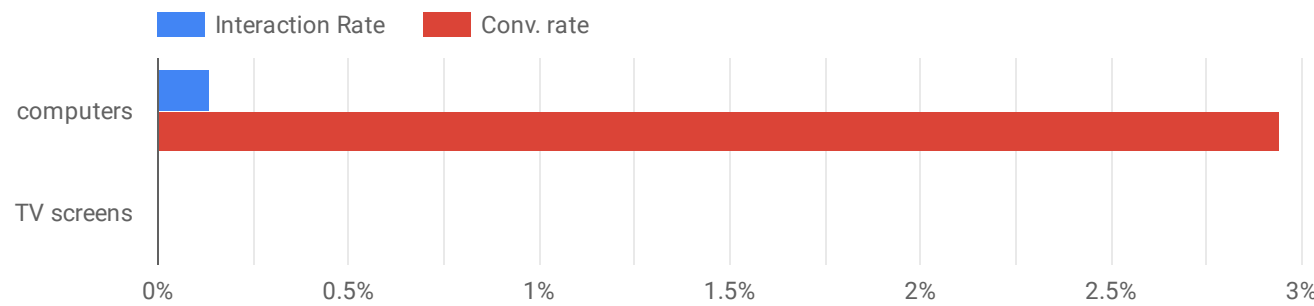
1 Jun 2020 - 30 Jun 2020

Device	Impressions	Clicks	Cost
1. computers	25K	34	\$33.44
2. TV screens	2	0	\$0

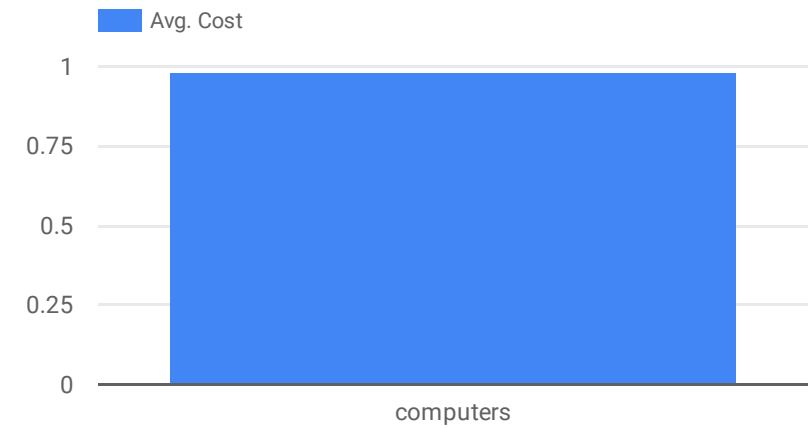
Campaign

1 - 2 / 2 < >

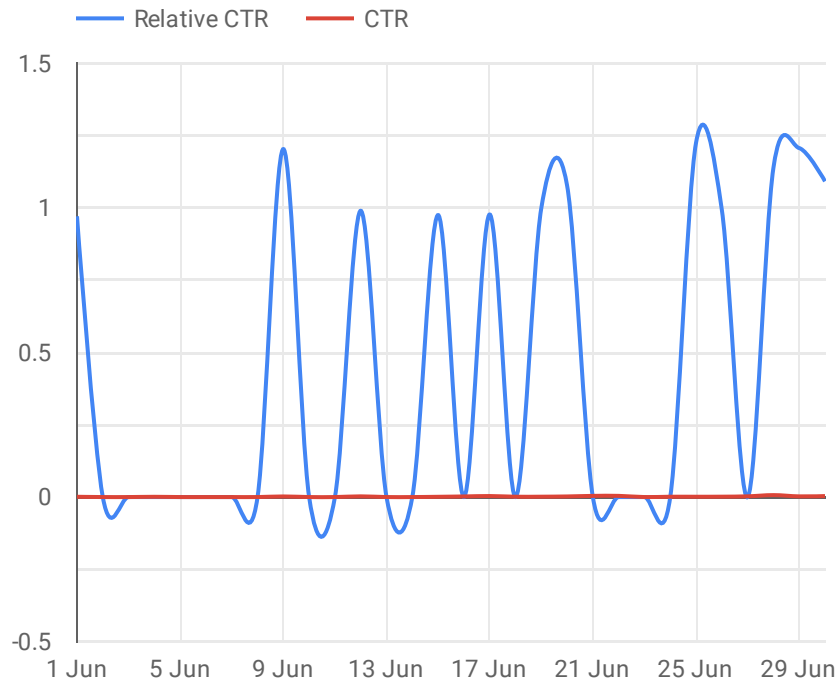
Interaction rate and conv. rate by device type



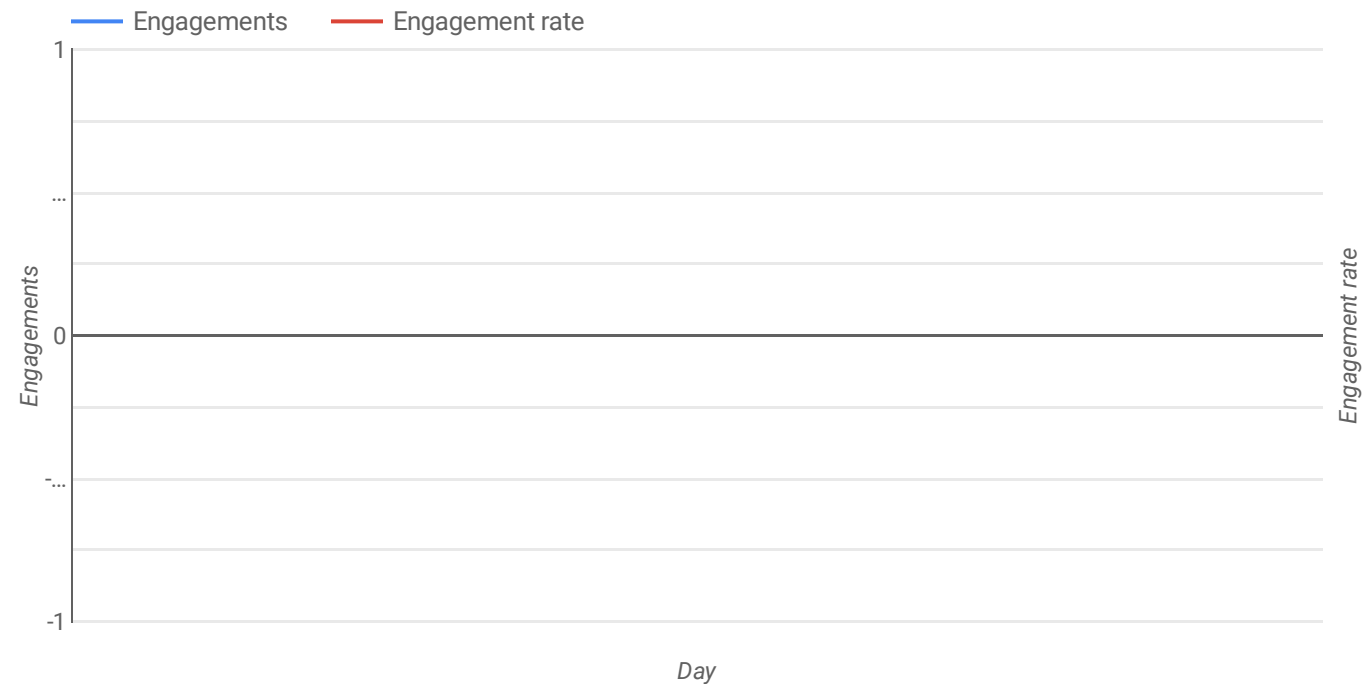
Cost by device type



Campaigns CTR compared to relative CTR



Display engagement variation over time





Display Campaigns - Topics

1 Jun 2020 - 30 Jun 2020

Data Compare Type = Previous Period

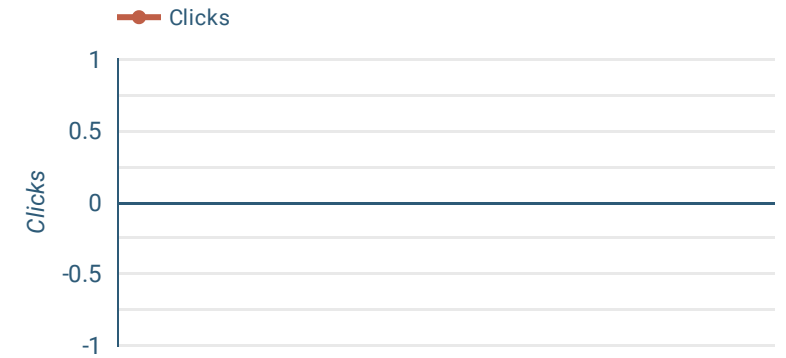
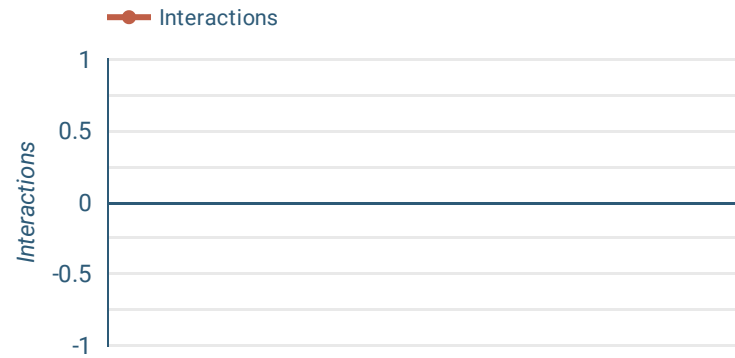
Impressions	Interactions	Interaction Rate	Clicks	Avg. CPC	Avg. CPM (deprecated)	Avg. Cost	Cost
0.0	0	0.00%	0	\$0.00	\$0.00	\$0.0	\$0.00
N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A

Impressions

Interactions

Clicks

Campaign



Topics

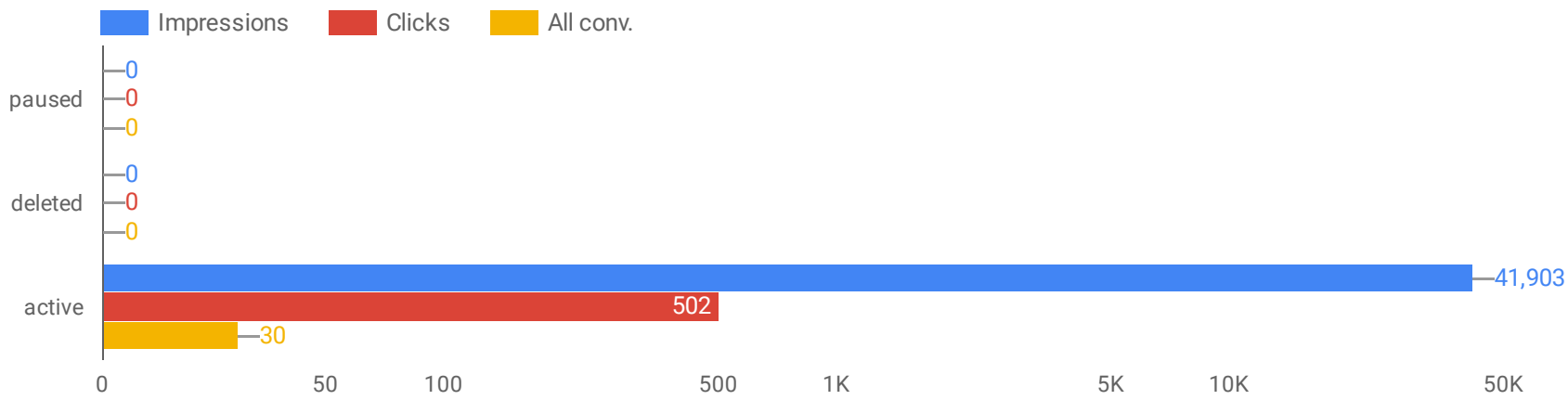
Topic	Campaign	Ad group	Impressions	Interactions	Interaction Rate	Avg. CPC	Avg. CPM (deprecated)	Avg. Cost	Cost
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No data



Conversion Funnel - 1

1 Jun 2020 - 30 Jun 2020

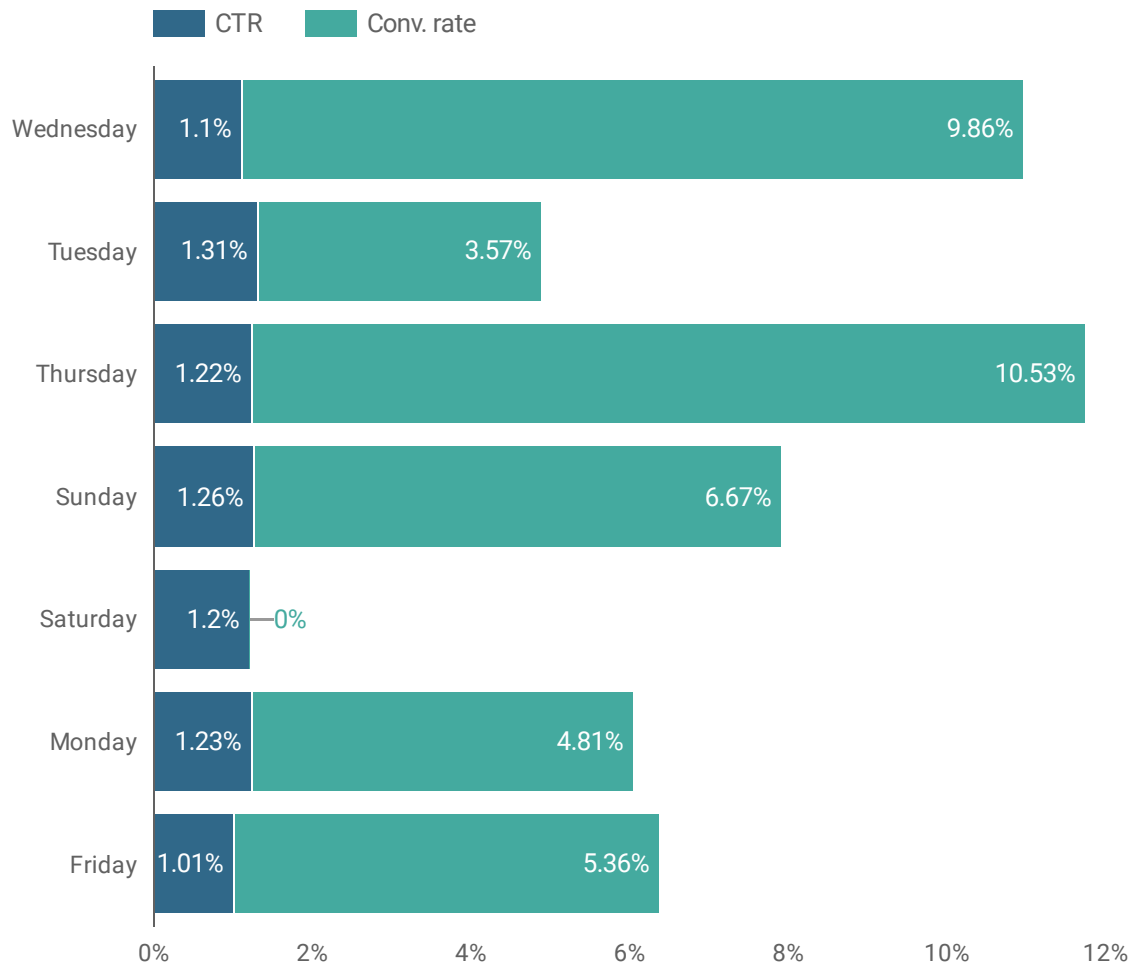


Campaign

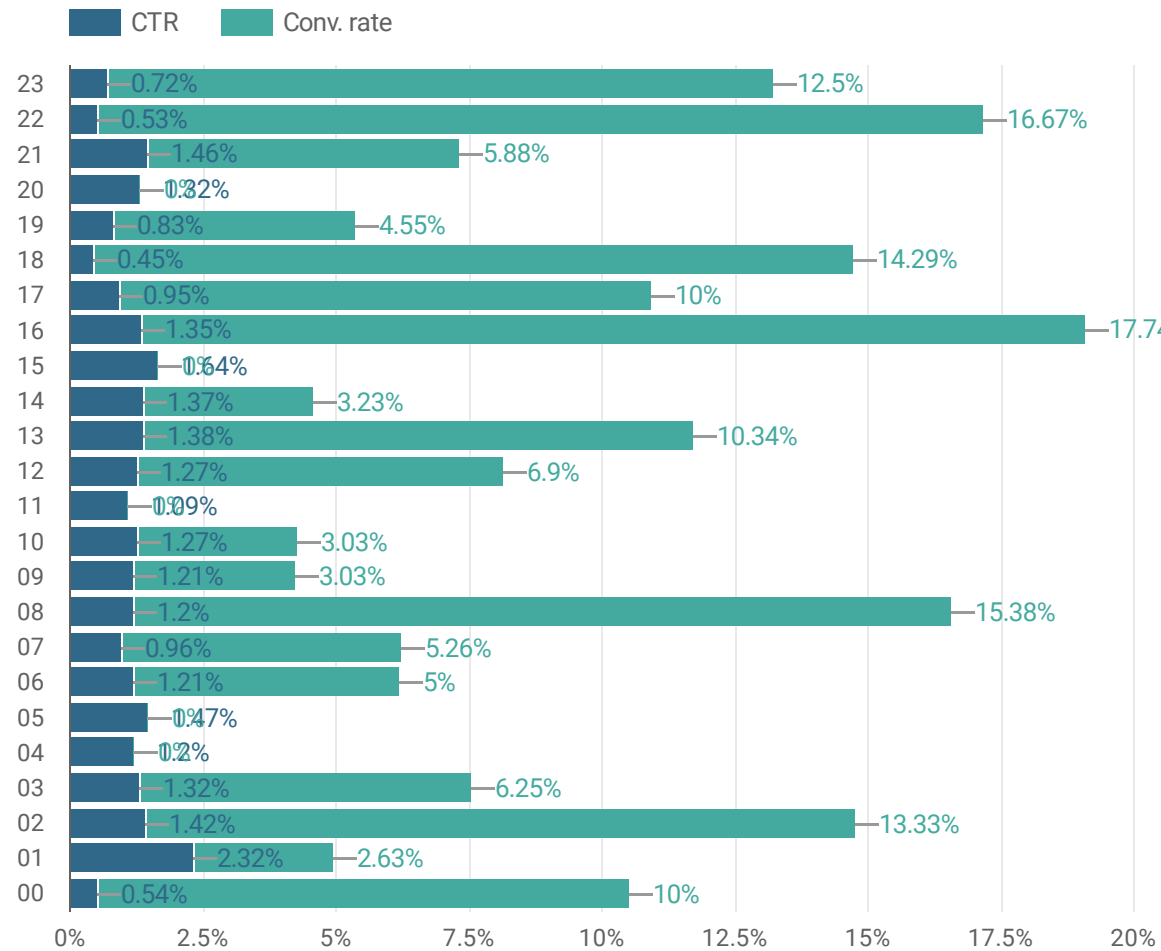
Campaign Type

Device

Day Of The Week



Hour Of Day

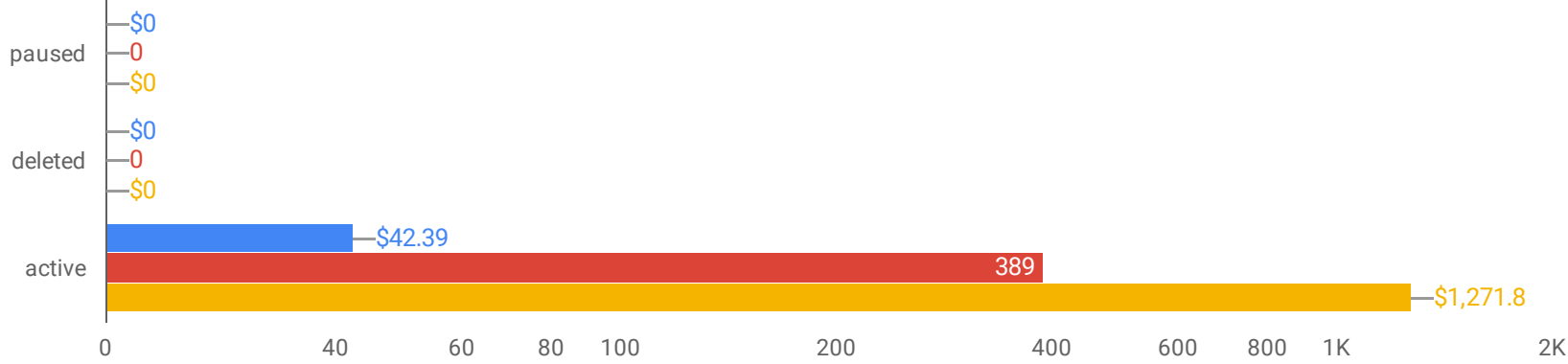




Conversion Funnel - 2

1 Jun 2020 - 30 Jun 2020

Cost / all conv. All conv. value Cost



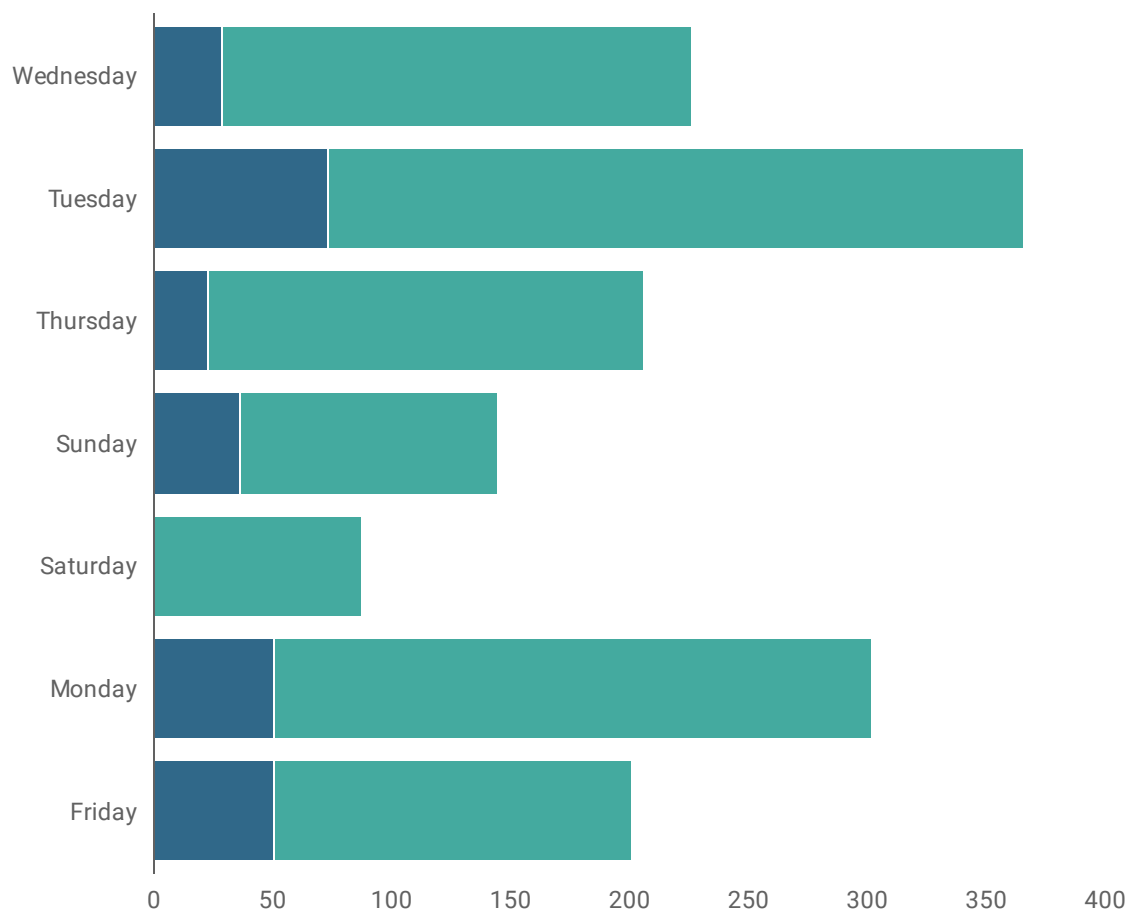
Campaign

Campaign Type

Device

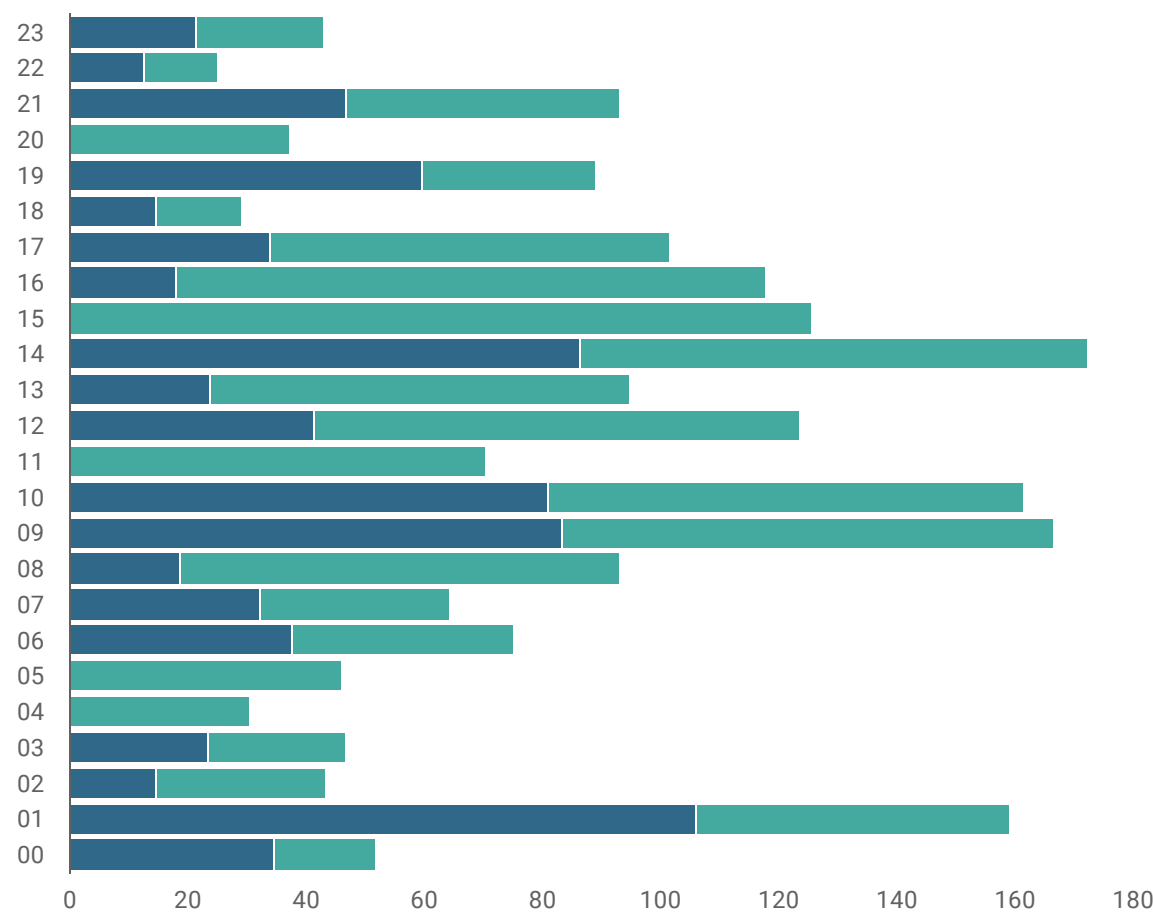
Day Of The Week

Cost / conv. Cost



Hour Of Day

Cost / conv. Cost





Click Type

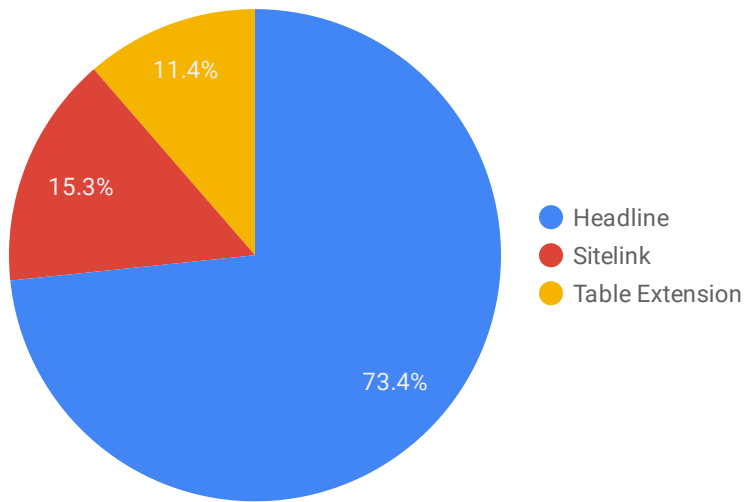
1 Jun 2020 - 30 Jun 2020

Campaign

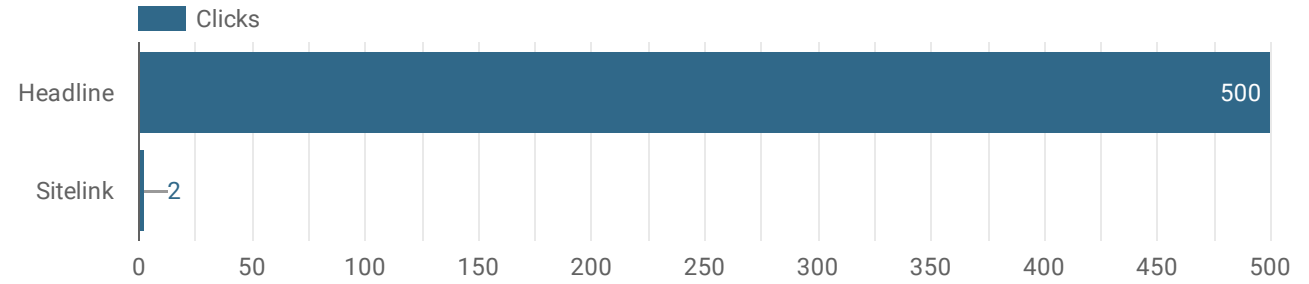
Campaign Type

Device

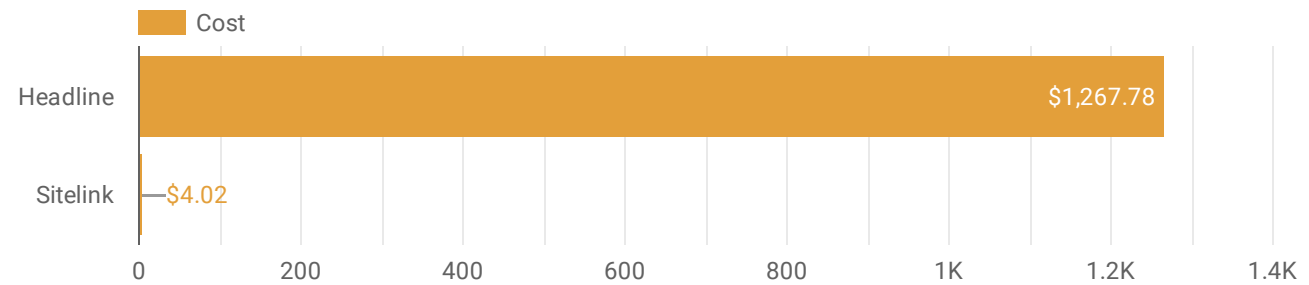
Impressions



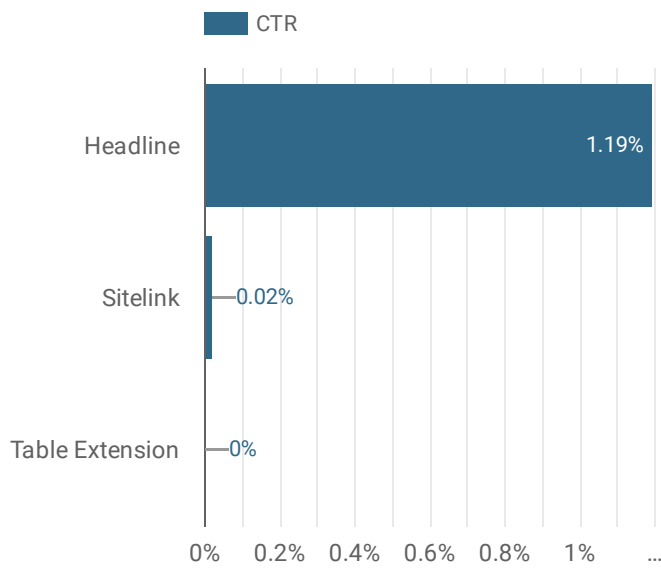
Clicks



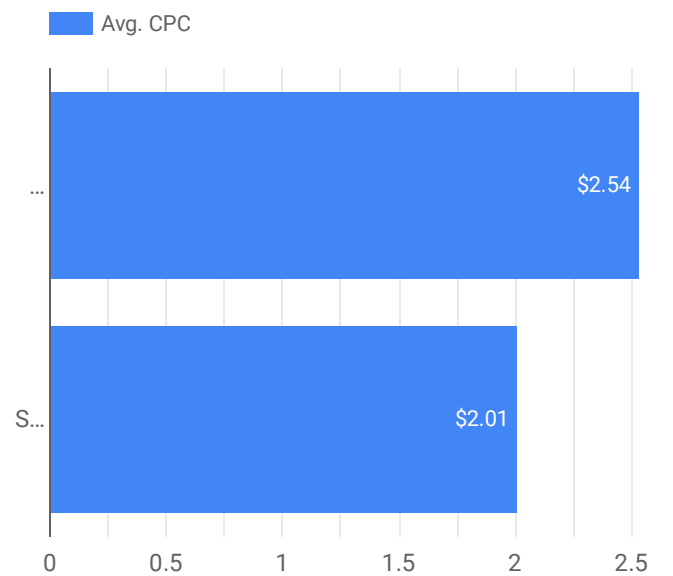
Cost



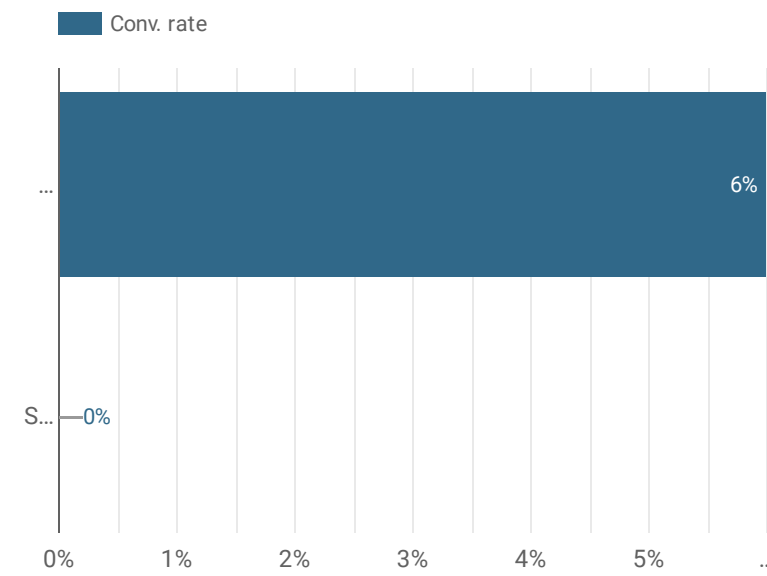
CTR



CPC



Conversion rate





Gender

1 Jun 2020 - 30 Jun 2020

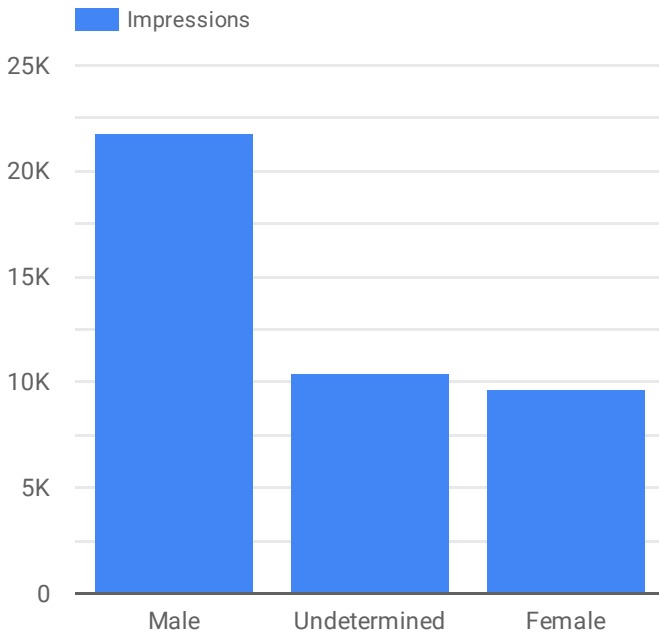


Campaign

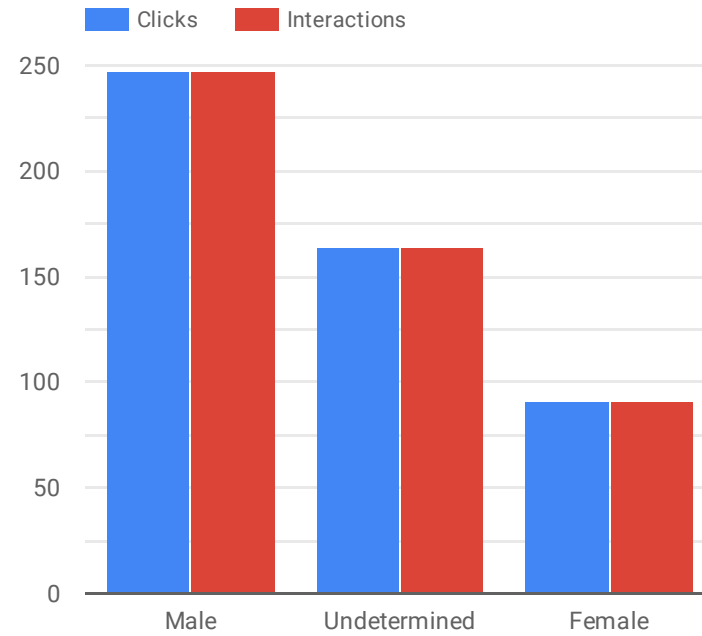
Campaign Type

Device

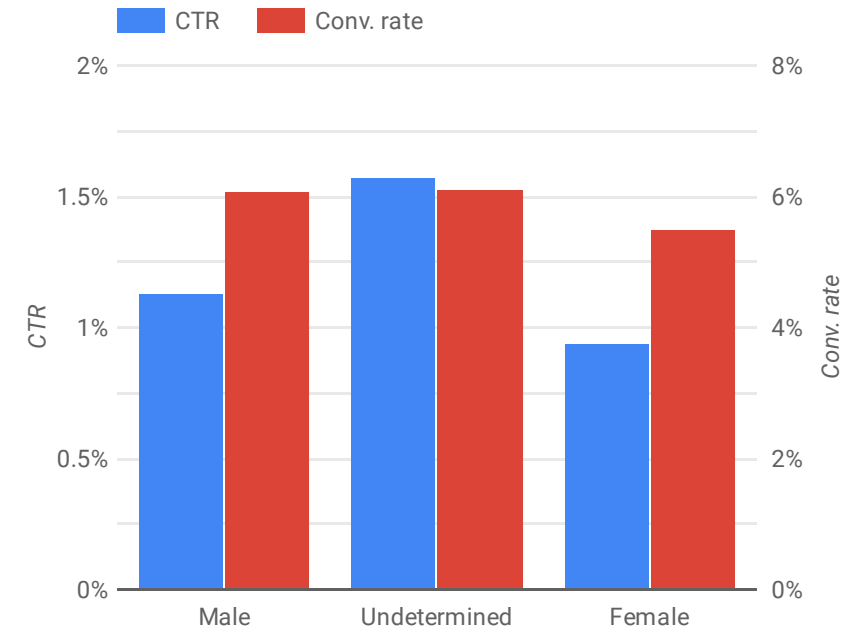
Impressions



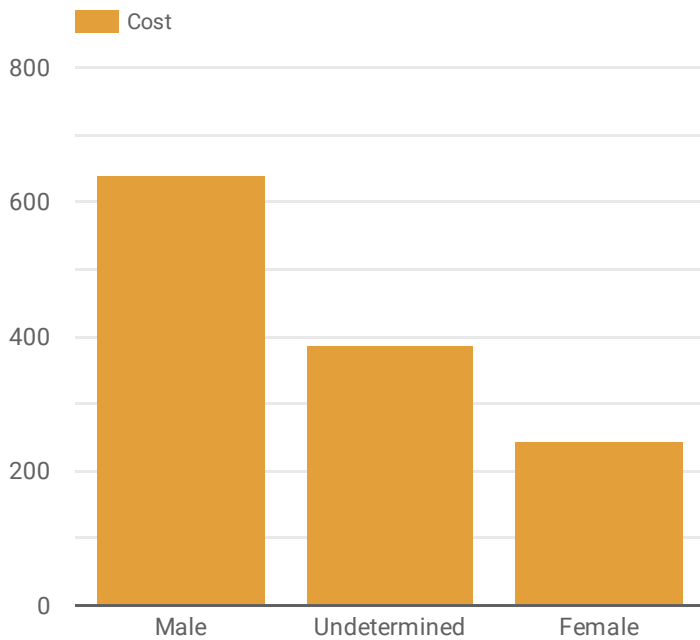
Clicks



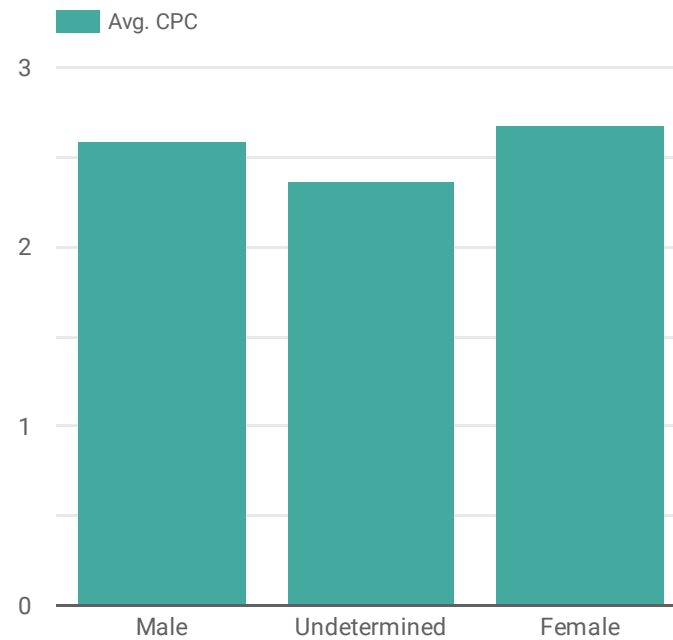
CTR & Conv. rate



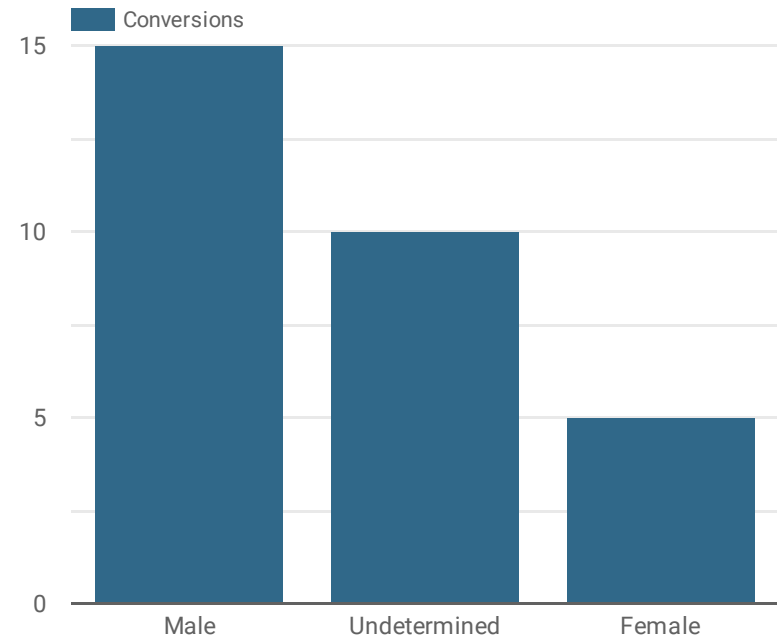
Cost



CPC



Conversions





Top vs Other

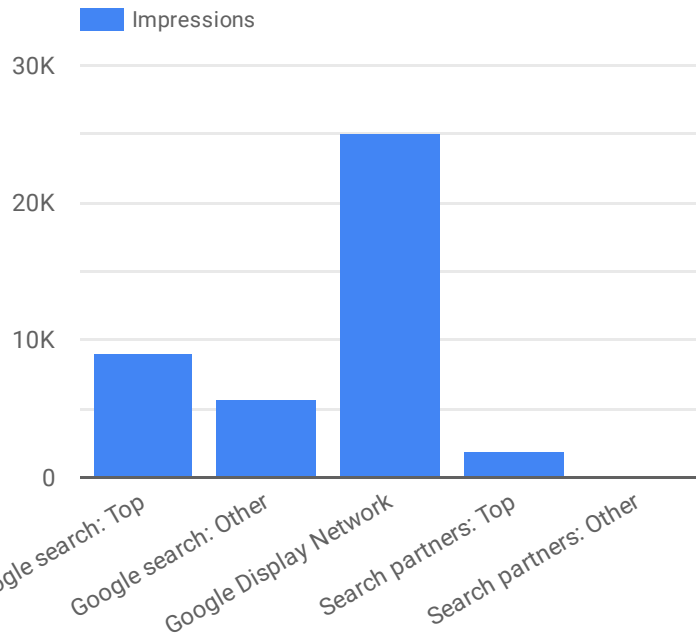
1 Jun 2020 - 30 Jun 2020

Campaign

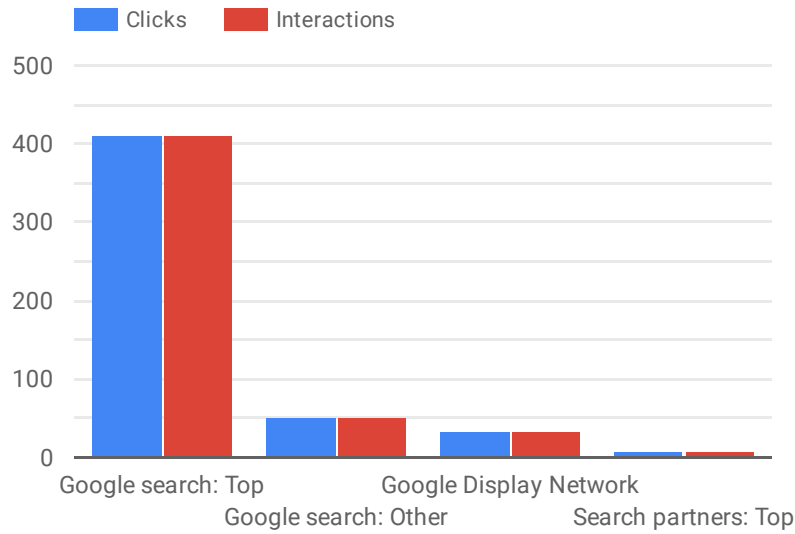
Campaign Type

Device

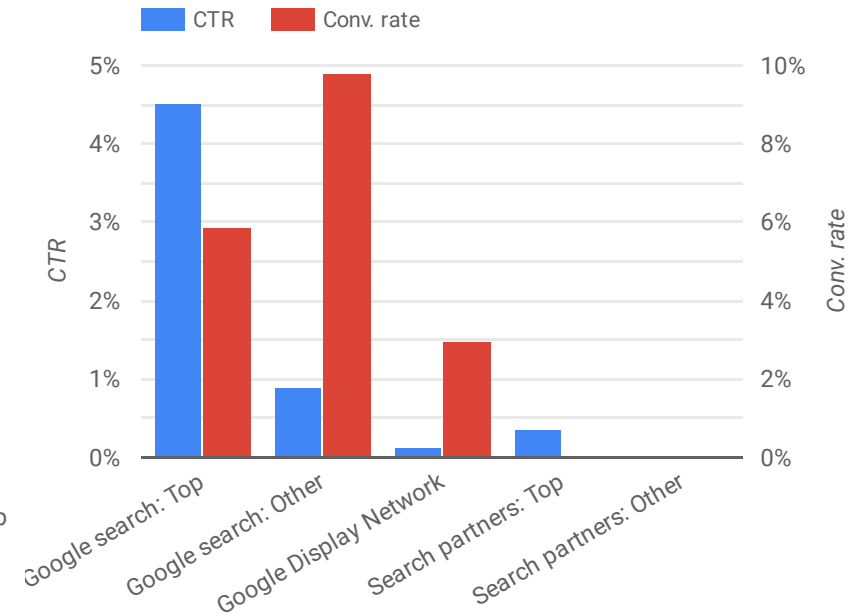
Impressions



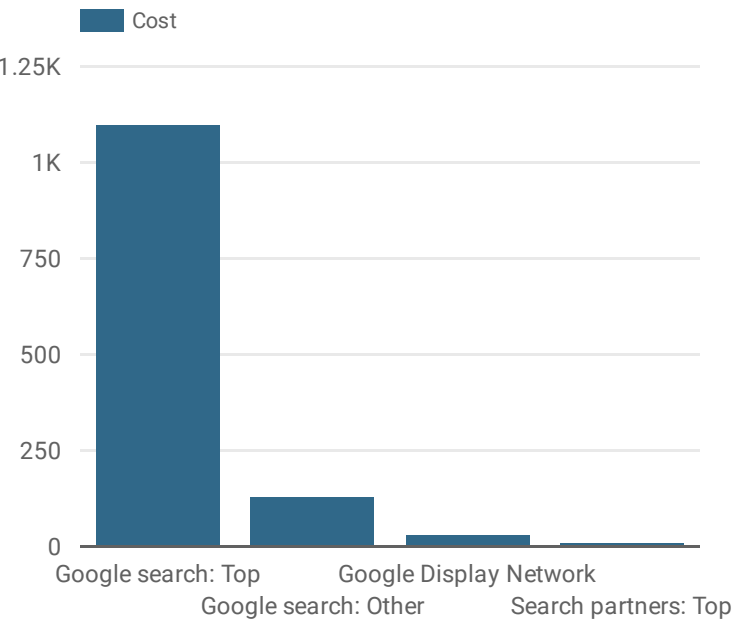
Clicks



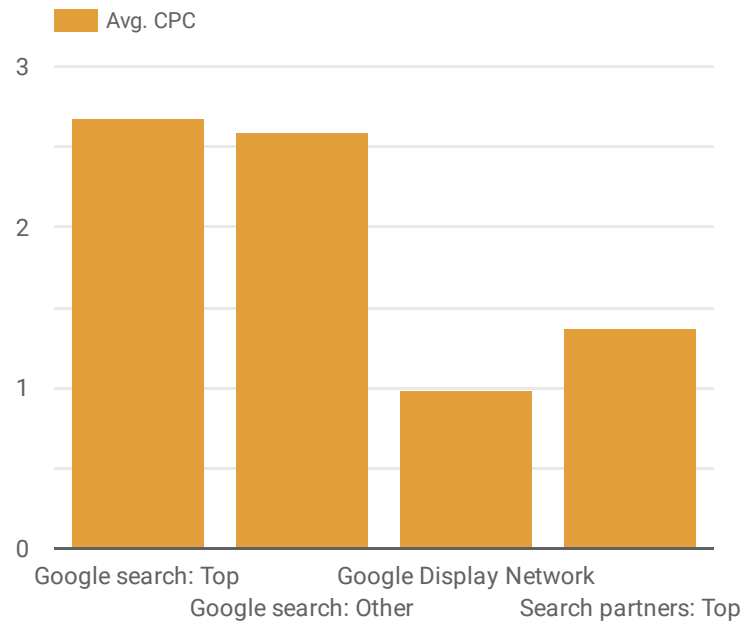
CTR and Conv. rate



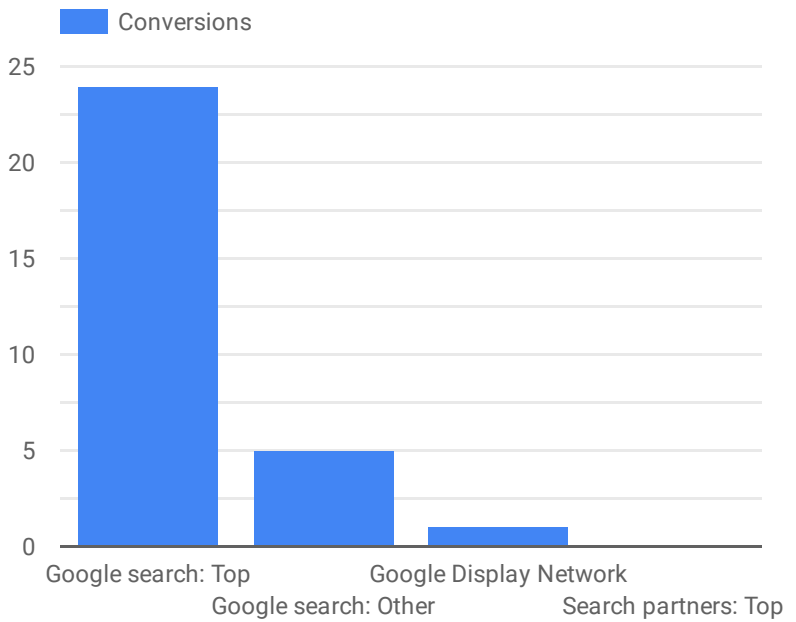
Cost



CPC



Conversions





Phone Calls

1 Jun 2020 - 30 Jun 2020

PTR
0.00%
N/A

Phone impressions
0.0
N/A

Phone calls
0
N/A

Phone cost
\$0.00
N/A

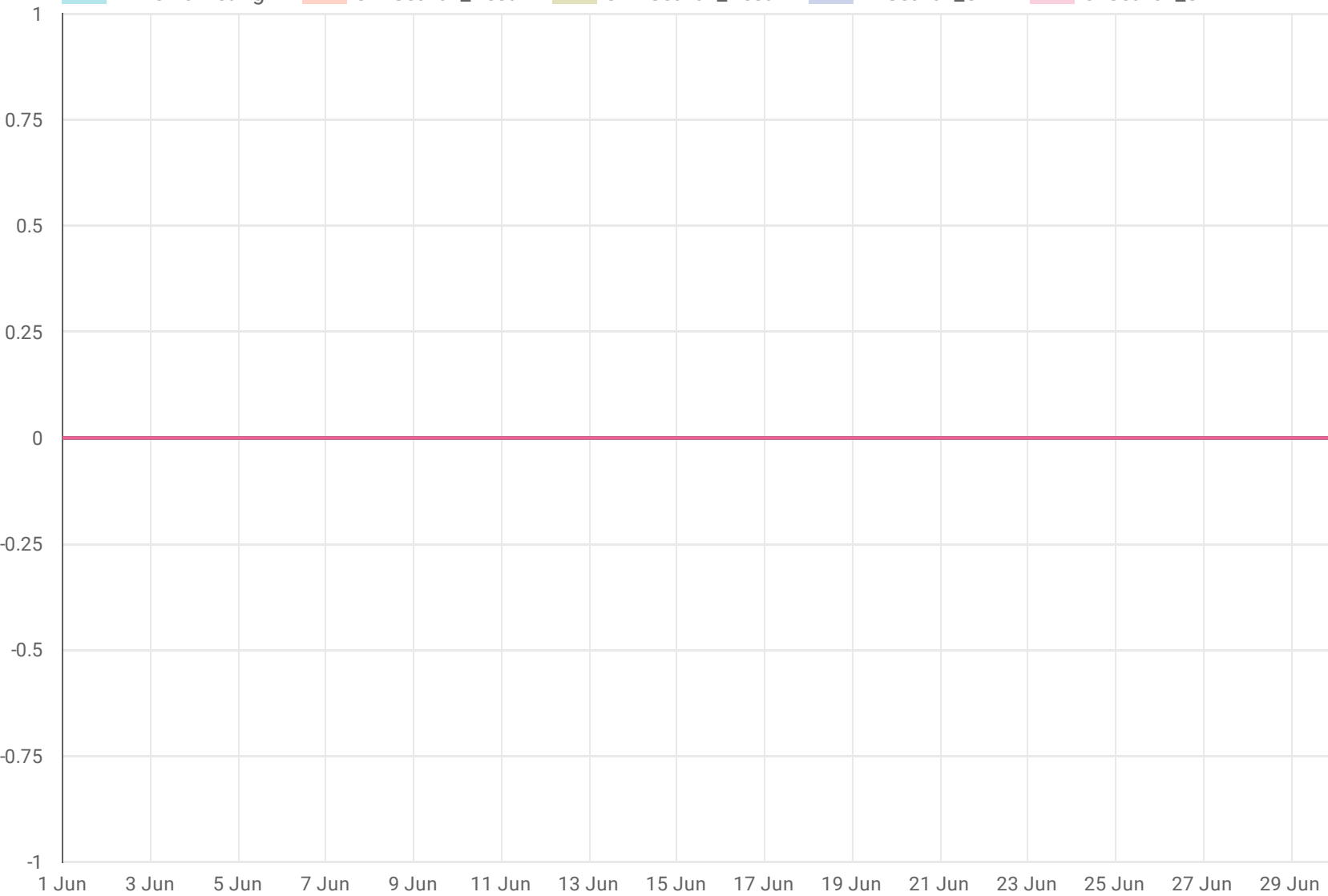
Campaign

PTR by Day Of Week

Campaign Phone Impressions

■ 1. DSA
 ■ 10. Gmail
 ■ 11. Brand
 ■ 12. GDN (Interests)
 ■ 13. YouTube Videos
■ 2. Remarketing
 ■ 3.1 Search_Best
 ■ 3.2. Search_Rest
 ■ 4. Search_CA
 ■ 5. Search_UK

- Tuesday
- Monday
- Thursday
- Wednesday
- Friday
- Sunday
- Saturday



Phone Calls by Day Of Week

- Wednesday
- Tuesday
- Thursday
- Sunday
- Saturday
- Monday
- Friday



Competitors Overview

	Auction Insight - Domain	Impr. share	Overlap Rate	Outranking Share
1.	competitor1.com	0.24	0.3	0.11
2.	competitor2.com	0.18	0.08	0.13
3.	competitor3.com	0.16	0.14	0.13
4.	competitor4.com	0.16	0.2	0.12
5.		0.14	0	0
6.	competitor5.com	0.13	0.18	0.12
7.	competitor6.com	0.1	0.06	0.14
8.	competitor7.com	0.1	0.12	0.13
9.	competitor8.com	0.1	0.17	0.12
10.	competitor9.com	0.1	0.07	0.14

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Performance Summary

Cost

\$1.27K

↓ -1.7%

Clicks

502

↓ -6.9%

Impressions

41.9K

↓ -22.8%

CTR

1.20%

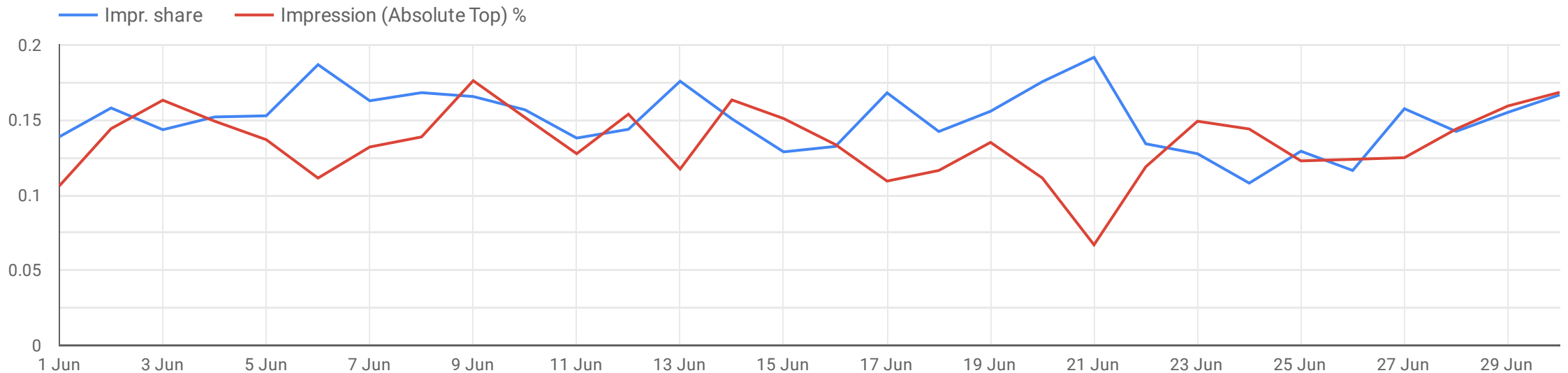
↑ 20.7%

Avg. CPC

\$2.53

↑ 5.6%

Average Position vs. Search Impression Share





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