



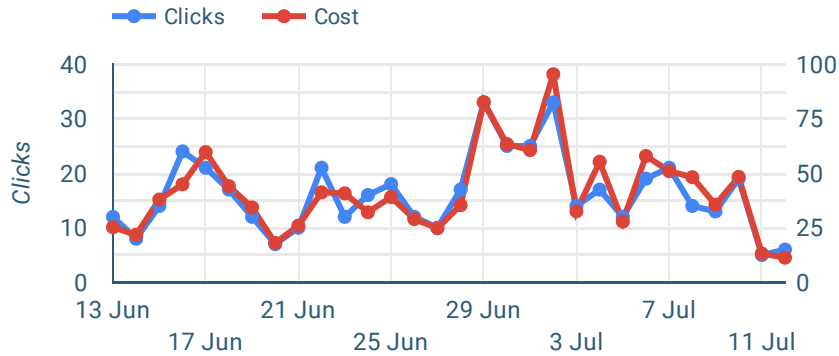
Account Performance - 1

13 Jun 2020 - 12 Jul 2020

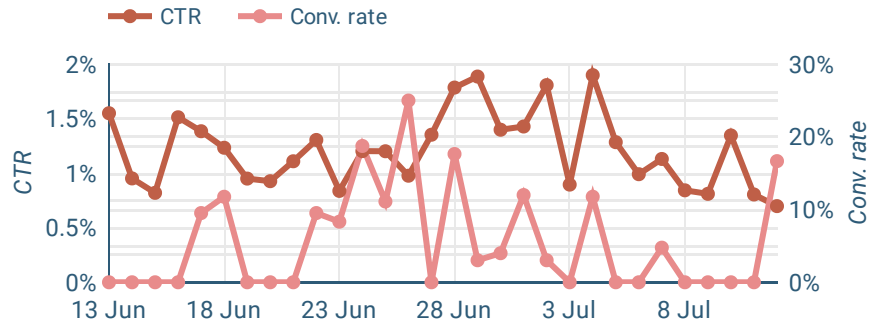
Data Compare Type = Previous Period

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%
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Clicks & Cost



CTR & Conversion Rate

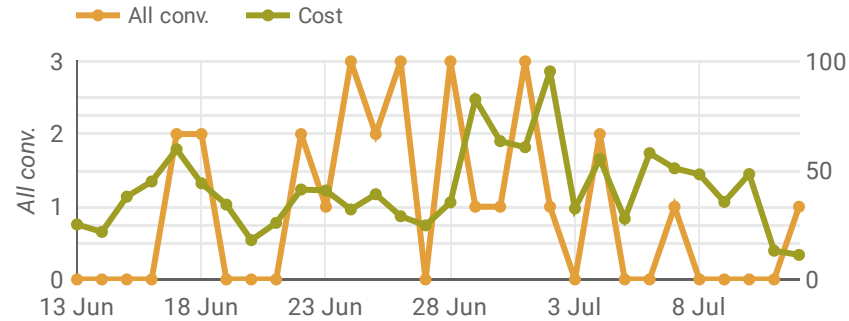


Campaign

Campaign Type

Device

All Conversions & Cost



Devices

Device	Impressions	Clicks	CTR	Avg. CPC	All conv.	Cost	Conv. rate	Cost / all conv.
1. computers	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

1 - 3 / 3 < >

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

1 - 5 / 24 < >

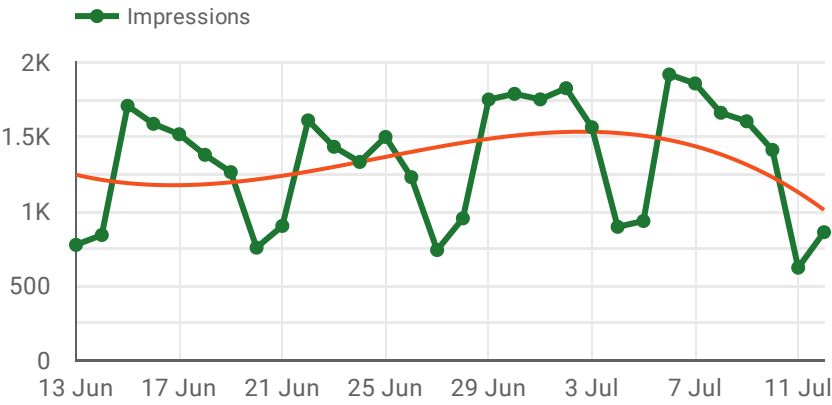


Account Performance - 2

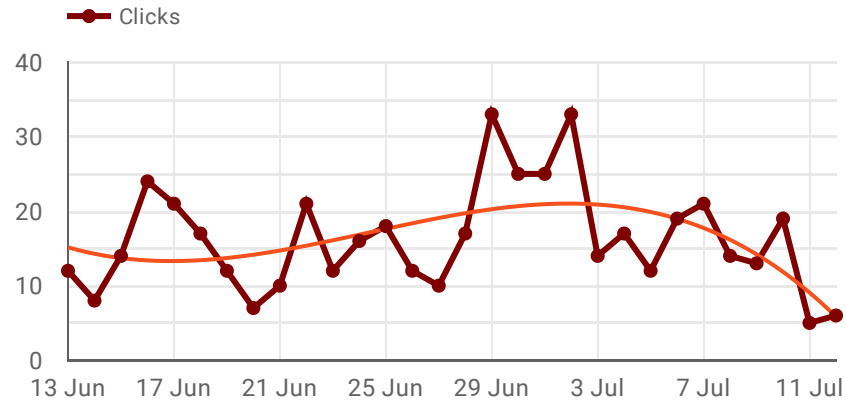
13 Jun 2020 - 12 Jul 2020



Impressions



Clicks

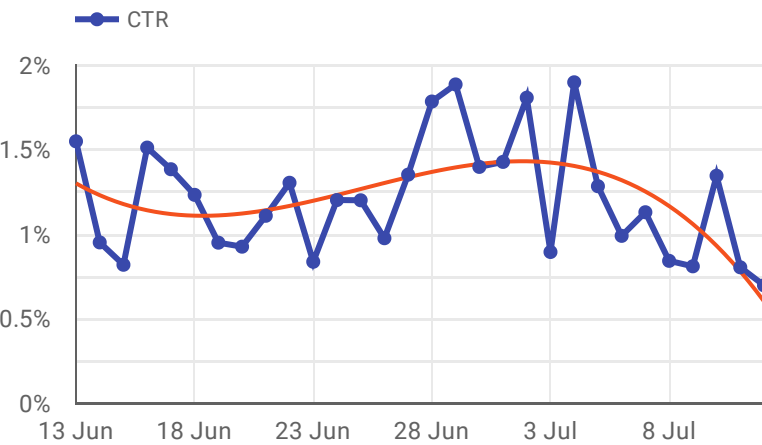


Campaign

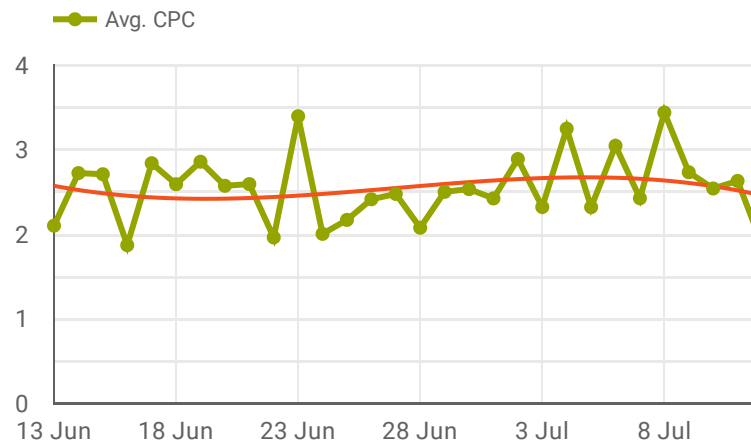
Campaign Type

Device

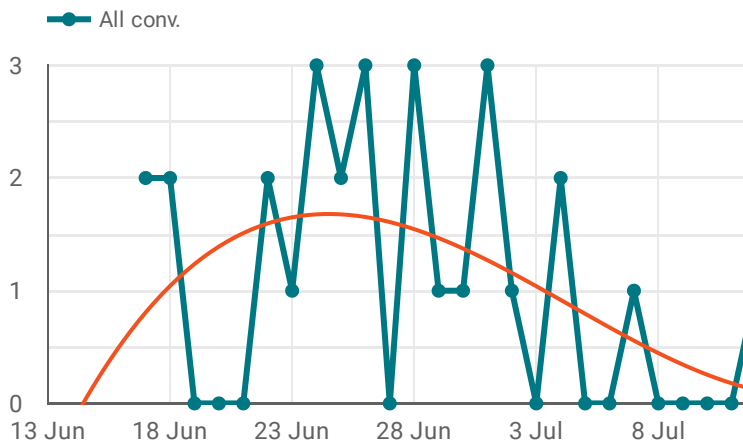
CTR



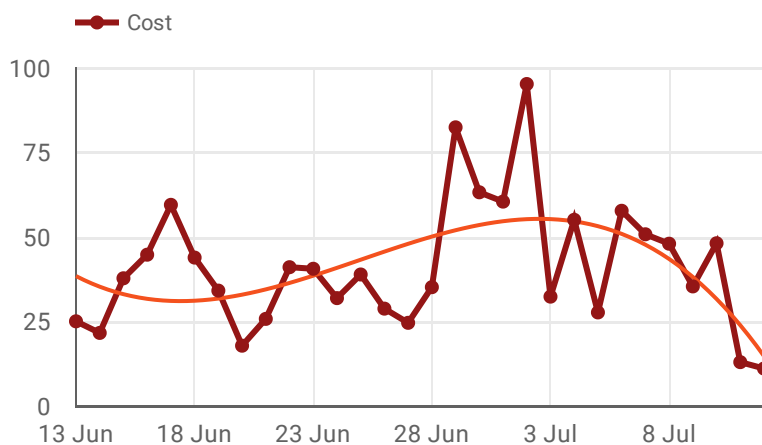
Avg. CPC



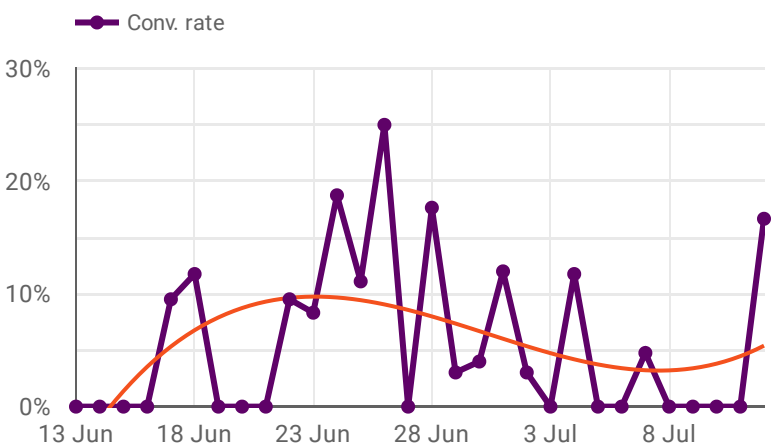
All Conversions



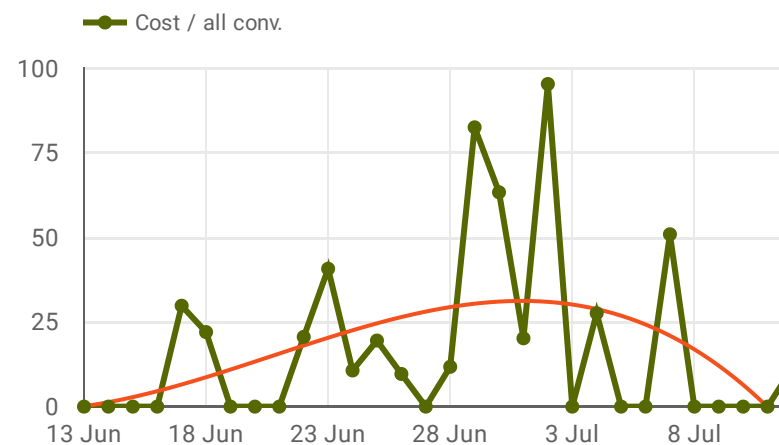
Cost



Conversion Rate



Cost / All Conversions





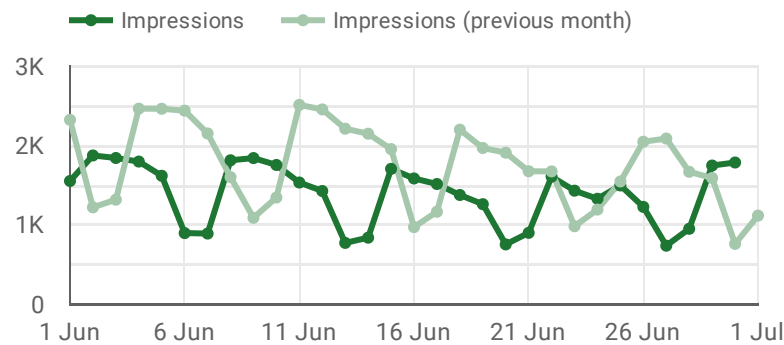
Last Month vs. Month Before Last Month

13 Jun 2020 - 12 Jul 2020

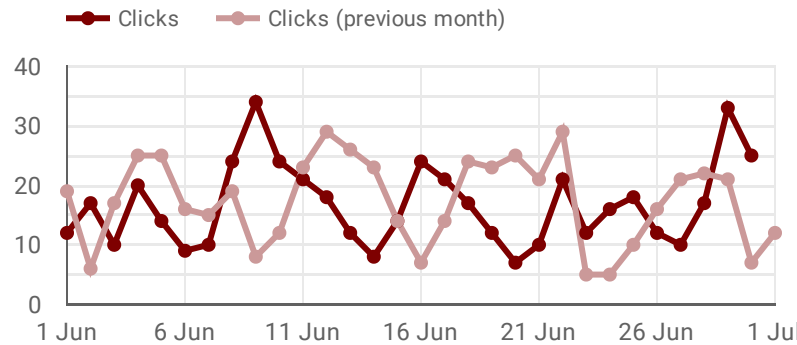
Impressions 41.9K ↓ -22.8%	Clicks 502 ↓ -6.9%	CTR 1.20% ↑ 20.7%	Avg. CPC \$2.53 ↑ 5.6%	All conv. 30 ↑ 15.4%	Cost \$1.27K ↓ -1.7%	Conv. rate 5.98% ↑ 23.9%	Cost / all conv. \$42.39 ↓ -14.8%
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Please ignore the date range on the top right of this page.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

Impressions



Clicks

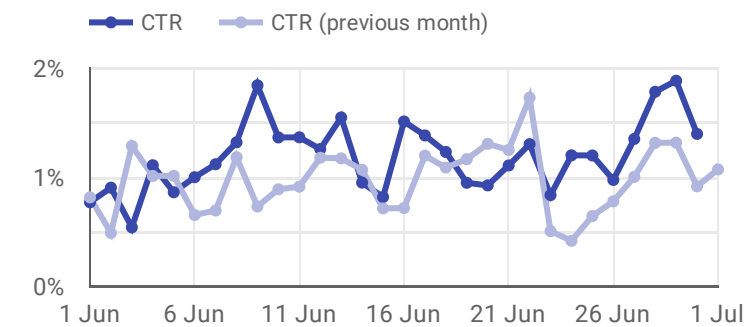


Campaign

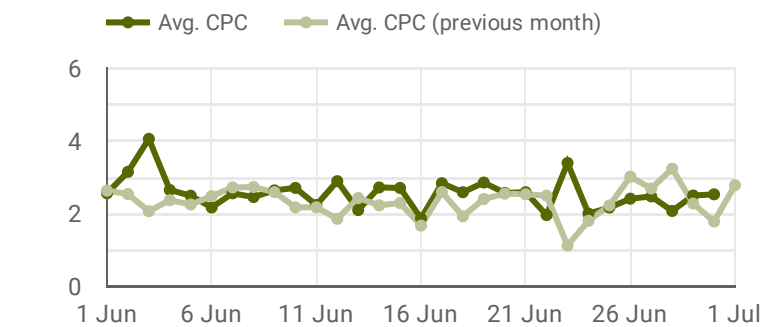
Campaign Type

Device

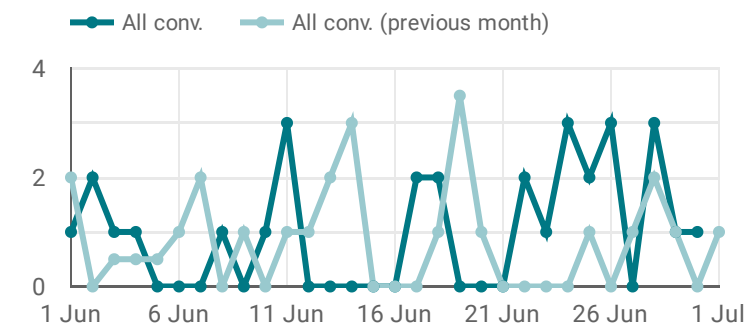
CTR



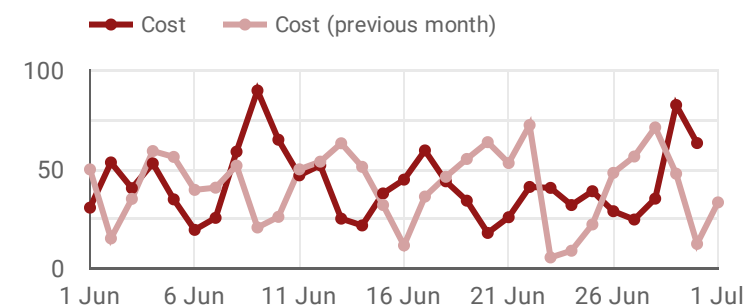
Avg. CPC



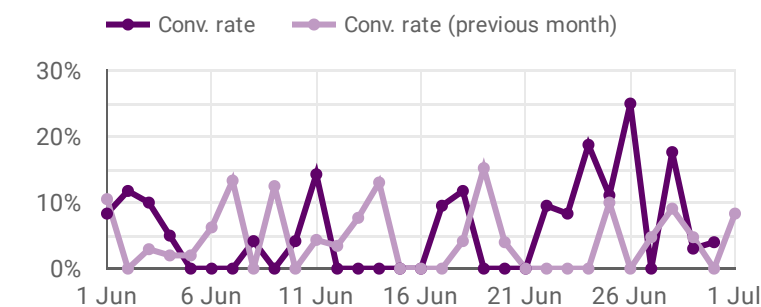
All Conversions



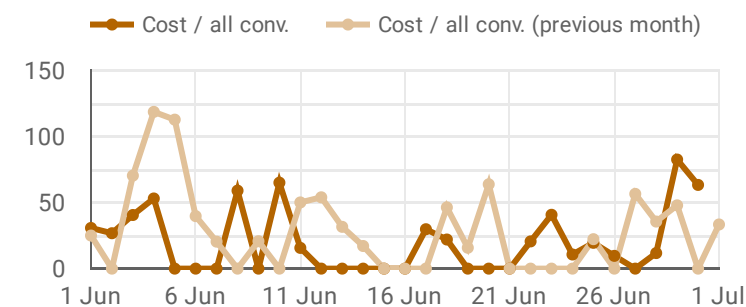
Cost



Conversion Rate



Cost / All Conversions





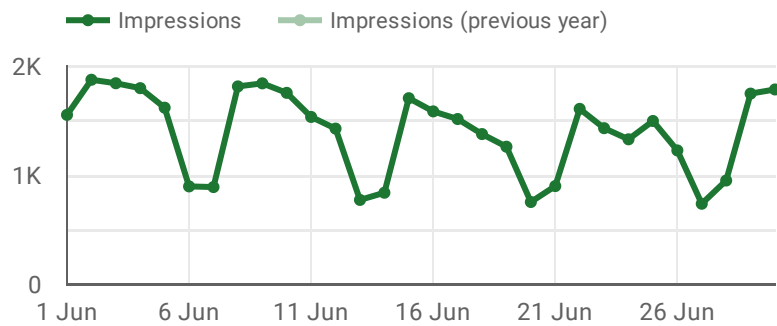
Last Month vs. Same Month Last Year

13 Jun 2020 - 12 Jul 2020

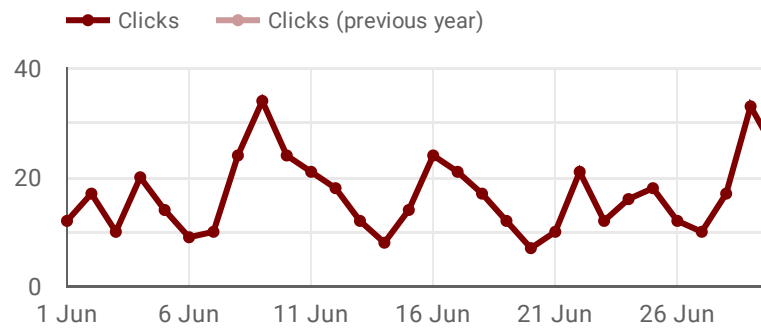
Impressions 41.9K ↑ N/A	Clicks 502 ↑ N/A	CTR 1.20% ↑ N/A	Avg. CPC \$2.53 ↑ N/A	All conv. 30 ↑ N/A	Cost \$1.27K ↑ N/A	Conv. rate 5.98% ↑ N/A	Cost / all conv. \$42.39 ↑ N/A
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Please ignore the date range on the top right of this page. It is not affecting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

Impressions



Clicks

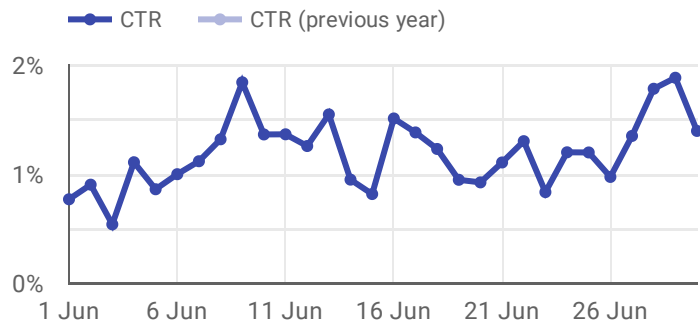


Campaign

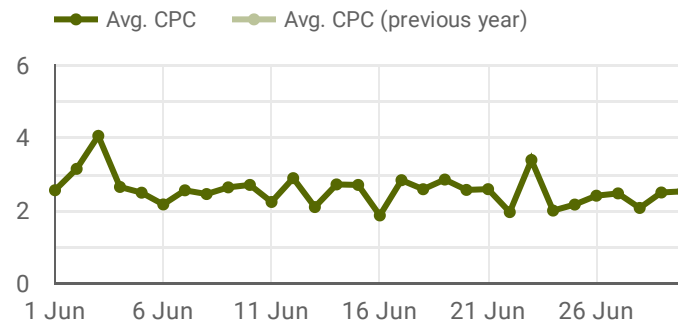
Campaign Type

Device

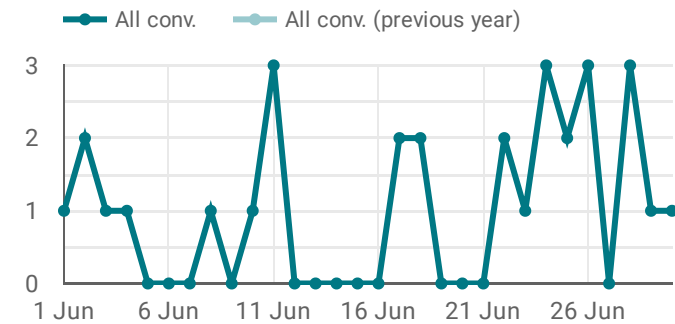
CTR



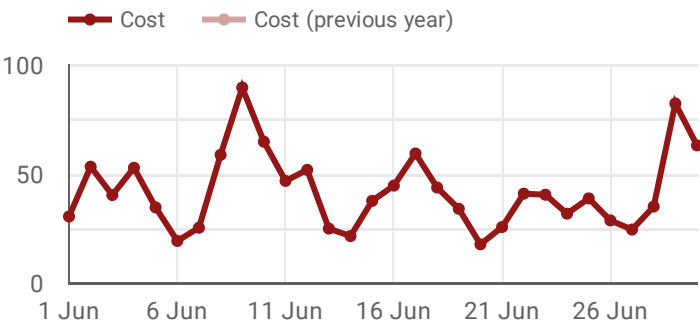
Avg. CPC



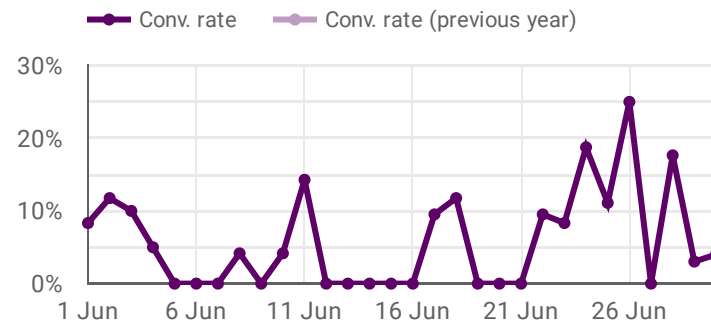
All Conversions



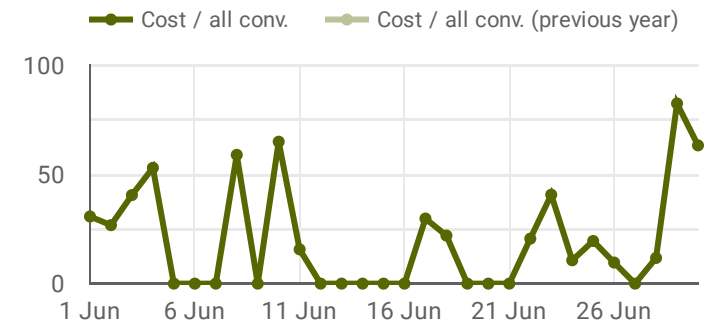
Cost



Conversion Rate



Cost / All Conversions

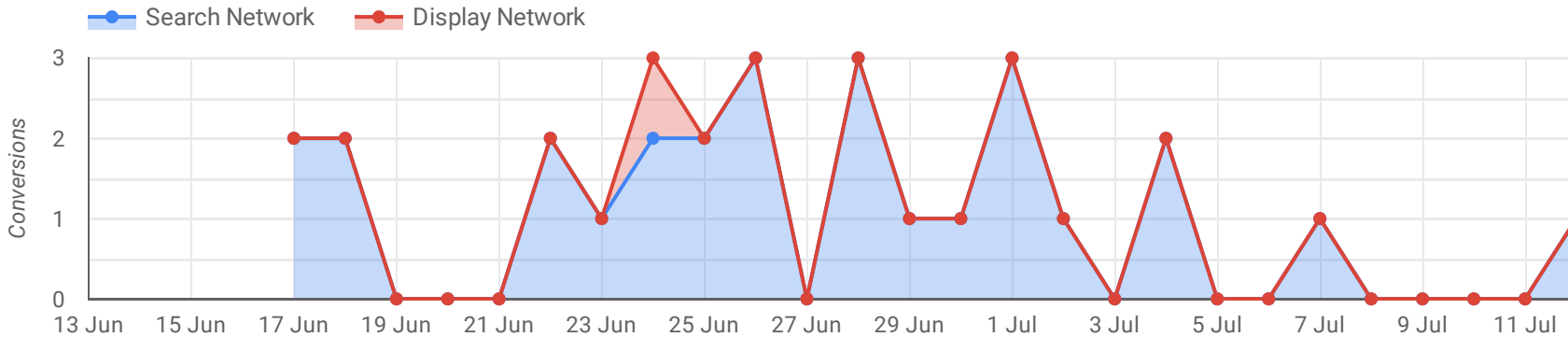




Network Type

13 Jun 2020 - 12 Jul 2020

Conversions

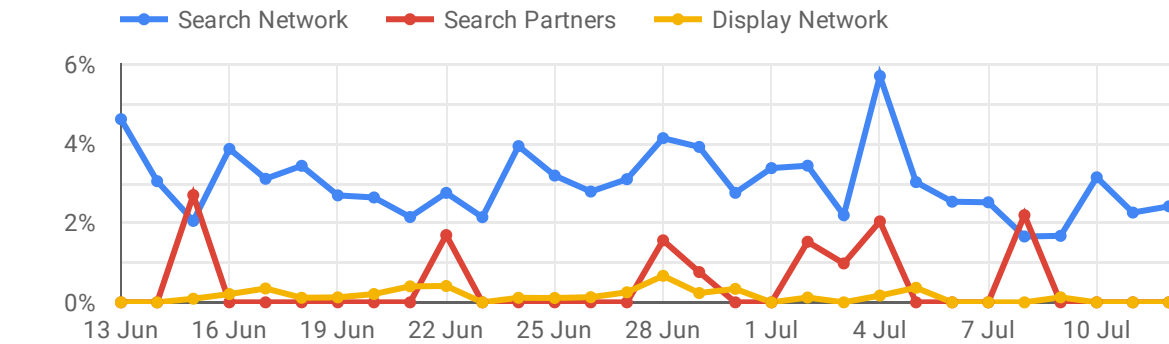


Campaign

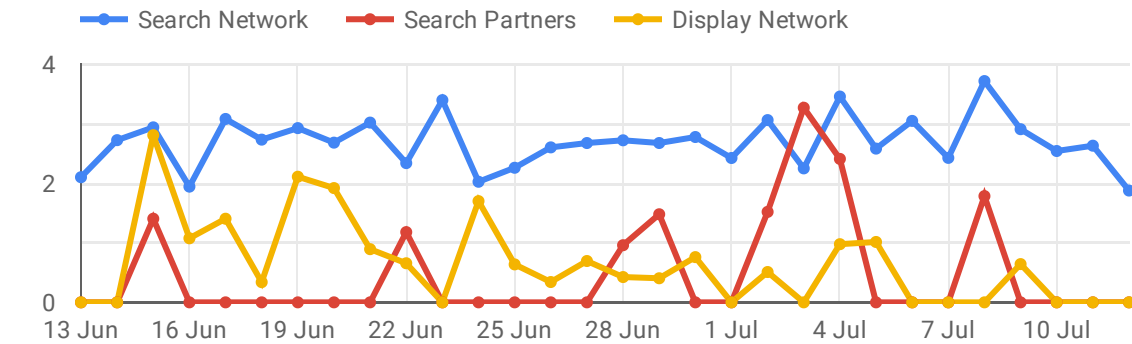
Campaign Type

Device

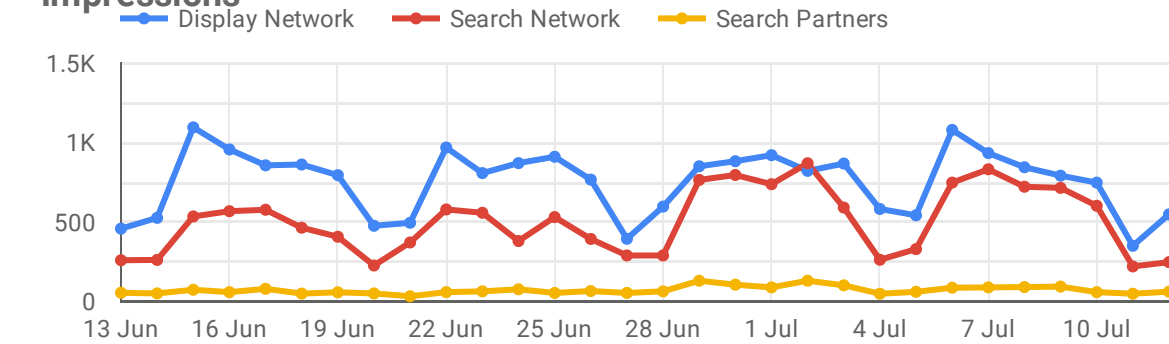
CTR



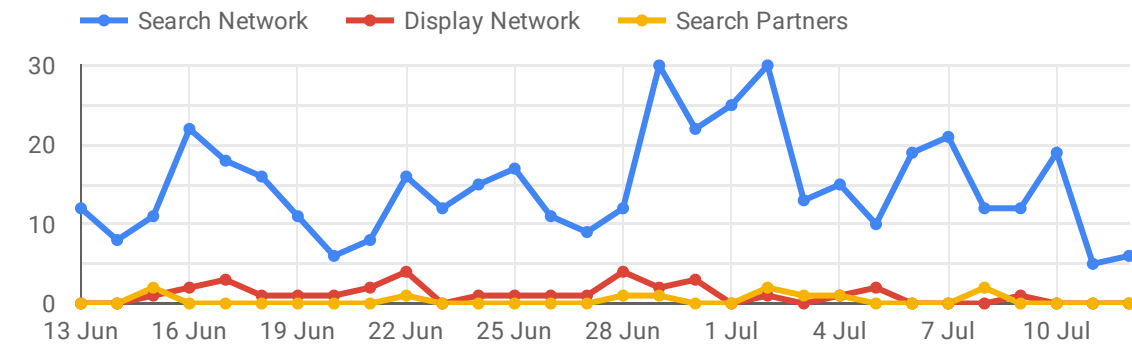
CPC



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	22,635	0.15%	\$0.92	0%	1	10	3.03%	\$30.28
2. Search Network	15,154	2.92%	\$2.68	16.43%	27	10	6.09%	\$44.01



Hour of Day

13 Jun 2020 - 12 Jul 2020



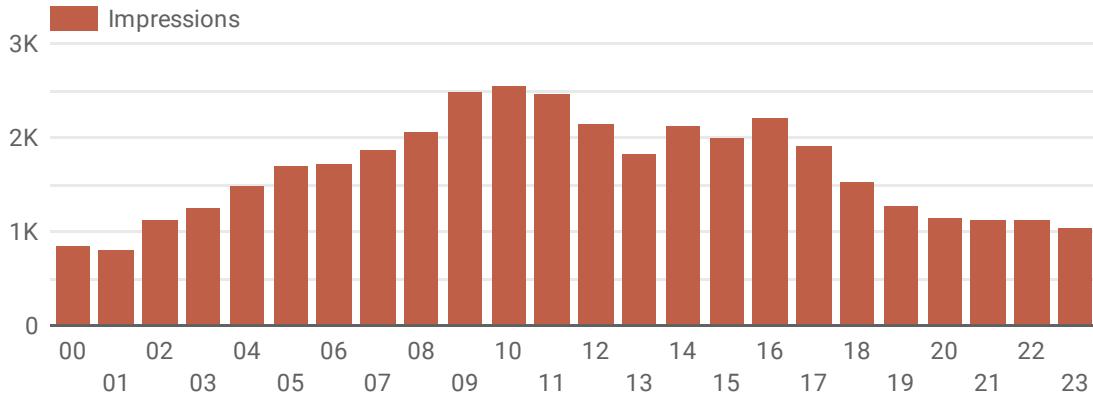
Campaign Type

Campaign

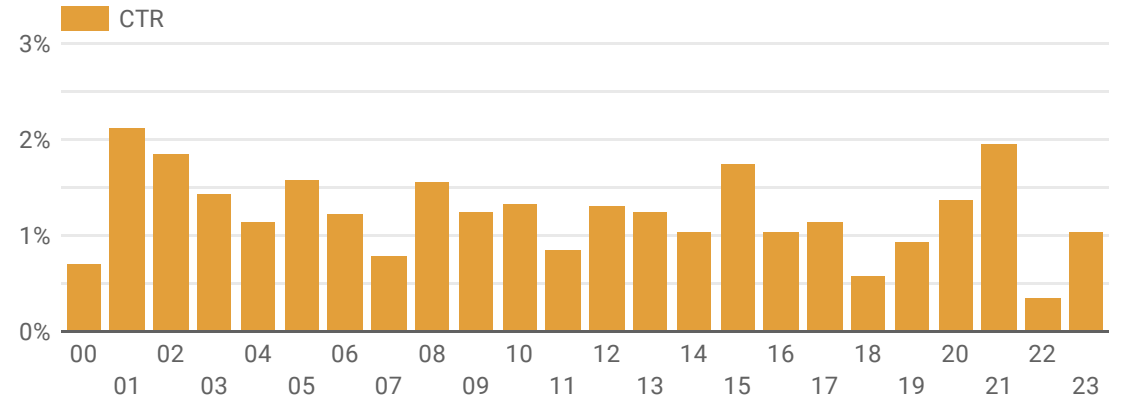
Device

Country/Territory

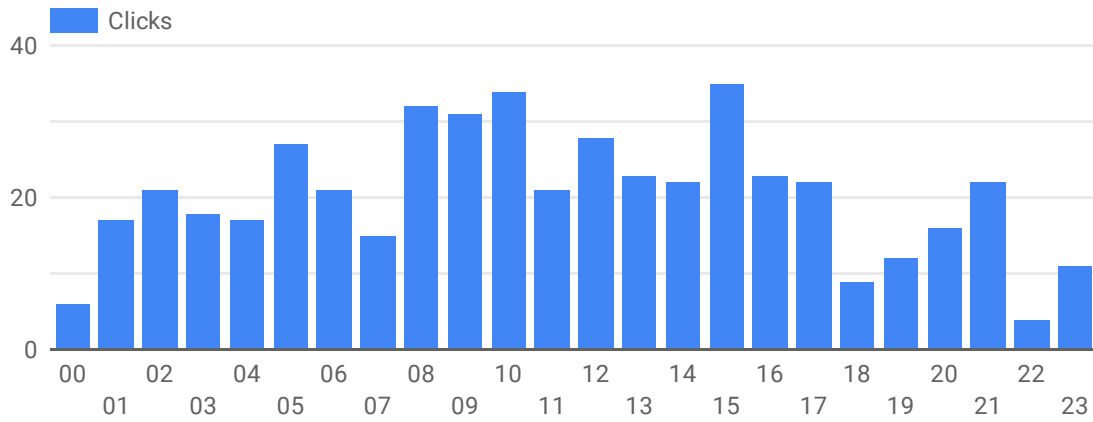
Impressions



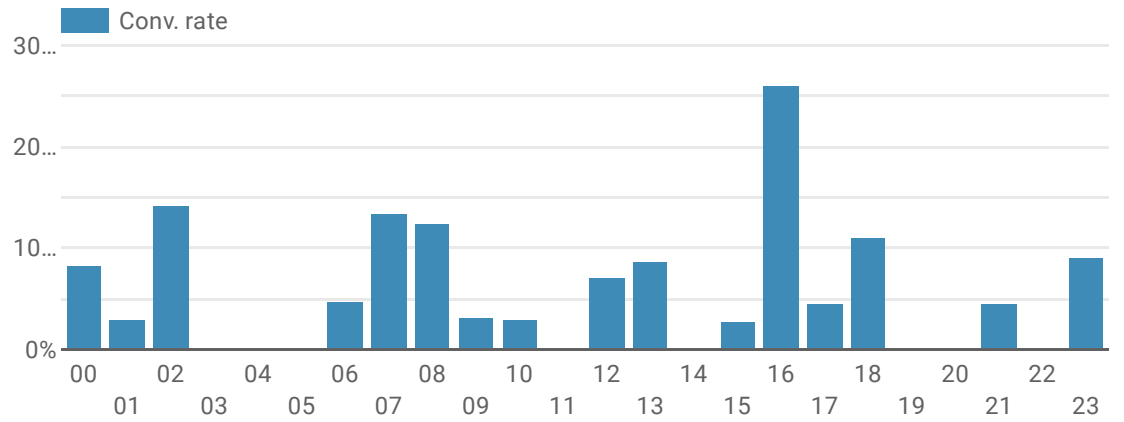
CTR



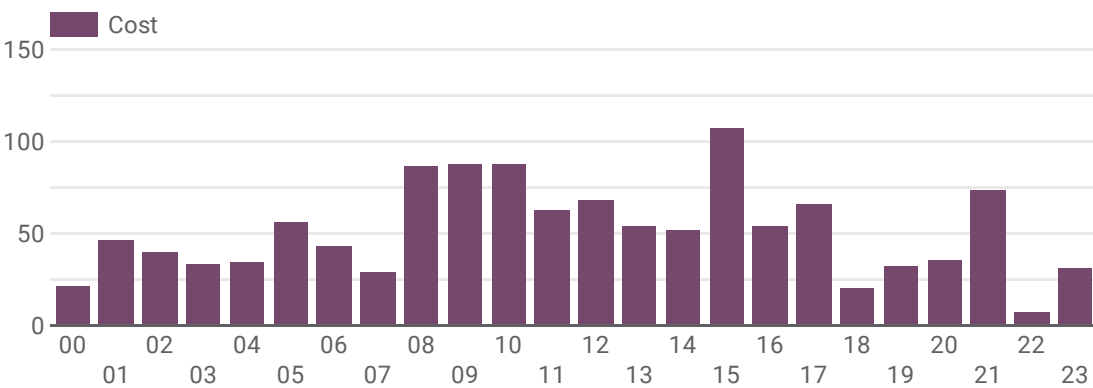
Clicks



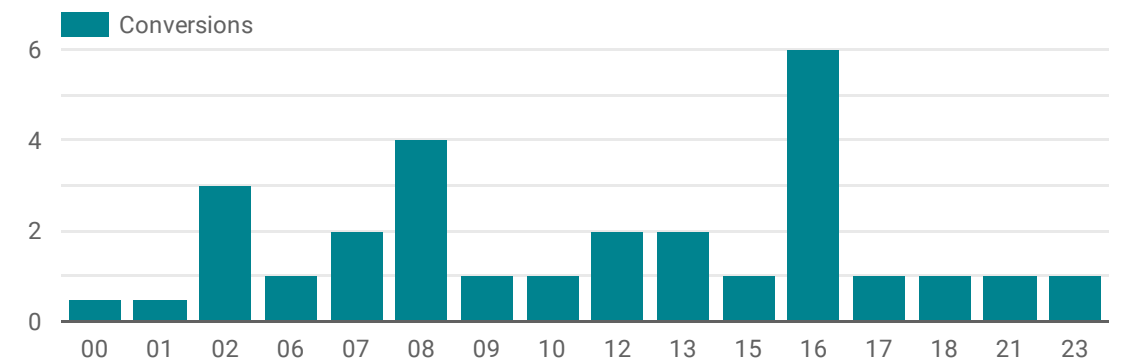
Conversion rate



Cost



Conversions





Day of Week

13 Jun 2020 - 12 Jul 2020



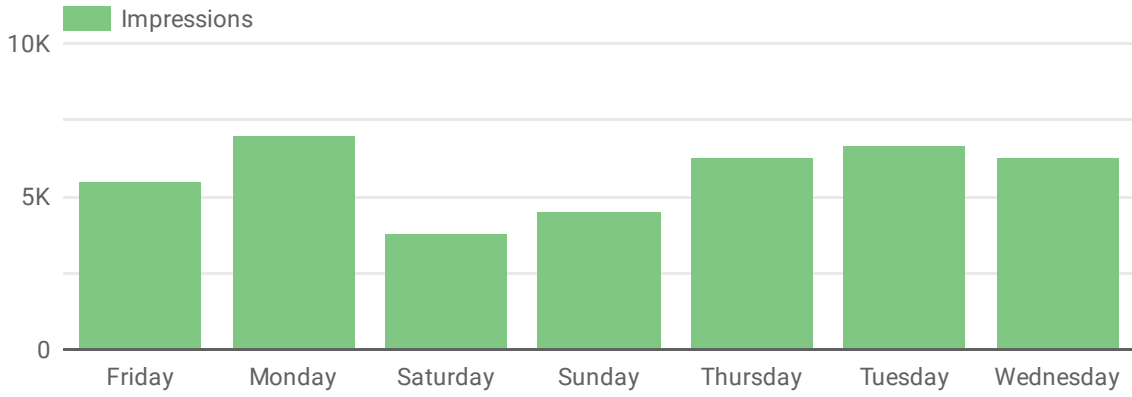
Campaign Type

Campaign

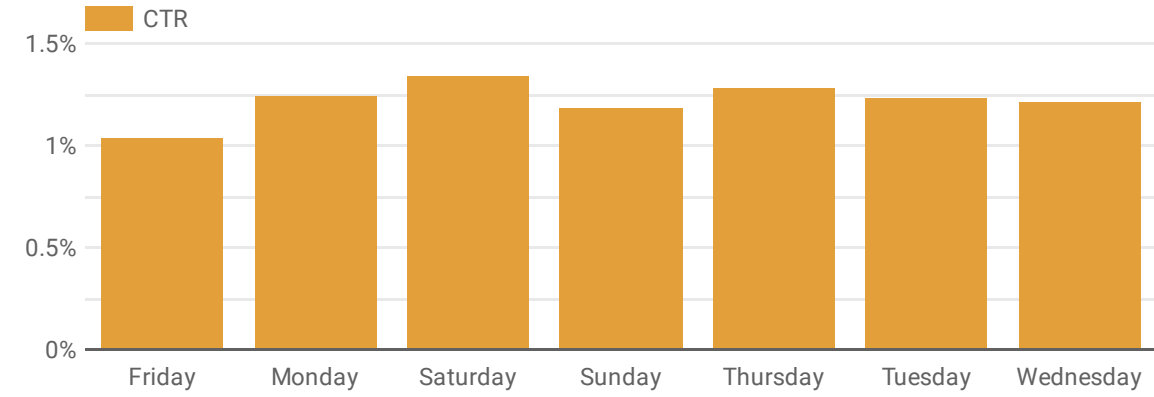
Device

Country/Territory

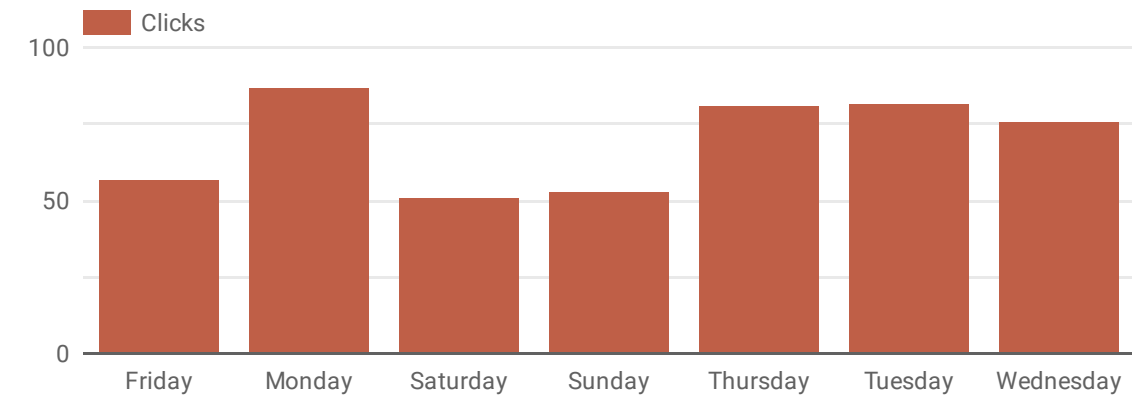
Impressions



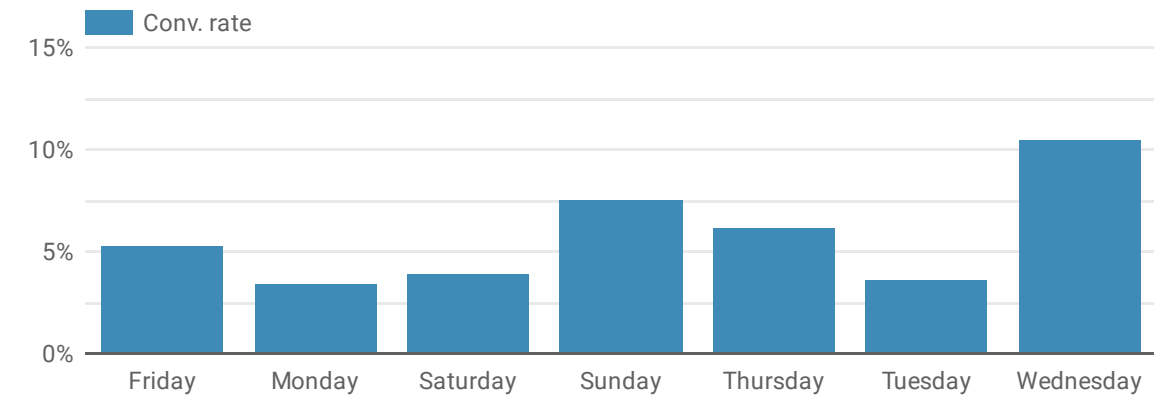
CTR



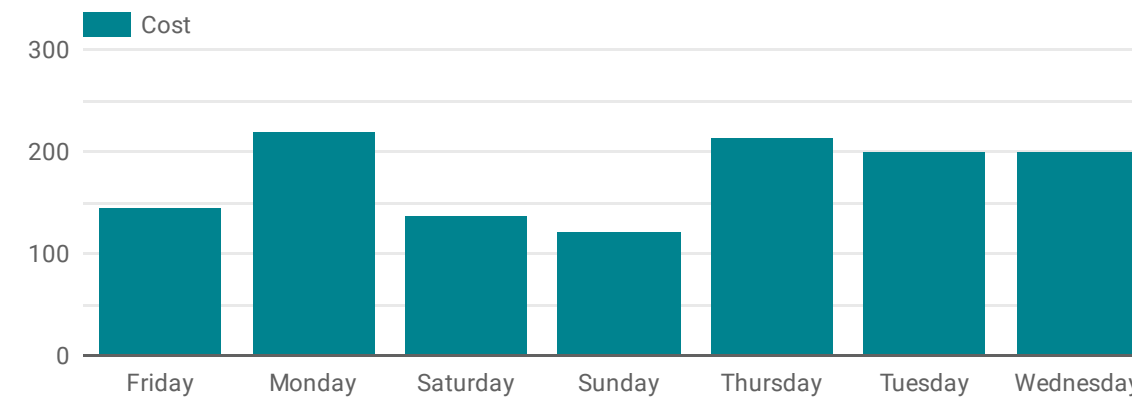
Clicks



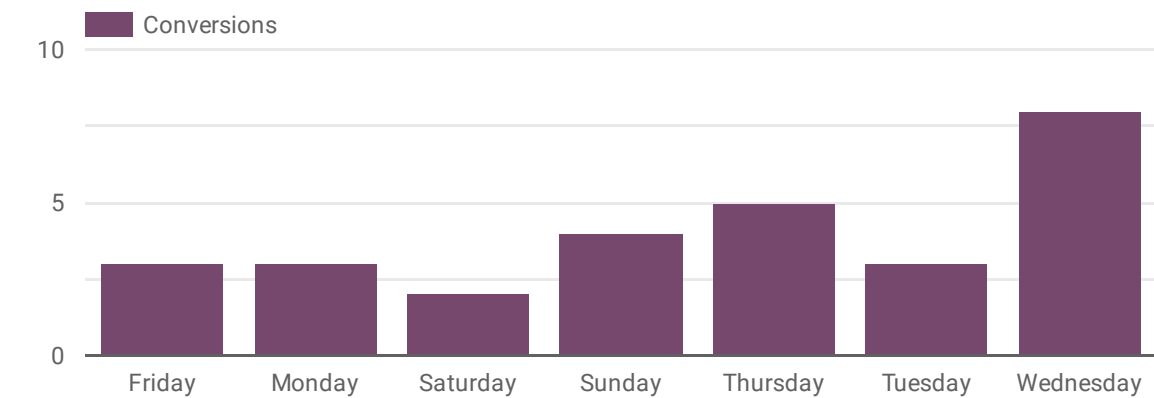
Conversion rate



Cost



Conversions





Search Terms

13 Jun 2020 - 12 Jul 2020

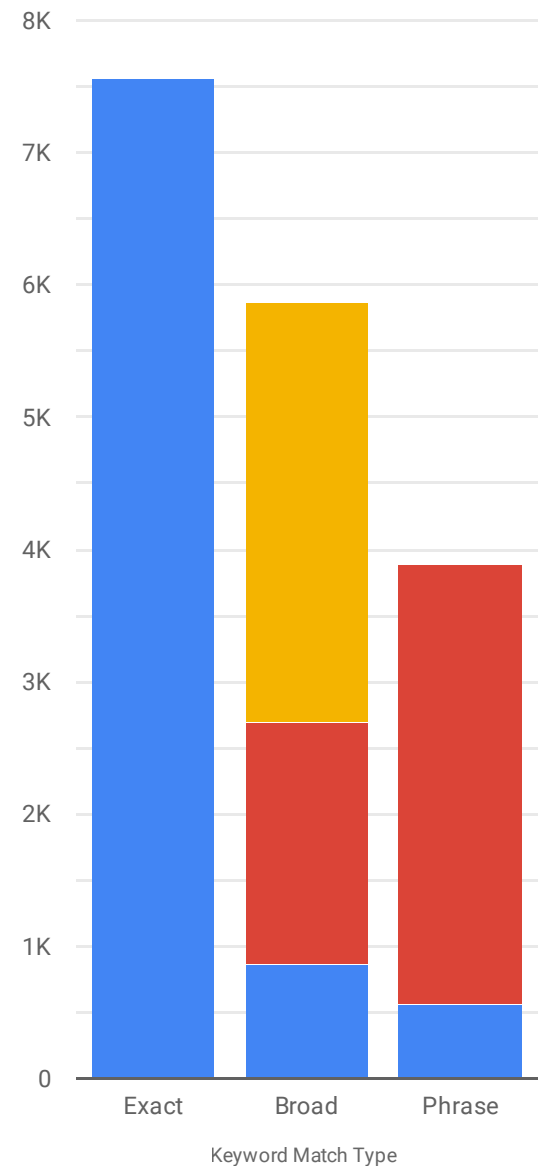


Campaign

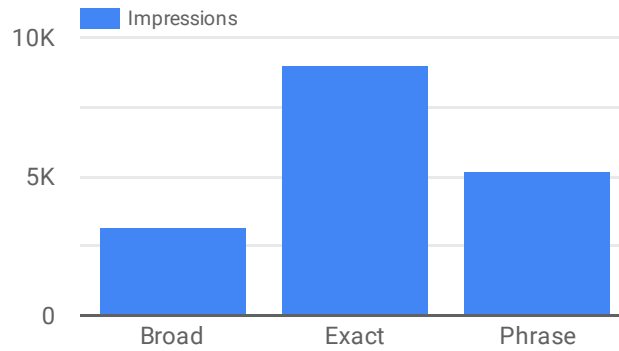
Device

Impressions of Search Term Match Type vs Keyword Match Type?

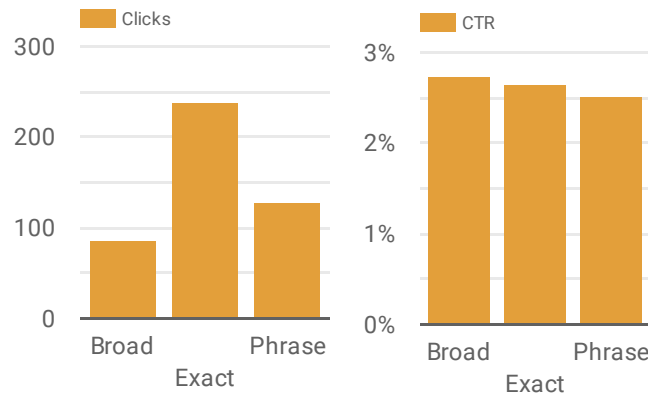
Exact Phrase
Broad



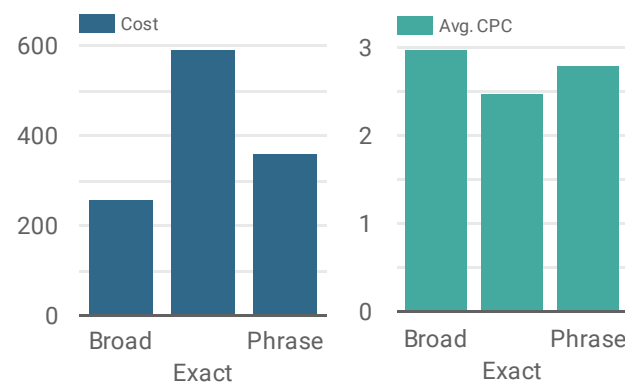
Impressions vs Search Term Match Type



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
1.	search term 1	299	10	3.34%	\$1.5	\$15.02
2.	search term 2	69	7	10.14...	\$4.56	\$31.92
3.	search term 3	241	6	2.49%	\$2.88	\$17.26
4.	search term 4	88	5	5.68%	\$1.22	\$6.09
5.	search term 5	73	4	5.48%	\$6.01	\$24.04
6.	search term 6	9	4	44.44...	\$1.93	\$7.71
7.	search term 7	16	4	25%	\$1.31	\$5.23
8.	search term 8	210	4	1.9%	\$2.16	\$8.64
9.	search term 9	240	3	1.25%	\$2.55	\$7.64
10.	search term 10	17	3	17.65...	\$4.58	\$13.75
11.	search term 11	12	3	25%	\$1.96	\$5.88
12.	search term 12	3	2	66.67...	\$1.7	\$3.39
13.	search term 13	13	2	15.38...	\$1.84	\$3.68
14.	search term 14	305	2	0.66%	\$1.91	\$3.81
15.	search term 15	3	2	66.67...	\$3.95	\$7.9
16.	search term 16	7	2	28.57...	\$0.91	\$1.82
17.	search term 17	11	2	18.18...	\$2.05	\$4.09
18.	search term 18	6	2	33.33...	\$2.07	\$4.13
19.	search term 19	72	2	2.78%	\$2.91	\$5.82
20.	search term 20	3	2	66.67...	\$1.86	\$3.72
21.	search term 21	17	2	11.76...	\$1.77	\$3.53
22.	search term 22	6	2	33.33...	\$2.88	\$5.75
23.	search term 23	3	2	66.67...	\$1.26	\$2.52
24.	search term 24	16	2	12.5%	\$2.25	\$4.5



Quality Score

13 Jun 2020 - 12 Jul 2020

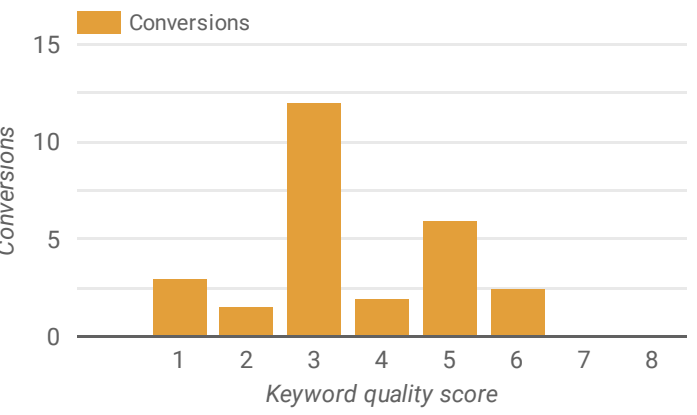
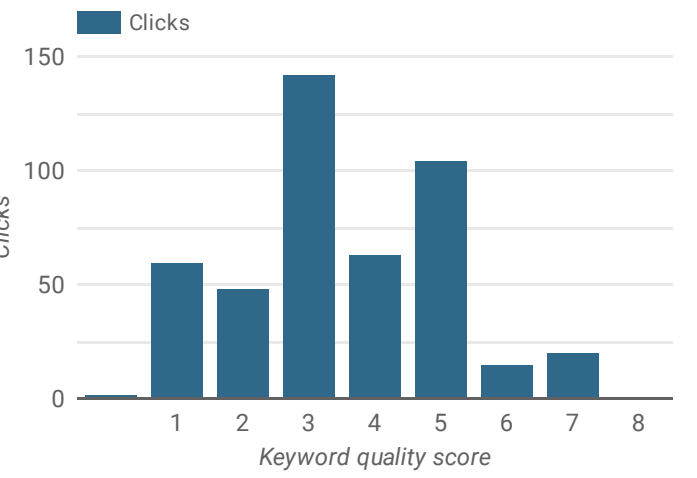
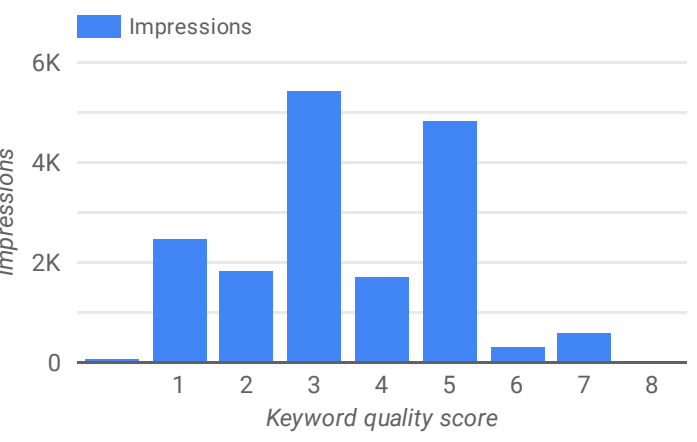


Campaign ▼

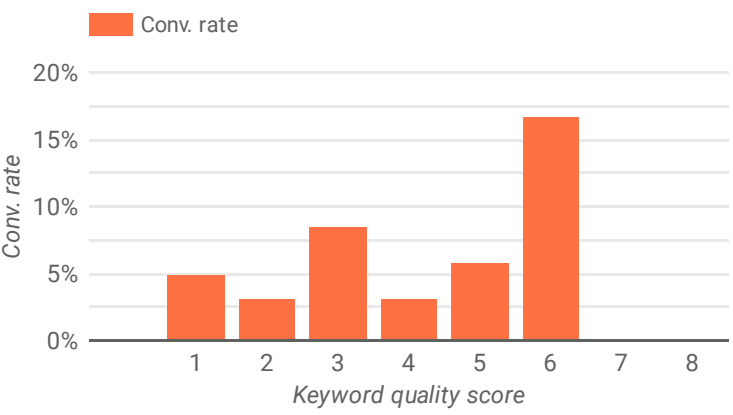
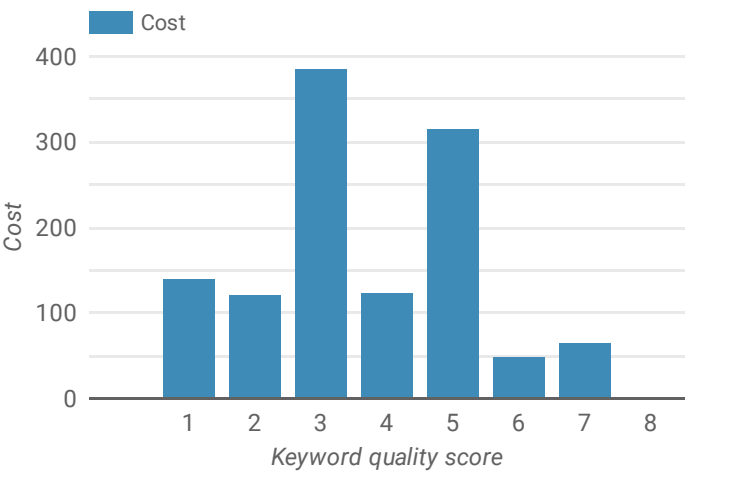
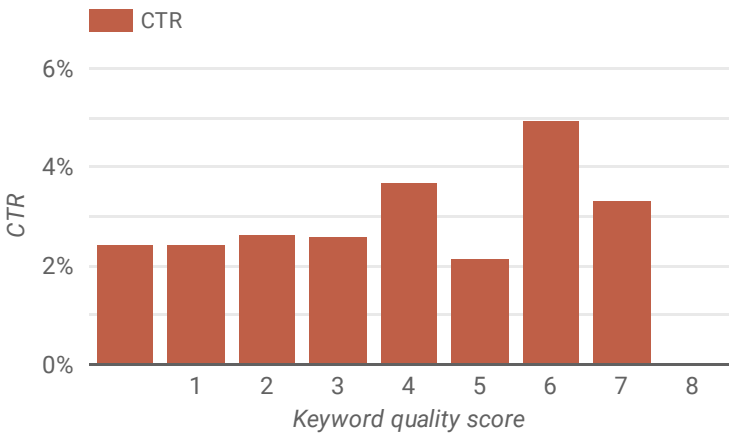
Campaign Type ▼

Device ▼

Impressions, clicks & Conv. by Quality Score

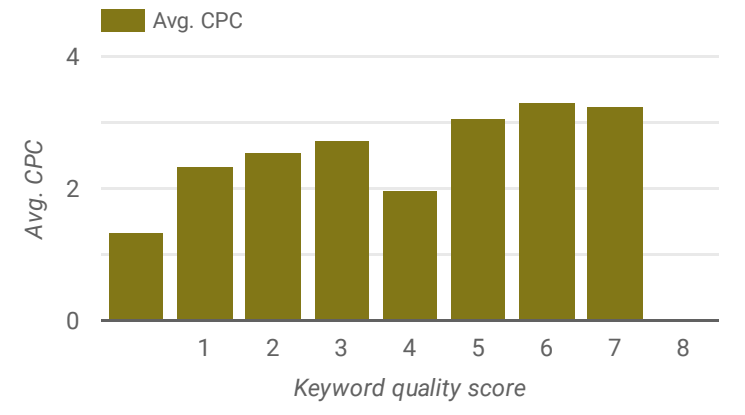


CTR, Cost, Conv. rate & CPC by Quality Score



	Search keyword	Keyword quality score ▼	Clicks
1.	search keyword 1	8	0
2.	+search keyword	8	0
3.	search keyword2	7	0
4.	search keyword 3	7	0
5.	search keyword 4	7	0
6.	search keyword 5	7	0
7.	search keyword 6	7	0
8.	search keyword 7	7	0
9.	search keyword 8	7	0
10.	search keyword 9	7	3
11.	search keyword 10	7	1
12.	search keyword 11	7	0
13.	search keyword 12	7	0
14.	search keyword 13	7	0
15.	search keyword 14	7	0

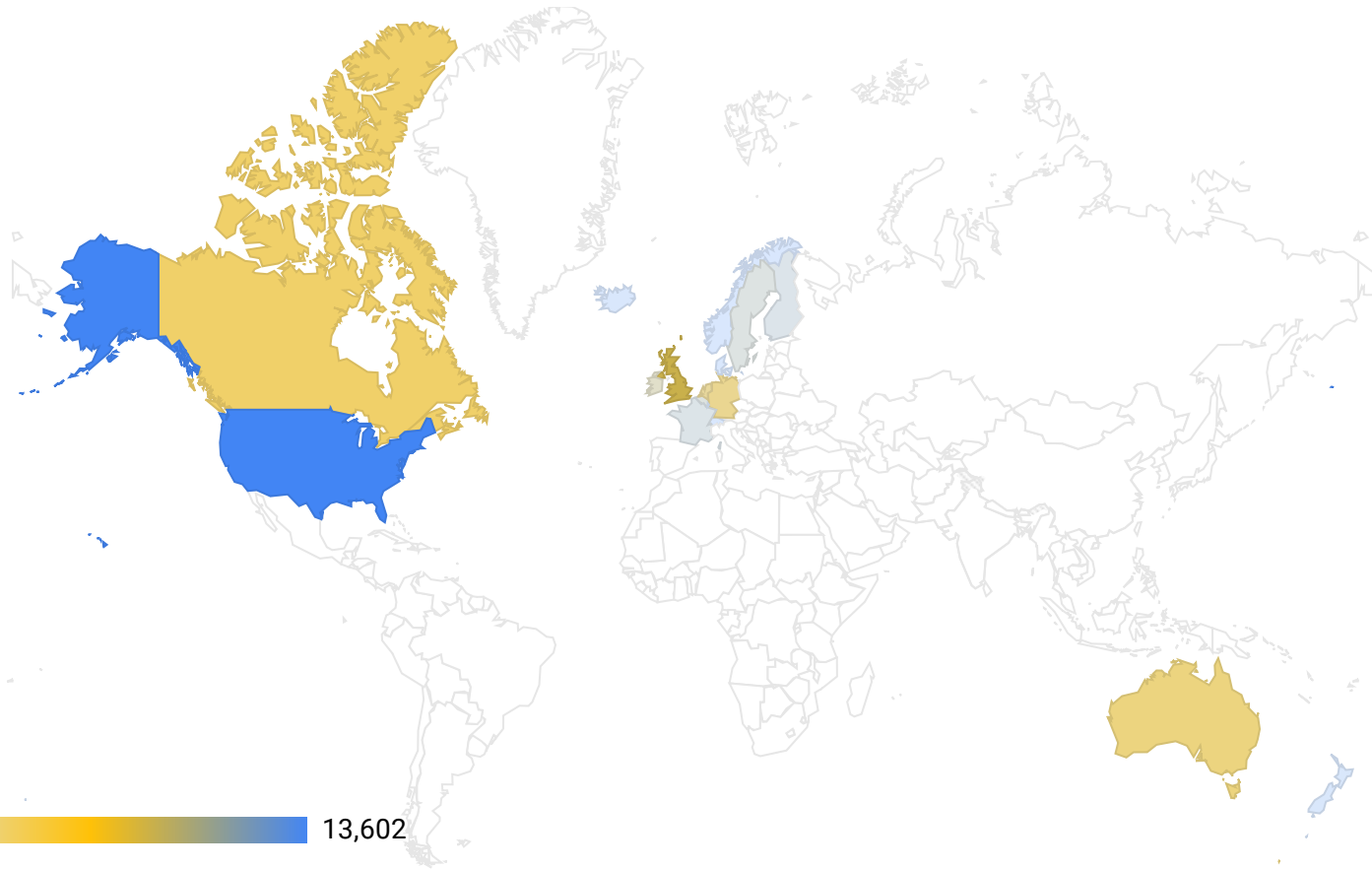
1 - 25 / 780 ◀ ▶





Impressions

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



	Country/Territory	Town/City	Cost	Clicks ▾	Conv. rate	CTR	Impressions	Cost / conv.	Conversions
1.	Germany	Berlin	\$31	19	0%	1.84%	1,030	\$0	0
2.	United Kingdom	London	\$36.92	15	0%	0.62%	2,432	\$0	0
3.	Canada	Toronto	\$13.46	8	12.5%	1.32%	604	\$13.46	1
4.	United States	New York	\$27.68	8	12.5%	1.28%	626	\$27.68	1
5.	Australia	Sydney	\$20.55	7	28.57%	0.59%	1,195	\$10.28	2
6.	Ireland	Dublin	\$12.83	7	28.57%	0.94%	744	\$6.41	2
7.	Australia	Melbourne	\$17.7	7	0%	0.78%	897	\$0	0
8.	Australia	Brisbane	\$19.38	6	0%	1.7%	353	\$0	0
9.	Australia	Perth	\$23.95	6	0%	3.55%	169	\$0	0



Geo Location - 2

13 Jun 2020 - 12 Jul 2020



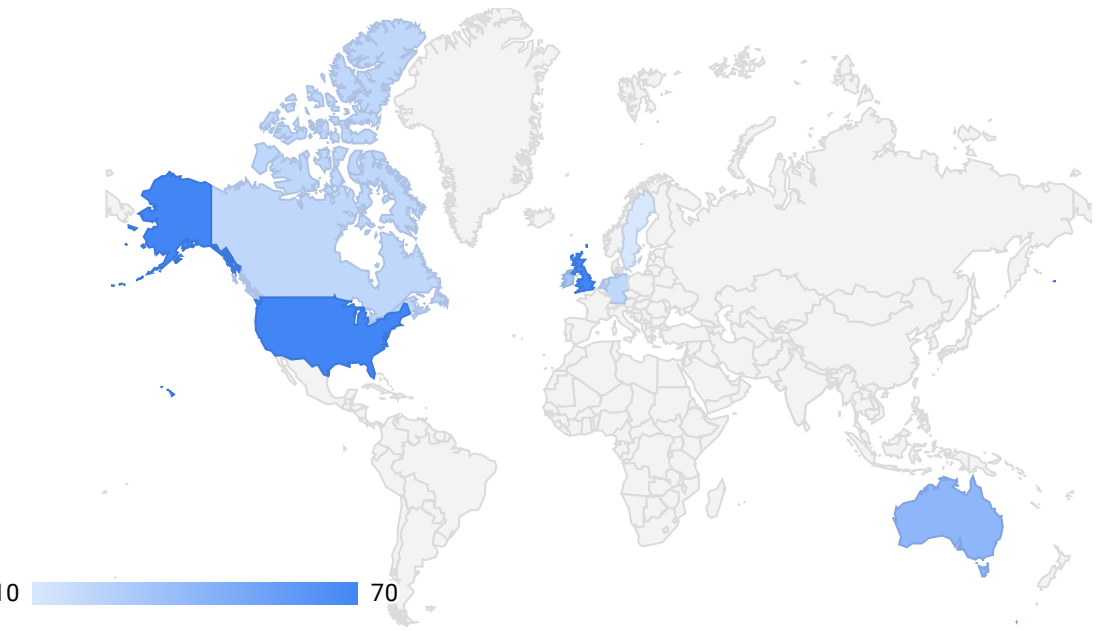
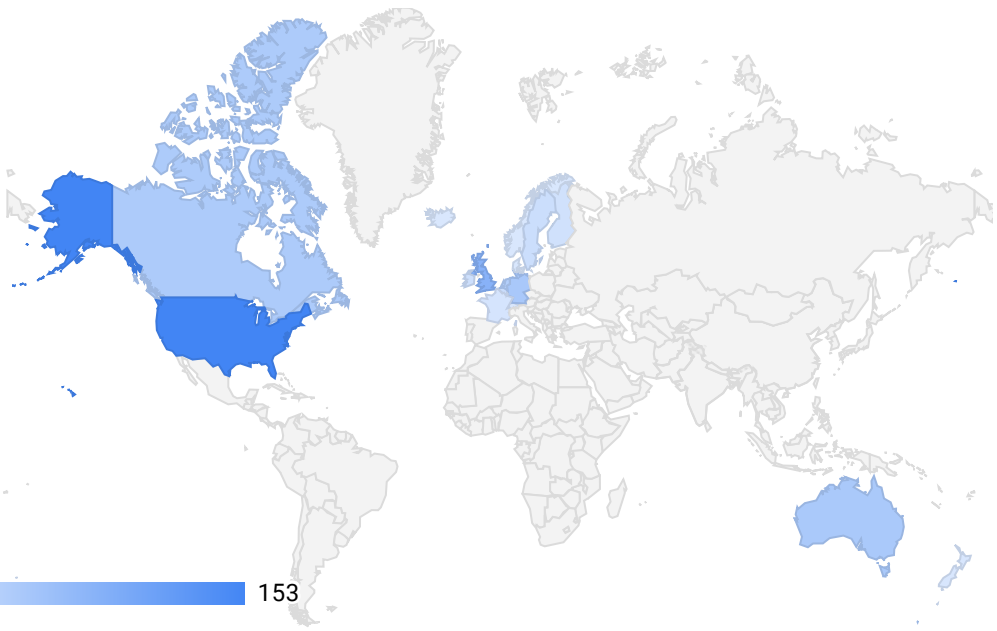
Campaign ▾

Campaign Type ▾

Device ▾

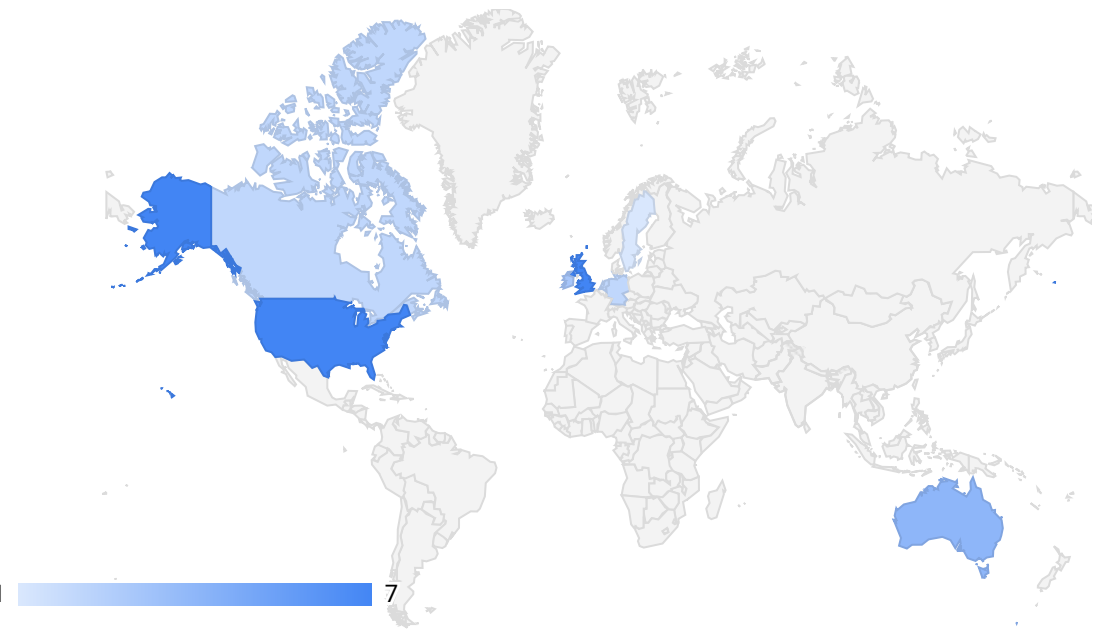
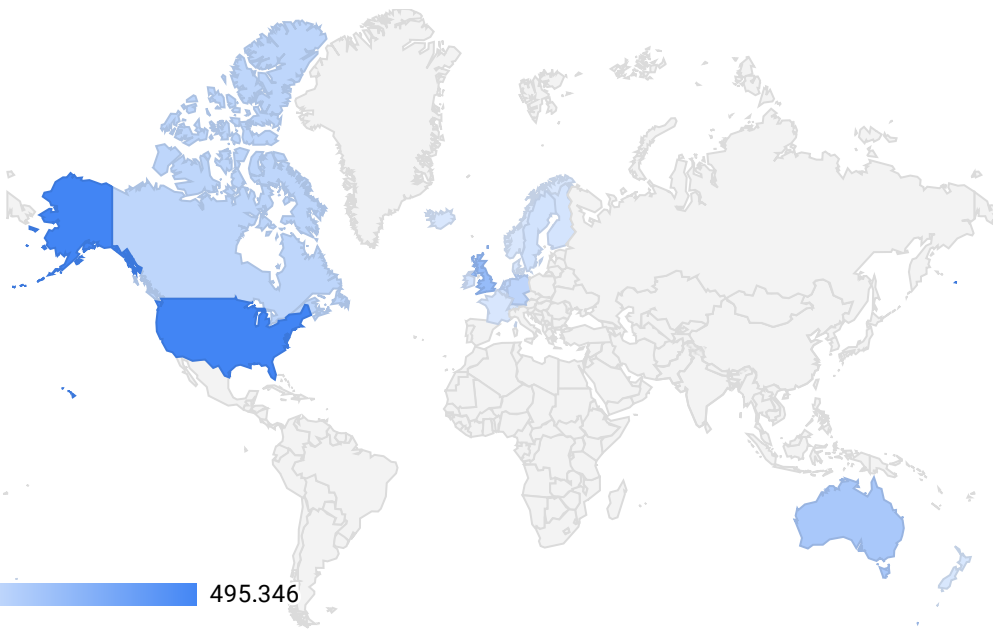
Clicks

Total conversion value



Cost

Conversions





Conversions - 1

13 Jun 2020 - 12 Jul 2020

Cost / all conv.
\$44.19

Conv. rate
5.75%
↑ 20.2%

Cross-device conv.
0
N/A

View-through Conv.
0
N/A

Value / all conv.
10.0
↓ -35.3%

All conv. value / cost
0.2
↓ -22.2%

All conv. value / click
0.6
↓ -22.2%

All conv. value
280.0
↓ -26.0%

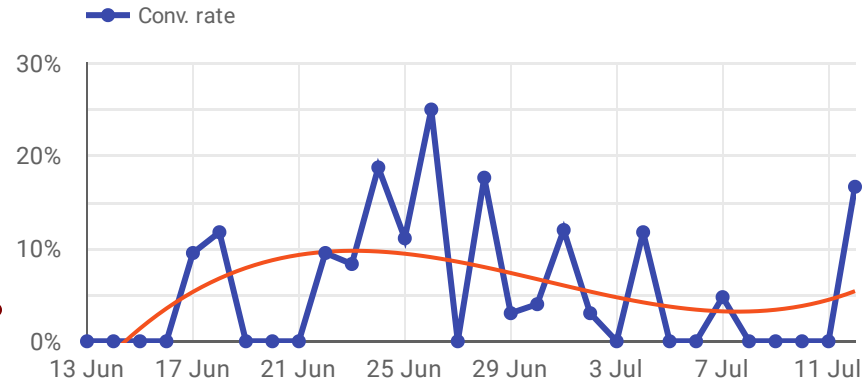
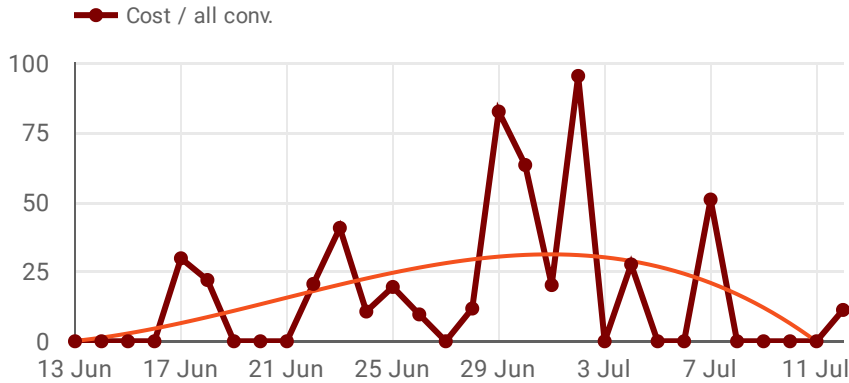
Cost / All Conv.

Conversion Rate

Campaign

Campaign Type

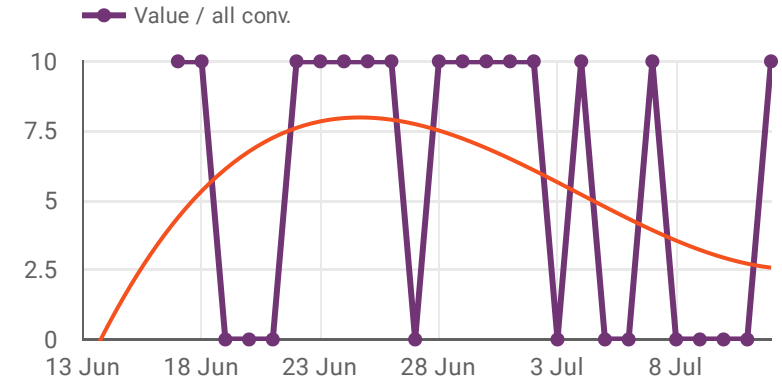
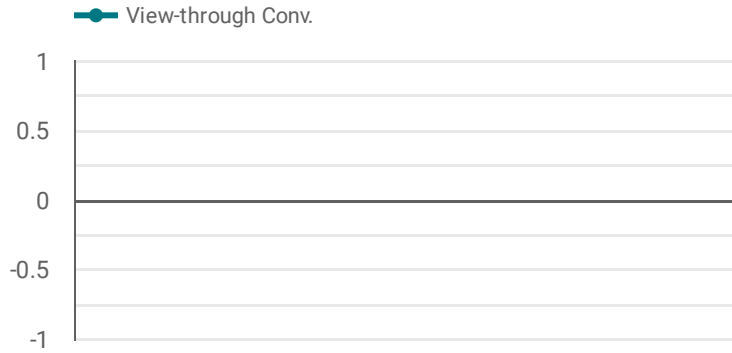
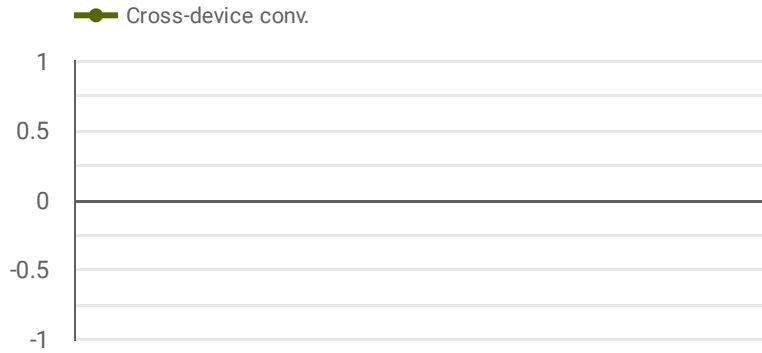
Device



Cross-Device Conversions

View-Through Conversions

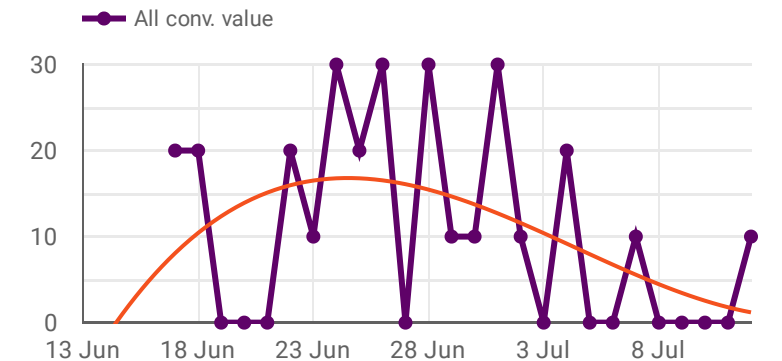
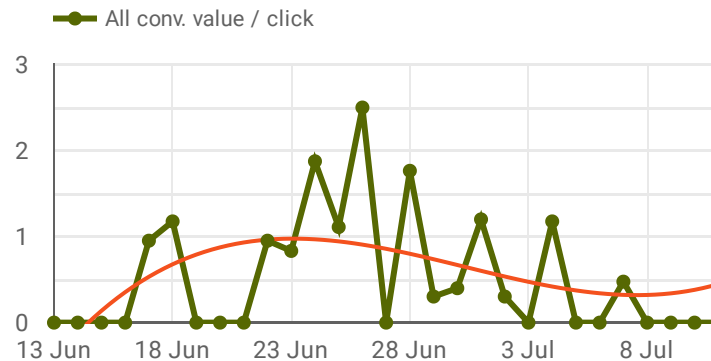
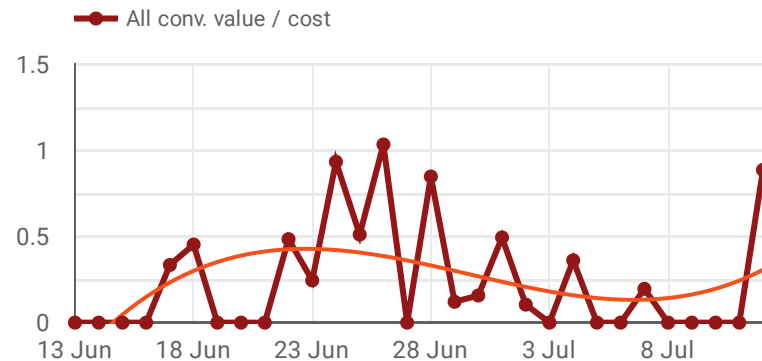
Value / All Conv.



All Conv. Value / Cost

All Conv. Value / Click

All Conv. Value

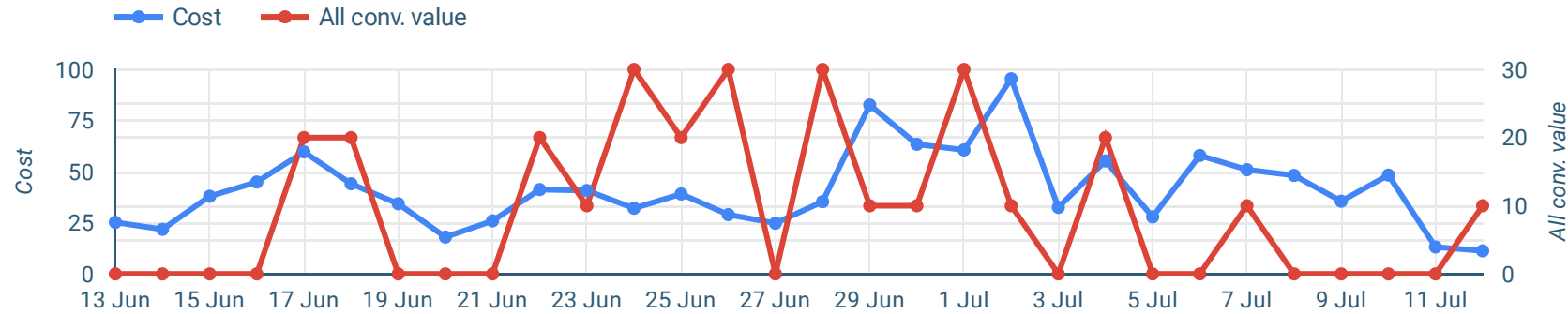




Conversions - 2

13 Jun 2020 - 12 Jul 2020

Cost vs. All Conv. Value

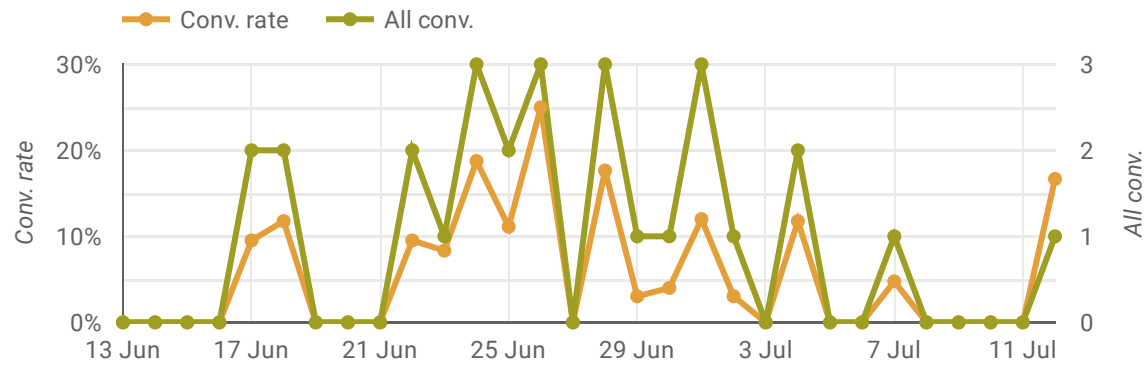


Campaign

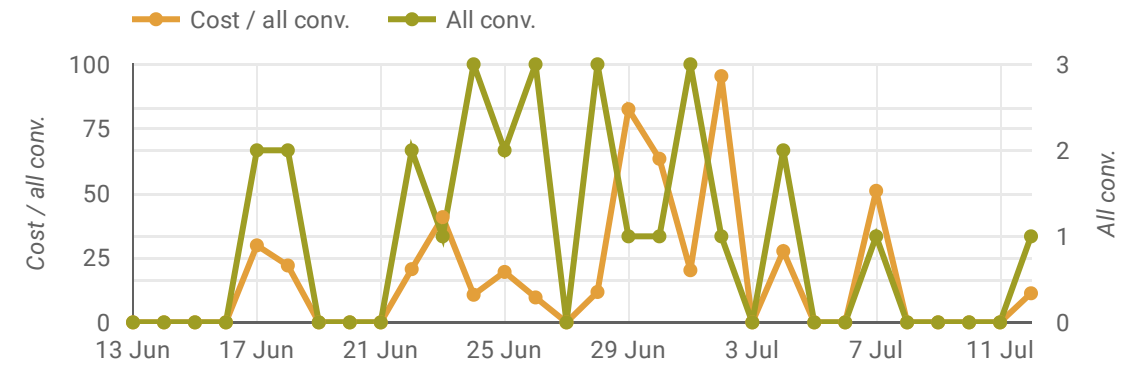
Campaign Type

Device

Conv. Rate & All Conversions



Cost / All Conv. & All Conv.



Campaigns - Conversions related

	Campaign	All conv. <input type="text"/>	Conv. rate	Cross-device conv.	Cost / all conv.	View-through Conv.	All conv. value	Value / all conv.
1.	3.1 Search_Best	21	7.92%	0	\$29.17	0	210	10
2.	6. Search_US	3	2.46%	0	\$138.58	0	30	10
3.	7. Competition	3	4.48%	0	\$59.54	0	30	10
4.	2. Remarketing	1	3.03%	0	\$30.28	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

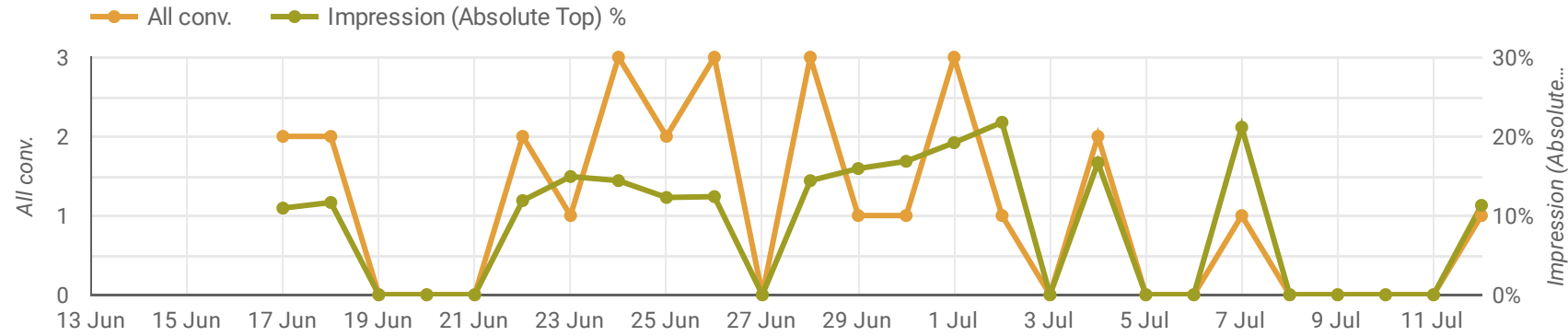


Ad Group Conversions

13 Jun 2020 - 12 Jul 2020



All Conv. & Absolute Top Impression Share



- Campaign
- Campaign Type
- Device
- Ad group

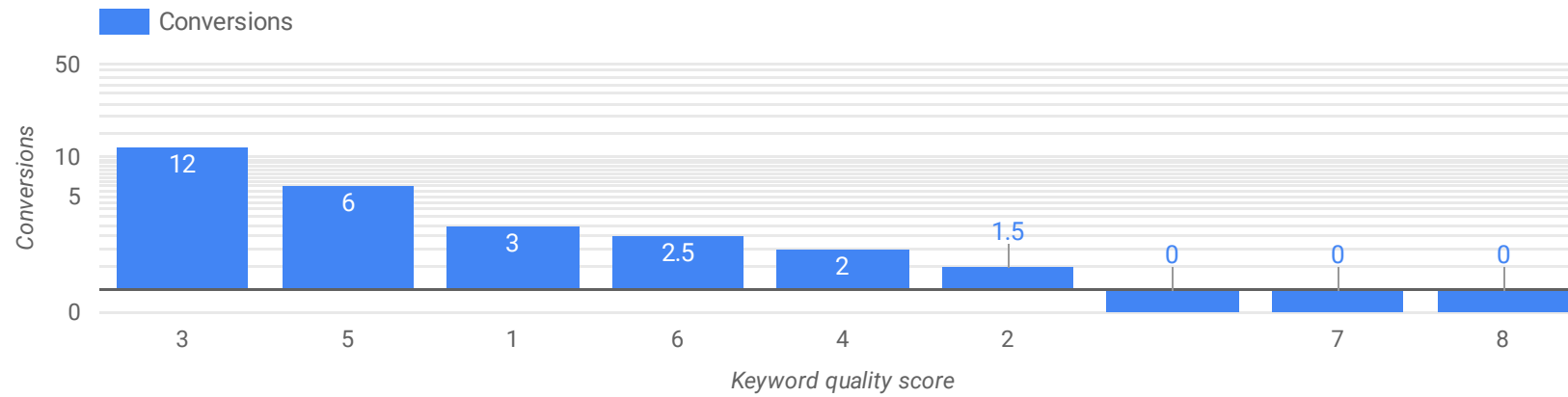
Ad Groups by Conversion Metrics

Ad group	All conv. value	All conv.	Avg. CPC	Impression (Absolute Top) %	Cost / all conv.	Conv. rate	Value / all conv.
1. Ad group 1	40	4	\$4.74	10.93%	\$14.22	33.33%	10
2. Ad group 2	20	2	\$3.29	46.39%	\$55.95	5.88%	10
3. Ad group 3	20	2	\$1.87	36.48%	\$17.73	10.53%	10
4. Ad group 4	20	2	\$2.19	20.55%	\$5.48	40%	10
5. Ad group 5	10	1	\$3.83	4.53%	\$76.65	5%	10
6. Ad group 6	10	1	\$1.43	3.51%	\$1.43	100%	10
7. Ad group 7	10	1	\$2.42	4.35%	\$2.42	100%	10
8. Ad group 8	10	1	\$2.11	20.46%	\$18.96	11.11%	10
9. Ad group 9	10	1	\$2.71	18.8%	\$24.38	11.11%	10
10. Ad group 10	10	1	\$2.65	12%	\$5.3	50%	10
11. Ad group 11	10	1	\$1.37	15.73%	\$30.12	4.55%	10
12. Ad group 12	10	1	\$3.53	2.13%	\$21.2	16.67%	10
13. Ad group 13	10	1	\$3.35	10%	\$13.41	25%	10
14. Ad group 14	10	1	\$3.23	5.65%	\$22.64	14.29%	10
15. Ad group 15	10	1	\$4.22	1.29%	\$42.2	10%	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.	search keyword 1	3	3	\$4.83	9.39%	\$14.49	33.33%
2.	search keyword 2	6	1	\$2.42	6.25%	\$2.42	100%
3.	search keyword 3	6	1	\$1.58	0%	\$1.58	100%
4.	search keyword 4	5	1	\$3.71	0%	\$3.71	100%
5.	search keyword 5	5	1	\$2.11	44.63%	\$16.87	12.5%
6.	search keyword 6	5	1	\$3.08	1.2%	\$12.3	25%
7.	search keyword 7	5	1	\$2.44	0%	\$2.44	100%
8.	search keyword 8	5	1	\$4.02	41.83%	\$64.32	6.25%
9.	search keyword 9	5	1	\$1.68	33.33%	\$3.36	50%
10.	search keyword 10	4	1	\$1.04	18.46%	\$6.25	16.67%
11.	search keyword 11	4	1	\$2.03	0%	\$2.03	100%
12.	search keyword 12	3	1	\$3.93	2.02%	\$11.8	33.33%
13.	search keyword 13	3	1	\$1.43	9.52%	\$1.43	100%
14.	search keyword 14	3	1	\$2.21	42.86%	\$4.42	50%



Search Impression Share (IS)

13 Jun 2020 - 12 Jul 2020



Campaign

Device

Search Impr. share

0.1

↓ -10.2%

Search Exact match IS

0.14

↓ -13.5%

Search Lost IS (rank)

0.87

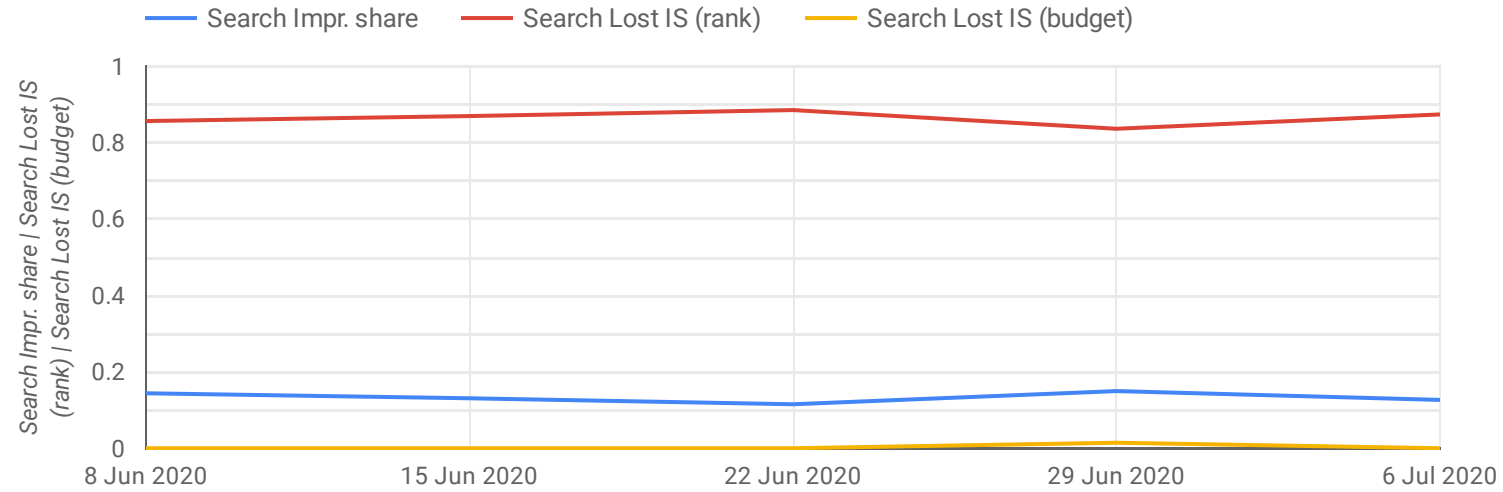
↑ 1.3%

Search Lost IS (budget)

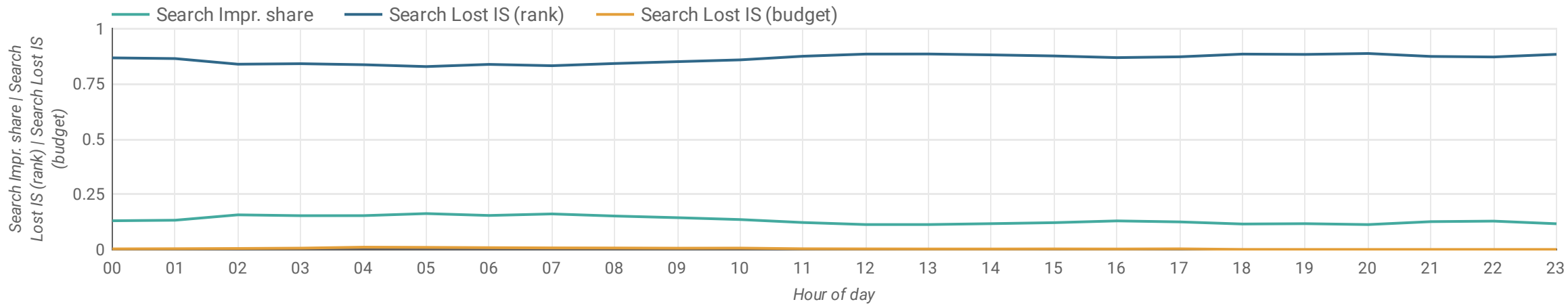
0

↑ N/A

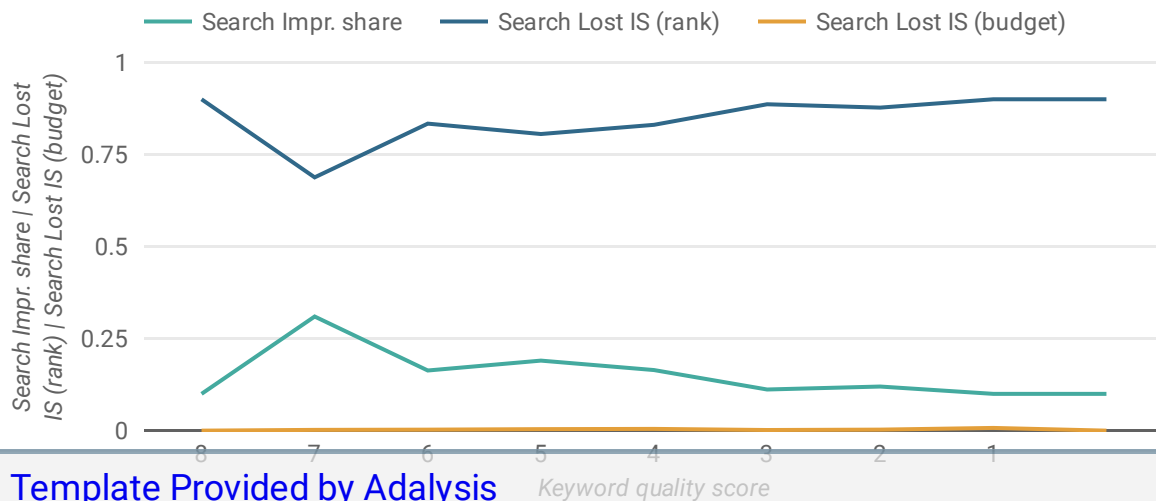
Search IS by Day



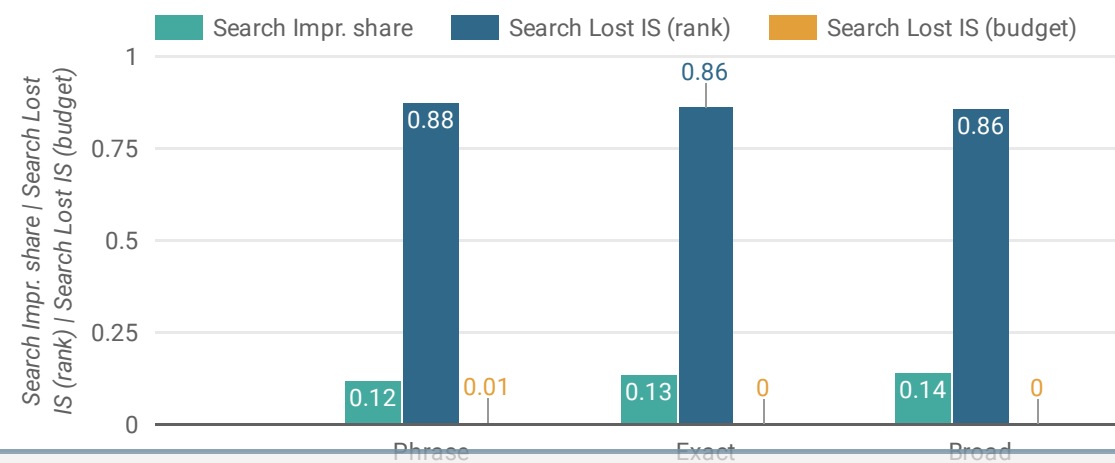
Search IS by Hour



Search IS by Quality Score



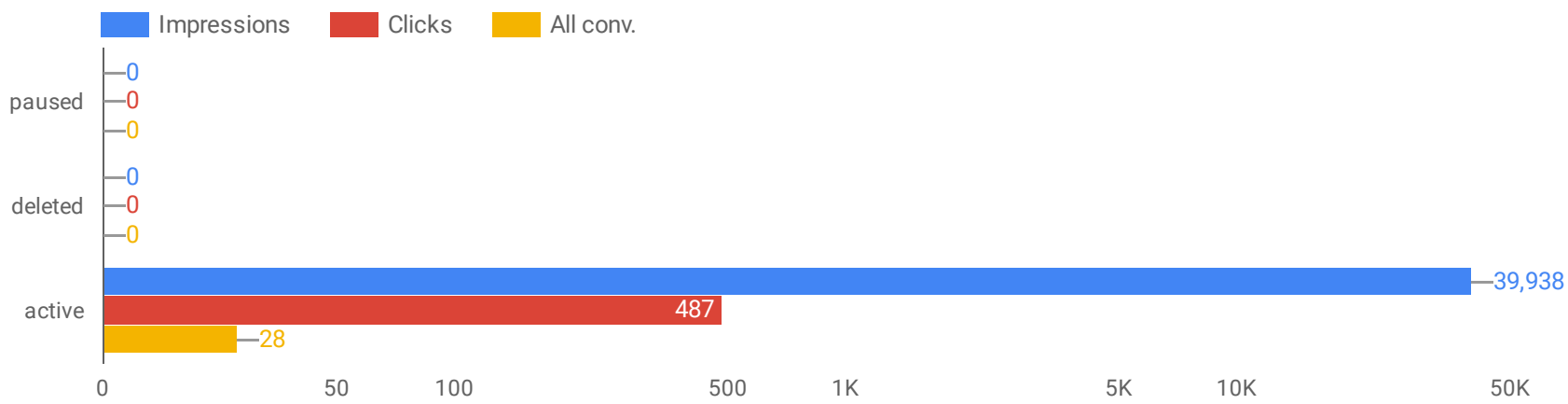
Search IS by Keyword Match Type





Conversion Funnel - 1

13 Jun 2020 - 12 Jul 2020

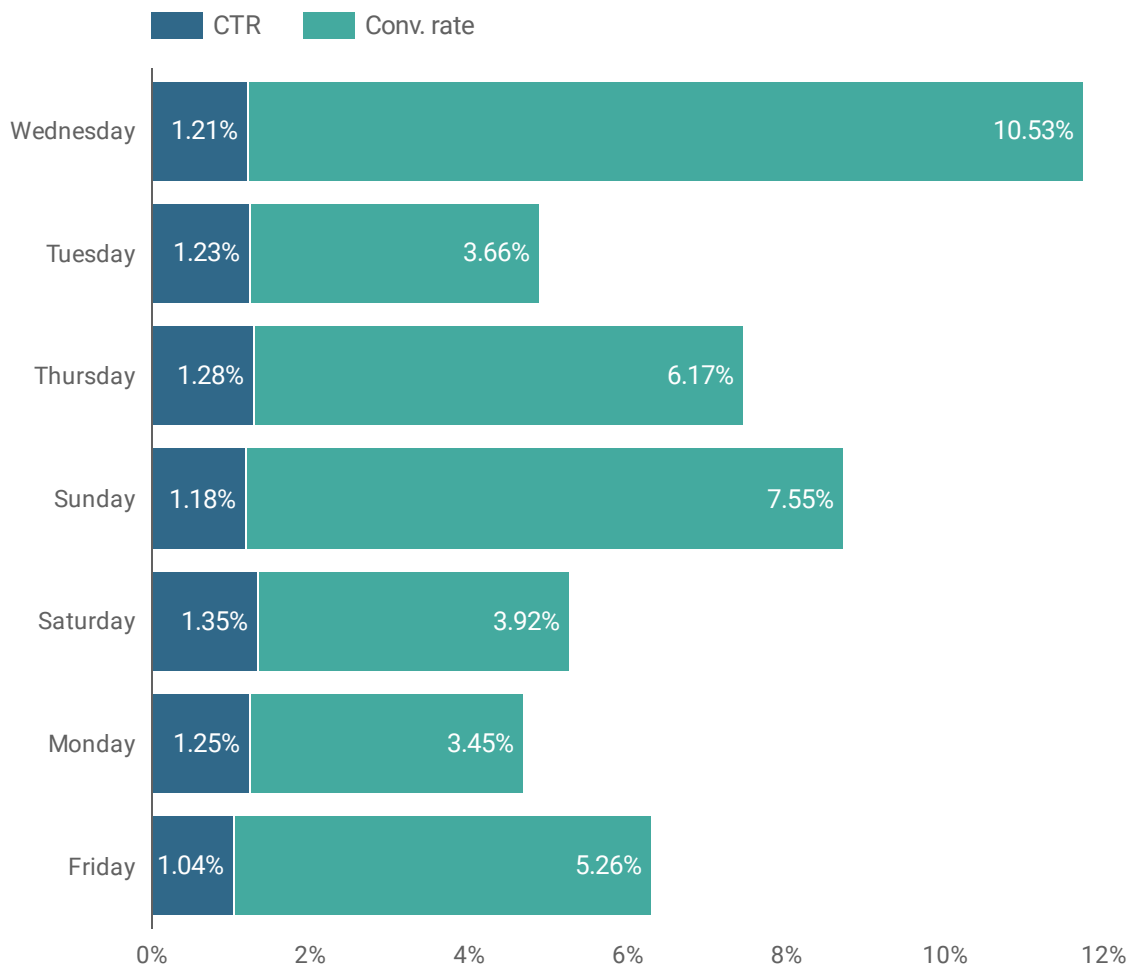


Campaign

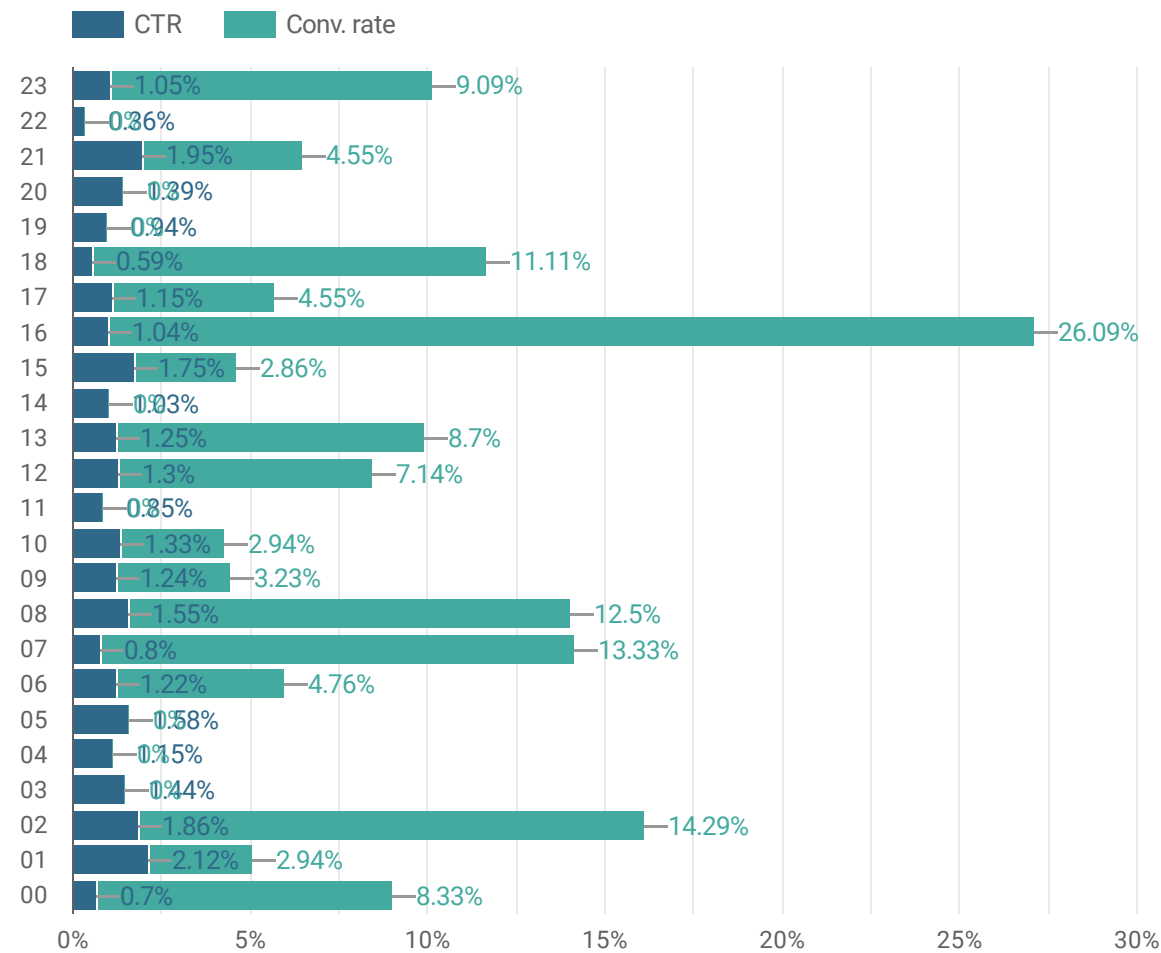
Campaign Type

Device

Day Of The Week



Hour Of Day



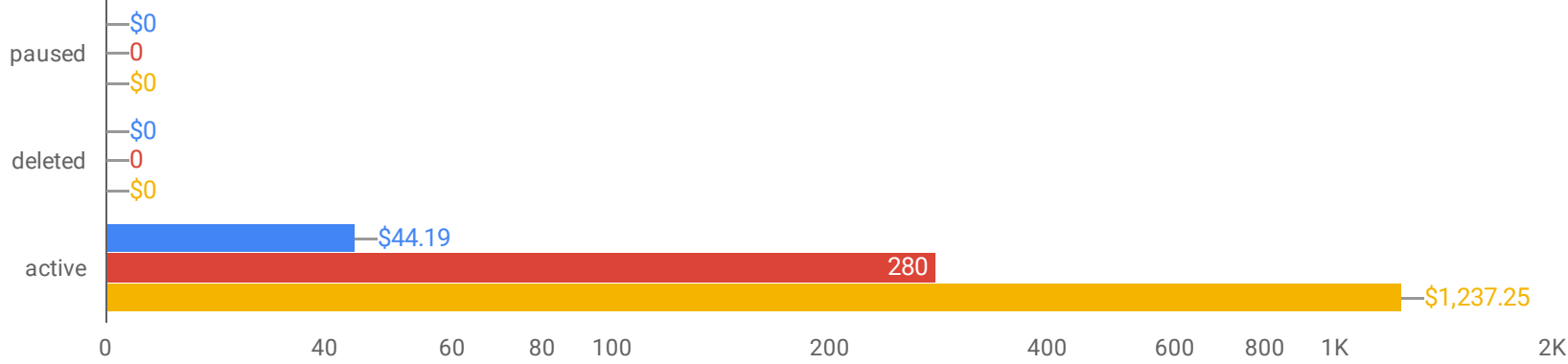


Conversion Funnel - 2

13 Jun 2020 - 12 Jul 2020



Cost / all conv. All conv. value Cost



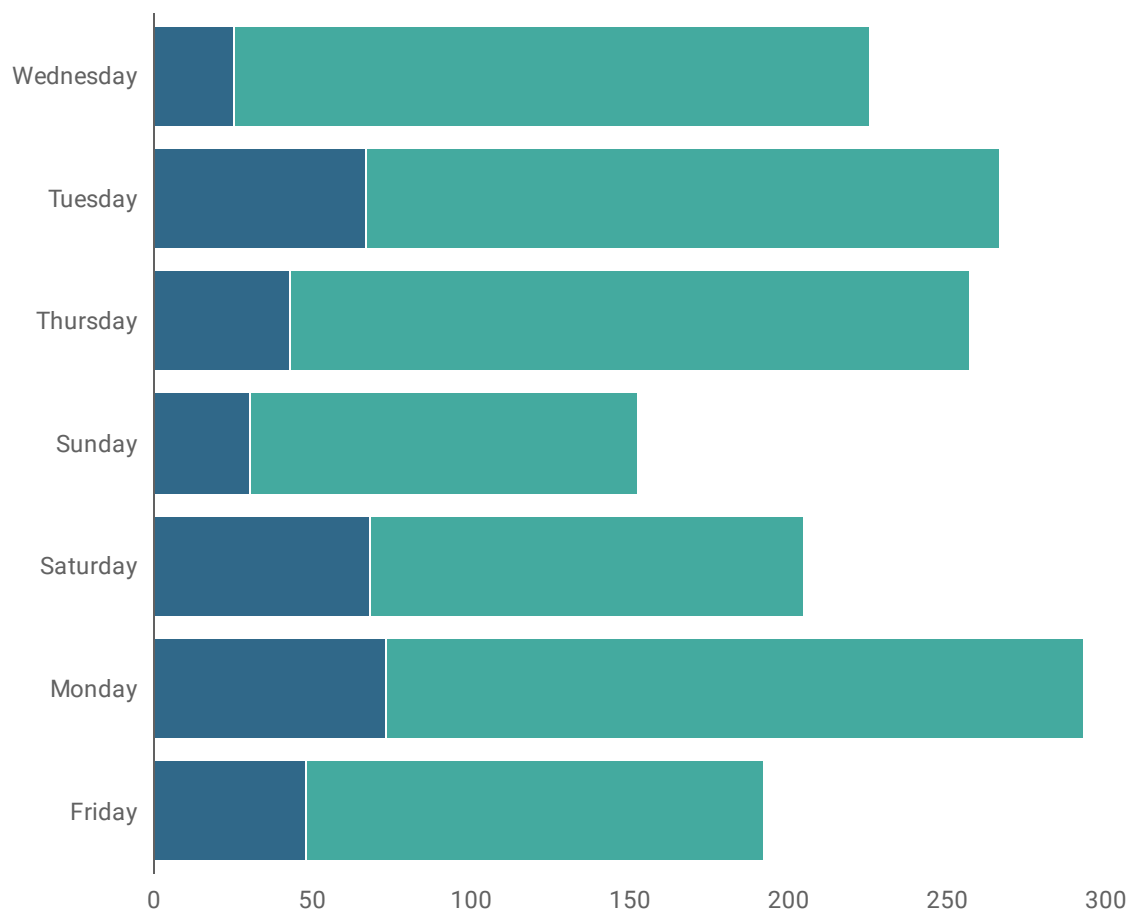
Campaign

Campaign Type

Device

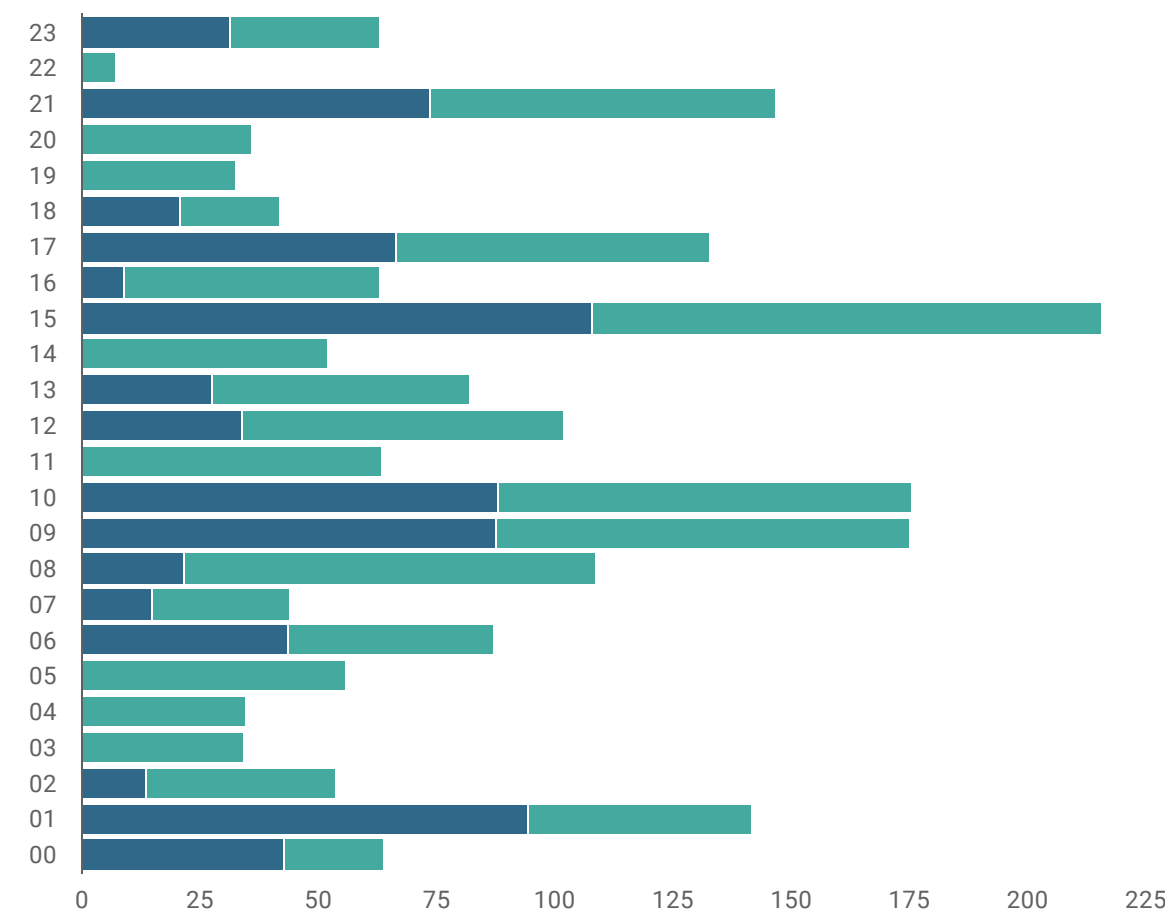
Day Of The Week

Cost / conv. Cost



Hour Of Day

Cost / conv. Cost





Click Type

13 Jun 2020 - 12 Jul 2020

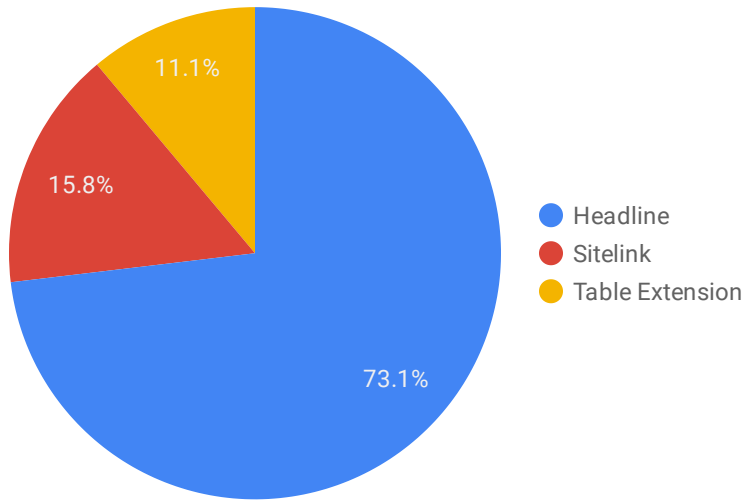


Campaign

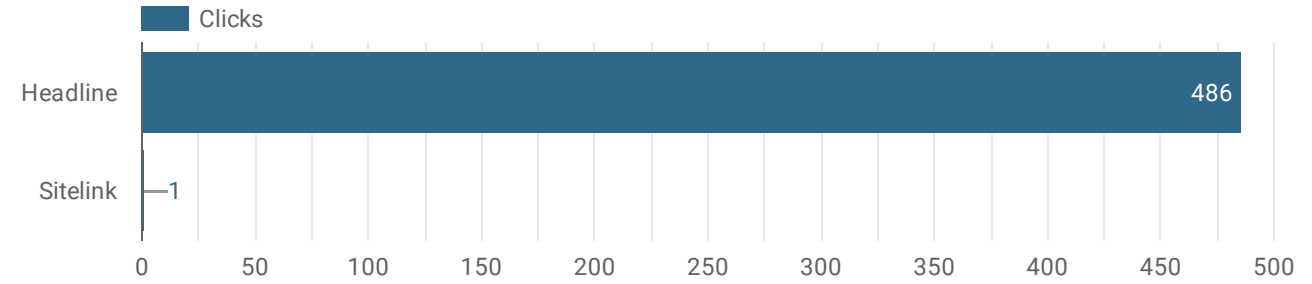
Campaign Type

Device

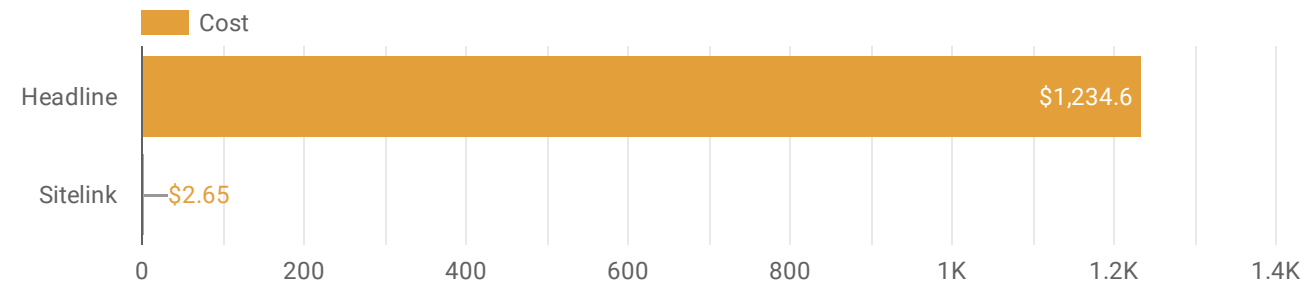
Impressions



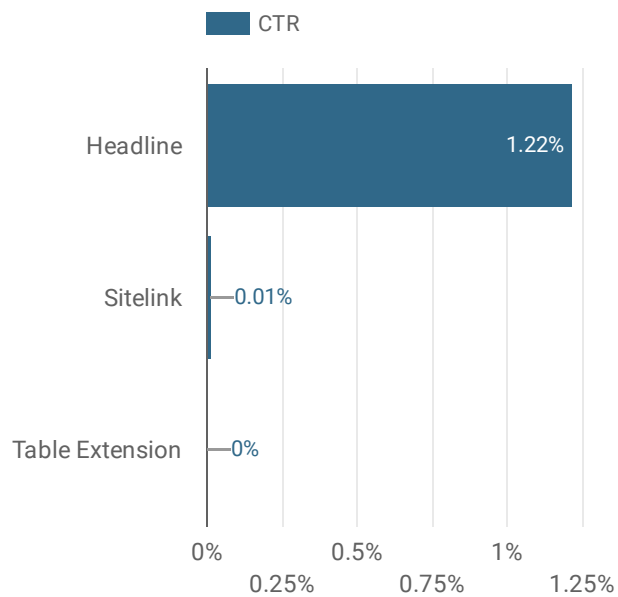
Clicks



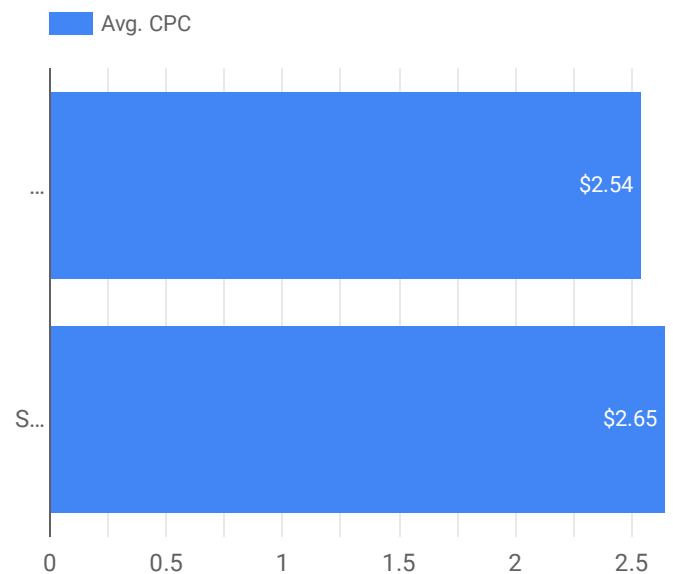
Cost



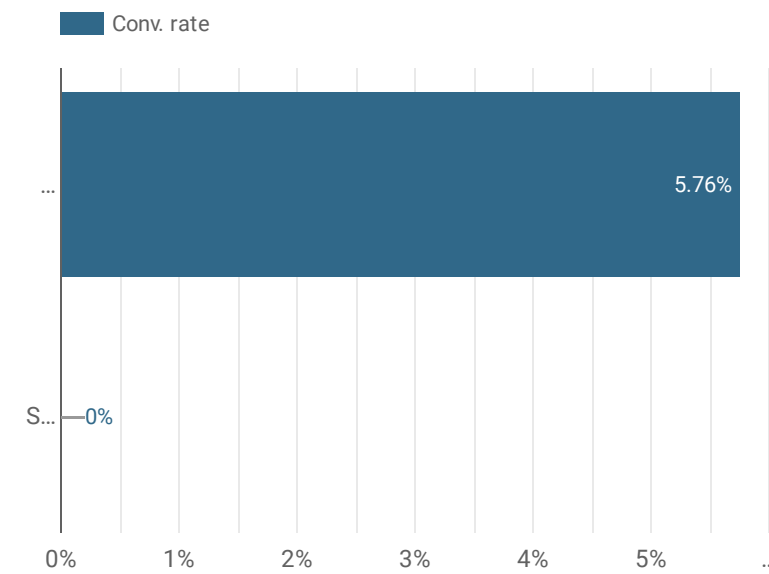
CTR



CPC



Conversion rate





Gender

13 Jun 2020 - 12 Jul 2020



Campaign

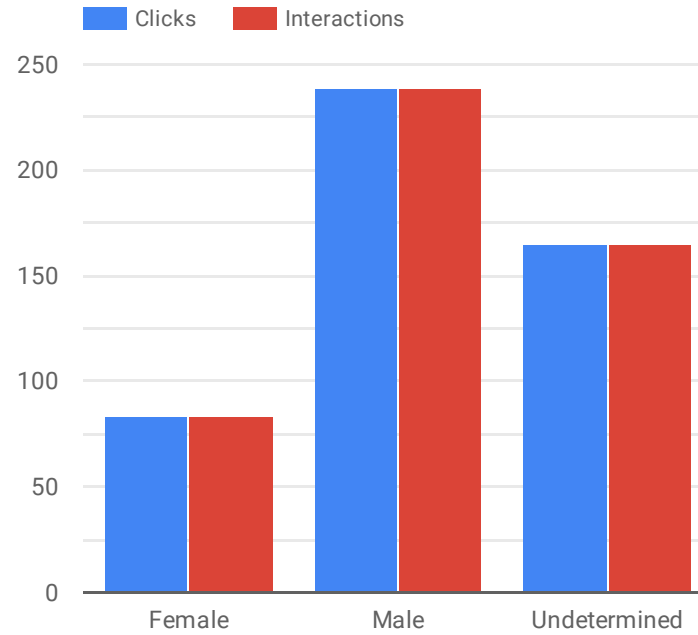
Campaign Type

Device

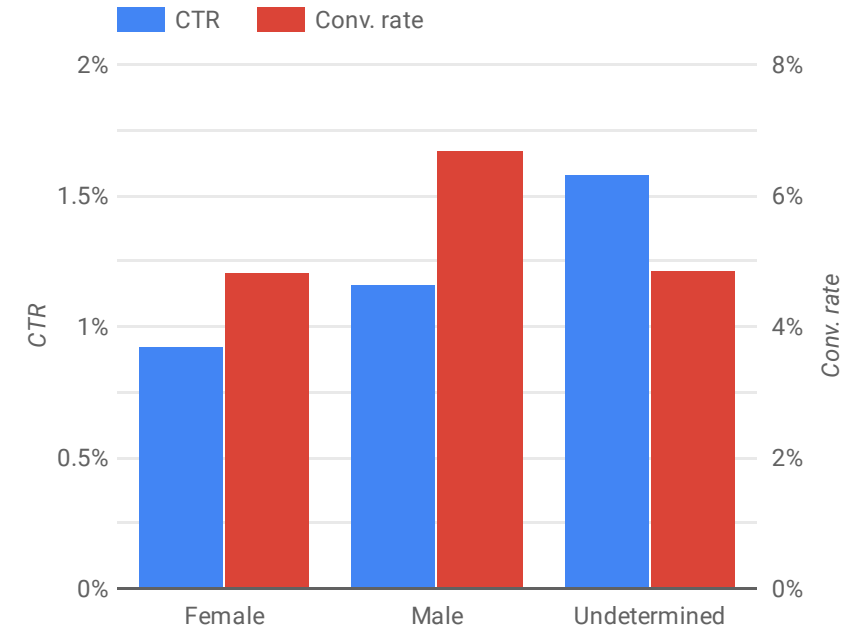
Impressions



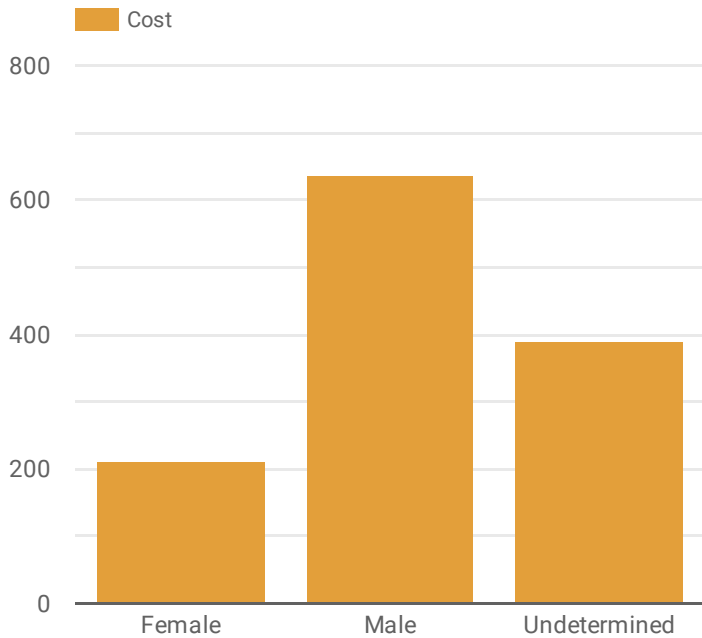
Clicks



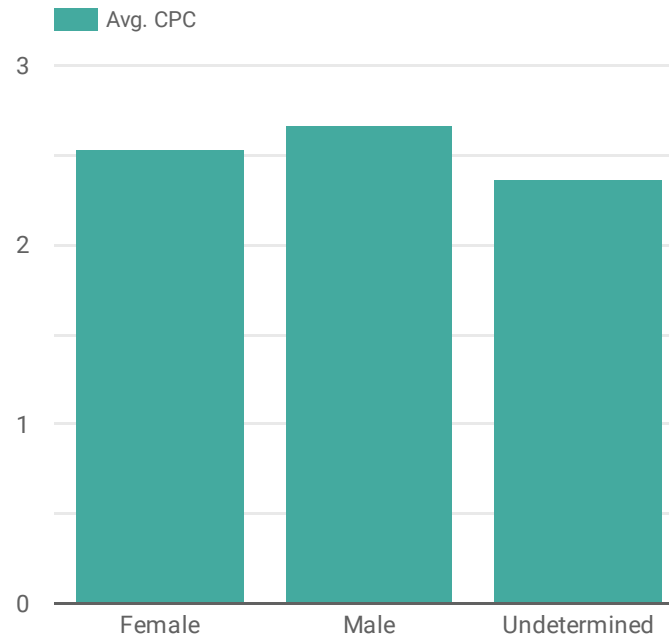
CTR & Conv. rate



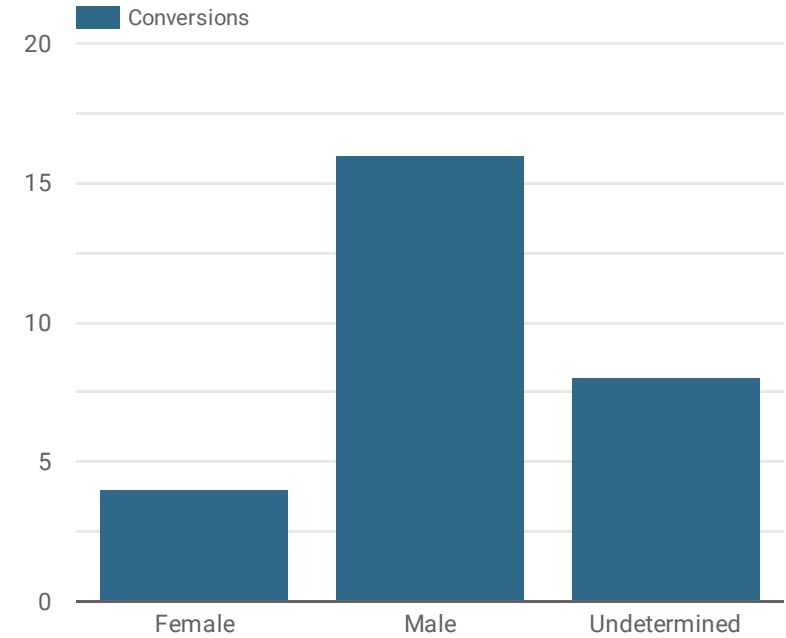
Cost



CPC



Conversions





Top vs Other

13 Jun 2020 - 12 Jul 2020

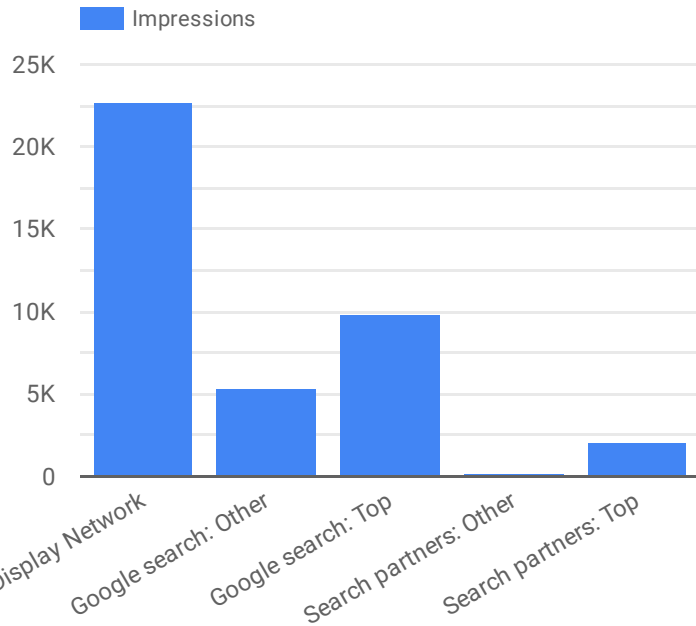


Campaign

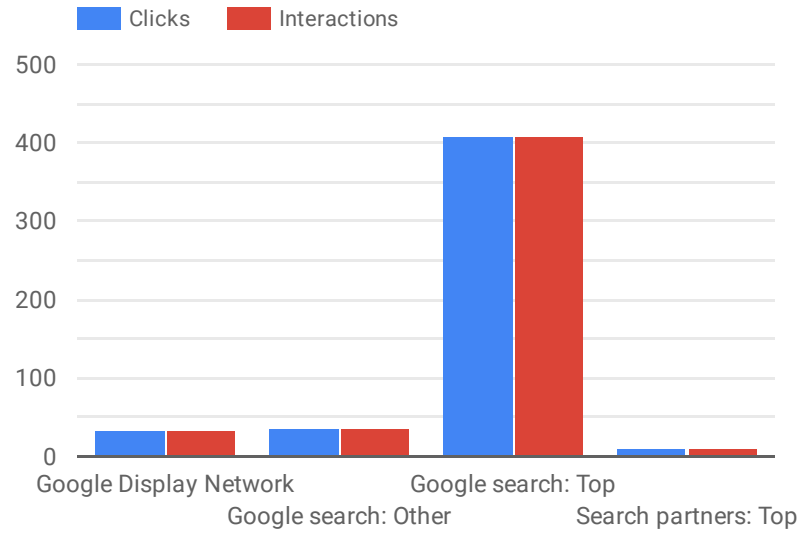
Campaign Type

Device

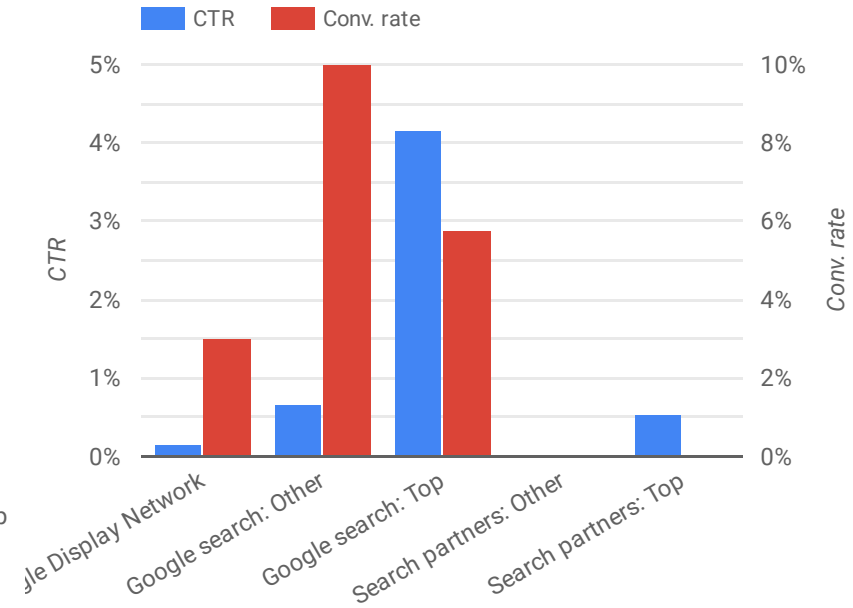
Impressions



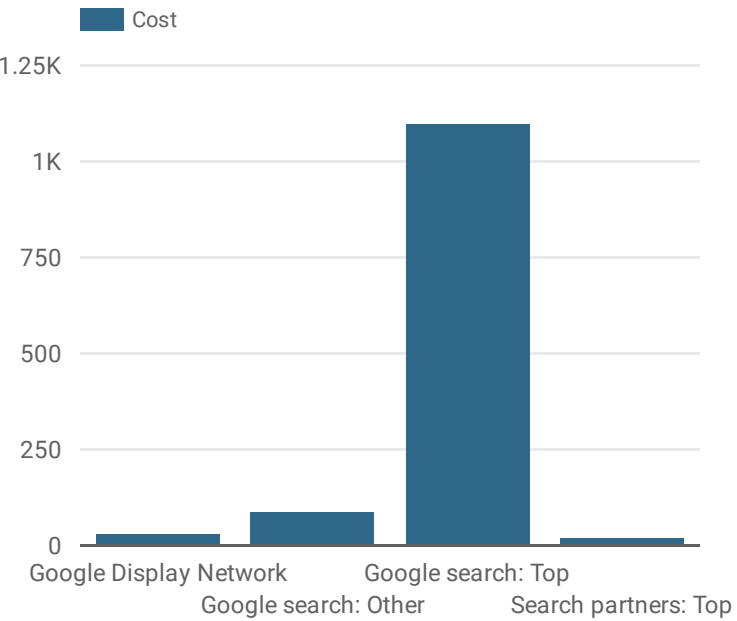
Clicks



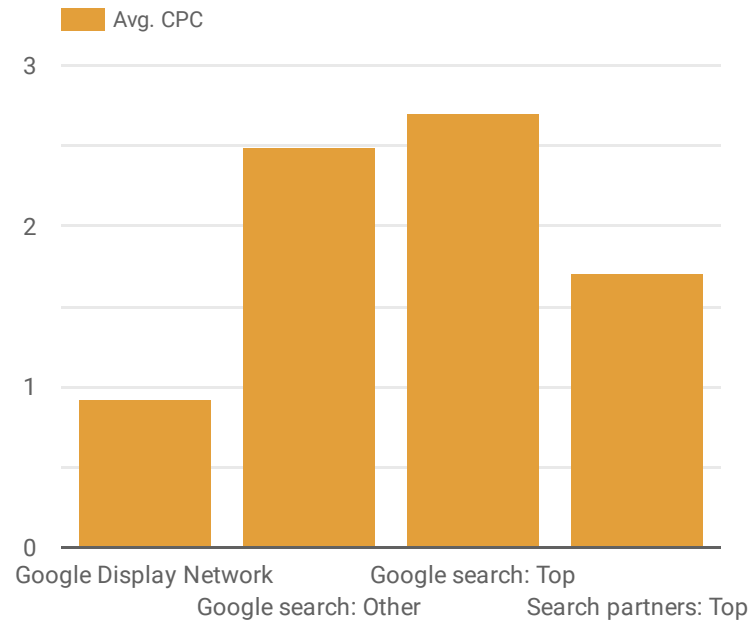
CTR and Conv. rate



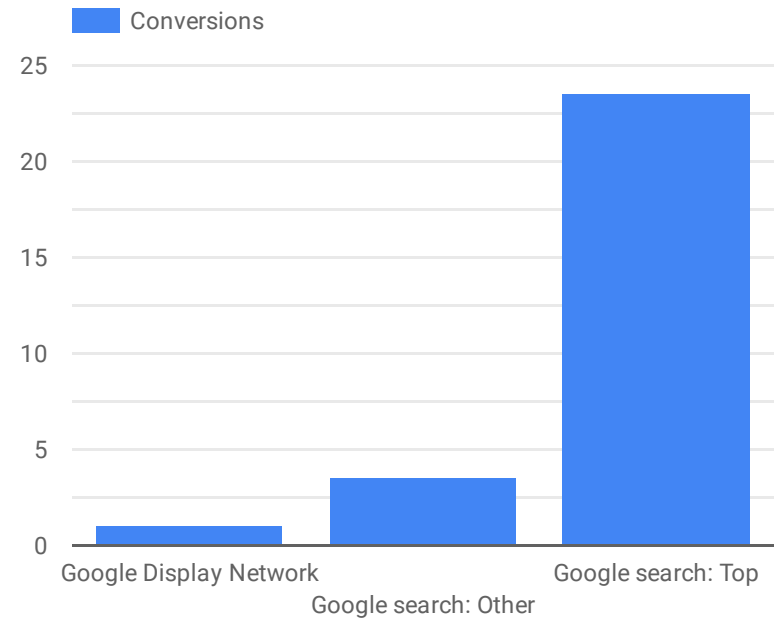
Cost



CPC



Conversions





Phone Calls

13 Jun 2020 - 12 Jul 2020

PTR
0.00%
N/A

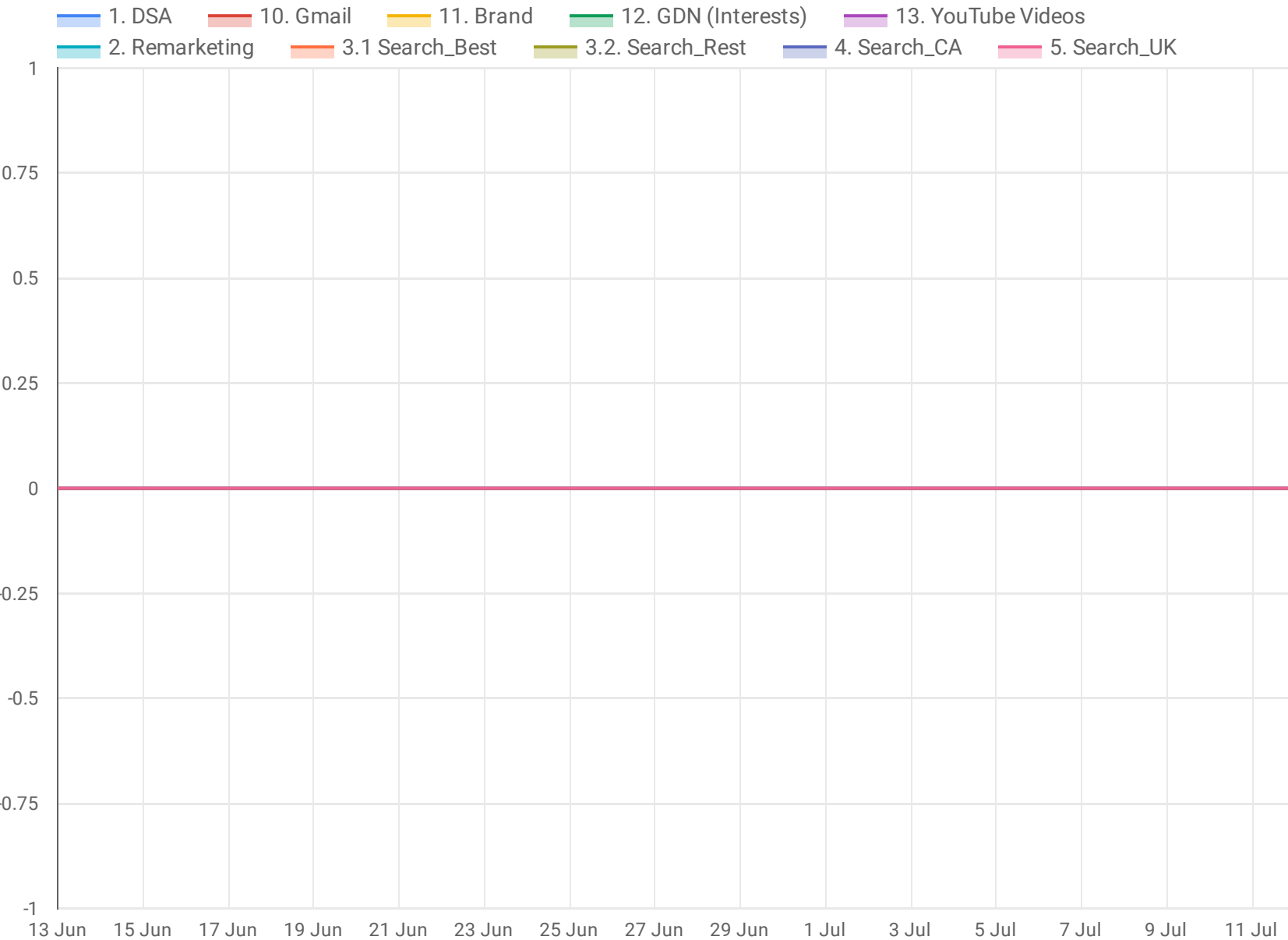
Phone impressions
0.0
N/A

Phone calls
0
N/A

Phone cost
\$0.00
N/A

Campaign

Campaign Phone Impressions



PTR by Day Of Week

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

Phone Calls by Day Of Week

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



Compretitors Overview

	Auction Insight - Domain	Impr. share ▾	Overlap Rate	Outranking Share
1.	competitor1.com	0.2	0.25	0.11
2.	competitor2.com	0.19	0.17	0.13
3.	competitor3.com	0.18	0.07	0.13
4.	competitor4.com	0.15	0.2	0.12
5.		0.14	0	0
6.	competitor5.com	0.12	0.17	0.12
7.	competitor7.com	0.1	0.07	0.14
8.	competitor8.com	0.1	0.11	0.13
9.	competitor9.com	0.1	0.16	0.12
10.	competitor10.com	0.1	0.08	0.13

1 - 10 / 10 < >

Performance Summary

Cost

\$1.24K

↓ -4.9%

Clicks

487

↓ -4.9%

Impressions

39.9K

↓ -16.0%

CTR

1.22%

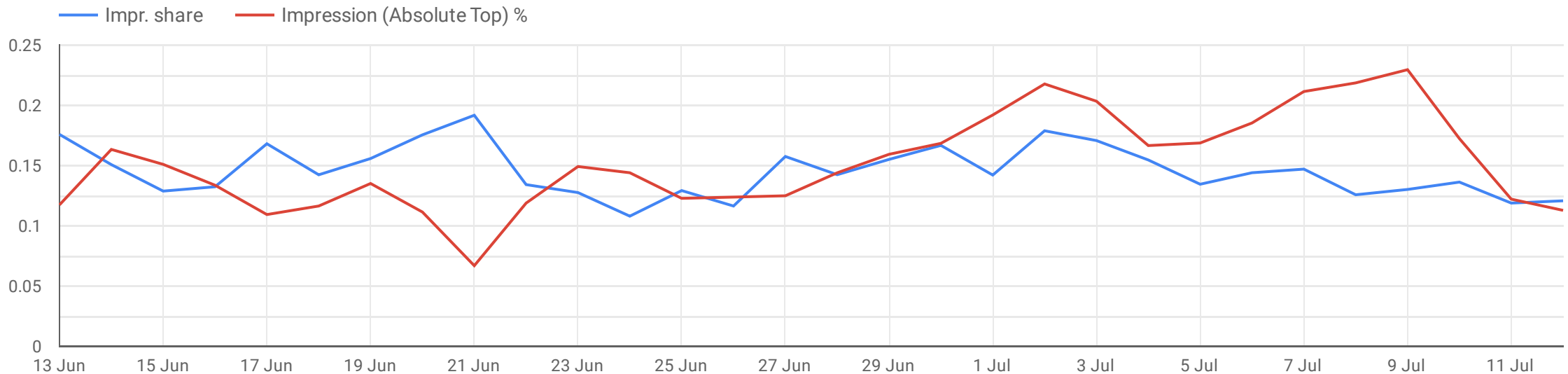
↑ 13.2%

Avg. CPC

\$2.54

↓ -0.1%

Average Position vs. Search Impressions 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