



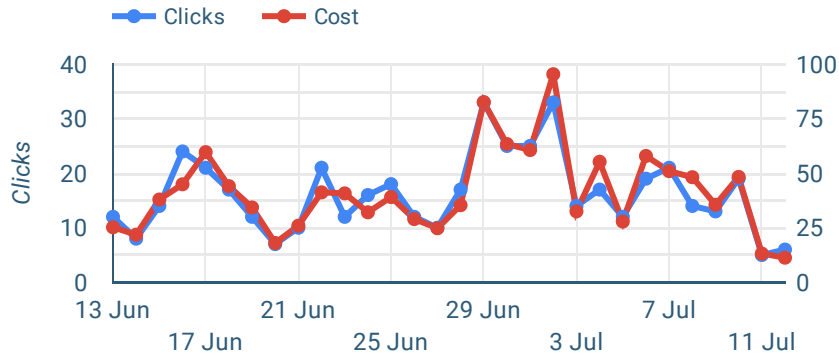
Account Performance - 1

13 Jun 2020 - 12 Jul 2020

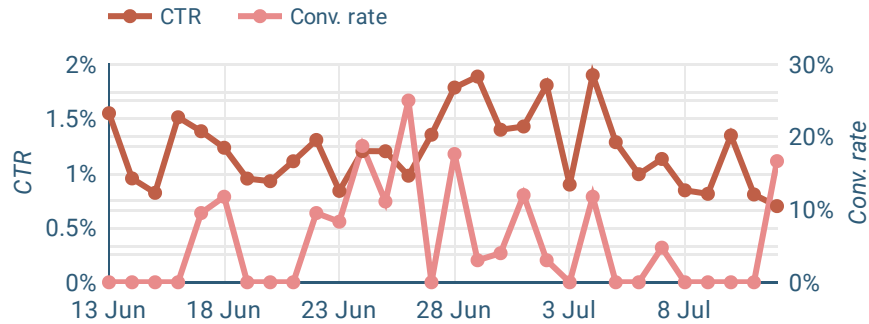
Data Compare Type = Previous Period

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

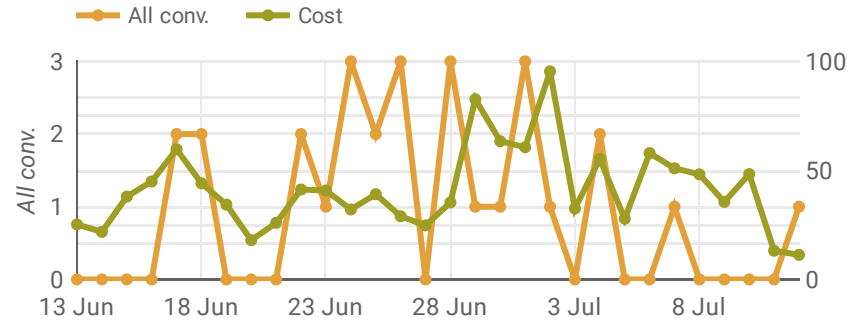


Campaign

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 < >

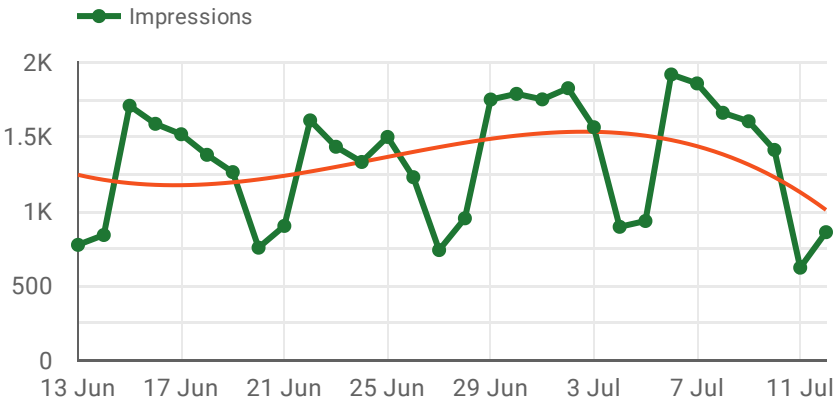


Account Performance - 2

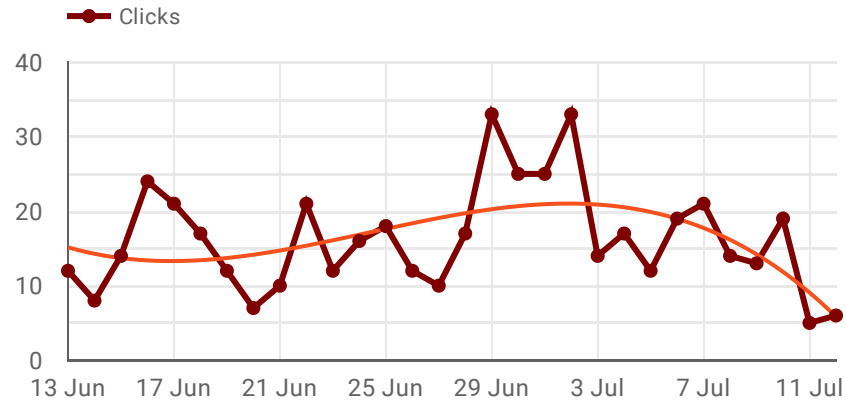
13 Jun 2020 - 12 Jul 2020



Impressions



Clicks

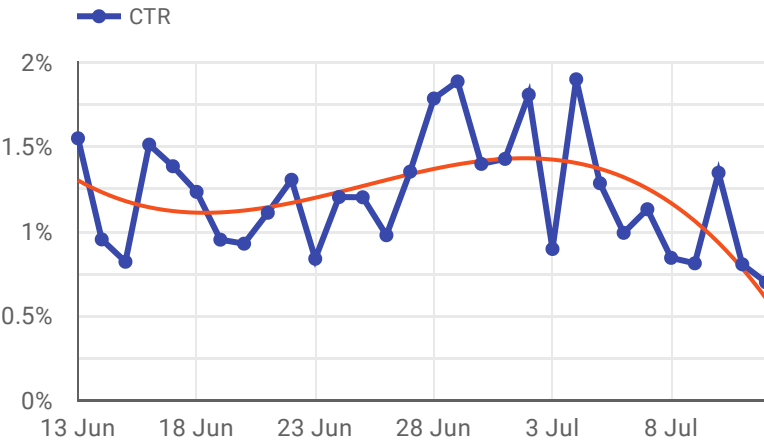


Campaign

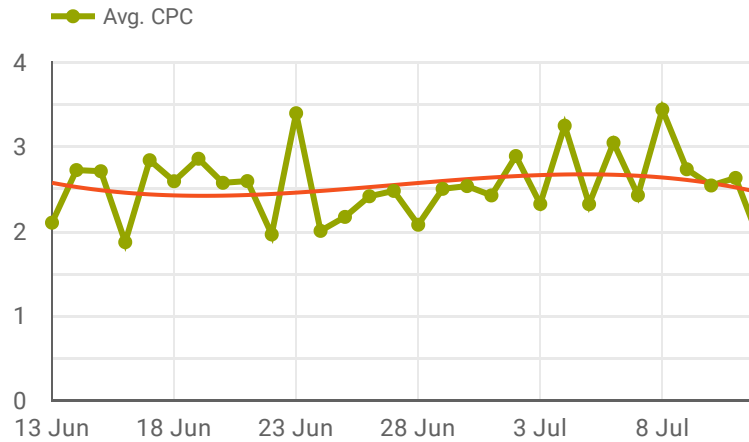
Campaign Type

Device

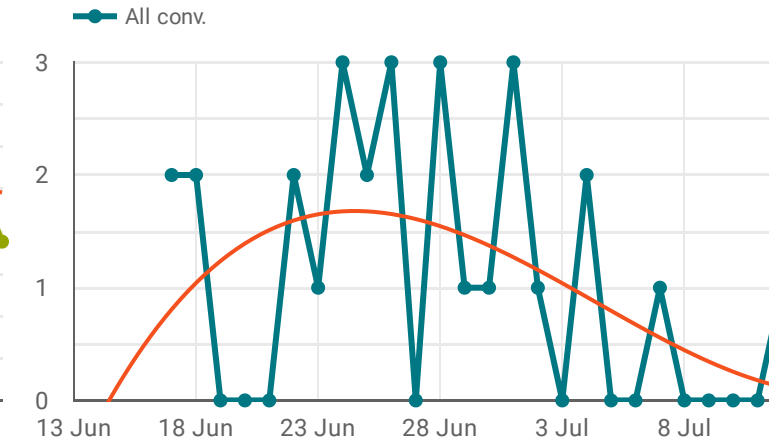
CTR



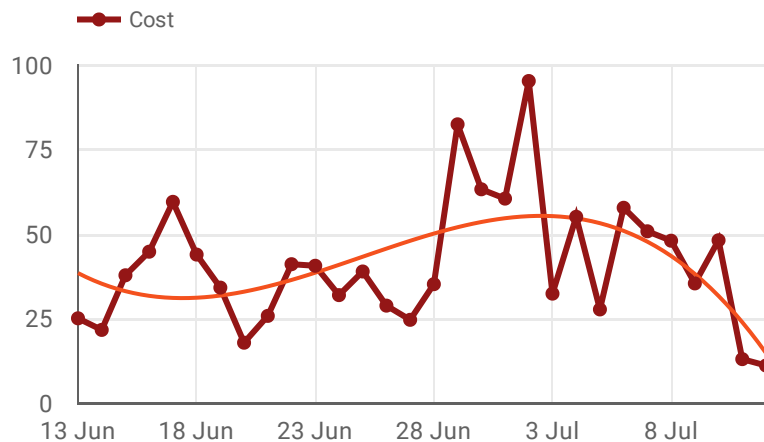
Avg. CPC



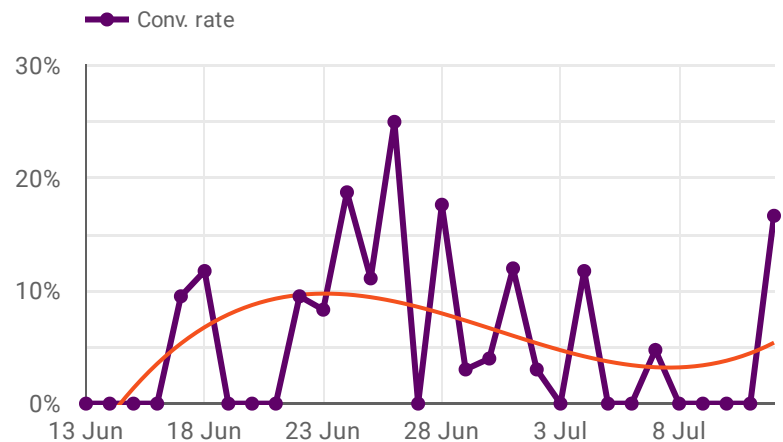
All Conversions



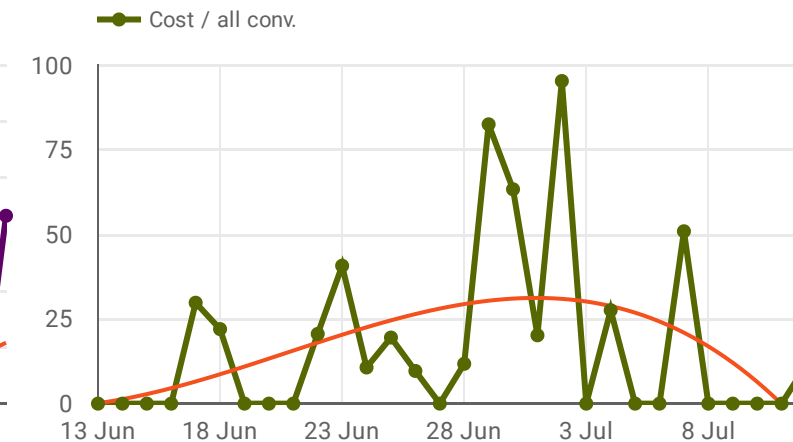
Cost



Conversion Rate



Cost / All Conversions





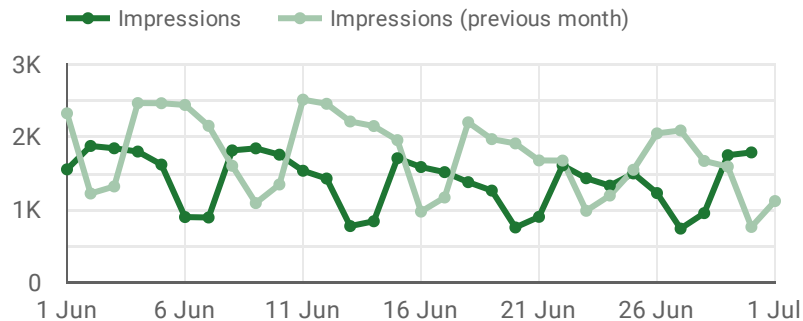
Last Month vs. Month Before Last Month

13 Jun 2020 - 12 Jul 2020

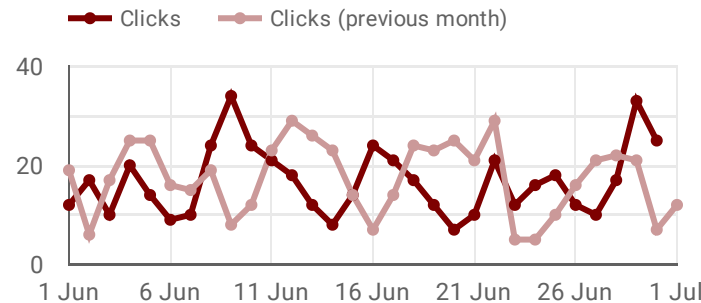
Impressions 41.9K ↓ -22.8%	Clicks 502 ↓ -6.9%	CTR 1.20% ↑ 20.7%	Avg. CPC \$2.53 ↑ 5.6%	All conv. 30 ↑ 15.4%	Cost \$1.27K ↓ -1.7%	Conv. rate 5.98% ↑ 23.9%	Cost / all conv. \$42.39 ↓ -14.8%
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Please ignore the date range on the top right of this page.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

Impressions



Clicks

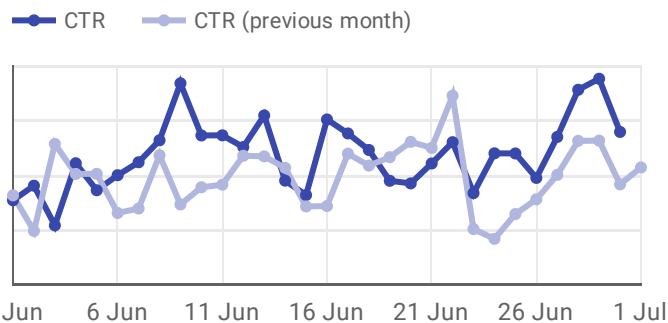


Campaign

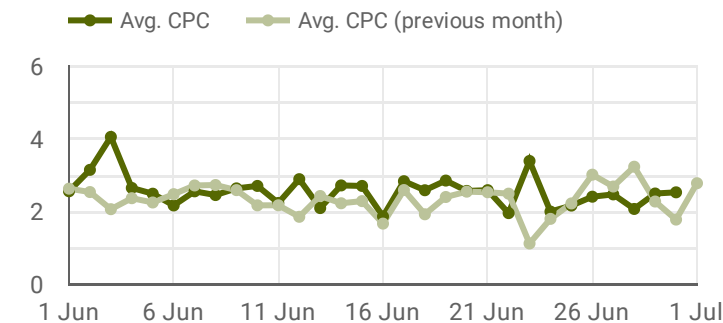
Campaign Type

Device

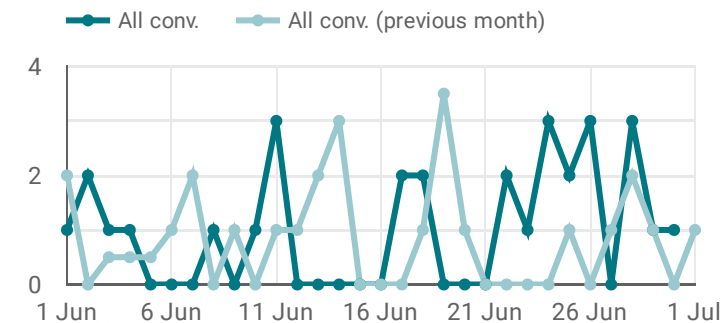
CTR



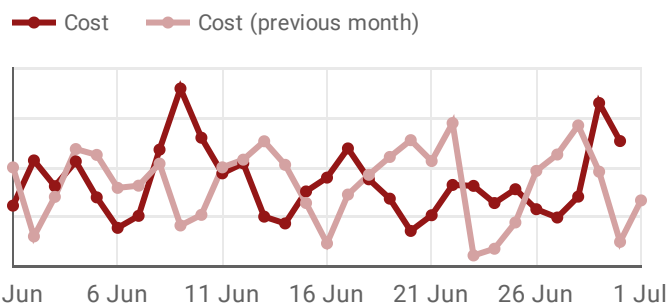
Avg. CPC



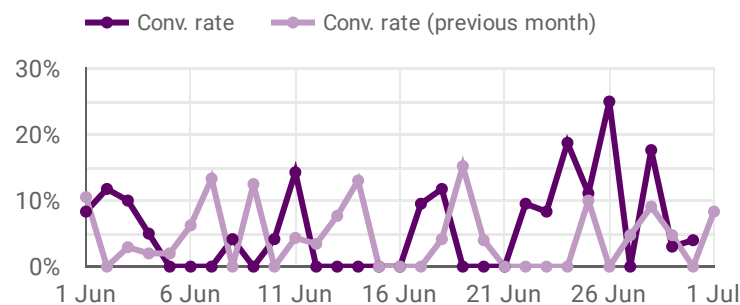
All Conversions



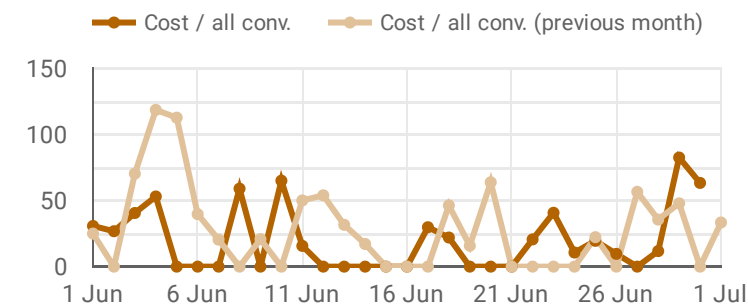
Cost



Conversion Rate



Cost / All Conversions





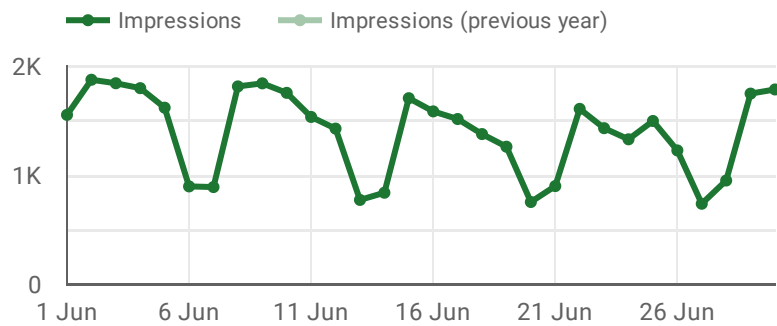
Last Month vs. Same Month Last Year

13 Jun 2020 - 12 Jul 2020

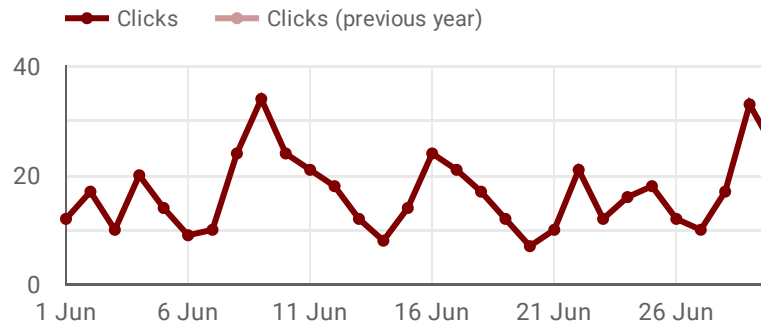
Impressions 41.9K ↑ N/A	Clicks 502 ↑ N/A	CTR 1.20% ↑ N/A	Avg. CPC \$2.53 ↑ N/A	All conv. 30 ↑ N/A	Cost \$1.27K ↑ N/A	Conv. rate 5.98% ↑ N/A	Cost / all conv. \$42.39 ↑ N/A
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Please ignore the date range on the top right of this page. It is not affecting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

Impressions



Clicks

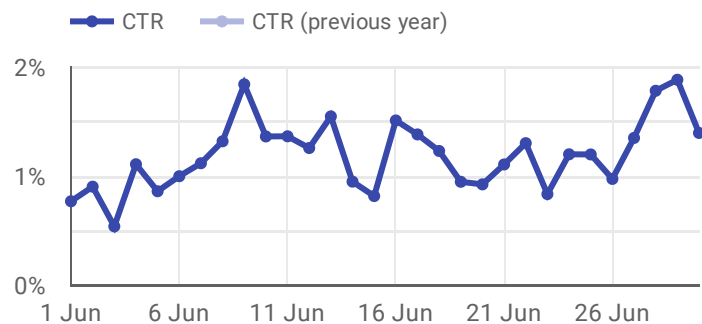


Campaign

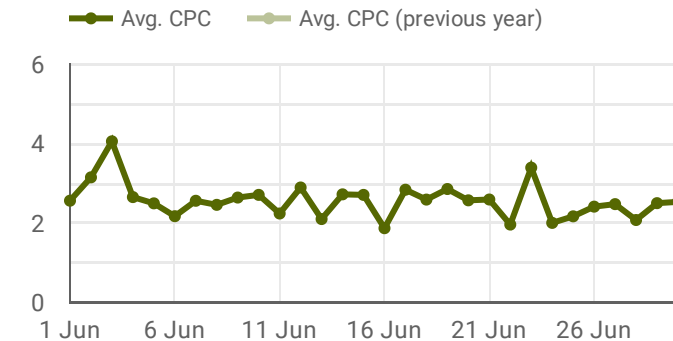
Campaign Type

Device

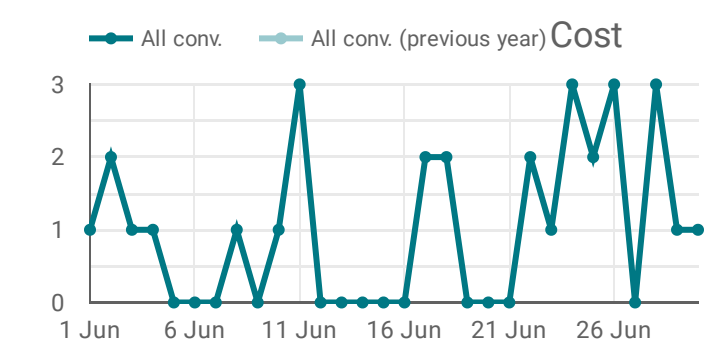
CTR



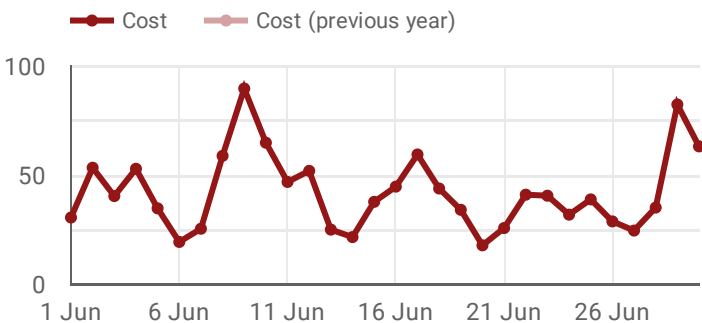
Avg. CPC



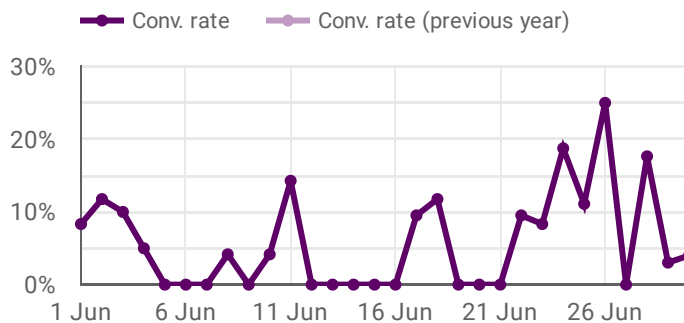
All Conversions



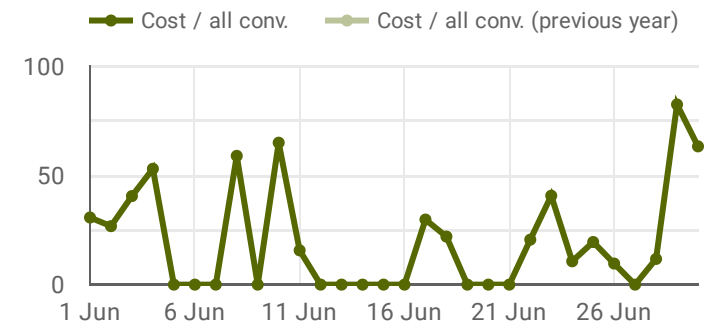
Cost



Conversion Rate



Cost / All Conversions





Hour of Day

13 Jun 2020 - 12 Jul 2020



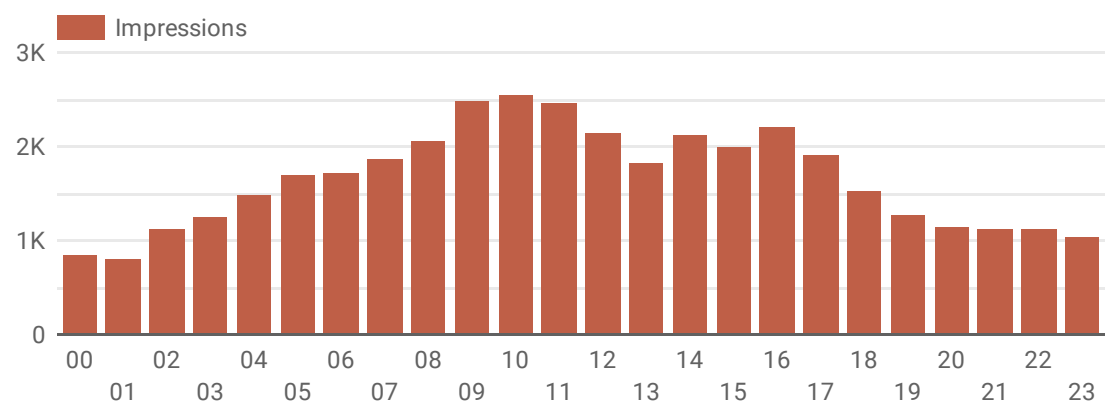
Campaign Type ▾

Campaign ▾

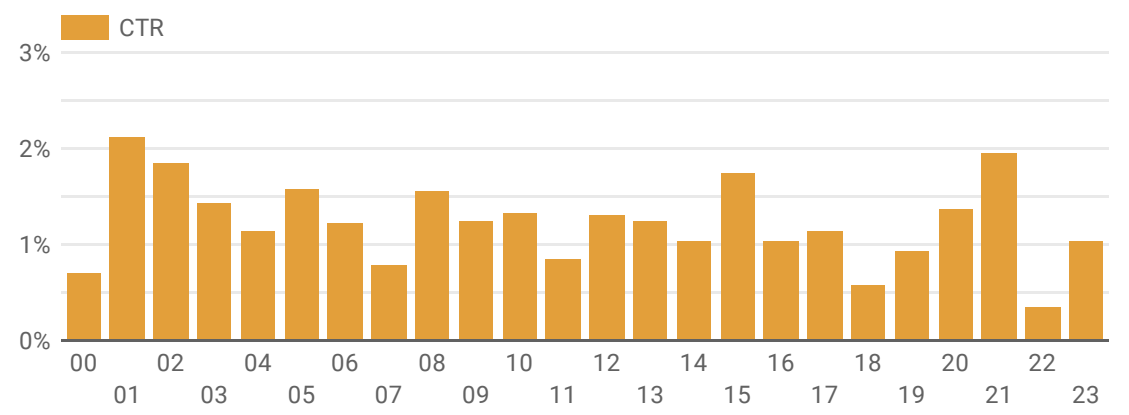
Device ▾

Country/Territory ▾

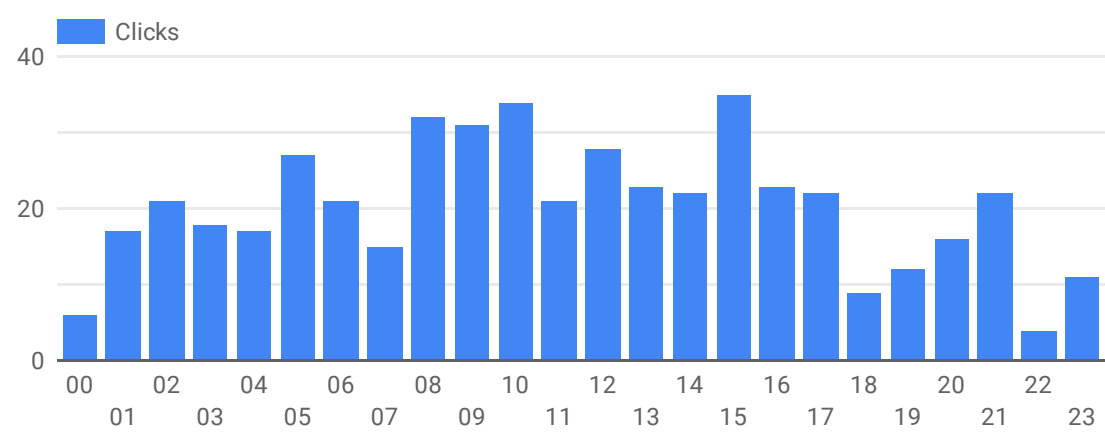
Impressions



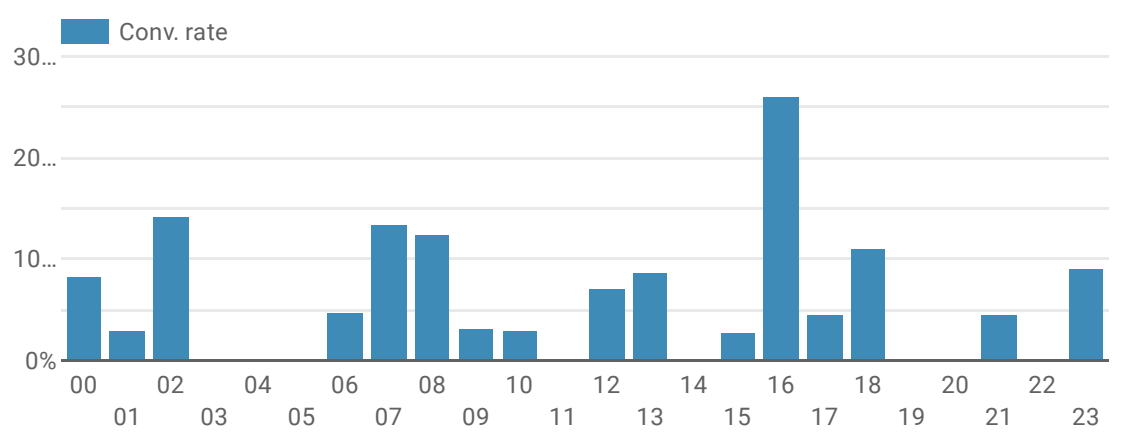
CTR



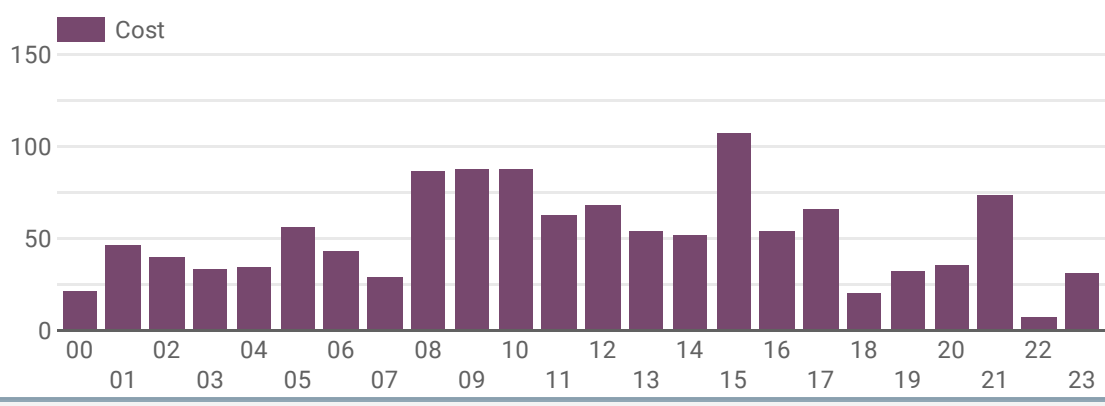
Clicks



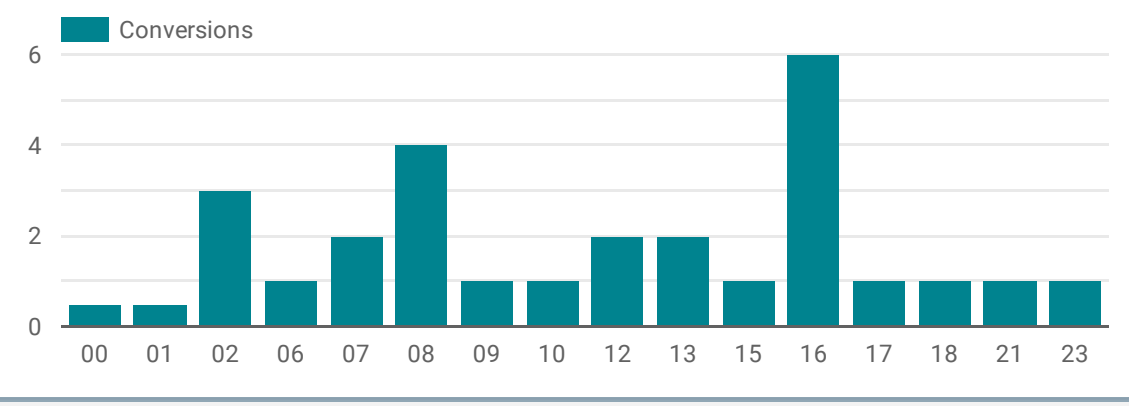
Conversion rate



Cost



Conversions





Day of Week

13 Jun 2020 - 12 Jul 2020



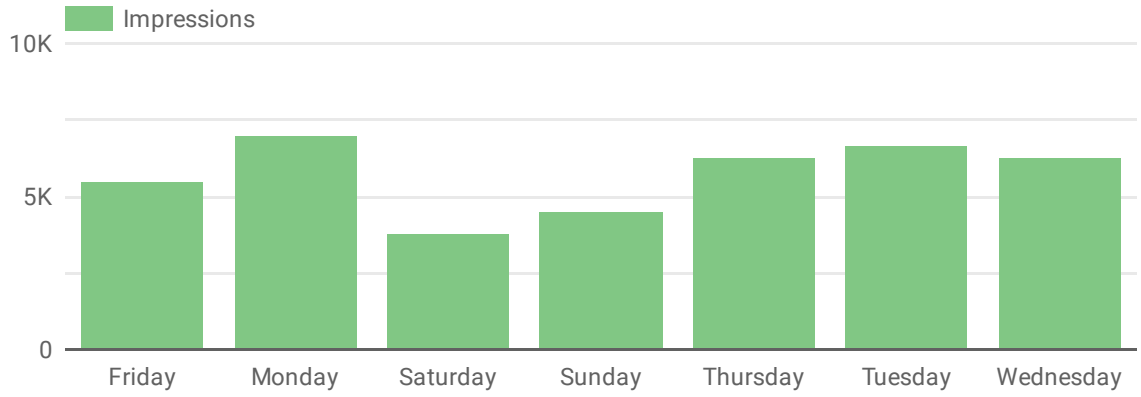
Campaign Type

Campaign

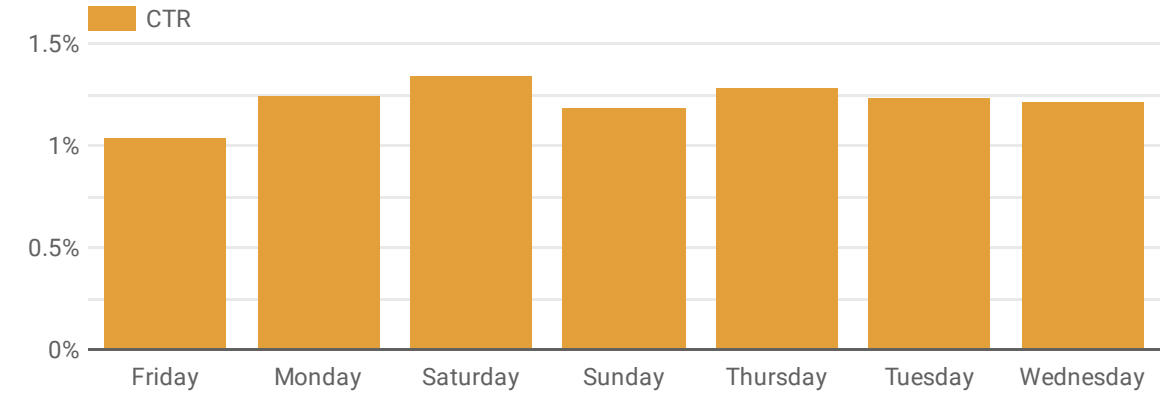
Device

Country/Territory

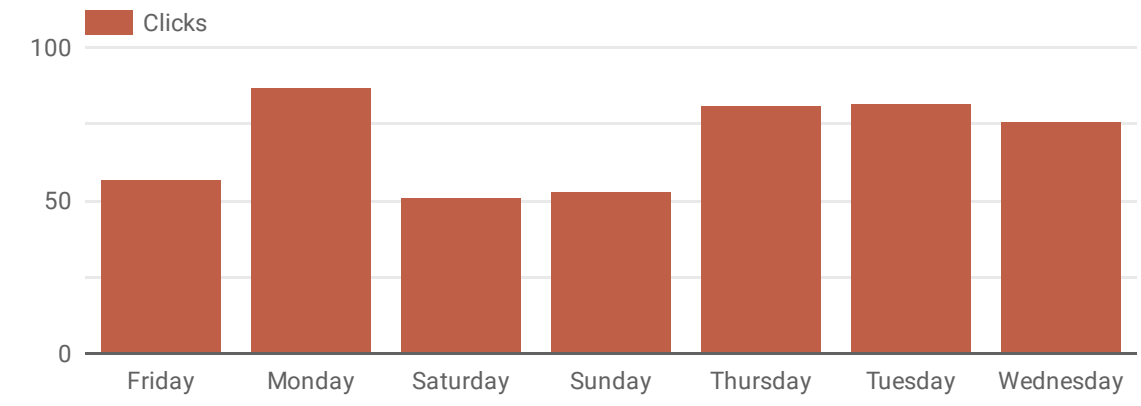
Impressions



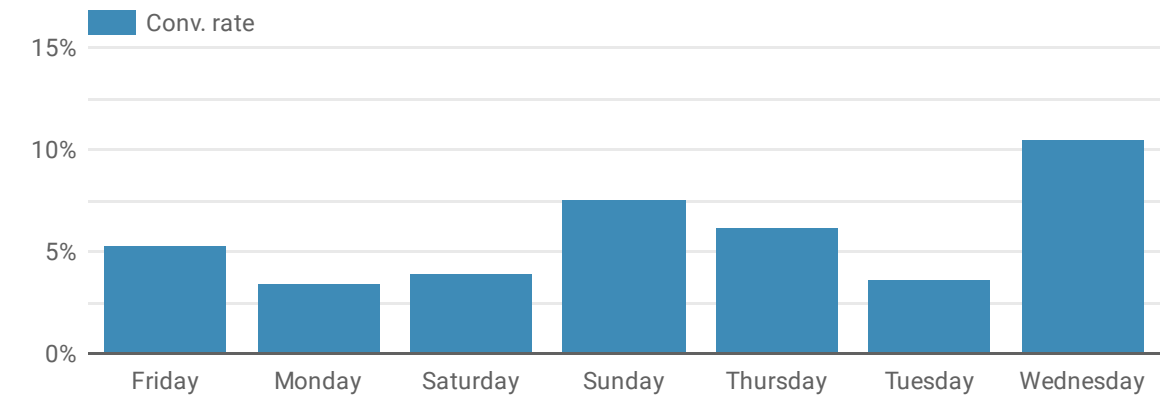
CTR



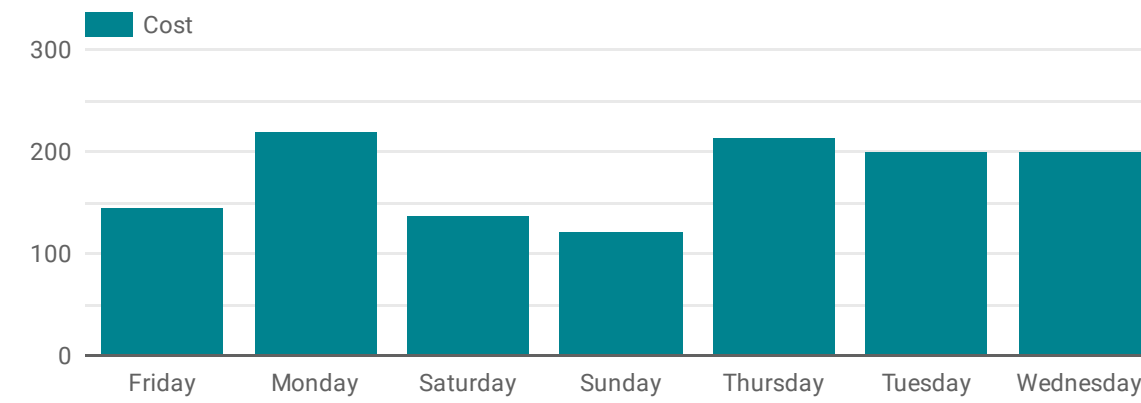
Clicks



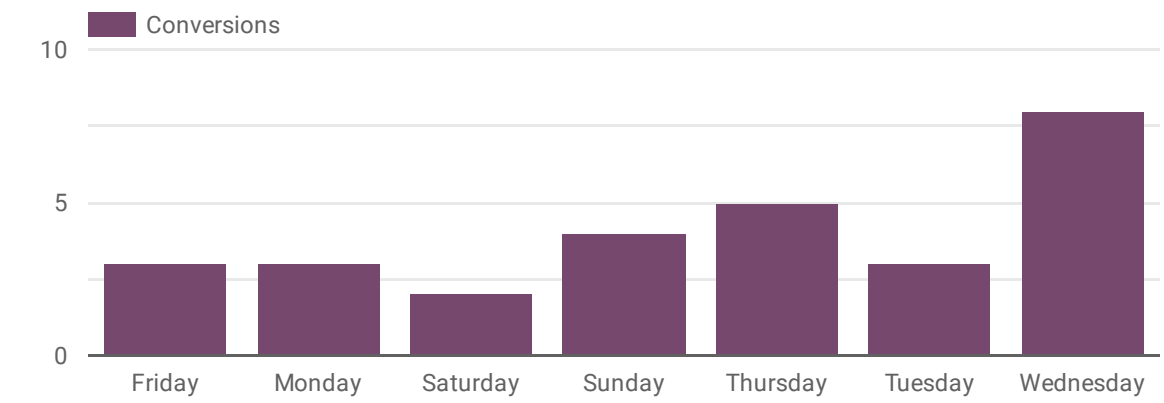
Conversion rate



Cost



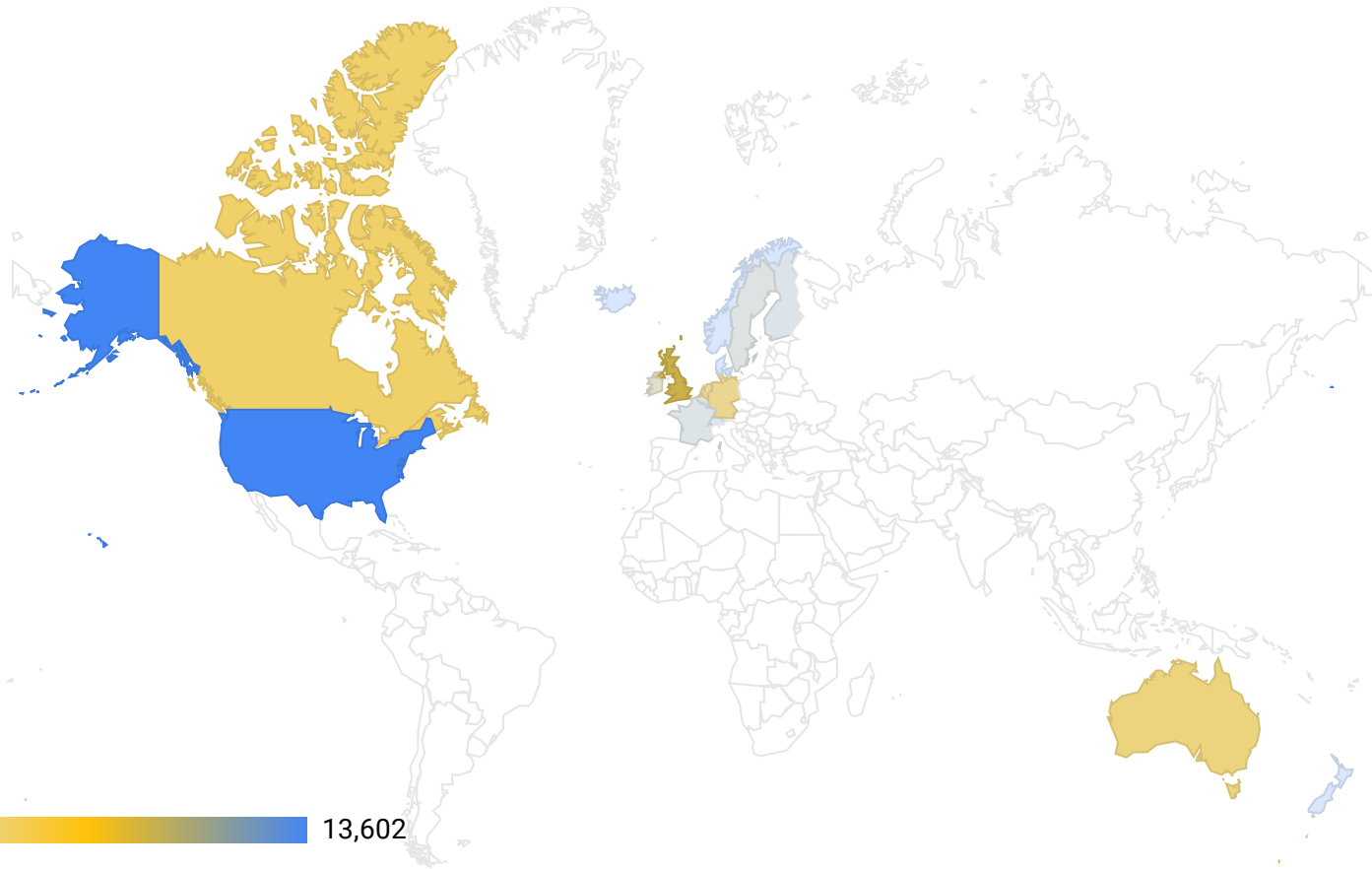
Conversions





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



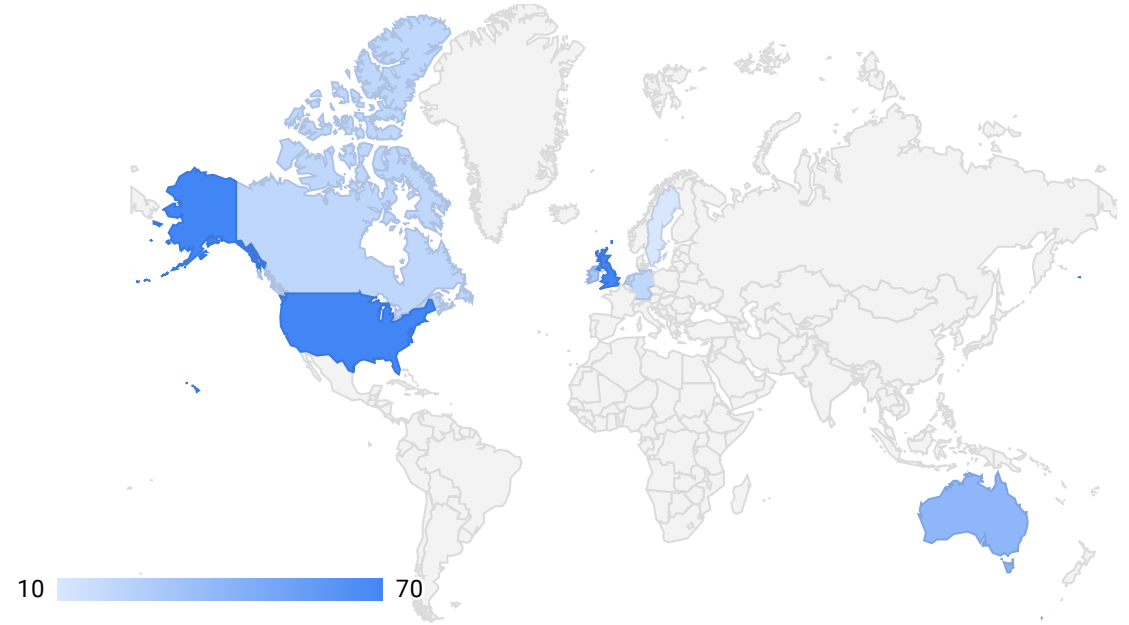
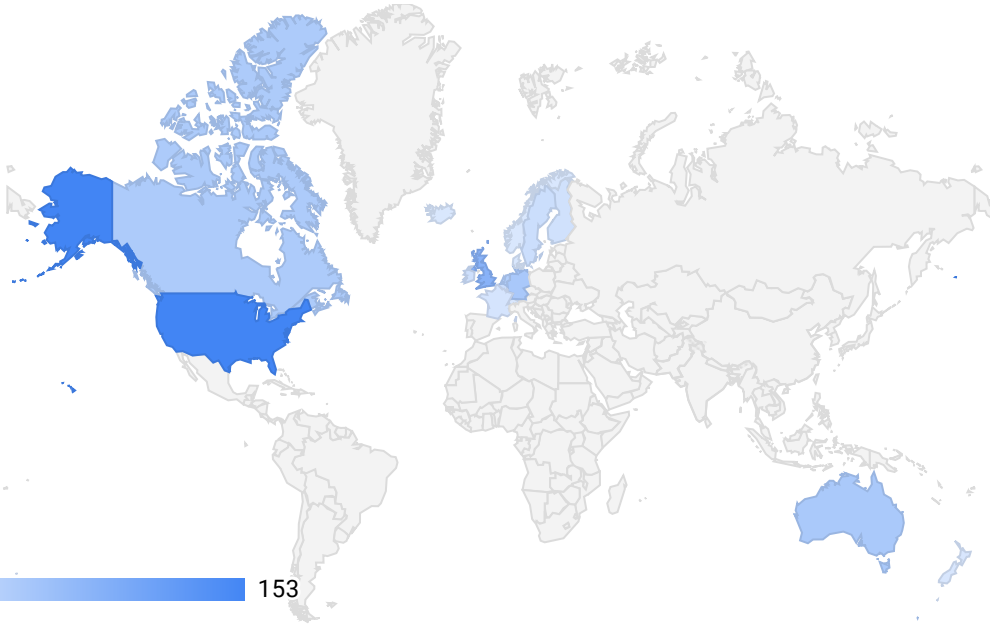
Campaign ▾

Campaign Type ▾

Device ▾

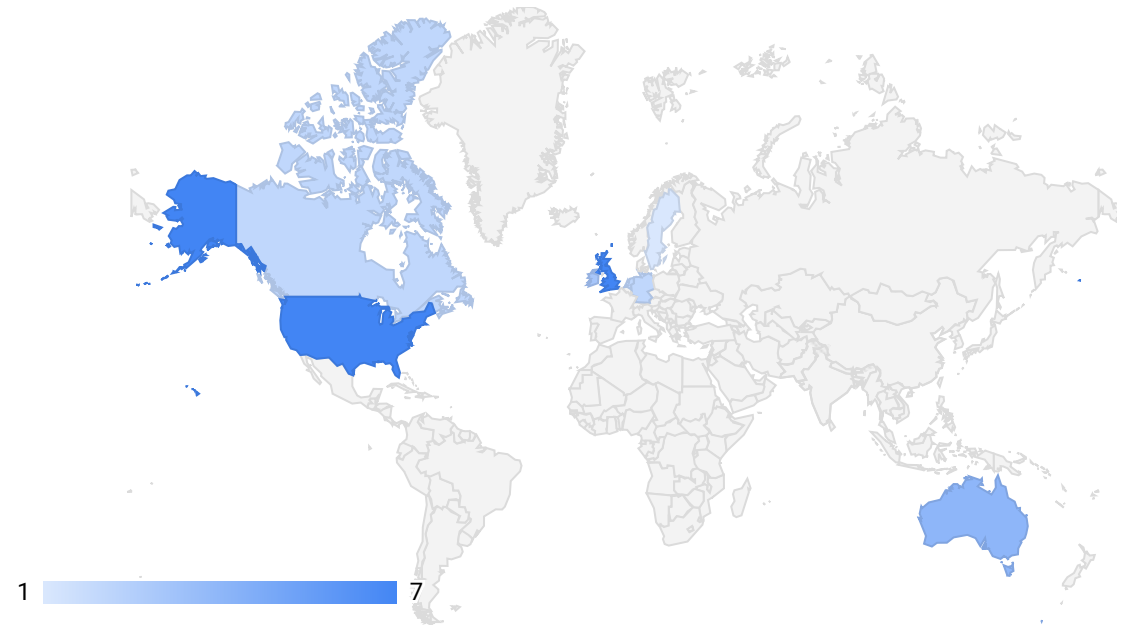
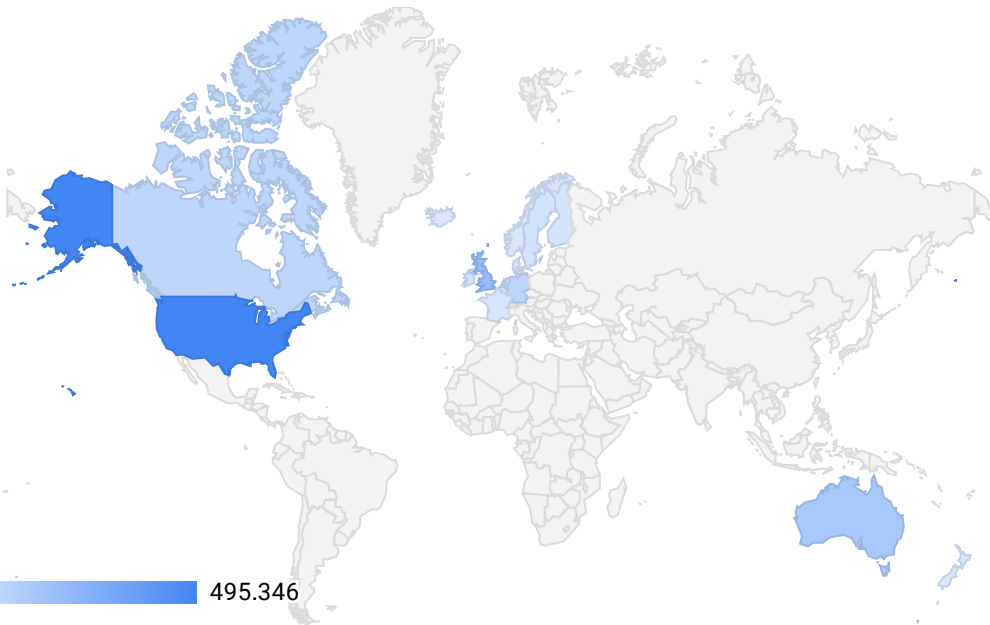
Clicks

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%

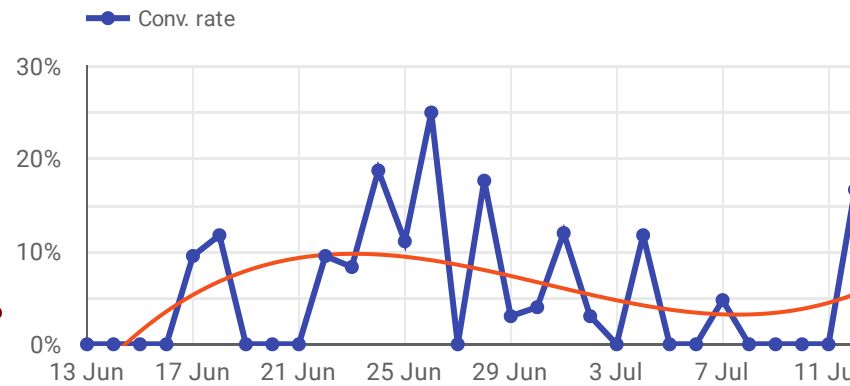
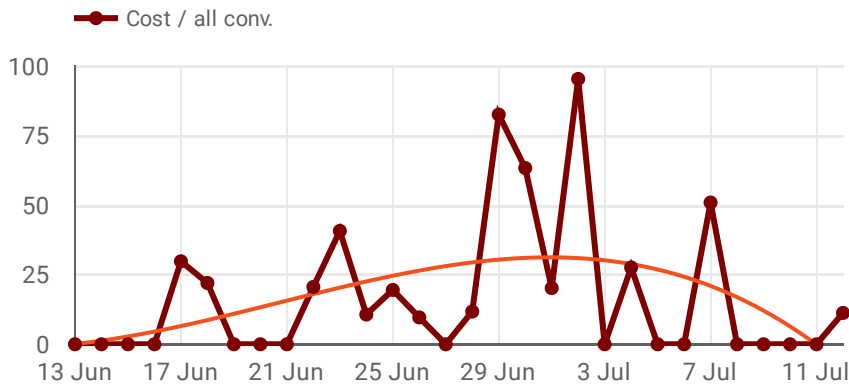
Cost / All Conv.

Conversion Rate

Campaign

Campaign Type

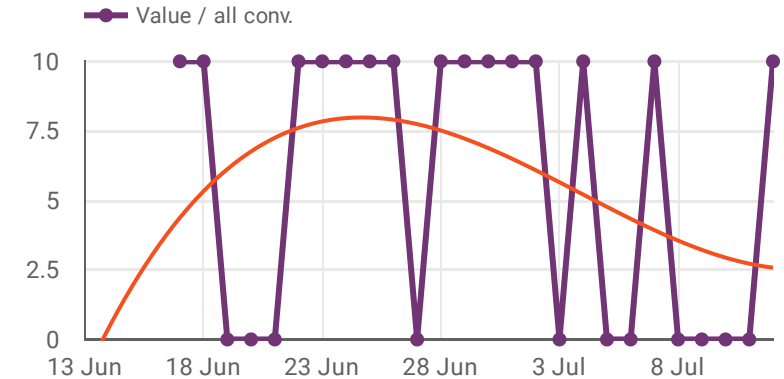
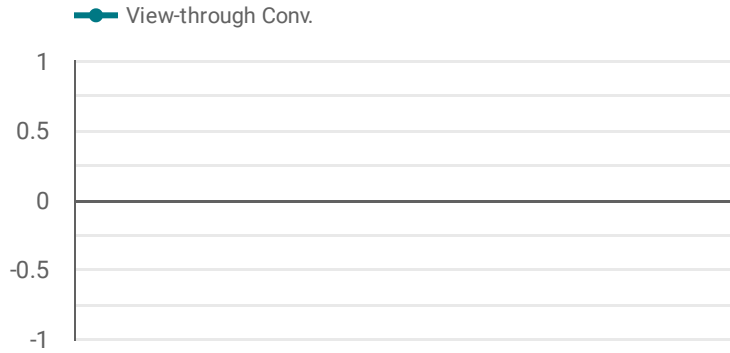
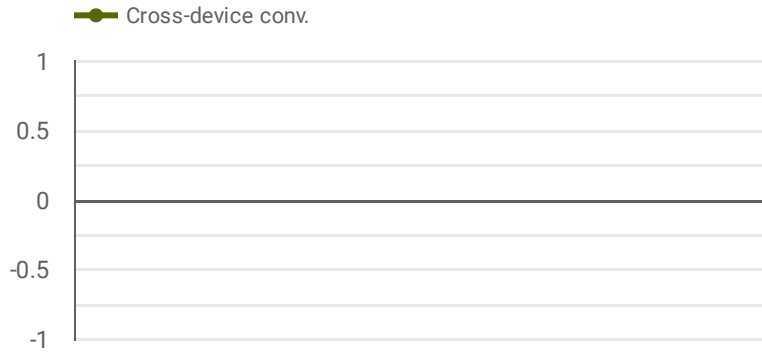
Device



Cross-Device Conversions

View-Through Conversions

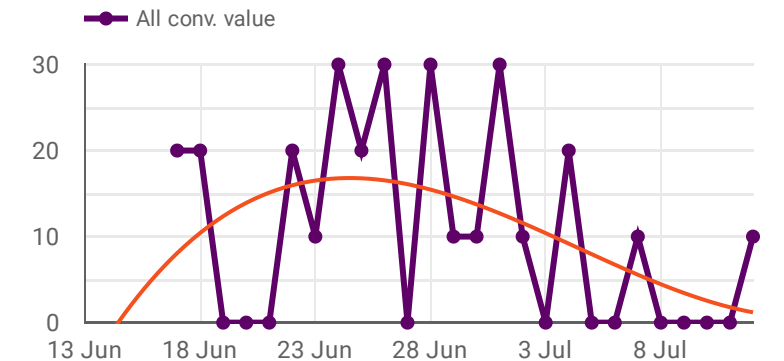
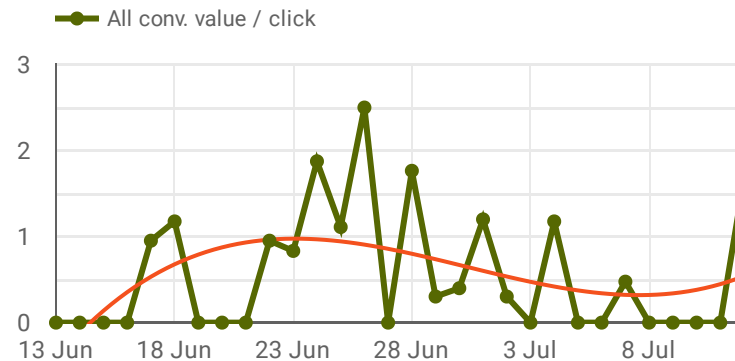
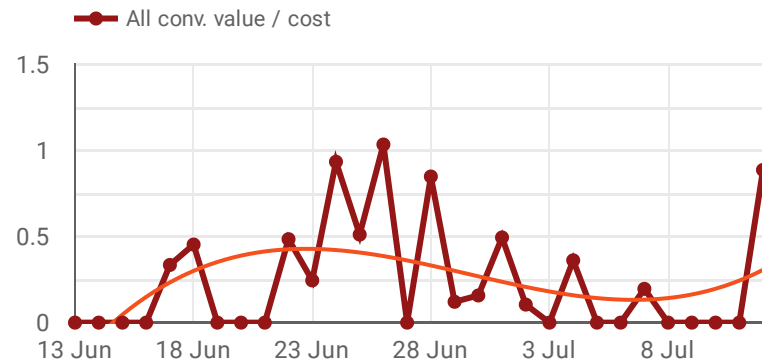
Value / All Conv.



All Conv. Value / Cost

All Conv. Value / Click

All Conv. Value

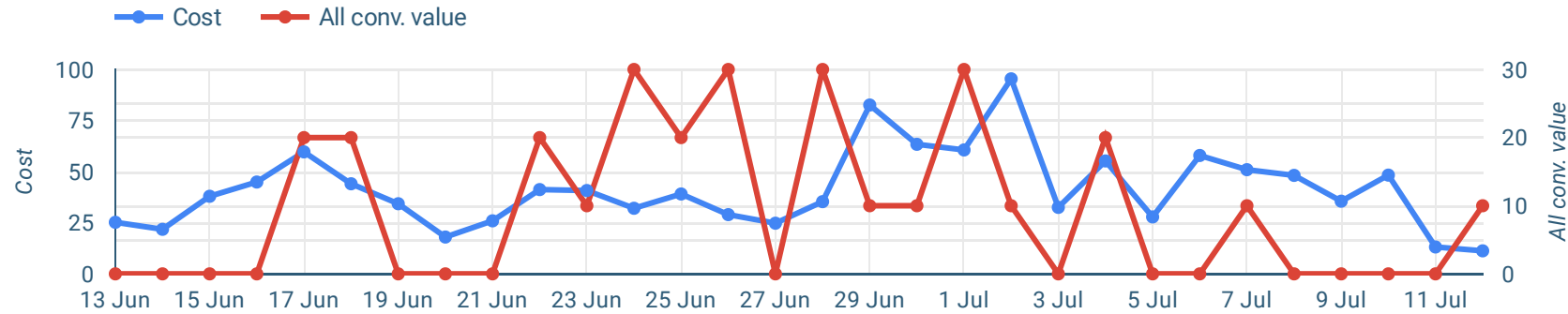




Conversions - 2

13 Jun 2020 - 12 Jul 2020

Cost vs. All Conv. Value

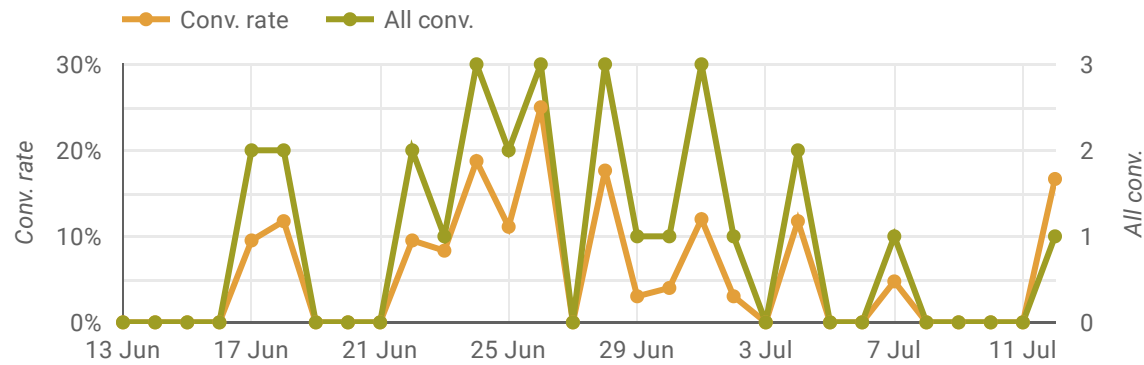


Campaign

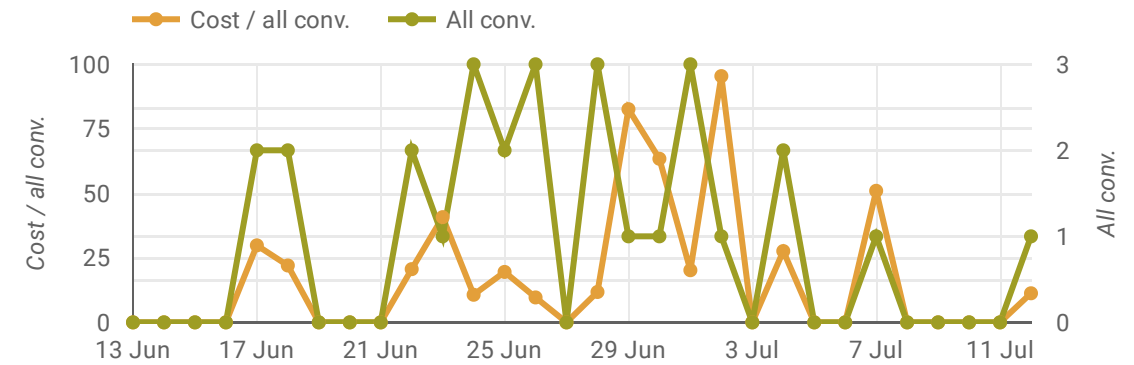
Campaign Type

Device

Conv. Rate & All Conversions



Cost / All Conv. & All Conv.



Campaigns - Conversions related

Campaign	All conv.	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

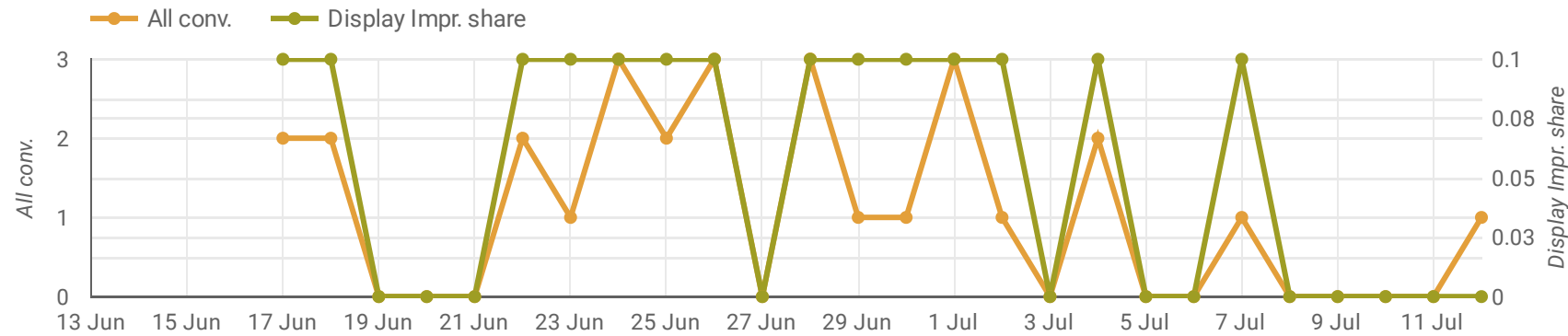


Ad Group Conversions

13 Jun 2020 - 12 Jul 2020



All Conv. & Impression Share



Campaign

Campaign Type

Device

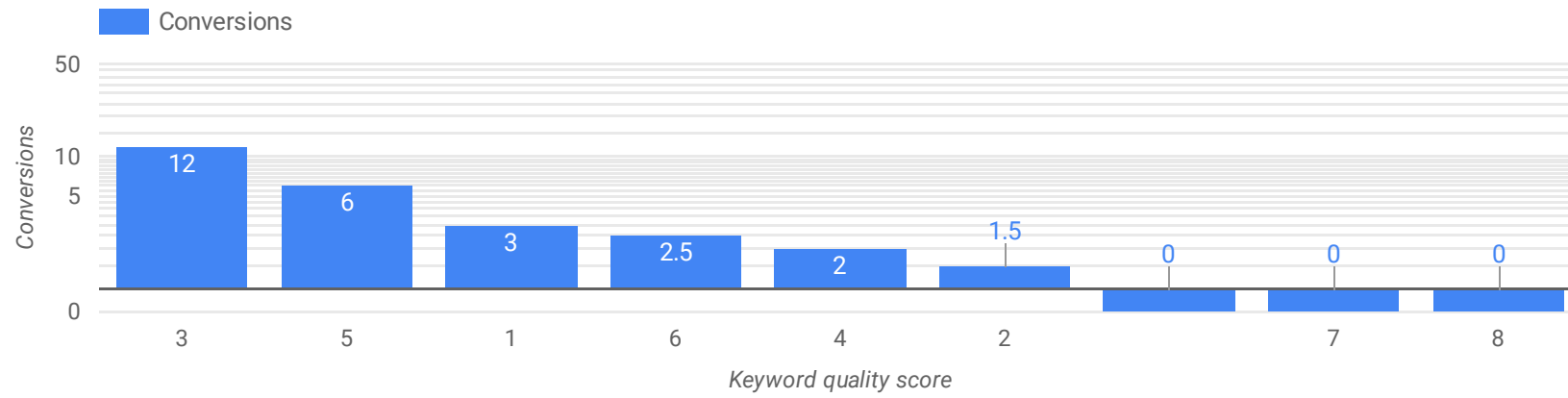
Ad group

Ad Groups by Conversion Metrics

Ad group	All conv. value	All conv.	Avg. CPC	Cost / all conv.	Conv. rate	Value / all conv.	Display Impr. share
1. Ad group 1	40	4	\$4.74	\$14.22	33.33%	10	0
2. Ad group 2	20	2	\$3.29	\$55.95	5.88%	10	0
3. Ad group 3	20	2	\$1.87	\$17.73	10.53%	10	0
4. Ad group 4	20	2	\$2.19	\$5.48	40%	10	0
5. Ad group 5	10	1	\$3.83	\$76.65	5%	10	0
6. Ad group 6	10	1	\$1.43	\$1.43	100%	10	0
7. Ad group 7	10	1	\$2.42	\$2.42	100%	10	0
8. Ad group 8	10	1	\$2.11	\$18.96	11.11%	10	0
9. Ad group 9	10	1	\$2.71	\$24.38	11.11%	10	0
10. Ad group 10	10	1	\$2.65	\$5.3	50%	10	0
11. Ad group 11	10	1	\$1.37	\$30.12	4.55%	10	0
12. Ad group 12	10	1	\$3.53	\$21.2	16.67%	10	0
13. Ad group 13	10	1	\$3.35	\$13.41	25%	10	0
14. Ad group 14	10	1	\$3.23	\$22.64	14.29%	10	0
15. Ad group 15	10	1	\$4.22	\$42.2	10%	10	0
16. Ad group 16	10	1	10	0



Conversions vs Quality Score



Campaign

Campaign Type

Device

Keywords by Conversion Metrics

Display keyword	Conversions	Avg. CPC	Cost / conv.	Conv. rate
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No data



Display Impression Share

13 Jun 2020 - 12 Jul 2020

Display Impr. share

0.1

0.0%

Display Lost IS (rank)

0.9

0.0%

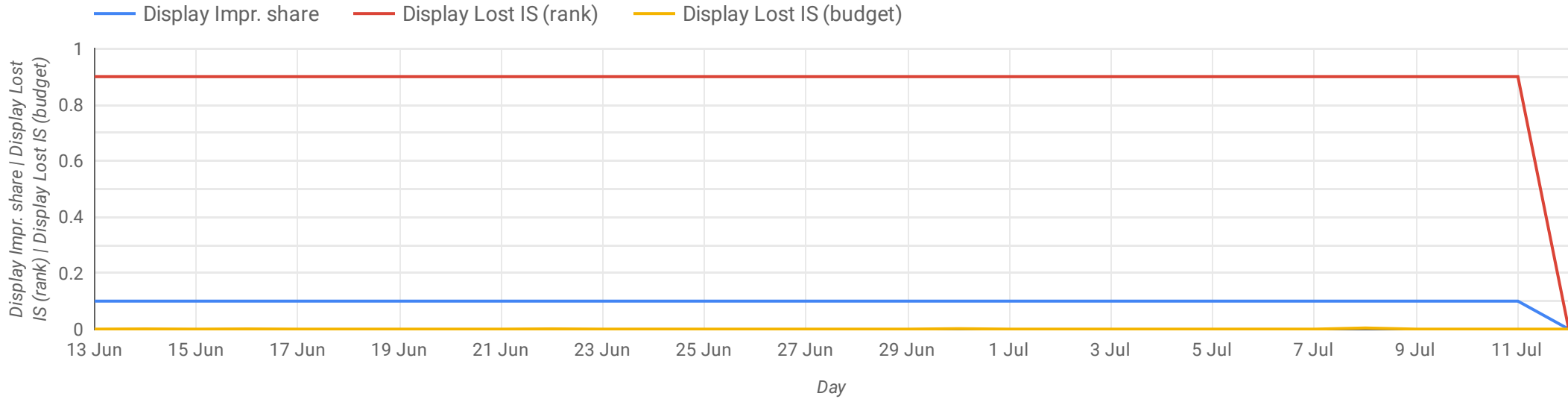
Display Lost IS (budget)

0

↓ -41.5%

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

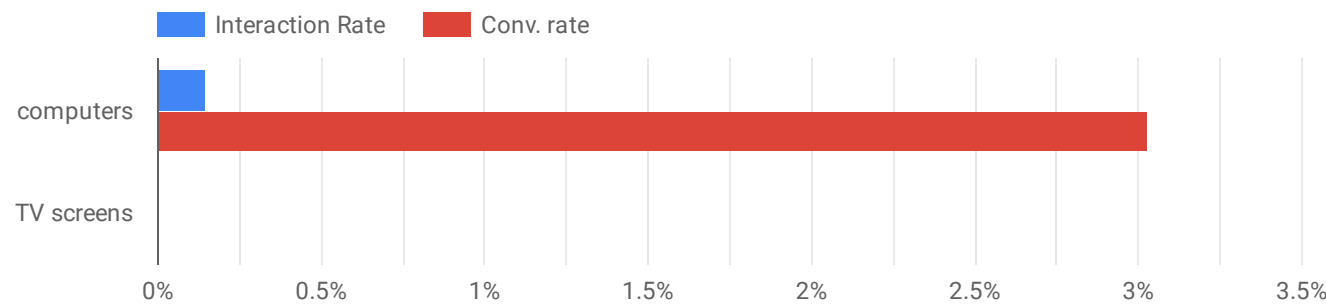
13 Jun 2020 - 12 Jul 2020

Device	Impressions	Clicks	Cost
1. computers	22.6K	33	\$30.28
2. TV screens	1	0	\$0

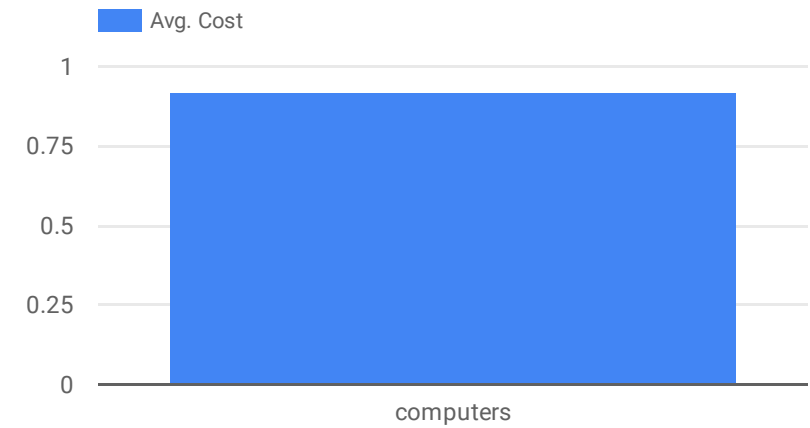
Campaign

1 - 2 / 2 < >

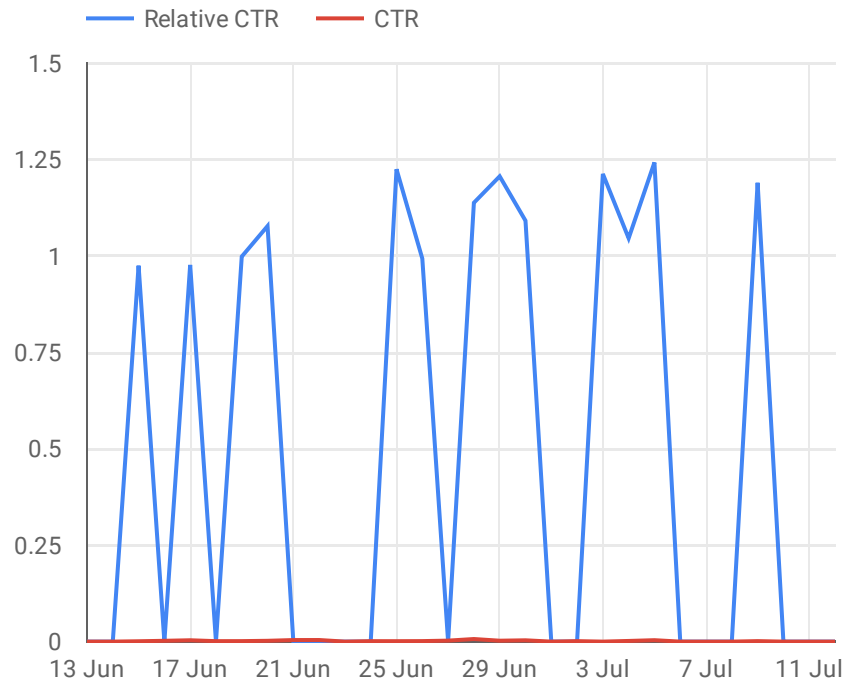
Interaction rate and conv. rate by device type



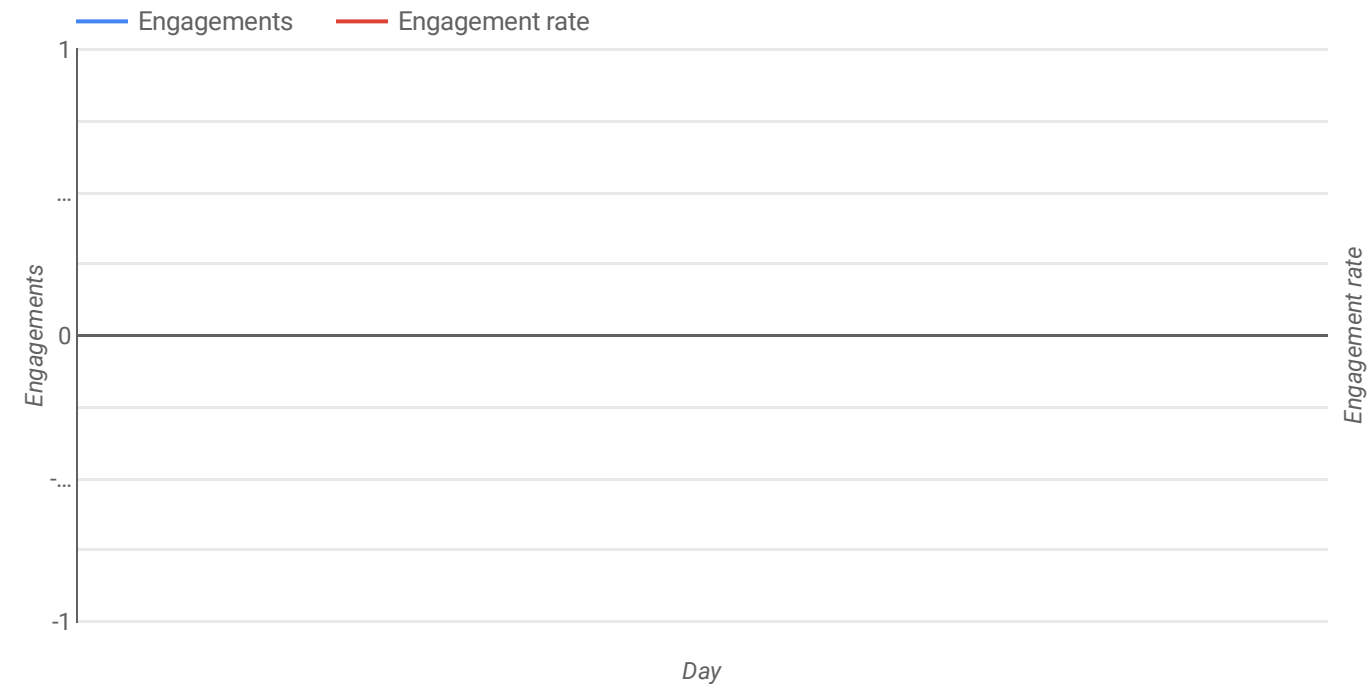
Cost by device type



Campaigns CTR compared to relative CTR



Display engagement variation over time





Display Campaigns - Topics

13 Jun 2020 - 12 Jul 2020

Data Compare Type = Previous Period

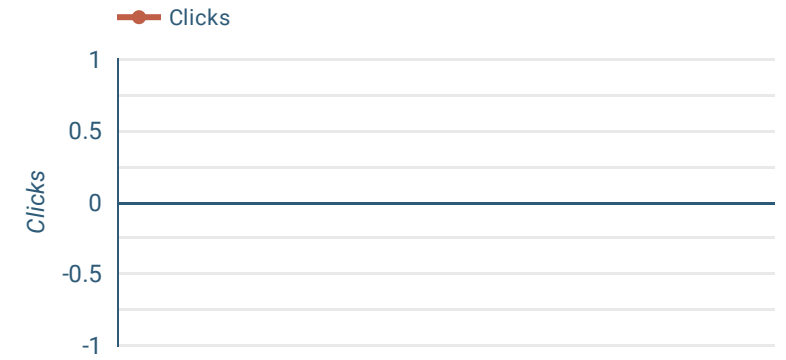
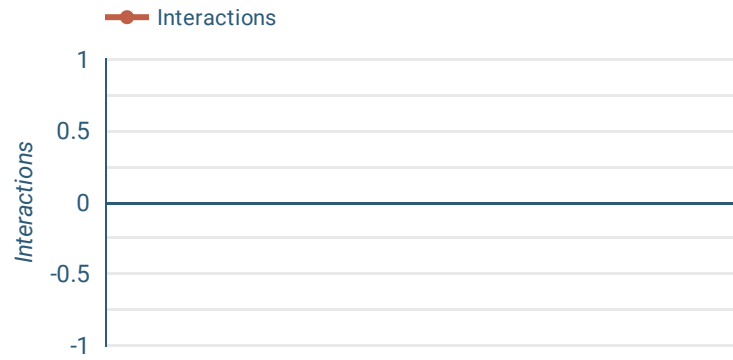
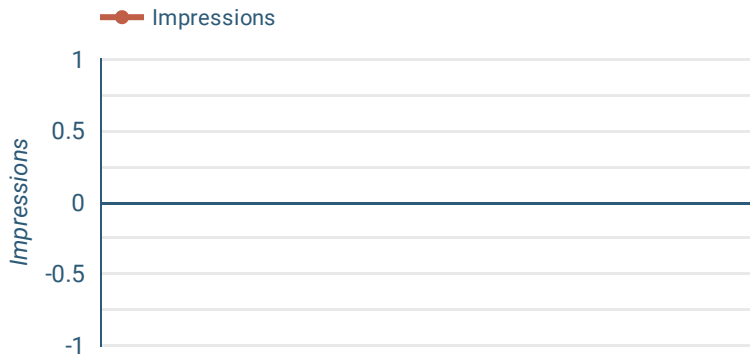
Impressions	Interactions	Interaction Rate	Clicks	Avg. CPC	Avg. CPM (deprecated)	Avg. Cost	Cost
0.0	0	0.00%	0	\$0.00	\$0.00	\$0.0	\$0.00
N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A

Impressions

Interactions

Clicks

Campaign



Topics

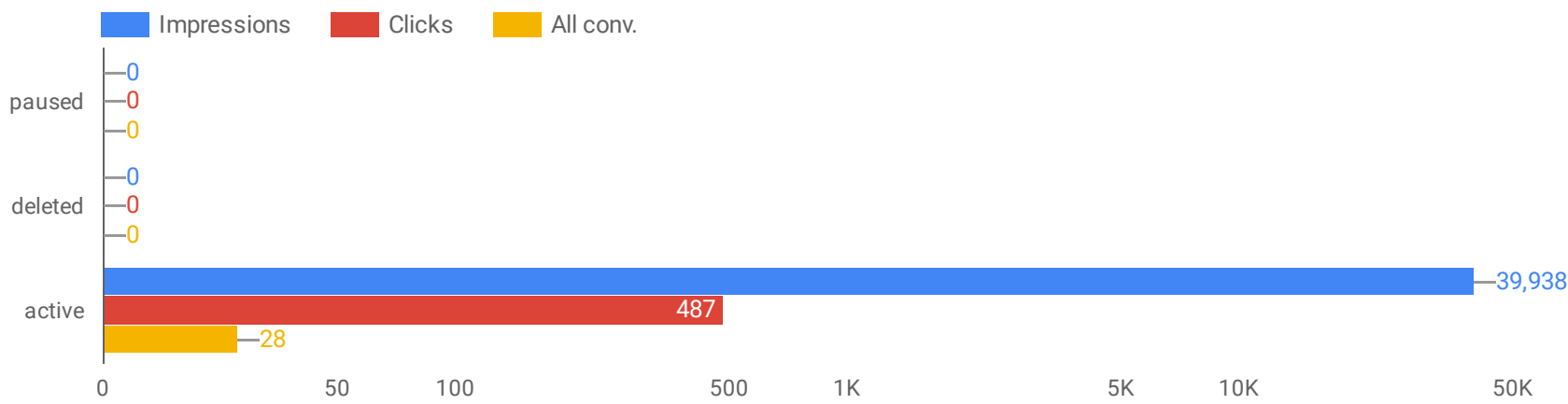
Topic	Campaign	Ad group	Impressions	Interactions	Interaction Rate	Avg. CPC	Avg. CPM (deprecated)	Avg. Cost	Cost
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No data



Conversion Funnel - 1

13 Jun 2020 - 12 Jul 2020

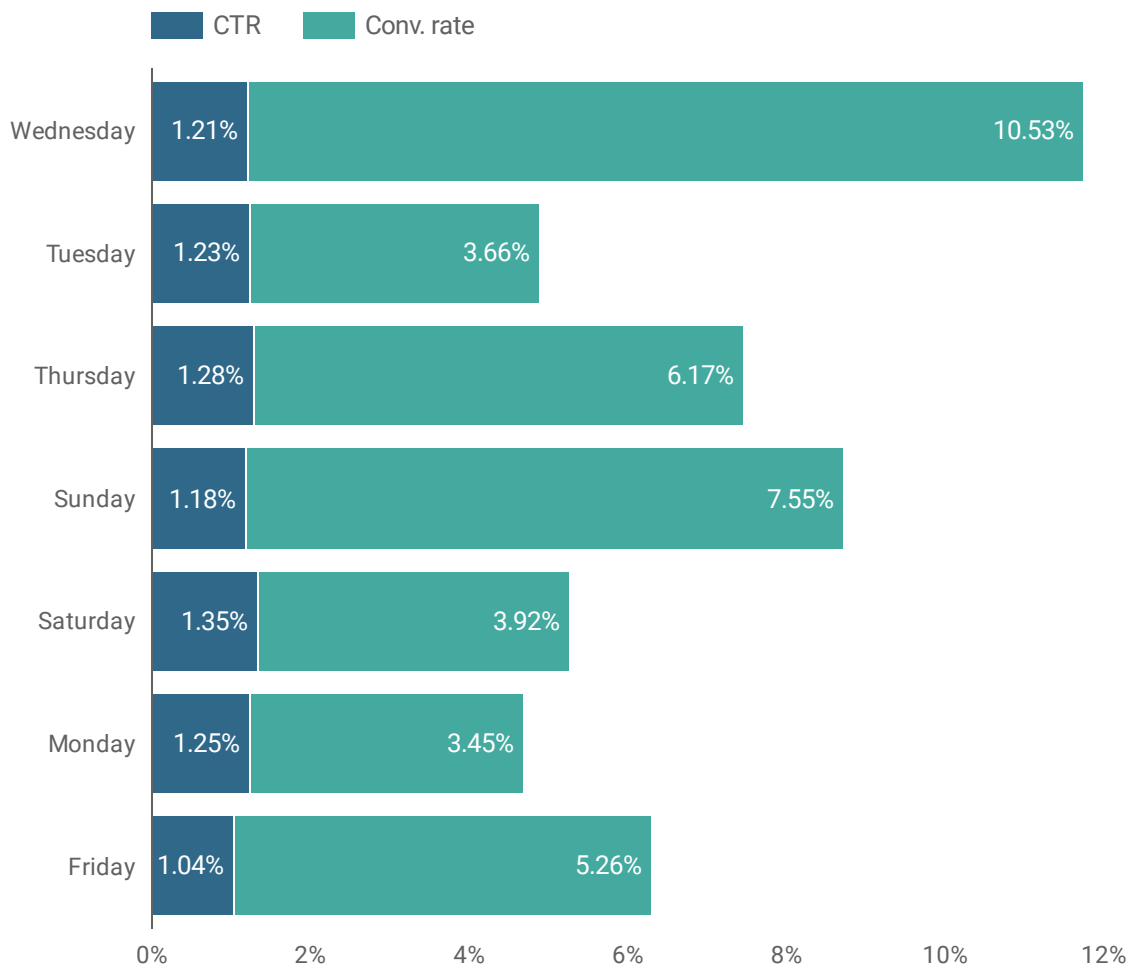


Campaign

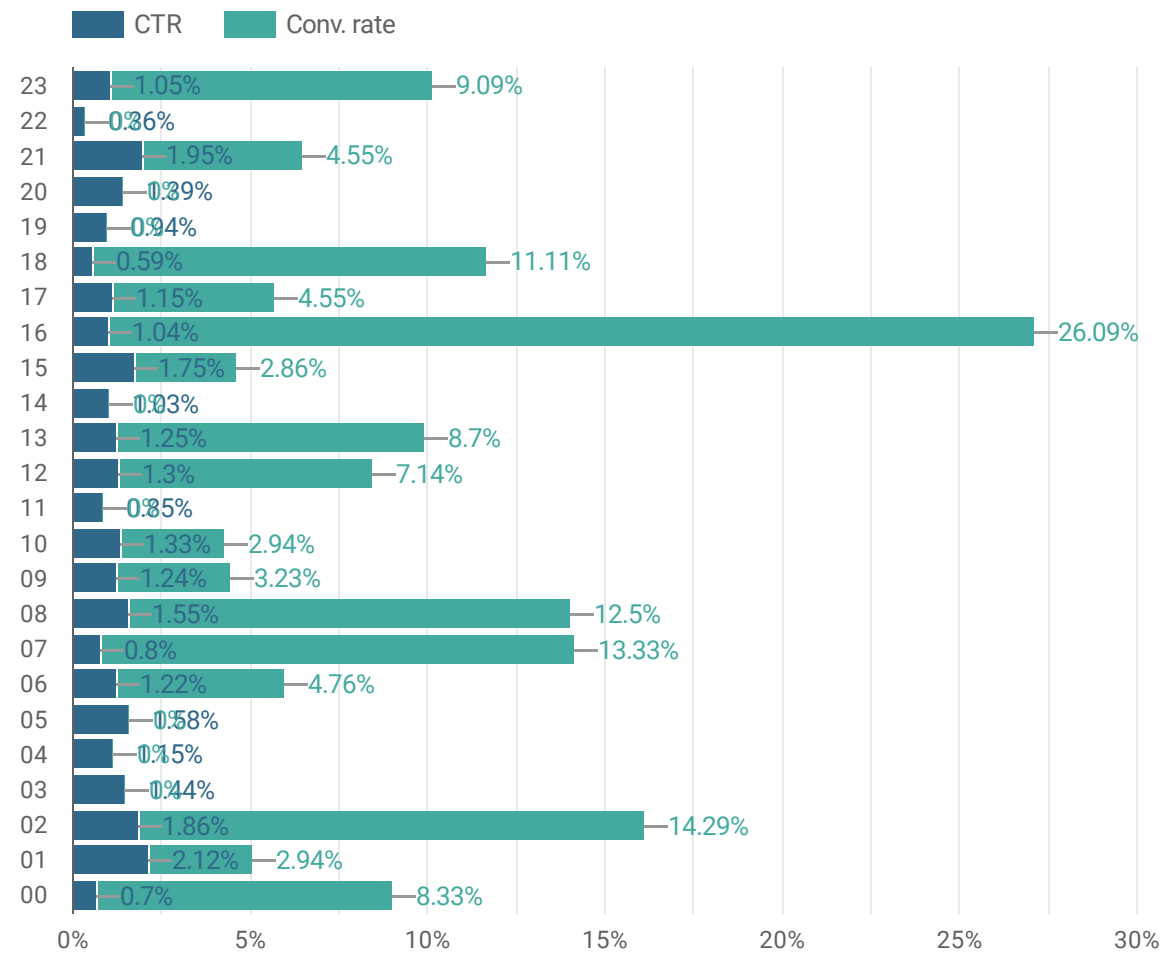
Campaign Type

Device

Day Of The Week



Hour Of Day



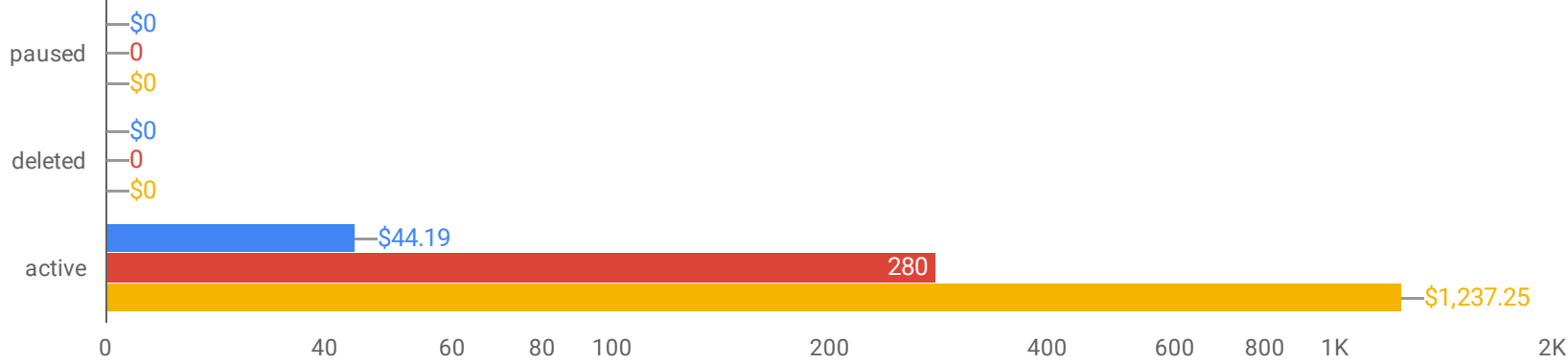


Conversion Funnel - 2

13 Jun 2020 - 12 Jul 2020



Cost / all conv. All conv. value Cost



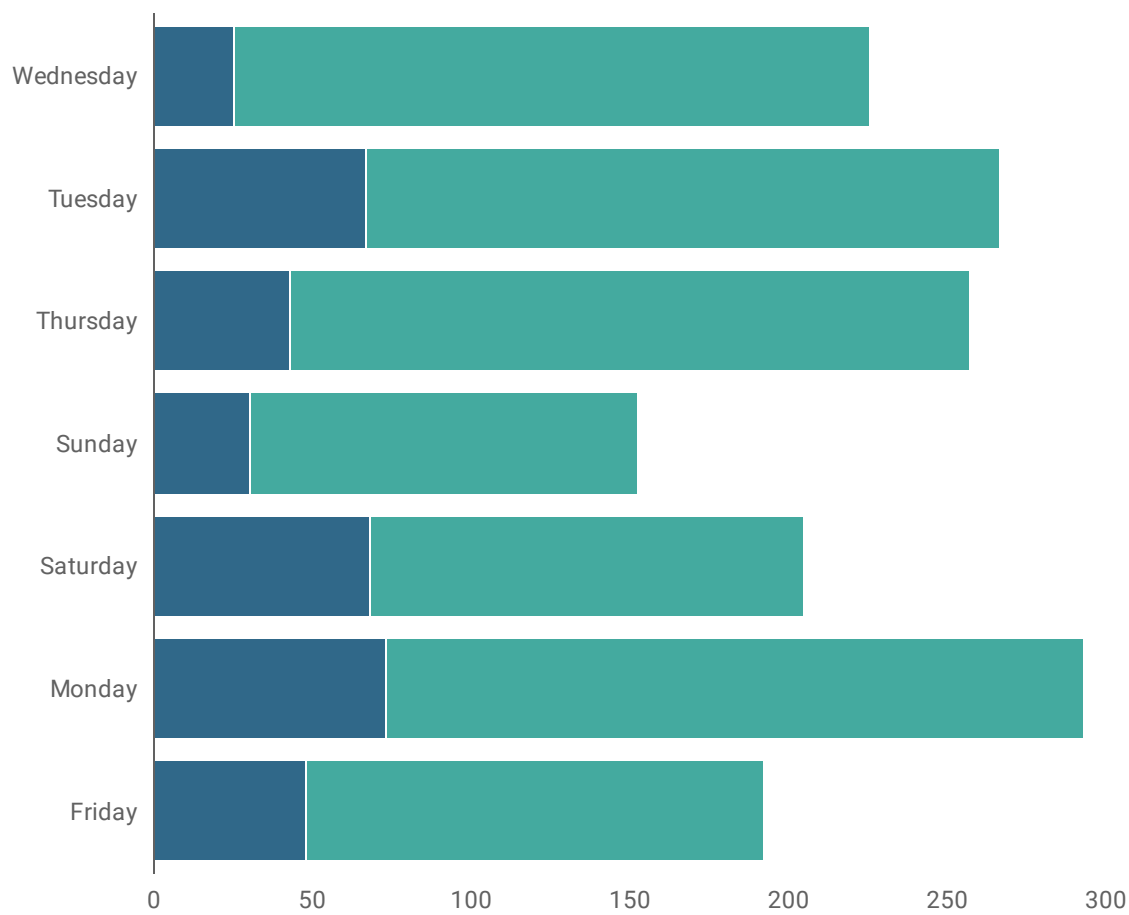
Campaign

Campaign Type

Device

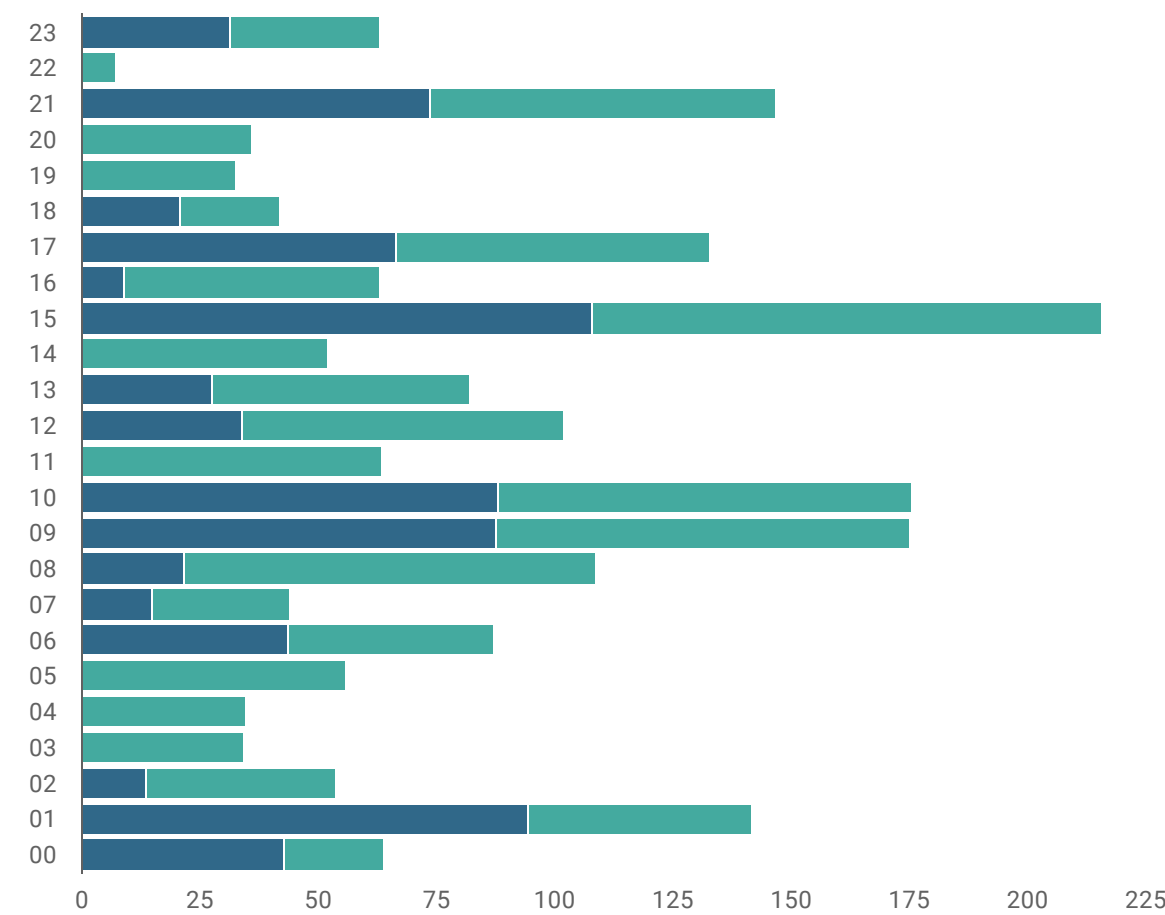
Day Of The Week

Cost / conv. Cost



Hour Of Day

Cost / conv. Cost





Click Type

13 Jun 2020 - 12 Jul 2020

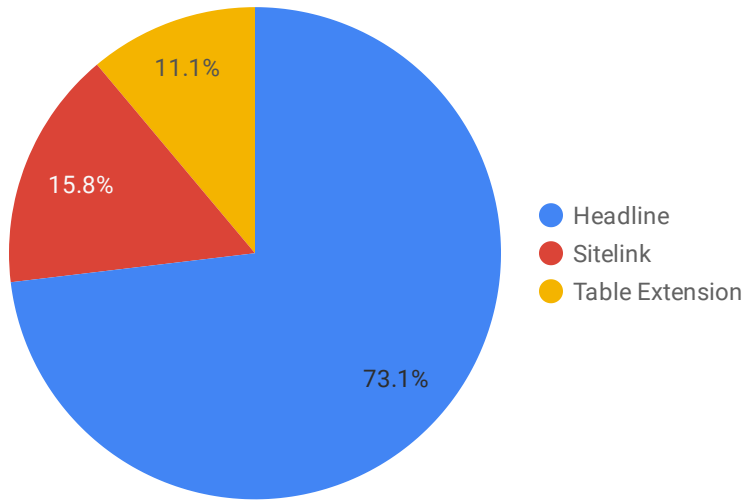


Campaign

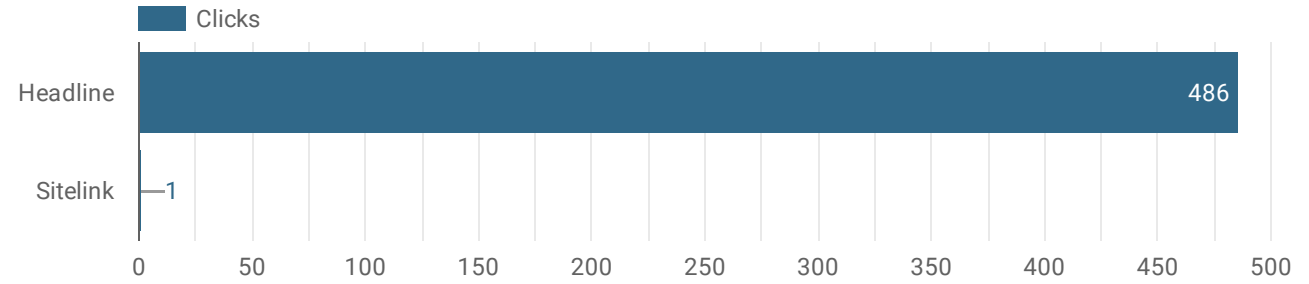
Campaign Type

Device

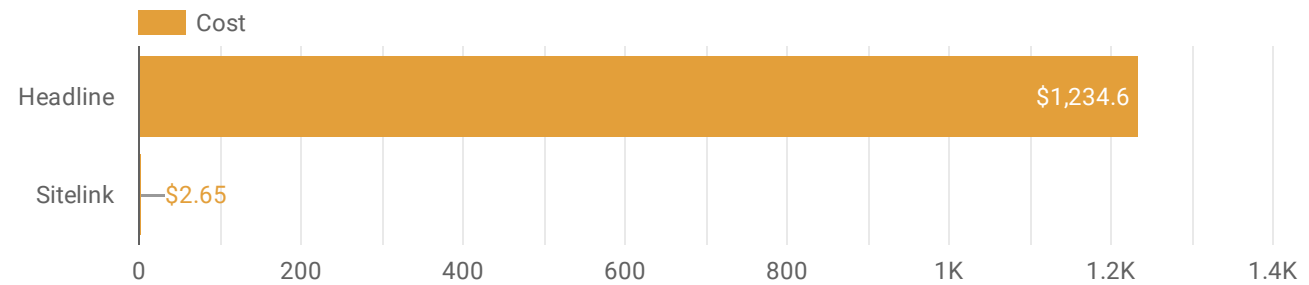
Impressions



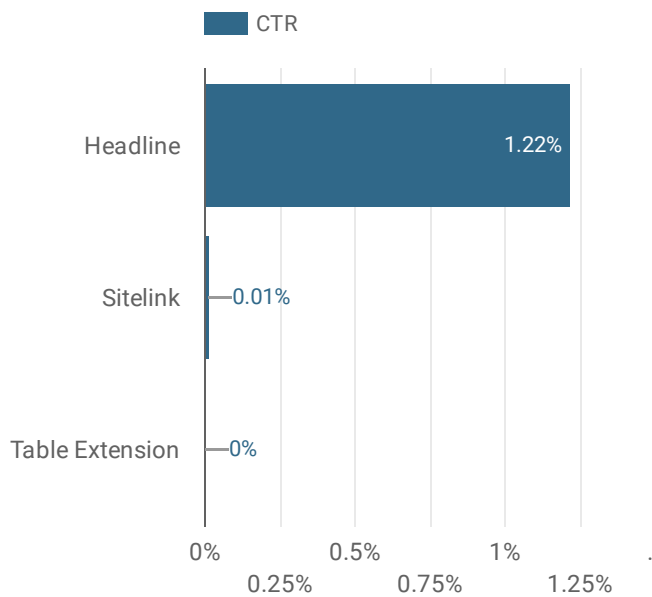
Clicks



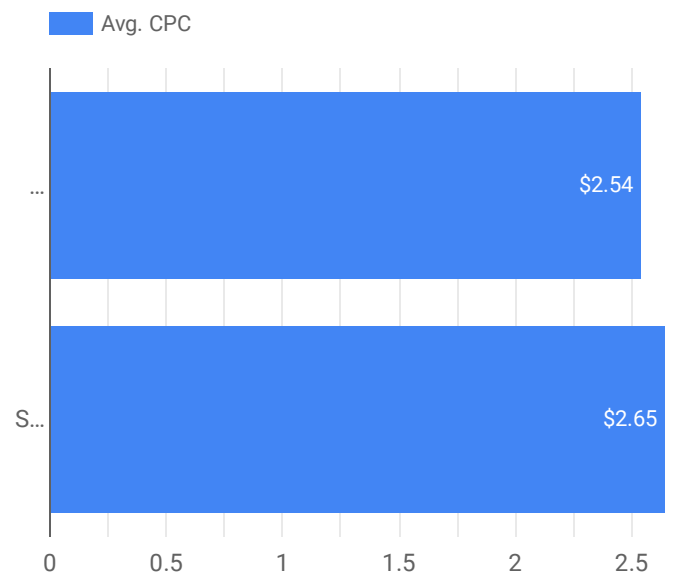
Cost



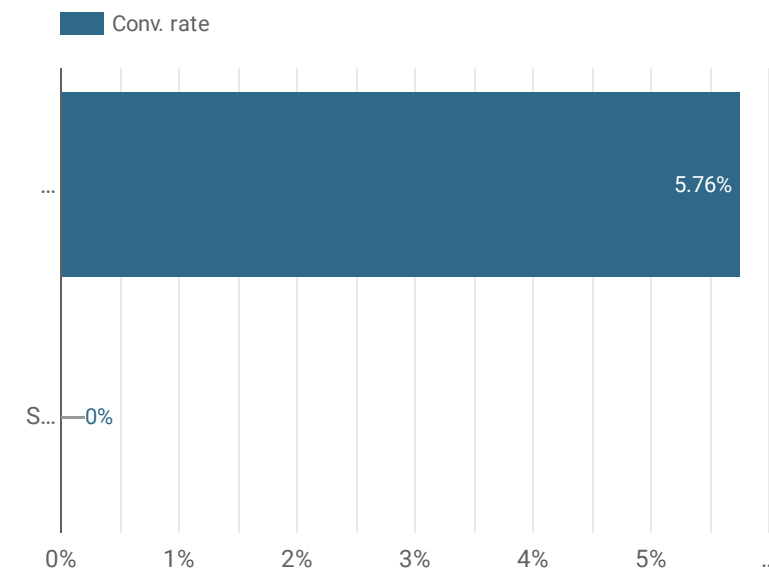
CTR



CPC



Conversion rate





Gender

13 Jun 2020 - 12 Jul 2020

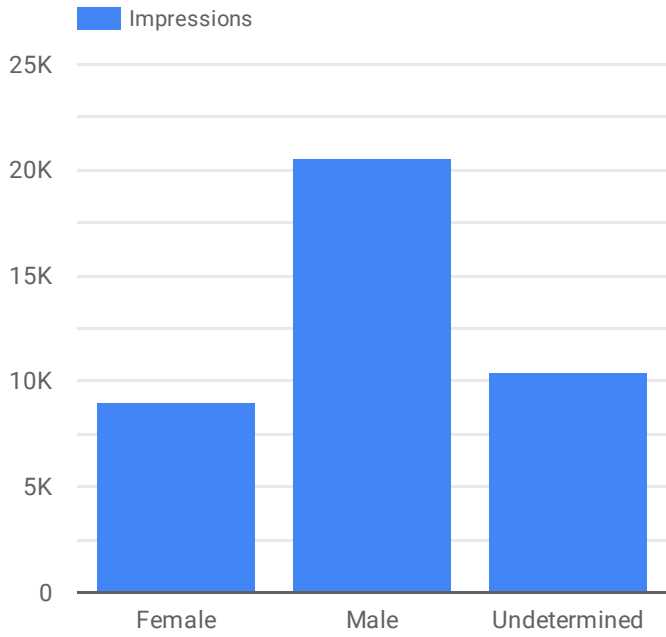


Campaign

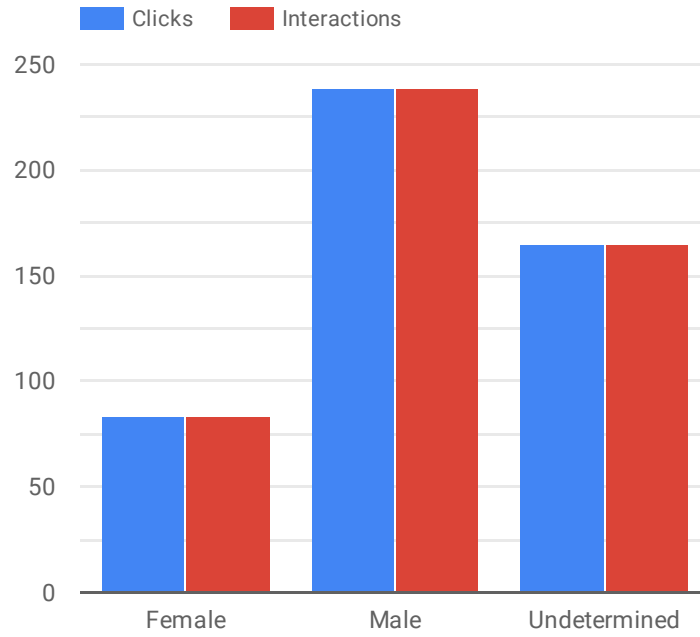
Campaign Type

Device

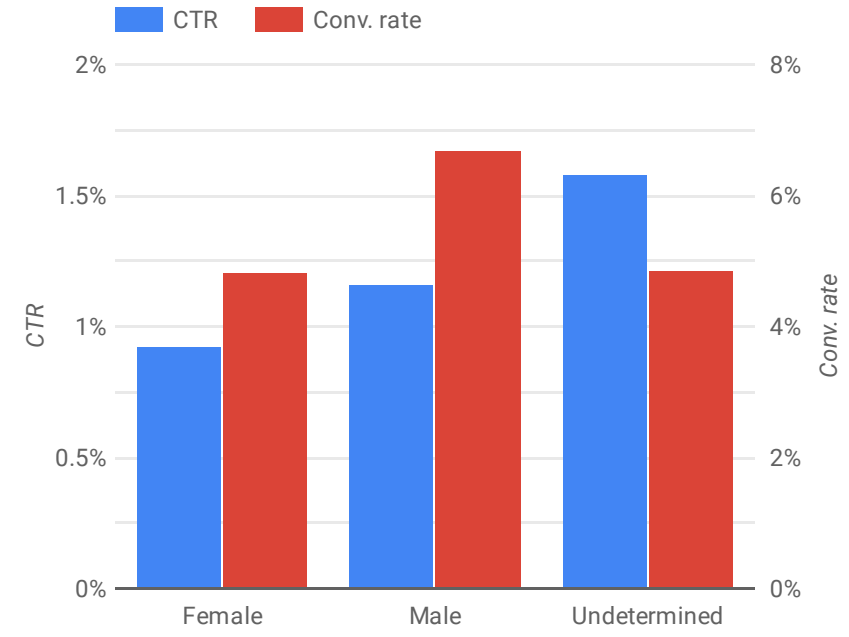
Impressions



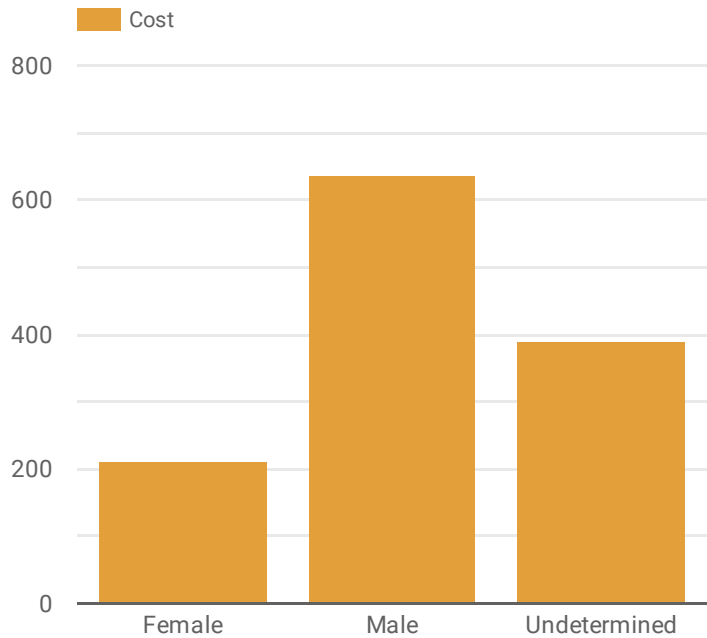
Clicks



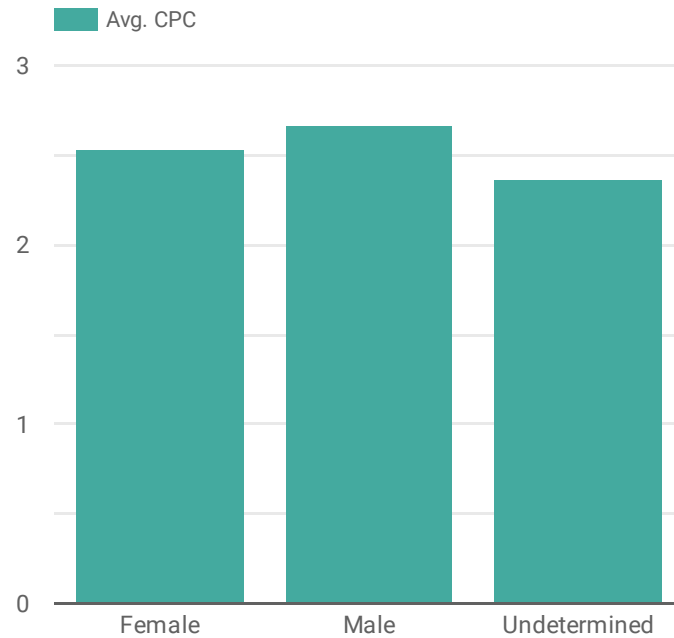
CTR & Conv. rate



Cost



CPC



Conversions

