Previous Period: Metric Changes & their Dependencies

Influencing Factors

Before Click

Search Volume
131,852
▲ 10.8%

Search Impr. share
0.13
▼ -10.2%

Search Lost IS (budget)
0
▲ N/A

Impressions
17,303
▼ -0.5%

Impression (Top) %
68.51%
▲ 2.2%

Impression (Absolute Top) %
16.20%
▲ 14.5%

Search Lost IS (rank)
0.87
▲ 1.3%

Budget

Quality Score

Bid

Click

CTR
2.62%
▼ -5.7%

Clicks
454
▼ -6.2%

Avg. CPC
$2.66
▲ 0.5%

Cost
$1,207
▼ -5.7%

Ad Testing

Quality Score

Conversion

Cost / conv.
$44.70
▼ -14.5%

Conversions
27
▲ 10.2%

Conv. rate
5.95%
▲ 17.5%

Total conv. value
$270
▼ -28.7%

Landing Pages

Conversion Tracking

Conversion Type

Adalysis

Previous Year: Metric Changes & their Dependencies

Influencing Factors

Before Click

Search Volume
131,852
No data

Search Impr. share
0.13
⬆ N/A

Search Lost IS (budget)
0
⬇ N/A

Impressions
17,303
⬆ N/A

Search (Top) IS
9.99%
⬆ N/A

Impression (Absolute Top) %
16.20%
⬆ N/A

Search Lost IS (rank)
0.87
⬇ N/A

Budget

Quality Score

Bid

Click

Clicks
454
⬆ N/A

CTR
2.62%
⬆ N/A

Avg. CPC
$2.66
⬆ N/A

Ad Testing

Quality Score

Cost
$1,207
⬇ N/A

Conversion

Conversions
27
⬆ N/A

Cost / conv.
$44.70
⬇ N/A

Conv. rate
5.95%
⬆ N/A

Landing Pages

Conversion Tracking

Total conv. value
$270
⬆ N/A

Conversion Type

Adalysis

Previous Time Period Comparison: Metric Changes & their Dependencies

If you are having problems narrowing down which campaigns to analyze for the "Metrics & Dependency" changes; start with the ones with the largest data changes.

	Campaign	Impressions	% Δ	Clicks ▾	% Δ	Conversions	% Δ	Cost	% Δ	Cost / conv.	% Δ
1.	3.1 Search_Best	9,072	6.1% ⬍	265	9.1% ⬍	21	121.... ⬍	$612.63	28.3% ⬍	$29.17	-42.0% ⬇
2.	6. Search_US	5,586	-4.1% ⬇	122	-27.4% ⬇	3	-76.9% ⬇	$415.73	-31.8% ⬇	$138.58	195.5% ⬍
3.	7. Competition	2,645	-12.2% ⬇	67	-8.2% ⬇	3	50.0% ⬍	$178.61	-7.6% ⬇	$59.54	-38.4% ⬇

1 - 3 / 3 ‹ ›

Previous Year Comparison: Metric Changes & their Dependencies

If you are having problems narrowing down which campaigns to analyze for the "Metrics & Dependency" changes; start with the ones with the largest data changes.

	Campaign	Impressions	% Δ	Clicks ▾	% Δ	Conversions	% Δ	Cost	% Δ	Cost / conv.	% Δ
1.	3.1 Search_Best	9,072	-	265	-	21	-	$612.63	-	$29.17	-
2.	6. Search_US	5,586	-	122	-	3	-	$415.73	-	$138.58	-
3.	7. Competition	2,645	-	67	-	3	-	$178.61	-	$59.54	-

1 - 3 / 3 ‹ ›

Adalysis

Resources

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

The full version of the Performance Analyzer is accessible with an Adalysis Account.

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=xIHoZdFDhAY&list=PLqt1b-kL9z9wqgKttaSX9HUmYRdo7TEkL

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

Best Search Technology of the Year	Best Specialized SEA Tool	Best PPC Management Software Suite	Best PPC Management Software Suite
2018	2018	2017	2016