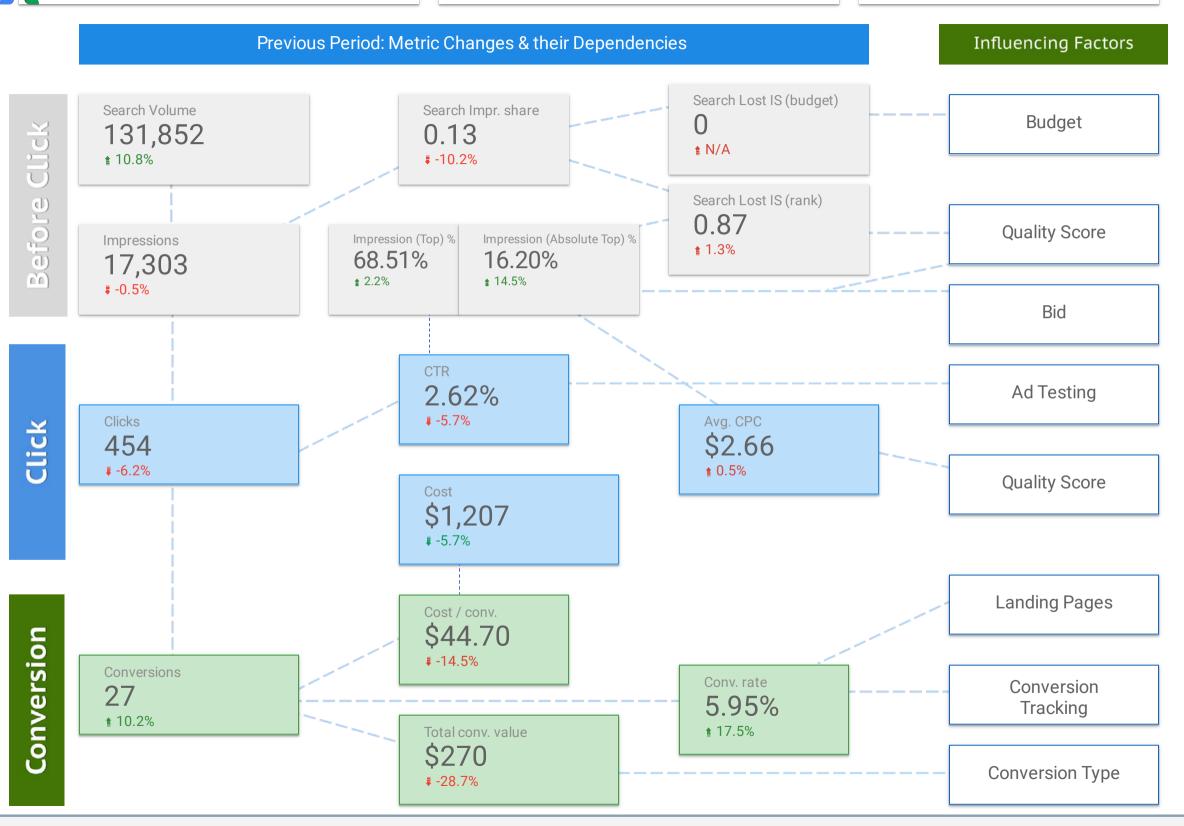
Campaign

-

Campaign status

•



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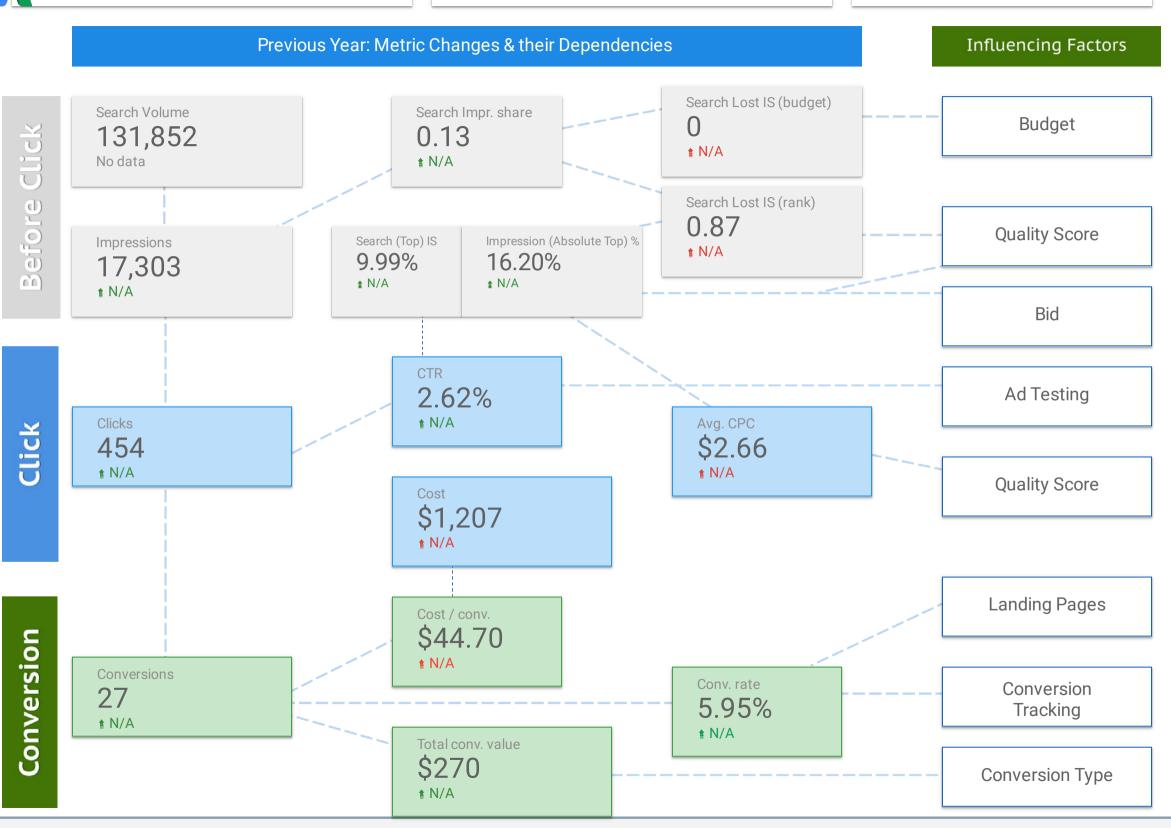
Adalysis

Campaign

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Campaign status

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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	-

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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 <u>Adalysis</u> Account.

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

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

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

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



Best Search Technology of the Year



Best Specialized SEA Tool



Best PPC Management Software Suite



Best PPC Management Software Suite



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