



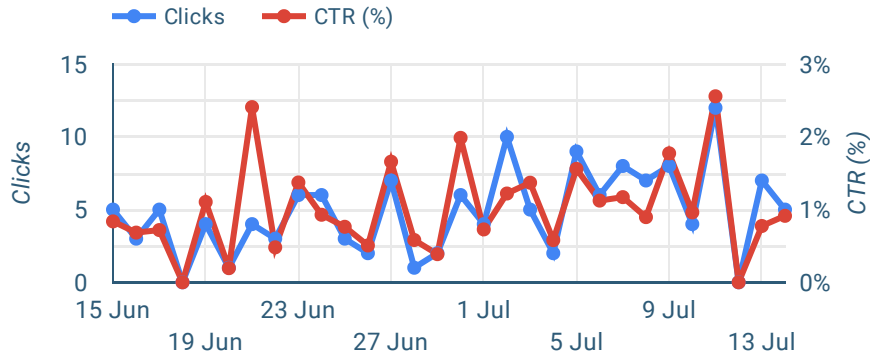
Account Performance Overview

15 Jun 2020 - 14 Jul 2020

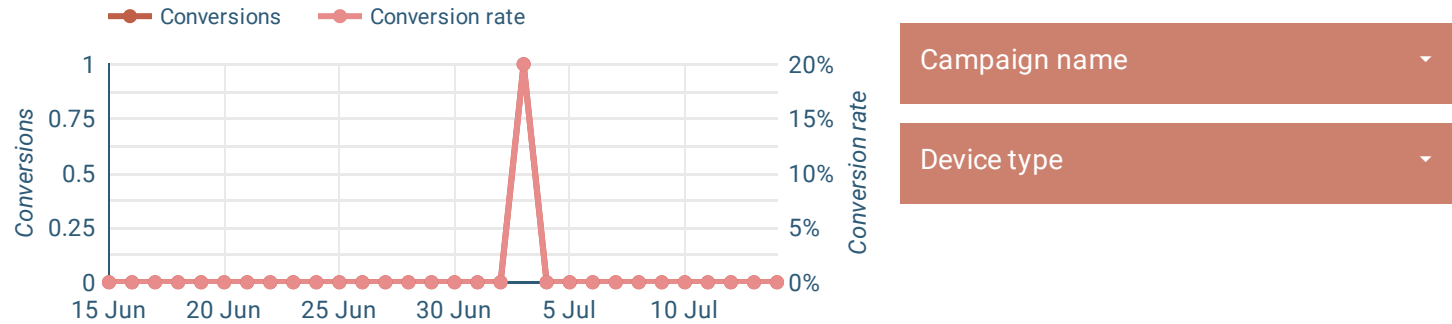
Data Compare Type = Previous Period

Impressions 14.7K ↑ 30.8%	Clicks 145 ↑ 104.2%	CTR (%) 0.99% ↑ 56.1%	CPC 1.3 ↓ -24.5%	Cost 195.37 ↑ 54.2%	Conversions 1 ↑ N/A	Cost per conversion 195.4 No data	Average position No data No data
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Clicks & CTR



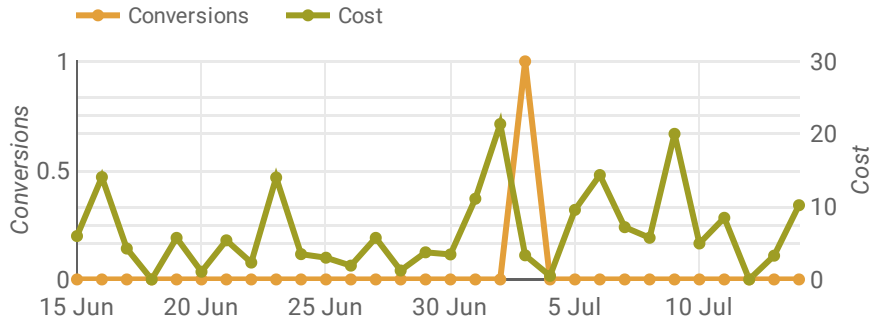
Conversions & Conversion Rate



Campaign name

Device type

Conversions & Cost



Device Type

Device type	Impressions	Clicks	CTR (%)	CPC	Cost	Conversions	Cost per conversion	Average position
Computer	11,763	96	0.82%	1.68	160.95	1	160.95	null
Tablet	2,932	49	1.67%	0.7	34.43	0	null	null
Smartphone	0	0	null	null	0	0	null	null

Campaign name

Campaign name	Impressions	Clicks	CTR (%)	CPC	Cost	Conversions	Cost per conv...	Average position
1. 3.1 Search_Best	8,122	84	1.03%	0.69	58.12	0	null	null
2. 6. Search_US	4,805	35	0.73%	0.82	28.81	1	28.81	null
3. 7. Competition	1,768	26	1.47%	4.17	108.44	0	null	null

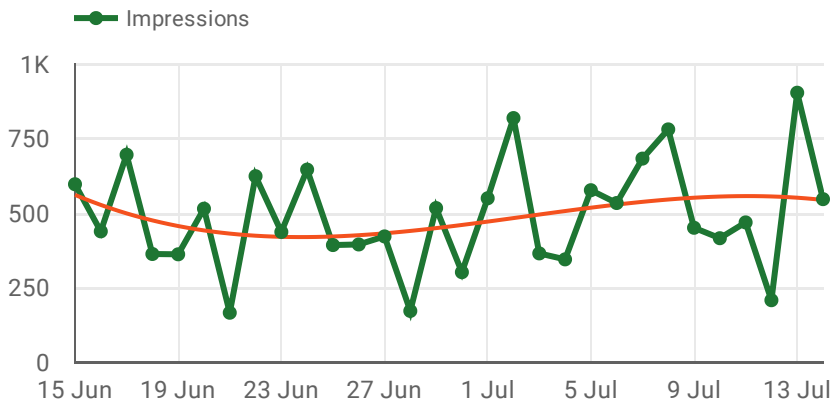


Account Performance - 2

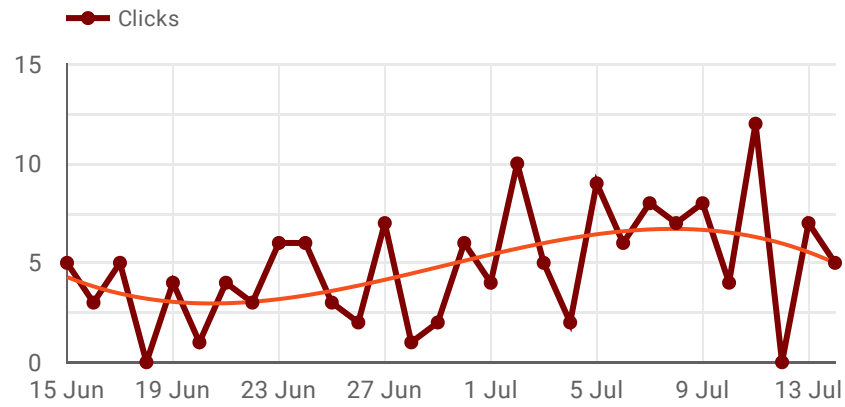
15 Jun 2020 - 14 Jul 2020



Impressions



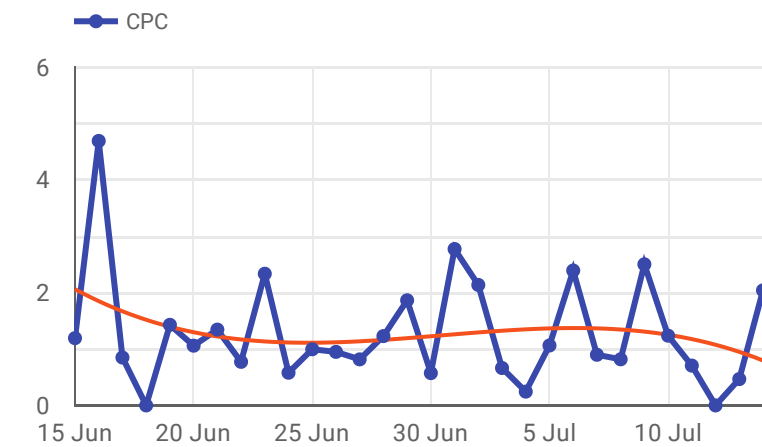
Clicks



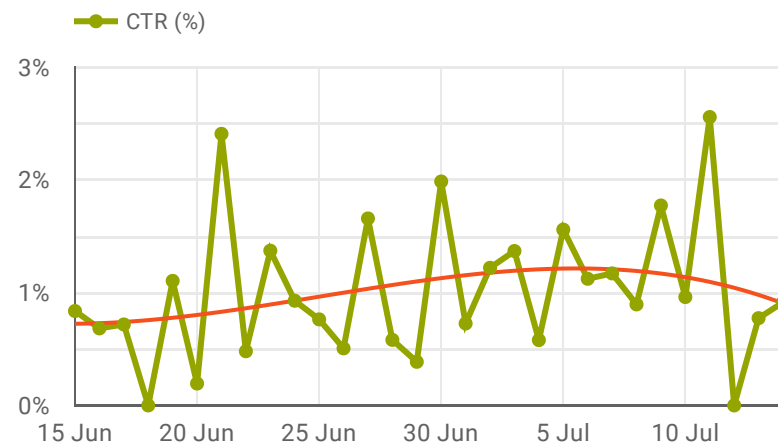
Campaign name

Device type

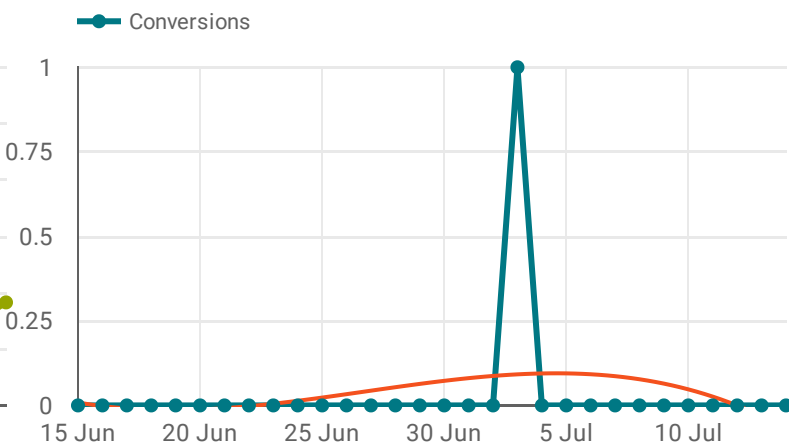
CPC



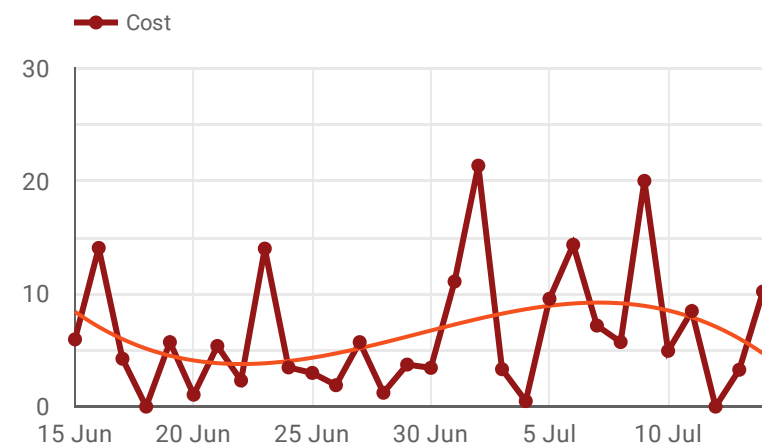
CTR



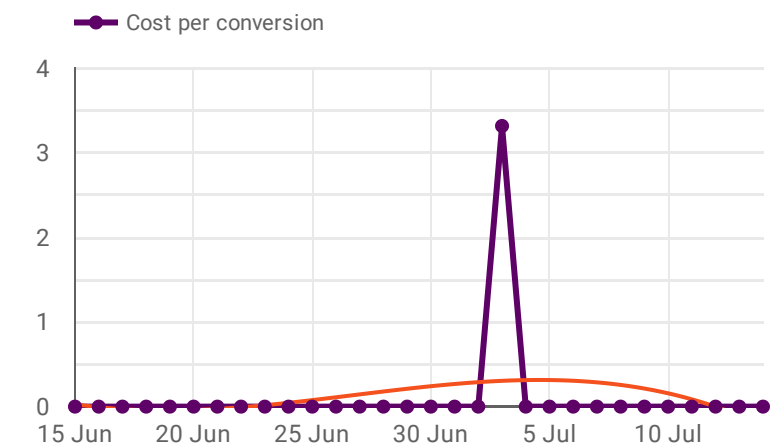
Conversions



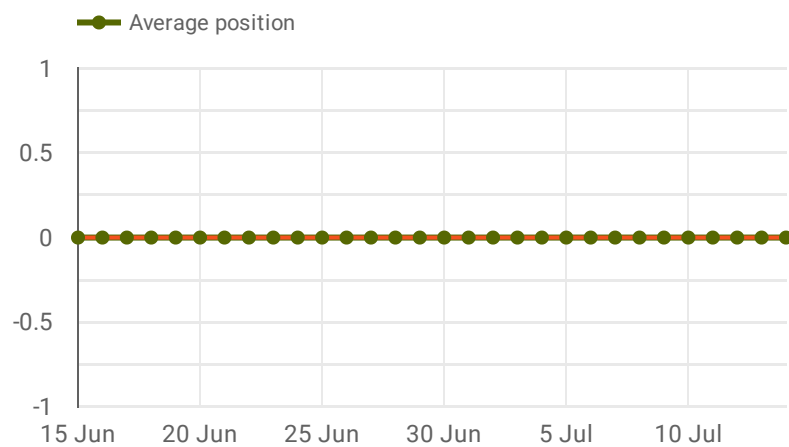
Cost



Cost per conversion



Average Position

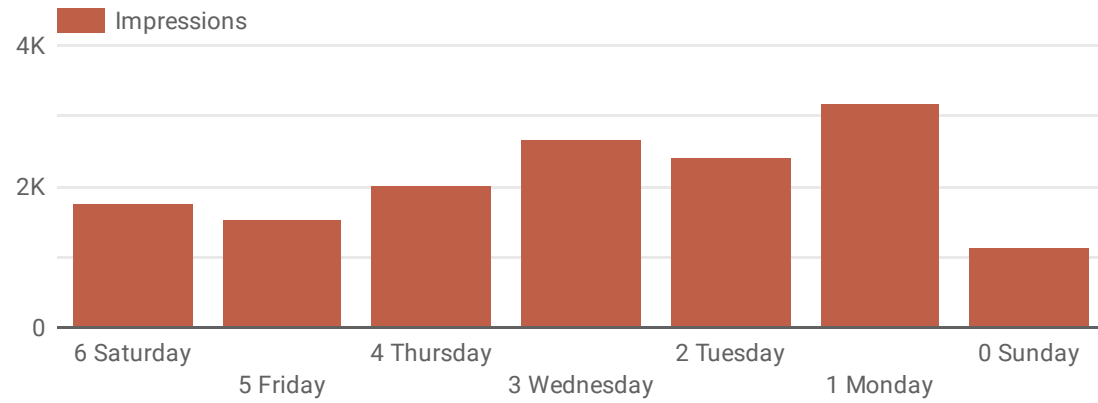




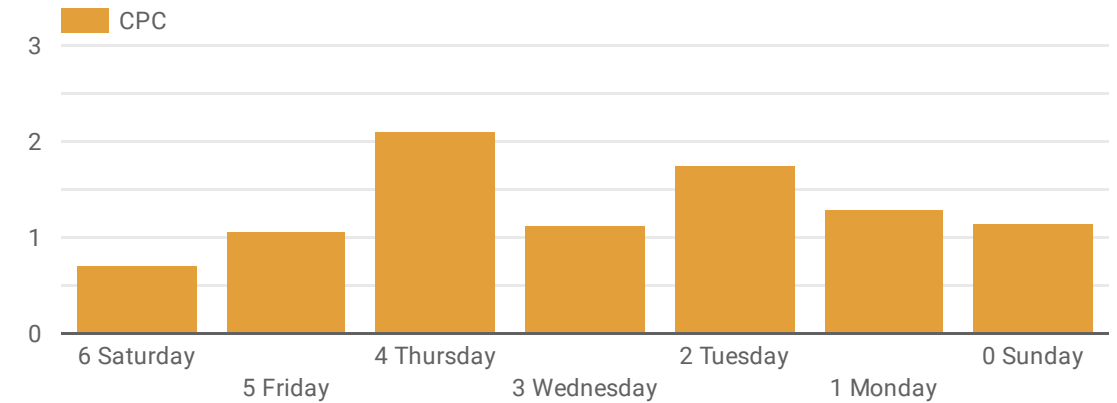
Campaign name

Device type

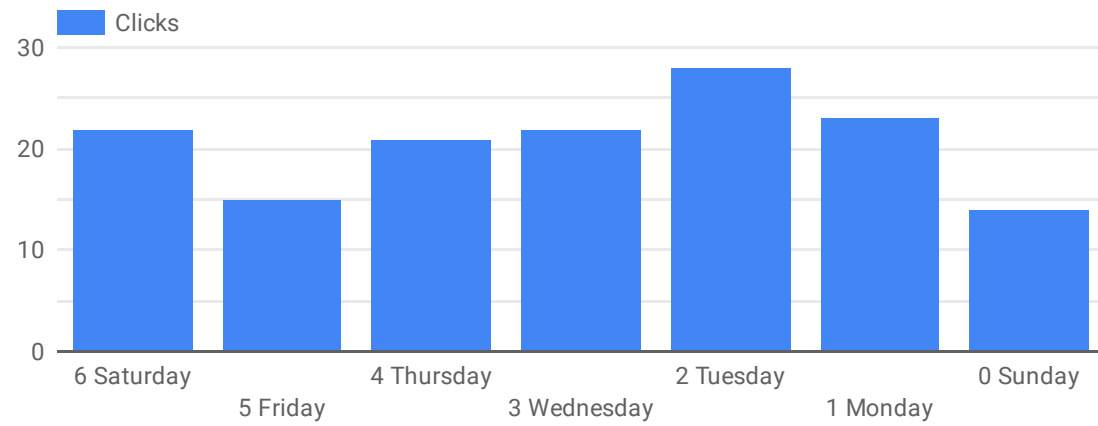
Impressions



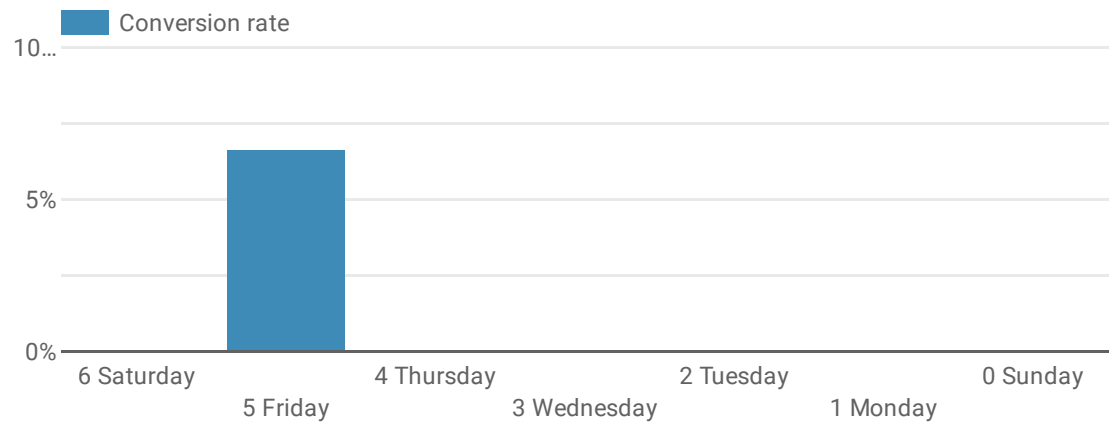
CPC



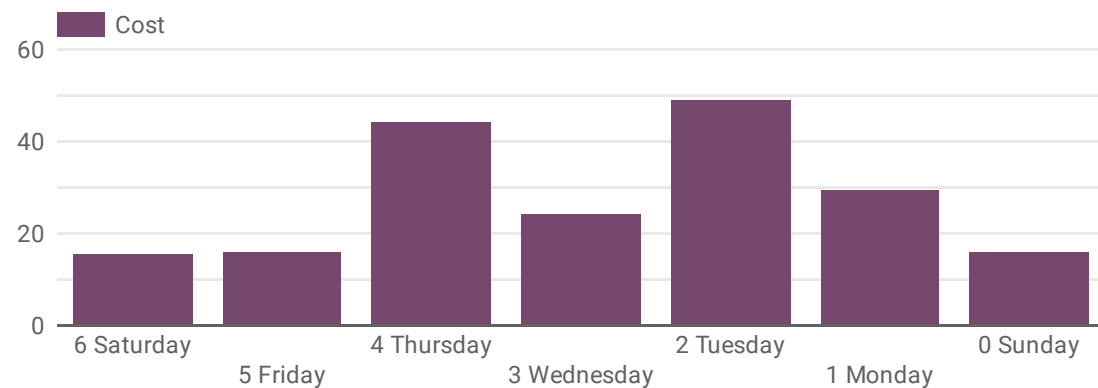
Clicks



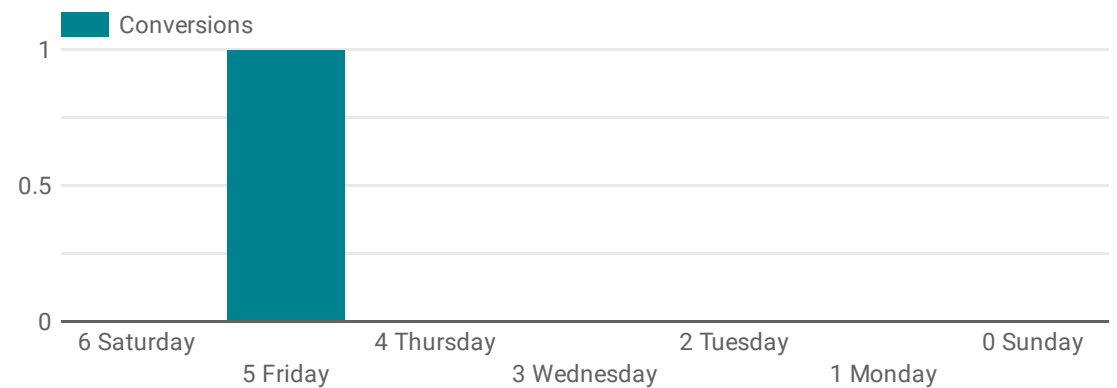
Conversion Rate



Cost



Conversions



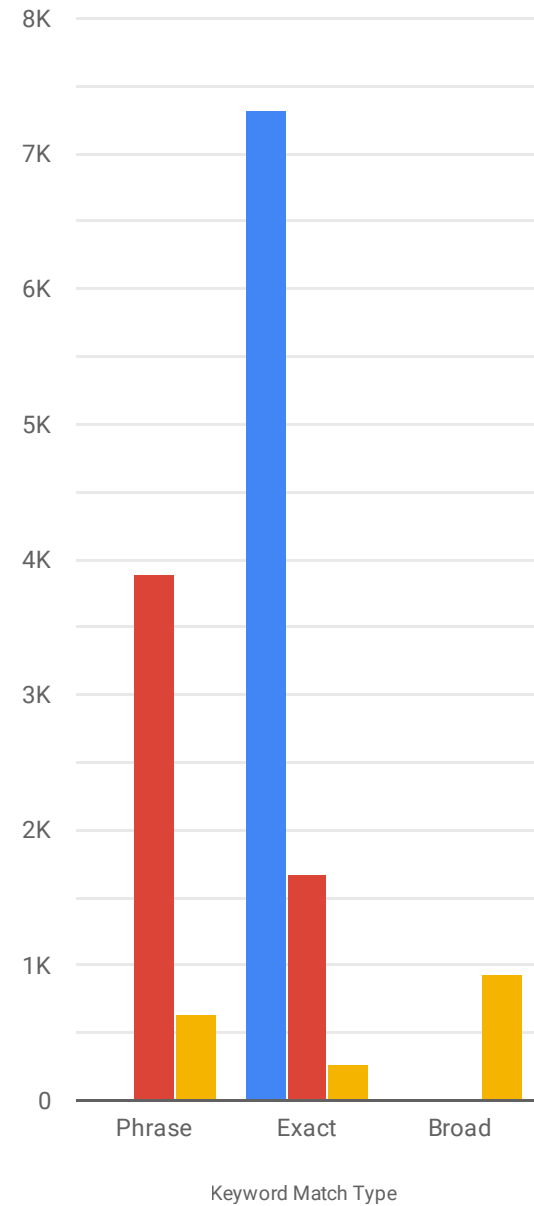


Campaign name

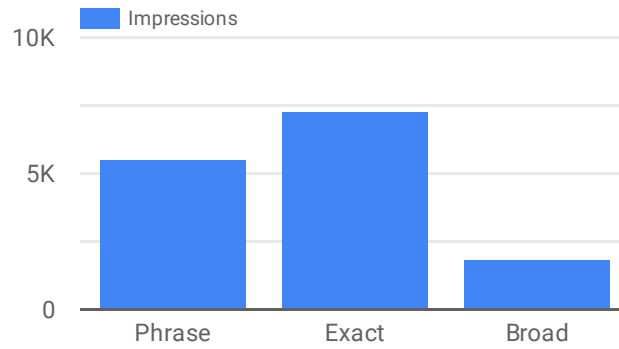
Device type

Impressions of Bidded Match Type vs Delivered Match Type?

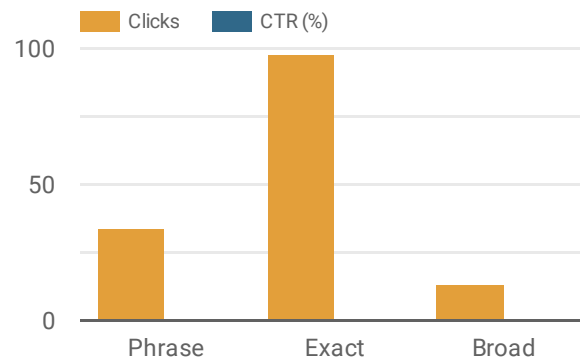
Exact Phrase
Broad



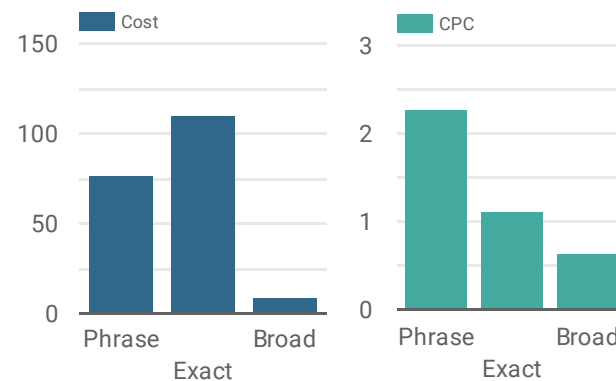
Impressions vs Bidded Match Type



Clicks and CTR vs Delivered Match Type



Cost and CPC vs Delivered Match Type



Matched search query	Impressions	Clicks	CTR (%)	Cost
search query 1	8	0	0%	0
search query 2	82	0	0%	0
search query 3	1	0	0%	0
search query 4	1	0	0%	0
search query 5	3	0	0%	0
search query 6	1	1	100%	7.7
search query 7	1	0	0%	0
search query 8	1	0	0%	0
search query 9	1	0	0%	0
search query 10	1	0	0%	0
search query 11	1	0	0%	0
search query 12	1	0	0%	0
search query 13	1	0	0%	0
search query 14	1	0	0%	0
search query 15	1	0	0%	0
search query 16	2	0	0%	0
search query 17	1	0	0%	0
search query 18	38	2	5.26%	8.7
search query 19	5	0	0%	0
search query 20	1	0	0%	0
search query 21	5	0	0%	0
search query 22	1	0	0%	0
search query 23	1	1	100%	7.7
search query 24	1	0	0%	0



Campaign name ▾

Device type ▾

Keyword Quality Score Overview

Keyword	Quality score	Impressions	Clicks	CTR (%)	CPC	Cost	Conversions	Cost per conversion	Average position
keyword 1	30	532	13	2.44%	0.94	12.26	0	null	null
keyword 2	28	297	0	0%	null	0	0	null	null
keyword 3	25	48	0	0%	null	0	0	null	null
keyword 4	24	9	0	0%	null	0	0	null	null
keyword 5	21	7	0	0%	null	0	0	null	null
keyword 6	21	19	1	5.26%	1.12	1.12	0	null	null
keyword 7	19	153	3	1.96%	0.57	1.7	0	null	null
keyword 8	18	11	0	0%	null	0	0	null	null
keyword 9	18	2	0	0%	null	0	0	null	null

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Ad Group Quality Score Overview

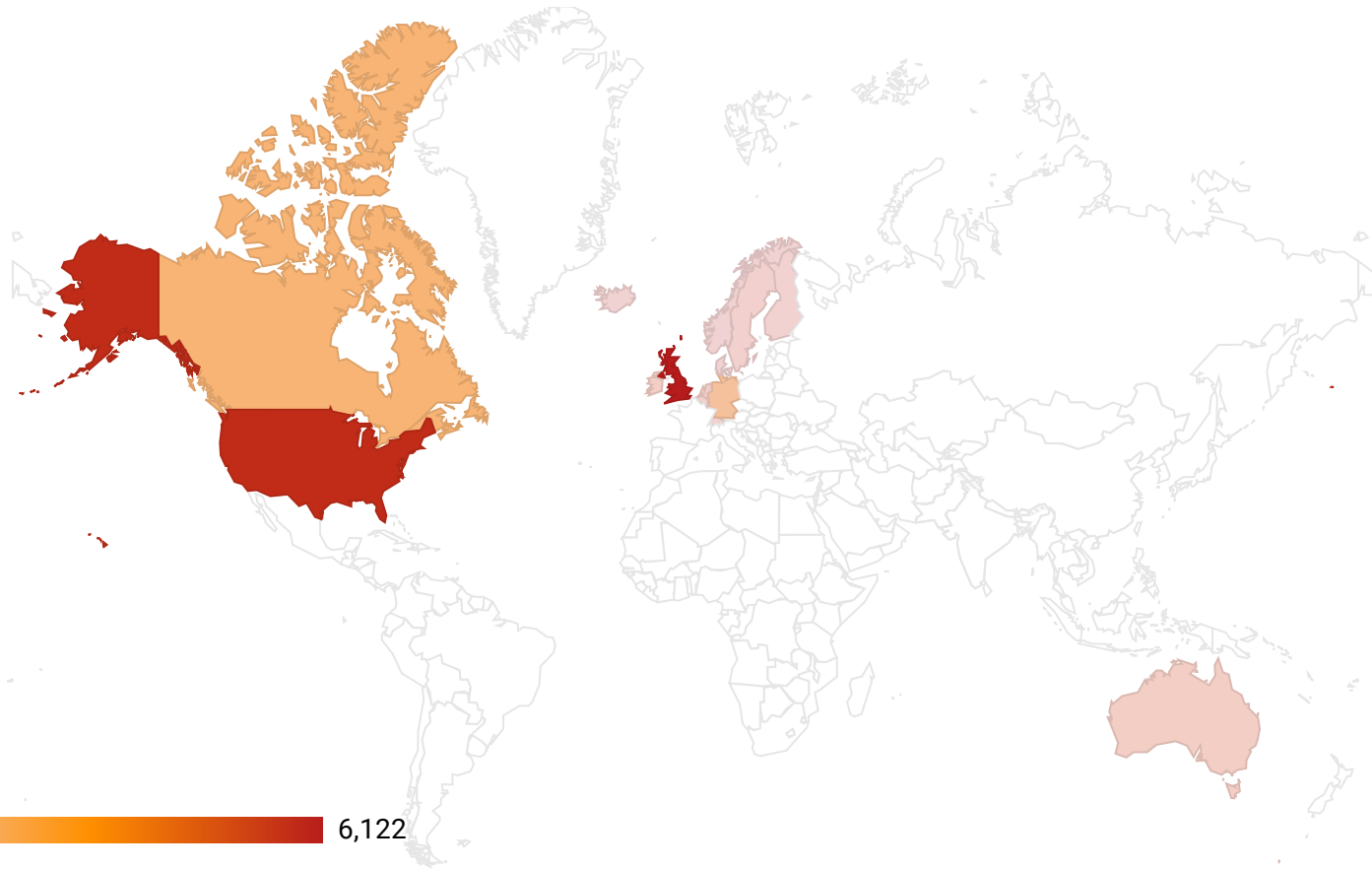
Ad group name	Quality score	Impressions	Clicks	CTR (%)	CPC	Cost	Conversions	Cost per conversion	Average position
Ad group 1	18	6	1	16.67%	0.95	0.95	0	null	null
Ad group 2	17	3	0	0%	null	0	0	null	null
Ad group 3	17	59	1	1.69%	0.22	0.22	0	null	null
Ad group 4	17	4	0	0%	null	0	0	null	null
Ad group 5	17	250	2	0.8%	1.04	2.08	0	null	null
Ad group 6	17	37	1	2.7%	1.41	1.41	0	null	null
Ad group 7	17	254	5	1.97%	0.87	4.37	0	null	null
Ad group 8	16	2	0	0%	null	0	0	null	null
Ad group 9	16	9	0	0%	null	0	0	null	null

1 - 109 / 109 < >



Impressions

- Campaign name
- Device type
- Visitor country
- Visitor metro area



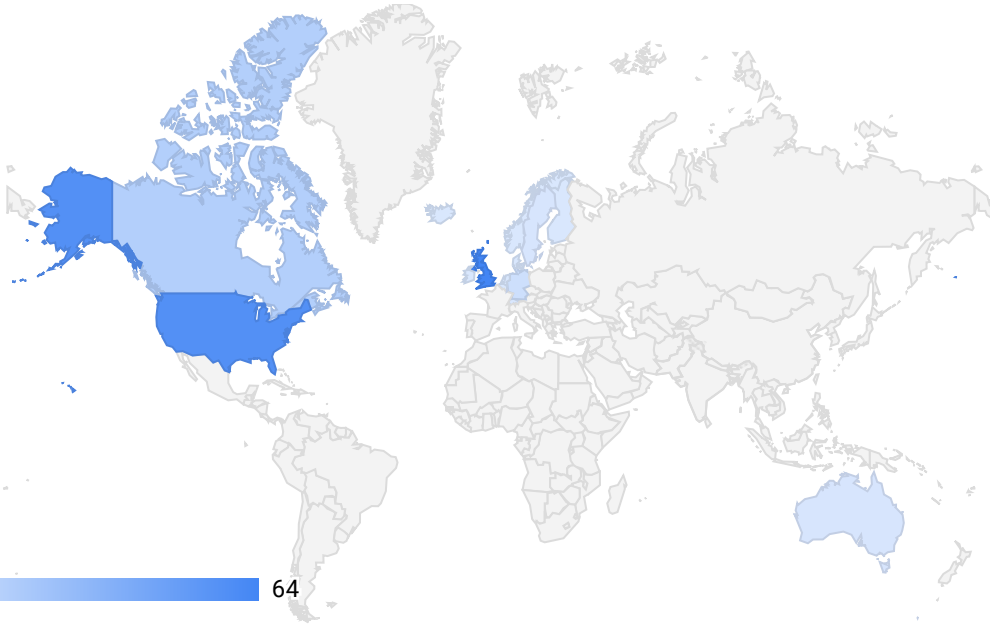
	Visitor country	Visitor metro area	Cost	Clicks	CTR (%)	CPC	Impressions	Cost per conversion	Conversions
1.	United Kingdom		25.22	38	0.97%	0.66	3,927	null	0
2.	United States	San Francisco-Oakland...	20.26	5	2.65%	4.05	189	null	0
3.	United States	Miami-Ft. Lauderdale, FL	14.52	4	3.23%	3.63	124	null	0
4.	United States	Knoxville, TN	10.63	2	11.11%	5.32	18	null	0
5.	United States	Springfield-Holyoke, MA	9.28	2	15.38%	4.64	13	null	0
6.	Canada	Toronto	7.8	5	2.11%	1.56	237	null	0
7.	Luxembourg		7.68	1	10%	7.68	10	null	0
8.	United States	Atlanta, GA	7.07	4	3.01%	1.77	133	null	0
9.	United Kingdom	London	6.7	8	0.9%	0.84	886	null	0
10.	United States	Austin, TX	6.53	2	2.78%	3.27	72	null	0



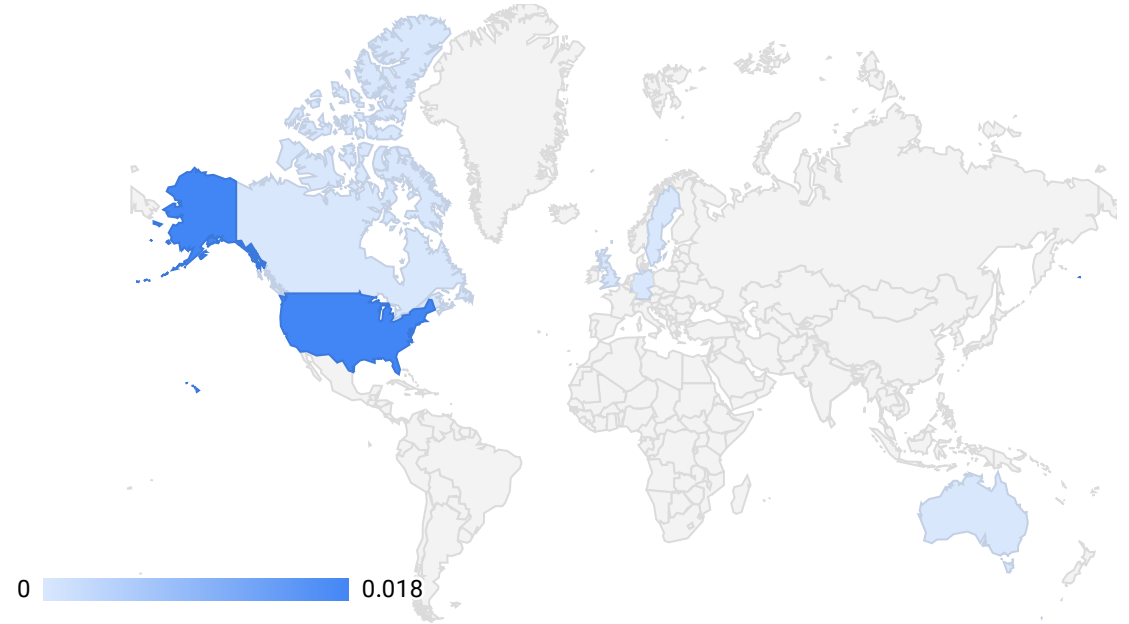
Campaign name ▾

Device type ▾

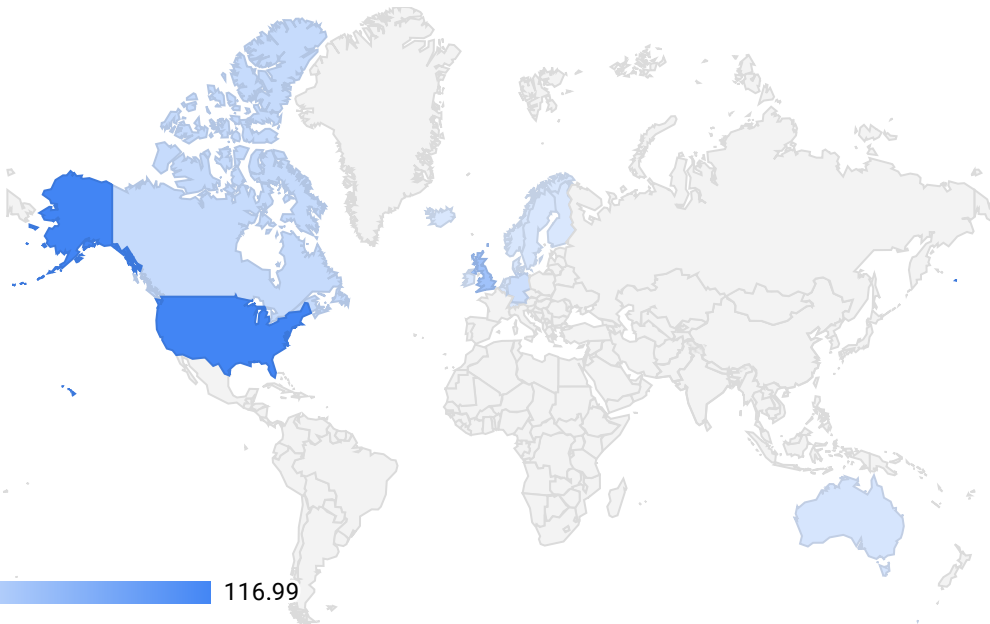
Clicks



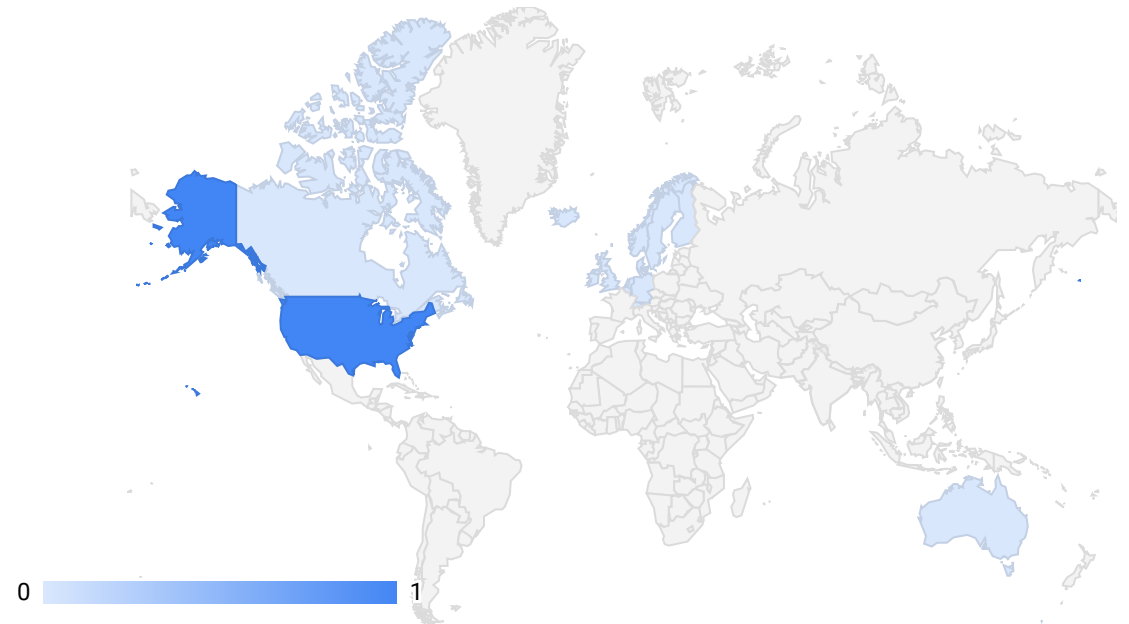
Conversion rate



Cost



Conversions





Conversions - 1

15 Jun 2020 - 14 Jul 2020

Impressions
14.7K

↑ 30.8%

Clicks
145

↑ 104.2%

Conversions
1

↑ N/A

Cost
195.37

↑ 54.2%

Low quality conversions
0.0

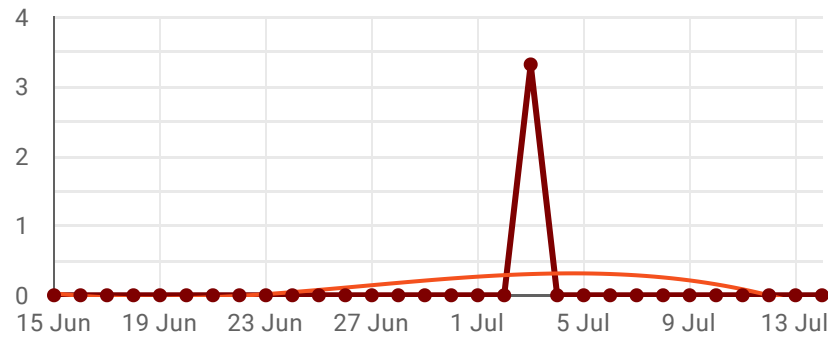
N/A

Low quality conversion rate
0.0%

N/A

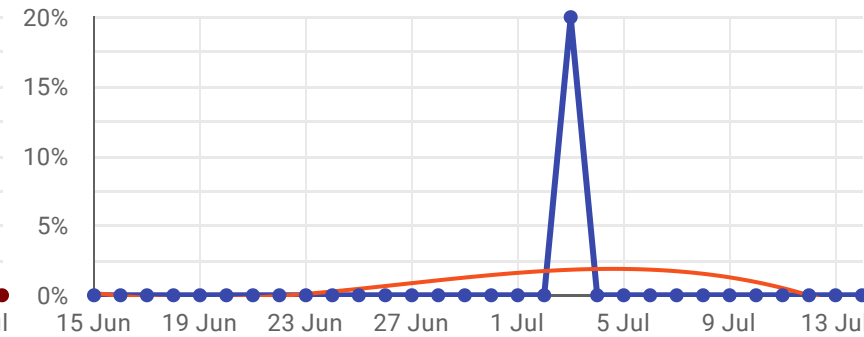
Cost / Conversion

● Cost per conversion



Conversion Rate

● Conversion rate

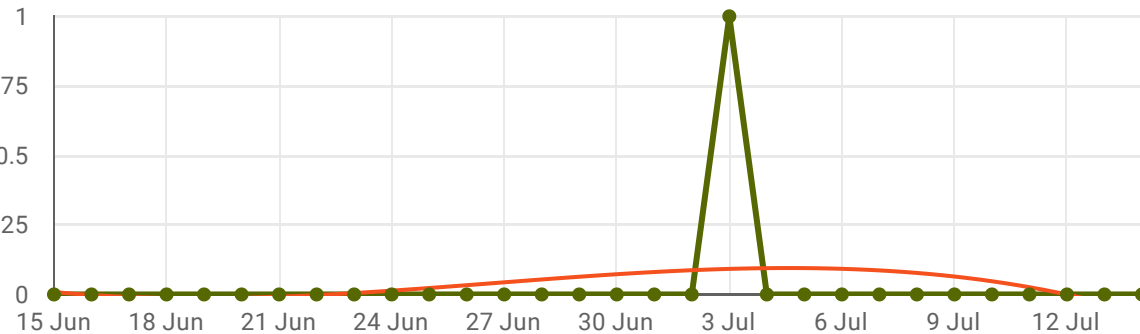


Campaign name ▾

Device type ▾

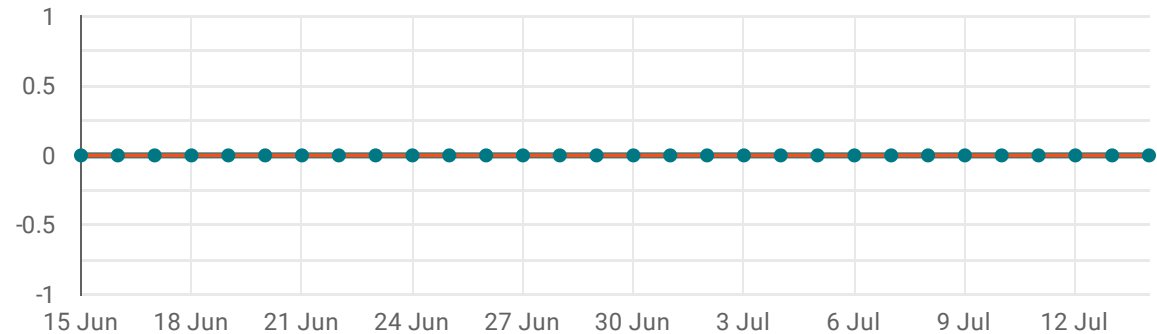
Conversions

● Conversions



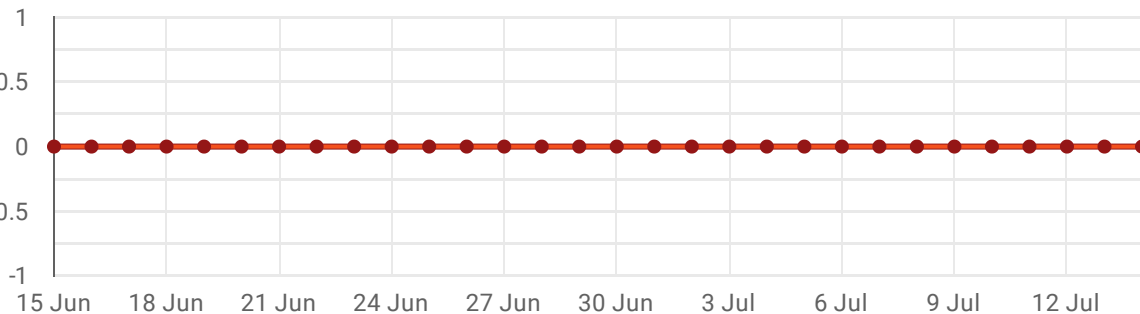
Revenue per Conversion

● Revenue per conversion



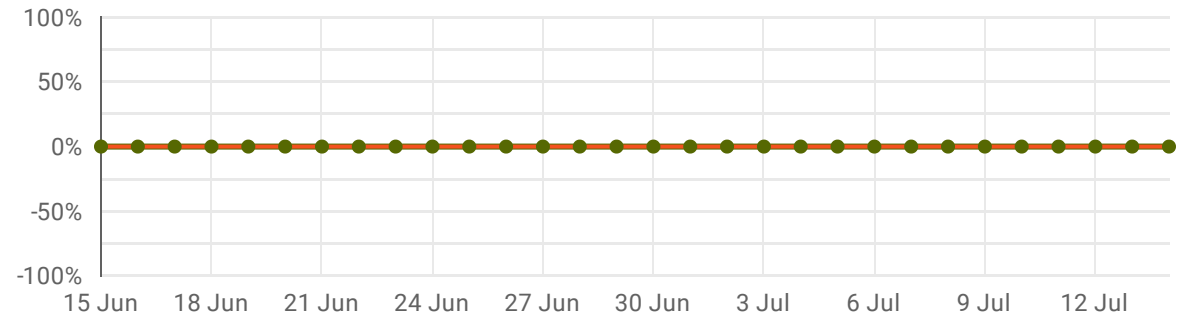
Low quality conversions

● Low quality conversions



Low quality conversion rate

● Low quality conversion rate





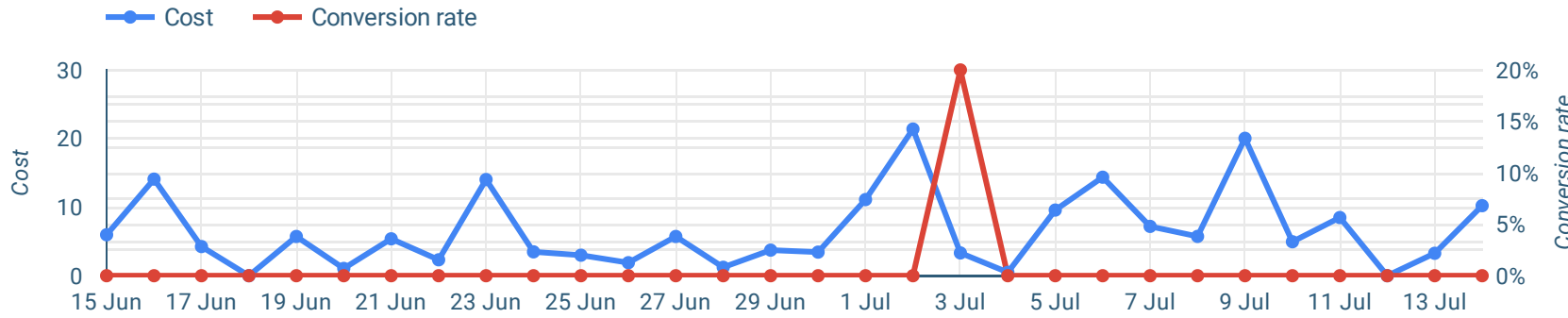
Conversions - 2

15 Jun 2020 - 14 Jul 2020

Cost vs. Conversion rate

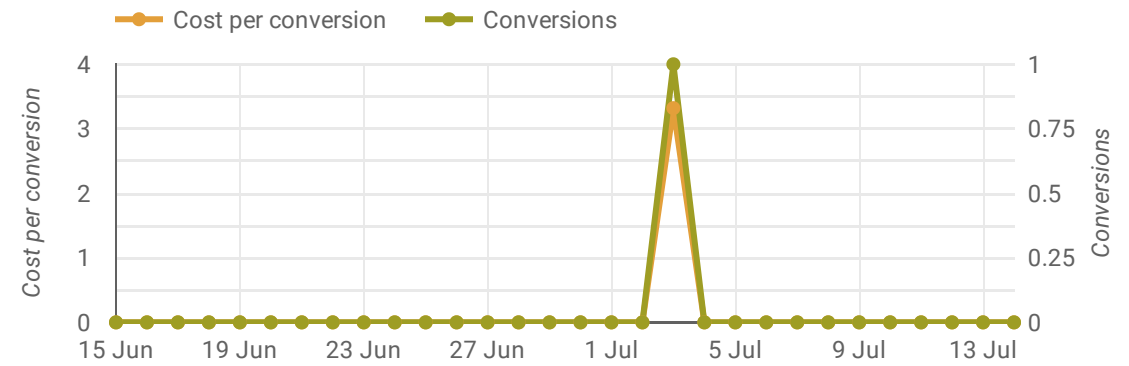
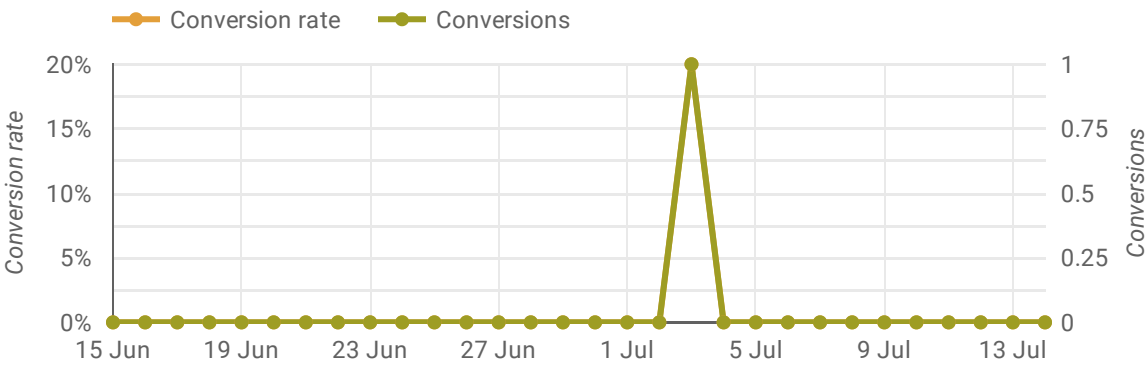
Campaign name

Device type



Conv. Rate & Conversions

Cost / Conv. & Conv.



Campaigns - Conversions related

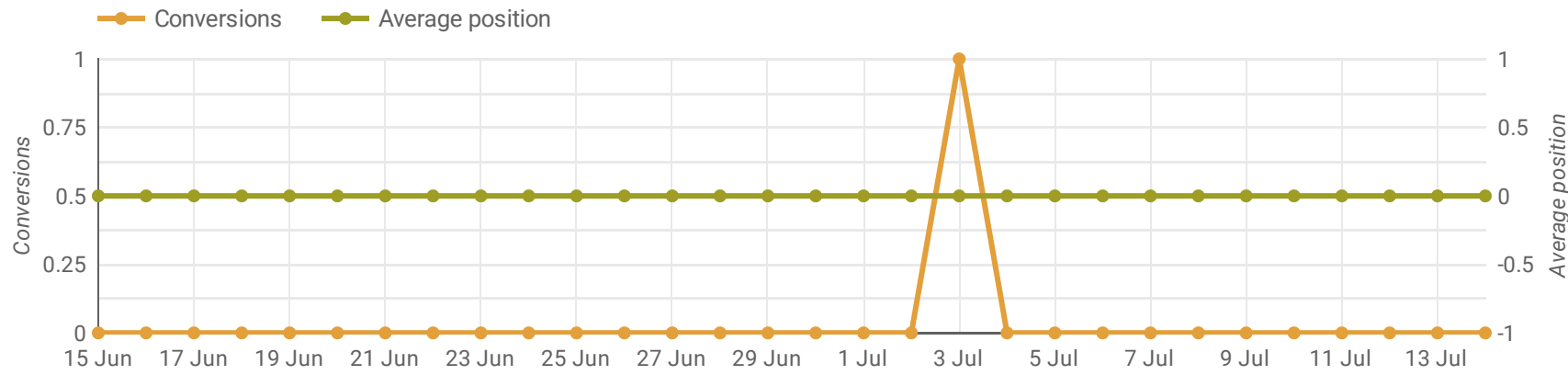
	Campaign name	Cost	Conversions	Cost per conversion	Low quality impressions	Low quality clicks	Low quality conversions
1.	7. Competition	108.44	0	null	3,459	5	0
2.	6. Search_US	28.81	1	28.81	19,982	21	0
3.	3.1 Search_Best	58.12	0	null	8,074	13	0



Ad Group Conversions

15 Jun 2020 - 14 Jul 2020

Conv. & Avg. Position



Campaign name

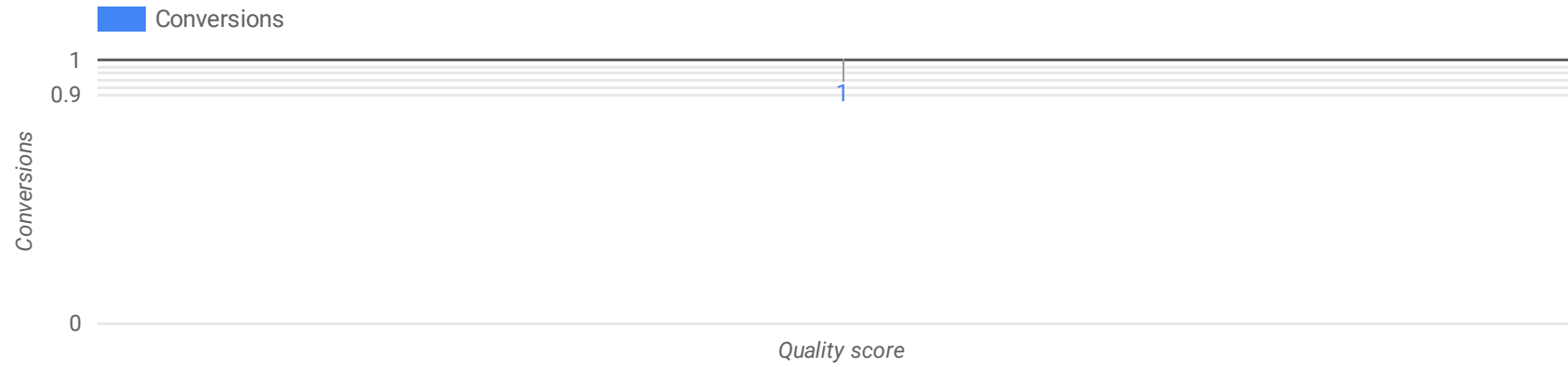
Device type

Ad Group name by Conversion Metrics

Ad group name	Conversions	Revenue per conversion	Conversion rate	Cost per conversion
1. Ad group 1	1	0	100%	1.07
2. Ad group 2	0	null	0%	null
3. Ad group 3	0	null	0%	null
4. Ad group 4	0	null	0%	null
5. Ad group 5	0	null	0%	null
6. Ad group 6	0	null	0%	null
7. Ad group 7	0	null	0%	null
8. Ad group 8	0	null	0%	null
9. Ad group 9	0	null	0%	null
10. Ad group 10	0	null	0%	null
11. Ad group 11	0	null	0%	null
12. Ad group 12	0	null	0%	null
13. Ad group 13	0	null	0%	null
14. Ad group 14	0	null	0%	null
15. Ad group 15	0	null	0%	null
16. Ad group 16	0	null	0%	null



Conversions vs Quality Score



Campaign name

Device type

Keywords by Conversion Metrics

	Keyword	Quality score	Conversions	Revenue per conversion	Conversion rate	Cost per conversion
1.	keyword 1	16	1	0	100%	1.07
2.	keyword 2	30	0	null	0%	null
3.	keyword 3	12	0	null	0%	null
4.	keyword 4	6	0	null	0%	null
5.	keyword 5	8	0	null	0%	null
6.	keyword 6	17	0	null	0%	null
7.	keyword 7	8	0	null	0%	null
8.	keyword 8	17	0	null	0%	null
9.	keyword 9	17	0	null	0%	null
10.	keyword 10	14	0	null	0%	null
11.	keyword 11	19	0	null	0%	null
12.	keyword 12	14	0	null	0%	null
13.	keyword 13	18	0	null	0%	null
14.	keyword 14	4	0	null	0%	null
15.	keyword 15	10	0	null	0%	null
16.	keyword 16	12	0	null	0%	null



Impression Share

15 Jun 2020 - 14 Jul 2020



Campaign name ▼ Device type ▼

Impression share (%)

31.0%

↑ 3.3%

Available impressions

42,429

↑ 29.9%

Available impressions

42,429

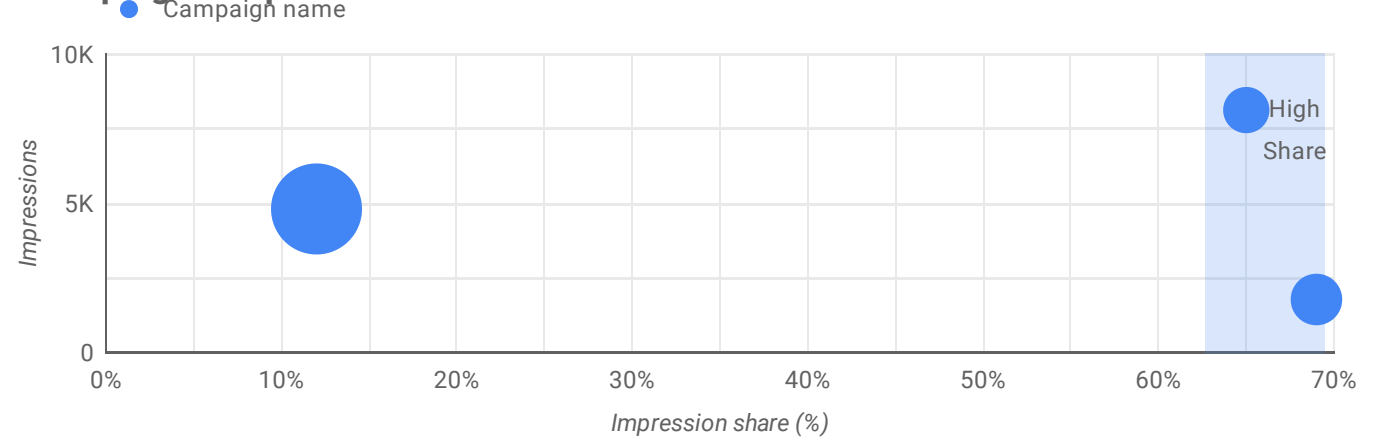
↑ 29.9%

Phone impressions

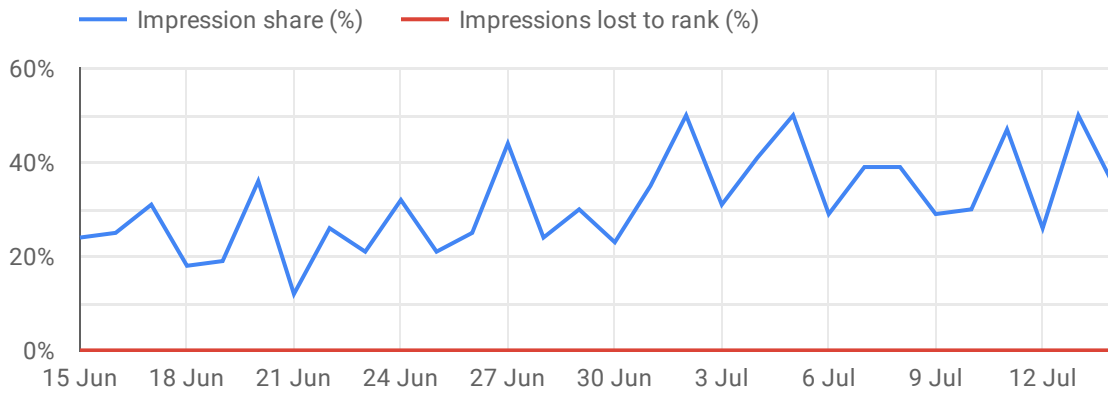
0

N/A

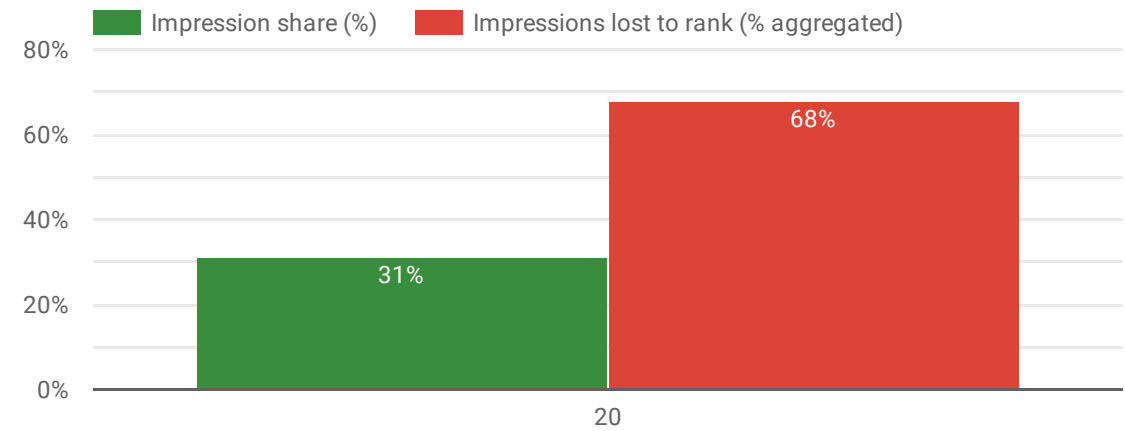
Campaigns' Impression Potential



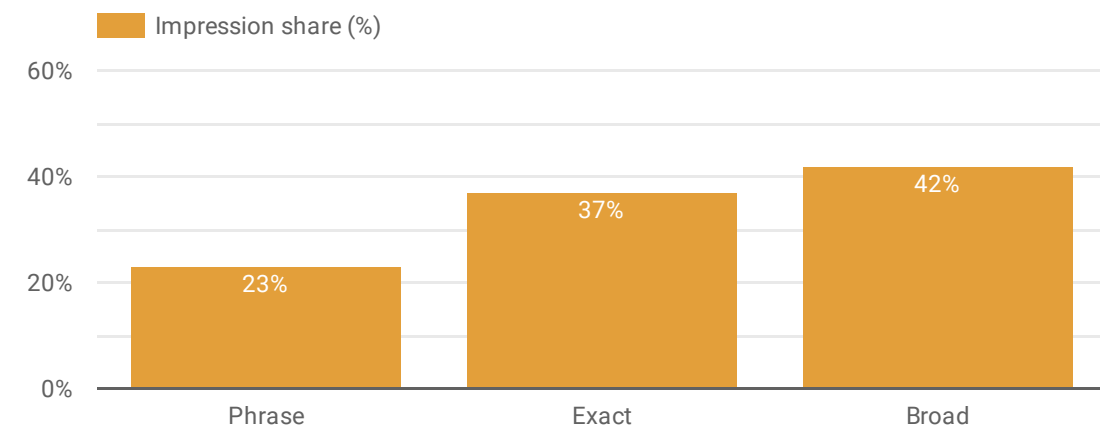
Impression Share by Date



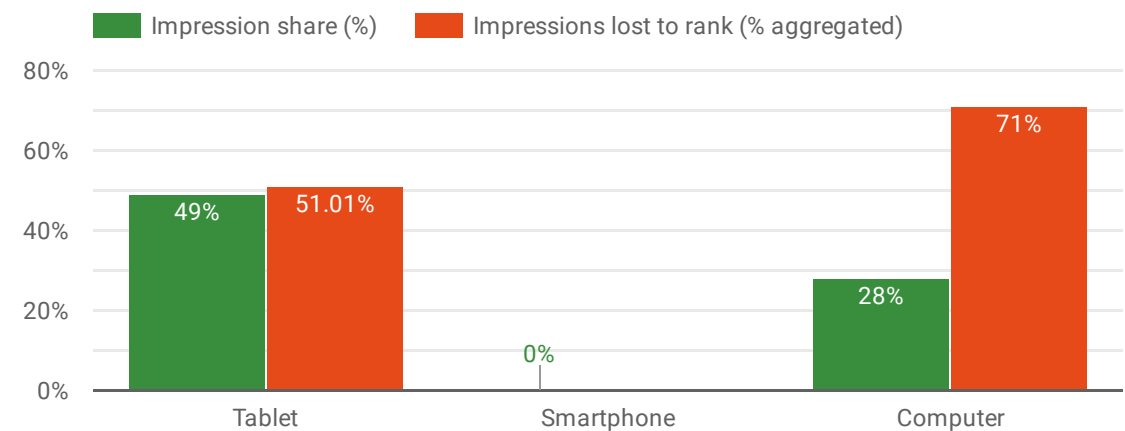
Impression Share by Quality Score



Impression Share by Delivered Match Type



Impression Share by Device





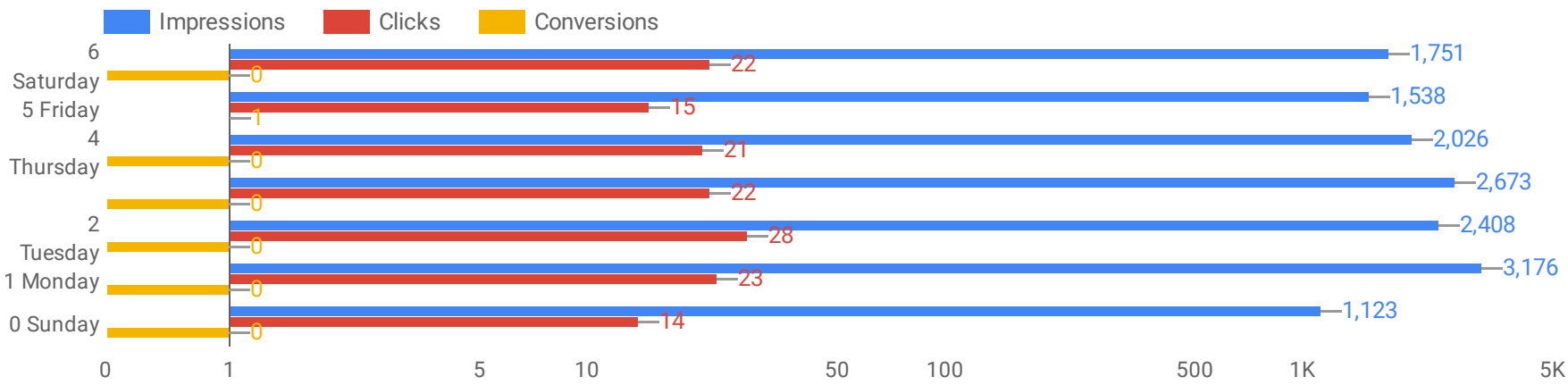
Conversion Funnel - 1

15 Jun 2020 - 14 Jul 2020



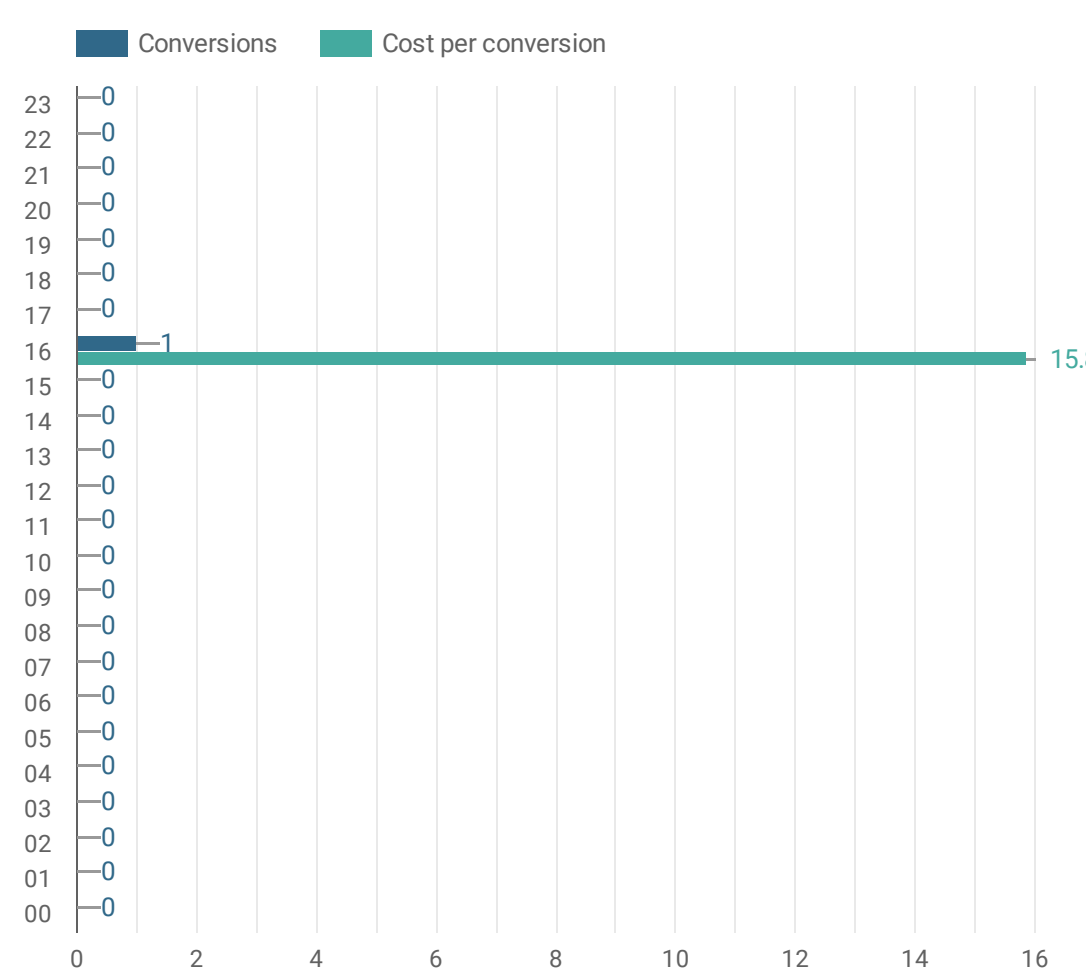
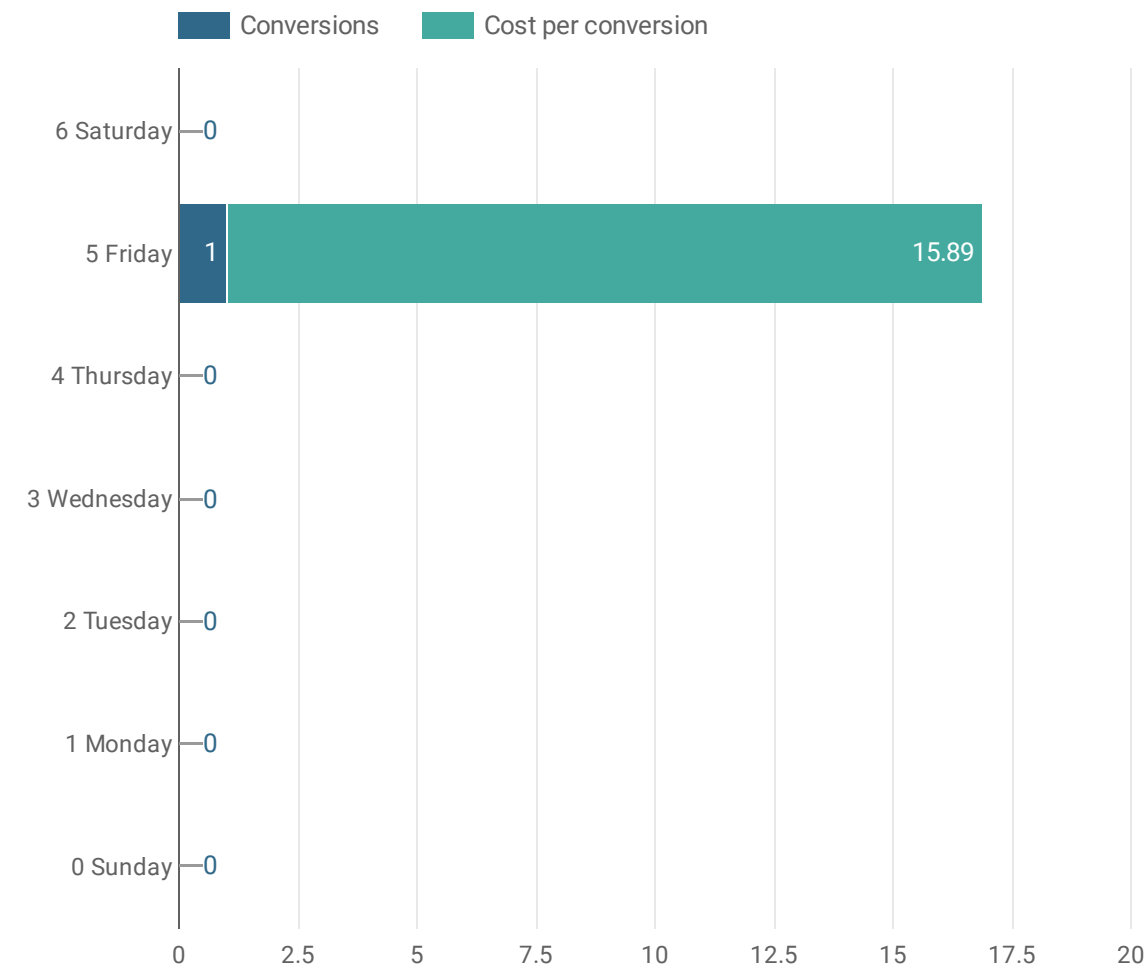
Campaign name

Device type



Day Of The Week

Hour Of Day





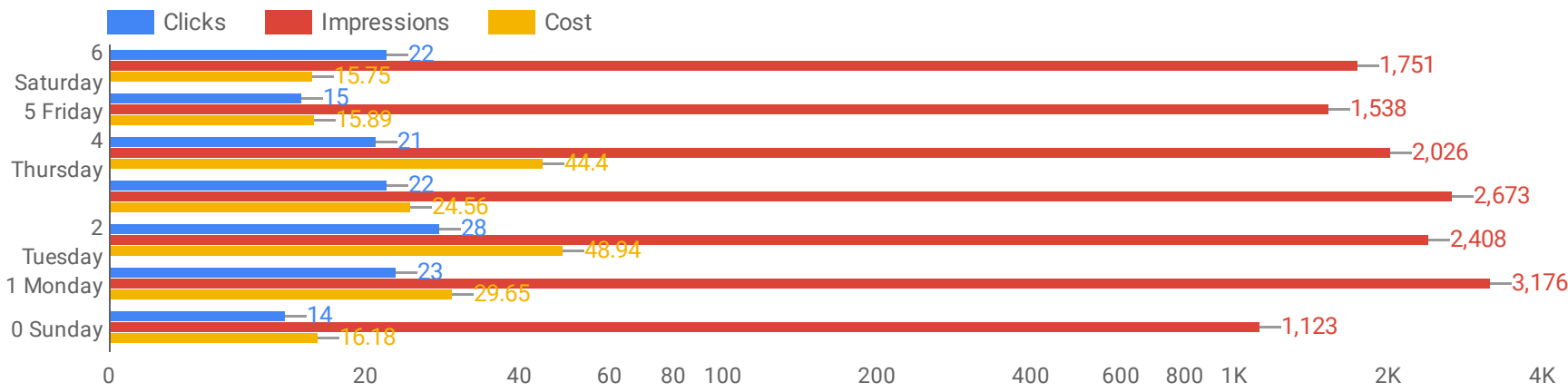
Conversion Funnel - 2

15 Jun 2020 - 14 Jul 2020



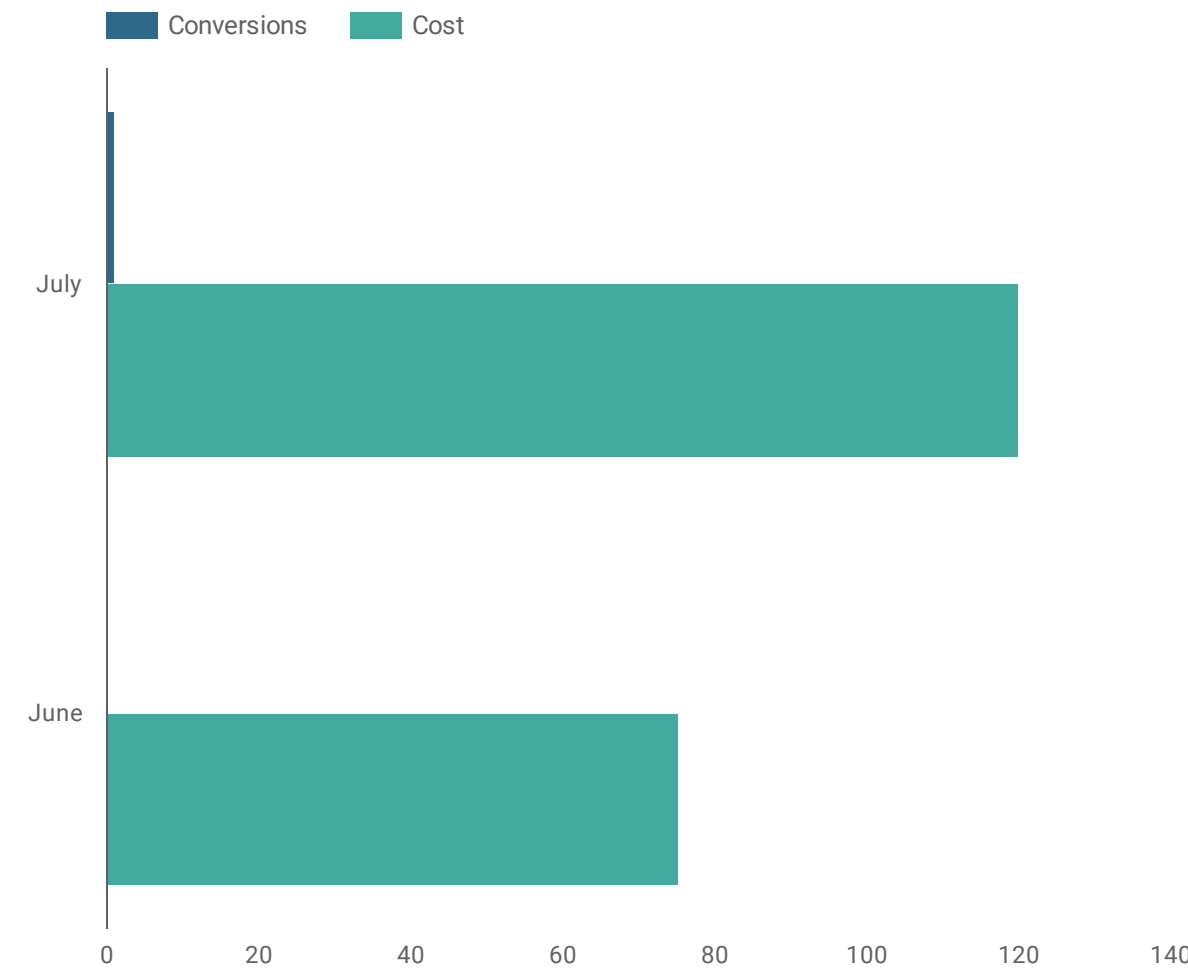
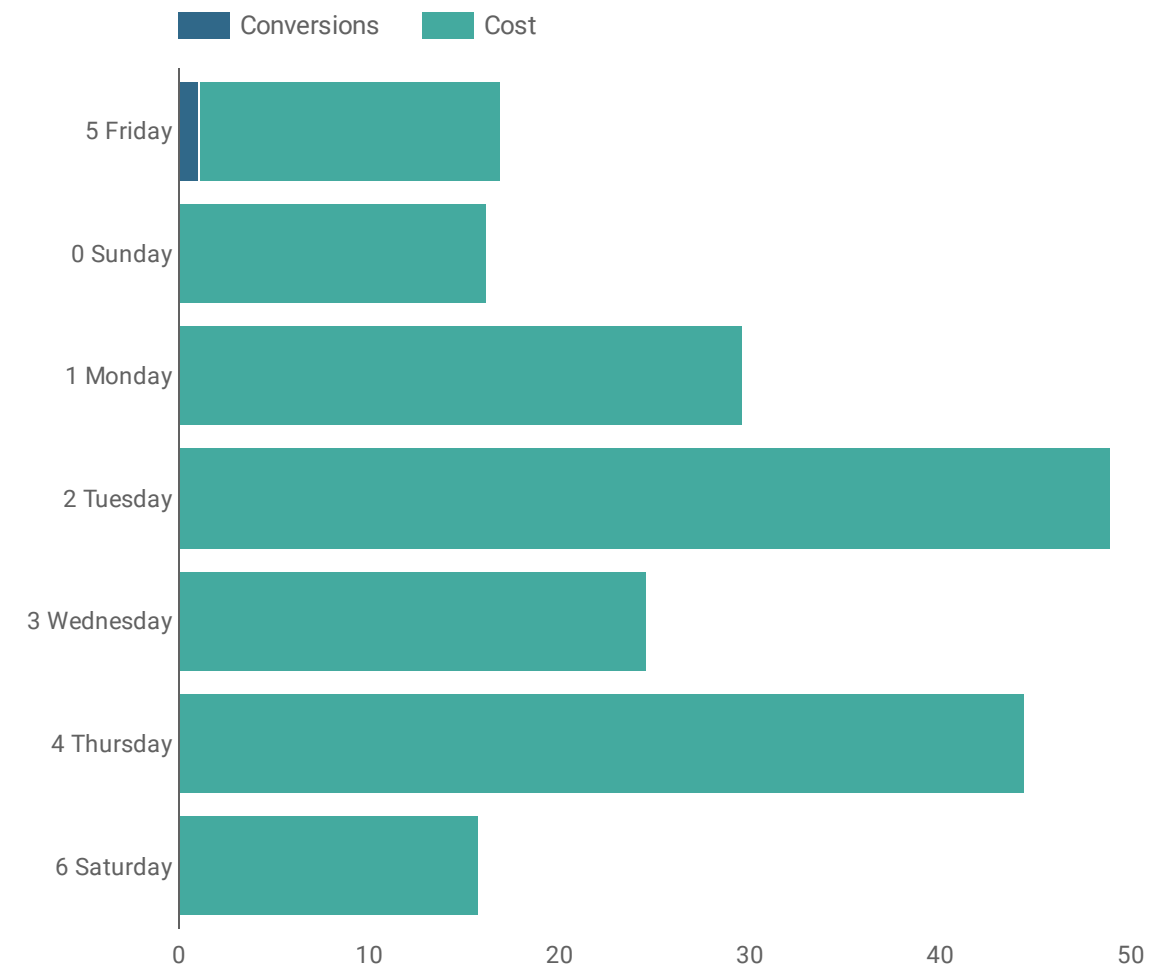
Campaign name

Device type



Day Of The Week

Month





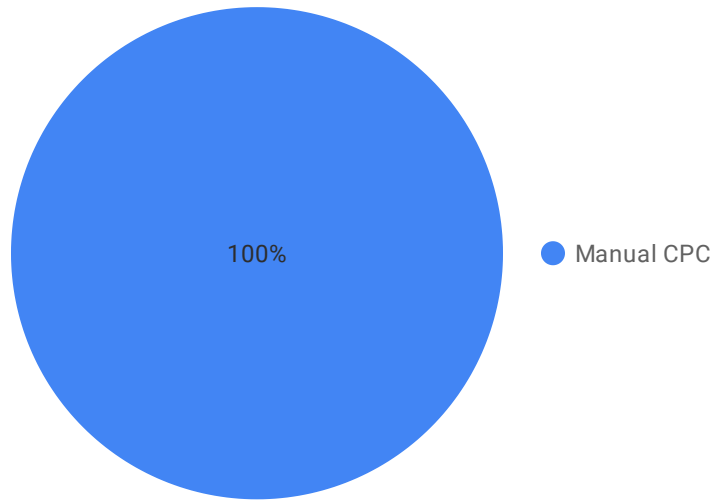
Bid Strategy Type

15 Jun 2020 - 14 Jul 2020

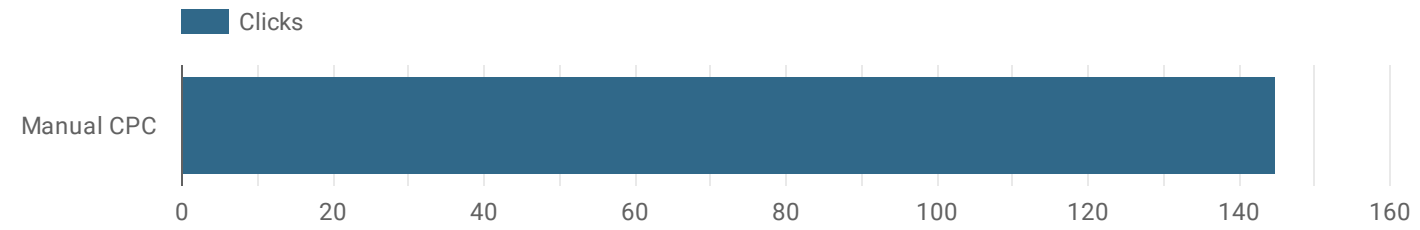
Campaign name

Device type

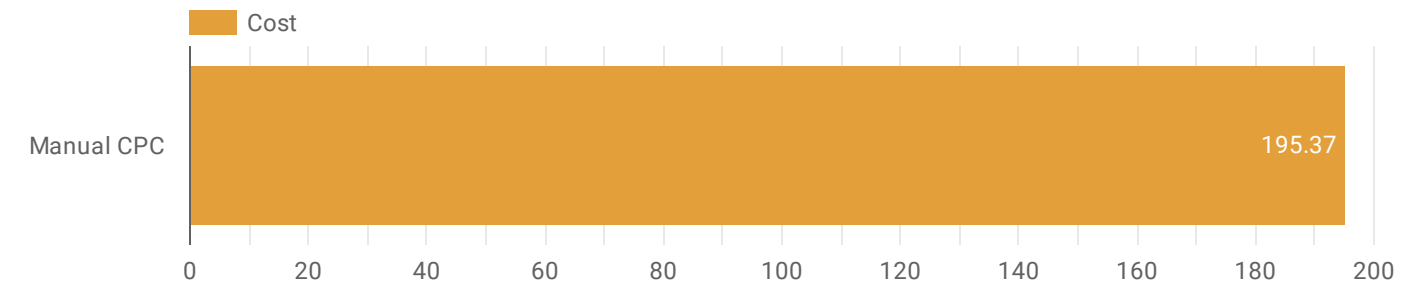
Impressions



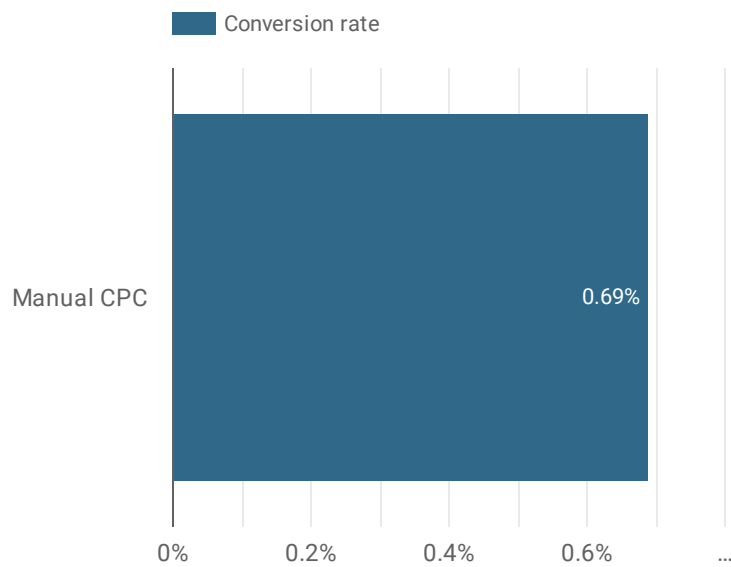
Clicks



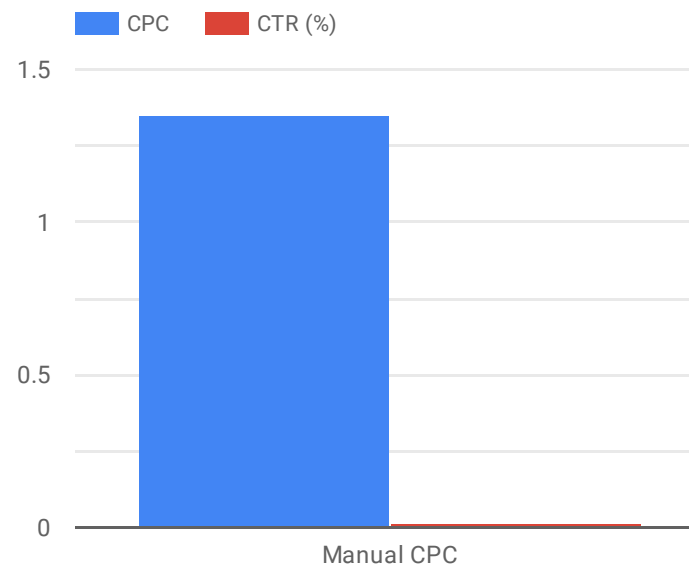
Cost



Conversion Rate



CPC & CTR



Conversions

