

Gender

Age

Region

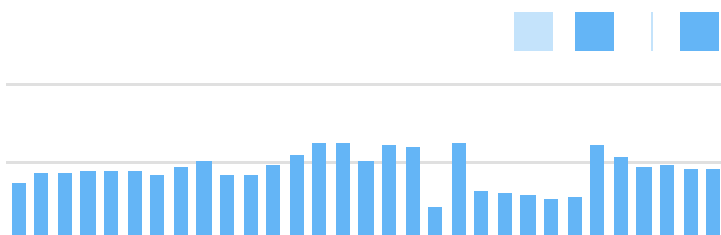
Network (with sea...)

Device

Total impressions

2,682,370

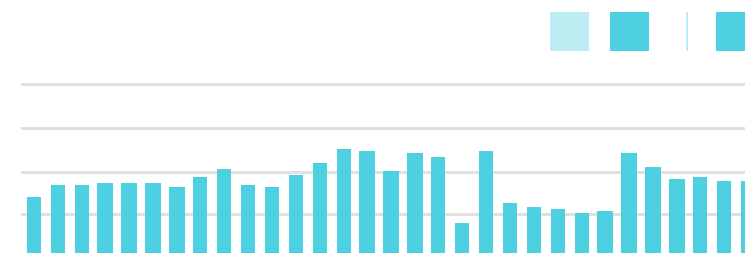
↑ 52.5% ↑ 923,216



Total clicks

13,998

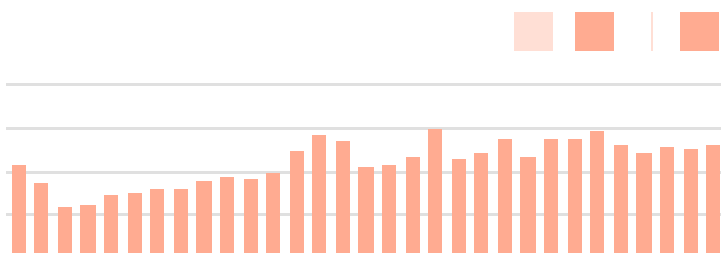
↑ 17.3% ↑ 2,063



Average CTR

0.52%

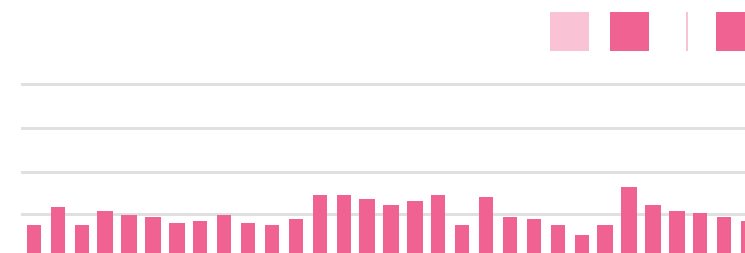
↓ -23.1%



Total costs

8,121.1

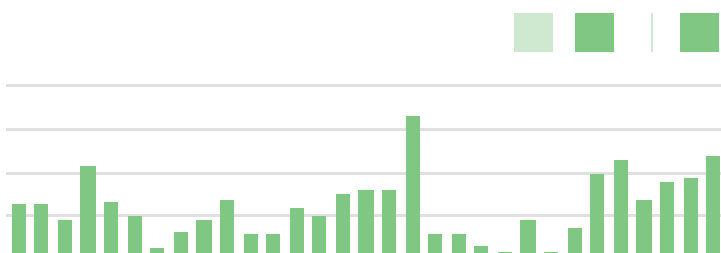
↑ 54.2% ↑ 2,855.19



Total conversions

190

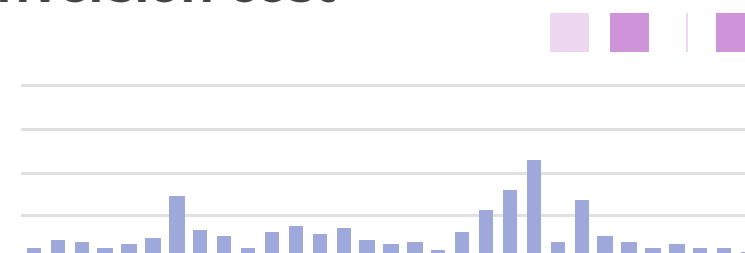
↓ -0.7% ↓ -1.34



Average conversion cost

\$42.79

↑ 55.3% ↑ \$15.24



Campaign	Impressions	Clicks	CTR	Cost	Conversions	Cost / conv.
Smart Shopping1	1,416,531	5,873	0.41%	\$2,490.57	74.06	\$33.63
Smart Shopping2	890,778	4,641	0.52%	\$2,052.16	75.98	\$27.01
Shopping Campaign - 1	146,350	961	0.66%	\$408.16	1	\$408.16
Shopping Campaign - 2	195,521	858	0.44%	\$405.46	6	\$67.58
Search - Non Branded	14,667	660	4.5%	\$1,107.63	4	\$276.91

Gender

Age

Region

Network (with sea...)

Device

Steps **Sales funnel** **Related metrics** **Influence factors**

Advertising capacity

Visitors

Conversions

Potential Impressions

11,949,865

↑ 29.9%

Impressions

2,682,370

↑ 52.5%

Clicks

13,998

↑ 17.3%

Conversions

189.79

↓ -0.7%

Cost
\$8,121.10
↑ 54.2%

Avg. CPC
\$0.58
↑ 31.5%

Top of page rate
87.91%
↑ 5.1%

CTR
0.52%
↓ -23.1%

Keyword quality score
5.5
↓ -31.3%

Conv. rate
1.36%
↓ -15.3%

Cost / conv.
\$42.79
↑ 55.3%

Budget
Bids
Quality

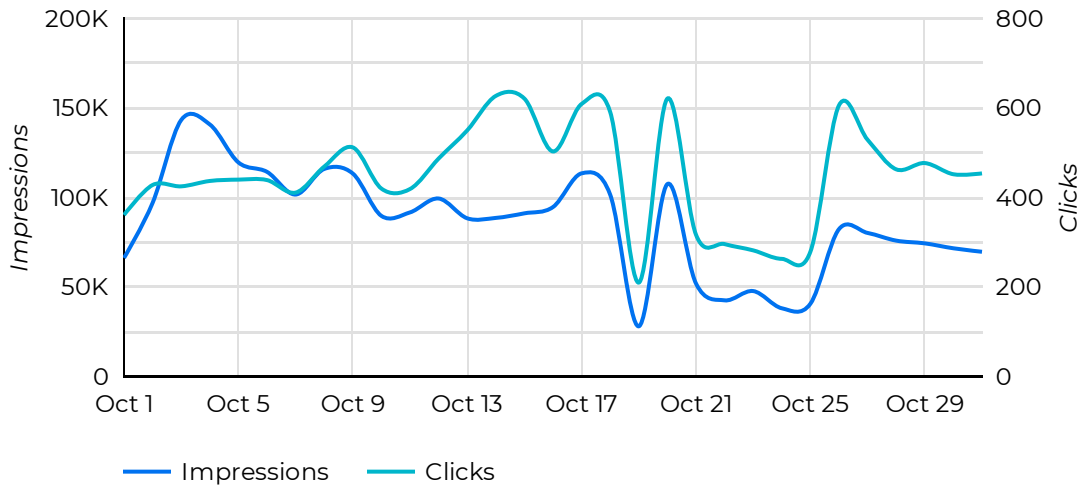
Ads
Quality

Landing page quality

	Day	Impressions	Clicks	CTR	Avg. CPC	Cost	Conversions	Cost / conv.	Conv. rate
1.	Oct 31, 2020	69,707	454	0.65%	\$0.49	\$222.28	12	\$18.52	2.64%
2.	Oct 30, 2020	71,659	452	0.63%	\$0.54	\$243.01	9.5	\$25.58	2.1%
3.	Oct 29, 2020	74,410	477	0.64%	\$0.54	\$259.72	9	\$28.86	1.89%
4.	Oct 28, 2020	75,938	463	0.61%	\$0.59	\$272.55	7	\$38.94	1.51%
5.	Oct 27, 2020	80,234	529	0.66%	\$0.58	\$305.68	11.4	\$26.81	2.16%
6.	Oct 26, 2020	82,361	606	0.74%	\$0.69	\$418.8	10	\$41.88	1.65%
7.	Oct 25, 2020	40,699	279	0.69%	\$0.71	\$197.86	3.6	\$54.96	1.29%
8.	Oct 24, 2020	38,165	263	0.69%	\$0.53	\$138.4	1	\$138.4	0.38%
9.	Oct 23, 2020	47,769	282	0.59%	\$0.69	\$193.27	4.5	\$42.95	1.6%
10.	Oct 22, 2020	42,597	296	0.69%	\$0.78	\$229.75	1	\$229.75	0.34%
11.	Oct 21, 2020	51,997	317	0.61%	\$0.75	\$238.22	1.5	\$158.81	0.47%
12.	Oct 20, 2020	107,509	621	0.58%	\$0.56	\$350.65	3	\$116.88	0.48%

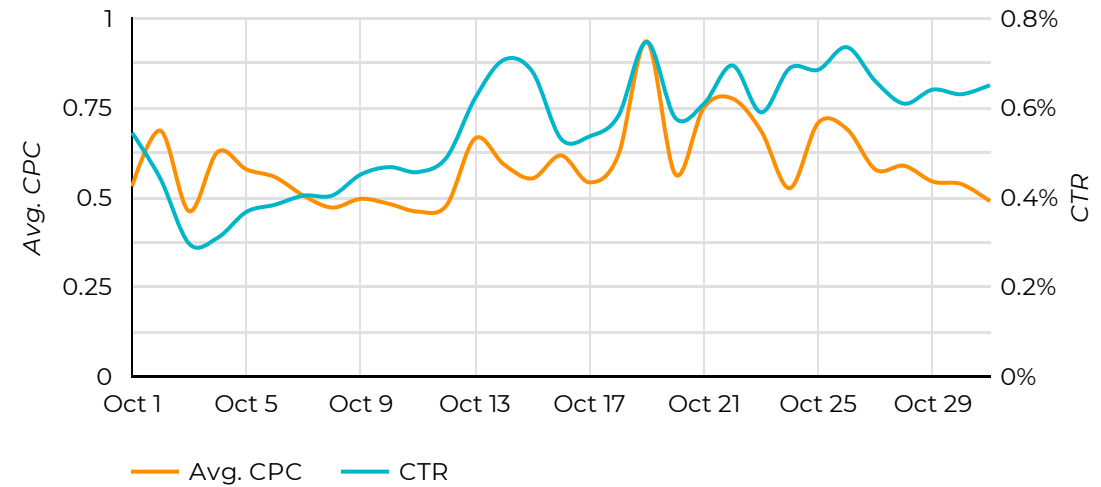
Impressions & Clicks

day by day performance



Avg. CPC & CTR

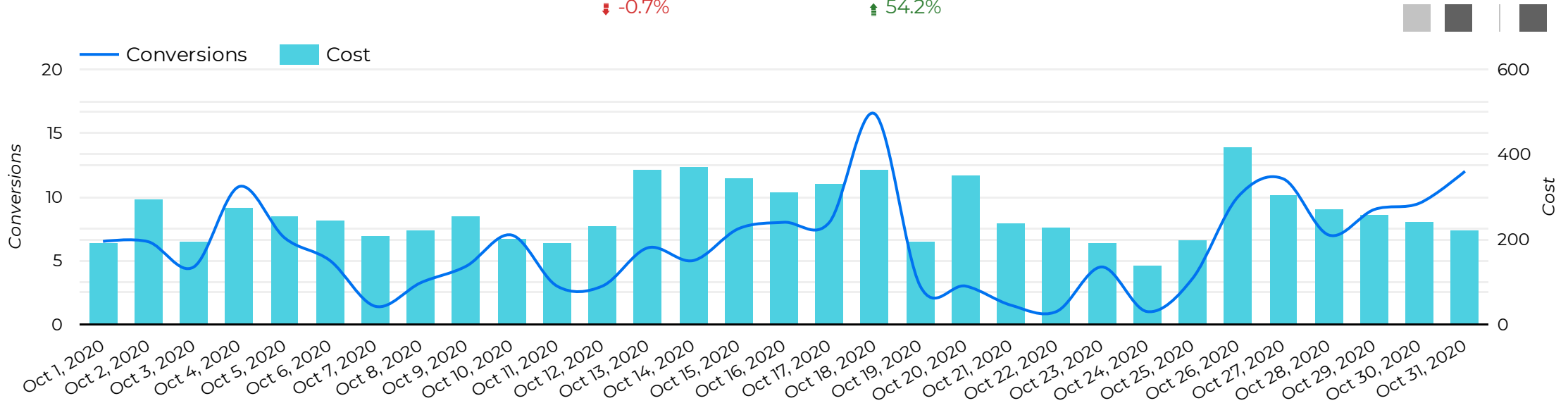
day by day performance



Conversions & Cost

Conversions
189.8
↓ -0.7%

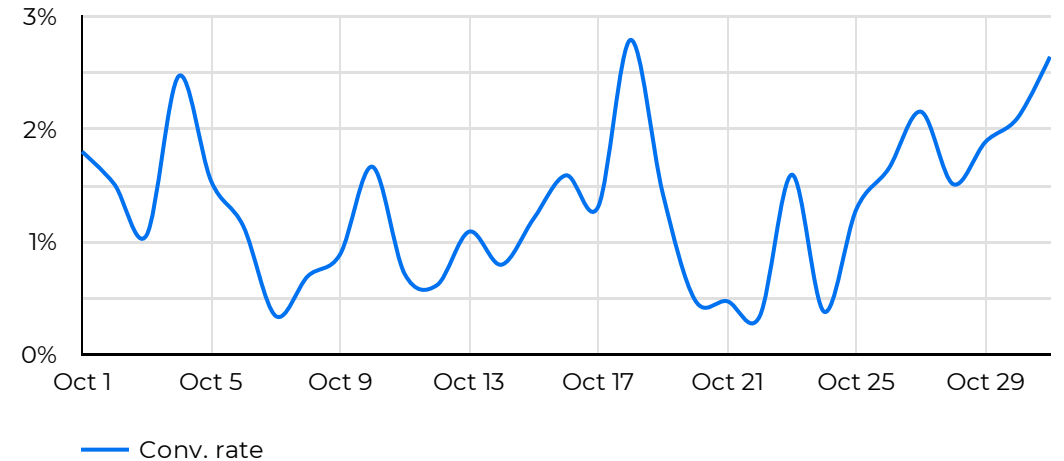
Cost
\$8,121.10
↑ 54.2%



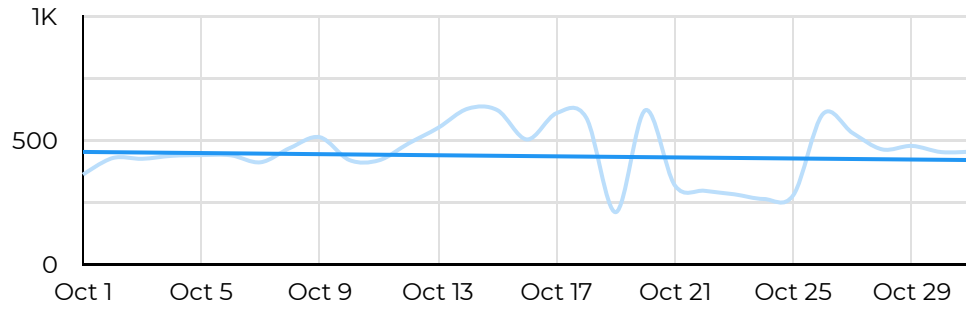
Cost / Conversions
\$42.79
↑ 55.3%



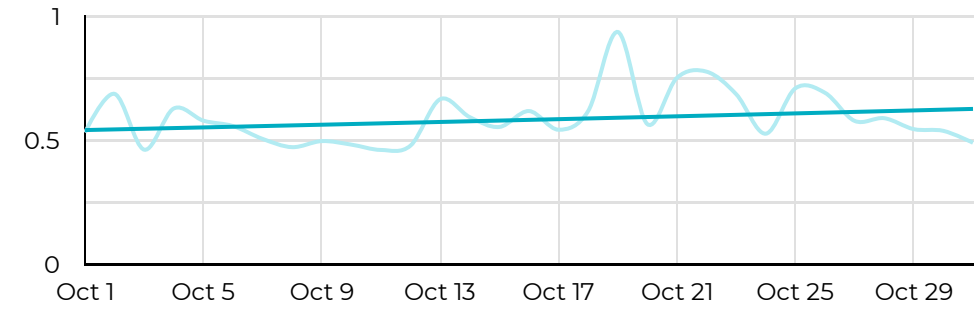
Conversions rate
1.4%
↓ -15.3%



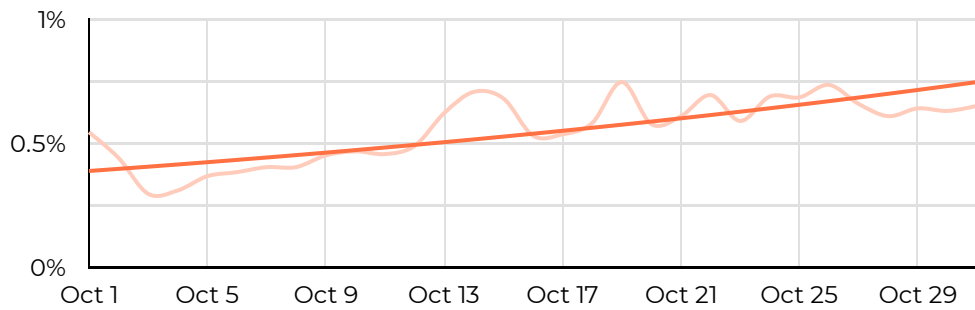
Click trend



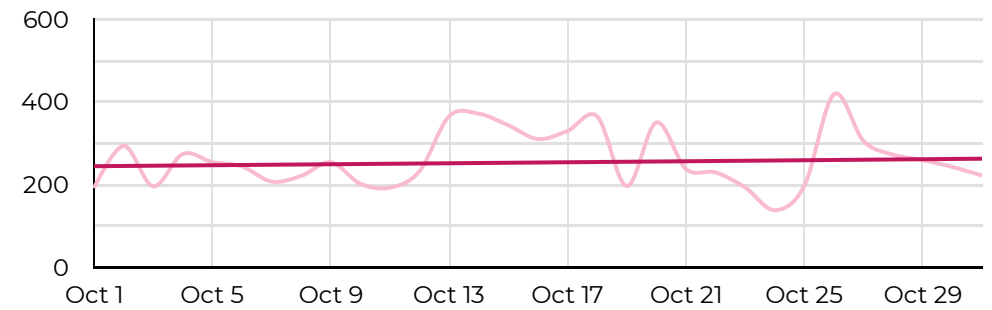
CPC trend



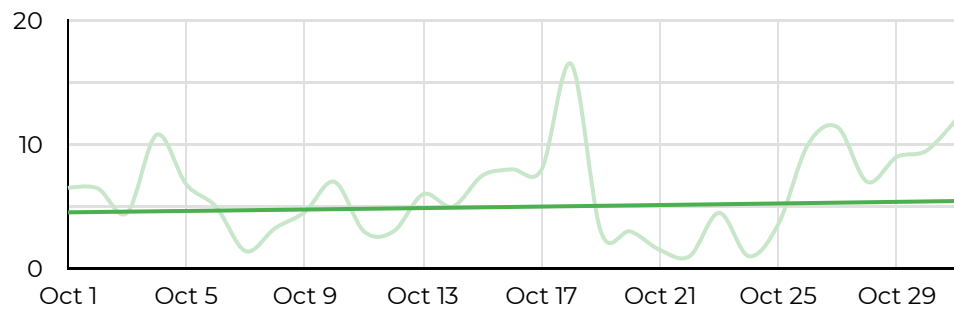
CTR trend



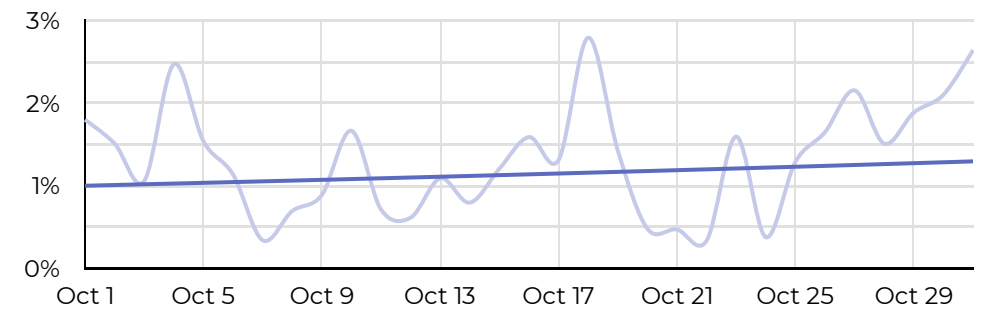
Cost trend



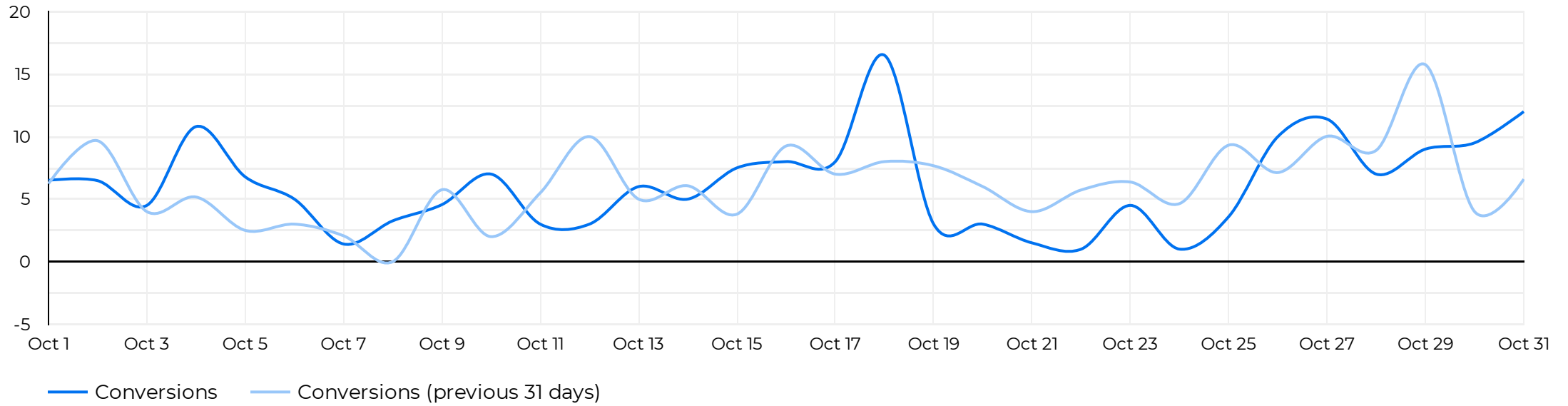
Conversion trend



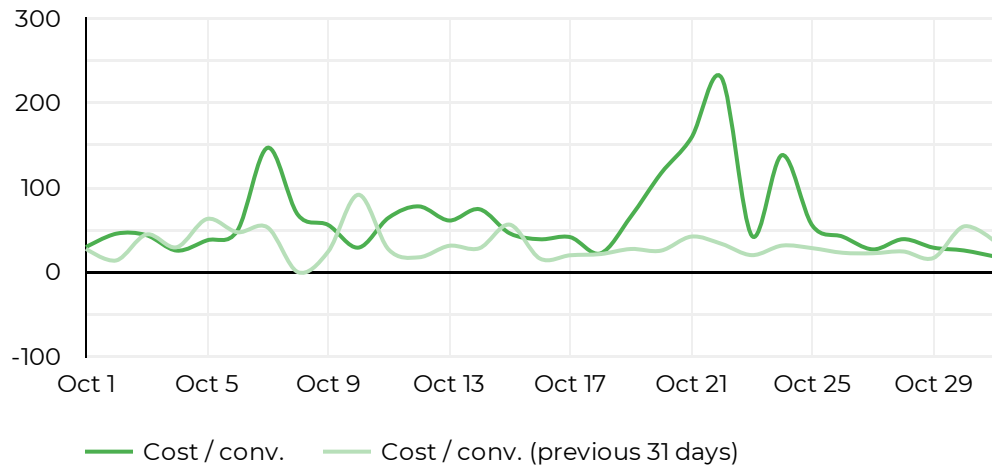
Conversion rate trend



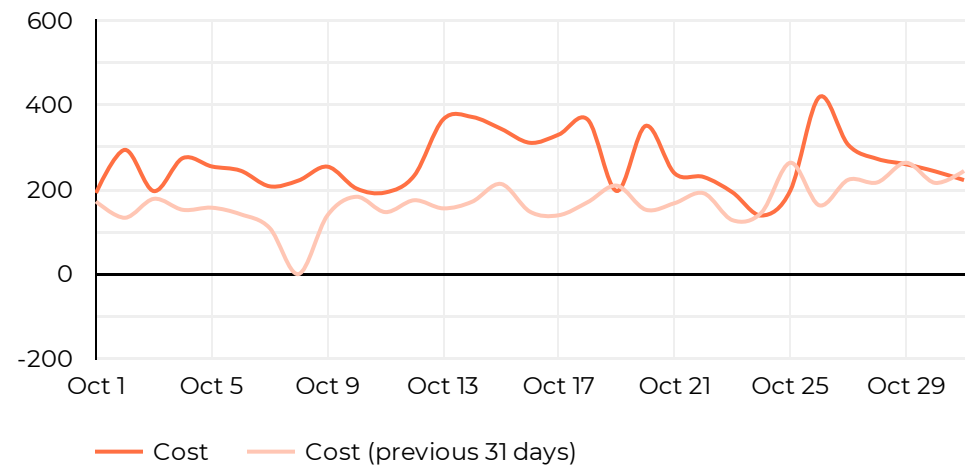
Conversions 189.8
↓ -0.7%



Cost / conversion \$42.79
↑ 55.3%



Cost \$8.12K
↑ 54.2%



Gender

Age

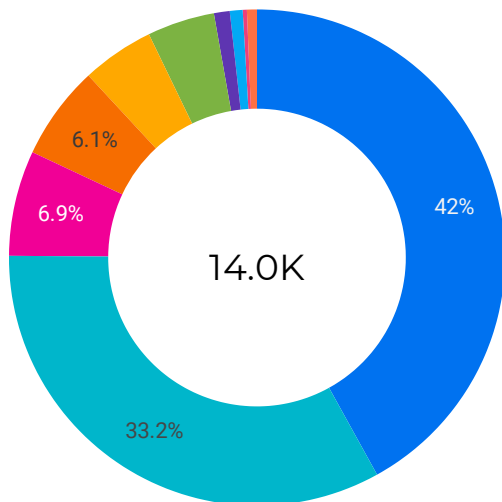
Region

Network (with sea...)

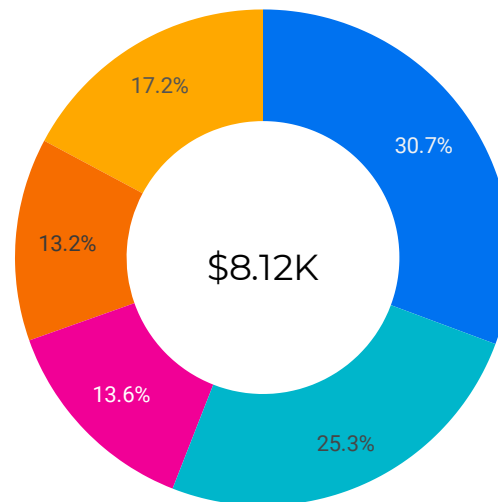
Device

Campaign	Impressions	Clicks	Cost	Conversions	Conv. rate	Cost / conv.	CTR
1. Smart Shopping1	1,416,531	5,873	\$2,490.57	74.06	1.26%	\$33.63	0.41%
2. Smart Shopping2	890,778	4,641	\$2,052.16	75.98	1.64%	\$27.01	0.52%
3. Shopping Campaign1	146,350	961	\$408.16	1	0.1%	\$408.16	0.66%
4. Shopping Campaign2	195,521	858	\$405.46	6	0.7%	\$67.58	0.44%
5. Search - Non Branded	14,667	660	\$1,107.63	4	0.61%	\$276.91	4.5%
6. Search - Non Branded2	15,613	615	\$1,074.04	3	0.49%	\$358.01	3.94%
7. Branded1	334	144	\$33.75	10.97	7.62%	\$3.08	43.11%
8. Branded Campaign1	508	117	\$190.49	4.96	4.24%	\$38.38	23.03%
9. Branded Campaign2	860	38	\$229.61	4.5	11.84%	\$51.02	4.42%
10. Dynamic1	531	37	\$52.86	0.03	0.08%	\$1,797.23	6.97%
11. Dynamic2	541	34	\$54.66	1.04	3.06%	\$52.53	6.28%
12. Branded2	112	20	\$21.71	4.25	21.25%	\$5.11	17.86%

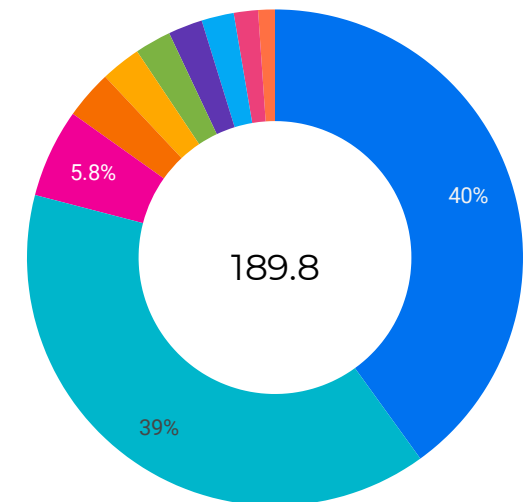
Campaigns clicks



Campaigns cost



Campaigns conversions



Gender

Age

Region

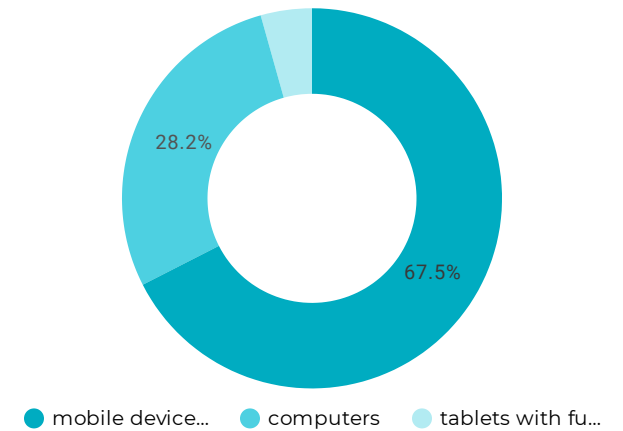
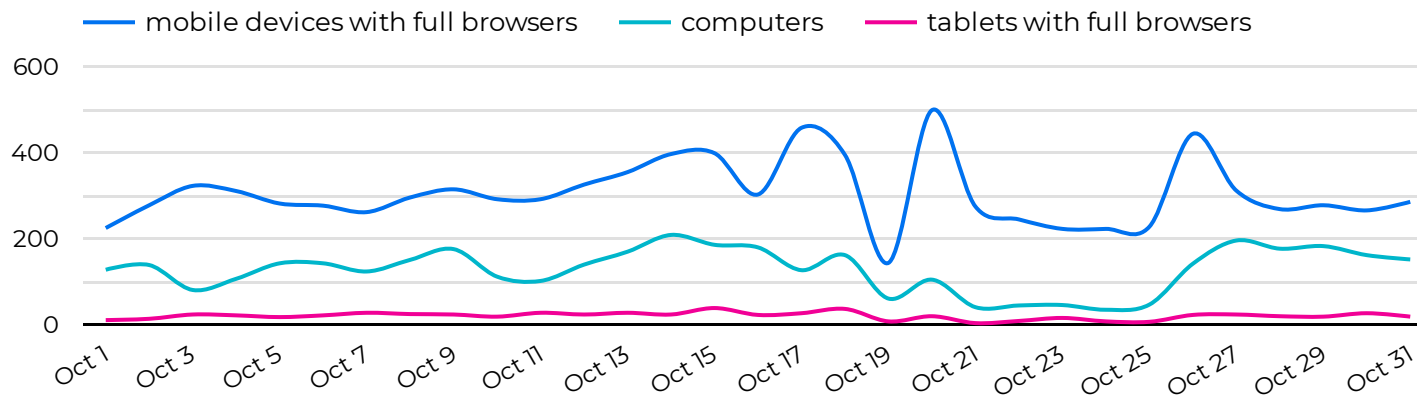
Network (with sea...)

Device

	Device	Impressions	Clicks	CTR	Avg. CPC	Cost	Conversions	Cost / conv.	Conv. rate
1.	mobile devices w...	2,073,665	9,447	0.46%	\$0.48	\$4,511.06	80.57	\$55.99	0.85%
2.	computers	489,088	3,941	0.81%	\$0.83	\$3,282.43	102.2	\$32.12	2.59%
3.	tablets with full b...	119,612	610	0.51%	\$0.54	\$327.61	7.02	\$46.65	1.15%
4.	TV screens	5	0	0%	\$0	\$0	0	\$0	0%

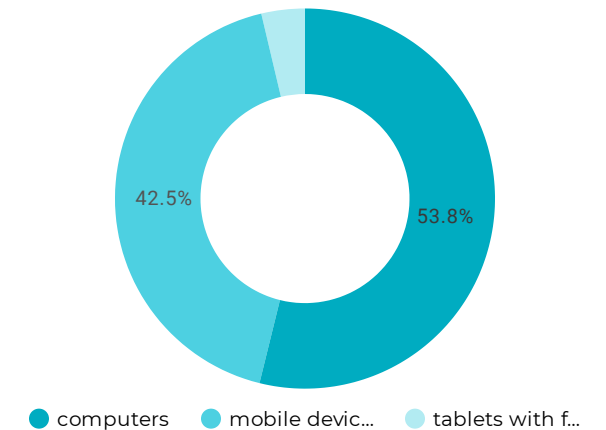
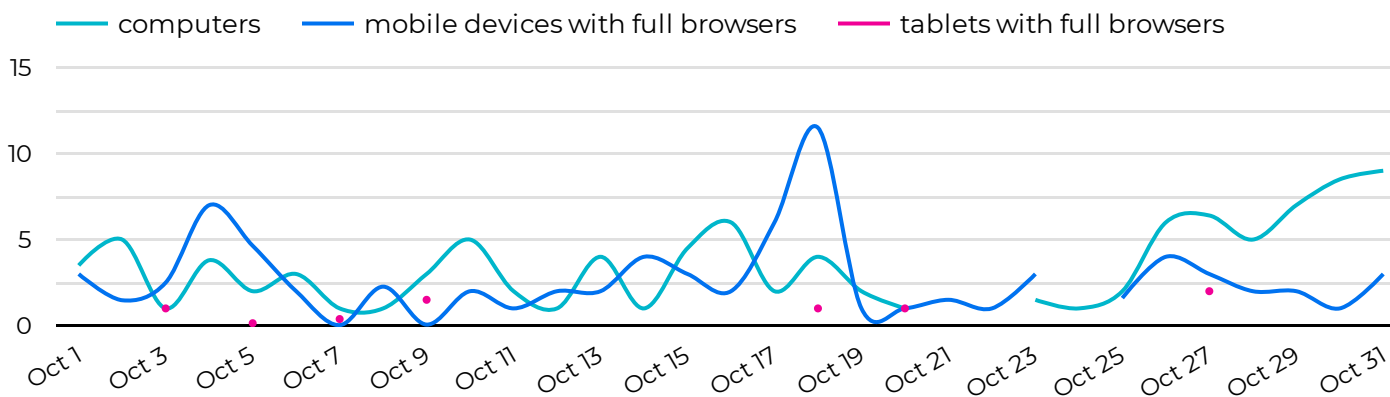
Devices by clicks

Total clicks: 13,998



Devices by conversions

Total conversions: 190



Gender

Age

Region

Network (with sea...)

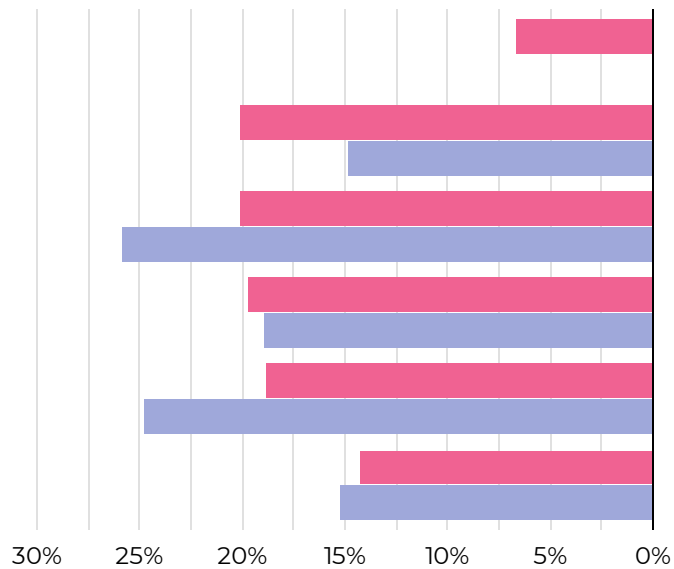
Device

Gender	Impressions	Clicks	CTR	Avg. CPC	Cost	Conversions	Cost / conv.	Conv. rate
1. Female	1,378,419	7,956	0.58%	\$0.59	\$4,696.18	107.66	\$43.62	1.35%
2. Undetermined	781,249	3,151	0.4%	\$0.53	\$1,659.32	40.13	\$41.35	1.27%
3. Male	522,702	2,891	0.55%	\$0.61	\$1,765.6	42	\$42.04	1.45%

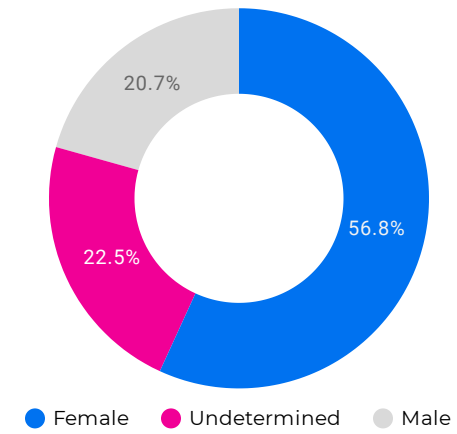
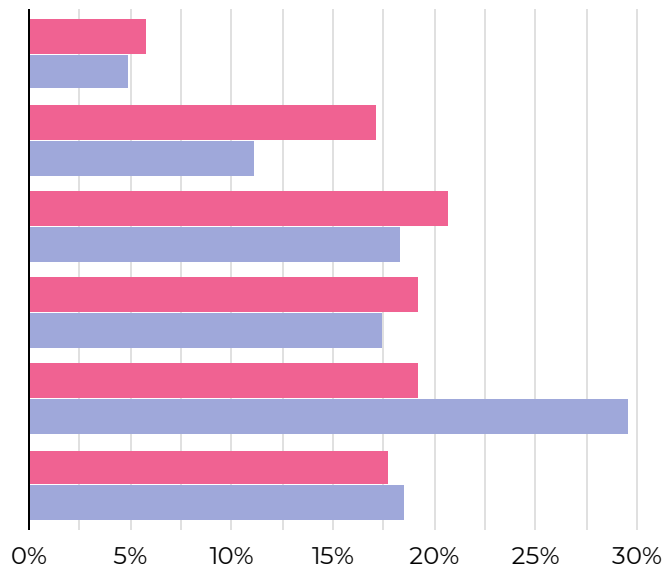
Total clicks: 13,998

Female

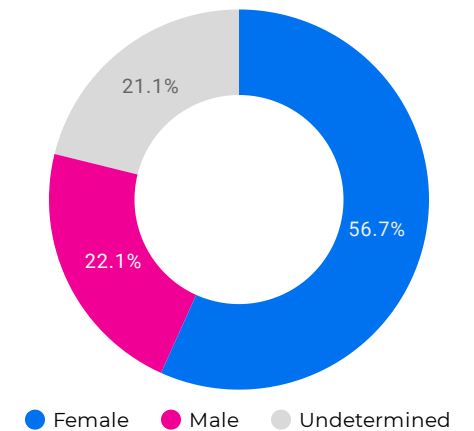
Clicks Conversions



Male

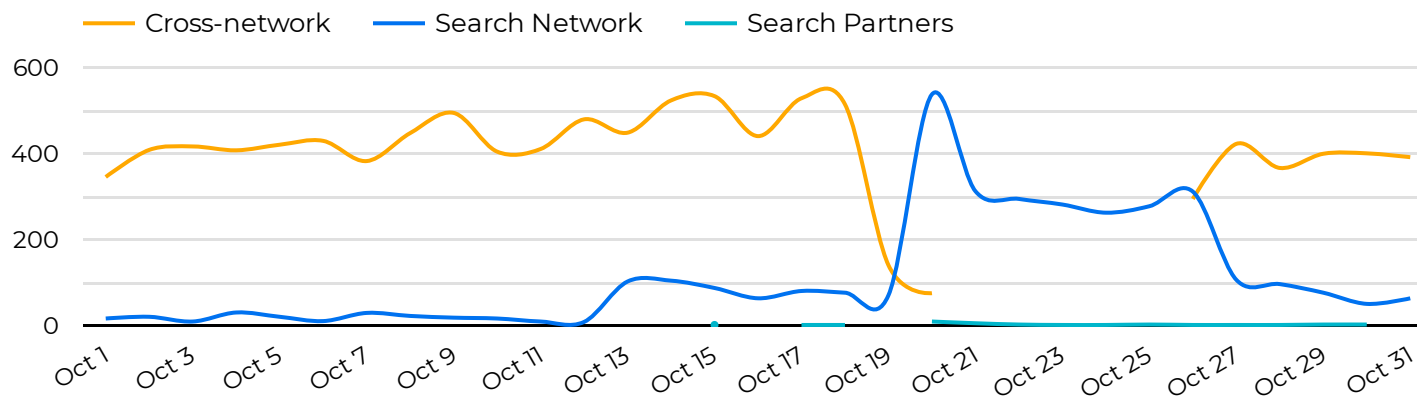


Total conversions: 190

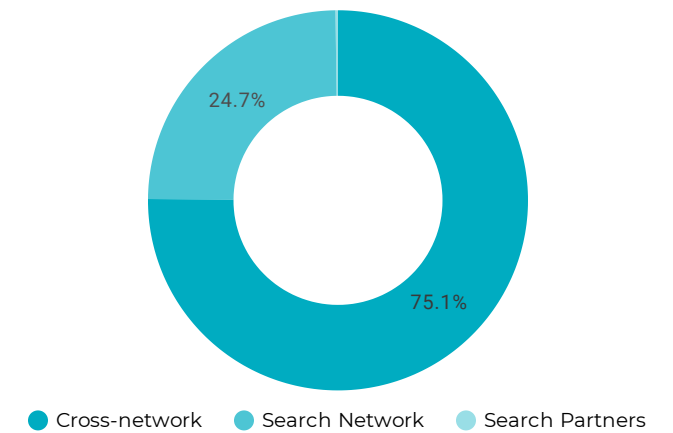


	Network (with search partners)	Clicks	Cost	Conversions	Cost / conv.	Conv. rate
1.	Cross-network	10,514	\$4,542.73	150.04	\$30.28	1.43%
2.	Search Network	3,454	\$3,559.91	39.75	\$89.56	1.15%
3.	Search Partners	30	\$18.46	0	\$0	0%

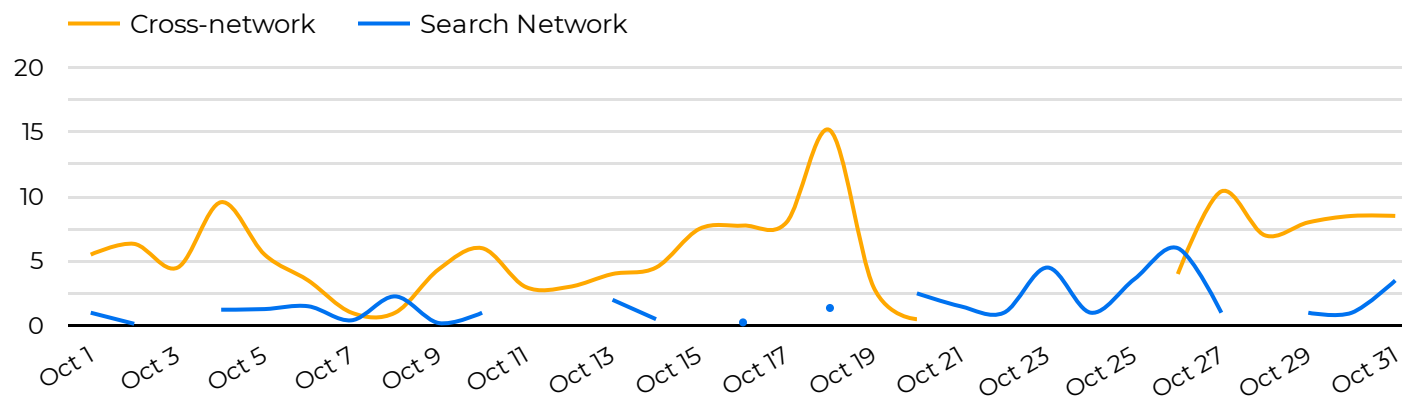
Clicks by network



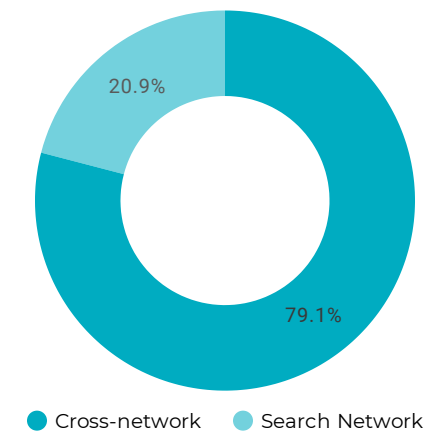
Total clicks: 13,998



Conversions by network

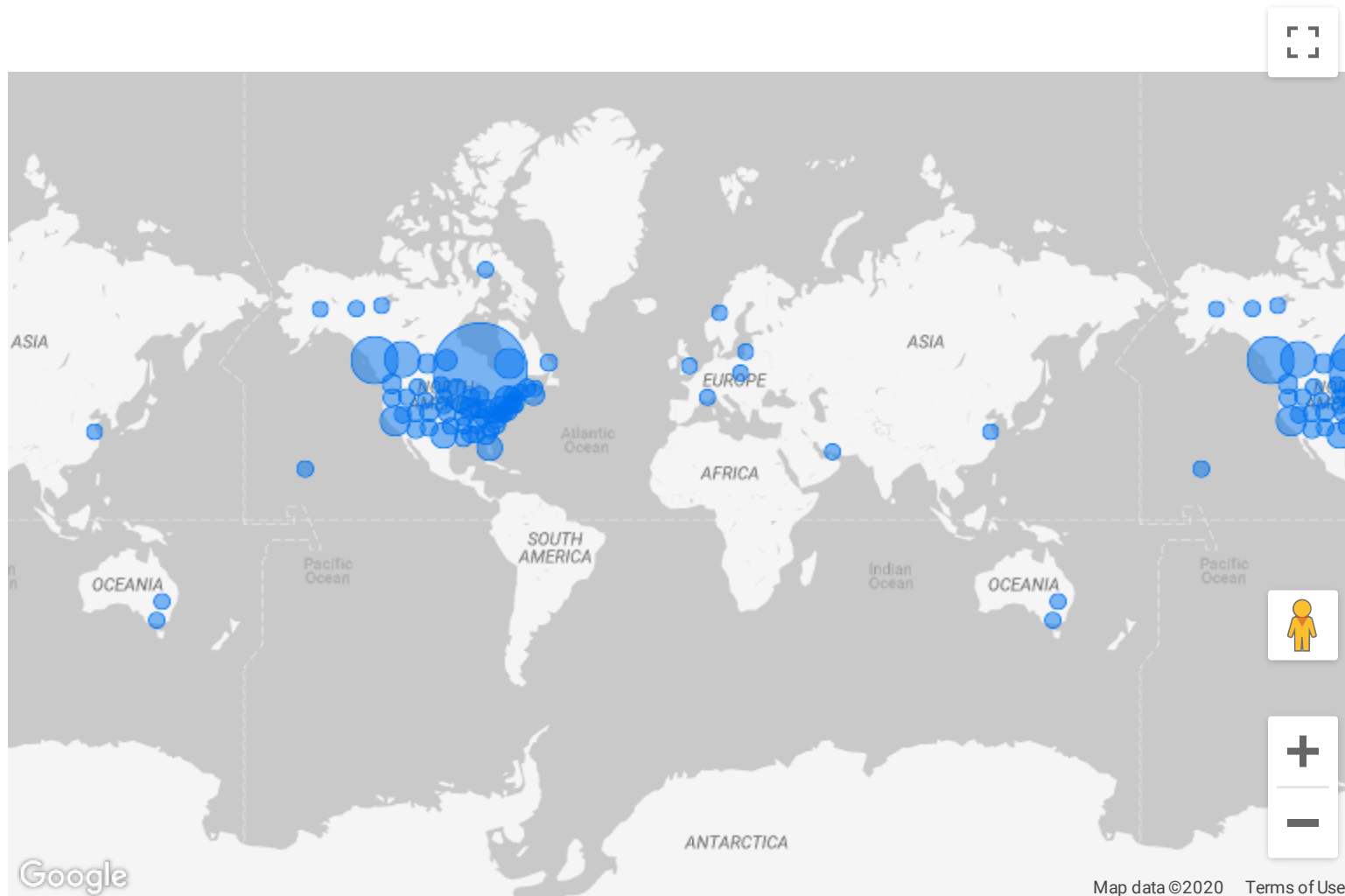


Total conversions: 190

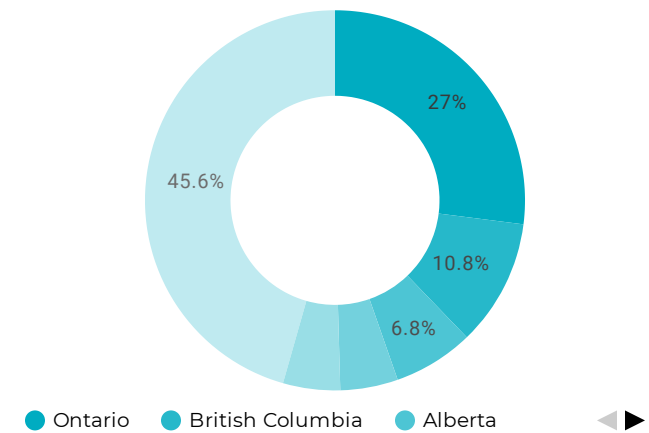


	Region	Impressions	Clicks	CTR	Avg. CPC	Cost	Conversions	Cost / conv.
1.	Ontario	777,933	3,760	0.48%	\$0.54	\$2,045.16	56.5	\$36.2
2.	British Columbia	282,657	1,501	0.53%	\$0.55	\$827.52	13.5	\$61.3
3.	Alberta	198,625	953	0.48%	\$0.52	\$498.24	7.16	\$69.62
4.	Quebec	126,941	683	0.54%	\$0.58	\$393.5	9.5	\$41.42

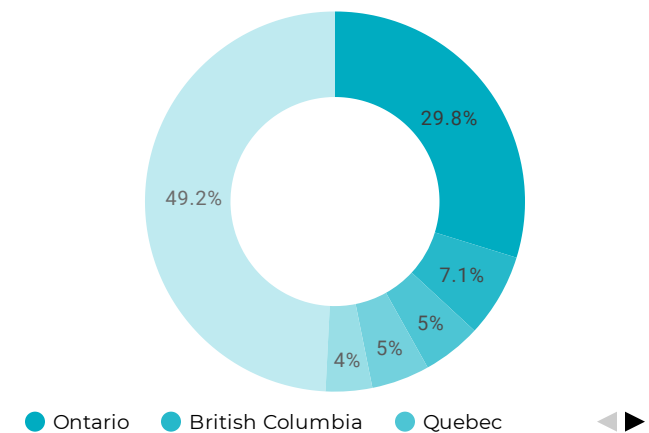
Clicks by geo



Total clicks: 13,998



Total conversions: 190



Gender

Age

Region

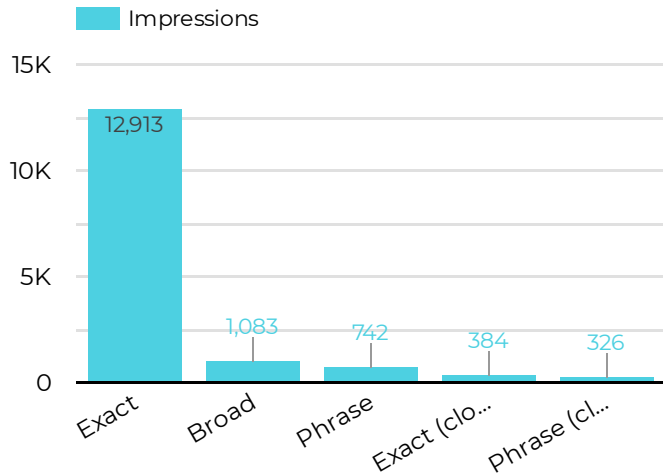
Network (with sea...)

Device

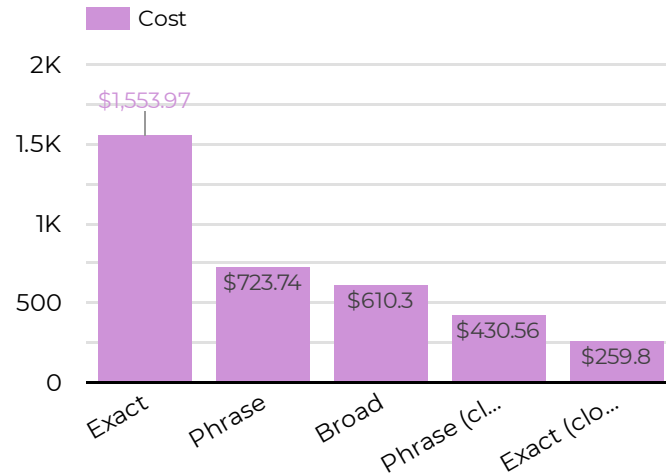
	Search term	Query match type	Impressions	Clicks	CTR	Avg. CPC	Cost	Conversions	Cost / conv.
1.	searchterm#1	Exact	307	144	46.91%	\$0.07	\$10.46	9.4	\$1.11
2.	searchterm#2	Exact	121	74	61.16%	\$0.17	\$12.28	4.83	\$2.54
3.	searchterm#3	Exact	562	50	8.9%	\$2.05	\$102.68	0	\$0
4.	searchterm#4	Exact	383	40	10.44%	\$1.15	\$46.14	0	\$0
5.	searchterm#5	Exact	133	26	19.55%	\$1.45	\$37.8	1	\$37.8
6.	searchterm#6	Broad	394	24	6.09%	\$7.74	\$185.77	0	\$0
7.	searchterm#7	Exact	317	18	5.68%	\$1.58	\$28.51	0	\$0
8.	searchterm#8	Exact	349	15	4.3%	\$0.87	\$13.04	0	\$0
9.	searchterm#9	Exact	175	14	8%	\$1.45	\$20.31	0	\$0
10.	searchterm#10	Exact	585	13	2.22%	\$1.1	\$14.27	0	\$0
11.	searchterm#11	Exact	66	13	19.7%	\$1.06	\$13.78	1	\$13.78

Search Term Match Type

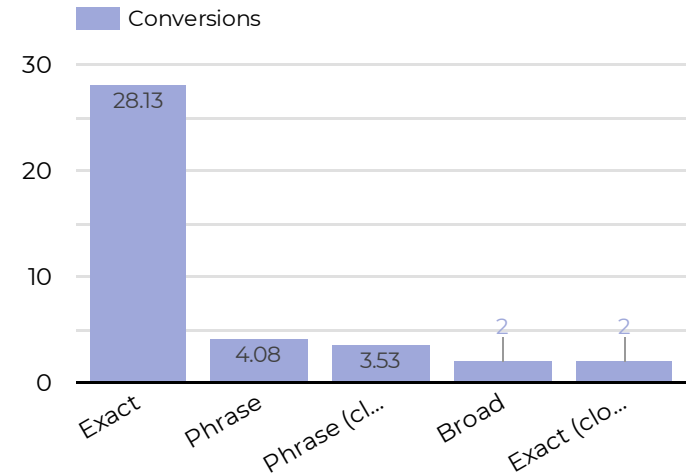
by Impressions



by Cost



by Conversions



Gender

Age

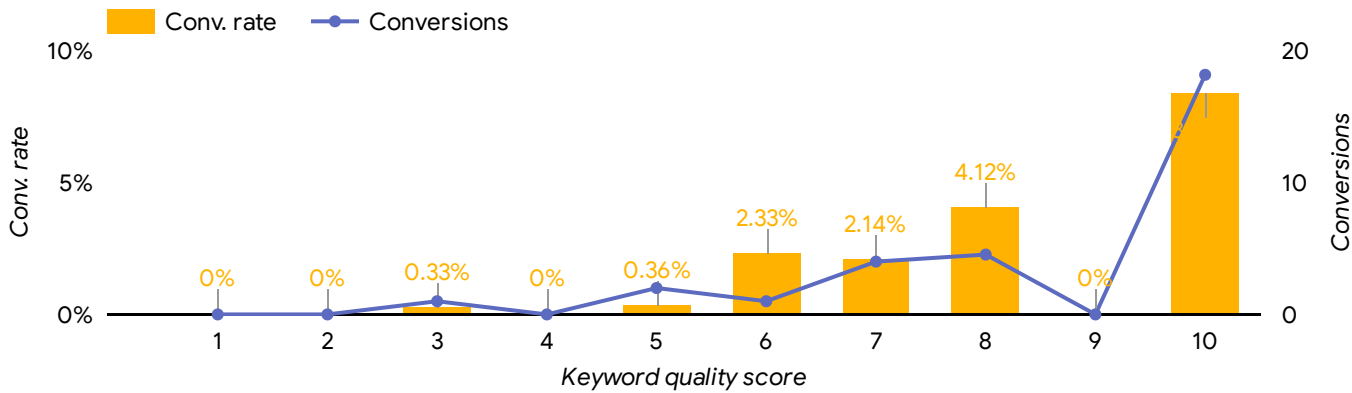
Region

Network (with sea...)

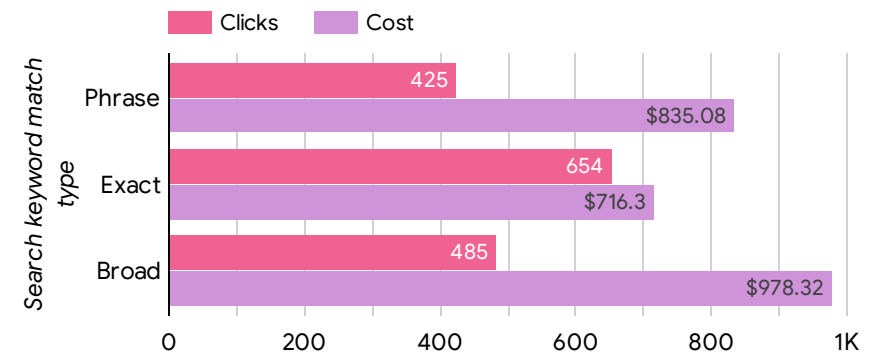
Device

Search keyword	Keyword qu...	Search keywo...	Impressions	Clicks	CTR	Avg. CPC	Cost	Conversions	Cost / conv.	Conv. rate
keyword#1	10	Exact	325	143	44%	\$0.06	\$8.52	11.23	\$0.76	7.85%
keyword#2	10	Exact	86	55	63.95%	\$0.17	\$9.48	4.83	\$1.96	8.79%
keyword#3	5	Phrase	1,609	49	3.05%	\$1.56	\$76.26	0	\$0	0%
keyword#4	3	Exact	748	49	6.55%	\$2.09	\$102.19	0	\$0	0%
keyword#5	5	Exact	450	44	9.78%	\$1.14	\$50.16	0	\$0	0%
keyword#6	8	Broad	916	40	4.37%	\$6.71	\$268.37	3.83	\$70.01	9.58%

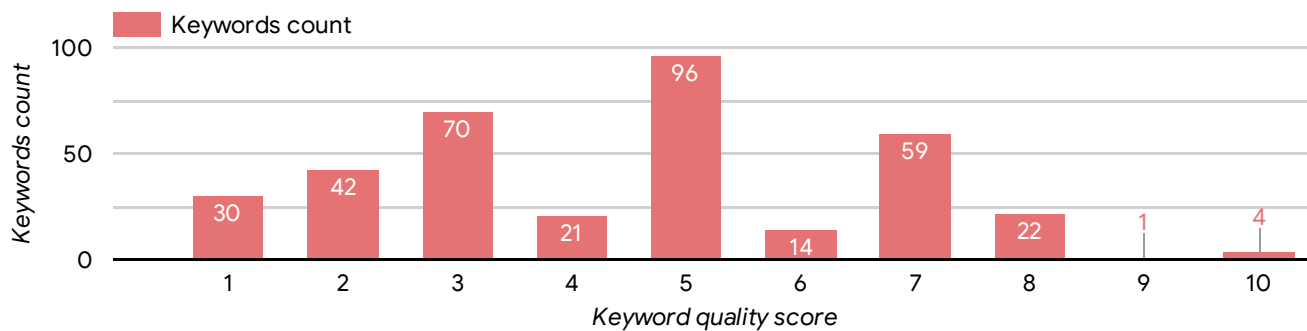
Conv. rate & Conversions by Quality Score



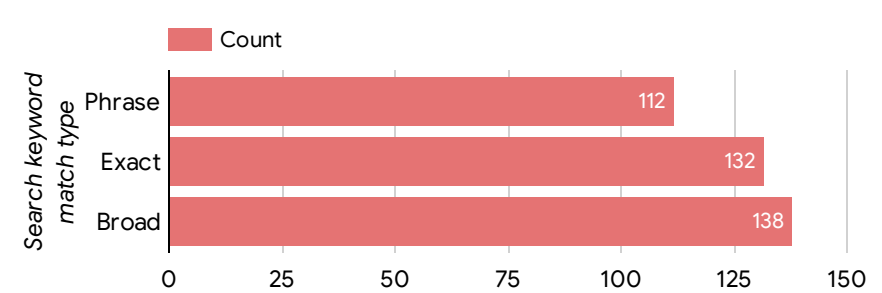
Clicks & Cost by Match Type



Keywords by Quality Score



Keywords by Match type



Gender

Age

Region

Network (with sea...)

Device

Hour ...	Impressions	Clicks	CTR	Conversions	Conv. rate
0	110,768	611	0.55%	4.81	0.79%
1	74,523	430	0.58%	6.15	1.43%
2	49,676	317	0.64%	0	0%
3	31,830	182	0.57%	3	1.65%
4	23,449	151	0.64%	3	1.99%
5	22,105	125	0.57%	0	0%
6	30,215	170	0.56%	1	0.59%
7	50,885	266	0.52%	5.33	2.01%
8	77,941	447	0.57%	10.78	2.41%
9	108,212	589	0.54%	10.25	1.74%
10	130,989	689	0.53%	15.59	2.26%
11	142,023	771	0.54%	10.39	1.35%
12	143,743	769	0.53%	8.67	1.13%
13	147,520	759	0.51%	12.43	1.64%
14	148,536	766	0.52%	10.42	1.36%
15	169,830	936	0.55%	19.03	2.03%
16	168,649	884	0.52%	10.82	1.22%
17	174,365	922	0.53%	11.36	1.23%
18	160,029	790	0.49%	12.97	1.64%
19	158,358	756	0.48%	8.7	1.15%
20	156,840	791	0.5%	7.5	0.95%
21	143,706	685	0.48%	7.5	1.09%
22	138,701	636	0.46%	5.81	0.91%

Day of week	Impressions	Clicks	CTR	Conversions	Conv. rate
Sunday	374,798	1,726	0.46%	33.9	1.96%
Monday	329,531	1,743	0.53%	22.78	1.31%
Tuesday	390,490	2,139	0.55%	25.4	1.19%
Wednesday	318,227	1,818	0.57%	14.91	0.82%
Thursday	390,391	2,224	0.57%	27.26	1.23%
Friday	424,527	2,177	0.51%	33.03	1.52%
Saturday	454,406	2,171	0.48%	32.5	1.5%

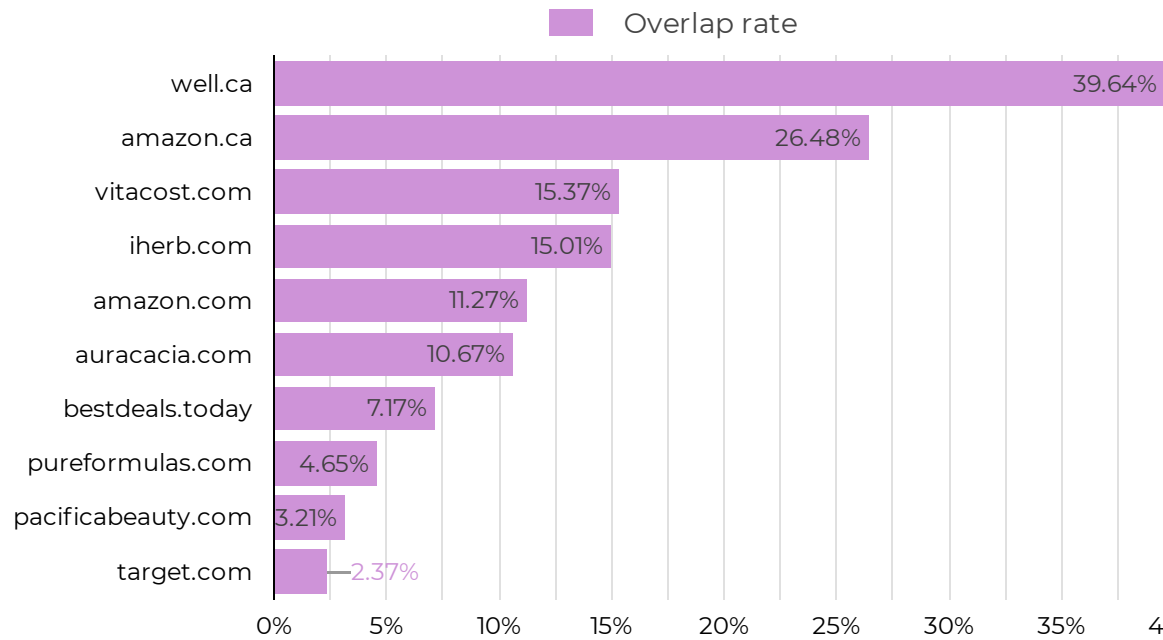
Gender

Age

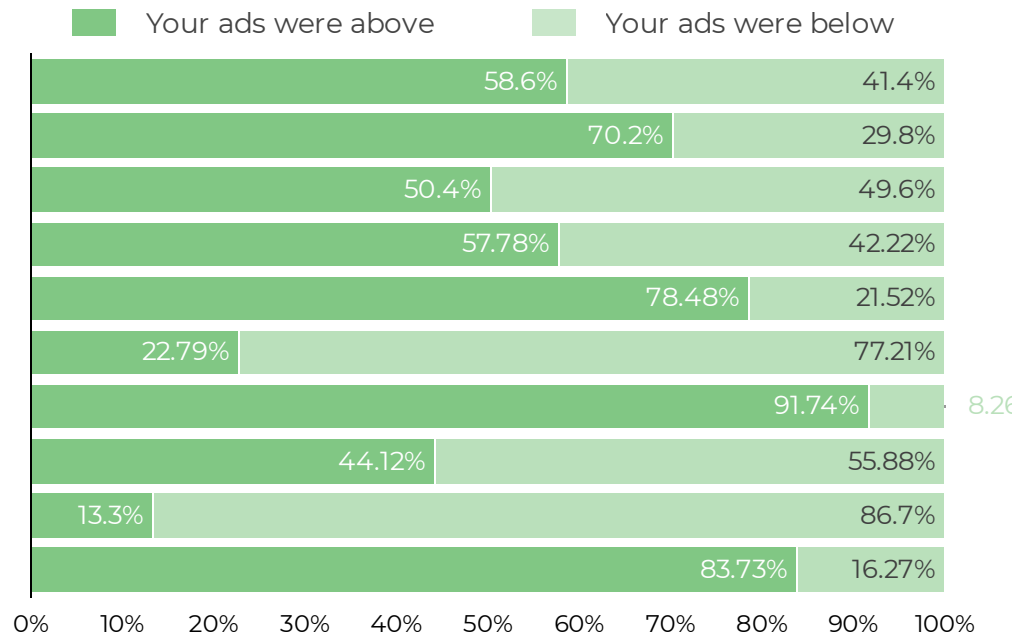
Region

Network (with sea...)

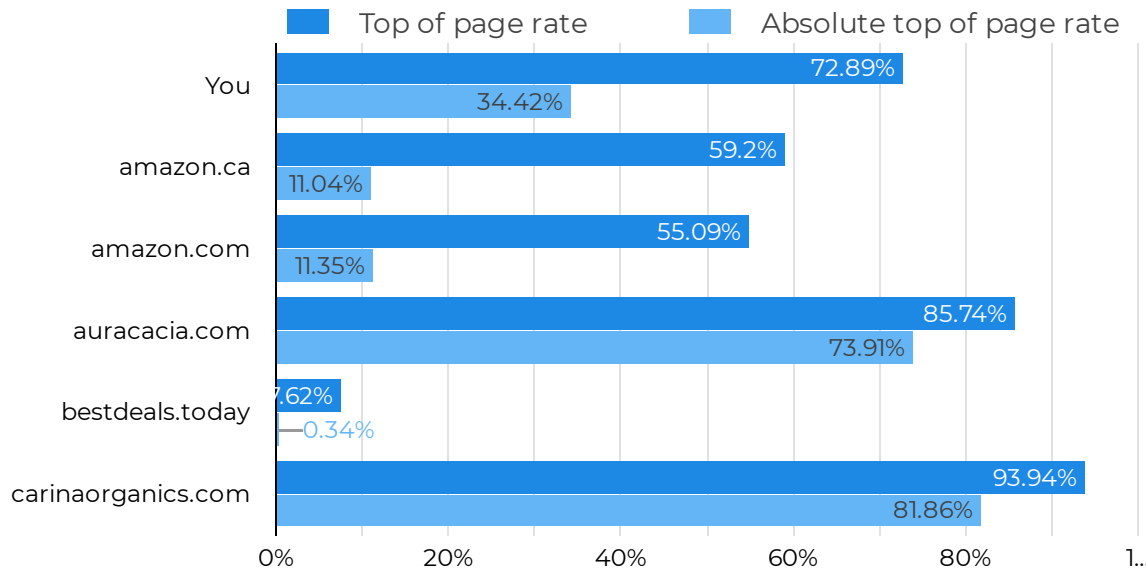
Device



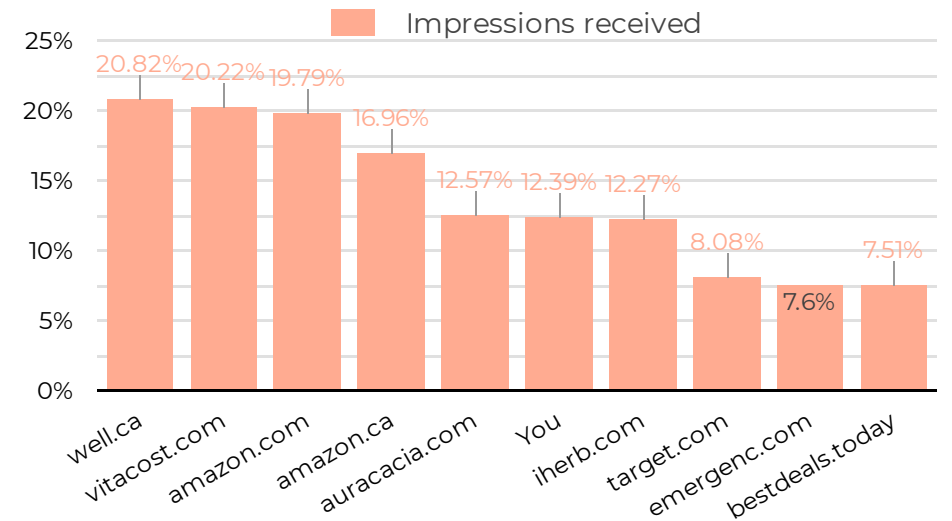
How often another participant's ad received an impression when your ad also received an impression.



How often the other participant's ad was shown in a higher position than yours was, when both of your ads were shown at the same time.



How often an ad was shown at the top of the page or at the absolute top of the page.



The number of impressions received divided by the estimated number of impressions were eligible to receive.

Gender

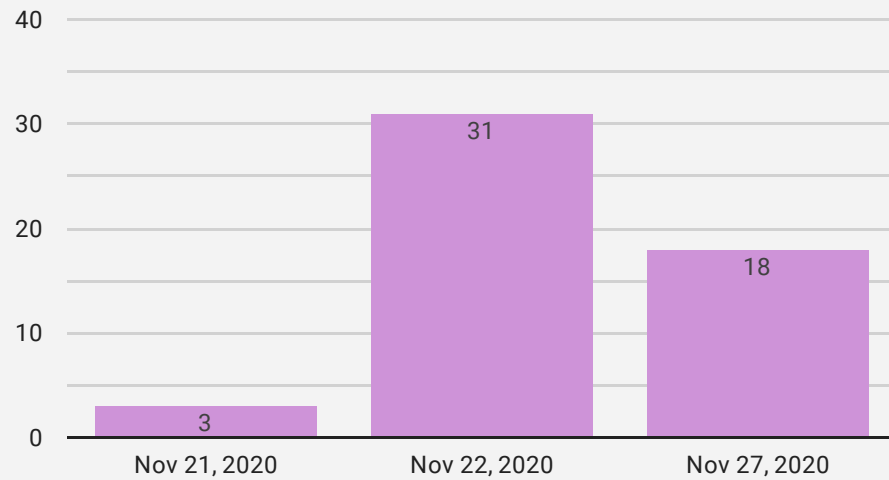
Age

Region

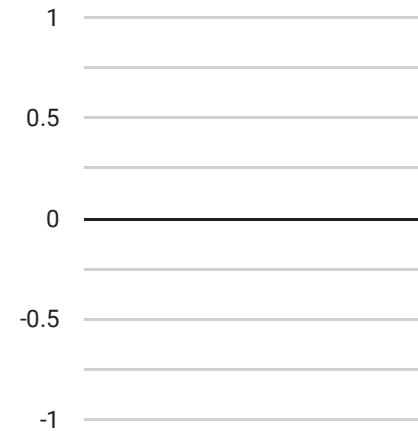
Network (with search...)

Device

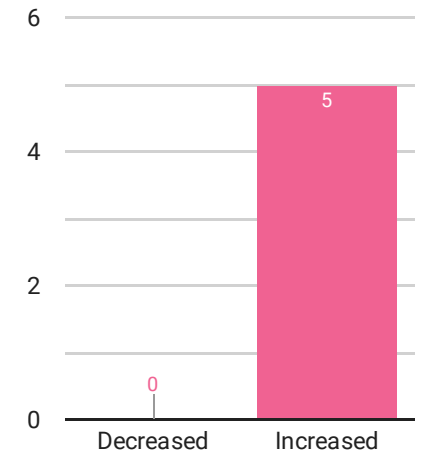
Total changes: **52**



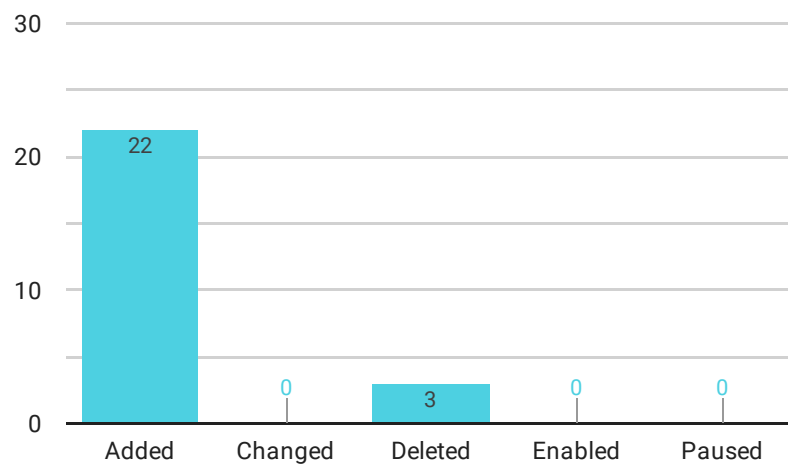
Bid changes: **0**



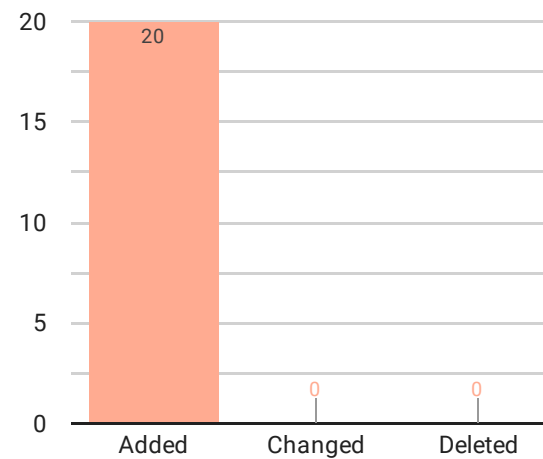
Budget changes: **5**



Keyword changes: **25**



Negative keyword changes: **20**



Ad changes: **2**

