

Monthly Report This month

Review past month's Google campaign analytics

Cost [?]	Clicks [?]	CTR [?]	Avg. CPC [?]
\$2.66K	347	2.32%	\$7.66

Monthly Impression Review This month

Impr. [?]	Interactions [?]	Interaction rate [?]	Avg. CPC [?]
15K	2.36K	15.80%	\$7.66

Phone Impressions This month

Review of direct phone interaction with webs. This does not count the

Phone calls [?]	Phone impr. [?]
101	4.46K

Interactions by Device This month

Mobile phones	97%
Tablets	1%
TV screens	1%
Computers	1%

Interaction Rate and Cost by Device This month

Device	Interaction rate (%)	Cost (\$)
Tablets	~21.00%	~\$0.00
Mobile phones	~14.00%	~\$2.7K
TV screens	~7.00%	~\$0.00
Computers	~0.00%	~\$0.00

Competitive Click Share This month

How you are sharing Google results with customers.

Click share [?]	Search exact match IS [?]
< 10%	< 10%

Daily Cost by Device This month

Device	Cost (\$)
Mobile phones	~\$300
Computers	~\$0
Tablets	~\$0
TV screens	~\$0