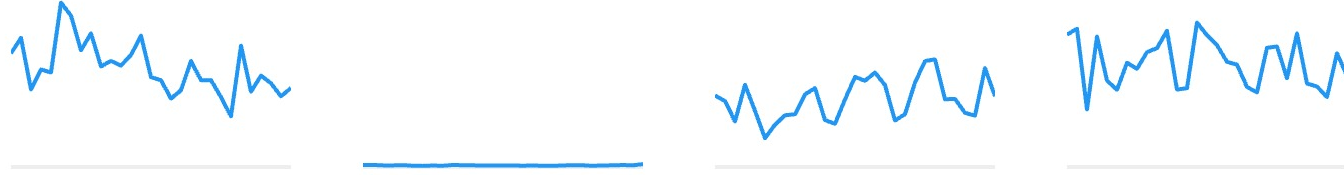


### Monthly Campaign Overview

This month

We look at the relationship between cost, clicks and average cost per click.

Clicks <sup>?</sup> **3.74K**      CTR <sup>?</sup> **0.79%**      Avg. CPC <sup>?</sup> **\$0.67**      Cost <sup>?</sup> **\$2.51K**



### MEASURING CLICKS?

In the monthly campaign overview, we review a snapshot of the campaign's performance between the month's total budget Cost, Clicks, Click Through Rate and Cost Per Click.

### Monthly Campaign Overview

This month

Here we review the relationships between impressions, interactions, phone impressions and the cost per click.

Impr. <sup>?</sup> **471K**      Interactions <sup>?</sup> **3.75K**      Avg. CPM <sup>?</sup> **\$5.32**      Avg. cost <sup>?</sup> **\$0.67**



### MEASURING IMPRESSIONS?

We look at the campaign's relationship between the month's total impressions, interaction, phone impressions and the cost per click.

### Monthly Campaign Breakdown

This month

We review analytics from the perspective of competitive searches.

Impr. (Top) % <sup>?</sup> **83.45%**      Search impr. share <sup>?</sup> **11.58%**      Display impr. share <sup>?</sup> **< 10%**

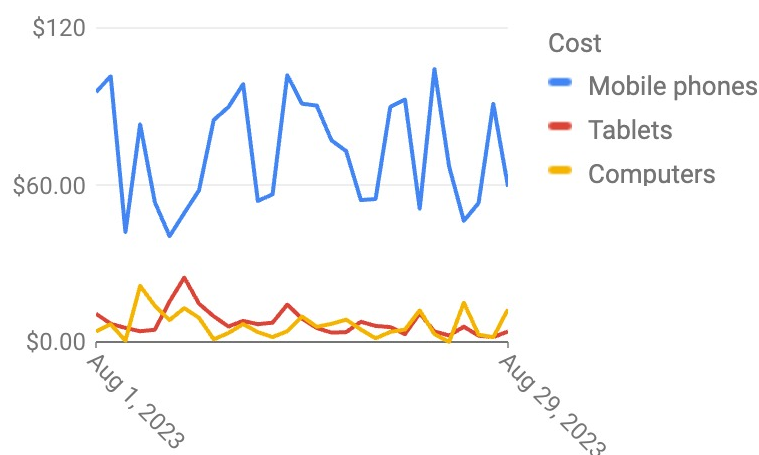


### COMPETITION MARKETING SHARE?

We review how your ads are comparing to other companies in your industry or organizations using similar search terms.

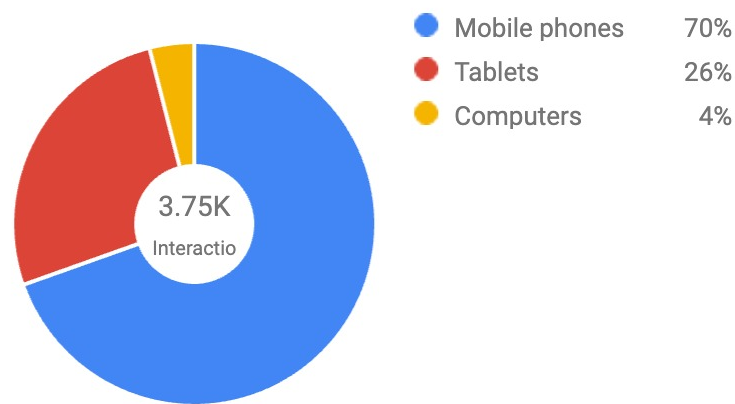
### Daily Cost by Device

This month



### Interactions by Device

This month

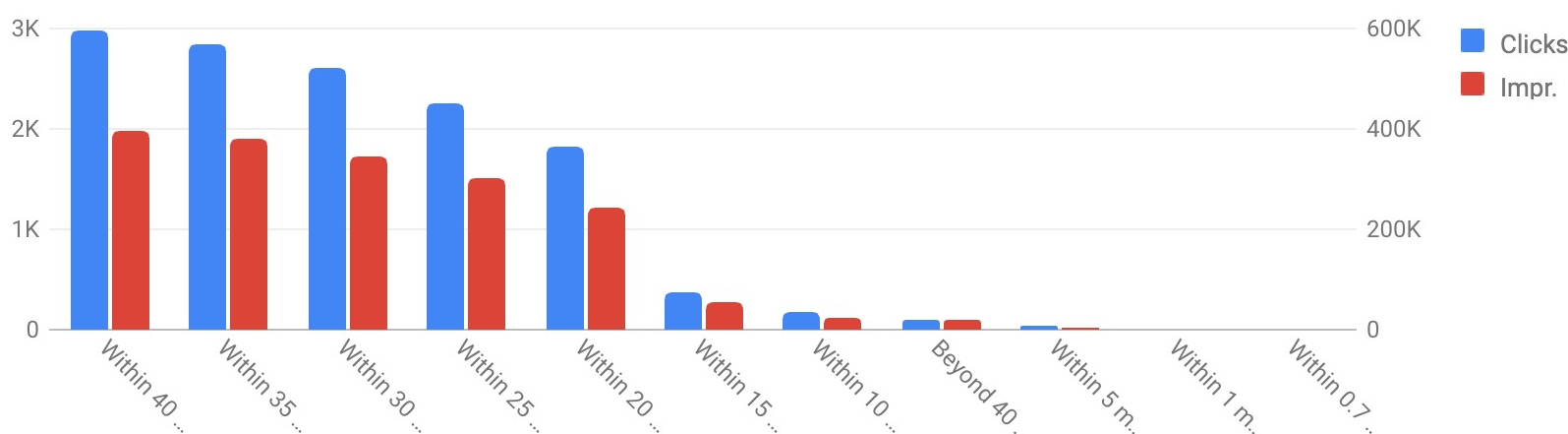


### WHERE ARE CLICKS COMING FROM?

This measurement shows you what device people are using to access the ads/website. The snapshot breaks down the cost between Computers, Phones and Tablets.

### Distance

This month



### WHERE ARE CLICKS COMING FROM (By Distance)?

This measurement shows you the destination from your business that people are interacting with your ads.