

Monthly Campaign Overview

Last month

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

Clicks ⓘ

627



CTR ⓘ

7.34%



Avg. CPC ⓘ

\$3.64



Cost ⓘ

\$2.28K



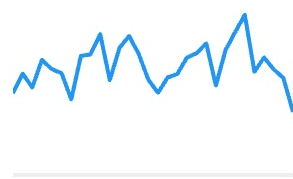
Monthly Campaign Overview

Last month

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

Impr. ⓘ

8.55K



Interactions ⓘ

627



Avg. CPM ⓘ

\$267



Avg. cost ⓘ

\$3.64



Monthly Campaign Breakdown

Last month

We review analytics from the perspective of competitive searches.

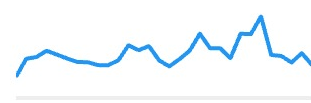
Impr. (Top) % ⓘ

72.60%



Search impr. share ⓘ

22.50%

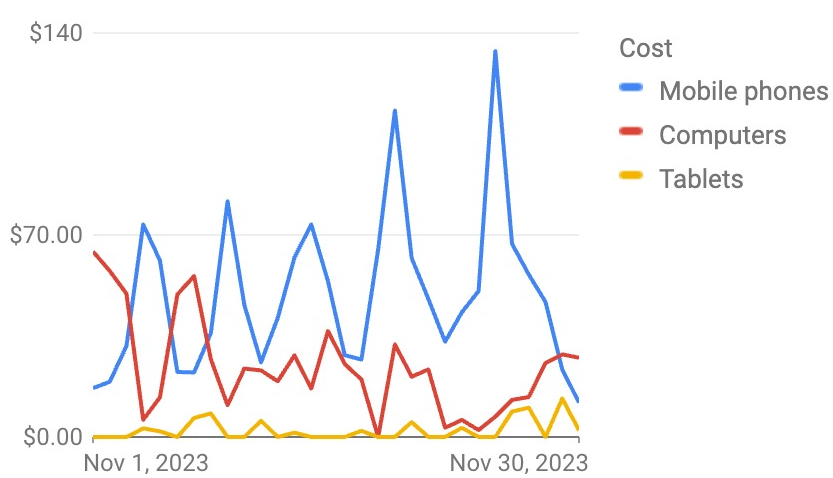


Display impr. share ⓘ

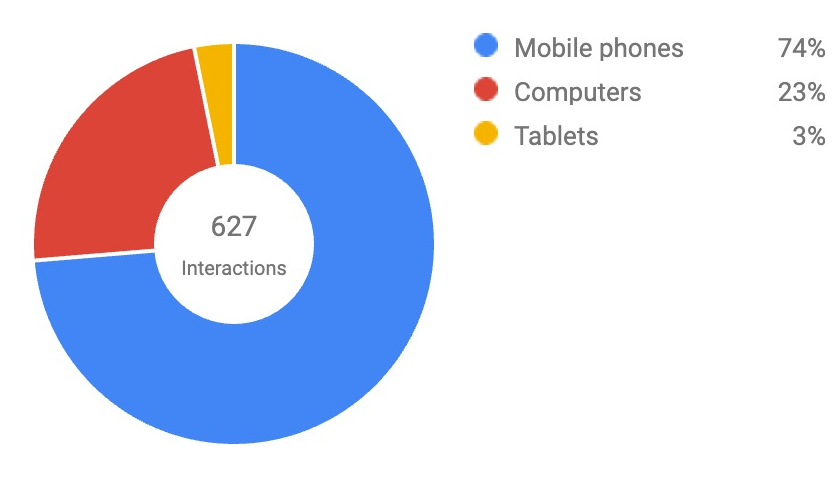
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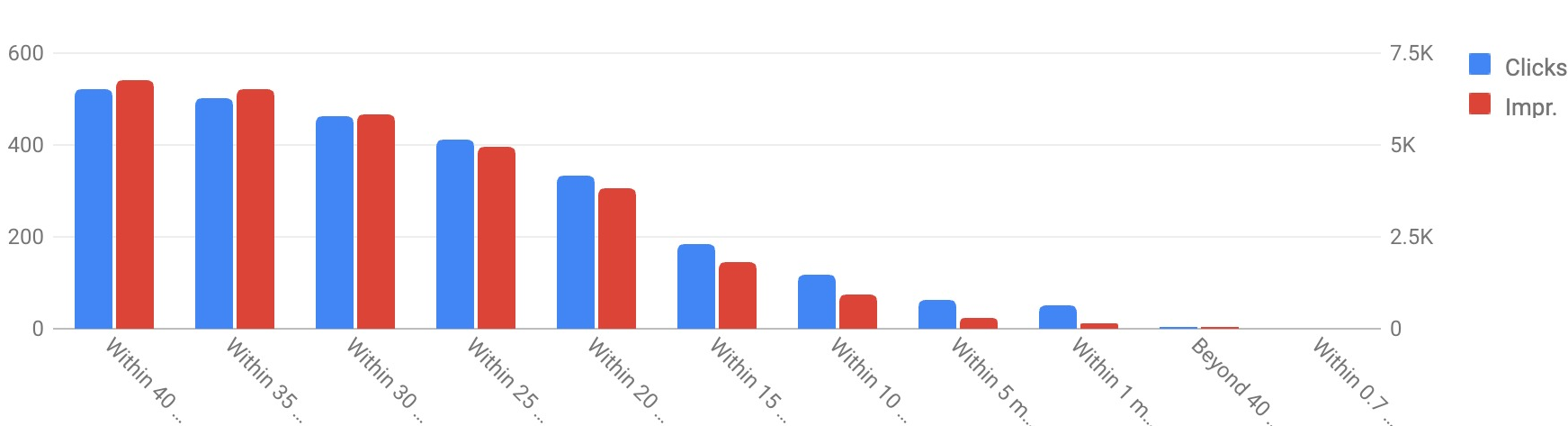
Daily Cost by Device



Daily Cost by Device



Distance



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.

MEASURING IMPRESSIONS?

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

COMPETITION MARKETING SHARE?

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

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.

WHERE ARE CLICKS COMING FROM (By Distance)?

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