

### Monthly Campaign Overview

Last month

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

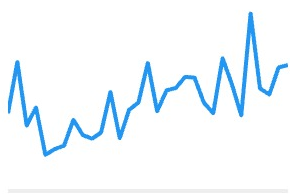
Clicks ⓘ

934



CTR ⓘ

3.92%



Avg. CPC ⓘ

\$2.69



Cost ⓘ

\$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

Last month

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

Impr. ⓘ

23.8K



Interactions ⓘ

934



Avg. CPM ⓘ

\$105



Avg. cost ⓘ

\$2.69



### 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

Last month

We review analytics from the perspective of competitive searches.

Impr. (Top) % ⓘ

82.60%



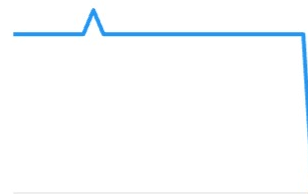
Search impr. share ⓘ

20.67%



Display impr. share ⓘ

< 10%

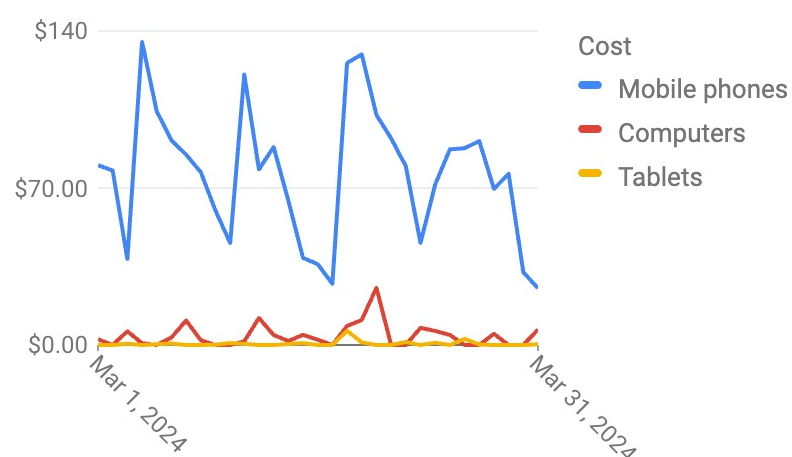


### COMPETITION MARKETING SHARE?

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

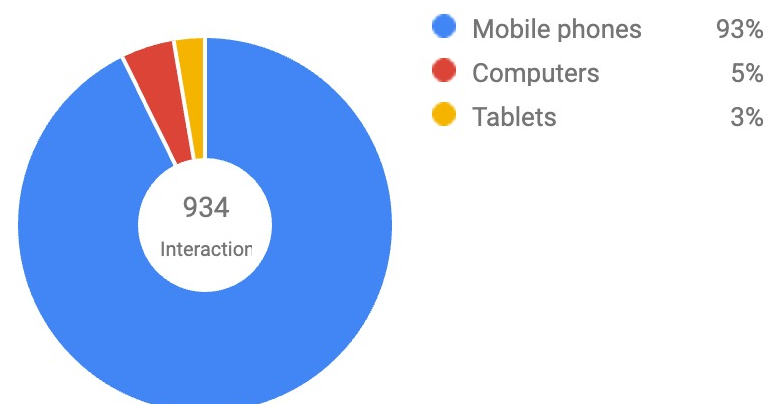
### Daily Cost by Device

Last month



### Interactions by Device

Last 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.