

### Monthly Campaign Overview

Last month

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

Clicks ?

1.16K



CTR ?

3.16%



Avg. CPC ?

\$2.20



Cost ?

\$2.55K



### 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. ?

36.7K



Interactions ?

1.16K



Avg. CPM ?

\$69.33



Avg. cost ?

\$2.20



### MEASURING IMPRESSIONS?

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

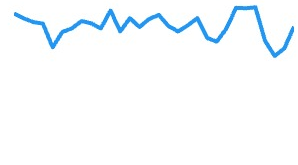
### Monthly Campaign Breakdown

Last month

We review analytics from the perspective of competitive searches.

Impr. (Top) % ?

78.82%



Search impr. share ?

18.60%



Display impr. share ?

< 10%

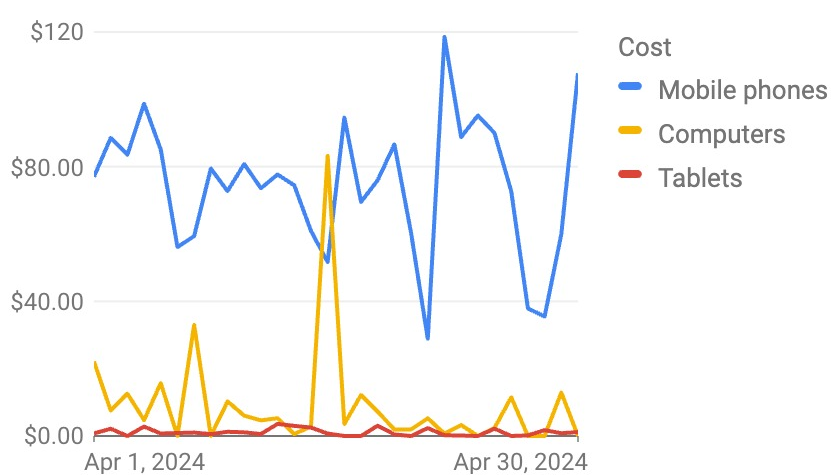


### COMPETITION MARKETING SHARE?

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

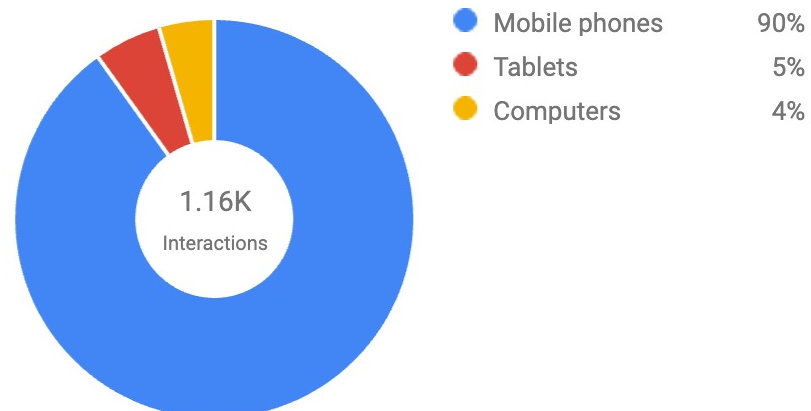
### Daily Cost by Device

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.