

### Monthly Campaign Overview

Last month

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

Clicks ⓘ

416



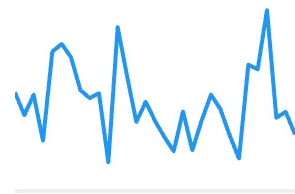
CTR ⓘ

4.34%



Avg. CPC ⓘ

\$5.44



Cost ⓘ

\$2.26K



### 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.

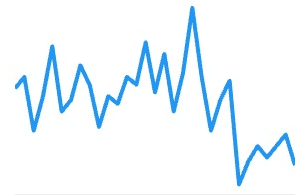
Impr. ⓘ

9.58K



Interactions ⓘ

761



Avg. cost ⓘ

\$2.97



Phone calls ⓘ

19



### 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) % ⓘ

72.73%



Search impr. share ⓘ

19.75%



Display impr. share ⓘ

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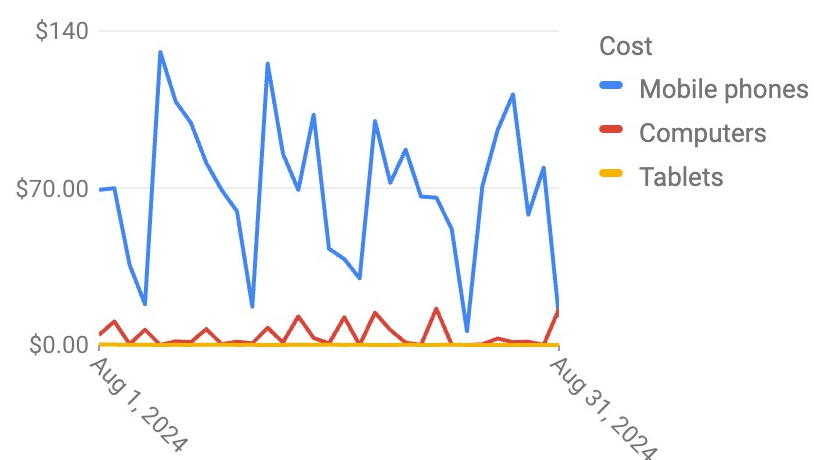


### COMPETITION MARKETING SHARE?

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

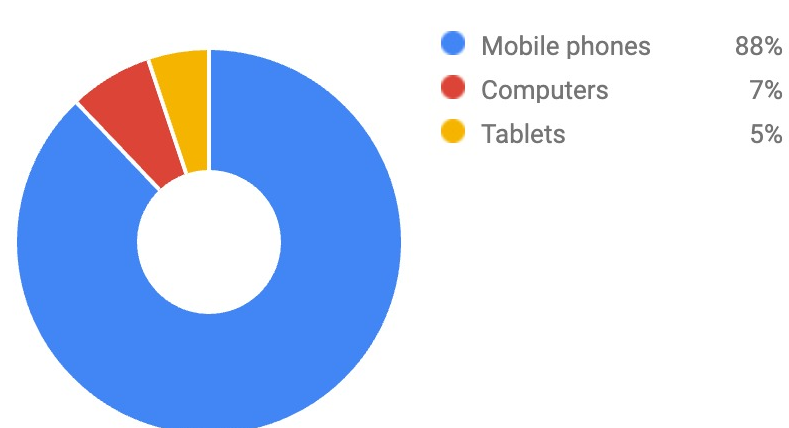
### Daily Cost by Device

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.