

### Monthly Campaign Overview

Last month

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

Clicks ⓘ

270



CTR ⓘ

4.07%



Avg. CPC ⓘ

\$7.82



Cost ⓘ

\$2.11K



### 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. ⓘ

6.63K



Interactions ⓘ

315



Avg. cost ⓘ

\$6.70



Phone calls ⓘ

18



### MEASURING IMPRESSIONS?

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

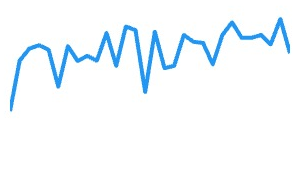
### Monthly Campaign Breakdown

Last month

We review analytics from the perspective of competitive searches.

Impr. (Top) % ⓘ

80.55%



Search impr. share ⓘ

18.35%



Display impr. share ⓘ

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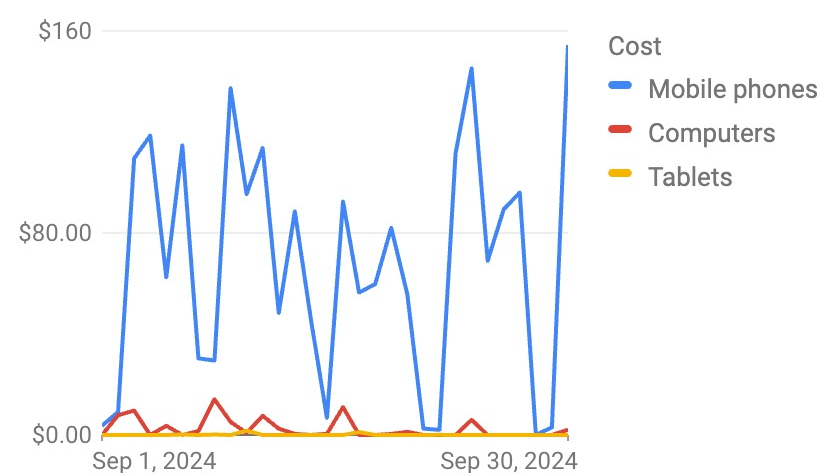


### COMPETITION MARKETING SHARE?

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

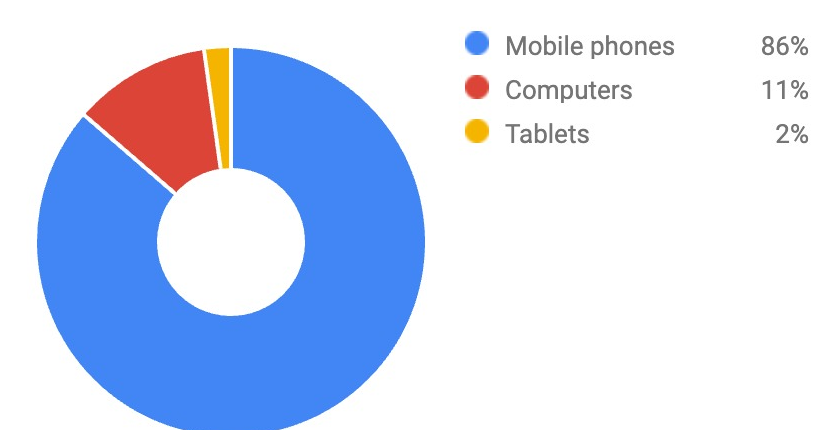
### Daily Cost by Device

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.