

### Monthly Campaign Overview

Last month

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

Clicks ⓘ

412



CTR ⓘ

3.82%



Avg. CPC ⓘ

\$7.61



Cost ⓘ

\$3.13K



### 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. ⓘ

10.8K



Interactions ⓘ

1.09K



Avg. cost ⓘ

\$2.87



Phone calls ⓘ

52



### 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) % ⓘ

62.10%



Search impr. share ⓘ

20.29%



Display impr. share ⓘ

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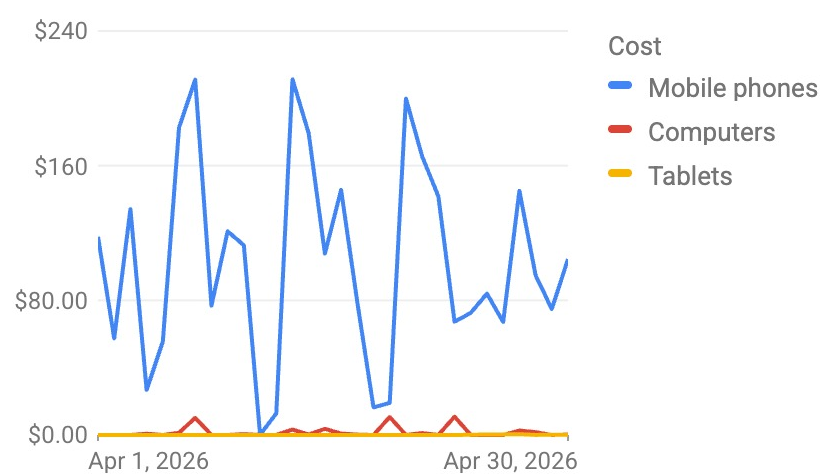


### COMPETITION MARKETING SHARE?

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

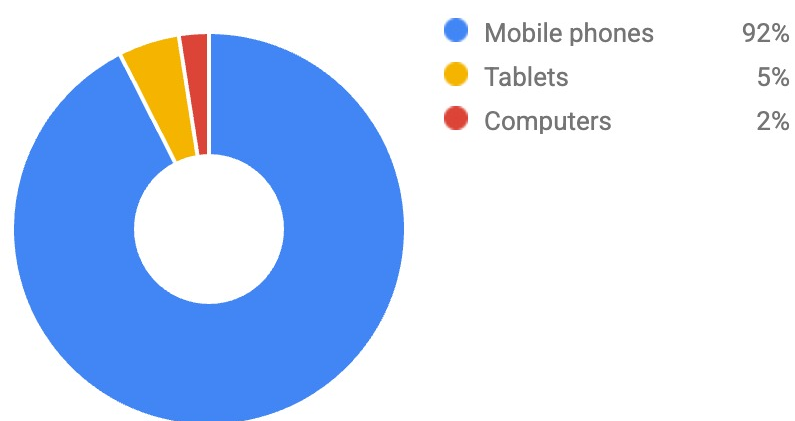
### Daily Cost by Device

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.