# Nov 21, 2023 - Dec 27, 2023

#### **OVERVIEW**

#### **Click through Rate & Impressions**

Google Ads

by Click CTR, Impression

Clicks CTR 60.5K 3.0% **154.2% ₽** -17.1%

**Impressions** 2.0M **1** 206.8%

## **Conversion Rate & Cost**

by Conversion Rate ,Cost/conv

Conversions 287.4K **190.0%** 

Conv Rate 118.48 **\$** 42.5%

Cost / conv. \$0.1

### **Cost Per Click**

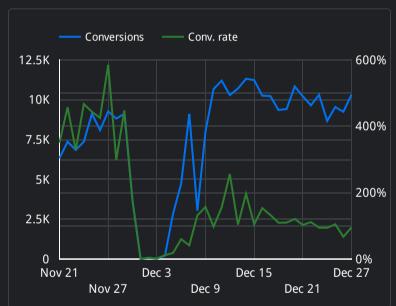
by Cost. CPC & CPM

Cost \$15.11K **\$** 257.2%

Avg. CPC \$0.2 **\$** 40.5%

Avg. CPM \$7.53

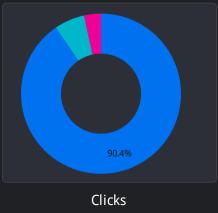






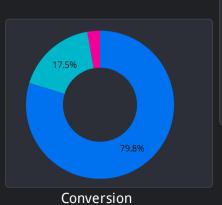
### **TOP CAMPAIGN**

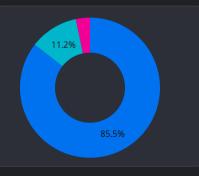
	Campaign	CTR •	Avg. CPC	Cost / c
1.	1009693   Google Analytics Demo   DR   MMK01	3.48%	\$0.26	\$0.04
2.	1009693   Google Analytics Demo   DR   MMK01	3.41%	\$0.26	\$0.04
3.	1009693   Google Analytics Demo   DR   MMK01	2.68%	\$0.24	\$0.07
4.	1009693   Google Analytics Demo   DR   MMK01	1.91%	\$0.22	\$0.06
5.	1009693   Google Analytics Demo   DR   mlibast	0%	\$0	\$0
6.	test	0%	\$0	\$0
7.	1000549   Google Analytics Demo   DR   apontes	0%	\$0	\$0
			1 - 100 / 13	0 < >



# **Device Breakdown**

By Clicks, cost and Conversion





Cost