

Сводный отчет на базе тестовых данных Google Analytics

Aug 1, 2020 - Aug 31, 2020

Impressions

1,623

Clicks

711.0

CTR

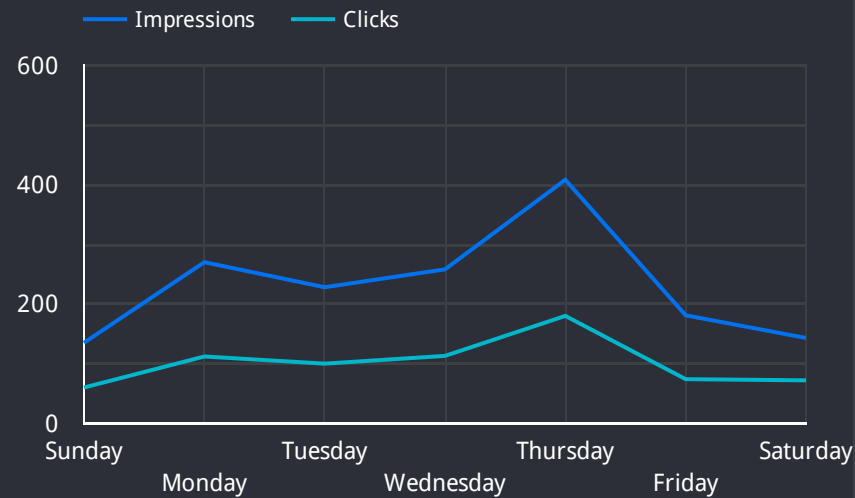
43.8%

Goal Completions

7.5K

Cost

\$141.66



| | Day of Week | CTR | Users | Sessions | Goal Com... | Goal Conv... | Bounce Rate |
|----|-------------|--------|-------|----------|-------------|--------------|-------------|
| 1. | Saturday | 50.35% | 3,531 | 4,066 | 771 | 18.96% | 41.07% |
| 2. | Friday | 40.88% | 4,333 | 5,225 | 1,135 | 21.72% | 34.43% |
| 3. | Thursday | 44.12% | 5,315 | 6,287 | 1,096 | 17.43% | 39.53% |
| 4. | Wednesday | 43.8% | 6,459 | 7,645 | 1,380 | 18.05% | 37.14% |
| 5. | Tuesday | 43.86% | 7,178 | 8,220 | 1,371 | 16.68% | 37.37% |
| 6. | Monday | 41.48% | 6,322 | 7,292 | 1,139 | 15.62% | 40.77% |
| 7. | Sunday | 44.44% | 3,564 | 4,020 | 580 | 14.43% | 44.18% |

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| | Source / Me... | Campaign | Cost | Impressio... | CPM | Clicks | CPC | Users | CPU | Goal Completions | Cost per Conversion |
|-----|----------------|---------------------|----------|--------------|----------|--------|--------|-------|------|------------------|---------------------|
| 1. | google / cpc | AW - Google Brand | \$108.83 | 1,402 | \$77.62 | 638 | \$0.17 | 402 | 0.27 | 113 | \$0.96 |
| 2. | google / cpc | AW - Apparel | \$6.68 | 62 | \$107.74 | 29 | \$0.23 | 9 | 0.74 | 2 | \$3.34 |
| 3. | google / cpc | AW - YouTube | \$16.22 | 115 | \$141.04 | 28 | \$0.58 | 9 | 1.8 | 0 | \$0 |
| 4. | google / cpc | AW - Android Bra... | \$7.31 | 20 | \$365.5 | 8 | \$0.91 | 3 | 2.44 | 0 | \$0 |
| 5. | google / cpc | AW - Accessories | \$0.36 | 14 | \$25.71 | 5 | \$0.07 | 0 | - | 0 | \$0 |
| 6. | google / cpc | AW - Bags | \$1.28 | 5 | \$256 | 2 | \$0.64 | 1 | 1.28 | 0 | \$0 |
| 7. | google / cpc | AW - Office | \$0.98 | 2 | \$490 | 1 | \$0.98 | 0 | - | 0 | \$0 |
| 8. | moz.com / ... | (not set) | \$0 | 0 | \$0 | 0 | \$0 | 1 | 0 | 0 | \$0 |
| 9. | de.wikihow.... | (not set) | \$0 | 0 | \$0 | 0 | \$0 | 1 | 0 | 0 | \$0 |
| 10. | google / cpc | (not set) | \$0 | 0 | \$0 | 0 | \$0 | 92 | 0 | 21 | \$0 |

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