

Summary

06/01/2018 - 06/30/2018

Impressions
3092544344

125,964

57,862 117.70%

Clicks
3092544344

2,439

2,040 19.56%

Conversions
3092544344

56.85

64.07 -11.27%

Cost
3092544344

\$2,432.82

\$2,304.61 5.56%

Avg. CPC
3092544344

\$1.00

\$1.13 -11.71%

Conv. rate
3092544344

2.37%

3.25% -27.08%

Avg. position
3092544344

1.5

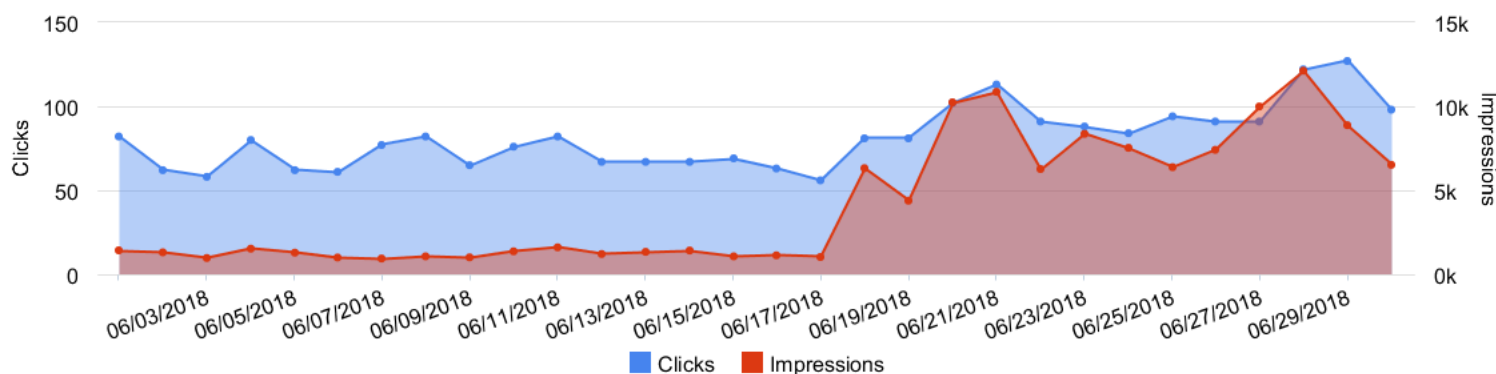
2.3 -34.78%

All conv.
3092544344

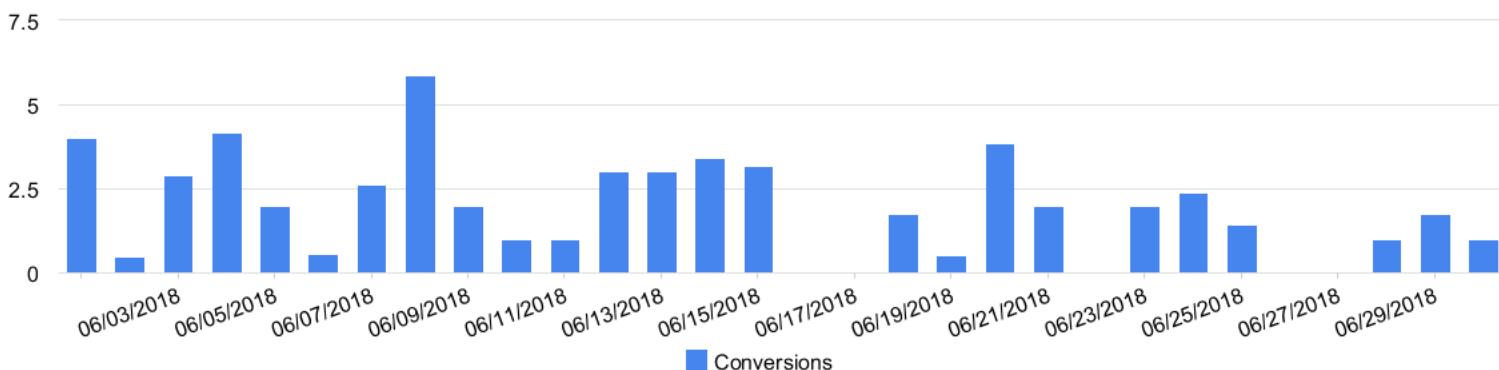
158.85

64.07 147.93%

Clicks vs Impressions
3092544344



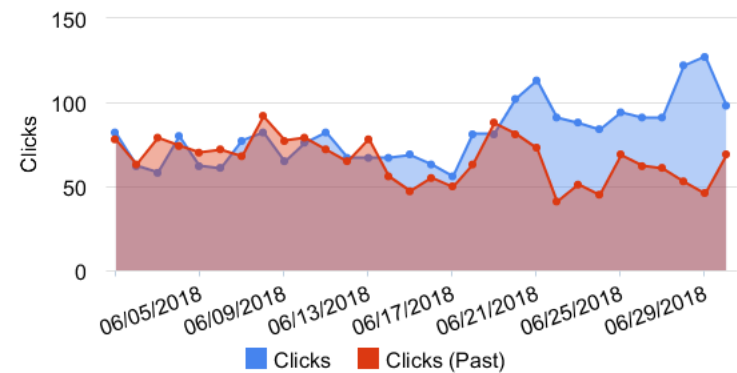
Conversions
3092544344



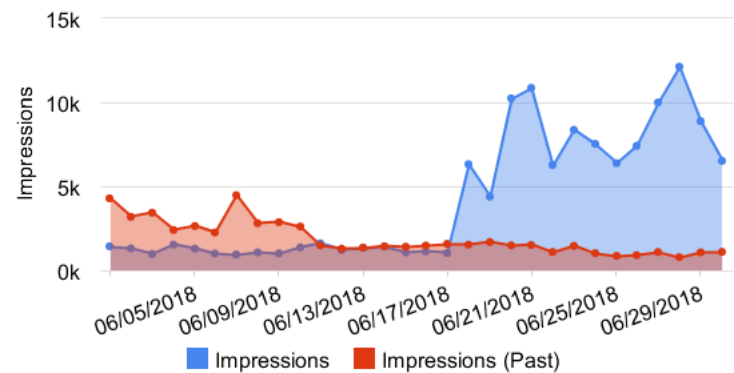
Summary

06/01/2018 - 06/30/2018

Clicks
3092544344



Impressions
3092544344



Account performance

06/01/2018 - 06/30/2018

Overall performance

3092544344

Metric	06/01/2018 - 06/30/2018	05/01/2018 - 05/31/2018	% Change
Clicks	2,439	2,040	19.56%
Impressions	125,964	57,862	117.70%
CTR	1.94%	3.53%	-45.04%
Conversions	56.85	64.07	-11.27%
Cost	\$2,432.82	\$2,304.61	5.56%
Avg. CPC	\$1.00	\$1.13	-11.71%
Avg. position	1.5	2.3	-34.78%

Network performance

3092544344

Network (with search partners)	Clicks	Impressions	Cost	Conversions	Avg. CPC	CTR	Avg. position
Google search	1,921	38,885	\$2,193.26	56.85	\$1.14	4.94%	2.5
Display Network	506	86,120	\$225.74	0	\$0.45	0.59%	1.1
Search partners	12	959	\$13.82	0	\$1.15	1.25%	3.8

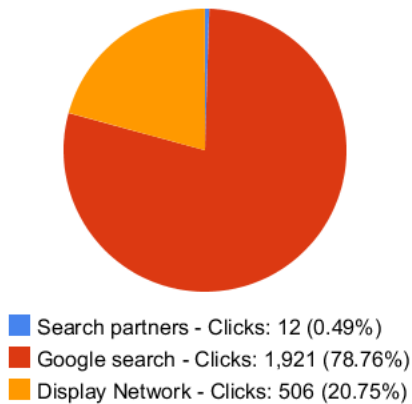
Device performance

3092544344

Device	Clicks	Impressions	Cost	Conversions
Mobile devices with full browsers	1,914	102,208	\$1,767.71	56.37
Computers	294	9,182	\$445.72	0.49
Tablets with full browsers	231	14,574	\$219.39	0

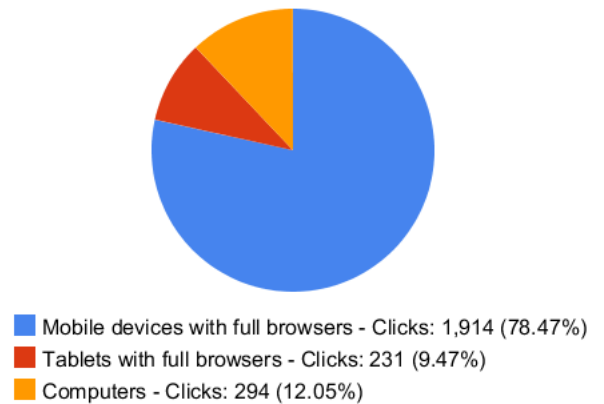
Clicks by network

3092544344



Clicks by device

3092544344



Account performance

06/01/2018 - 06/30/2018

Conversion category performance 3092544344

Conversion category	Conversion name	Conversions	Conversions	Total conv. value	All conv.
Lead	Calls from ads	56.85	56.85	\$56.85	56.85
Other	local_actions_other_engagement	0	0	\$0.00	11
Other	local_actions_menu_view	0	0	\$0.00	5
Other	local_actions_website_visit	0	0	\$0.00	44
Other	click_to_call	0	0	\$0.00	21
Other	local_actions_directions	0	0	\$0.00	21

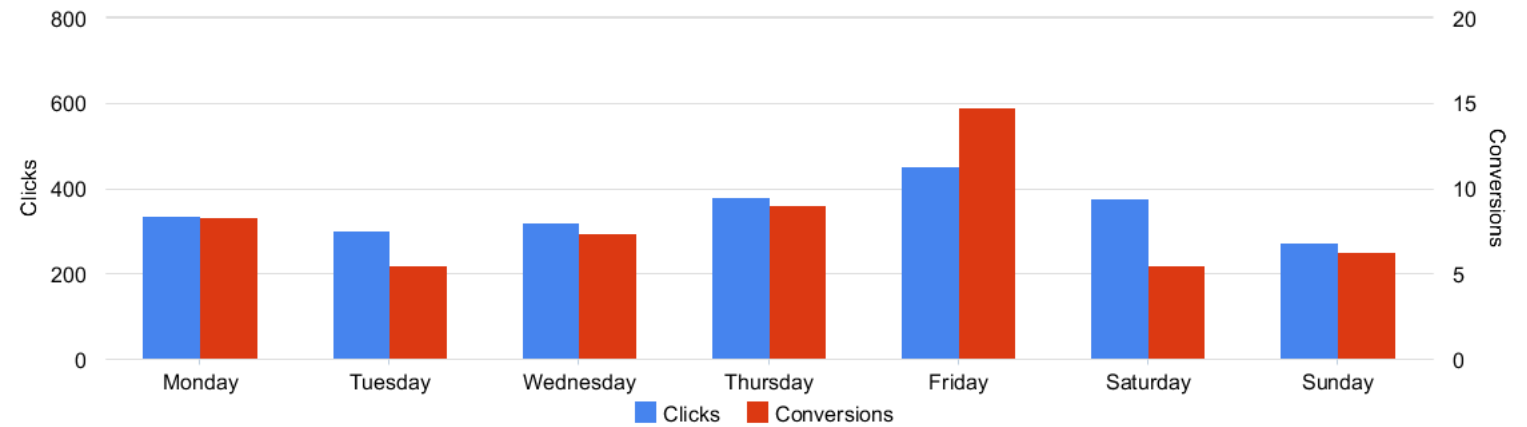
Click type performance 3092544344

Click type	Clicks	Impressions	Cost	Conversions
Headline	2,002	123,314	\$1,961.97	5.24
Get location details	173	12,972	\$173.86	0.33
Phone calls	146	5,655	\$149.17	50.78
Sitelink	80	14,865	\$101.56	0.5
Driving direction	20	6,823	\$34.74	0
Map	9	2,617	\$5.93	0
Directions	5	2,617	\$3.17	0
Go to landing page	2	2,464	\$1.00	0
Go to store info	1	278	\$0.80	0
Text	1	2,617	\$0.62	0

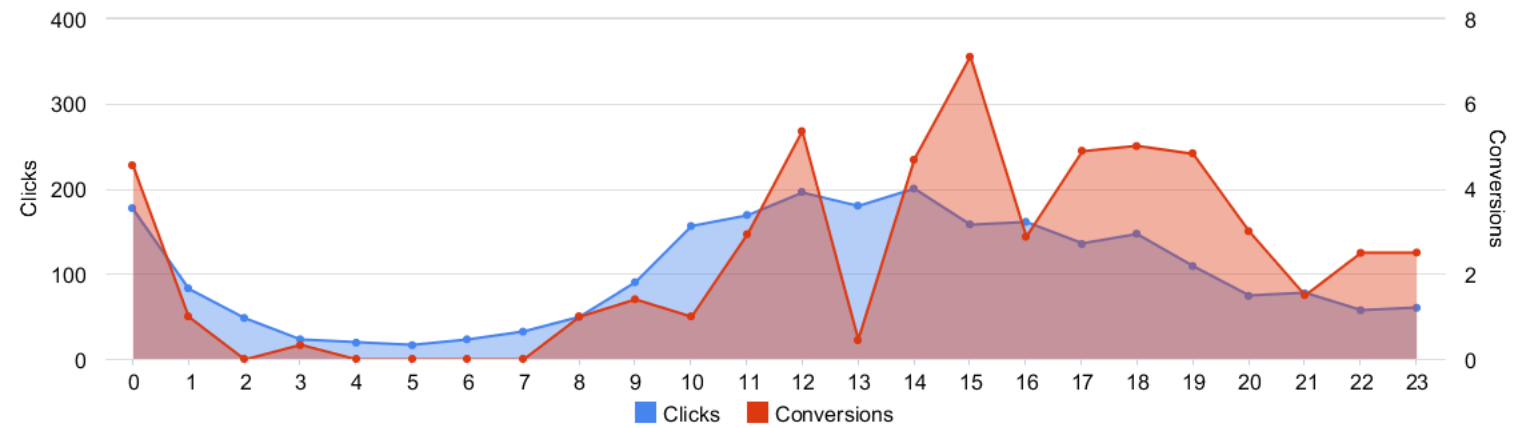
Schedule performance

06/01/2018 - 06/30/2018

Day of week
3092544344



Hour of day
3092544344



Campaign performance

06/01/2018 - 06/30/2018

Campaign performance

3092544344

Campaign	Campaign state	Clicks	Impressions	Conversions	CTR	Avg. CPC	Cost
Book Hotel - Red Deer	enabled	713	6,448	55.85	11.06%	\$0.85	\$609.15
Hinton - Holiday Inn/Express Book Rooms	enabled	522	16,244	0	3.21%	\$0.82	\$425.87
Conference Center - Best Sleep - Intent	paused	506	86,120	0	0.59%	\$0.45	\$225.74
Boulevard Restaurant	enabled	470	12,248	0	3.84%	\$1.30	\$608.69
Best Sleep in Town	enabled	228	4,904	1	4.65%	\$2.47	\$563.37

Ad group performance

3092544344

Ad group	Ad group state	Campaign	Clicks	Impressions	Conversions	CTR	Avg. CPC	Cost
Holiday Inn & Suites Red Deer South	enabled	Book Hotel - Red Deer	673	5,915	55.85	11.38%	\$0.84	\$565.10
Holiday Inn & Express Hinton	enabled	Hinton - Holiday Inn/Express Book Rooms	522	16,244	0	3.21%	\$0.82	\$425.87
Conference Center	enabled	Conference Center - Best Sleep - Intent	506	86,120	0	0.59%	\$0.45	\$225.74
Boulevard Restaurant - General	enabled	Boulevard Restaurant	413	10,361	0	3.99%	\$1.17	\$481.45
Weddings	enabled	Best Sleep in Town	158	3,287	0	4.81%	\$2.38	\$375.86
Conferences	enabled	Best Sleep in Town	70	1,617	1	4.33%	\$2.68	\$187.51
Holiday Inn Express RD North	enabled	Book Hotel - Red Deer	40	533	0	7.50%	\$1.10	\$44.05
Catering & Events	enabled	Boulevard Restaurant	28	1,362	0	2.06%	\$2.48	\$69.45
Father's Day Gift	paused	Boulevard Restaurant	16	348	0	4.60%	\$2.73	\$43.76
Father's Day Brunch Boulevard	paused	Boulevard Restaurant	13	177	0	7.34%	\$1.08	\$14.03

Ad performance

3092544344

Ad	Campaign	Clicks	Impressions	Conversions	CTR	Avg. CPC	Cost	Avg. position
	Conference Center - Best Sleep - Intent	506	86,120	0	0.59%	\$0.45	\$225.74	1.1

Ad performance (expanded text ads)


3092544344

Ad	Ad group	Campaign	Clicks	Impressions	Conversions	CTR	Avg. CPC	Cost	Avg. position
Holiday Inn & Suites Red Deer - Located in Gasoline Alley www.ihg.com/red-deer/holiday-inn Modern, spacious suites, incredible dining, and meeting spaces available.	Holiday Inn & Suites Red Deer South	Book Hotel - Red Deer	638	5,255	55.37	12.14%	\$0.85	\$543.30	2

Campaign performance

06/01/2018 - 06/30/2018


Ad	Ad group	Campaign	Clicks	Impressions	Conversions	CTR	Avg. CPC	Cost	Avg. position
Holiday Inn Express in Hinton - Great Hotel Stay Near Jasper www.ihg.com/hinton/holiday-inn-exp Plan your next mountain trip with a comfortable stay in Hinton, close to Jasper.	Holiday Inn & Express Hinton	Hinton - Holiday Inn/Express Book Rooms	389	12,275	0	3.17%	\$0.84	\$325.99	4.1
Boulevard Restaurant & Lounge - Fine Dining in Red Deer, AB boulevardrestaurant.ca/ A culinary experience presented by the award-winning, Chef Emmanuel David.	Boulevard Restaurant - General	Boulevard Restaurant	209	4,598	0	4.55%	\$1.10	\$229.05	1.3
Red Deer Wedding Venues - Complete Wedding Packages bestsleepintown.com/weddings/reddeer We offer full wedding packages with banquet spaces, suites, and catering.	Weddings	Best Sleep in Town	120	2,418	0	4.96%	\$2.32	\$278.65	1.6
Boulevard Restaurant & Lounge - Top Dining in Red Deer, AB boulevardrestaurant.ca/ Enjoy a delicious menu prepared by the award-winning Chef Emmanuel David.	Boulevard Restaurant - General	Boulevard Restaurant	114	3,430	0	3.32%	\$1.11	\$126.78	1.3
Boulevard Restaurant & Lounge - Dinner, Catering, & Event Menu boulevardrestaurant.ca/ #1 Restaurant in Red Deer. All food is locally sourced and made. Dine with us!	Boulevard Restaurant - General	Boulevard Restaurant	90	2,333	0	3.86%	\$1.40	\$125.62	1.3
Stay at Holiday Inn in Hinton - Great Hotels Near Jasper www.ihg.com/hinton-hotels/holiday-inn Stay in our comfortable mountain hotel in Hinton, AB, close to Jasper.	Holiday Inn & Express Hinton	Hinton - Holiday Inn/Express Book Rooms	65	2,582	0	2.52%	\$1.01	\$65.36	3.8
Holiday Inn Hinton - Luxury in the Rockies www.ihg.com/hinton/holiday-inn A comfortable stay in the Canadian Rockies near Jasper National Park.	Holiday Inn & Express Hinton	Hinton - Holiday Inn/Express Book Rooms	48	1,006	0	4.77%	\$0.50	\$23.88	2.8
Red Deer Conference Center - Book Your Next Event with Us bestsleepintown.com/conferences/meeting-space Book your next conference or event at Holiday Inn & Suites Red Deer South.	Conferences	Best Sleep in Town	45	1,074	0	4.19%	\$2.57	\$115.52	1.7
Holiday Inn & Suites Red Deer - Book Direct with Us www.ihg.com/red-deer/holiday-inn We offer incredible dining from Boulevard, luxurious suites, and more.	Holiday Inn & Suites Red Deer South	Book Hotel - Red Deer	35	585	0.49	5.98%	\$0.62	\$21.80	3

 Ad performance (image ads)
3092544344


There are no results

Keywords performance

06/01/2018 - 06/30/2018

 Keywords performance
3092544344

Keyword	Keyword state	Campaign	Ad group	Clicks	Impressions	Conversions	Cost	Avg. position
AutomaticContent	enabled	Conference Center - Best Sleep - Intent	Conference Center	355	61,120	0	\$173.68	1.1
holiday inn red deer	enabled	Book Hotel - Red Deer	Holiday Inn & Suites Red Deer South	194	1,003	17.73	\$149.36	1.3
red deer dining	enabled	Boulevard Restaurant	Boulevard Restaurant - General	142	3,301	0	\$154.76	1.3
hinton hotel	enabled	Hinton - Holiday Inn/Express Book Rooms	Holiday Inn & Express Hinton	137	3,352	0	\$114.72	3.3
holiday inn red deer south	enabled	Book Hotel - Red Deer	Holiday Inn & Suites Red Deer South	124	833	8.9	\$99.35	1.8
holiday inn and suites red deer	enabled	Book Hotel - Red Deer	Holiday Inn & Suites Red Deer South	106	740	8	\$97.24	1.6
jasper hotels and lodges	paused	Hinton - Holiday Inn/Express Book Rooms	Holiday Inn & Express Hinton	89	3,526	0	\$81.86	3.3
weddings red deer	enabled	Best Sleep in Town	Weddings	87	2,322	0	\$229.75	1.7
hotel near jasper national park	enabled	Hinton - Holiday Inn/Express Book Rooms	Holiday Inn & Express Hinton	78	2,279	0	\$93.45	3.9
red deer restaurant	enabled	Boulevard Restaurant	Boulevard Restaurant - General	67	1,577	0	\$86.50	1.4
hotels in red deer	enabled	Book Hotel - Red Deer	Holiday Inn & Suites Red Deer South	56	731	5.11	\$46.51	2.5
holiday inn red deer alberta	enabled	Book Hotel - Red Deer	Holiday Inn & Suites Red Deer South	54	583	4	\$50.43	1.7
best place to eat in red deer	enabled	Boulevard Restaurant	Boulevard Restaurant - General	51	1,483	0	\$63.66	1.1
holiday inn gasoline alley	enabled	Book Hotel - Red Deer	Holiday Inn & Suites Red Deer South	44	212	7.3	\$34.79	1.3
hotels near jasper	enabled	Hinton - Holiday Inn/Express Book Rooms	Holiday Inn & Express Hinton	42	2,057	0	\$37.97	5.2

 Keywords with low quality score
3092544344

Keyword	Quality score	Clicks	Impressions	Conversions	CTR	Avg. CPC	Cost	Avg. position
best places to eat in red deer	--	18	339	0	5.31%	\$1.04	\$18.64	1.3
meeting room rental	--	0	12	0	0.00%	\$0.00	\$0.00	2.4
rent conference center	--	0	11	0	0.00%	\$0.00	\$0.00	2.7
banquet space rental	--	0	10	0	0.00%	\$0.00	\$0.00	1.3
hotel restaurant	--	21	492	0	4.27%	\$1.27	\$26.61	1.8
event space rental	--	6	210	0	2.86%	\$2.32	\$13.93	2
book conference hall	--	0	1	0	0.00%	\$0.00	\$0.00	3

Keywords performance

06/01/2018 - 06/30/2018

Keyword	Quality score	Clicks	Impressions	Conversions	CTR	Avg. CPC	Cost	Avg. position
what to get dad for fathers day	--	0	6	0	0.00%	\$0.00	\$0.00	1
gifts for dad	--	0	14	0	0.00%	\$0.00	\$0.00	1.3
dinner fathers day	--	0	3	0	0.00%	\$0.00	\$0.00	2
great gift ideas for dad	--	1	16	0	6.25%	\$2.23	\$2.23	1.4
cool fathers day gift ideas	--	0	3	0	0.00%	\$0.00	\$0.00	1
catering red deer	--	0	19	0	0.00%	\$0.00	\$0.00	2.3
hinton hotel deals	--	0	1	0	0.00%	\$0.00	\$0.00	4
hinton canada hotels	--	0	4	0	0.00%	\$0.00	\$0.00	2.8

Search query performance 3092544344

Search term	Keyword	Match type	Clicks	Impressions	Conversions	Avg. CPC	Cost	Avg. position
holiday inn red deer	holiday inn red deer	exact	183	943	17.73	\$0.75	\$137.55	1.3
holiday inn red deer south	holiday inn red deer south	exact	42	210	3	\$0.71	\$29.87	1.9
holiday inn and suites red deer	holiday inn and suites red deer	exact	39	143	3	\$0.69	\$27.07	1.1
boulevard restaurant red deer	red deer dining	broad	31	107	0	\$0.46	\$14.32	1
holiday inn gasoline alley	holiday inn gasoline alley	exact	31	105	6.3	\$0.75	\$23.29	1.1
holiday inn express red deer	holiday inn red deer south	broad	24	165	2	\$1.02	\$24.56	1.8
holiday inn express hinton	holiday inn express hinton	exact	20	149	0	\$0.21	\$4.18	2.3
holiday inn express red deer	holiday inn express red deer	exact	18	111	0	\$1.10	\$19.82	1.6
holiday inn express red deer	holiday inn and suites red deer	broad	16	141	3	\$1.11	\$17.72	1.7
holiday inn express red deer	holiday inn red deer alberta	broad	15	157	0	\$0.91	\$13.65	1.9

Display keyword performance 3092544344

There are no results

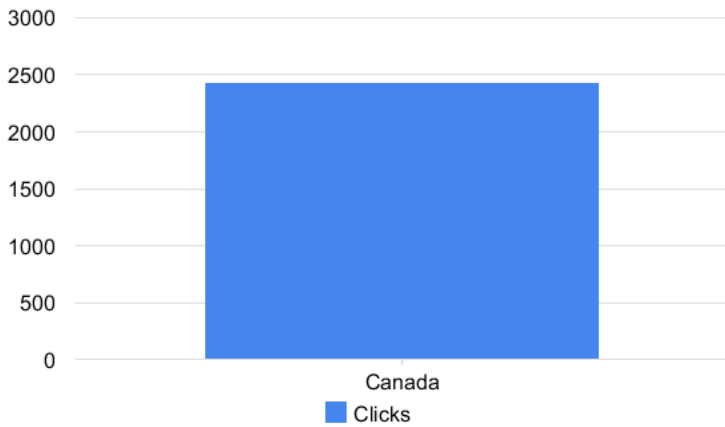
Dynamic search ads search query performance 3092544344

There are no results

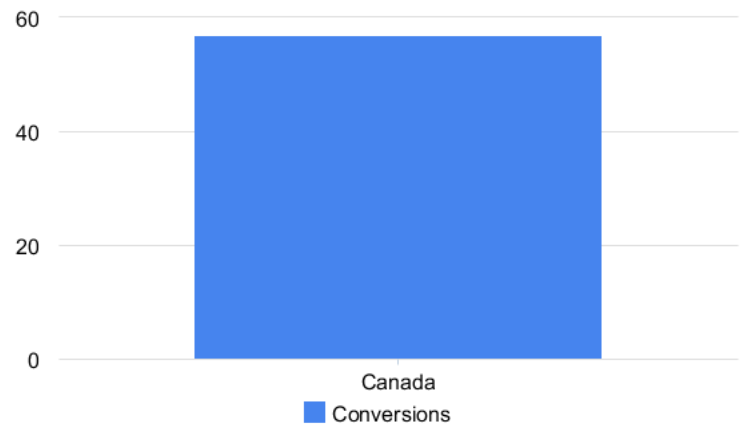
Geo performance

06/01/2018 - 06/30/2018

Top countries by clicks
3092544344



Top countries by conversions
3092544344



Geo performance
3092544344

Country/Territory	Clicks	Impressions	Conversions	CTR	Avg. CPC	Cost
Canada	2,439	125,981	56.85	1.94%	\$1.00	\$2,432.82

Audience performance

06/01/2018 - 06/30/2018

Age range performance

3092544344

Age Range	Campaign	Ad group	Ad group state	Clicks	Impressions	Conversions	CTR	Avg. CPC	Cost
Undetermined	Book Hotel - Red Deer	Holiday Inn & Suites Red Deer South	enabled	194	2,234	17	8.68%	\$0.80	\$155.63
35-44	Conference Center - Best Sleep - Intent	Conference Center	enabled	188	26,824	0	0.70%	\$0.44	\$81.96
25-34	Conference Center - Best Sleep - Intent	Conference Center	enabled	153	27,166	0	0.56%	\$0.39	\$59.56
Undetermined	Hinton - Holiday Inn/Express Book Rooms	Holiday Inn & Express Hinton	enabled	121	3,667	0	3.30%	\$0.79	\$95.87
35-44	Book Hotel - Red Deer	Holiday Inn & Suites Red Deer South	enabled	120	908	5	13.22%	\$0.89	\$106.54
45-54	Conference Center - Best Sleep - Intent	Conference Center	enabled	113	20,502	0	0.55%	\$0.48	\$54.38
45-54	Book Hotel - Red Deer	Holiday Inn & Suites Red Deer South	enabled	108	798	6	13.53%	\$0.88	\$94.73
Undetermined	Boulevard Restaurant	Boulevard Restaurant - General	enabled	106	2,605	0	4.07%	\$1.15	\$122.25
35-44	Hinton - Holiday Inn/Express Book Rooms	Holiday Inn & Express Hinton	enabled	93	2,635	0	3.53%	\$0.79	\$73.59
25-34	Book Hotel - Red Deer	Holiday Inn & Suites Red Deer South	enabled	88	734	15	11.99%	\$0.82	\$71.97


Gender performance

3092544344

Gender	Campaign	Ad group	Ad group state	Clicks	Impressions	Conversions	CTR	Avg. CPC	Cost
Female	Book Hotel - Red Deer	Holiday Inn & Suites Red Deer South	enabled	321	2,166	21.55	14.82%	\$0.81	\$261.50
Female	Conference Center - Best Sleep - Intent	Conference Center	enabled	286	50,822	0	0.56%	\$0.41	\$116.84
Female	Hinton - Holiday Inn/Express Book Rooms	Holiday Inn & Express Hinton	enabled	285	8,159	0	3.49%	\$0.80	\$227.41
Male	Conference Center - Best Sleep - Intent	Conference Center	enabled	217	34,337	0	0.63%	\$0.49	\$106.44
Female	Boulevard Restaurant	Boulevard Restaurant - General	enabled	191	5,058	0	3.78%	\$1.15	\$218.98
Male	Book Hotel - Red Deer	Holiday Inn & Suites Red Deer South	enabled	185	1,714	19.3	10.79%	\$0.86	\$158.24
Undetermined	Book Hotel - Red Deer	Holiday Inn & Suites Red Deer South	enabled	167	2,035	15	8.21%	\$0.87	\$145.36
Male	Hinton - Holiday Inn/Express Book Rooms	Holiday Inn & Express Hinton	enabled	149	5,227	0	2.85%	\$0.87	\$130.26
Male	Boulevard Restaurant	Boulevard Restaurant - General	enabled	145	3,153	0	4.60%	\$1.17	\$170.19
Female	Best Sleep in Town	Weddings	enabled	111	2,125	0	5.22%	\$2.50	\$277.56

Audience performance


06/01/2018 - 06/30/2018

 Audience performance
3092544344


Audience	Campaign	Ad group	Ad group state	Clicks	Impressions	Conversions	CTR	Avg. CPC	Cost
Travel/Hotels & Accommodations (category 80291)	Conference Center - Best Sleep - Intent	Conference Center	enabled	97	15,957	0	0.61%	\$0.29	\$28.38
custominmarket::214 0296	Conference Center - Best Sleep - Intent	Conference Center	enabled	30	2,258	0	1.33%	\$0.37	\$11.10
All visitors (AdWords) (list 518503569)	Boulevard Restaurant	Boulevard Restaurant - General	enabled	29	559	0	5.19%	\$1.32	\$38.16
Similar to UserListId: 518503569 (list 516629470)	Boulevard Restaurant	Boulevard Restaurant - General	enabled	21	677	0	3.10%	\$1.96	\$41.15
All visitors (AdWords) (list 518503569)	Book Hotel - Red Deer	Holiday Inn & Suites Red Deer South	enabled	21	135	2.6	15.56%	\$0.92	\$19.34
All visitors (AdWords) (list 518503569)	Best Sleep in Town	Weddings	enabled	17	224	0	7.59%	\$3.13	\$53.19
Business Services/Corporate Event Planning (category 80521)	Conference Center - Best Sleep - Intent	Conference Center	enabled	14	1,457	0	0.96%	\$0.57	\$7.94
Similar to UserListId: 518503569 (list 516629470)	Book Hotel - Red Deer	Holiday Inn & Suites Red Deer South	enabled	12	148	1	8.11%	\$1.02	\$12.19
custominmarket::214 0275	Conference Center - Best Sleep - Intent	Conference Center	enabled	10	5,328	0	0.19%	\$0.46	\$4.64
Similar to UserListId: 518503569 (list 516629470)	Book Hotel - Red Deer	Holiday Inn Express RD North	enabled	6	38	0	15.79%	\$0.64	\$3.82

Video performance

06/01/2018 - 06/30/2018

 Video analytics
3092544344

There are no results

 Video performance
3092544344

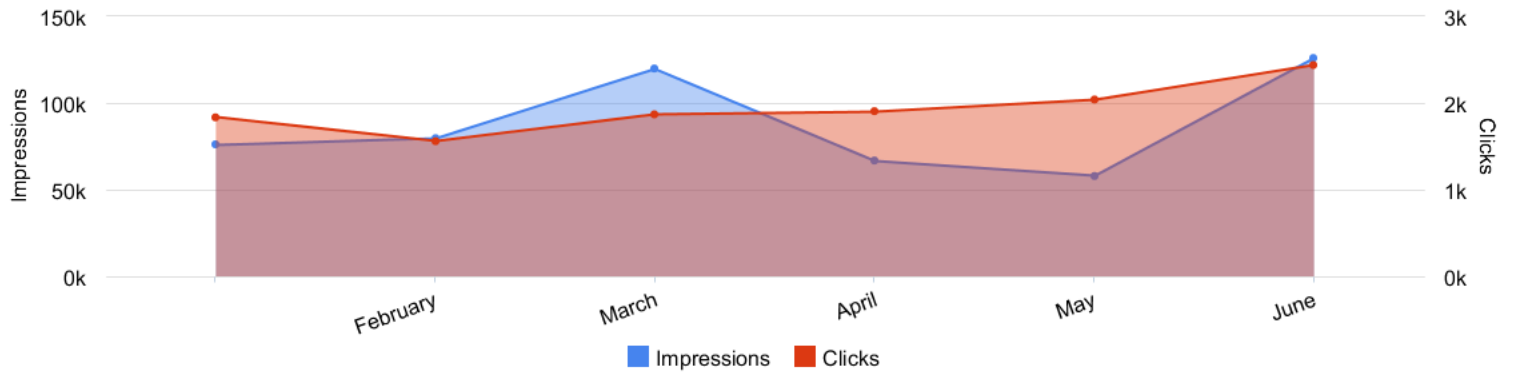
There are no results

Year to date

01/01/2018 - 06/30/2018

Impressions vs Clicks

3092544344



Performance by period

3092544344

Month	Clicks	Impressions	Conversions	CTR	Avg. CPC	Cost	Avg. position
01/01/2018	1,835	76,106	0	2.41%	\$1.03	\$1,888.61	2.5
02/01/2018	1,560	79,695	0	1.96%	\$0.92	\$1,431.09	3.7
03/01/2018	1,870	119,941	9	1.56%	\$0.96	\$1,791.06	3.1
04/01/2018	1,905	66,790	27.08	2.85%	\$0.95	\$1,808.00	2.5
05/01/2018	2,040	57,862	64.07	3.53%	\$1.13	\$2,304.61	2.3
06/01/2018	2,439	125,964	56.85	1.94%	\$1.00	\$2,432.82	1.5