

Jan 1, 2021 - Jul 27, 2021

Search keyword

Equals

Enter a value

Campaign

Equals

Enter a value

Campaign

Ad group

Equals

Enter a value

Ad group

What your
ad funnel
looks like ?

Visibility

Acquisition

Conversion

Cost

Impr. Top
97.5%
↓ 0.0%

Impr. Abs Top
53.9%
↓ -4.9%

Impression (Absolute Top) %

Impressions



Clicks

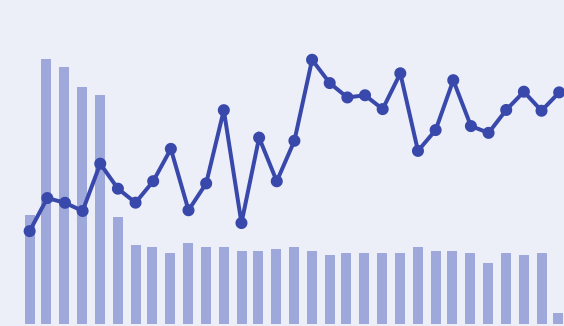
85.8K
↑ 144.1%

CTR

14.79%
↑ 6.1%

CTR

Clicks



Conversions

16.3K
↑ 125.4%

Conversion rate

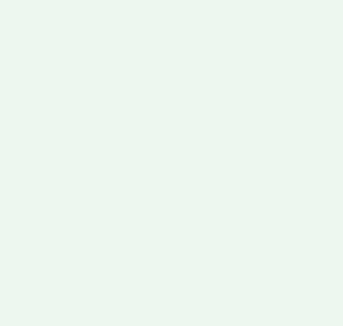
19.0%
↓ -7.7%

Cost / conv.

\$8.13
↑ 9.5%

Conv. rate

Conversions



Cost

\$132.42K
↑ 146.9%

Avg. CPC

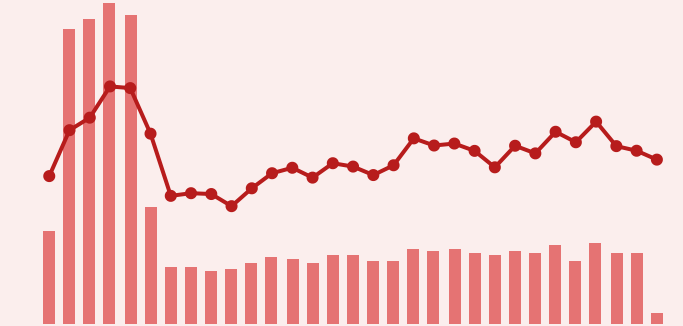
\$1.54
↑ 1.1%

Avg. CPM

\$228.24
↑ 7.3%

Avg. CPC

Cost



| Campaign | Impressions | Impressio... | Clicks | CTR | Conversions ▾ | Conv. rate | Cost / conv. | Cost | Avg. CPC | Avg. CPM |
|--------------------------|-------------|--------------|--------|--------|---------------|------------|--------------|-----------|----------|------------|
| 1009693 Google Anal... | 12K | 55.53% | 2.7K | 22.67% | 3.2K | 117.43% | \$1.8 | \$5.75K | \$2.11 | \$478.32 |
| 1009693 Google Anal... | 17K | 47.75% | 3.2K | 18.76% | 2.5K | 76.66% | \$3.3 | \$8.09K | \$2.53 | \$474.76 |
| 1009693 Google Anal... | 25.3K | 35.6% | 4.4K | 17.55% | 2.4K | 54.64% | \$3.08 | \$7.48K | \$1.68 | \$295.54 |
| 1009693 Google Anal... | 19.5K | 51.8% | 2.5K | 13% | 1.9K | 75.11% | \$3.69 | \$7K | \$2.77 | \$359.85 |
| 1009693 Google Anal... | 40.8K | 36.56% | 4.9K | 12.05% | 959.6 | 19.5% | \$5.12 | \$4.91K | \$1 | \$120.23 |
| 1009693 Google Anal... | 4.3K | 72.02% | 943 | 21.73% | 813 | 86.21% | \$3.07 | \$2.5K | \$2.65 | \$575.33 |
| 1009693 Google Anal... | 1.6K | 95.04% | 733 | 47.2% | 784.3 | 107% | \$0.24 | \$188.96 | \$0.26 | \$121.67 |
| 1009693 Google Anal... | 9.1K | 94.9% | 4K | 43.47% | 640.7 | 16.11% | \$2.97 | \$1.9K | \$0.48 | \$207.71 |
| 1009693 Google Anal... | 40.3K | 82.61% | 13.1K | 32.56% | 598.3 | 4.56% | \$33.38 | \$19.97K | \$1.52 | \$495.29 |
| 1009693 Google Anal... | 11K | 94.29% | 4.2K | 37.84% | 410 | 9.86% | \$27.95 | \$11.46K | \$2.76 | \$1,042.95 |
| 1009693 Google Anal... | 79.1K | 49.69% | 9.6K | 12.16% | 305 | 3.17% | \$21.76 | \$6.64K | \$0.69 | \$83.91 |
| 1009693 Google Anal... | 1.3K | 92.39% | 535 | 40.72% | 304 | 56.82% | \$4.2 | \$1.28K | \$2.39 | \$971.71 |
| Grand total | 580.2K | 53.86% | 85.8K | 14.79% | 16.3K | 18.99% | \$8.13 | \$132.42K | \$1.54 | \$228.24 |