

Overview

Click Through Rate & Impressions

By click, CTC, Impressions

Clicks

272.4K

↓ -20.6%

CTR

0.9%

↓ -39.8%

Impressions

30.9M

↑ 31.9%

Conversation Rate & Cost

By conversation rate & Cost/conv

Conversions

2.2K

↓ -99.6%

Conv. rate

0.7%

↓ -99.1%

Cost / conv.

\$91.00

↑ 31,993.5%

Cost Per Click

By cost CPC & CPM

Cost

\$202K

↑ 19.7%

Avg. CPC

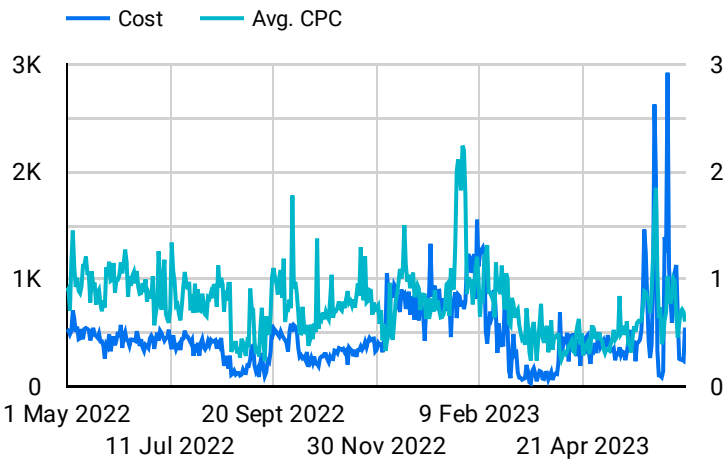
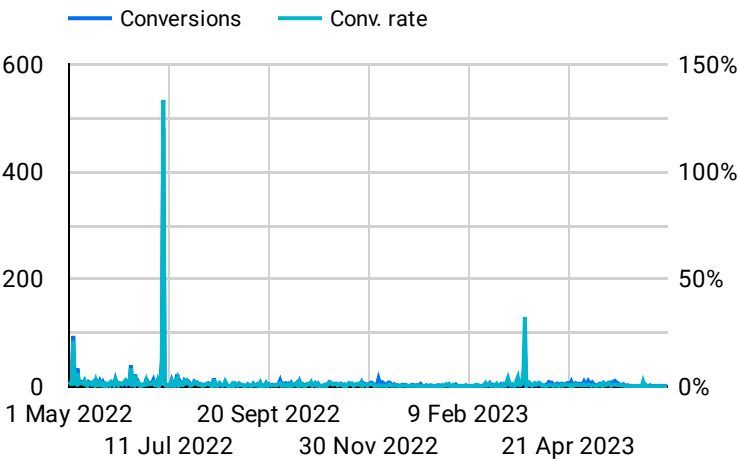
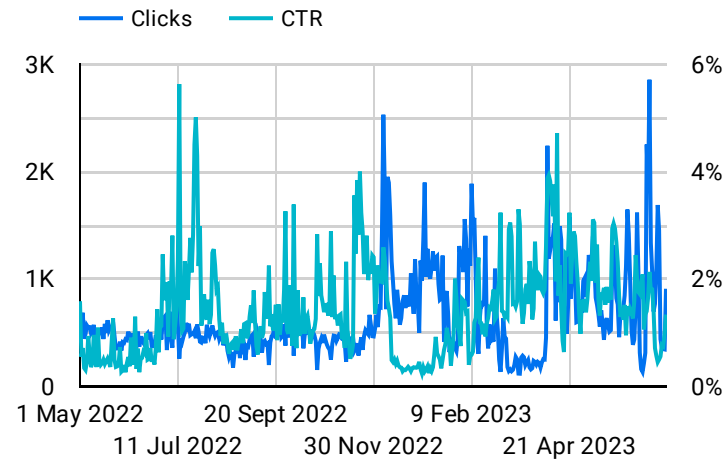
\$0.7

↑ 50.8%

Avg. CPM

\$6.53

↓ -9.2%



	Campaign	CTR ▾	Avg. CPC	Cost / conv.
1.	1009693   Google Analytics Demo   ...	43.98%	\$0.31	\$13.69
2.	1009693   Google Analytics Demo   ...	36.59%	\$3.03	\$40.29
3.	1009693   Google Analytics Demo   ...	36.41%	\$2.44	\$81.18
4.	1009693   Google Analytics Demo   ...	31.79%	\$1.39	\$0
5.	1009693   Google Analytics Demo   ...	29.53%	\$1.88	\$95.5
6.	1009693   Google Analytics Demo   ...	28.94%	\$3.92	\$1,498.52
7.	1009693   Google Analytics Demo   ...	27.47%	\$2.03	\$152.17
8.	1009693   Google Analytics Demo   ...	26.05%	\$3.55	\$212.14
9.	1009693   Google Analytics Demo   ...	25.48%	\$3.22	\$247.25

