


Ad group: Management,... (19) ▾

Campaign type ▾

Campaign status ▾

 Default Data
Click to select y ▾

Select date range ▾

Campaign ▾

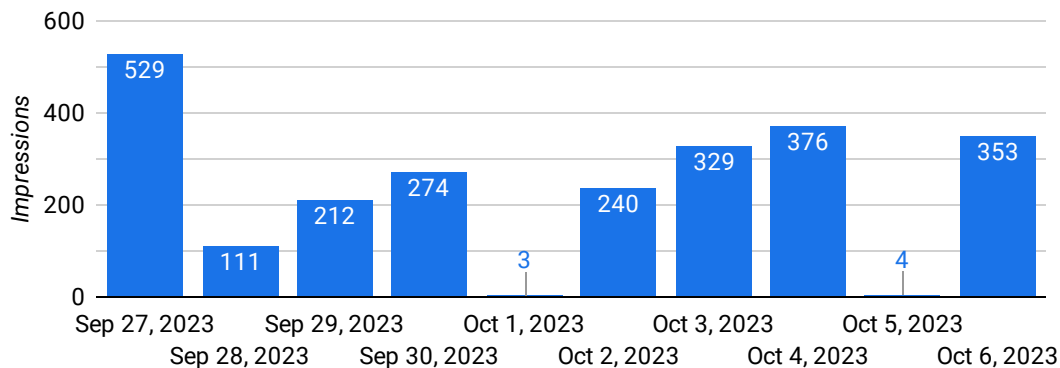
Search term ▾

Device ▾

Ad group
In ▾ Enter a value

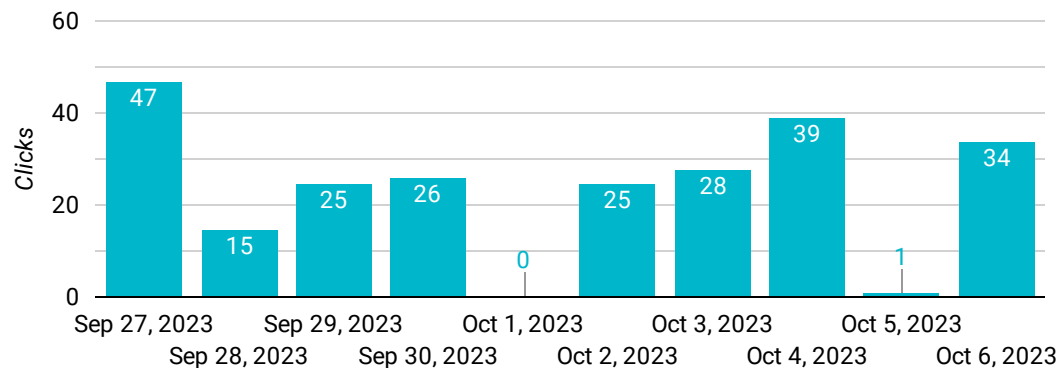
Total impressions 6.1K

↑ 18.5%



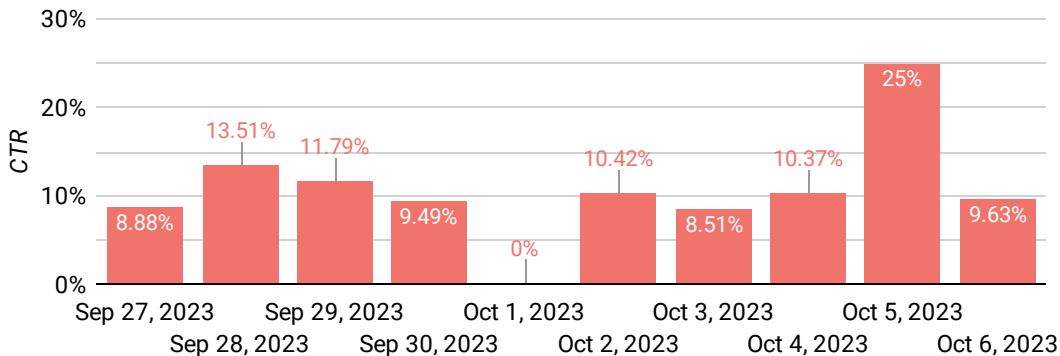
Total clicks 653.0

↑ 42.9%



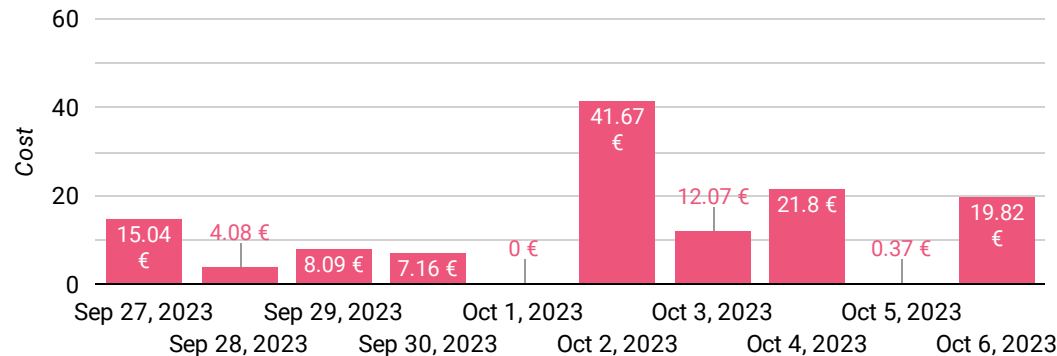
Average CTR 10.8%

↑ 20.6%



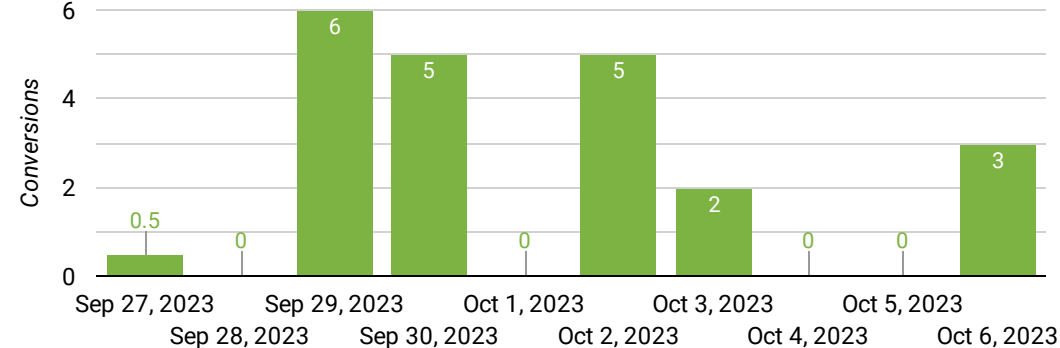
Total Cost 515.44 €

↑ 225.9%



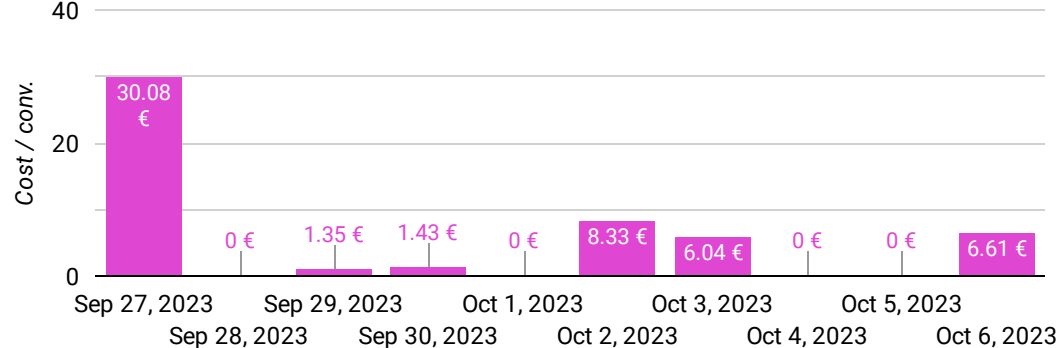
Total conversions 56.5

↑ 1,155.6%

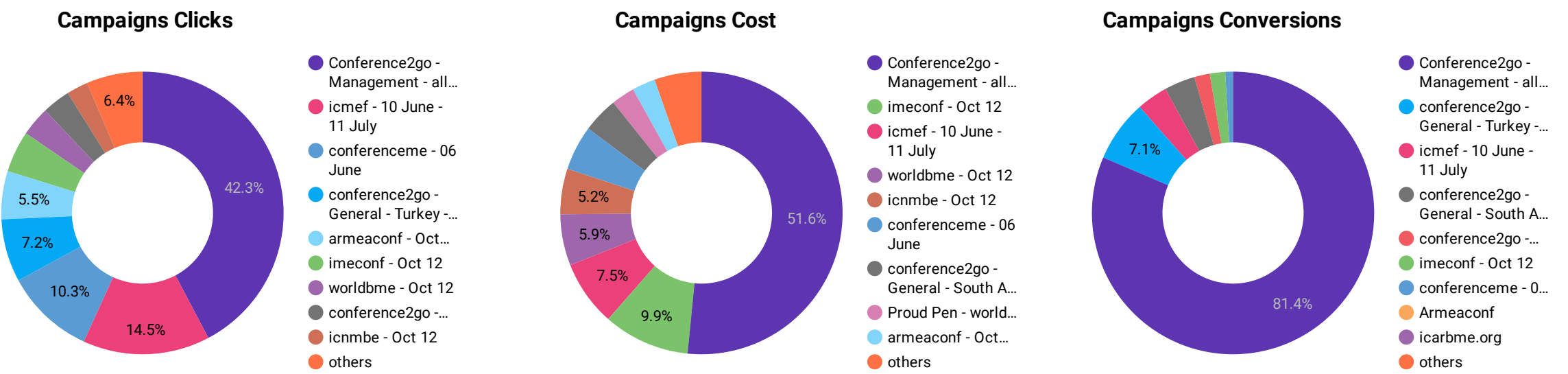


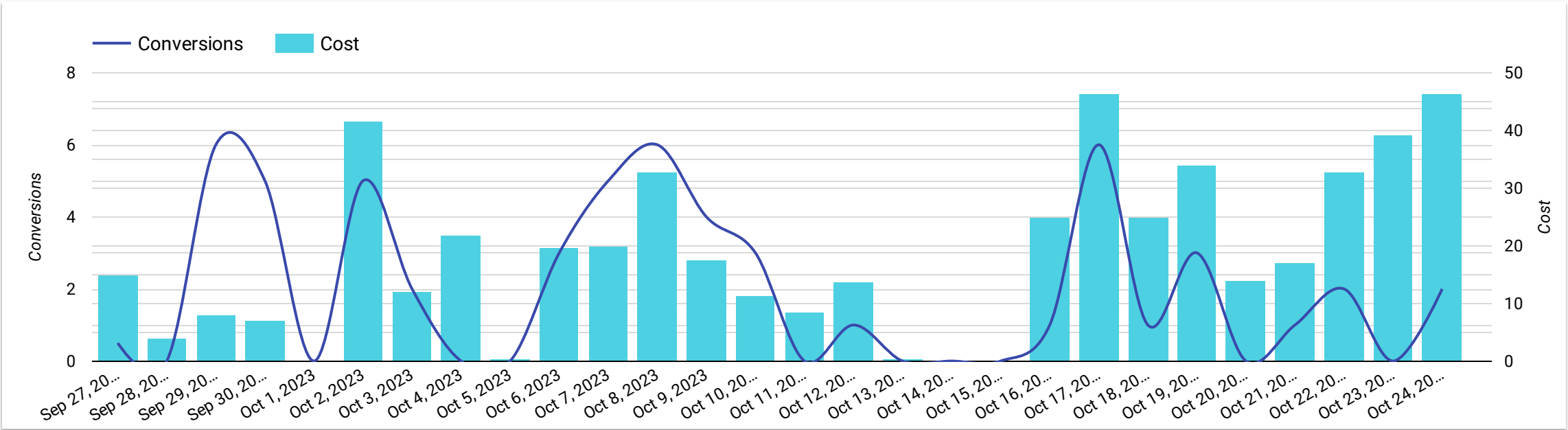
Average cost/ conv. 9.12 €

↓ -74.0%

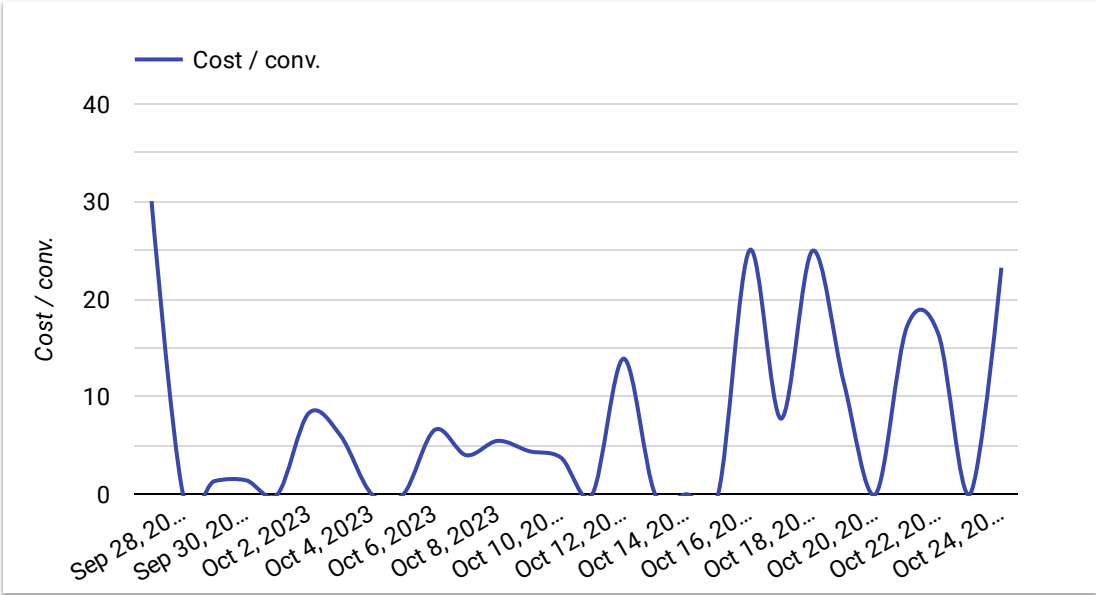


Campaign	Impressi...	Clicks	CTR	Cos...	Conversi...	Conv. r...	Cost / co...	Impre...	Impres...	Impr. sh...	Search L...	Search Lo...
Conference2go - Management - all conf lan...	1,949	276	14.1...	265....	46	16.67%	5.78 €	76.5%	52.39%	9.99%	14.85%	79.17%
icmef - 10 June - 11 July	1,196	95	7.94%	38.6...	2	2.11%	19.32 €	30.85%	15.55%	0%	48.7%	48.7%
conferenceme - 06 June	859	67	7.8%	26.4...	0.5	0.75%	52.87 €	32.83%	13.5%	0%	53.01%	44.79%
conference2go - General - Turkey - 29 Sep	514	47	9.14%	10.3...	4	8.51%	2.59 €	85.8%	57.98%	11.39%	23.99%	72.45%
arneaconf - Oct 12	418	36	8.61%	13.7...	0	0%	0 €	42.82%	22.97%	9.99%	44.01%	53.03%
conference2go - General - South Africa - 29 ...	212	21	9.91%	21.0...	2	9.52%	10.51 €	60.38%	38.68%	9.99%	3.86%	90.01%
imeconf - Oct 12	203	31	15.2...	51.0...	1	3.23%	51.09 €	80.3%	63.05%	29.68%	20.3%	49.4%
Proud Pen - worldmbf - Oct 12	193	14	7.25%	13.8...	0	0%	0 €	96.89%	66.32%	32.66%	29.37%	36.89%
worldbme - Oct 12	146	22	15.0...	30.2...	0	0%	0 €	67.81%	57.53%	39.64%	30.01%	66.4%
Grand total	6,067	653	10.7...	515....	56.5	8.65%	9.12 €	58.93%	37.65%	9.99%	27.17%	70.46%

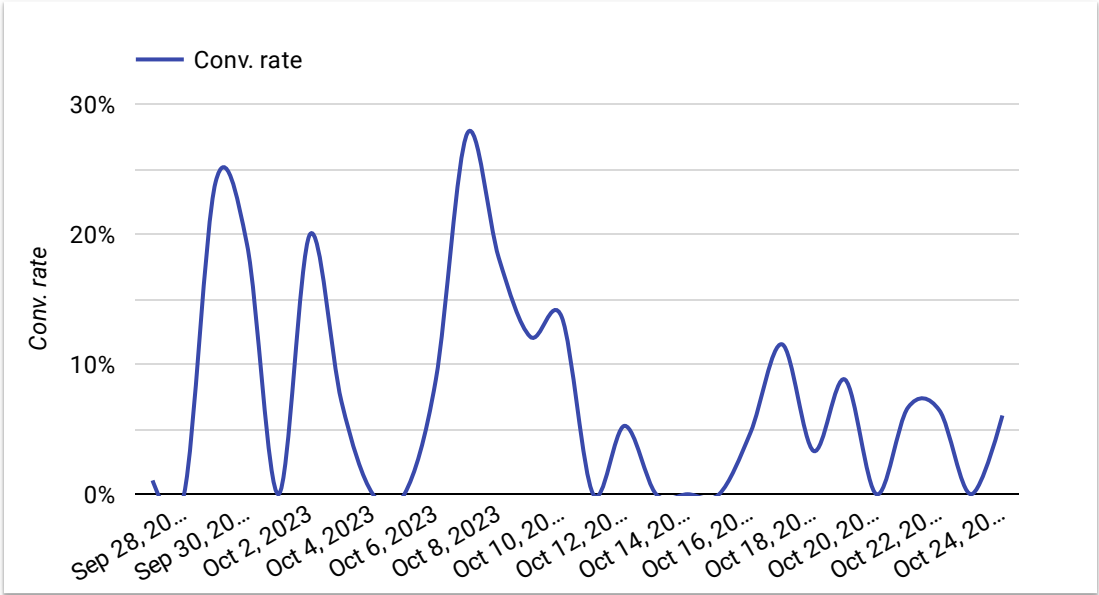




Cost / Conv. 20.19 €
▲ 3.2%



Conversion rate 1.6%
▼ -7.8%



Campaign ▾

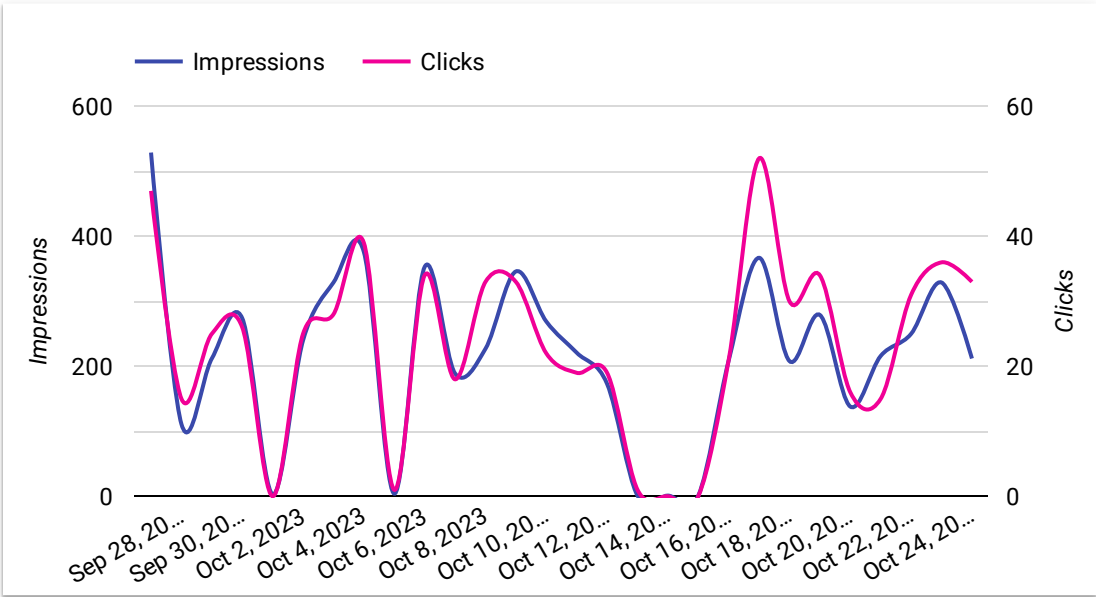
Search term ▾

Device ▾

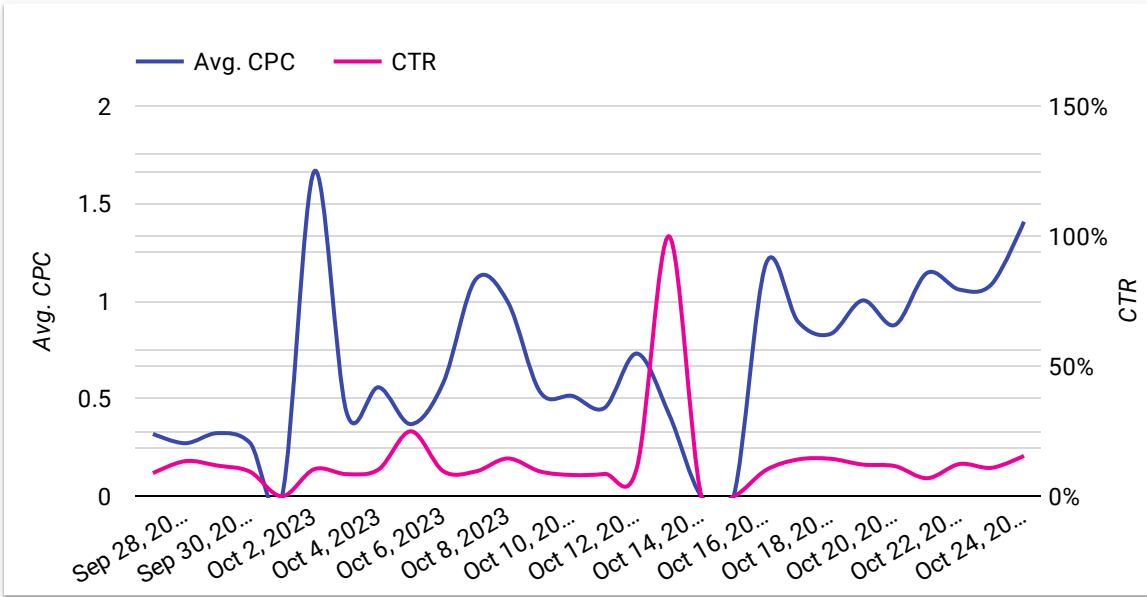
Ad group
In ▾ Enter a value

Day ▾	Impressions	Clicks	CTR	Avg. CPC	Cost	Conversions	Cost / conv.	Conv. rate
Oct 24, 2023	212	33	15.57%	1.41 €	46.49 €	2	23.25 €	6.06%
Oct 23, 2023	329	36	10.94%	1.09 €	39.18 €	0	0 €	0%
Oct 22, 2023	250	31	12.4%	1.06 €	32.86 €	2	16.43 €	6.45%
Oct 21, 2023	216	15	6.94%	1.15 €	17.19 €	1	17.19 €	6.67%
Oct 20, 2023	138	16	11.59%	0.88 €	14.06 €	0	0 €	0%
Oct 19, 2023	279	34	12.19%	1 €	34.16 €	3	11.39 €	8.82%
Oct 18, 2023	208	30	14.42%	0.83 €	24.98 €	1	24.98 €	3.33%
Oct 17, 2023	367	52	14.17%	0.9 €	46.54 €	6	7.76 €	11.54%
Oct 16, 2023	209	21	10.05%	1.19 €	25.03 €	1	25.03 €	4.76%
Grand total	6,067	653	10.76%	0.79 €	515.44 €	56.5	9.12 €	8.65%

Impressions & Clicks



Avg. CPC & CTR



Campaign ▾

Search term ▾

Device ▾

Ad group
In ▾ Enter a value

of Search Terms

762

↑ 2.4%

Clicks

653

↑ 42.9%

Impressions

6.07K

↑ 18.5%

Cost

515.44 €

↑ 225.9%

CTR

10.76%

↑ 20.6%

Avg. CPC

0.79 €

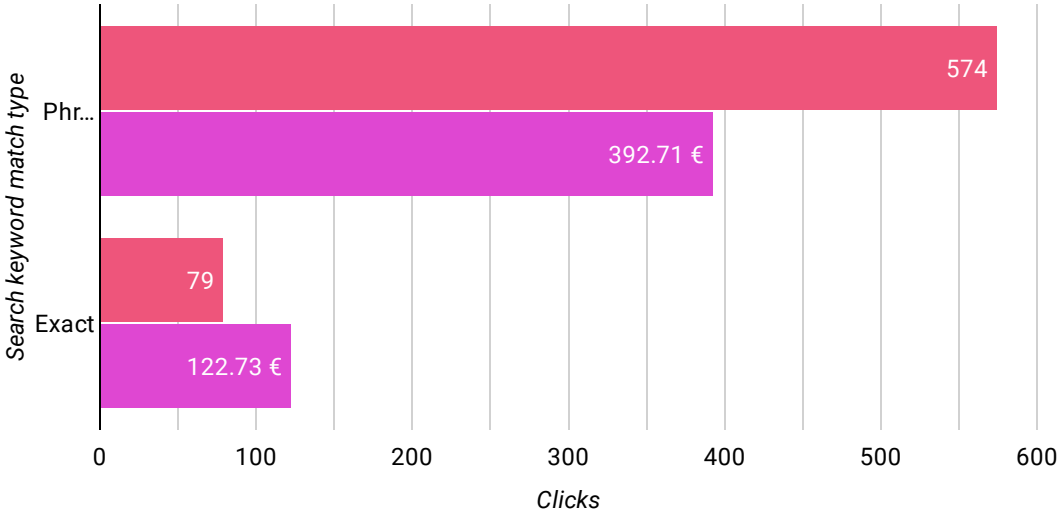
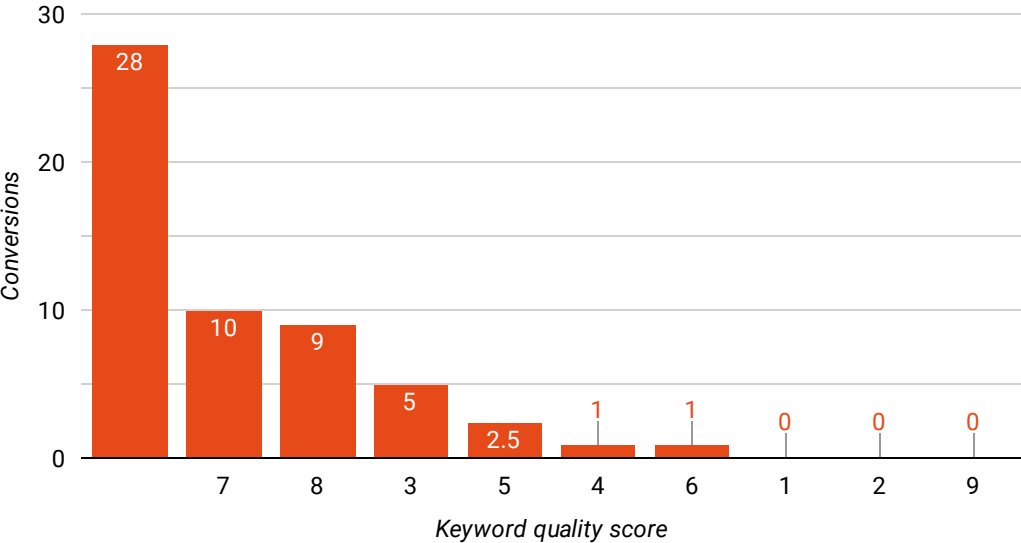
↑ 128.1%

Conversions

56.50

↑ 1,155.6%

Search term	Clicks ▾	Impressions	CTR	Cost	Avg. CPC	Conversions	Cost / conv.	Conv. rate
conferences in europe 2023 with invitation letter	5	11	45.45%	3.66 €	0.73 €	5	0.73 €	100%
finance conferences 2023	5	24	20.83%	7.37 €	1.47 €	0	0 €	0%
business conferences 2023	5	20	25%	3.16 €	0.63 €	0	0 €	0%
finance conference 2023	4	20	20%	5.35 €	1.34 €	0	0 €	0%
business conference	4	67	5.97%	6.19 €	1.55 €	0	0 €	0%
ottawa international business development confere...	3	8	37.5%	3.67 €	1.22 €	0	0 €	0%
top business conferences 2023	3	7	42.86%	2.71 €	0.9 €	0	0 €	0%
leadership conferences 2023	3	15	20%	1.8 €	0.6 €	0	0 €	0%
conferences in uk 2023 with invitation letter	3	15	20%	3.52 €	1.17 €	0	0 €	0%
international conference in germany 2023 with invit	2	10	20%	1 €	0.33 €	1	1 €	33.33%
Grand total	653	6,067	10.76%	515.44 €	0.79 €	56.5	9.12 €	8.65%



Ad group: Management,... (19) ▾

Campaign type ▾

Campaign status ▾

Default Data
Click to select y ▾

Select date range ▾

Campaign ▾

Search term ▾

Device ▾

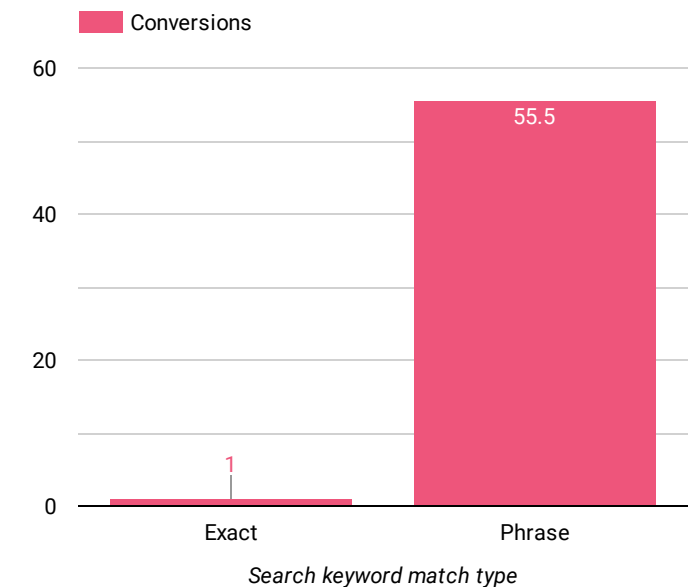
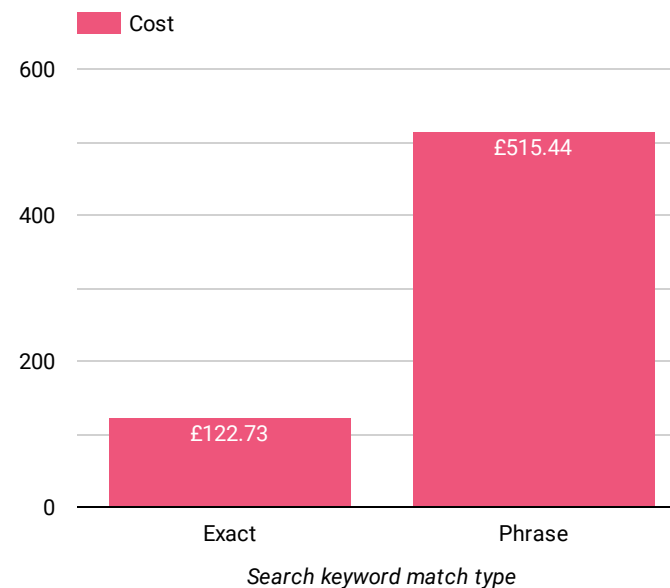
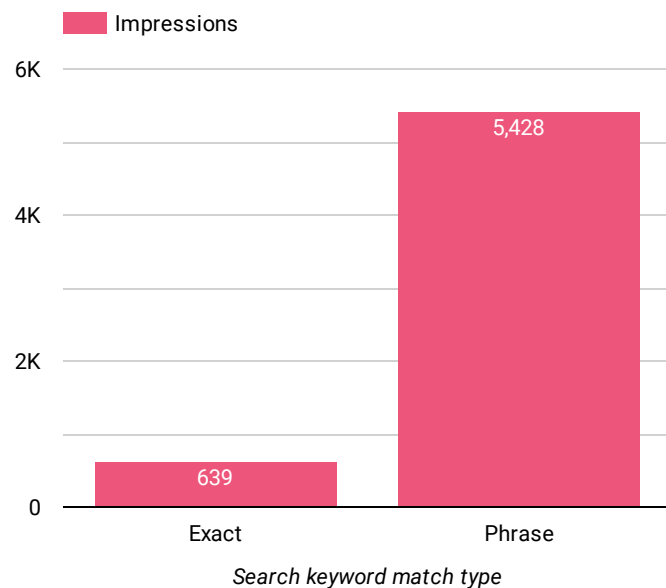
Ad group

In ▾

Enter a value

Search keyword	Clicks ▾	Impressions	CTR	Cost	Avg. CPC	Conversions	Cost / conv.	Conv. rate
global business conference	91	720	12.64%	96.04 €	1.06 €	6	16.01 €	6.59%
business conference	55	796	6.91%	20.61 €	0.37 €	1	20.61 €	1.82%
management conference	53	531	9.98%	23.35 €	0.44 €	1	23.35 €	1.89%
international business conference	52	379	13.72%	39.1 €	0.75 €	9	4.34 €	17.31%
international conference 2023 with invitation ...	35	214	16.36%	36 €	1.03 €	16	2.25 €	45.71%
conference topics in management	35	171	20.47%	34.06 €	0.97 €	5	6.81 €	14.29%
global business conferences	34	238	14.29%	28.25 €	0.83 €	0	0 €	0%
finance conference	33	360	9.17%	32.64 €	0.99 €	4	8.16 €	12.12%
leadership and management conferences 20...	18	193	9.33%	22.2 €	1.23 €	5	4.44 €	27.78%
international business conferences management	18	141	12.77%	17.89 €	1.6 €	1	17.89 €	5.56%
Grand total	653	6,067	10.76%	515.44 €	0.79 €	56.5	9.12 €	8.65%

1 - 91 / 91



Campaign ▾

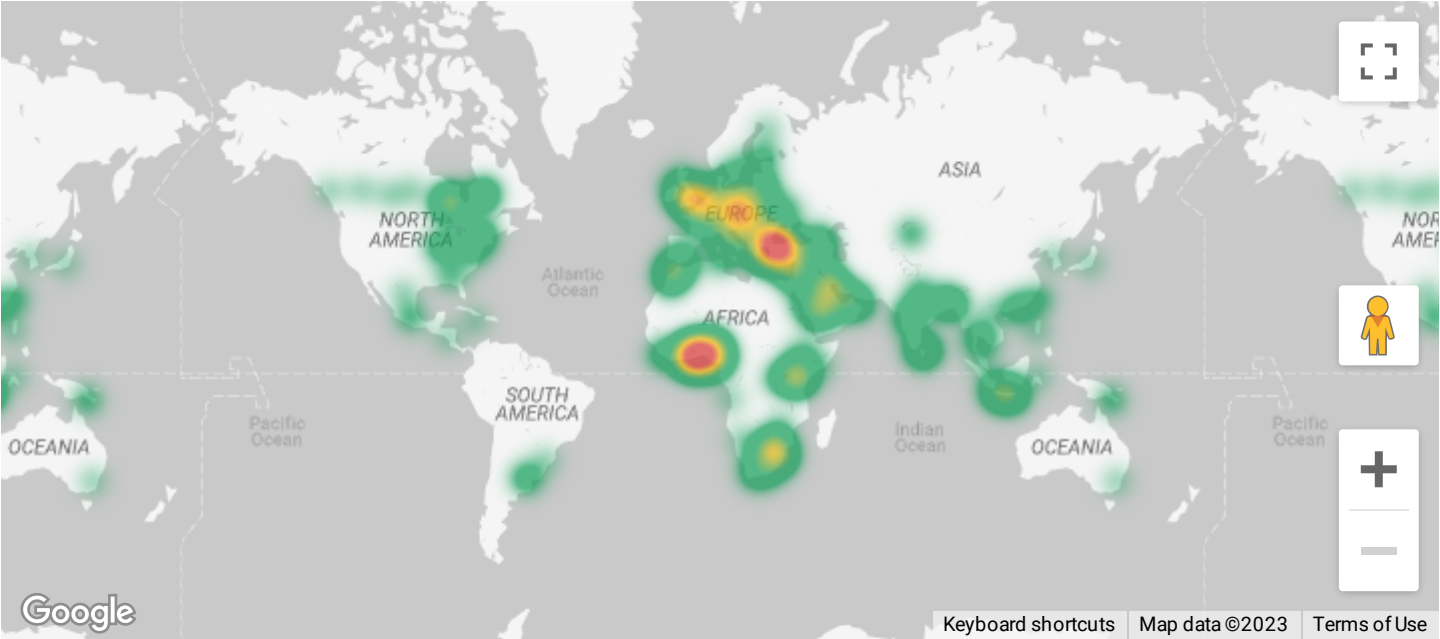
Search term ▾

Device ▾

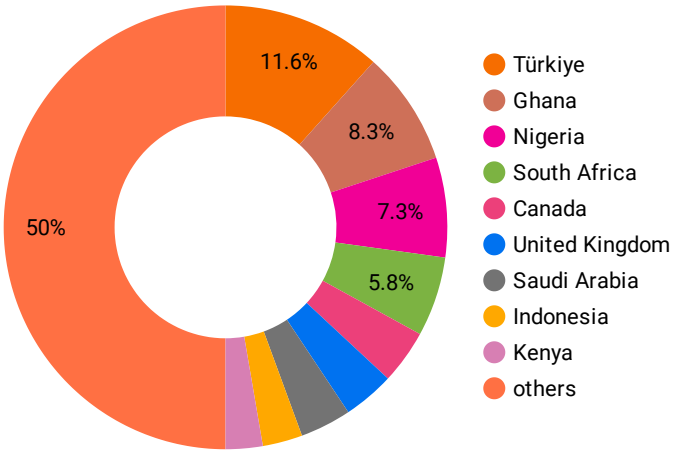
Ad group
In ▾ Enter a value

Country/Territory	Impressions	Clicks	CTR	Avg. CPC	Cost ▾	Conversions	Cost / conv.	Conv. rate
United Kingdom	431	41	9.51%	1.04 €	42.76 €	5	8.55 €	12.2%
Ghana	269	40	14.87%	0.87 €	34.77 €	6	5.79 €	15%
Canada	137	19	13.87%	1.6 €	30.41 €	0	0 €	0%
South Africa	359	28	7.8%	0.96 €	26.76 €	3	8.92 €	10.71%
Nigeria	356	35	9.83%	0.76 €	26.66 €	4.5	5.92 €	12.86%
United States	316	18	5.7%	1.18 €	21.23 €	0	0 €	0%
Germany	174	22	12.64%	0.9 €	19.8 €	1	19.8 €	4.55%
Netherlands	78	12	15.38%	1.39 €	16.65 €	1	16.65 €	8.33%
Italy	96	17	17.71%	0.95 €	16.11 €	5	3.22 €	29.41%
Saudi Arabia	116	18	15.52%	0.7 €	12.65 €	0	0 €	0%
Grand total	6,067	653	10.76%	0.79 €	515.44 €	56.5	9.12 €	8.65%

Clicks by geo



Clicks by Country



Network (with search partners)	Clicks	Cost	Conversions	Cost / conv.	Conv. rate
Search Network	653	515.44 €	56.5	9.12 €	8.65%

Grand total

653

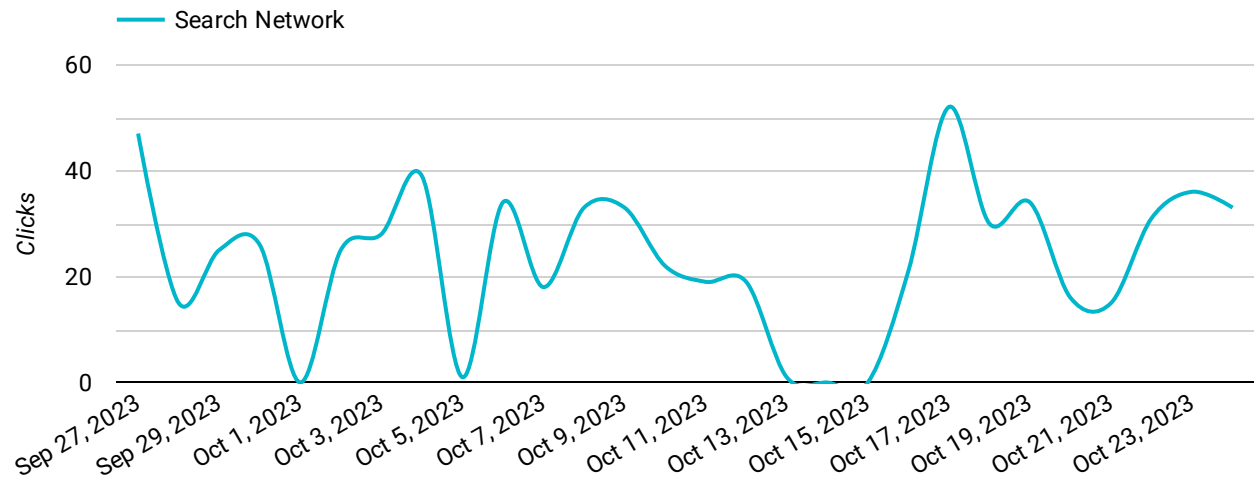
515.44 €

56.5

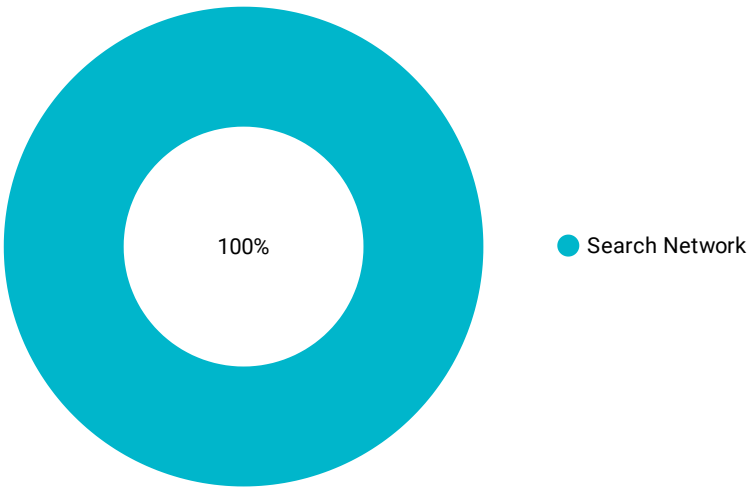
9.12 €

8.65%

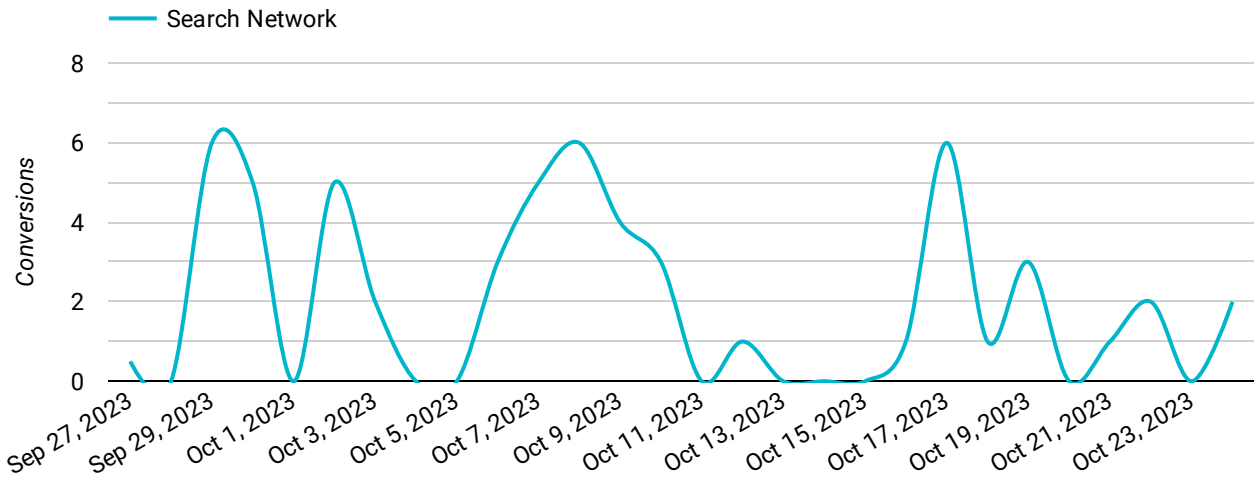
Clicks by Network



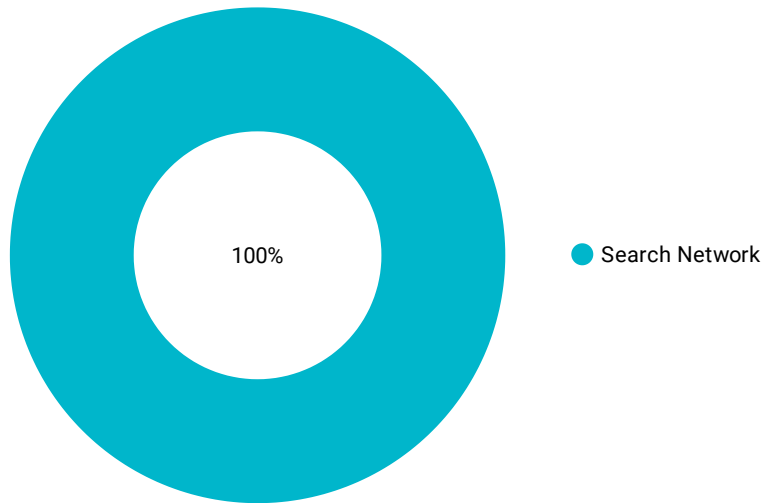
Clicks by Network



Conversions by Network



Conversions by Network



Campaign ▾

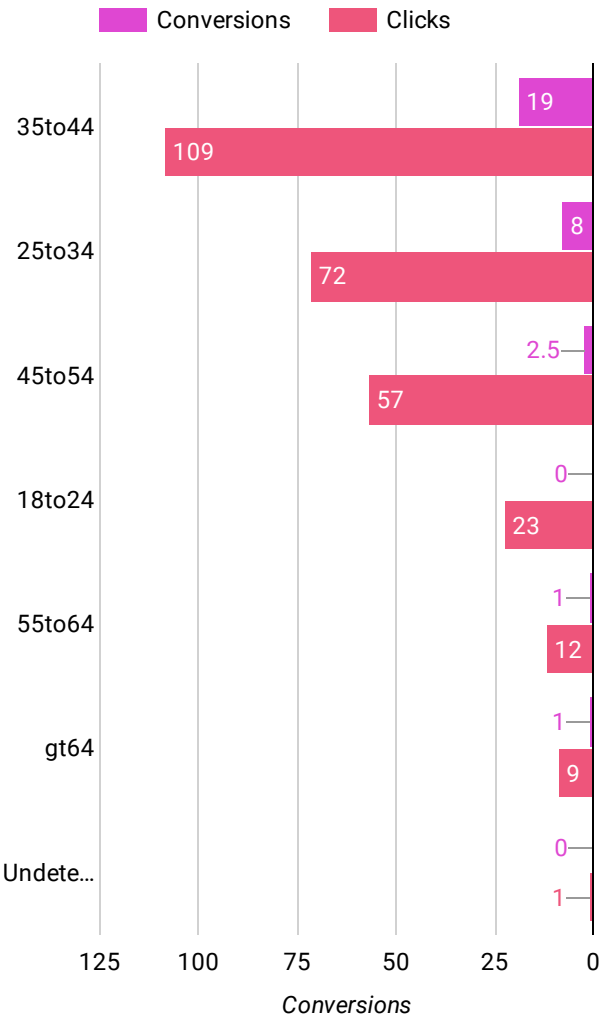
Search term ▾

Device ▾

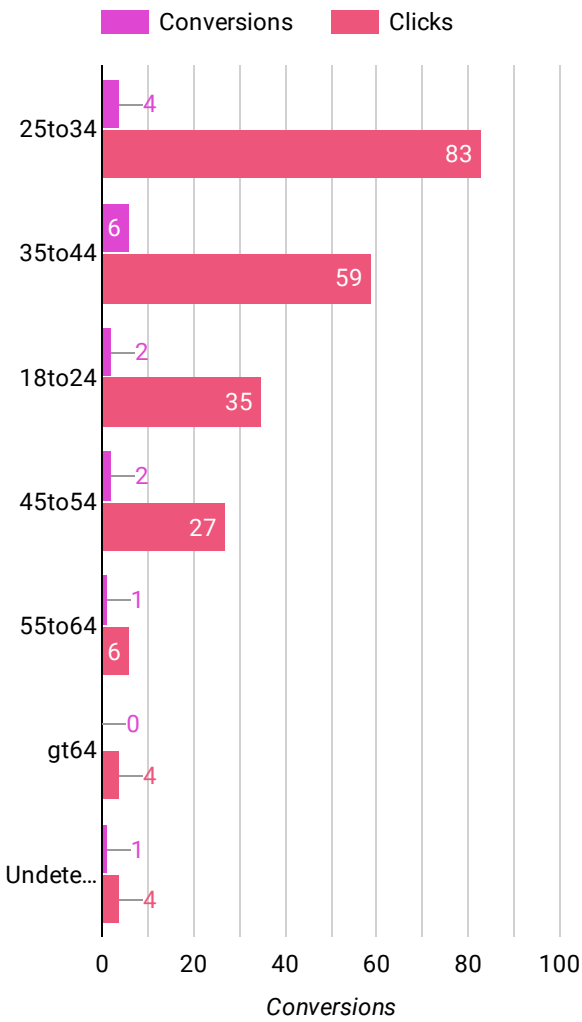
Ad group
In ▾ Enter a value

Gender ▾		Impressions	Clicks	CTR	Avg. CPC	Cost	Conversions	Cost / conv.	Conv. rate
1.	Undetermined	1,665	152	9.13%	0.83 €	125.44 €	9	13.94 €	5.92%
2.	Male	2,513	283	11.26%	0.81 €	228.02 €	31.5	7.24 €	11.13%
3.	Female	1,889	218	11.54%	0.74 €	161.97 €	16	10.12 €	7.34%
Grand total		6,067	653	10.76%	0.79 €	515.44 €	56.5	9.12 €	8.65%

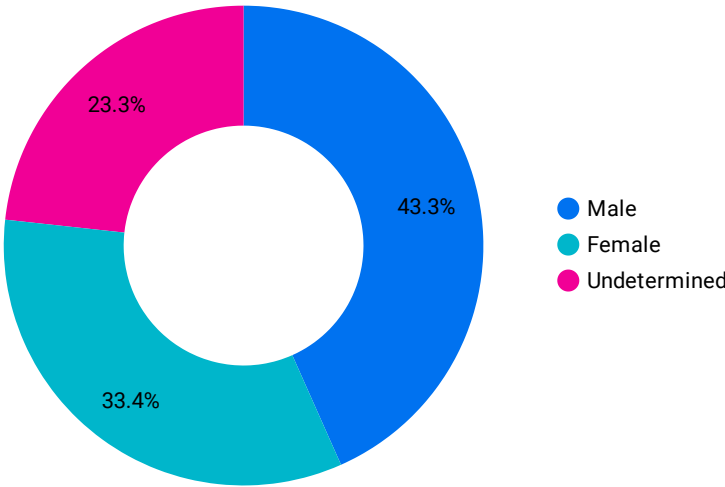
Male



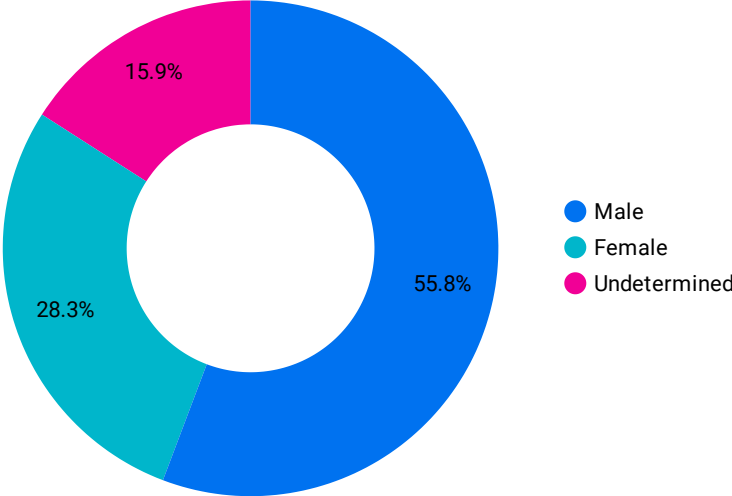
Female



Clicks by Gender



Conversions by Gender



Campaign ▾

Search term ▾

Device ▾

Ad group
In ▾ Enter a value

	Device ▾	Impressions	Clicks	CTR	Avg. CPC	Cost	Conversions	Cost / conv.	Conv. rate
1.	tablets with full browsers	67	13	19.4%	0.94 €	12.19 €	0	0 €	0%
2.	mobile devices with full browsers	1,650	235	14.24%	0.79 €	185.56 €	36	5.15 €	15.32%
3.	computers	4,350	405	9.31%	0.78 €	317.69 €	20.5	15.5 €	5.06%

Grand total

6,067

653

10.76%

0.79 €

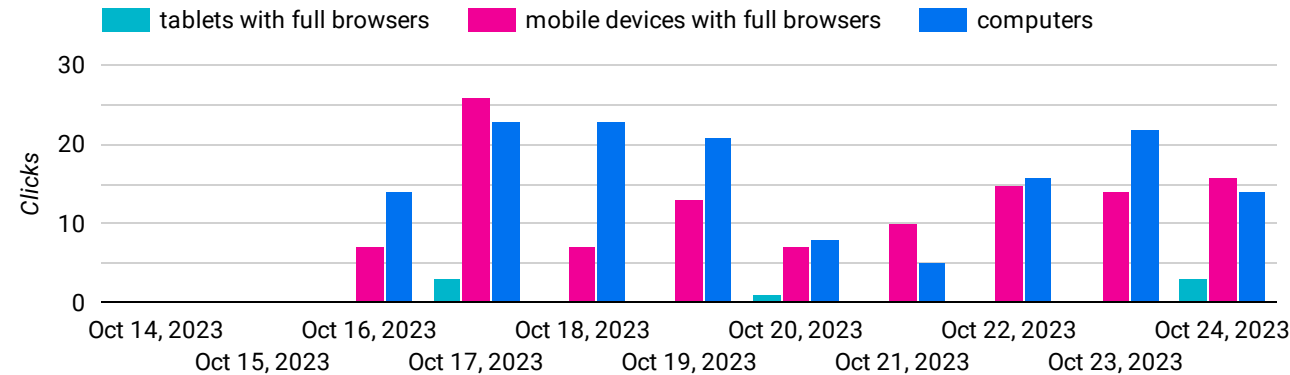
515.44 €

56.5

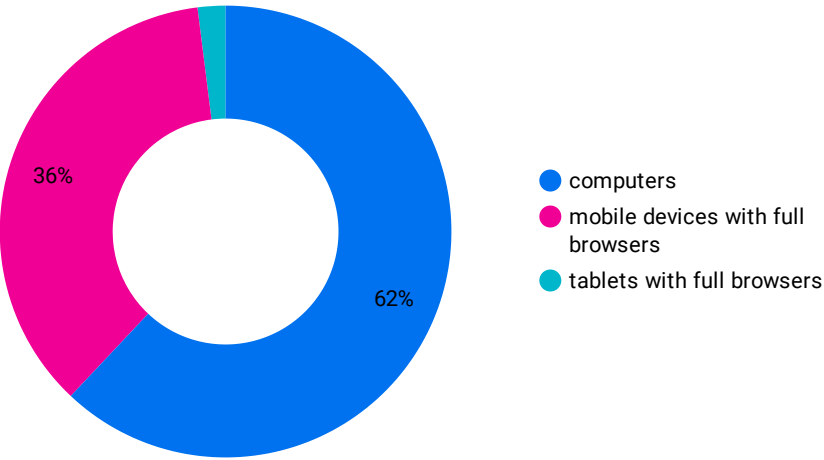
9.12 €

8.65%

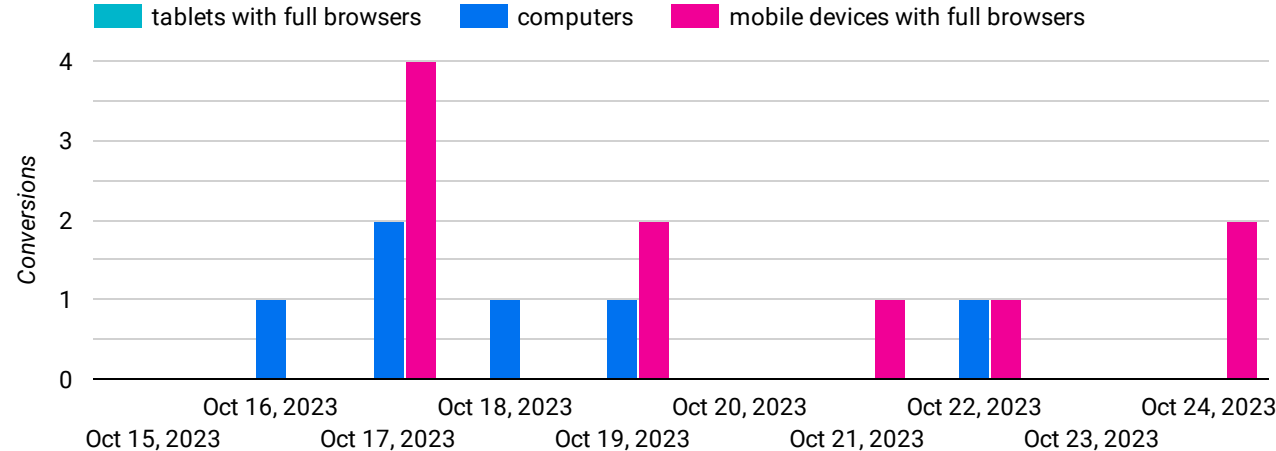
Devices by Click



Devices by Clicks



Devices by Conversions



Devices by Conversions

