Google Ads KPI Summary

Reset Filter

Cost	Avg Cost	Conversions	Avg Conversions	CPA	Avg CPA	Clicks
$33,456,586.00	$19,576.70	110,940	64.92	690.47	347.55	2,379,250

Cost and Conversions

— Cost — Conversions

Cost ($1,512,045.00 to $805,649.00)

conversions (5,190 to 2,860)

Nov 01, Nov 02, Nov 03, Nov 04, Nov 05, Nov 06, Nov 07, Nov 08, Nov 09, Nov 10, Nov 11, Nov 12, Nov 13, Nov 14, Nov 15, Nov 16, Nov 17, Nov 18, Nov 19, Nov 20, Nov 21, Nov 22, Nov 23, Nov 24, Nov 25, Nov 26, Nov 27, Nov 28, Nov 29, Nov 30

Trend chart of CPA

— CPA

CPA (831.23 to 689.77)

1 Nov, 3 Nov, 5 Nov, 7 Nov, 9 Nov, 11 Nov, 13 Nov, 15 Nov, 17 Nov, 19 Nov, 21 Nov, 23 Nov, 25 Nov, 27 Nov, 29 Nov
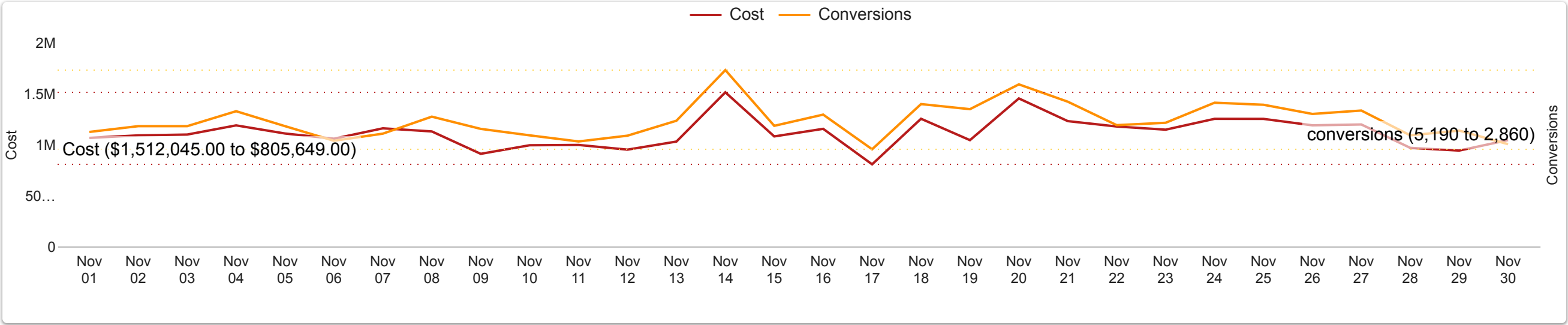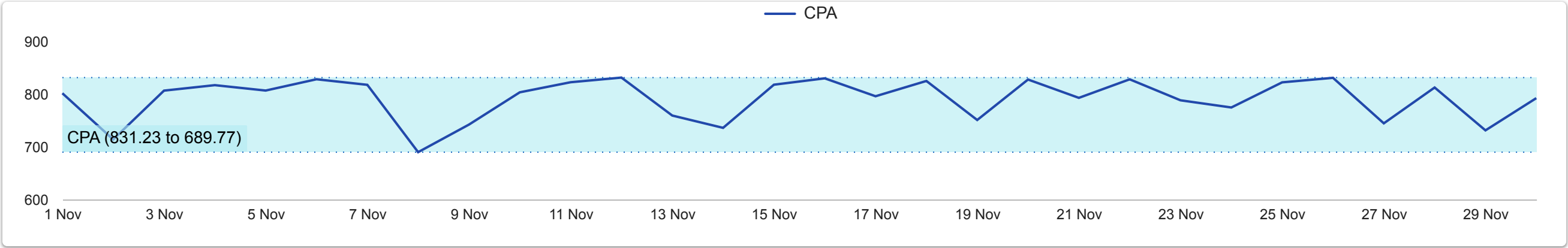
Google Ads Tactical Analysis

	Ad_ID	Ad_Date ▲	Cost	Conversions	CTR	CPA	Conversion Rate
1.	A3388	1 Nov 2024	$21,835.00	60	0.60	363.92	67.00%
2.	A1780	1 Nov 2024	$21,449.00	50	0.37	428.98	45.00%
3.	A1938	1 Nov 2024	$24,524.00	70	0.55	350.34	35.00%
4.	A1748	1 Nov 2024	$23,906.00	90	0.45	265.62	6.00%
5.	A1731	1 Nov 2024	$18,039.00	50	0.51	360.78	35.00%
6.	A2027	1 Nov 2024	$23,368.00	70	0.43	333.83	48.00%
7.	A2041	1 Nov 2024	$24,526.00	70	0.61	350.37	43.00%
8.	A2135	1 Nov 2024	$22,532.00	90	0.57	250.36	78.00%
9.	A2139	1 Nov 2024	$19,946.00	60	0.65	332.43	46.00%
10.	A2165	1 Nov 2024	$24,678.00	90	0.49	274.20	74.00%

1 - 100 / 1709   ‹ ›

- Desktop 34.7%
- Mobile 33.6%
- Tablet 31.6%
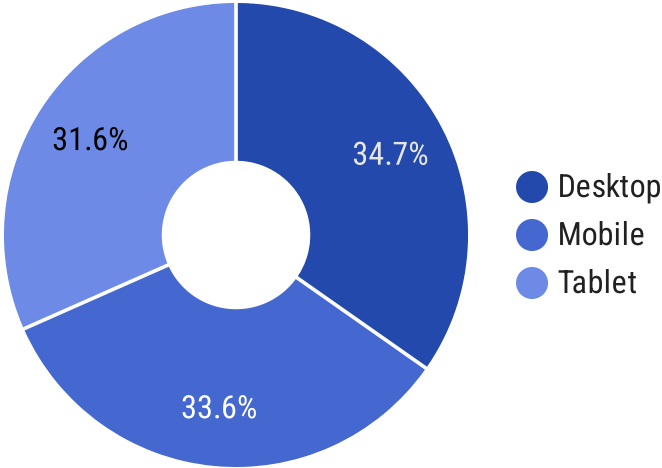
	Keyword	Cost	Impressions
1.	Learn Data Analytics	$6,216,539	13,721,320
2.	Online Data Analytic	$5,713,218	13,092,170
3.	Analytics For Data	$5,691,407	13,600,770
4.	Data Analytics Course	$5,577,736	13,297,010
5.	Data Anaytics Training	$5,412,288	12,548,540
6.	Data Analitics Online	$4,845,398	11,268,740