NETH — AdWords Data Test Report

Campaign ▾ | Device ▾ | Day ▾ | Select date range ▾

Visibility
Impressions: 2,243,725
Clicks: 61,609

Efficiency
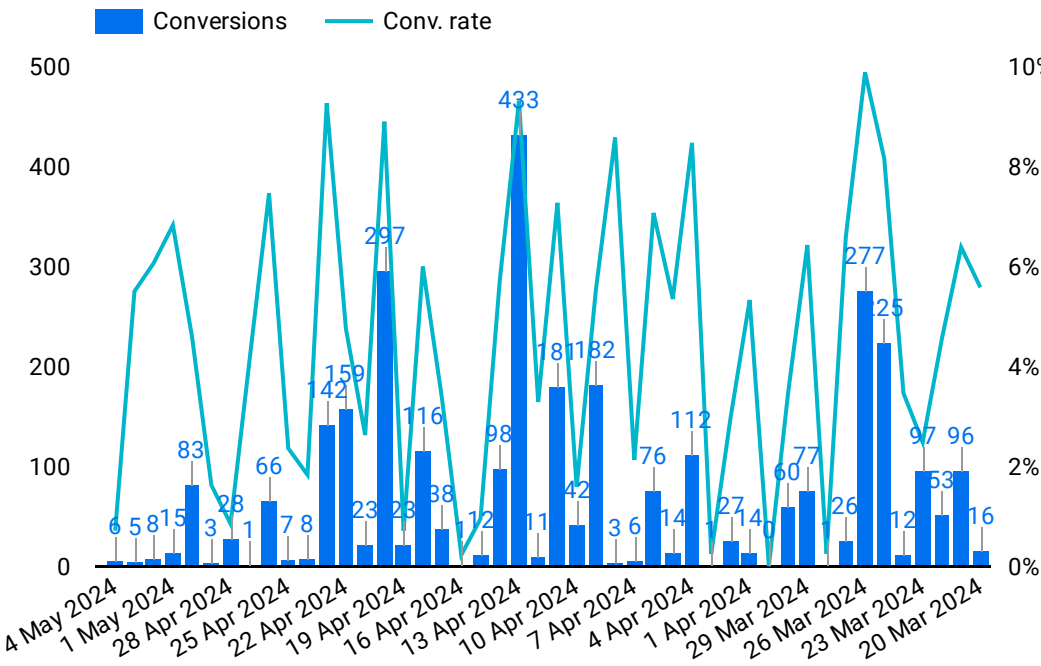Avg. CPC: $0.26
CTR: 2.75%
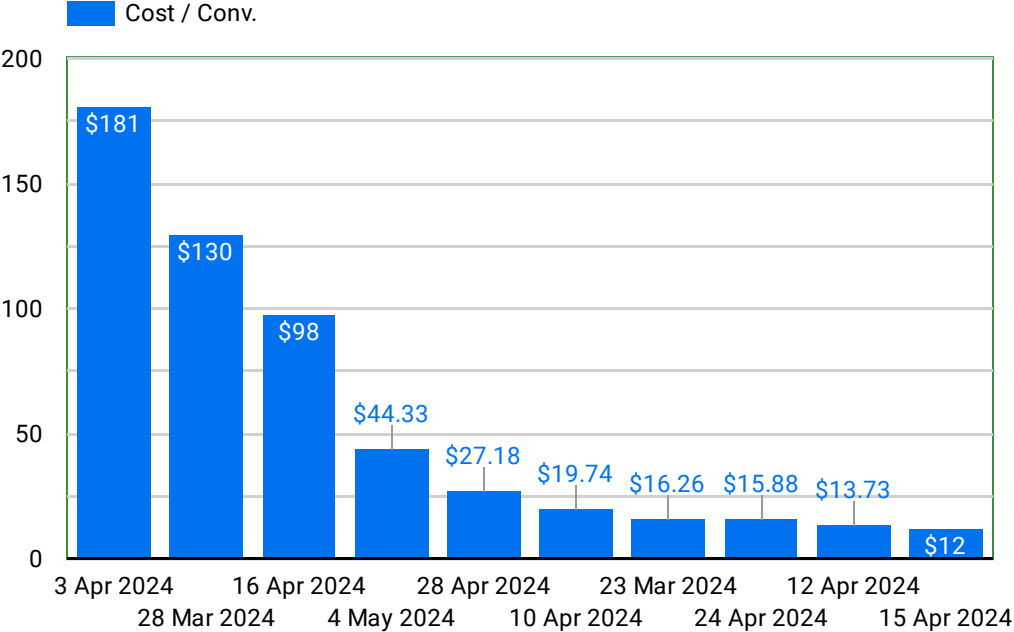
Outcome
Conversions: 3,181
Cost / Conv.: $5.01
Conv. rate: 5.16%
Cost: $15,927.00

Conversions vs Conv. Rate by Day

Cost per conversion by day
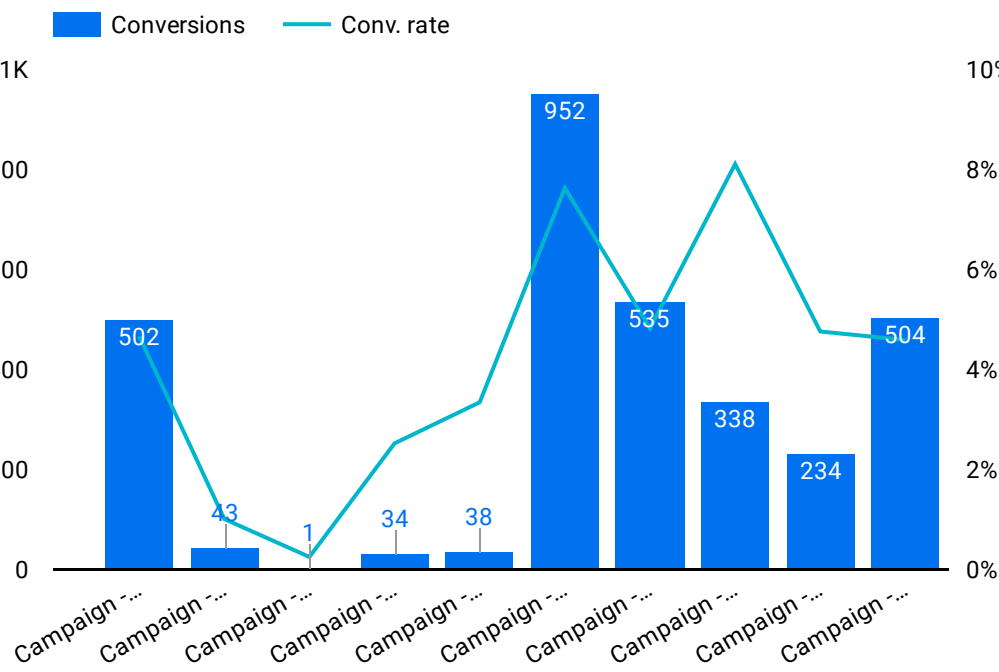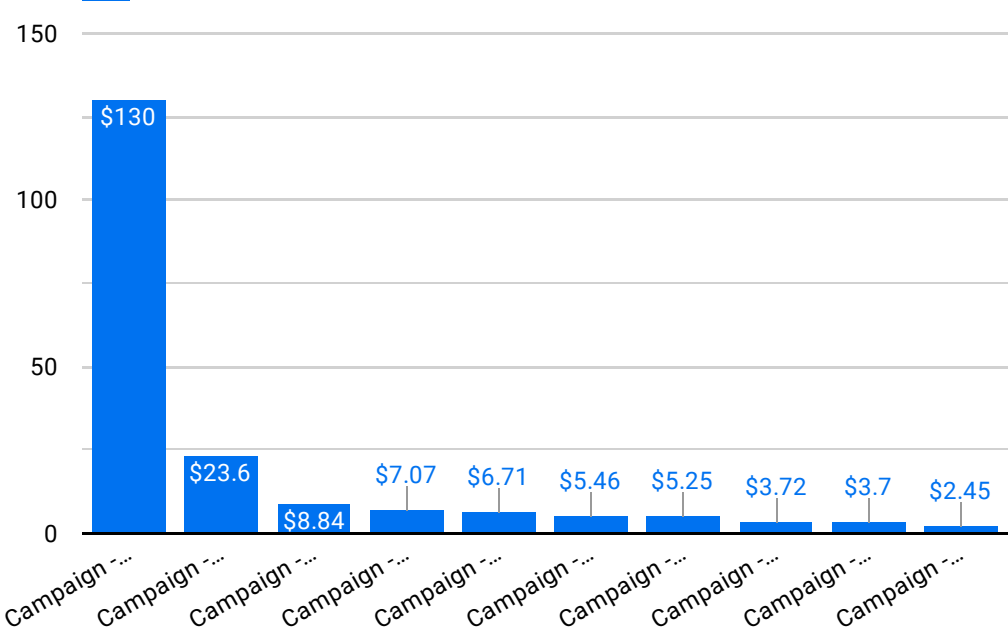
Values: $181, $130, $98, $44.33, $27.18, $19.74, $16.26, $15.88, $13.73, $12

Conversions vs Conv. Rate by Campaign

Values: 502, 43, 1, 34, 38, 952, 535, 338, 234, 504

Cost per conversion by Campaign

Values: $130, $23.6, $8.84, $7.07, $6.71, $5.46, $5.25, $3.72, $3.7, $2.45

Conversions vs Conv. Rate by Device

Tablets: 1,151 | Mobile Phone: 1,133 | Computer: 897

Cost per conversion by Device

Mobile Phone: $6.18 | Computer: $5.57 | Tablets: $3.42

Conversions vs Conv. Rate by Campaign ID

458390433: 1,068 | 301191558: 504 | 272290758: 502 | 272290518: 535 | 235343532: 572

Cost per conversion by Campaign ID

301191558: $7.07 | 272290518: $5.46 | 458390433: $4.9 | 235343532: $4.1 | 272290758: $3.72
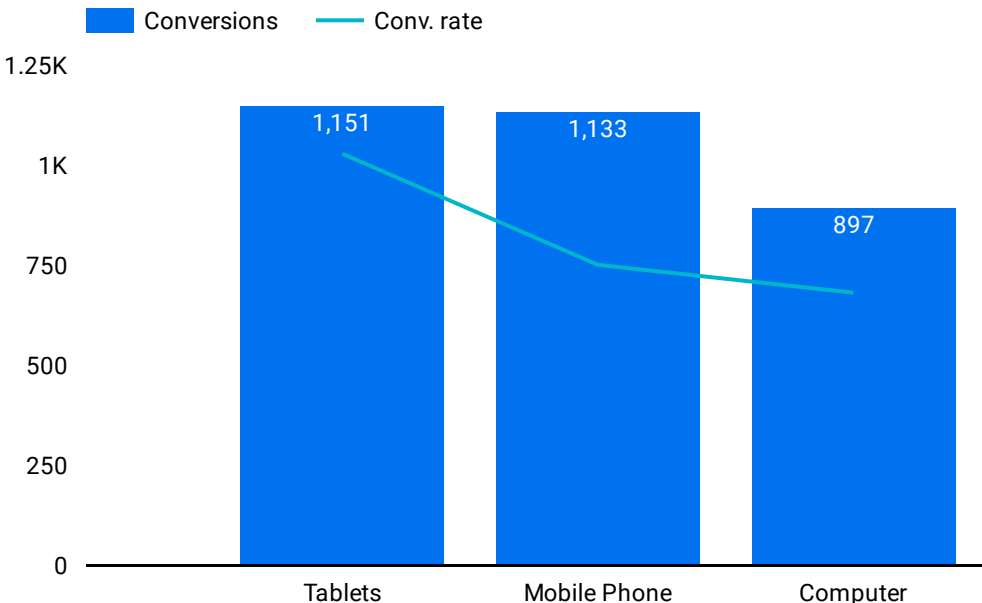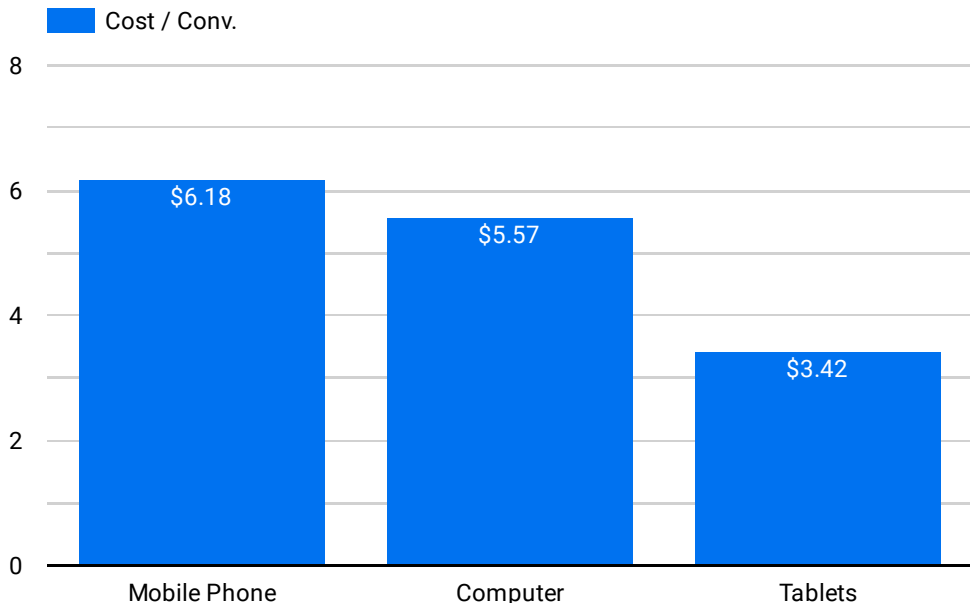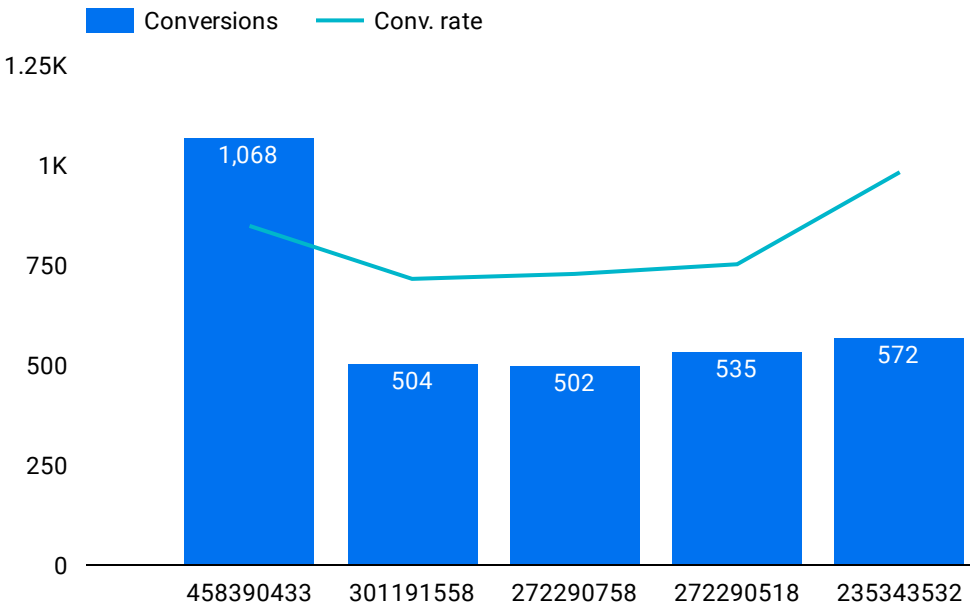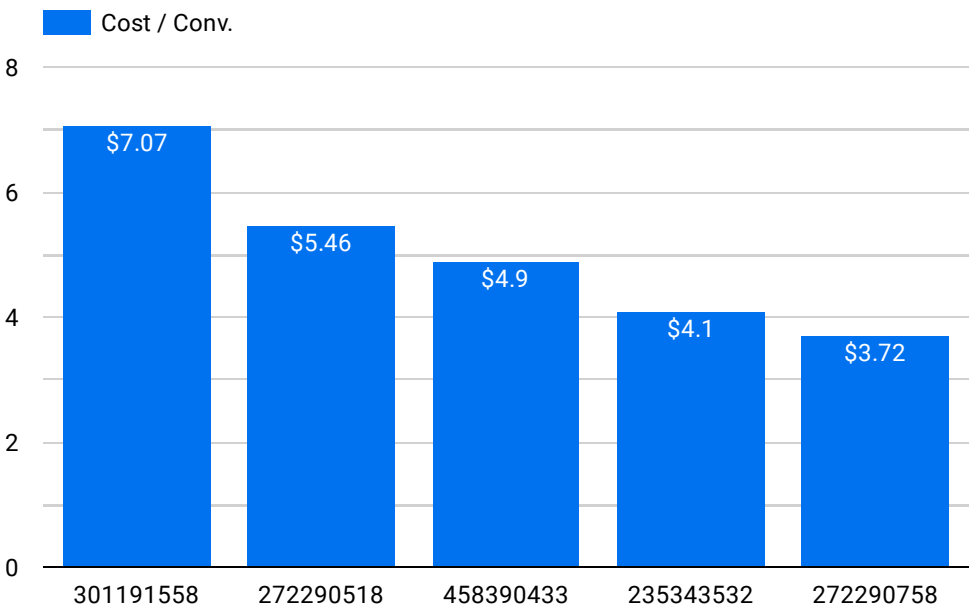
Campaign data analysis

	Campaign	Conversions ▾	Conv. rate	Cost / Conv.	Cost
1.	Campaign - Fun	952	7.62%	$3.7	$3,520
2.	Campaign - Dynamic Search …	535	4.82%	$5.46	$2,923
3.	Campaign - Accessories	504	4.58%	$7.07	$3,562
4.	Campaign - Wearables	502	4.66%	$3.72	$1,865
5.	Campaign - Biking	338	8.1%	$5.25	$1,775
6.	Campaign - Active Wear	234	4.76%	$2.45	$573
7.	Campaign - T-Shirts	43	1.01%	$23.6	$1,015
8.	Campaign - Holiday	38	3.34%	$8.84	$336
9.	Campaign - Jackets	34	2.52%	$6.71	$228
	Grand total	3,181	5.16%	$5.01	$15,927

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Device data analysis

	Device	Conversions ▾	Conv. rate	Cost / Conv.	Cost
1.	Tablets	1,151	6.58%	$3.42	$3,932
2.	Mobile Phone	1,133	4.81%	$6.18	$7,002
3.	Computer	897	4.36%	$5.57	$4,993

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Click vs Device

Mobile Phone: 38.2% | Computer: 33.4% | Tablets: 28.4%

Conversions vs Device

Mobile Phone: 35.6% | Computer: 28.2% | Tablets: 36.2%

Cost vs Device

Tablets: 24.7% | Mobile Phone: 44% | Computer: 31.3%