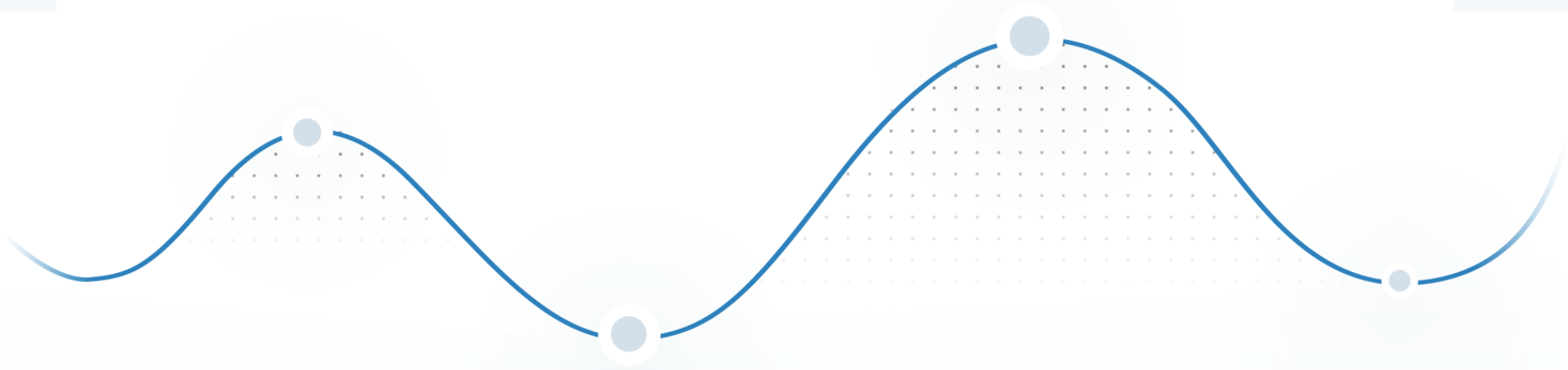
iPDF®

Click, don't scroll

Google AdWords Reports



XXXXX

Impression Share Lost Report

Aug 01, 2017 – Aug 09, 2017

Powered by PolyVista

iPDF facilitates easy navigation by allowing you to click on the components of a visualization to drill down to the next level of detail, and the icons located in top-left corner of the iPDF will allow you to navigate to different sections within the report. Below is a brief description of the icons:

1. Back Button

Allows you to go back to where you were previously in the iPDF; the action is similar to a 'back' button in a web-browser.

2. Summary

The web analytics is presented in a summarized format.

3. Traffic Distribution by Channels

The button navigates to acquisition List section of the report. The section provide insights on the traffic distribution by channel. A drill analysis on channels respectively.

4. Channel Comparison Trend

The button navigates to Acquisition Trend over time of the report.

5. Help

Navigates to "Appendix" section of the report. This section describe terms used in report.

Legend: In charts that compare previous and current timeframes, gray color represents previous, while blue color represents current timeframe.

- Previous Period
- Current Period

Impression Share (IS)
17.70% (8.85%) ▲

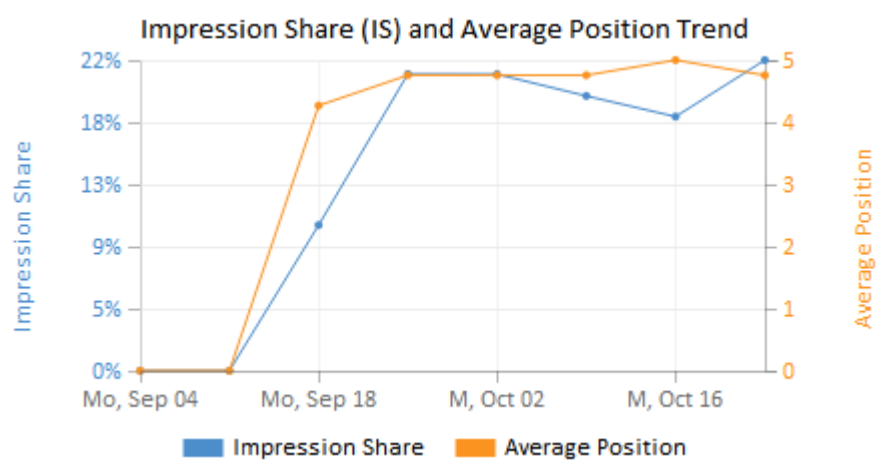
Lost IS Budget
7.65% (53.82%) ▼

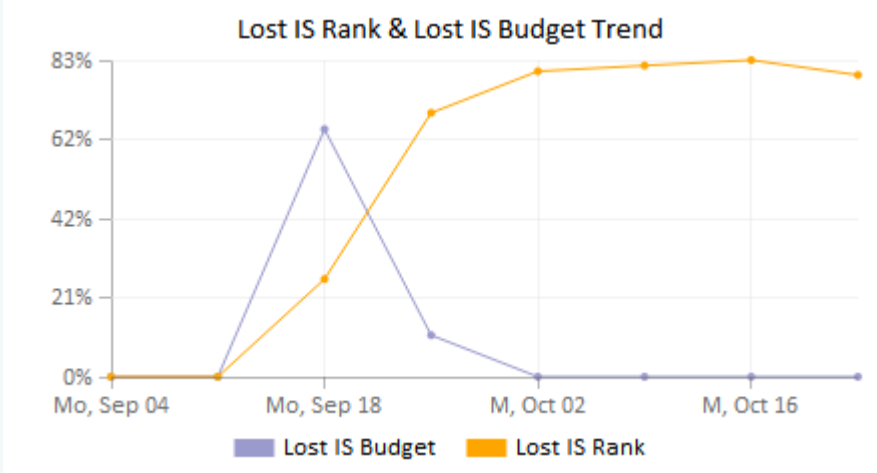
Lost IS Rank
74.65% (37.33%) ▲

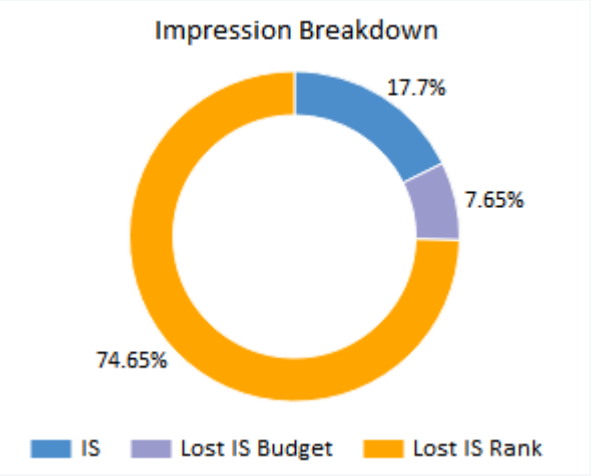
Exact Match IS
33.19% (16.60%) ▲

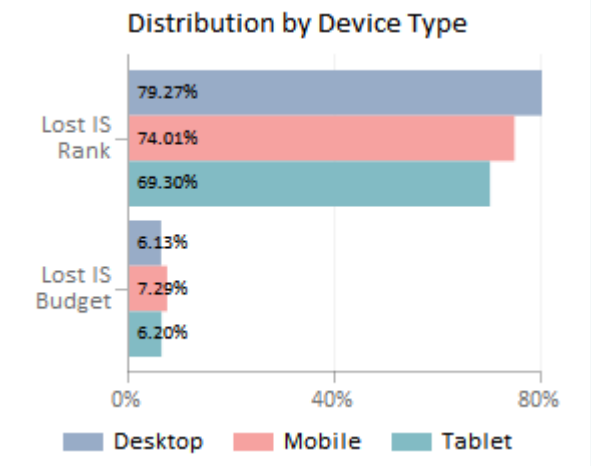
Quality Score
5.75 (5.75)

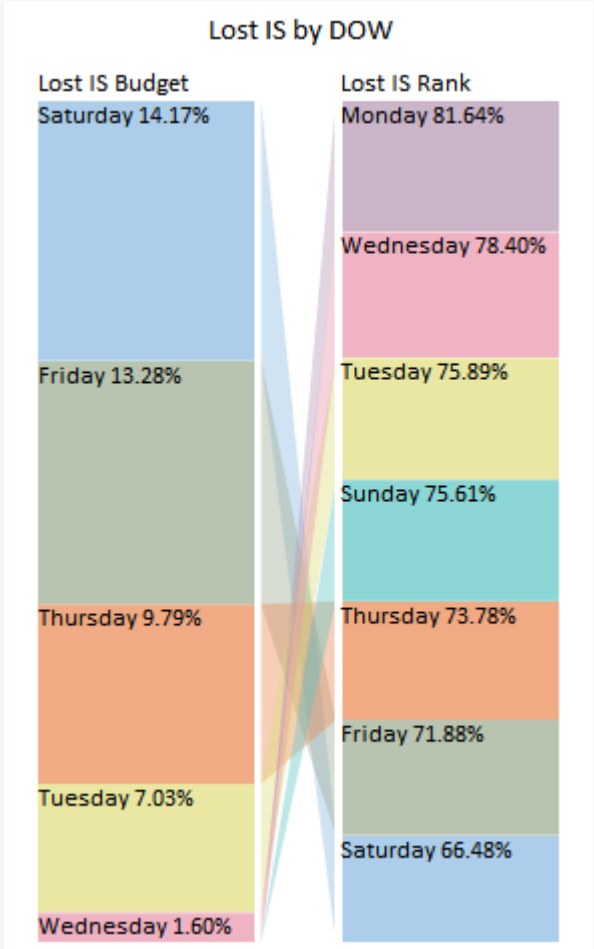
Average Position
4.00 (2.00) ▲

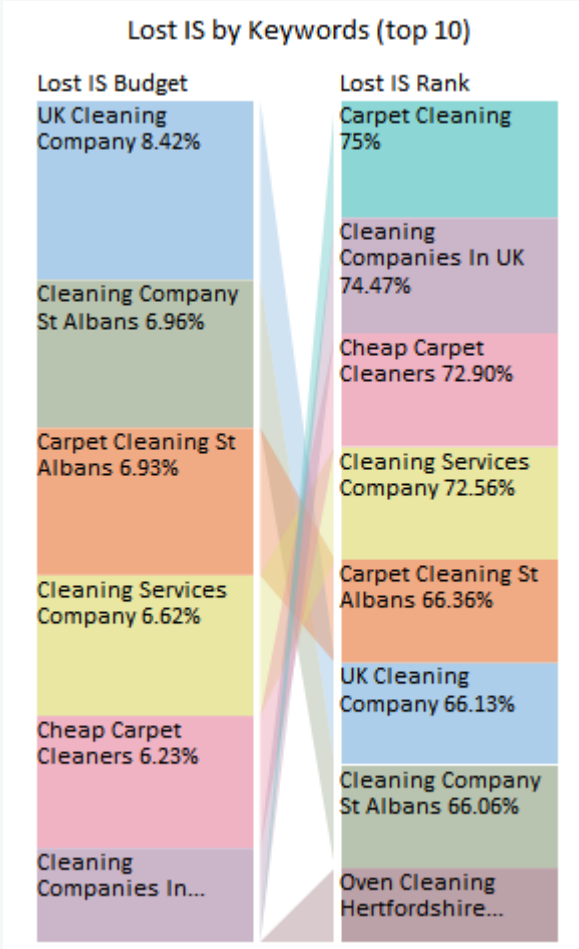






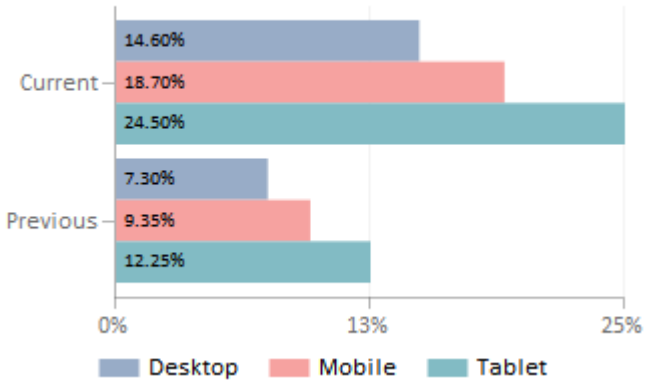




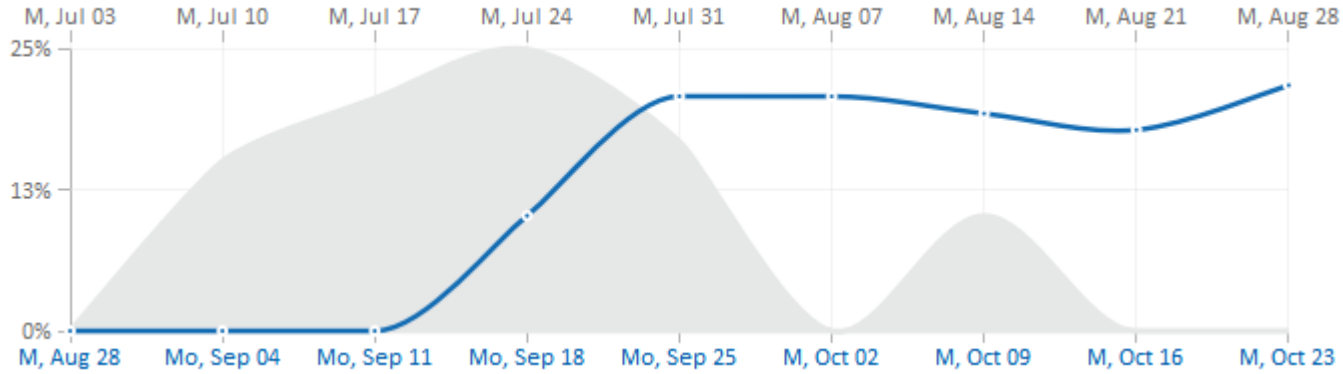


Impression Share (IS) 17.70% (8.85%)▲

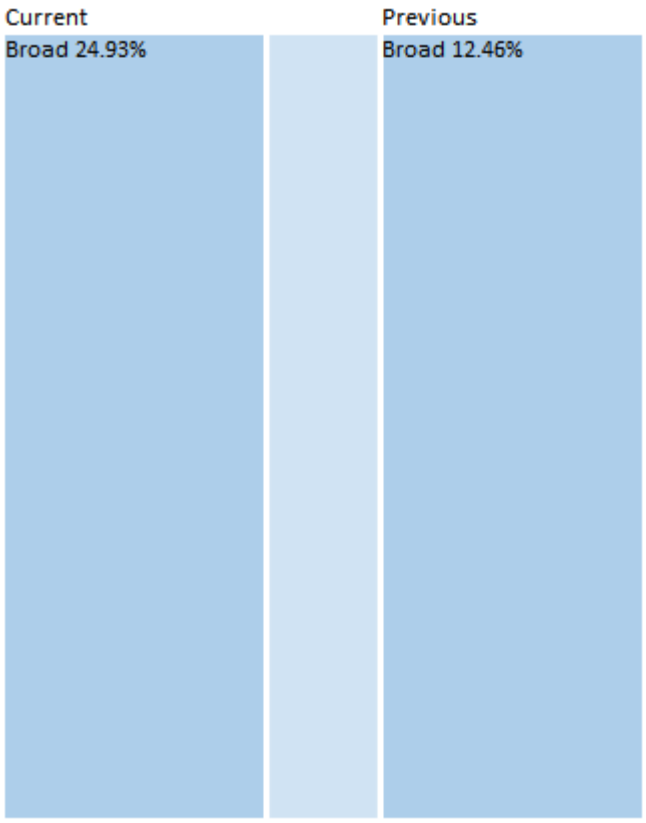
IS by Device



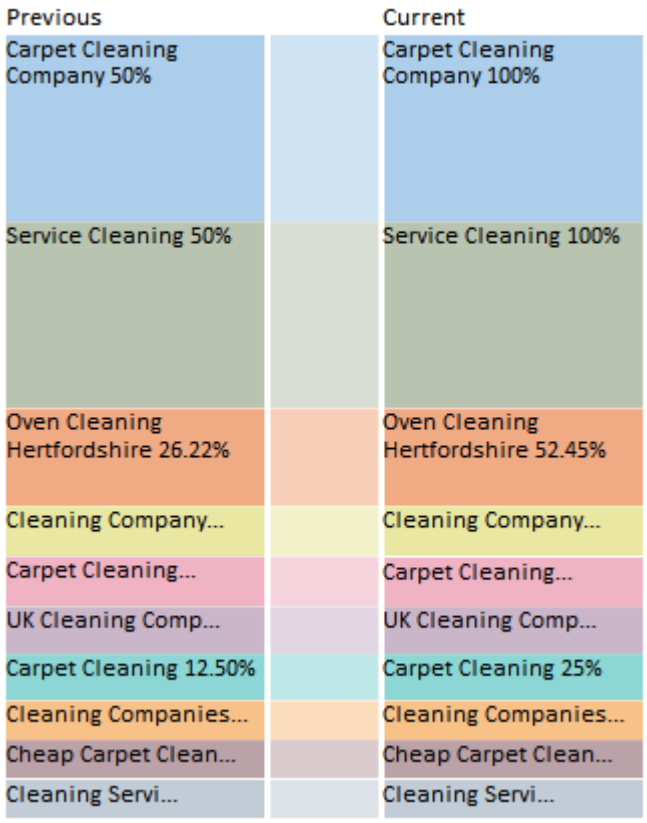
IS Trend (previous vs. current)



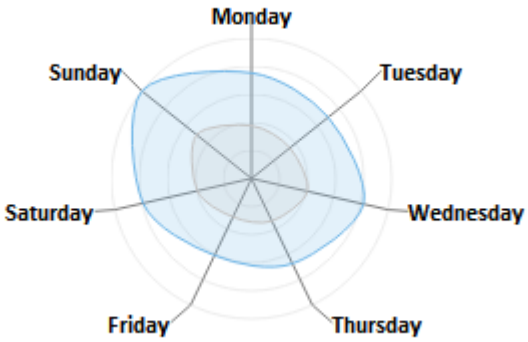
IS by Keyword Match Type



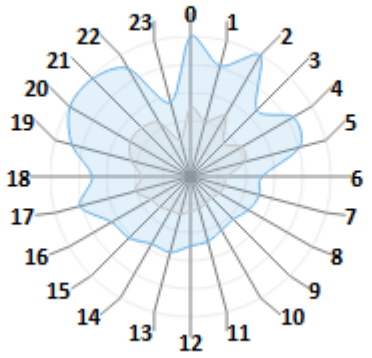
IS by Keyword (top 10)



IS by DoW

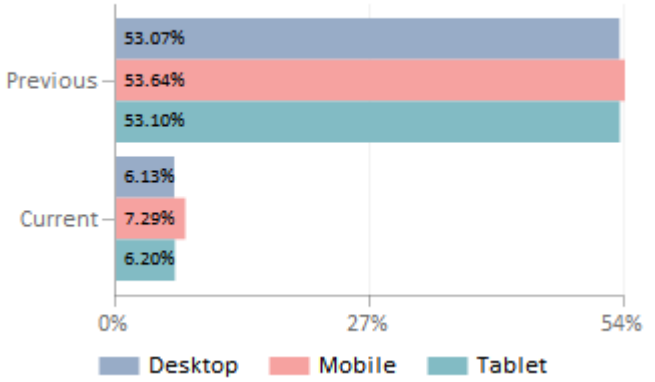


IS by HoD

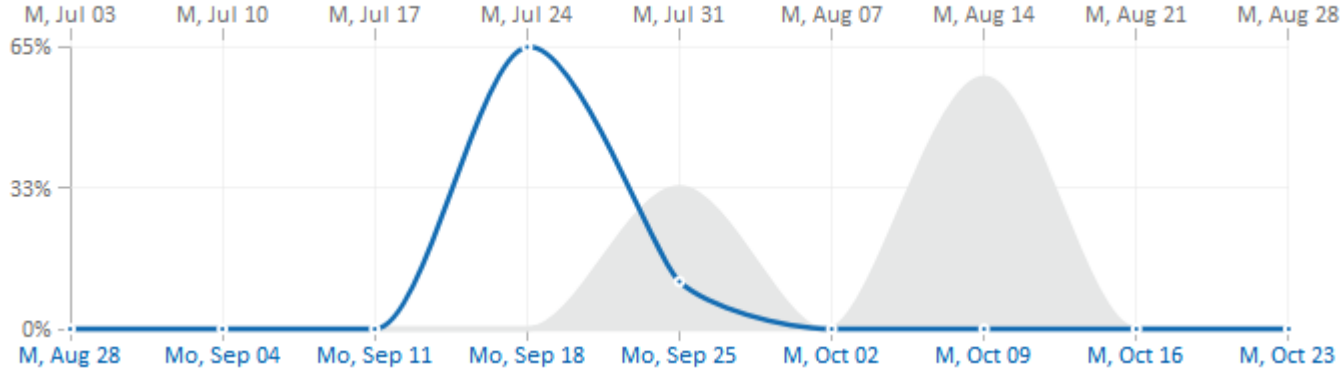


Lost IS Budget 7.65% (53.82%)▼

Lost IS Budget by Device

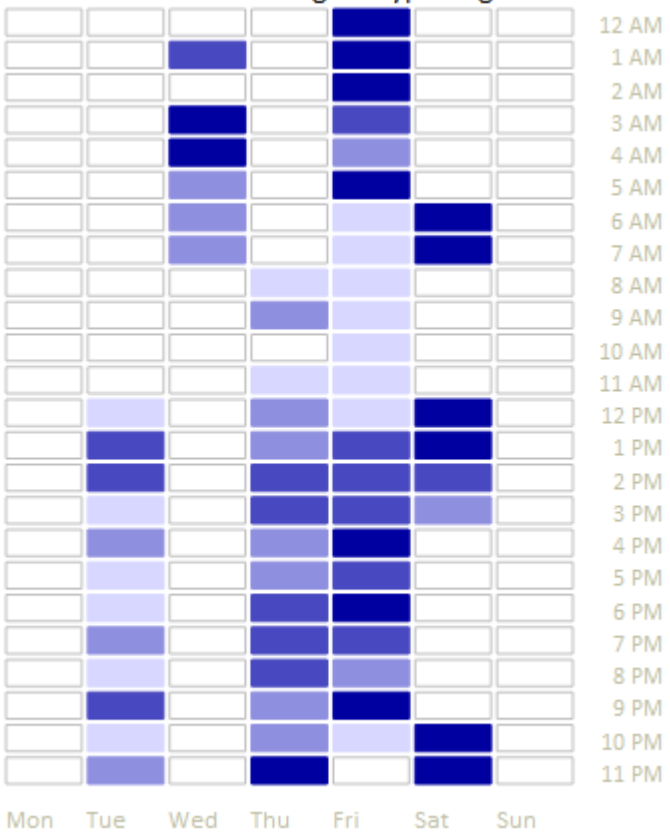


Lost IS Budget Trend (previous vs. current)

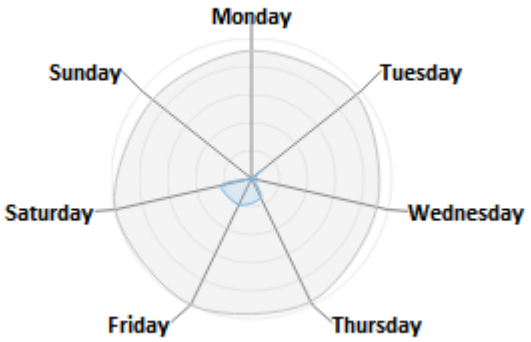


Lost IS Budget by Keyword (top 10)

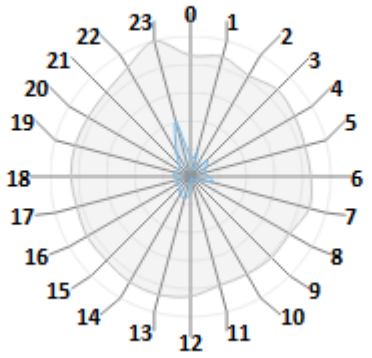
Lost IS Budget Dayparting



Lost IS Budget by DoW

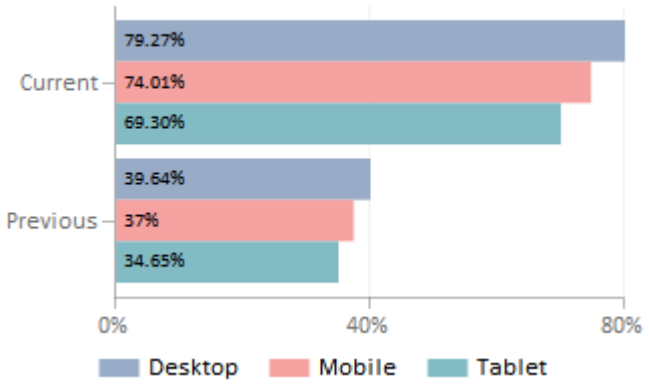


Lost IS Budget by HoD

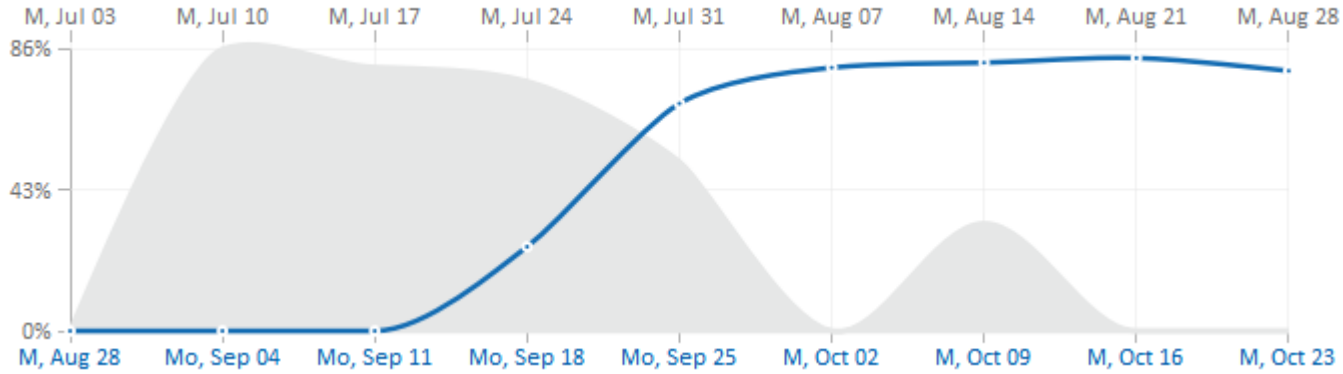


Lost IS Rank 74.65% (37.33%)▲

Lost IS Rank by Device



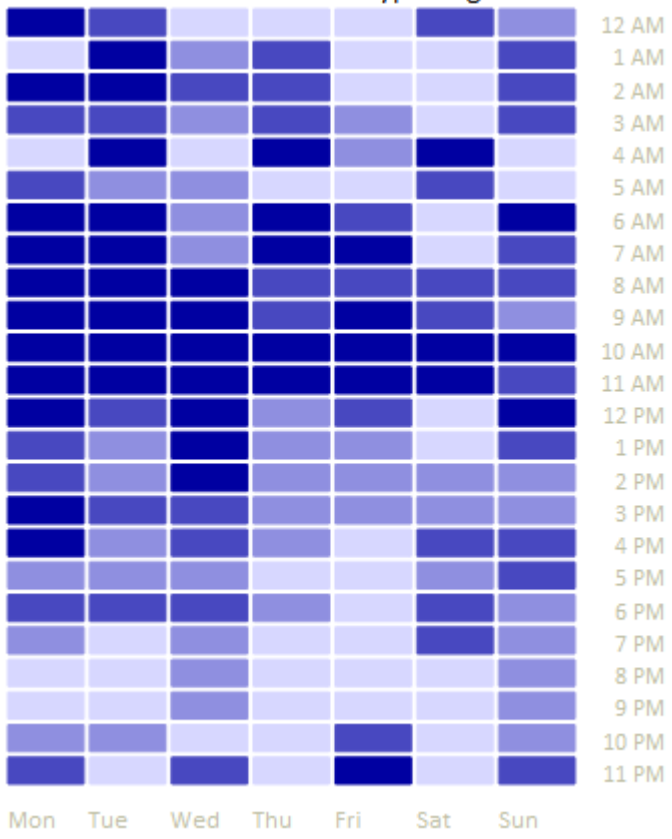
Lost IS Rank Trend (previous vs. current)



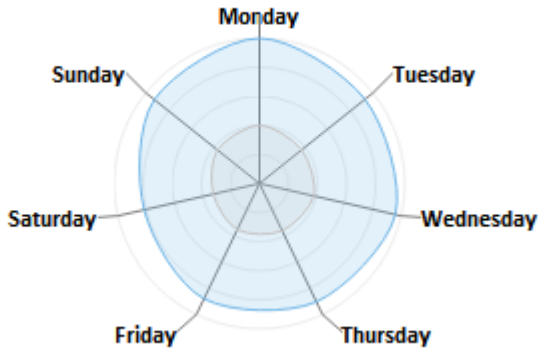
Lost IS Rank by Keyword (top 10)

Previous	Current
Carpet Cleaning 37.50%	Carpet Cleaning 75%
Cleaning Companies In UK 37.24%	Cleaning Companies In UK 74.47%
Cheap Carpet Cleaners 36.45%	Cheap Carpet Cleaners 72.90%
Cleaning Services Company 36.28%	Cleaning Services Company 72.56%
Carpet Cleaning St Albans 33.18%	Carpet Cleaning St Albans 66.36%
UK Cleaning Company 33.06%	UK Cleaning Company 66.13%
Cleaning Company St Albans 33.03%	Cleaning Company St Albans 66.06%
Oven Cleaning Hertfordshire 23.78%	Oven Cleaning Hertfordshire 47.55%

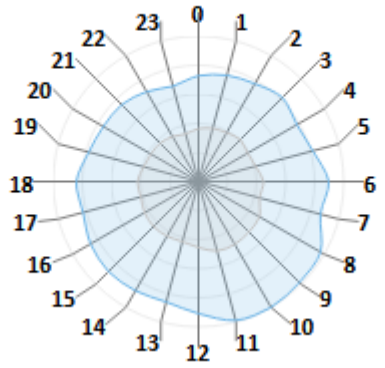
Lost IS Rank Dayparting



Lost IS Rank by DoW

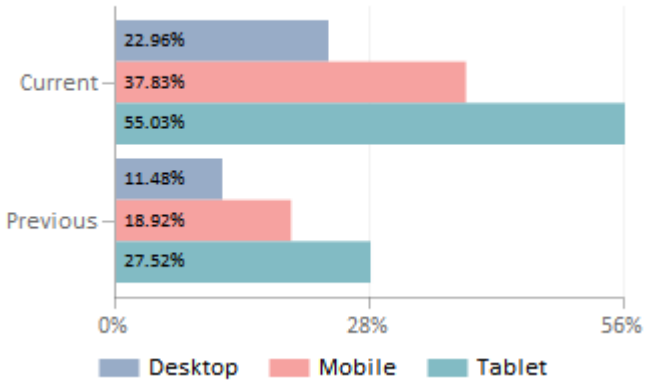


Lost IS Rank by HoD

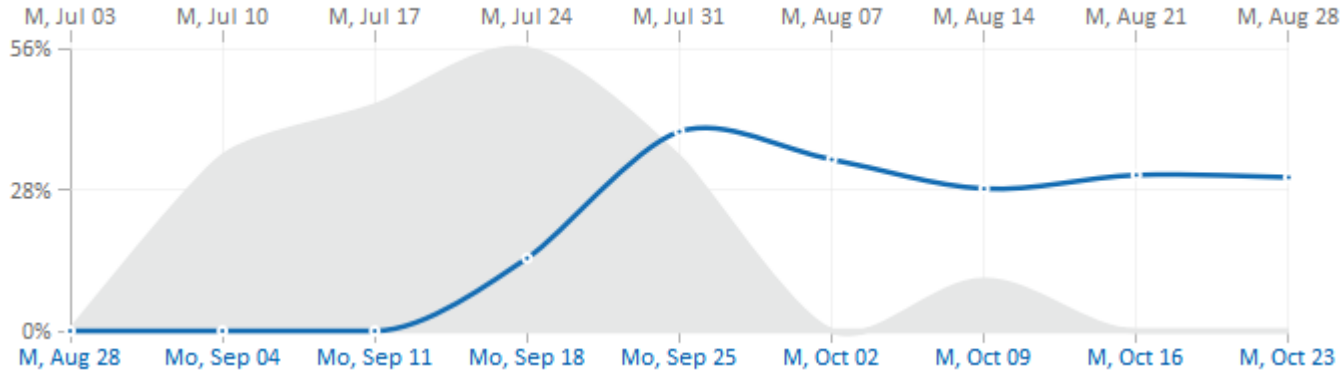


Exact Match IS 33.19% (16.60%)▲

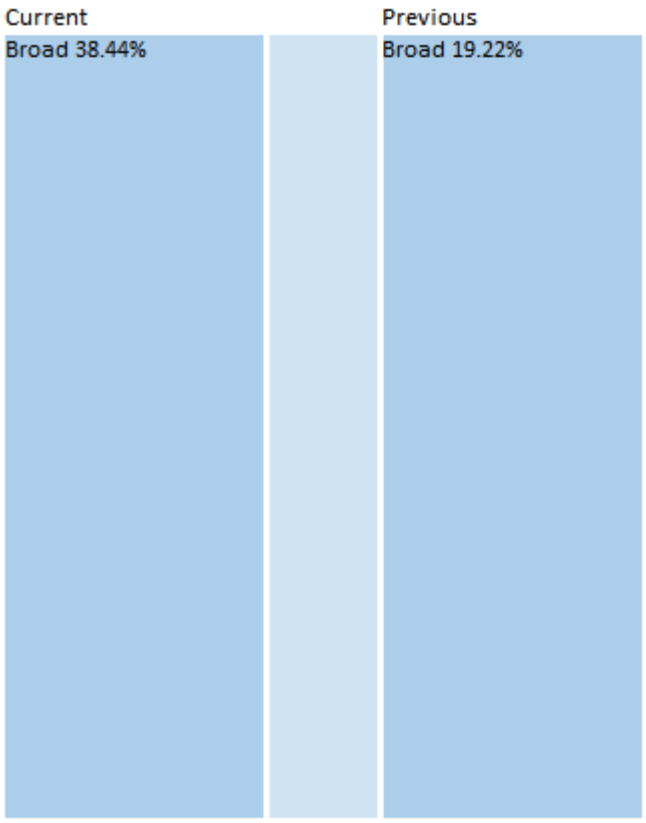
Exact Match IS by Device



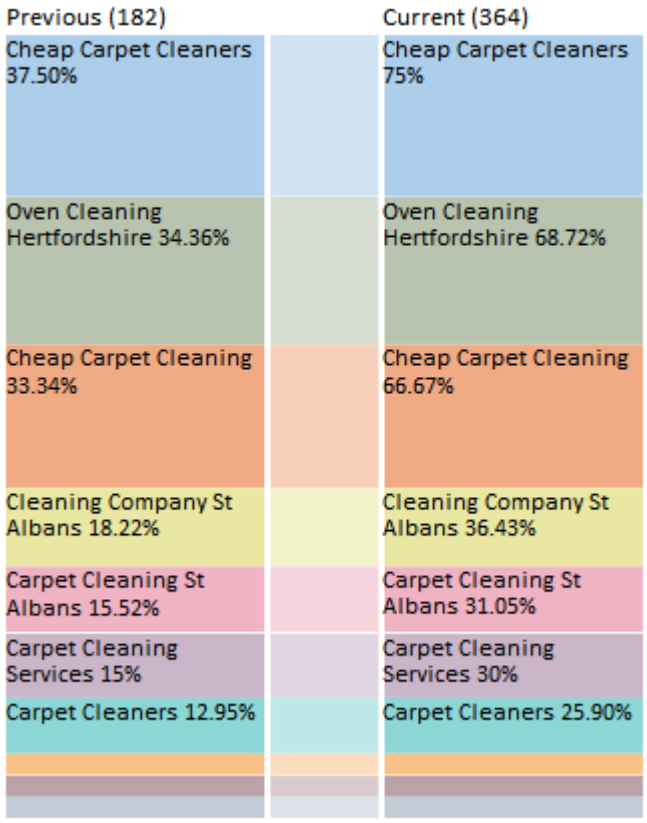
Exact Match IS Trend (previous vs. current)



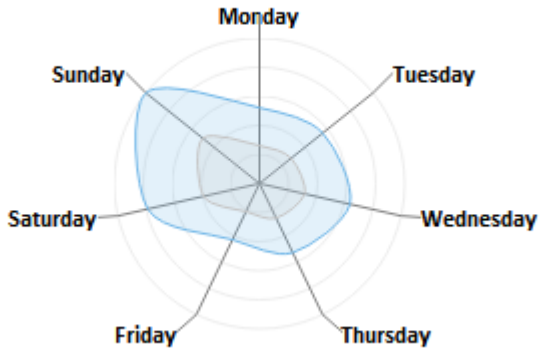
Exact Match IS by Keyword Match Type



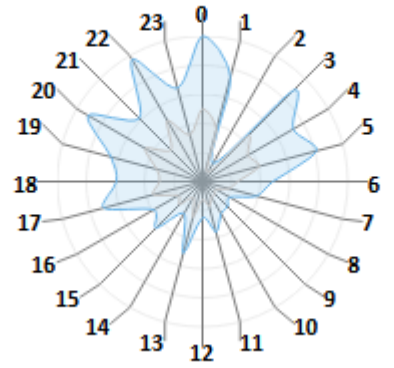
Exact Match IS by Keyword (top 10)



Exact Match IS by DoW

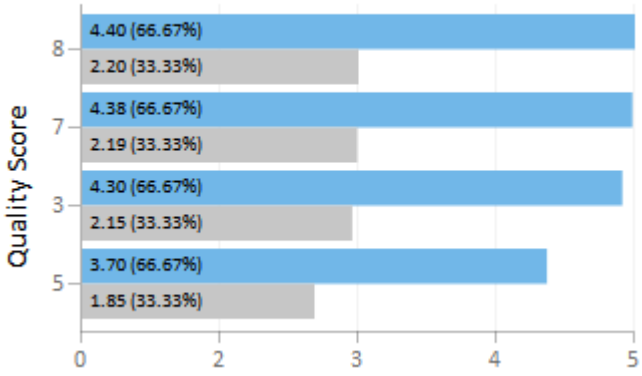


Exact Match IS by HoD

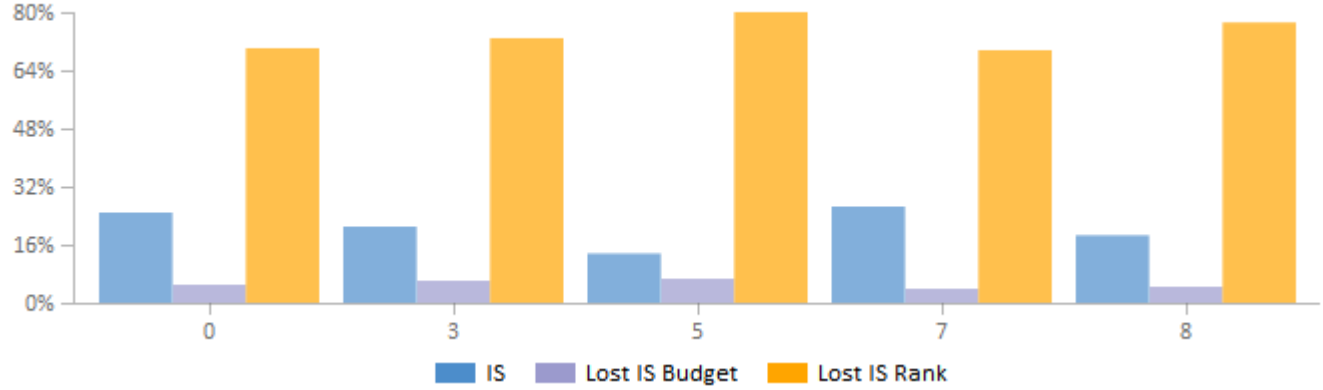


Quality Score 5.75 (5.75)

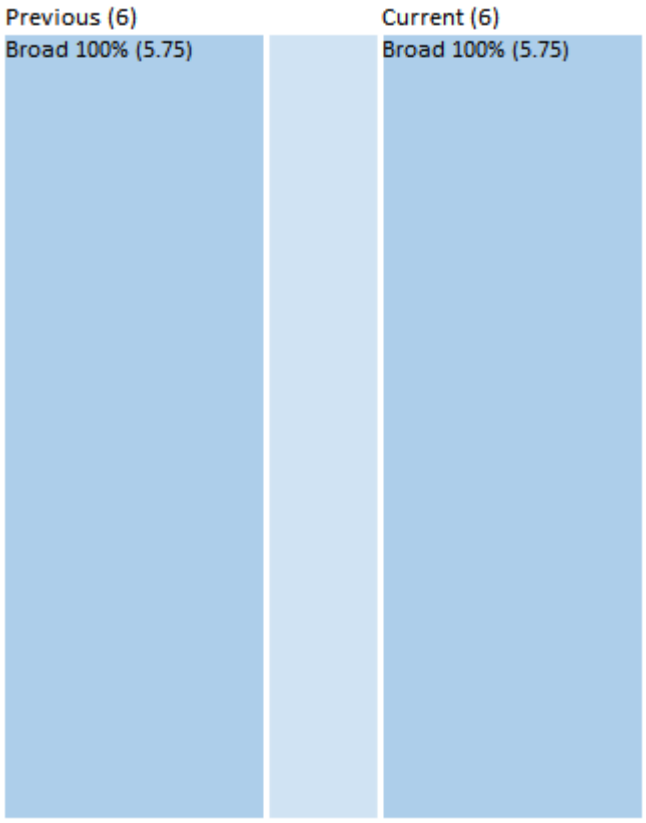
Avg. Position by Quality Score



IS, Lost IS Budget & Lost IS Rank by Quality Score

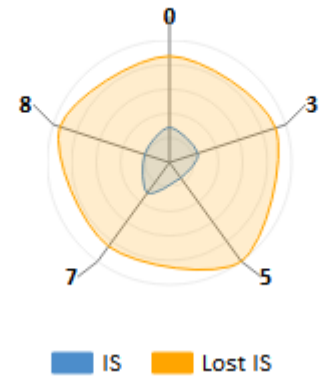


Quality Score by Search Keyword Match Type



Quality Score by Keyword (top 10)

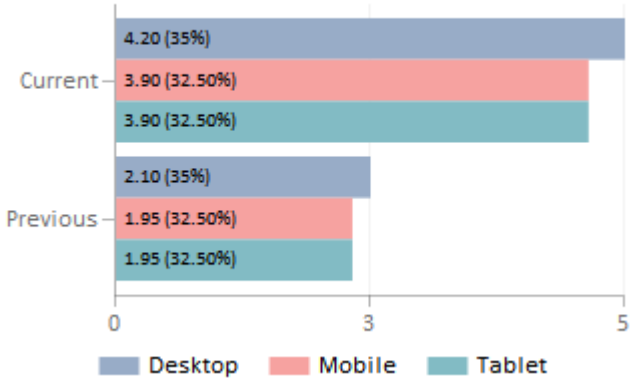
IS & Lost IS by Quality Score



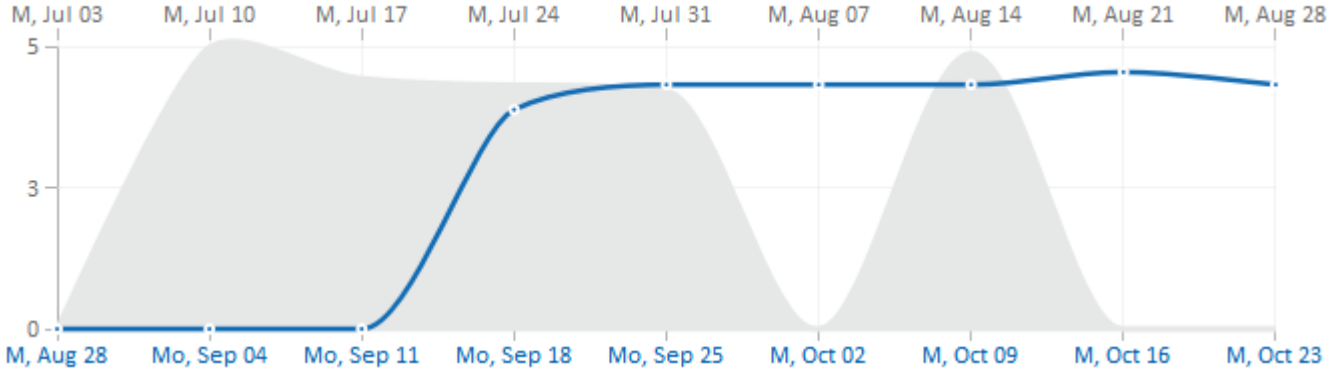
Lost IS Rank & Lost IS Budget by Keyword Match Type

Average Position 4.00 (2.00) ▲

Average Position by Device



Average Position Trend (previous vs. current)



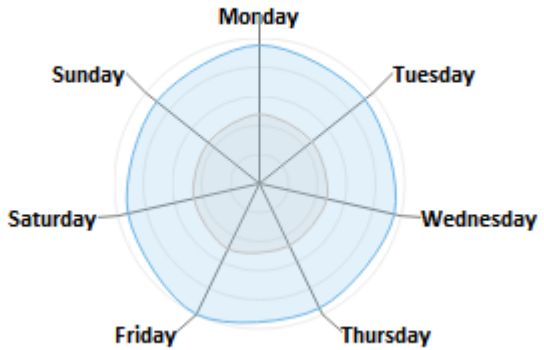
Average Position by Search Keyword Match Type

Current (4)	Previous (2)
Broad 100% (3.69)	Broad 100% (1.84)

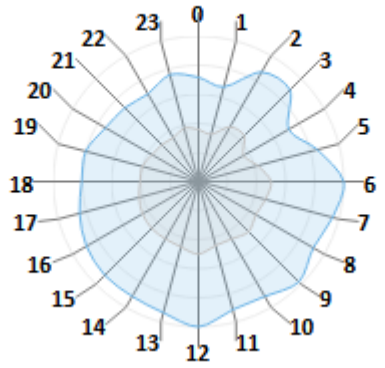
Average Position by Keyword (top 10)

Previous (20)	Current (40)
Cleaning Services St Albans 12% (2.55)	Cleaning Services St Albans 12% (5.10)
Domestic Cleaners Hertfordshire 13% (2.55)	Domestic Cleaners Hertfordshire 13% (5.10)
Carpet Cleaning Services 11% (2.20)	Carpet Cleaning Services 11% (4.40)
Oven Cleaning Hertfordshire 11% (2.20)	Oven Cleaning Hertfordshire 11% (4.40)
Cheap Carpet Cleaners 11% (2.15)	Cheap Carpet Cleaners 11% (4.30)
Cheap Carpet Cleaning 11% (2.15)	Cheap Carpet Cleaning 11% (4.30)
Commercial Cleaning Hertfordshire 11% (2.15)	Commercial Cleaning Hertfordshire 11% (4.30)
Cleaning Company St Albans 10% (2.05)	Cleaning Company St Albans 10% (4.10)
Carpet Cleaning Company 10% (2)	Carpet Cleaning Company 10% (4)

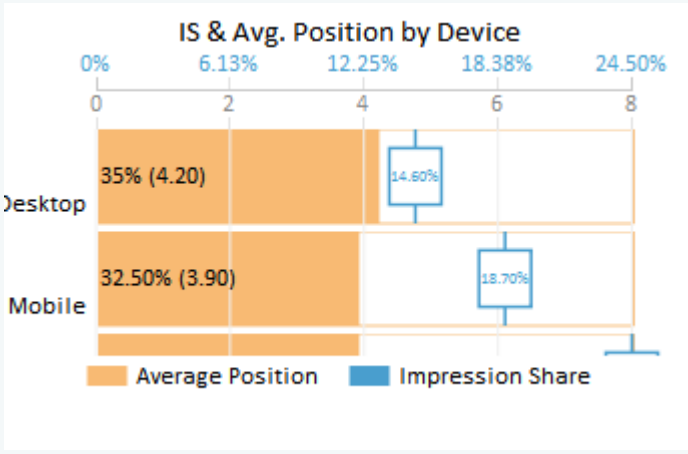
Average Position by DoW

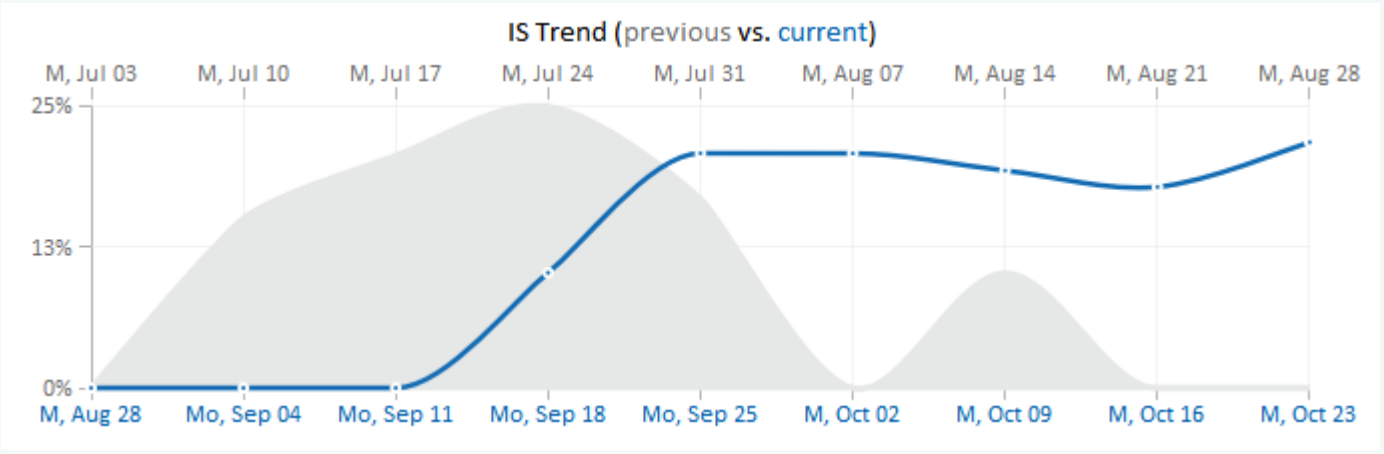


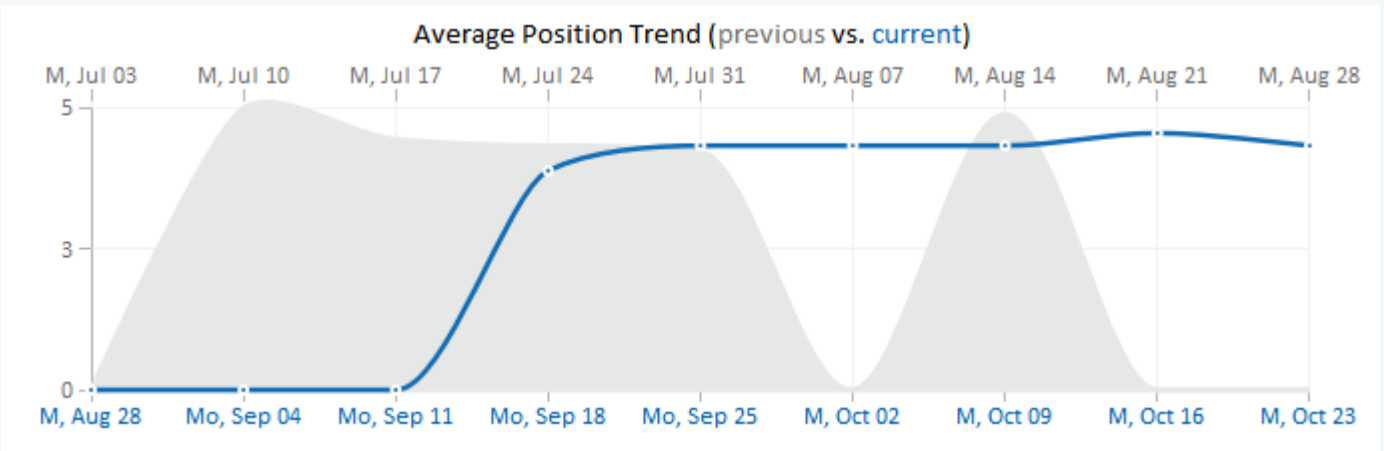
Average Position by HoD

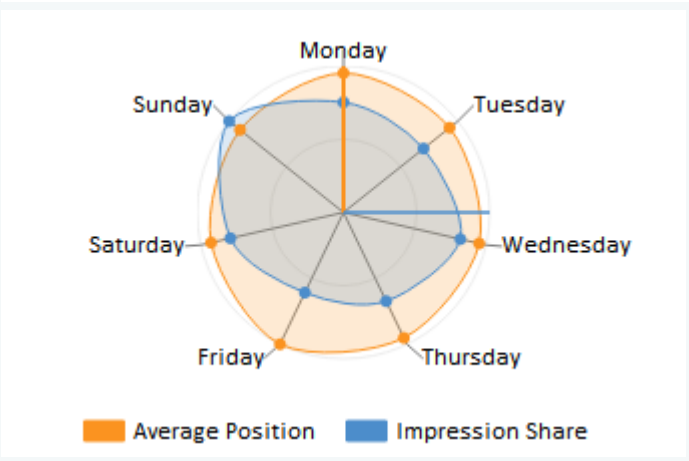


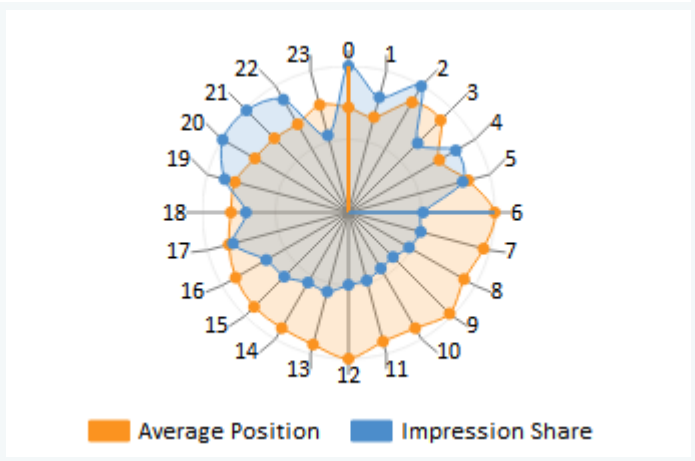
Impression Share (IS) & Average Position



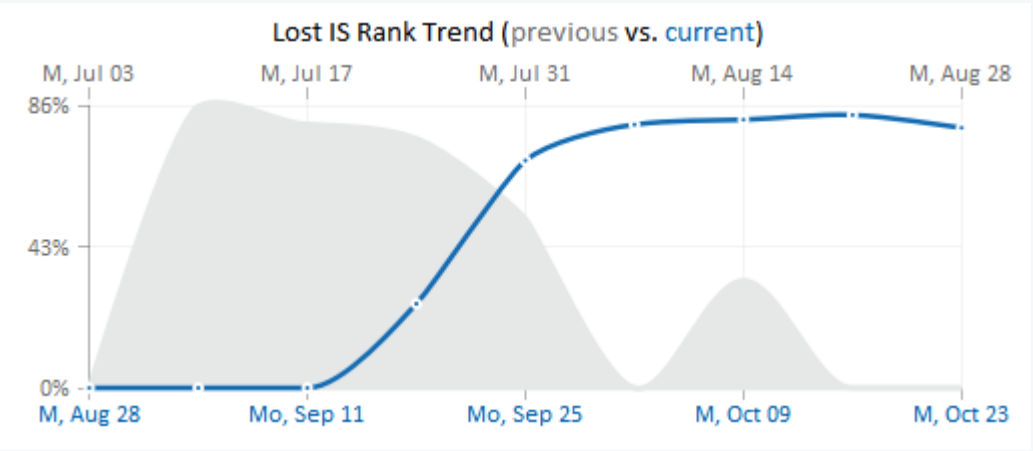


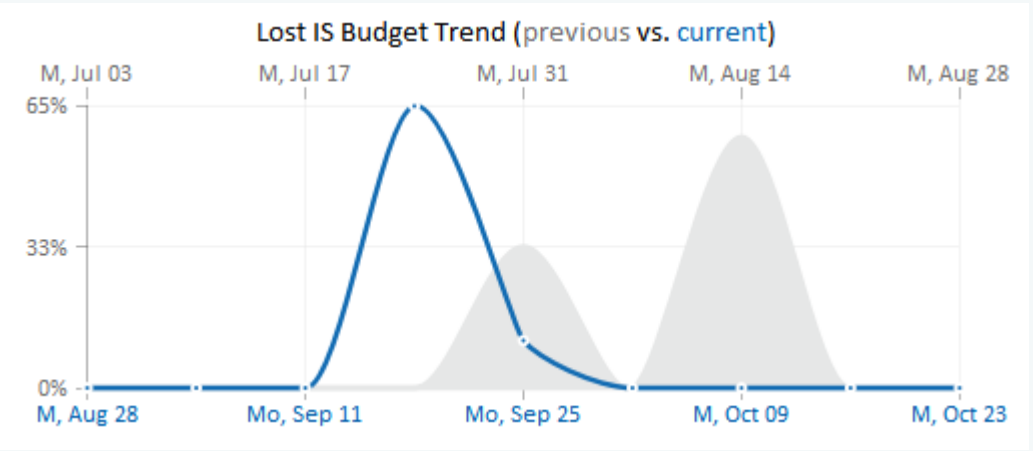


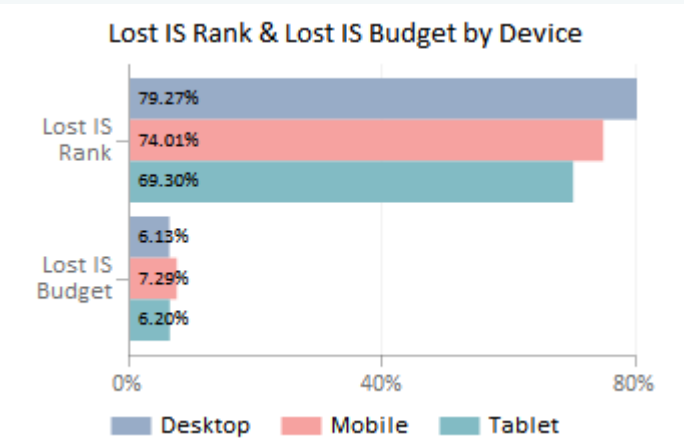


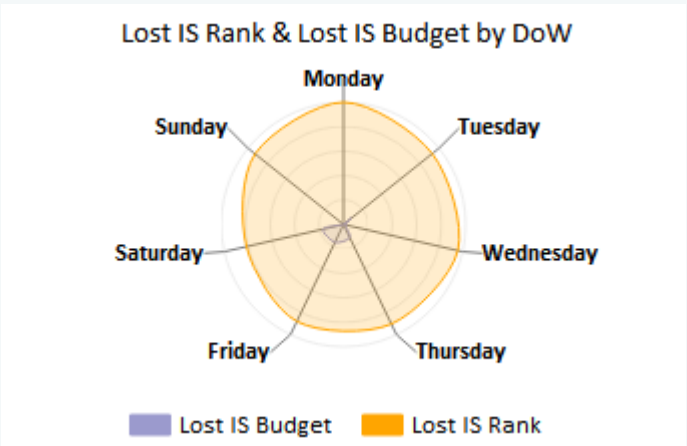


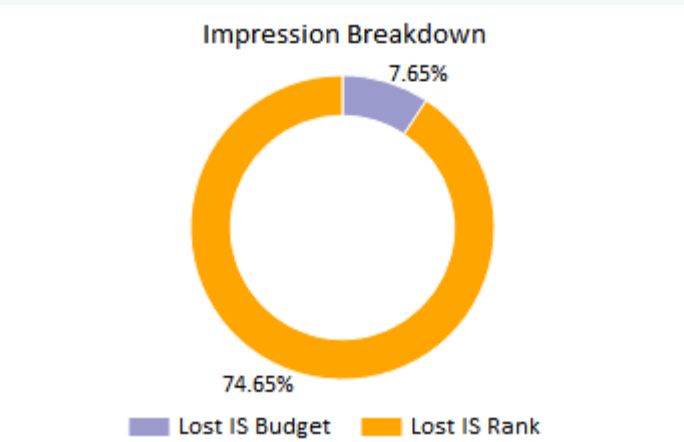
Lost IS Rank & Lost IS Budget

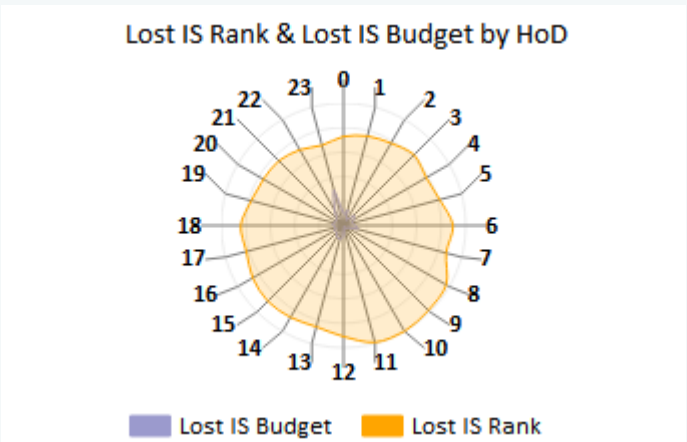






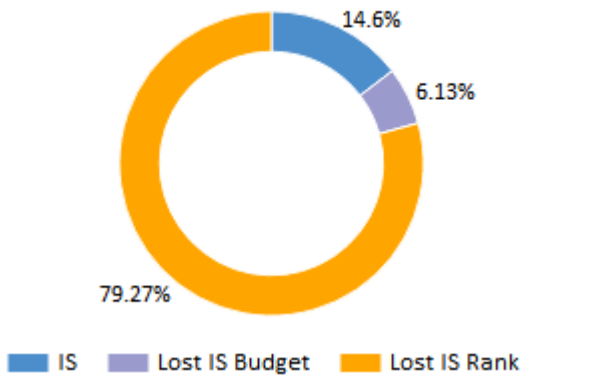




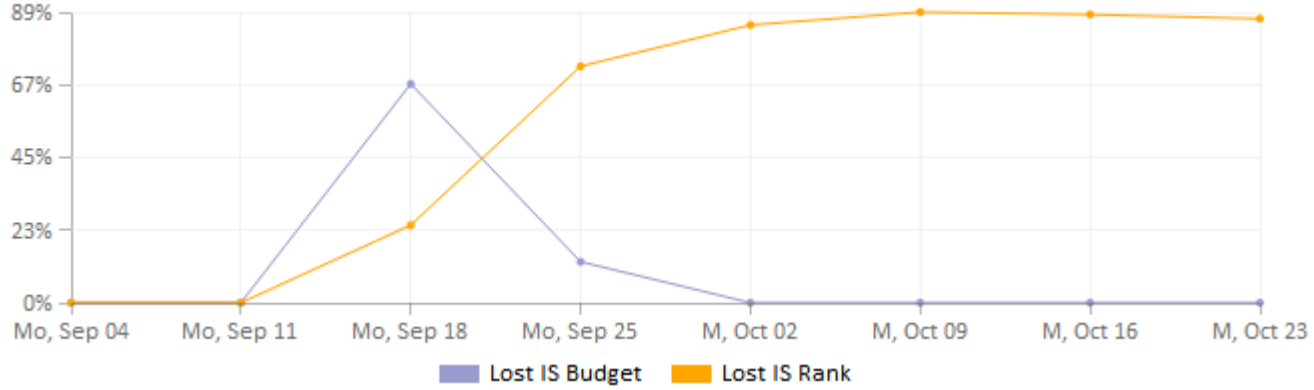


Impression Share (IS) **Desktop** 14.60% (7.30%)▲

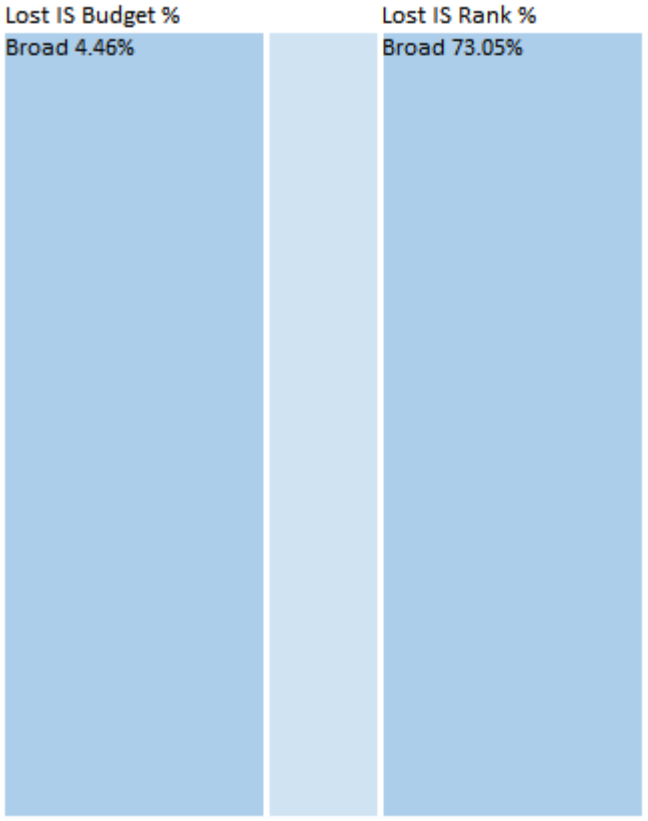
Impression Breakdown



Lost IS Rank & Lost IS Budget Trend

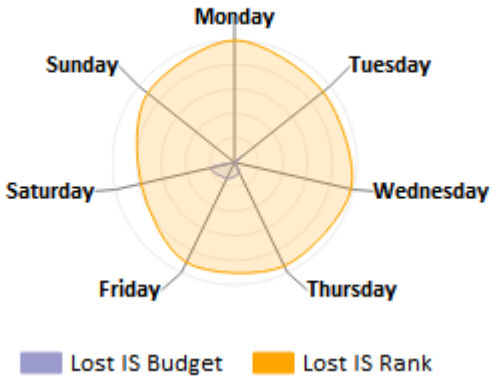


Lost IS Rank & Lost IS Budget by Keyword Match Type

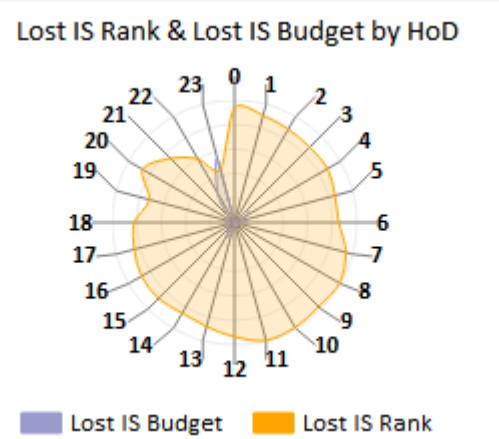


Lost IS Rank & Lost IS Budget by Keyword (top 10)

Lost IS Rank & Lost IS Budget by DoW

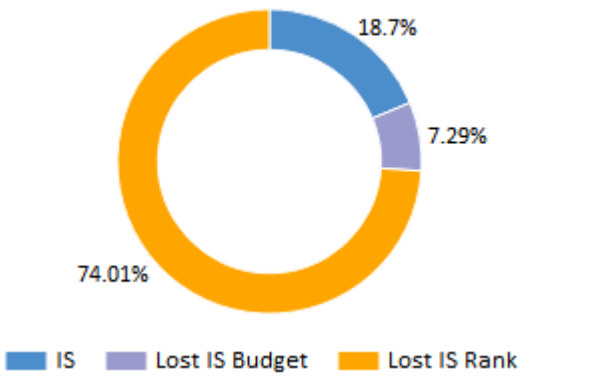


Lost IS Rank & Lost IS Budget by HoD

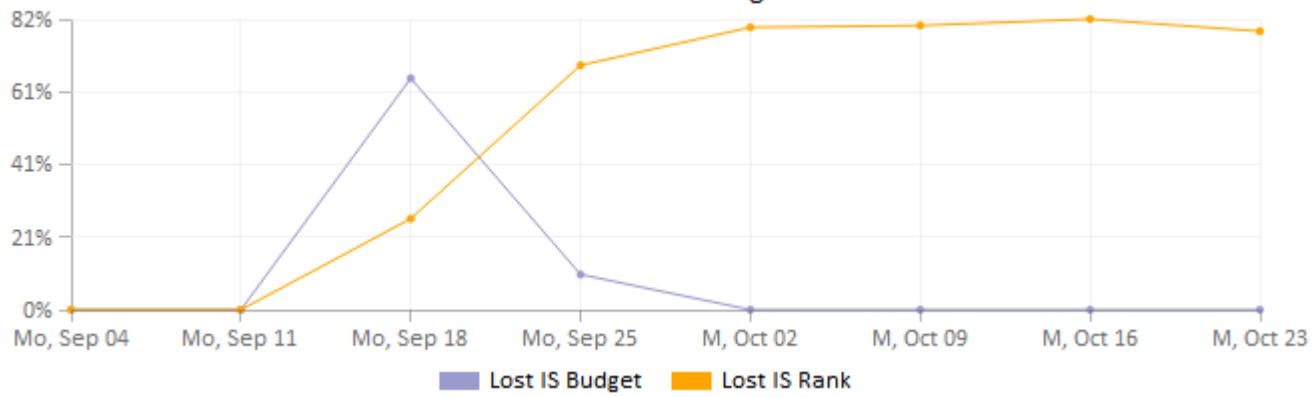


Impression Share (IS) **Mobile** 18.70% (9.35%)▲

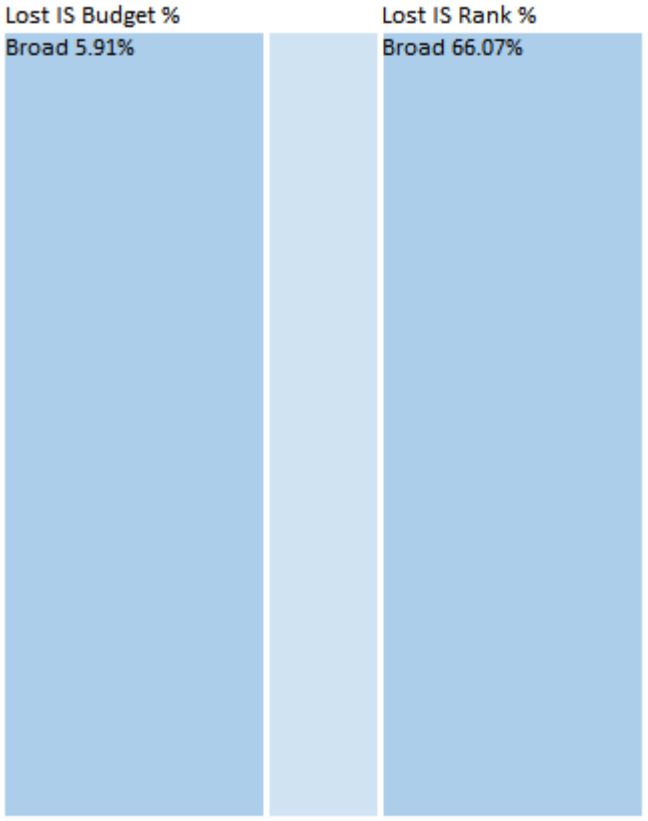
Impression Breakdown



Lost IS Rank & Lost IS Budget Trend

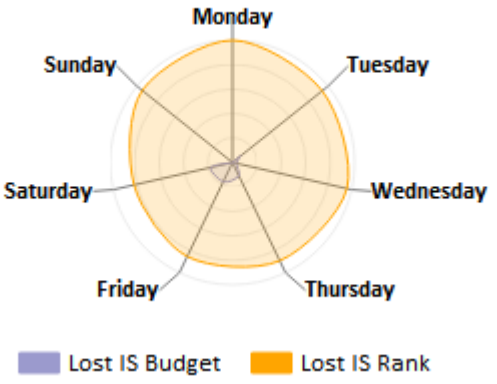


Lost IS Rank & Lost IS Budget by Keyword Match Type

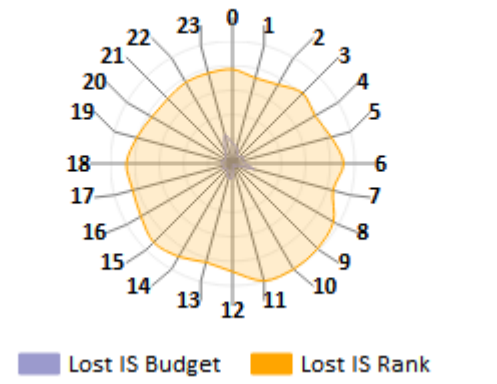


Lost IS Rank & Lost IS Budget by Keyword (top 10)

Lost IS Rank & Lost IS Budget by DoW

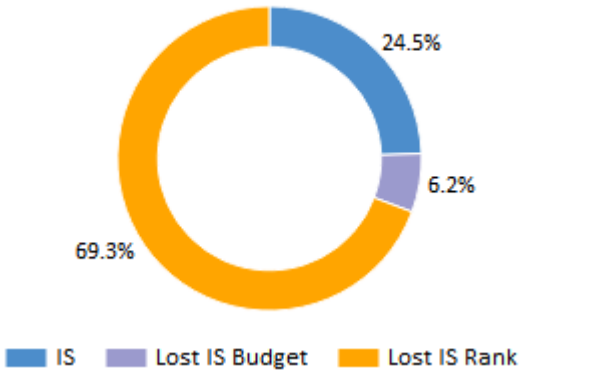


Lost IS Rank & Lost IS Budget by HoD

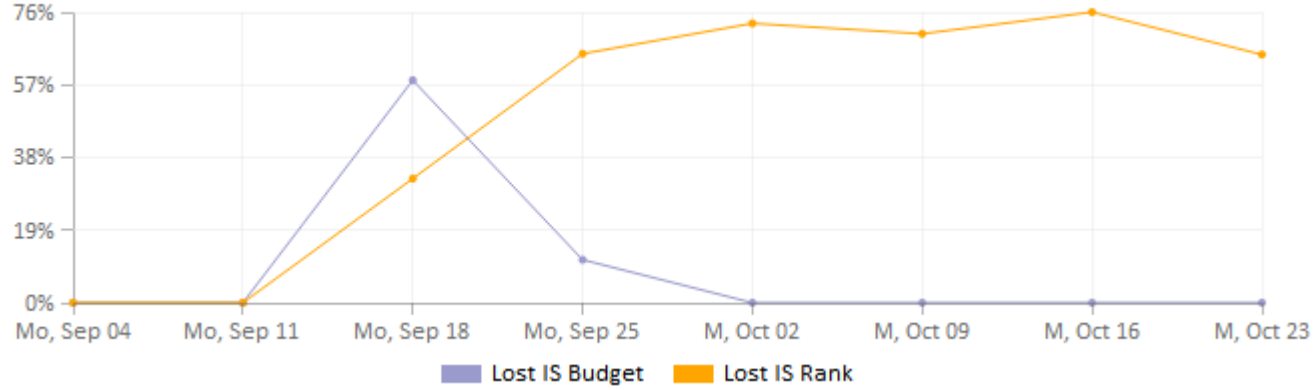


Impression Share (IS) **Tablet** 24.50% (12.25%)▲

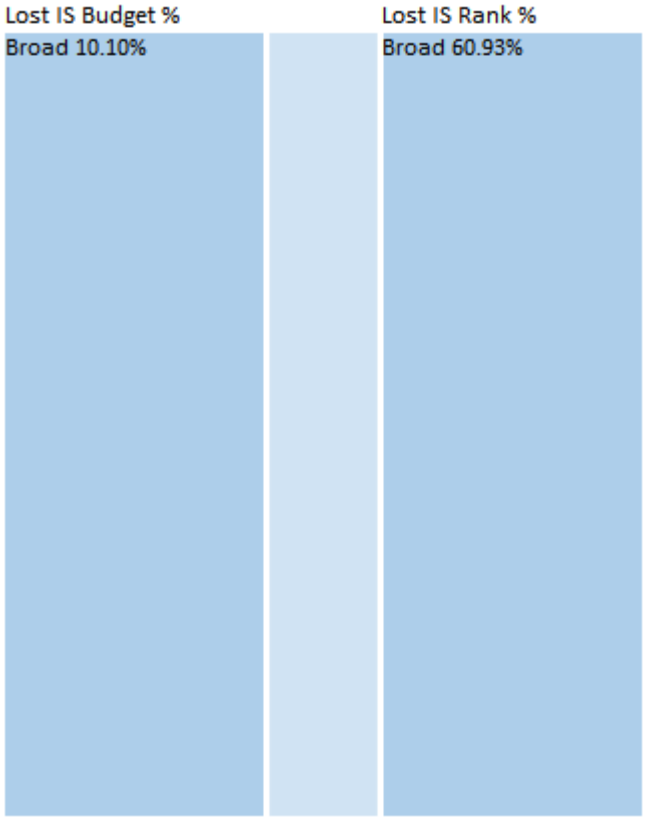
Impression Breakdown



Lost IS Rank & Lost IS Budget Trend

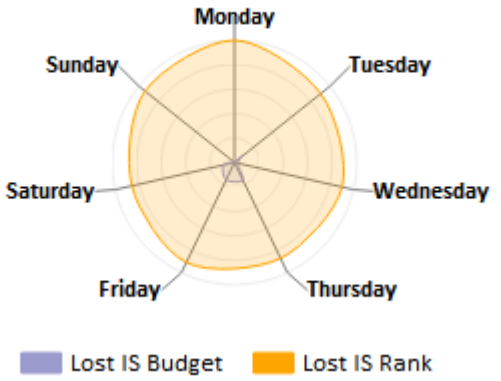


Lost IS Rank & Lost IS Budget by Keyword Match Type

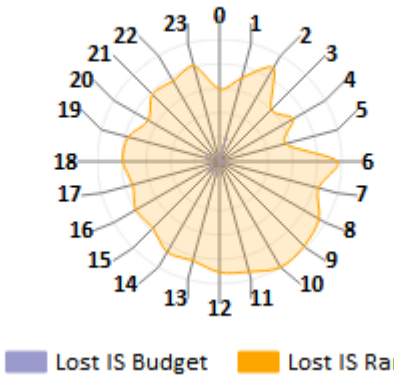


Lost IS Rank & Lost IS Budget by Keyword (top 10)

Lost IS Rank & Lost IS Budget by DoW

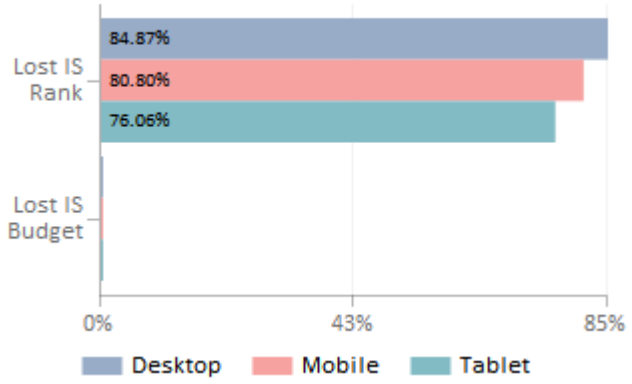


Lost IS Rank & Lost IS Budget by HoD



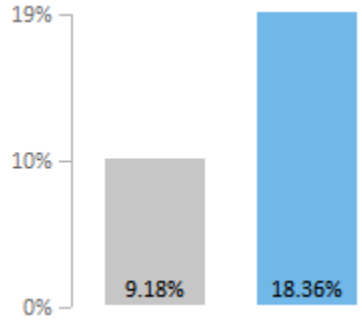
Impression Share (IS) **Monday** 18.36% (9.18%) ▲

Lost IS Rank & Lost IS Budget by Device



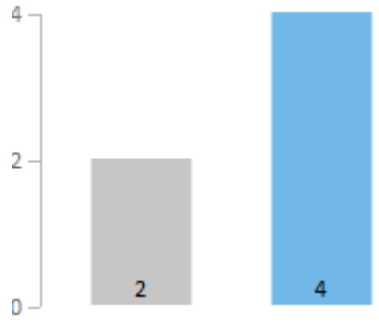
Impression Share

18.36% (9.18%) ▲



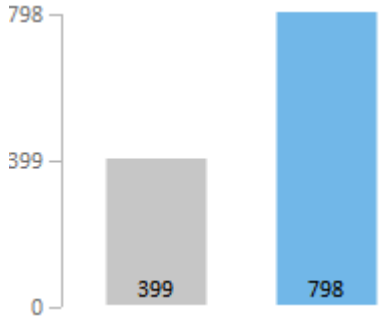
Avg. Position

4.00 (2.00) ▲

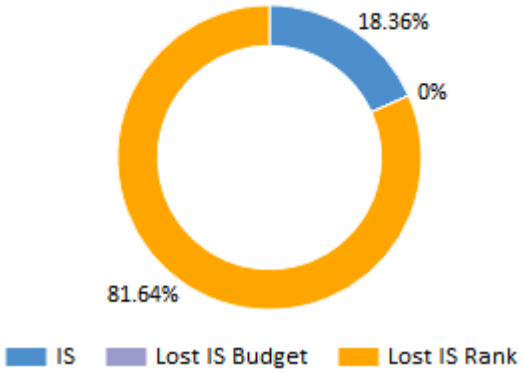


Impressions

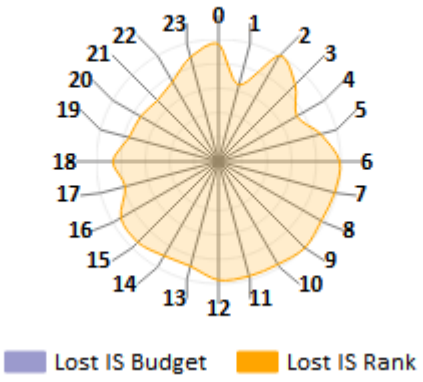
798 (399) ▲



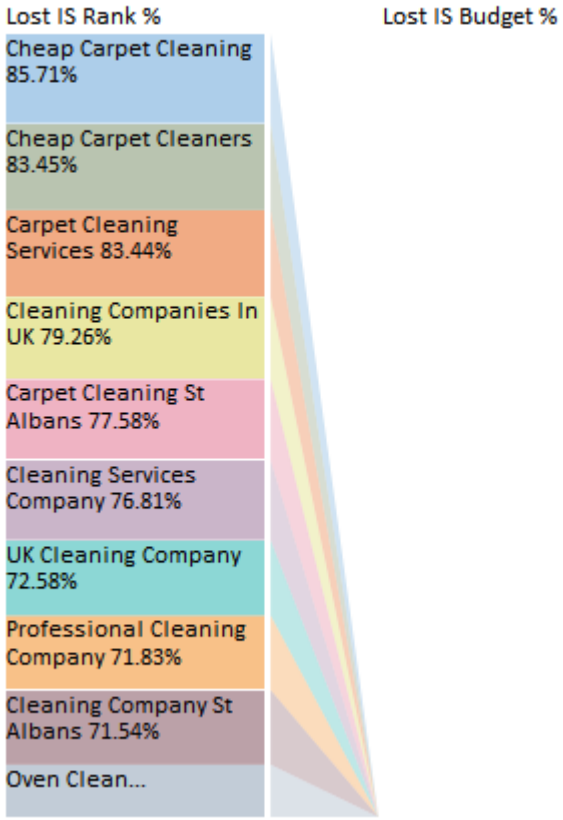
Impression Breakdown



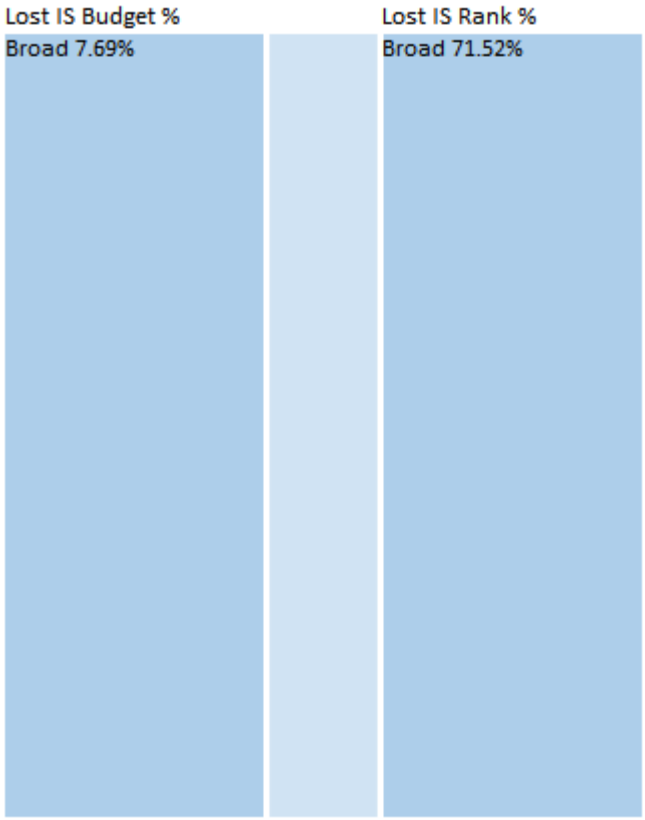
Lost IS Rank & Lost IS Budget by HoD



Lost IS Rank & Lost IS Budget by Keyword (top 10)

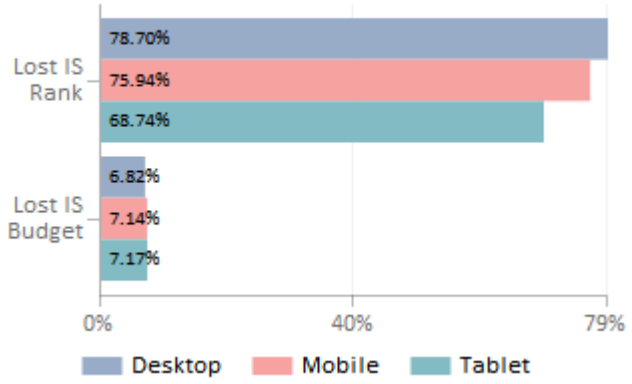


Lost IS Rank & Lost IS Budget by Keyword Match Type



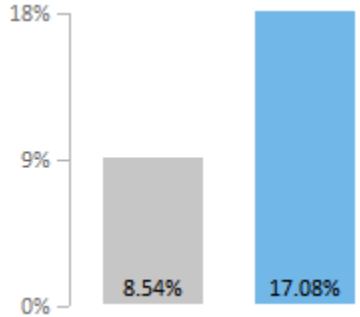
Impression Share (IS) **Tuesday** 17.08% (8.54%) ▲

Lost IS Rank & Lost IS Budget by Device



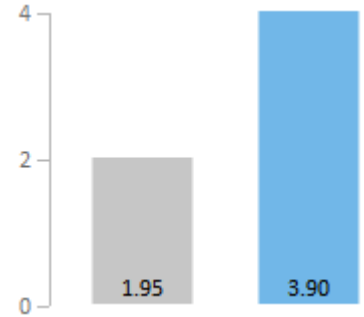
Impression Share

17.08% (8.54%) ▲



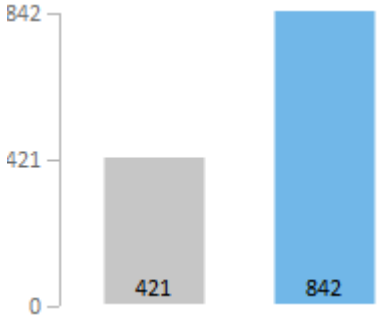
Avg. Position

3.90 (1.95) ▲

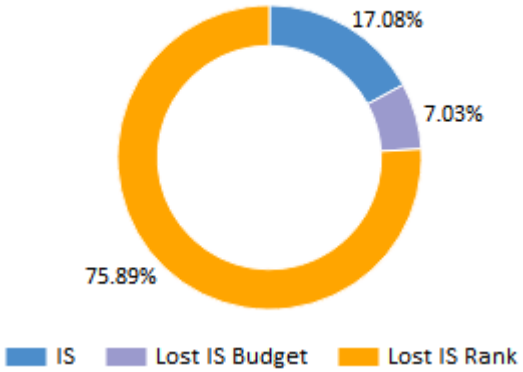


Impressions

842 (421) ▲

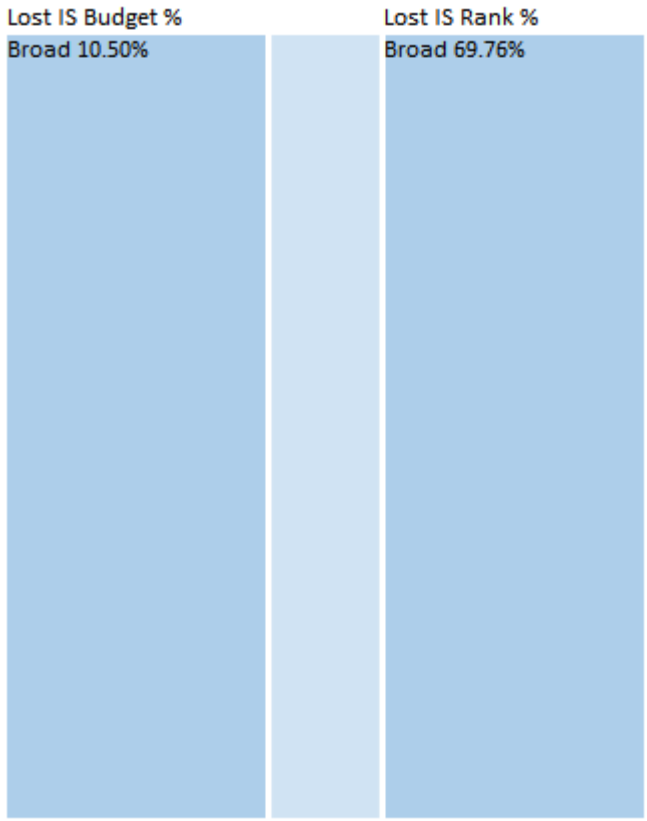


Impression Breakdown

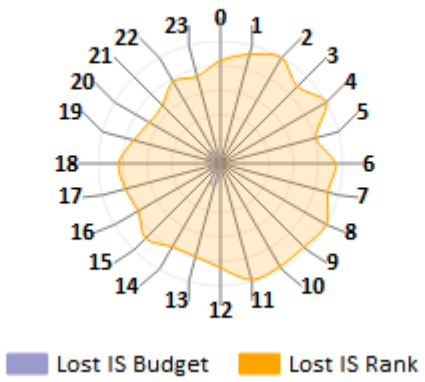


Lost IS Rank & Lost IS Budget by Keyword (top 10)

Lost IS Rank & Lost IS Budget by Keyword Match Type

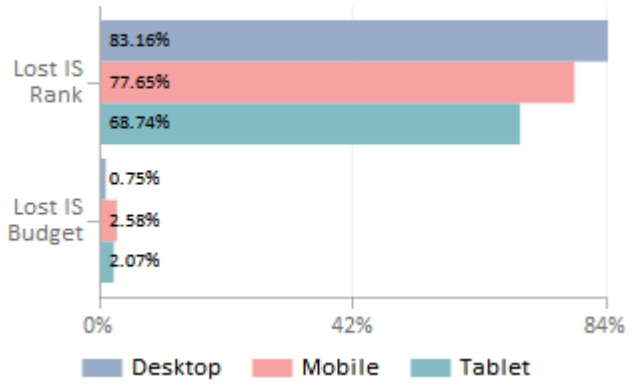


Lost IS Rank & Lost IS Budget by HoD



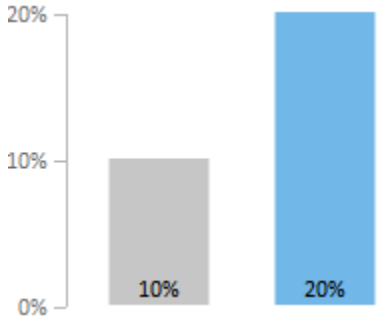
Impression Share (IS) **Wednesday** 20.00% (10.00%)▲

Lost IS Rank & Lost IS Budget by Device



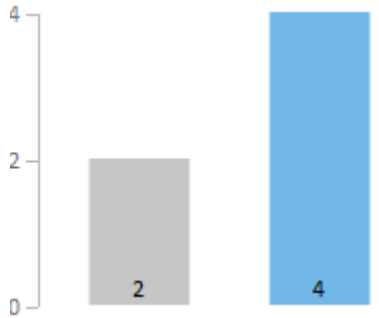
Impression Share

20.00% (10.00%)▲



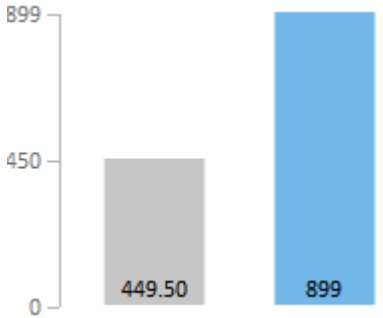
Avg. Position

4.00 (2.00)▲

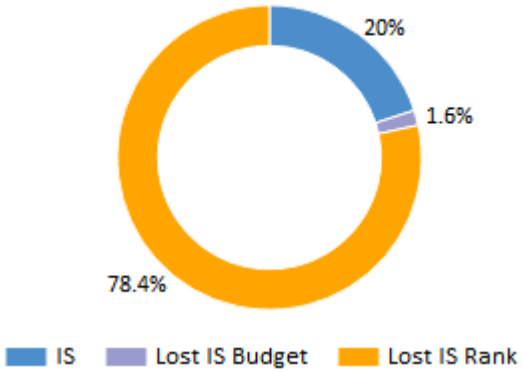


Impressions

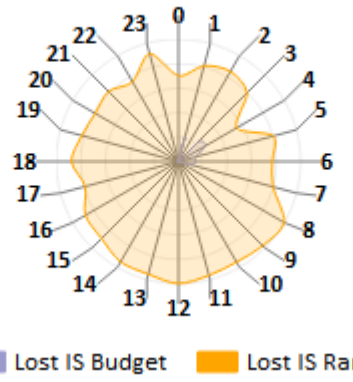
899 (450)▲



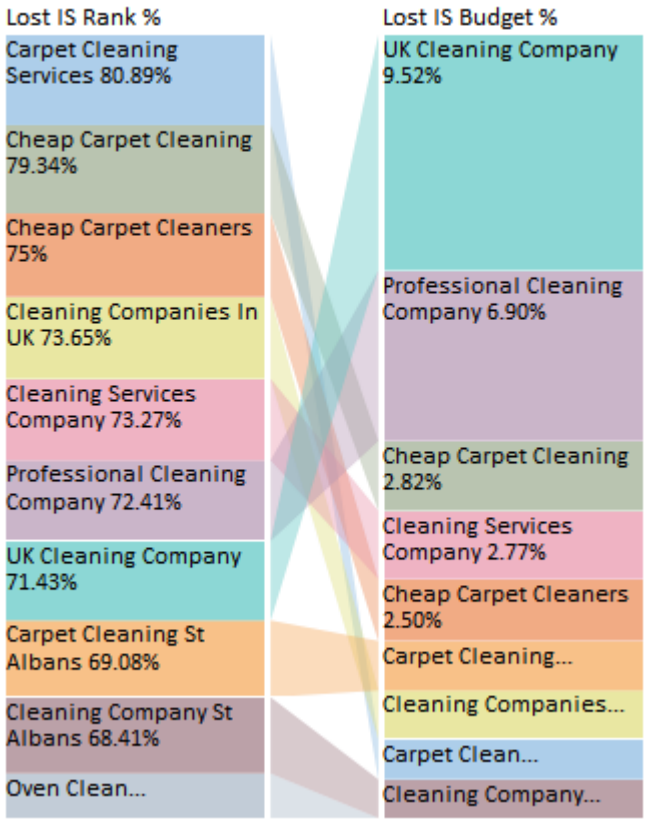
Impression Breakdown



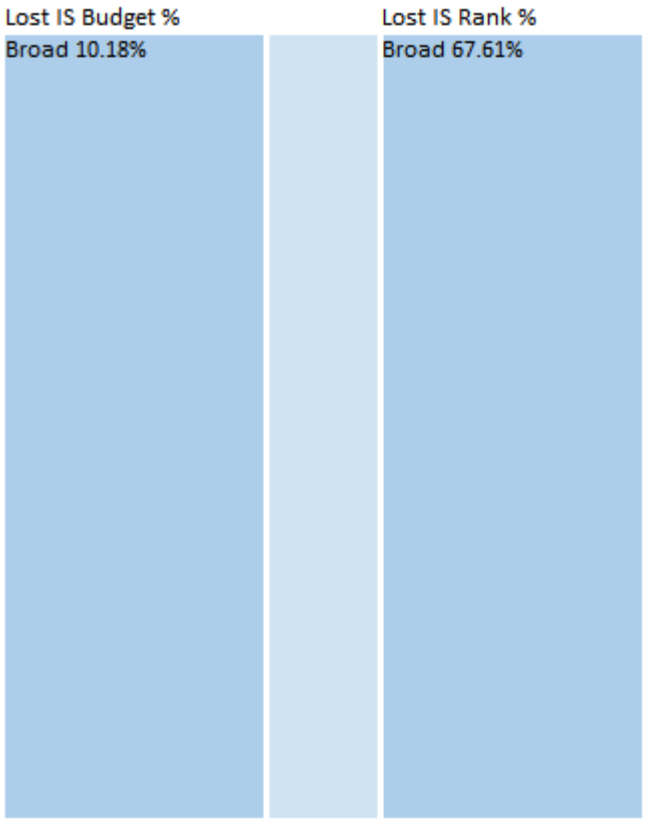
Lost IS Rank & Lost IS Budget by HoD



Lost IS Rank & Lost IS Budget by Keyword (top 10)

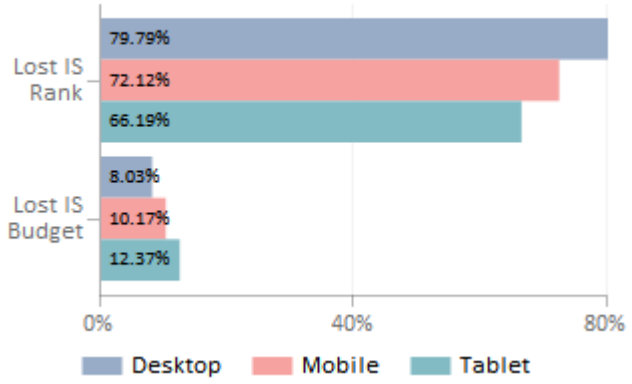


Lost IS Rank & Lost IS Budget by Keyword Match Type



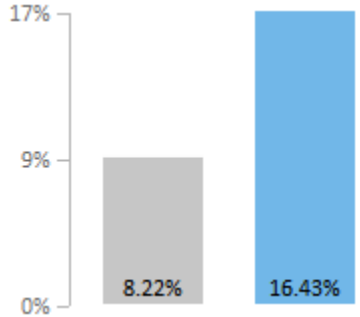
Impression Share (IS) **Thursday** 16.43% (8.22%) ▲

Lost IS Rank & Lost IS Budget by Device



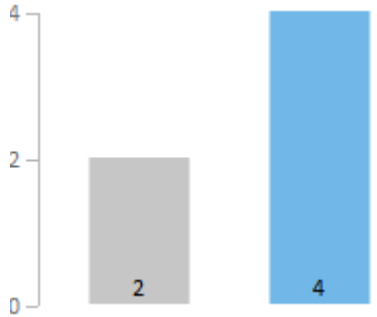
Impression Share

16.43% (8.22%) ▲



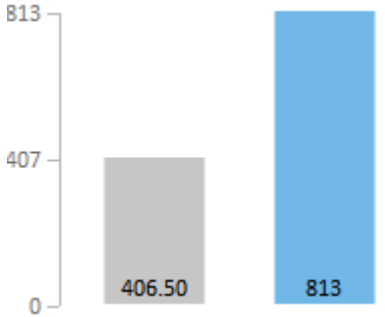
Avg. Position

4.00 (2.00) ▲

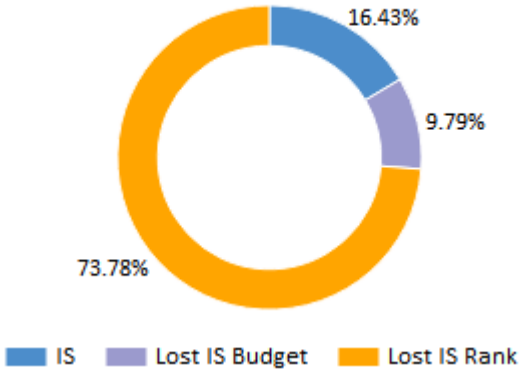


Impressions

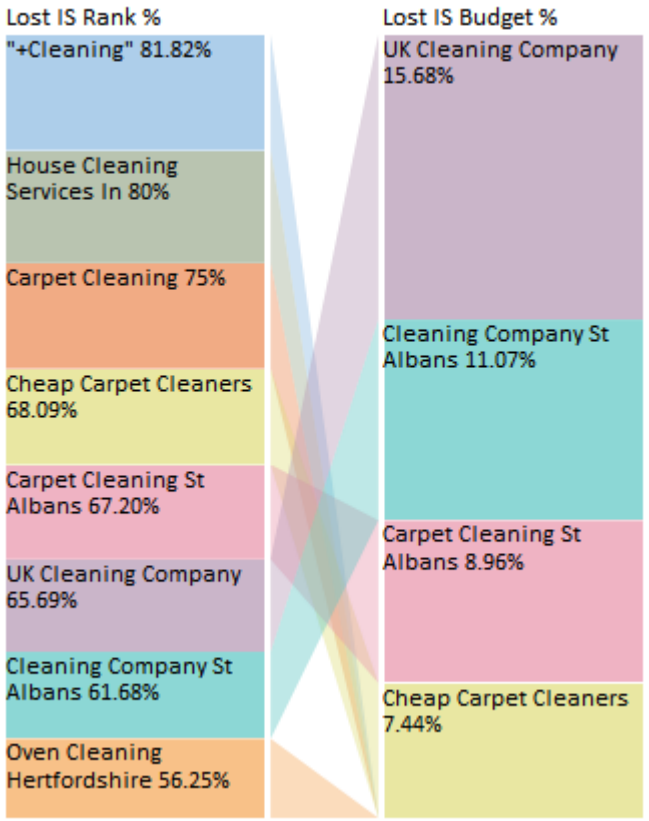
813 (407) ▲



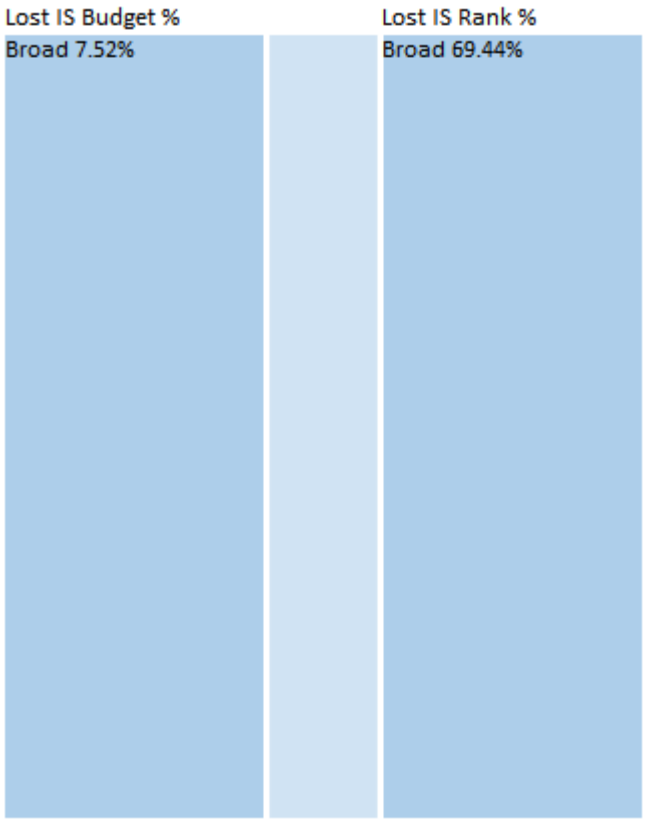
Impression Breakdown



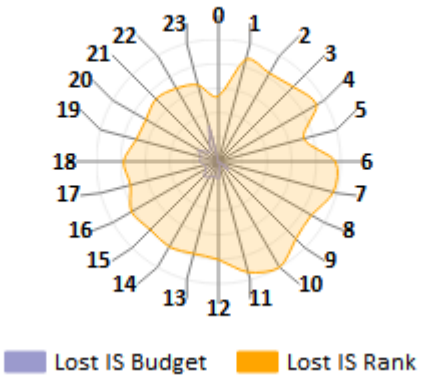
Lost IS Rank & Lost IS Budget by Keyword (top 10)



Lost IS Rank & Lost IS Budget by Keyword Match Type

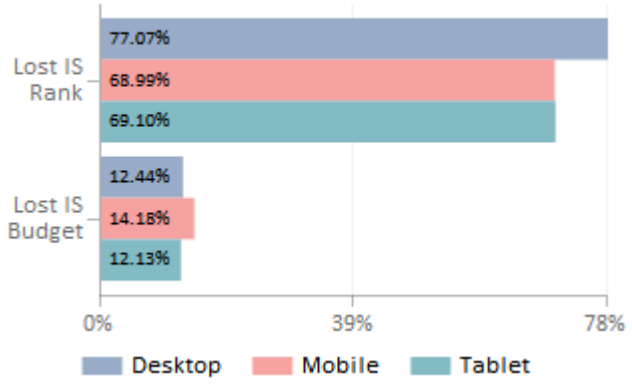


Lost IS Rank & Lost IS Budget by HoD



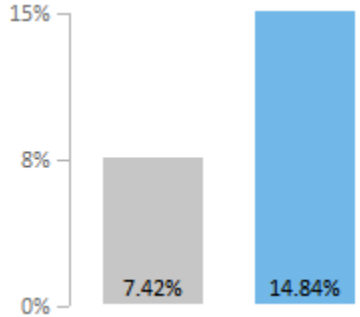
Impression Share (IS) **Friday** 14.84% (7.42%)▲

Lost IS Rank & Lost IS Budget by Device



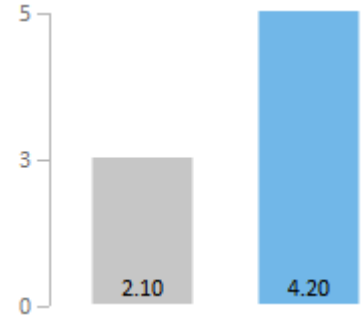
Impression Share

14.84% (7.42%)▲



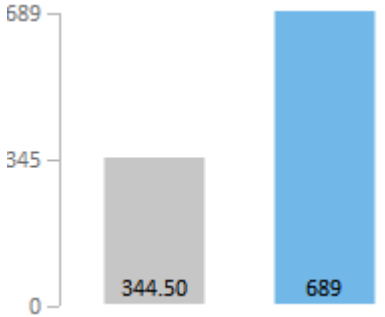
Avg. Position

4.20 (2.10)▲

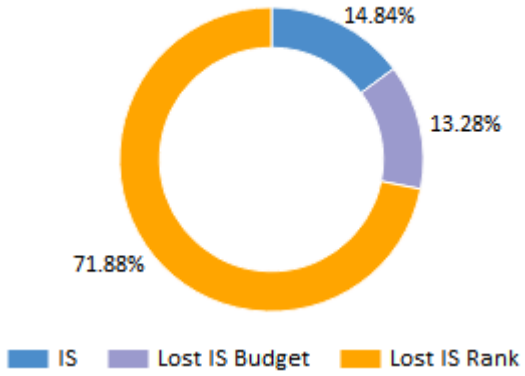


Impressions

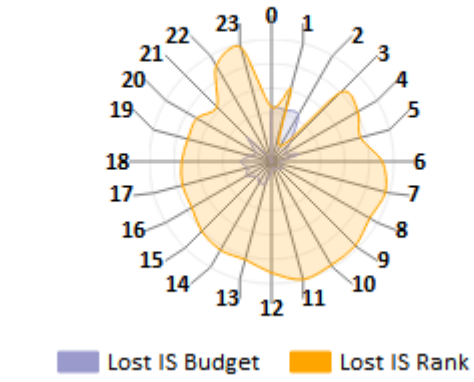
689 (345)▲



Impression Breakdown

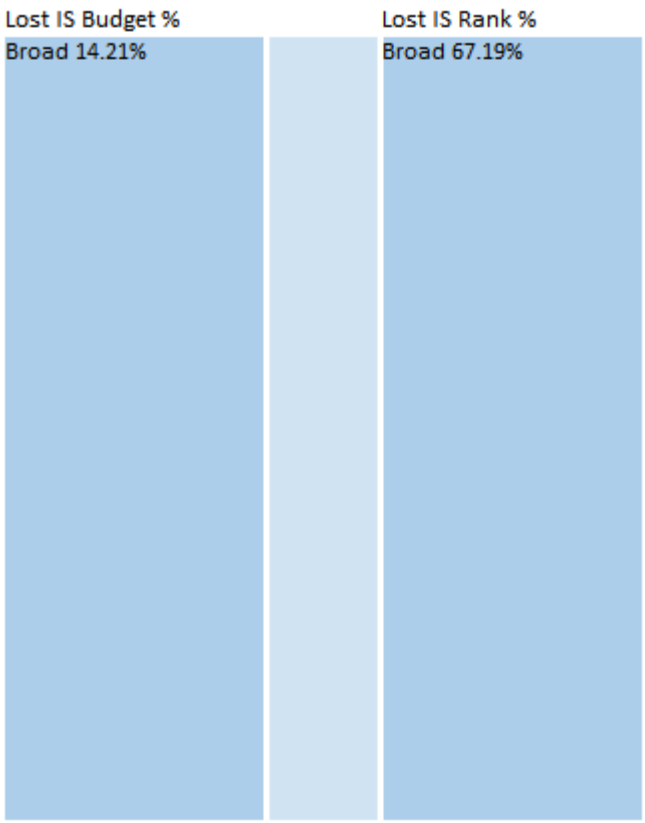


Lost IS Rank & Lost IS Budget by HoD



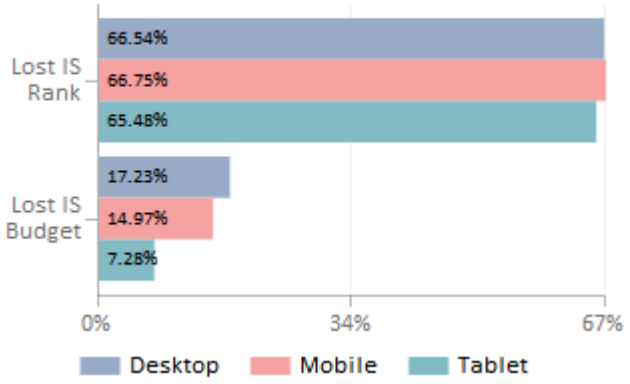
Lost IS Rank & Lost IS Budget by Keyword (top 10)

Lost IS Rank & Lost IS Budget by Keyword Match Type



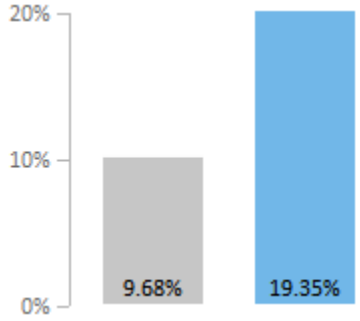
Impression Share (IS) **Saturday** 19.35% (9.68%) ▲

Lost IS Rank & Lost IS Budget by Device



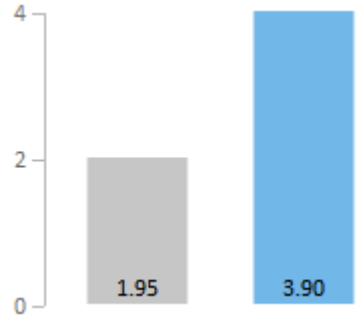
Impression Share

19.35% (9.68%) ▲



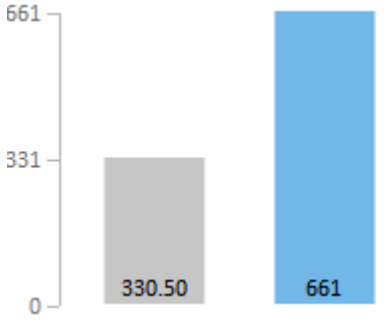
Avg. Position

3.90 (1.95) ▲

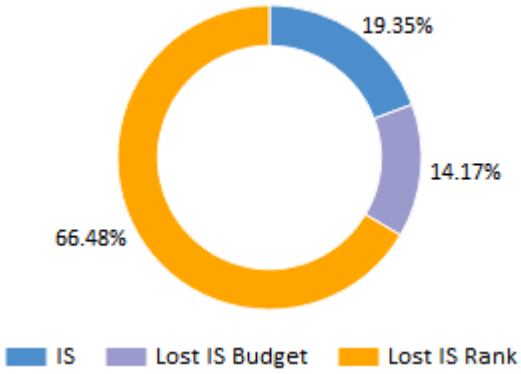


Impressions

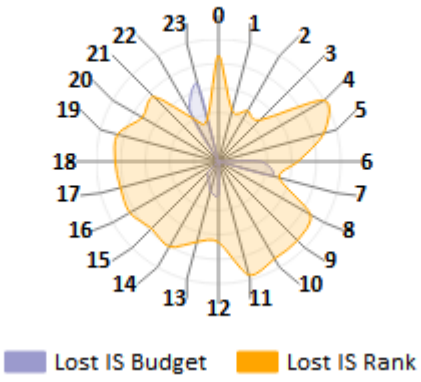
661 (331) ▲



Impression Breakdown

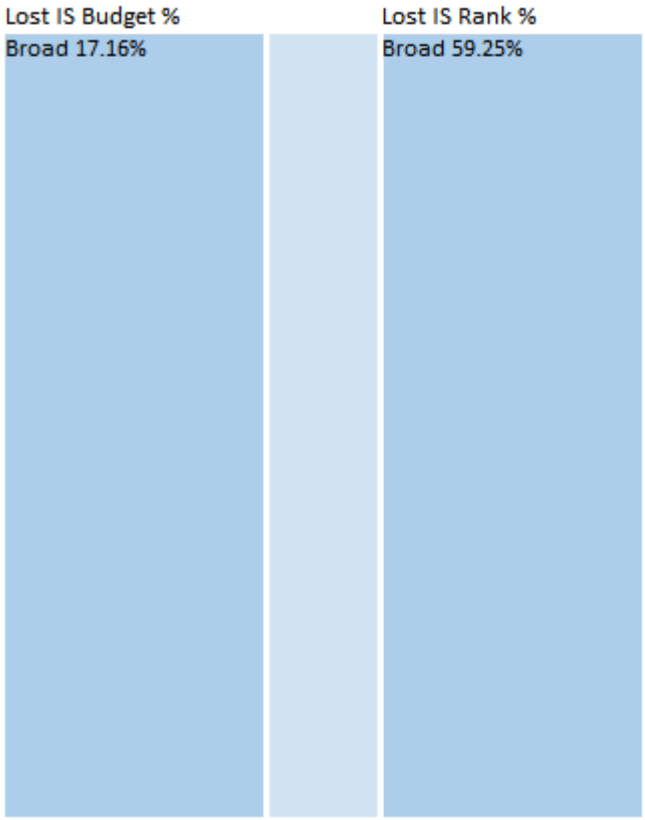


Lost IS Rank & Lost IS Budget by HoD



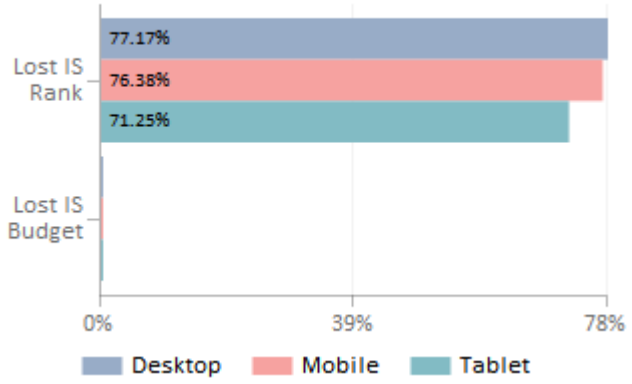
Lost IS Rank & Lost IS Budget by Keyword (top 10)

Lost IS Rank & Lost IS Budget by Keyword Match Type



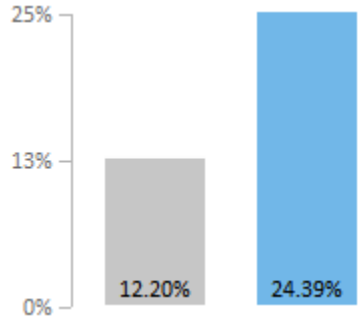
Impression Share (IS) **Sunday** 24.39% (12.20%) ▲

Lost IS Rank & Lost IS Budget by Device



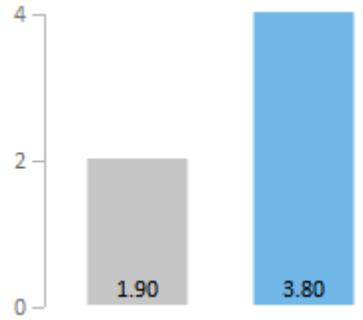
Impression Share

24.39% (12.20%) ▲



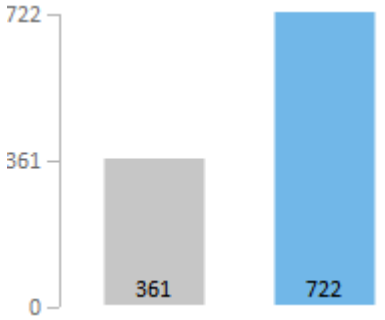
Avg. Position

3.80 (1.90) ▲

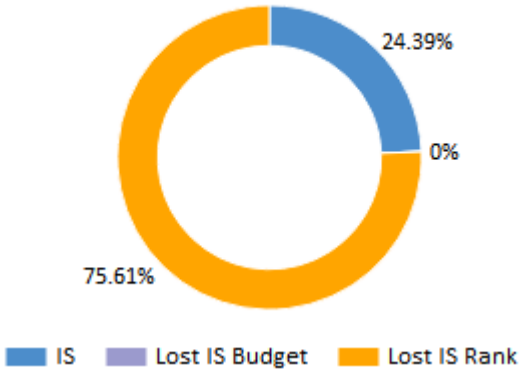


Impressions

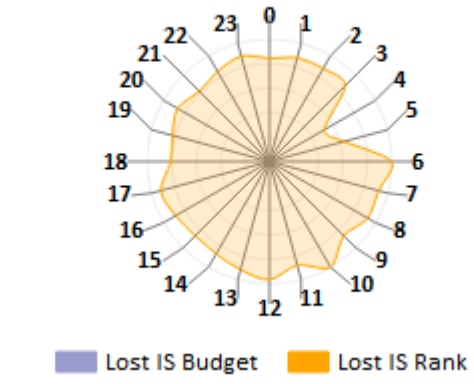
722 (361) ▲



Impression Breakdown

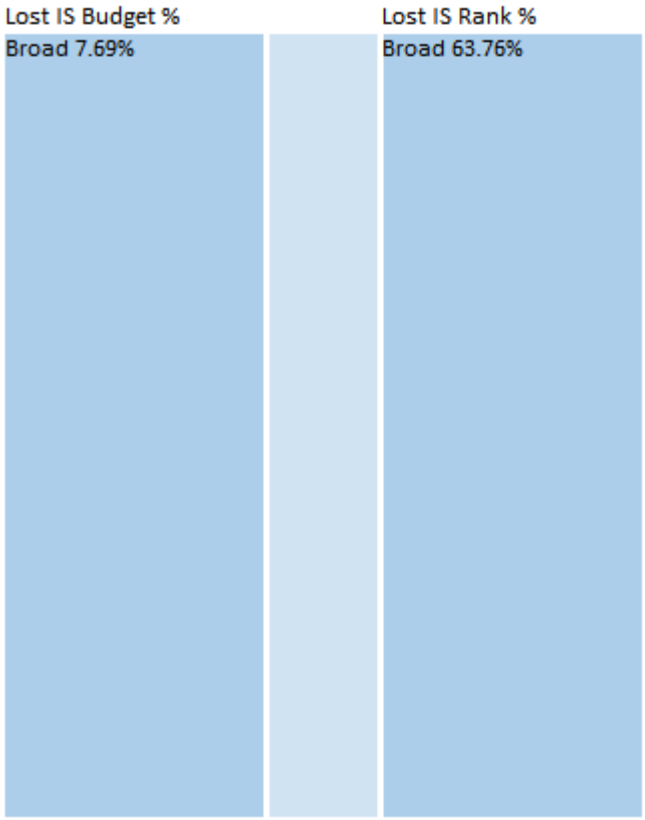


Lost IS Rank & Lost IS Budget by HoD



Lost IS Rank & Lost IS Budget by Keyword (top 10)

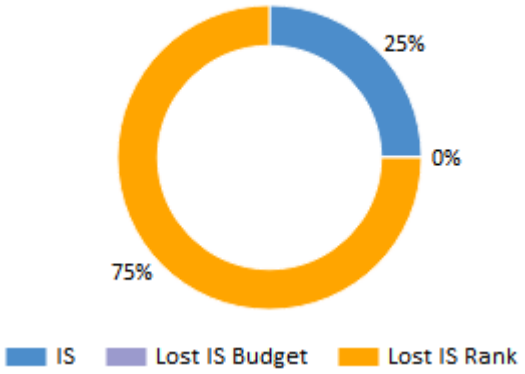
Lost IS Rank & Lost IS Budget by Keyword Match Type



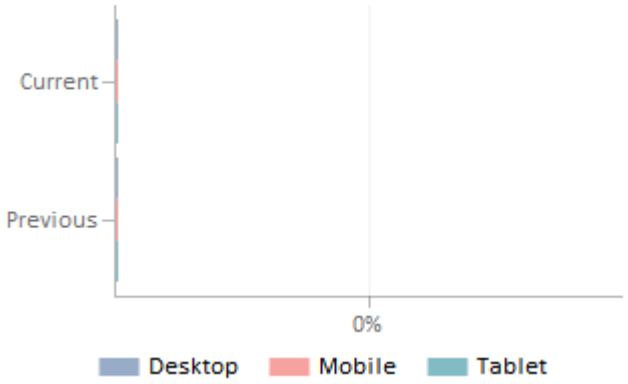
Impression Share (IS) **carpet cleaning** 25.00% (12.50%)▲

There is no data for this view.!

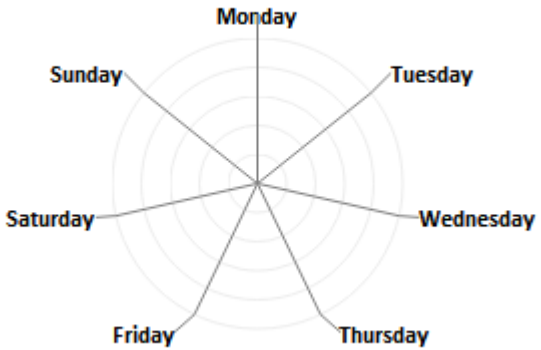
Impression Breakdown



Exact Match IS by Device



Exact Match IS by DoW

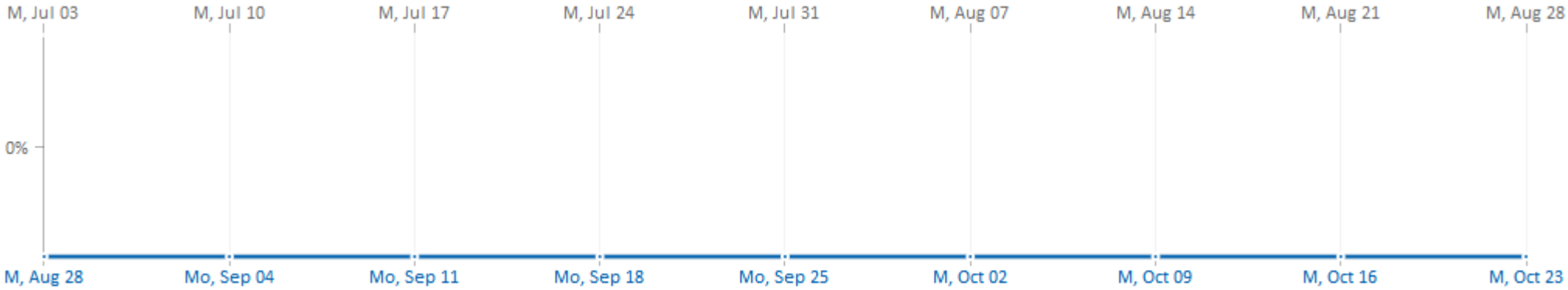


Broad Exact Match IS

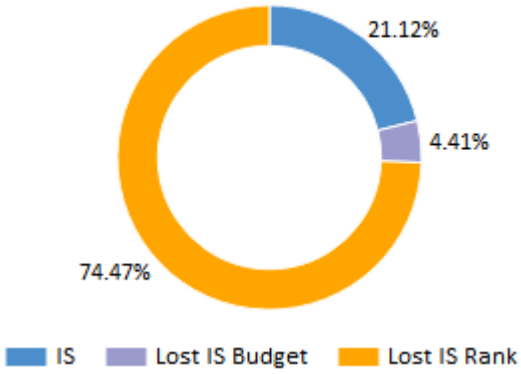
0.00% (0.00%)

Impression Share (IS) **cleaning companies in uk** 21.12% (10.56%)▲

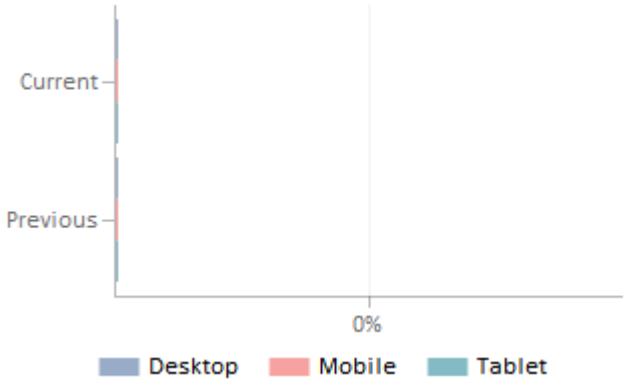
Exact Match IS Trend (previous vs. current)



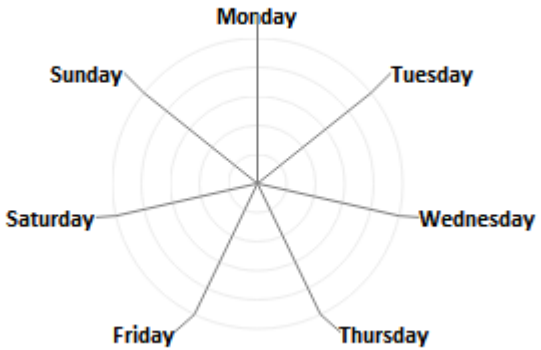
Impression Breakdown



Exact Match IS by Device



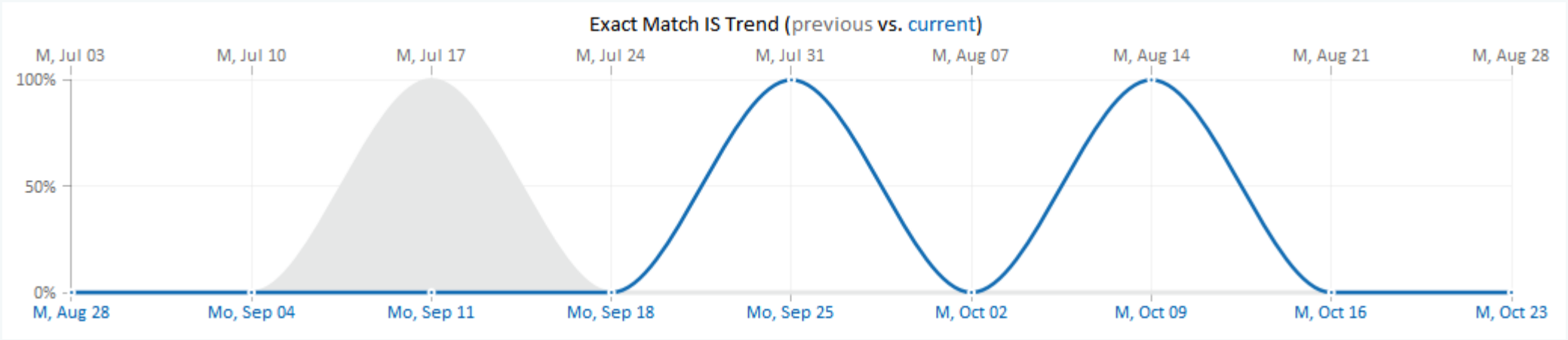
Exact Match IS by DoW

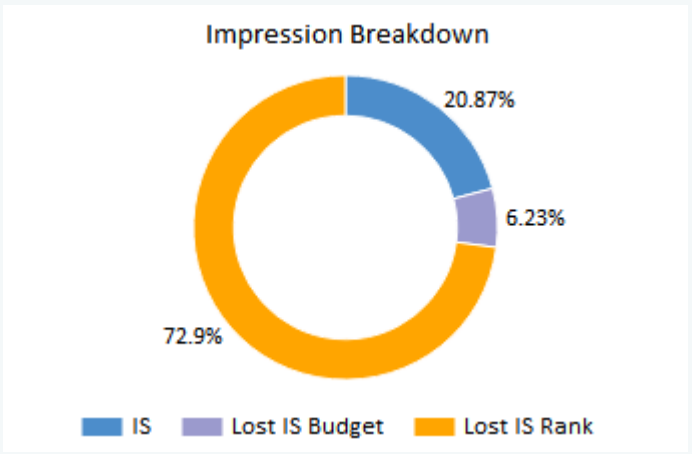


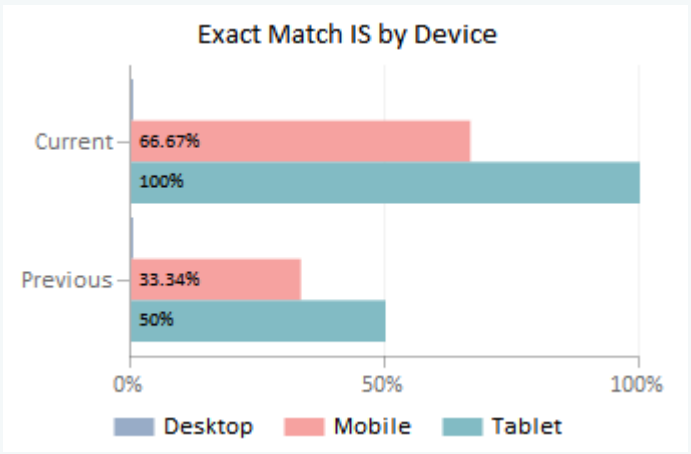
Broad Exact Match IS

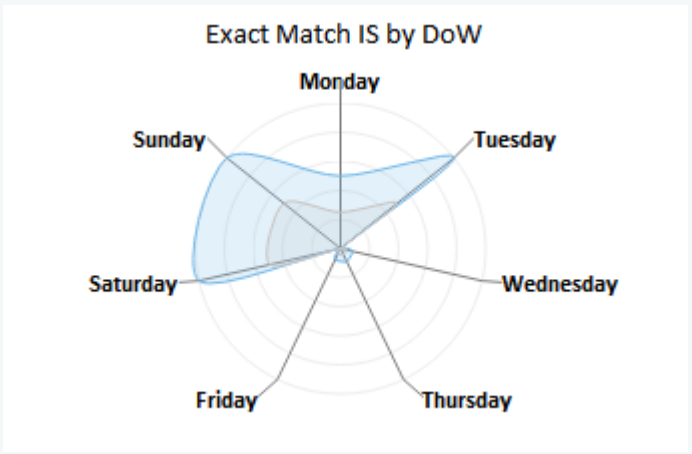
0.00% (0.00%)

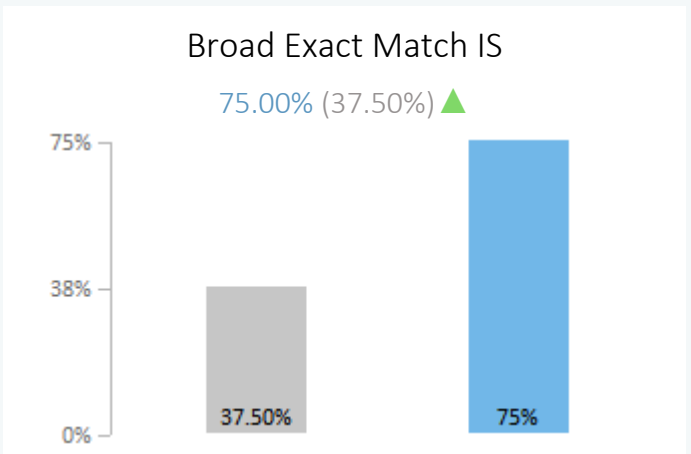
Impression Share (IS) **Cheap Carpet cleaners** 20.87% (10.44%) ▲





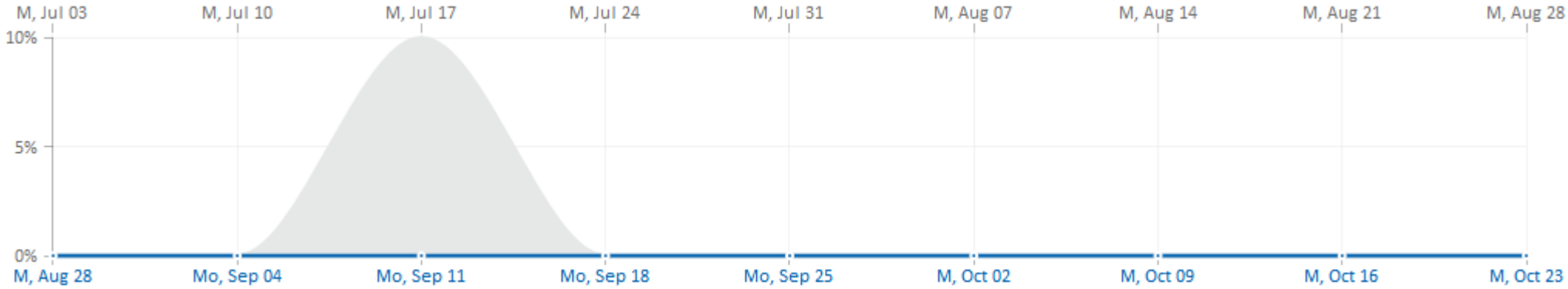




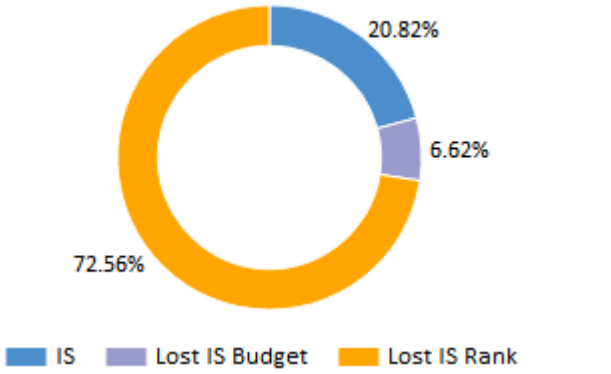


Impression Share (IS) **cleaning services company** 20.82% (10.41%)▲

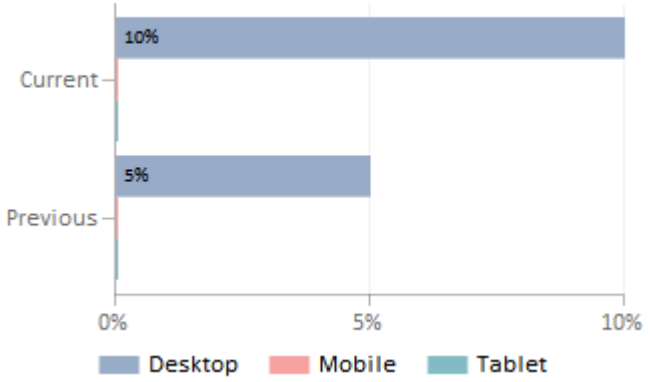
Exact Match IS Trend (previous vs. current)



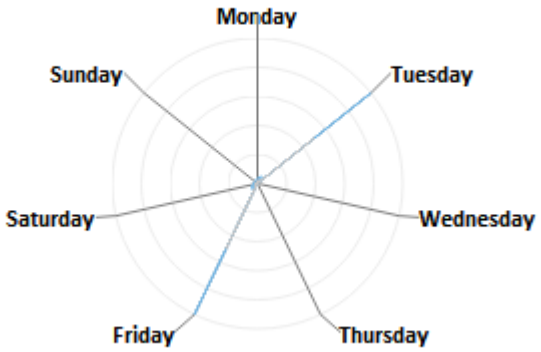
Impression Breakdown



Exact Match IS by Device

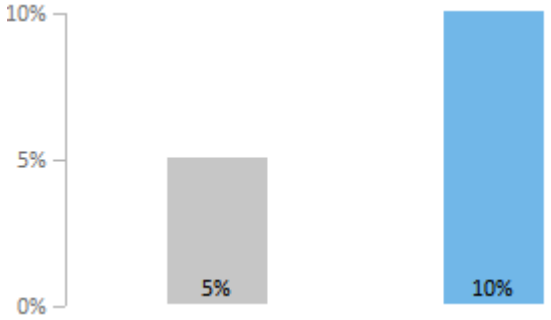


Exact Match IS by DoW

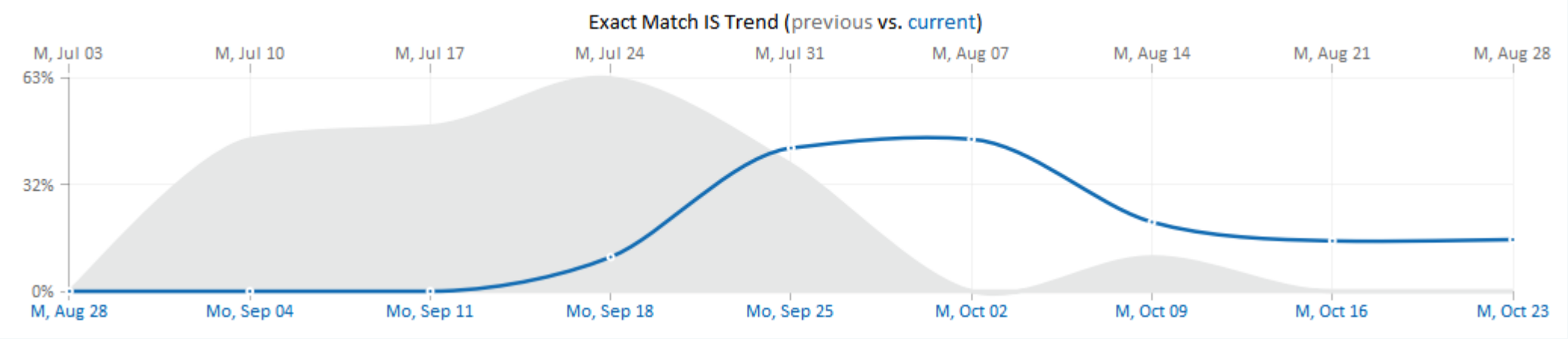


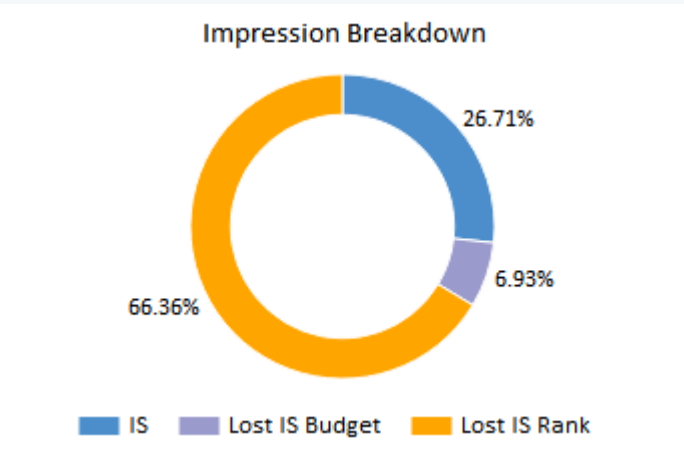
Broad Exact Match IS

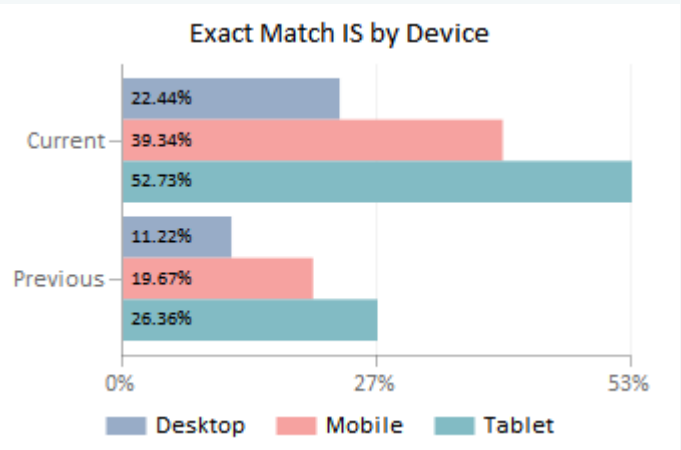
10.00% (5.00%)▲

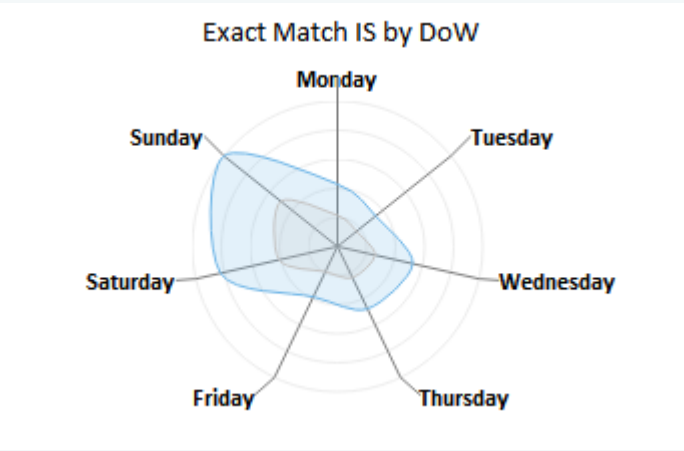


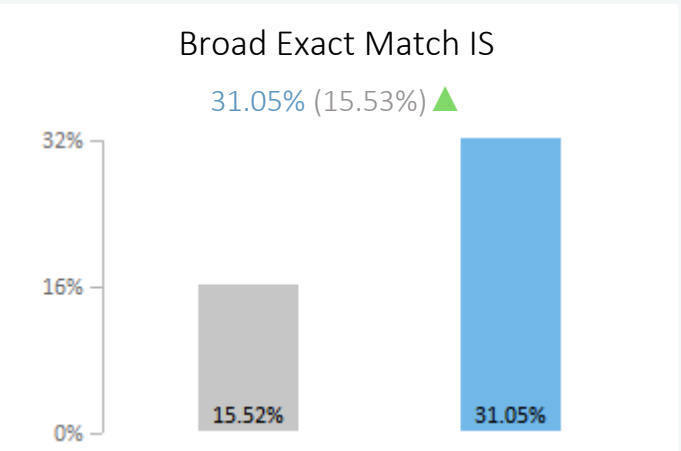
Impression Share (IS) **carpet cleaning St Albans** 26.71% (13.36%)▲





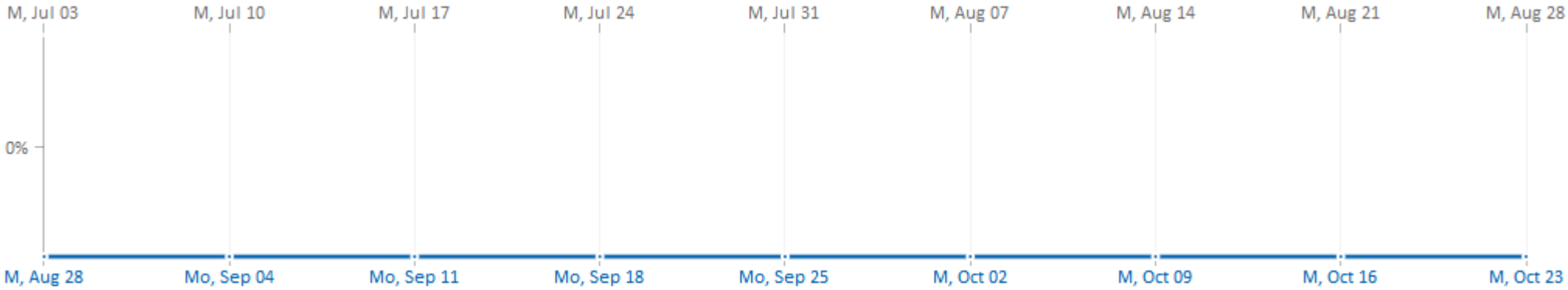




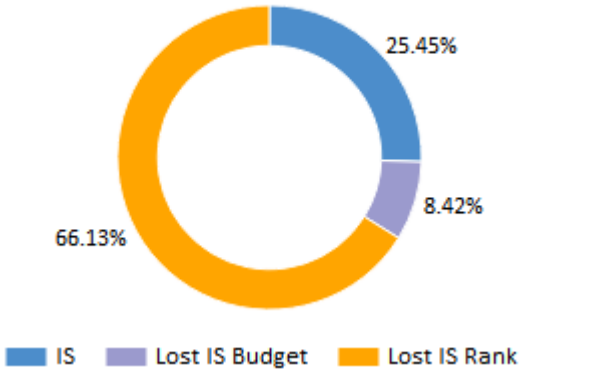


Impression Share (IS) **uk cleaning company** 25.45% (12.73%)▲

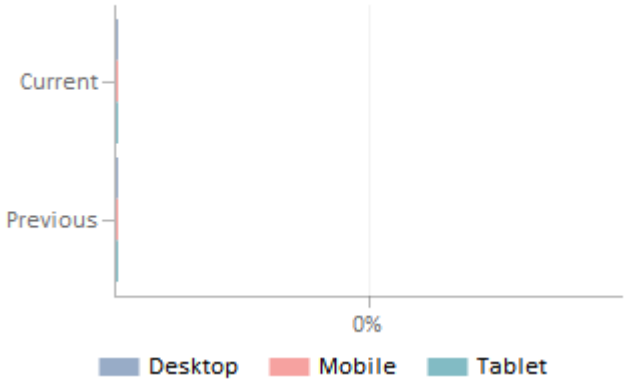
Exact Match IS Trend (previous vs. current)



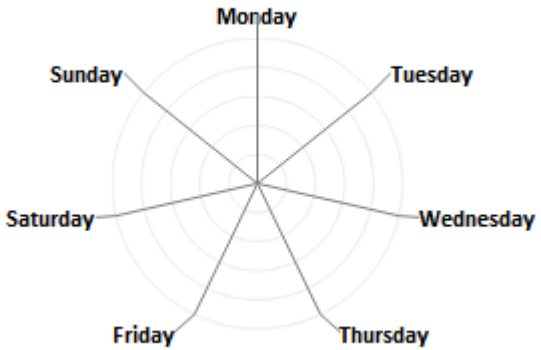
Impression Breakdown



Exact Match IS by Device



Exact Match IS by DoW

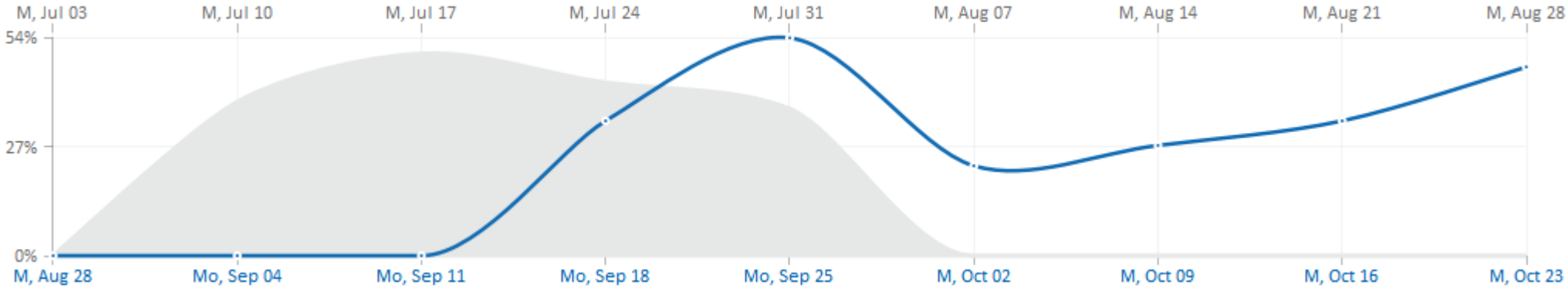


Broad Exact Match IS

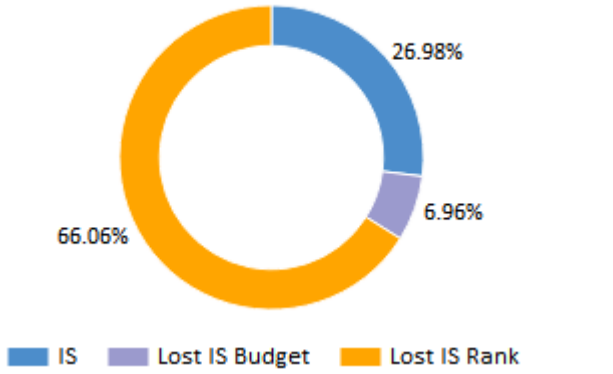
0.00% (0.00%)

Impression Share (IS) **cleaning company st albans** 26.98% (13.49%) ▲

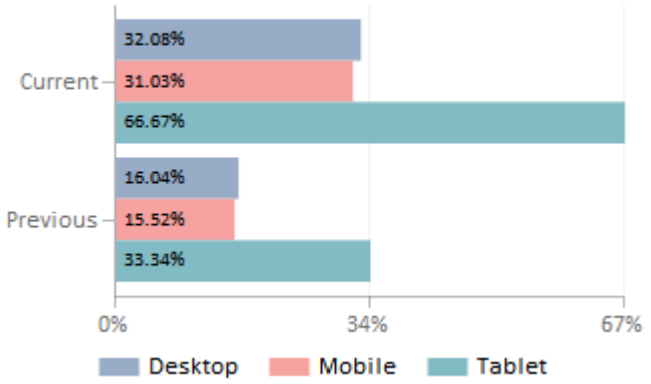
Exact Match IS Trend (previous vs. current)



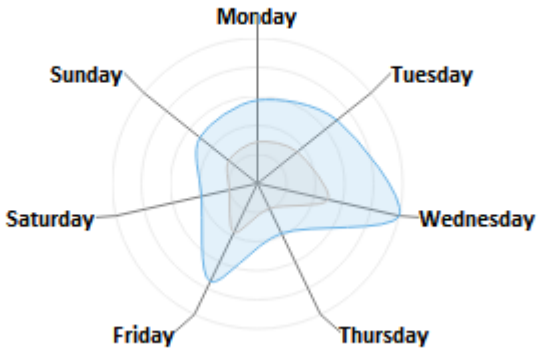
Impression Breakdown



Exact Match IS by Device

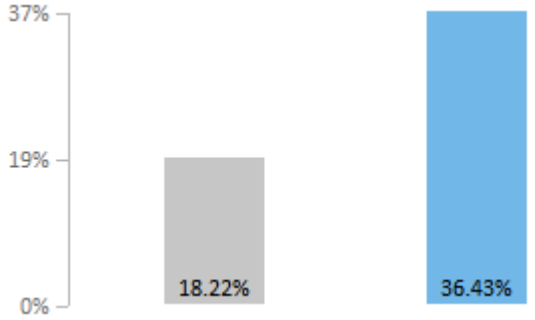


Exact Match IS by DoW

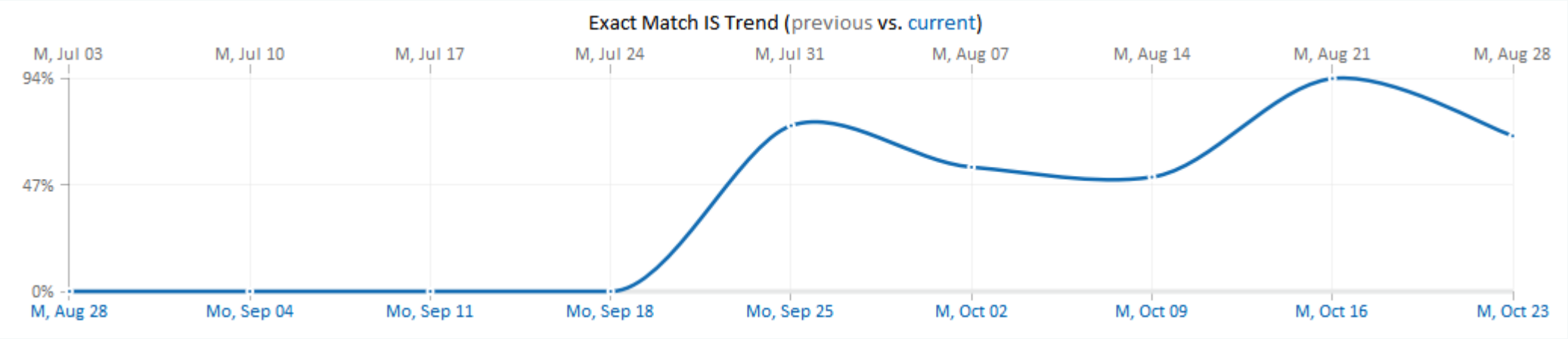


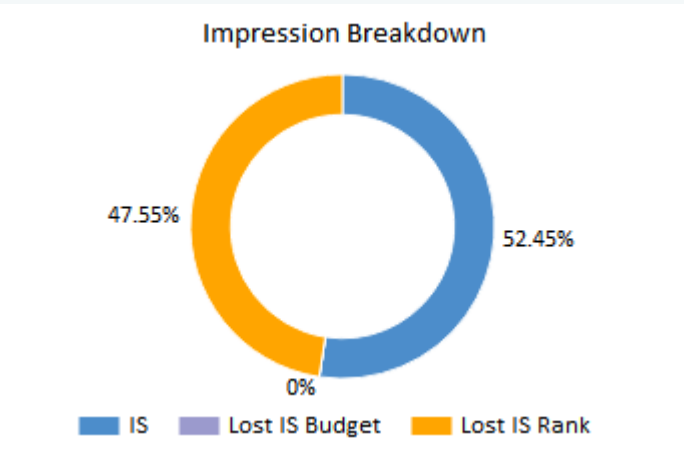
Broad Exact Match IS

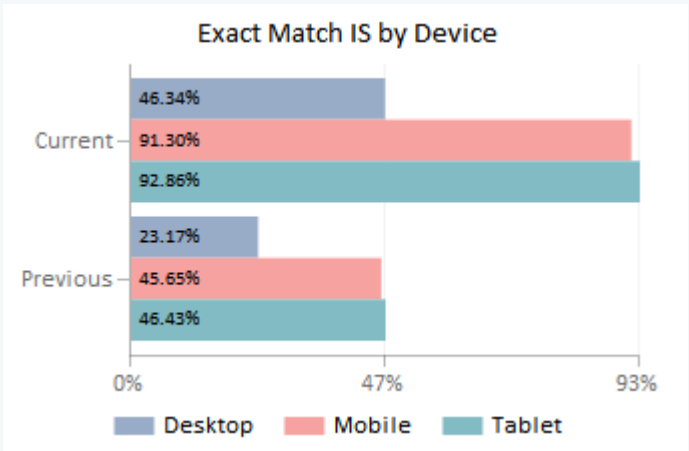
36.43% (18.22%) ▲

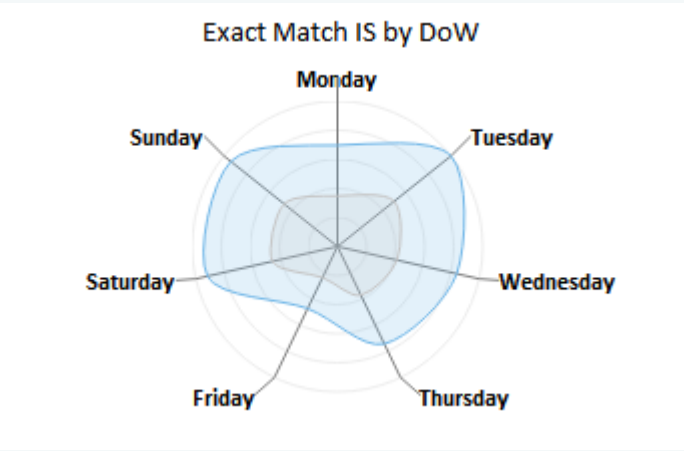


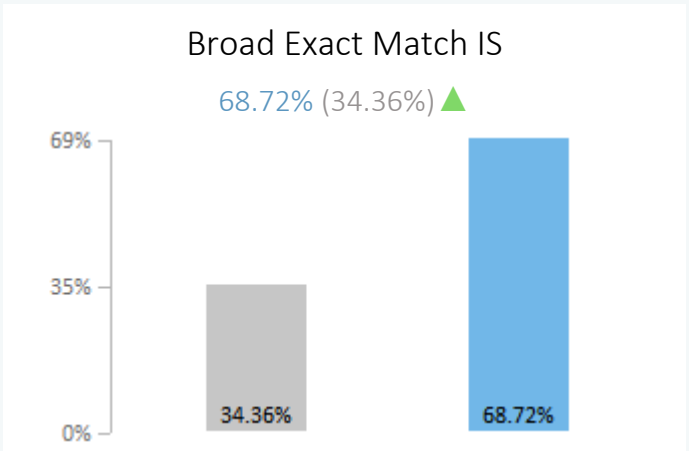
Impression Share (IS) **Oven Cleaning Hertfordshire** 52.45% (26.23%) ▲











Appendix

These are the terms we get asked about the most.

Google Analytics Terminology

Google Analytics provides description of many technical terms on their help pages. Here are a few selected ones we use in this report.

Users
A user is someone who visits your site. A user will be New and then Returning. There is a significant difference between visits and users. A visit is time on the site whereas a user is a group of visits made on one computer. The number of users will always be lower than the number of visits to a site, this is because some users will visit more than once.

New and Returning Visitors
Through the use of cookies, Google Analytics will know if a user has been to your site on that browser before – and if so, will track them as a returning Visit. If no information is available in the cookies, the visitor is tracked as a New Visit. If the cookie that tracks this has expired or been deleted then the visit will be classed as New.

Gender
Users Gender.

Bounce Rate
The percentage of single page sessions. These are sessions in which the user visits a page, and then leaves your site from the same page without interacting with the page.

Time on Site (avg.)
Time on Page represents the average amount of time, in seconds, a user spends on a particular page. Technically, it represents the time between the start time of a given Pageview and the start time of the subsequent Pageview or Event.

Source
The place users are before seeing your content, like a search engine or another website. The source of a visit is the specific place that sent the visit to your site. i.e., Google.com

Pageviews
The number of pages a visitor views over the duration of their visit to your website. Page views allow you to see which pages on your site are the most popular.

Sessions
(formerly known as Visits) The number of times your website is accessed (this is different from number of Visitors) and the period of time users are actively engaged on your website.

% New Sessions
Percentage of first-time site visitors.

Location
The geographic region from which the session originated.

Peak Hour
Time of day does your website get the most traffic.

Preferred Browser
The browsers used by visitors to your website.

Preferred Device Type
The Device used by visitors to your website.

Operating System (OS)
The operating systems used by visitors to your website. Includes mobile operating systems such as Android.

About PolyVista, Inc.

A Houston-based company founded in 1995, PolyVista is a cloud-based analytical platform that delivers results beyond what conventional analysis and reporting tools are able to provide. With PolyVista's software as a service (SaaS) solution, clients across all industries and business roles are able to harness the power of our automated text analysis capabilities to extract meaningful and previously unknown business insights, anomalies, patterns and correlations hidden in their data. The information discovered by PolyVista serves as the foundation for solving complex and diverse business issues. Contact PolyVista today to learn more.

www.polyvista.com | sales@polyvista.com | 269.353.2550