

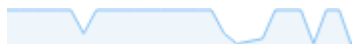
Impression Share (IS)

70.82% (60.82%) ▲



Lost IS Budget

16.82% (6.82%) ▲



Lost IS Rank

12.43% (7.43%) ▲



Average CPC

2.15 (2.05) ▲



Quality Score

5.18 (5.08) ▲

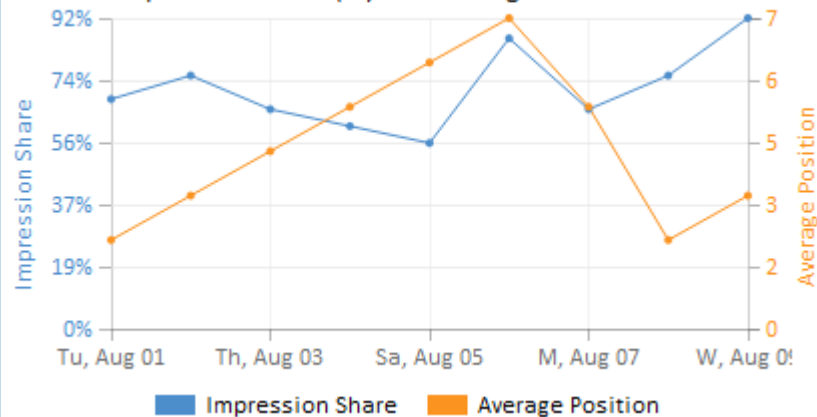


Average Position

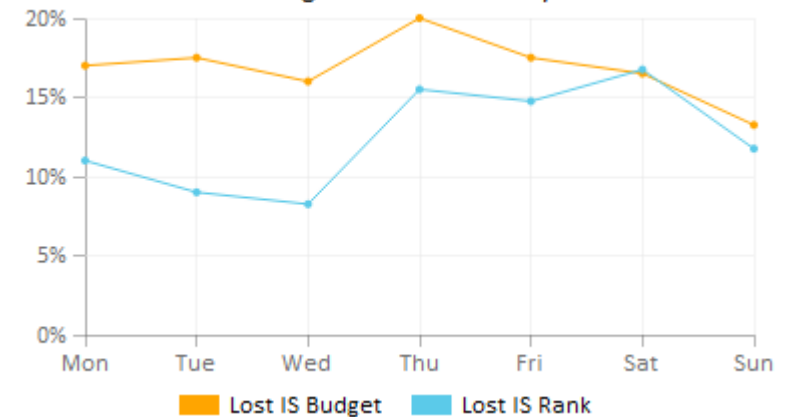
5.18 (5.28) ▼



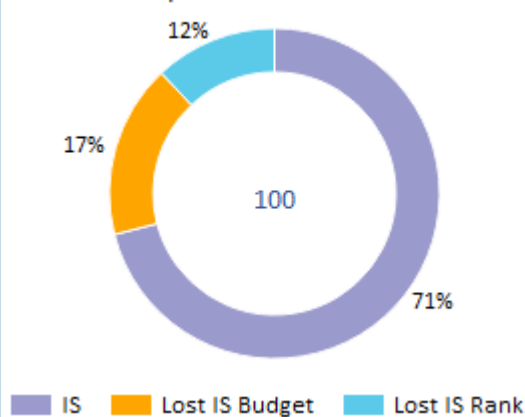
Impression Share (IS) and Average Position Trend



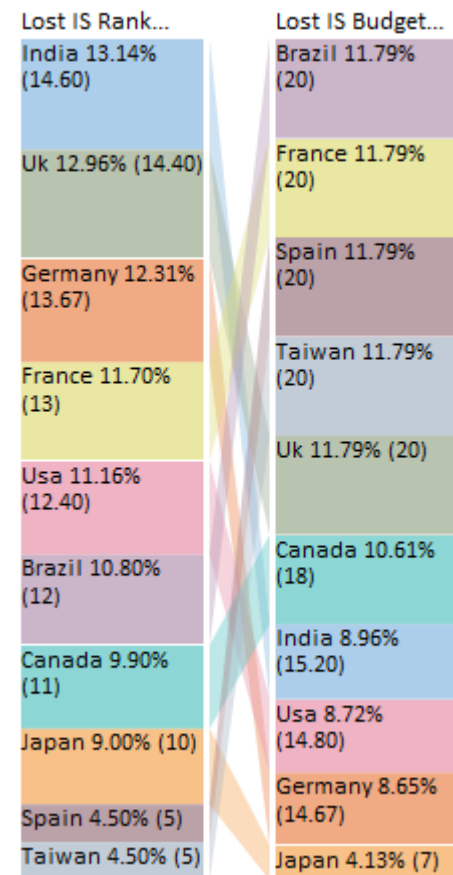
Lost IS Budget & Lost IS Rank by DoW



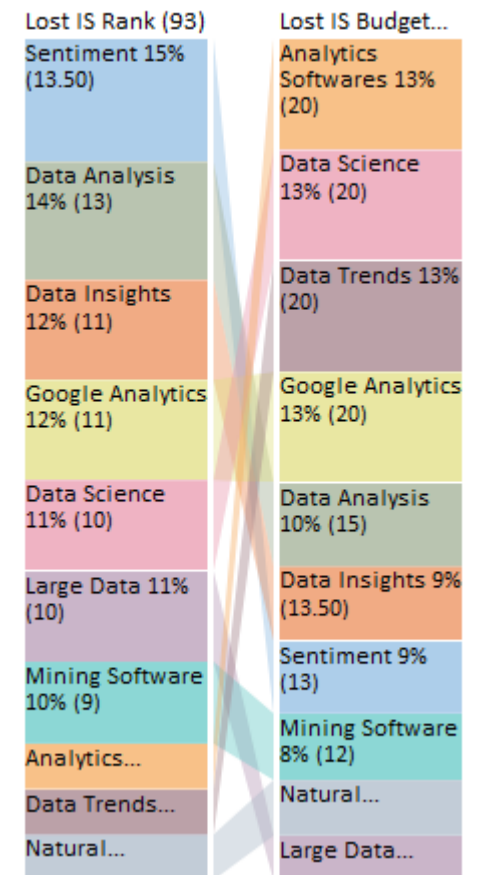
Impression Breakdown



Lost IS by Geography (top 10)



Lost IS by Keywords (top 10)



Distribution by Device Type

