## Click-Through Rate & Impressions
by Clicks, CTR, and Impressions

| Clicks | CTR | Impressions |
|---|---|---|
| 88.0 | 4.3% | 2.0K |

Impressions: Number of times the ad was seen
2,000 people saw our ads
Out of those 2000 people, 88 clicked on our ad
For a Click-Through Rate of 4.3% (88/2000)
CTR: Click-Through Rate
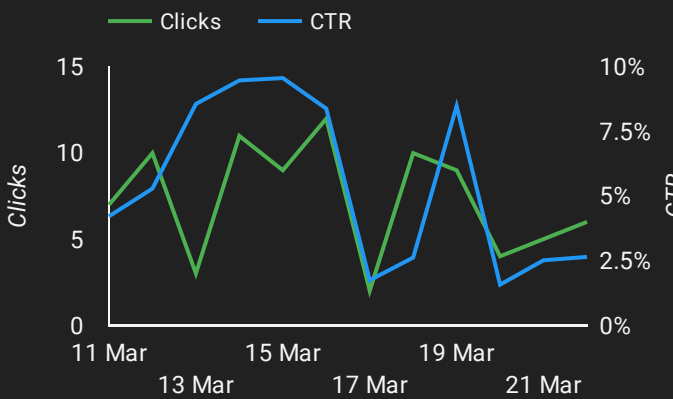


## Conversion Rate & Cost
by Conversions Rate and Cost / Conv.

| Conversions | Conv. rate | Cost / conv. |
|---|---|---|
| 17.0 | 19.3% | $11.74 |

Conversions: Number of times a goal was actioned (17 users completed our defined goal: intended to sign-up by clicking the button on the website or actually completed the sign-up process)
Conversion rate: Conversions/Clicks (17/88) = 19.3%
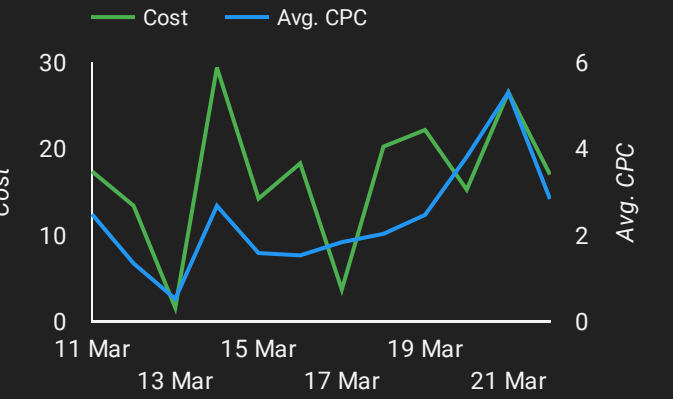Based on a budget of $199.54, it costs $11.74 per conversion
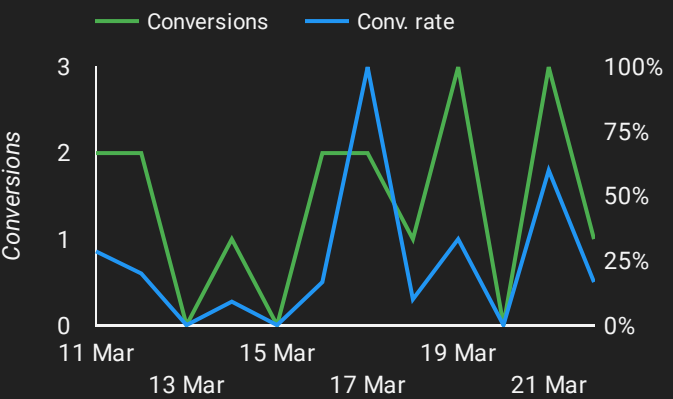


## Cost Per Click
by Cost, CPC, and CPM

| Cost | Avg. CPC | Avg. CPM |
|---|---|---|
| $199.54 | $2.27 | $98.44 |

Out of our $200 budget, we spent $199.54 in 11 days and stayed just under budget.
Average Cost per Click: Average cost for each person clicking our ad ($199.54/88)
Average CPM: Average cost per 1000 impressions



## Top Keywords With Two Conversions

Key Insight: Broad match keywords (words with a + in front of them) get your ad to match the widest range of possible keyword searches that are still somewhat related to your keyword. Although we did not make all the keywords broad match, these were our top keywords. Moving forward, we would suggest having more broad match keywords to initiate positive results.

### +recruitment +agencies +vancouver


### +job placement agencies


### +staffing +agency


+recruitment, being a very relevant keyword aligned to the searcher's needs, enabled an employer to fully create an account

These graphs are jagged because of our campaign's short time period (11 days).

Thus, our clicks are sporadic as we created a new campaign and invested funds where there was none before.

### +recruitment


### +hiring +agencies


After the COVID-19 Health Advisory Closures and as people started transitioning to remote work, we tried to add more keywords that included the words 'remote', 'offsite', and 'hiring', to fit current events.

However, we still saw an increase in these keywords, like +hiring +agencies due to the short time frame and alignment to our audience's needs.

## All Keywords

| | Search keyword | Clicks | CTR | Conversions ▾ | Cost / conv. | Avg. Cost |
|---|---|---|---|---|---|---|
| 1. | +work agencies | 2 | 7.41% | 2 | $3.32 | $3.32 |
| 2. | +staffing +agency | 2 | 2.99% | 2 | $3.64 | $3.64 |
| 3. | +recruitment +agencies +vancou… | 6 | 7.79% | 2 | $8.63 | $2.88 |
| 4. | +recruitment | 7 | 3.07% | 2 | $11.27 | $3.22 |
| 5. | +job placement agencies | 8 | 4.76% | 2 | $7.99 | $2 |
| 6. | +hiring +agencies | 3 | 6.12% | 2 | $3.01 | $2.01 |
| 7. | +talent +marketplace | 1 | 9.09% | 1 | $1.59 | $1.59 |
| 8. | +recruitment companies vancouv… | 3 | 8.57% | 1 | $4.91 | $1.64 |

1 - 100 / 116  ‹ ›

This table represents all the keywords used in this campaign, sorted by clicks from highest to lowest

Clicks and CTR show attraction to our ad while conversions show the alignment between our ad, the website's content and TMP's value proposition. People searched for these keywords and took actions based on their needs.

Therefore, people who searched for these keywords: +job replacement agency, +job recruiting, +recruitment and +recruitment +agencies +vancouver clicked on our ads because our ad content was relevant to them. Plus, our budget was enough to enable our ad to appear in search results amongst the competition.

## Breakdown of Our Conversions

| | Segment Conversion Type Name | Conversions ▾ |
|---|---|---|
| 1. | Sign-up Intent - Candidate (All Web Site Data) | 12 |
| 2. | Sign-up Intent - Employer (All Web Site Data) | 4 |
| 3. | Create an Employer Account (All Web Site Data) | 1 |

1 - 5 / 8  ‹ ›

Breaking down our 17 conversions:
We had 12 candidate intent, 4 employer intents and 1 employer complete conversion.

A sign up intent is when a user clicked on the sign up button within the website but did not complete the sign up process.

A complete conversion is when a user signs up on the website and completes the sign up process (creates an account).

## Ad Format
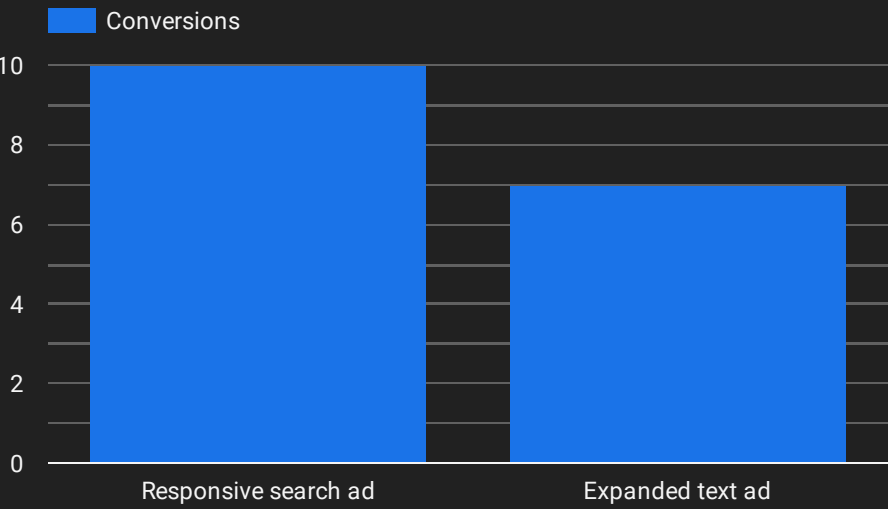


We found that responsive search ads preformed better than expanded text ads. Responsive ads are text ads where multiple headlines and descriptions are mixed, tested and optimized to form multiple versions of an ad; the best performing ad will be shown to align with user needs. Expanded text ads are static, meaning the headline and description remain the same - in the same place within the ad.

Moving forward, we suggest that TMP create more responsive ads when creating optimized, results-driven campaigns for business to business targets as it allows for efficient and effective A/B testing.