

Paid Search Performance Dashboard

Mar 1, 2019 - Mar 31, 201

Campaign

Ad group

Impressions

463,610

↓ 1.2%

Clicks

14,338,213

↑ 12.3%

CTR

3.23%

↑ 1.56%

Avg CPC

\$0.29

↑ \$0.01

Total

\$135,294.62

↓ \$5,310.25

Search cost share

36.03%

↑ 0.47%

Search cost (Share)

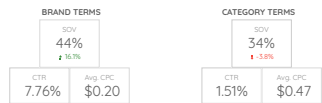
52.26%

↑ 0.05%

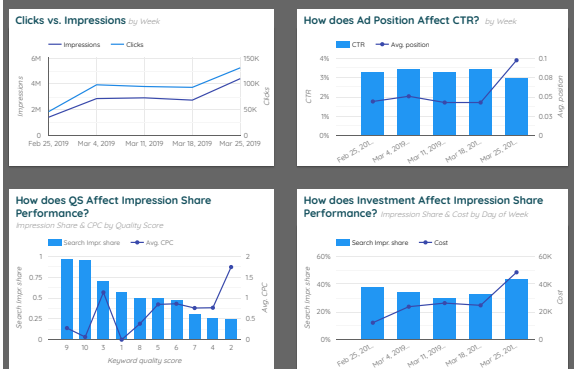
SEM: Notes

Performance & Optimizations Overview:

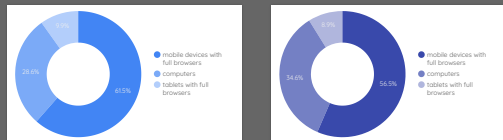
Notes



Paid Search Trends MoM



Clicks & Impressions By Device



Competitive Insights: Brand + NB Combined

Domain	Impr share %	Overlap %	Outranking %	Avg Pos
amazon.co	75.1%	0.0%	0.00%	1.5
verizon.co	28.0%	22.6%	65.62%	1.9
verizon.com	15.3%	10.1%	43.45%	1.1
tsb.com	10.7%	6.6%	51.20%	1.3
skullcandy.co	10.0%	0.1%	57.54%	1.1
lg.com	10.0%	0.7%	57.29%	1.5
shopbot.co	10.0%	1.8%	72.9%	3.9
samsung.com	10.0%	6.9%	52.16%	1.9
rogers.com	10.0%	0.4%	54.40%	3.3
nikon.co	10.0%	0.2%	57.58%	1.9

Glossary

**Impression Share / Share of Voice:** Impression share is the number of impressions you've received divided by the estimated number of impressions you were eligible to receive. Eligibility is based on your current ads' targeting settings, approval statuses, bids, and Quality Scores.

**CTR / Click Through Rate:** A metric that measures the number of clicks advertisers receive on their ads per number of impressions.

**Quality Score:** Determined by Google's Algorithm, Quality Score is an estimate of the quality of your ads, keywords, and landing pages. Higher quality ads can lead to lower prices and better ad positions.

**Overlap Rate:** How often another advertiser competed in the same auction as your brand.

**Outranking Share:** How often your ad showed above that competitor, or if you ad showed when theirs did not.

Account Details: Top Click Drivers ( by Campaign/Search Term Brand + NB )

Campaign	Clicks	Impressions	CTR	Avg CPC	Cost	Avg Pos	Impr share	Last 15 (9d)	Last 15 (18d)
Ecommerce - The Source Brand (Exact) (FB)	141,588	303,482	47.00%	\$0.03	\$4,188.71	1.0	95.00%	0.00%	0.00%
Ecommerce - Shopping - Computers & Tablets -	63,895	3,260,802	1.96%	\$0.07	\$55,329.64	0.0	9.99%	58.27%	2.98%
Ecommerce - The Source Brand (Exact) (FB)	50,048	88,920	56.28%	\$0.03	\$1,451.41	1.0	99.53%	0.47%	0.00%
Ecommerce - Shopping - Audio & Headphones (	27,782	1,532,270	1.82%	\$0.48	\$1,414.53	0.0	9.99%	50.74%	0.58%
Ecommerce - Shopping - Gaming (BN)	25,960	2,301,283	1.12%	\$0.48	\$12,366.67	0.0	9.99%	50.76%	22.60%

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Campaign	Ad group	Search term	Clicks	Impressions	CTR	Avg CPC	Cost	Avg Pos
Ecommerce - The Source Brand (E	Brand	the source	90,002	200,085	45.00%	\$0.03	\$1,360.01	1.0
Ecommerce - The Source Brand (E	Brand	to source	40,288	70,305	57.30%	\$0.02	\$974.33	1.0
Ecommerce - The Source Brand (E	Brand	source	17,723	38,666	45.84%	\$0.03	\$767.52	1.0
Ecommerce - The Source Brand (E	Brand	resource	11,633	22,241	50.70%	\$0.03	\$303.46	1.0
Ecommerce - The Source Brand (E	Brand	resource	4,448	8,204	54.08%	\$0.03	\$223.52	1.0

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Campaign	Ad group	Search term	Clicks	Impressions	CTR	Avg CPC	Cost	Avg Pos
Ecommerce - Shopping - Gaming (	Gaming - ALL	gaming switch	544	194,242	0.28%	\$0.08	\$214.66	0.0
Ecommerce - Shopping - Audio &	Audio & Headphones - ALL	airpods 2	1,209	52,077	2.42%	\$0.09	\$740.35	0.0
Ecommerce - Shopping - Audio &	Audio & Headphones - ALL	gaming/switch	99	9,158	10.80%	\$0.14	\$23.33	0.0
Ecommerce - Shopping - Audio &	Audio & Headphones - ALL	airpods	836	54,193	1.52%	\$0.08	\$467.32	0.0
Ecommerce - Shopping - Gaming (	Gaming - ALL	verizon switch	584	40,122	1.46%	\$0.26	\$149.27	0.0

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Audience Insights: Click & Impressions by Age & Gender

