



Google Ads Report

April 23, 2020

Weekly Total Performance

(March 28, 2021 - April 23, 2021)

Legend:

Above Proficient Results

Expert Results

	Report 1 (3/28-4/9)	Report 2 (4/10-4/16)	Report 3 (4/17-4/23)	Total Performance
Cost	\$1,336	\$1,028	\$544	\$2,992.24
Imp.	3,904	17,380	1,079	22,012
Clicks	198	196	50	452
Avg. CPC	\$6.75	\$5.25	\$11.10	\$6.62
CTR	5.07%	1.24%	4.55%	2.05%
Conv	12	6	2	20
Cost/Conv.	\$111.33	\$171.33	\$272	\$149.61

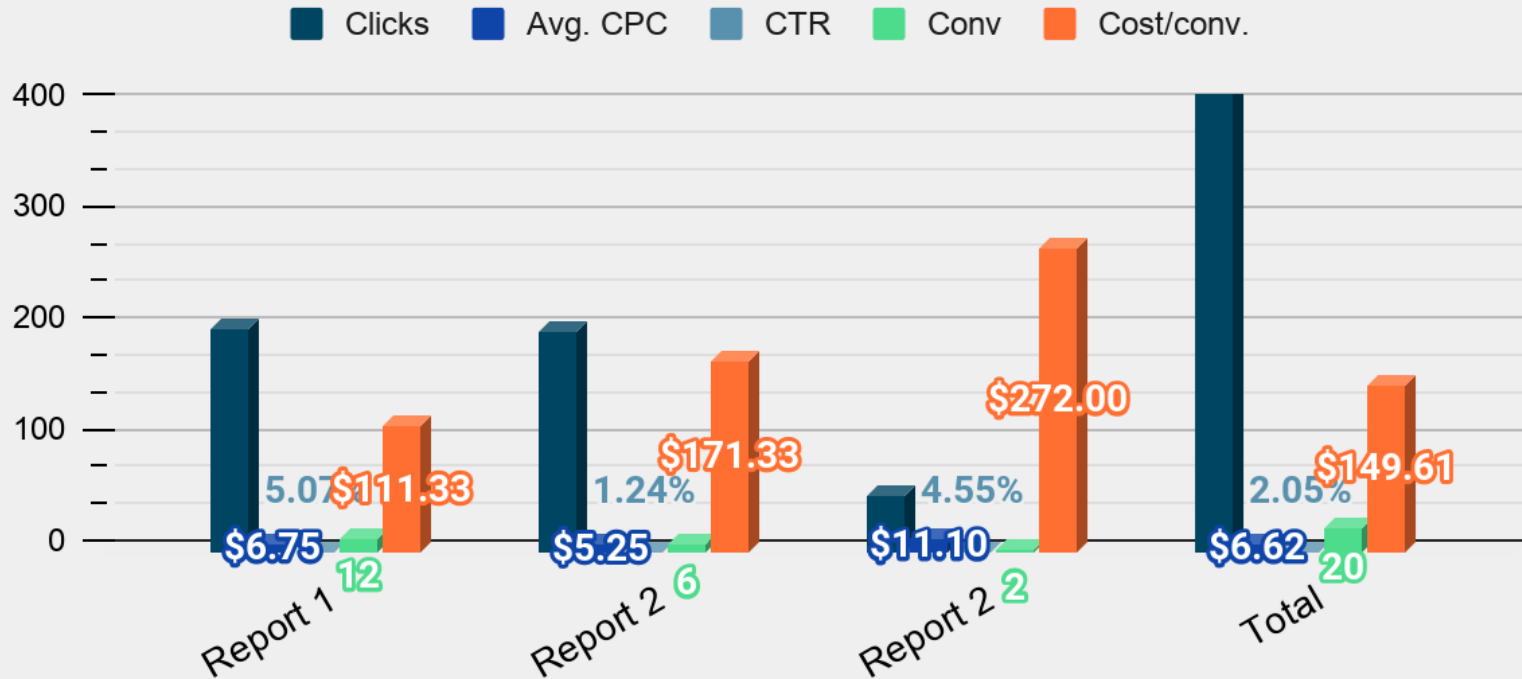
2be Live produced a \$149.61 cost/lead down from \$198.00 cost/lead as compared to pre-existing 2be Live campaigns. Google Ads states that over the course of 30.4 days, if we continue our strategy, our cost/lead, # of leads, etc. will continue to increase. They design Google Ads like this for 2 reasons...

(Source:

<https://support.google.com/google-ads/answer/1704443?hl=en>)

Total Weekly Performance Compared to All Time

(March 28 - April 23)



Campaigns by Location Report

(March 28, 2021 - April 23, 2021)

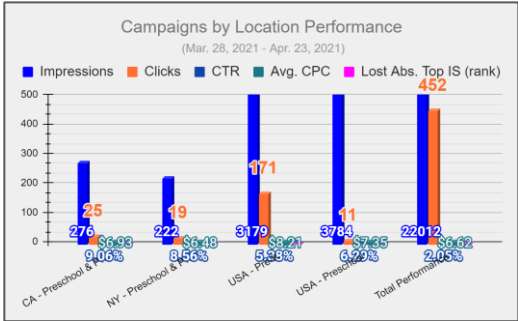
Legend:

Above Proficient Results

Expert Results

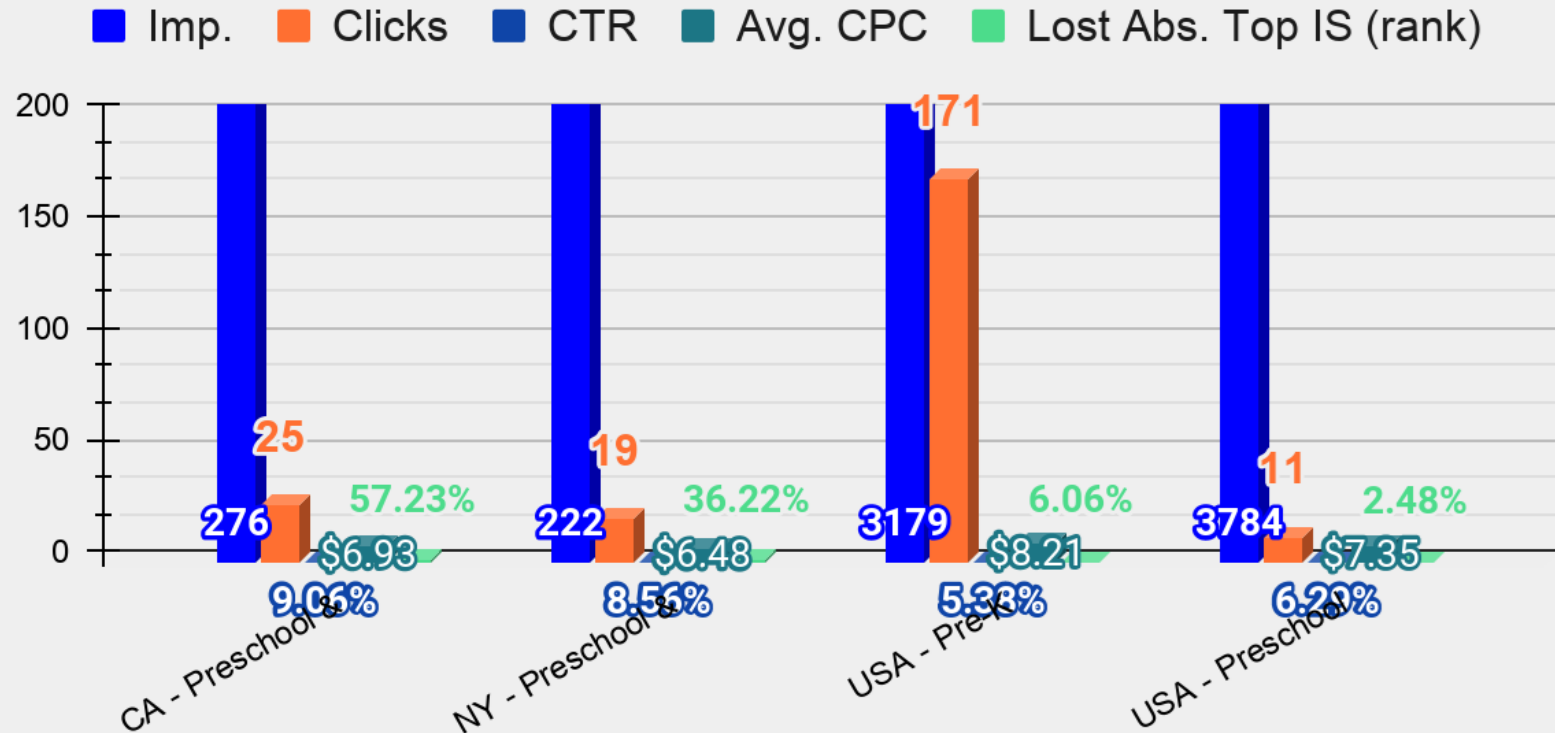
Campaign	Imp.	Clicks	Avg. CPC	CTR	Spend	Lost Abs. Top IS (rank)
CA - Preschool & Pre-K Mixed KWs	276	25	\$6.93	9.06%	\$205.34	57.23%
NY - Preschool & Pre-K Mixed KWs	222	19	\$6.48	8.56%	\$123.16	36.22%
USA - Pre-K KWs, only	3,179	171	\$8.21	5.38%	\$1,185.70	6.06%
USA - Preschool KWs, only	3,784	11	\$7.35	6.29%	\$1,033.01	2.48%

Please Click On Graph Below To Enlarge



Individual Campaign Performance Bar Graph

(Mar. 28, 2021 - Apr. 23, 2021)



Top Locations Report

<input type="checkbox"/> Targeted location	Campaign	Bid adj.	Impr.	Clicks	Avg. CPC	CTR	Avg. CPM	Cost	↓ Conversions
Total: Locations ?			22,117	455	\$6.62	2.06%	\$136.14	\$3,011.03	10.00
<input type="checkbox"/> 60.0 mi around New York, NY	2be Live - Search - NY - Preschool & Pre-K	+30%	195	18	\$6.55	9.23%	\$604.36	\$117.85	1.00
<input type="checkbox"/> 25.0 mi around Philadelphia, PA	PA - Search Keywords	-20%	36	2	\$3.61	5.56%	\$200.28	\$7.21	1.00
<input type="checkbox"/> 50.0 mi around Los Angeles, CA	2be Live - Search - CA - Preschool & Pre-K	-15%	103	11	\$8.05	10.68%	\$859.42	\$88.52	1.00
<input type="checkbox"/> 50.0 mi around San Jose, CA	2be Live - Search - CA - Preschool & Pre-K	+30%	72	4	\$9.48	5.56%	\$526.53	\$37.91	1.00
<input type="checkbox"/> 50.0 mi around Chicago, IL	IL - Search Keywords	-20%	72	6	\$6.11	8.33%	\$508.75	\$36.63	1.00
<input type="checkbox"/> New York, NY, United States	2be Live - Search - USA - Pre-K	+75%	1,238	71	\$7.48	5.74%	\$429.12	\$531.25	1.00
<input type="checkbox"/> Orlando-Daytona Beach-Melbourne...	2be Live - Search - USA - Pre-K	+50%	11	2	\$4.37	18.18%	\$794.55	\$8.74	1.00
<input type="checkbox"/> Atlanta, Georgia, United States	2be Live - Search - USA - Pre-K	+80%	84	4	\$9.10	4.76%	\$433.33	\$36.40	1.00
<input type="checkbox"/> Massachusetts, United States	2be Live - Search - USA - Preschool	+50%	125	2	\$14.11	1.60%	\$225.76	\$28.22	1.00

Top Counties Report - NY, USA

Matched location	Clicks	Impr.	CTR	Avg. CPC	Cost	Conv. rate	Conv.	Cost / conv.
Queens County, New York, United States	87	1062	8.19%	4.57	397.84	3.45%	3	132.61
Kings County, New York, United States	64	973	6.58%	4.46	285.56	4.69%	3	95.19
New York County, New York, United States	61	1228	4.97%	5.21	317.83	3.28%	2	158.92

Additional Findings To Increase Ad Performance

- Customer Journey Report. Click here: <https://insights.hotjar.com/r?site=2355066&recording=5838673561>

https://krkonlineacademy.com/preschool-and-pre-k-online-learning-academy/?gclid=Cj0KCQjwvYS...

Share Like Star

DAILY ONLINE CLASSES FOR PRESCHOOL AND PRE-K VIRTUAL LEARNING

Brought to you by one of the leading childcare providers in the nation, Kids 'R' Kids preschool and pre-k online learning academy gives you unlimited access to:

- Fast Track® Curriculum and Learning Program
- STEAM® Project & Activities
- ABCmouse® School Home Account
- Techie Kids Club® Virtual Enrichment Program
- At-home Independent Learning Activities
- Assignments Through **BeLive®

ENROLL NOW

TRY FREE NOW

Session Info

Desktop (819 x 791)

Safari 14.0.3

Mac OS X 10.15.6

https://www.google.com

29 Actions

Tags

Add tag to this recording...

Tag this recording...

Get more insight

Want to know more about your user's experience?

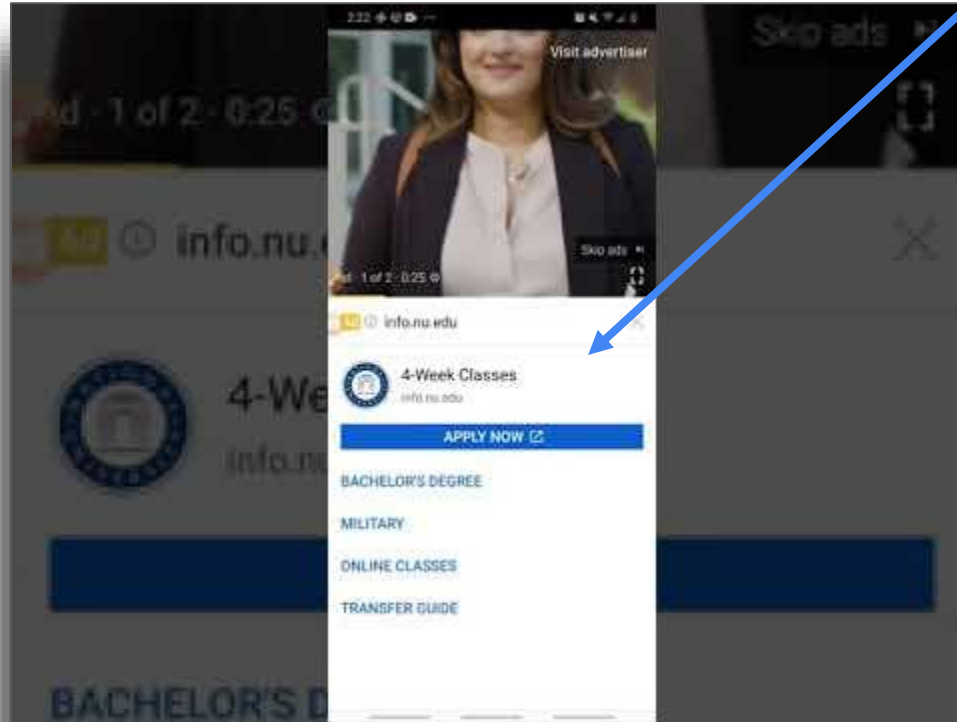
Create a Poll

Help with recordings

Additional Findings To Increase Ad Performance

- Live Recording of Google Ads Video Ad on YouTube (general preview)

Please Click The Play
Button To Watch





Thank you.
Please reach out with any questions.

