Google ads Data Analysis:

2.79K	**12K**	**426.01**	**387**	**21**
Sum of Cost ($)	Sum of Payment ($)	Return %	Sum of Clicks	Sum of Prospects

Average of Cost ($) by Campaign and month

Month ● January ● February ● March ● April ● May

Sum of Cost ($) by Keyword type and month

Month ● January ● February ● March ● April ● May

Sum of Impressions and Sum of Prospects by month

Month ● Sum of Impressions ● Sum of Prospects
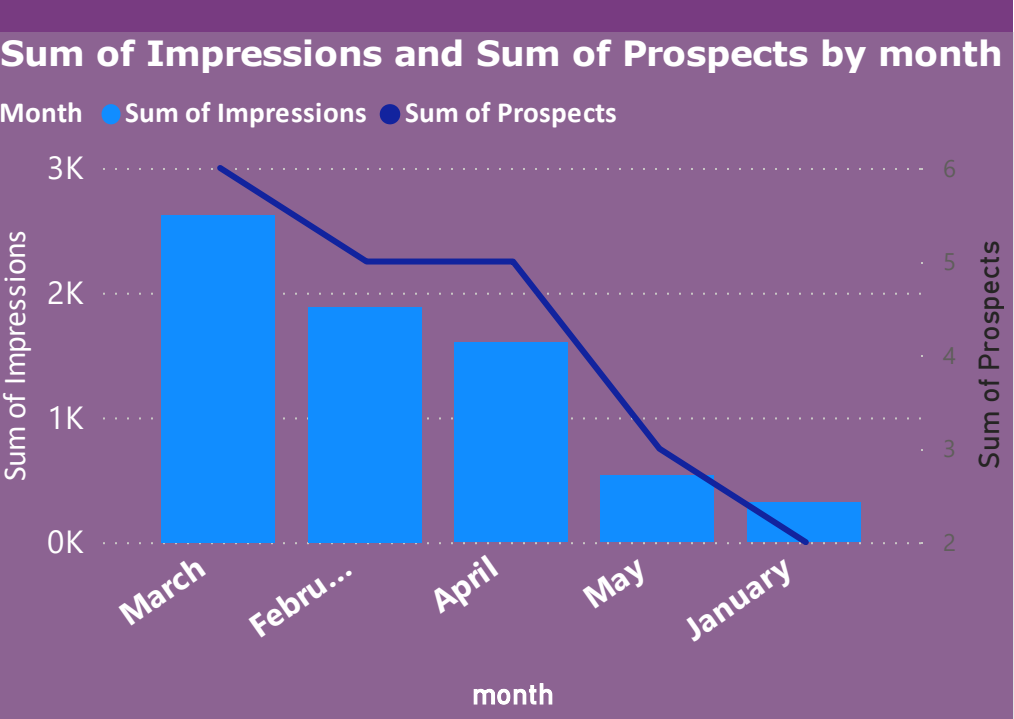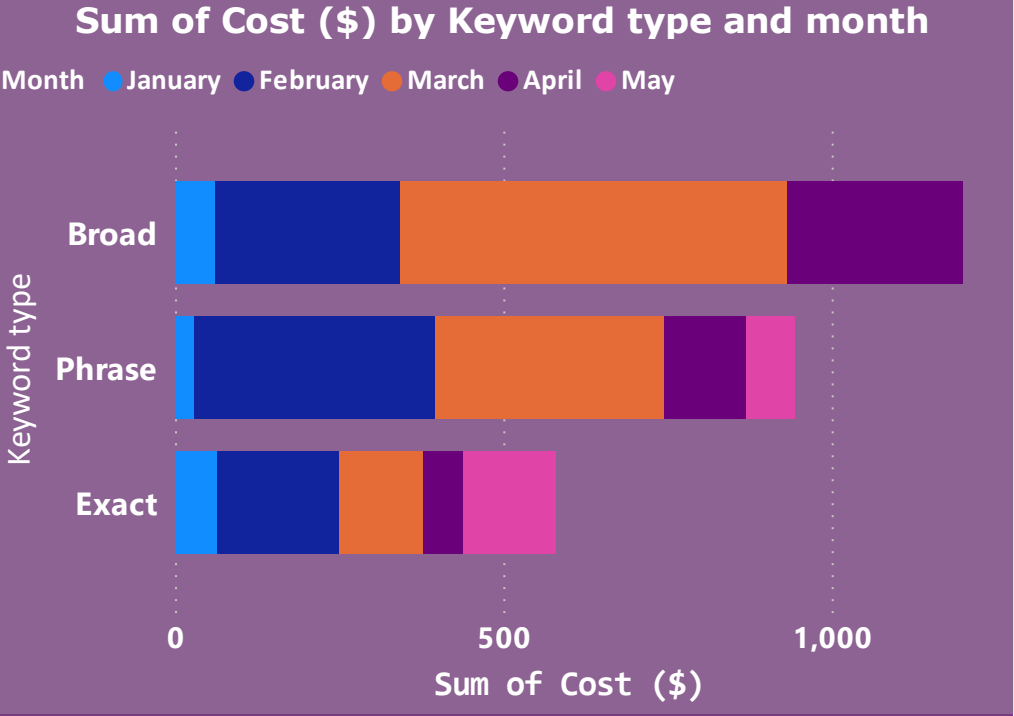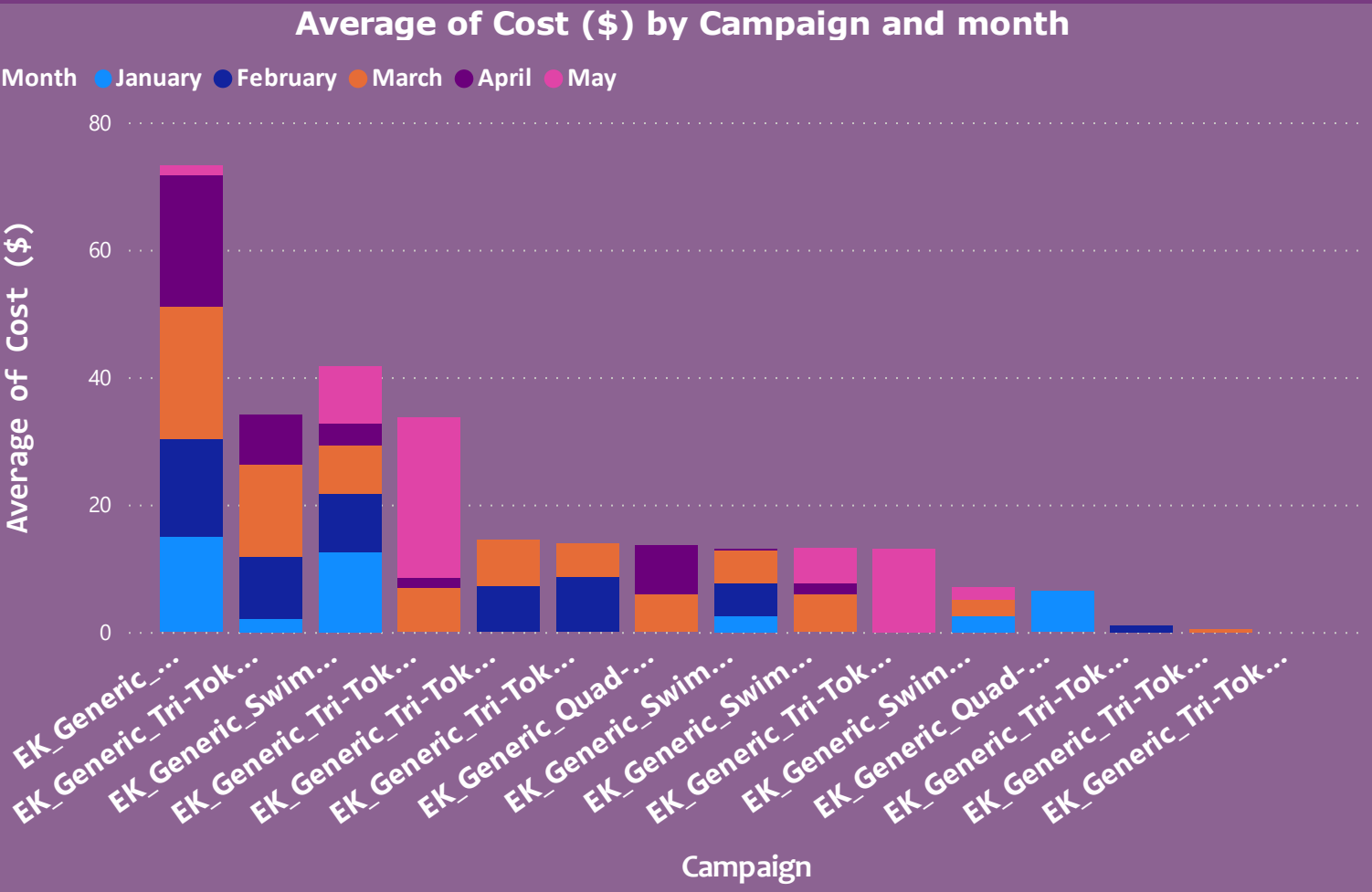
Listing Site Data Analysis

Month

- January
- February
- March
- April
- May
- June
- July
- August
- September
- October
- November
- December

Year

- 2020
- 2021
- 2022

Week

- Wk1
- Wk3
- Wk2
- Wk4

channel

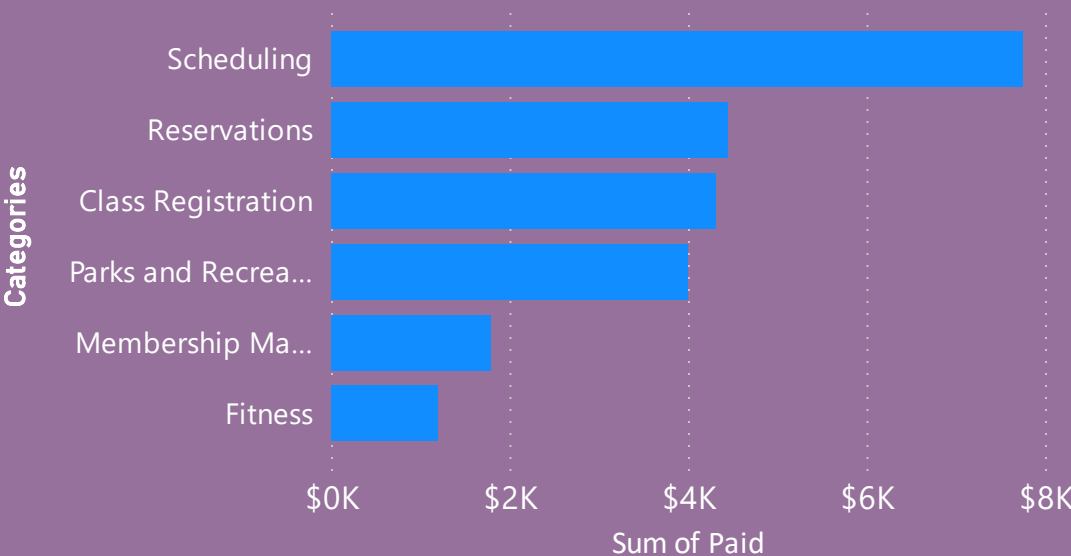- Capterra
- GetApp
- Software Advice

Sum of Leads and Sum of Prospects by Channel

- Sum of Leads
- Sum of Prospects

Sum of Paid by Location and Channel

Channel ● Capterra ● GetApp ● Software Advice

Microsoft Bing
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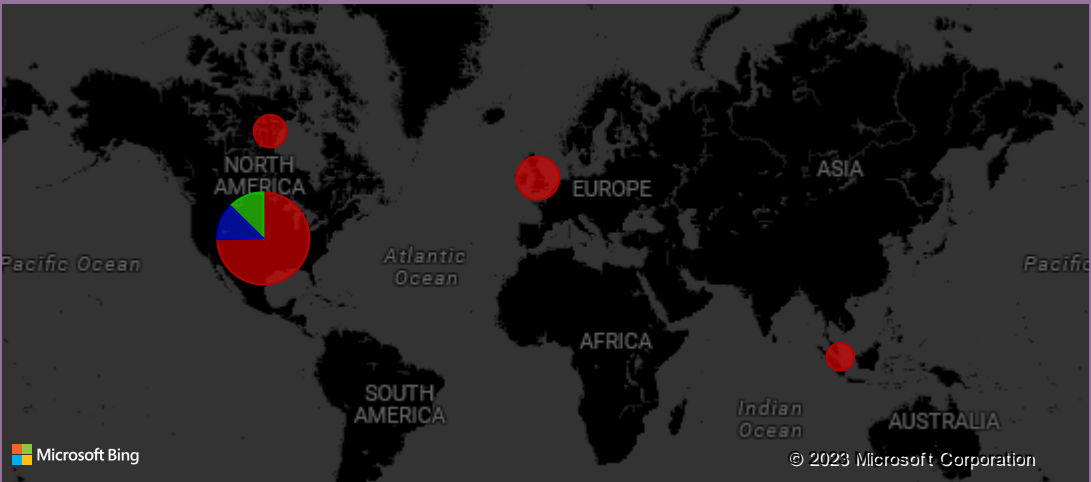
$25.22K
Sum of Money Spent ($)

$23.46K
Sum of Paid

93.01
Total Return %

Sum of Paid by Categories

- Scheduling
- Reservations
- Class Registration
- Parks and Recrea...
- Membership Ma...
- Fitness

Sum of Paid: $0K, $2K, $4K, $6K, $8K

Sum of Money Spent ($) by Location and Channel

Channel ● Capterra ● GetApp ● Software Advice

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