

Monthly Account Performance Analysis

1 Nov 2015 — 30 Nov 2015



Router Express

217-487-2818

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Key Performance Metrics

Impr	Clicks	Cost	Avg CPC
48,093	425	\$646.56	\$1.52
↑ 12%	↑ 13%	↑ 9%	↓ 4%
CTR	Avg Pos		
0.88%	1.4		
↔ 0%	↑ 8%		

Overall Summary

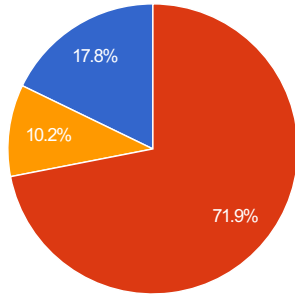
Impr	Clicks	Cost	Avg CPC	CTR	Avg Pos
48,093	425	\$646.56	\$1.52	0.88%	1.4

Performance Comparison - This Month vs. Last Month

Title	Impr	Clicks	Cost	Avg CPC	CTR	Avg Pos
Month Before Last	42,946	377	\$594.85	\$1.58	0.88%	1.3
Last Month	48,093	425	\$646.56	\$1.52	0.88%	1.4
Change	<div>↑ 5,147</div>	<div>↑ 48</div>	<div>↑ \$51.71</div>	<div>↓ \$0.06</div>	<div>↔ 0%</div>	<div>↑ 0.10</div>
% Change	<div>↑ 12%</div>	<div>↑ 13%</div>	<div>↑ 9%</div>	<div>↓ 4%</div>	<div>↔ 0%</div>	<div>↑ 8%</div>

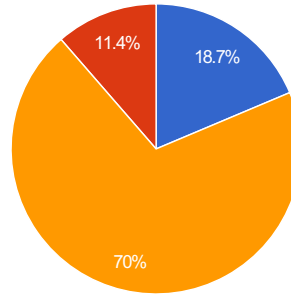
Traffic by Device and Network

Impressions



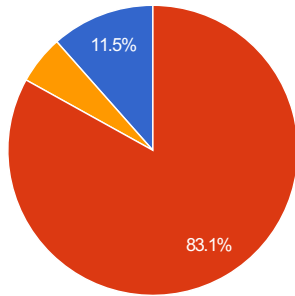
- Mobile devices with full browsers
- Tablets with full browsers
- Computers

Impressions



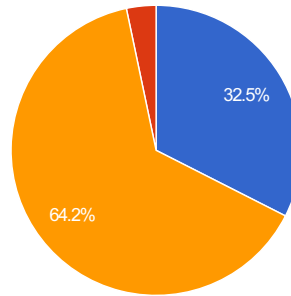
- Google search
- Display Network
- Search partners

Clicks



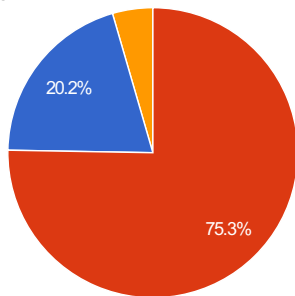
- Mobile devices with full browsers
- Tablets with full browsers
- Computers

Clicks



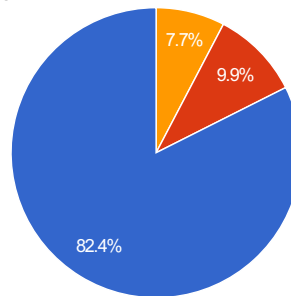
- Google search
- Display Network
- Search partners

Cost



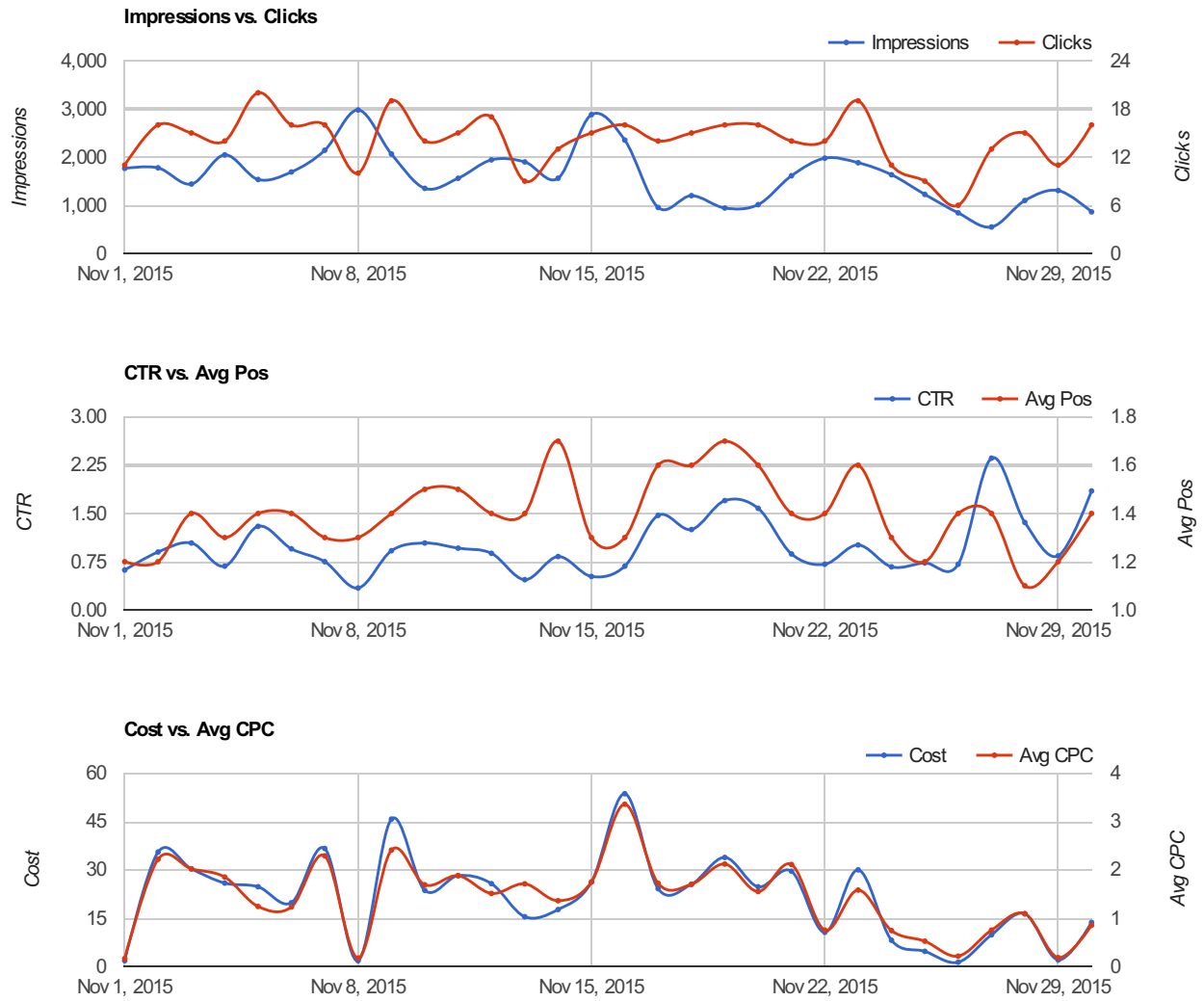
- Mobile devices with full browsers
- Computers
- Tablets with full browsers

Cost

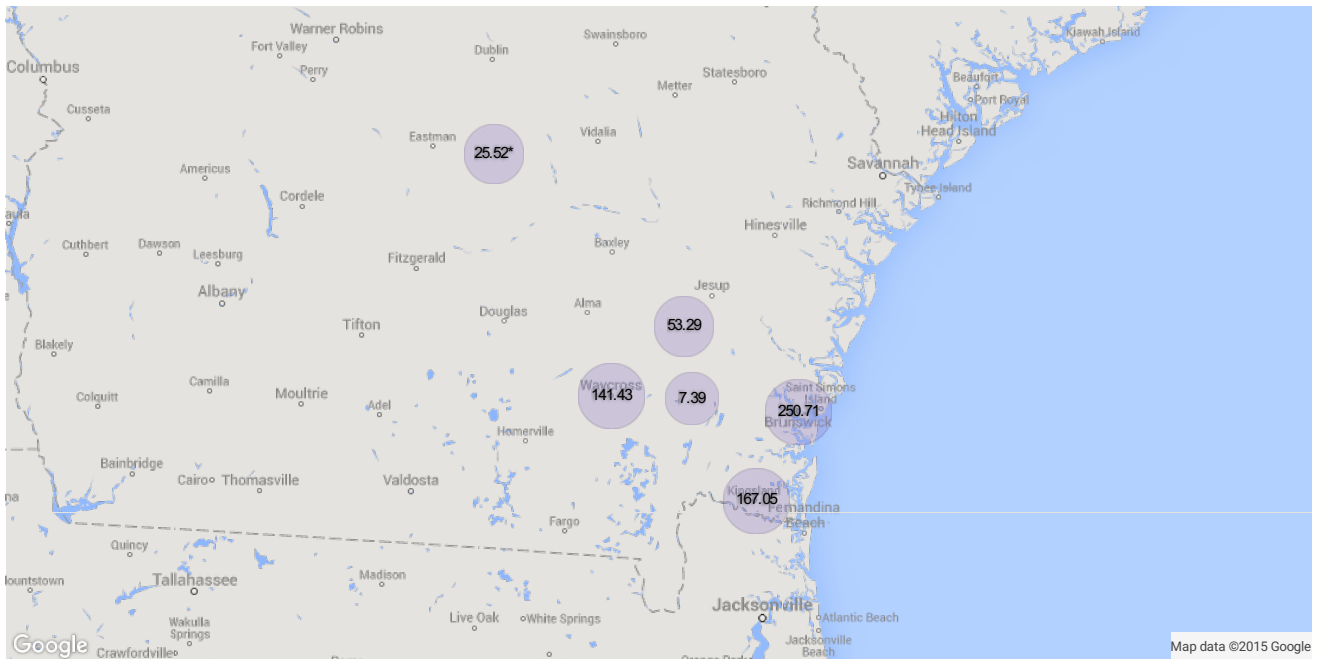


- Display Network
- Search partners
- Google search

Daily Trends - Traffic & Cost

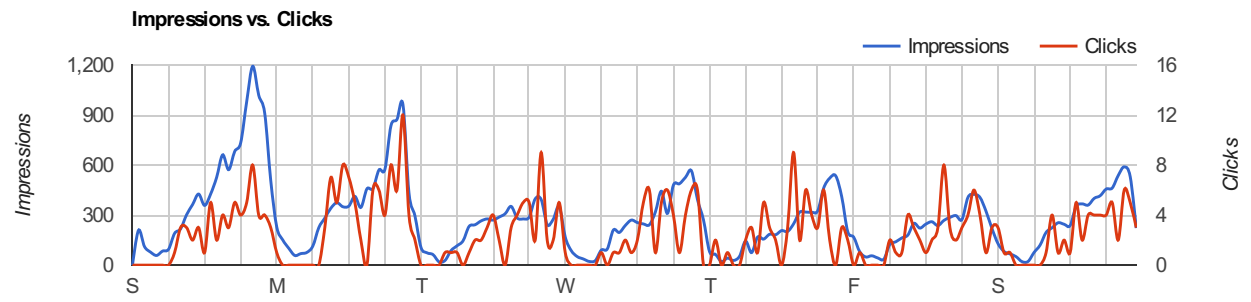


Geo Distribution of Cost



Country	Region	City	Impr	Clicks	Cost	Avg CPC	CTR	Avg Pos	Conv	Conv Rate	Cost / Conv	Conv Val	Conv Val / Cost	Conv Val / Click
United States	Georgia	Darien	311	4	22	5.40	1.29	2.5	0	0.00	0.00	0	0.00	0.00
United States	Georgia	Waycross	2,028	30	141	4.71	1.48	2.1	2	6.67	70.72	2	0.01	0.07
United States	Georgia	Screven	89	3	14	4.61	3.37	1.9	0	0.00	0.00	0	0.00	0.00
United States	Georgia	Brunswick	5,750	64	223	3.48	1.11	2.1	0	0.00	0.00	0	0.00	0.00
United States	Georgia	Saint Simons Island	357	2	6	3.11	0.56	2.1	0	0.00	0.00	0	0.00	0.00
United States	Georgia	Jesup	1,081	15	39	2.63	1.39	2.0	0	0.00	0.00	0	0.00	0.00
United States	Georgia	Nahunta	236	3	7	2.46	1.27	2.3	0	0.00	0.00	0	0.00	0.00
United States	Georgia	Unspecified	1,250	12	26	2.13	0.96	1.3	0	0.00	0.00	0	0.00	0.00
United States	Georgia	Kingsland	23,255	179	104	0.58	0.77	1.2	0	0.00	0.00	0	0.00	0.00
United States	Georgia	Saint Marys	13,034	110	63	0.57	0.84	1.2	0	0.00	0.00	0	0.00	0.00

Traffic Trends By Hour



Top Campaigns by Cost

Campaign	Impr	Clicks	Cost	Avg CPC	CTR	Avg Pos
Glynn County Call Only	2,633	35	\$108.19	\$3.09	1.33%	1.4
Glynn County Plumbing Services	2,586	24	\$95.56	\$3.98	0.93%	2.9
Ware County Call Only	840	21	\$87.65	\$4.17	2.50%	1.4
4 County - Plumbing Services Brantley McIntosh Ware and Wayne counties	1,396	21	\$73.43	\$3.50	1.50%	2.7
Camden County Plumbing Services	2,953	13	\$66.25	\$5.10	0.44%	2.4
Camden Display	33,648	273	\$49.67	\$0.18	0.81%	1.1
Camden Call Only	435	6	\$29.08	\$4.85	1.38%	1.5
6 County Leak Detection	154	5	\$24.97	\$4.99	3.25%	2.1
Glynn County Drain Cleaning	1,112	7	\$23.65	\$3.38	0.63%	2.2
Wayne County Call Only	511	5	\$22.18	\$4.44	0.98%	1.6
McIntosh County Call Only	177	3	\$19.67	\$6.56	1.69%	1.5
Camden County Drain Cleaning	565	4	\$18.18	\$4.55	0.71%	2.0
4 County - Drain Cleaning: Brantley McIntosh Ware and Wayne counties	818	4	\$11.30	\$2.83	0.49%	2.3
6 County - Back Flow Prevention	84	1	\$9.39	\$9.39	1.19%	1.6
Brantley County Call Only	181	3	\$7.39	\$2.46	1.66%	1.6

Top Keywords by Cost - Search

Keyword	Impr	Clicks	Cost	Avg CPC	CTR	Avg Pos
plumber	614	10	\$42.83	\$4.28	1.63%	2.5
sewer and water	397	12	\$31.84	\$2.65	3.02%	1.1
"plumber waycross"	87	5	\$31.11	\$6.22	5.75%	1.3
24 hour plumbing	83	4	\$22.31	\$5.58	4.82%	1.3
sewer and water	88	7	\$21.89	\$3.13	7.95%	1.0
plumbing	129	3	\$17.45	\$5.82	2.33%	2.3
heater water	773	2	\$17.15	\$8.57	0.26%	2.1
plumber jesup	114	4	\$15.09	\$3.77	3.51%	1.4
find a plumber	13	2	\$14.00	\$7.00	15.38%	1.3
Leak Detection	145	3	\$13.69	\$4.56	2.07%	2.0
plumbers jesup	115	7	\$13.50	\$1.93	6.09%	1.3
[plumbers]	5	2	\$11.88	\$5.94	40.00%	1.0
leak detection brunswick	5	2	\$11.28	\$5.64	40.00%	3.0
24 hour plumbing	162	4	\$11.12	\$2.78	2.47%	1.7
septic tank drainfield problems	5	2	\$10.82	\$5.41	40.00%	1.2

Top Placements by Cost

Placement	Impr	Clicks	Cost	Avg CPC	CTR
mobileapp::1-284235722	173	24	\$4.96	\$0.21	13.87%
plumbersservicestoday.com	1	1	\$4.47	\$4.47	100.00%
mobileapp::1-851217075	118	16	\$2.57	\$0.16	13.56%
mobileapp::1-384101264	77	9	\$1.80	\$0.20	11.69%
mobileapp::2-com.lampe.torcher.flashlight	16	9	\$1.78	\$0.20	56.25%
littlealchemy.com	687	6	\$1.19	\$0.20	0.87%
accuweather.com	455	4	\$1.06	\$0.27	0.88%
anonymous.google	1,198	5	\$0.99	\$0.20	0.42%
countryrebel.com	53	5	\$0.98	\$0.20	9.43%
yeahmotor.com	3	3	\$0.92	\$0.31	100.00%
mobileapp::1-399452287	8	4	\$0.86	\$0.22	50.00%
answers.com	1,174	3	\$0.81	\$0.27	0.26%
mobileapp::1-291890420	32	3	\$0.78	\$0.26	9.38%
mobileapp::2-com.zentertain.photoeditor	4	3	\$0.72	\$0.24	75.00%
suggest.com	815	6	\$0.66	\$0.11	0.74%

Top Text Ads by Cost

Ad	Impr	Clicks	Cost	Avg CPC	CTR	Avg Pos
Jesup Plumber - 24 hr rooterexpress.net -BBB, Licensed Plumbing Expert Same Day Service - Call Us Now	250	14	\$34.05	\$2.43	5.60%	1.3
Waycross Plumber - 24 hr rooterexpress.net -BBB, Licensed Plumbing Expert Same Day Service - Call Us Now	89	5	\$31.11	\$6.22	5.62%	1.3
Brunswick Plumber - 24 hr rooterexpress.net -BBB, Licensed Plumbing Expert Same Day Service - Call Us Now	447	6	\$27.30	\$4.55	1.34%	2.4
24/7 Plumbing Repair www.rooterexpress.net/Plumbing - Rooter Express emergency service. Call Now! Fast Plumbing Repair	85	5	\$20.24	\$4.05	5.88%	2.4
24hr Plumber in Brunswick www.rooterexpress.net/Plumbing -BBB, Licensed Plumbing Expert Same Day Service - Call Us Now	275	4	\$20.20	\$5.05	1.45%	2.5
24hr Plumber in Camden www.rooterexpress.net/Plumbing -BBB, Licensed Plumbing Expert Same Day Service - Call Us Now	191	5	\$19.90	\$3.98	2.62%	2.3
Leak Detection Experts RooterExpress.net - Licensed Plumber Available 24/7 We Locate Water Leaks and Repair	116	3	\$15.90	\$5.30	2.59%	2.1
24/7 Plumbing Repair rooterexpress.net - Rooter Express emergency service. Call Now! Fast Plumbing Repair	94	5	\$14.12	\$2.82	5.32%	2.6
Camden Plumber - 24hr www.rooterexpress.net BBB A+, Licensed Plumbing Expert Same Day Service - Call Us Now	11,311	74	\$13.46	\$0.18	0.65%	1.1
Camden Plumber - 24hr www.rooterexpress.net/Plumber BBB A+, Licensed Plumbing Expert Same Day Service - Call Us Now	10,956	67	\$12.94	\$0.19	0.61%	1.1

Performance Statistics By Day

Date	Impr	Clicks	Cost	Avg CPC	CTR	Avg Pos
1 Nov	1,766	11	\$1.74	\$0.16	0.62%	1.2
2 Nov	1,777	16	\$35.52	\$2.22	0.90%	1.2
3 Nov	1,441	15	\$30.28	\$2.02	1.04%	1.4
4 Nov	2,046	14	\$25.88	\$1.85	0.68%	1.3
5 Nov	1,535	20	\$24.74	\$1.24	1.30%	1.4
6 Nov	1,691	16	\$19.76	\$1.24	0.95%	1.4
7 Nov	2,141	16	\$36.64	\$2.29	0.75%	1.3
8 Nov	2,977	10	\$1.73	\$0.17	0.34%	1.3
9 Nov	2,064	19	\$45.78	\$2.41	0.92%	1.4
10 Nov	1,351	14	\$23.62	\$1.69	1.04%	1.5
11 Nov	1,560	15	\$28.20	\$1.88	0.96%	1.5
12 Nov	1,942	17	\$25.70	\$1.51	0.88%	1.4
13 Nov	1,900	9	\$15.41	\$1.71	0.47%	1.4
14 Nov	1,561	13	\$17.65	\$1.36	0.83%	1.7
15 Nov	2,880	15	\$26.20	\$1.75	0.52%	1.3
16 Nov	2,352	16	\$53.68	\$3.36	0.68%	1.3
17 Nov	955	14	\$24.14	\$1.72	1.47%	1.6
18 Nov	1,200	15	\$25.50	\$1.70	1.25%	1.6
19 Nov	943	16	\$33.86	\$2.12	1.70%	1.7
20 Nov	1,014	16	\$24.72	\$1.55	1.58%	1.6
21 Nov	1,613	14	\$29.56	\$2.11	0.87%	1.4
22 Nov	1,977	14	\$10.56	\$0.75	0.71%	1.4
23 Nov	1,883	19	\$29.99	\$1.58	1.01%	1.6
24 Nov	1,634	11	\$8.10	\$0.74	0.67%	1.3
25 Nov	1,226	9	\$4.64	\$0.52	0.73%	1.2
26 Nov	843	6	\$1.26	\$0.21	0.71%	1.4
27 Nov	550	13	\$9.78	\$0.75	2.36%	1.4
28 Nov	1,100	15	\$16.32	\$1.09	1.36%	1.1
29 Nov	1,307	11	\$1.97	\$0.18	0.84%	1.2
30 Nov	864	16	\$13.63	\$0.85	1.85%	1.4