

# GOOGLE ADS REPORT

Total Cost

\$2,757.23

Total Payment

\$11,880

Total Returns

\$455.67

Total click

383

Total Impression

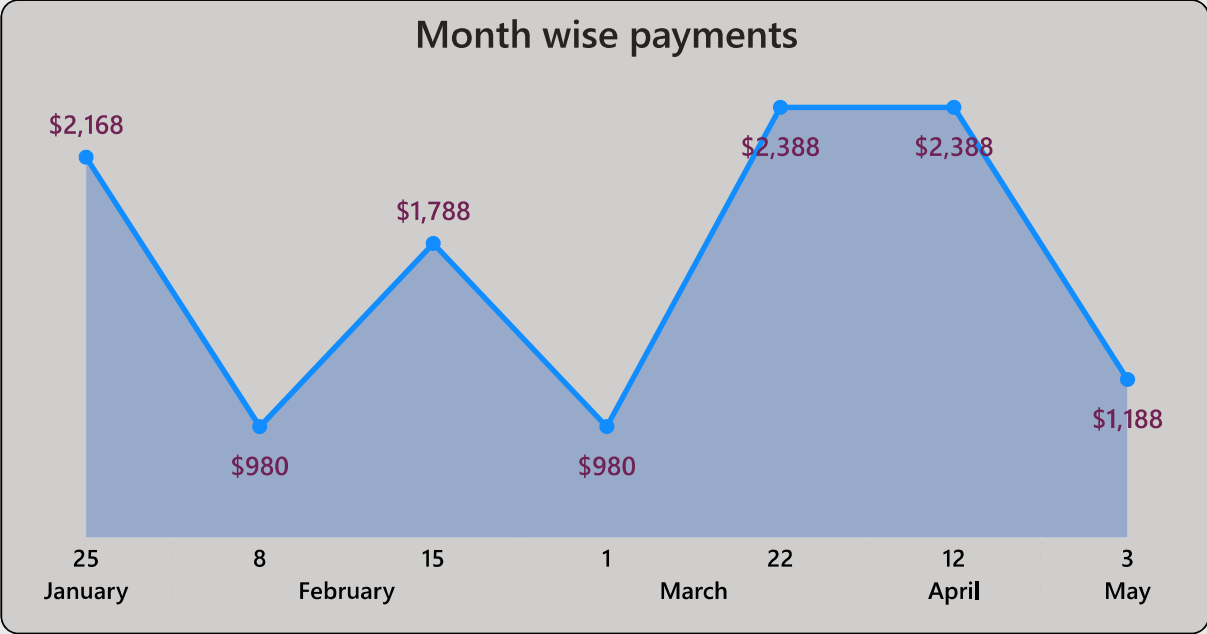
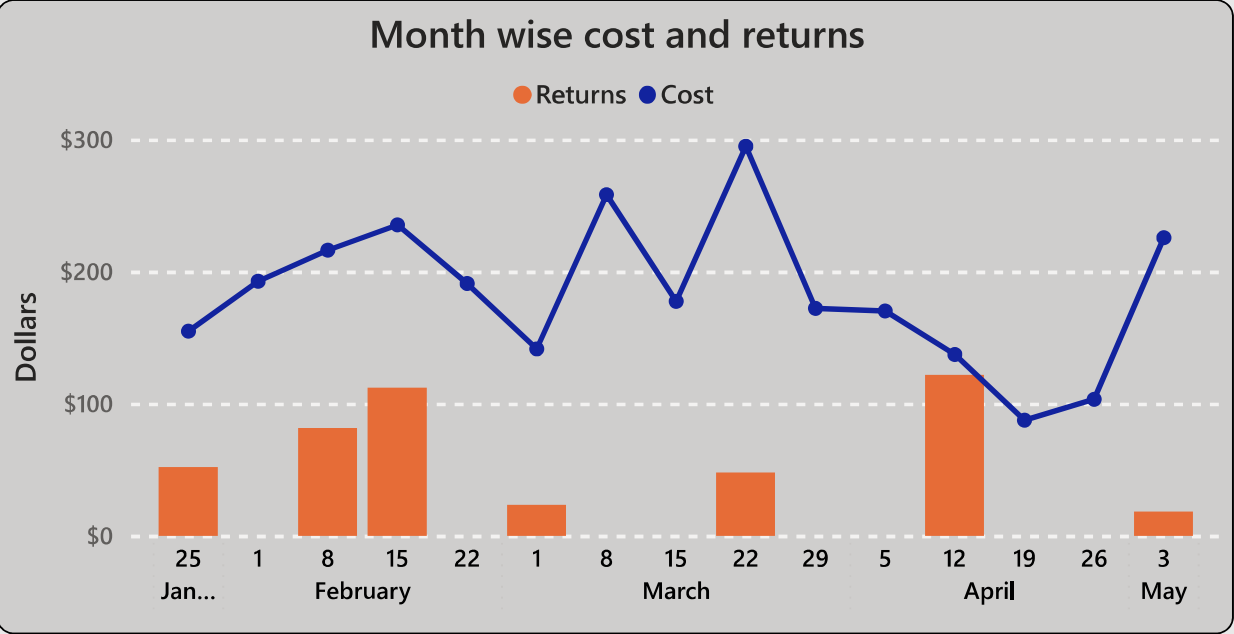
6943

Total Prospects

21

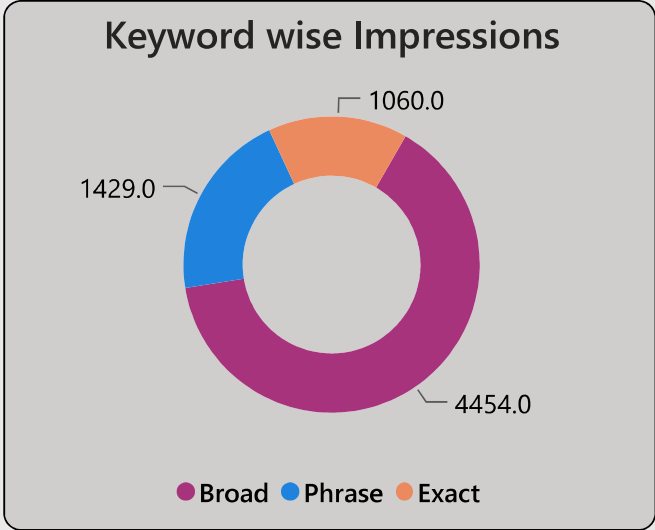
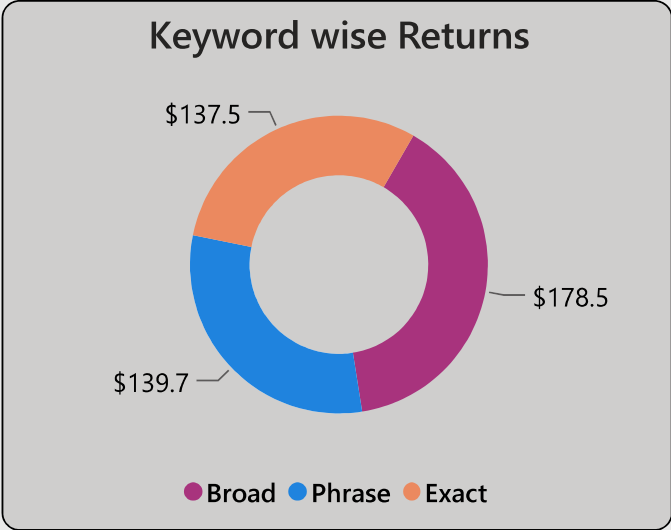
MONTH

All



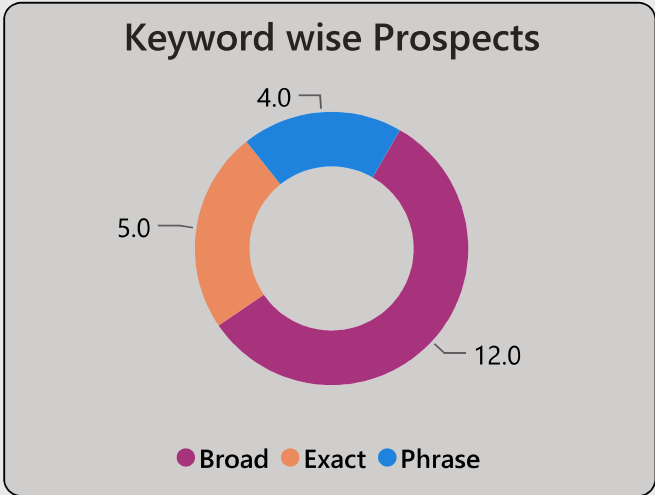
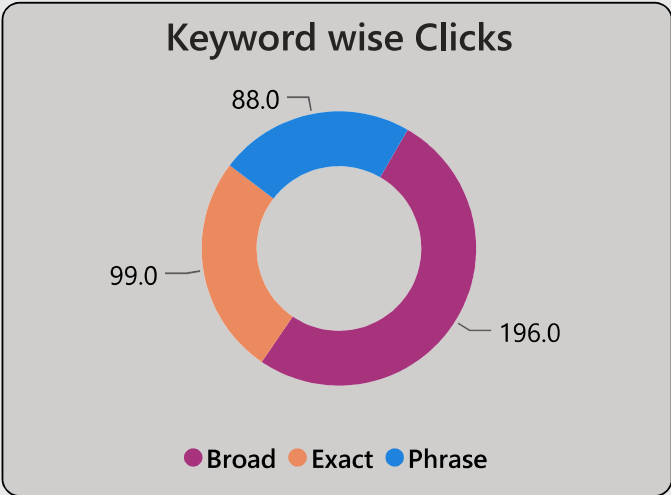
AD group wise returns & Payments

Ad group	Returns	Payments
Yoga_Studio_Software_Phrase	\$18.09	\$1,188
Yoga_Studio_Booking_Software_Broad	\$49.51	\$2,168
Reservation_Management_System_Phrase	\$121.59	\$2,388
Reservation_Management_System_Exact	\$111.96	\$1,788
Pool_Reservation_System_Exact	\$25.57	\$980
Pool_Reservation_Software_Broad	\$128.95	\$3,368



Campaign wise returns & Payments

Campaign	Returns	Payments
EK_Generic_Quad-Tok_Yoga	\$49.51	\$2,168
EK_Generic_Swimming	\$73.19	\$3,368
EK_Generic_Swimming_UK	\$81.33	\$980
EK_Generic_Tri-Tok_Reservation	\$233.55	\$4,176
EK_Generic_Tri-Tok_Yoga	\$18.09	\$1,188



# LISTING SITE REPORT

Total Cost

**\$25,223.2**

Total Payment

**\$23,460**

Total Returns

**\$3,815.58**

Total click

**3477**

Total Prospects

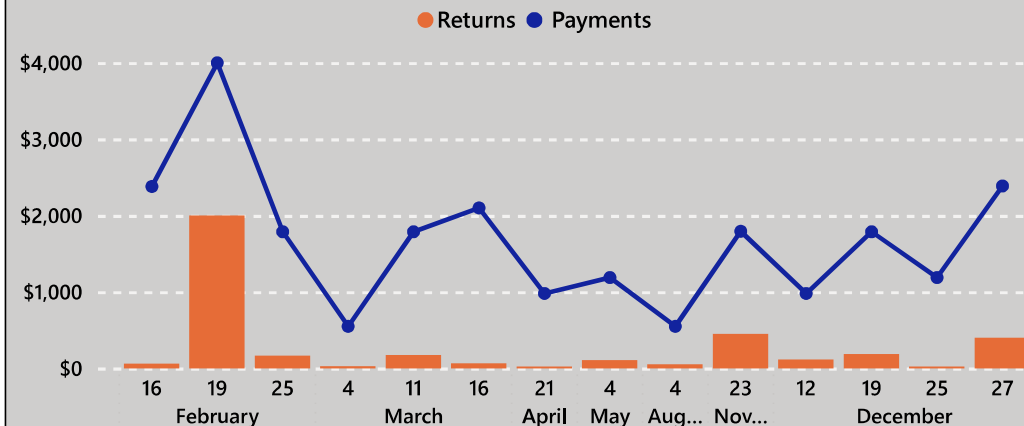
**68**

YEAR

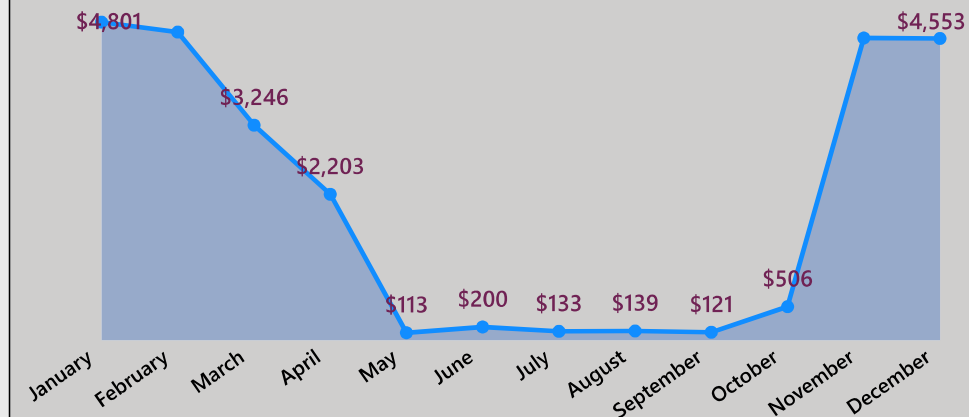
All



Month wise payments and returns



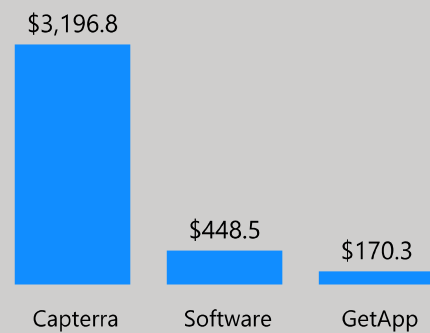
Month wise cost



Category wise payments & Returns

Categories	payments	Returns
Class Registration	\$4,303	\$637.26
Fitness	\$1,188	\$105.60
Membership Management	\$1,788	\$183.38
Parks and Recreation	\$4,000	\$2,000.00
Reservations	\$4,437	\$260.94
Scheduling	\$7,744	\$628.40

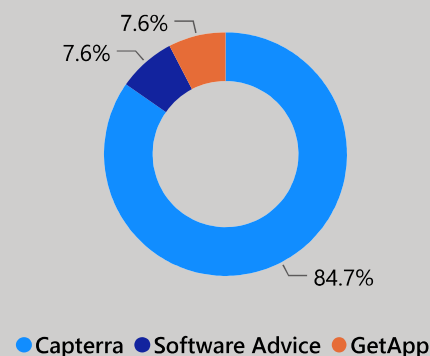
Channel wise Returns



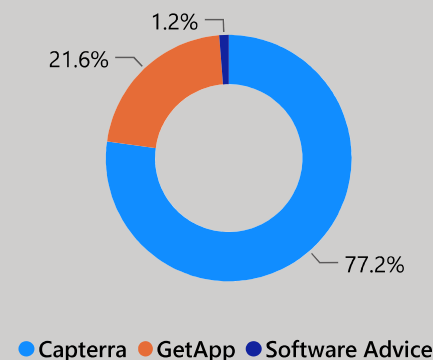
Location wise Payments & Returns

Location	payments	Returns
UNITED STATES	\$14,136	\$2,895.33
UNITED KINGDOM	\$4,768	\$459.03
SINGAPORE	\$1,788	\$162.55
CANADA	\$2,768	\$298.67
<b>Total</b>	<b>\$23,460</b>	<b>\$3,815.58</b>

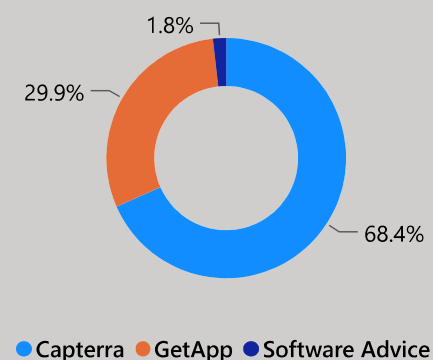
Channel wise Payments



Channel wise Cost



Channel wise Clicks



Channel wise Prospects

