



OVERVIEW

CLICK through Rate & Impressions  
by click, CTR, impressions

Clicks

51.7K

↑ 77.7%

CTR

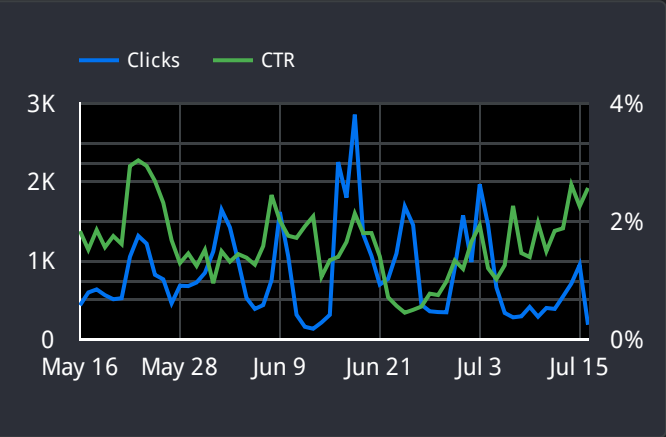
1.3%

↑ 16.8%

Impressions

3.9M

↑ 52.1%



Conversion Rate & Cost  
by conversion, rate & cost/Conversion

Conversions

132.0

↑ 187.0%

Conv. rate

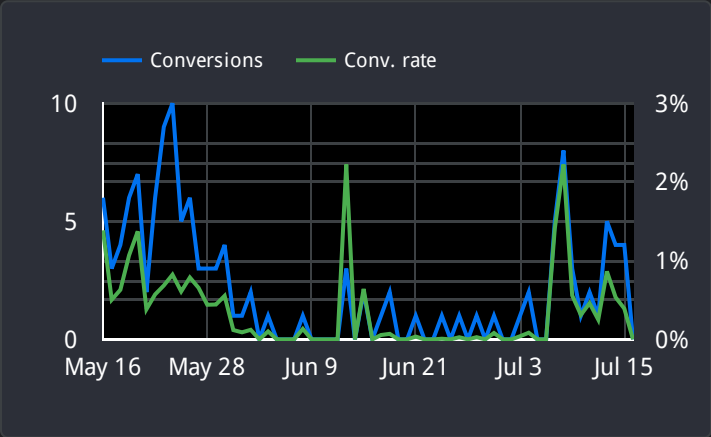
0.1%

↑ 123.4%

Cost / conv.

\$278

↓ -33.4%



Cost per Click  
by cost, CPC & CPM

Cost

\$37K

↑ 91.1%

Avg. CPC

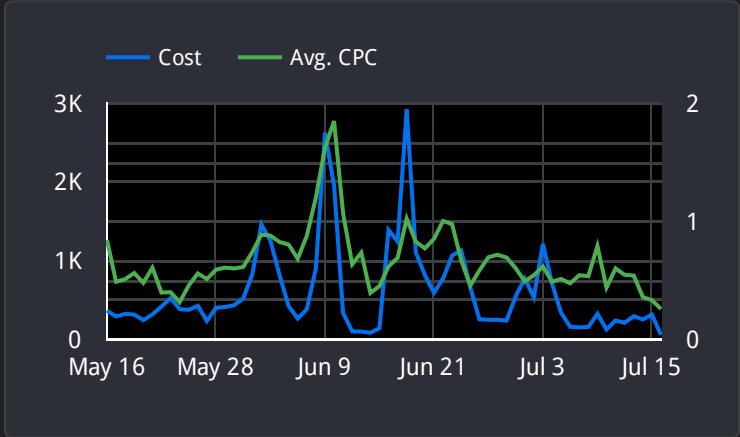
\$0.7

↑ 7.7%

Avg. CPM

\$9

↑ 25.7%



TOTAL CAMPAIGN

	Campaign	CT...	Avg. CPC	Cost / conv.
1.	1009693   Google Analytics Demo   DR   ...	3.72%	\$0.39	\$31.54
2.	1009693   Google Analytics Demo   DR   ...	1.76%	\$0.35	\$39.57
3.	1009693   Google Analytics Demo   DR   ...	1.32%	\$0.73	\$1,291.21
4.	1009693   Google Analytics Demo   DR   ...	1.04%	\$0.9	\$1,840.67
5.	1009693   Google Analytics Demo   DR   ...	0%	\$0	\$0
6.	test	0%	\$0	\$0
7.	1000549   Google Analytics Demo   DR   ...	0%	\$0	\$0
1 - 100 / 129				

Device Breakdown  
by clicks, cost & conversions

