https://support.google.com/searchads/topic/4491614?hl=en&ref\_topic=1220627,4349514,3722167,

**Avg.Pos** https://www.ppchero.com/demystifying-avg-position-in-adwords/

average position is “A statistic that describes how your ad typically ranks against other ads. This rank determines in which order ads appear on the page.”

An average of position of 1-4 are on the first page. It’s pretty rare that you find yourself in position 1.0 all of the time. We tend to see something like 1.2 or 2.3 average positions, which means that you are “typically” landing between ad position 1 & 2. I use quotations around typically because as I mentioned earlier in this post, average position is a mean average calculation, which means that your ad position is weighted by the number of impressions at each position. So, if you were getting the majority of impressions in ad position 2 but several other times through the day you could have been in position 1 or 6.

**Trans conv % column** = Total volume of booking/clicks

<https://support.google.com/searchads/answer/6062921?hl=en>

Displays the number of transactions recorded by Floodlight transaction activities divided by clicks within the report's time range. This percentage gives you an indication of how frequently customers are completing purchases based on the number of clicks.

For example, if 10 users click on an ad and 5 of them complete a purchase, the Transaction Conversion Percentage will be 50%, calculated by 5 / 10.

You can use this column in a formula column by specifying the Trans\_conv\_pct variable.