

Overall Performance

Forecast Channel	Impressions	Clicks	CTR	Cost	CPC	GA: Sales	GA: CPS	GA: Sales CVR	GA: Revenue	GA: ROAS	GA: CPL	GA: AOV	GA: All Calls + Lead Gen
Grand Total	23,705,780	71,939	0.3%	\$868,337	\$12.07	199	\$4,363.50	0.53%	\$158,356	\$0.18	\$125.81	\$795.76	6,902
Display: Awareness	753,771	629	0.1%	\$5,343	\$8.49					\$0.00			
Display: Lead Gen	13	0	0.0%	\$0									
Search: Brand	31,098	10,169	32.7%	\$45,805	\$4.50	122	\$375.45	0.91%	\$96,373	\$2.10	\$12.72	\$789.95	3,602
Search: Nonbrand	729,586	21,456	2.9%	\$367,300	\$17.12	76	\$4,832.89	0.32%	\$61,386	\$0.17	\$113.08	\$807.71	3,248
Social: Facebook	22,191,312	39,685	0.2%	\$449,889	\$11.34	1	\$449,889.41	0.15%	\$597	\$0.00	\$8,651.72	\$596.65	52

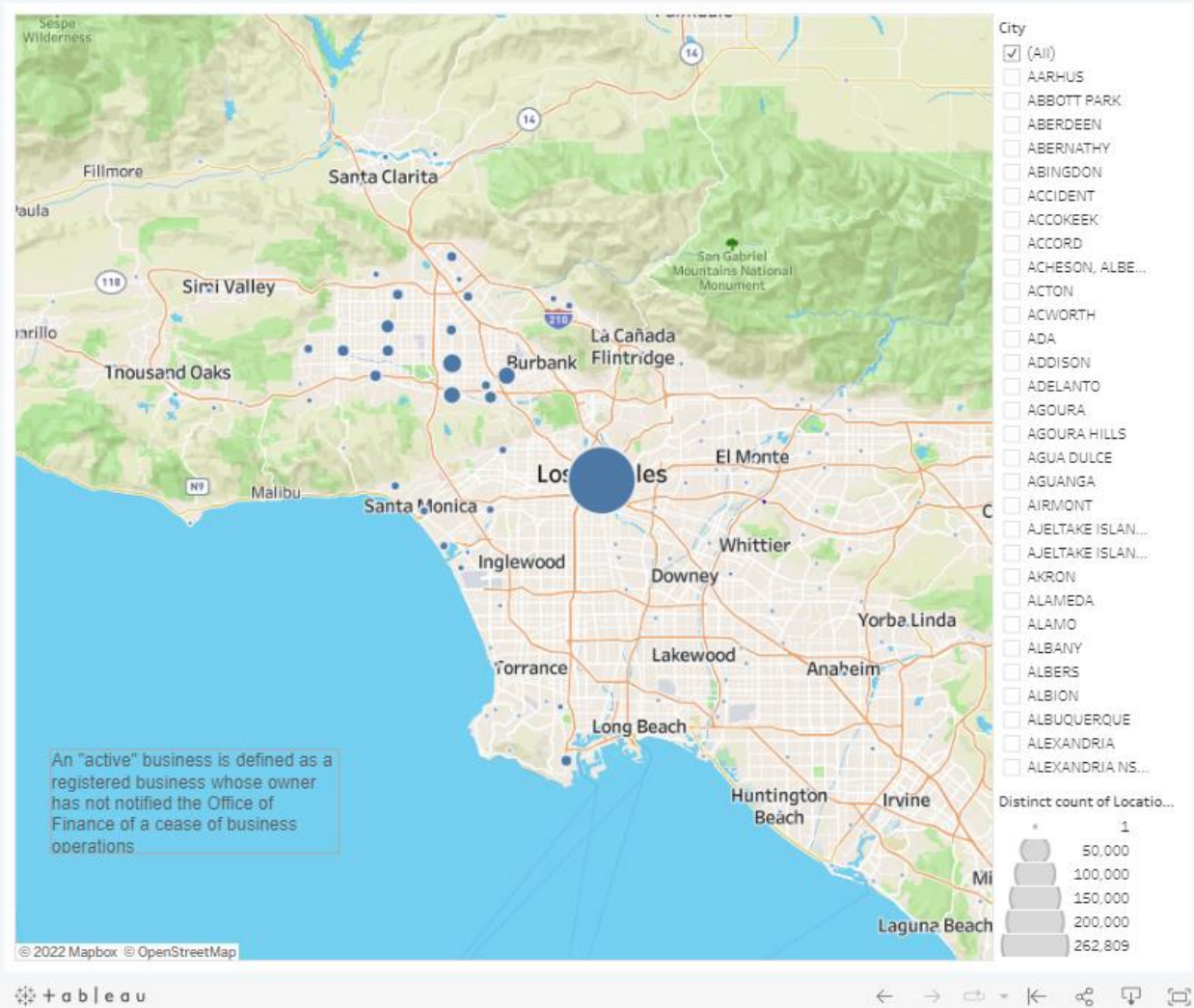
WoW Performance

Scroll to the right to see all metrics

Week #	Impressions	Impressions WoW	Clicks	Clicks WoW	CTR	CTR WoW	Cost	Cost WoW	CPC	CPC WoW	GA: Sales	GA: Sales WoW	GA: CPS	GA: CPS WoW	GA: \$
Grand Total	23,705,780		71,939		0.3%		\$868,337		\$12.07		199		\$4,363.50		
52	36,489	+69%▲	123	+124%▲	0.3%	+32%▲	\$965	+59%▲	\$7.85	-29%▼					
51	21,608	+16%▲	55	+34%▲	0.3%	+15%▲	\$608	+5%▲	\$11.05	-22%▼					
50	18,600	+4%▲	41	-7%▼	0.2%	-11%▼	\$579	+8%▲	\$14.12	+16%▲					
49	17,828	+55%▲	44	+47%▲	0.2%	-5%▼	\$536	+30%▲	\$12.19	-11%▼					
48	11,525	+211%▲	30	+233%▲	0.3%	+7%▲	\$413	+198%▲	\$13.77	-11%▼					
47	3,706	-91%▼	9	-89%▼	0.2%	+21%▲	\$139	-90%▼	\$15.42	-12%▼					
46	39,211	-22%▼	79	-36%▼	0.2%	-17%▼	\$1,389	-5%▼	\$17.58	+49%▲					
45	50,543	+3%▲	123	+50%▲	0.2%	+46%▲	\$1,455	+11%▲	\$11.83	-26%▼	0				
44	49,131	-9%▼	82	-27%▼	0.2%	-20%▼	\$1,313	-18%▼	\$16.01	+13%▲					
43	54,254	+3%▲	113	+47%▲	0.2%	+42%▲	\$1,602	+12%▲	\$14.18	-24%▼	0				

Active Businesses - LA City Data

- Active Businesses by Location
- Active Businesses over Time
- Business Count by NAICS Types
- Number of Businesses by NAICS Types (Table)



Return Curve - Scatterplot

