Forecast Channel	Impre	ssions	Clicks	CTR	Cost	CPC	GA: Sales	GA: CPS	GA: Sales CVR	GA: Revenue	GA: ROAS	GA: CPL		GA: All Calls + Lead Gen
Grand Total		5,780	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: Awarene	ss 75	3,771	629	0.196	\$5,343	\$8.49				. ,	\$0.00			,
Display: Lead Gen	1	13	0	0.096	\$0									
Search: Brand	3	1,098	10,169	32.796	\$45,805	\$4.50	122	\$375.45	0.91%	\$96,373	\$2.10	\$12.72	\$789.95	3,602
Search: Nonbrand	72	9,586	21,456	2.996	\$367,300	\$17.12	76	\$4,832.89	0.3296	\$61,386	\$0.17	\$113.08	\$807.71	3,248
Social: Facebook	22,19	1,312	39,685	0.296	\$449,889	\$11.34	1	\$449,889.41	0.15%	\$597	\$0.00	\$8,651.72	\$596.65	52
WoW Performan	ce											Scroll	to the right to s	ee all metric
Week# ₹ In	mpressions I	mpressions WoW	Clicks	Clicks WoW	CTR	CTR WoW	Cost	Cost WoW	СРС	CPC WoW	GA: Sales	GA: Sales WoW		A: CPS GA: S WoW
	23,705,780													
Grand Total 2	23,703,700		71,939		0.3%		\$868,337		\$12.07		199	\$4	1,363.50	^
	36,489	+69% ▲	71,939 123	+124% ▲	0.3% 0.3%	+32% ▲	\$868,337 \$965	+5996 ▲	\$12.07 \$7.85	-29% ▼	199	\$4	1,363.50	^
52		+6996 ▲ +1696 ▲		+124% ▲ +34% ▲		+32% ▲ +15% ▲		+59% ▲ +5% ▲		-29% ▼ -22% ▼	199	\$4	1,363.50	
52	36,489	_	123		0.396		\$965		\$7.85		199	\$4	1,363.50	
52 51	36,489 21,608	+16% 🛦	123 55	+3496 ▲	0.3% 0.3%	+1596 🛦	\$965 \$608	+596 ▲	\$7.85 \$11.05	-22% ▼	199	\$4	1,363.50	
52 51 50	36,489 21,608 18,600	+1696 ▲ +496 ▲	123 55 41	+3496 ▲ -796 ▼	0.396 0.396 0.296	+1596 ▲ -1196 ▼	\$965 \$608 \$579	+596 ▲ +896 ▲	\$7.85 \$11.05 \$14.12	-22% ▼ +16% ▲	199	\$4	1,363.50	^
52 51 50 49	36,489 21,608 18,600 17,828	+16% ▲ +4% ▲ +55% ▲	123 55 41 44	+3496 ▲ -796 ▼ +4796 ▲	0.3% 0.3% 0.2% 0.2%	+1596 ▲ -1196 ▼ -596 ▼	\$965 \$608 \$579 \$536	+596 ▲ +896 ▲ +3096 ▲	\$7.85 \$11.05 \$14.12 \$12.19	-22% ▼ +16% ▲ -11% ▼	199	\$4	1,363.50	^
52 51 50 49 48	36,489 21,608 18,600 17,828 11,525	+16% ▲ +4% ▲ +55% ▲ +211% ▲	123 55 41 44 30	+3496 ▲ -796 ▼ +4796 ▲ +23396 ▲	0.3% 0.3% 0.2% 0.2% 0.3%	+1596 ▲ -1196 ▼ -596 ▼ +796 ▲	\$965 \$608 \$579 \$536 \$413	+5% ▲ +8% ▲ +30% ▲ +198% ▲	\$7.85 \$11.05 \$14.12 \$12.19 \$13.77	-22% ▼ +16% ▲ -11% ▼ -11% ▼	199	\$4	1,363.50	
52 51 50 49 48 47	36,489 21,608 18,600 17,828 11,525 3,706	+16% ▲ +4% ▲ +55% ▲ +211% ▲ -91% ▼	123 55 41 44 30 9	+3496 ▲ -796 ▼ +4796 ▲ +23396 ▲ -8996 ▼	0.396 0.396 0.296 0.296 0.396 0.296	+1596 ▲ -1196 ▼ -596 ▼ +796 ▲ +2196 ▲	\$965 \$608 \$579 \$536 \$413 \$139	+5% ▲ +8% ▲ +30% ▲ +198% ▲ -90% ▼	\$7.85 \$11.05 \$14.12 \$12.19 \$13.77 \$15.42	-22% ▼ +16% ▲ -11% ▼ -11% ▼ -12% ▼	199	\$4	1,363.50	
52 51 50 49 48 47 46	36,489 21,608 18,600 17,828 11,525 3,706 39,211	+16% ▲ +4% ▲ +55% ▲ +211% ▲ -91% ▼ -22% ▼	123 55 41 44 30 9 79	+3496 ▲ -796 ▼ +4796 ▲ +23396 ▲ -8996 ▼ -3696 ▼	0.396 0.396 0.296 0.296 0.396 0.296	+1596 ▲ -1196 ▼ -596 ▼ +796 ▲ +2196 ▲ -1796 ▼	\$965 \$608 \$579 \$536 \$413 \$139 \$1,389	+596 ▲ +896 ▲ +3096 ▲ +19896 ▲ -9096 ▼ -596 ▼	\$7.85 \$11.05 \$14.12 \$12.19 \$13.77 \$15.42 \$17.58	-2296 ▼ +1696 ▲ -1196 ▼ -1196 ▼ -1296 ▼		\$4	1,363.50	







