



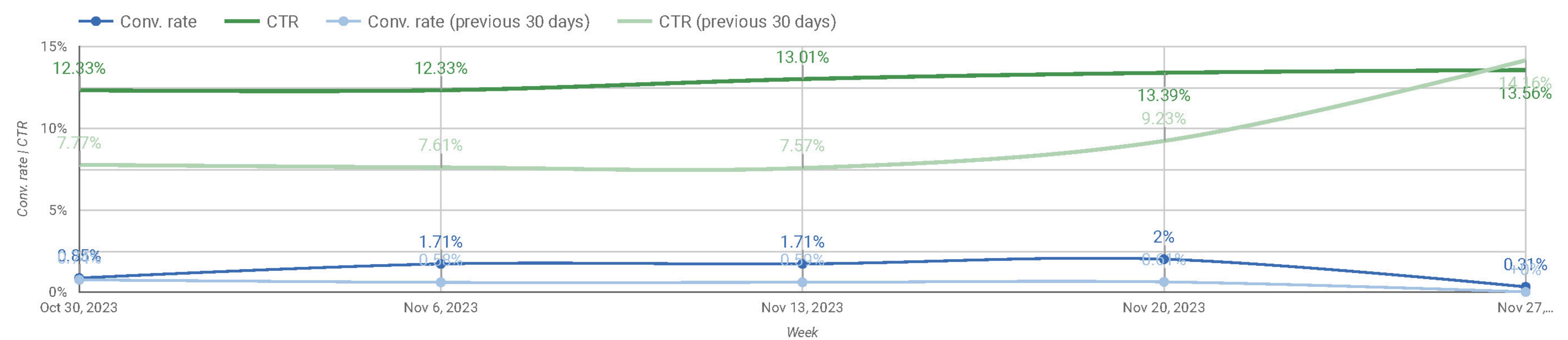
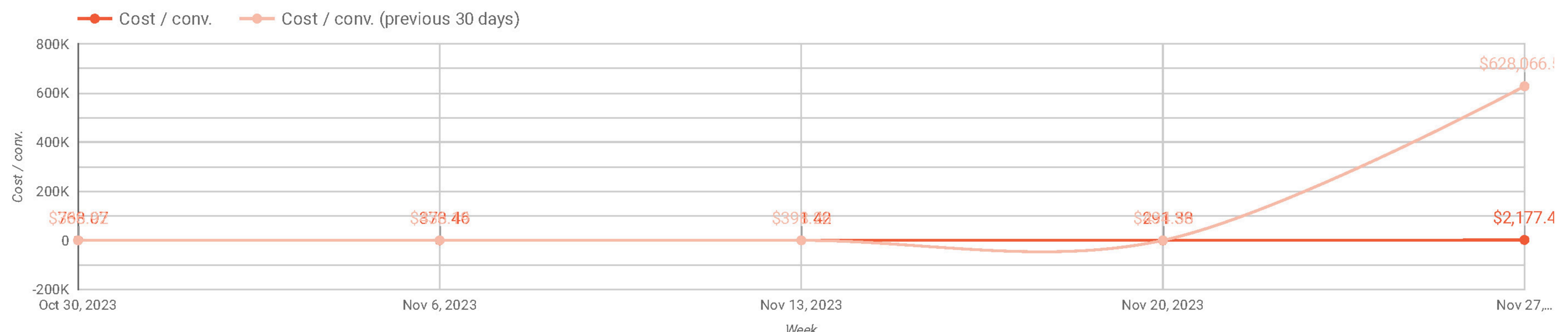
## Campaign Overview

### Campaign

#### Heatmap by Campaign

Campaign	Cost	% Δ	Conversions	% Δ	Cost / conv.	% Δ	Avg. CPC	% Δ	CTR	% Δ	Conv. rate	% Δ	All conv. value	% Δ
[REDACTED]	\$42.63K	2.4% ↑	65.5	-25.0% ↓	\$650.55	36.5% ↑	\$6.42	15.7% ↑	39.26%	13.8% ↑	0.99%	-15.3% ↓	214.1K	77.4% ↑
[REDACTED]	\$32.75K	-30.4% ↓	46.8	-37.1% ↓	\$699.42	10.6% ↑	\$10.83	1.0% ↑	6.92%	3.2% ↑	1.55%	-8.7% ↓	41.4K	-12.1% ↓
[REDACTED]	\$22.66K	-31.0% ↓	80.5	-45.6% ↓	\$281.45	26.9% ↑	\$3.81	-9.3% ↓	15.51%	18.1% ↑	1.35%	-28.5% ↓	56.7K	-40.7% ↓
[REDACTED]	\$12.62K	-59.3% ↓	27.4	-56.6% ↓	\$460.78	-6.3% ↓	\$8.96	-31.3% ↓	7.58%	14.6% ↑	1.95%	-26.7% ↓	23.9K	-41.2% ↓
[REDACTED]	\$10.58K	257.1% ↑	23.5	2,250.0%...	\$450.07	-84.8% ↓	\$8.27	-3.1% ↓	6.55%	-17.4% ↓	1.84%	537.6% ↑	24.5K	3,676.9% ↑
Grand total	\$136.68K	-23.1% ↓	286.9	-31.7% ↓	\$476.35	12.6% ↑	\$6.49	-5.0% ↓	12.82%	8.6% ↑	1.36%	-15.7% ↓	423.7K	17.2% ↑

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## Ad group Overview

### Campaign

#### Converting Ad groups

Ad group	Conv	% Δ	Cost ▾	% Δ	% of total cost	% Δ	CCNV	% Δ	All conv. value	% Δ
[REDACTED]	49.33	-23.7% ↓	\$30.28K	17.9% ↑	22.15% [REDACTED]	53.2% ↑	\$613.77	54.5% ↑	178.8K	70.5% ↑
[REDACTED]	69.83	-34.5% ↓	\$18.89K	-22.2% ↓	13.82% [REDACTED]	1.1% ↑	\$270.56	18.8% ↑	49.7K	-24.7% ↓
[REDACTED]	19.32	-46.0% ↓	\$15.56K	-39.0% ↓	11.38% [REDACTED]	-20.7% ↓	\$805.22	13.0% ↑	16.1K	-30.5% ↓
[REDACTED]	26.39	-57.5% ↓	\$12.6K	-58.9% ↓	9.22% [REDACTED]	-46.6% ↓	\$477.4	-3.4% ↓	21.6K	-46.0% ↓
[REDACTED]	23.5	2,250.0%...	\$10.58K	257.1% ↑	7.74% [REDACTED]	364.1% ↑	\$450.07	-84.8% ↓	24.5K	3,676.9% ↑
[REDACTED]	30.49	204.9% ↑	\$8.38K	25.5% ↑	6.13% [REDACTED]	63.1% ↑	\$274.86	-58.8% ↓	46.9K	650.4% ↑
[REDACTED]	10.5	-33.0% ↓	\$7.1K	-27.9% ↓	5.19% [REDACTED]	-6.3% ↓	\$675.84	7.6% ↑	14.1K	44.8% ↑
[REDACTED]	7.44	-28.4% ↓	\$4.84K	-9.8% ↓	3.54% [REDACTED]	17.3% ↑	\$650.76	26.0% ↑	29.1K	323.5% ↑
[REDACTED]	6.25	-39.4% ↓	\$4.76K	-28.1% ↓	3.48% [REDACTED]	-6.6% ↓	\$761.15	18.7% ↑	4.3K	-44.1% ↓
[REDACTED]	5	-66.3% ↓	\$3.89K	36.0% ↑	2.84% [REDACTED]	76.8% ↑	\$777.54	303.8% ↑	3.8K	-58.5% ↓

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#### Non Converting Ad groups

Ad group	Cost ▾	% Δ	Conv	% Δ	CTR	% Δ	Avg. CPC	% Δ	All conv. value	% Δ
Franchise	\$23.63	-63.2% ↓	0	-	2.74%	-58.4% ↓	\$11.82	10.4% ↑	0	-
Accounts Payable	\$0	-	0	-	0%	-	\$0	-	0	-

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DATA BID MACHINE

## Keywords

## Campaign

## Keywords Heatmap

Search keyword	Ad group	Campaign	CTR	% Δ	Impr. share	% Δ	Cost	% Δ	Share of cost	% Δ	Conversions	% Δ	Share of total conv	% Δ	All conv. value	% Δ	Cost / conv.	% Δ
			49.33%	11.2% ↑	75.2%	-7.4% ↓	\$14.81K	41.8% ↑	10.84% <span style="background-color: red;">█</span>	84.4% ↑	23.8	-32.4% ↓	8.28% <span style="background-color: cyan;">█</span>	-1.1% ↓	23.8K	-48.8% ↓	\$623.41	109.9% ↑
			46.36%	8.0% ↑	71.87%	-7.5% ↓	\$11.63K	15.7% ↑	8.51% <span style="background-color: red;">█</span>	50.5% ↑	20.9	21.1% ↑	7.28% <span style="background-color: cyan;">█</span>	77.4% ↑	149.9K	194.9% ↑	\$556.57	-4.5% ↓
			7.3%	-6.8% ↓	9.99%	0.0%	\$7.67K	275.4% ↑	5.61% <span style="background-color: red;">█</span>	388.1...	13.5	1,250.0% ↑	4.7% <span style="background-color: cyan;">█</span>	1,876.8%...	9.1K	1,332.4%...	\$567.83	-72.2% ↓
			16.69%	16.2% ↑	14.4%	19.8%...	\$6.51K	2.4% ↑	4.76% <span style="background-color: red;">█</span>	33.2% ↑	24.5	-16.0% ↓	8.54% <span style="background-color: cyan;">█</span>	23.0% ↑	16.6K	-8.1% ↓	\$265.52	21.9% ↑
			9.01%	-28.2% ↓	11.55%	-2.0% ↓	\$6.1K	407.3% ↑	4.47% <span style="background-color: red;">█</span>	559.6...	18.5	516.5% ↑	6.45% <span style="background-color: cyan;">█</span>	802.8% ↑	39.2K	2,007.8%...	\$329.97	-17.7% ↓
			6.65%	18.6% ↑	13.56%	-0.3% ↓	\$5.17K	-60.2% ↓	3.78% <span style="background-color: red;">█</span>	-48.3%...	6.3	-59.8% ↓	2.2% <span style="background-color: cyan;">█</span>	-41.1% ↓	5.9K	-39.0% ↓	\$817.38	-1.1% ↓
			41.9%	8.1% ↑	67.52%	-7.9% ↓	\$4.84K	-9.8% ↓	3.54% <span style="background-color: red;">█</span>	17.3% ↑	7.4	-28.4% ↓	2.59% <span style="background-color: cyan;">█</span>	4.8% ↑	29.1K	323.5% ↑	\$650.76	26.0% ↑
			10.01%	19.9% ↑	10.51%	5.2% ↑	\$2.83K	193.3% ↑	2.07% <span style="background-color: red;">█</span>	281.4...	6	51.4% ↑	2.09% <span style="background-color: cyan;">█</span>	121.6% ↑	10.9K	346.3% ↑	\$472.12	93.8% ↑
Grand total			12.82%	8.6% ↑	14.38%	0.4% ↑	\$136.68K	-23.1% ↓	100%	0.0%	286.9	-31.7% ↓	100%	0.0%	423.7K	17.2% ↑	\$476.35	12.6% ↑

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## Search Terms

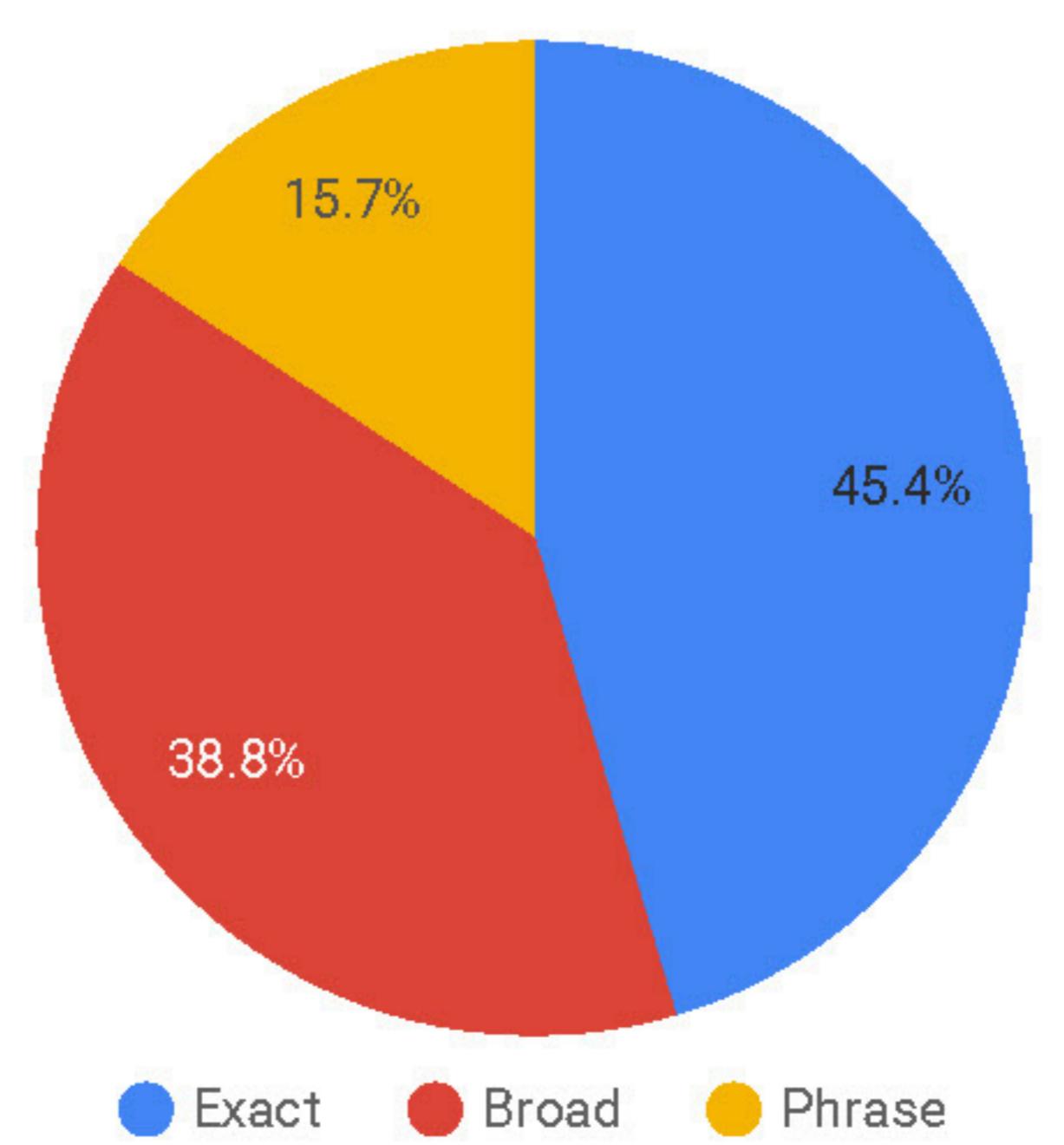
Search term	Search keyword	Match type	Cost	Avg. CPC	Conversions	All conv. value
		Exact	\$14.65K <span style="background-color: blue;">█</span>	\$7.4	23.8	23.8K
		Exact	\$9.32K <span style="background-color: blue;">█</span>	\$5.67	18.5	147.7K
		Exact	\$4.82K <span style="background-color: blue;">█</span>	\$3.77	7.4	29.1K
		Exact	\$1.27K <span style="background-color: blue;">█</span>	\$8.34	2	1.2K
		Exact	\$1.24K <span style="background-color: blue;">█</span>	\$3.3	4.8	3K
		Broad	\$1.08K <span style="background-color: blue;">█</span>	\$6.82	1	623
		Broad	\$628.51 <span style="background-color: blue;">█</span>	\$4.73	1	626
		Exact	\$625.86 <span style="background-color: blue;">█</span>	\$5.96	1	632.6
		Exact	\$519.1 <span style="background-color: blue;">█</span>	\$14.83	2.2	1.9K
		Exact	\$517.9 <span style="background-color: blue;">█</span>	\$5.69	0	5
		Exact	\$503.96 <span style="background-color: blue;">█</span>	\$38.77	1	617
		Exact	\$400.26 <span style="background-color: blue;">█</span>	\$11.4	0	1.2K

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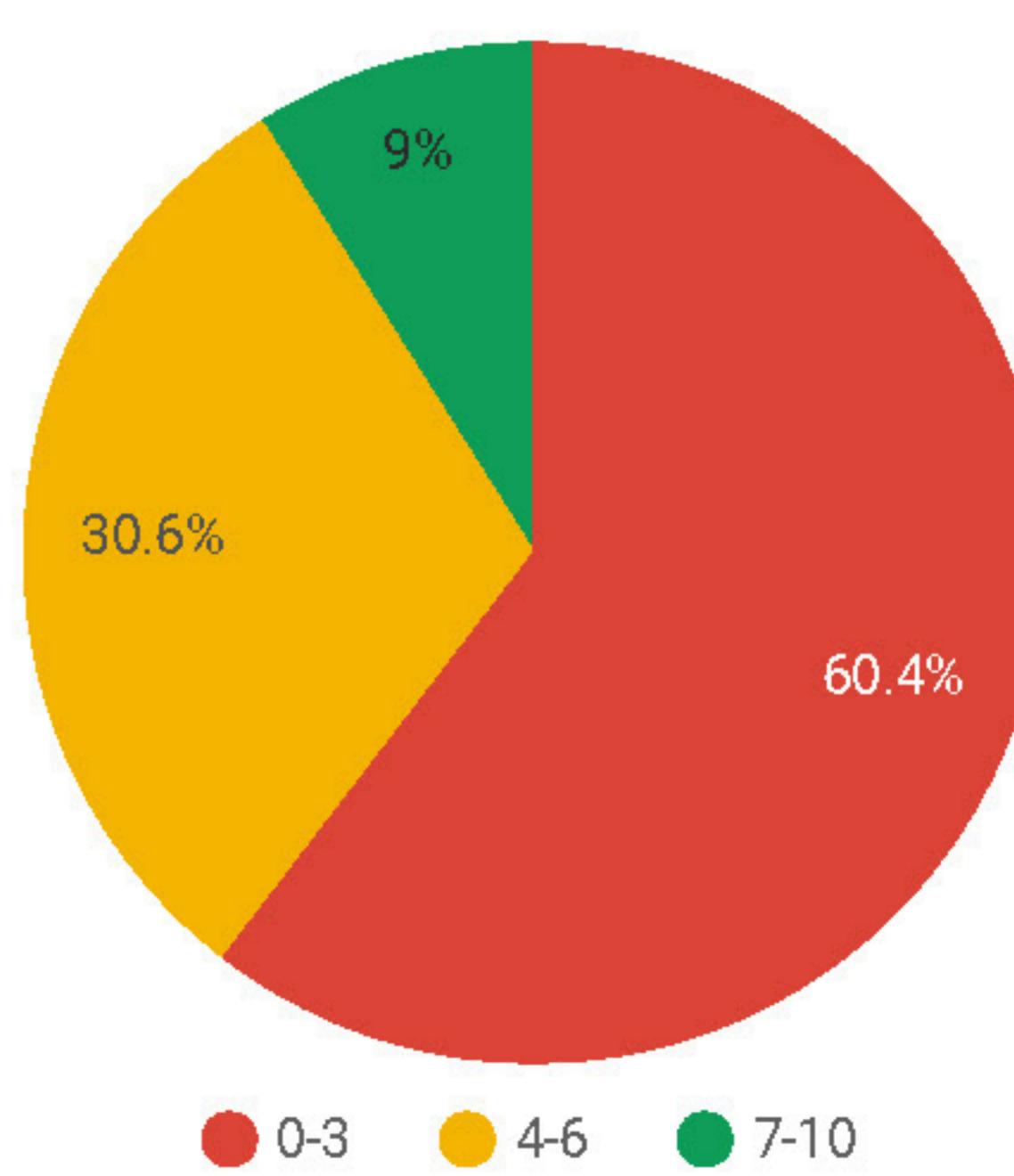
Match type	Cost / conv.	Cost	Conversions	All conv. value
1. Exact	\$535.02 <span style="background-color: blue;">█</span>	\$62.08K <span style="background-color: red;">█</span>	116 <span style="background-color: yellow;">█</span>	253.5K <span style="background-color: green;">█</span>
2. Phrase	\$441.48 <span style="background-color: blue;">█</span>	\$21.52K <span style="background-color: red;">█</span>	48.7 <span style="background-color: yellow;">█</span>	76.3K <span style="background-color: green;">█</span>
3. Broad	\$434.55 <span style="background-color: blue;">█</span>	\$53.09K <span style="background-color: red;">█</span>	122.2 <span style="background-color: yellow;">█</span>	93.9K <span style="background-color: green;">█</span>
Grand total	\$476.35	\$136.68K	286.9	423.7K

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## Match Type Ratio



## Quality Score Stat





## Non Converting Keywords and Search Terms

## Campaign

Ad group

## Non Converting Keywords

Search keyword	Match type	Cost	% Δ	Avg. CPC	% Δ	All conv. value	% Δ
[REDACTED]	Exact	\$345.5	-	\$19.19	-	0	-
[REDACTED]	Broad	\$335.88	-	\$5.25	-	0	-
[REDACTED]	Broad	\$319.45	-	\$22.82	-	0	-
[REDACTED]	Broad	\$316.96	-	\$7.92	-	0	-
[REDACTED]	Phrase	\$308.72	-	\$6.43	-	0	-
[REDACTED]	Exact	\$283.46	-	\$94.49	-	0	-
[REDACTED]	Broad	\$278.98	16.9% ↑	\$6.8	31....	0	-
[REDACTED]	Exact	\$232.4	-	\$7.75	-	0	-
[REDACTED]	Phrase	\$205.34	273.4% ↑	\$22.82	66....	0	-
[REDACTED]	Exact	\$195.78	-	\$17.8	-	0	-
[REDACTED]	Broad	\$193.55	457.6% ↑	\$6.05	56....	0	-
[REDACTED]	Exact	\$191.2	-70.3% ↓	\$15.93	-38....	0	-
[REDACTED]	Broad	\$190.3	-	\$14.64	-	0	-
[REDACTED]	Exact	\$187.19	-	\$31.2	-	0	-
[REDACTED]	Broad	\$170.35	-	\$6.55	-	0	-
[REDACTED]	Broad	\$162.74	1,275.7%...	\$12.52	217...	0	-
[REDACTED]	Exact	\$161.99	96.4% ↑	\$23.14	68....	0	-
[REDACTED]	Exact	\$145.38	-	\$24.23	-	0	-
[REDACTED]	Phrase	\$144.64	-	\$72.32	-	0	-
[REDACTED]	Phrase	\$143.54	-	\$17.94	-	0	-
[REDACTED]	Phrase	\$133.69	-	\$11.14	-	0	-

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## Search Terms

Search term	Search keyword	Match type	Cost	Avg. CPC	All conv. value
[REDACTED]	[REDACTED]	Exact	\$14.65K	\$7.4	23.8K
[REDACTED]	[REDACTED]	Exact	\$9.32K	\$5.67	147.7K
[REDACTED]	[REDACTED]	Exact	\$4.82K	\$3.77	29.1K
[REDACTED]	[REDACTED]	Exact	\$1.27K	\$8.34	1.2K
[REDACTED]	[REDACTED]	Exact	\$1.24K	\$3.3	3K
[REDACTED]	[REDACTED]	Broad	\$1.08K	\$6.82	623
[REDACTED]	[REDACTED]	Broad	\$628.51	\$4.73	626
[REDACTED]	[REDACTED]	Exact	\$625.86	\$5.96	632.6
[REDACTED]	[REDACTED]	Exact	\$519.1	\$14.83	1.9K
[REDACTED]	[REDACTED]	Exact	\$517.9	\$5.69	5
[REDACTED]	[REDACTED]	Exact	\$503.96	\$38.77	617
[REDACTED]	[REDACTED]	Exact	\$490.36	\$11.4	1.2K
[REDACTED]	[REDACTED]	Exact (clos...)	\$360.11	\$4.93	355.7
[REDACTED]	[REDACTED]	Exact (clos...)	\$354.94	\$8.66	1
[REDACTED]	[REDACTED]	Broad	\$348.36	\$5.36	1.9K
[REDACTED]	[REDACTED]	Exact	\$341.82	\$31.07	2
[REDACTED]	[REDACTED]	Exact	\$336.2	\$4.1	617
[REDACTED]	[REDACTED]	Broad	\$328.34	\$3.42	987.7
[REDACTED]	[REDACTED]	Exact	\$322.34	\$12.4	1
[REDACTED]	[REDACTED]	Exact	\$296.91	\$21.21	3
[REDACTED]	[REDACTED]	Exact	\$283.46	\$94.49	0

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## Competitiveness

### Campaign

#### Keywords Heatmap

Search keyword	Ad group	Campaign	CTR	% Δ	Impr. share	% Δ	Cost	% Δ	Share of cost	% Δ	Conversions	% Δ	Share of total conv	% Δ	All conv. value	% Δ	Cost / conv.	% Δ
[REDACTED]	[REDACTED]	[REDACTED]	49.33%	11.2% ↑	75.2%	-7.4% ↓	\$14.81K	41.8% ↑	10.84% [Red]	84.4% ↑	23.8	-32.4% ↓	8.28%	-1.1% ↓	23.8K [Blue]	-48.8% ↓	\$623.41	109.9% ↑
[REDACTED]	[REDACTED]	[REDACTED]	46.36%	8.0% ↑	71.87%	-7.5% ↓	\$11.63K	15.7% ↑	8.51% [Red]	50.5% ↑	20.9	21.1% ↑	7.28%	77.4% ↑	149.9K [Blue]	194.9% ↑	\$556.57	-4.5% ↓
[REDACTED]	[REDACTED]	[REDACTED]	7.3%	-6.8% ↓	9.99%	0.0%	\$7.67K	275.4% ↑	5.61% [Red]	388.1%...	13.5	1,250.0%...	4.7%	1,876.8%...	9.1K [Blue]	1,332.4% ↑	\$567.83	-72.2% ↓
[REDACTED]	[REDACTED]	[REDACTED]	16.69%	16.2% ↑	14.4%	19.8% ↑	\$6.51K	2.4% ↑	4.76% [Red]	33.2% ↑	24.5	-16.0% ↓	8.54%	23.0% ↑	16.6K [Blue]	-8.1% ↓	\$265.52	21.9% ↑
[REDACTED]	[REDACTED]	[REDACTED]	9.01%	-28.2% ↓	11.55%	-2.0% ↓	\$6.1K	407.3% ↑	4.47% [Red]	559.6%...	18.5	516.5% ↑	6.45%	802.8% ↑	39.2K [Blue]	2,007.8% ↑	\$329.97	-17.7% ↓
[REDACTED]	[REDACTED]	[REDACTED]	6.65%	18.6% ↑	13.56%	-0.3% ↓	\$5.17K	-60.2% ↓	3.78% [Red]	-48.3% ↓	6.3	-59.8% ↓	2.2%	-41.1% ↓	5.9K [Blue]	-39.0% ↓	\$817.38	-1.1% ↓
[REDACTED]	[REDACTED]	[REDACTED]	41.9%	8.1% ↑	67.52%	-7.9% ↓	\$4.84K	-9.8% ↓	3.54% [Red]	17.3% ↑	7.4	-28.4% ↓	2.59%	4.8% ↑	29.1K [Blue]	323.5% ↑	\$650.76	26.0% ↑
[REDACTED]	[REDACTED]	[REDACTED]	10.01%	19.9% ↑	10.51%	5.2% ↑	\$2.83K	193.3% ↑	2.07% [Red]	281.4%...	6	51.4% ↑	2.09%	121.6% ↑	10.9K [Blue]	346.3% ↑	\$472.12	93.8% ↑
Grand total			12.82%	8.6% ↑	14.38%	0.4% ↑	\$136.68K	-23.1% ↓	100%	0.0%	286.9	-31.7% ↓	100%	0.0%	423.7K	17.2% ↑	\$476.35	12.6% ↑
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#### Auction Insight

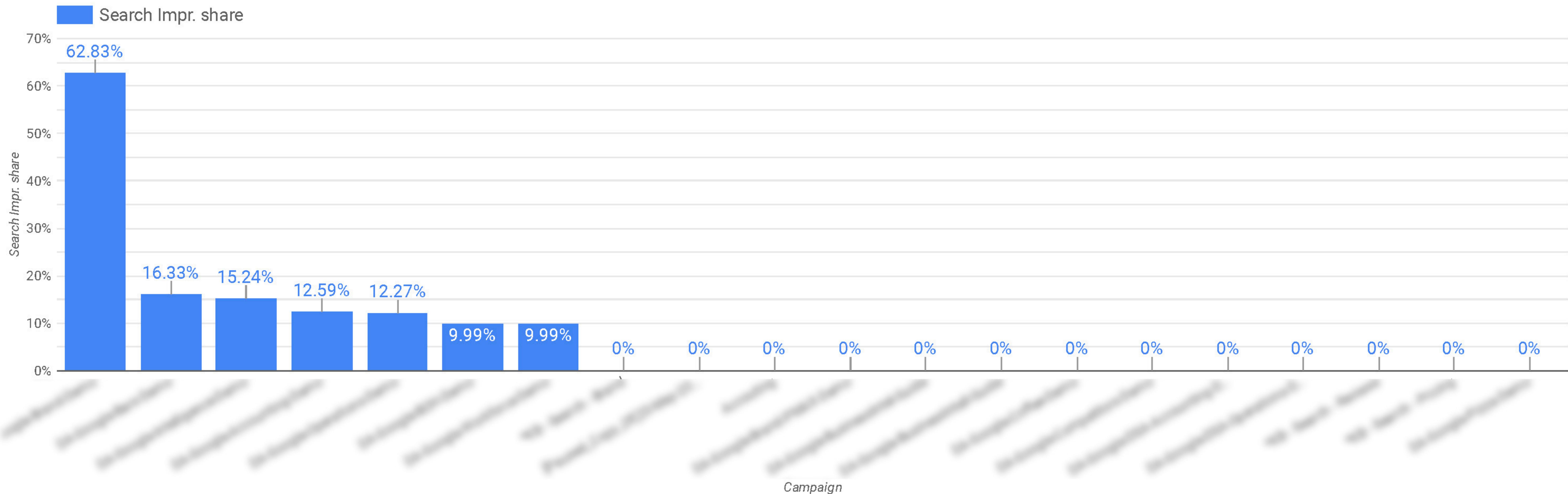
Auction Insight - Domain	Impr. share	Overlap Rate	Position above rate	Top of page rate	Abs. top of page rate	Outranking Share
[REDACTED]	11.47%	0%	0%	82.93%	36.22%	0%
[REDACTED]	9.99%	8.63%	60.44%	87.19%	46.17%	10.87%
[REDACTED]	9.99%	17.13%	49.79%	90.85%	47.52%	10.49%



## Competitiveness

### Campaign

Search impression share

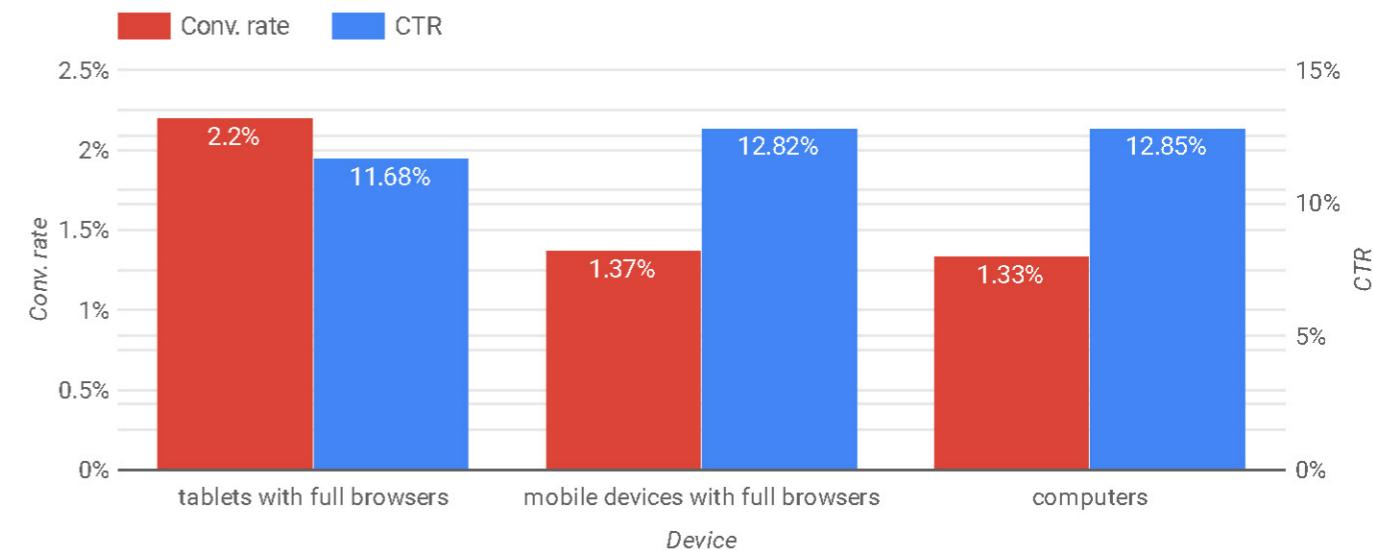
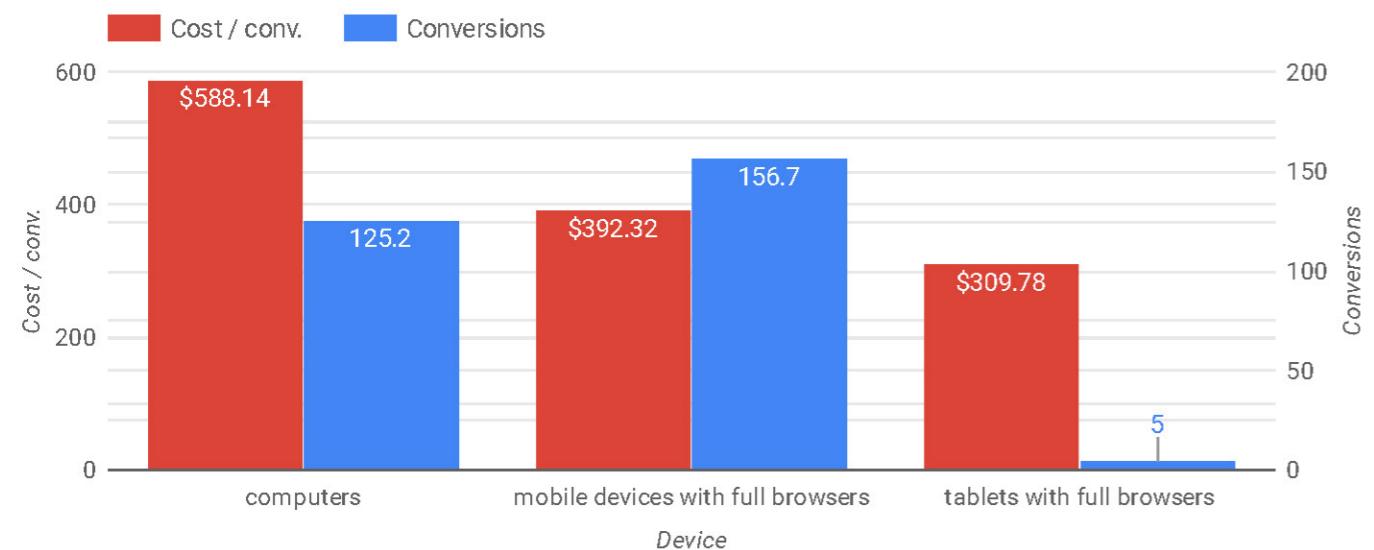




## Bidding Opportunity

## Campaign

Device



Day of Week

