

How Are Our Top Line Metrics For Our Entire Campaign?



How Are My Performance Metrics Across The Google Ads Networks?

Grid contains more rows, but they have been clipped.

Network	Impressions	Clicks	Avg. Client CPC	Client Cost Per Conversion	Cost Per Conversion	CTR
Display Network	▲24% 282,486	▼4% 1,269	▼1% \$1.53	▼7% \$27.82	▼7% \$27.82	▼23% 0.45%
	350,718	1,217	\$1.53	\$25.79	\$25.79	0.35%
Search Network	▲24% 40,635	▲17% 1,782	▲24% \$15.52	▲19% \$66.68	▲19% \$66.68	▼6% 4.39%
	50,279	2,078	\$19.30	\$79.38	\$79.38	4.13%
YouTube Videos	▲24% 24,363	▼13% 120	▲100% \$2.37	\$47.47	\$47.47	▼30% 0.49%

How Are My Individual Search Campaigns Performing?

Campaign	Total Impressions	Clicks	CTR	Conversions	Cost Per Conversion	Avg. CPC
[Redacted]	▲9% 73,929	▲10% 1,597	▲1% 2.16%	▲19% 378.87	▲10% \$65.36	▲19% \$15.51
	80,852	1,762	2.18%	452.30	\$71.62	\$18.38
[Redacted]	▲42% 8,664	▲71% 185	▲20% 2.14%	▲47% 36.00	▲81% \$80.58	▲56% \$15.68
	12,300	316	2.57%	53.00	\$145.61	\$24.42

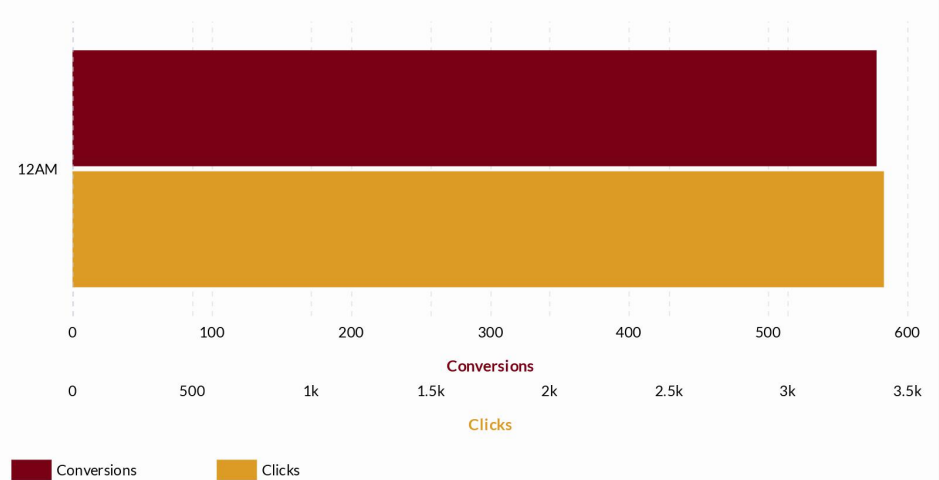
**How Are My Individual Display Or Remarketing Campaigns Performing?**

Campaign Name	Impressions	Clicks	Video Views	Avg. CPC	CTR	Conversions	Cost Per Conversion
[REDACTED]	▲48% 384 567	- 0 1	▲90% 101 192	\$8.30	- 0.00% 0.18%	- 0.00 0.00	-
[REDACTED]	▲17% 223,055 262,079	▼4% 1,112 1,065	- 0 0	▲2% \$1.37 \$1.41	▼18% 0.50% 0.41%	▲8% 61.00 66.00	▼9% \$25.00 \$22.68
[REDACTED]	▲49% 59,047 88,072	▼4% 157 151	- 0 0	▼12% \$2.66 \$2.33	▼36% 0.27% 0.17%	▼33% 9.00 6.00	▲26% \$46.39 \$58.56

**Which days are giving us the most conversions?**

Date	Conversions	Clicks	Cost Per Conversion
Saturday	▲19% 40.60	▼2% 328	▼6% \$44.63
Saturday	48.50	321	\$41.77
Sunday	▼30% 39.00	▼18% 375	▲50% \$51.93
Sunday	27.40	309	\$77.85
Monday	▼12% 75.40	▼6% 467	▲40% \$62.35
Monday	66.50	440	\$87.31
Tuesday	▲42% 74.80	▼2% 531	▼5% \$72.73
Tuesday	106.00	518	\$69.32
Wednesday	▲17% 103.00	▼1% 593	▲12% \$63.76
Wednesday	120.80	590	\$71.11
Thursday	▲31% 95.67	▲52% 477	▲65% \$50.43
Thursday	125.00	723	\$83.28
Friday	▲33% 62.40	▲25% 400	▼2% \$72.50
Friday	83.10	498	\$73.98

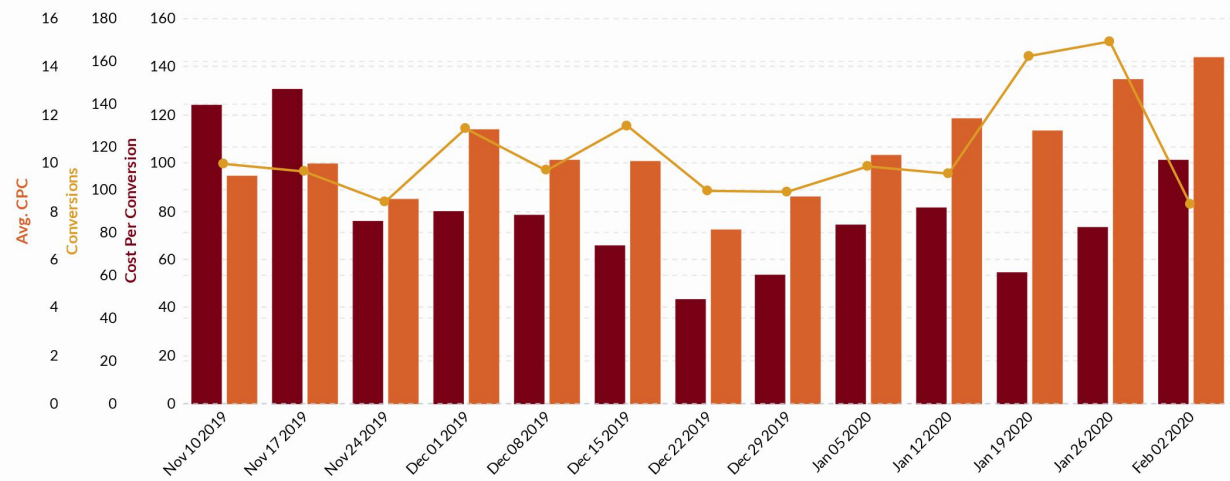
**Which hours of the day are giving us the most conversions?**



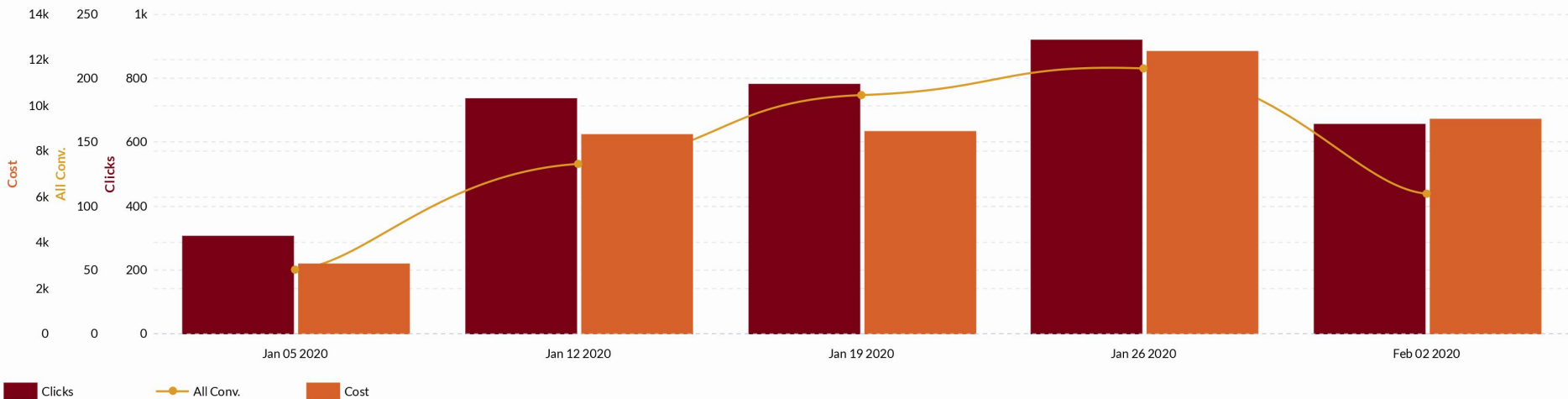
What types of conversions am I tracking? [REDACTED] contains more rows, but they have been clipped.

Conversion Action Name	Conversions
Hubspot Lead Popups [REDACTED]	▲13% 134.37 152.50
Form Capture	▲37% 106.00 145.00
Form Submission Leads [REDACTED]	▲15% 124.10 142.30
Hubspot Lead Form - Header [REDACTED]	▲6% 121.40 128.50
Phone Calls [REDACTED]	▲25% 4.00 5.00
Phone Call	▲300% 1.00 4.00
Video [REDACTED]	- 0.00 0.00

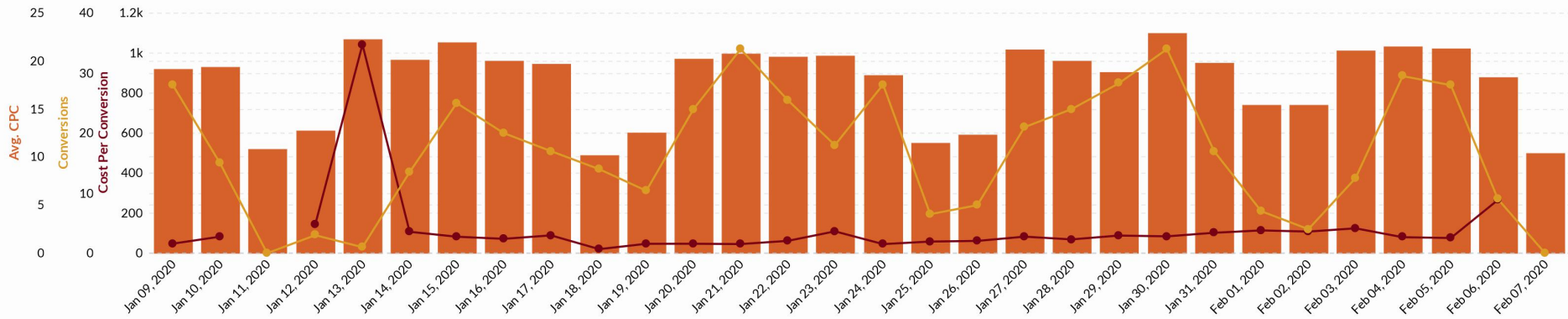
How does cost per click trend with cost per conversions and overall conversions for the past 90 days?



How do conversions trend with clicks and overall ad spend?



**How does cost per click trend with overall conversions over the past 30 days?**



**What devices are consumers seeing our ads?**

Device	Total Impressions	CTR	Clicks	Avg. CPC	Conversions	Cost Per Conversion	Conversion Rate	Cost
Mobile devices with full browsers	▲5% 419,705	▼13% 0.51%	▼9% 2,140	▲16% \$6.28	▲2% 141.67	▲4% \$94.79	▲12% 6.62%	▲6% \$13,429.11
	441,628	0.44%	1,948	\$7.30	144.40	\$98.45	7.41%	\$14,216.82
Computers	▲74% 117,573	▼15% 0.79%	▲48% 930	▲20% \$16.55	▲27% 338.20	▲40% \$45.52	▼14% 36.37%	▲77% \$15,395.14
	204,697	0.67%	1,376	\$19.82	427.90	\$63.75	31.10%	\$27,277.89
Tablets with full browsers	▼3% 14,655	▼23% 0.69%	▼26% 101	▼20% \$7.73	- 5.00	▼40% \$156.17	▲35% 4.95%	\$780.84
	14,225	0.53%	75	\$6.20	5.00	\$93.00	6.67%	\$464.99
Devices streaming video content to TV screens	▲70% 6,897	- 0.00%	- 0	-	-	-	-	\$0.00
	11,730	0.00%	0					\$0.00



**What are my top performing keywords?**

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Campaign	Keyword	Match type	Impressions	CTR	Clicks	Conversions	Cost Per Conversion	Avg. Client CPC	Top of Page CPC	Client Cost	Quality Score
[REDACTED]	[REDACTED]	Exact	▲9% 19,133 20,791	▼10% 4.23% 3.79%	▼3% 810 789	▲24% 138.47 171.60	▼12% \$88.31 \$77.43	▲12% \$15.10 \$16.84	9.52	▲9% \$12,227.73 \$13,286.35	-7 -7
[REDACTED]	[REDACTED]	Phrase	▲47% 4,954 7,276	▼7% 3.19% 2.95%	▲36% 158 215	▼8% 52.50 48.20	▲67% \$52.00 \$86.66	▲12% \$17.28 \$19.43	15.5	▲53% \$2,729.77 \$4,177.00	-7 -7
[REDACTED]	[REDACTED]	Exact	▲45% 1,566 2,265	▲5% 7.02% 7.37%	▲52% 110 167	▲74% 32.10 55.90	▼2% \$65.99 \$64.78	▲13% \$19.26 \$21.68	14.9	▲71% \$2,118.28 \$3,621.09	-7 -7
[REDACTED]	[REDACTED]	Broad	▲67% 1,304 2,175	▲7% 3.68% 3.95%	▲79% 48 86	▲40% 10.00 14.00	▲98% \$92.31 \$183.06	▲55% \$19.23 \$29.80	13.1	▲178% \$923.08 \$2,562.90	-7 -7
[REDACTED]	[REDACTED]	Broad	▲89% 247 468	▼27% 24.29% 17.74%	▲38% 60 83	▲111% 11.40 24.00	▼18% \$69.55 \$57.17	▲25% \$13.22 \$16.53	5.67	▲73% \$792.92 \$1,372.11	-8 -8
[REDACTED]	[REDACTED]	Exact	▲1,621% 150 2,582	▲95% 1.33% 2.59%	▲3,250% 2 67	- 0.00 9.00	\$146.64	▲43% \$13.74 \$19.70	7.51	▲4,703% \$27.48 \$1,319.79	-7 -7
[REDACTED]	[REDACTED]	Exact	▲45% 1,144 1,659	▲28% 2.97% 3.80%	▲85% 34 63	▼37% 9.50 6.00	▲371% \$74.64 \$351.47	▲61% \$20.86 \$33.47	9.71	▲197% \$709.08 \$2,108.83	-7 -7
[REDACTED]	[REDACTED]	Phrase	▲58% 310 490	▼15% 11.94% 10.20%	▲35% 37 50	▲160% 5.00 13.00	▼26% \$45.89 \$34.09	▲43% \$6.20 \$8.86	1.58	▲93% \$229.46 \$443.19	8 ▼1% 7
[REDACTED]	[REDACTED]	Exact	▲83% 294 539	▲1% 7.14% 7.24%	▲86% 21 39	▲36% 11.80 16.10	▲60% \$38.32 \$61.35	▲18% \$21.53 \$25.33	15.6	▲118% \$452.12 \$987.69	-7 -7
[REDACTED]	[REDACTED]	Broad	▲56% 547 853	▼44% 7.50% 4.22%	▼12% 41 36	▼11% 17.90 16.00	▲39% \$44.57 \$61.99	▲42% \$19.46 \$27.55	16	▲24% \$797.73 \$991.82	-7 -7
[REDACTED]	[REDACTED]	Broad	▼16% 852 719	▼6% 5.05% 4.73%	▼21% 43 34	▲17% 6.00 7.00	▼15% \$72.83 \$61.66	▲25% \$10.16 \$12.69	7.8	▼1% \$437.01 \$431.61	-7 -7
[REDACTED]	[REDACTED]	Phrase	▲41% 515 726	▲234% 1.36% 4.55%	▲371% 7 33	- 0.00 6.00	\$91.43	▲24% \$13.39 \$16.62	6.53	▲485% \$93.70 \$548.56	-6 -6
[REDACTED]	[REDACTED]	Broad	▲69% 550 931	▼19% 4.00% 3.22%	▲36% 22 30	▼45% 5.50 3.00	▲248% \$43.56 \$151.70	▲39% \$10.89 \$15.17	5	▲90% \$239.57 \$455.10	-6 -6
[REDACTED]	[REDACTED]	Broad	▲59% 404 643	▼24% 5.94% 4.51%	▲21% 24 29	- 3.00 3.00	▲58% \$133.91 \$211.67	▲31% \$16.74 \$21.90	6.96	▲58% \$401.73 \$635.01	-7 -7
[REDACTED]	[REDACTED]	Phrase	▲197% 372 1,104	▼39% 4.30% 2.63%	▲81% 16 29	▲150% 1.00 2.50	▼18% \$230.30 \$187.94	▲13% \$14.39 \$16.20	11	▲104% \$230.30 \$469.86	-7 -7
[REDACTED]	[REDACTED]	Broad	▲32% 163 215	▼4% 13.50% 13.02%	▲27% 22 28	▲13% 11.50 13.00	▲44% \$34.25 \$49.24	▲28% \$17.91 \$22.86	12.9	▲63% \$393.92 \$640.17	-7 -7
[REDACTED]	[REDACTED]	Broad	▲81% 430 779	▼29% 4.88% 3.47%	▲29% 21 27	▲173% 5.50 15.00	▼34% \$75.05 \$49.35	▲39% \$19.66 \$27.42	14.8	▲79% \$412.77 \$740.23	-7 -7

**What actual terms did people search for to find my brand?**

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Search Term	Matching Keyword	Impressions	Clicks	CTR	Cost Per Conversion	Conversions
[REDACTED]	[REDACTED]	▼1% 6,524 6,444	▼10% 291 263	▼8% 4.46% 4.08%	▼51% \$146.33 \$71.71	▲95% 29 57
[REDACTED]	[REDACTED]	▲47% 1,520 2,241	▲50% 110 165	▲2% 7.24% 7.36%	▼ \$65.99 \$65.87	▲68% 32 54
[REDACTED]	[REDACTED]	▲40% 1,296 1,813	▼2% 51 50	▼30% 3.94% 2.76%	▲17% \$63.25 \$73.89	▲3% 15 15
[REDACTED]	[REDACTED]	▲128% 500 1,140	▲167% 18 48	▲17% 3.60% 4.21%	▲452% \$77.81 \$429.45	▼11% 5 4
[REDACTED]	[REDACTED]	▲61% 267 429	▲34% 35 47	▼16% 13.11% 10.96%	▼30% \$43.34 \$30.50	▲160% 5 13
[REDACTED]	[REDACTED]	▼12% 95 84	▲15% 27 31	▲30% 28.42% 36.90%	▲442% \$39.92 \$216.24	▼75% 8 2

**What are our top 10 adgroups across all of my campaigns?**

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Campaign Name	Ad Group	Impressions	Clicks	CTR	Conversions	Cost Per Conversion
[REDACTED]	[REDACTED]	▲20% 15,048 18,082	▼1% 686 681	▼17% 4.56% 3.77%	▲28% 84.17 107.90	▼18% \$125.06 \$102.92
[REDACTED]	[REDACTED]	▲2% 5,781 5,877	▼2% 202 197	▼4% 3.49% 3.35%	▲18% 64.90 76.70	▲6% \$47.89 \$50.58
[REDACTED]	[REDACTED]	▲18% 223,055 262,126	▼4% 1,112 1,065	▼19% 0.50% 0.41%	▲8% 61.00 66.00	▼9% \$25.00 \$22.68
[REDACTED]	[REDACTED]	▲45% 1,566 2,265	▲52% 110 167	▲5% 7.02% 7.37%	▲74% 32.10 55.90	▼2% \$65.99 \$64.78
[REDACTED]	[REDACTED]	▲170% 2,482 6,690	▲264% 53 193	▲35% 2.14% 2.88%	▲38% 32.00 44.20	▲204% \$28.23 \$85.94
[REDACTED]	[REDACTED]	▲72% 272 468	▲34% 62 83	▼22% 22.79% 17.74%	▲111% 11.40 24.00	▼21% \$71.97 \$57.17
[REDACTED]	[REDACTED]	▼22% 5,690 4,410	▼34% 197 130	▼15% 3.46% 2.95%	▼45% 39.40 21.50	▲41% \$69.78 \$98.54
[REDACTED]	[REDACTED]	74	10	13.51%	13.00	\$13.79

**What total possible impressions and market share am I capturing relative to my competition?**

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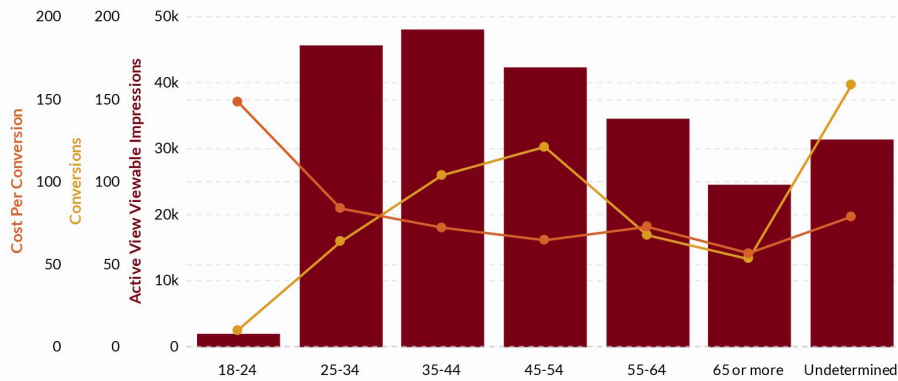
Campaign Name	Possible Search Impressions	Impressions	Impr. (Absolute Top) %	Adjusted Search Impression Share	Avg. Daily Search Impr. Share	Avg. Daily Search Lost IS (budget)	Avg. Daily Search Lost IS (rank)	Search (Absolute Top) IS	Search (Top) IS
	▲16% 40,165 46,635	▲20% 35,867 43,177	▼1% 61.74% 61.19%	▲4% 89.30% 92.59%	▼1% 88.77% 88.32%	0.00% 0.07%	▼26% 11.23% 8.28%	▲2% 57.04% 57.91%	▲6% 85.39% 90.33%
	-	▲3% 19,857 20,401	-	-	-	-	-	-	-
	-	▲114% 4,890 10,473	-	-	-	-	-	-	-
	▲46% 5,136 7,521	▲49% 4,768 7,102	▲13% 58.42% 65.73%	▲2% 92.83% 94.43%	▲2% 91.91% 93.66%	0.00% 0.00%	▼22% 8.09% 6.34%	▲14% 54.80% 62.61%	▲5% 86.66% 90.76%
	-	▲17% 223,055 262,079	-	-	-	-	-	-	-
	-	▼10% 59,047	-	-	-	-	-	-	-

**What Cities & Zip Codes Are My Ads Showing Up In?**

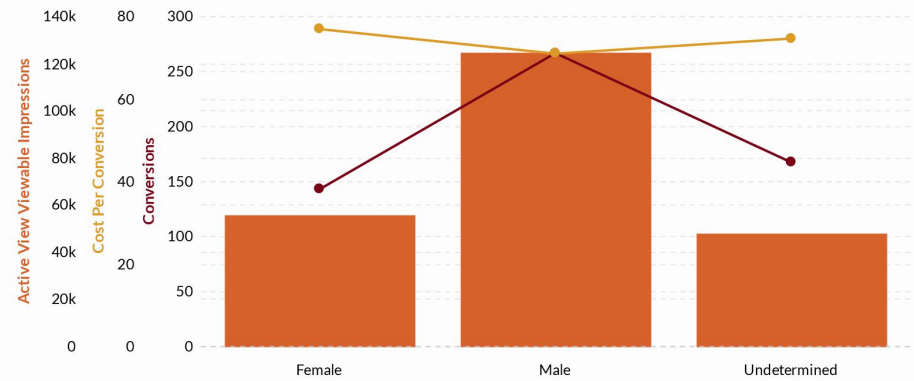
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Metro area	Clicks	Impressions	CTR	Geo Campaign	Conversions	Cost Per Conversion
unknown	▼4% 1,306 1,252	▲21% 283,803 343,757	▼21% 0.46% 0.36%	▲6% 7,341 7,803	▲4% 86.90 90.50	▲5% \$29.82 \$31.44
New York, NY	▲43% 121 173	▲71% 6,378 10,903	▼16% 1.90% 1.59%	▲11% 708 788	▲18% 22.00 26.00	▲61% \$85.80 \$138.33
Los Angeles, CA	▲7% 85 91	▲43% 3,510 5,029	▼25% 2.42% 1.81%	▲3% 357 368	▲9% 11.00 12.00	▲23% \$117.66 \$144.17
Dallas-Ft. Worth, TX	▲54% 54 83	▲31% 2,143 2,804	▲17% 2.52% 2.96%	▲16% 154 178	▲54% 25.60 39.50	▲7% \$36.48 \$39.17
Chicago, IL	▲7% 60 64	▲25% 2,518 3,141	▼14% 2.38% 2.04%	▲15% 283 326	▲9% 16.50 18.00	▲41% \$51.48 \$72.80
Philadelphia, PA	▲41% 41 58	▲41% 1,831 2,576	▲1% 2.24% 2.25%	▲7% 313 335	▲8% 12.00 13.00	▲71% \$49.89 \$85.16

How do conversions trend with age brackets over the past 30 days?



How do conversions trend with gender breakdown over the past 30 days?



Which cities/zip codes are my ads are we getting the most conversions from?

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Region	Most Specific Location	Clicks	CTR	Conversions	Impressions	Avg. CPC	Cost Per Conversion	Cost
Texas	The Colony	0 5	0.00% 9.80%	0.00 10.00	23 51	\$11.72	\$5.86	\$0.00 \$58.60
Illinois	Chicago	▲50% 14 21	▲37% 0.55% 0.75%	▲367% 1.50 7.00	▲9% 2,555 2,794	▲37% \$9.80 \$13.40	▼56% \$91.43 \$40.21	▲105% \$137.14 \$281.45
Georgia	30032	0 1	0.00% 3.33%	0.00 6.50	48 30	\$12.58	\$1.94	\$0.01 \$12.58
Colorado	80920	0 2	0.00% 6.67%	0.00 6.00	47 30	\$33.45	\$11.15	\$0.02 \$66.90
New York	11552	0 1	0.00% 25.00%	0.00 6.00	8 4	\$25.94	\$4.32	\$0.00 \$25.94
New York	Manhattan	▲145% 22 54	▲10% 0.41% 0.45%	▲50% 4.00 6.00	▲123% 5,414 12,084	▲41% \$13.37 \$18.87	▲131% \$73.55 \$169.80	▲246% \$294.22 \$1,018.80

## What is my audience affinity breakdown?

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Audience	Active View	Viewable Impressions	Clicks	Conversions	Cost Per Conversion
boomuserlist::544886139	▲2%	130,006 132,153	▼33% 898 604	▼15% 47.00 40.00	▼7% \$24.50 \$22.71
boomuserlist::545254456	▲122%	17,847 39,595	▲295% 78 308	- 0.00 4.00	\$73.81
boomuserlist::510655533	▲30%	35,731 46,304	▲25% 149 186	▲57% 14.00 22.00	▼27% \$18.32 \$13.33
boomuserlist::774903320	▲43%	21,189 30,361	▼8% 85 78	▼60% 5.00 2.00	▲132% \$43.37 \$100.43
boomuserlist::777161703	▲28%	25,950 33,167	▲1% 72 73	- 4.00 4.00	▼25% \$50.16 \$37.63
/Lifestyles & Hobbies/Business Professionals	▼1%	71,825 71,360	▼33% 73 49	- 0.00 0.00	-