



November, 2020
compared to October 2 - 31, 2020



PERFORMANCE REPORT

CLICKS

2,011

↑ 4.3%

CTR

22.47%

↑ 31.4%

COST

\$6,414.09

↑ 32.3%

AVG. CPC

\$3.19

↑ 26.8%

CONV.

95

↑ 3.3%

CONV. RATE

4.72%

↓ -1.0%

COST / CONV.

\$67.52

↑ 28.1%

TOTAL CONV. VALUE

16,154

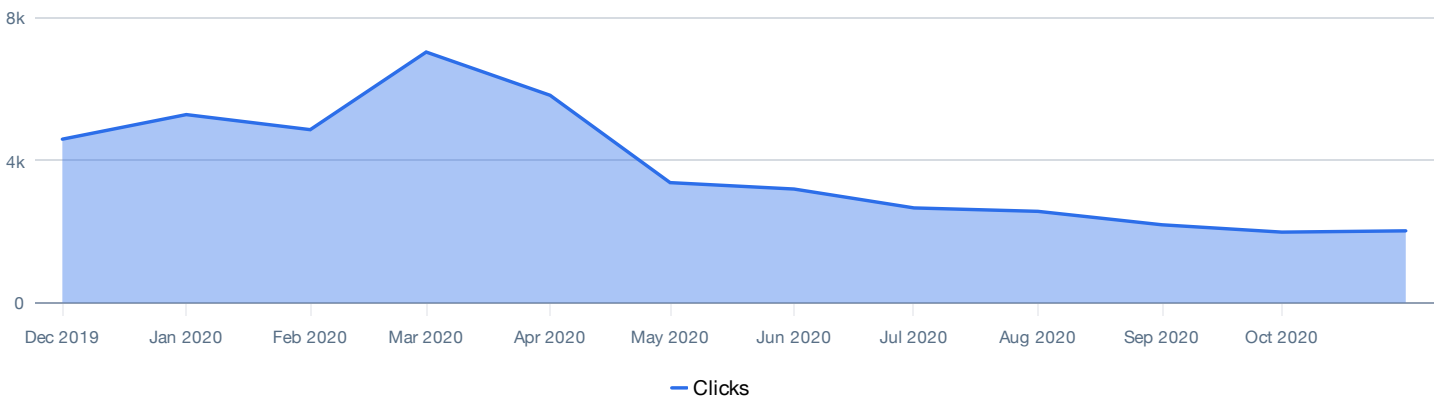
↑ 20.9%

ALL CONV.

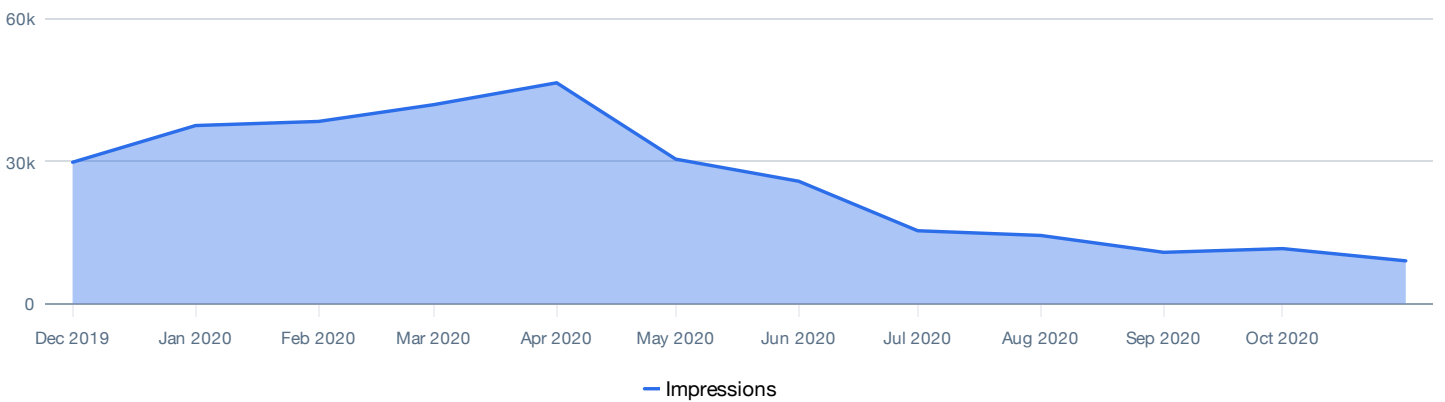
95

↑ 3.3%

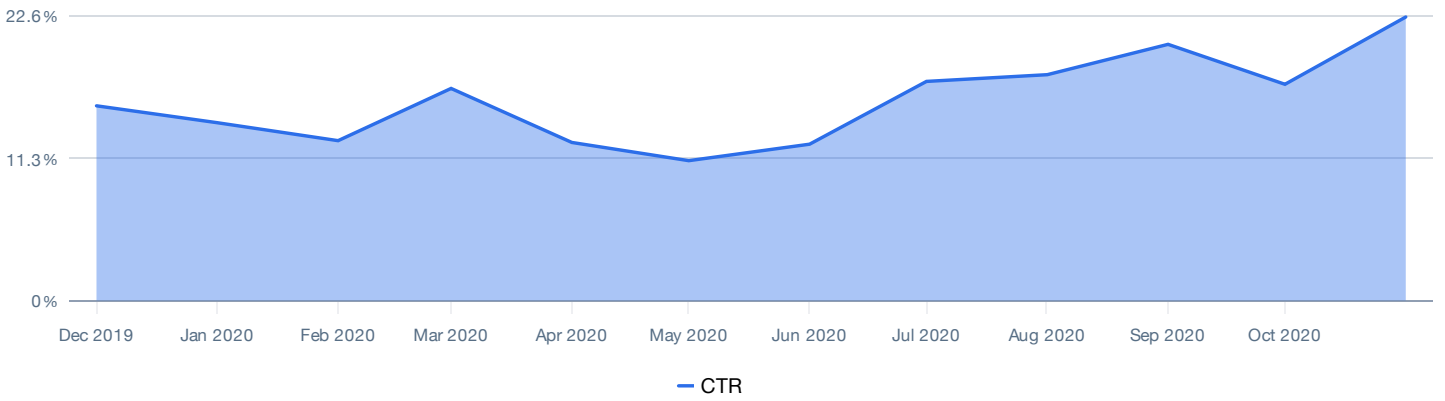
CLICKS BY MONTH
 PAST 12 MONTHS: [REDACTED]



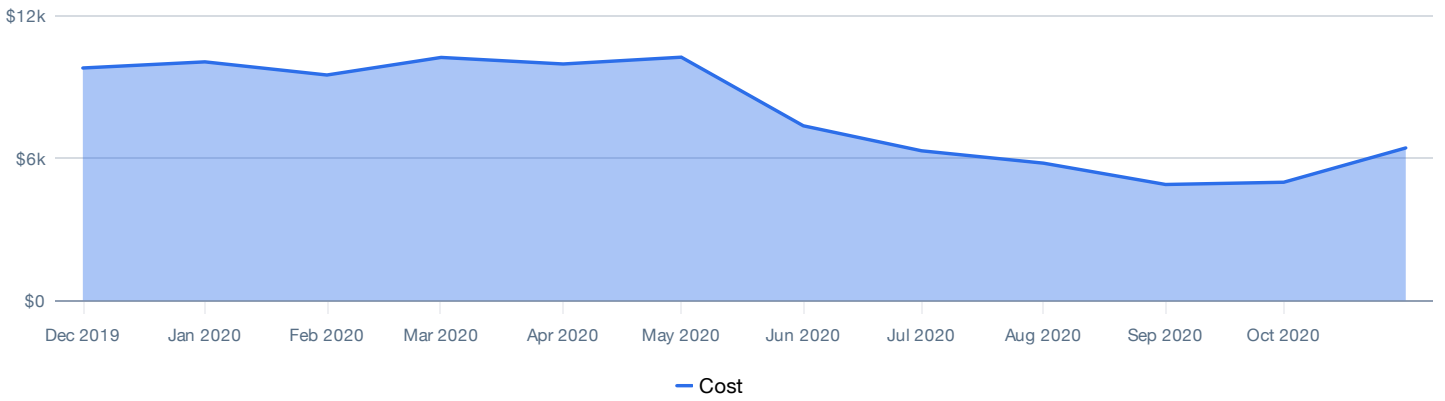
IMPRESSIONS BY MONTH
 PAST 12 MONTHS: [REDACTED]



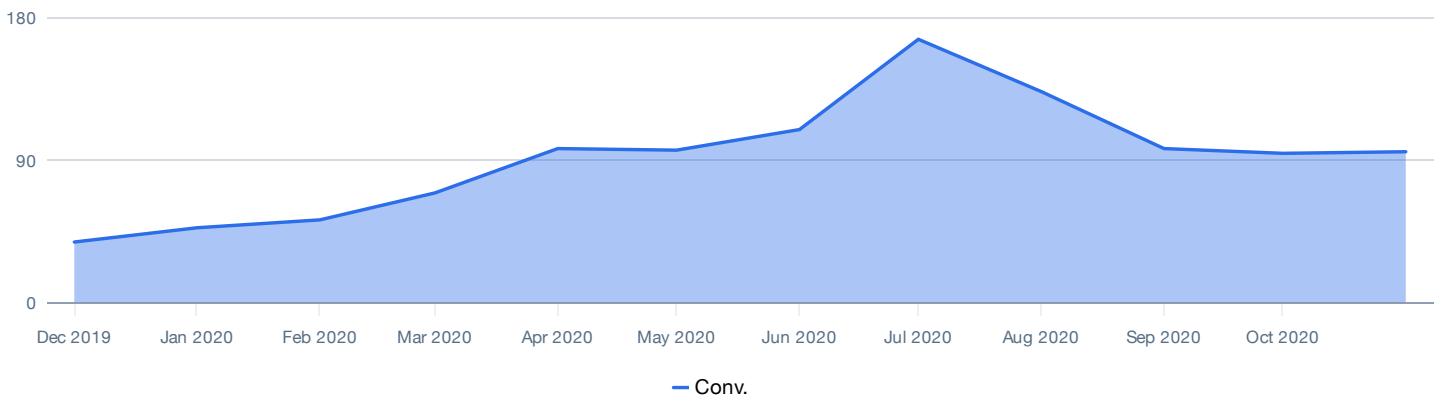
CTR BY MONTH
 PAST 12 MONTHS: [REDACTED]



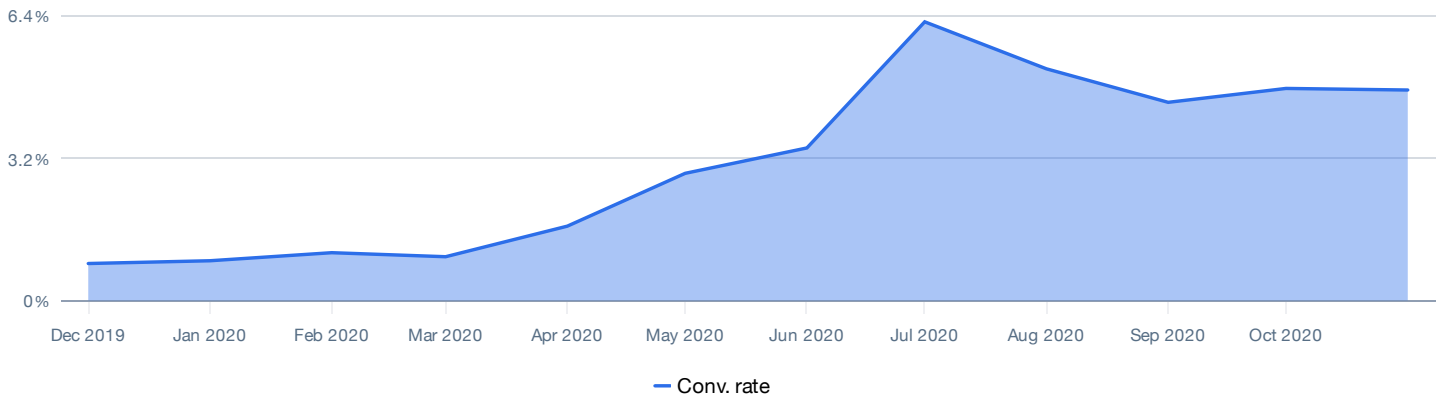
COST BY MONTH
 PAST 12 MONTHS: [REDACTED]



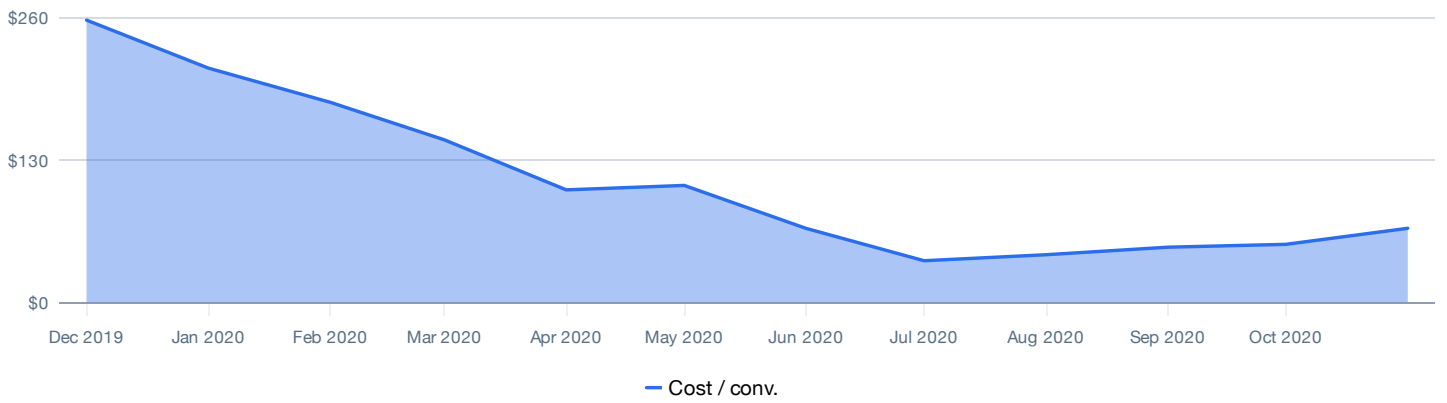
CONV. BY MONTH
 PAST 12 MONTHS: [REDACTED]



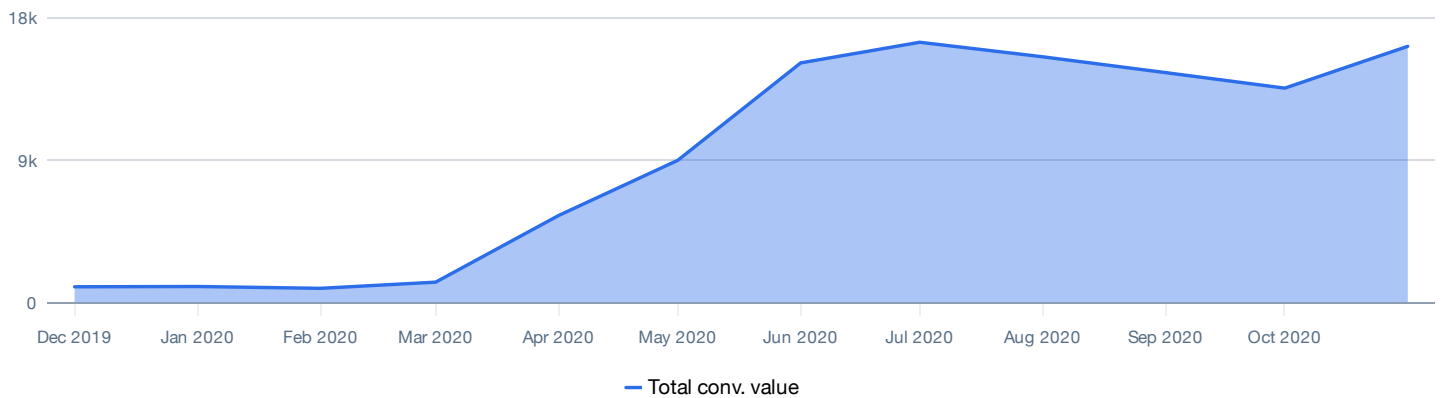
CONV. RATE BY MONTH
 PAST 12 MONTHS: [REDACTED]




COST / CONV. BY MONTH
 PAST 12 MONTHS: [REDACTED]



TOTAL CONV. VALUE BY MONTH
 PAST 12 MONTHS: [REDACTED]



 HISTORICAL TABLE: 24 MONTHS
PAST 24 MONTHS: [REDACTED]

Month	Clicks	Impr.	CTR	Cost	Avg. CPC	Conv.	Conv. rate	Cost / conv.	Total conv. value
November 2020	2,011	8,950	22.47%	\$6,414.09	\$3.19	95	4.72%	\$67.52	16,154
October 2020	1,975	11,526	17.14%	\$4,970.50	\$2.52	94	4.76%	\$52.88	13,513.62
September 2020	2,181	10,743	20.3%	\$4,875.76	\$2.24	97	4.45%	\$50.27	14,492.59
August 2020	2,558	14,293	17.9%	\$5,773.07	\$2.26	133	5.2%	\$43.41	15,492.5
July 2020	2,654	15,285	17.36%	\$6,294.42	\$2.37	166	6.25%	\$37.92	16,410
June 2020	3,184	25,705	12.39%	\$7,345.84	\$2.31	109	3.42%	\$67.39	15,107
May 2020	3,364	30,357	11.08%	\$10,233.56	\$3.04	96	2.85%	\$106.60	8,954.36
April 2020	5,814	46,422	12.52%	\$9,947.66	\$1.71	97	1.67%	\$102.55	5,475
March 2020	7,028	41,817	16.81%	\$10,223.76	\$1.45	69	0.98%	\$148.17	1,265
February 2020	4,850	38,290	12.67%	\$9,483.82	\$1.96	52	1.07%	\$182.38	875
January 2020	5,273	37,425	14.09%	\$10,037.16	\$1.90	47	0.89%	\$213.56	990
December 2019	4,583	29,702	15.43%	\$9,779.37	\$2.13	38	0.83%	\$257.35	973
November 2019	3,907	25,157	15.53%	\$9,649.29	\$2.47	25	0.64%	\$385.97	20
October 2019	3,830	22,887	16.73%	\$6,387.00	\$1.67	10	0.26%	\$638.70	110
September 2019	5,464	29,599	18.46%	\$5,592.53	\$1.02	0	0%	\$0.00	0
August 2019	7,182	36,035	19.93%	\$5,860.62	\$0.82	0	0%	\$0.00	0
July 2019	4,326	19,689	21.97%	\$3,442.34	\$0.80	0	0%	\$0.00	0
June 2019	3,109	12,714	24.45%	\$2,514.51	\$0.81	1,073	34.51%	\$2.34	5
May 2019	1,503	8,565	17.55%	\$1,628.41	\$1.08	34	2.26%	\$47.89	9
April 2019	2,411	12,090	19.94%	\$2,601.96	\$1.08	34	1.41%	\$76.53	21
March 2019	3,267	13,767	23.73%	\$2,716.27	\$0.83	22	0.67%	\$123.47	18
February 2019	2,947	12,862	22.91%	\$2,738.66	\$0.93	13	0.44%	\$210.67	13
January 2019	2,705	11,767	22.99%	\$2,459.64	\$0.91	8	0.3%	\$307.46	8
December 2018	2,824	11,171	25.28%	\$2,823.08	\$1.00	15	0.53%	\$188.21	15
	88,950	526,818	16.88%	\$143,793.33	\$1.62	2,327	2.62%	\$61.79	109,921.07

 DEVICE PERFORMANCE
[REDACTED]


Device	Clicks	Impr.	CTR	Cost	Avg. CPC	Conv.	Conv. rate	Cost / conv.
[REDACTED]	1,438	6,321	22.75%	\$4,908.22	\$3.41	80	5.56%	\$61.35
[REDACTED]	519	2,343	22.15%	\$1,335.32	\$2.57	14	2.7%	\$95.38
[REDACTED]	54	286	18.88%	\$170.55	\$3.16	1	1.85%	\$170.55
	2,011	8,950	22.47%	\$6,414.09	\$3.19	95	4.72%	\$67.52

 CONVERSION CATEGORY PERFORMANCE

Conversion name	Conv. category	Conversion source	All conv.	Conv.
	Purchase/Sale	Analytics	95	95
			95	95

 CAMPAIGN PERFORMANCE

Campaign		Clicks	Impr.	CTR	Cost	Avg. CPC	Conv.	Conv. rate	Cost / conv.
	✓	1,632	7,959	20.51%	\$4,921.84	\$3.02	94	5.76%	\$52.36
	✓	379	991	38.24%	\$1,492.25	\$3.94	1	0.26%	\$1,492.25
		2,011	8,950	22.47%	\$6,414.09	\$3.19	95	4.72%	\$67.52

 AD GROUP PERFORMANCE

Ad group		Campaign	Clicks	Impr.	CTR	Cost	Avg. CPC	Conv.	Conv. rate	Cost / conv.
	✓		862	4,297	20.06%	\$2,353.85	\$2.73	66	7.66%	\$35.66
	✓		436	2,033	21.45%	\$1,492.97	\$3.42	11	2.52%	\$135.72
	✓		379	991	38.24%	\$1,492.25	\$3.94	1	0.26%	\$1,492.25
	✓		170	764	22.25%	\$516.17	\$3.04	8	4.71%	\$64.52
	✓		157	848	18.51%	\$523.24	\$3.33	4	2.55%	\$130.81
	✓		4	9	44.44%	\$22.43	\$5.61	4	100%	\$5.61
	✓		3	8	37.5%	\$13.18	\$4.39	1	33.33%	\$13.18
			2,011	8,950	22.47%	\$6,414.09	\$3.19	95	4.72%	\$67.52

 KEYWORDS PERFORMANCE

Keyword		Clicks	Impr.	CTR	Cost	Avg. CPC	Conv.	Conv. rate	Cost / conv.
		379	2,197	17.25%	\$1,492.25	\$3.94	1	0.26%	\$1,492.25
Headline	✓	345	991	34.81%	\$1,355.00	\$3.93	1	0.29%	\$1,355.00
Sitelink	✓	32	913	3.5%	\$133.92	\$4.19	0	0%	\$0.00
Driving direction	✓	1	94	1.06%	\$2.75	\$2.75	0	0%	\$0.00
Get location details	✓	1	191	0.52%	\$0.58	\$0.58	0	0%	\$0.00
Show nearby locations	✓	0	8	0%	\$0.00	\$0.00	0	0%	\$0.00
		154	1,546	9.96%	\$410.54	\$2.67	3	1.95%	\$136.85
		2,011	8,950	22.47%	\$6,414.09	\$3.19	95	4.72%	\$67.52

Keyword		Clicks	Impr.	CTR	Cost	Avg. CPC	Conv.	Conv. rate	Cost / conv.
Headline	✓	126	629	20.03%	\$332.80	\$2.64	3	2.38%	\$110.93
Sitelink	✓	20	502	3.98%	\$69.25	\$3.46	0	0%	\$0.00
Get location details	✓	5	232	2.16%	\$3.12	\$0.62	0	0%	\$0.00
Phone calls	✓	3	83	3.61%	\$5.37	\$1.79	0	0%	\$0.00
Driving direction	✓	0	100	0%	\$0.00	\$0.00	0	0%	\$0.00
		118	1,259	9.37%	\$439.39	\$3.72	4	3.39%	\$109.85
Headline	✓	91	524	17.37%	\$340.29	\$3.74	4	4.4%	\$85.07
Sitelink	✓	23	464	4.96%	\$84.33	\$3.67	0	0%	\$0.00
Phone calls	✓	2	114	1.75%	\$12.61	\$6.31	0	0%	\$0.00
Driving direction	✓	1	37	2.7%	\$1.06	\$1.06	0	0%	\$0.00
Get location details	✓	1	120	0.83%	\$1.10	\$1.10	0	0%	\$0.00
		112	1,278	8.76%	\$313.89	\$2.80	1	0.89%	\$313.89
Headline	✓	90	535	16.82%	\$247.35	\$2.75	1	1.11%	\$247.35
Sitelink	✓	21	487	4.31%	\$66.25	\$3.15	0	0%	\$0.00
Get location details	✓	1	116	0.86%	\$0.29	\$0.29	0	0%	\$0.00
Phone calls	✓	0	101	0%	\$0.00	\$0.00	0	0%	\$0.00
Driving direction	✓	0	39	0%	\$0.00	\$0.00	0	0%	\$0.00
		110	745	14.77%	\$292.82	\$2.66	11	10%	\$26.62
Headline	✓	100	307	32.57%	\$260.97	\$2.61	11	11%	\$23.72
Sitelink	✓	10	296	3.38%	\$31.85	\$3.19	0	0%	\$0.00
Get location details	✓	0	58	0%	\$0.00	\$0.00	0	0%	\$0.00
Phone calls	✓	0	72	0%	\$0.00	\$0.00	0	0%	\$0.00
Driving direction	✓	0	12	0%	\$0.00	\$0.00	0	0%	\$0.00
		103	767	13.43%	\$324.18	\$3.15	9	8.74%	\$36.02
Headline	✓	82	304	26.97%	\$271.36	\$3.31	8	9.76%	\$33.92
Sitelink	✓	20	297	6.73%	\$47.31	\$2.37	1	5%	\$47.31
Phone calls	✓	1	77	1.3%	\$5.51	\$5.51	0	0%	\$0.00
Get location details	✓	0	65	0%	\$0.00	\$0.00	0	0%	\$0.00
Driving direction	✓	0	24	0%	\$0.00	\$0.00	0	0%	\$0.00
		91	1,049	8.67%	\$330.19	\$3.63	3	3.3%	\$110.06
Headline	✓	73	433	16.86%	\$243.46	\$3.34	3	4.11%	\$81.15
Sitelink	✓	17	386	4.4%	\$72.74	\$4.28	0	0%	\$0.00
		2,011	8,950	22.47%	\$6,414.09	\$3.19	95	4.72%	\$67.52

Keyword		Clicks	Impr.	CTR	Cost	Avg. CPC	Conv.	Conv. rate	Cost / conv.
Get location details	✓	1	91	1.1%	\$13.99	\$13.99	0	0%	\$0.00
Phone calls	✓	0	114	0%	\$0.00	\$0.00	0	0%	\$0.00
Driving direction	✓	0	25	0%	\$0.00	\$0.00	0	0%	\$0.00
		87	2,686	3.24%	\$88.84	\$1.02	7	8.05%	\$12.69
Headline	✓	83	1,235	6.72%	\$84.87	\$1.02	7	8.43%	\$12.12
Sitelink	✓	2	1,096	0.18%	\$3.03	\$1.52	0	0%	\$0.00
Get location details	✓	2	208	0.96%	\$0.94	\$0.47	0	0%	\$0.00
Phone calls	✓	0	140	0%	\$0.00	\$0.00	0	0%	\$0.00
Show nearby locations	✓	0	7	0%	\$0.00	\$0.00	0	0%	\$0.00
		86	1,051	8.18%	\$264.52	\$3.08	5	5.81%	\$52.90
Headline	✓	66	451	14.63%	\$192.87	\$2.92	4	6.06%	\$48.22
Sitelink	✓	20	412	4.85%	\$71.65	\$3.58	1	5%	\$71.65
Phone calls	✓	0	86	0%	\$0.00	\$0.00	0	0%	\$0.00
Get location details	✓	0	80	0%	\$0.00	\$0.00	0	0%	\$0.00
Driving direction	✓	0	22	0%	\$0.00	\$0.00	0	0%	\$0.00
		63	928	6.79%	\$221.63	\$3.52	1	1.59%	\$221.63
Headline	✓	47	433	10.85%	\$153.12	\$3.26	1	2.13%	\$153.12
Sitelink	✓	14	370	3.78%	\$67.59	\$4.83	0	0%	\$0.00
Get location details	✓	2	86	2.33%	\$0.92	\$0.46	0	0%	\$0.00
Driving direction	✓	0	36	0%	\$0.00	\$0.00	0	0%	\$0.00
Show nearby locations	✓	0	3	0%	\$0.00	\$0.00	0	0%	\$0.00
		52	472	11.02%	\$151.57	\$2.91	2	3.85%	\$75.79
Headline	✓	41	223	18.39%	\$124.35	\$3.03	2	4.88%	\$62.18
Sitelink	✓	11	197	5.58%	\$27.22	\$2.47	0	0%	\$0.00
Show nearby locations	✓	0	2	0%	\$0.00	\$0.00	0	0%	\$0.00
Phone calls	✓	0	37	0%	\$0.00	\$0.00	0	0%	\$0.00
Driving direction	✓	0	13	0%	\$0.00	\$0.00	0	0%	\$0.00
		47	278	16.91%	\$120.84	\$2.57	5	10.64%	\$24.17
Headline	✓	41	126	32.54%	\$107.12	\$2.61	4	9.76%	\$26.78
Sitelink	✓	5	124	4.03%	\$11.43	\$2.29	1	20%	\$11.43
Phone calls	✓	1	23	4.35%	\$2.29	\$2.29	0	0%	\$0.00
Get location details	✓	0	4	0%	\$0.00	\$0.00	0	0%	\$0.00
		2,011	8,950	22.47%	\$6,414.09	\$3.19	95	4.72%	\$67.52

Keyword		Clicks	Impr.	CTR	Cost	Avg. CPC	Conv.	Conv. rate	Cost / conv.
Show nearby locations	✓	0	1	0%	\$0.00	\$0.00	0	0%	\$0.00
		44	443	9.93%	\$168.29	\$3.82	2	4.55%	\$84.15
Headline	✓	36	184	19.57%	\$140.66	\$3.91	2	5.56%	\$70.33
Sitelink	✓	5	152	3.29%	\$9.60	\$1.92	0	0%	\$0.00
Phone calls	✓	2	24	8.33%	\$17.40	\$8.70	0	0%	\$0.00
Get location details	✓	1	80	1.25%	\$0.63	\$0.63	0	0%	\$0.00
Show nearby locations	✓	0	3	0%	\$0.00	\$0.00	0	0%	\$0.00
		44	377	11.67%	\$98.52	\$2.24	3	6.82%	\$32.84
Headline	✓	39	163	23.93%	\$88.91	\$2.28	3	7.69%	\$29.64
Sitelink	✓	3	118	2.54%	\$8.03	\$2.68	0	0%	\$0.00
Get location details	✓	2	79	2.53%	\$1.58	\$0.79	0	0%	\$0.00
Phone calls	✓	0	16	0%	\$0.00	\$0.00	0	0%	\$0.00
Show nearby locations	✓	0	1	0%	\$0.00	\$0.00	0	0%	\$0.00
		43	411	10.46%	\$92.40	\$2.15	3	6.98%	\$30.80
Headline	✓	38	162	23.46%	\$86.13	\$2.27	3	7.89%	\$28.71
Get location details	✓	3	82	3.66%	\$1.93	\$0.64	0	0%	\$0.00
Sitelink	✓	1	128	0.78%	\$1.64	\$1.64	0	0%	\$0.00
Driving direction	✓	1	21	4.76%	\$2.70	\$2.70	0	0%	\$0.00
Phone calls	✓	0	18	0%	\$0.00	\$0.00	0	0%	\$0.00
		42	399	10.53%	\$185.62	\$4.42	2	4.76%	\$92.81
Headline	✓	33	168	19.64%	\$155.89	\$4.72	2	6.06%	\$77.95
Sitelink	✓	6	137	4.38%	\$28.29	\$4.72	0	0%	\$0.00
Get location details	✓	3	51	5.88%	\$1.44	\$0.48	0	0%	\$0.00
Phone calls	✓	0	39	0%	\$0.00	\$0.00	0	0%	\$0.00
Show nearby locations	✓	0	4	0%	\$0.00	\$0.00	0	0%	\$0.00
		42	325	12.92%	\$95.36	\$2.27	6	14.29%	\$15.89
Headline	✓	36	146	24.66%	\$83.01	\$2.31	6	16.67%	\$13.84
Sitelink	✓	6	143	4.2%	\$12.35	\$2.06	0	0%	\$0.00
Phone calls	✓	0	28	0%	\$0.00	\$0.00	0	0%	\$0.00
Get location details	✓	0	7	0%	\$0.00	\$0.00	0	0%	\$0.00
Driving direction	✓	0	1	0%	\$0.00	\$0.00	0	0%	\$0.00
		41	432	9.49%	\$126.70	\$3.09	3	7.32%	\$42.23
		2,011	8,950	22.47%	\$6,414.09	\$3.19	95	4.72%	\$67.52

Keyword		Clicks	Impr.	CTR	Cost	Avg. CPC	Conv.	Conv. rate	Cost / conv.
Headline	✓	29	183	15.85%	\$87.77	\$3.03	3	10.34%	\$29.26
Sitelink	✓	11	167	6.59%	\$38.80	\$3.53	0	0%	\$0.00
Get location details	✓	1	33	3.03%	\$0.13	\$0.13	0	0%	\$0.00
Driving direction	✓	0	11	0%	\$0.00	\$0.00	0	0%	\$0.00
Phone calls	✓	0	38	0%	\$0.00	\$0.00	0	0%	\$0.00
		39	445	8.76%	\$136.19	\$3.49	2	5.13%	\$68.10
Headline	✓	30	202	14.85%	\$104.53	\$3.48	2	6.67%	\$52.27
Sitelink	✓	9	186	4.84%	\$31.66	\$3.52	0	0%	\$0.00
Get location details	✓	0	36	0%	\$0.00	\$0.00	0	0%	\$0.00
Show nearby locations	✓	0	2	0%	\$0.00	\$0.00	0	0%	\$0.00
Driving direction	✓	0	19	0%	\$0.00	\$0.00	0	0%	\$0.00
		35	497	7.04%	\$119.25	\$3.41	4	11.43%	\$29.81
Headline	✓	23	209	11%	\$81.79	\$3.56	4	17.39%	\$20.45
Sitelink	✓	8	169	4.73%	\$31.61	\$3.95	0	0%	\$0.00
Get location details	✓	4	53	7.55%	\$5.85	\$1.46	0	0%	\$0.00
Phone calls	✓	0	43	0%	\$0.00	\$0.00	0	0%	\$0.00
Driving direction	✓	0	23	0%	\$0.00	\$0.00	0	0%	\$0.00
		34	332	10.24%	\$87.38	\$2.57	6	17.65%	\$14.56
Headline	✓	31	143	21.68%	\$81.14	\$2.62	6	19.35%	\$13.52
Sitelink	✓	3	142	2.11%	\$6.24	\$2.08	0	0%	\$0.00
Phone calls	✓	0	45	0%	\$0.00	\$0.00	0	0%	\$0.00
Get location details	✓	0	2	0%	\$0.00	\$0.00	0	0%	\$0.00
		33	414	7.97%	\$103.69	\$3.14	0	0%	\$0.00
Headline	✓	27	176	15.34%	\$77.45	\$2.87	0	0%	\$0.00
Sitelink	✓	6	162	3.7%	\$26.24	\$4.37	0	0%	\$0.00
Show nearby locations	✓	0	2	0%	\$0.00	\$0.00	0	0%	\$0.00
Get location details	✓	0	19	0%	\$0.00	\$0.00	0	0%	\$0.00
Phone calls	✓	0	55	0%	\$0.00	\$0.00	0	0%	\$0.00
		30	371	8.09%	\$131.61	\$4.39	1	3.33%	\$131.61
Headline	✓	20	165	12.12%	\$81.09	\$4.05	0	0%	\$0.00
Sitelink	✓	8	138	5.8%	\$49.88	\$6.24	1	12.5%	\$49.88
Get location details	✓	2	43	4.65%	\$0.64	\$0.32	0	0%	\$0.00
		2,011	8,950	22.47%	\$6,414.09	\$3.19	95	4.72%	\$67.52

Keyword		Clicks	Impr.	CTR	Cost	Avg. CPC	Conv.	Conv. rate	Cost / conv.
Show nearby locations	✓	0	2	0%	\$0.00	\$0.00	0	0%	\$0.00
Driving direction	✓	0	23	0%	\$0.00	\$0.00	0	0%	\$0.00
		30	353	8.5%	\$109.43	\$3.65	0	0%	\$0.00
Headline	✓	24	147	16.33%	\$91.76	\$3.82	0	0%	\$0.00
Sitelink	✓	5	136	3.68%	\$16.75	\$3.35	0	0%	\$0.00
Get location details	✓	1	35	2.86%	\$0.92	\$0.92	0	0%	\$0.00
Driving direction	✓	0	8	0%	\$0.00	\$0.00	0	0%	\$0.00
Phone calls	✓	0	27	0%	\$0.00	\$0.00	0	0%	\$0.00
		29	167	17.37%	\$71.77	\$2.47	0	0%	\$0.00
Headline	✓	22	75	29.33%	\$58.60	\$2.66	0	0%	\$0.00
Sitelink	✓	7	68	10.29%	\$13.17	\$1.88	0	0%	\$0.00
Driving direction	✓	0	3	0%	\$0.00	\$0.00	0	0%	\$0.00
Phone calls	✓	0	15	0%	\$0.00	\$0.00	0	0%	\$0.00
Get location details	✓	0	6	0%	\$0.00	\$0.00	0	0%	\$0.00
		25	165	15.15%	\$98.30	\$3.93	0	0%	\$0.00
Headline	✓	23	78	29.49%	\$95.19	\$4.14	0	0%	\$0.00
Sitelink	✓	2	67	2.99%	\$3.11	\$1.56	0	0%	\$0.00
Phone calls	✓	0	9	0%	\$0.00	\$0.00	0	0%	\$0.00
Driving direction	✓	0	9	0%	\$0.00	\$0.00	0	0%	\$0.00
Show nearby locations	✓	0	2	0%	\$0.00	\$0.00	0	0%	\$0.00
		18	166	10.84%	\$82.01	\$4.56	0	0%	\$0.00
Sitelink	✓	10	65	15.38%	\$40.06	\$4.01	0	0%	\$0.00
Headline	✓	8	75	10.67%	\$41.95	\$5.24	0	0%	\$0.00
Phone calls	✓	0	18	0%	\$0.00	\$0.00	0	0%	\$0.00
Driving direction	✓	0	3	0%	\$0.00	\$0.00	0	0%	\$0.00
Get location details	✓	0	5	0%	\$0.00	\$0.00	0	0%	\$0.00
		11	96	11.46%	\$40.22	\$3.66	0	0%	\$0.00
Headline	✓	8	44	18.18%	\$22.30	\$2.79	0	0%	\$0.00
Sitelink	✓	3	39	7.69%	\$17.92	\$5.97	0	0%	\$0.00
Get location details	✓	0	6	0%	\$0.00	\$0.00	0	0%	\$0.00
Phone calls	✓	0	6	0%	\$0.00	\$0.00	0	0%	\$0.00
Show nearby locations	✓	0	1	0%	\$0.00	\$0.00	0	0%	\$0.00
		2,011	8,950	22.47%	\$6,414.09	\$3.19	95	4.72%	\$67.52



Keyword		Clicks	Impr.	CTR	Cost	Avg. CPC	Conv.	Conv. rate	Cost / conv.
		10	82	12.2%	\$15.73	\$1.57	1	10%	\$15.73
Headline	✓	7	39	17.95%	\$11.76	\$1.68	1	14.29%	\$11.76
Sitelink	✓	3	38	7.89%	\$3.97	\$1.32	0	0%	\$0.00
Get location details	✓	0	3	0%	\$0.00	\$0.00	0	0%	\$0.00
Driving direction	✓	0	1	0%	\$0.00	\$0.00	0	0%	\$0.00
Show nearby locations	✓	0	1	0%	\$0.00	\$0.00	0	0%	\$0.00
		7	102	6.86%	\$18.80	\$2.69	2	28.57%	\$9.40
Headline	✓	6	43	13.95%	\$16.17	\$2.70	2	33.33%	\$8.09
Sitelink	✓	1	41	2.44%	\$2.63	\$2.63	0	0%	\$0.00
Get location details	✓	0	7	0%	\$0.00	\$0.00	0	0%	\$0.00
Show nearby locations	✓	0	1	0%	\$0.00	\$0.00	0	0%	\$0.00
Phone calls	✓	0	10	0%	\$0.00	\$0.00	0	0%	\$0.00
		7	76	9.21%	\$22.24	\$3.18	0	0%	\$0.00
Headline	✓	6	36	16.67%	\$19.08	\$3.18	0	0%	\$0.00
Sitelink	✓	1	30	3.33%	\$3.16	\$3.16	0	0%	\$0.00
Get location details	✓	0	5	0%	\$0.00	\$0.00	0	0%	\$0.00
Show nearby locations	✓	0	1	0%	\$0.00	\$0.00	0	0%	\$0.00
Phone calls	✓	0	4	0%	\$0.00	\$0.00	0	0%	\$0.00
		6	146	4.11%	\$5.88	\$0.98	0	0%	\$0.00
Headline	✓	4	63	6.35%	\$3.96	\$0.99	0	0%	\$0.00
Sitelink	✓	1	55	1.82%	\$0.48	\$0.48	0	0%	\$0.00
Phone calls	✓	1	20	5%	\$1.44	\$1.44	0	0%	\$0.00
Get location details	✓	0	6	0%	\$0.00	\$0.00	0	0%	\$0.00
Show nearby locations	✓	0	2	0%	\$0.00	\$0.00	0	0%	\$0.00
		6	155	3.87%	\$16.98	\$2.83	1	16.67%	\$16.98
Headline	✓	4	67	5.97%	\$14.12	\$3.53	1	25%	\$14.12
Sitelink	✓	2	57	3.51%	\$2.86	\$1.43	0	0%	\$0.00
Get location details	✓	0	19	0%	\$0.00	\$0.00	0	0%	\$0.00
Phone calls	✓	0	11	0%	\$0.00	\$0.00	0	0%	\$0.00
Show nearby locations	✓	0	1	0%	\$0.00	\$0.00	0	0%	\$0.00
		5	37	13.51%	\$10.70	\$2.14	0	0%	\$0.00
Headline	✓	5	14	35.71%	\$10.70	\$2.14	0	0%	\$0.00
		2,011	8,950	22.47%	\$6,414.09	\$3.19	95	4.72%	\$67.52

Keyword		Clicks	Impr.	CTR	Cost	Avg. CPC	Conv.	Conv. rate	Cost / conv.
Driving direction	✓	0	2	0%	\$0.00	\$0.00	0	0%	\$0.00
Get location details	✓	0	4	0%	\$0.00	\$0.00	0	0%	\$0.00
Sitelink	✓	0	14	0%	\$0.00	\$0.00	0	0%	\$0.00
Phone calls	✓	0	3	0%	\$0.00	\$0.00	0	0%	\$0.00
		5	51	9.8%	\$34.84	\$6.97	0	0%	\$0.00
Headline	✓	3	22	13.64%	\$24.46	\$8.15	0	0%	\$0.00
Sitelink	✓	2	17	11.76%	\$10.38	\$5.19	0	0%	\$0.00
Phone calls	✓	0	12	0%	\$0.00	\$0.00	0	0%	\$0.00
		4	26	15.38%	\$22.43	\$5.61	4	100%	\$5.61
Headline	✓	4	9	44.44%	\$22.43	\$5.61	4	100%	\$5.61
Get location details	✓	0	3	0%	\$0.00	\$0.00	0	0%	\$0.00
Sitelink	✓	0	8	0%	\$0.00	\$0.00	0	0%	\$0.00
Driving direction	✓	0	3	0%	\$0.00	\$0.00	0	0%	\$0.00
Phone calls	✓	0	3	0%	\$0.00	\$0.00	0	0%	\$0.00
		4	38	10.53%	\$25.98	\$6.50	1	25%	\$25.98
Headline	✓	3	19	15.79%	\$20.87	\$6.96	1	33.33%	\$20.87
Sitelink	✓	1	17	5.88%	\$5.11	\$5.11	0	0%	\$0.00
Get location details	✓	0	2	0%	\$0.00	\$0.00	0	0%	\$0.00
		3	80	3.75%	\$4.56	\$1.52	0	0%	\$0.00
Headline	✓	2	40	5%	\$3.54	\$1.77	0	0%	\$0.00
Phone calls	✓	1	6	16.67%	\$1.02	\$1.02	0	0%	\$0.00
Sitelink	✓	0	30	0%	\$0.00	\$0.00	0	0%	\$0.00
Get location details	✓	0	3	0%	\$0.00	\$0.00	0	0%	\$0.00
Driving direction	✓	0	1	0%	\$0.00	\$0.00	0	0%	\$0.00
		3	45	6.67%	\$6.14	\$2.05	0	0%	\$0.00
Headline	✓	3	20	15%	\$6.14	\$2.05	0	0%	\$0.00
Phone calls	✓	0	3	0%	\$0.00	\$0.00	0	0%	\$0.00
Driving direction	✓	0	1	0%	\$0.00	\$0.00	0	0%	\$0.00
Sitelink	✓	0	18	0%	\$0.00	\$0.00	0	0%	\$0.00
Get location details	✓	0	3	0%	\$0.00	\$0.00	0	0%	\$0.00
		3	19	15.79%	\$13.18	\$4.39	1	33.33%	\$13.18
Headline	✓	3	8	37.5%	\$13.18	\$4.39	1	33.33%	\$13.18
		2,011	8,950	22.47%	\$6,414.09	\$3.19	95	4.72%	\$67.52

Keyword		Clicks	Impr.	CTR	Cost	Avg. CPC	Conv.	Conv. rate	Cost / conv.
Phone calls	✓	0	1	0%	\$0.00	\$0.00	0	0%	\$0.00
Get location details	✓	0	2	0%	\$0.00	\$0.00	0	0%	\$0.00
Driving direction	✓	0	1	0%	\$0.00	\$0.00	0	0%	\$0.00
Sitelink	✓	0	7	0%	\$0.00	\$0.00	0	0%	\$0.00
		2	33	6.06%	\$5.03	\$2.52	0	0%	\$0.00
Headline	✓	1	14	7.14%	\$2.57	\$2.57	0	0%	\$0.00
Sitelink	✓	1	14	7.14%	\$2.46	\$2.46	0	0%	\$0.00
Phone calls	✓	0	4	0%	\$0.00	\$0.00	0	0%	\$0.00
Get location details	✓	0	1	0%	\$0.00	\$0.00	0	0%	\$0.00
		1	4	25%	\$0.36	\$0.36	1	100%	\$0.36
Headline	✓	1	2	50%	\$0.36	\$0.36	1	100%	\$0.36
Sitelink	✓	0	2	0%	\$0.00	\$0.00	0	0%	\$0.00
		1	39	2.56%	\$1.56	\$1.56	0	0%	\$0.00
Headline	✓	1	18	5.56%	\$1.56	\$1.56	0	0%	\$0.00
Phone calls	✓	0	3	0%	\$0.00	\$0.00	0	0%	\$0.00
Get location details	✓	0	2	0%	\$0.00	\$0.00	0	0%	\$0.00
Sitelink	✓	0	16	0%	\$0.00	\$0.00	0	0%	\$0.00
		1	23	4.35%	\$11.84	\$11.84	0	0%	\$0.00
Headline	✓	1	8	12.5%	\$11.84	\$11.84	0	0%	\$0.00
Phone calls	✓	0	3	0%	\$0.00	\$0.00	0	0%	\$0.00
Sitelink	✓	0	8	0%	\$0.00	\$0.00	0	0%	\$0.00
Driving direction	✓	0	2	0%	\$0.00	\$0.00	0	0%	\$0.00
Get location details	✓	0	2	0%	\$0.00	\$0.00	0	0%	\$0.00
		1	40	2.5%	\$0.44	\$0.44	0	0%	\$0.00
Sitelink	✓	1	10	10%	\$0.44	\$0.44	0	0%	\$0.00
Headline	✓	0	14	0%	\$0.00	\$0.00	0	0%	\$0.00
Phone calls	✓	0	4	0%	\$0.00	\$0.00	0	0%	\$0.00
Get location details	✓	0	10	0%	\$0.00	\$0.00	0	0%	\$0.00
Driving direction	✓	0	2	0%	\$0.00	\$0.00	0	0%	\$0.00
		0	5	0%	\$0.00	\$0.00	0	0%	\$0.00
Headline	✓	0	2	0%	\$0.00	\$0.00	0	0%	\$0.00
Sitelink	✓	0	1	0%	\$0.00	\$0.00	0	0%	\$0.00
		2,011	8,950	22.47%	\$6,414.09	\$3.19	95	4.72%	\$67.52



Keyword		Clicks	Impr.	CTR	Cost	Avg. CPC	Conv.	Conv. rate	Cost / conv.
Driving direction	✓	0	1	0%	\$0.00	\$0.00	0	0%	\$0.00
Get location details	✓	0	1	0%	\$0.00	\$0.00	0	0%	\$0.00
[REDACTED]		0	3	0%	\$0.00	\$0.00	0	0%	\$0.00
Headline	✓	0	1	0%	\$0.00	\$0.00	0	0%	\$0.00
Sitelink	✓	0	1	0%	\$0.00	\$0.00	0	0%	\$0.00
Get location details	✓	0	1	0%	\$0.00	\$0.00	0	0%	\$0.00
		2,011	8,950	22.47%	\$6,414.09	\$3.19	95	4.72%	\$67.52

 AD EXTENSIONS PERFORMANCE

Ad extensions		Clicks	Impr.	CTR	Cost	Avg. CPC	Conv.	Conv. rate	Cost / conv.
[REDACTED]		251	7,014	3.58%	\$851.41	\$3.39	0	0%	\$0.00
Harvest		98	3,754	2.61%	\$312.47	\$3.19	0	0%	\$0.00
[REDACTED]		75	1,805	4.16%	\$263.87	\$3.52	0	0%	\$0.00
[REDACTED]		41	756	5.42%	\$154.30	\$3.76	0	0%	\$0.00
[REDACTED]		37	692	5.35%	\$120.77	\$3.26	0	0%	\$0.00
[REDACTED]		0	7	0%	\$0.00	\$0.00	0	0%	\$0.00
[REDACTED]		913	3,29%	\$114.10	\$3.80	0	0%	\$0.00	
[REDACTED]		30	913	3.29%	\$114.10	\$3.80	0	0%	\$0.00
[REDACTED]		18	986	1.83%	\$16.14	\$0.90	0	0%	\$0.00
[REDACTED]		11	498	2.21%	\$9.31	\$0.85	0	0%	\$0.00
[REDACTED]		3	213	1.41%	\$2.45	\$0.82	0	0%	\$0.00
[REDACTED]		2	78	2.56%	\$1.05	\$0.53	0	0%	\$0.00
[REDACTED]		2	132	1.52%	\$3.33	\$1.67	0	0%	\$0.00
[REDACTED]		0	65	0%	\$0.00	\$0.00	0	0%	\$0.00
[REDACTED]		17	1,067	1.59%	\$24.93	\$1.47	0	0%	\$0.00
		345	37,092	0.93%	\$1,139.62	\$3.30	4	1.16%	\$284.91

Ad extensions	Clicks	Impr.	CTR	Cost	Avg. CPC	Conv.	Conv. rate	Cost / conv.
[REDACTED]	15	581	2.58%	\$10.31	\$0.69	0	0%	\$0.00
[REDACTED]	2	313	0.64%	\$14.62	\$7.31	0	0%	\$0.00
[REDACTED]	0	97	0%	\$0.00	\$0.00	0	0%	\$0.00
[REDACTED]	0	74	0%	\$0.00	\$0.00	0	0%	\$0.00
[REDACTED]	0	2	0%	\$0.00	\$0.00	0	0%	\$0.00
[REDACTED]	15	5,120	0.29%	\$60.77	\$4.05	4	26.67%	\$15.19
[REDACTED]	13	3,255	0.4%	\$60.19	\$4.63	3	23.08%	\$20.06
[REDACTED]	1	327	0.31%	\$0.53	\$0.53	1	100%	\$0.53
[REDACTED]	1	452	0.22%	\$0.05	\$0.05	0	0%	\$0.00
[REDACTED]	0	748	0%	\$0.00	\$0.00	0	0%	\$0.00
[REDACTED]	0	338	0%	\$0.00	\$0.00	0	0%	\$0.00
[REDACTED]	9	1,407	0.64%	\$45.14	\$5.02	0	0%	\$0.00
[REDACTED]	5	692	0.72%	\$15.13	\$3.03	0	0%	\$0.00
[REDACTED]	4	427	0.94%	\$30.01	\$7.50	0	0%	\$0.00
[REDACTED]	0	161	0%	\$0.00	\$0.00	0	0%	\$0.00
[REDACTED]	0	124	0%	\$0.00	\$0.00	0	0%	\$0.00
[REDACTED]	0	3	0%	\$0.00	\$0.00	0	0%	\$0.00
[REDACTED]	3	4,184	0.07%	\$6.10	\$2.03	0	0%	\$0.00
[REDACTED]	1	1,220	0.08%	\$3.16	\$3.16	0	0%	\$0.00
[REDACTED]	1	441	0.23%	\$1.60	\$1.60	0	0%	\$0.00
[REDACTED]	1	411	0.24%	\$1.34	\$1.34	0	0%	\$0.00
[REDACTED]	0	2,105	0%	\$0.00	\$0.00	0	0%	\$0.00
[REDACTED]	0	7	0%	\$0.00	\$0.00	0	0%	\$0.00
[REDACTED]	2	2,298	0.09%	\$21.03	\$10.52	0	0%	\$0.00
	345	37,092	0.93%	\$1,139.62	\$3.30	4	1.16%	\$284.91

Ad extensions	Clicks	Impr.	CTR	Cost	Avg. CPC	Conv.	Conv. rate	Cost / conv.
[REDACTED]	1	719	0.14%	\$1.26	\$1.26	0	0%	\$0.00
[REDACTED]	1	461	0.22%	\$19.77	\$19.77	0	0%	\$0.00
[REDACTED]	0	540	0%	\$0.00	\$0.00	0	0%	\$0.00
[REDACTED]	0	324	0%	\$0.00	\$0.00	0	0%	\$0.00
[REDACTED]	0	254	0%	\$0.00	\$0.00	0	0%	\$0.00
[REDACTED]	0	7,199	0%	\$0.00	\$0.00	0	0%	\$0.00
[REDACTED]	0	3,711	0%	\$0.00	\$0.00	0	0%	\$0.00
[REDACTED]	0	1,829	0%	\$0.00	\$0.00	0	0%	\$0.00
[REDACTED]	0	756	0%	\$0.00	\$0.00	0	0%	\$0.00
[REDACTED]	0	2	0%	\$0.00	\$0.00	0	0%	\$0.00
[REDACTED]	0	901	0%	\$0.00	\$0.00	0	0%	\$0.00
[REDACTED]	0	6,904	0%	\$0.00	\$0.00	0	0%	\$0.00
[REDACTED]	0	3,672	0%	\$0.00	\$0.00	0	0%	\$0.00
[REDACTED]	0	1,787	0%	\$0.00	\$0.00	0	0%	\$0.00
[REDACTED]	0	743	0%	\$0.00	\$0.00	0	0%	\$0.00
[REDACTED]	0	694	0%	\$0.00	\$0.00	0	0%	\$0.00
[REDACTED]	0	8	0%	\$0.00	\$0.00	0	0%	\$0.00
	345	37,092	0.93%	\$1,139.62	\$3.30	4	1.16%	\$284.91

 AD PERFORMANCE

Ad	Ad group	Clicks	Impr.	CTR	Avg. CPC	Cost	Conv.	Conv. rate	Cost / conv.
[REDACTED]	[REDACTED] ✓	690	3,477	19.84%	\$2.55	\$1,758.46	54	7.83%	\$32.50
[REDACTED]	[REDACTED] ✓	233	556	41.91%	\$3.22	\$750.08	0	0%	\$0.00
[REDACTED]	[REDACTED] ✓	225	1,018	22.1%	\$3.43	\$771.43	4	1.78%	\$192.86
		2,011	8,950	22.47%	\$3.19	\$6,414.09	95	4.72%	\$67.51

Ad	Ad group	Clicks	Impr.	CTR	Avg. CPC	Cost	Conv.	Conv. rate	Cost / conv.
[REDACTED]	[REDACTED] ✓	211	1,015	20.79%	\$3.42	\$721.54	7	3.32%	\$103.1
[REDACTED]	[REDACTED] ✓	172	820	20.98%	\$3.46	\$595.39	12	6.98%	\$49.6
[REDACTED]	[REDACTED]	146	435	33.56%	\$5.08	\$742.17	1	0.68%	\$742.
[REDACTED]	[REDACTED] ✓	87	427	20.37%	\$3.08	\$267.65	2	2.3%	\$133.1
[REDACTED]	[REDACTED] ✓	86	389	22.11%	\$2.89	\$248.58	2	2.33%	\$124.3
[REDACTED]	[REDACTED] ✓	84	375	22.4%	\$3.19	\$267.59	6	7.14%	\$44.6
[REDACTED]	[REDACTED] ✓	70	421	16.63%	\$3.65	\$255.59	2	2.86%	\$127.3
[REDACTED]	[REDACTED] ✓	4	9	44.44%	\$5.61	\$22.43	4	100%	\$5.61

2,011 8,950 22.47% \$3.19 \$6,414.09 95 4.72% \$67.5

Ad	Ad group	Clicks	Impr.	CTR	Avg. CPC	Cost	Conv.	Conv. rate	Cost / conv.
[REDACTED]	[REDACTED]	✓ 3	8	37.5%	\$4.39	\$13.18	1	33.33%	\$13.18
		2,011	8,950	22.47%	\$3.19	\$6,414.09	95	4.72%	\$67.51