# Swydo

# Reporting and Monitoring Software for Online Marketers

AdWords example report

Bring your online marketing data together in a single report
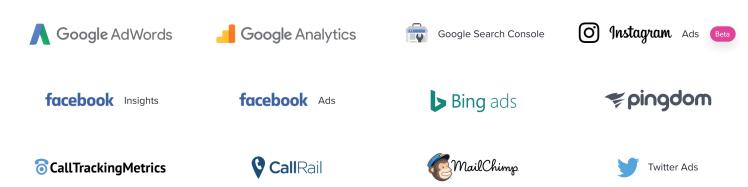
## Introduction

Online Marketing Reports. A regularly recurring, time-consuming task for many digital agencies and in-house marketers. **Swydo's reporting platform changes that**.

Replace manual reporting and complex spreadsheets. With Swydo you can create professional online marketing reports in minutes. You'll be able to reallocated that saved time to managing and optimizing (client) campaigns and securing new business.

## How it works

Swydo brings together data from the most important online marketing channels, including AdWords, Bing, Facebook Ads and Twitter into a single, comprehensive report. Below is an overview of our integrations.

| | | | |
|---|---|---|---|
| Google AdWords | Google Analytics | Google Search Console | Instagram Ads Beta |
| facebook Insights | facebook Ads | Bing ads | pingdom |
| CallTrackingMetrics | CallRail | MailChimp | Twitter Ads |

## Use Swydo and...

- Save time and reduce costs
- Create reports quickly and efficiently
- Easy to use interface
- Automatically generate reports to meet client needs
- Integrate with your CRM via Swydo's API

## More than 6,000 satisfied users

Swydo is the go-to reporting platform for over 1,500 online marketing agencies large and small in 80 countries. Every day, thousands of users log in to take advantage of Swydo's many benefits.

## Have questions or want to connect with us directly?

We'd love to speak with you! You can contact the Swydo team by phone at +1 917 464 2535 (CET) or send an email to sales@swydo.com.

Sincerely,
Team Swydo

# Sample Reporting

Creating a report with Swydo is super simple. With a click, you can connect to a data source, like a Google AdWords account. Then select the information you want to include through pre-defined KPIs values or widgets (table/charts) - or create your own.

Widgets can be refined through settings like segmentation, filtering and by chart or table, and you can further customize your report - and provide additional insight - through text and image/screenshot widgets. And every report can be saved and easily re-used for other clients. Best of all - you can combine data sources in one report to provide comprehensive insights across all paid advertising campaigns, SEO, call tracking and website analytics.
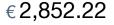
## Adwords campaigns

**IMPRESSIONS**
495,549
↑ 30.5%

**CTR**
1.83%
↓ -9.9%

**CLICKS**
9,068
↑ 17.5%

**COST**
€ 2,852.22
↑ 28.7%   ● <€ 1,000.00 targeted

**CONV.**
55
↑ 48.6%   ● 50 targeted

**COST / CONV.**
€ 51.83
↓ -13.4%   ● <€ 75.00 targeted

### OVERALL PERFORMANCE
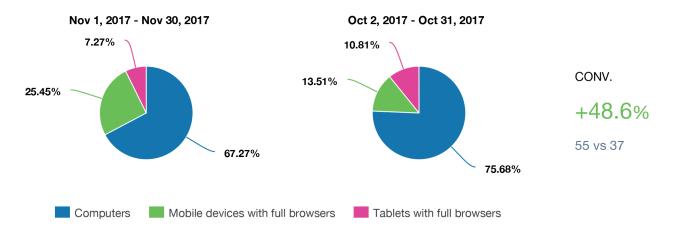
| | Nov 1, 2017 - Nov 30, 2017 | Oct 2, 2017 - Oct 31, 2017 | |
|---|---|---|---|
| **Impressions** | 495,549 | 379,791 | +30.5% |
| **CTR** | 1.83% | 2.03% | -9.9% |
| **Clicks** | 9,068 | 7,716 | +17.5% |
| **Avg. CPC** | € 0.31 | € 0.29 | +9.6% |
| **Cost** | € 2,852.22 | € 2,215.36 | +28.7% |
| **Avg. position** | 1.36 | 1.29 | +5.5% |
| **Conv. rate** | 0.61% | 0.48% | +26.5% |
| **Conv.** | 55 | 37 | +48.6% |
| **Cost / conv.** | € 51.86 | € 59.87 | -13.4% |
| **Total conv. value** | 10,084.56 | 7,535.46 | +33.8% |

## WEEKLY PERFORMANCE

| Month | Impressions | CTR | Clicks | Avg. CPC | Cost | Conv. rate | Conv. | Cost / conv. | Total conv. value |
|---|---|---|---|---|---|---|---|---|---|
| November 2017 | 495,549 | 1.83% | 9,068 | €0.31 | €2,852.22 | 0.61% | 55 | €51.86 | 10,084.56 |
| Week 47 | 122,449 | 1.75% | 2,148 | €0.31 | €663.78 | 0.28% | 6 | €110.63 | 1,181.57 |
| Week 46 | 110,844 | 1.87% | 2,074 | €0.32 | €661.11 | 0.82% | 17 | €38.89 | 1,839.09 |
| Week 48 | 108,808 | 1.5% | 1,635 | €0.31 | €506.16 | 0.73% | 12 | €42.18 | 2,044.07 |
| Week 45 | 100,204 | 2.07% | 2,070 | €0.32 | €666.56 | 0.53% | 11 | €60.60 | 4,398.23 |
| Week 44 | 53,244 | 2.14% | 1,141 | €0.31 | €354.61 | 0.79% | 9 | €39.40 | 621.6 |
| | 495,549 | 1.83% | 9,068 | €0.31 | €2,852.22 | 0.61% | 55 | €51.83 | 10,084.56 |

## DEVICE PERFORMANCE (CONVERSIONS)

**Nov 1, 2017 - Nov 30, 2017**

7.27%
25.45%
67.27%

**Oct 2, 2017 - Oct 31, 2017**

10.81%
13.51%
75.68%

CONV.

+48.6%

55 vs 37

■ Computers   ■ Mobile devices with full browsers   ■ Tablets with full browsers

## CAMPAIGN PERFORMANCE (BY CLICKS)

| Campaign | Impressions | CTR | Clicks | Avg. CPC | Cost | Conv. rate | Conv. | Cost / conv. | Total conv. value |
|---|---|---|---|---|---|---|---|---|---|
| Campaign 1 | 173,933 | 1.74% | 3,032 | €0.25 | €743.17 | 0.76% | 23 | €32.31 | 5,263.78 |
| Campaign 2 | 13,720 | 10.61% | 1,456 | €0.18 | €268.29 | 0.41% | 6 | €44.64 | 0 |
| Campaign 3 | 1,339 | 49.74% | 666 | €0.01 | €6.66 | 0.47% | 3 | €2.13 | 0 |
| Campaign 4 | 87,653 | 0.69% | 608 | €0.25 | €151.67 | 0.49% | 3 | €50.56 | 731.93 |
| Campaign 5 | 38,999 | 1.5% | 585 | €0.28 | €165.07 | 0.85% | 5 | €33.01 | 978.05 |
| | **495,549** | **1.83%** | **9,068** | **€0.31** | **€2,852.22** | **0.61%** | **55** | **€51.83** | **10,084.56** |

## KEYWORD (BY CONVERSION)

| Search term | Impressions | CTR | Clicks | Avg. CPC | Cost | Conv. rate | Conv. | Cost / conv. | Total conv. value |
|---|---|---|---|---|---|---|---|---|---|
| Keyword 1 | 2,840 | 2.36% | 67 | €0.51 | €34.33 | 8.96% | 6 | €5.72 | 1,897.28 |
| Keyword 2 | 986 | 52.64% | 519 | €0.01 | €5.19 | 0.6% | 3 | €1.68 | 0 |
| Keyword 3 | 6,622 | 3.84% | 254 | €0.28 | €70.26 | 0.79% | 2 | €34.86 | 735.08 |
| Keyword 4 | 54 | 5.56% | 3 | €0.15 | €0.46 | 33.33% | 1 | €0.46 | 383.33 |
| Keyword 5 | 62 | 12.9% | 8 | €0.27 | €2.19 | 12.5% | 1 | €2.19 | 113.14 |
| | **198,968** | **4.16%** | **8,271** | **€0.32** | **€2,623.52** | **0.63%** | **52** | **€50.40** | **9,352.63** |
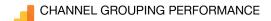
## KEYWORD (BY COST)

| Search term | Impressions | CTR | Clicks | Avg. CPC | Cost | Conv. rate | Conv. | Cost / conv. | Total conv. value |
|---|---|---|---|---|---|---|---|---|---|
| Keyword 7 | 5,357 | 1.14% | 61 | €1.59 | €97.22 | 0% | 0 | €0 | 0 |
| Keyword 8 | 1,559 | 3.4% | 53 | €1.71 | €90.38 | 0% | 0 | €0 | 0 |
| Keyword 3 | 6,622 | 3.84% | 254 | €0.28 | €70.26 | 0.79% | 2 | €34.86 | 735.08 |
| Keyword 9 | 15,336 | 0.79% | 121 | €0.41 | €49.30 | 0% | 0 | €0 | 0 |
| Keyword 10 | 2,840 | 2.36% | 67 | €0.51 | €34.33 | 8.96% | 6 | €5.72 | 1,897.28 |
| | **198,968** | **4.16%** | **8,271** | **€0.32** | **€2,623.52** | **0.63%** | **52** | **€50.40** | **9,352.63** |
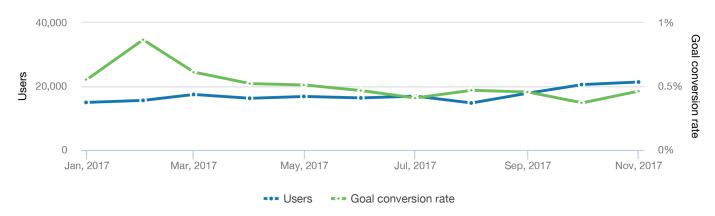
## HISTORICAL TABLE
### YEAR-TO-DATE

| Month | Impressions | CTR | Clicks | Avg. CPC | Cost | Conv. rate | Conv. | Cost / conv. | Total conv. value |
|---|---|---|---|---|---|---|---|---|---|
| November 2017 | 495,549 | 1.83% | 9,068 | €0.31 | €2,852.22 | 0.61% | 55 | €51.86 | 10,084.56 |
| October 2017 | 384,930 | 2.03% | 7,824 | €0.29 | €2,243.89 | 0.47% | 37 | €60.65 | 7,535.46 |
| September 2017 | 224,656 | 2.44% | 5,478 | €0.26 | €1,442.47 | 0.44% | 24 | €60.10 | 2,623.74 |
| August 2017 | 134,585 | 3.21% | 4,315 | €0.24 | €1,054.58 | 0.35% | 15 | €70.31 | 4,900.81 |
| July 2017 | 160,156 | 3.77% | 6,034 | €0.26 | €1,570.30 | 0.28% | 17 | €92.37 | 2,419.79 |
| June 2017 | 136,518 | 3.88% | 5,299 | €0.23 | €1,212.43 | 0.34% | 18 | €67.36 | 13,779.24 |
| May 2017 | 193,000 | 3.04% | 5,875 | €0.23 | €1,366.85 | 0.58% | 34 | €40.20 | 10,102.93 |
| April 2017 | 52,774 | 8.76% | 4,625 | €0.22 | €1,025.85 | 0.45% | 21 | €48.85 | 2,959 |
| March 2017 | 47,782 | 10.22% | 4,882 | €0.19 | €948.20 | 0.55% | 27 | €35.12 | 4,173.74 |
| February 2017 | 48,451 | 9.29% | 4,501 | €0.20 | €883.51 | 0.58% | 26 | €33.98 | 3,930.12 |
| January 2017 | 45,077 | 9.36% | 4,220 | €0.21 | €906.23 | 0.36% | 15 | €60.42 | 5,167.7 |
| | **1,923,478** | **3.23%** | **62,121** | **€0.25** | **€15,506.53** | **0.47%** | **289** | **€53.56** | **67,677.09** |

## Google Analytics

### CHANNEL GROUPING PERFORMANCE

| Channel grouping | Sessions | Users | New users | Goal conversion rate | Goal completions | Transactions | Revenue |
|---|---|---|---|---|---|---|---|
| Organic Search | 14,531 | 11,308 | 9,293 | 0.49% | 71 | 43 | €18,620.24 |
| Paid Search | 7,883 | 6,471 | 5,591 | 0.25% | 20 | 33 | €9,593.42 |
| Direct | 3,637 | 2,894 | 2,612 | 0.82% | 30 | 12 | €5,811.63 |
| Social | 1,011 | 829 | 697 | 0.2% | 2 | 0 | €0 |
| Referral | 993 | 557 | 368 | 0.5% | 5 | 9 | €2,620.28 |
| Display | 702 | 399 | 45 | 0.71% | 5 | 0 | €0 |
| | **28,757** | **22,458** | **18,606** | **0.46%** | **133** | **97** | **€36,645.57** |

## USERS & CONV. RATE
YEAR-TO-DATE



Users — • — Users    — • — Goal conversion rate

## HISTORICAL TABLE
YEAR-TO-DATE

| Month | Sessions | Users | New users | Goal conversion rate | Goal completions | Transactions | Revenue |
|---|---|---|---|---|---|---|---|
| November 2017 | 28,757 | 21,373 | 18,598 | 0.46% | 133 | 97 | €36,645.57 |
| October 2017 | 27,539 | 20,559 | 18,069 | 0.37% | 102 | 72 | €30,394.35 |
| September 2017 | 23,047 | 17,858 | 15,834 | 0.46% | 105 | 66 | €23,765.86 |
| August 2017 | 18,757 | 14,777 | 13,058 | 0.47% | 88 | 51 | €23,345.01 |
| July 2017 | 22,027 | 16,927 | 14,818 | 0.41% | 90 | 51 | €18,800.22 |
| June 2017 | 21,622 | 16,362 | 14,214 | 0.47% | 101 | 55 | €37,479.21 |
| May 2017 | 22,510 | 16,827 | 14,406 | 0.51% | 115 | 74 | €29,096.68 |
| April 2017 | 21,277 | 16,249 | 14,306 | 0.52% | 111 | 62 | €30,370.34 |
| March 2017 | 22,875 | 17,449 | 15,261 | 0.61% | 140 | 55 | €15,917.68 |
| February 2017 | 20,414 | 15,591 | 13,618 | 0.87% | 177 | 44 | €18,741.72 |
| January 2017 | 19,326 | 14,954 | 13,195 | 0.55% | 107 | 29 | €11,265.21 |
| | **248,151** | **188,926** | **165,377** | **0.51%** | **1,269** | **656** | **€275,821.85** |