



Reporting and Monitoring Software for Online Marketers

Google Ads example report

Bring your online marketing data
together in a single report

IMPRESSIONS

160,156

↑ 13.5%

CTR

3.77%

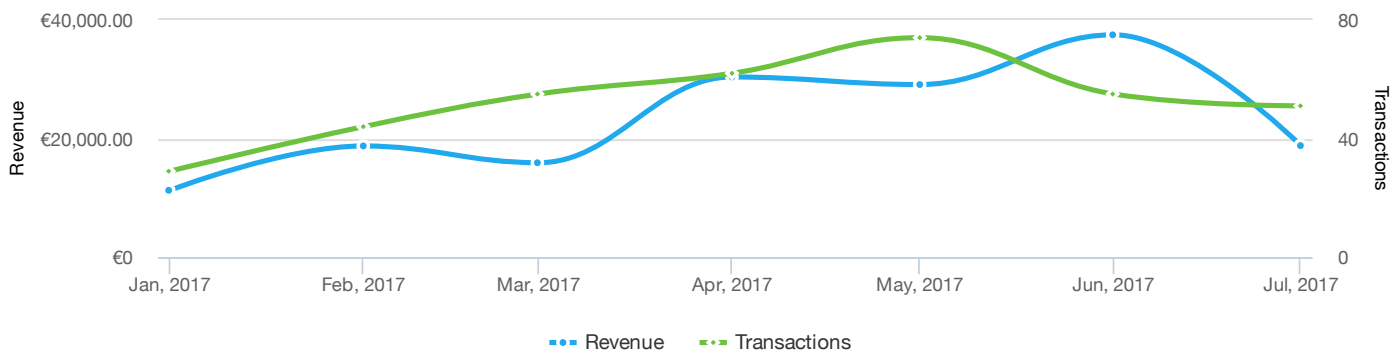
↓ -2.1%

CLICKS

6,034

↑ 11.2% ● 5,000 targeted

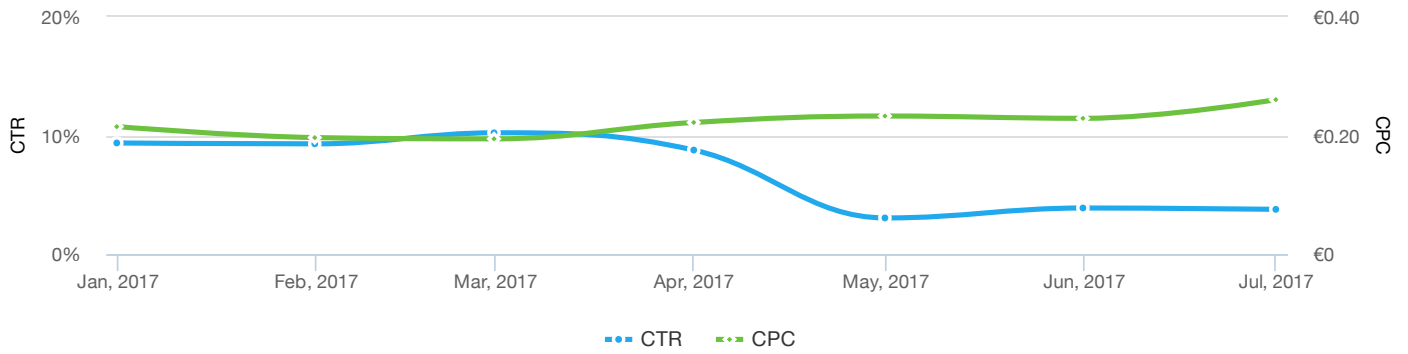
ADWORDS TRANSACTION REVENUE



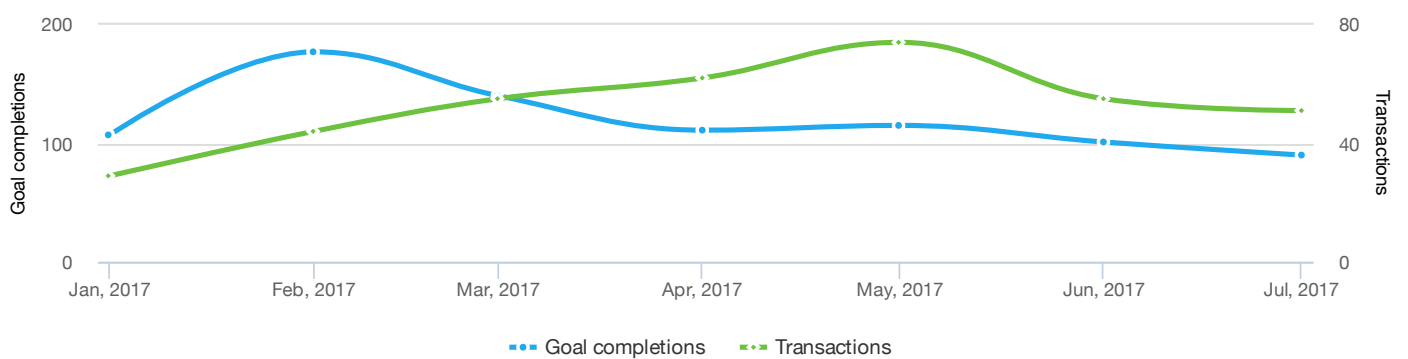
OVERALL PERFORMANCE

	Jul 1, 2017 - Jul 31, 2017	May 31, 2017 - Jun 30, 2017	
Clicks	6,034	5,428	↑ 11.2%
Cost	€1,570.30	€1,235.26	↑ 27.1%
Conv.	17	18	↓ -5.6%
Conv. rate	0.28%	0.33%	↓ -15.0%
Impr.	160,156	141,108	↑ 13.5%
CTR	3.77%	3.85%	↓ -2.1%
Avg. CPC	€0.26	€0.23	↑ 14.4%

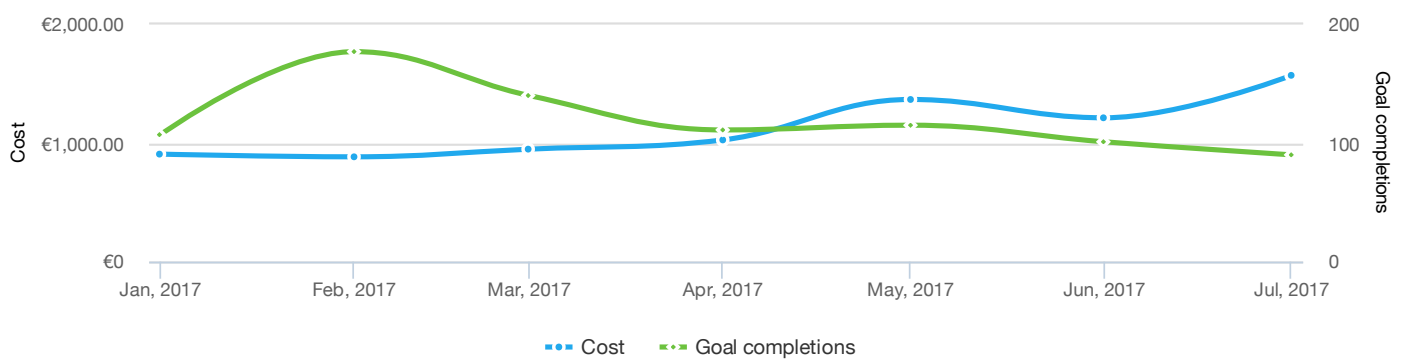
CAMPAIGN PERFORMANCE



CAMPAIGN PERFORMANCE




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CAMPAIGN PERFORMANCE

Campaign	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. position	Conv.	Conv. rate
S Specifieke Ad Groups	✓ 1,724	42,972	4.01%	€0.32	€548.67	2.7	2	0.12%
S DSA	✓ 1,362	15,347	8.87%	€0.18	€251.75	2.4	5	0.37%
S Brand	✓ 1,223	2,461	49.7%	€0.01	€12.26	1.1	0	0%
S Service 1	✓ 425	6,042	7.03%	€0.50	€211.16	1.9	2	0.47%
NL Display Remarketing	✓ 252	38,121	0.66%	€0.23	€57.23	1.0	0	0%
TOTAL	5,084	107,601	4.72%	€0.23	€1,154.08	1.9	9	0.18%

Campaign		Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. position	Conv.	Conv. rate
S Service 2	✓	74	1,033	7.16%	€0.78	€57.36	1.6	0	0%
Sh Article 1 prio hoog, bod laag	✓	24	1,625	1.48%	€0.65	€15.65	0	0	0%
		5,084	107,601	4.72%	€0.23	€1,154.08	1.9	9	0.18%


 AD GROUP PERFORMANCE

Ad group	Campaign		Impr.	CTR	Clicks	Avg. CPC	Cost	Avg. position	All conv.	All conv. rate	All conv. value	Conv.	Conv. rate	Netw
Alle webpagina's	S DSA	✓	13,486	8.65%	1,167	€0.19	€222.52	2.3	3	0.26%	0	3	0.26%	Search Network
Nemaco	S Brand	✓	1,991	52.79%	1,051	€0.01	€10.51	1.1	0	0%	0	0	0%	Search Network
Article 1 producten	S Specifieke Ad Groups	■	26,245	3.84%	1,009	€0.35	€354.28	2.0	1	0.1%	15.75	1	0.1%	Search Network
Selection okt 2016	Shopping algemeen	✓	52,555	1.81%	950	€0.44	€416.22	0	8	0.84%	2,084.83	8	0.84%	Search Network
Article 2	S Specifieke Ad Groups	■	6,115	4.55%	278	€0.23	€64.06	2.5	0	0%	0	0	0%	Search Network
Dynamic	NL Display Remarketing	✓	38,121	0.66%	252	€0.23	€57.23	1.0	0	0%	0	0	0%	Display Network
Article 3	S Specifieke Ad Groups	■	8,726	2.36%	206	€0.43	€88.56	5.0	0	0%	0	0	0%	Search Network
Client Location	S Brand	✓	391	38.62%	151	€0.01	€1.51	1.1	0	0%	0	0	0%	Search Network
Article 4	S Service 1	✓	1,595	8.46%	135	€0.41	€55.77	1.4	0	0%	0	0	0%	Search Network
Article 5	S Service 1	✓	2,261	4.69%	106	€0.69	€72.81	2.0	0	0%	0	0	0%	Search Network
			160,156	3.77%	6,034	€0.26	€1,570.30	1.3	17	0.29%	2,419.79	17	0.29%	

 KEYWORDS PERFORMANCE

Keyword		Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. position	Conv.	Conv. rate
"Article 1"	■	904	24,431	3.7%	€0.36	€322.90	2.1	1	0.11%
S Specifieke Ad Groups	■	904	24,431	3.7%	€0.36	€322.90	2.1	1	0.11%
Article 5	✓	101	2,229	4.53%	€0.70	€70.85	2.0	0	0%
S Service 1	✓	101	2,229	4.53%	€0.70	€70.85	2.0	0	0%
Article 2	■	128	4,748	2.7%	€0.35	€44.48	4.7	0	0%
S Specifieke Ad Groups	■	128	4,748	2.7%	€0.35	€44.48	4.7	0	0%
Service 3	✓	161	3,749	4.29%	€0.25	€39.96	2.5	0	0%
		3,446	52,508	6.56%	€0.24	€829.45	2.5	4	0.12%

Keyword		Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. position	Conv.	Conv. rate
S Specifieke Ad Groups	✓	161	3,749	4.29%	€0.25	€39.96	2.5	0	0%
Article 6	✓	97	1,239	7.83%	€0.38	€36.93	1.5	0	0%
S Service 1	✓	97	1,239	7.83%	€0.38	€36.93	1.5	0	0%
[article 1]	✓	97	1,690	5.74%	€0.31	€29.86	1.2	0	0%
S Specifieke Ad Groups	✓	97	1,690	5.74%	€0.31	€29.86	1.2	0	0%
[article 2]	✓	29	2,951	0.98%	€0.79	€22.90	5.6	0	0%
S Specifieke Ad Groups	✓	29	2,951	0.98%	€0.79	€22.90	5.6	0	0%
service 6	✓	27	529	5.1%	€0.78	€21.10	2.6	0	0%
S Service 1	✓	27	529	5.1%	€0.78	€21.10	2.6	0	0%
+article 1 +service6	✓	19	257	7.39%	€0.95	€18.06	2.5	0	0%
S Service 3	✓	19	257	7.39%	€0.95	€18.06	2.5	0	0%
+article 1 +service6	✓	16	267	5.99%	€0.84	€13.44	1.3	0	0%
S Service 4	✓	16	267	5.99%	€0.84	€13.44	1.3	0	0%
		3,446	52,508	6.56%	€0.24	€829.45	2.5	4	0.12%

 YEAR-TO-DATE TABLE

Month	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. position	Conv.	Conv. rate
July 2017	6,034	160,156	3.77%	€0.26	€1,570.30	1.3	17	0.28%
June 2017	5,299	136,518	3.88%	€0.23	€1,212.43	1.3	18	0.34%
May 2017	5,875	193,000	3.04%	€0.23	€1,366.85	1.5	34	0.58%
April 2017	4,625	52,774	8.76%	€0.22	€1,025.85	1.5	21	0.45%
March 2017	4,882	47,782	10.22%	€0.19	€948.20	1.5	27	0.55%
February 2017	4,501	48,451	9.29%	€0.20	€883.51	1.6	26	0.58%
January 2017	4,220	45,077	9.36%	€0.21	€906.23	1.6	15	0.36%
	35,436	683,758	5.18%	€0.22	€7,913.37	1.4	158	0.45%

 HISTORICAL TABLE - CPC

Month	Sessions	% new sessions	Users	Pages / session	Avg. session duration	Bounce rate	Goal completions	Ecommerce conversion rate	Transactions	Revenue
July 2017	22,027	67.27%	17,121	3.76	2m 14s	54.53%	90	0.23%	51	€18,800.22
June 2017	21,622	65.74%	16,410	3.59	2m 9s	55.17%	101	0.25%	55	€37,479.21
	150,051	66.52%	114,815	3.77	2m 14s	54.01%	841	0.25%	370	€161,671.06

Month	Sessions	% new sessions	Users	Pages / session	Avg. session duration	Bounce rate	Goal completions	Ecommerce conversion rate	Transactions	Revenue
May 2017	22,510	64%	16,822	3.61	2m 4s	55.36%	115	0.33%	74	€29,096.68
April 2017	21,277	67.24%	16,239	3.81	2m 18s	53.95%	111	0.29%	62	€30,370.34
March 2017	22,875	66.71%	17,634	3.77	2m 10s	53.12%	140	0.24%	55	€15,917.68
February 2017	20,414	66.71%	15,633	4.05	2m 31s	52.73%	177	0.22%	44	€18,741.72
January 2017	19,326	68.28%	14,956	3.86	2m 13s	52.99%	107	0.15%	29	€11,265.21
	150,051	66.52%	114,815	3.77	2m 14s	54.01%	841	0.25%	370	€161,671.06