



Reporting and Monitoring Software for Online Marketers

PPC 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.



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 PPC report with Swydo is super simple. With a click, you can connect to a data source, like a Google AdWords or Facebook Ads 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, and website analytics.

AdWords & Facebook Ads campaigns

AdWords

 IMPRESSIONS

2,340,332

↑ 409.9%

 CTR

2.91%

↓ -55.8%

 CLICKS

68,064

↑ 125.4%

 COST

€ 17,546.45

↑ 81.2%

 CONV.

 308

↑ 131.6% ● 58,387.1 targeted

 COST / CONV.

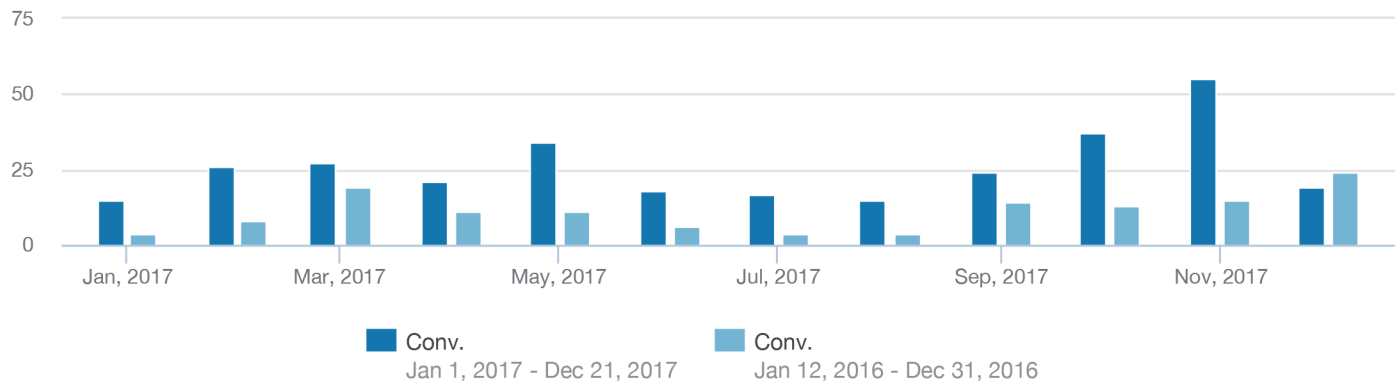
 \$ 1.10

↓ -35.9% ● \$ 17.52 targeted

 OVERALL PERFORMANCE

	Jan 1, 2017 - Dec 21, 2017	Jan 12, 2016 - Dec 31, 2016	
Impressions	2,340,332	459,023	+409.9%
CTR	2.91%	6.58%	-55.8%
Clicks	68,064	30,200	+125.4%
Cost	€ 17,546.45	€ 9,685.23	+81.2%
Avg. CPC	€ 0.26	€ 0.32	-19.6%
Conv. rate	0.45%	0.44%	+2.8%
Conv.	308	133	+131.6%
Click Assisted Conv.	101	21	+381%
Cost / conv.	€ 56.97	€ 72.82	-21.8%

CONV.



CAMPAIGN PERFORMANCE

Campaign	Impressions	CTR	Clicks	Avg. CPC	Cost	Avg. position	Conv. rate	Conv.	Cost / conv.	Total conv. value
Campaign 1	224,954	9.09%	20,443	€ 0.21	€ 4,384.56	2.2	0.64%	131	€ 33.39	19,064.2
Campaign 2	27,015	48.17%	13,013	€ 0.01	€ 132.18	1.1	0.07%	8	€ 15.58	0
Campaign 3	570,714	1.71%	9,758	€ 0.25	€ 2,474.98	0	0.63%	61	€ 40.57	11,447.15
Campaign 4	159,565	4.42%	7,049	€ 0.28	€ 1,999.36	2.5	0.37%	26	€ 76.53	1,856.82
Campaign 5	222,001	1.74%	3,871	€ 0.58	€ 2,236.75	0	0.65%	25	€ 89.47	21,637.83
	2,340,332	2.91%	68,064	€ 0.26	€ 17,546.45	0.8	0.46%	308	€ 56.87	69,210.18

KEYWORD (BY CONVERSION)

Keyword	Impressions	CTR	Clicks	Bounce rate	Avg. CPC	Cost	Conv.	Cost / conv.	Landing page experience
Keyword 1	17,422	50.24%	8,753	25.57%	€ 0.01	€ 87.53	8	€ 10.57	Above average
Keyword 2	88,166	3.55%	3,131	68.45%	€ 0.30	€ 940.68	4	€ 233.88	Above average
Keyword 3	2,551	54.61%	1,393	32%	€ 0.01	€ 13.93	0	€ 0	Above average
Keyword 4	3,116	36.65%	1,142	20%	€ 0.01	€ 11.42	0	€ 0	Above average
Keyword 5	30,785	2.88%	886		€ 0.83	€ 734.43	2	€ 367.22	Above average
	322,138	8.22%	26,490	59.42%	€ 0.21	€ 5,687.48	55	€ 103.06	

HISTORICAL TABLE

PAST 3 MONTHS

Month	Impressions	CTR	Clicks	Avg. CPC	Cost	Conv. rate	Conv.	Cost / conv.
November 2017	495,549	1.83%	9,068	€ 0.31	€2,852.22	0.61%	55	€51.86
October 2017	384,930	2.03%	7,824	€ 0.29	€2,243.89	0.47%	37	€60.65
September 2017	224,656	2.44%	5,478	€ 0.26	€1,442.47	0.44%	24	€60.10
	1,105,135	2.02%	22,370	€ 0.29	€6,538.58	0.52%	116	€56.33

Facebook

IMPRESSIONS

780,003

↑ 453.9%

CTR

0.41%

↓ -37.6%

CLICKS

3,219

↑ 245.4%

COST

€586.32

↑ 319.7%

PURCHASES (PIXEL)

20

↑ 566.7%

PURCHASE (PIXEL) VALUE

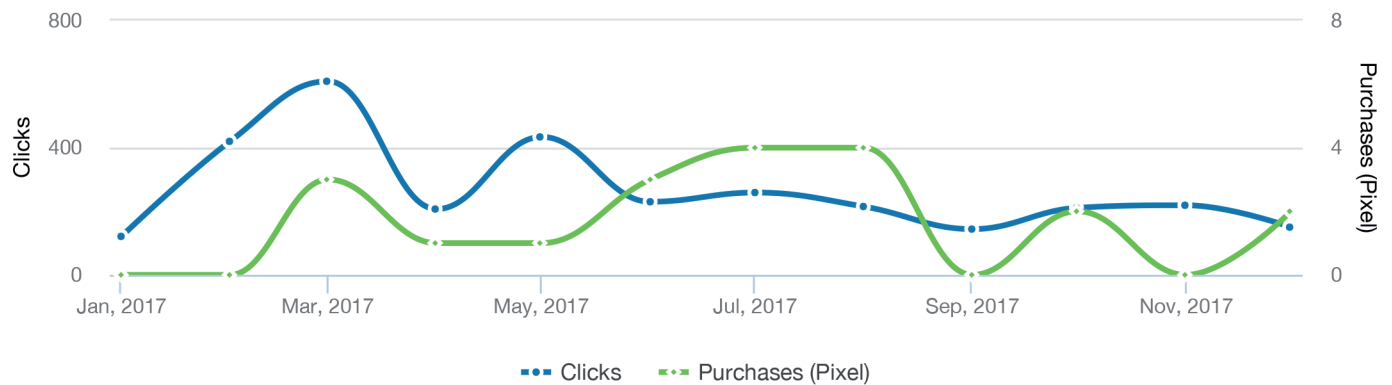
€472.00

↑ 95.9%

CAMPAIGN PERFORMANCE

	Jan 1, 2017 - Dec 21, 2017	Jan 12, 2016 - Dec 31, 2016	
Impressions	780,003	140,810	+453.9%
CTR	0.41%	0.66%	-37.6%
Clicks	3,219	932	+245.4%
Reach	196,289	48,879	+301.6%
Frequency	3.97	2.88	+37.9%
CPC	€0.18	€0.15	+21.5%
Cost	€586.32	€139.71	+319.7%
Total actions	2,546	860	+196%
Purchases (Pixel)	20	3	+566.7%
Purchase (Pixel) Value	€472.00	€241.00	+95.9%

CLICKS AND PURCHASES (PIXEL) BY MONTH



CONVERSION PERFORMANCE

	Jan 1, 2017 - Dec 21, 2017	Jan 12, 2016 - Dec 31, 2016	
Post Comments	13	0	+∞%
Page Likes	41	10	+310%
Post Shares	22	14	+57.1%
Link Clicks	2,390	793	+201.4%
Post Reactions	60	40	+50%
Cost	€586.32	€139.71	+319.7%
Purchases (Pixel)	20	3	+566.7%
Purchase (Pixel) Value	€472.00	€241.00	+95.9%
Cost per Purchase (Pixel)	€29.32	€46.57	-37%

AGE PERFORMANCE

Age	Clicks	Impressions	Reach	Frequency	CTR	CPC	Cost	Total actions
65+	1,120	277,003	52,339	5.31	0.4%	€0.12	€136.45	977
55-64	917	202,832	49,528	4.09	0.45%	€0.19	€172.03	700
45-54	717	178,405	54,672	3.26	0.4%	€0.23	€166.76	499
35-44	465	121,762	39,750	3.06	0.38%	€0.24	€111.07	370
25-34	0	1	0	0	0%	€0	€0	0
	3,219	780,003	196,289	3.97	0.41%	€0.18	€586.32	2,546

 GENDER PERFORMANCE

Gender	Clicks	Impressions	Reach	Frequency	CTR	CPC	Cost	Total actions
female	2,278	468,806	119,505	3.92	0.49%	€ 0.18	€ 418.35	1,745
male	918	304,290	75,122	4.05	0.3%	€ 0.18	€ 164.04	781
unknown	23	6,907	1,662	4.16	0.33%	€ 0.17	€ 3.93	20
	3,219	780,003	196,289	3.97	0.41%	€ 0.18	€ 586.32	2,546