



Swydo Example report

This is an example report showing and explaining what Swydo can do.

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Swydo example report

In Swydo creating a report is super simple. You connect data providers, like Google Adwords, and add widgets to the report. Reports can be re-used easily for other clients. Each widget has widget settings, like segmentation, filtering and presentation. Metrics can be selected in the widgets. Next to the widgets there is also a text widget like the one you are reading now. There's also an image and screenshot widget.

Swydo also supports KPI's that can have a target and a data range comparison.

At the Moment we connect with *Bing Ads*, *Calltracking Metrics*, *Facebook Ads*, *Facebook Graph*, *Google Adwords*, *Google Analytics*, *Google Pagespeed*, *Google Webmaster Tools* and *Pingdom*. *Twitter Ads integration* will be released soon.

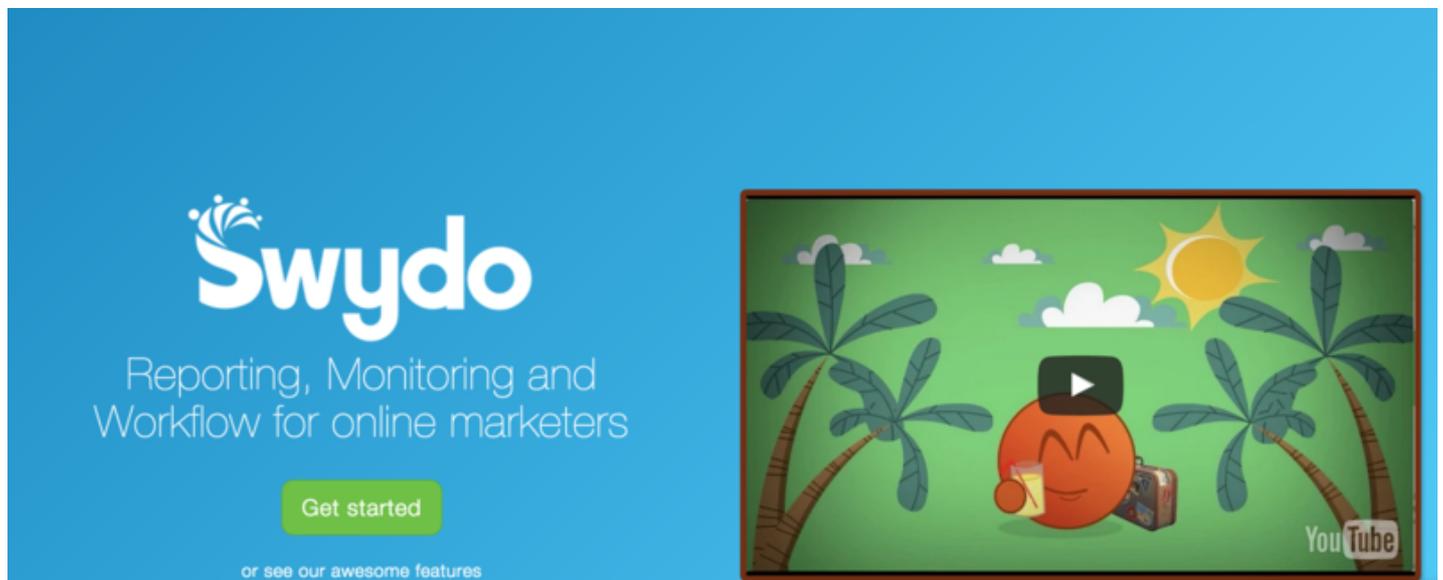
A report has a cover page with an optional logo and extra information. You can brand the reports with **brand templates** that let you control colors, fonts and other elements of the report. Reports can be downloaded in PDF format and send directly from Swydo. You can even **schedule** reports.



THIS IS A KPI WITH A TARGET AND DATA RANGE COMPARISON: BOUNCE RATE
NON BRANDED SWYDO SITE



This is an example Image widget



Adwords

Swydo connects with **Adwords** and we have a very granular set of widget and settings. Widgets include Ad extensions, Ad groups, Ads, Age range, Avg. CPC, Avg. position, Campaigns, Click conversion rate, Click type, Clicks, Conv. rate, Conversion category, Conversions, Converted clicks, Cost, Cost / conv., Cost / converted click, CTR, Device performance, Display Impr. share, Display keyword performance, Display Lost IS (budget), Display Lost IS (rank), Dynamic Search ads, Dynamic search ads search query performance, Est. total conv., Gender performance, Geographic performance, Historical table, Impressions, Interests & remarketing, Keywords, Keywords with low quality score, Network, Overall, Paid & Organic, Placement, Return on ad spend, Search Impr. share, Search Lost IS (budget), Search Lost IS (rank), Search queries, Shopping, Topics, Total conv. value, Value / est. total conv., View-through conv., Year-to-date table.

ADWORDS CAMPAIGN PERFORMANCE EXAMPLE WIDGET

SWYDO EXAMPLE DATA

	Campaign	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. position
✓	Cows	430	80,234	2.93%	€ 1.48	€ 324.02	5.0
✓	Wooden shoe shop	426	74,790	7.62%	€ 0.30	€ 648.29	3.1
✓	Cheese	335	54,804	5.86%	€ 1.01	€ 700.86	6.0
		1,404	209,145	2.28%	€1.95	€973.56	1.8

✓ Active || Paused ✗ Deleted

AD PERFORMANCE EXAMPLE WIDGET

SWYDO EXAMPLE DATA

	Ad	Campaign	Ad group	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. position
✓	Painful wooden shoes They are not comfortable, but nothing beats real authentic wooden shoes! www.woodenshoes.com	Wooden Shoes	Real wooden shoes	487	64,952	4.95%	\$ 1.43	\$ 375.51	5.3
✓	Real wooden shoes They walk like nothing, but nothing beats real authentic wooden shoes! www.woodenshoes.com	Wooden Shoes	Real wooden shoes	478	97,396	6.94%	\$ 1.24	\$ 431.44	3.8
✓	Real wooden shoes A bulldozer can ride over your feet Real wooden shoes! www.woodenshoes.com	Wooden Shoes	Real wooden shoes	380	89,307	2.7%	\$ 1.01	\$ 385.80	4.1
				1,095	203,100	5.93%	\$0.68	\$1,278.75	5.8

✓ Active || Paused ✗ Deleted

SEARCH QUERY PERFORMANCE EXAMPLE WIDGET

SWYDO EXAMPLE DATA

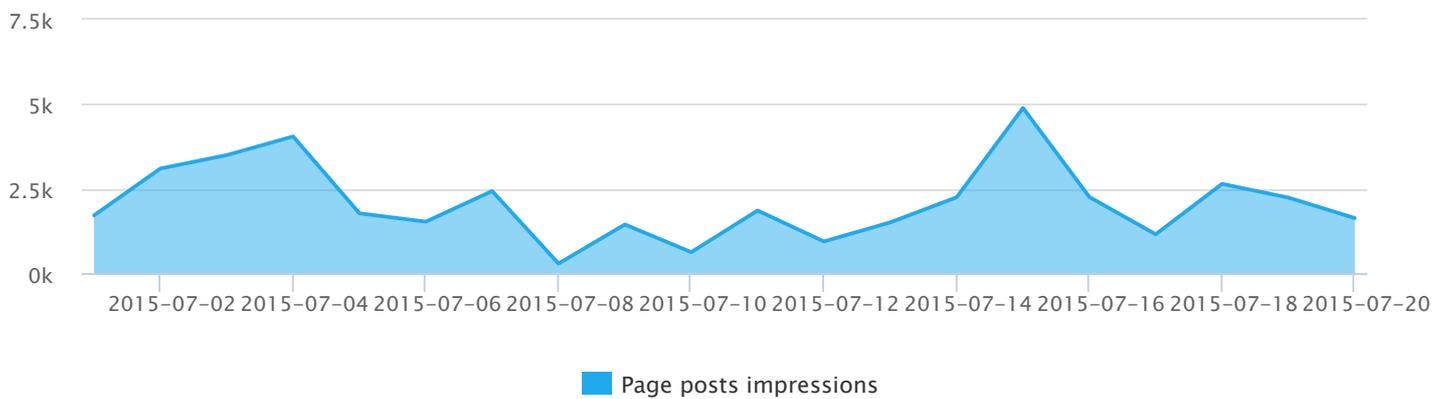
Search term	Keyword	Clicks	Impr.	Avg. CPC	Cost	Avg. position
Cheese with holes	"peanut butter"	420	96,337	\$ 0.47	\$ 560.51	4.0
		1,227	270,045	\$1.77	\$1,013.97	2.4

Search term	Keyword	Clicks	Impr.	Avg. CPC	Cost	Avg. position
Cheese with holes	"krokodile"	369	86,814	\$ 1.75	\$ 567.77	6.1
Cheese with holes	[krokodile]	347	76,515	\$ 1.99	\$ 696.21	6.3
		1,227	270,045	\$1.77	\$1,013.97	2.4

 **GOOGLE ANALYTICS HISTORICAL TABLE EXAMPLE WIDGET**
NON BRANDED SWYDO SITE

Month	Users	% new sessions	Sessions	Bounce rate	Avg. session duration	Pageviews	Pages / session
July, 2015	950	31.55%	2,016	84.47%	1m 6s	2,505	1
	950	31.55%	2,016	84.47%	1m 6s	2,505	1

 **FACEBOOK GRAPH EXAMPLE WIDGET POSTS IMPRESSIONS**
SWYDO



 **FACEBOOK ADS EXAMPLE WIDGET OVERALL PERFORMANCE**
SWYDO

Clicks	118
Impressions	41,825
Reach	19,384
Frequency	2
CTR	0.28%
CPC	€0.67
Cost	€79.21
Actions	112