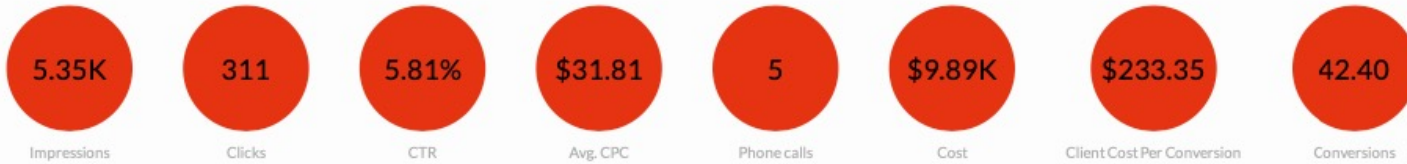


 How Are Our Top Line Metrics For Our Entire Campaign?



 How are my individual search campaigns performing?

Campaign Name	Impressions	Clicks	CTR	Conversions	Cost Per Conversion	Conversion Rate	Cost	Phone calls
Total 	5,350	311	5.81%	42.40	\$233.35	13.63%	\$9,894.09	5
[Redacted]	3,606	207	5.74%	31.00	\$246.44	14.98%	\$7,639.70	1
[Redacted]	793	45	5.67%	2.40	\$621.89	5.33%	\$1,492.54	1
[Redacted]	93	31	33.33%	7.00	\$9.56	22.58%	\$66.89	3
[Redacted]	858	28	3.26%	2.00	\$347.48	7.14%	\$694.96	0

Which days are giving us the most conversions?

Date	Conversions	Cost Per Conversion	Clicks	Avg. CPC
Wednesday	13.00	\$202.54	94	\$28.01
Thursday	14.40	\$273.98	107	\$36.87
Friday	6.00	\$345.86	67	\$30.97
Saturday	9.00	\$137.84	43	\$28.85

What types of conversions am I tracking?

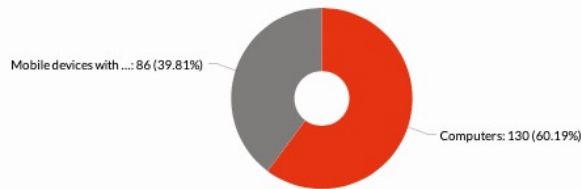
Grid contains more rows, but they have been clipped.

Conversion Action Name	Conversions
Total	42.40
Form Capture	17.40
Hubspot Lead Popups	12.00
Hubspot Lead Form - Header	7.00
Phone Calls	2.00
Calls from ads	2.00

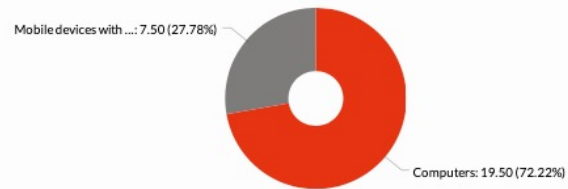
Which devices have provided the most conversions over the past 30 days?

Device	Impressions	Clicks	CTR	Cost Per Conversion	Conversions	Cost
Computers	2,606	130	4.99%	\$240.06	19.50	\$4,681.13
Mobile devices with full browsers	1,090	86	7.89%	\$306.86	7.50	\$2,301.46
Tablets with full browsers	30	0	0.00%	-	0.00	\$0.00

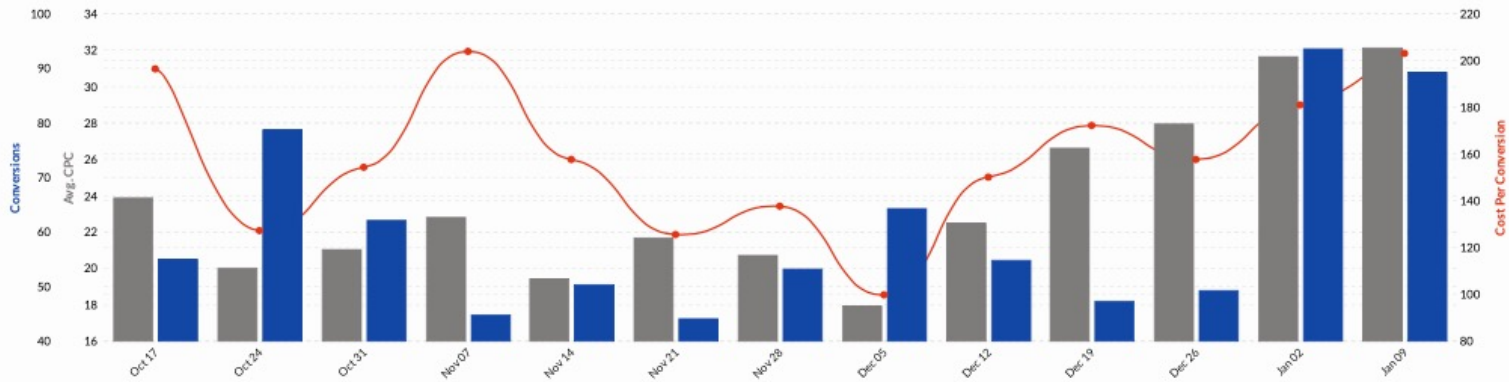
Device Performance By Clicks



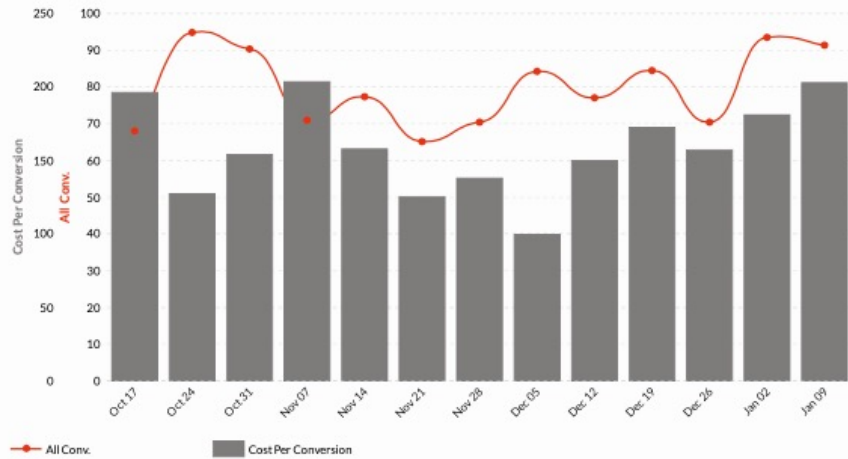
Device Performance By Conversions



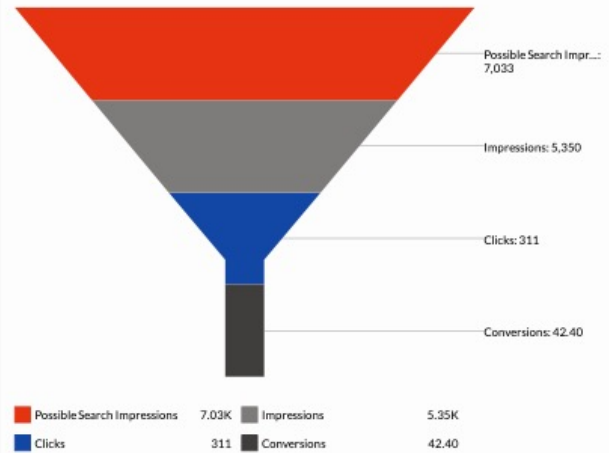
How does cost per click trend with cost per conversions and overall conversions for the past 90 days?



How do conversions trend with our cost per conversion?



What is the funnel of potential search impressions to conversions looking like?



What total possible impressions and market share am I capturing relative to my competition?

Campaign Name	Possible Search Impressions	Impressions	Impr. (Absolute Top) %	Adjusted Search Impression Share	Avg. Daily Search Impr. Share	Search (Absolute Top) IS	Search (Top) IS
Total	7,033	5,350	71.03%	76.07%	75.78%	54.14%	67.21%
	4,008	3,606	82.05%	89.98%	89.62%	74.15%	81.59%
	1,778	858	28.95%	48.25%	46.52%	13.93%	38.37%
	1,153	793	63.22%	68.75%	66.97%	43.47%	59.52%
	93	93	98.95%	100.00%	100.00%	98.95%	98.95%

What percentage of the market am I capturing search impression wise?



Geographic Heat Map By Conversions



Geographic Heat Map By Conversions



What Cities & Zip Codes Are My Ads Showing Up In?

Grid contains more rows, but they have been clipped.

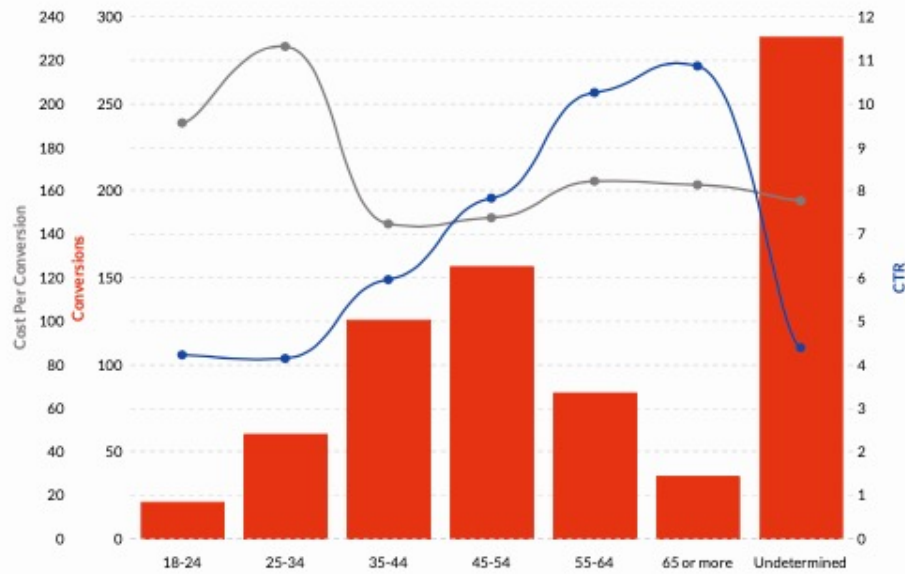
Metro area	Clicks	Impressions	CTR	Geo Campaign Count	Conversions	Cost Per Conversion
New York, NY	15	341	4.40%	135	4.00	\$118.06
Dallas-Ft. Worth, TX	14	121	11.57%	49	2.00	\$318.38
Denver, CO	8	82	9.76%	38	0.00	-
Atlanta, GA	7	127	5.51%	57	3.00	\$25.60
Chicago, IL	6	129	4.65%	51	0.50	\$298.72
Orlando-Daytona Beach-Melbourne, FL	6	53	11.32%	31	0.00	-
San Francisco-Oakland-San Jose, CA	5	108	4.63%	49	0.50	\$449.84
Flint-Saginaw-Bay City, MI	5	9	55.56%	6	1.00	\$103.32
Houston, TX	5	66	7.58%	18	0.00	-
Austin, TX	5	37	13.51%	18	0.00	-
Charlotte, NC	5	37	13.51%	15	0.00	-

Which cities/zip codes are my ads are we getting the most conversions from?

Grid contains more rows, but they have been clipped.

Region	Most Specific Location	Clicks	CTR	Conversions	Impressions	Avg. CPC	Cost Per Conversion	Cost
Georgia	30084	1	50.00%	3.00	2	\$0.93	\$0.31	\$0.93
New York	10314	1	33.33%	2.00	3	\$65.11	\$32.56	\$65.11
New York	11552	2	200.00%	2.00	1	\$22.53	\$22.53	\$45.06
Michigan	48348	1	50.00%	2.00	2	\$67.90	\$33.95	\$67.90
California	Palms	1	25.00%	2.00	4	\$44.80	\$22.40	\$44.80
Kentucky	40509	1	50.00%	2.00	2	\$67.32	\$33.66	\$67.32
Texas	76107	1	50.00%	1.00	2	\$42.77	\$42.77	\$42.77
Michigan	Fenton	1	100.00%	1.00	1	\$36.60	\$36.60	\$36.60
Massachusetts	02139	1	33.33%	1.00	3	\$61.48	\$61.48	\$61.48
Wyoming	82009	1	100.00%	1.00	1	\$27.01	\$27.01	\$27.01
Idaho	83704	1	33.33%	1.00	3	\$66.16	\$66.16	\$66.16

How do conversions trend with age brackets over the past 90 days?



How do conversions trend with gender breakdown over the past 90 days?

