

Bing Ads performance report

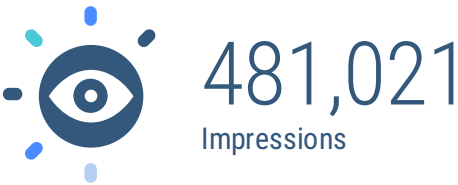


Report date: from 4/1/19 to 4/7/19
Compared to: from 3/25/19 to 3/31/19

Duration: 7 days

Impressions

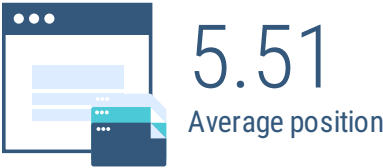
The number of times your campaign was shown



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Average position

Your advert's rank against others. 1-8 is usually on the first page



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Clicks

Clicks on your campaign content



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Click through rate

Write your insights or widget description here



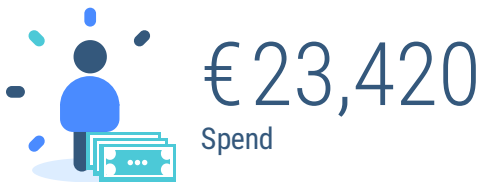
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Cost per click



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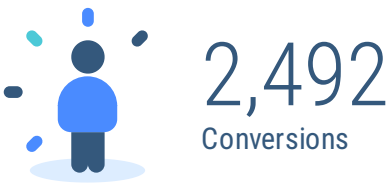
Total cost



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Conversions

Page visits that converted to transactions



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Revenue per conversion



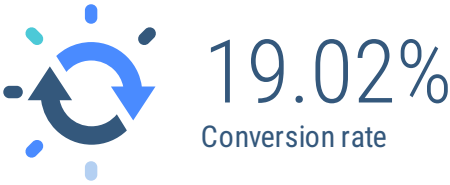
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Cost per conversion



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Conversion rate



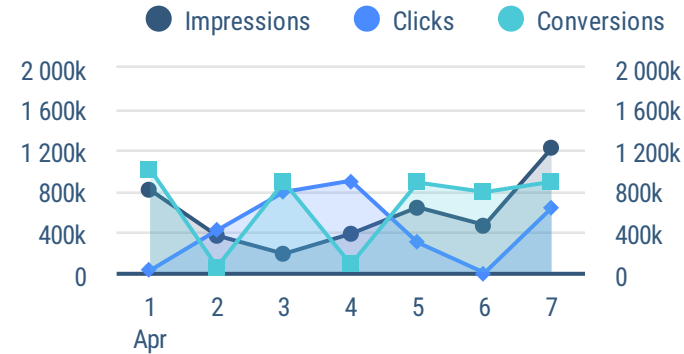
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Funnel activity

Impressions	923,785	77.13%
Clicks	490,097	-50.56%
Conversions	2,790	663.23%

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Funnel activity



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Top campaigns

Campaign	Clicks	Impressions	Click through rate	Conversions	Revenue per conversion	Spend
String A	7,133	457,174	39.77%	822,458	€459,494	€114,648
String B	3,010	91,931	0.97% 3.19%	668,510 511%	€144,746	€3,975
String C	990 -94.18%	40,208	0.25%	295,045 318%	€115,448 195%	€287 -98.9%
String D	220 -96.98%	17,066	0.39% 77.27%	165,477 301%	€65,855 196%	€263 -97.33%

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Top ad groups

AdGroup	Clicks		Impressions		Click through rate		Conversions		Revenue per conversion		Spend	
String A	159,458		256,895		82.81% 334%		56,012		€921,372		€973,663	
String B	94,550		190,168		0.83% 29.69%		31,127		€188,787		€44,355	
String C	55,165		4,171		0.02%		25,636 228%		€51,353 877%		€21,683	
String D	15,295		2,592		0.46%		19,533 406%		€33,025 7158%		€8,117	
String E	13,602		1,523		0.23%		9,017 338%		€11,881 3941%		€2,344	
String F	10,501 129%		1,083 140%		0.48%		7,826 2377%		€9,198 8339%		€1,592	
String G	3,380 329%		172 -47.4%		0.06%		7,511 32557%		€3,255 6410%		€828 -95.88%	
String H	11 -97.83%		54 -67.86%		0.65% 160%		1,036 5353%		€463 1752%		€97 -99.22%	
String I	8 -98.17%		5 -75%		0.72% 1100%		426 3177%		€198 800%		€51 -99.53%	
String J	8 -91.84%		5 -72.22%		0.07%		356 2638%		€24 41.18%		€14 -99.86%	
String K	5 -82.14%		5 -58.33%		0.64% -20%		128 1064%		€20 300%		€12 -99.86%	
String L	5 -54.55%		5 -58.33%		0.06%		10 11.11%		€11 120%		€6 -99.92%	

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Top ads

Ad	Clicks		Impressions		Click through rate		Conversions		Revenue per conversion		Spend	
String A	1,111,630		125,936		29.82%		767,496		€828,239		€1,014,321	
String B	166,424		97,570		0.87% -4.4%		352,873		€104,142		€118,938	
String C	69,954		75,596		0.69% 188%		778 -99.44%		€87,013		€56,6205024%	
String D	66,642		19,040		0.30% -60.53%		75 -99.91%		€28,981 293%		€46,515	
String E	49,021 928%		16,170		0.27%		32 -99.96%		€23,307 6715%		€22,638	
String F	48,729 3431%		12,074		0.60% 50%		12 -99.95%		€15,232		€5,54519021%	
String G	25,604 3153%		9,524		0.30% -11.76%		6 -99.91%		€12,188		€3,66415830%	
String H	17,685 2430%		2,377 33857%		0.42%		6 -99.7%		€3,389 42263%		€3,56744488%	
String I	5,702 1167%		2,182 36267%		0.54% 45.95%		6 -99.18%		€2,136 42620%		€407 6683%	
String J	1,497 301%		237 3850%		0.57% 50%		6 -98.81%		€426 8420%		€21 320%	
String K	74 -76.28%		213 4160%		0.68%		6 -98.8%		€231 4520%		€15 200%	
String L	9 -96.23%		196 3820%		0.55% -8.33%		5 -98.69%		€188 3660%		€10 100%	

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