



Report date: 19/08/2019 — 25/08/2019
Compared to: 12/08/2019 — 18/08/2019

Duration (days): 7

Cross-channel marketing campaign performance report

Total PPC spend

The amount spent on Facebook Ads, Google Ads, and LinkedIn Ads



\$2,124,351.00
Total spent

56.09%
« \$1,360,950.00

Account: Custom data

Total PPC conversions

The total number of conversions from Facebook Ads, Google Ads, and LinkedIn Ads

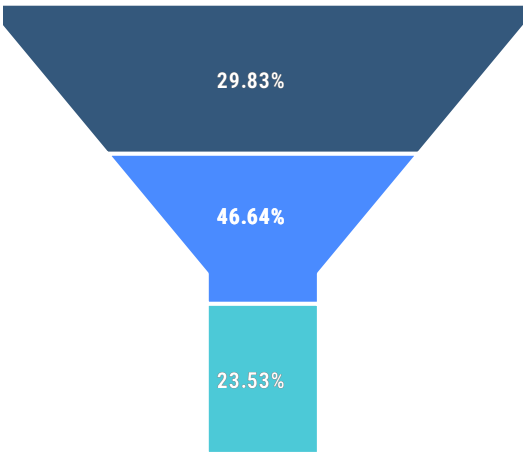


1,008,934
Total conversions

-16.70%
« 1,211,235

Account: Custom data

PPC campaign funnel



PPC conversion rates

	Google Ads conv. rate	3,406%	-64.32%
	Facebook Ads conv. rate	8,511%	213.48%
	LinkedIn Ads conv. rate	8,719%	164.13%

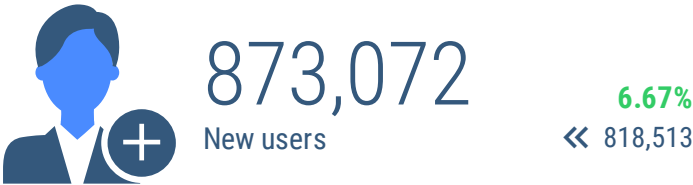
Account: Custom data

	Total impressions	1,370,358
	Total clicks	2,143,006
	Total conversions	1,080,939

Account: Custom data

Google Analytics

New users



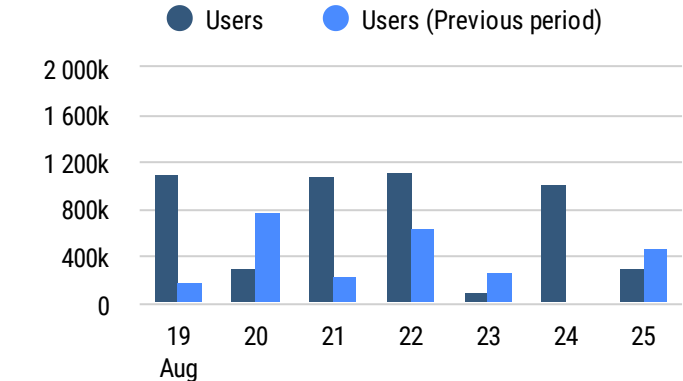
Company ABC

Top traffic sources

Channel grouping	Sessions		New Users	
Direct	548,006	↓	278,687	↓
Referral	64,439	↓	179,877	↓
Social	21,466	↓	67,151	657%
Email	2,886	-97.59%	46,981	649%
Organic Search	1,899	-92.08%	35,478	727%
Generic paid search	604	-95.55%	16,951	475%
Other	273	-96.69%	38	-95.23%

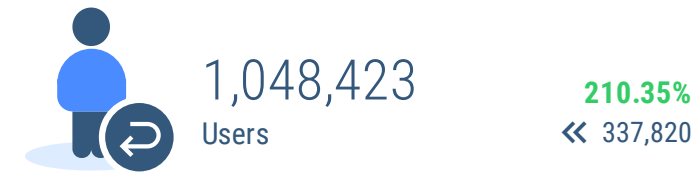
Company ABC

Total visitors















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Returning users



Company ABC

Top completed goals

	Goal	Completions		Conversion rate
	String A	396,395	↓	74.37% 2575%
	String B	90,495	↓	0.98% 60.66%
	String C	85,666	-1.85%	0.79% 17.91%
	String D	71,825	4.95%	0.98% 2350%
	String E	53,634	204%	0.76% 55.1%
	String F	33,908	1189%	0.87% 14.47%
	String G	12,298	4819%	0.56% 1300%
	String H	1,061	617%	0.22% -35.29%
	String I	601	3656%	0.92% 124%
	String J	207	1194%	0.45% -28.57%
	String K	197	1131%	0.23% 35.29%
	String L	185	1442%	0.49% -30.99%

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Campaign sessions



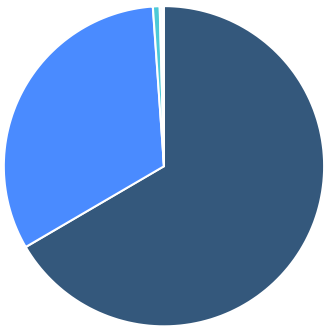
520,208
Sessions

162.32%
198,307

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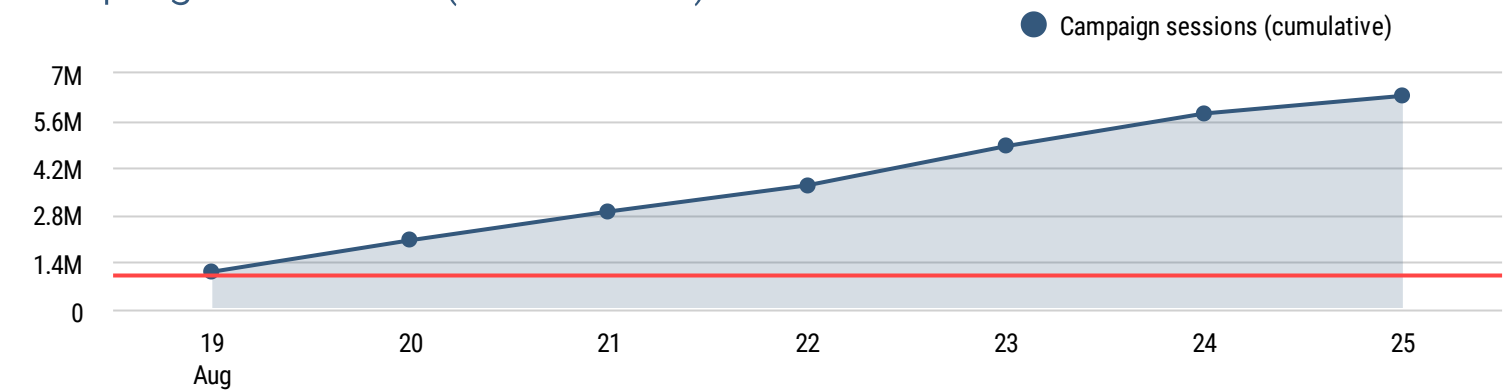
Top campaigns

- A campaign66.59%
- B campaign32.31%
- C campaign0.69%
- D campaign0.25%
- E campaign0.17%



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Campaign sessions (cumulative)



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Campaign performance

Campaign	Sessions		Bounce rate		Avg. Session Duration	
A campaign	1,165,190	135,955	65.63%	-24.57%	12d 23h	-1d 03h
B campaign	4,783	-78,651	0.77%	-0.19%	07:22	-14d 17h
C campaign	1,990	-31,469	0.32%	0.13%	03:01	-5d 12h
D campaign	660	-24,433	0.77%	0.38%	00:08:03	-4d 02h
E campaign	579	-1,838	0.49%	0.26%	00:04:51	-2d 18h
F campaign	6	-318	0.27%	-0.59%	00:01:00	-1d 16h
G campaign	6	-299	0.92%	0.60%	00:00:38	-1d 17h
H campaign	6	-108	0.51%		00:00:37	-1d 22h
I campaign	5	-36	0.49%	0.45%	00:00:36	-1d 22h
J campaign	5	-32	0.55%	0.26%	00:00:05	-1d 23h
K campaign	5	-30	0.96%	0.50%	00:00:05	-1d 23h
L campaign	5	-30	0.33%	-0.58%	00:00:05	-1d 23h

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Google Ads

Total cost

\$161,388.00

Total spent

-78.02%

<< \$734,329.00

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Click-through rate

64.75%

CTR

984.59%

<< 5.97%

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Avg. CPC vs. CPM

Avg. CPC

68.47%

Avg. CPM

31.53%

68.47%

Avg. CPC

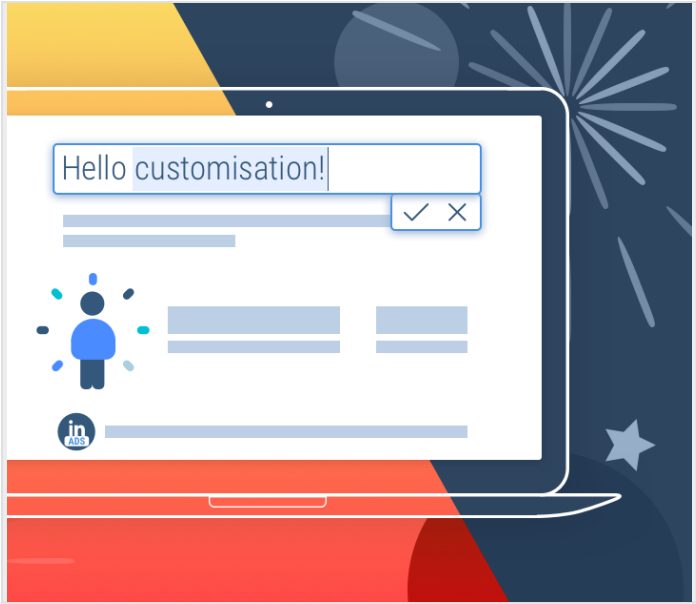
149.80%

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Top campaigns													
Campaign		Clicks		Impressions		CTR		Conversions		Value		Cost	
1.	Campaign: String A Device: String A Network: String A	934,518	↓	411,008	↓	68.14%	-30%	1,006.94	↓	140.91	↓	€902,832.00	288%
2.	Campaign: String B Device: String B Network: String B	675,234	↓	23,078	↓	0.94%	-6%	886.14	↑	18.27	↓	€850,077.00	733%
3.	Campaign: String C Device: String C Network: String C	415,277	↑	8,539	↓	0.13%	↓	796.02	↑	16.44	↓	€340,547.00	243%
4.	Campaign: String D Device: String D Network: String D	271,520	↑	7,438	↓	0.53%	152%	396.45	↓	12.35	↓	€88,456.00	363%
5.	Campaign: String E Device: String E Network: String E	219,642	↑	7,110	↓	0.40%	-55.56%	258.27	↓	9.66	↓	€78,582.00	509%

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Top banner ads



Campaign: String A
Ad group: String A
Description: String A

Clicks	CTR	Conversions	Conv. rate
1,057,298 ↑	53.66% ↑	698.16 ↑	10.79% ↓

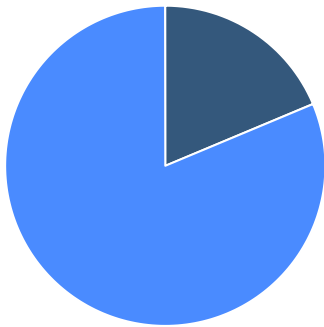
 Ad:



Campaign: String B
Ad group: String B
Description: String B

Clicks	CTR	Conversions	Conv. rate
850,176 ↑	0.84% ↑	257.95 ↑	0.93% ↓

Top vs. Abs. Top Impressions



- Impr. (Abs. Top) % 17.53%
- Impr. (Top) % 76.19%

 Campaign:

Keywords

Keyword	Clicks	Conversions
Keyword: String A Campaign: String A	140,904 ↓	896.66 ↓
Keyword: String B Campaign: String B	46,411 -91.7%	182.12 ↓
Keyword: String C Campaign: String C	8,631 -95.66%	115.82 ↓
Keyword: String D Campaign: String D	3,851 -97.66%	103.25 ↓
Keyword: String E Campaign: String E	131 -99.91%	88.36 106%
Keyword: String F Campaign: String F	90 -99.62%	10.59 ↓
Keyword: String G Campaign: String G	28 -36.36%	6 -53.63%

 Company ABC

Total spent

Facebook Ads



\$256,186.00
Total spent

-66.92%
« \$774,422.00

Company ABC

Conversion value



\$421,236.00
Conversion Value

-45.79%
« \$776,995.00

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Conversion rate

Conversions divided by link clicks

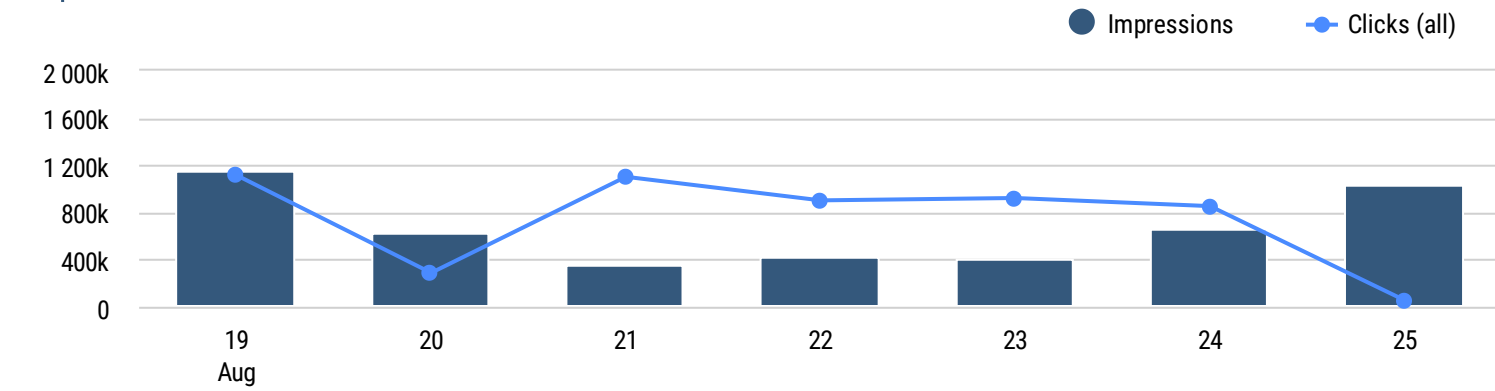


42.78%
Conversion rate

-52.36%
« 89.79%

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Impressions vs. Clicks



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Conversion demographics (gender)

Gender	Clicks (all)		Return on ad spend		Purchase Value	
Male	823,080	197%	31.07	-93.45%	\$253,519.00	-62.74%
Female	342,122	30974%	20.18	-95.22%	\$58,753.00	-62.52%
Unknown	121,557	12141%	10.70	-95.26%	\$5,444.00	-72.47%

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Website leads

The number of lead events tracked by the pixel on your website and attributed to your adverts

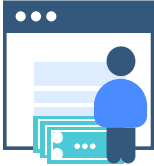


518,784

Leads

687.03%

<< 65,917




\$2,405.00


Conversion value

-99.67%

<< \$729,267.00



Company ABC



Company ABC

Top campaigns

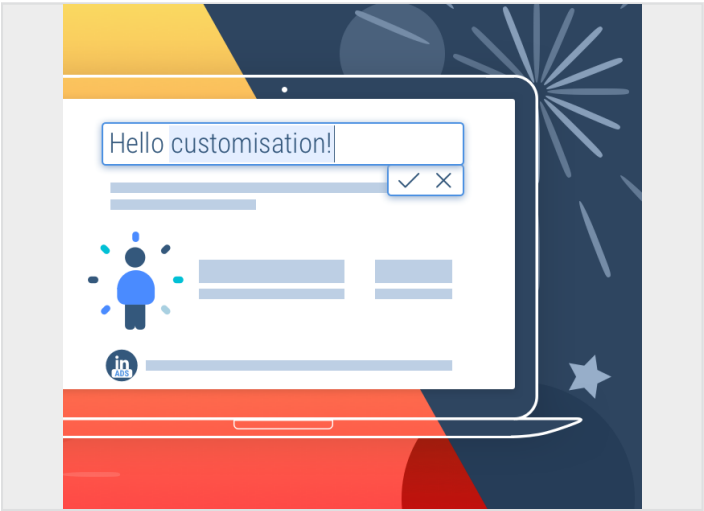
Campaign Name	Clicks		CTR		Cost per click		Impressions	Budget spent	
A campaign	1,065,618	574%	90.19%	7.82%	\$1,157,216.00	↑	515,682	↓	\$1,066,922.00305%
B campaign	509,001	2802%	0.91%	-1.09%	\$349,752.00	↑	377,716	↓	\$282,080.001889%
C campaign	222,210	↑	0.18%	260%	\$55,269.00	↓	51,777	↓	\$214,044.002152%
D campaign	81,253	11814%	0.07%	-83.72%	\$13,399.00-63.7%		18,036	↓	\$24,885.00195%



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Top performing ads

A ad



Campaign: A campaign
Ad set: AdSet 1

Clicks	CTR	CPC	Impress...	Spend
38,706 ↓	88.34% ↑	\$245,... ↓	803,9... ↑	\$126,... ↓

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B ad



Campaign: B campaign
Ad set: AdSet 2

Clicks	CTR	CPC	Impress...	Spend
30,720 ↑	0.90% ↑	\$210,... ↓	754,8... ↑	\$14,1... ↓

LinkedIn Ads

Amount spent

Amount of money spent on clicks and impressions for your ad

\$701,823.00

Spent on ads

14.77%

<< \$611,478.00

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Leads

Number of leads collected from LinkedIn members submitting their information in response to your ad

511,755

Leads

60.36%

<< 319,136

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Cost per lead

\$752,921.00

Cost per lead

-9.13%

<< \$828,598.00

Company ABC

Impressions and clicks

Clicks

Impressions

2 000k

1 600k

1 200k

800k

400k

0

19 Aug

20

21

22

23

24

25

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Top campaigns

	Campaign name	Impressions		Clicks		Avg. CPC		Conversion rate	
1.	String A	726,001	547%	177,924	-60.82%	\$659,824.00	-34.05%	93.78%	44.45%
2.	String B	142,359	59.53%	136,335	-22.63%	\$572,420.00	15.28%	0.94%	30.56%
3.	String C	68	-99.89%	6,757	-95.7%	\$306,403.00	13.1%	0.33%	-50%
4.	String D	19	-99.96%	4,922	-96.45%	\$242,239.00	64.82%	0.16%	-75.38%

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whatagraph.com