

Google Search Ads 360



Report date: from 29/04/2019 to 05/05/2019
Compared to: from 22/04/2019 to 28/04/2019

Duration: 7 days

Clicks

The number of times your campaign was clicked



1,015,359

Paid search clicks

-9.74%
1,124,978

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Sales

Amount of campaign-assisted transactions on your website during this period



1,129.84

Paid search transactions

220.57%
352.45

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Investment

Money spent on advertising campaigns during this period



\$702,076

Paid search cost

38.96%
\$505,249

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Revenue

Total amount of revenue generated from traffic brought by the campaigns



\$738,428

Paid search revenue

11.27%
\$663,617

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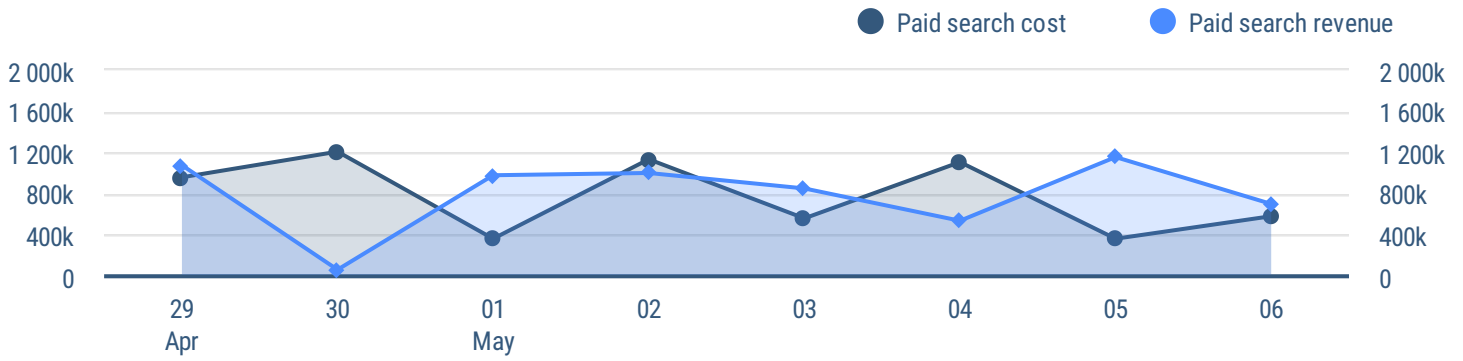
Overall KPI's

	Paid search revenue	\$902,561	-4.65%
	Paid search transactions	957.80	203.04%
	Paid search cost	\$430,523	48.11%

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	Paid search clicks	1,049,301	146.53%
	Paid search average posi...	934.68	39.59%
	Paid search visits	714,122	-34.32%

Evolution



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Campaigns

Paid search campaign	Paid search impressions	Paid search clicks	Paid search click rate	Paid search cost	Paid search revenue	Paid search transactions	
String A	424,967	663,170	545.25	\$1,102,529	\$384,846	304.58	
String B	38,296	308,763	274.59	\$536,021	283% \$202,424	182.22	
String C	5,054	132,452	131.75	\$524,873	\$107,941	54.15	
String D	4,142	24,146	64% 81.18	148% \$101,141	\$61,238	16.96	
String E	1,212	7,329	254% 9.05	\$68,829	\$18,068	9.35	
String F	1,052	216	44.97% 6.41	\$24,056	\$5,021	8.07	
String G	949	-96.61% 61	510% 5.94	\$13,335	\$4,383	6.65	
String H	587	-97.39% 18	157% 5.79	-0.86% \$1,471	9094% \$1,102	6.41	
String I	231	-97.79% 10	42.86% 5.76	1.05% \$1,430	8838% \$840	-76.39% 6.17	-8.05%
String J	229	-97.63% 7	40% 5.74	1.23% \$899	14883% \$453	-84.89% 6.12	-5.56%
String K	56	-98.55% 5	5.73	1.06% \$71	1083% \$448	-78.65% 5.81	-4.28%
String L	17	-99.49% 5	5.72	0.88% \$53	783% \$41	-86.29% 5.78	1.94%
String M	11	-99.56% 5	5.67	\$28	460% \$32	-84% 5.75	1.41%
String N	5	-99.71% 5	5.67	\$18	260% \$12	-92.26% 5.70	0.53%
String O	5	-99.68% 5	5.67	\$18	260% \$11	-89.81% 5.69	0.35%
String P	5	-99.04% 5	5.67	\$8	60% \$9	-90.43% 5.67	
String Q	5	-95.5% 5	5.67	\$5	\$6	-45.45% 5.67	
String R	5	-94.62% 5	5.67	\$5	\$5	-50% 5.67	
String S	5	-83.33% 5	5.67	\$5	\$5	-44.44% 5.67	
String T	5	-50% 5	5.67	\$5	\$5	-28.57% 5.67	

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Keyword performance

Keyword	Paid search impressions		Paid search clicks		Paid search cost		Paid search click rate		Paid search revenue		Paid search average position	
String A	1,133,708		988,244		\$92,858		125.80		\$292,097		498.51	
String B	893,191	386%	343,587		\$1,957	-99.5%	93.22		\$176,392		208.08	464%
String C	264,610		291,461		\$603	-99.53%	46.82		\$87,496		103.20 1078%	
String D	45,714		106,359		\$19	-99.85%	24.56		\$73,402		55.41	825%
String E	2,091		31,399		\$18	-99.83%	13.56		\$28,082		43.18	660%
String F	428	-94.42%	7,539		\$6	-99.9%	8.08		\$9,945		28.07	395%
String G	402	-86.53%	93	-98.7%	\$6	-99.83%	6.47	-57.1%	\$2,435	-33.8%	13.29	134%
String H	202	-85.4%	31	-97.72%	\$5	-99.23%	5.74	-52.6%	\$378	-89.21%	8.88	56.61%
String I	128	8.47%	13	-97.23%	\$5	-97.79%	5.68		\$374	-87.03%	6.62	16.75%
String J	100	733%	8	-97.39%	\$5	-97.13%	5.68	-26.8%	\$67	-97.4%	5.91	4.23%
String K	50	614%	6	-95.49%	\$5	-79.17%	5.67		\$11	-98.13%	5.76	1.59%
String L	46	557%	5	-89.8%	\$5	-73.68%	5.67	-10%	\$10	-97.96%	5.72	0.88%
String M	32	433%	5	-85.71%	\$5	-54.55%	5.67	-2.24%	\$10	-97.78%	5.72	0.88%
String N	7	40%	5	-82.76%	\$5	-28.57%	5.67	-2.24%	\$6	-97.68%	5.69	0.35%
String O	7	40%	5	-82.76%	\$5	-16.67%	5.67	-0.35%	\$6	-97.49%	5.67	
String P	5		5	-66.67%	\$5	-16.67%	5.67	-0.35%	\$6	-93.88%	5.67	
String Q	5		5	-37.5%	\$5		5.67	-0.18%	\$6	-92%	5.67	
String R	5		5	-16.67%	\$5		5.67		\$6	-86.96%	5.67	
String S	5		5	-16.67%	\$5		5.67		\$5	-86.84%	5.67	
String T	5		5	-16.67%	\$5		5.67		\$5	-86.84%	5.67	
String U	5		5		\$5		5.67		\$5	-75%	5.67	
String V	5		5		\$5		5.67		\$5	-64.29%	5.67	
String W	5		5		\$5		5.67		\$5	-28.57%	5.67	
String X	5		5		\$5		5.67		\$5	-28.57%	5.67	
String Y	5		5		\$5		5.67		\$5	-16.67%	5.67	
String Z	5		5		\$5		5.67		\$5		5.67	
String [5		5		\$5		5.67		\$5		5.67	
String \	5		5		\$5		5.67		\$5		5.67	

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