



Sample Report

Google AdWords & Bing Ads

March 1, 2018 - March 31, 2018

Ed Goss

Ten Thousand Foot View

416-725-7757 | admin@tenthousandfootview.com

 CONV.

73

 23.7%

 COST


\$ 4,438.21

 10.7%

 CLICKS

1,495

 -1.1%

 AVG. CPC

\$ 2.97

 11.9%

 COST / CONV.


\$ 59.59

 -11.3%

 CONV. RATE

4.95%

 26%

 AVG. POSITION

1.8

 0%

 CTR

1.88%

 -3.1%

 CONV.


45

 55.2%

 COST

\$ 1,950.41

 2.9%

 CLICKS

847

 19.8%

 AVG. CPC

\$ 2.30

 -14.1%

 COST / CONVERSION


\$ 43.34

 -33.7%

 CONVERSION RATE

5.31%

 29.5%

 AVG. POSITION


3.1

 3.2%

 CTR


1.6%

 27.1%

 CALLS (703)
TEN THOUSAND FOOT VIEW

9

 -25%

 CALLS (860)
TEN THOUSAND FOOT VIEW

43

 48.3%

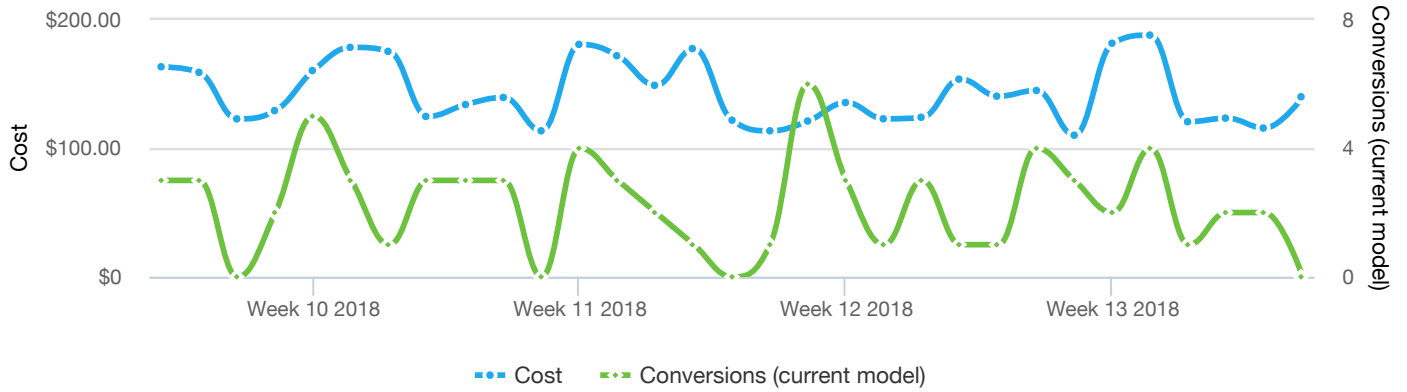
Executive Summary

This sample report contains a few sample tables and graphs. We can include numerous other KPIs such a geographical reports, breakdowns for demographics, keywords, search terms, and many more.

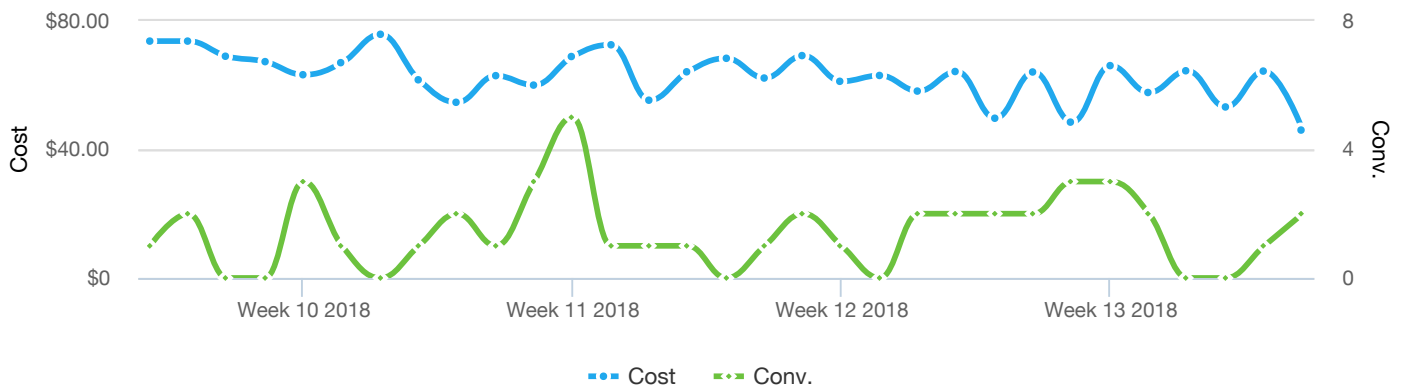
We have hidden all client details in this sample report.

In this section we provide a detailed write-up of this reports performance with insights and a plan for the following period.

A COST



B COST



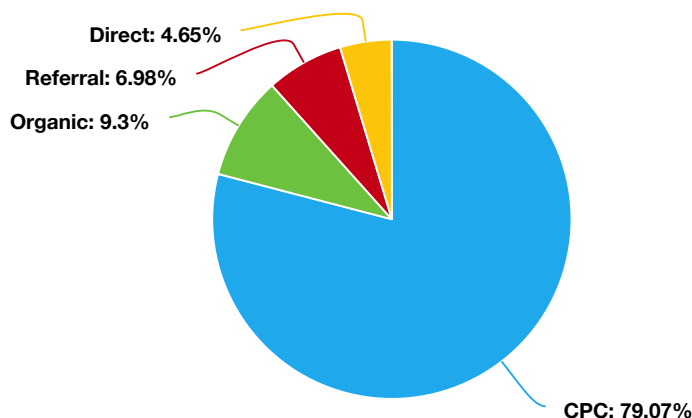
A PAST 12-MONTHS PERFORMANCE
PAST 6 MONTHS:

| Month | Clicks | Impressions | CTR | Avg. CPC | Cost | Avg. position | Conv. | Cost / conv. | Conv. rate |
|---------------|--------------|----------------|--------------|----------------|---------------------|---------------|------------|-----------------|-------------|
| March 2018 | 1,495 | 79,530 | 1.88% | \$ 2.97 | \$ 4,438.21 | 2.8 | 73 | \$ 60.80 | 4.88% |
| February 2018 | 1,511 | 78,047 | 1.94% | \$ 2.65 | \$ 4,009.54 | 2.8 | 59 | \$ 67.96 | 3.9% |
| January 2018 | 1,665 | 98,540 | 1.69% | \$ 2.54 | \$ 4,234.32 | 2.7 | 71 | \$ 59.64 | 4.26% |
| December 2017 | 1,457 | 76,820 | 1.9% | \$ 2.86 | \$ 4,170.80 | 2.7 | 54 | \$ 77.24 | 3.71% |
| November 2017 | 1,531 | 86,039 | 1.78% | \$ 4.02 | \$ 6,152.83 | 2.4 | 50 | \$ 123.06 | 3.27% |
| October 2017 | 1,162 | 65,552 | 1.77% | \$ 4.37 | \$ 5,083.45 | 2.7 | 68 | \$ 74.76 | 5.85% |
| | 8,821 | 484,528 | 1.82% | \$ 3.18 | \$ 28,089.15 | 1.9 | 375 | \$ 73.72 | 4.3% |

HISTORICAL TABLE
PAST 6 MONTHS:

| Month | Clicks | Impressions | CTR | Average cpc | Cost | Avg. position | Conv. | Cost / conv. | Conversion Rate |
|---------------|--------------|----------------|--------------|----------------|---------------------|---------------|------------|-----------------|-----------------|
| March 2018 | 847 | 52,988 | 1.6% | \$ 2.30 | \$ 1,950.41 | 3.18 | 45 | \$ 43.34 | 5.31% |
| February 2018 | 707 | 56,205 | 1.26% | \$ 2.68 | \$ 1,894.65 | 3.12 | 29 | \$ 65.33 | 4.1% |
| January 2018 | 740 | 57,170 | 1.29% | \$ 2.91 | \$ 2,156.86 | 3.01 | 18 | \$ 119.83 | 2.43% |
| December 2017 | 590 | 41,381 | 1.43% | \$ 2.85 | \$ 1,679.14 | 3.02 | 29 | \$ 57.90 | 4.92% |
| November 2017 | 441 | 36,207 | 1.22% | \$ 3.10 | \$ 1,366.69 | 3.06 | 21 | \$ 65.08 | 4.76% |
| October 2017 | 410 | 40,608 | 1.01% | \$ 3.53 | \$ 1,447.41 | 3.02 | 17 | \$ 85.14 | 4.15% |
| | 3,735 | 284,559 | 1.31% | \$ 2.81 | \$ 10,495.16 | 3.07 | 159 | \$ 66.01 | 4.26% |

CALLS BY MEDIUM (860)
TEN THOUSAND FOOT VIEW



DEVICE PERFORMANCE

| Device | Clicks | Impressions | Avg. CPC | Cost | Avg. position | Conv. | Cost / conv. | Conv. rate |
|-----------------------------------|--------------|---------------|----------------|--------------------|---------------|-----------|-----------------|--------------|
| Mobile devices with full browsers | 1,069 | 48,124 | \$ 2.54 | \$ 2,712.00 | 2.7 | 39 | \$ 69.54 | 3.65% |
| Computers | 313 | 24,233 | \$ 4.36 | \$ 1,364.52 | 3.2 | 29 | \$ 47.05 | 9.27% |
| Tablets with full browsers | 113 | 7,173 | \$ 3.20 | \$ 361.69 | 2.9 | 5 | \$ 72.34 | 4.42% |
| | 1,495 | 79,530 | \$ 2.97 | \$ 4,438.21 | 1.8 | 73 | \$ 59.59 | 4.95% |

 DEVICE PERFORMANCE

| Device | Clicks | Impr. | CTR | Avg. CPC | Cost | Avg. position | Conv. | Cost / conv. | Conversion Rate |
|------------|------------|---------------|-------------|----------------|--------------------|---------------|-----------|-----------------|-----------------|
| Smartphone | 405 | 23,659 | 1.71% | \$ 1.93 | \$ 781.86 | 2.6 | 8 | \$ 97.73 | 1.98% |
| Computer | 364 | 22,036 | 1.65% | \$ 2.68 | \$ 975.83 | 3.7 | 31 | \$ 31.48 | 8.52% |
| Tablet | 78 | 7,293 | 1.07% | \$ 2.47 | \$ 192.72 | 2.9 | 6 | \$ 32.12 | 7.69% |
| Unknown | 0 | 0 | 0% | \$ 0 | \$ 0 | 0 | 0 | \$ 0 | 0% |
| | 847 | 52,988 | 1.6% | \$ 2.30 | \$ 1,950.41 | 3.1 | 45 | \$ 43.34 | 5.31% |

 CAMPAIGN PERFORMANCE

| Campaign | Campaign status | Clicks | Impressions | CTR | Avg. CPC | Cost | Avg. position | Conv. | Cost / conv. | Conv. rate |
|--|-----------------|--------------|---------------|--------------|----------------|--------------------|---------------|-----------|-----------------|--------------|
| CT, Search (main website), Sep 14, 2015 | ✓ | 617 | 18,386 | 3.36% | \$ 3.95 | \$ 2,435.43 | 2.4 | 50 | \$ 48.71 | 8.1% |
| VA, Search (main website), Sep 14, 2015 | ✓ | 105 | 5,190 | 2.02% | \$ 6.72 | \$ 705.63 | 3.8 | 10 | \$ 70.56 | 9.52% |
| Remarketing (main website), Sep 15, 2015 06-01-2015 | ✓ | 537 | 45,305 | 1.19% | \$ 0.75 | \$ 405.23 | 1.0 | 6 | \$ 67.54 | 1.12% |
| DC, Search (main website), Sep 14, 2015 | ✓ | 104 | 6,351 | 1.64% | \$ 4.21 | \$ 437.86 | 3.2 | 5 | \$ 87.57 | 4.81% |
| MD, Search (main website), Sep 14, 2015 | ✓ | 132 | 4,298 | 3.07% | \$ 3.44 | \$ 454.06 | 3.8 | 2 | \$ 227.03 | 1.52% |
| | | 1,495 | 79,530 | 1.88% | \$ 2.97 | \$ 4,438.21 | 1.8 | 73 | \$ 59.59 | 4.95% |

 CAMPAIGN PERFORMANCE

| Campaign | Clicks | Impr. | CTR | Avg. CPC | Cost | Avg. position | Conv. | Cost / conv. | Conversion Rate |
|---|------------|---------------|-------------|----------------|--------------------|---------------|-----------|-----------------|-----------------|
| ✓ CT, Search (main website), Sep 14, 2015 | 467 | 22,316 | 2.09% | \$ 2.08 | \$ 971.82 | 2.7 | 18 | \$ 53.99 | 3.85% |
| ✓ VA, Search (main website), Sep 14, 2015 | 289 | 23,274 | 1.24% | \$ 2.40 | \$ 694.19 | 3.3 | 24 | \$ 28.92 | 8.3% |
| ✓ MD, Search (main website), Sep 14, 2015 | 52 | 4,085 | 1.27% | \$ 2.89 | \$ 150.52 | 3.5 | 2 | \$ 75.26 | 3.85% |
| ✓ DC, Search (main website), Sep 14, 2015 | 39 | 3,313 | 1.18% | \$ 3.43 | \$ 133.88 | 3.5 | 1 | \$ 133.88 | 2.56% |
| | 847 | 52,988 | 1.6% | \$ 2.30 | \$ 1,950.41 | 3.1 | 45 | \$ 43.34 | 5.31% |