

Overview

Click Through Rate & Impressions

Clicks	Impressions	CTR
156	3,554	4.39%
↓ -31.3%	↓ -30.2%	↓ -1.5%

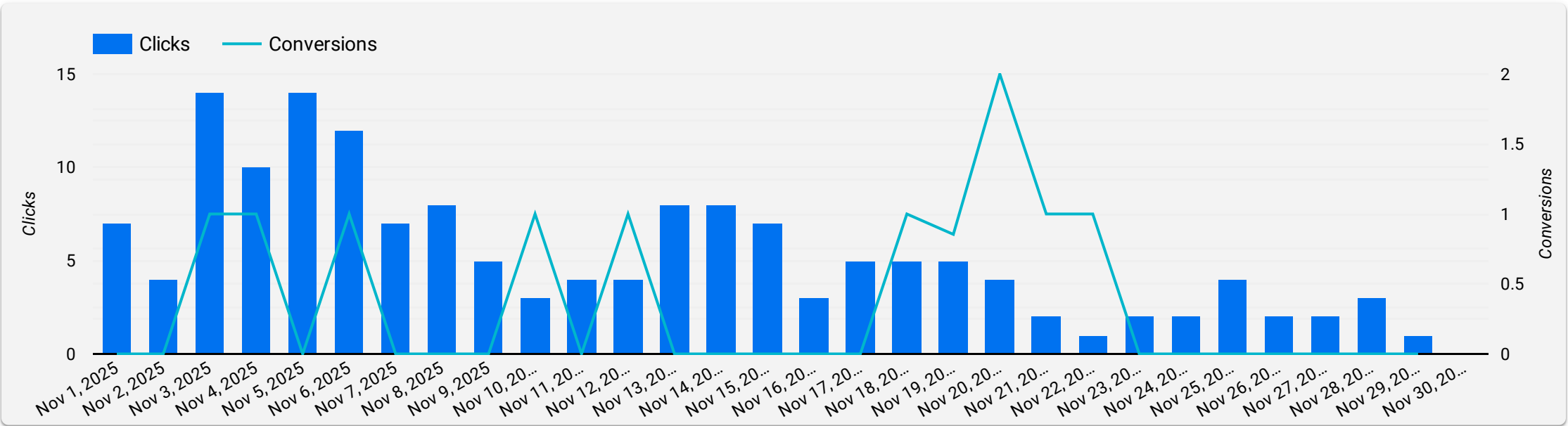
Conversions

Conversions	Conv. rate
11	6.96%
↑ 80.9%	↑ 163.2%

Cost & Cost Per Click

Avg. CPC	Cost
\$9.86	\$1,537
↑ 47.1%	↑ 1.1%

Clicks vs Conversions



Campaign Details

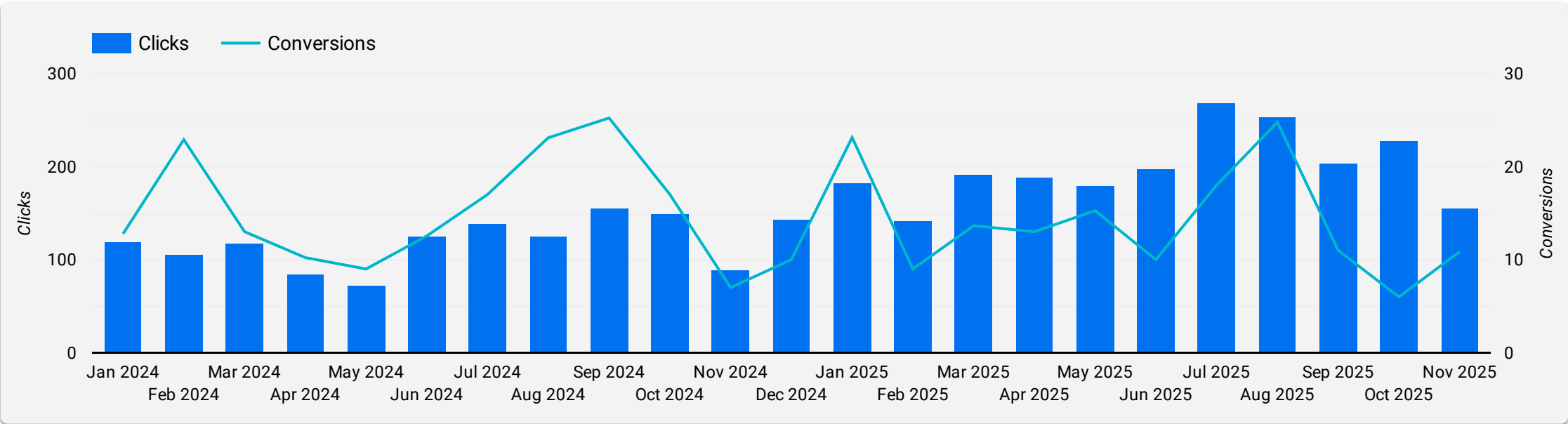
Campaign	Clicks	Impressions	CTR	Avg CPC	Conversions	Conv. rate	Cost
Branded	96	2,245	4.28%	\$5.31	11	11.31%	\$510.19
Non Branded - High Volume	60	1,309	4.58%	\$17.12	0	0%	\$1,027.21

Month to Date

Month to Month Details

Month ▾	Clicks	Impressions	CTR	Avg. CPC	Conversions	Conv. rate	Cost
Nov 2025	156	3,554	4.39%	\$9.86	11	6.96%	\$1,537
Oct 2025	227	5,095	4.46%	\$6.70	6	2.64%	\$1,521
Sep 2025	204	4,671	4.37%	\$5.74	11	5.39%	\$1,171
Aug 2025	254	5,650	4.50%	\$6.27	25	9.75%	\$1,593
Jul 2025	268	5,334	5.02%	\$5.55	18	6.72%	\$1,488
Jun 2025	198	4,532	4.37%	\$5.48	10	5.05%	\$1,085
May 2025	180	3,449	5.22%	\$5.73	15	8.48%	\$1,031
Apr 2025	189	2,953	6.40%	\$6.69	13	6.88%	\$1,264
Mar 2025	191	3,512	5.44%	\$7.53	14	7.14%	\$1,438
Feb 2025	142	3,032	4.68%	\$7.04	9	6.34%	\$1,000

Monthly Clicks vs Conversions



Search Keywords

Search keyword	Clicks ▾	Impressions	CTR	Avg. CPC	Conversions	Conv. rate	Cost
orthodontist canberra	23	576	3.99%	\$19.04	0	0.00%	\$438
orthodontist appointment	18	439	4.10%	\$18.20	0	0.00%	\$328
South Canberra Orthodontist	12	191	6.28%	\$6.03	0	0.00%	\$72
Capital Smiles orthodontics	11	257	4.28%	\$4.53	1	9.09%	\$50
Capital Smiles Orthodontist	10	236	4.24%	\$5.57	0	0.00%	\$56
Manuka Orthodontist	9	248	3.63%	\$5.59	1	11.11%	\$50
Orthodontist Tuggeranong	8	185	4.32%	\$8.50	2	23.18%	\$68
Tuggeranong Orthodontist	6	131	4.58%	\$4.73	0	0.00%	\$28
orthodontist Deakin	6	31	19.35%	\$4.19	3	50.00%	\$25
Inner South Canberra Orthodontist	5	179	2.79%	\$3.67	0	0.00%	\$18
capital smiles	5	135	3.70%	\$7.09	0	0.00%	\$35
jasprit singh orthodontist	4	70	5.71%	\$4.03	1	25.00%	\$16
Weston Orthodontist	4	90	4.44%	\$4.87	0	0.00%	\$19
Woden Orthodontist	4	147	2.72%	\$4.96	2	50.00%	\$20
canberra orthodontics	4	28	14.29%	\$14.77	0	0.00%	\$59
orthodontics canberra	4	58	6.90%	\$18.69	0	0.00%	\$75
lingual braces	4	33	12.12%	\$7.35	0	0.00%	\$29
deakin orthodontist	4	47	8.51%	\$3.89	1	25.00%	\$16
Orthodontist Woden	3	128	2.34%	\$3.17	0	0.00%	\$10
Kingston Orthodontist	2	56	3.57%	\$6.28	0	0.00%	\$13
Phillip Orthodontist	2	78	2.56%	\$4.05	0	0.00%	\$8
orthodontist near me	2	16	12.50%	\$13.56	0	0.00%	\$27
canberra dental specialists	2	29	6.90%	\$30.17	0	0.00%	\$60

Conversions & Engagement

Conversions

Conversions

11

↑ 80.9%

Conv. rate

6.96%

↑ 163.2%

Website Conversion Type

Event name	Conversions
GA4 Event - Phone Number T...	11

Ad Phone Calls

0

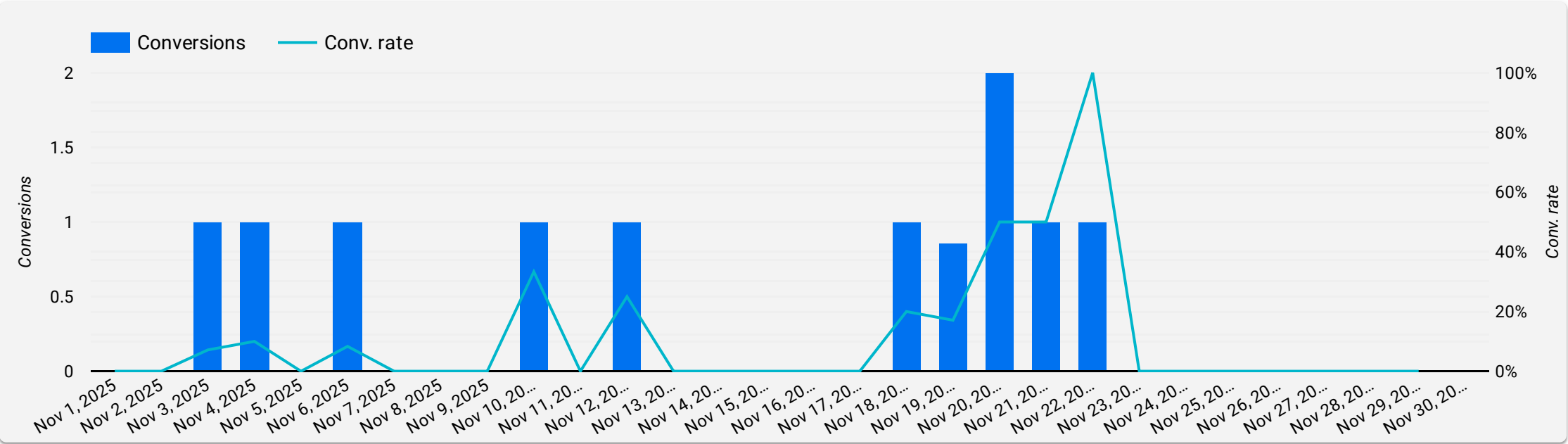
↓ -100.0%

Calls are counted as conversions if longer than 20secs

Top Converting Pages

Page path	Conversions
/orthodontic-excellence/	8
/contact-capital-smiles/	2
/children/	0.85

Conversions vs Conversion Rate

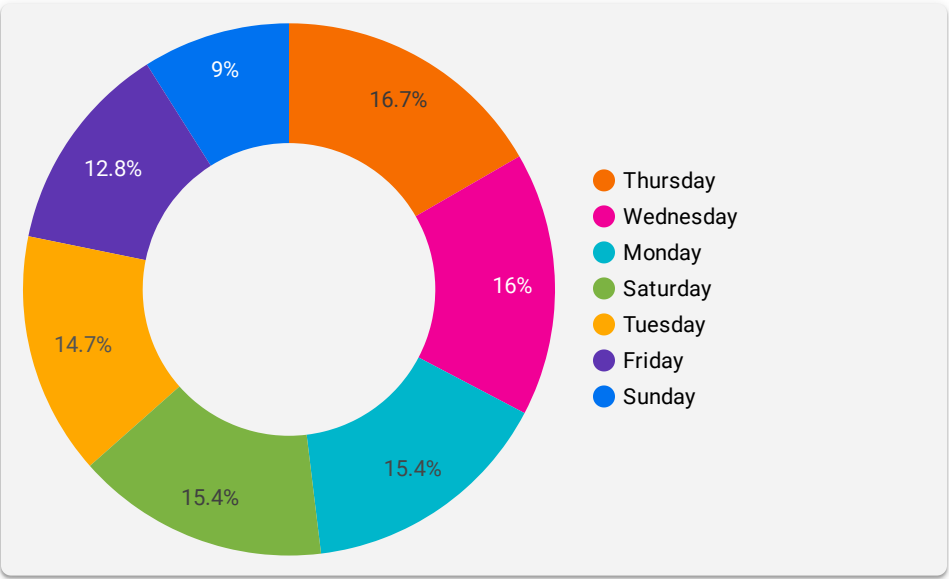


When your Ads showed - Day

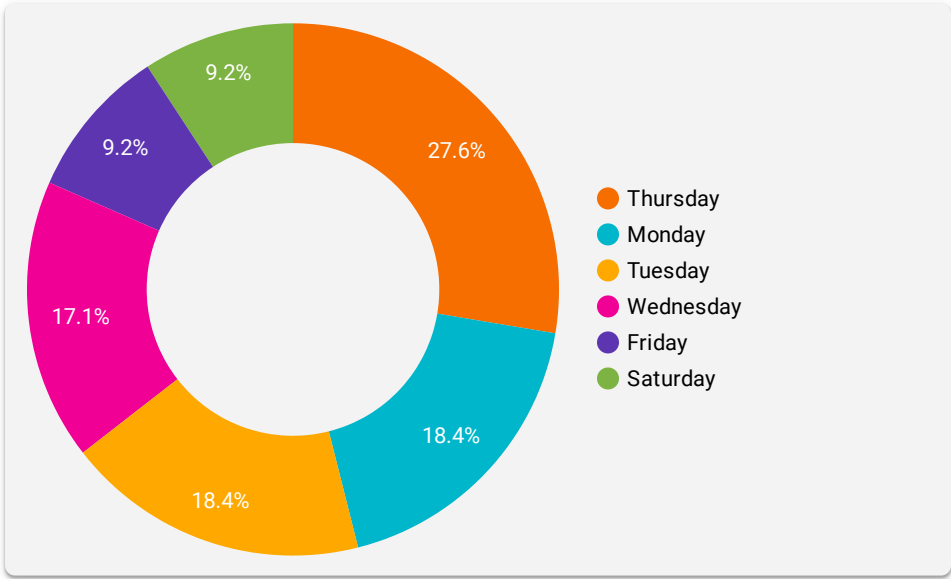
Day of the Week Details

	Day of week	Clicks ▾	Impressions	CTR	Avg. CPC	Conversions	Conv. rate	Cost
1.	Thursday	26	653	3.98%	\$9.40	3	11.54%	\$244
2.	Wednesday	25	449	5.57%	\$8.73	2	7.42%	\$218
3.	Monday	24	589	4.07%	\$11.82	2	8.33%	\$284
4.	Saturday	24	502	4.78%	\$10.17	1	4.17%	\$244
5.	Tuesday	23	515	4.47%	\$8.22	2	8.70%	\$189
6.	Friday	20	531	3.77%	\$8.18	1	5.00%	\$164

Clicks per Day



Conversions per Day

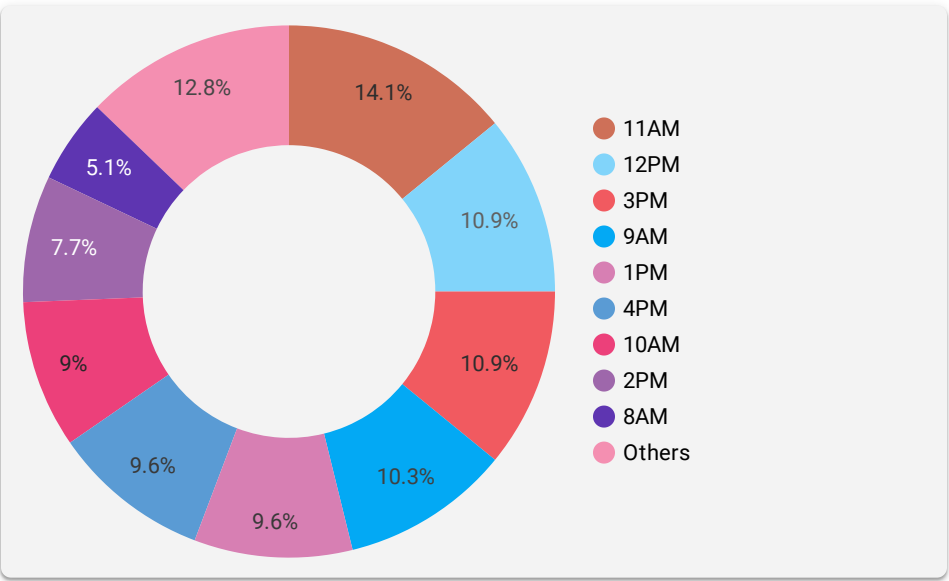


When your Ads showed - Hour

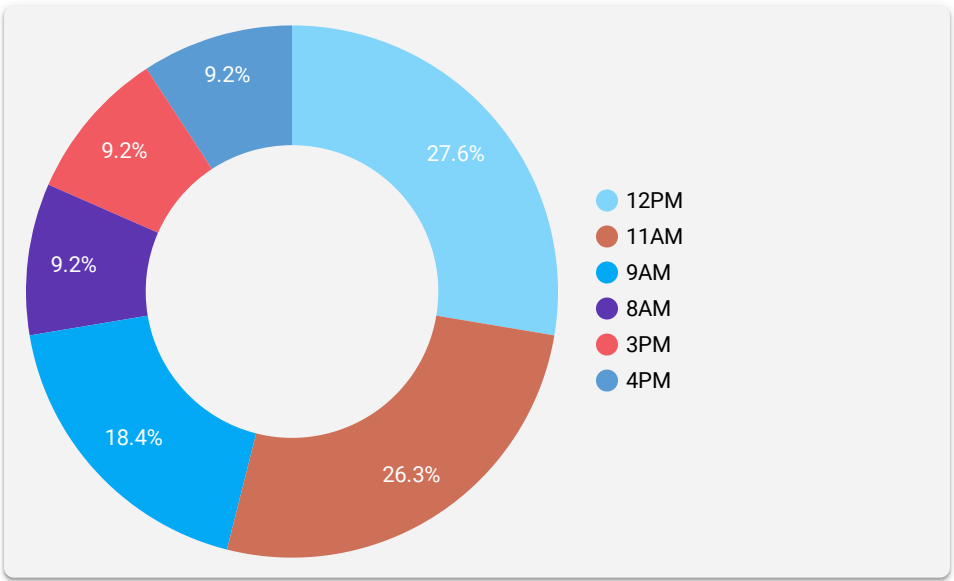
Hourly Details

	Hour of day	Clicks ▾	Impressions	CTR	Avg. CPC	Conversions	Conv. rate	Cost
1.	11AM	22	360	6.11%	\$8.00	3	12.97%	\$176
2.	12PM	17	341	4.99%	\$9.83	3	17.65%	\$167
3.	3PM	17	328	5.18%	\$6.61	1	5.88%	\$112
4.	9AM	16	428	3.74%	\$14.53	2	12.50%	\$232
5.	1PM	15	296	5.07%	\$10.46	0	0.00%	\$157
6.	4PM	15	262	5.73%	\$6.16	1	6.67%	\$92
7.	10AM	14	320	4.38%	\$13.18	0	0.00%	\$185
8.	2PM	12	303	3.96%	\$12.89	0	0.00%	\$155
9.	8AM	8	314	2.55%	\$10.94	1	12.50%	\$87
10.	5PM	7	156	4.49%	\$10.53	0	0.00%	\$74

Clicks per Hour



Conversions per Hour

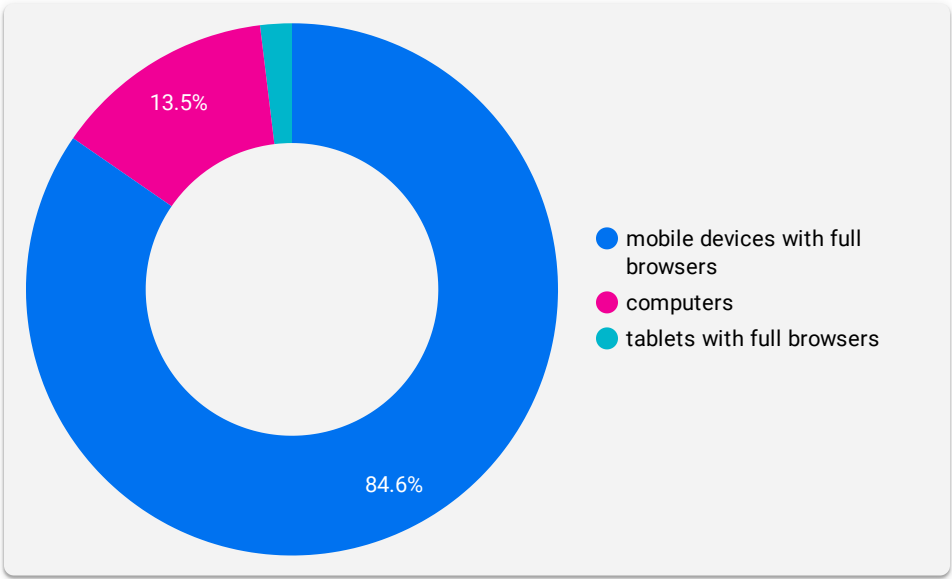


Which Device Was Used

Device Details

Device	Clicks	Impressions	CTR	Avg. CPC	Conversions	Conv. rate	Cost
1. mobile devices with full browsers	132	3,147	4.19%	\$10.69	11	8.22%	\$1,411
2. computers	21	388	5.41%	\$5.41	0	0.00%	\$114
3. tablets with full browsers	3	19	15.79%	\$4.15	0	0.00%	\$12

Clicks per Device



Conversions per Device

