

Overview

Click Through Rate & Impressions

Clicks

113

↓ -11.7%

Impressions

1,657

↓ -27.3%

CTR

6.82%

↑ 21.4%

Conversions

Conversions

15

↑ 25.0%

Conv. rate

13.27%

↑ 41.6%

Cost & Cost Per Click

Avg. CPC

\$5.31

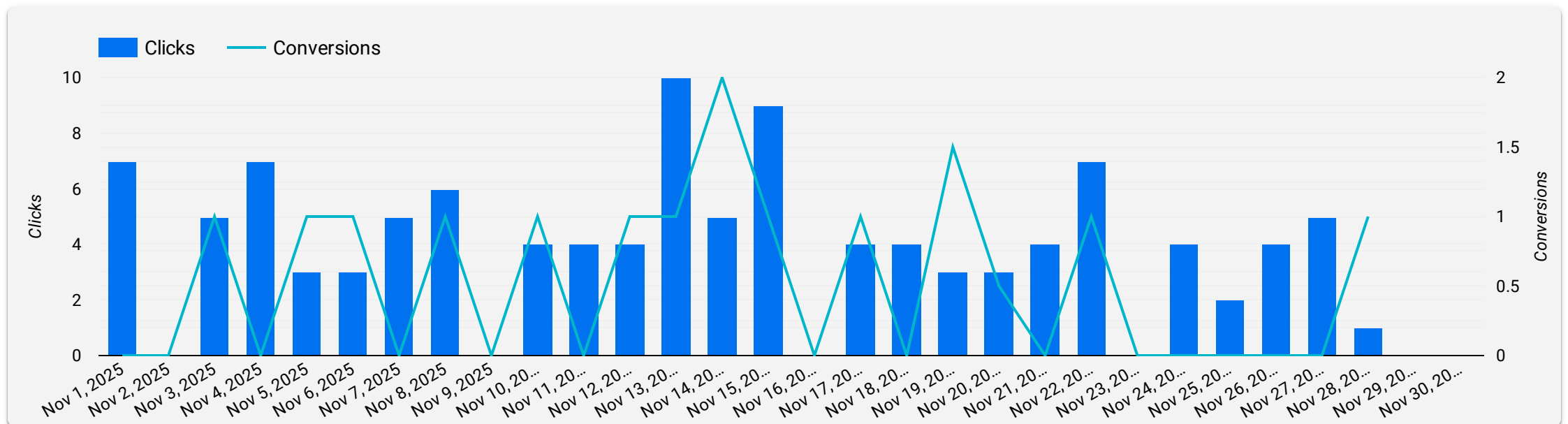
↑ 4.6%

Cost

\$600

↓ -7.6%

Clicks vs Conversions



Campaign Details

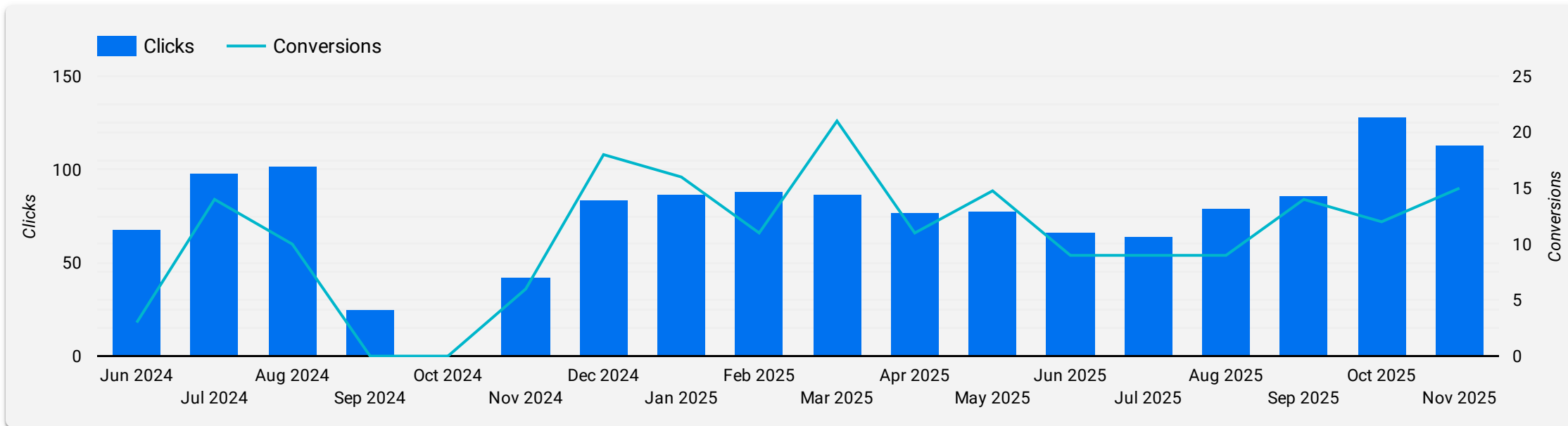
Campaign	Clicks ▾	Impressions	CTR	Avg CPC	Conversions	Conv. rate	Cost
Non-Branded	68	1,010	6.73%	\$6.93	11	16.18%	\$471.4
Branded	45	647	6.96%	\$2.85	4	8.89%	\$128.2
Commercial	0	0	0%	\$0	0	0%	\$0

Month to Date

Month to Month Details

Month ▾	Clicks	Impressions	CTR	Avg. CPC	Conversions	Conv. rate	Cost
Nov 2025	113	1,657	6.82%	\$5.31	15	13.27%	\$599.59
Oct 2025	128	2,279	5.62%	\$5.07	12	9.38%	\$649.23
Sep 2025	86	1,257	6.84%	\$6.93	14	16.28%	\$595.6
Aug 2025	79	1,325	5.96%	\$7.67	9	11.39%	\$605.89
Jul 2025	64	1,280	5%	\$9.51	9	14.06%	\$608.35
Jun 2025	66	1,129	5.85%	\$8.8	9	13.64%	\$580.74
May 2025	78	1,450	5.38%	\$7.87	14.76	18.93%	\$613.91
Apr 2025	77	1,296	5.94%	\$7.66	11	14.29%	\$589.93
Mar 2025	87	1,391	6.25%	\$7.29	21	24.14%	\$634.66
Feb 2025	88	1,637	5.38%	\$6.99	11	12.5%	\$615.46

Monthly Clicks vs Conversions



Conversions & Engagement

Total Conversions

Conversions

15

↑ 25.0%

Conv. rate

13.27%

↑ 41.6%

Website Conversion Type

Event name	Conversions
GA4 Event - Phone Number T...	15

Ad Phone Calls

4

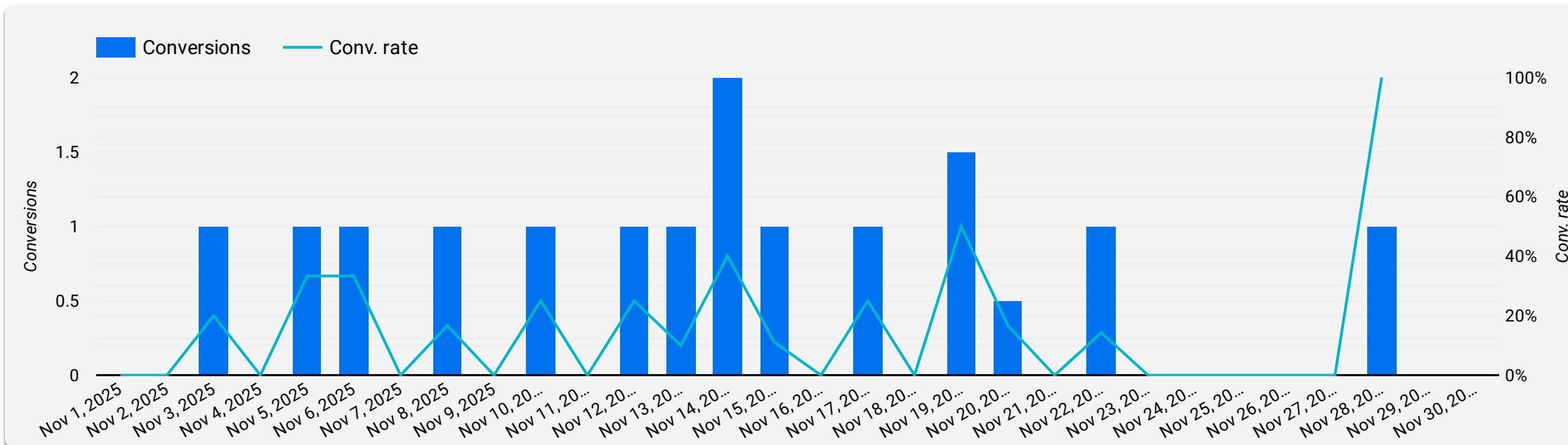
↑ 33.3%

Calls are counted as conversions if longer than 20secs

Top Converting Pages

Page path	Conversions
/superior-carpet-upholstery-clea...	9
/request-a-quote/	2
/upholstery-cleaning/	2
/area-rug-cleaning/	1
/carpet-cleaning/	1

Conversions vs Conversion Rate

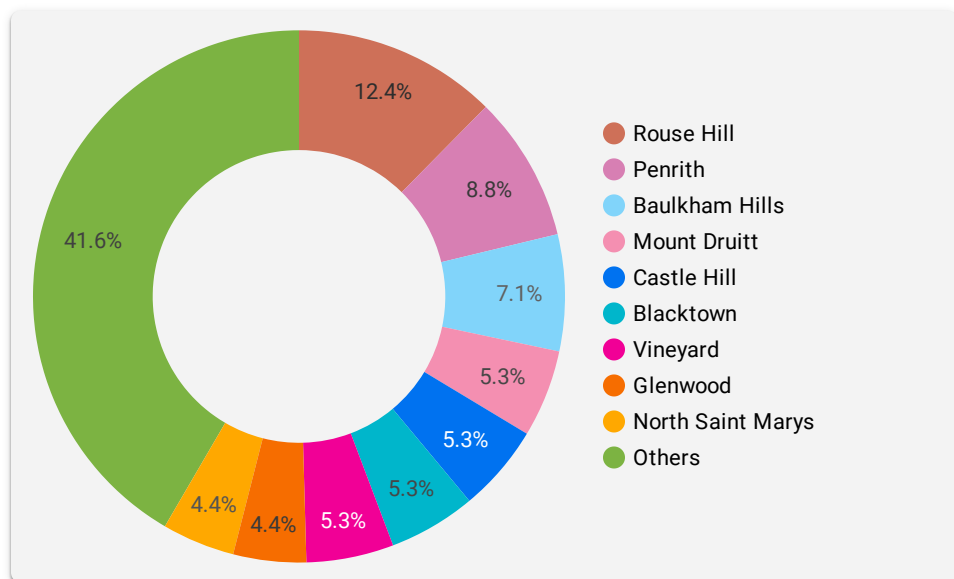


Where your Ads Showed

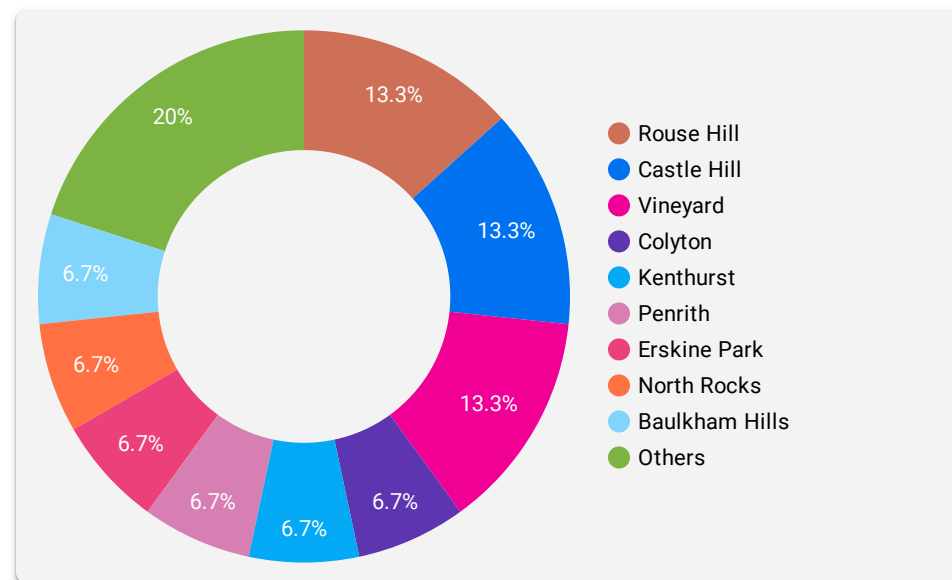
Location Details

	City	Clicks ▾	Impressions	CTR	Avg. CPC	Conversions	Conv. rate	Cost
1.	Rouse Hill	14	164	8.54%	\$6.25	2	14.29%	\$87.56
2.	Penrith	10	91	10.99%	\$3.57	1	10.00%	\$35.67
3.	Baulkham Hills	8	112	7.14%	\$4.63	1	12.50%	\$37.03
4.	Blacktown	6	106	5.66%	\$4.96	1	16.67%	\$29.75
5.	Mount Druitt	6	63	9.52%	\$2.96	0	0.00%	\$17.74
6.	Vineyard	6	98	6.12%	\$8.25	2	33.33%	\$49.52

Clicks per Location



Conversions per Location

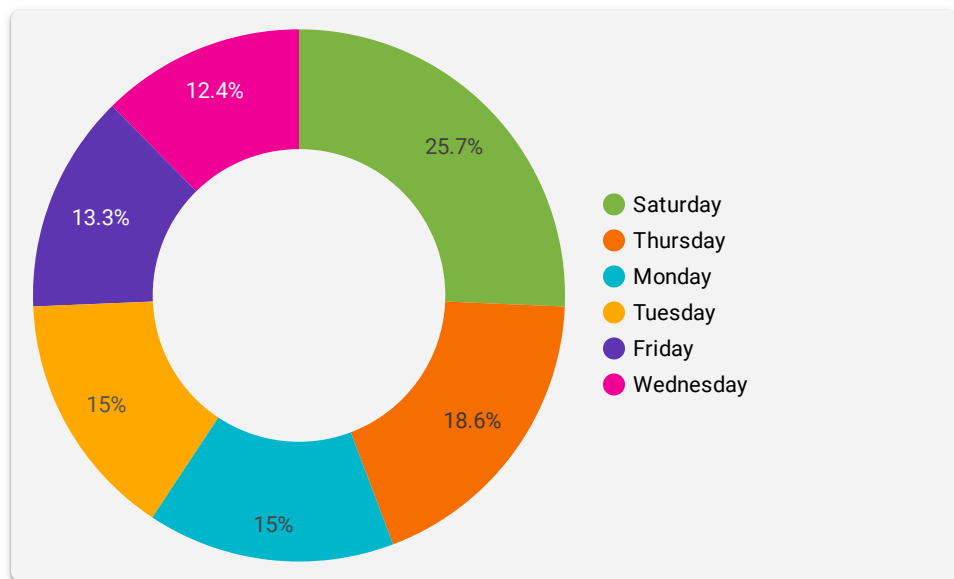


When your Ads showed - Day

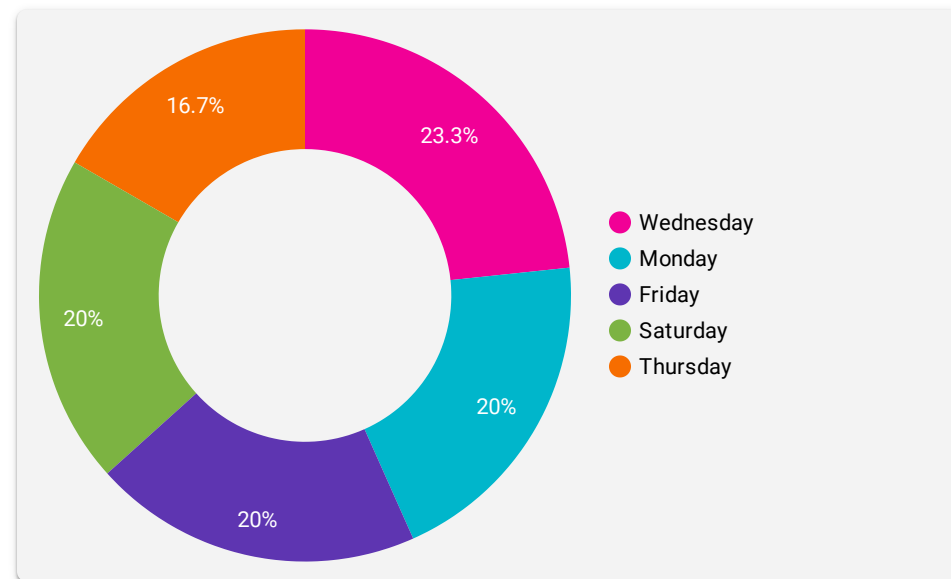
Day of the Week Details

Day of week	Clicks	Impressions	CTR	Avg. CPC	Conversions	Conv. rate	Cost
1. Wednesday	14	219	6.39%	\$6.39	3.5	25.00%	\$89.46
2. Tuesday	17	239	7.11%	\$4.77	0	0.00%	\$81.08
3. Thursday	21	255	8.24%	\$4.49	2.5	11.90%	\$94.32
4. Saturday	29	427	6.79%	\$4.94	3	10.34%	\$143.14
5. Monday	17	283	6.01%	\$6.28	3	17.65%	\$106.70
6. Friday	15	234	6.41%	\$5.66	3	20.00%	\$84.89

Clicks per Day



Conversions per Day

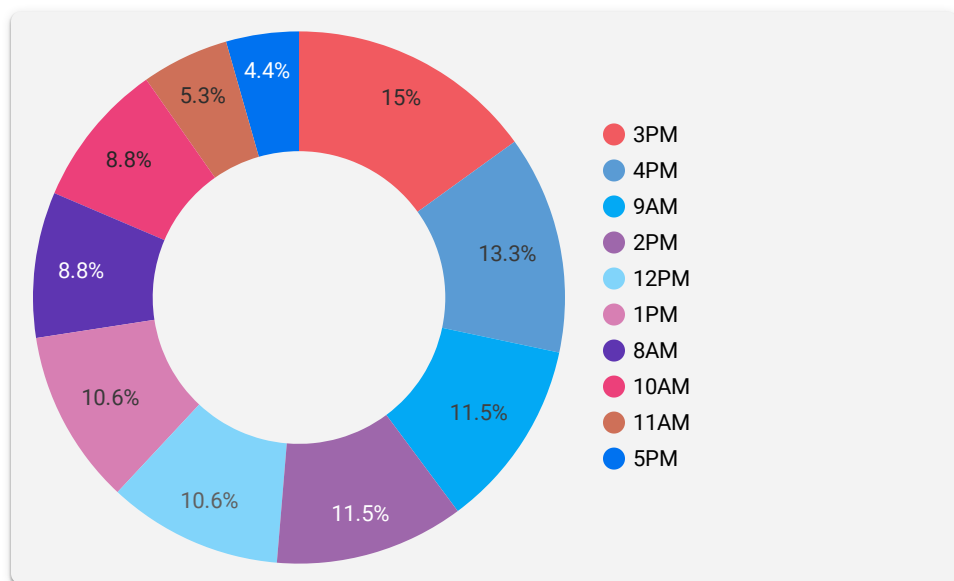


When your Ads showed - Hour

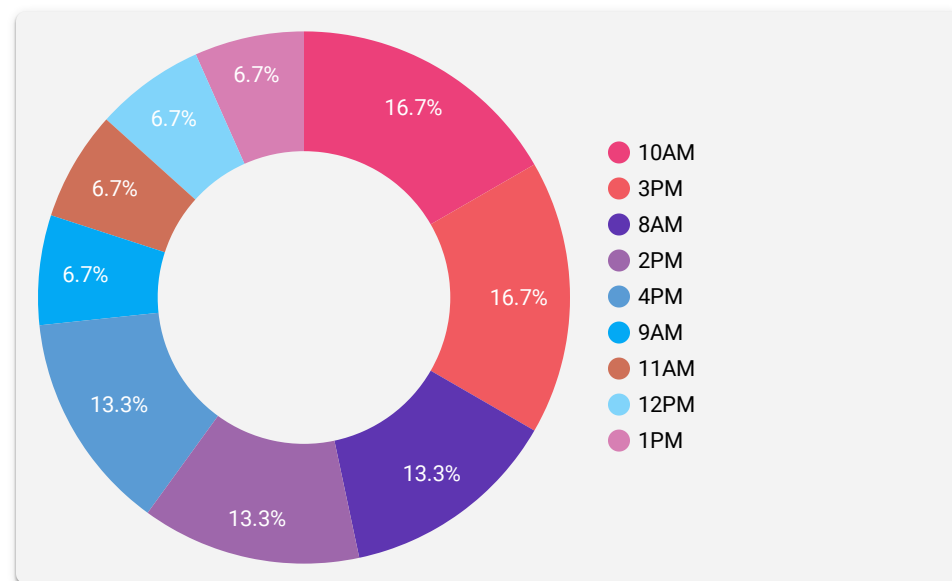
Hourly Details

	Hour of day	Clicks ▾	Impressions	CTR	Avg. CPC	Conversions	Conv. rate	Cost
1.	3PM	17	225	7.56%	\$5.31	2.5	14.71%	\$90.28
2.	4PM	15	207	7.25%	\$5.39	2	13.33%	\$80.86
3.	9AM	13	178	7.30%	\$4.49	1	7.69%	\$58.41
4.	2PM	13	218	5.96%	\$5.36	2	15.38%	\$69.73
5.	12PM	12	179	6.70%	\$3.75	1	8.33%	\$45.04
6.	1PM	12	194	6.19%	\$5.99	1	8.33%	\$71.82
7.	8AM	10	77	12.99%	\$5.94	2	20.00%	\$59.40
8.	10AM	10	165	6.06%	\$6.02	2.5	25.00%	\$60.22
9.	11AM	6	167	3.59%	\$4.82	1	16.67%	\$28.89
10.	5PM	5	47	10.64%	\$6.99	0	0.00%	\$34.95

Clicks per Hour



Conversions per Hour

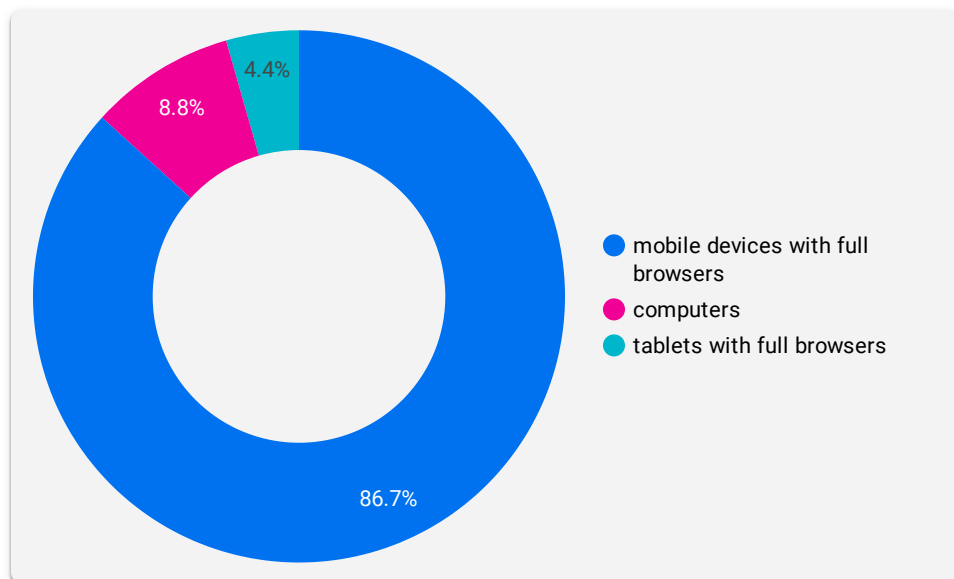


Which Device Was Used

Device Details

	Device	Clicks ▾	Impressions	CTR	Avg. CPC	Conversions	Conv. rate	Cost
1.	mobile devices with full browsers	98	1,410	6.95%	\$5.60	14.00	14.29%	\$548.60
2.	computers	10	172	5.81%	\$3.69	1.00	10%	\$36.91
3.	tablets with full browsers	5	75	6.67%	\$2.82	0.00	0%	\$14.08

Clicks per Device



Conversions per Device

