

Overview

Click Through Rate & Impressions

Clicks

137

↑ 30.5%

Impressions

1,911

↑ 5.2%

CTR

7.17%

↑ 24.1%

Conversions

Conversions

9

↓ -40.0%

Conv. rate

6.57%

↓ -54.0%

Cost & Cost Per Click

Avg. CPC

\$7.56

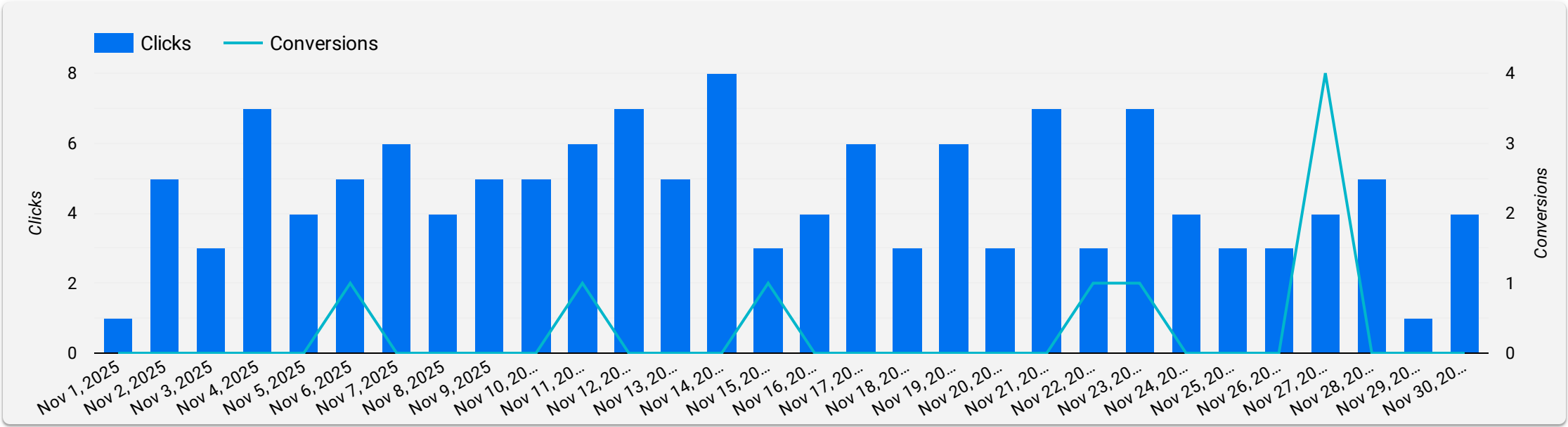
↓ -18.9%

Cost

\$1,036.06

↑ 5.8%

Clicks vs Conversions



Campaign Details

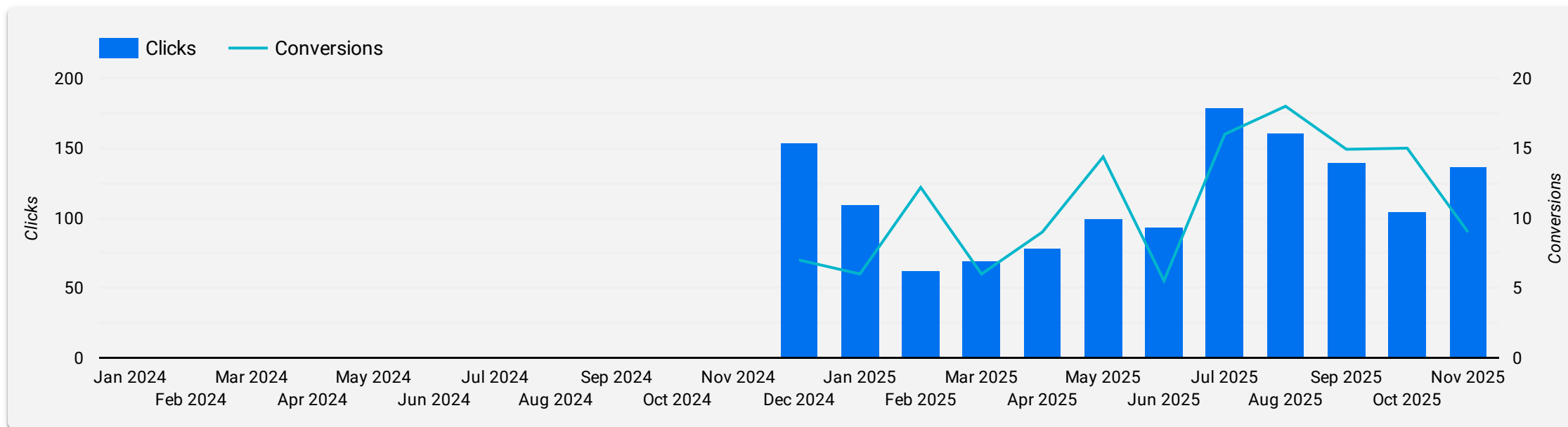
Campaign	Clicks	Impressions	CTR	Avg. CPC	Conversions	Conv. rate	Cost
Search-Campaign#1	137	1,911	7.17%	\$7.56	9	6.57%	\$1,036.06

## Month to Date

### Month to Month Details

Month ▾	Clicks	Impressions	CTR	Avg. CPC	Conversions	Conv. rate	Cost
Nov 2025	137	1,911	7.17%	\$7.56	9	6.57%	\$1,036.06
Oct 2025	105	1,817	5.78%	\$9.33	15	14.29%	\$979.37
Sep 2025	140	2,106	6.65%	\$7.95	15	10.66%	\$1,113.48
Aug 2025	161	2,946	5.47%	\$6.83	18	11.18%	\$1,099.93
Jul 2025	179	3,042	5.88%	\$5.76	16	8.94%	\$1,031.52
Jun 2025	93	1,474	6.31%	\$11.1	6	5.93%	\$1,032.46
May 2025	100	1,656	6.04%	\$10.23	14	14.38%	\$1,023.19
Apr 2025	78	1,219	6.4%	\$14.36	9	11.54%	\$1,119.82
Mar 2025	69	939	7.35%	\$14.82	6	8.7%	\$1,022.64
Feb 2025	62	812	7.64%	\$15.06	12	19.67%	\$933.75

### Monthly Clicks vs Conversions



## Search Keywords

Search keyword	Clicks ▾	Impressions	CTR	Avg. CPC	Conversions	Conv. rate	Cost
camden divorce lawyers	81	1,362	5.95%	\$7.14	5	6.17%	\$578.73
lawyers near me	13	174	7.47%	\$7.62	0	0%	\$99.1
family law camden	10	31	32.26%	\$5.59	1	10%	\$55.92
camden Lawyer	6	36	16.67%	\$7.67	0	0%	\$46.04
lawyers camden	4	40	10%	\$6.65	0	0%	\$26.6
solicitors camden	4	69	5.8%	\$8.04	2	50%	\$32.15
family law solicitors	3	5	60%	\$7.18	0	0%	\$21.54
attorney near me	2	44	4.55%	\$12.2	0	0%	\$24.39
property settlement	2	8	25%	\$10.19	0	0%	\$20.38
narcissistic abuse divorce lawyer	2	9	22.22%	\$3.98	0	0%	\$7.95
family lawyers near me	2	14	14.29%	\$11.38	1	50%	\$22.76
family lawyer	2	24	8.33%	\$15.43	0	0%	\$30.85
family law solicitor near me	1	2	50%	\$16.57	0	0%	\$16.57
mediation property settlement	1	2	50%	\$12.11	0	0%	\$12.11
de facto property settlement	1	6	16.67%	\$6.69	0	0%	\$6.69
lawyer for separation	1	5	20%	\$9.66	0	0%	\$9.66
family law lawyers near me	1	4	25%	\$7.83	0	0%	\$7.83
family law near me	1	5	20%	\$16.8	0	0%	\$16.8
family law attorneys	0	4	0%	\$0	0	0%	\$0
family lawyer camden	0	5	0%	\$0	0	0%	\$0
family law services	0	2	0%	\$0	0	0%	\$0
family and property lawyers	0	3	0%	\$0	0	0%	\$0
family law solicitors near me	0	0	0%	\$0	0	0%	\$0

## Conversions & Engagement

### Conversions

Conversions

9

↓ -40.0%

Conv. rate

6.57%

↓ -54.0%

Ad Phone Calls

5

↑ 25.0%

Calls are counted as conversions if longer than 20secs

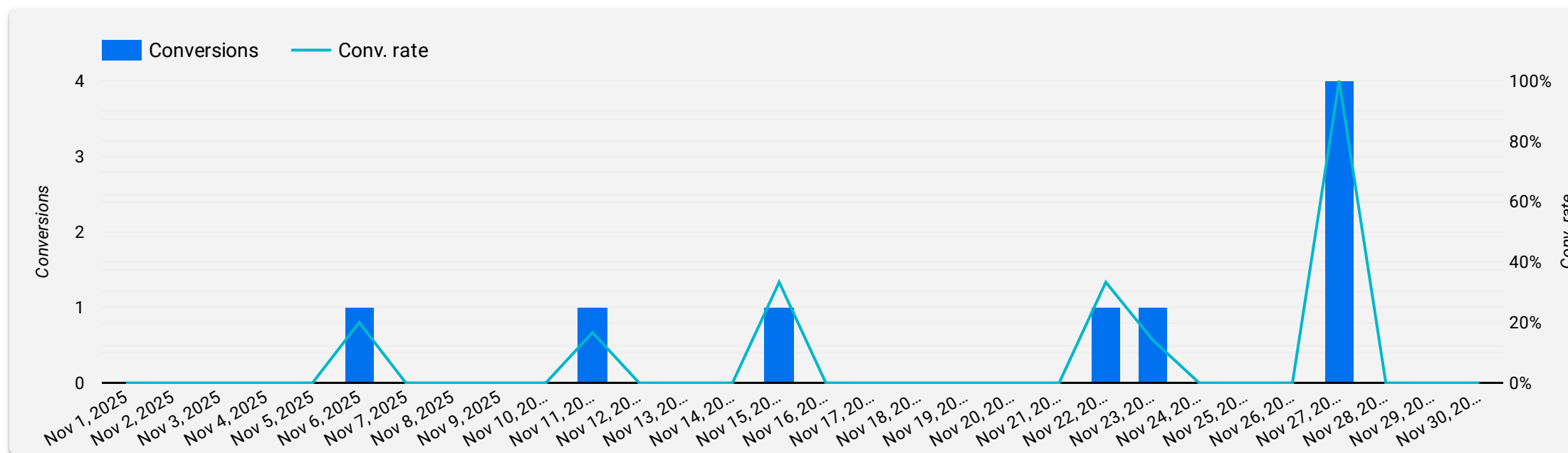
### Website Conversion Type

Event name	Key events
start_journey	5
get_started	1

### Top Converting Pages

Page path	Key events
/services/wills-and-estates/	2
/navigating-divorce-together/	1
/online-services/	1
/service/family-law/divorce/	1
/service/family-law/property/	1
/your-family-our-focus/	0

### Conversions vs Conversion Rate

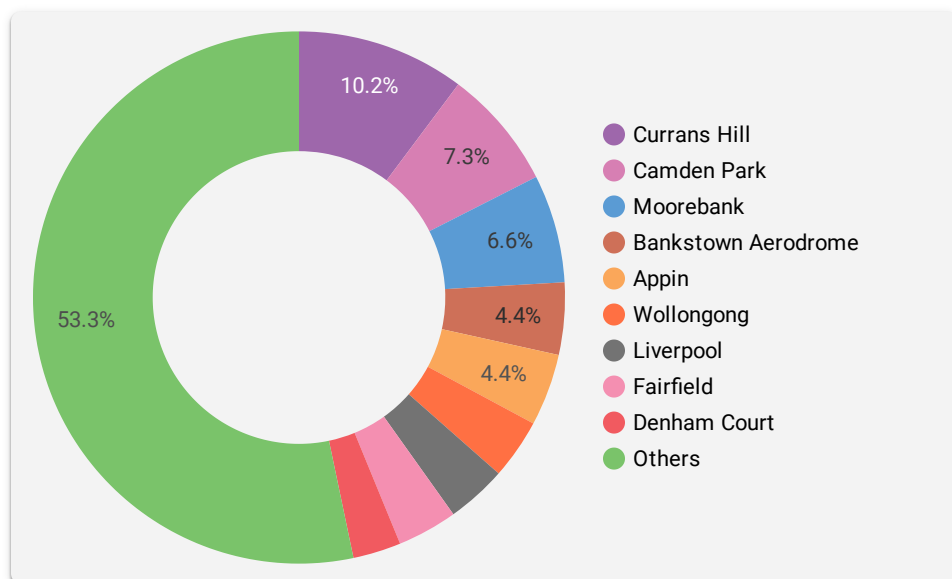


## Where your Ads Showed

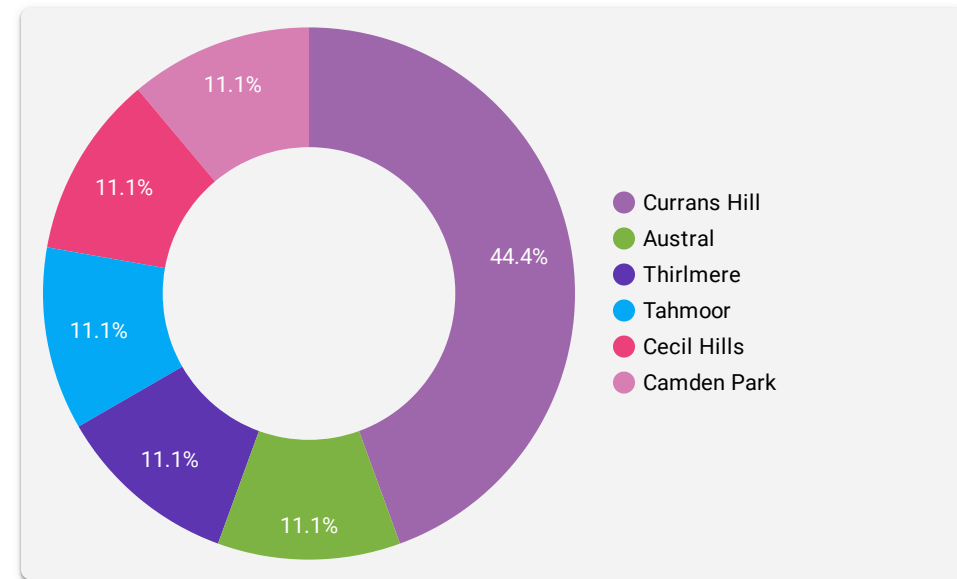
### Location Details

City	Clicks ▾	Impressions	CTR	Avg. CPC	Conversions	Conv. rate	Cost
Currans Hill	14	114	12.28%	\$9.78	4	28.57%	\$136.88
Camden Park	10	154	6.49%	\$8.07	1	10%	\$80.75
Moorebank	9	178	5.06%	\$7.91	0	0%	\$71.21
Appin	6	92	6.52%	\$8.27	0	0%	\$49.6
Bankstown Aerodrome	6	84	7.14%	\$8.92	0	0%	\$53.49
Wollongong	5	56	8.93%	\$5.31	0	0%	\$26.57
Fairfield	5	65	7.69%	\$5.75	0	0%	\$28.76
Liverpool	5	24	20.83%	\$7.01	0	0%	\$35.03
Revesby	4	24	16.67%	\$5.05	0	0%	\$20.21
Mittagong	4	15	26.67%	\$6.63	0	0%	\$26.51

### Clicks per Location



### Conversions per Location

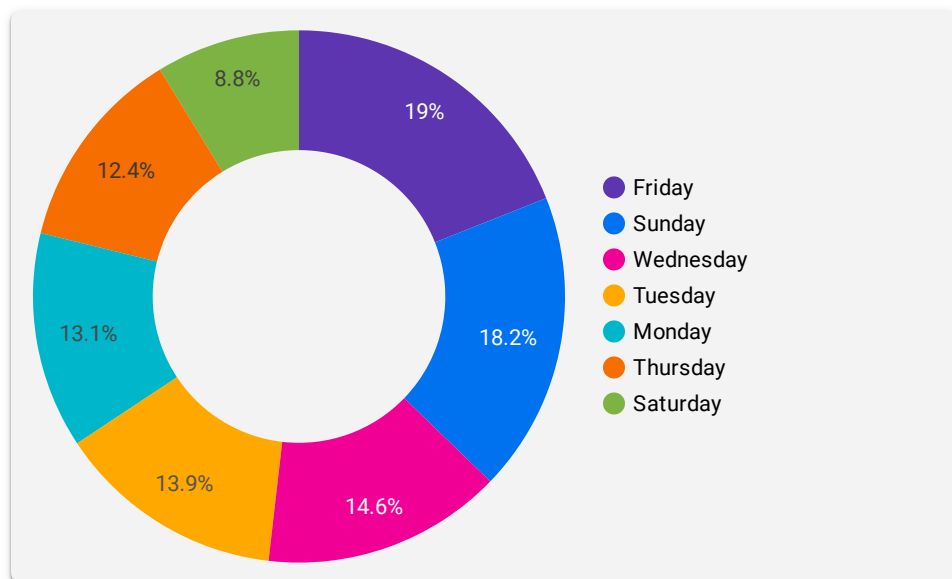


## When your Ads showed - Day

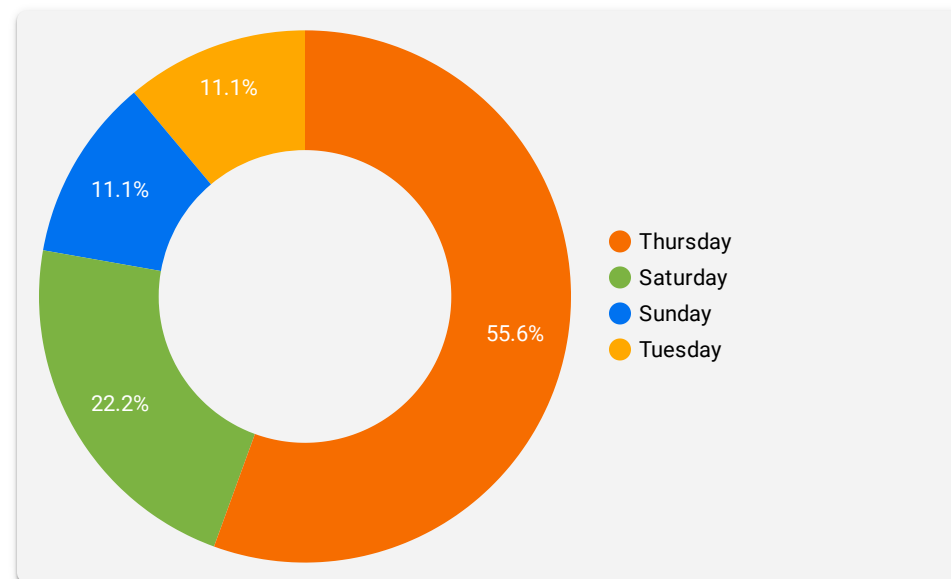
### Day of the Week Details

Day of week	Clicks ▾	Impressions	CTR	Avg. CPC	Conversions	Conv. rate	Cost
Friday	26	287	9.06%	\$7.56	0	0%	\$196.62
Sunday	25	251	9.96%	\$10.08	1	4%	\$252.03
Wednesday	20	196	10.2%	\$6.09	0	0%	\$121.81
Tuesday	19	305	6.23%	\$6.86	1	5.26%	\$130.35
Monday	18	275	6.55%	\$6.52	0	0%	\$117.45
Thursday	17	318	5.35%	\$7.18	5	29.41%	\$122.07
Saturday	12	279	4.3%	\$7.98	2	16.67%	\$95.73

### Clicks per Day



### Conversions per Day

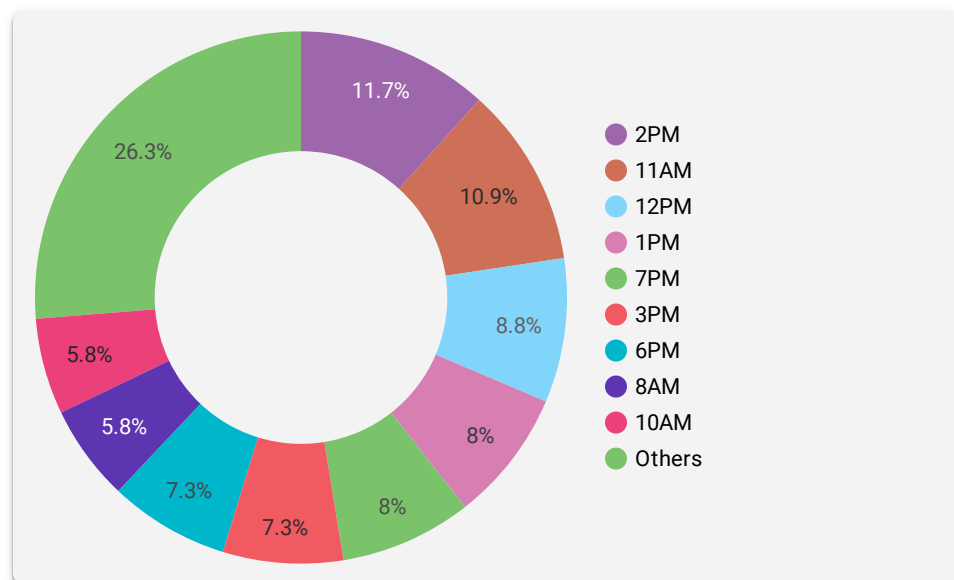


## When your Ads showed - Hour

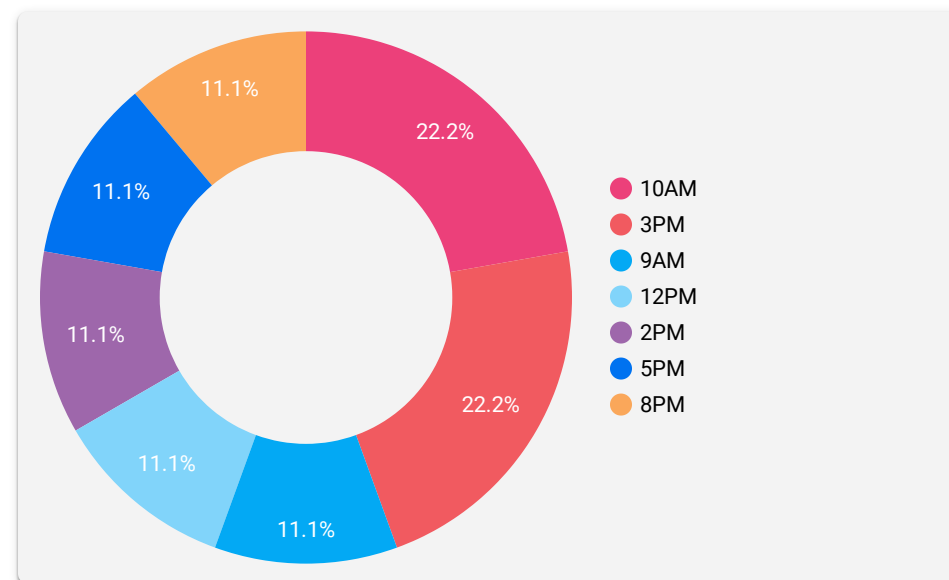
### Hourly Details

Hour of day	Clicks ▾	Impressions	CTR	Avg. CPC	Conversions	Conv. rate	Cost
2PM	16	195	8.21%	\$7.63	1	6.25%	\$122.08
11AM	15	184	8.15%	\$8.21	0	0%	\$123.17
12PM	12	159	7.55%	\$8.8	1	8.33%	\$105.6
1PM	11	141	7.8%	\$7.24	0	0%	\$79.61
7PM	11	126	8.73%	\$7.93	0	0%	\$87.28
3PM	10	184	5.43%	\$7.48	2	20%	\$74.76
6PM	10	107	9.35%	\$7.68	0	0%	\$76.84
8AM	8	133	6.02%	\$6.29	0	0%	\$50.33
10AM	8	129	6.2%	\$6.72	2	25%	\$53.75
5PM	8	125	6.4%	\$9.86	1	12.5%	\$78.92

### Clicks per Hour



### Conversions per Hour

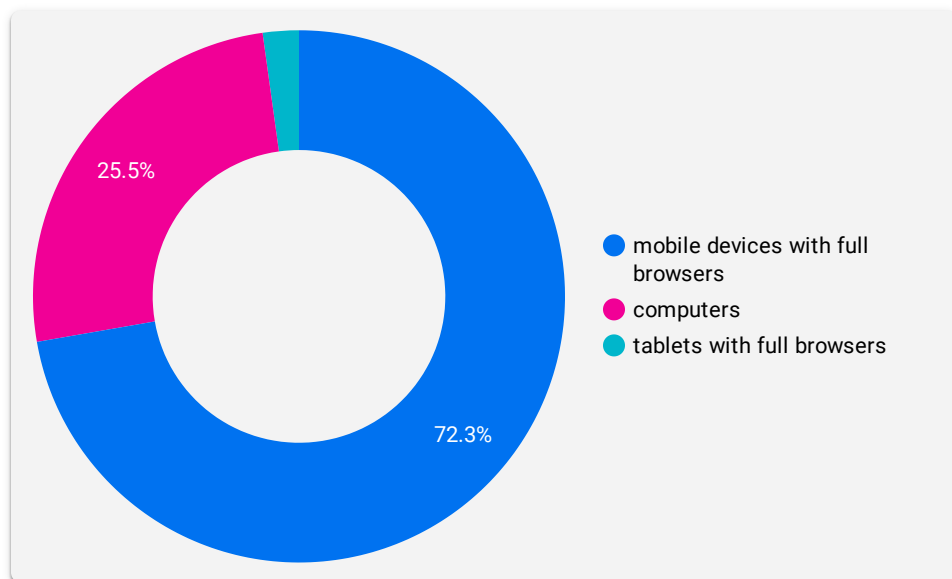


## Which Device Was Used

### Device Details

Device	Clicks ▾	Impressions	CTR	Avg. CPC	Conversions	Conv. rate	Cost
mobile devices with full browsers	99	1,422	6.96%	\$7.47	6	6.06%	\$739.32
computers	35	455	7.69%	\$7.88	3	8.57%	\$275.65
tablets with full browsers	3	34	8.82%	\$7.03	0	0%	\$21.09

### Clicks per Device



### Conversions per Device

