

## Overview

### Click Through Rate & Impressions

Clicks	Impressions	CTR
156	1,842	8.47%
↓ -4.3%	↓ -2.3%	↓ -2.0%

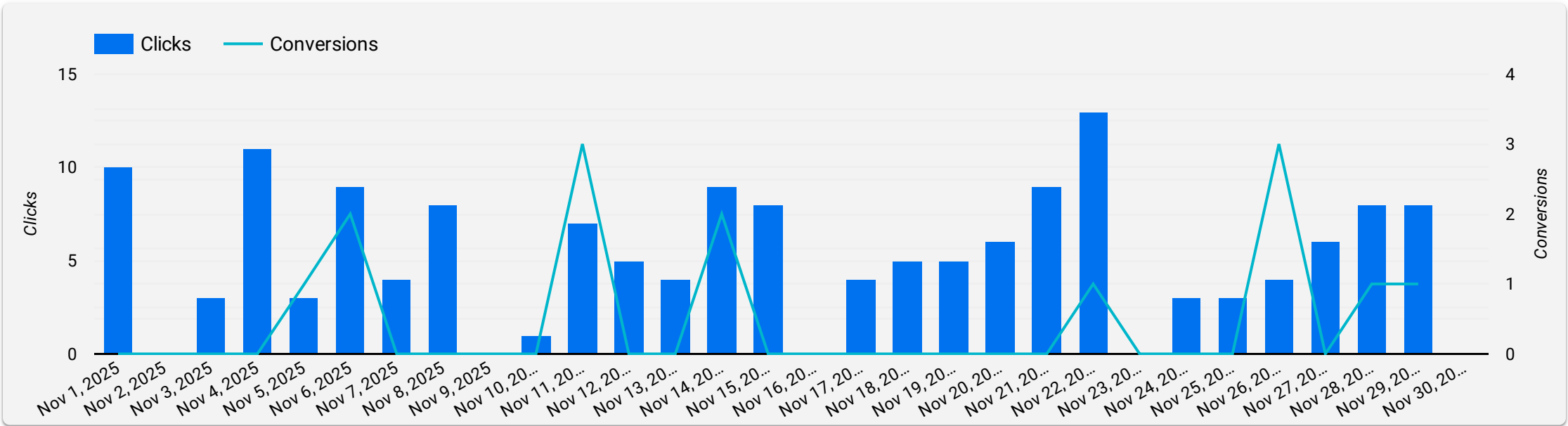
### Conversions

Conversions	Conv. rate
13.99	8.97%
↓ -12.6%	↓ -8.7%

### Cost & Cost Per Click

Avg. CPC	Cost
\$4.37	\$682
↑ 14.2%	↑ 9.3%

### Clicks vs Conversions



### Campaign Details

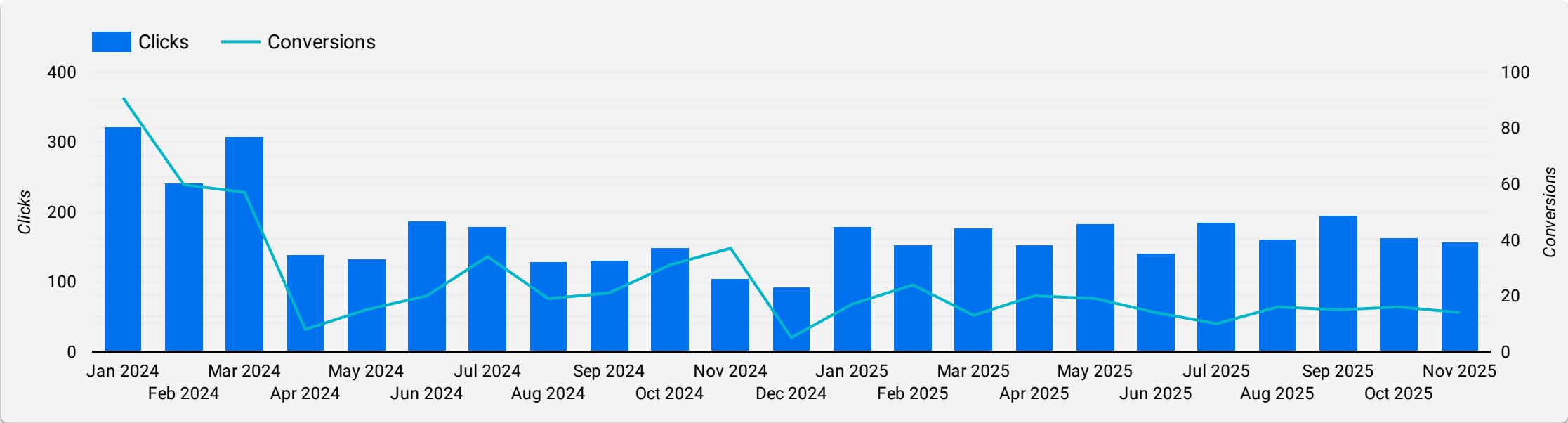
Campaign	Clicks	Impressions	CTR	Avg. CPC	Conversions	Conv. rate	Cost
Main Campaign	94	1,571	5.98%	\$5.41	3	3.19%	\$508
Branded	62	271	22.88%	\$2.8	10.99	17.72%	\$174

## Month to Date

### Month to Month Details

Month ▾	Clicks	Impressions	CTR	Avg. CPC	Conversions	Conv. rate	Cost
Nov 2025	156	1,842	8.47%	\$4.37	13.99	8.97%	\$682.01
Oct 2025	163	1,886	8.64%	\$3.83	16.01	9.82%	\$624.09
Sep 2025	194	1,742	11.14%	\$3.44	15	7.73%	\$666.82
Aug 2025	160	1,481	10.80%	\$3.77	16	10.00%	\$603.26
Jul 2025	184	1,721	10.69%	\$3.84	10	5.44%	\$707.25
Jun 2025	140	1,461	9.58%	\$4.43	14	10.00%	\$620.03
May 2025	183	1,110	16.49%	\$3.74	19	10.38%	\$685.04
Apr 2025	153	1,005	15.22%	\$3.70	20	13.07%	\$565.66
Mar 2025	177	990	17.88%	\$3.21	13	7.34%	\$568.16
Feb 2025	152	815	18.65%	\$3.43	23.9	15.72%	\$521.43

### Monthly Clicks vs Conversions



## Conversions & Engagement

### Total Conversions

Conversions

13.99

↓ -12.6%

Conv. rate

8.97%

↓ -8.7%

### Website Conversion Type

Event name	Conversions
GA4 Event - Phone Number Tap	9
GA4 Event - Join The Team Form	1
GA4 Event - Email Link Click	0

Ad Phone Calls

3

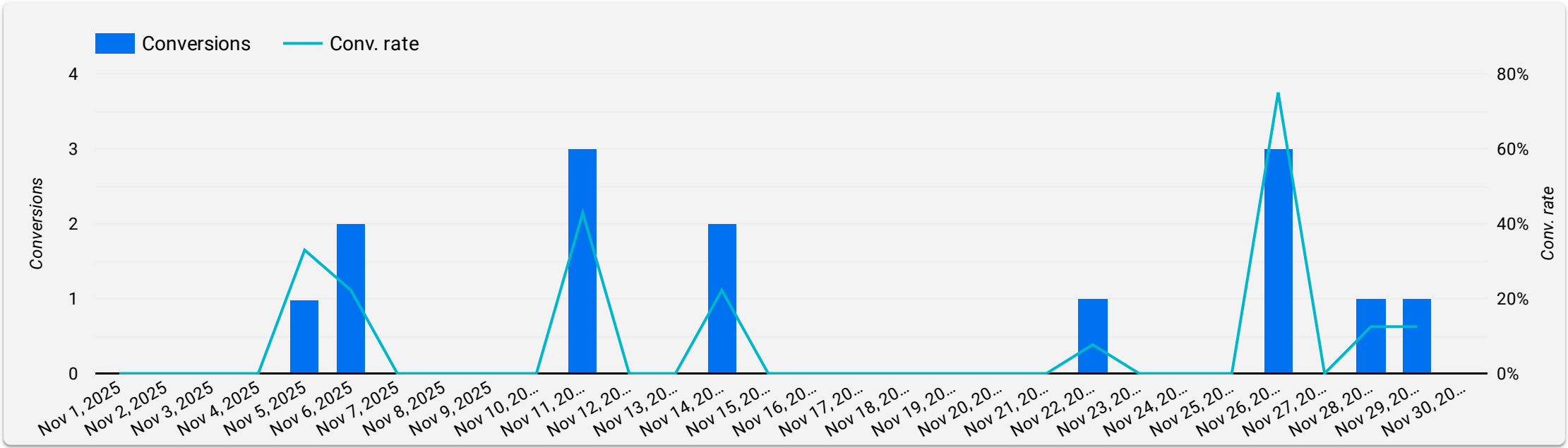
↑ 200.0%

Calls are counted as conversions if longer than 20secs

### Top Converting Pages

Page path	Conversions
/locations/dural/class-schedule/	3
/	3
/classes/parent-child/	1
/group-events-and-fun-activities...	1
/locations/dural/contact-the-litt...	1
/join-the-team-thank-you/	1

### Conversions vs Conversion Rate

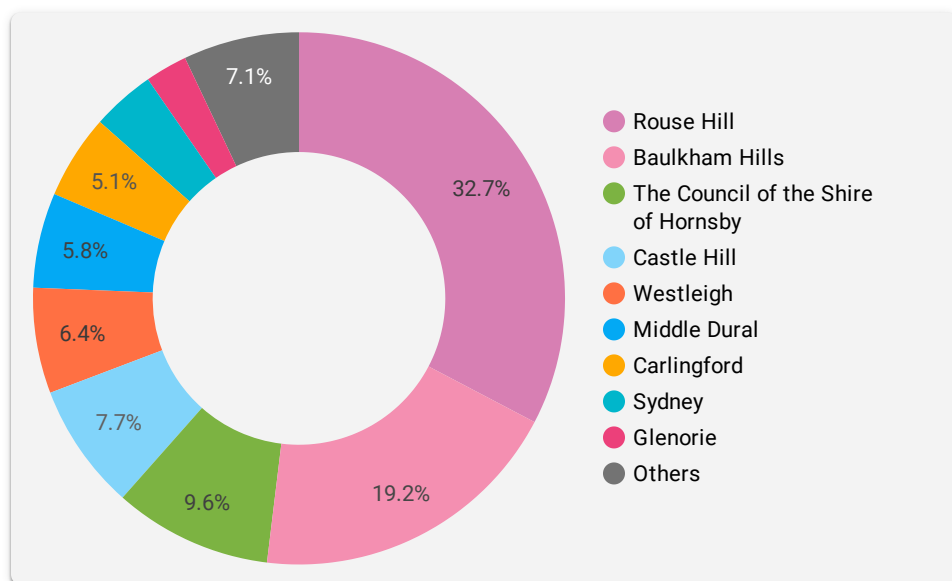


## Where your Ads Showed

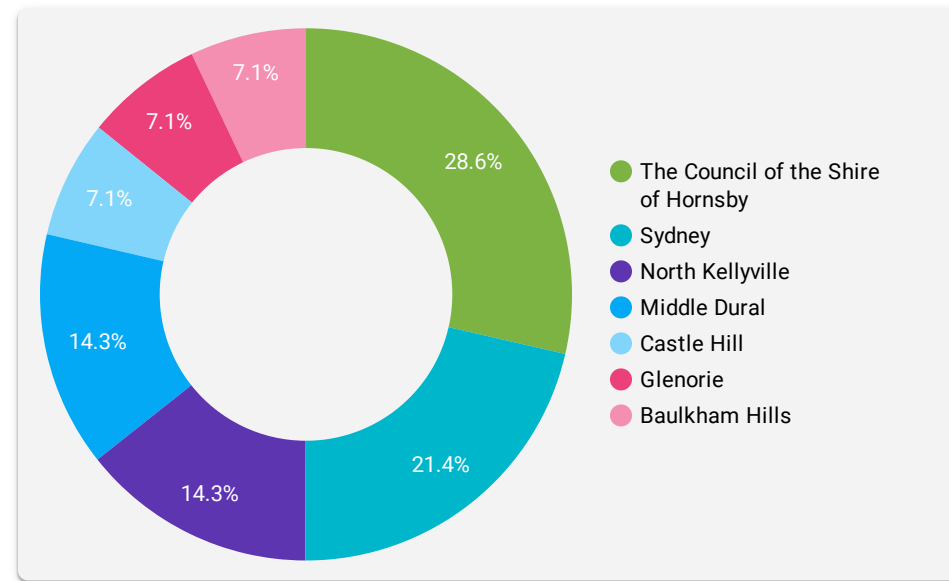
### Location Details

	City	Clicks ▾	Impressions	CTR	Avg. CPC	Conversions	Conv. rate	Cost
1.	Rouse Hill	51	519	9.83%	\$4.83	0	0.00%	\$246.32
2.	Baulkham Hills	30	400	7.50%	\$4.73	0.99	3.30%	\$141.98
3.	The Council of the Shire of Hornsby	15	110	13.64%	\$2.08	4	26.67%	\$31.17
4.	Castle Hill	12	240	5.00%	\$5.40	1	8.33%	\$64.78

### Clicks per Location



### Conversions per Location

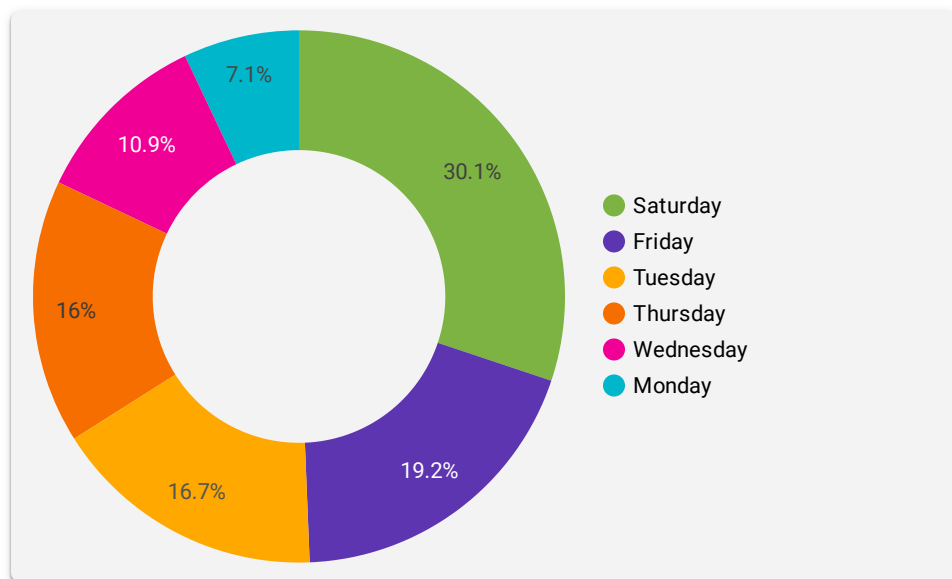


## When your Ads showed - Day

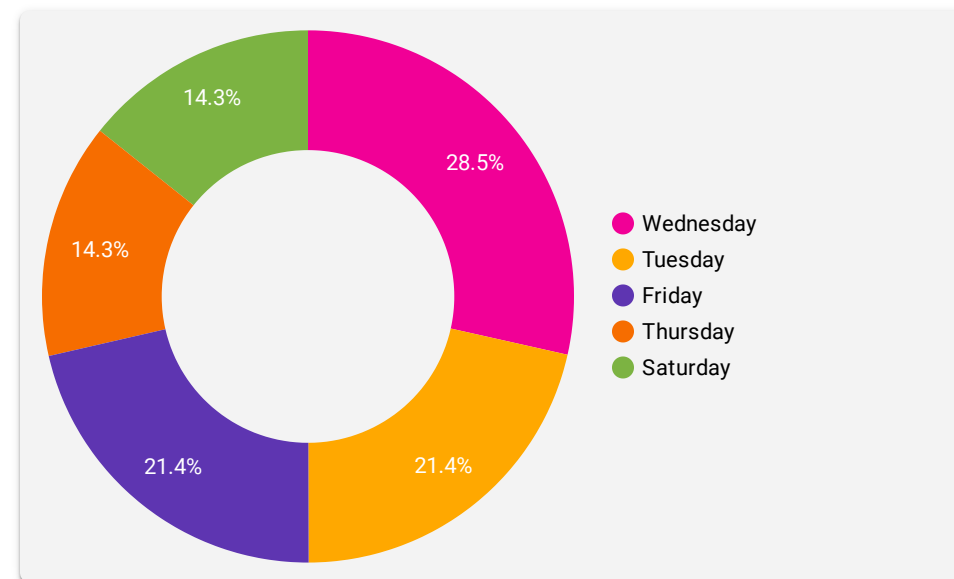
### Day of the Week Details

	Day of week	Clicks ▾	Impressions	CTR	Avg. CPC	Conversions	Conv. rate	Cost
1.	Saturday	47	575	8.17%	\$3.96	2	4.26%	\$186.14
2.	Friday	30	280	10.71%	\$3.93	3	10.00%	\$117.76
3.	Tuesday	26	295	8.81%	\$5.32	3	11.54%	\$138.20
4.	Thursday	25	324	7.72%	\$5.04	2	8.00%	\$125.88
5.	Wednesday	17	265	6.42%	\$3.33	3.99	23.46%	\$56.66
6.	Monday	11	103	10.68%	\$5.22	0	0.00%	\$57.37

### Clicks per Day



### Conversions per Day

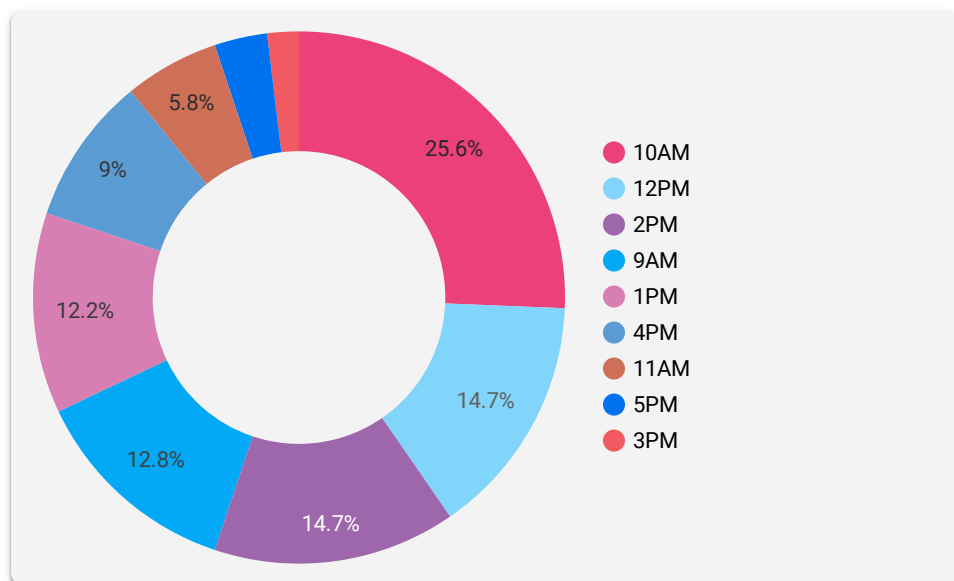


## When your Ads showed - Hour

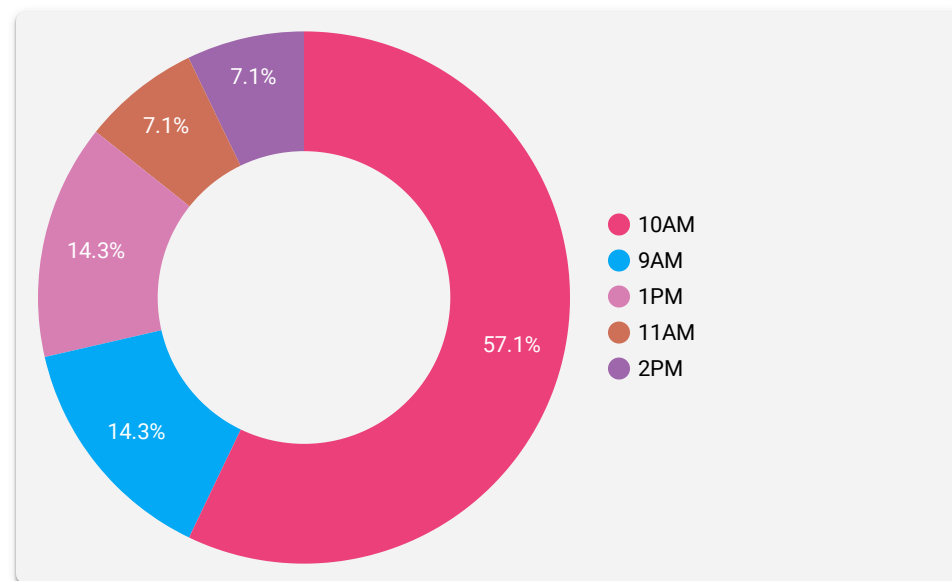
### Hourly Details

	Hour of day	Clicks ▾	Impressions	CTR	Avg. CPC	Conversions	Conv. rate	Cost
1.	10AM	40	463	8.64%	\$5.02	7.99	19.97%	\$200.83
2.	12PM	23	308	7.47%	\$4.34	0	0.00%	\$99.77
3.	2PM	23	210	10.95%	\$4.59	1	4.35%	\$105.53
4.	9AM	20	307	6.51%	\$3.52	2	10.00%	\$70.32
5.	1PM	19	228	8.33%	\$4.50	2	10.52%	\$85.56
6.	4PM	14	155	9.03%	\$3.91	0	0.00%	\$54.73
7.	11AM	9	36	25.00%	\$2.98	1	11.11%	\$26.80
8.	5PM	5	92	5.43%	\$4.16	0	0.00%	\$20.82
9.	3PM	3	43	6.98%	\$5.88	0	0.00%	\$17.65

### Clicks per Hour



### Conversions per Hour

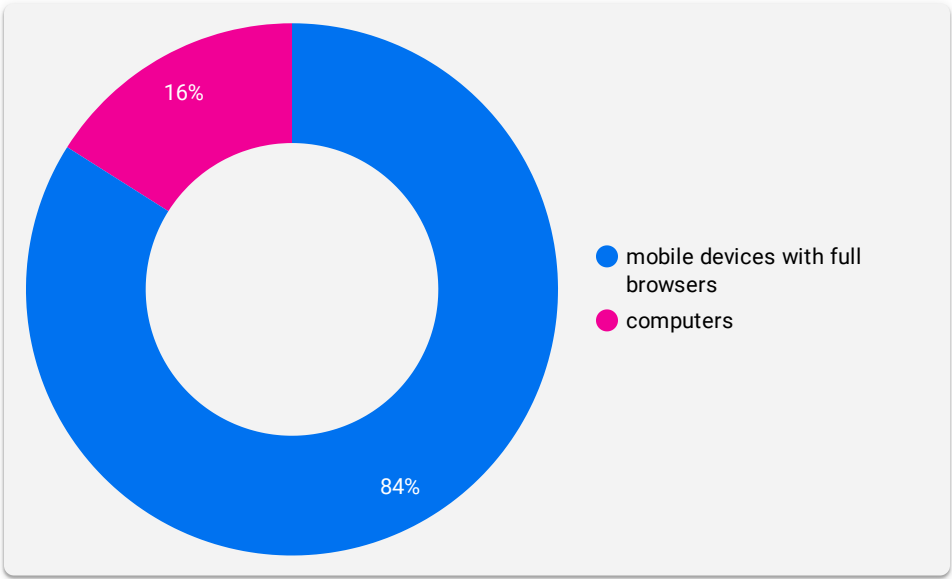


### Which Device Was Used

#### Device Details

	Device	Clicks	Impressions	CTR	Avg. CPC	Conversions	Conv. rate	Cost
1.	mobile devices with full browsers	131	1,602	8.18%	\$4.05	13.99	10.68%	\$530.78
2.	computers	25	232	10.78%	\$6.05	0	0.00%	\$151.23
3.	tablets with full browsers	0	8	0.00%	\$0.00	0	0.00%	\$0.00

#### Clicks per Device



#### Conversions per Device

