

## Overview

### Click Through Rate & Impressions

Clicks	Impressions	CTR
227	5,095	4.46%
↑ 11.3%	↑ 9.1%	↑ 2.0%

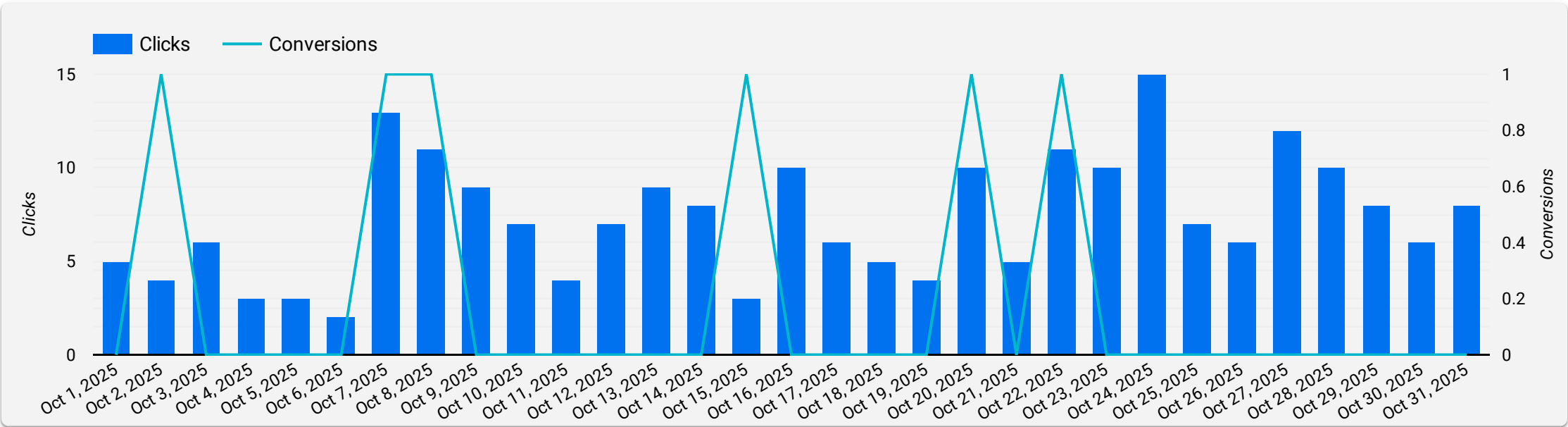
### Conversions

Conversions	Conv. rate
6	2.64%
↓ -45.5%	↓ -51.0%

### Cost & Cost Per Click

Avg. CPC	Cost
\$6.70	\$1,521
↑ 16.7%	↑ 29.9%

### Clicks vs Conversions



### Campaign Details

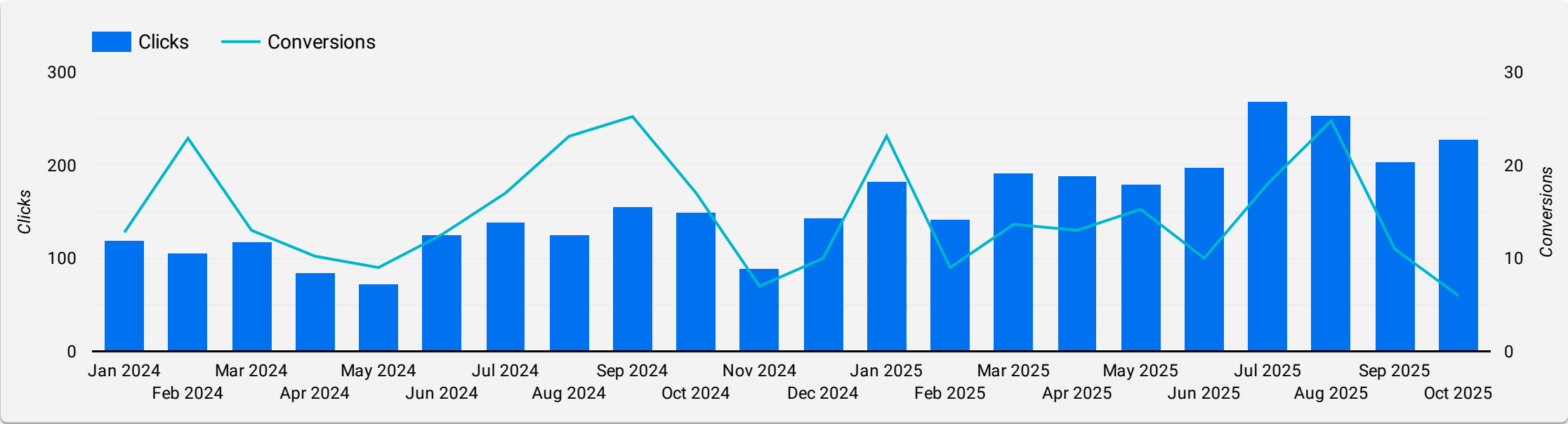
Campaign	Clicks	Impressions	CTR	Avg CPC	Conversions	Conv. rate	Cost
Branded	174	3,899	4.46%	\$4.08	5	2.87%	\$709.76
Non Branded - High Volume	53	1,196	4.43%	\$15.3	1	1.89%	\$810.98

## Month to Date

### Month to Month Details

Month ▾	Clicks	Impressions	CTR	Avg. CPC	Conversions	Conv. rate	Cost
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
Jan 2025	182	2,881	6.32%	\$7.02	23	12.70%	\$1,278

### Monthly Clicks vs Conversions



## Search Keywords

Search keyword	Clicks ▾	Impressions	CTR	Avg. CPC	Conversions	Conv. rate	Cost
orthodontist canberra	24	622	3.86%	\$16.42	0	0.00%	\$394
Phillip Orthodontist	21	413	5.08%	\$4.13	0	0.00%	\$87
Inner South Canberra Orthodontist	20	392	5.10%	\$4.18	0	0.00%	\$84
Woden Orthodontist	16	232	6.90%	\$4.26	1	6.25%	\$68
orthodontist Deakin	13	74	17.57%	\$3.36	2	15.38%	\$44
Capital Smiles orthodontics	12	433	2.77%	\$4.49	0	0.00%	\$54
South Canberra Orthodontist	12	360	3.33%	\$3.77	0	0.00%	\$45
Capital Smiles Orthodontist	10	333	3.00%	\$4.01	0	0.00%	\$40
jaspri singh orthodontist	10	124	8.06%	\$3.41	0	0.00%	\$34
capital smiles	10	332	3.01%	\$4.33	0	0.00%	\$43
Manuka Orthodontist	9	401	2.24%	\$3.97	1	11.11%	\$36
Orthodontist Tuggeranong	9	228	3.95%	\$3.61	0	0.00%	\$33
Tuggeranong Orthodontist	9	165	5.45%	\$4.44	0	0.00%	\$40
orthodontics canberra	8	54	14.81%	\$15.42	0	0.00%	\$123
Orthodontist Woden	8	218	3.67%	\$3.94	0	0.00%	\$32
deakin orthodontist	7	58	12.07%	\$5.10	1	14.29%	\$36
orthodontist appointment	6	343	1.75%	\$24.98	0	0.00%	\$150
Weston Orthodontist	5	84	5.95%	\$4.44	0	0.00%	\$22
lingual braces	4	14	28.57%	\$13.35	0	0.00%	\$53
canberra dental specialists	3	35	8.57%	\$6.82	0	0.00%	\$20
braces canberra	3	29	10.34%	\$7.33	1	33.33%	\$22
orthodontist near me	3	18	16.67%	\$9.86	0	0.00%	\$30
Braces Woden	2	10	20.00%	\$4.66	0	0.00%	\$9

## Conversions & Engagement

### Conversions

Conversions

6

↓ -45.5%

Conv. rate

2.64%

↓ -51.0%

### Website Conversion Type

Event name	Conversions ▾
GA4 Event - Phone Number T...	6

Ad Phone Calls

1

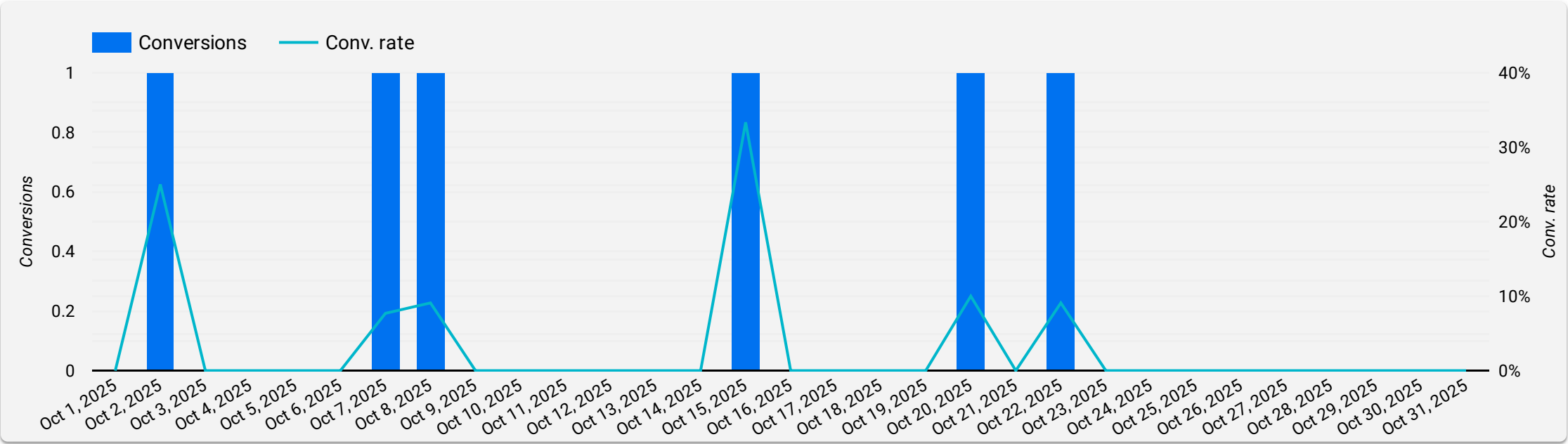
↓ -83.3%

Calls are counted as conversions if longer than 20secs

### Top Converting Pages

Page path	Conversions ▾
/contact-capital-smiles/	4
/orthodontic-excellence/	2

### Conversions vs Conversion Rate

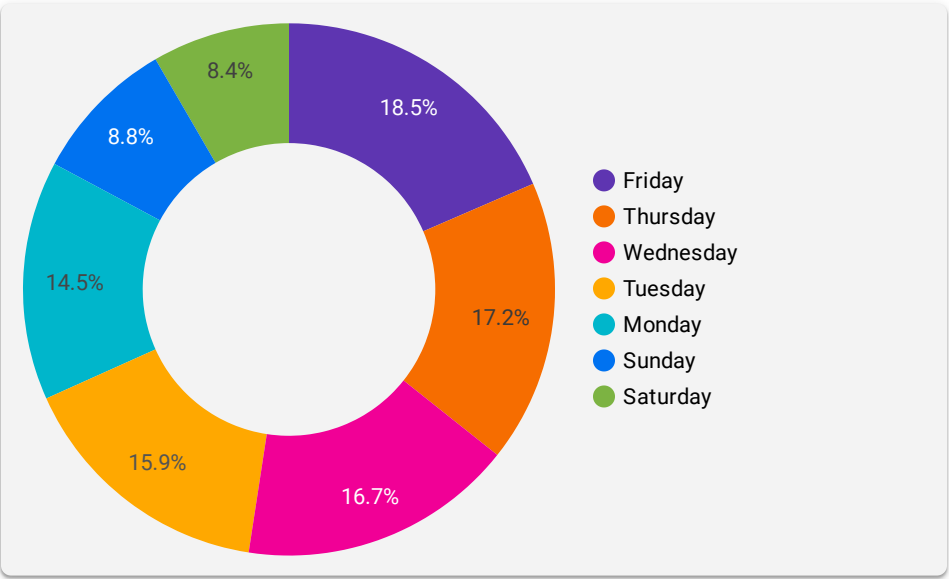


## When your Ads showed - Day

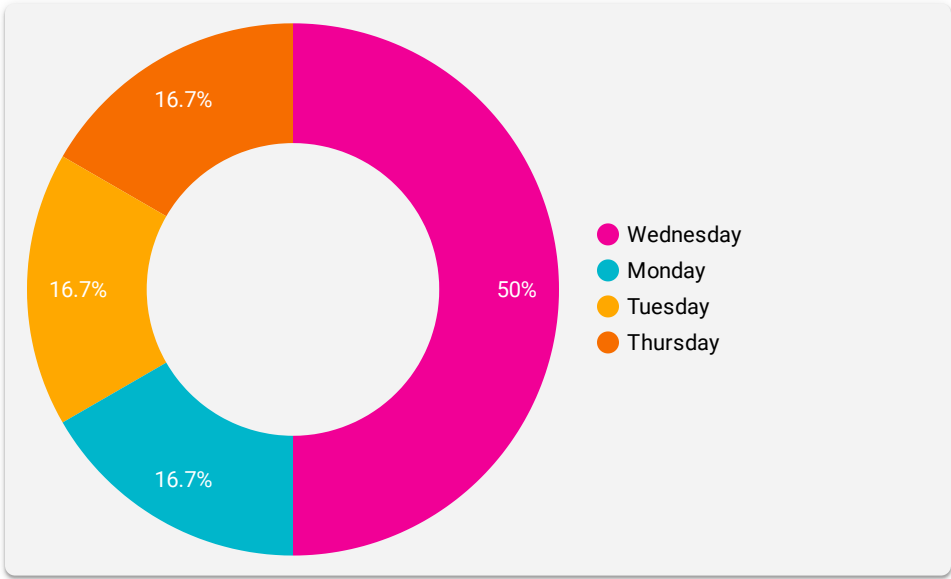
### Day of the Week Details

	Day of week	Clicks ▾	Impressions	CTR	Avg. CPC	Conversions	Conv. rate	Cost
1.	Friday	42	1,033	4.07%	\$7.28	0	0.00%	\$306
2.	Thursday	39	992	3.93%	\$7.45	1	2.56%	\$290
3.	Wednesday	38	909	4.18%	\$5.78	3	7.89%	\$220
4.	Tuesday	36	678	5.31%	\$6.25	1	2.78%	\$225
5.	Monday	33	644	5.12%	\$7.48	1	3.03%	\$247
6.	Sunday	20	429	4.66%	\$5.90	0	0.00%	\$118

### Clicks per Day



### Conversions per Day

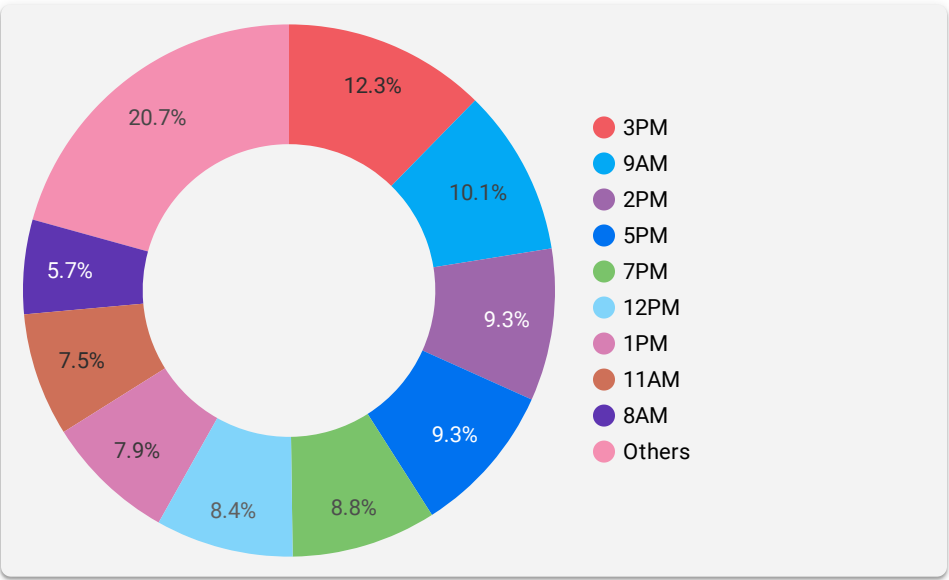


## When your Ads showed - Hour

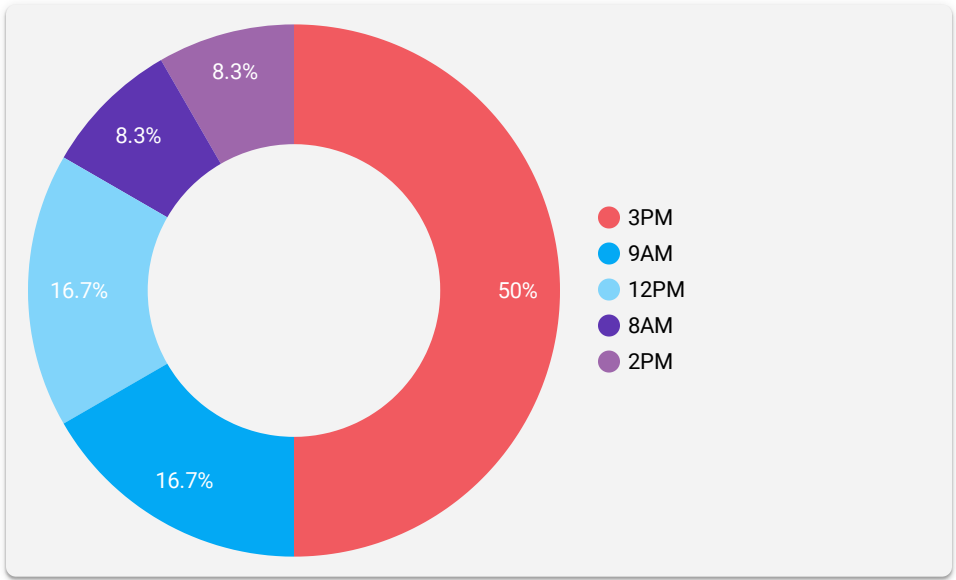
### Hourly Details

	Hour of day	Clicks ▾	Impressions	CTR	Avg. CPC	Conversions	Conv. rate	Cost
1.	3PM	28	469	5.97%	\$4.60	3	10.71%	\$129
2.	9AM	23	455	5.05%	\$6.74	1	4.35%	\$155
3.	2PM	21	460	4.57%	\$5.76	1	2.38%	\$121
4.	5PM	21	374	5.61%	\$4.93	0	0.00%	\$103
5.	7PM	20	330	6.06%	\$4.11	0	0.00%	\$82
6.	12PM	19	391	4.86%	\$9.83	1	5.26%	\$187
7.	1PM	18	494	3.64%	\$7.44	0	0.00%	\$134
8.	11AM	17	394	4.31%	\$10.63	0	0.00%	\$181
9.	8AM	13	323	4.02%	\$13.56	1	3.85%	\$176
10.	10AM	13	361	3.60%	\$7.87	0	0.00%	\$102

### Clicks per Hour



### Conversions per Hour

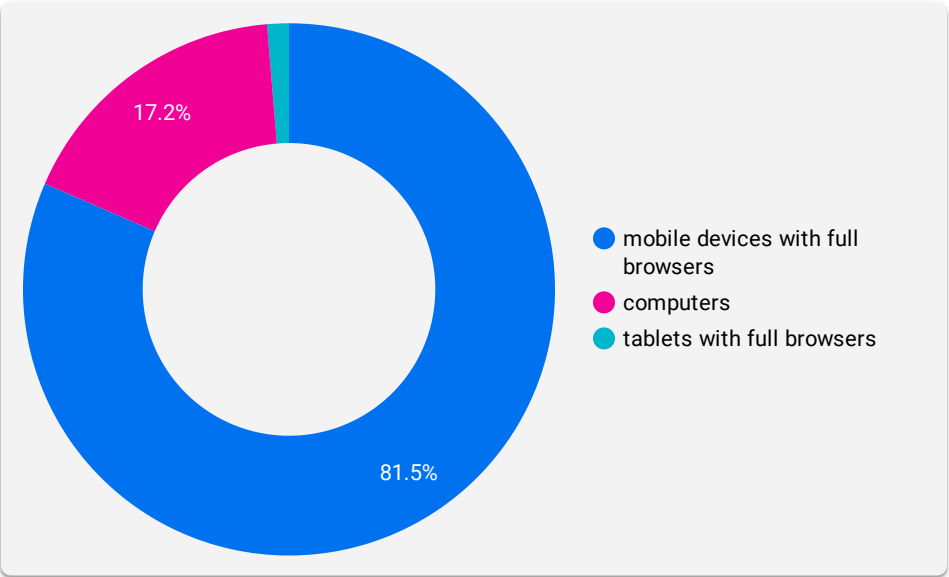


Which Device Was Used

Device Details

Device	Clicks	Impressions	CTR	Avg. CPC	Conversions	Conv. rate	Cost
1. mobile devices with full browsers	185	4,169	4.44%	\$7.26	6	3.24%	\$1,342
2. computers	39	885	4.41%	\$4.28	0	0.00%	\$167
3. tablets with full browsers	3	41	7.32%	\$3.83	0	0.00%	\$11

Clicks per Device



Conversions per Device

