

Overview

Click Through Rate & Impressions

Clicks
128
⬆ 48.8%

Impressions
2,279
⬆ 81.3%

CTR
5.62%
⬇ -17.9%

Conversions

Conversions
12
⬇ -14.3%

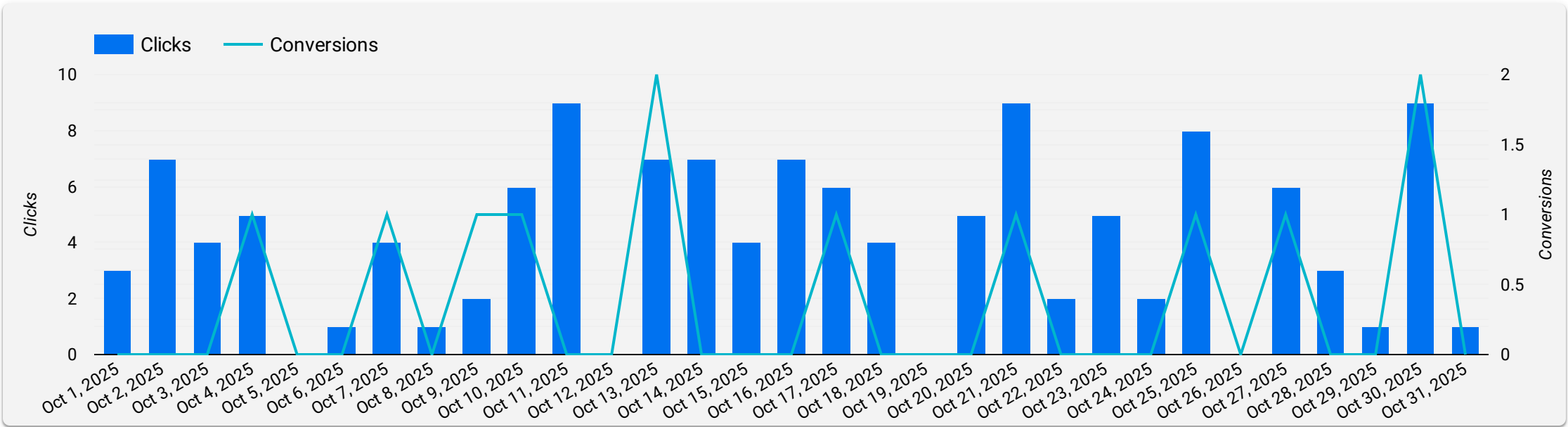
Conv. rate
9.38%
⬇ -42.4%

Cost & Cost Per Click

Avg. CPC
\$5.07
⬇ -26.8%

Cost
\$649
⬆ 9.0%

Clicks vs Conversions



Campaign Details

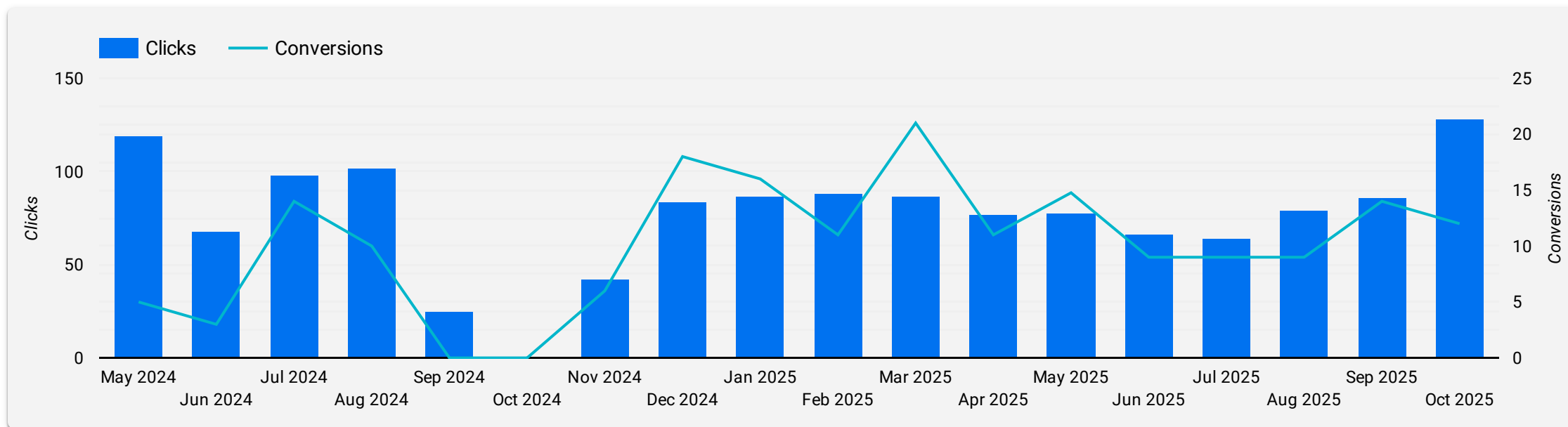
| Campaign | Clicks | Impressions | CTR | Avg CPC | Conversions | Conv. rate | Cost |
|-------------|--------|-------------|-------|---------|-------------|------------|----------|
| Non-Branded | 72 | 1,491 | 4.83% | \$6.86 | 9 | 12.5% | \$493.8 |
| Branded | 56 | 788 | 7.11% | \$2.78 | 3 | 5.36% | \$155.43 |
| 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 |
|----------|--------|-------------|-------|----------|-------------|------------|----------|
| 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 |
| Jan 2025 | 87 | 1,504 | 5.78% | \$7.2 | 16 | 18.39% | \$626.67 |

Monthly Clicks vs Conversions



Conversions & Engagement

Total Conversions

Conversions

12

↓ -14.3%

Conv. rate

9.38%

↓ -42.4%

Website Conversion Type

| Event name | Conversions |
|-------------------------------|-------------|
| GA4 Event - Phone Number T... | 10 |

Ad Phone Calls

3

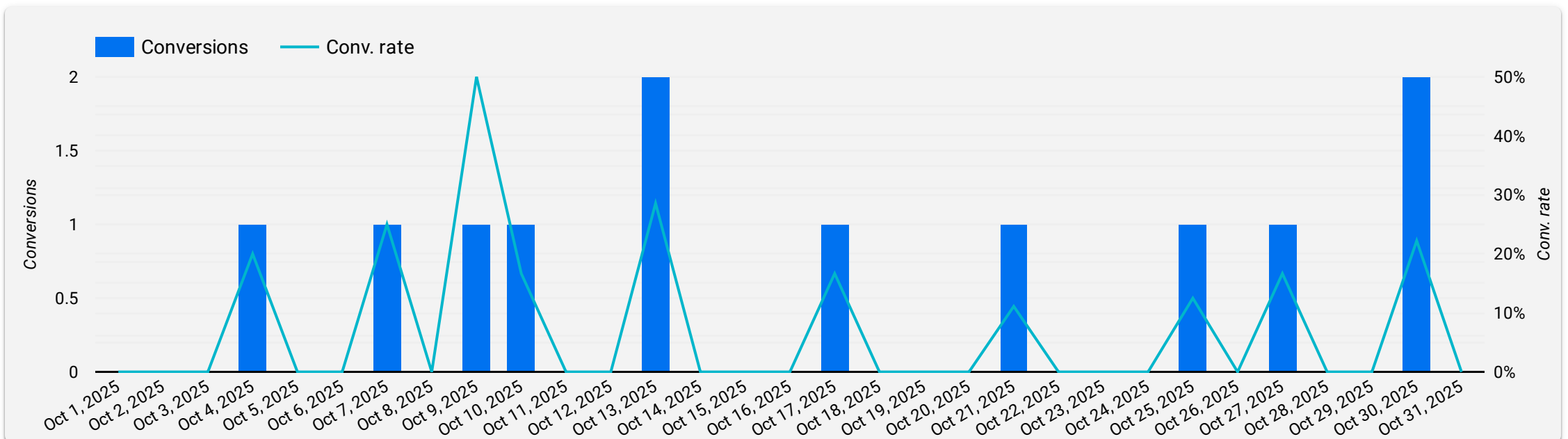
↓ -25.0%

Calls are counted as conversions if longer than 20secs

Top Converting Pages

| Page path | Conversions |
|-------------------------------------|-------------|
| /superior-carpet-upholstery-clea... | 6 |
| /area-rug-cleaning/ | 1 |
| /carpet-cleaning/ | 1 |
| /pet-urine-removal-treatment/ | 1 |
| /request-a-quote/ | 1 |

Conversions vs Conversion Rate

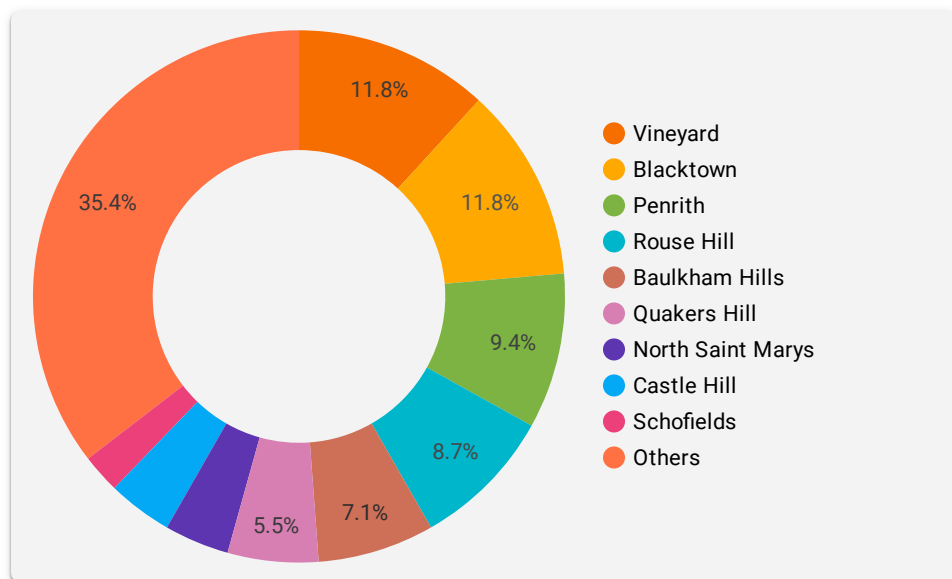


Where your Ads Showed

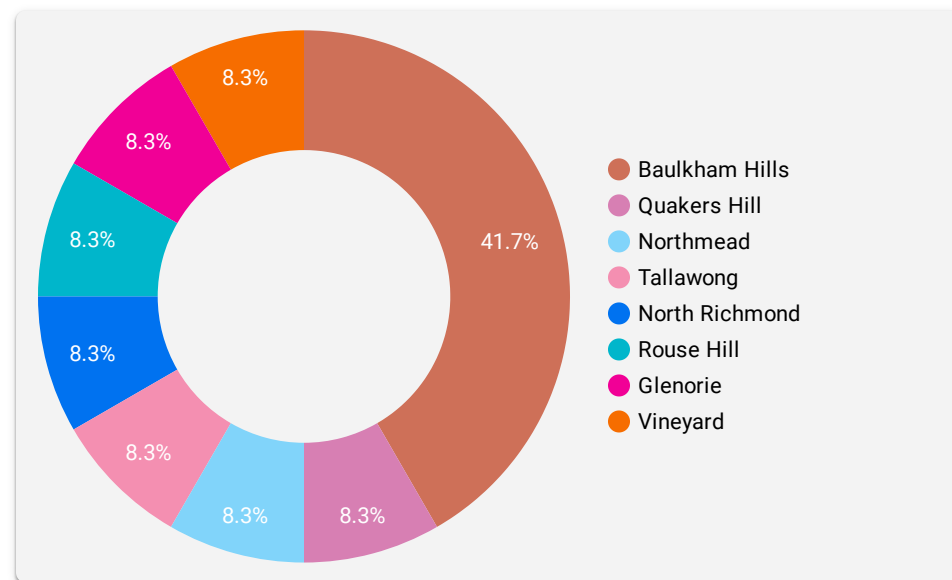
Location Details

| | City | Clicks ▾ | Impressions | CTR | Avg. CPC | Conversions | Conv. rate | Cost |
|----|----------------|----------|-------------|--------|----------|-------------|------------|---------|
| 1. | Vineyard | 15 | 198 | 7.58% | \$5.19 | 1 | 6.67% | \$77.84 |
| 2. | Blacktown | 15 | 117 | 12.82% | \$3.90 | 0 | 0.00% | \$58.5 |
| 3. | Penrith | 12 | 411 | 2.92% | \$3.38 | 0 | 0.00% | \$40.56 |
| 4. | Rouse Hill | 11 | 178 | 6.18% | \$6.33 | 1 | 9.09% | \$69.62 |
| 5. | Baulkham Hills | 9 | 192 | 4.69% | \$9.03 | 5 | 55.56% | \$81.29 |
| 6. | Quakers Hill | 7 | 53 | 13.21% | \$3.86 | 1 | 14.29% | \$27.01 |

Clicks per Location



Conversions per Location

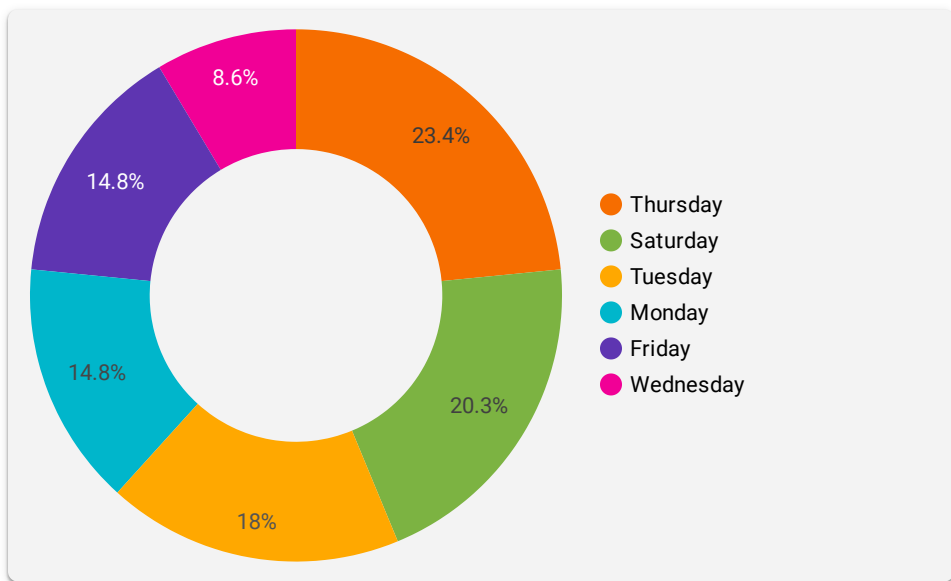


When your Ads showed - Day

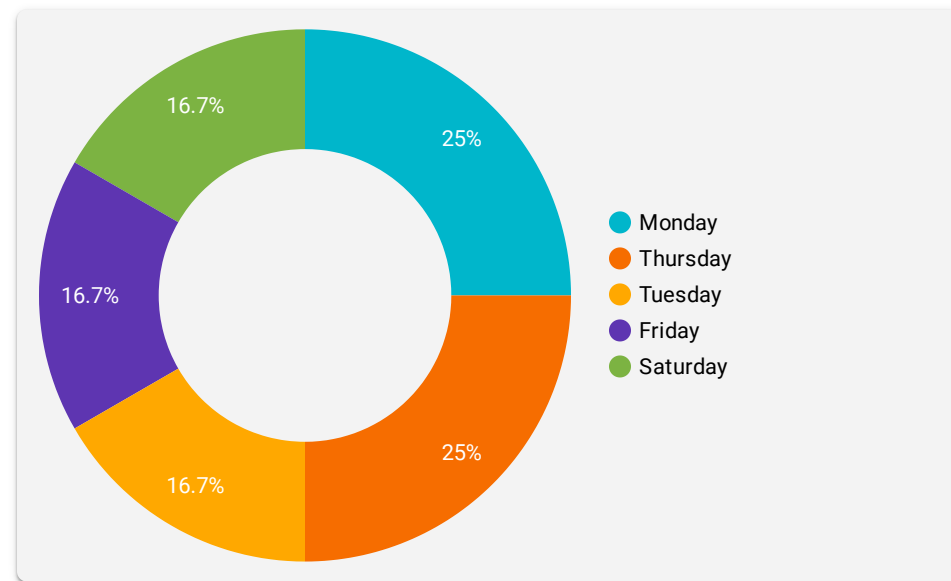
Day of the Week Details

| Day of week ▾ | Clicks | Impressions | CTR | Avg. CPC | Conversions | Conv. rate | Cost |
|---------------|--------|-------------|-------|----------|-------------|------------|----------|
| 1. Wednesday | 11 | 584 | 1.88% | \$4.97 | 0 | 0.00% | \$54.71 |
| 2. Tuesday | 23 | 325 | 7.08% | \$4.23 | 2 | 8.70% | \$97.31 |
| 3. Thursday | 30 | 369 | 8.13% | \$5.44 | 3 | 10.00% | \$163.23 |
| 4. Saturday | 26 | 387 | 6.72% | \$4.86 | 2 | 7.69% | \$126.33 |
| 5. Monday | 19 | 287 | 6.62% | \$5.59 | 3 | 15.79% | \$106.12 |
| 6. Friday | 19 | 327 | 5.81% | \$5.34 | 2 | 10.53% | \$101.52 |

Clicks per Day



Conversions per Day

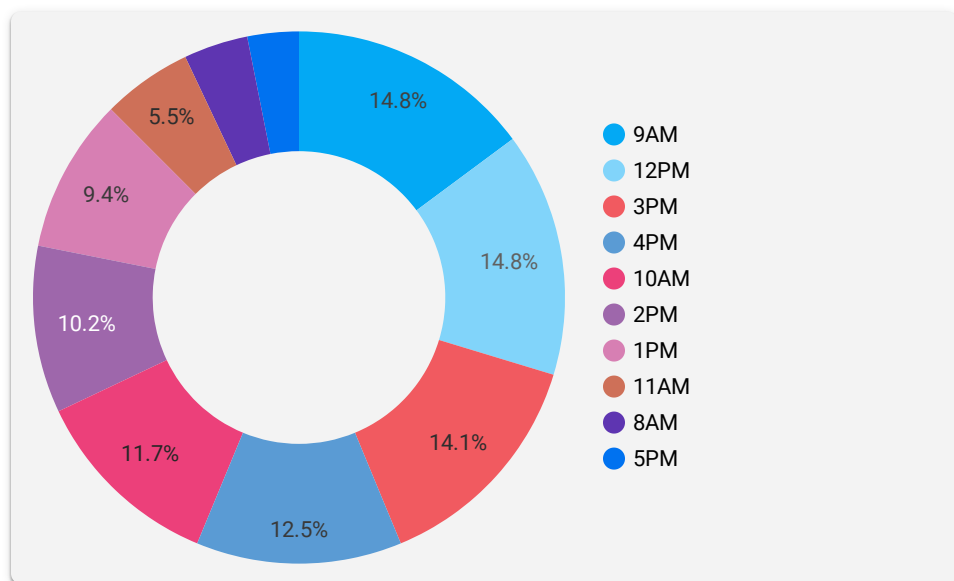


When your Ads showed - Hour

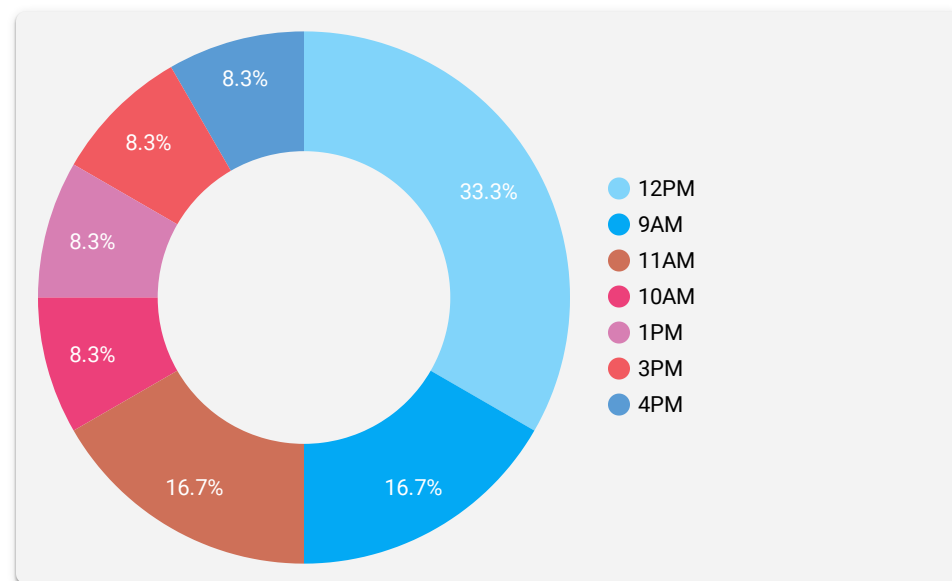
Hourly Details

| | Hour of day | Clicks ▾ | Impressions | CTR | Avg. CPC | Conversions | Conv. rate | Cost |
|-----|-------------|----------|-------------|-------|----------|-------------|------------|----------|
| 1. | 9AM | 19 | 231 | 8.23% | \$4.85 | 2 | 10.53% | \$92.08 |
| 2. | 12PM | 19 | 255 | 7.45% | \$6.72 | 4 | 21.05% | \$127.67 |
| 3. | 3PM | 18 | 347 | 5.19% | \$3.85 | 1 | 5.56% | \$69.29 |
| 4. | 4PM | 16 | 313 | 5.11% | \$4.29 | 1 | 6.25% | \$68.64 |
| 5. | 10AM | 15 | 237 | 6.33% | \$4.08 | 1 | 6.67% | \$61.24 |
| 6. | 2PM | 13 | 267 | 4.87% | \$4.72 | 0 | 0.00% | \$61.31 |
| 7. | 1PM | 12 | 238 | 5.04% | \$5.06 | 1 | 8.33% | \$60.68 |
| 8. | 11AM | 7 | 237 | 2.95% | \$8.16 | 2 | 28.57% | \$57.14 |
| 9. | 8AM | 5 | 93 | 5.38% | \$4.73 | 0 | 0.00% | \$23.65 |
| 10. | 5PM | 4 | 61 | 6.56% | \$6.88 | 0 | 0.00% | \$27.53 |

Clicks per Hour



Conversions per Hour

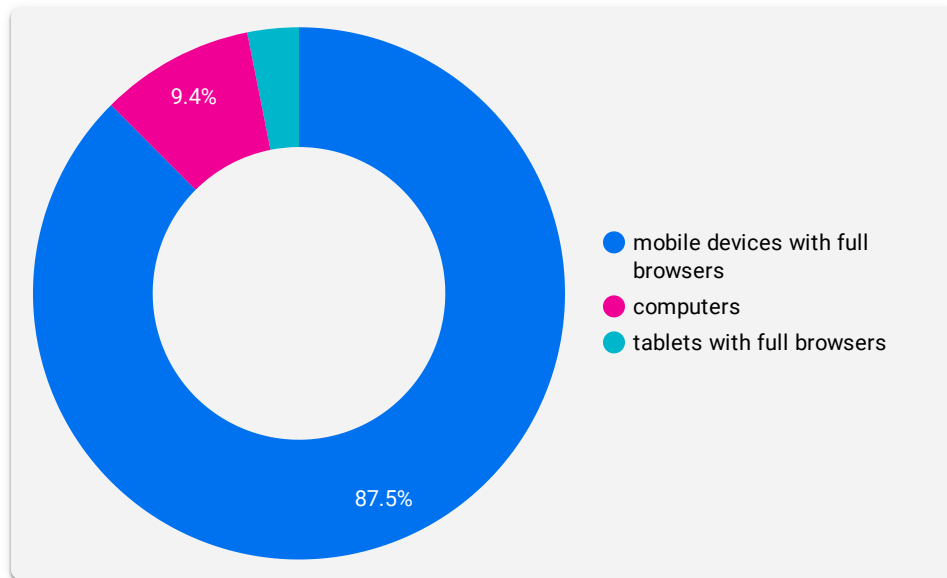


Which Device Was Used

Device Details

| | Device | Clicks ▾ | Impressions | CTR | Avg. CPC | Conversions | Conv. rate | Cost |
|----|-----------------------------------|----------|-------------|-------|----------|-------------|------------|----------|
| 1. | mobile devices with full browsers | 112 | 1,997 | 5.61% | \$5.38 | 12.00 | 10.71% | \$602.86 |
| 2. | computers | 12 | 225 | 5.33% | \$2.91 | 0.00 | 0% | \$34.94 |
| 3. | tablets with full browsers | 4 | 57 | 7.02% | \$2.86 | 0.00 | 0% | \$11.43 |

Clicks per Device



Conversions per Device

