

Overview

Click Through Rate & Impressions

Clicks

1,744

↑ 4.0%

Impressions

10,010

↑ 2.5%

CTR

17.42%

↑ 1.5%

Conversions

Conversions

665

↓ -22.2%

Conv. rate

38.14%

↓ -25.2%

Cost & Cost Per Click

Avg. CPC

\$0.86

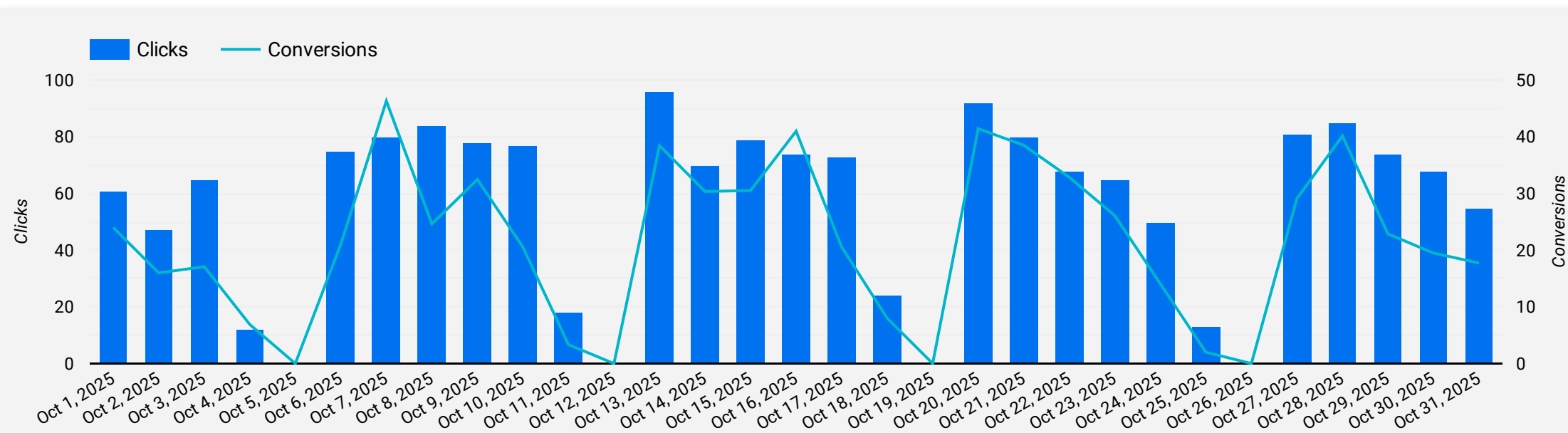
↓ -1.1%

Cost

\$1,492

↑ 2.9%

Clicks vs Conversions



Campaign Details

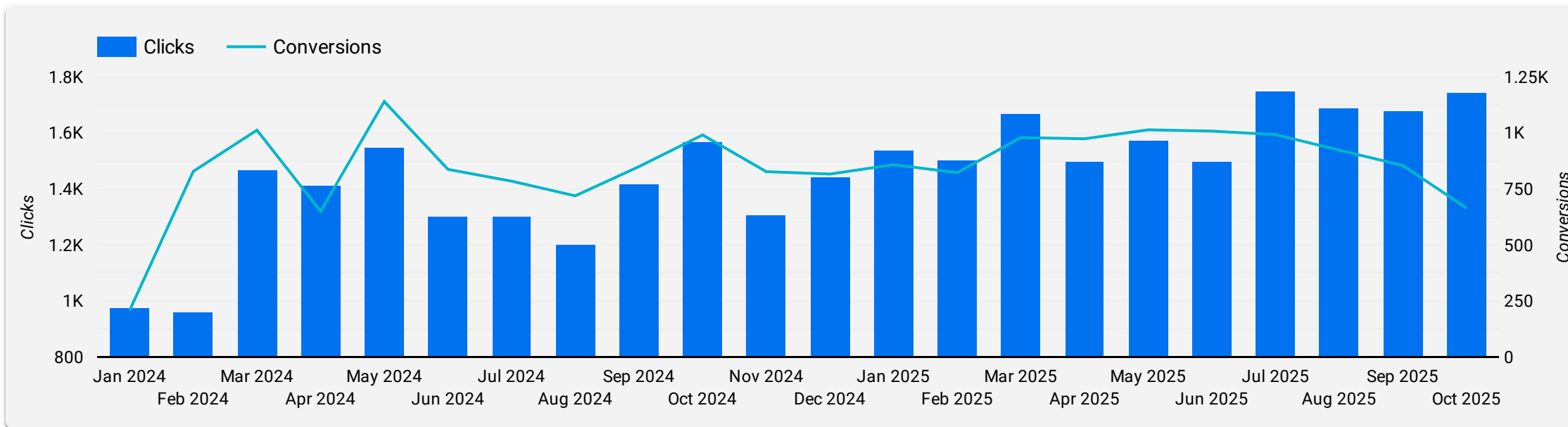
Campaign	Clicks	Impressions	CTR	Avg CPC	Conversions	Conv. rate	Cost
Branded	1,120	3,439	32.57%	\$0.20	500	44.65%	\$219.42
Non Branded	624	6,571	9.50%	\$2.04	165	26.47%	\$1,272.23

Month to Date

Month to Month Details

Month ▾	Clicks	Impressions	CTR	Avg. CPC	Conversions	Conv. rate	Cost
Oct 2025	1,744	10,010	17.42%	\$0.86	665	38.14%	\$1,491.65
Sep 2025	1,677	9,769	17.17%	\$0.86	855	50.99%	\$1,449.93
Aug 2025	1,689	7,531	22.43%	\$0.97	924	54.68%	\$1,630.52
Jul 2025	1,749	9,985	17.52%	\$1.00	993	56.77%	\$1,744.95
Jun 2025	1,497	6,967	21.49%	\$0.86	1,008	67.37%	\$1,283.25
May 2025	1,576	6,369	24.74%	\$0.90	1,014	64.35%	\$1,422.30
Apr 2025	1,500	6,448	23.26%	\$0.92	974	64.95%	\$1,383.36
Mar 2025	1,670	6,722	24.84%	\$0.92	980	58.66%	\$1,542.05
Feb 2025	1,502	5,298	28.35%	\$0.87	823	54.79%	\$1,311.00
Jan 2025	1,541	6,394	24.10%	\$1.05	859	55.71%	\$1,613.87

Monthly Clicks vs Conversions



Conversions & Engagement

Conversions

Conversions

665

↓ -22.2%

Conv. rate

38.14%

↓ -25.2%

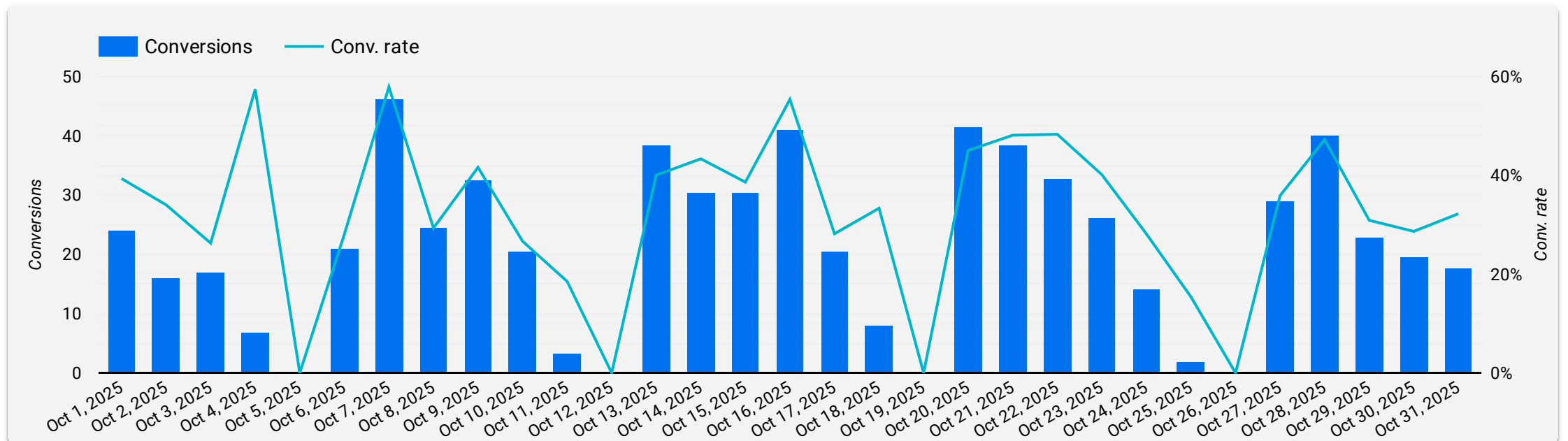
Website Conversion Type

Event name	Conversions ▾
Book Now Click GA4 Header	493.16
Book Now - On Page GA4	483.07
Request Script GA4	123.88
Phone Number Tap	119.19
Request Referral GA4	58.46
contact_us	1

Top Converting Pages

Page path	Conversions ▾
/award-winning-practice/	630.98
/contact-hunters-hill-medical-pr...	293.76
/	98.76
/about-hhmp/doctors/	84.39
/general-practice/doctor-consul...	56.83
/general-practice/	21.87
/endometriosis-and-pelvic-pain/	11
/vaccine-clinic/	8.55
/appointment-information/	8.13
/specialist-medical-services-cen...	6.06

Conversions vs Conversion Rate

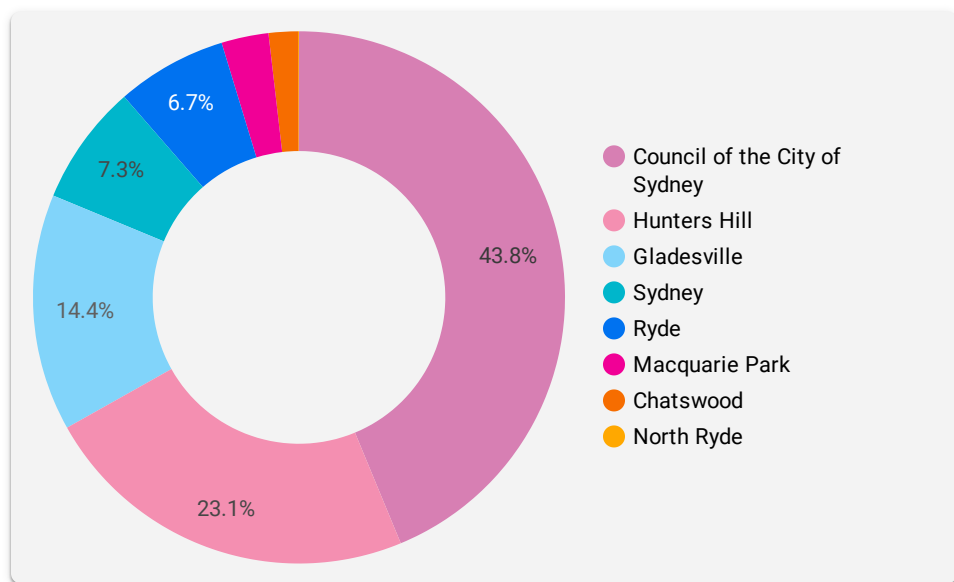


Where your Ads Showed

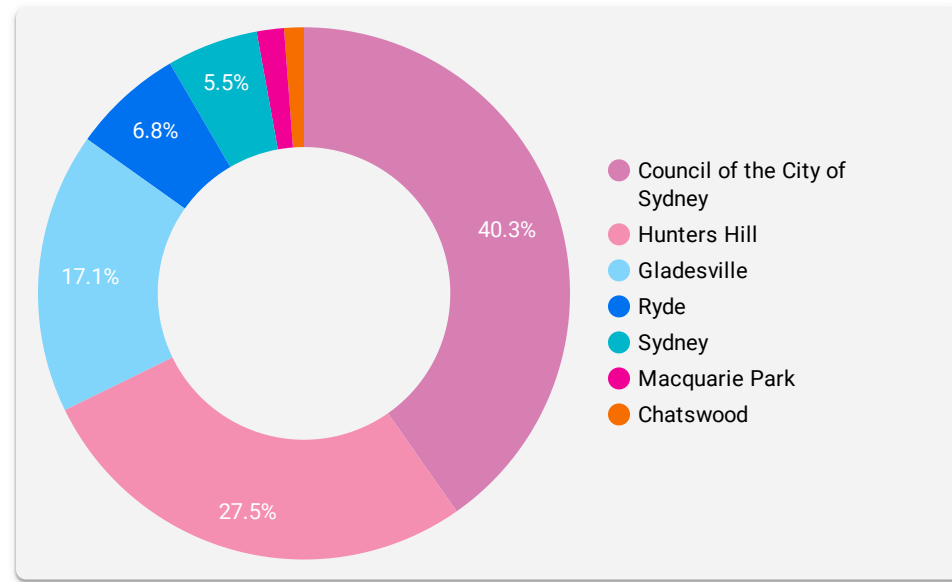
Location Details

	City	Clicks ▾	Impressions	CTR	Avg. CPC	Conversions	Conv. rate	Cost
1.	Council of the City of Sydney	763	5,829	13.09%	\$0.92	268	35.11%	\$703.16
2.	Hunters Hill	403	1,336	30.16%	\$0.77	183	45.40%	\$309.70
3.	Gladesville	251	890	28.20%	\$0.82	114	45.23%	\$204.80
4.	Sydney	128	712	17.98%	\$0.62	37	28.83%	\$79.64

Clicks per Location



Conversions per Location

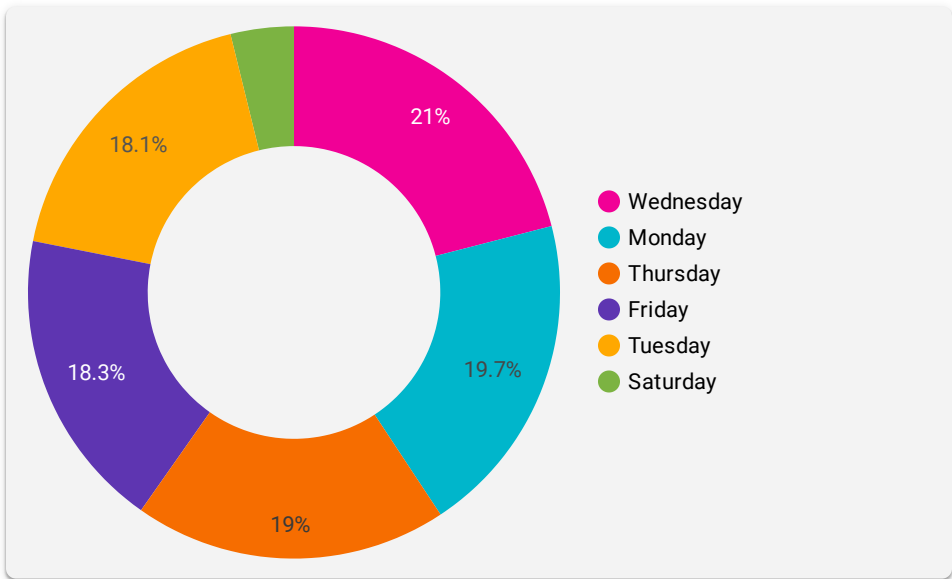


When your Ads showed - Day

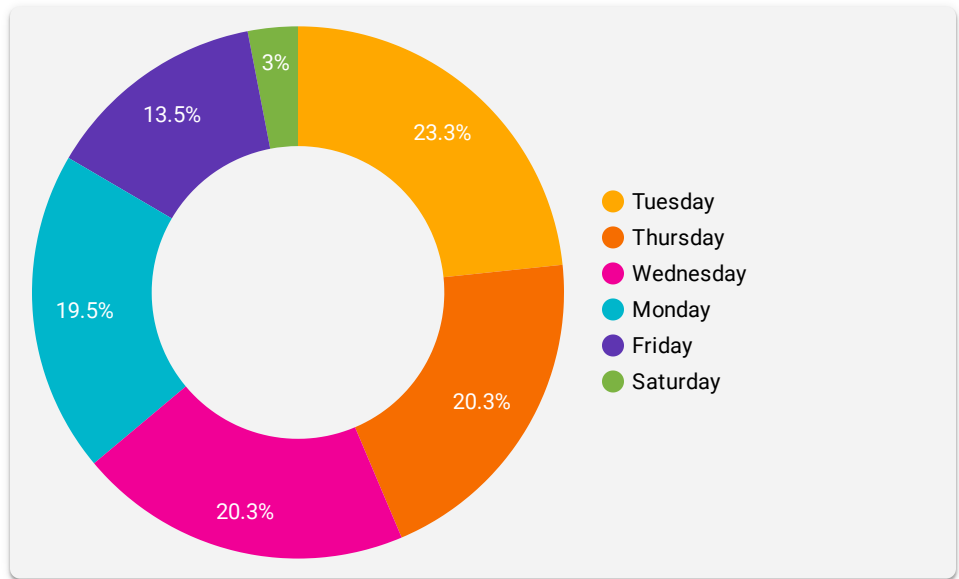
Day of the Week Details

	Day of week	Clicks ▾	Impressions	CTR	Avg. CPC	Conversions	Conv. rate	Cost
1.	Wednesday	366	2,251	16.26%	\$0.79	135	36.84%	\$289.33
2.	Monday	344	1,848	18.61%	\$0.94	130	37.78%	\$324.38
3.	Thursday	332	2,054	16.16%	\$0.89	135	40.66%	\$296.63
4.	Friday	320	1,884	16.99%	\$0.80	90	28.11%	\$255.02
5.	Tuesday	315	1,392	22.63%	\$0.81	155	49.29%	\$254.33
6.	Saturday	67	581	11.53%	\$1.07	20	30.19%	\$71.97

Clicks per Day



Conversions per Day

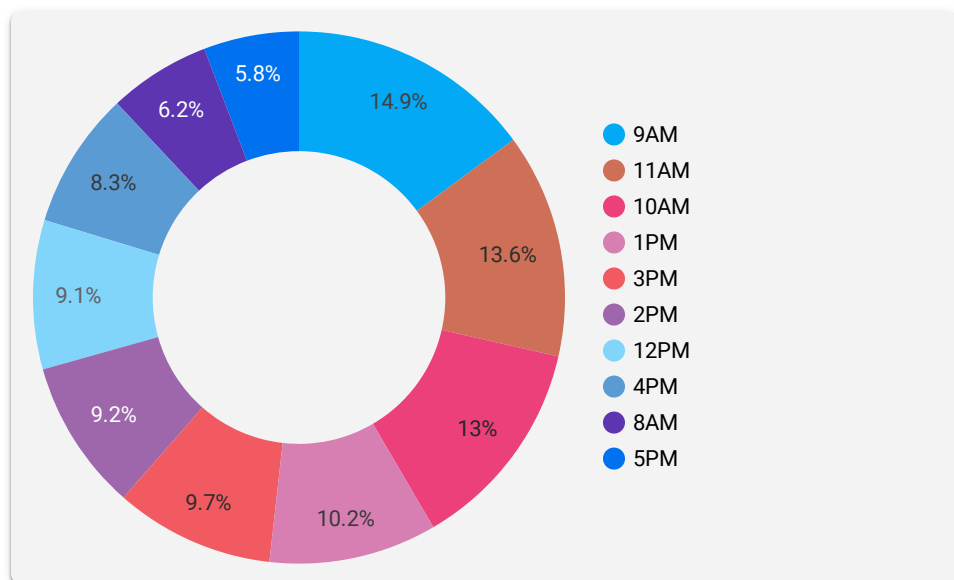


When your Ads showed - Hour

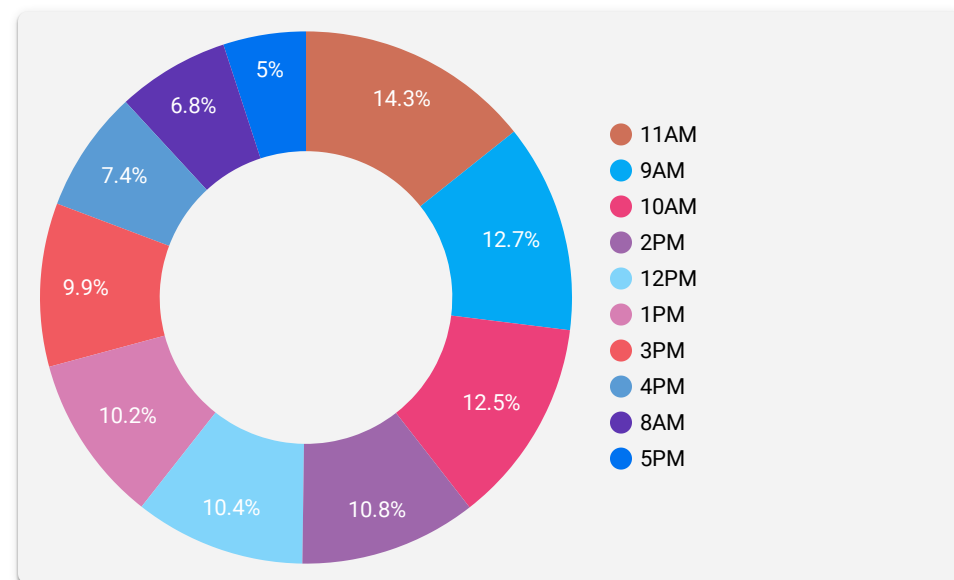
Hourly Details

	Hour of day	Clicks ▾	Impressions	CTR	Avg. CPC	Conversions	Conv. rate	Cost
1.	9AM	260	1,383	18.80%	\$0.85	84	32.43%	\$221.02
2.	11AM	238	1,219	19.52%	\$0.86	95	39.94%	\$204.57
3.	10AM	227	1,335	17.00%	\$0.74	83	36.61%	\$168.60
4.	1PM	178	1,014	17.55%	\$0.99	68	38.12%	\$176.59
5.	3PM	169	963	17.55%	\$0.78	66	39.09%	\$132.52
6.	2PM	160	999	16.02%	\$1.06	72	44.74%	\$169.68
7.	12PM	158	1,085	14.56%	\$0.87	69	43.74%	\$137.87
8.	4PM	145	862	16.82%	\$0.71	49	33.97%	\$102.98
9.	8AM	108	545	19.82%	\$0.87	45	42.07%	\$94.02
10.	5PM	101	605	16.69%	\$0.83	33	33.12%	\$83.81

Clicks per Hour



Conversions per Hour

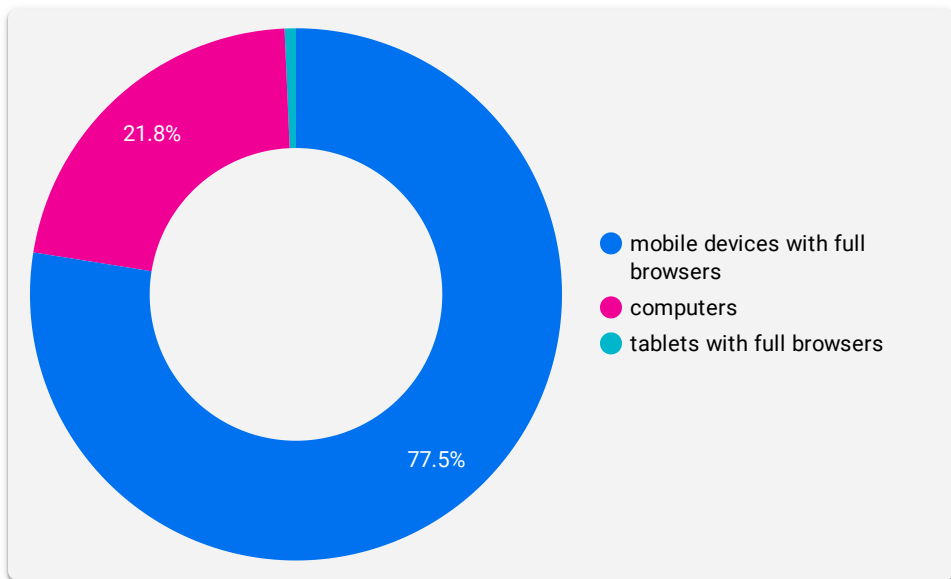


Which Device Was Used

Device Details

	Device	Clicks ▾	Impressions	CTR	Avg. CPC	Conversions	Conv. rate	Cost
1.	mobile devices with full browsers	1,352	8,100	16.69%	\$0.88	502	37.15%	\$1,190.14
2.	computers	380	1,848	20.56%	\$0.78	160	42.11%	\$297.74
3.	tablets with full browsers	12	62	19.35%	\$0.31	3	25.00%	\$3.78

Clicks per Device



Conversions per Device

