

Overview

Click Through Rate & Impressions

Clicks

651

↑ 0.5%

Impressions

6,146

↑ 7.8%

CTR

10.6%

↓ -6.8%

Conversions

Conversions

146

↓ -7.5%

Conv. rate

22.43%

↓ -8.0%

Cost & Cost Per Click

Avg. CPC

\$6.98

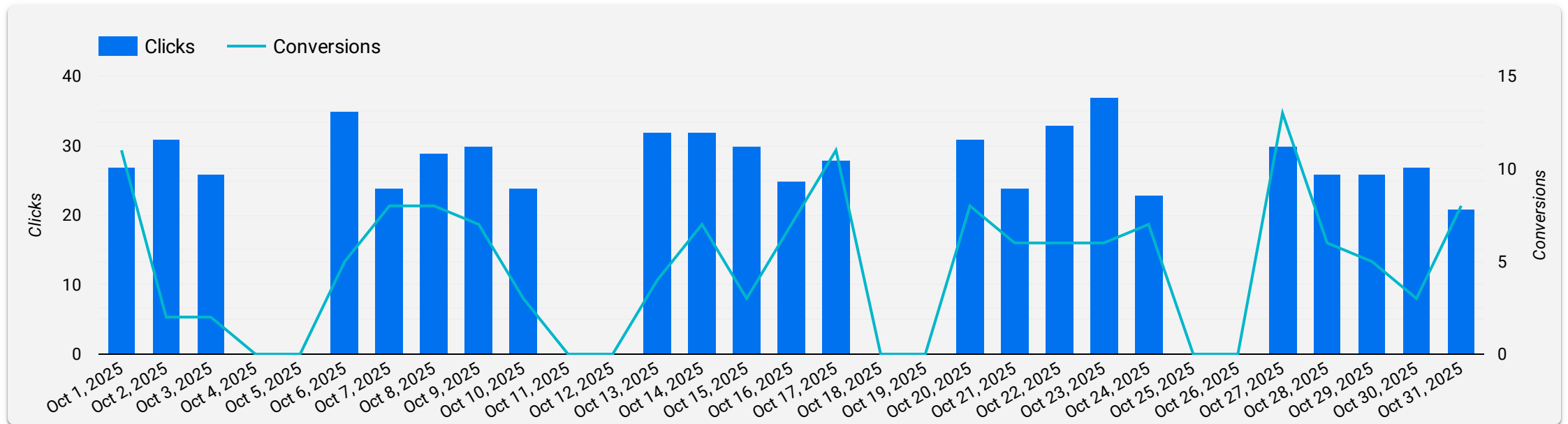
↑ 3.1%

Cost

\$4,544

↑ 3.6%

Clicks vs Conversions



Campaign Details

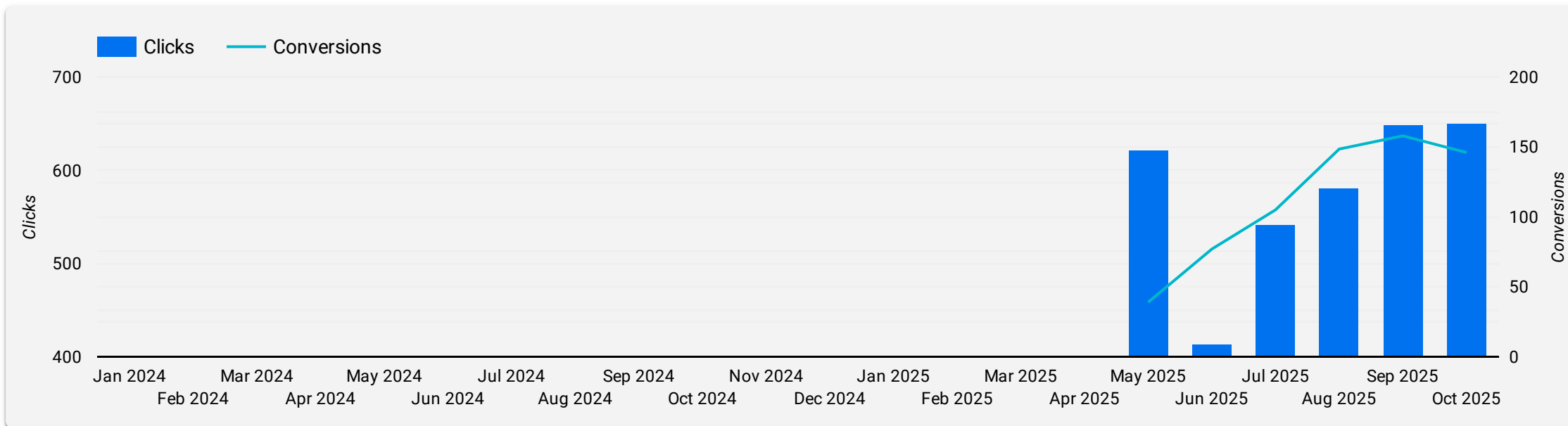
Campaign	Clicks ▾	Impressions	CTR	Avg. CPC	Conversions	Conv. rate	Cost
Search-Campaign #1	651	6,146	10.59%	\$6.98	146	22.43%	\$4,544.33
Campaign #1	0	0	0%	\$0	0	0%	\$0

Month to Date

Month to Month Details

Month ▾	Clicks	Impressions	CTR	Avg. CPC	Conversions	Conv. rate	Cost
Oct 2025	651	6,146	10.59%	\$6.98	146	22.43%	\$4,544.33
Sep 2025	648	5,703	11.36%	\$6.77	158	24.37%	\$4,386.4
Aug 2025	581	5,296	10.97%	\$6.48	148	25.55%	\$3,766.36
Jul 2025	541	4,615	11.72%	\$6.38	105	19.41%	\$3,449.53
Jun 2025	414	3,351	12.35%	\$7.61	77	18.6%	\$3,150.14
May 2025	622	6,102	10.19%	\$5.46	39	6.27%	\$3,398.97

Monthly Clicks vs Conversions



Conversions & Engagement

Total Conversions

Conversions

146

↓ -7.5%

Conv. rate

22.43%

↓ -8.0%

Website Conversion Type

Event name	Key events
School Bus Hire Form Submi...	1
Phone Number Click	23
Mutli Form Submission	86
Bus Hire Form Submission	54

Top Converting Pages

Page path	Key events
/thank-you-general/	87
/thank-you-bus-hire/	54
/sydney-bus-hire/	14
/	4
/about-sydney-coach-charter/o...	3
/get-a-quote/	1
/thank-you-school-bus-hire/	1

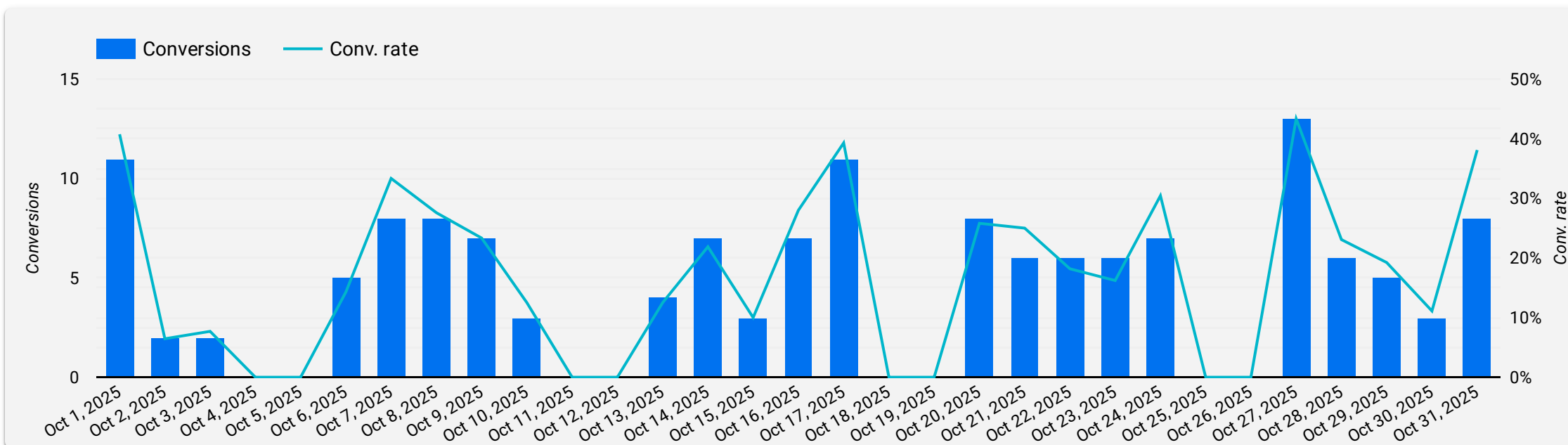
Ad Phone Calls

7

↑ 16.7%

Calls are counted as conversions if longer than 20secs

Conversions vs Conversion Rate

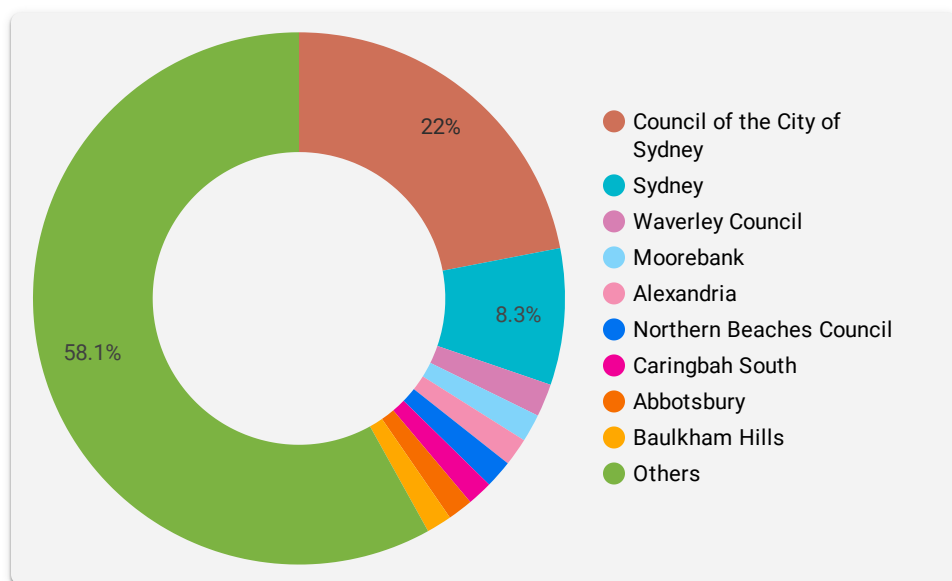


Where your Ads Showed

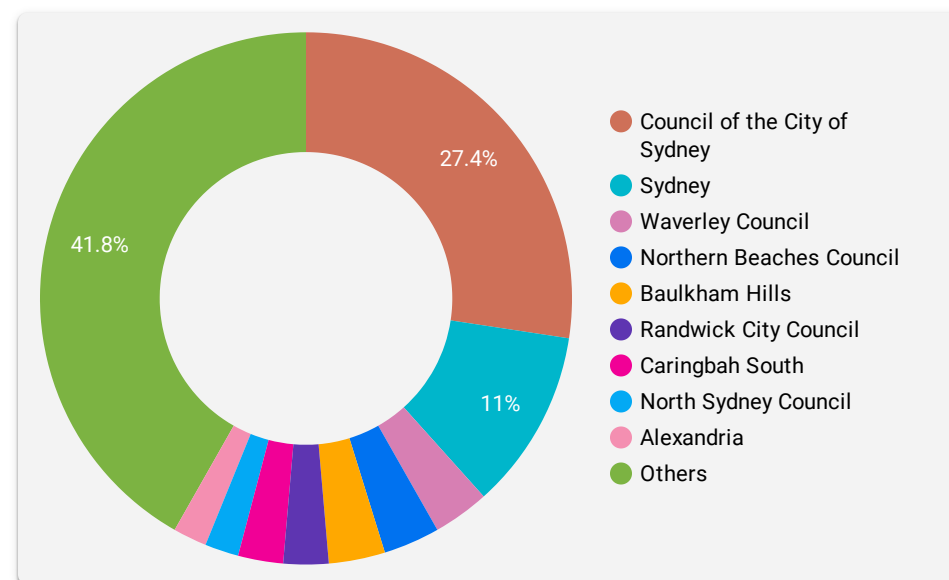
Location Details

	City	Clicks ▾	Impressions	CTR	Avg. CPC	Conversions	Conv. rate	Cost
1.	Council of the City of Sydney	143	1,449	9.87%	\$7.22	40	27.97%	\$1,033.12
2.	Sydney	54	513	10.53%	\$7.78	16	29.63%	\$420.23
3.	Waverley Council	13	119	10.92%	\$8.02	5	38.46%	\$104.30
4.	Alexandria	11	83	13.25%	\$7.52	3	27.27%	\$82.69
5.	Moorebank	11	157	7.01%	\$5.79	3	27.27%	\$63.64
6.	Northern Beaches Council	11	54	20.37%	\$10.93	5	45.45%	\$120.27

Clicks per Location



Conversions per Location

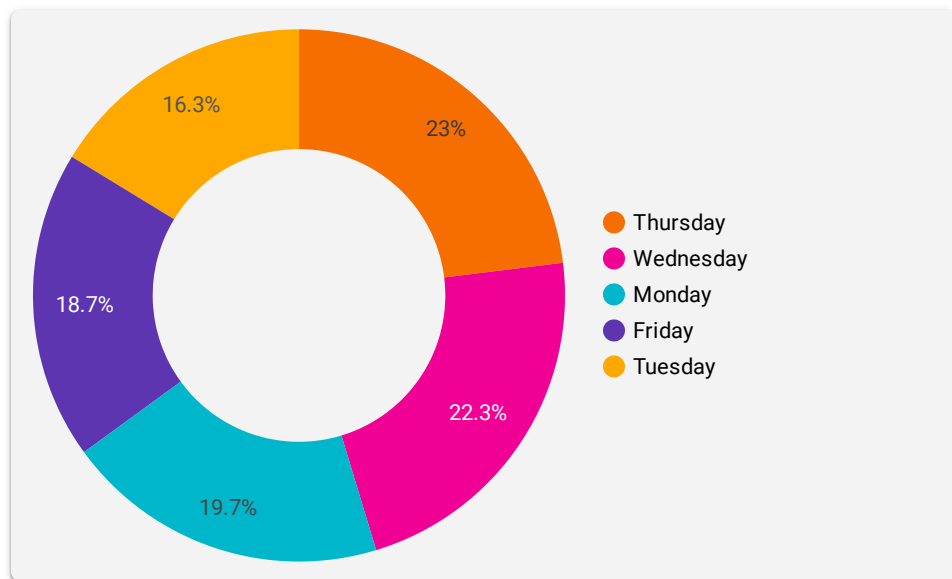


When your Ads showed - Day

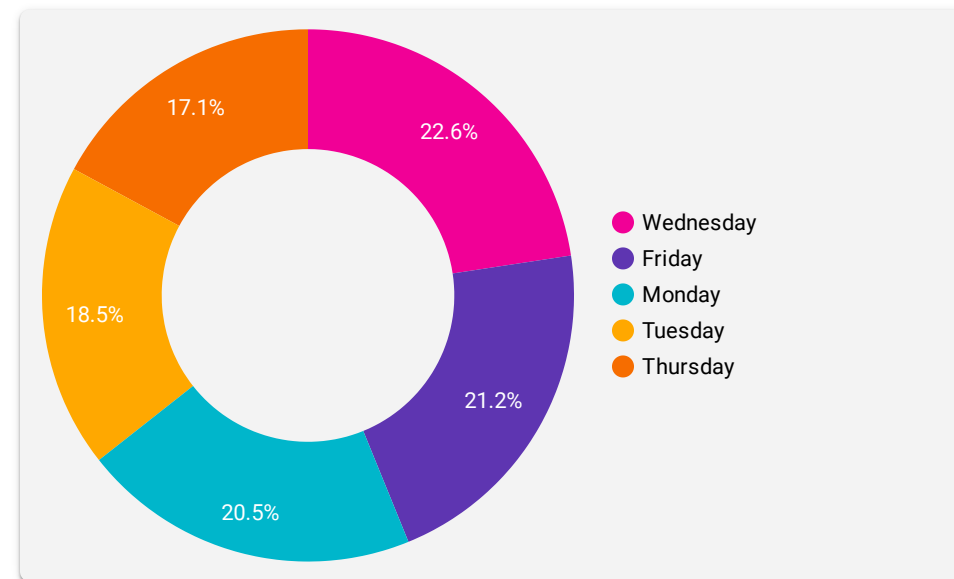
Day of the Week Details

Day of week ▾	Clicks	Impressions	CTR	Avg. CPC	Conversions	Conv. rate	Cost
1. Wednesday	145	1,357	10.69%	\$6.88	33	22.76%	\$997
2. Tuesday	106	978	10.84%	\$7.72	27	25.47%	\$818.1
3. Thursday	150	1,389	10.80%	\$6.6	25	16.67%	\$990.33
4. Monday	128	986	12.98%	\$6.88	30	23.44%	\$881.12
5. Friday	122	1,436	8.50%	\$7.03	31	25.41%	\$857.78

Clicks per Day



Conversions per Day

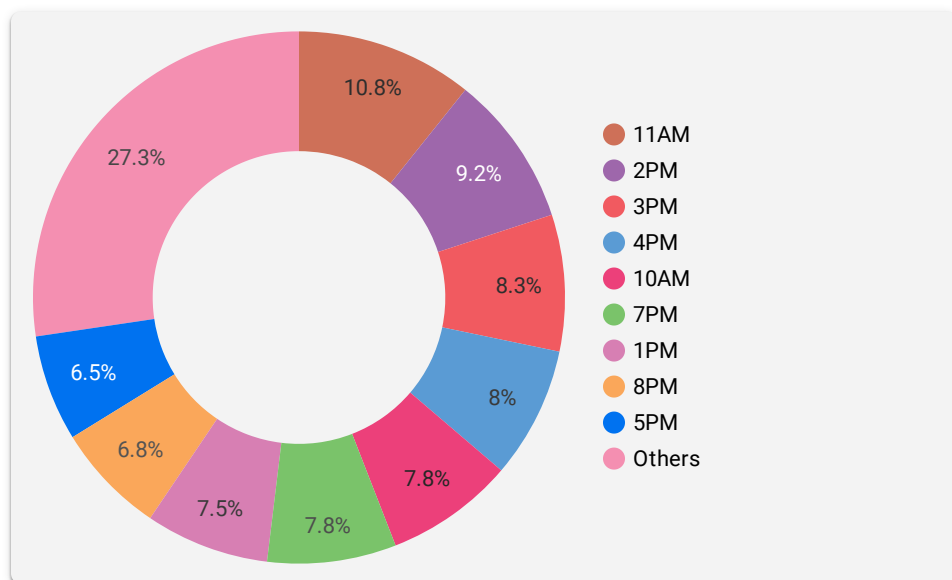


When your Ads showed - Hour

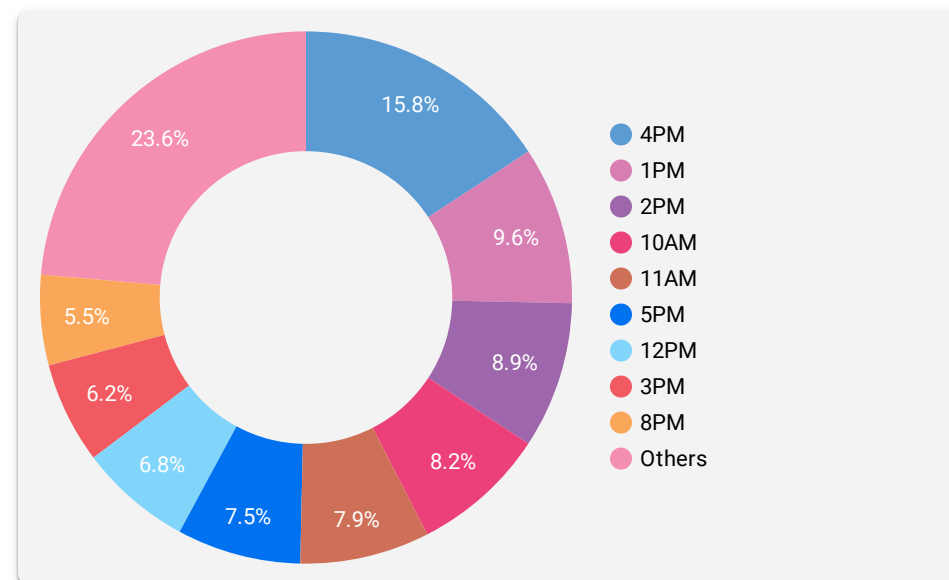
Hourly Details

	Hour of day	Clicks ▾	Impressions	CTR	Avg. CPC	Conversions	Conv. rate	Cost
1.	11AM	70	593	11.80%	\$8.26	12	16.43%	\$578.19
2.	2PM	60	592	10.14%	\$6.68	13	21.67%	\$400.87
3.	3PM	54	498	10.84%	\$6.60	9	16.67%	\$356.46
4.	4PM	52	457	11.38%	\$7.22	23	44.23%	\$375.6
5.	10AM	51	562	9.07%	\$7.90	12	23.53%	\$402.7
6.	7PM	51	343	14.87%	\$5.53	6	11.76%	\$282.09
7.	1PM	49	507	9.66%	\$8.92	14	28.57%	\$437
8.	8PM	44	310	14.19%	\$5.00	8	18.18%	\$220.19
9.	5PM	42	340	12.35%	\$5.99	11	26.19%	\$251.49
10.	12PM	41	510	8.04%	\$7.77	10	24.39%	\$318.76

Clicks per Hour



Conversions per Hour

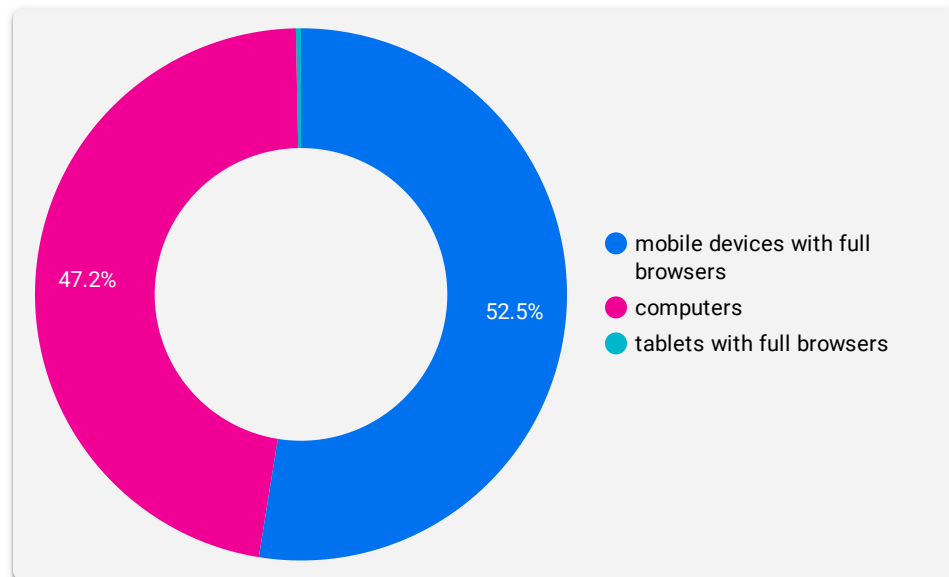


Which Device Was Used

Device Details

	Device	Clicks ▾	Impressions	CTR	Avg. CPC	Conversions	Conv. rate	Cost
1.	mobile devices with full browsers	342	3,378	10.12%	\$5.71	60	17.54%	\$1,953.83
2.	computers	307	2,747	11.18%	\$8.42	86	28.01%	\$2,584.99
3.	tablets with full browsers	2	21	9.52%	\$2.76	0	0.00%	\$5.51

Clicks per Device



Conversions per Device

