

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

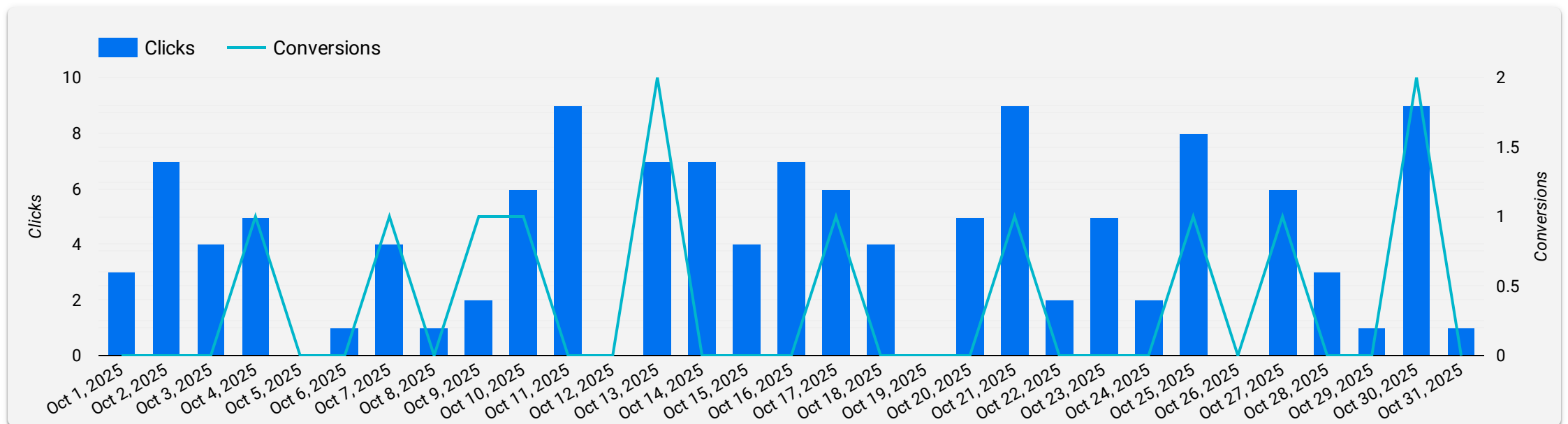
↓ -26.8%

Cost

\$649

↑ 9.0%

Clicks vs Conversions



Campaign Details

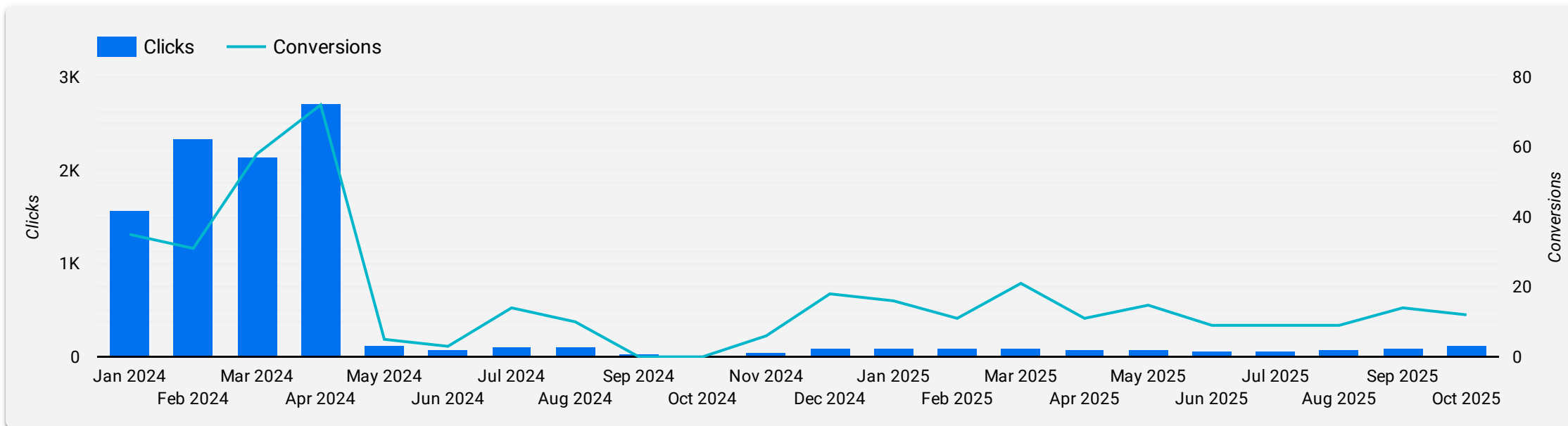
Campaign	Clicks ▾	Impressions	CTR	Avg CPC	Conversions	Conv. rate	Cost
Non-Branded	72	1,491	4.83%	\$6.86	9	12.5%	\$493.8
Branded	56	788	7.11%	\$2.78	3	5.36%	\$155.43
Commercial	0	0	0%	\$0	0	0%	\$0

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

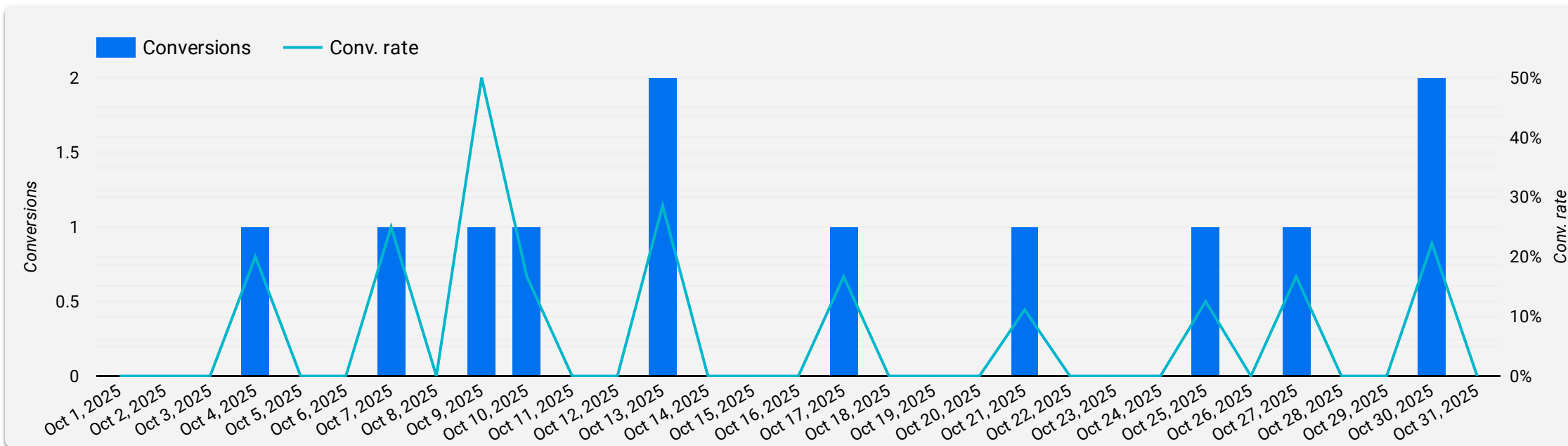
↓ -25.0%

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

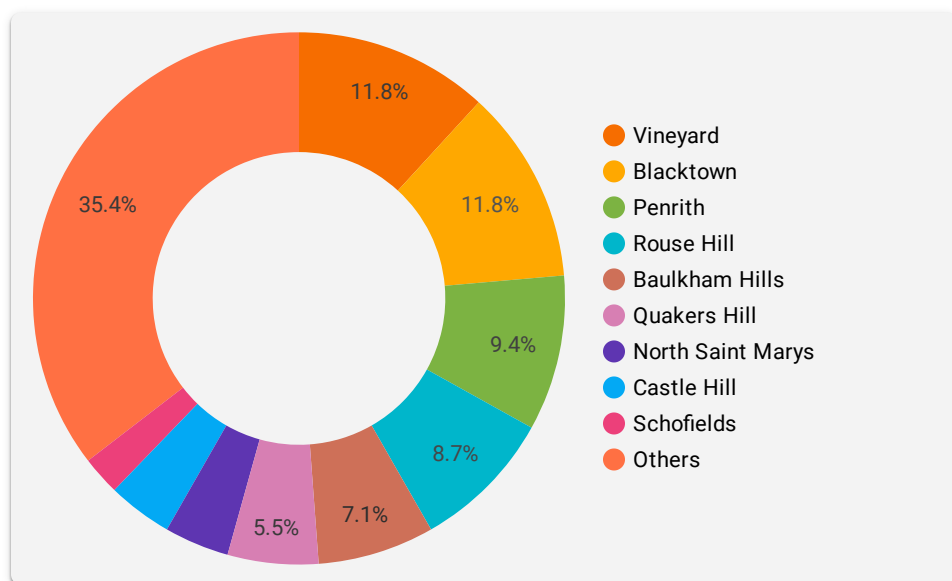


Where your Ads Showed

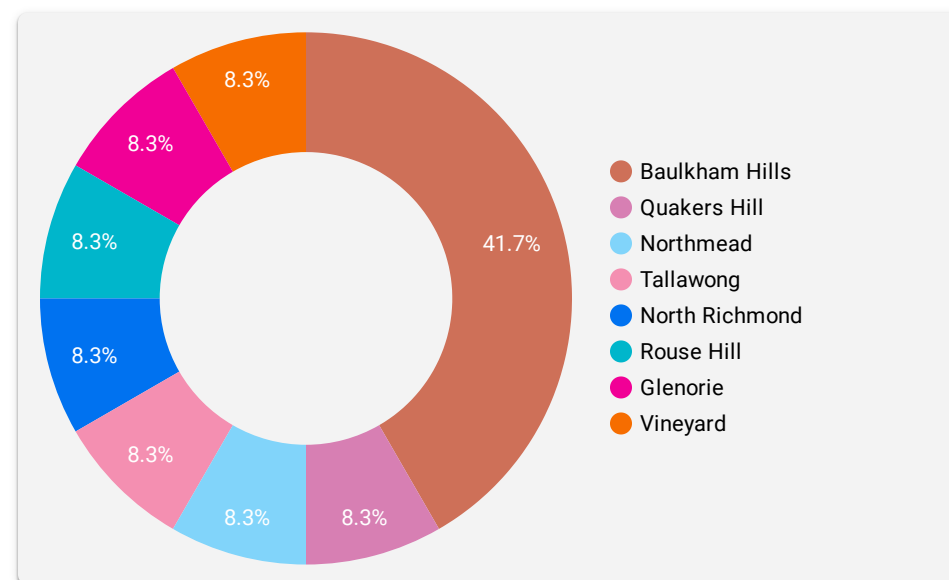
Location Details

	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

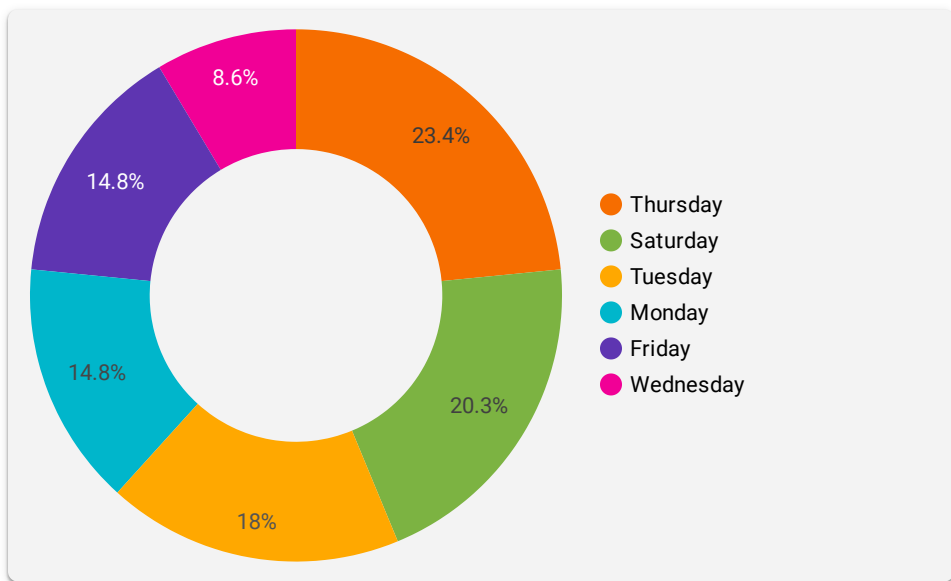


When your Ads showed - Day

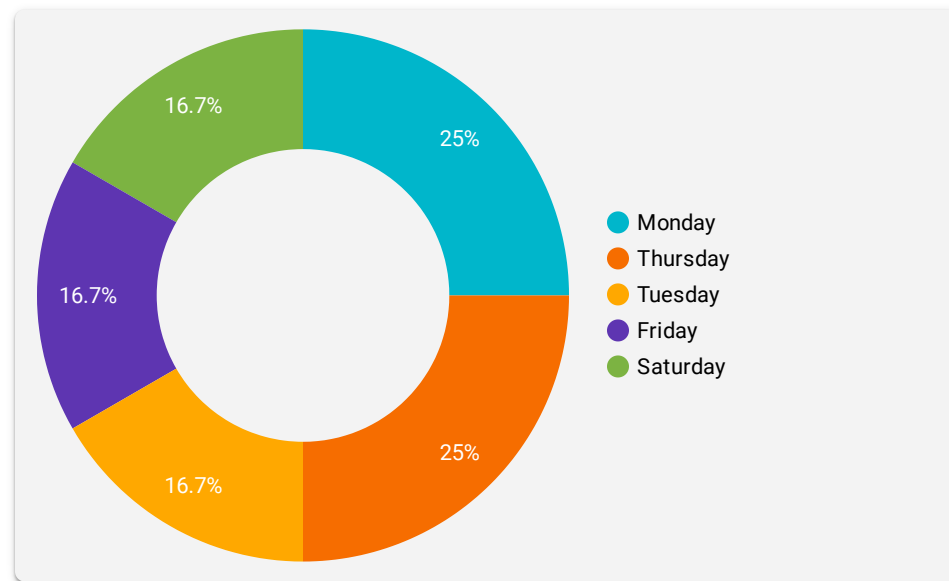
Day of the Week Details

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

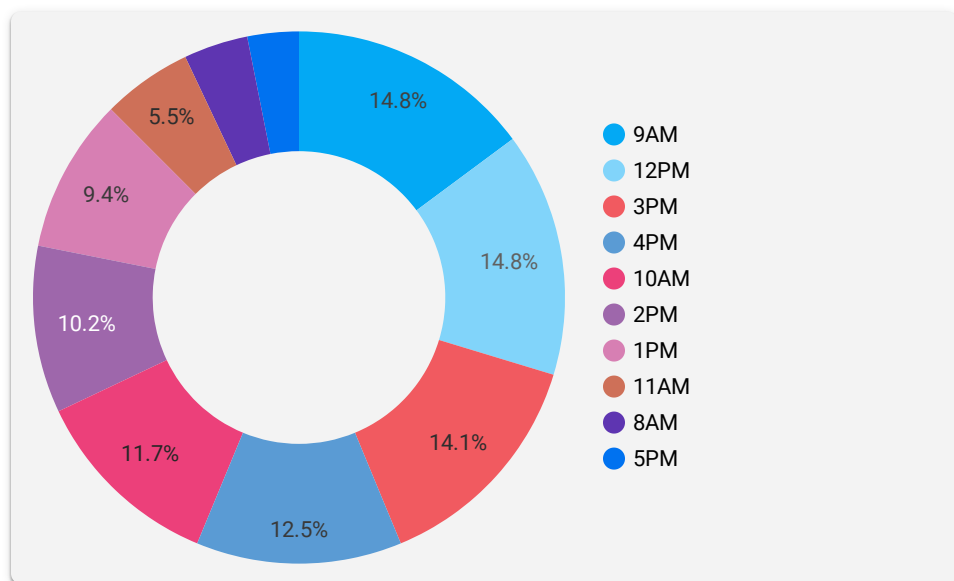


When your Ads showed - Hour

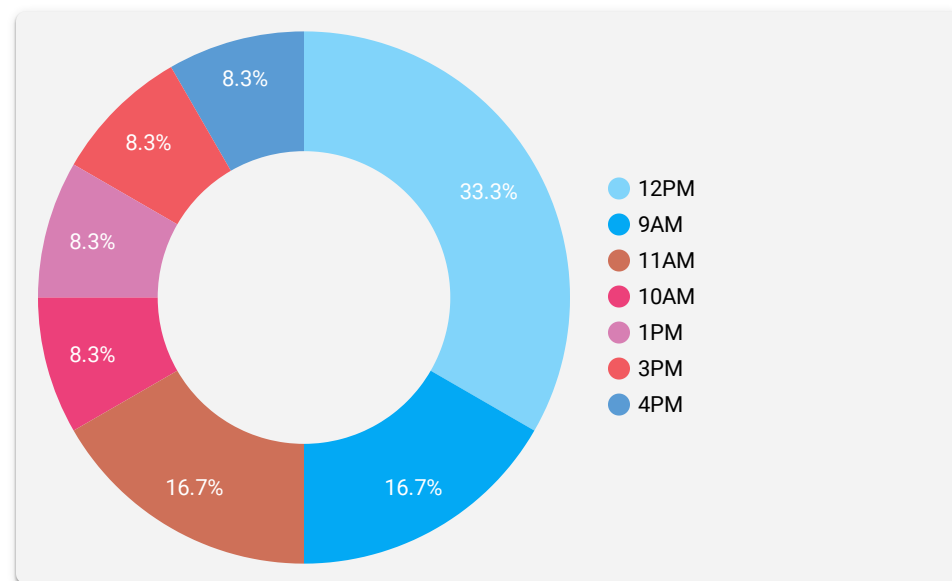
Hourly Details

	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

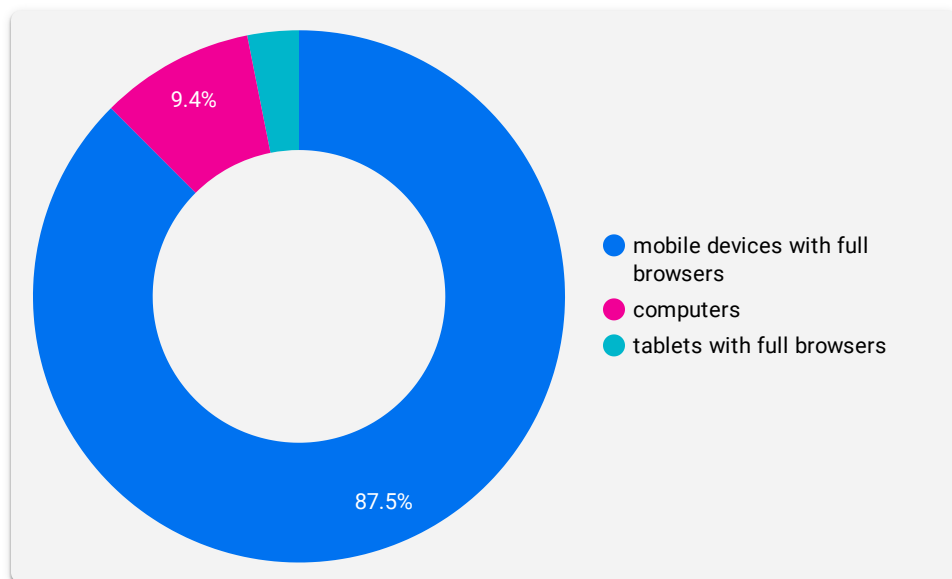


Which Device Was Used

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

