

Overview

Click Through Rate & Impressions

Clicks

332

⬆️ 157.4%

Impressions

6,484

⬆️ 178.6%

CTR

5.12%

⬇️ -7.6%

Conversions

Conversions

11

⬆️ N/A

Conv. rate

3.31%

⬆️ N/A

Cost & Cost Per Click

Avg. CPC

\$2.96

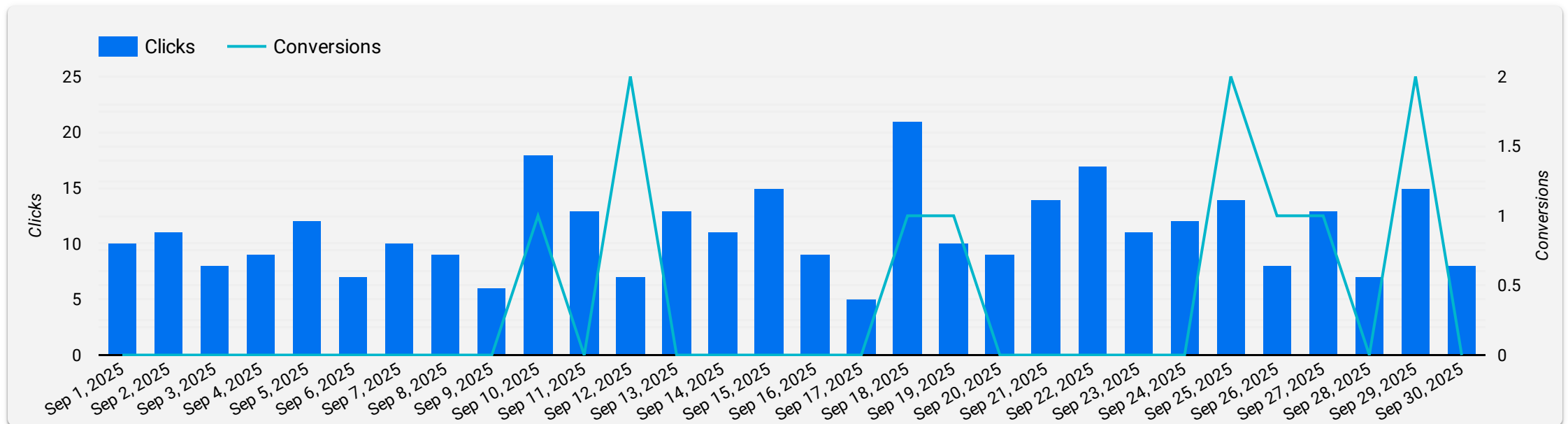
⬇️ -62.1%

Cost

\$984

⬇️ -2.5%

Clicks vs Conversions



Campaign Details

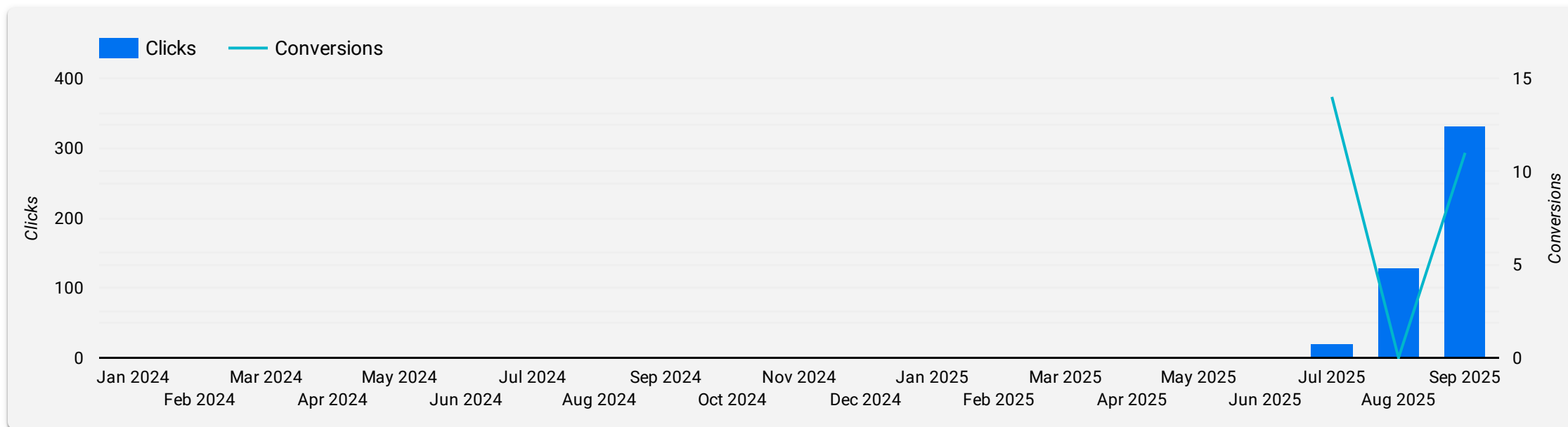
Campaign	Clicks ▾	Impressions	CTR	Avg. CPC	Conversions	Conv. rate	Cost
HCF No Gap Search Campai...	332	6,484	5.12%	\$2.96	11	3.31%	\$984
Campaign #1	0	0	0%	\$0	0	0%	\$0

Month to Date

Month to Month Details

Month ▾	Clicks	Impressions	CTR	Avg. CPC	Conversions	Conv. rate	Cost
Sep 2025	332	6,484	5.12%	\$2.96	11	3.31%	\$984.13
Aug 2025	129	2,327	5.54%	\$7.83	0	0.00%	\$1,009.63
Jul 2025	21	631	3.33%	\$9.63	14	66.67%	\$202.32

Monthly Clicks vs Conversions



Conversions & Engagement

Total Conversions

Conversions

11

⬆ N/A

Conv. rate

3.31%

⬆ N/A

Website Conversion Type

Event name	Key events
GA4 Event - Phone Number Tap	8
No Gap Joint/HCF Link	2
HCF Member Login Click	1

Ad Phone Calls

0

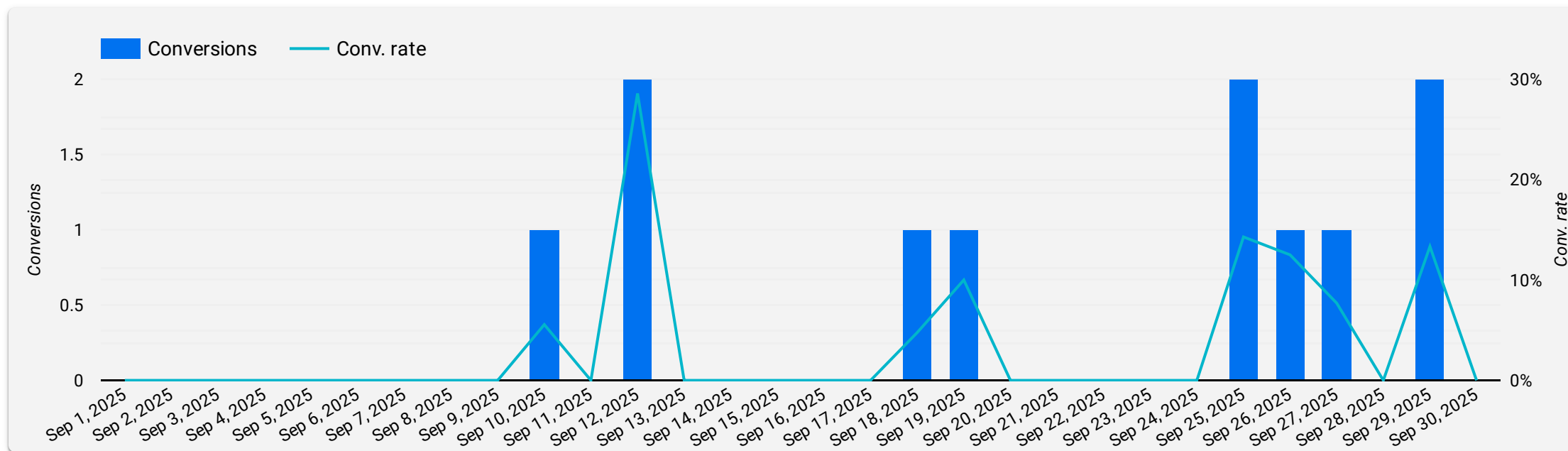
N/A

Calls are counted as conversions if longer than 20secs

Top Converting Pages

Page path	Key events
/hcf-no-gaps-program/	9
/contact-the-george-centre/	2

Conversions vs Conversion Rate

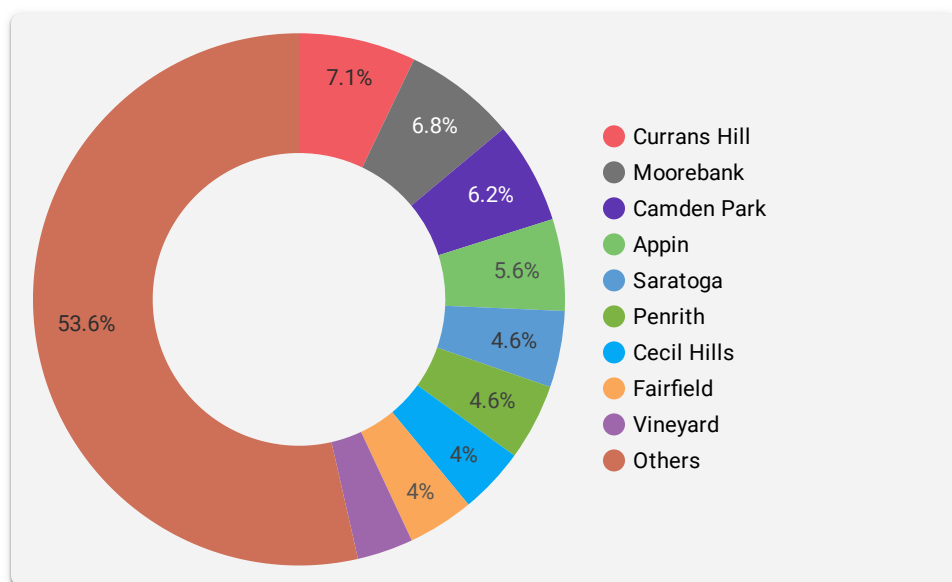


Where your Ads Showed

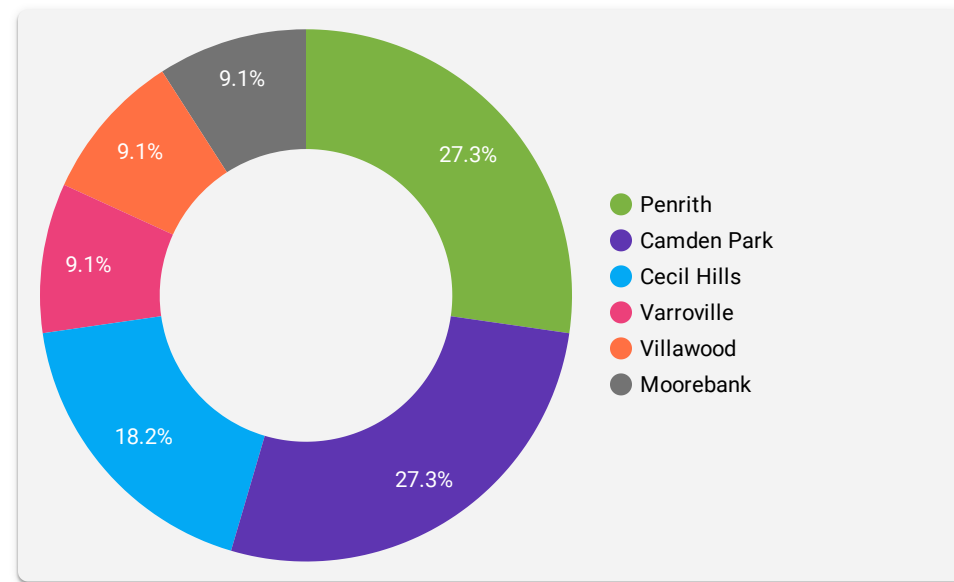
Location Details

	City	Clicks ▾	Impressions	CTR	Avg. CPC	Conversions	Conv. rate	Cost
1.	Currans Hill	23	292	7.88%	\$2.93	0	0.00%	\$67.42
2.	Moorebank	22	544	4.04%	\$2.86	1	4.55%	\$62.98
3.	Camden Park	20	318	6.29%	\$2.72	3	15.00%	\$54.46
4.	Appin	18	318	5.66%	\$2.81	0	0.00%	\$50.56

Clicks per Location



Conversions per Location

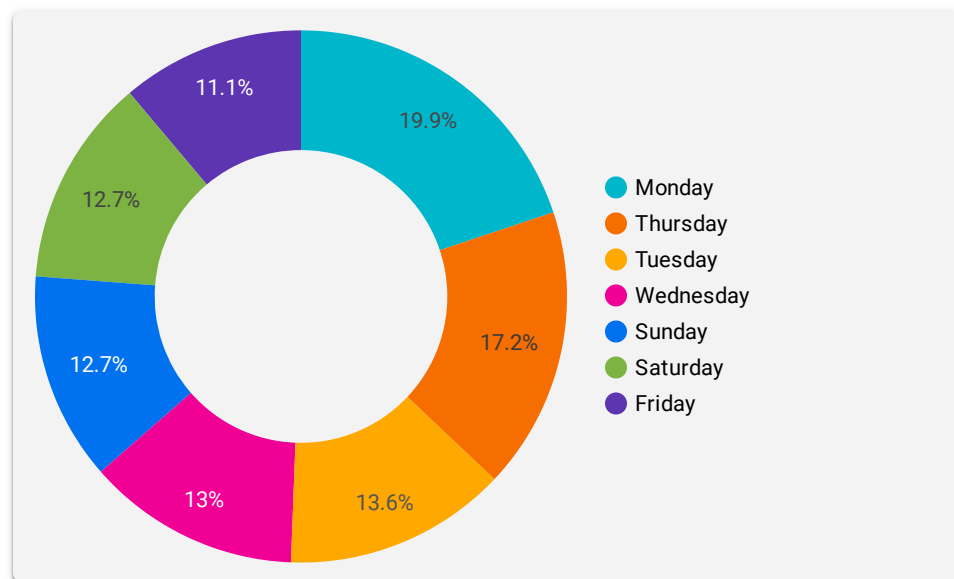


When your Ads showed - Day

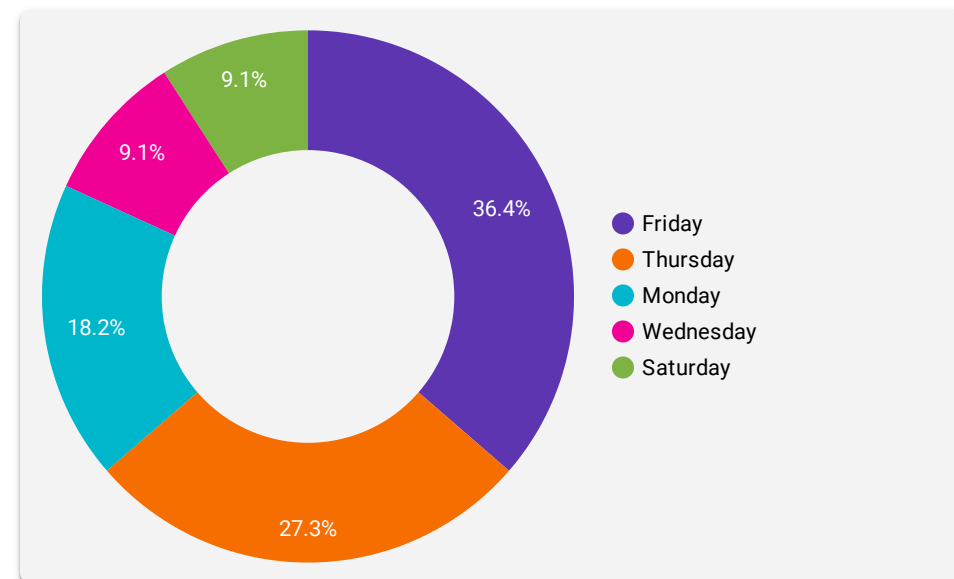
Day of the Week Details

	Day of week	Clicks ▾	Impressions	CTR	Avg. CPC	Conversions	Conv. rate	Cost
1.	Monday	66	1,250	5.28%	\$3.05	2	3.03%	\$201.45
2.	Thursday	57	1,083	5.26%	\$3.15	3	5.26%	\$179.80
3.	Tuesday	45	1,239	3.63%	\$3.11	0	0.00%	\$139.94
4.	Wednesday	43	999	4.30%	\$2.83	1	2.33%	\$121.65
5.	Sunday	42	653	6.43%	\$2.71	0	0.00%	\$113.77
6.	Saturday	42	514	8.17%	\$2.73	1	2.38%	\$114.69
7.	Friday	37	746	4.96%	\$3.05	4	10.81%	\$112.83

Clicks per Day



Conversions per Day

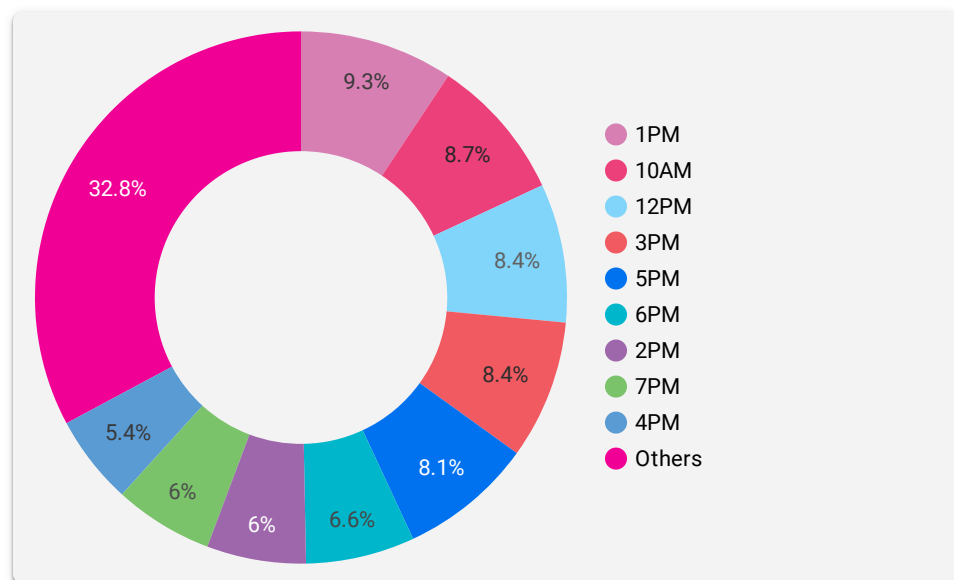


When your Ads showed - Hour

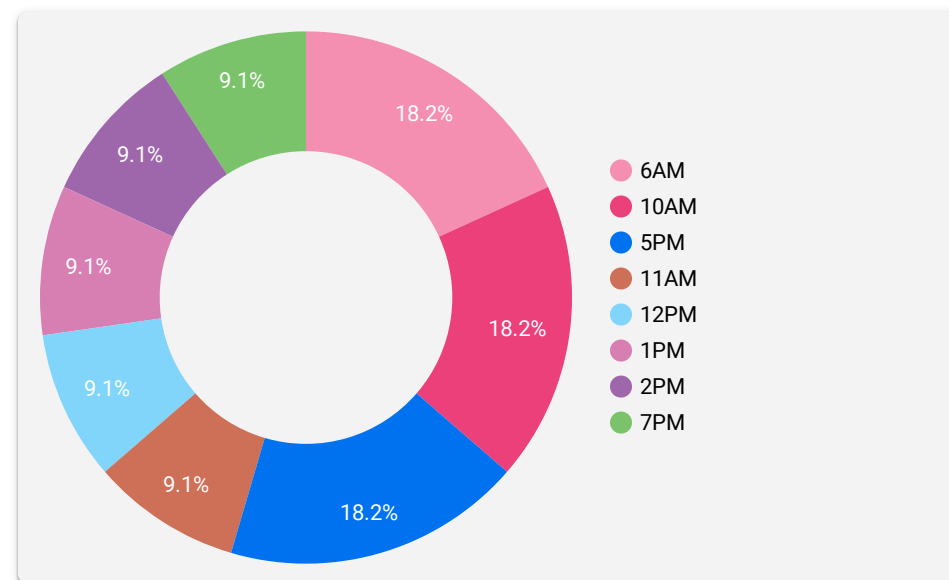
Hourly Details

	Hour of day	Clicks ▾	Impressions	CTR	Avg. CPC	Conversions	Conv. rate	Cost
1.	1PM	31	535	5.79%	\$3.17	1	3.23%	\$98.16
2.	10AM	29	545	5.32%	\$2.91	2	6.90%	\$84.40
3.	3PM	28	446	6.28%	\$3.07	0	0.00%	\$86.00
4.	12PM	28	477	5.87%	\$3.02	1	3.57%	\$84.48
5.	5PM	27	367	7.36%	\$2.95	2	7.41%	\$79.67
6.	6PM	22	432	5.09%	\$2.95	0	0.00%	\$65.00
7.	7PM	20	350	5.71%	\$2.91	1	5.00%	\$58.11
8.	2PM	20	470	4.26%	\$3.07	1	5.00%	\$61.43
9.	4PM	18	434	4.15%	\$3.01	0	0.00%	\$54.10
10.	11AM	17	463	3.67%	\$3.00	1	5.88%	\$51.07

Clicks per Hour



Conversions per Hour

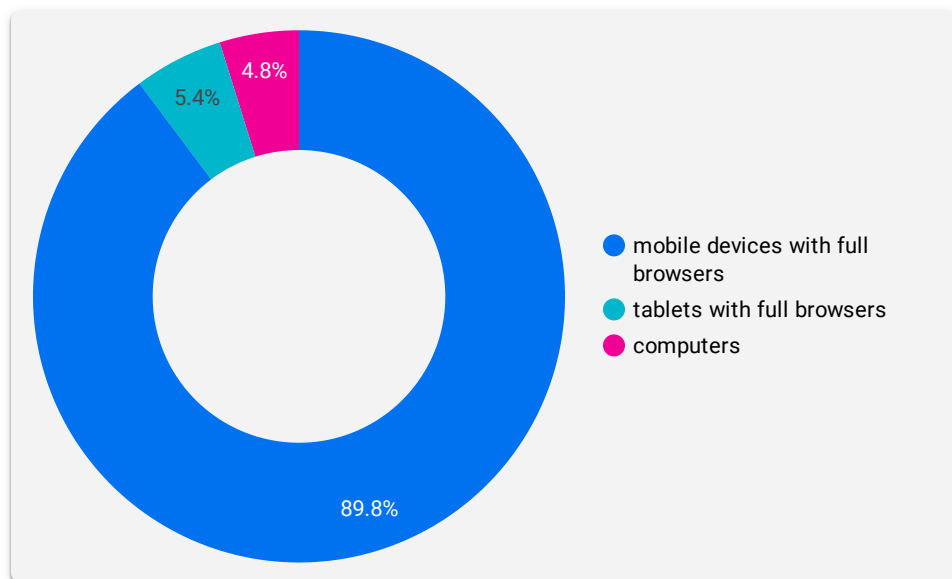


Which Device Was Used

Device Details

	Device	Clicks ▾	Impressions	CTR	Avg. CPC	Conversions	Conv. rate	Cost
1.	mobile devices with full browsers	298	5,606	5.32%	\$2.96	11	3.69%	\$882.94
2.	tablets with full browsers	18	293	6.14%	\$3.02	0	0.00%	\$54.30
3.	computers	16	585	2.74%	\$2.93	0	0.00%	\$46.88

Clicks per Device



Conversions per Device

