

Overview

Click Through Rate & Impressions

Clicks
1,603

↓ -8.1%

Impressions
8,997

↓ -10.1%

CTR
17.82%

↑ 2.3%

Conversions

Conversions
661

↓ -6.4%

Conv. rate
41.22%

↑ 1.8%

Cost & Cost Per Click

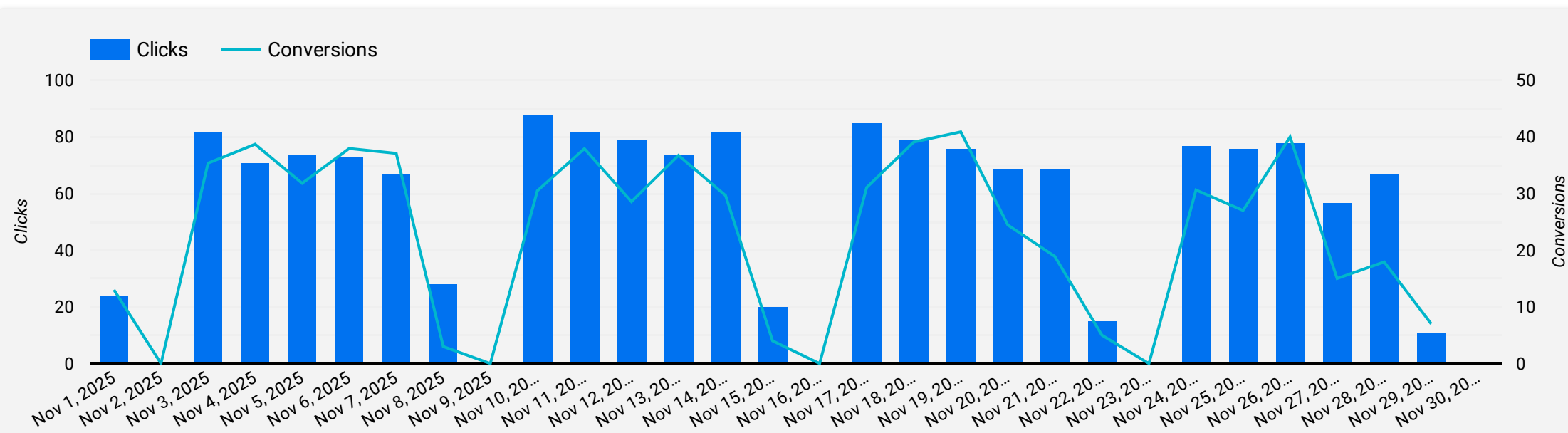
Avg. CPC
\$0.78

↓ -8.2%

Cost
\$1,258

↓ -15.6%

Clicks vs Conversions



Campaign Details

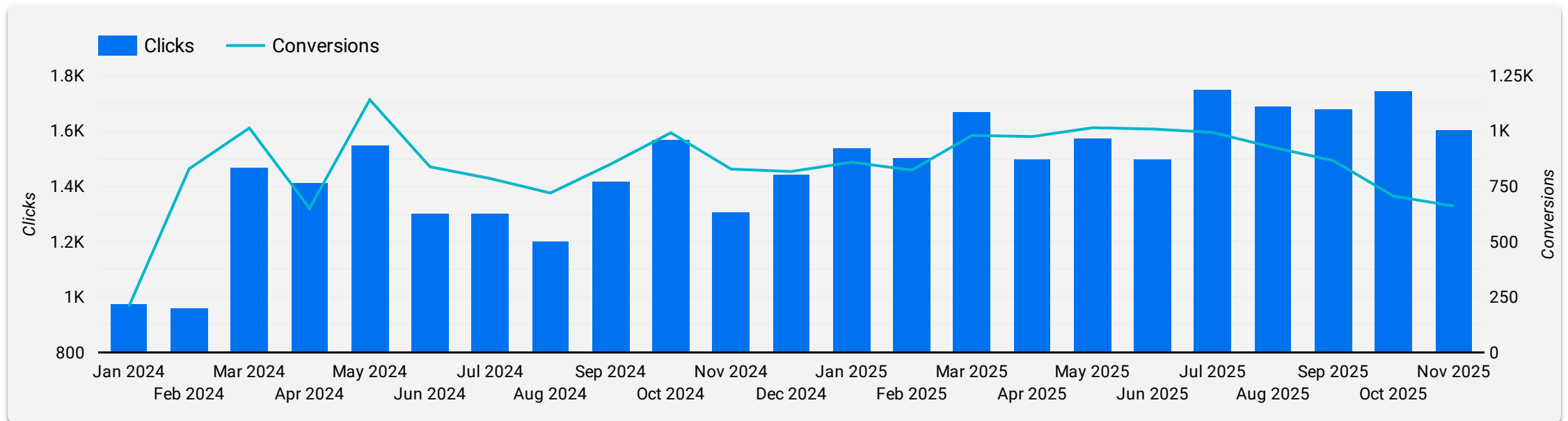
Campaign	Clicks	Impressions	CTR	Avg CPC	Conversions	Conv. rate	Cost
Branded	1,093	3,237	33.77%	\$0.20	510	46.68%	\$219.83
Non Branded	510	5,760	8.85%	\$2.04	151	29.51%	\$1,038.46

Month to Date

Month to Month Details

Month ▾	Clicks	Impressions	CTR	Avg. CPC	Conversions	Conv. rate	Cost
Nov 2025	1,603	8,997	17.82%	\$0.78	661	41.22%	\$1,258.29
Oct 2025	1,744	10,010	17.42%	\$0.86	706	40.48%	\$1,491.65
Sep 2025	1,677	9,769	17.17%	\$0.86	866	51.63%	\$1,449.93
Aug 2025	1,689	7,531	22.43%	\$0.97	926	54.80%	\$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

Monthly Clicks vs Conversions



Conversions & Engagement

Conversions

Conversions

661

↓ -6.4%

Conv. rate

41.22%

↑ 1.8%

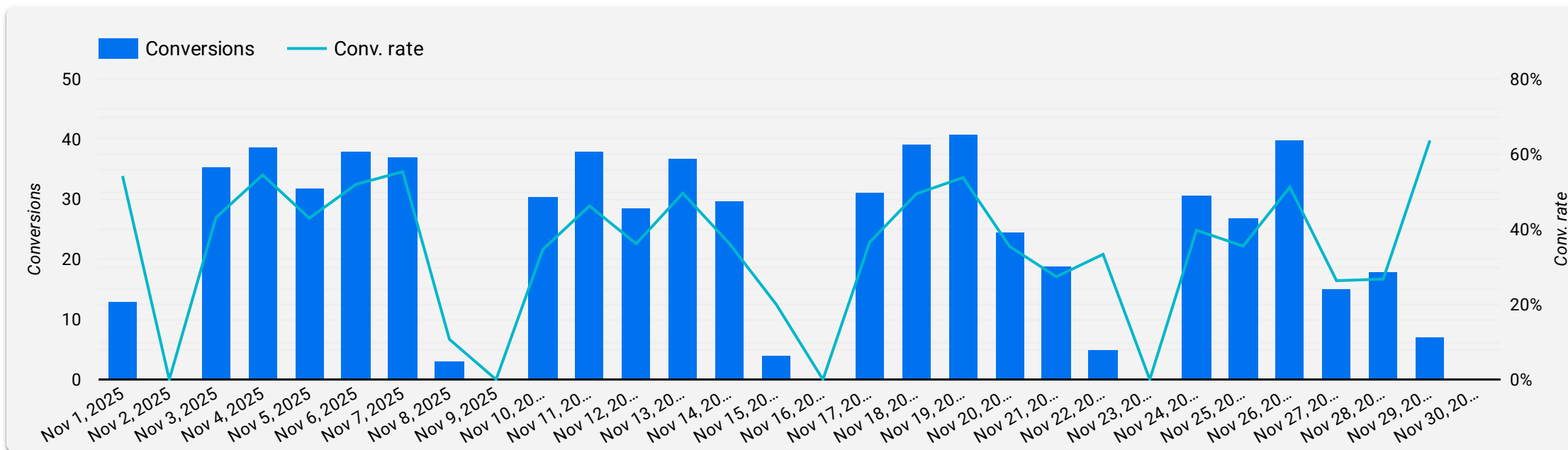
Website Conversion Type

Event name	Conversions
Book Now Click GA4 Header	531.31
Book Now - On Page GA4	375.65
Phone Number Tap	121.82
Request Script GA4	104.71
Request Referral GA4	79.4
contact_us	1.08

Top Converting Pages

Page path	Conversions
/award-winning-practice/	619.3
/contact-hunters-hill-medical-pr...	313.36
/	92.98
/about-hhmp/doctors/	56
/general-practice/doctor-consul...	43.08
/general-practice/	18.16
/about-hhmp/the-practice/	9
/specialist-medical-services-cen...	7.85
/general-practice/iron-infusion-...	7.5
/about-hhmp/our-staff/	7

Conversions vs Conversion Rate

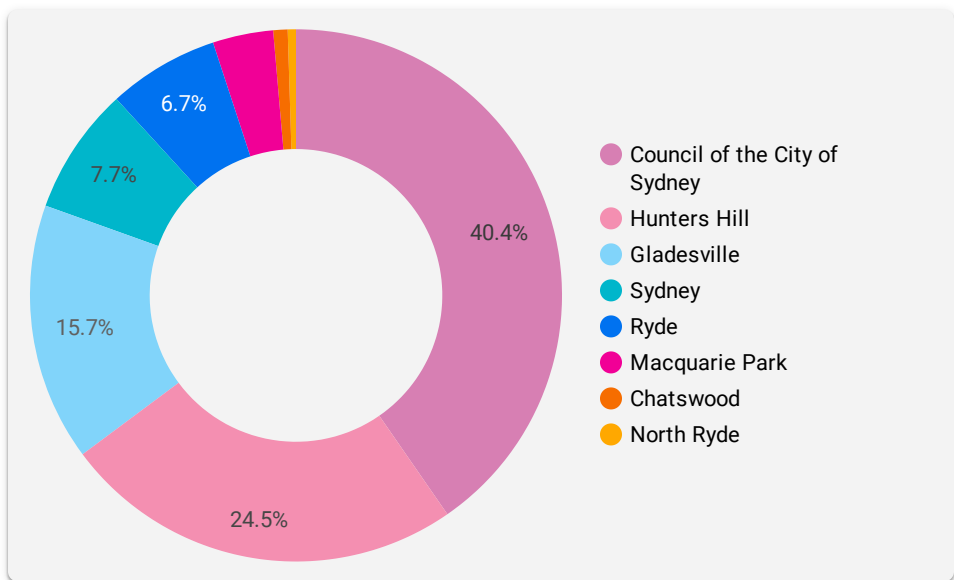


Where your Ads Showed

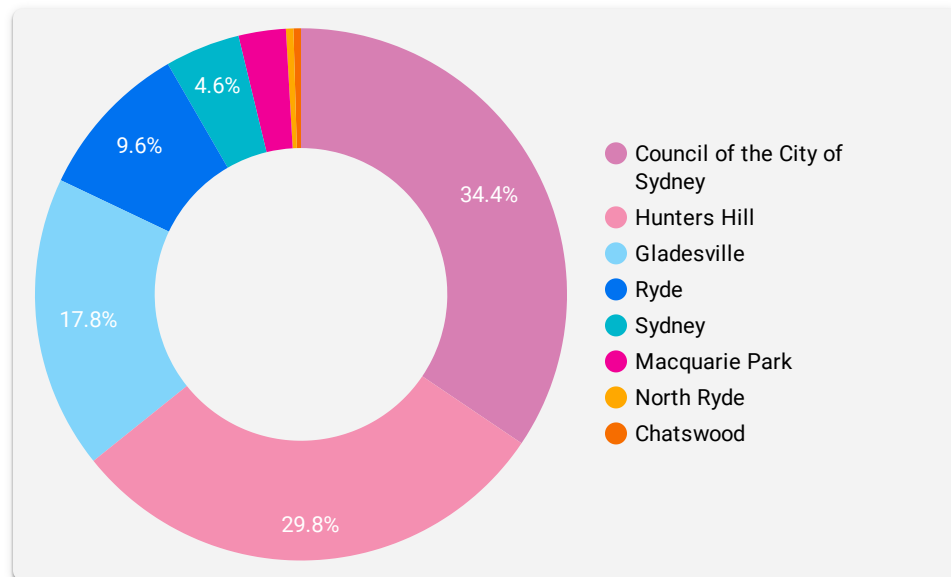
Location Details

	City	Clicks ▾	Impressions	CTR	Avg. CPC	Conversions	Conv. rate	Cost
1.	Council of the City of Sydney	647	5,259	12.30%	\$0.90	228	35.18%	\$584.37
2.	Hunters Hill	392	1,293	30.32%	\$0.67	197	50.22%	\$262.04
3.	Gladesville	251	884	28.39%	\$0.68	118	46.91%	\$171.03
4.	Sydney	124	613	20.23%	\$0.73	30	24.31%	\$90.69

Clicks per Location



Conversions per Location

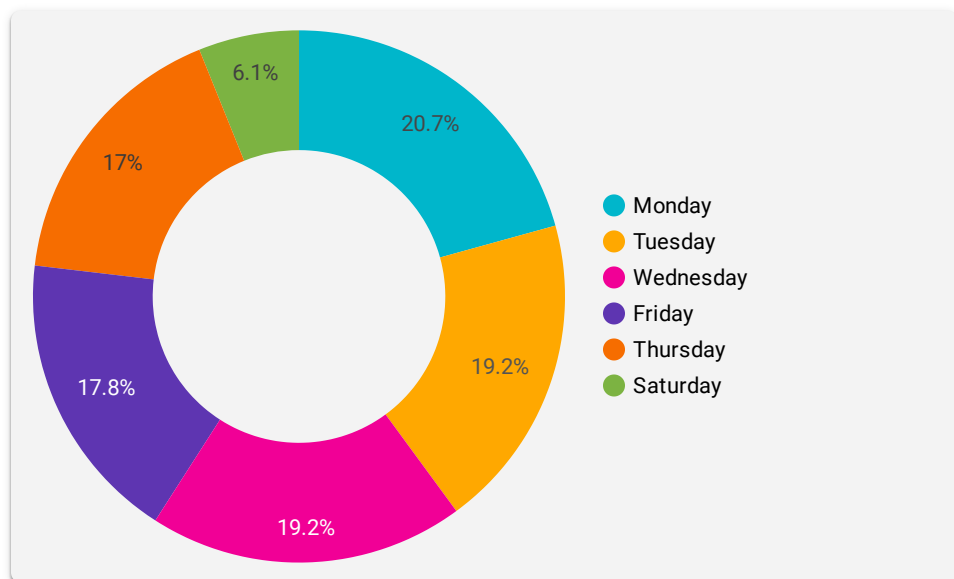


When your Ads showed - Day

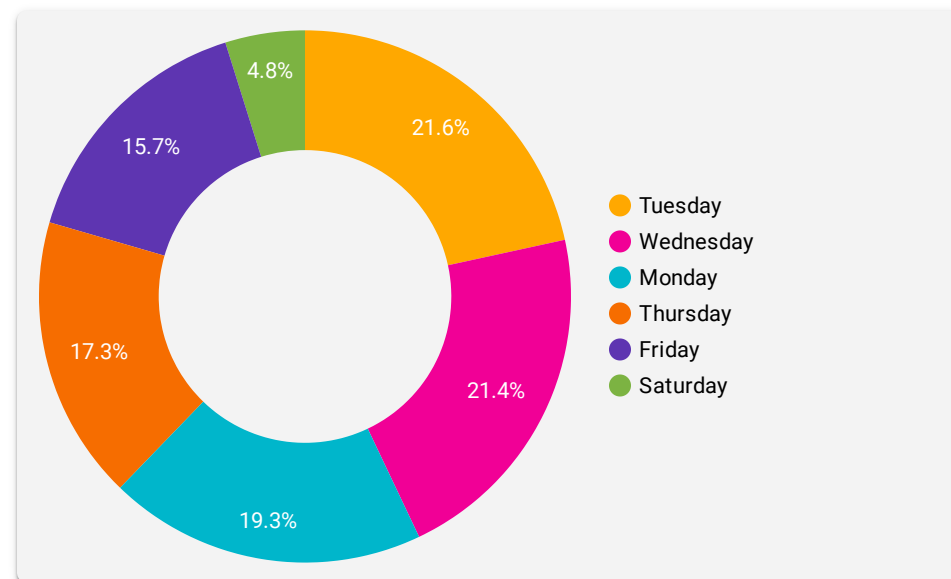
Day of the Week Details

	Day of week	Clicks ▾	Impressions	CTR	Avg. CPC	Conversions	Conv. rate	Cost
1.	Monday	332	1,714	19.37%	\$0.74	127	38.39%	\$247.22
2.	Tuesday	308	1,627	18.93%	\$0.74	143	46.30%	\$226.62
3.	Wednesday	307	1,358	22.61%	\$0.76	141	45.97%	\$233.19
4.	Friday	285	1,690	16.86%	\$0.77	103	36.32%	\$219.25
5.	Thursday	273	1,679	16.26%	\$0.63	114	41.78%	\$171.76
6.	Saturday	98	929	10.55%	\$1.64	32	32.65%	\$160.25

Clicks per Day



Conversions per Day

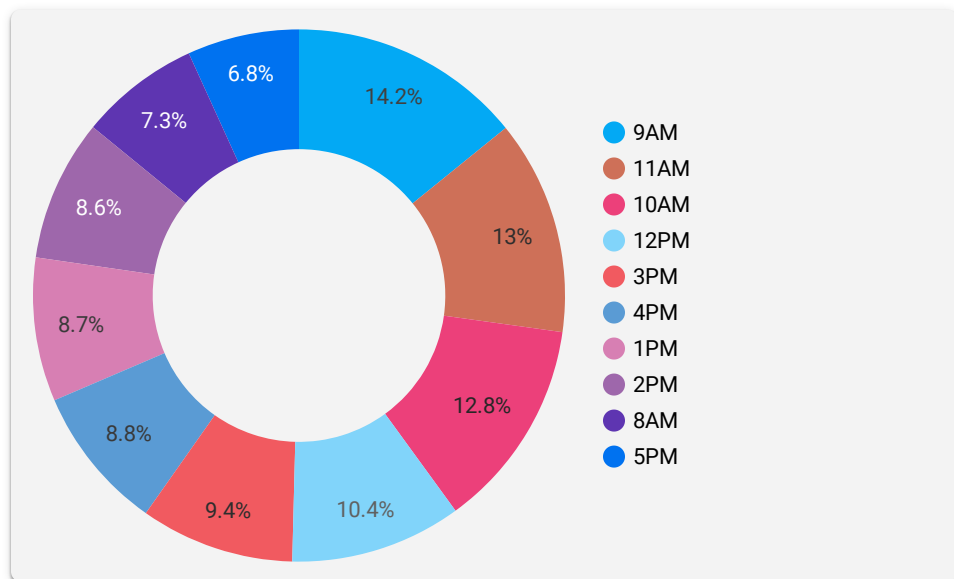


When your Ads showed - Hour

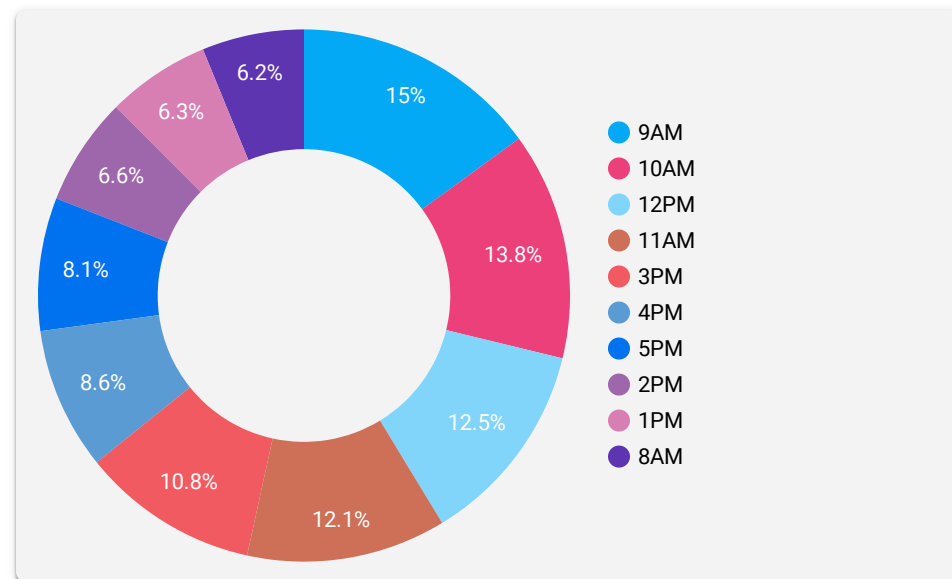
Hourly Details

	Hour of day	Clicks ▾	Impressions	CTR	Avg. CPC	Conversions	Conv. rate	Cost
1.	9AM	227	1,330	17.07%	\$0.80	99	43.58%	\$182.40
2.	11AM	209	1,138	18.37%	\$0.74	80	38.35%	\$155.61
3.	10AM	205	1,203	17.04%	\$0.80	91	44.55%	\$164.90
4.	12PM	167	936	17.84%	\$0.81	83	49.51%	\$134.84
5.	3PM	150	793	18.92%	\$0.64	71	47.47%	\$95.29
6.	4PM	141	842	16.75%	\$0.65	57	40.53%	\$91.91
7.	1PM	140	817	17.14%	\$0.97	42	29.67%	\$136.27
8.	2PM	138	772	17.88%	\$0.83	43	31.44%	\$114.41
9.	8AM	117	600	19.50%	\$0.99	41	35.04%	\$115.86
10.	5PM	109	566	19.26%	\$0.61	53	48.99%	\$66.80

Clicks per Hour



Conversions per Hour

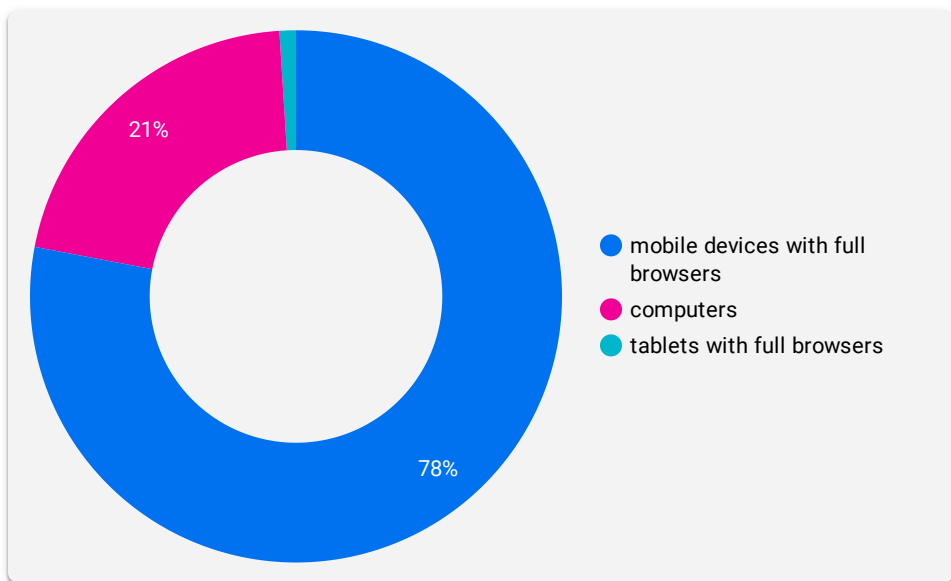


Which Device Was Used

Device Details

	Device	Clicks ▾	Impressions	CTR	Avg. CPC	Conversions	Conv. rate	Cost
1.	mobile devices with full browsers	1,250	7,361	16.98%	\$0.77	499	39.93%	\$957.85
2.	computers	337	1,581	21.32%	\$0.88	158	46.76%	\$296.85
3.	tablets with full browsers	16	55	29.09%	\$0.22	4	25.00%	\$3.60

Clicks per Device



Conversions per Device

