

Overview

Click Through Rate & Impressions

Clicks

141

↓ -32.9%

Impressions

2,337

↓ -13.9%

CTR

6.03%

↓ -22.0%

Conversions

Conversions

19

↑ 137.5%

Conv. rate

13.47%

↑ 253.7%

Cost & Cost Per Click

Avg. CPC

\$4.79

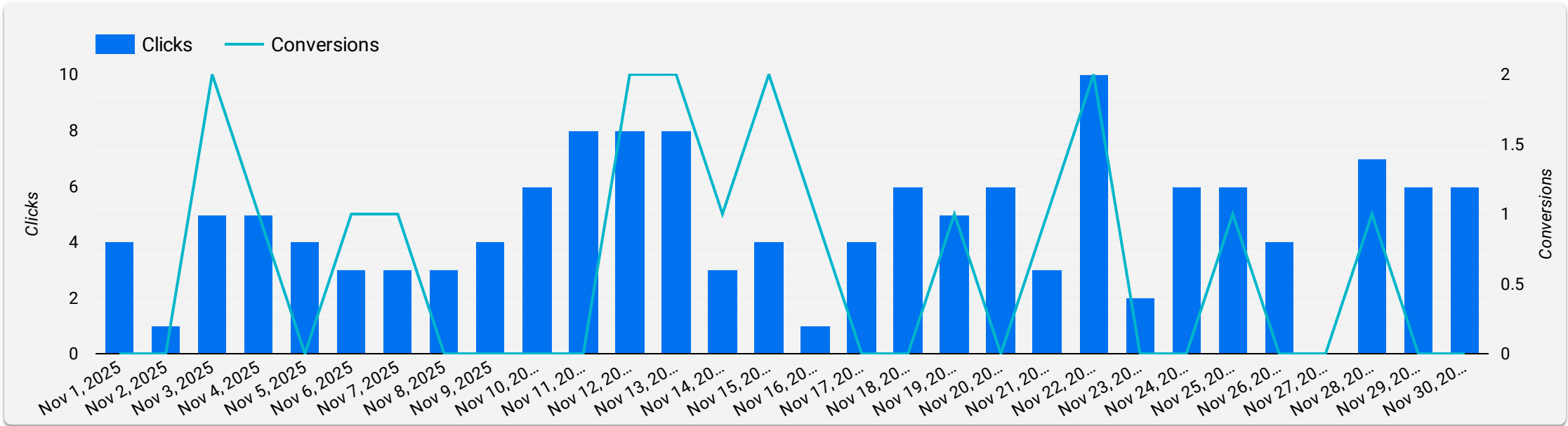
↑ 67.1%

Cost

\$674.72

↑ 12.2%

Clicks vs Conversions



Campaign Details

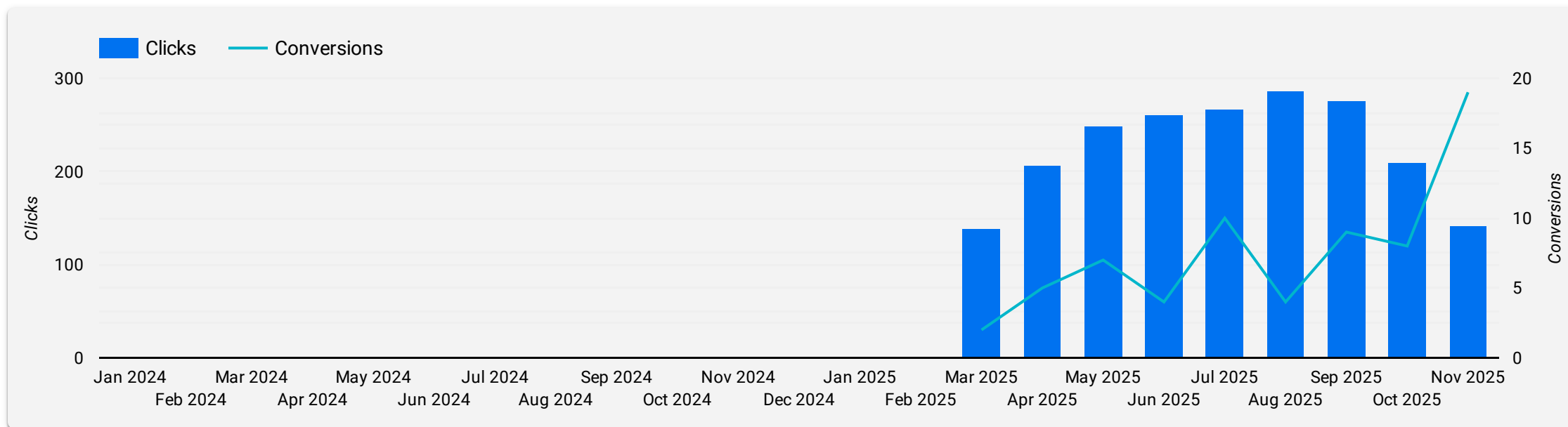
Campaign	Clicks	Impressions	CTR	Avg. CPC	Conversions	Conv. rate	Cost
Search-Campaign#1	141	2,337	6.03%	\$4.79	19	13.47%	\$674.72
Campaign #1	0	0	0%	\$0	0	0%	\$0

Month to Date

Month to Month Details

Month ▾	Clicks	Impressions	CTR	Avg. CPC	Conversions	Conv. rate	Cost
Nov 2025	141	2,337	6.03%	\$4.79	19	13.47%	\$674.72
Oct 2025	210	2,715	7.73%	\$2.86	8	3.81%	\$601.45
Sep 2025	276	3,735	7.39%	\$2.3	9	3.26%	\$635.17
Aug 2025	287	3,209	8.94%	\$2.15	4	1.39%	\$616.67
Jul 2025	267	3,084	8.66%	\$2.39	10	3.75%	\$638.09
Jun 2025	261	2,979	8.76%	\$2.35	4	1.53%	\$613.3
May 2025	248	2,740	9.05%	\$2.61	7	2.82%	\$647.5
Apr 2025	206	2,845	7.24%	\$2.99	5	2.43%	\$616.32
Mar 2025	138	1,841	7.5%	\$4	2	1.45%	\$551.45

Monthly Clicks vs Conversions



Conversions & Engagement

Total Conversions

Conversions

19

↑ 137.5%

Conv. rate

13.47%

↑ 253.7%

Website Conversion Type

Event name	Key events
Phone Number Click	18

Ad Phone Calls

3

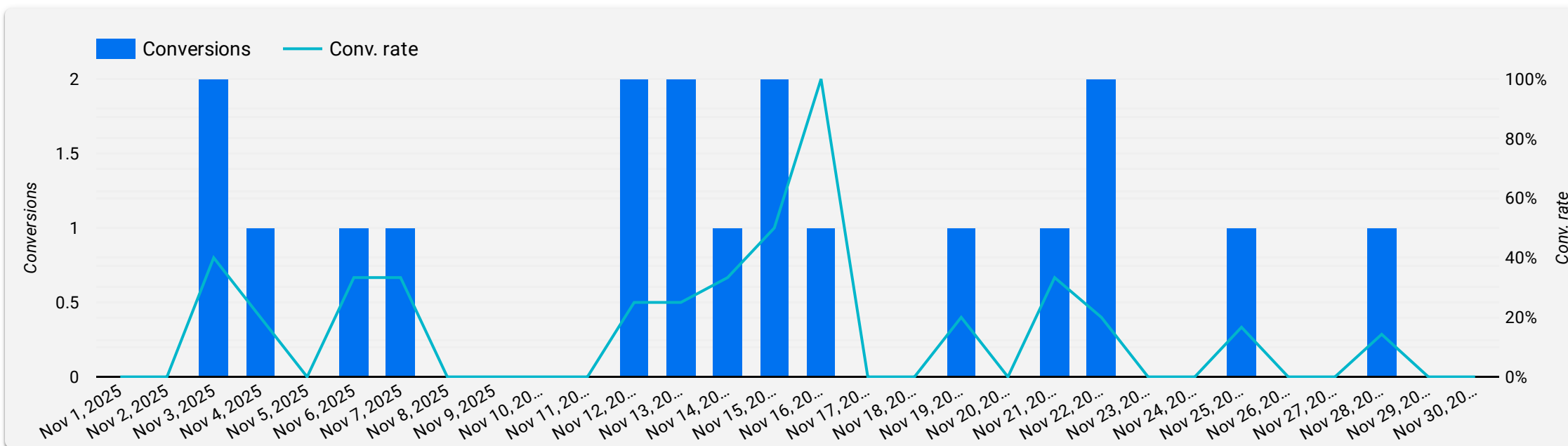
0.0%

Calls are counted as conversions if longer than 20secs

Top Converting Pages

Page path	Key events
/contact-inner-west/	12
/about-inner-west/	3
/book-your-personalised-fitting/	2
/services/	1

Conversions vs Conversion Rate

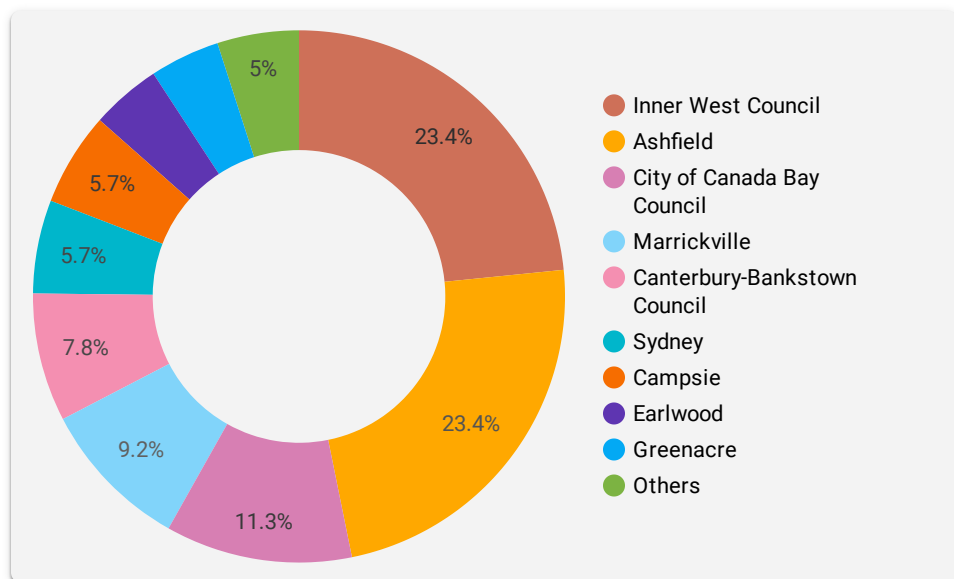


Where your Ads Showed

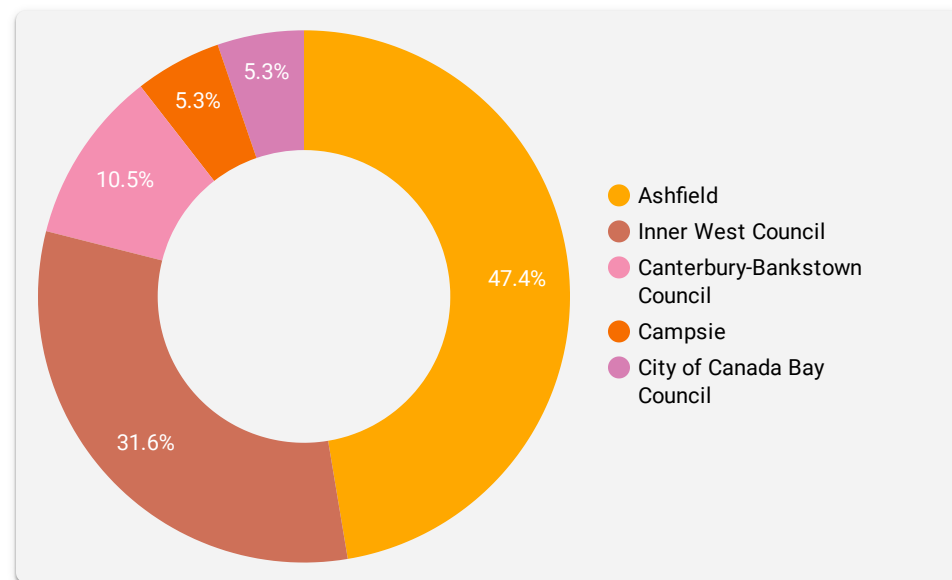
Location Details

	City	Clicks ▾	Impressions	CTR	Avg. CPC	Conversions	Conv. rate	Cost
1.	Inner West Council	33	662	4.98%	\$5.74	6	18.18%	\$189.56
2.	Ashfield	33	221	14.93%	\$4.18	9	27.27%	\$137.9
3.	City of Canada Bay Council	16	319	5.02%	\$4.36	1	6.25%	\$69.77
4.	Marrickville	13	265	4.91%	\$2.7	0	0%	\$35.05
5.	Canterbury-Bankstown Council	11	91	12.09%	\$6.72	2	18.18%	\$73.89
6.	Sydney	8	198	4.04%	\$3.63	0	0%	\$29.05

Clicks per Location



Conversions per Location

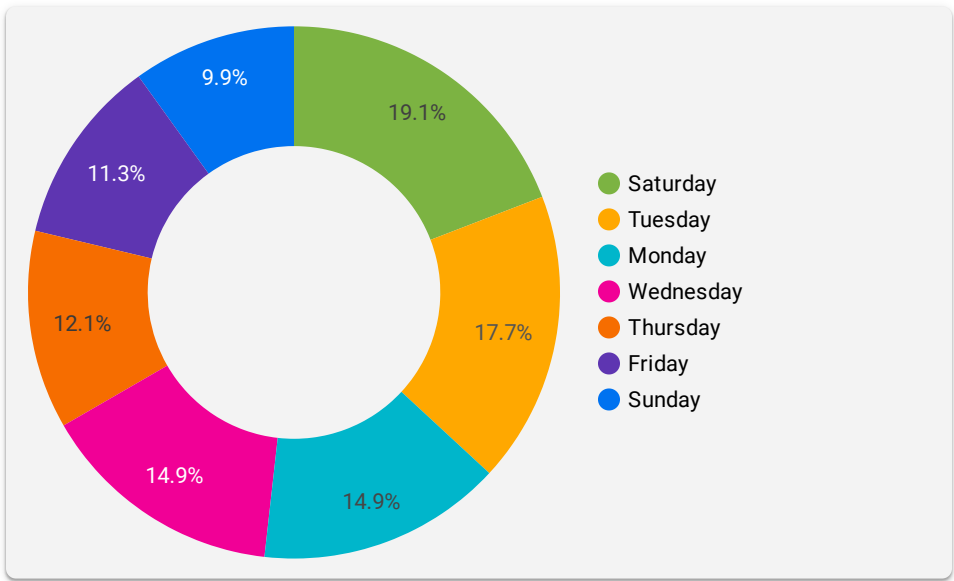


When your Ads showed - Day

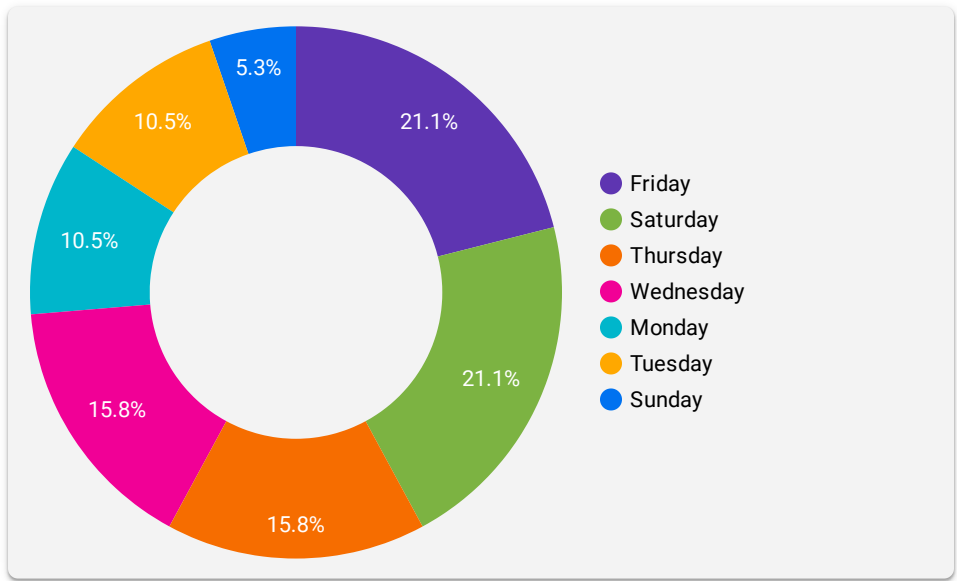
Day of the Week Details

Day of week ▾	Clicks	Impressions	CTR	Avg. CPC	Conversions	Conv. rate	Cost
1. Wednesday	21	346	6.07%	\$5.91	3	14.28%	\$124.11
2. Tuesday	25	489	5.11%	\$5.51	2	8%	\$137.68
3. Thursday	17	341	4.99%	\$4.81	3	17.65%	\$81.79
4. Sunday	14	209	6.7%	\$3.28	1	7.14%	\$45.89
5. Saturday	27	355	7.61%	\$3.9	4	14.81%	\$105.25
6. Monday	21	258	8.14%	\$4.25	2	9.52%	\$89.22

Clicks per Day



Conversions per Day

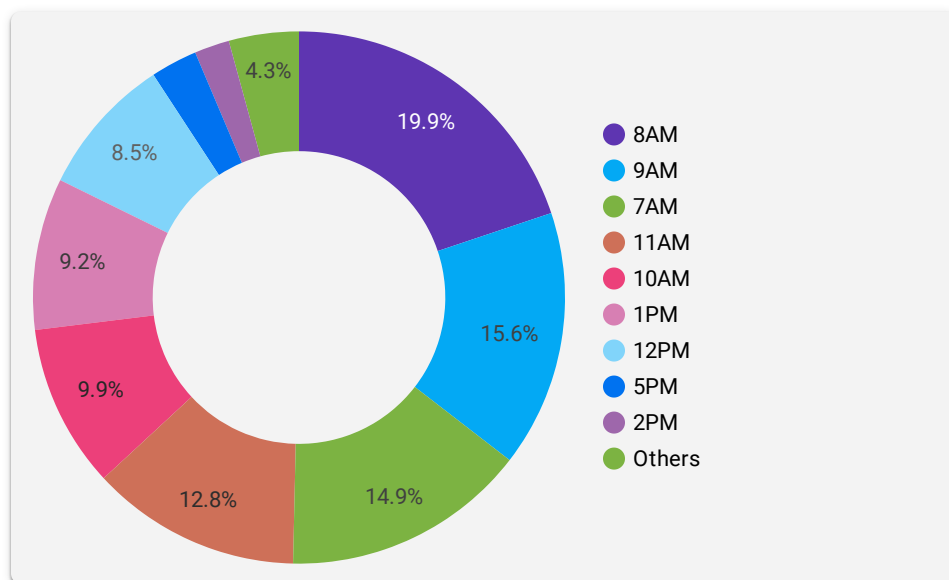


When your Ads showed - Hour

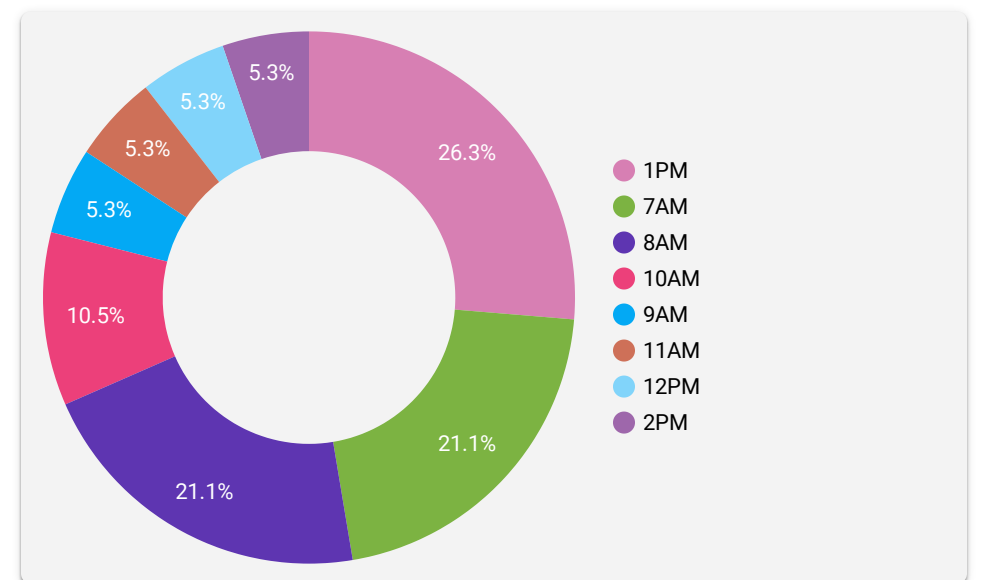
Hourly Details

	Hour of day	Clicks ▾	Impressions	CTR	Avg. CPC	Conversions	Conv. rate	Cost
1.	8AM	28	282	9.93%	\$3.56	4	14.29%	\$99.77
2.	9AM	22	379	5.8%	\$5.79	1	4.55%	\$127.38
3.	7AM	21	309	6.8%	\$5.04	4	19.05%	\$105.9
4.	11AM	18	313	5.75%	\$4.2	1	5.56%	\$75.58
5.	10AM	14	288	4.86%	\$6.84	2	14.29%	\$95.75
6.	1PM	13	269	4.83%	\$6.05	5	38.46%	\$78.71
7.	12PM	12	337	3.56%	\$4.16	1	8.33%	\$49.87
8.	5PM	4	13	30.77%	\$2.64	0	0%	\$10.57
9.	2PM	3	89	3.37%	\$6.45	1	33.33%	\$19.34
10.	3PM	2	28	7.14%	\$1.96	0	0%	\$3.91

Clicks per Hour



Conversions per Hour

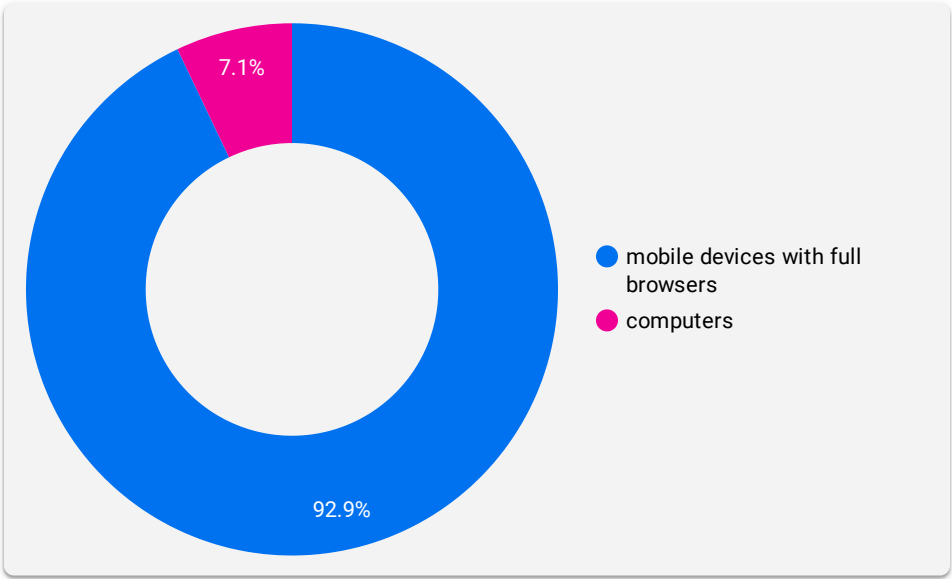


Which Device Was Used

Device Details

Device	Clicks	Impressions	CTR	Avg. CPC	Conversions	Conv. rate	Cost
1. mobile devices with full browsers	131	2,281	5.74%	\$5.02	19	14.5%	\$657.2
2. computers	10	54	18.52%	\$1.75	0	0%	\$17.52
3. tablets with full browsers	0	2	0%	\$0	0	0%	\$0

Clicks per Device



Conversions per Device

