

Overview

Click Through Rate & Impressions

Clicks	Impressions	CTR
156	3,554	4.39%
↓ -31.3%	↓ -30.2%	↓ -1.5%

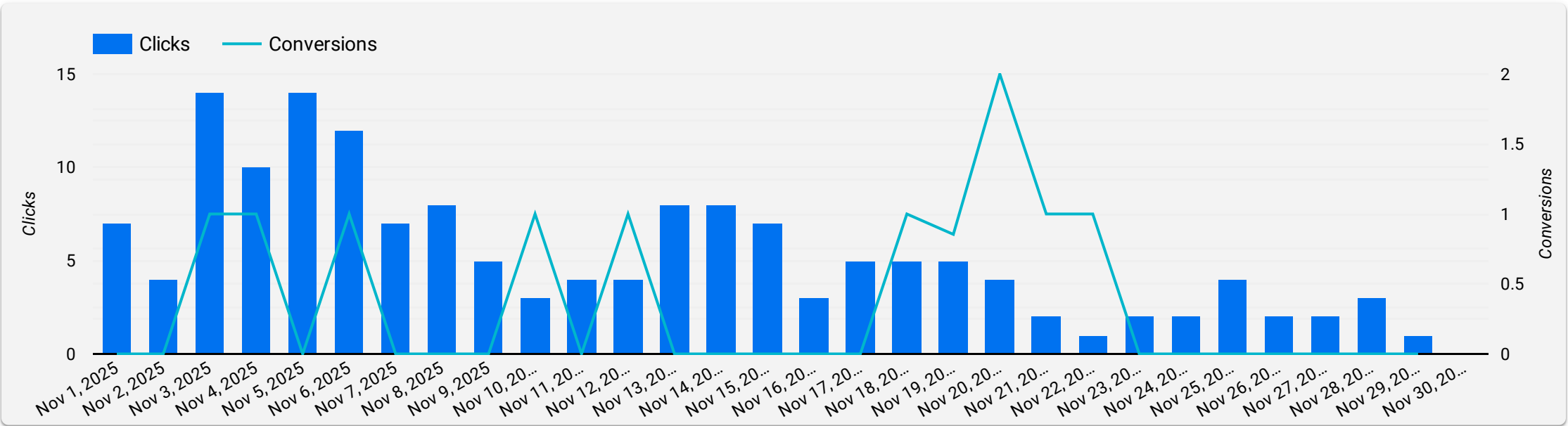
Conversions

Conversions	Conv. rate
11	6.96%
↑ 80.9%	↑ 163.2%

Cost & Cost Per Click

Avg. CPC	Cost
\$9.86	\$1,537
↑ 47.1%	↑ 1.1%

Clicks vs Conversions



Campaign Details

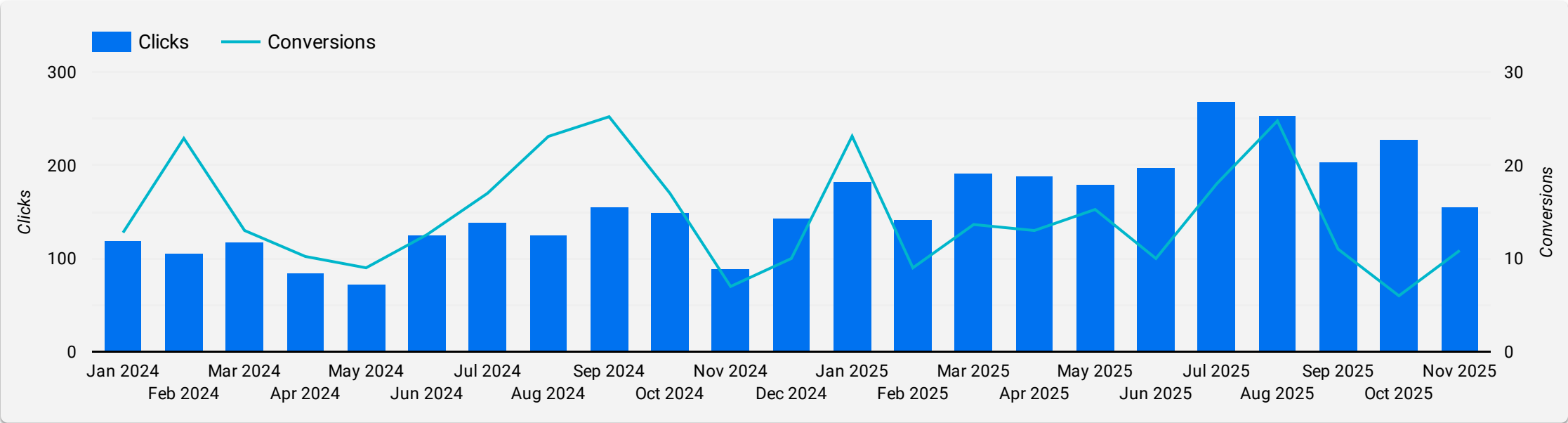
Campaign	Clicks	Impressions	CTR	Avg CPC	Conversions	Conv. rate	Cost
Branded	96	2,245	4.28%	\$5.31	11	11.31%	\$510.19
Non Branded - High Volume	60	1,309	4.58%	\$17.12	0	0%	\$1,027.21

Month to Date

Month to Month Details

Month ▾	Clicks	Impressions	CTR	Avg. CPC	Conversions	Conv. rate	Cost
Nov 2025	156	3,554	4.39%	\$9.86	11	6.96%	\$1,537
Oct 2025	227	5,095	4.46%	\$6.70	6	2.64%	\$1,521
Sep 2025	204	4,671	4.37%	\$5.74	11	5.39%	\$1,171
Aug 2025	254	5,650	4.50%	\$6.27	25	9.75%	\$1,593
Jul 2025	268	5,334	5.02%	\$5.55	18	6.72%	\$1,488
Jun 2025	198	4,532	4.37%	\$5.48	10	5.05%	\$1,085
May 2025	180	3,449	5.22%	\$5.73	15	8.48%	\$1,031
Apr 2025	189	2,953	6.40%	\$6.69	13	6.88%	\$1,264
Mar 2025	191	3,512	5.44%	\$7.53	14	7.14%	\$1,438
Feb 2025	142	3,032	4.68%	\$7.04	9	6.34%	\$1,000

Monthly Clicks vs Conversions



Search Keywords

Search keyword	Clicks ▾	Impressions	CTR	Avg. CPC	Conversions	Conv. rate	Cost
orthodontist canberra	23	576	3.99%	\$19.04	0	0.00%	\$438
orthodontist appointment	18	439	4.10%	\$18.20	0	0.00%	\$328
South Canberra Orthodontist	12	191	6.28%	\$6.03	0	0.00%	\$72
Capital Smiles orthodontics	11	257	4.28%	\$4.53	1	9.09%	\$50
Capital Smiles Orthodontist	10	236	4.24%	\$5.57	0	0.00%	\$56
Manuka Orthodontist	9	248	3.63%	\$5.59	1	11.11%	\$50
Orthodontist Tuggeranong	8	185	4.32%	\$8.50	2	23.18%	\$68
Tuggeranong Orthodontist	6	131	4.58%	\$4.73	0	0.00%	\$28
orthodontist Deakin	6	31	19.35%	\$4.19	3	50.00%	\$25
Inner South Canberra Orthodontist	5	179	2.79%	\$3.67	0	0.00%	\$18
capital smiles	5	135	3.70%	\$7.09	0	0.00%	\$35
jasprit singh orthodontist	4	70	5.71%	\$4.03	1	25.00%	\$16
Weston Orthodontist	4	90	4.44%	\$4.87	0	0.00%	\$19
Woden Orthodontist	4	147	2.72%	\$4.96	2	50.00%	\$20
canberra orthodontics	4	28	14.29%	\$14.77	0	0.00%	\$59
orthodontics canberra	4	58	6.90%	\$18.69	0	0.00%	\$75
lingual braces	4	33	12.12%	\$7.35	0	0.00%	\$29
deakin orthodontist	4	47	8.51%	\$3.89	1	25.00%	\$16
Orthodontist Woden	3	128	2.34%	\$3.17	0	0.00%	\$10
Kingston Orthodontist	2	56	3.57%	\$6.28	0	0.00%	\$13
Phillip Orthodontist	2	78	2.56%	\$4.05	0	0.00%	\$8
orthodontist near me	2	16	12.50%	\$13.56	0	0.00%	\$27
canberra dental specialists	2	29	6.90%	\$30.17	0	0.00%	\$60

Conversions & Engagement

Conversions

Conversions

11

↑ 80.9%

Conv. rate

6.96%

↑ 163.2%

Website Conversion Type

Event name	Conversions
GA4 Event - Phone Number T...	11

Ad Phone Calls

0

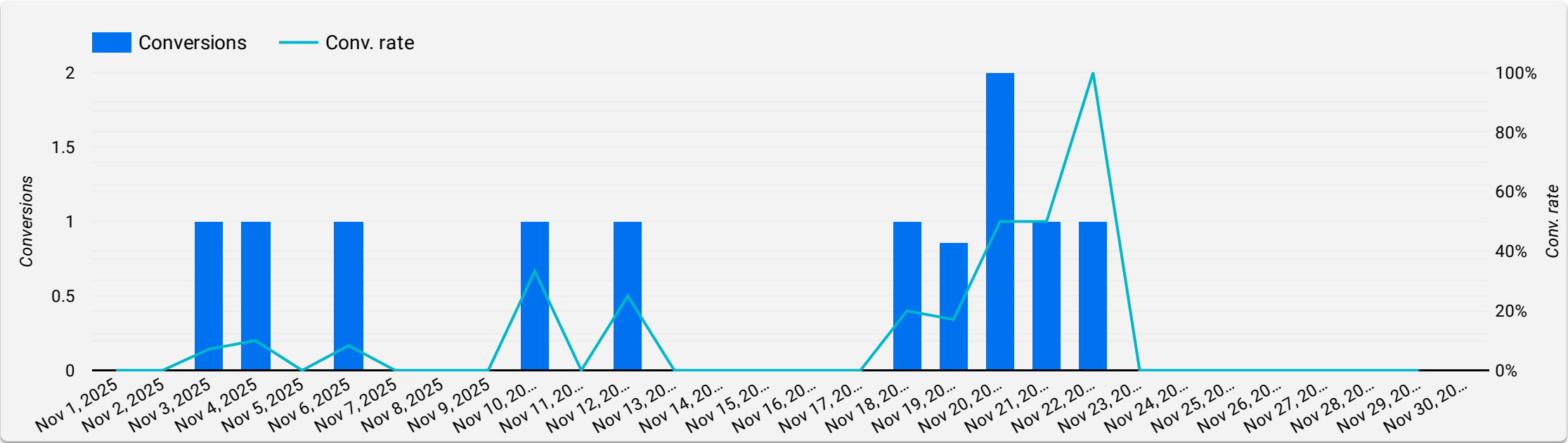
↓ -100.0%

Calls are counted as conversions if longer than 20secs

Top Converting Pages

Page path	Conversions
/orthodontic-excellence/	8
/contact-capital-smiles/	2
/children/	0.85

Conversions vs Conversion Rate

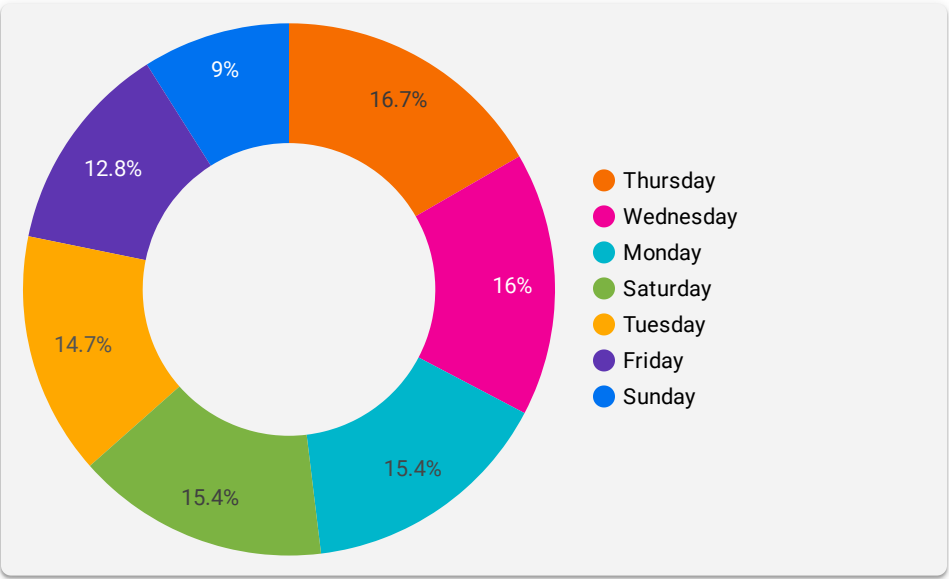


When your Ads showed - Day

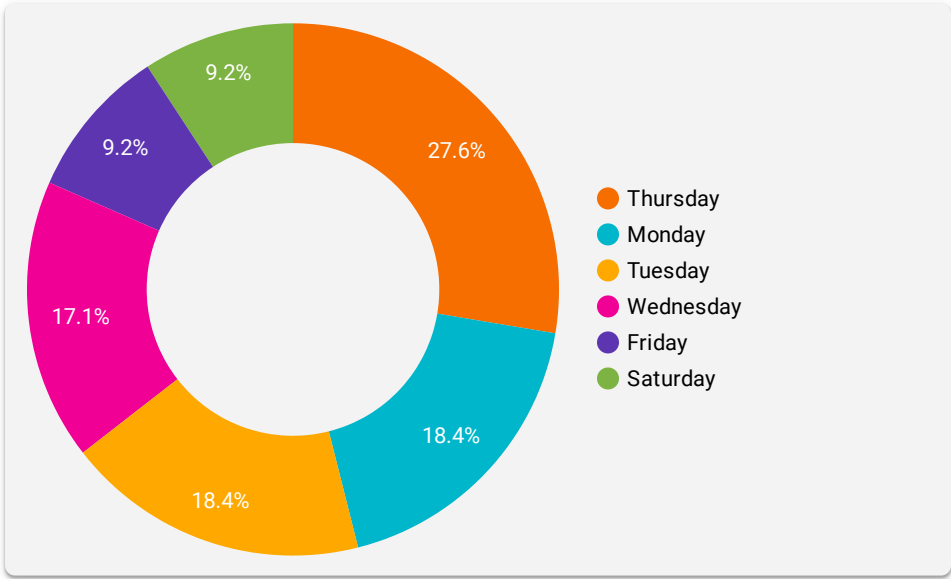
Day of the Week Details

	Day of week	Clicks	Impressions	CTR	Avg. CPC	Conversions	Conv. rate	Cost
1.	Thursday	26	653	3.98%	\$9.40	3	11.54%	\$244
2.	Wednesday	25	449	5.57%	\$8.73	2	7.42%	\$218
3.	Monday	24	589	4.07%	\$11.82	2	8.33%	\$284
4.	Saturday	24	502	4.78%	\$10.17	1	4.17%	\$244
5.	Tuesday	23	515	4.47%	\$8.22	2	8.70%	\$189
6.	Friday	20	531	3.77%	\$8.18	1	5.00%	\$164

Clicks per Day



Conversions per Day

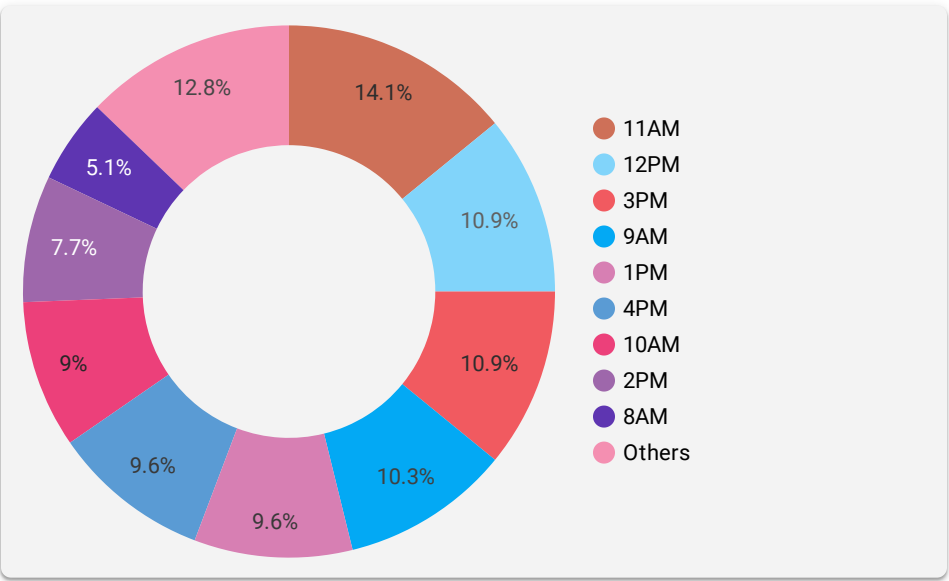


When your Ads showed - Hour

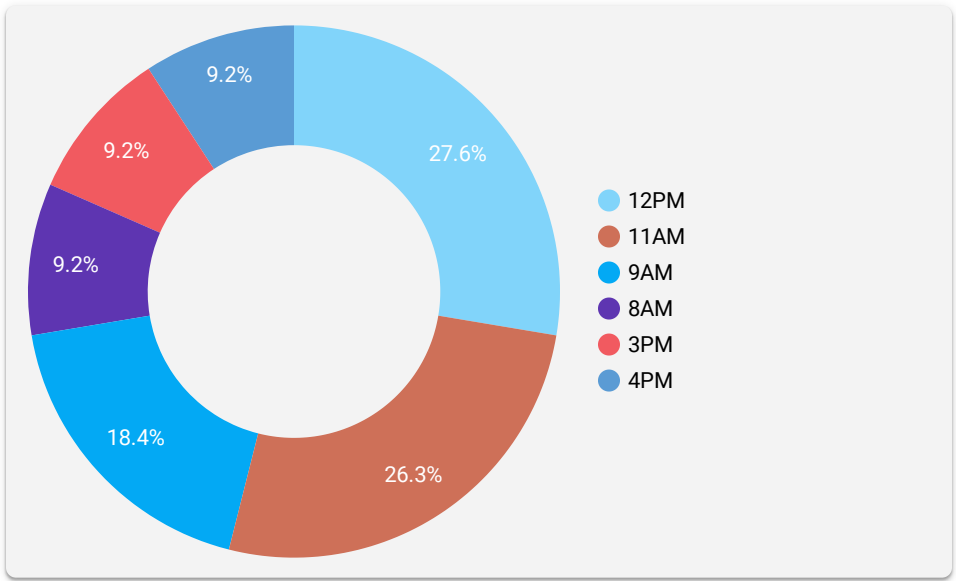
Hourly Details

	Hour of day	Clicks ▾	Impressions	CTR	Avg. CPC	Conversions	Conv. rate	Cost
1.	11AM	22	360	6.11%	\$8.00	3	12.97%	\$176
2.	12PM	17	341	4.99%	\$9.83	3	17.65%	\$167
3.	3PM	17	328	5.18%	\$6.61	1	5.88%	\$112
4.	9AM	16	428	3.74%	\$14.53	2	12.50%	\$232
5.	1PM	15	296	5.07%	\$10.46	0	0.00%	\$157
6.	4PM	15	262	5.73%	\$6.16	1	6.67%	\$92
7.	10AM	14	320	4.38%	\$13.18	0	0.00%	\$185
8.	2PM	12	303	3.96%	\$12.89	0	0.00%	\$155
9.	8AM	8	314	2.55%	\$10.94	1	12.50%	\$87
10.	5PM	7	156	4.49%	\$10.53	0	0.00%	\$74

Clicks per Hour



Conversions per Hour

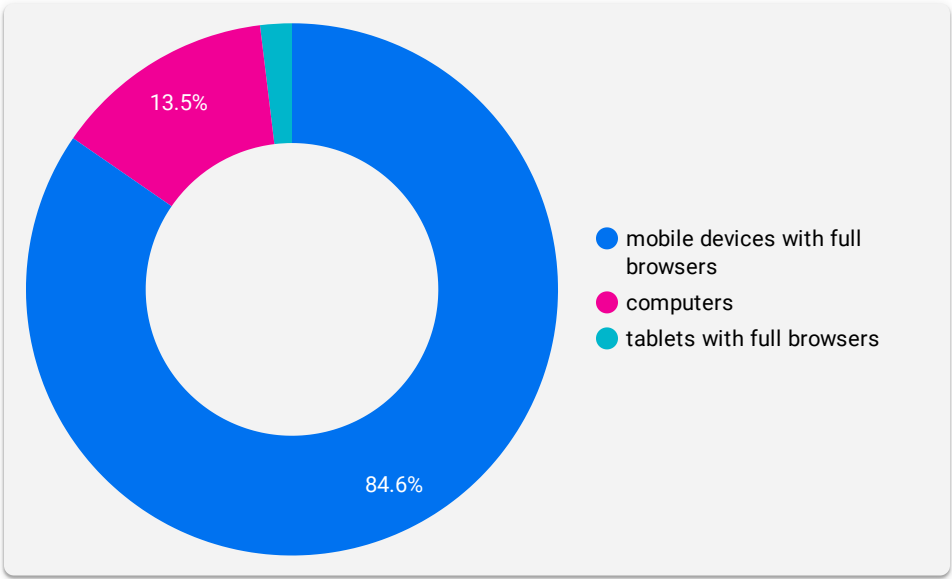


Which Device Was Used

Device Details

	Device	Clicks ▾	Impressions	CTR	Avg. CPC	Conversions	Conv. rate	Cost
1.	mobile devices with full browsers	132	3,147	4.19%	\$10.69	11	8.22%	\$1,411
2.	computers	21	388	5.41%	\$5.41	0	0.00%	\$114
3.	tablets with full browsers	3	19	15.79%	\$4.15	0	0.00%	\$12

Clicks per Device



Conversions per Device

