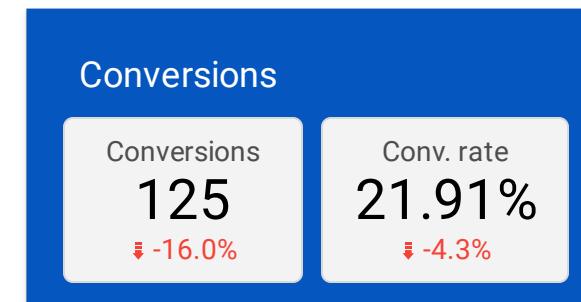
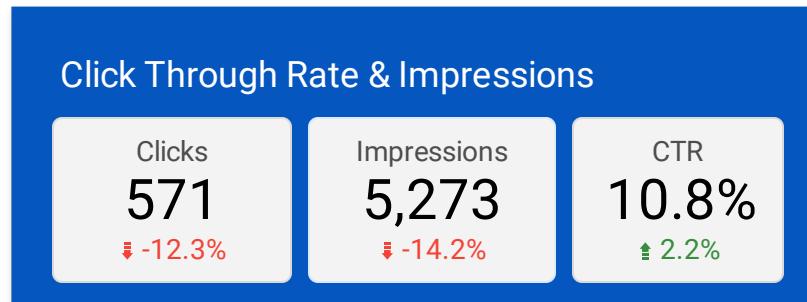
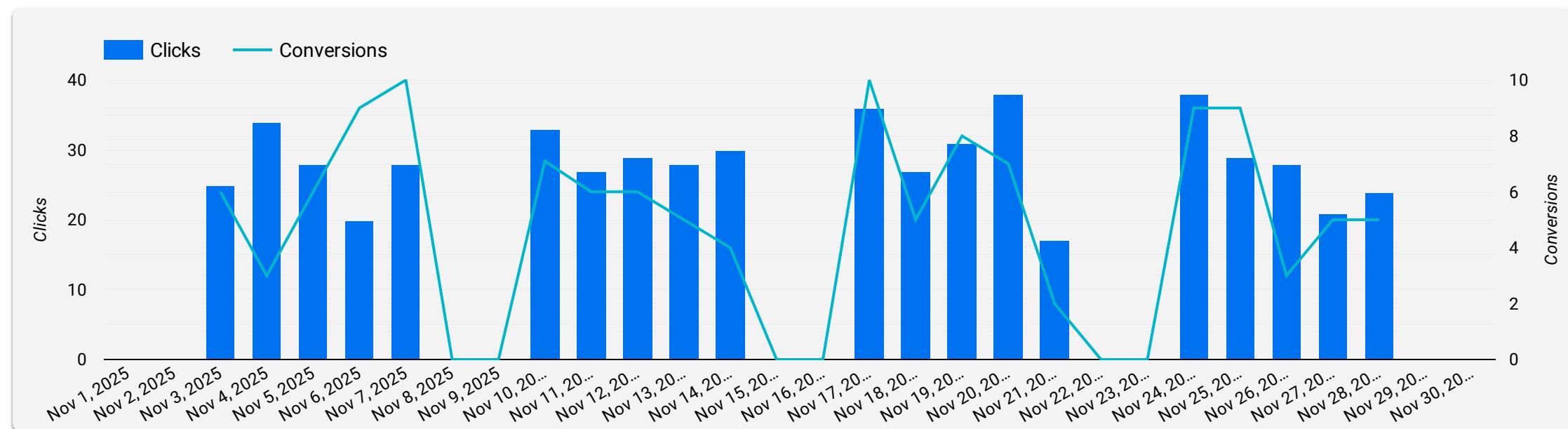




## Overview



## Clicks vs Conversions



## Campaign Details

Campaign	Clicks	Impressions	CTR	Avg. CPC	Conversions	Conv. rate	Cost
Search-Campaign #1	571	5,273	10.83%	\$6.76	125.1	21.91%	\$3,857.65
Campaign #1	0	0	0%	\$0	0	0%	\$0

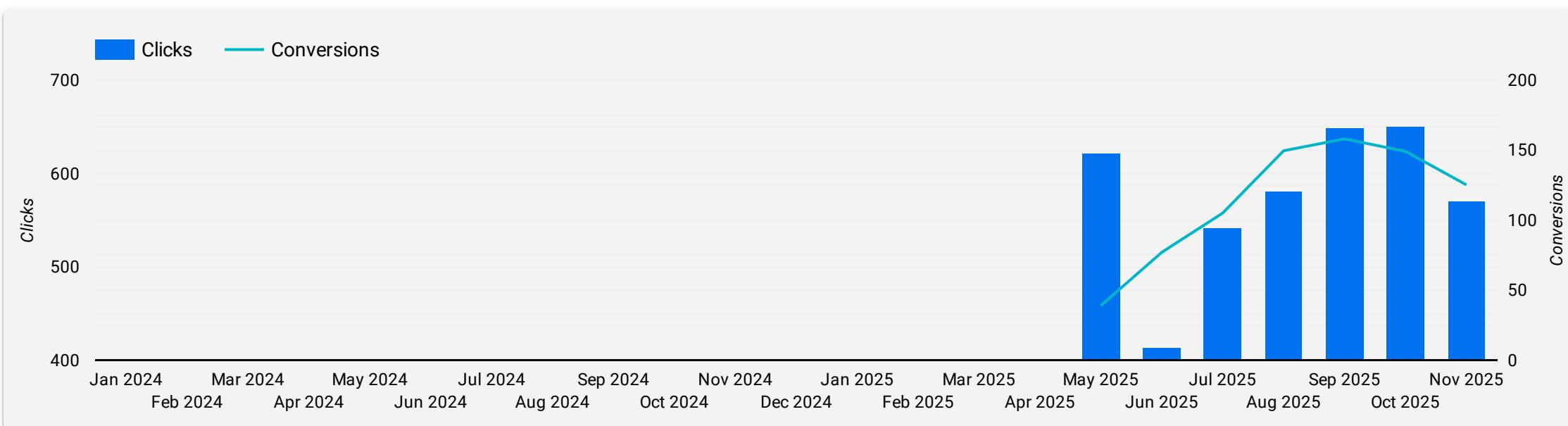


## Month to Date

### Month to Month Details

Month	Clicks	Impressions	CTR	Avg. CPC	Conversions	Conv. rate	Cost
Nov 2025	571	5,273	10.83%	\$6.76	125	21.91%	\$3,857.65
Oct 2025	651	6,146	10.59%	\$6.98	149	22.89%	\$4,544.33
Sep 2025	648	5,703	11.36%	\$6.77	158	24.37%	\$4,386.4
Aug 2025	581	5,296	10.97%	\$6.48	149	25.72%	\$3,766.36
Jul 2025	541	4,615	11.72%	\$6.38	105	19.41%	\$3,449.53
Jun 2025	414	3,351	12.35%	\$7.61	77	18.6%	\$3,150.14
May 2025	622	6,102	10.19%	\$5.46	39	6.27%	\$3,398.97

### Monthly Clicks vs Conversions





## Conversions & Engagement

Total Conversions	
Conversions	125
Conv. rate	21.91%

⬇ -16.0% ⬇ -4.3%

### Website Conversion Type

Event name	Key events
School Bus Hire Form Submi...	1
Phone Number Click	38
Mutli Form Submission	76
Bus Hire Form Submission	52

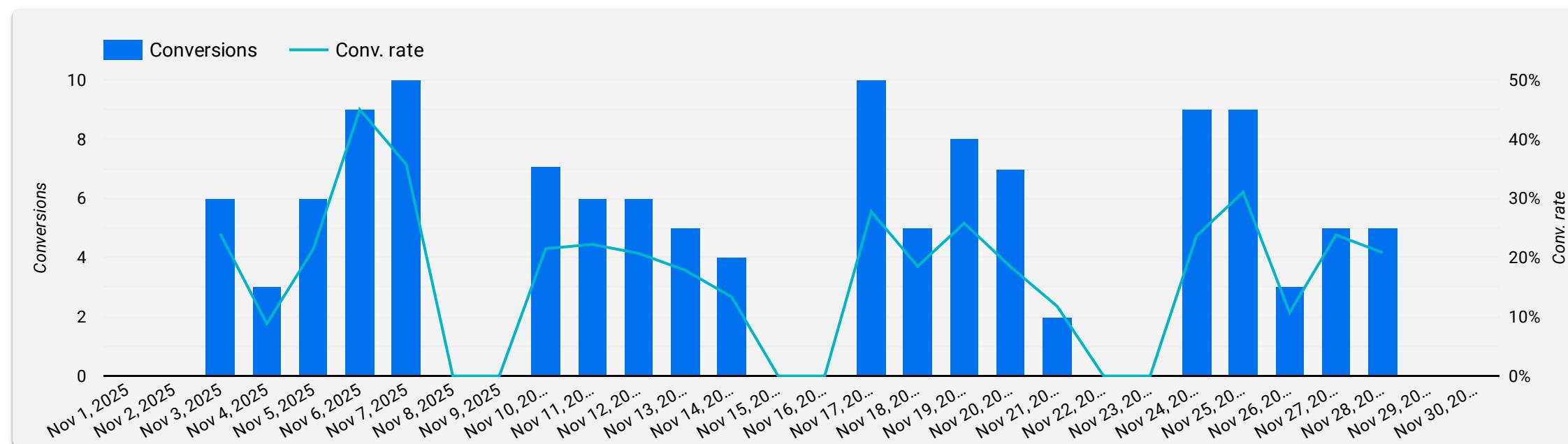
Ad Phone Calls	
10	
⬆ 42.9%	

Calls are counted as conversions if longer than 20secs

### Top Converting Pages

Page path	Key events
/thank-you-general/	76
/thank-you-bus-hire/	52
/sydney-bus-hire/	15
/about-sydney-coach-charter/o...	7
/get-a-quote/	6
/	3
/wedding-and-celebration-bus-h...	2
/about-sydney-coach-charter/	2

### Conversions vs Conversion Rate



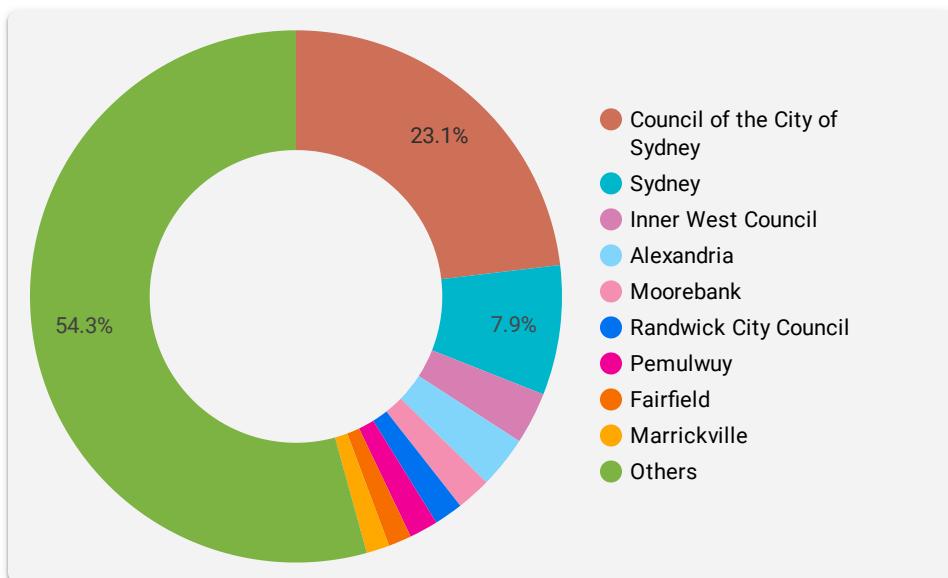


## Where your Ads Showed

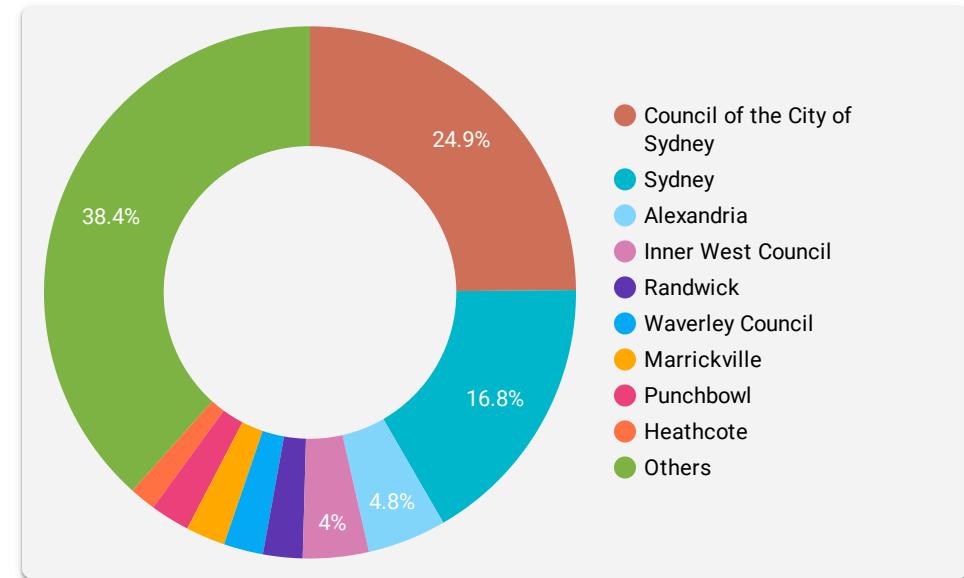
### Location Details

City	Clicks	Impressions	CTR	Avg. CPC	Conversions	Conv. rate	Cost
1. Council of the City of Sydney	132	1,148	11.5%	\$6.93	31	23.56%	\$915.19
2. Sydney	45	428	10.51%	\$7.29	21	46.67%	\$328.10
3. Inner West Council	18	90	20%	\$6.88	5	27.78%	\$123.79
4. Alexandria	18	105	17.14%	\$7.86	6	33.33%	\$141.47
5. Moorebank	12	103	11.65%	\$7.29	2	16.67%	\$87.51
6. Pemulwuy	10	92	10.87%	\$6.68	2	20.00%	\$66.81

### Clicks per Location



### Conversions per Location



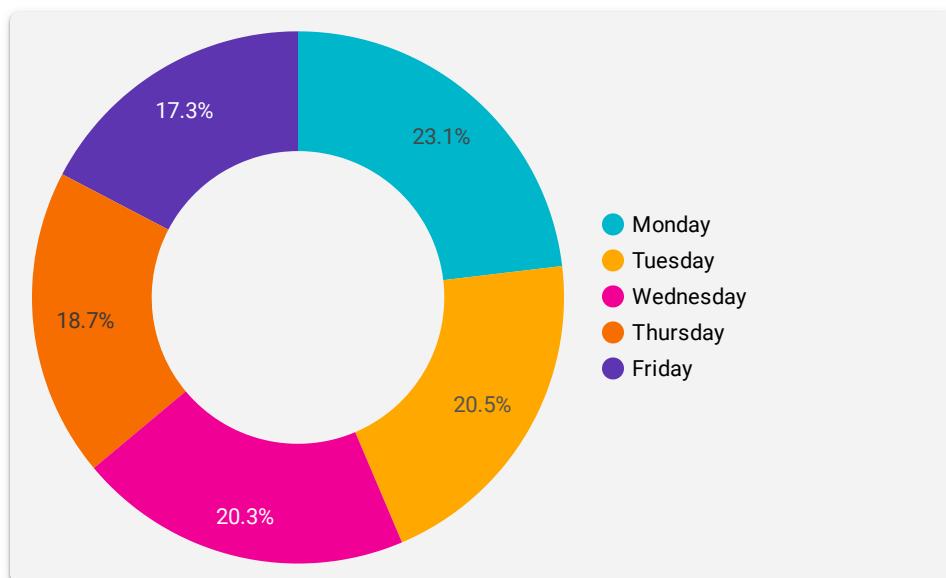


## When your Ads showed - Day

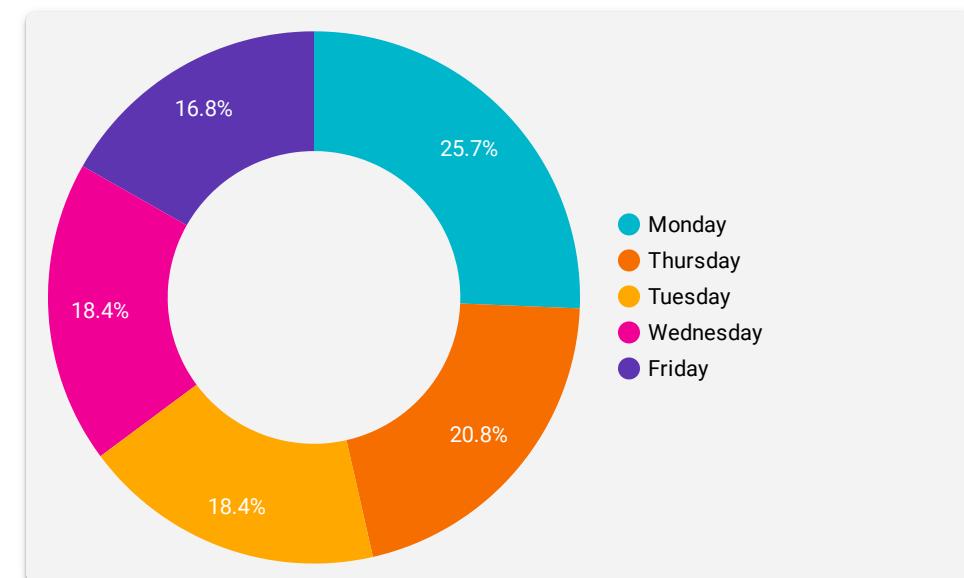
### Day of the Week Details

Day of week	Clicks	Impressions	CTR	Avg. CPC	Conversions	Conv. rate	Cost
1. Wednesday	116	1,034	11.22%	\$6.46	23	19.83%	\$749.37
2. Tuesday	117	935	12.51%	\$6.58	23	19.66%	\$770.37
3. Thursday	107	1,146	9.34%	\$6.66	26	24.3%	\$712.63
4. Monday	132	1,080	12.22%	\$7.24	32	24.31%	\$955.05
5. Friday	99	1,078	9.18%	\$6.77	21	21.21%	\$670.23

### Clicks per Day



### Conversions per Day



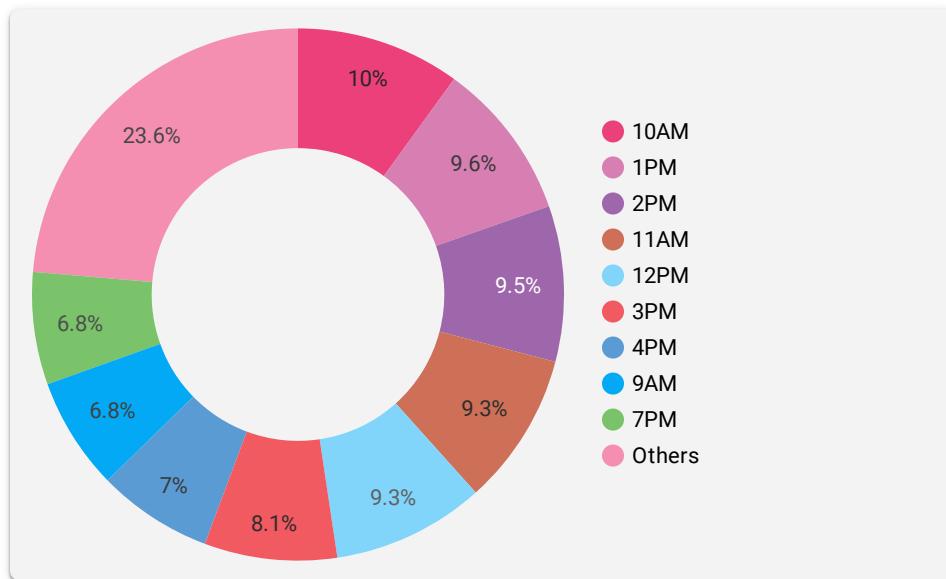


## When your Ads showed - Hour

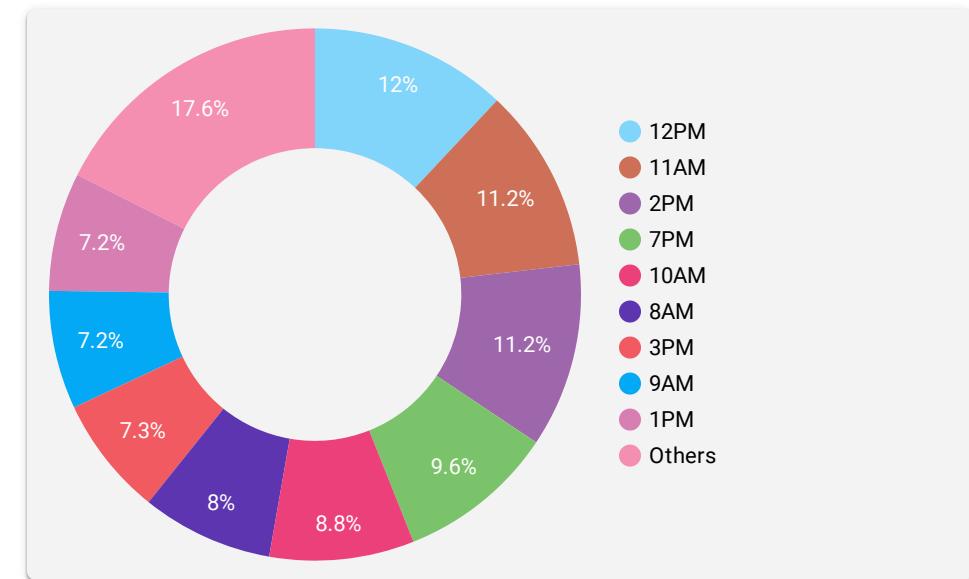
### Hourly Details

Hour of day	Clicks	Impressions	CTR	Avg. CPC	Conversions	Conv. rate	Cost
1. 10AM	57	489	11.66%	\$7.39	11	19.30%	\$421.14
2. 1PM	55	535	10.28%	\$7.58	9	16.36%	\$416.88
3. 2PM	54	497	10.87%	\$8.36	14	25.93%	\$451.25
4. 11AM	53	476	11.13%	\$6.52	14	26.42%	\$345.48
5. 12PM	53	558	9.50%	\$7.06	15	28.30%	\$374.04
6. 3PM	46	391	11.76%	\$6.39	9	19.77%	\$294.1
7. 4PM	40	319	12.54%	\$7.28	6	15.00%	\$291.15
8. 9AM	39	441	8.84%	\$7.52	9	23.08%	\$293.32
9. 7PM	39	260	15.00%	\$5.07	12	30.77%	\$197.63
10. 5PM	27	276	9.78%	\$5.21	6	22.22%	\$140.65

### Clicks per Hour



### Conversions per Hour

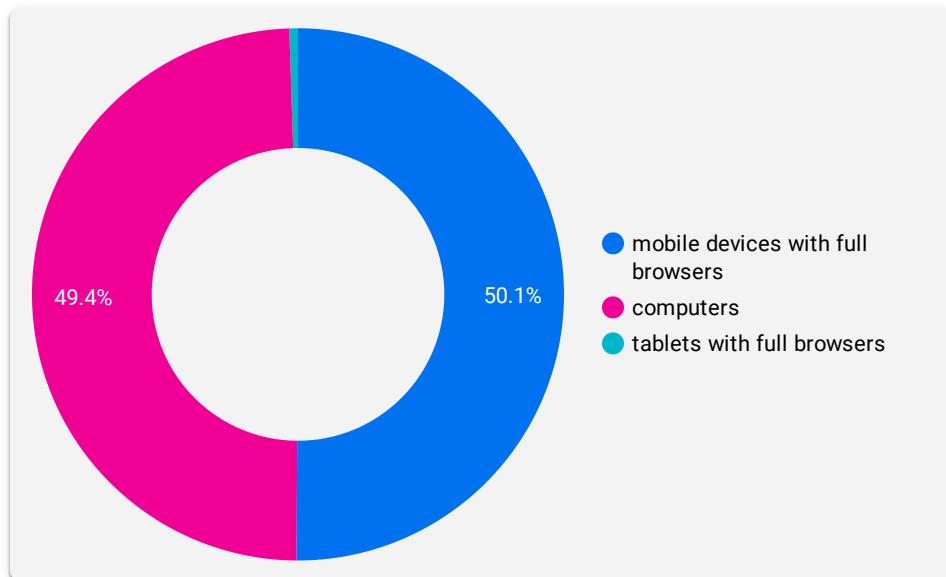


## Which Device Was Used

### Device Details

Device	Clicks	Impressions	CTR	Avg. CPC	Conversions	Conv. rate	Cost
1. mobile devices with full browsers	286	2,745	10.42%	\$5.94	61	21.33%	\$1,698.76
2. computers	282	2,495	11.3%	\$7.62	64	22.73%	\$2,149.77
3. tablets with full browsers	3	33	9.09%	\$3.04	0	0.00%	\$9.12

### Clicks per Device



### Conversions per Device

