

Overview

### Click Through Rate & Impressions

Clicks  
**210**  
↓ -23.9%

Impressions  
**2,715**  
↓ -27.3%

CTR  
**7.73%**  
↑ 4.7%

### Conversions

Conversions  
**8**  
↓ -11.1%

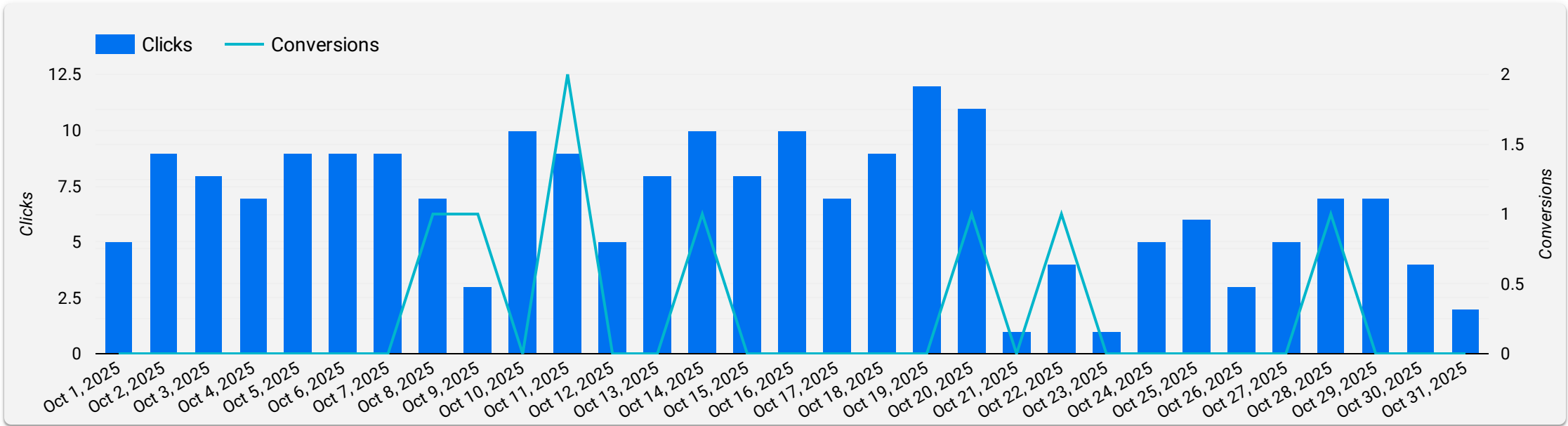
Conv. rate  
**3.81%**  
↑ 16.8%

### Cost & Cost Per Click

Avg. CPC  
**\$2.86**  
↑ 24.5%

Cost  
**\$601.45**  
↓ -5.3%

Clicks vs Conversions



Campaign Details

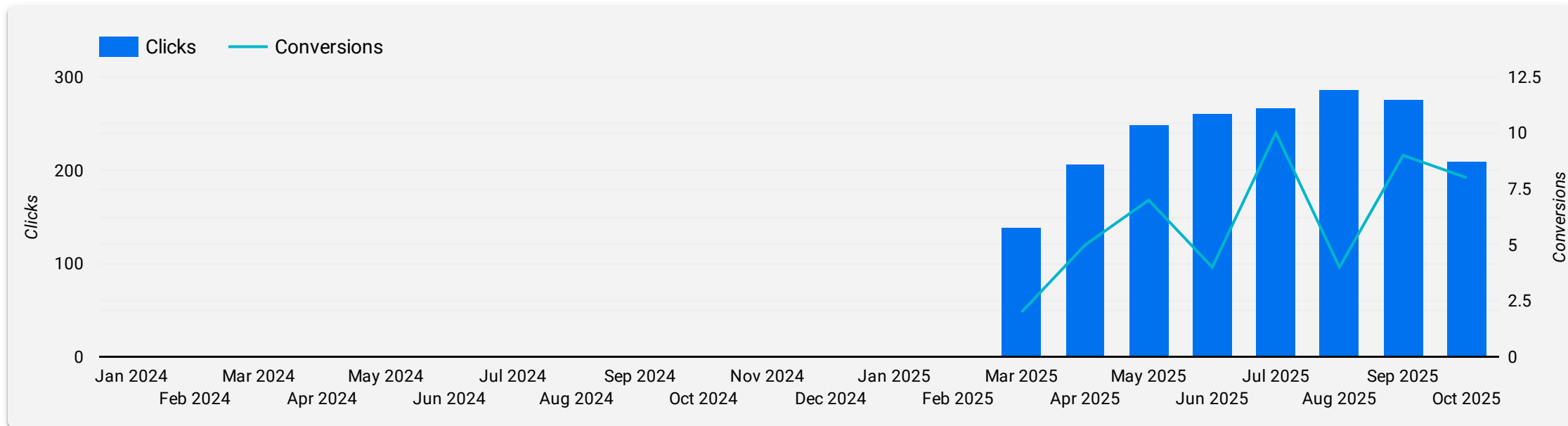
Campaign	Clicks	Impressions	CTR	Avg. CPC	Conversions	Conv. rate	Cost
Search-Campaign#1	210	2,715	7.73%	\$2.86	8	3.81%	\$601.45
Campaign #1	0	0	0%	\$0	0	0%	\$0

## Month to Date

### Month to Month Details

Month ▾	Clicks	Impressions	CTR	Avg. CPC	Conversions	Conv. rate	Cost
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



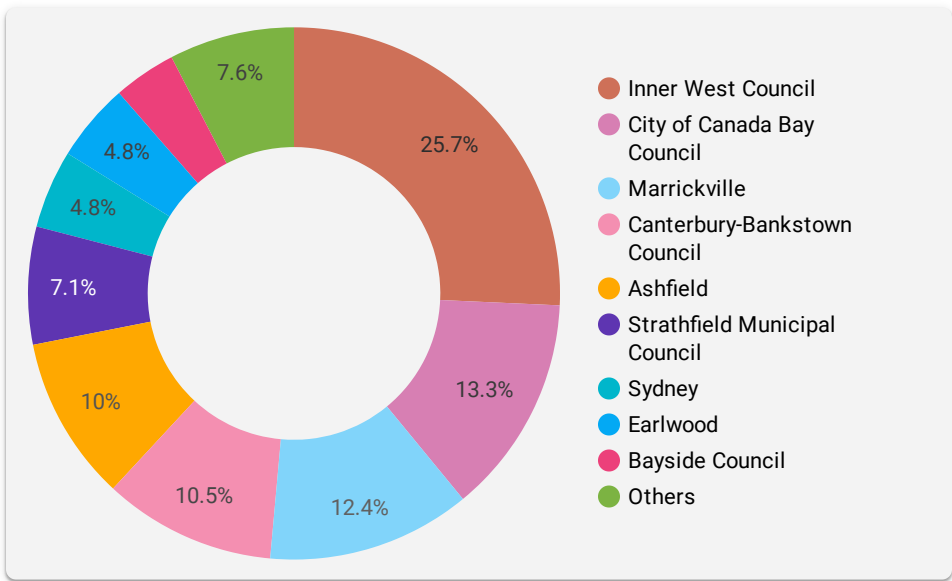


## Where your Ads Showed

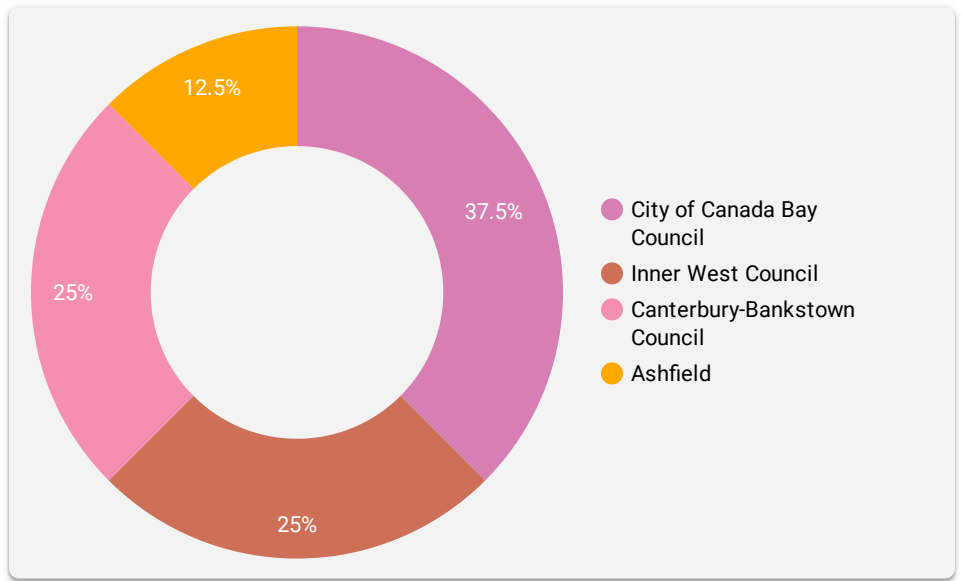
### Location Details

	City	Clicks ▾	Impressions	CTR	Avg. CPC	Conversions	Conv. rate	Cost
1.	Inner West Council	54	759	7.11%	\$2.75	2	3.7%	\$148.26
2.	City of Canada Bay Council	28	425	6.59%	\$2.24	3	10.71%	\$62.63
3.	Marrickville	26	320	8.13%	\$2.89	0	0%	\$75.17
4.	Canterbury-Bankstown Council	22	93	23.66%	\$2.82	2	9.09%	\$62.08
5.	Ashfield	21	242	8.68%	\$2.43	1	4.76%	\$51.07
6.	Strathfield Municipal Council	15	99	15.15%	\$3.54	0	0%	\$53.16

### Clicks per Location



### Conversions per Location

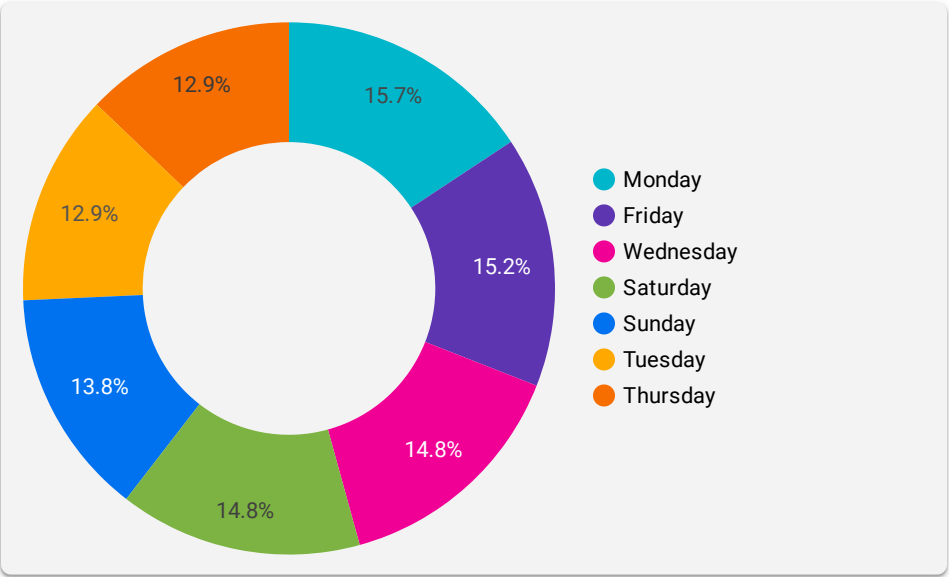


When your Ads showed - Day

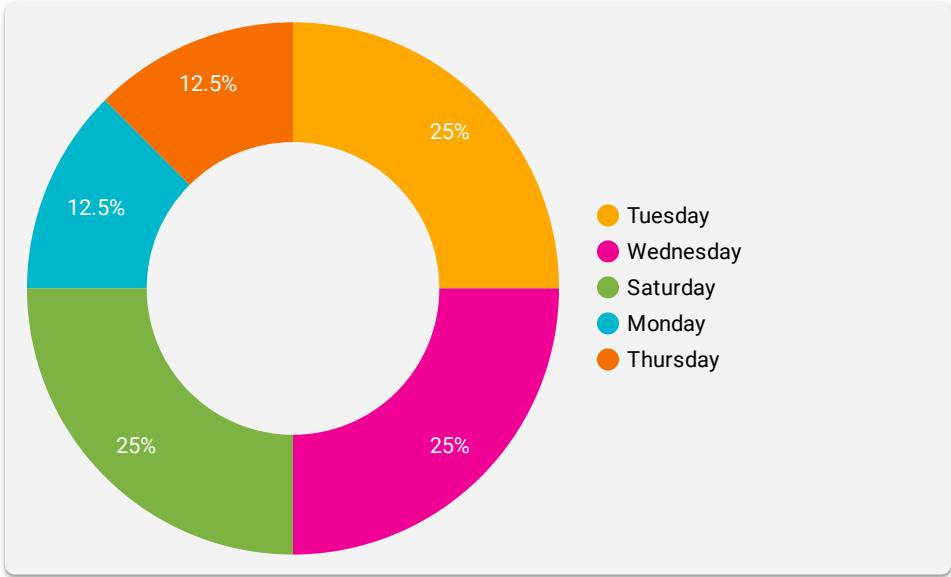
Day of the Week Details

Day of week ▾	Clicks	Impressions	CTR	Avg. CPC	Conversions	Conv. rate	Cost
1. Wednesday	31	340	9.12%	\$2.64	2	6.45%	\$81.79
2. Tuesday	27	268	10.07%	\$2.68	2	7.41%	\$72.32
3. Thursday	27	451	5.99%	\$3.97	1	3.7%	\$107.26
4. Sunday	29	338	8.58%	\$2.67	0	0%	\$77.33
5. Saturday	31	424	7.31%	\$2.71	2	6.45%	\$83.99
6. Monday	33	324	10.19%	\$2.8	1	3.03%	\$92.35

Clicks per Day



Conversions per Day

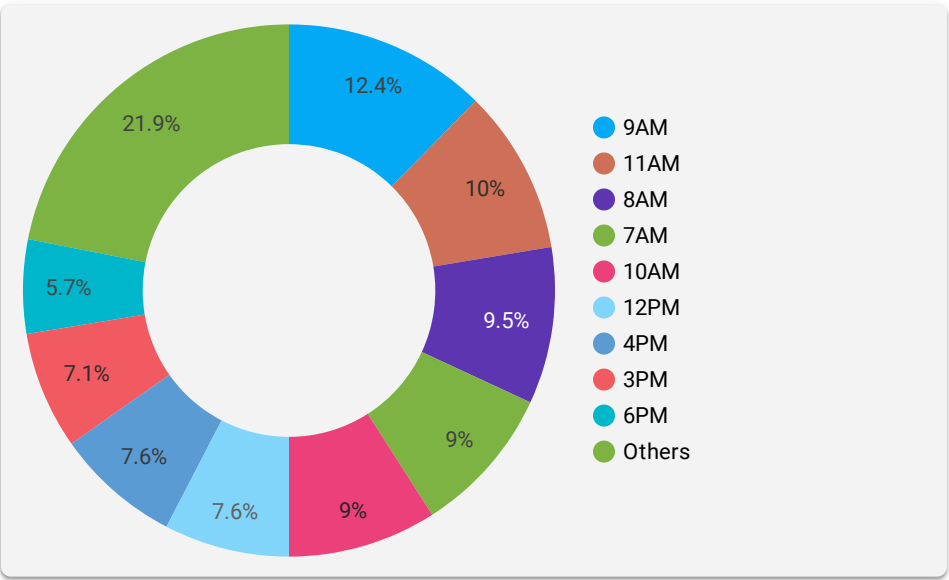


When your Ads showed - Hour

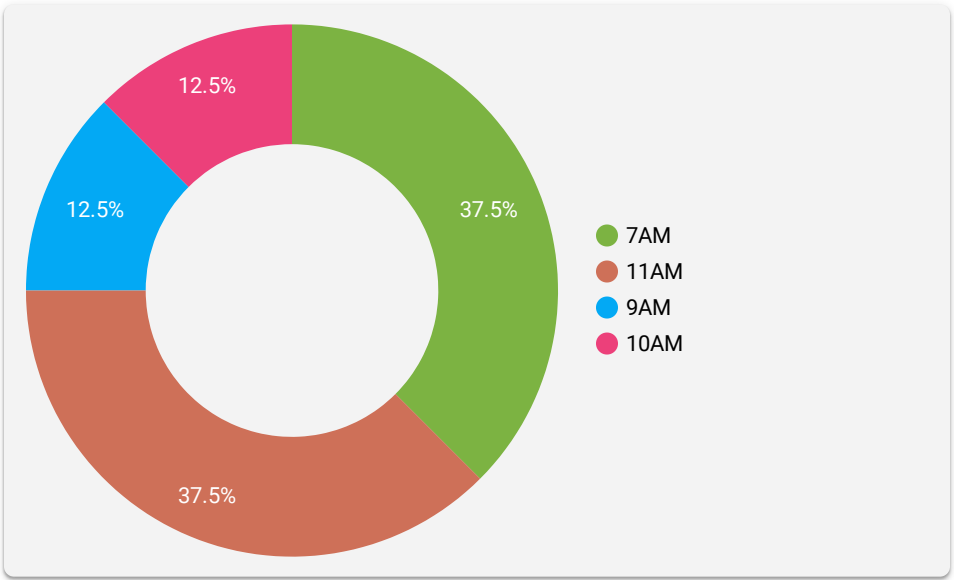
Hourly Details

	Hour of day	Clicks ▾	Impressions	CTR	Avg. CPC	Conversions	Conv. rate	Cost
1.	9AM	26	281	9.25%	\$4.7	1	3.85%	\$122.25
2.	11AM	21	245	8.57%	\$2.94	3	14.29%	\$61.77
3.	8AM	20	252	7.94%	\$3.57	0	0%	\$71.3
4.	7AM	19	277	6.86%	\$2.15	3	15.79%	\$40.93
5.	10AM	19	226	8.41%	\$3.97	1	5.26%	\$75.52
6.	12PM	16	229	6.99%	\$2.25	0	0%	\$35.94
7.	4PM	16	155	10.32%	\$2.17	0	0%	\$34.68
8.	3PM	15	153	9.8%	\$2.15	0	0%	\$32.29
9.	6PM	12	149	8.05%	\$2.12	0	0%	\$25.4
10.	1PM	11	244	4.51%	\$1.71	0	0%	\$18.77

Clicks per Hour



Conversions per Hour

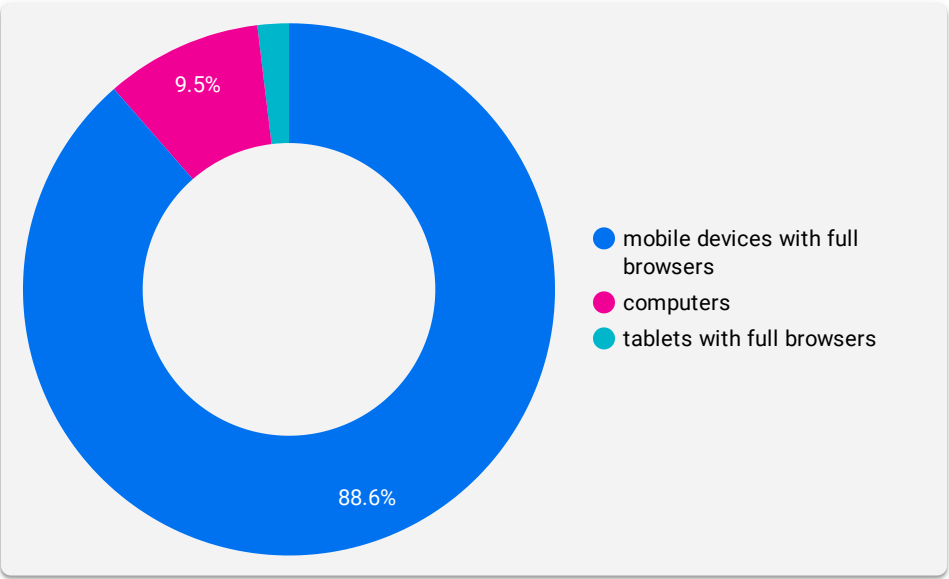


# Which Device Was Used

## Device Details

	Device	Clicks ▾	Impressions	CTR	Avg. CPC	Conversions	Conv. rate	Cost
1.	mobile devices with full browsers	186	2,420	7.69%	\$2.96	8	4.3%	\$550.77
2.	computers	20	234	8.55%	\$2.08	0	0%	\$41.63
3.	tablets with full browsers	4	61	6.56%	\$2.26	0	0%	\$9.05

## Clicks per Device



## Conversions per Device

