

Overview

Click Through Rate & Impressions

Clicks

52

↑ 52.9%

Impressions

1,294

↑ 0.2%

CTR

4.02%

↑ 52.7%

Conversions

Conversions

6

↑ 500.0%

Conv. rate

11.54%

↑ 292.3%

Cost & Cost Per Click

Avg. CPC

\$12.01

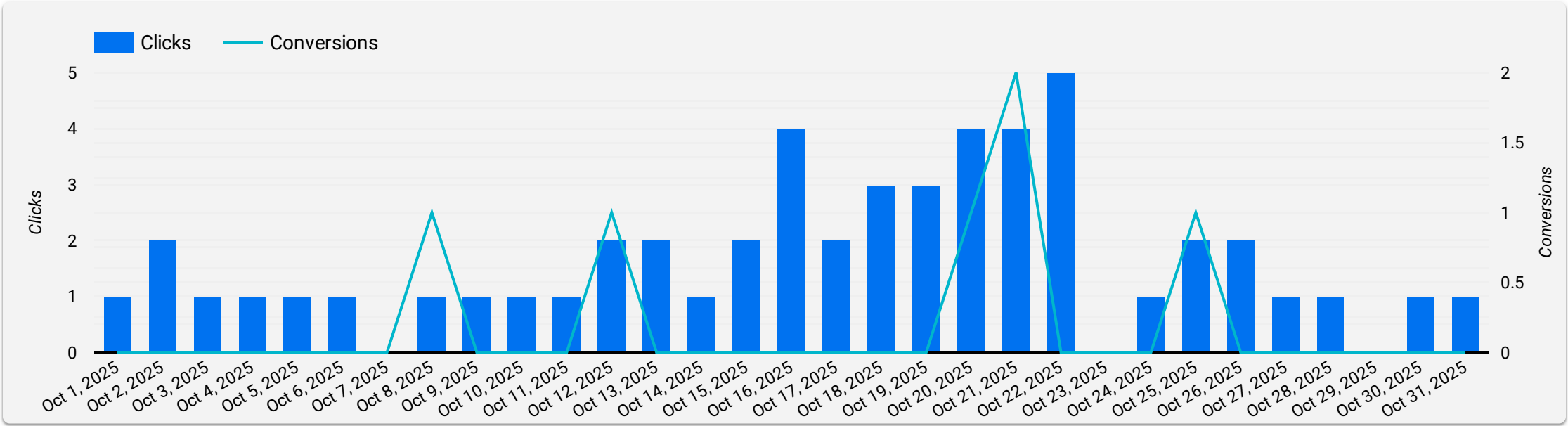
↓ -45.7%

Cost

\$625

↓ -17.0%

Clicks vs Conversions



Campaign Details

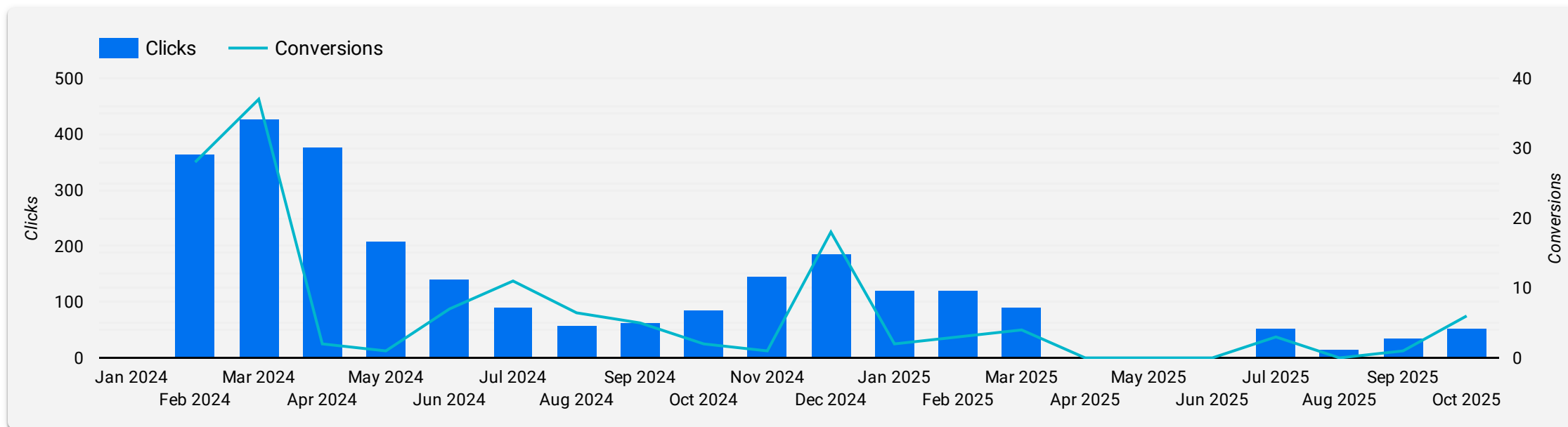
Campaign	Clicks	Impressions	CTR	Avg CPC	Conversions	Conv. rate	Cost
Search Maintenance	52	1,294	4.02%	\$12.01	6	11.54%	\$624.66

Month to Date

Month to Month Details

Month ▾	Clicks	Impressions	CTR	Avg. CPC	Conversions	Conv. rate	Cost
Oct 2025	52	1,294	4.02%	\$12.01	6	11.54%	\$624.66
Sep 2025	34	1,292	2.63%	\$22.12	1	2.94%	\$752.18
Aug 2025	14	149	9.4%	\$14.77	0	0%	\$206.77
Jul 2025	53	1,434	3.7%	\$11.56	3	5.66%	\$612.51
Mar 2025	90	1,429	6.3%	\$7.06	4	4.44%	\$635.56
Feb 2025	120	1,695	7.08%	\$5.07	3	2.5%	\$608.11
Jan 2025	121	1,707	7.09%	\$5.55	2	1.65%	\$672.04
Dec 2024	185	2,559	7.23%	\$3.93	18	9.73%	\$726.83
Nov 2024	146	2,800	5.21%	\$4.8	1	0.68%	\$700.49
Oct 2024	86	1,372	6.27%	\$6.6	2	2.33%	\$567.51

Monthly Clicks vs Conversions



Search Keywords

Search keyword	Clicks ▾	Impressions	CTR	Avg. CPC	Conversions	Conv. rate	Cost
AC servicing	38	984	3.86%	\$11.61	3	7.89%	\$441.15
air conditioner service	6	154	3.90%	\$12.72	1	16.67%	\$76.29
air conditioner service near me	4	63	6.35%	\$9.23	1	25.00%	\$36.90
Aircon service	2	30	6.67%	\$21.93	0	0.00%	\$43.85
Aircon maintenance	1	4	25.00%	\$6.32	0	0.00%	\$6.32
Aircon service near me	1	35	2.86%	\$20.15	1	100.00%	\$20.15
AC maintenance	0	4	0.00%	\$0.00	0	0.00%	\$0.00
Air conditioning maintenance	0	11	0.00%	\$0.00	0	0.00%	\$0.00
ac maintenance near me	0	9	0.00%	\$0.00	0	0.00%	\$0.00

Conversions & Engagement

Total Conversions

Conversions
6
↑ 500.0%

Conv. rate
11.54%
↑ 292.3%

Website Conversion Type

Event name	Conversions
GA4 Event - Phone Number Tap	2
Residential Form Submission	2
Contact Form Submission	1

Top Converting Pages

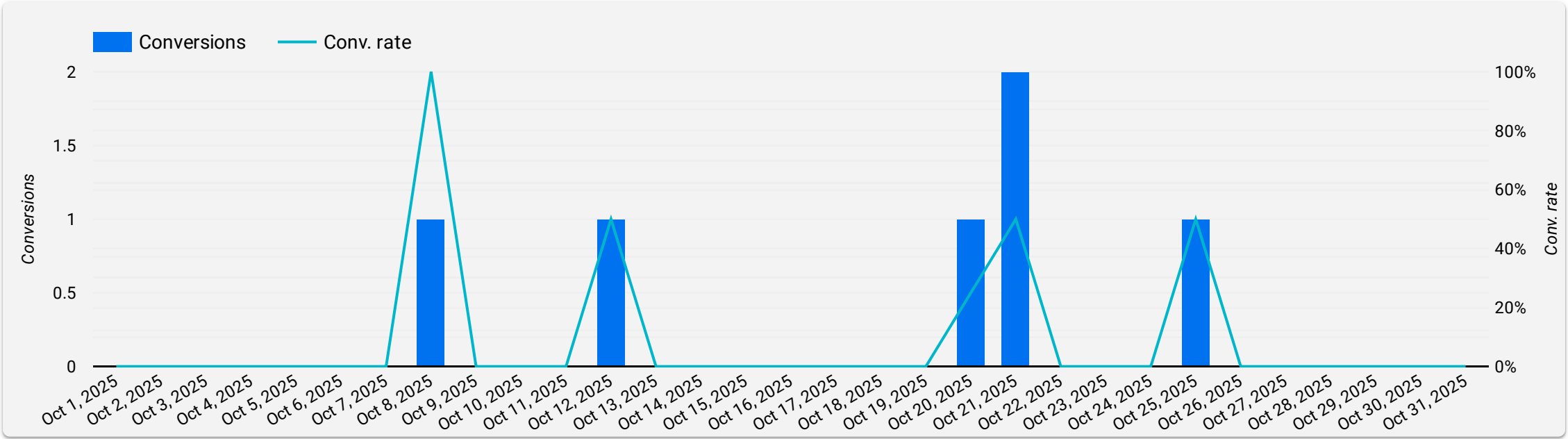
Page path	Conver...
/professional-residential-ac-mainte...	2
/thank-you-residential/	2
/thank-you/	1

Ad Phone Calls

1
↑ N/A

Calls are counted as conversions if longer than 20secs

Conversions vs Conversion Rate

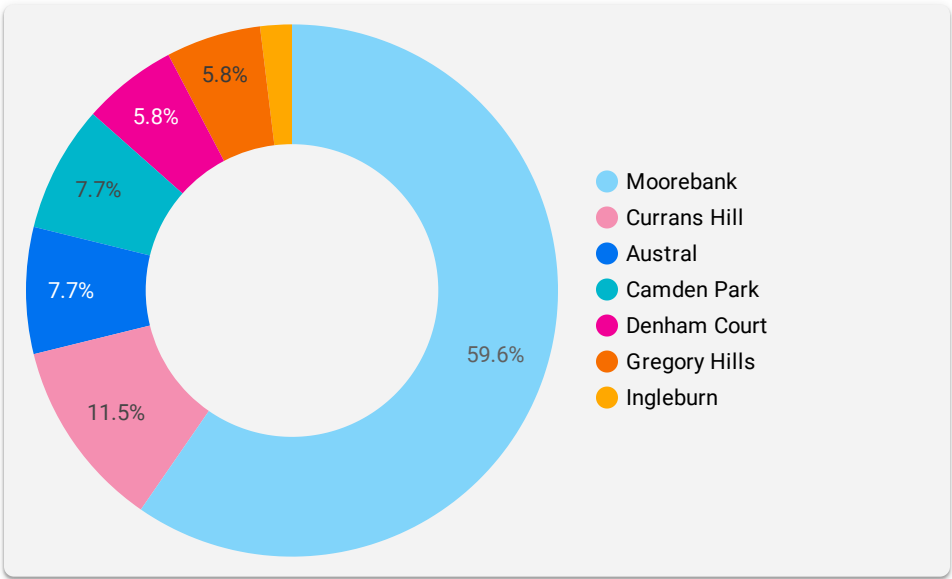


Where your Ads Showed

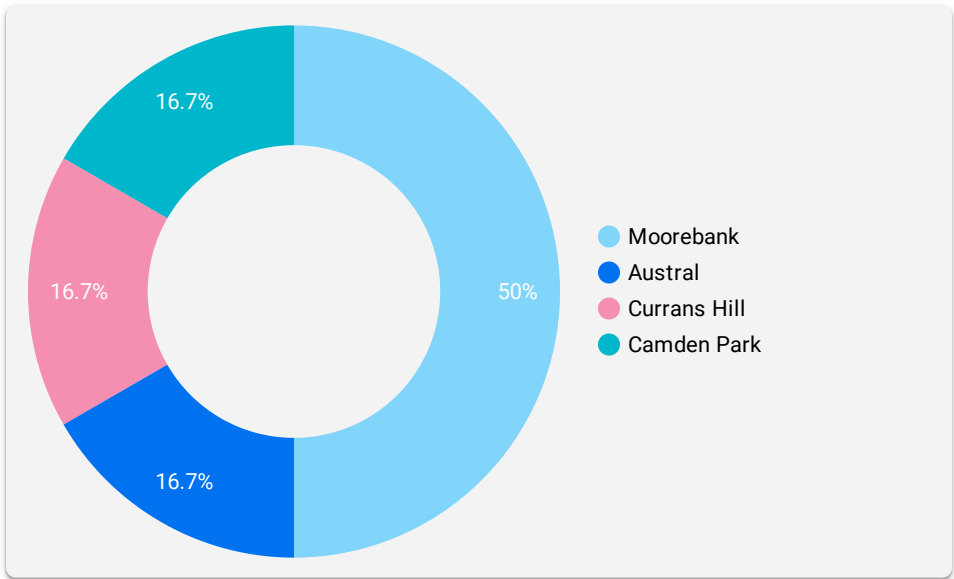
Location Details

	City	Clicks ▾	Impressions	CTR	Avg. CPC	Conversions	Conv. rate	Cost
1.	Moorebank	31	637	4.87%	\$10.12	3	9.68%	\$313.74
2.	Currans Hill	6	156	3.85%	\$10.56	1	16.67%	\$63.36
3.	Austral	4	85	4.71%	\$15.19	1	25.00%	\$60.77
4.	Camden Park	4	169	2.37%	\$10.73	1	25.00%	\$42.93
5.	Denham Court	3	99	3.03%	\$21.85	0	0.00%	\$65.56
6.	Gregory Hills	3	75	4.00%	\$13.16	0	0.00%	\$39.47
7.	Ingleburn	1	6	16.67%	\$38.83	0	0.00%	\$38.83
8.	Liverpool	0	20	0.00%	\$0.00	0	0.00%	\$0.00
9.	Oran Park	0	5	0.00%	\$0.00	0	0.00%	\$0.00
1...	Narellan	0	2	0.00%	\$0.00	0	0.00%	\$0.00

Clicks per Location



Conversions per Location

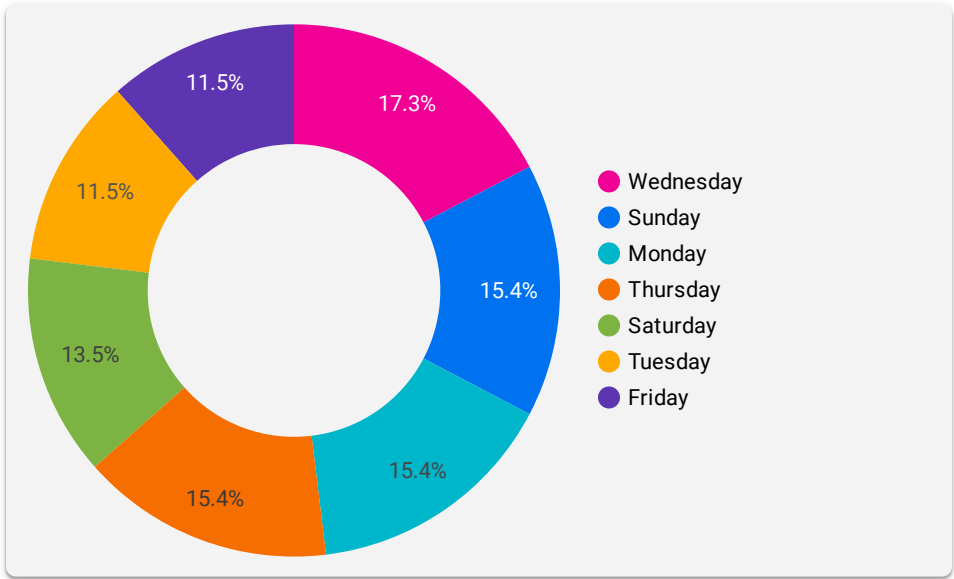


When your Ads showed - Day

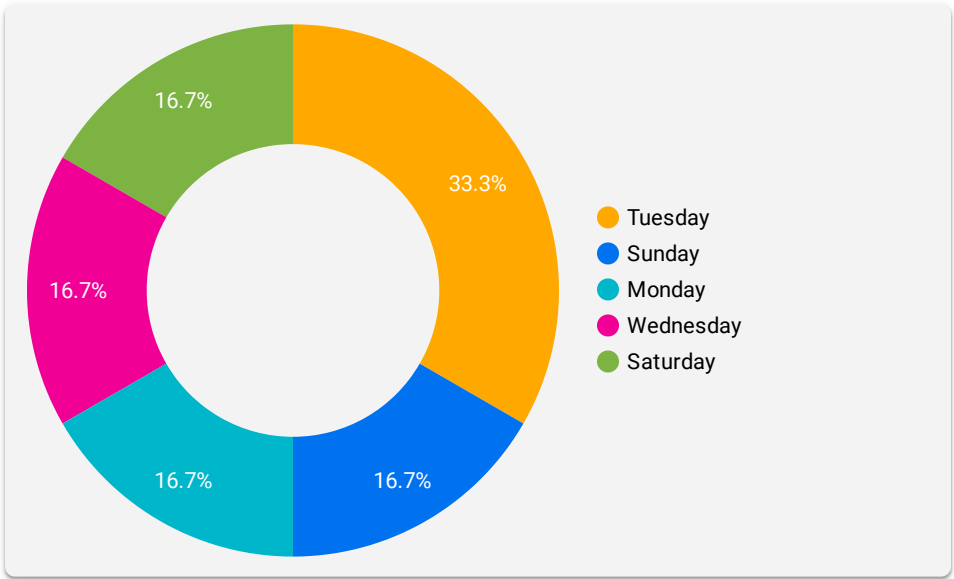
Day of the Week Details

	Day of week	Clicks ▾	Impressions	CTR	Avg. CPC	Conversions	Conv. rate	Cost
1.	Wednesday	9	209	4.31%	\$10.89	1.00	11.11%	\$97.97
2.	Sunday	8	142	5.63%	\$10.72	1.00	12.5%	\$85.73
3.	Monday	8	287	2.79%	\$9.41	1.00	12.5%	\$75.27
4.	Thursday	8	148	5.41%	\$15.32	0.00	0%	\$122.57
5.	Saturday	7	134	5.22%	\$13.34	1.00	14.29%	\$93.40
6.	Tuesday	6	231	2.60%	\$8.59	2.00	33.33%	\$51.52
7.	Friday	6	143	4.20%	\$16.37	0.00	0%	\$98.20

Clicks per Day



Conversions per Day

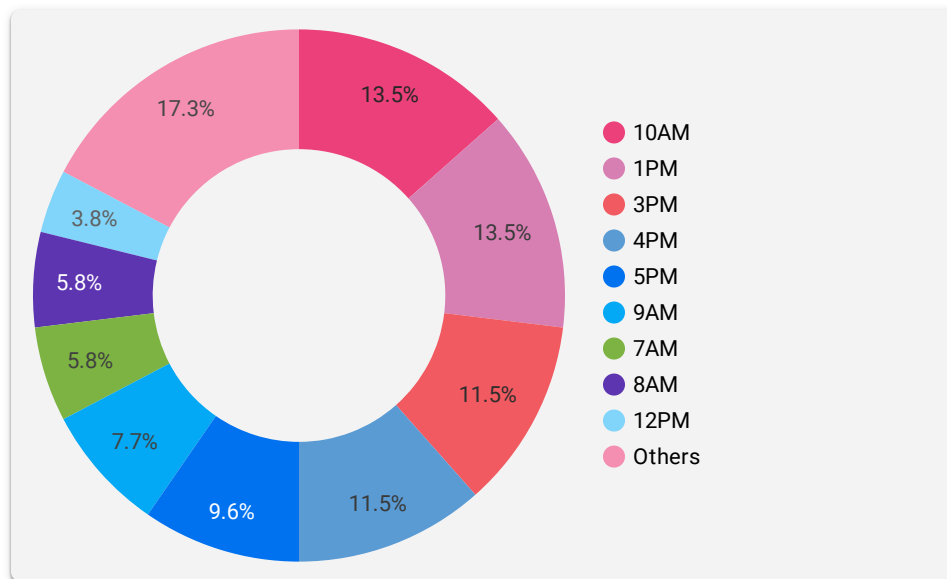


When your Ads showed - Hour

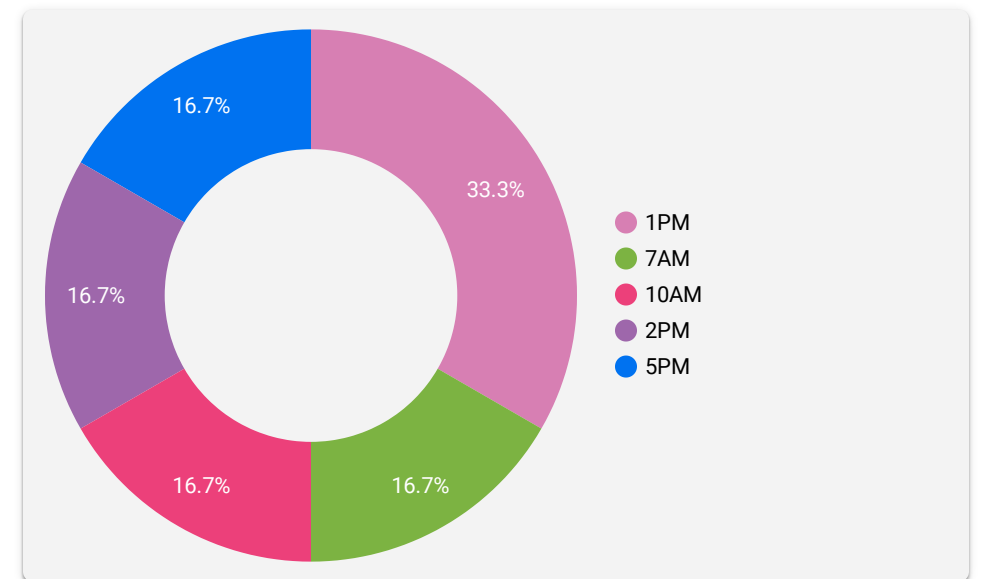
Hourly Details

Hour of day	Clicks ▾	Impressions	CTR	Avg. CPC	Conversions	Conv. rate	Cost
10AM	7	106	6.60%	\$17.25	1	14.29%	\$120.73
1PM	7	79	8.86%	\$7.35	2	28.57%	\$51.47
3PM	6	125	4.80%	\$9.80	0	0.00%	\$58.78
4PM	6	117	5.13%	\$7.85	0	0.00%	\$47.12
5PM	5	82	6.10%	\$12.14	1	20.00%	\$60.70
9AM	4	125	3.20%	\$21.00	0	0.00%	\$83.98
7AM	3	91	3.30%	\$11.55	1	33.33%	\$34.66
8AM	3	97	3.09%	\$16.35	0	0.00%	\$49.05
12PM	2	69	2.90%	\$10.44	0	0.00%	\$20.87
2PM	2	75	2.67%	\$13.15	1	50.00%	\$26.29

Clicks per Hour



Conversions per Hour

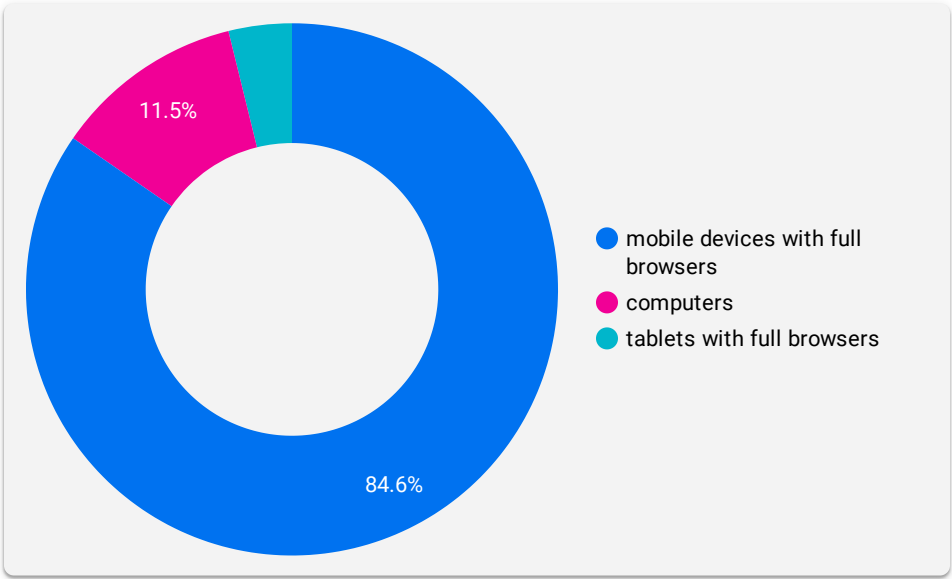


Which Device Was Used

Device Details

	Device	Clicks ▾	Impressions	CTR	Avg. CPC	Conversions	Conv. rate	Cost
1.	mobile devices with full browsers	44	989	4.45%	\$11.14	6	13.64%	\$490.15
2.	computers	6	286	2.10%	\$18.11	0	0.00%	\$108.64
3.	tablets with full browsers	2	19	10.53%	\$12.94	0	0.00%	\$25.87

Clicks per Device



Conversions per Device

