

Overview

Click Through Rate & Impressions

Clicks	Impressions	CTR
163	1,886	8.64%
↓ -16.0%	↑ 8.3%	↓ -22.4%

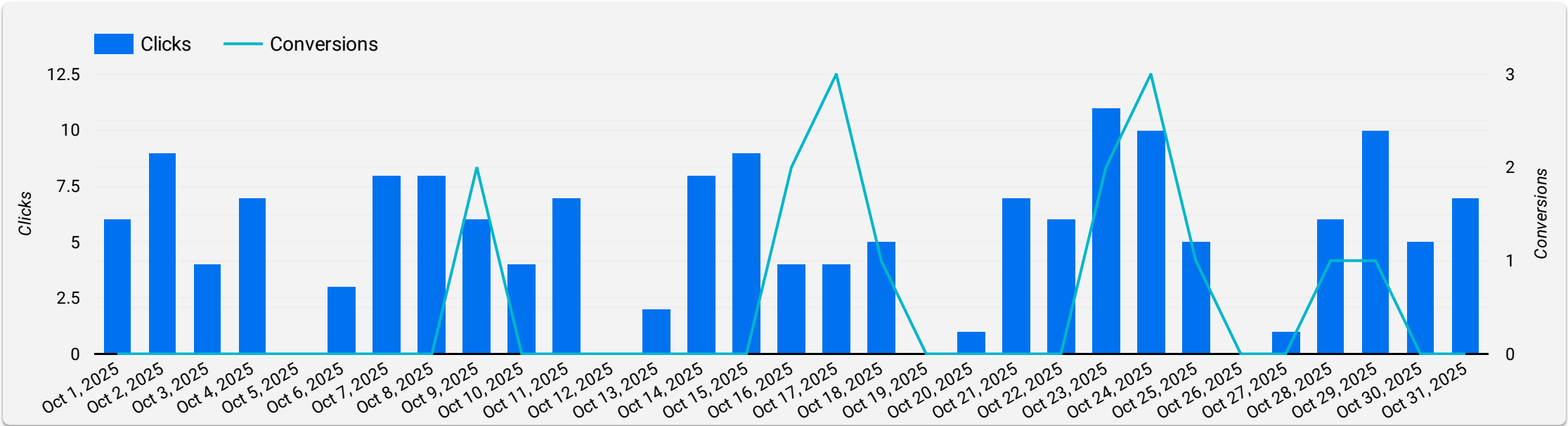
Conversions

Conversions	Conv. rate
16	9.82%
↑ 6.7%	↑ 27.0%

Cost & Cost Per Click

Avg. CPC	Cost
\$3.83	\$624
↑ 11.4%	↓ -6.4%

Clicks vs Conversions



Campaign Details

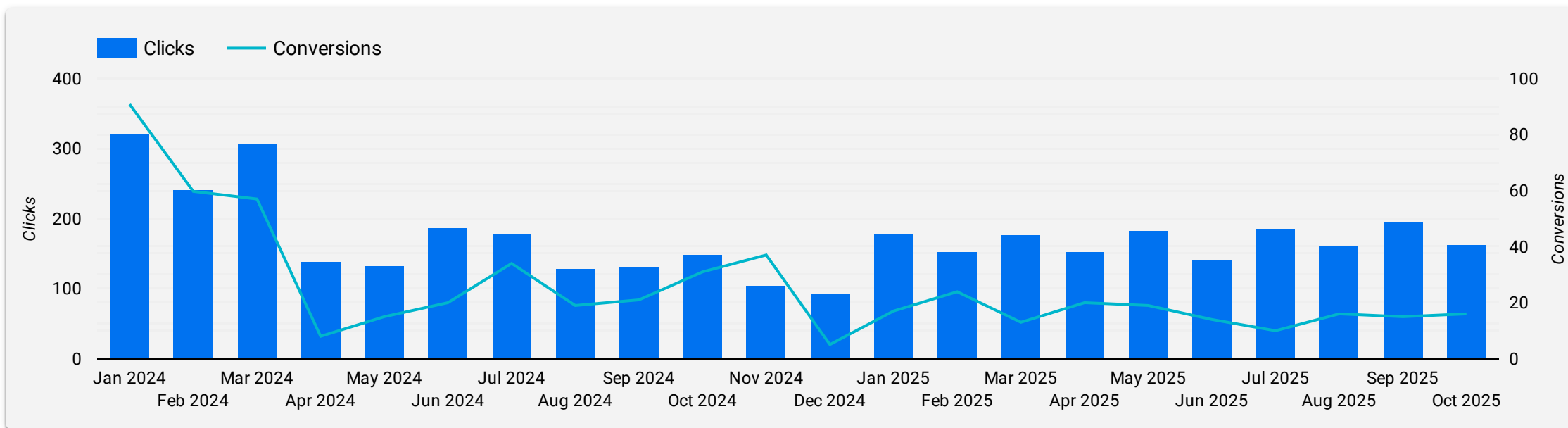
Campaign	Clicks	Impressions	CTR	Avg. CPC	Conversions	Conv. rate	Cost
Main Campaign	99	1,586	6.24%	\$5.5	3	3.03%	\$544
Branded	64	300	21.33%	\$1.24	13	20.31%	\$80

Month to Date

Month to Month Details

Month ▾	Clicks	Impressions	CTR	Avg. CPC	Conversions	Conv. rate	Cost
Oct 2025	163	1,886	8.64%	\$3.83	16	9.82%	\$624.09
Sep 2025	194	1,742	11.14%	\$3.44	15	7.73%	\$666.82
Aug 2025	160	1,481	10.80%	\$3.77	16	10.00%	\$603.26
Jul 2025	184	1,721	10.69%	\$3.84	10	5.44%	\$707.25
Jun 2025	140	1,461	9.58%	\$4.43	14	10.00%	\$620.03
May 2025	183	1,110	16.49%	\$3.74	19	10.38%	\$685.04
Apr 2025	153	1,005	15.22%	\$3.70	20	13.07%	\$565.66
Mar 2025	177	990	17.88%	\$3.21	13	7.34%	\$568.16
Feb 2025	152	815	18.65%	\$3.43	23.9	15.72%	\$521.43
Jan 2025	179	1,088	16.45%	\$3.85	17.03	9.51%	\$689.86

Monthly Clicks vs Conversions



Conversions & Engagement

Total Conversions

Conversions

16

↑ 6.7%

Conv. rate

9.82%

↑ 27.0%

Website Conversion Type

Event name	Conversions
GA4 Event - Phone Number Tap	15
GA4 Event - Awesome Birthday Bash Fo...	2
GA4 Event - Email Link Click	1

Ad Phone Calls

1

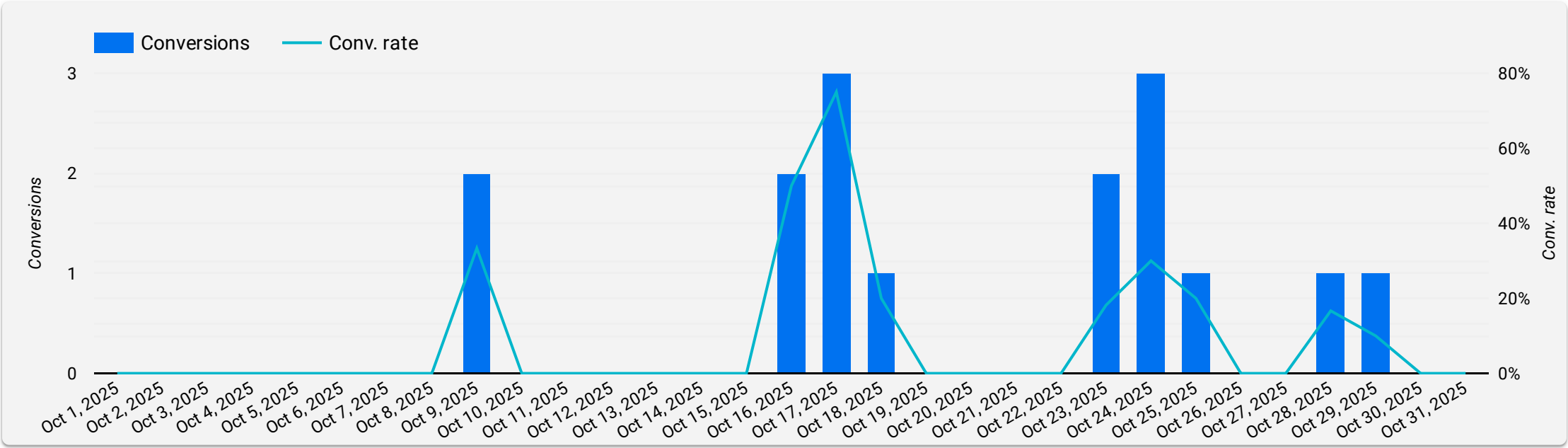
↓ -80.0%

Calls are counted as conversions if longer than 20secs

Top Converting Pages

Page path	Conversions
/	6
/locations/dural/contact-the-litt...	3
/awesome-birthday-bash-thank...	2
/classes/parent-child/	2
/classes/pre-school-gymnastics/	2
/contact-the-little-gym/	2
/classes/primary-school-gymna...	1

Conversions vs Conversion Rate

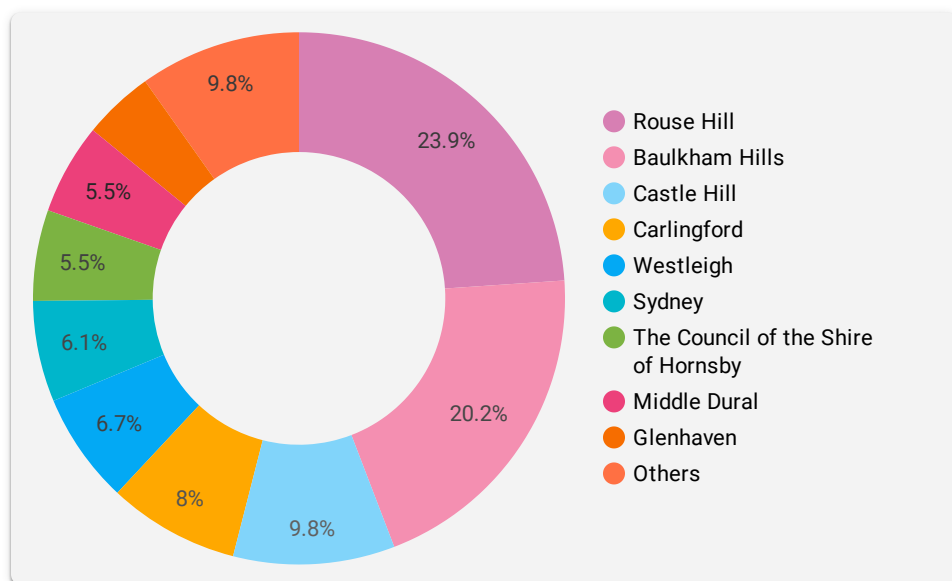


Where your Ads Showed

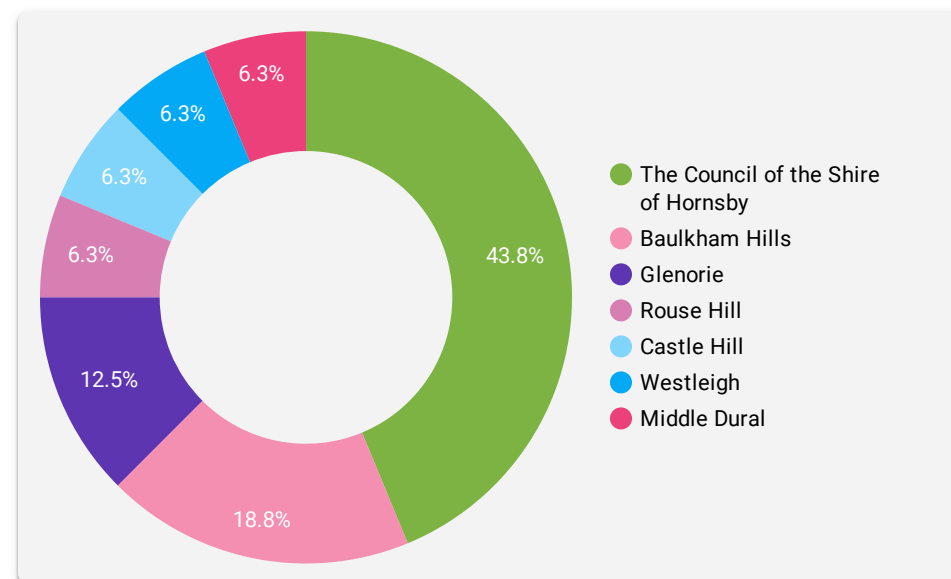
Location Details

	City	Clicks ▾	Impressions	CTR	Avg. CPC	Conversions	Conv. rate	Cost
1.	Rouse Hill	39	529	7.37%	\$3.43	1	2.56%	\$133.83
2.	Baulkham Hills	33	408	8.09%	\$4.58	3	9.09%	\$151.20
3.	Castle Hill	16	209	7.66%	\$3.53	1	6.25%	\$56.46
4.	Carlingford	13	202	6.44%	\$5.64	0	0.00%	\$73.34

Clicks per Location



Conversions per Location

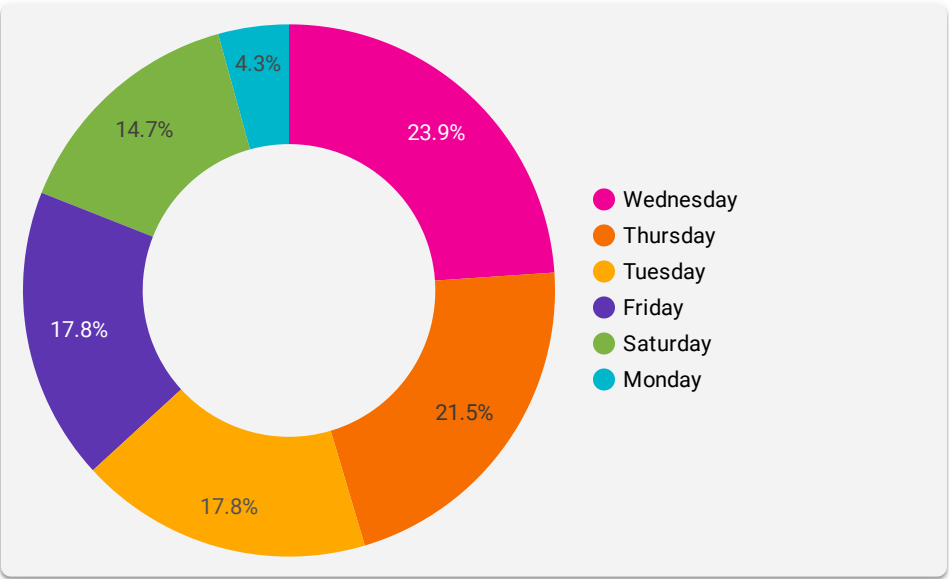


When your Ads showed - Day

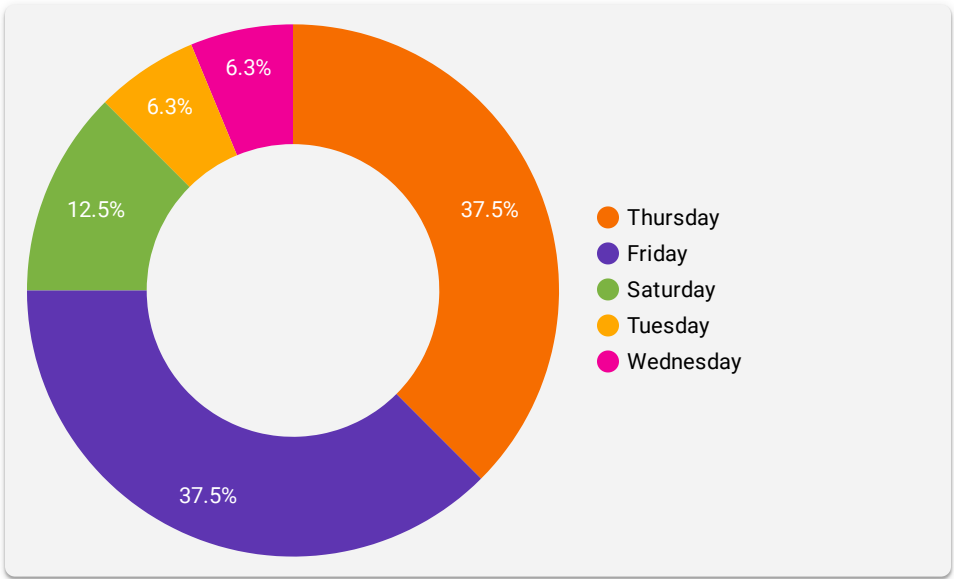
Day of the Week Details

	Day of week	Clicks ▾	Impressions	CTR	Avg. CPC	Conversions	Conv. rate	Cost
1.	Wednesday	39	388	10.05%	\$2.60	1	2.56%	\$101.23
2.	Thursday	35	470	7.45%	\$3.82	6	17.14%	\$133.66
3.	Tuesday	29	332	8.73%	\$4.55	1	3.45%	\$132.07
4.	Friday	29	310	9.35%	\$3.82	6	20.69%	\$110.91
5.	Saturday	24	254	9.45%	\$4.30	2	8.33%	\$103.22
6.	Monday	7	132	5.30%	\$6.14	0	0.00%	\$43.00

Clicks per Day



Conversions per Day

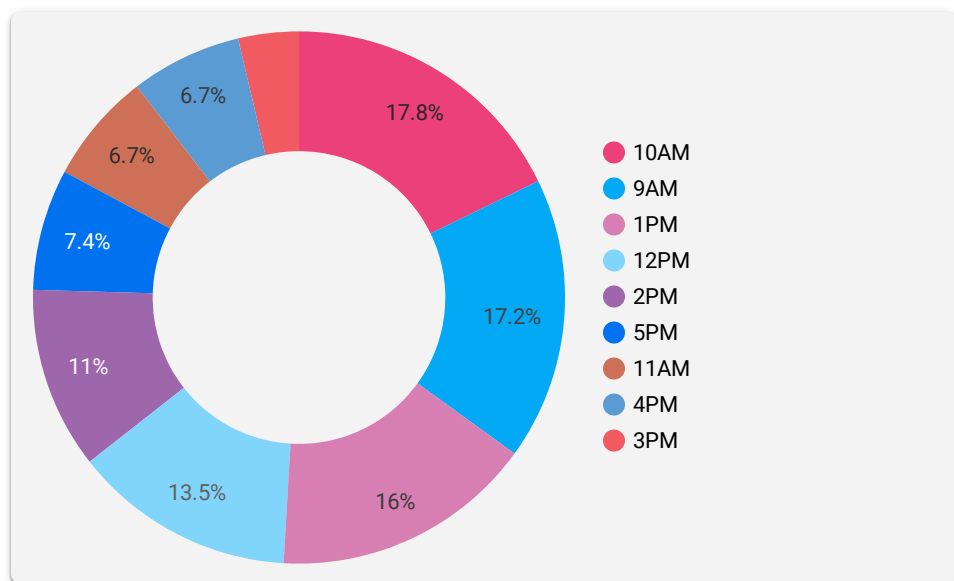


When your Ads showed - Hour

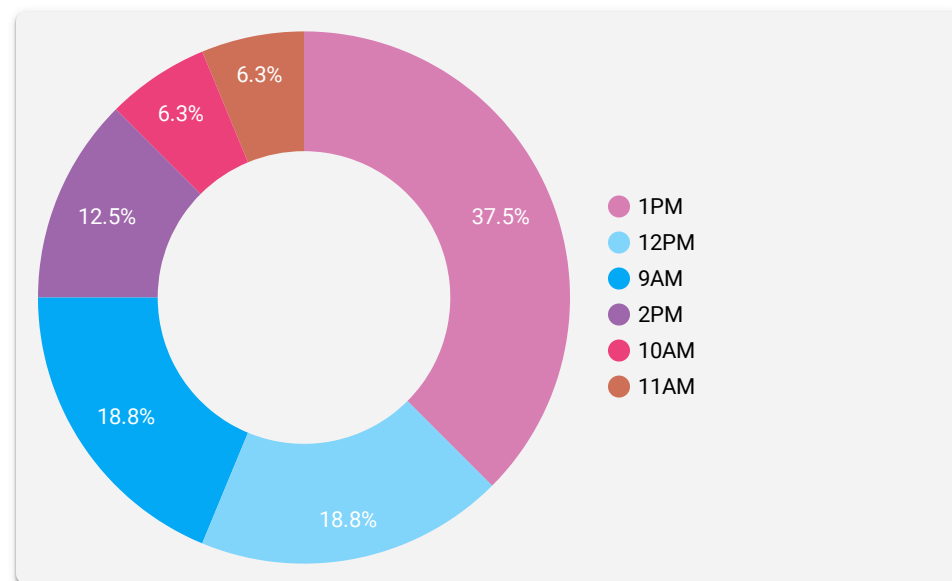
Hourly Details

	Hour of day	Clicks ▾	Impressions	CTR	Avg. CPC	Conversions	Conv. rate	Cost
1.	10AM	29	348	8.33%	\$6.17	1	3.45%	\$178.81
2.	9AM	28	313	8.95%	\$4.43	3	10.71%	\$124.12
3.	1PM	26	263	9.89%	\$3.17	6	23.08%	\$82.32
4.	12PM	22	271	8.12%	\$3.59	3	13.64%	\$79.05
5.	2PM	18	277	6.50%	\$3.08	2	11.11%	\$55.38
6.	5PM	12	94	12.77%	\$4.33	0	0.00%	\$51.99
7.	11AM	11	61	18.03%	\$0.18	1	9.09%	\$1.96
8.	4PM	11	219	5.02%	\$3.80	0	0.00%	\$41.81
9.	3PM	6	40	15.00%	\$1.44	0	0.00%	\$8.64

Clicks per Hour



Conversions per Hour

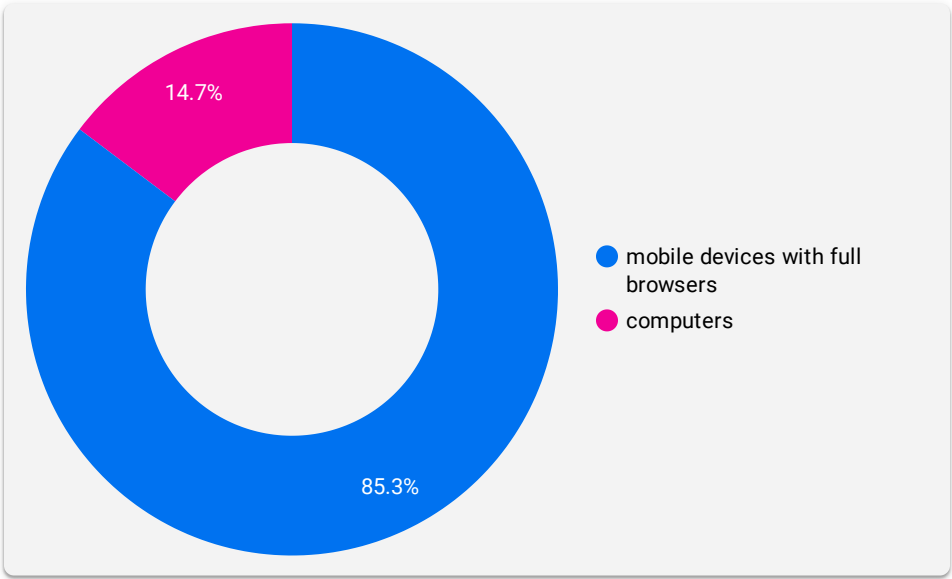


Which Device Was Used

Device Details

	Device	Clicks ▾	Impressions	CTR	Avg. CPC	Conversions	Conv. rate	Cost
1.	mobile devices with full browsers	139	1,640	8.48%	\$3.97	16	11.51%	\$551.30
2.	computers	24	243	9.88%	\$3.03	0	0.00%	\$72.79
3.	tablets with full browsers	0	3	0.00%	\$0.00	0	0.00%	\$0.00

Clicks per Device



Conversions per Device

