Overview

Click Through Rate & Impressions

Clicks	Impressions	CTR
163	1,886	8.64%
⬇ -16.0%	⬆ 8.3%	⬇ -22.4%

Conversions

	Conv. rate
🔧 See details	9.82%
	⬆ 27.0%

Cost & Cost Per Click

Avg. CPC	Cost
$3.83	$624
⬆ 11.4%	⬇ -6.4%

Clicks vs Conversions

🔧

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See details

Campaign Details

🔧 See details

Month to Date

Month to Month Details

🔧

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See details

Monthly Clicks vs Conversions

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See details

Conversions & Engagement

Total Conversions

🔧 See details

Conv. rate
9.82%
⬆ 27.0%

Website Conversion Type

Event name	Key events
No Gap Joint/HCF Link	2
GA4 Event - Phone Number Tap	1

Ad Phone Calls
1
⬇ -80.0%

Calls are counted as conversions if longer than 20secs

Top Converting Pages

Page path	Key events
/hcf-no-gaps-program/	3
/contact-the-george-centre/	0

Conversions vs Conversion Rate

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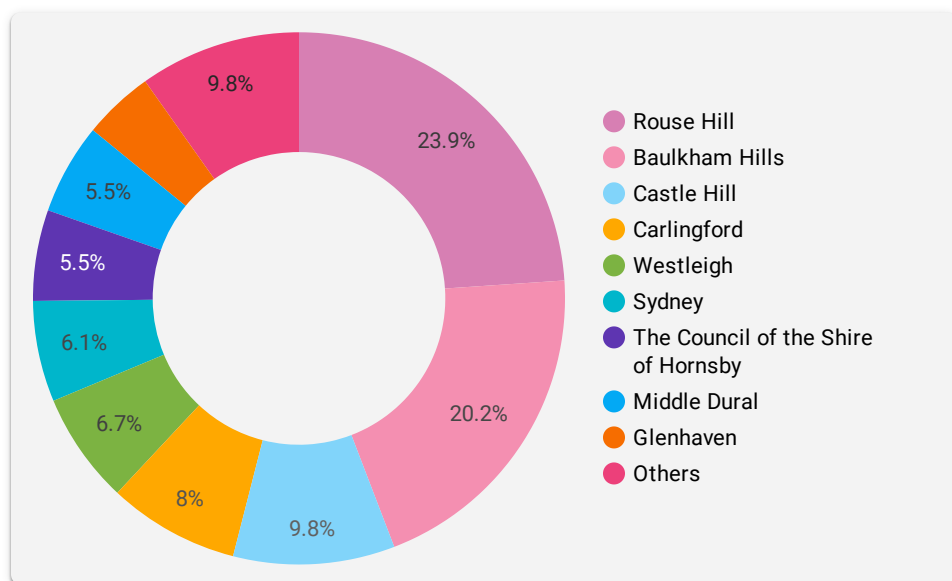
See details

Where your Ads Showed

Location Details

🔧

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See details

Clicks per Location

🟣	Rouse Hill
🟣	Baulkham Hills
🔵	Castle Hill
🟠	Carlingford
🟢	Westleigh
🔵	Sydney
🟣	The Council of the Shire of Hornsby
🔵	Middle Dural
🟠	Glenhaven
🔴	Others

Conversions per Location

🔧

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See details

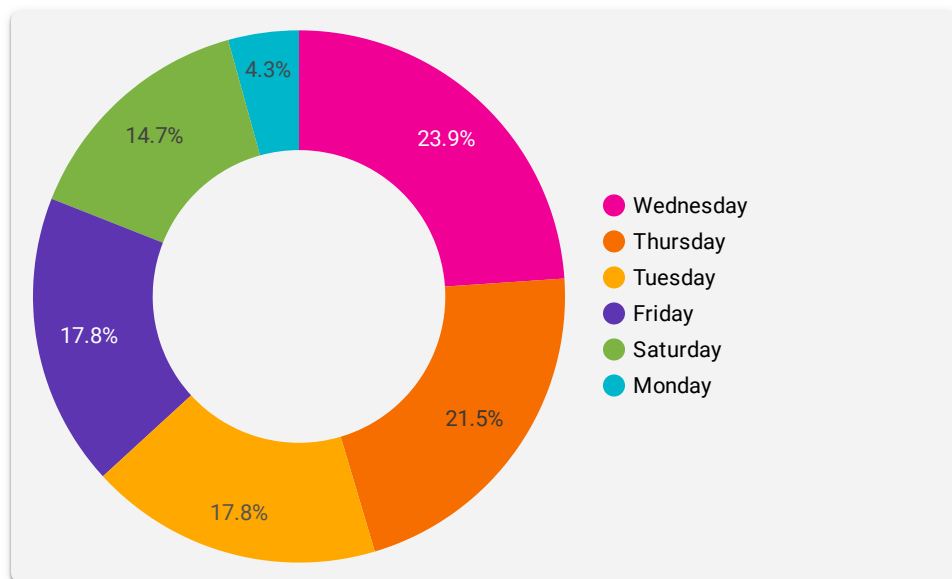## When your Ads showed - Day

Day of the Week Details

🔧

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See details

Clicks per Day

- 23.9% Wednesday
- 21.5% Thursday
- 17.8% Tuesday
- 17.8% Friday
- 14.7% Saturday
- 4.3% Monday

Conversions per Day

🔧

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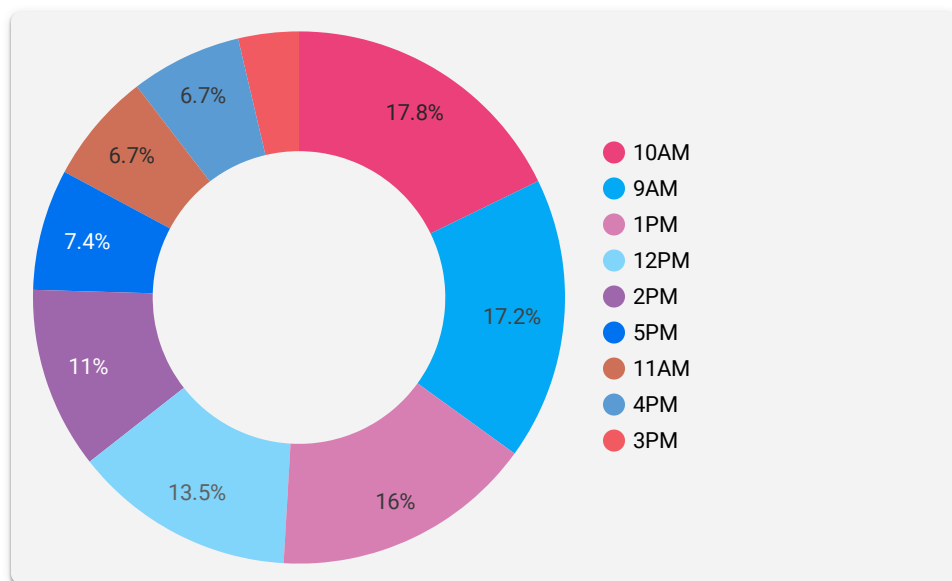Invalid/Missing dimensions, metrics, or filters.

See details

When your Ads showed - Hour

Hourly Details

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See details

Clicks per Hour

Color	Hour	Percentage
	10AM	17.8%
	9AM	17.2%
	1PM	16%
	12PM	13.5%
	2PM	11%
	5PM	7.4%
	11AM	6.7%
	4PM	6.7%
	3PM	

Conversions per Hour

🔧

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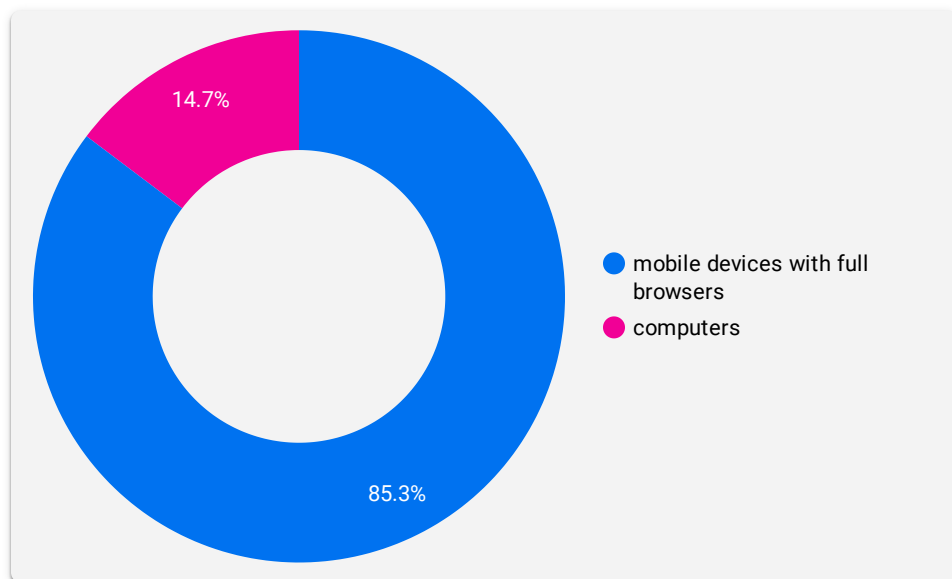
See details

Which Device Was Used

Device Details

🔧

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See details

Clicks per Device

14.7%

85.3%

- mobile devices with full browsers
- computers

Conversions per Device

🔧

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See details