

Leads and sales(PPC) Report

<https://www.yourwebsite.com>



This Google Adwords Report will provide you with an overview of your account statistics and show the performance of key metrics (clicks, impressions, cost, avg.cpc etc.).

Following is the explanation of terms used in report :

- **Clicks:-** Total number of times users have clicked on an ad to reach the website/landing page
- **Impression:-** Number of times an ad is shown to the user for a specific keyword
- **Avg CPC:-** Ads spend / Ad Clicks
- **CPM:-** Cost per thousand impression over time(also known as Cost per mile or CPM)
- **CT R:-** Click Through Rate over time for all or selected campaigns or ad group (the number of clicks divided by the number of impressions for the ad)
- **Cost:-** Ads cost Displayed as numeric value in a graph tracking your spend over time

Google Adwords



Overview

Custom Mar 1 - 9, 2019 < >

Campaign status: All; Ad group status: All ADD FILTER



Adgroups



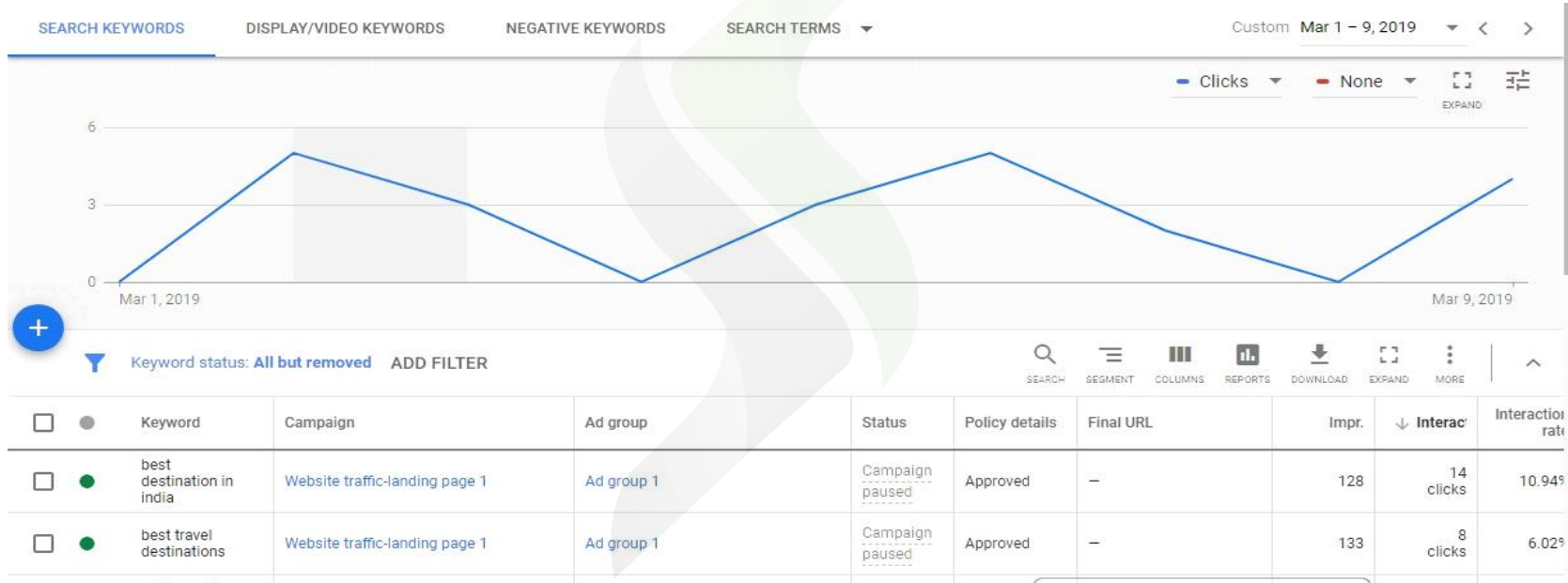
- An AdWords campaign is usually comprises of several **Ad groups**. Each ad group serves different ad texts based on the type of keyword a user may type into Google's search engine.



Keywords



Keywords are the intentions of user for which they want to know more about. Whatever user types in google search box leads to keywords. Keywords are either shorttail or longtail.



Google Ads: Search and Display



Most-shown search ads

● Website traffic-landing page 1 > ● Ad group 1

Are you tired of routine life | Get to know offbeat places | Gift yourself some metime

 www.mailchi.mp

Get to know about lesser known places . Enjoy your own company and have fun. Click now to know more. Read Here. Blog about offbeat travel.

Ad	Impressions	Clicks	CTR
● Enabled	986	12	1.22%

[ALL SEARCH ADS >](#)

< 2 of 3 >

Display ads

Sort by: Impressions ▾

● Ad group landing page 2



Pick your option or club them together.
Offbeat Destinations



Ad	Impressions	Clicks	CTR
● Paused	4,581	132	2.88%

[ALL DISPLAY ADS >](#)

< 1 of 1 >

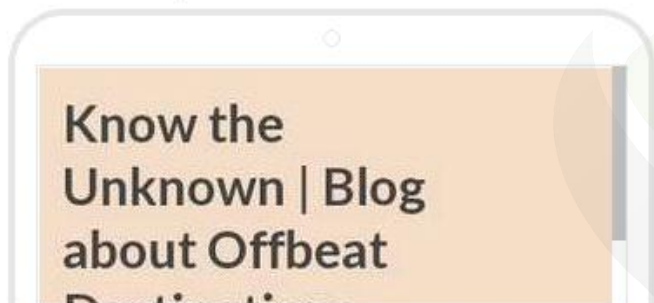
Website Traffic Analysis: Landing page & Devices



Landing pages ?

Sort by: **Clicks** ▼

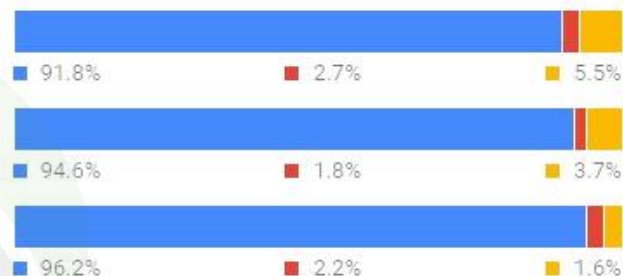
<https://www.knowtheunknown.co.in>



Clicks	Clicks ▼	Clicks ▼	Avg. CPC ▼
132	132	132	₹1.16

Devices

Mobile phones Tablets Computers



[ALL LANDING PAGES >](#)

< 1 of 2 >

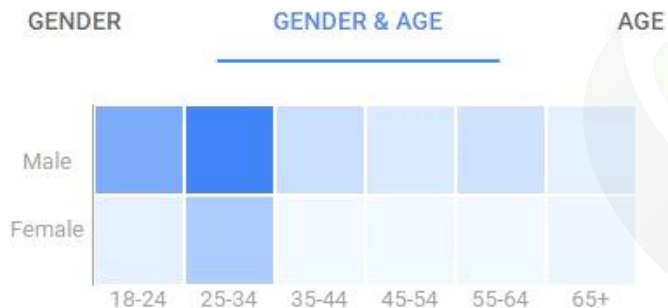
[DEVICES >](#)

Website Traffic Analysis: Demographics and Networks



Demographics

Impressions ▾

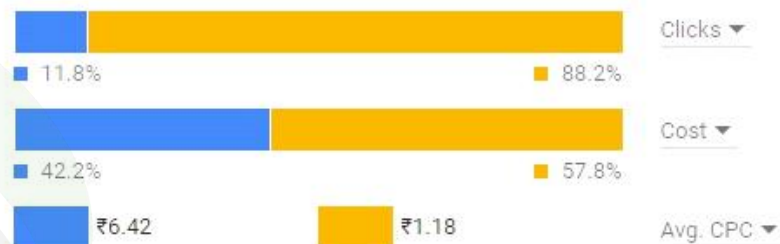


Based on the 52% of your impressions with known gender and age. ?

[ALL DEMOGRAPHICS >](#)

Networks ?

Google search Display network



[NETWORKS >](#)



Thank You

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