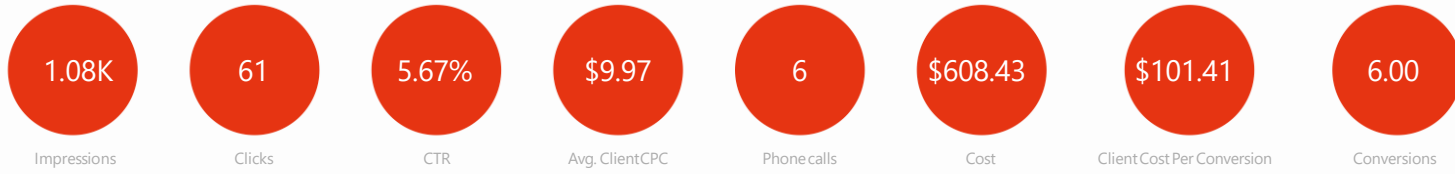


How Are Our Top Line Metrics For Our Entire Campaign?



How are my individual search campaigns performing?

Campaign Name	Impressions	Clicks	CTR	Conversions	Cost Per Conversion	Conversion Rate	Cost
Total <input type="checkbox"/>	1,076	61	5.67%	6.00	\$101.41	9.84%	\$608.43
Spray Foam Services	717	39	5.44%	3.00	\$153.78	7.69%	\$461.35
<input type="checkbox"/> Spray Foam	226	10	4.42%	0.00	-	0.00%	\$54.55
Expert Spray Foam Services	97	8	8.25%	1.00	\$72.38	12.50%	\$72.38
Brand	31	4	12.90%	2.00	\$10.07	50.00%	\$20.15
Brand_Call Only	2	0	0.00%	0.00	-	-	\$0.00
Spray Foam Services_Call Only	3	0	0.00%	0.00	-	-	\$0.00

Which devices have provided the most conversions over the past 30 days?

Device	Total Impressions	Clicks	CTR	Cost Per Conversion	Conversions	Cost
Computers	958	18	1.88%	\$145.89	1.00	\$145.89
Mobile devices with full browsers	1,753	42	2.40%	\$89.42	5.00	\$447.11
Tablets with full browsers	42	1	2.38%	-	0.00	\$15.43

Which days are giving us the most conversions?

Date	Conversions	Cost Per Conversion	Clicks	Avg. CPC
Monday	1.00	\$155.52	17	\$9.15
Tuesday	1.00	\$166.82	19	\$8.78
Wednesday	1.00	\$151.87	12	\$12.66
Thursday	1.00	\$68.33	6	\$11.39
Friday	2.00	\$32.95	7	\$9.41

What types of conversions am I tracking?

Conversion Action Name	Conversions
Total	9.00
Phone Call	7.00
awx_maps_call	1.00
Calls fromads	1.00
Local actions - Other engagements	0.00
Local actions - Website visits	0.00

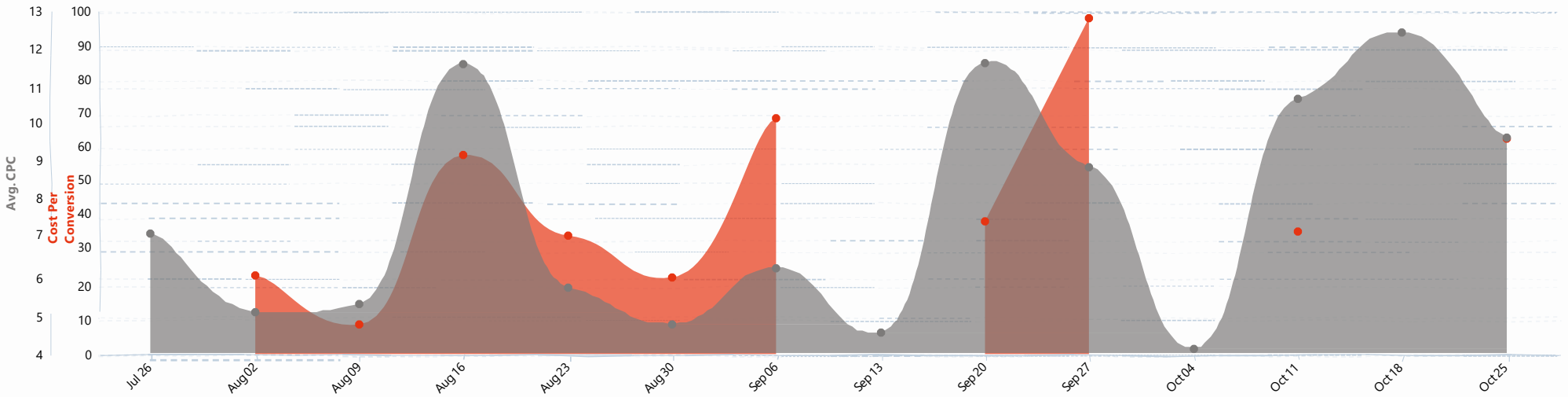
What devices are consumers seeing our ads?

Device	CTR	Clicks	Avg. CPC	Conversions	Cost Per Conversion	Conversion Rate	Cost
Mobile devices with full browsers	2.40%	42	\$10.65	5.00	\$89.42	11.90%	\$447.11
Computers	1.88%	18	\$8.11	1.00	\$145.89	5.56%	\$145.89
Tablets with full browsers	2.38%	1	\$15.43	0.00	-	0.00%	\$15.43

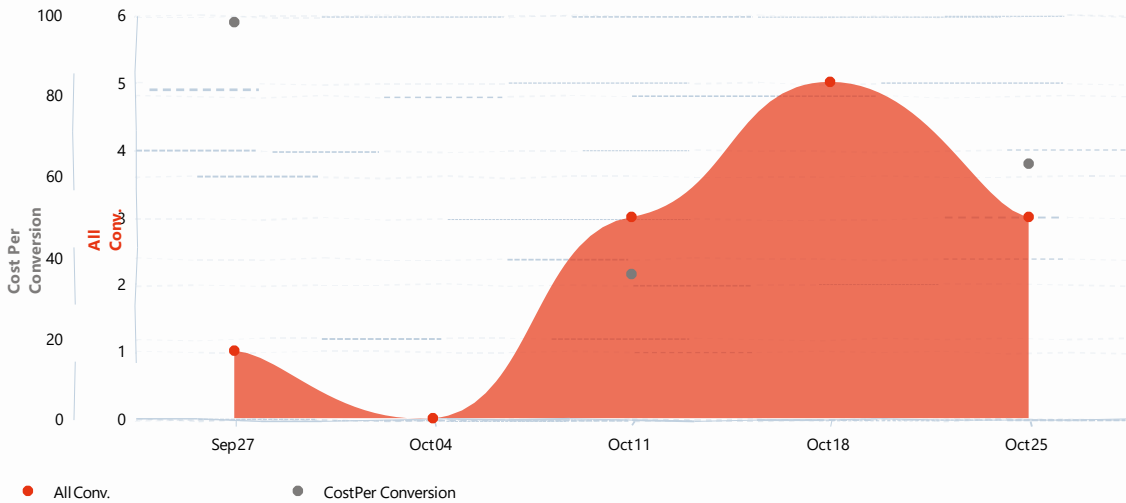
Clicks By Hour Of The Days

Hour of Day	Cost Per Conversion	Conversions	Avg. CPC	Impressions	Clicks	Impr. (Top)%
Total	\$96.30	5.00	\$11.20	753	43	79.92%
7	-	0.00	\$12.07	12	1	91.67%
8	\$25.78	1.00	\$12.89	49	2	73.47%
9	-	0.00	\$14.09	66	3	77.24%
10	-	0.00	\$12.79	72	8	72.67%
11	\$23.74	1.00	\$11.87	85	2	76.01%
12	-	0.00	\$11.18	106	4	76.26%
13	-	0.00	\$9.62	102	6	83.49%
14	-	0.00	\$8.80	68	6	81.94%
15	-	0.00	\$12.71	66	3	82.62%
16	\$9.71	3.00	\$9.71	39	3	84.64%
17	-	0.00	\$10.79	44	2	90.91%
18	-	0.00	\$10.42	44	3	85.48%

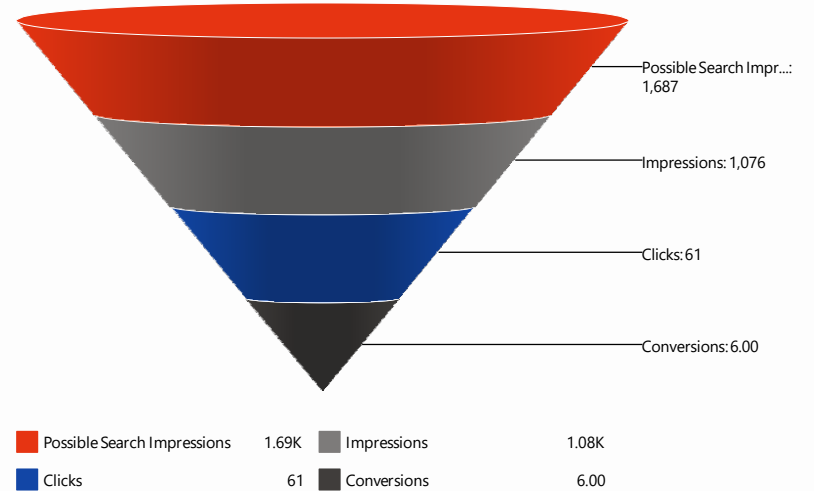
How does cost per click trend with cost per conversions and overall conversions for the past 90 days?



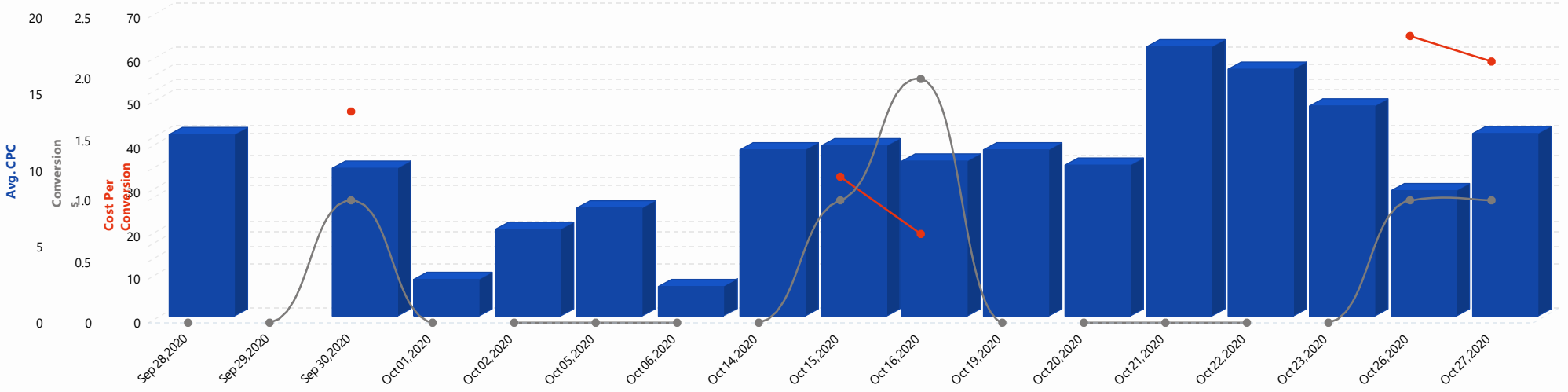
How do conversions trend with our cost per conversion?



What is the funnel of potential search impressions to conversions looking like?



How does cost per click trend with overall conversions over the past 30 days?



What are my top performing keywords?

Campaign Name	Keyword	Match type	Impressions	CTR	Clicks	Conversions	Cost Per Conversion	Avg. Client CPC	Top of Page CPC	Client Cost	Quality Score
Spray FoamServices	+foam +insulation	Broad	245	4.90%	12	1.00	\$124.65	\$10.39	5.66	\$124.65	7
Spray FoamServices	+spray +foam +insulation	Broad	173	5.78%	10	2.00	\$71.54	\$14.31	5.79	\$143.08	7
Spray FoamServices	+spray +foam	Broad	201	4.48%	9	0.00	-	\$10.67	5.35	\$96.06	7
Spray FoamServices	+spray +insulation	Broad	66	10.61%	7	0.00	-	\$12.21	6.16	\$85.49	7
Brand	+louisville +spray +foam	Broad	28	10.71%	3	1.00	\$11.76	\$3.92	1.84	\$11.76	7
Brand	+louisville +spray +foam +insulation	Broad	3	33.33%	1	1.00	\$8.39	\$8.39	1.48	\$8.39	6
Spray FoamServices	+foam +insulation +cost	Broad	5	20.00%	1	0.00	-	\$12.07	8.94	\$12.07	7
Spray FoamServices	+spray +foam +insulation +cost	Broad	2	0.00%	0	0.00	-	-	4.89	\$0.00	6
Spray FoamServices	+spray +foam +installation	Broad	1	0.00%	0	0.00	-	-	5.55	\$0.00	-
SprayFoamServices_Call Only	+foam +insulation	Broad	2	0.00%	0	0.00	-	-	5.59	\$0.00	-
Spray FoamServices	+closed +cell +spray +foam	Broad	15	0.00%	0	0.00	-	-	4.19	\$0.00	6
Spray FoamServices	+open +cell +foam +insulation	Broad	1	0.00%	0	0.00	-	-	8.78	\$0.00	-
Brand_Call Only	+louisville +spray +foam	Broad	2	0.00%	0	0.00	-	-	1.7	\$0.00	6
SprayFoamServices_Call Only	+spray +foam	Broad	0	-	0	0.00	-	-	5.69	\$0.00	-
Spray FoamServices	+spray +insulation +cost	Broad	2	0.00%	0	0.00	-	-	6.98	\$0.00	5
Spray FoamServices	+closed +cell +foam +insulation	Broad	6	0.00%	0	0.00	-	-	10.13	\$0.00	7
SprayFoamServices_Call Only	+spray +foam +insulation +near +me	Broad	1	0.00%	0	0.00	-	-	6.38	\$0.00	5

What actual terms did people search for to find my brand?

Grid contains more rows, but they have been clipped.

Campaign Name	Search Term	Matching Keyword	Impressions	Clicks	CTR	Cost Per Conversion	Conversions
Spray FoamServices	spray foaminsulation	+spray +foam+insulation	36	6	16.67%	\$41.95	2
Brand	louisville spray foam	+louisville +spray +foam	9	2	22.22%	\$5.65	1
Spray FoamServices	pest resistant spray foam	+spray +foam	1	2	200.00%	-	0
Spray FoamServices	insulation foam	+foam +insulation	2	1	50.00%	-	0
Spray FoamServices	spray foam insulation cost	+foam +insulation	2	1	50.00%	-	0
Spray FoamServices	isulating foam	+foam +insulation	1	1	100.00%	-	0
Spray FoamServices	spray foam insulators near me	+spray +foam+insulation	4	1	25.00%	-	0
Spray FoamServices	spray foam insulation louisville ky	+foam +insulation	1	1	100.00%	-	0
Spray FoamServices	spray foam louisville ky	+spray +foam	8	1	12.50%	-	0
Spray FoamServices	diy spray foam insulation	+spray +foam+insulation	1	1	100.00%	-	0
Spray FoamServices	spray foam contractors near me	+spray +foam	1	1	100.00%	-	0
Spray FoamServices	foam insulation diy kits	+foam +insulation	1	1	100.00%	-	0
Spray FoamServices	low expansion foam insulation	+foam +insulation	1	1	100.00%	-	0
Spray FoamServices	spray insulation	+spray +insulation	2	1	50.00%	-	0
Brand	louisville spray foam insulation	+louisville +spray +foam +insulation	2	1	50.00%	\$8.39	1
Spray FoamServices	spray insulation near me	+spray +insulation	1	1	100.00%	-	0

What are our top 10 adgroups across all of my campaigns?

Campaign Name	Ad Group	Impressions	Clicks	CTR	Conversions	Cost Per Conversion
Spray FoamServices	Foam.Insulation	245	12	4.90%	1.00	\$124.65
Spray FoamServices	Spray Foam.Insulation	173	10	5.78%	2.00	\$71.54
Spray FoamServices	Spray Foam	201	9	4.48%	0.00	-
Spray FoamServices	Spray.Insulation	66	7	10.61%	0.00	-
Brand	Brand	31	4	12.90%	2.00	\$10.07
Spray FoamServices	Foam.Insulation Cost	5	1	20.00%	0.00	-
Spray FoamServices	Spray Foam.Closed Cell	15	0	0.00%	0.00	-
Spray FoamServices	Spray.Insulation Cost	2	0	0.00%	0.00	-
Spray FoamServices	Spray Foam.Installation	1	0	0.00%	0.00	-
Spray FoamServices	Closed Cell Foam Insulation	6	0	0.00%	0.00	-

What total possible impressions and market share am I capturing relative to my competition?

Campaign Name	Possible Search Impressions	Impressions	Impr. (Absolute Top) %	Adjusted Search Impression Share	Avg. Daily Search Impr. Share	Avg. Daily Search Lost IS (budget)	Avg. Daily Search Lost IS (rank)	Search (Absolute Top) IS	Search (Top) IS
Brand	33	31	87.16%	95.09%	97.92%	0.00%	2.08%	82.79%	94.98%
[REDACTED]	2	2	100.00%	100.00%	100.00%	0.00%	0.00%	100.00%	100.00%
[REDACTED]	97	97	0.00%	100.00%	1.43%	0.00%	27.14%	-	-
[REDACTED]	624	226	34.58%	36.22%	41.10%	18.87%	40.03%	13.45%	25.41%
[REDACTED]	925	717	66.41%	77.55%	78.77%	6.85%	14.38%	54.14%	65.05%
[REDACTED]	7	3	0.00%	42.86%	44.44%	0.00%	55.56%	0.00%	50.00%

What Cities & Zip Codes Are My Ads Showing Up In?

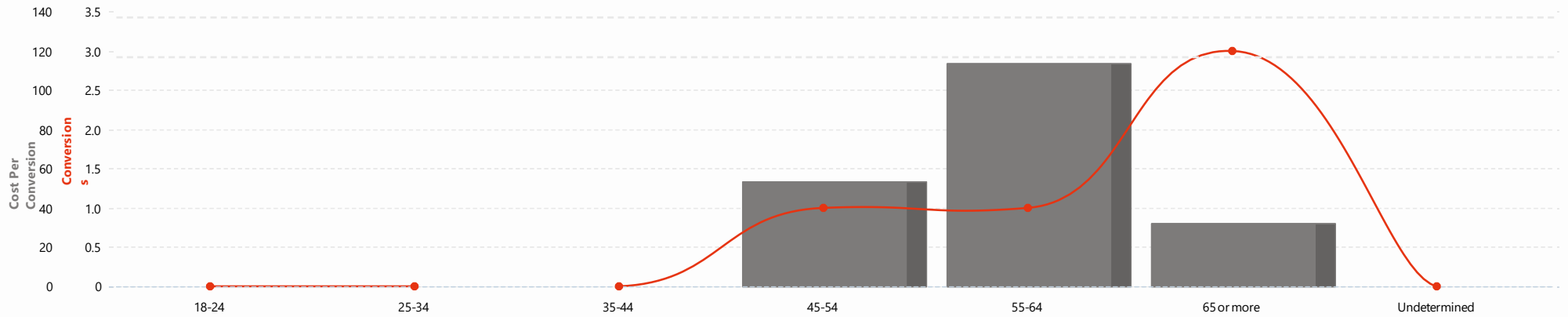
Metro area	Clicks	Impressions	CTR	Geo Campaign Count	Conversions	Cost Per Conversion
Louisville, KY	43	701	6.13%	14	5.00	\$96.30
South Bend-Elkhart, IN	0	52	0.00%	1	0.00	-

Which cities/zip codes are my ads are we getting the most conversions from?

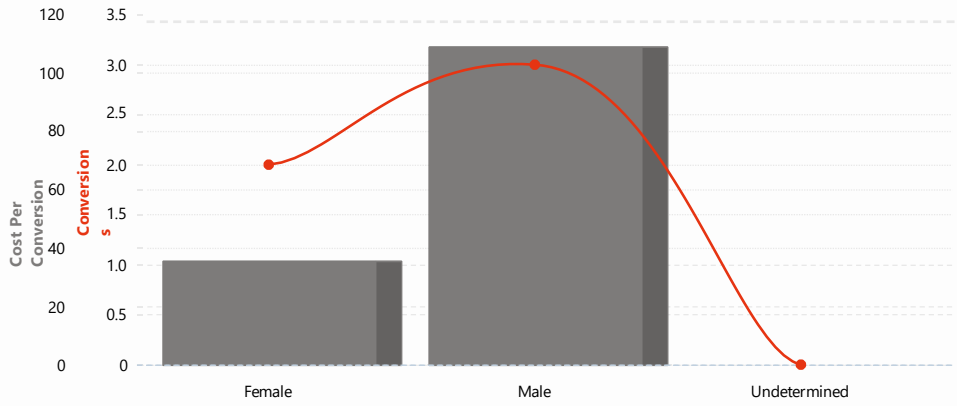
Grid contains more rows, but they have been clipped.

Region	Most Specific Location	Clicks	CTR	Conversions	Impressions	Avg. CPC	Cost Per Conversion	Cost
Kentucky	40216	3	42.86%	2.00	7	\$14.25	\$21.37	\$42.74
Kentucky	Downtown	1	14.29%	1.00	7	\$2.56	\$2.56	\$2.56
Kentucky	40204	1	16.67%	1.00	6	\$7.56	\$7.56	\$7.56
Kentucky	40207	1	4.00%	1.00	25	\$8.39	\$8.39	\$8.39
Kentucky	40209	2	33.33%	0.00	6	\$12.83	-	\$25.65
Kentucky	40291	3	7.89%	0.00	38	\$12.44	-	\$37.31
Kentucky	40213	0	0.00%	0.00	49	-	-	\$0.00
Kentucky	40214	0	0.00%	0.00	29	-	-	\$0.00
Indiana	46526	0	0.00%	0.00	13	-	-	\$0.00
Kentucky	40118	0	0.00%	0.00	5	-	-	\$0.00
Kentucky	40211	0	0.00%	0.00	9	-	-	\$0.00

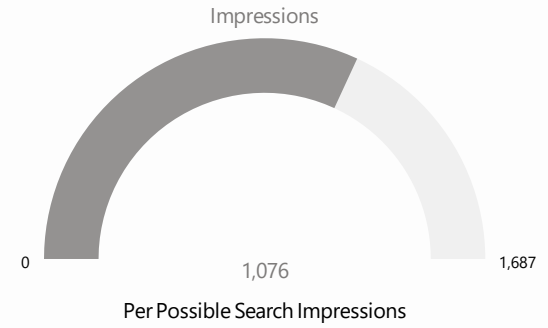
How do conversions trend with age brackets over the past 30 days?



How do conversions trend with gender breakdown over the past 30 days?















What percentage of the market am I capturing search impression wise?



| SUMMARY GRIDS |

How are my google search ads performing thats collecting the most clicks?

Ad Preview	Ad Group	Impressions	Clicks	CTR	Avg. Client CPC	Conversions
 Louisville's highest quality insulation installation at competitive pricing. Fully licensed and insured. Satisfaction guaranteed!	Spray Foam.Insulation	173	10	5.78%	\$14.31	2.00
 Louisville's highest quality insulation installation at competitive pricing. Fully licensed and insured. Satisfaction guaranteed!	Foam.Insulation	212	8	3.77%	\$11.65	1.00
 Louisville's highest quality insulation installation at competitive pricing. Fully licensed and insured. Satisfaction guaranteed!	Spray Foam	184	8	4.35%	\$10.09	0.00
 Louisville's highest quality insulation installation at competitive pricing. Fully licensed and insured. Satisfaction guaranteed!	Spray.Insulation	66	7	10.61%	\$12.21	0.00
 Louisville's highest quality insulation installation at competitive pricing. Fully licensed and insured. Satisfaction guaranteed!	Brand	31	4	12.90%	\$5.04	2.00
 Louisville's highest quality insulation installation at competitive pricing. Fully licensed and insured. Satisfaction guaranteed!	Foam.Insulation Cost	5	1	20.00%	\$12.07	0.00
 Trusted residential and commercial spray foam insulation experts. Fully licensed and insured. Satisfaction guaranteed!	Spray Foam.Installation	1	0	0.00%	-	0.00
 Louisville's highest quality insulation installation at competitive pricing. Fully licensed and insured. Satisfaction guaranteed!	Spray Foam.Closed Cell	15	0	0.00%	-	0.00
 Louisville's highest quality insulation installation at competitive pricing. Fully licensed and insured. Satisfaction guaranteed!	Closed Cell Foam Insulation	6	0	0.00%	-	0.00
 Trusted residential and commercial spray foam insulation experts. Fully licensed and insured. Satisfaction guaranteed!	Spray.Insulation Cost	2	0	0.00%	-	0.00
 Louisville's highest quality insulation installation at competitive pricing. Fully licensed and insured. Satisfaction guaranteed!	Spray Foam.Insulation Cost	2	0	0.00%	-	0.00
 Louisville's highest quality insulation installation at competitive pricing. Fully licensed, bonded and insured. Get an estimate now!	Open Cell.Foam Insulation	1	0	0.00%	-	0.00