



Sample AdWords report

May 1, 2018 - May 31, 2018

CLICKS
EXAMPLE DATA

6,335

↓ -15.4%

AVG. CPC
EXAMPLE DATA

\$ 1.09

↓ -0.7%

COST
HUMANSCALE.COM US,CA

\$ 12,060.93

↑ 15.7%

CONV.
EXAMPLE DATA

4,246

↓ -18.3%

COST / CONV.
EXAMPLE DATA

\$ 1.31

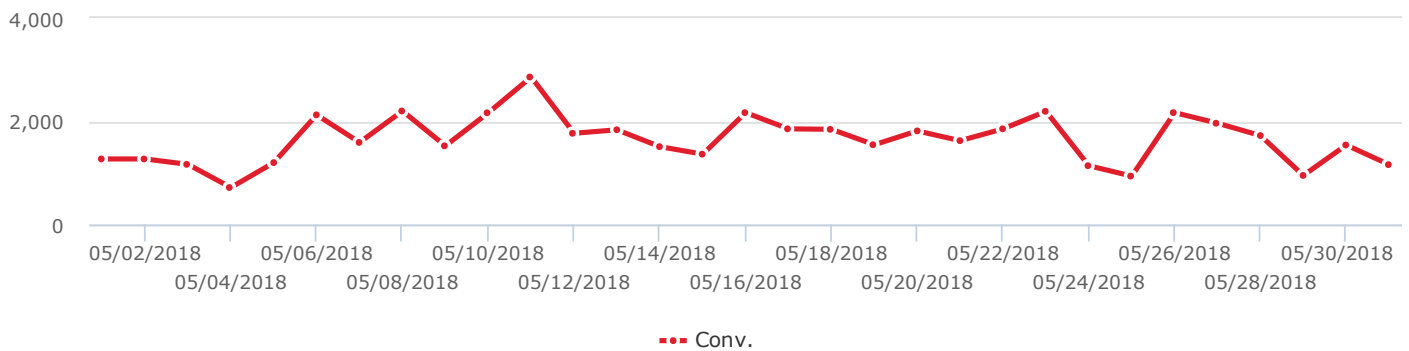
↑ 11%

CONVERSION RATE
EXAMPLE DATA

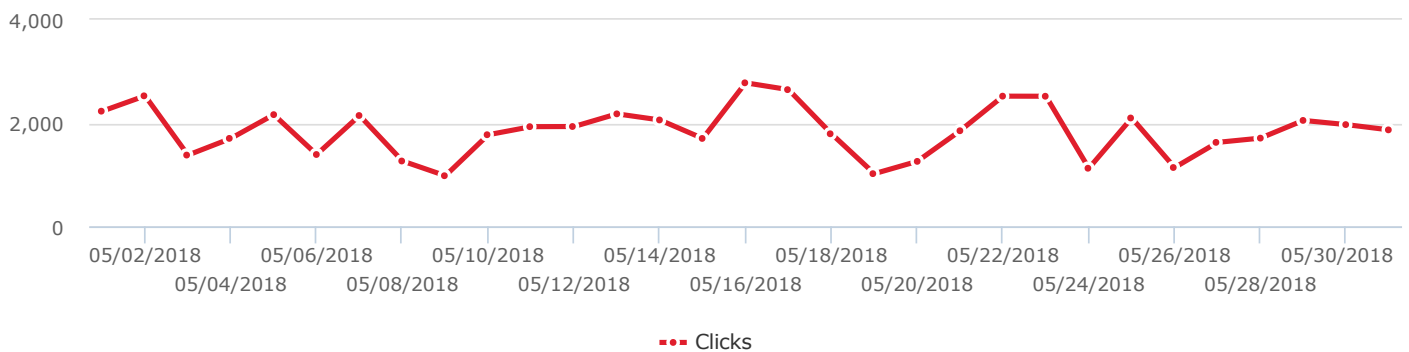
84.51%

↑ 42.8%

CONV.
EXAMPLE DATA




CLICKS
EXAMPLE DATA





CAMPAIGN PERFORMANCE
EXAMPLE DATA


Campaign	Campaign status	Clicks	Impressions	Cost	Conv.	Cost / conv.	Conv. rate	All conv. value
Computers	✓	974	1,953	\$ 273.41	518	\$ 0.53	53.18%	1,788.39
Music	✓	894	2,224	\$ 774.54	669	\$ 1.16	74.83%	7,818.86
Toys	✗	888	3,086	\$ 417.54	32	\$ 13.05	3.6%	759.02
Garden	✓	839	7,580	\$ 638.45	666	\$ 0.96	79.38%	426.96
Health	✗	696	2,693	\$ 309.22	427	\$ 0.72	61.35%	4,301.14
Grocery	⏸	696	6,201	\$ 645.90	493	\$ 1.31	70.83%	8,742.49
Books	⏸	685	4,253	\$ 455.04	44	\$ 10.34	6.42%	5,243.35
Kids	✗	628	1,756	\$ 176.00	179	\$ 0.98	28.5%	3,735.56
Health	✓	503	6,675	\$ 799.66	516	\$ 1.55	102.58%	4,365.62
Kids	✓	345	7,469	\$ 606.62	368	\$ 1.65	106.67%	3,606.9
Sports	✓	308	3,328	\$ 312.23	684	\$ 0.46	222.08%	1,299.63
Toys	⏸	292	4,538	\$ 910.83	519	\$ 1.75	177.74%	5,421.98
Health	✗	256	4,620	\$ 562.31	408	\$ 1.38	159.38%	8,452.55
Movies	✓	76	8,177	\$ 807.56	99	\$ 8.16	130.26%	3,411.01
		8,080	64,553	\$ 7,689.31	5,622	\$ 1.37	69.58%	59,373.46


SEARCH CAMPAIGNS PERFORMANCE
EXAMPLE DATA

Campaign	Clicks	Impressions	CTR	Avg. CPC	Cost	Conv.	Conv. rate	Cost / conv.	All conv. value
Clothing	944	6,323	14.93%	\$ 0.23	\$ 221.67	613	64.94%	\$ 0.36	7,949.2
Outdoors	586	8,484	6.91%	\$ 0.86	\$ 503.14	223	38.05%	\$ 2.26	3,711.19
Books	581	8,967	6.48%	\$ 0.23	\$ 132.47	714	122.89%	\$ 0.19	7,378.5
Industrial	578	9,356	6.18%	\$ 1.42	\$ 818.79	298	51.56%	\$ 2.75	6,197.75
Sports	578	8,904	6.49%	\$ 1.65	\$ 953.87	737	127.51%	\$ 1.29	7,146.99
Outdoors	568	8,981	6.32%	\$ 0.56	\$ 318.35	674	118.66%	\$ 0.47	4,160.74
Garden	519	7,778	6.67%	\$ 1.85	\$ 958.65	377	72.64%	\$ 2.54	6,766.34
Baby	491	3,240	15.15%	\$ 1.86	\$ 912.26	526	107.13%	\$ 1.73	6,513.88
Movies	413	4,092	10.09%	\$ 0.54	\$ 222.79	96	23.24%	\$ 2.32	9,171.8
Computers	156	9,774	1.6%	\$ 0.22	\$ 34.44	694	444.87%	\$ 0.05	5,350.22
Clothing	134	5,419	2.47%	\$ 5.95	\$ 797.03	701	523.13%	\$ 1.14	1,754.8
Beauty	111	5,144	2.16%	\$ 7.31	\$ 811.55	729	656.76%	\$ 1.11	9,115.5
Health	77	9,304	0.83%	\$ 2.81	\$ 216.26	744	966.23%	\$ 0.29	6,944.2
Movies	60	9,766	0.61%	\$ 2.24	\$ 134.15	464	773.33%	\$ 0.29	5,593.87
	5,796	105,532	5.49%	\$ 1.21	\$ 7,035.41	7,590	130.95%	\$ 0.93	87,754.98


REMARKETING CAMPAIGNS PERFORMANCE
EXAMPLE DATA

Campaign	Clicks	Impressions	CTR	Avg. CPC	Cost	Conv.	Conv. rate	Cost / conv.	All conv. value
Clothing	944	6,323	14.93%	\$ 0.23	\$ 221.67	613	64.94%	\$ 0.36	7,949.2
Outdoors	586	8,484	6.91%	\$ 0.86	\$ 503.14	223	38.05%	\$ 2.26	3,711.19
Books	581	8,967	6.48%	\$ 0.23	\$ 132.47	714	122.89%	\$ 0.19	7,378.5
Industrial	578	9,356	6.18%	\$ 1.42	\$ 818.79	298	51.56%	\$ 2.75	6,197.75
Sports	578	8,904	6.49%	\$ 1.65	\$ 953.87	737	127.51%	\$ 1.29	7,146.99
Outdoors	568	8,981	6.32%	\$ 0.56	\$ 318.35	674	118.66%	\$ 0.47	4,160.74
Garden	519	7,778	6.67%	\$ 1.85	\$ 958.65	377	72.64%	\$ 2.54	6,766.34
Baby	491	3,240	15.15%	\$ 1.86	\$ 912.26	526	107.13%	\$ 1.73	6,513.88
Movies	413	4,092	10.09%	\$ 0.54	\$ 222.79	96	23.24%	\$ 2.32	9,171.8
Computers	156	9,774	1.6%	\$ 0.22	\$ 34.44	694	444.87%	\$ 0.05	5,350.22
Clothing	134	5,419	2.47%	\$ 5.95	\$ 797.03	701	523.13%	\$ 1.14	1,754.8
Beauty	111	5,144	2.16%	\$ 7.31	\$ 811.55	729	656.76%	\$ 1.11	9,115.5
Health	77	9,304	0.83%	\$ 2.81	\$ 216.26	744	966.23%	\$ 0.29	6,944.2
Movies	60	9,766	0.61%	\$ 2.24	\$ 134.15	464	773.33%	\$ 0.29	5,593.87
	5,796	105,532	5.49%	\$ 1.21	\$ 7,035.41	7,590	130.95%	\$ 0.93	87,754.98

 SHOPPING CAMPAIGNS PERFORMANCE
EXAMPLE DATA


Campaign	Clicks	Impressions	CTR	Avg. CPC	Cost	Conv.	Conv. rate	Cost / conv.	All conv. value
Clothing	944	6,323	14.93%	\$ 0.23	\$ 221.67	613	64.94%	\$ 0.36	7,949.2
Outdoors	586	8,484	6.91%	\$ 0.86	\$ 503.14	223	38.05%	\$ 2.26	3,711.19
Books	581	8,967	6.48%	\$ 0.23	\$ 132.47	714	122.89%	\$ 0.19	7,378.5
Industrial	578	9,356	6.18%	\$ 1.42	\$ 818.79	298	51.56%	\$ 2.75	6,197.75
Sports	578	8,904	6.49%	\$ 1.65	\$ 953.87	737	127.51%	\$ 1.29	7,146.99
Outdoors	568	8,981	6.32%	\$ 0.56	\$ 318.35	674	118.66%	\$ 0.47	4,160.74
Garden	519	7,778	6.67%	\$ 1.85	\$ 958.65	377	72.64%	\$ 2.54	6,766.34
Baby	491	3,240	15.15%	\$ 1.86	\$ 912.26	526	107.13%	\$ 1.73	6,513.88
Movies	413	4,092	10.09%	\$ 0.54	\$ 222.79	96	23.24%	\$ 2.32	9,171.8
Computers	156	9,774	1.6%	\$ 0.22	\$ 34.44	694	444.87%	\$ 0.05	5,350.22
	5,414	75,899	7.13%	\$ 0.94	\$ 5,076.42	4,952	91.47%	\$ 1.03	64,346.61

 ROI CAMPAIGNS PERFORMANCE
EXAMPLE DATA

Cost	\$ 5,928.70
Conv.	5,492
Total conv. value	82,084.84

 BRAND AWARENESS CAMPAIGNS PERFORMANCE
EXAMPLE DATA

Cost	\$ 5,928.70
Conv.	5,492
Total conv. value	82,084.84

 SEARCH QUERY PERFORMANCE
EXAMPLE DATA

Search term	Clicks	Impressions	CTR	Avg. CPC	Cost	Conv.	Cost / conv.
voluptates similique sed	863	3,841	22.47%	\$ 0.43	\$ 373.03	441	\$ 0.85
temporibus eum doloremque	841	1,319	63.76%	\$ 0.58	\$ 489.09	151	\$ 3.24
hic sed voluptas	803	1,649	48.7%	\$ 0.15	\$ 118.28	602	\$ 0.20
deserunt qui velit	765	2,708	28.25%	\$ 0.43	\$ 331.48	718	\$ 0.46
laboriosam harum ipsum	604	8,617	7.01%	\$ 0.49	\$ 295.50	335	\$ 0.88
harum in enim	579	6,384	9.07%	\$ 1.35	\$ 783.83	715	\$ 1.10
quo assumenda repudiandae	431	1,455	29.62%	\$ 2.16	\$ 931.81	529	\$ 1.76
earum expedita velit	329	8,121	4.05%	\$ 2.56	\$ 842.25	6	\$ 140.38
consequuntur ea fugit	308	1,026	30.02%	\$ 1.83	\$ 564.62	113	\$ 5.00
quod accusantium deserunt	251	8,996	2.79%	\$ 1.26	\$ 316.79	718	\$ 0.44