

YOUR CLIENT

Monthly PPC Report
Online Paid Marketing Overview



PAID SEARCH HIGHLIGHTS

Impressions

6,645

↓ -22.3%

An impression is counted when a user sees a Renegade ad in search results. Impressions are a measure of exposure and promote top-of-mind awareness.

We are pleased with the decrease in impressions compared to the increase in clicks. This allows us to have a better CTR as it can be seen ours increased by 60% in the past month. This has also contributed to increasing our relevancy and quality score, thus leading to the large increase in conversions for this month.

Avg. Cost

\$0.83

↓ -18.4%

This is the average cost per click for Renegade ads in Google search results.

Cost / conv.

\$13.45

↓ -24.6%

This is the average cost per conversion for Renegade RV ads. Conversions are counted when a user completes a valuable action on the Renegade website and becomes a lead.

CTR

13.77%

↑ 60.0%

Click-Through-Rate (CTR) is the number of people who saw a Renegade ad and clicked on it. This is an indicator of campaign quality.

An increase in clicks and decrease in impressions has lead to this significant increase in CTR. This also tells us that our ads are becoming more relevant.

Conversions

56.5

↑ 34.5%

A conversion is counted when a user clicks on a Renegade ad and then continues to navigate to the valuable pages on renegaderv.com. From conversions, we can estimate the number of leads that came from PPC campaigns.

Conv. rate

6.17%

↑ 8.2%

Conversion rate is the percentage of people who clicked on a Renegade ad and then continued to a conversion point. This is also an indicator of campaign quality.

Clicks

915

↑ 24.3%

A click is counted when a user clicks on the Renegade ad they were shown. As a measure of interest and relevance, clicks increase traffic and get users to the point of interaction.

REMARKETING HIGHLIGHTS

Impressions
115,533
↑ 19.9%

An impression is counted when a user sees a Renegade ad on a website in the Google Display Network. Impressions are a measure of exposure and promote top-of-mind awareness.

Clicks
744
↑ 30.8%

A click is counted when a user clicks on the Renegade ad they were shown. As a measure of interest and relevance, clicks increase traffic and get users to the point of interaction.

CTR
0.64%
↑ 9.1%

Click-Through-Rate (CTR) is the number of people who saw a Renegade ad and clicked on it. This is an indicator of campaign quality.

Conversions
77
↑ 16.7%

A conversion is counted when a user clicks on the Renegade ad and then continues to navigate to the valuable pages on renegaderv.com. From conversions, we can estimate the number of leads that came from PPC campaigns.

Conv. Rate
10.35%
↓ -10.8%

Conversion rate is the percentage of people who clicked on a Renegade ad and then continued to a conversion point. This is also an indicator of campaign quality.

Avg. Cost
\$0.61
↓ -11.5%

This is the average cost per click for Renegade ads on the Google Display Network.

Cost / conv.
\$5.93
↓ -0.8%

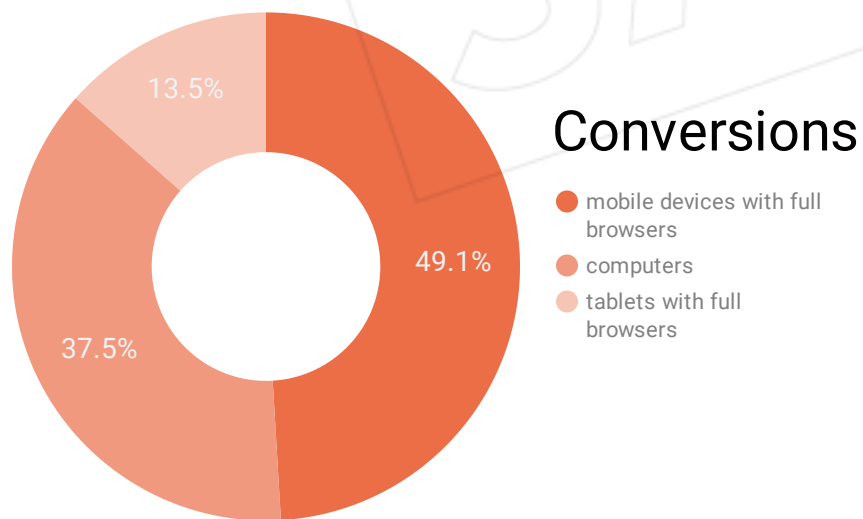
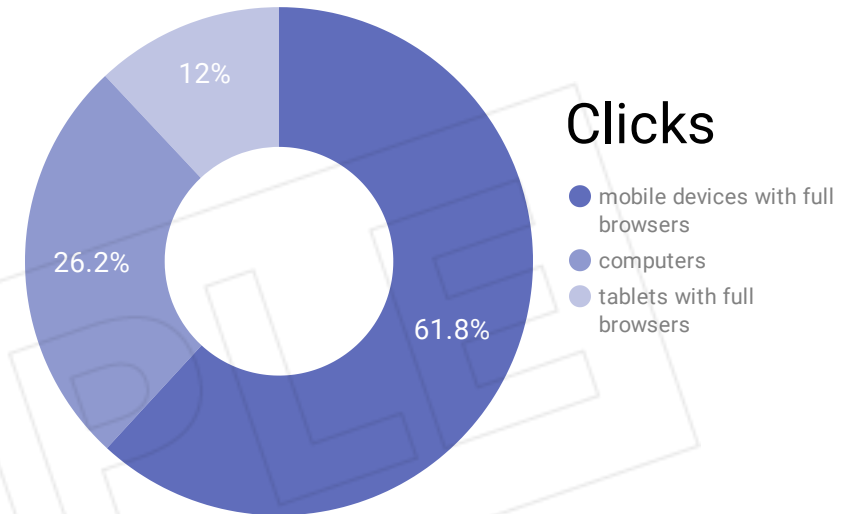
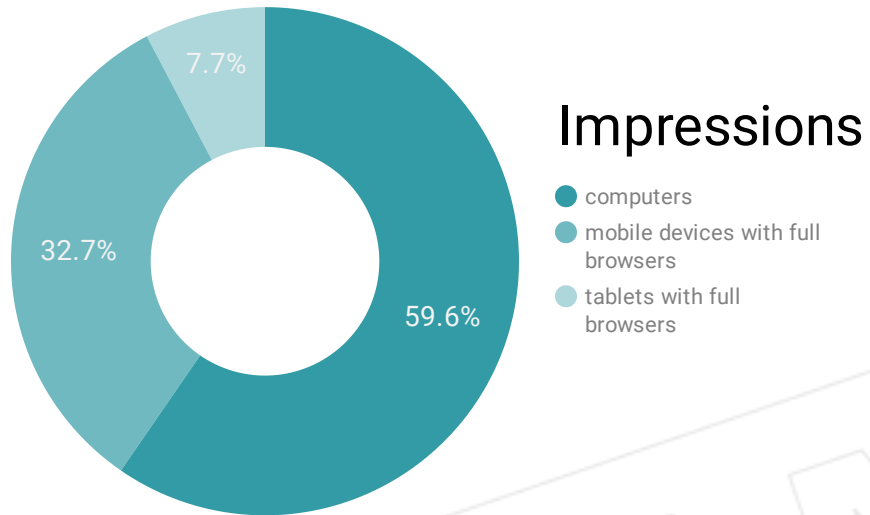
This is the average cost per conversion for Renegade RV ads. Conversions are counted when a user completes a valuable action on the Renegade website and becomes a lead.

TOP PERFORMING KEYWORDS

Search keyword	Impressions	Clicks ▾	CTR	Conversions	Click conversion rate
Keyword 1	1,100	216	19.64%	11	5.09%
Keyword 2	1,601	169	10.56%	7	4.14%
Keyword 3	656	145	22.1%	16	11.03%
Keyword 4	892	76	8.52%	1	1.32%
Keyword 5	368	58	15.76%	6	10.34%
Keyword 6	210	55	26.19%	1	1.82%
Keyword 7	229	33	14.41%	2	6.06%
Keyword 8	282	28	9.93%	0	0%
Keyword 9	160	26	16.25%	3	11.54%
Keyword 10	163	19	11.66%	2.5	13.16%
Grand total	122,178	1,659	1.36%	133.5	8.05%

AD GROUPS

Ad group	Impressions	Clicks ▾	CTR	Conversions	Conv. Rate
Ad group 1	115,533	744	0.64%	77	10.35%
Ad group 2	2,258	466	20.64%	32	6.87%
Ad group 3	3,430	319	9.3%	11	3.45%
Ad group 4	957	130	13.58%	13.5	10.38%
Grand total	122,178	1,659	1.36%	133.5	8.05%



It is interesting that we have been successful in favoring computers as the device of choice, but this device is not converting as well. This may be due to a more user friendly mobile experience than computer experience. This is something we will want to continue to monitor.

RECOMMENDATIONS

This page is where we would give opportunities/recommendations for the account.

We can also provide general notes and comments about the account here as needed.

