

Impressions 123,917,530
 Clicks 819,637
 Conversions 14,200
 Cost (USD) \$1,055,277.56
 CPC \$1.29
 Average position 1.14

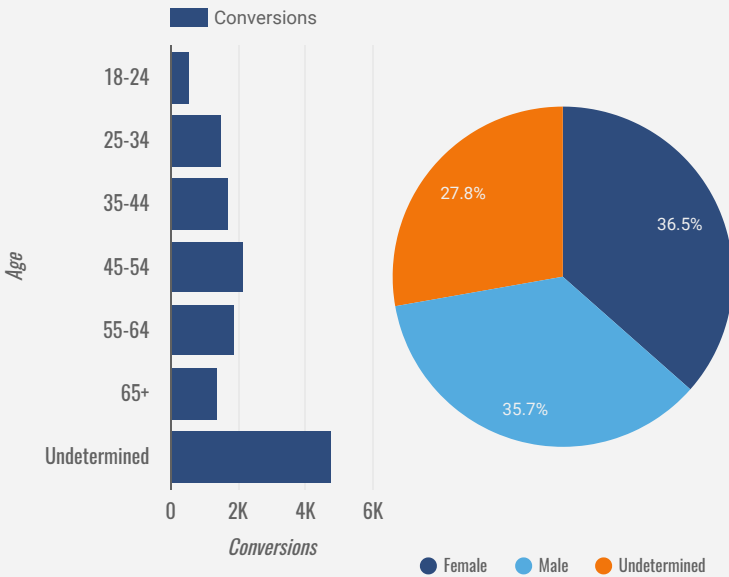
Success by Campaign Type

Clicks and Conversions

Advertising channel type	Clicks	Conversions
Display	486,975	2,221
Search	325,247	11,866
Express	6,487	103
Shopping	704	12
Video	238	0
Grand total	819,650	14,201

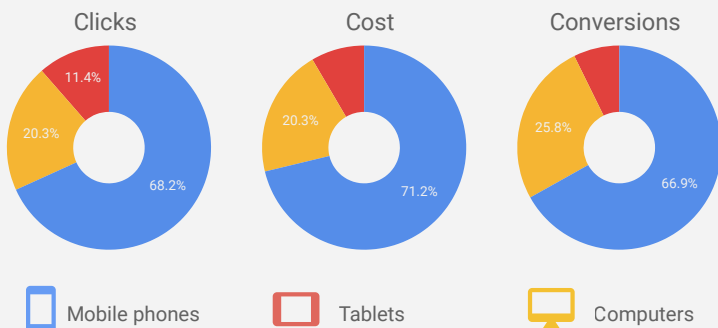
Clicks by Age And Gender

Goal: Clicks



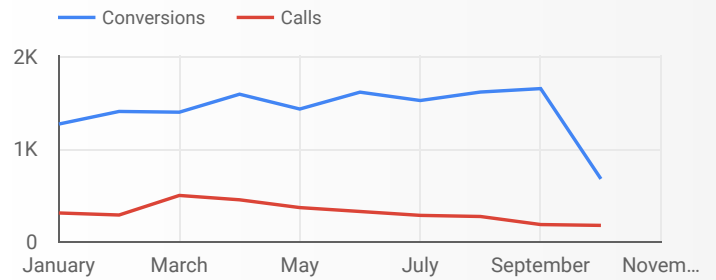
Device Breakdown

by Clicks, Cost, Conversions



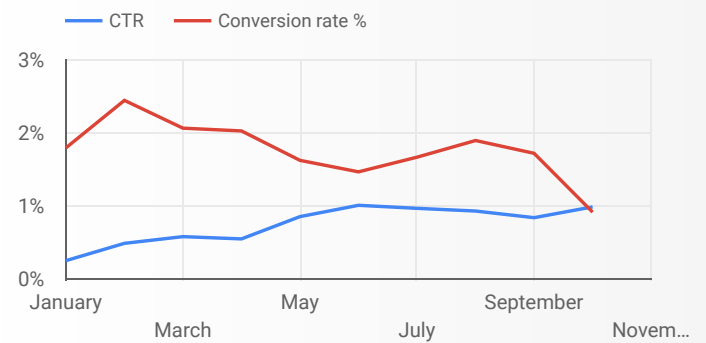
Conversion Trends

Conversions and Phone Calls



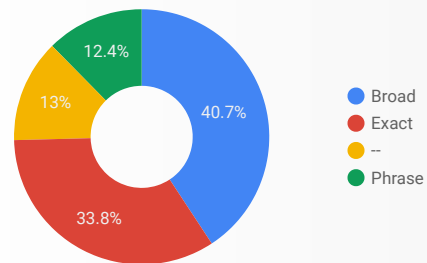
Conversion Trends

Click Through Rate (CTR) and Conversion Rate



Conversions by Search Keyword Type

Conversions



Day of The Week For Most Conversions

Day of the week and Conversions

