Summary

02/01/2021 - 02/28/2021

reportingninja

Impressions
Kits Endo

976

1,134 -13.93%

Clicks
Kits Endo

30

40 -25.00%

Conversions
Kits Endo

0

0 0.00%

Cost
Kits Endo

$129.53

$204.76 -36.74%

Avg. CPC
Kits Endo

$4.32

$5.12 -15.65%

Conv. rate
Kits Endo

0.00%

0.00% 0.00%

Avg. position
Kits Endo

0

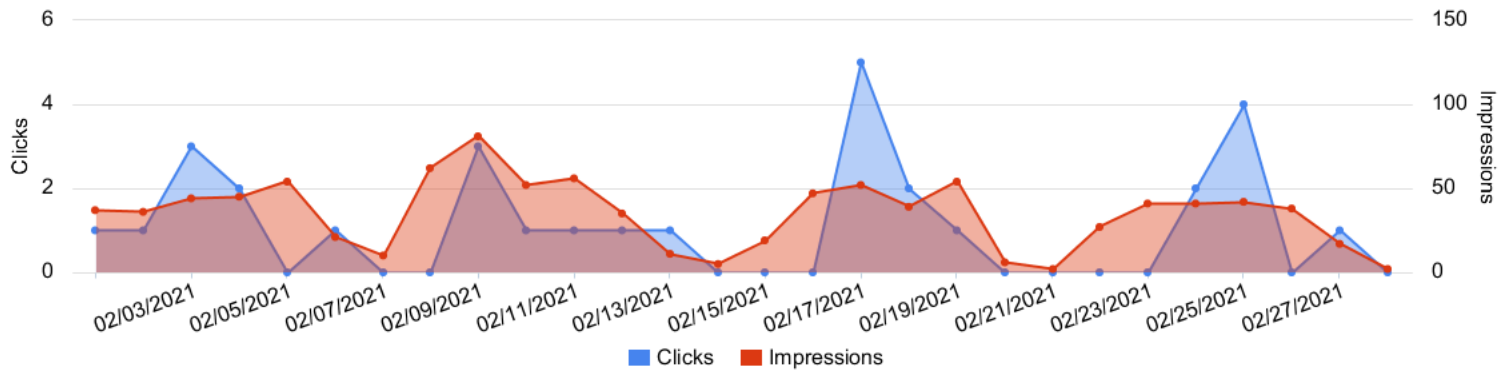
0 0.00%

All conv.
Kits Endo

0

0 0.00%

Clicks vs Impressions
Kits Endo



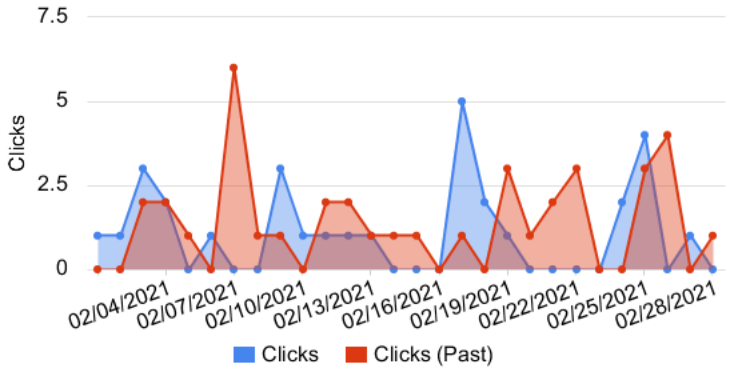
Conversions
Kits Endo

Summary

02/01/2021 - 02/28/2021

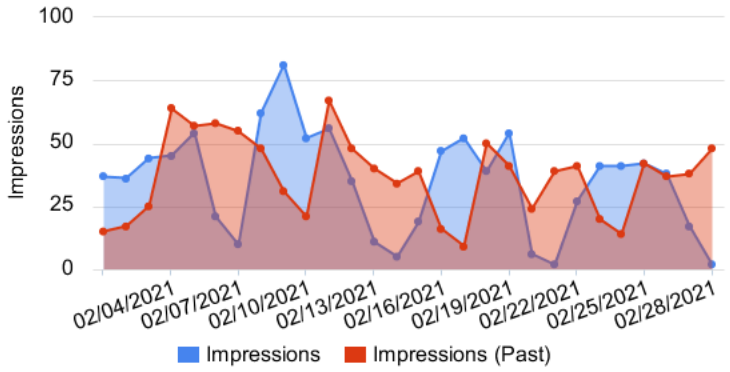
Clicks

Kits Endo



Impressions

Kits Endo



Account performance

02/01/2021 - 02/28/2021

Overall performance

Kits Endo

Metric	02/01/2021 - 02/28/2021	01/01/2021 - 01/31/2021	% Change
Clicks	30	40	-25.00%
Impressions	976	1,134	-13.93%
CTR	3.07%	3.53%	-13.03%
Conversions	0	0	0.00%
Cost	$129.53	$204.76	-36.74%
Avg. CPC	$4.32	$5.12	-15.65%
Avg. position	0	0	0.00%

Network performance

Kits Endo

Network (with search partners)	Clicks	Impressions	Cost	Conversions	Avg. CPC	CTR	Avg. position
Google search	30	976	$129.53	0	$4.32	3.07%	--

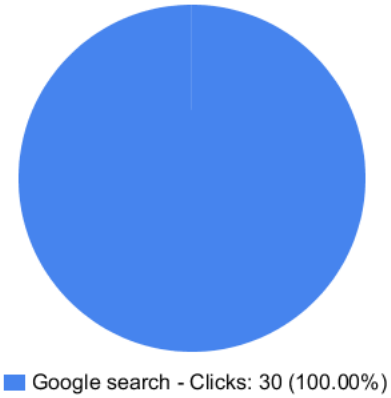
Device performance

Kits Endo

Device	Clicks	Impressions	Cost	Conversions
Mobile devices with full browsers	21	873	$119.91	0
Computers	9	86	$9.62	0
Tablets with full browsers	0	17	$0.00	0

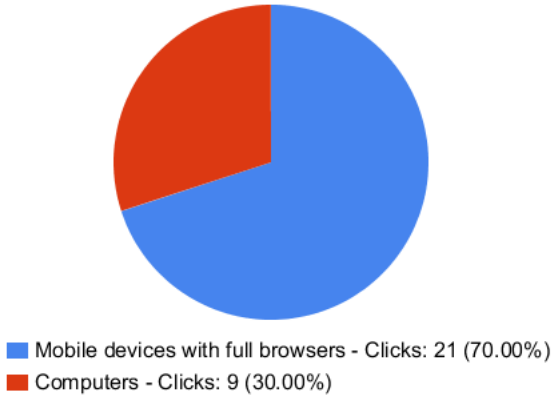
Clicks by network

Kits Endo



Clicks by device

Kits Endo



Conversion category performance

Kits Endo

There are no results

Account performance

02/01/2021 - 02/28/2021

Click type performance

Kits Endo

Click type	Clicks	Impressions	Cost	Conversions
Headline	22	973	$57.31	0
Sitelink	5	846	$26.68	0
Phone calls	3	586	$45.54	0
Call Ad Landing Page	0	2	$0.00	0

Campaign performance

02/01/2021 - 02/28/2021

Campaign performance

Kits Endo

Campaign	Campaign state	Clicks	Impressions	Conversions	CTR	Avg. CPC	Cost
Kits Endo	enabled	30	976	0	3.07%	$4.32	$129.53

Ad group performance

Kits Endo

Ad group	Ad group state	Campaign	Clicks	Impressions	Conversions	CTR	Avg. CPC	Cost
Endodontist	enabled	Kits Endo	23	811	0	2.84%	$3.36	$77.23
Root Canal	enabled	Kits Endo	7	165	0	4.24%	$7.47	$52.31

Ad performance (text ads)

Kits Endo

There are no results

Ad performance (expanded text ads)

Kits Endo

Ad	Ad group	Campaign	Clicks	Impressions	Conversions	CTR	Avg. CPC	Cost	Avg. position
Vancouver Endodontists | Consultations & Surgery | Options For Root Canal kits-endo.ca/vancouver/endodontics In your initial consultation we will assess to see if there is an endodontic solution. When you come to Kitsilano Endodontics you are not coming for just a 'root canal.'	Endodontist	Kits Endo	9	185	0	4.86%	$4.34	$39.03	--
We'll Stop Your Tooth Pain | Vancouver Endodontic Surgery | When We Can't Save The Tooth kits-endo.ca/vancouver/endodontics When a root canal isn't enough to save the tooth. Endodontic surgery is required in order to remove the portion of damaged bone & root tip.	Endodontist	Kits Endo	1	119	0	0.84%	$1.37	$1.37	--
Vancouver Root Canal Treatment | Get Diagnosed | Kitsilano Endodontics kits-endo.ca/root/canal Root canal treatment can usually be completed in one or two visits. Save the tooth and relieving the pain associated with the infected tooth.	Root Canal	Kits Endo	1	46	0	2.17%	$3.46	$3.46	--
Root Canal Diagnosis | Get Diagnosed & Treated | Vancouver Endodontists kits-endo.ca/root/canal Root canal treatment can usually be completed in one or two visits. Save the tooth and relieving the pain associated with the infected tooth.	Root Canal	Kits Endo	0	4	0	0.00%	$0.00	$0.00	--

Ad performance (image ads)

Kits Endo

There are no results

Campaign performance

02/01/2021 - 02/28/2021

Ad performance (responsive display ads)

Kits Endo

There are no results

Keywords performance

02/01/2021 - 02/28/2021

Keywords performance

Kits Endo

Keyword	Match type	Campaign	Ad group	Clicks	Impressions	Conversions	Cost	Avg. position
endodontist	Broad	Kits Endo	Endodontist	5	230	0	$7.49	--
endodontics	Broad	Kits Endo	Endodontist	4	197	0	$27.97	--
root canal dentist or endodontist	Broad	Kits Endo	Endodontist	4	28	0	$13.67	--
specialist in endodontics	Broad	Kits Endo	Endodontist	3	38	0	$8.10	--
rct dental	Broad	Kits Endo	Root Canal	3	74	0	$36.92	--
dental specialist endodontist	Broad	Kits Endo	Endodontist	3	46	0	$5.34	--
root canal dentist	Broad	Kits Endo	Root Canal	2	38	0	$12.26	--
endodontics procedures	Broad	Kits Endo	Endodontist	2	43	0	$7.27	--
tooth root canal treatment	Broad	Kits Endo	Root Canal	2	26	0	$3.13	--
dental endodontics	Broad	Kits Endo	Endodontist	1	97	0	$6.85	--
endodontic office	Broad	Kits Endo	Endodontist	1	42	0	$0.54	--
getting a root canal	Broad	Kits Endo	Root Canal	0	6	0	$0.00	--
endo specialist	Broad	Kits Endo	Endodontist	0	14	0	$0.00	--
endodontic specialists	Broad	Kits Endo	Endodontist	0	38	0	$0.00	--
root canal alternative	Broad	Kits Endo	Endodontist	0	14	0	$0.00	--

Search query performance

Kits Endo

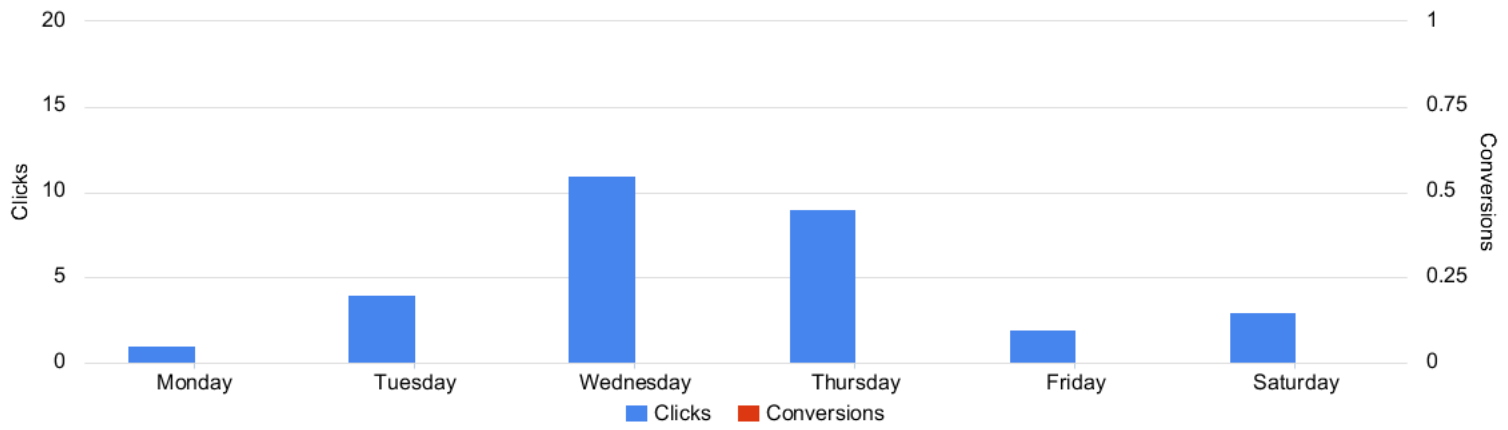
Search term	Keyword	Match type	Clicks	Impressions	Conversions	Avg. CPC	Cost	Avg. position
vanendo	endodontics	broad	2	5	0	$7.52	$15.04	--
kits endo	endodontist	broad	2	4	0	$0.74	$1.49	--
endodontics procedures	root canal dentist or endodontist	broad	2	1	0	$3.64	$7.28	--
township endodontics	specialist in endodontics	broad	1	1	0	$4.26	$4.26	--
endodontics	root canal dentist or endodontist	broad	1	1	0	$3.27	$3.27	--
endogroup	endodontics	broad	1	1	0	$5.55	$5.55	--
kitsilano endodontics	tooth root canal treatment	broad	1	1	0	$0.05	$0.05	--
kitsilano endodontics	specialist in endodontics	broad	1	2	0	$0.32	$0.32	--
kitsilano endodontics	endodontics procedures	broad	1	1	0	$1.37	$1.37	--
endodontist vancouver	rct dental	broad	1	3	0	$9.52	$9.52	--

Schedule performance

02/01/2021 - 02/28/2021

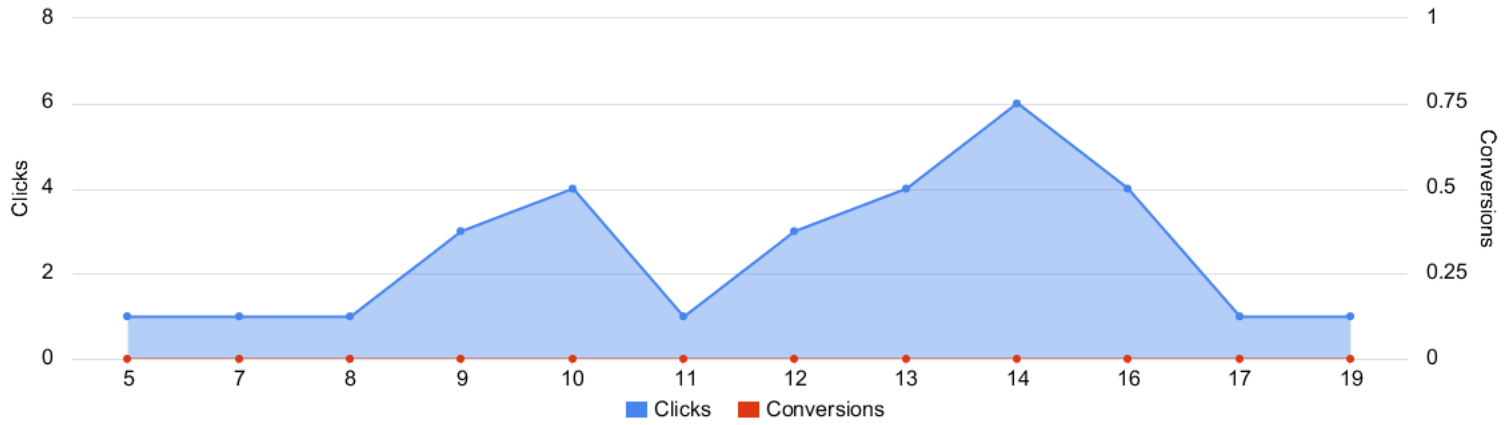
Day of week

Kits Endo



Hour of day

Kits Endo

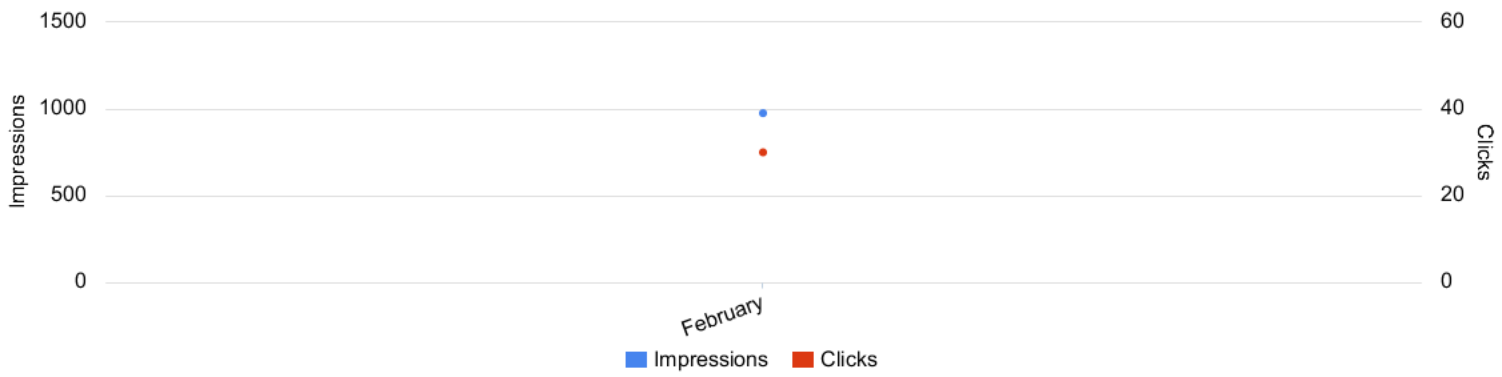


Year to date

02/01/2021 - 02/28/2021

Impressions vs Clicks

Kits Endo



Performance by period

Kits Endo

Month	Clicks	Impressions	Conversions	CTR	Avg. CPC	Cost	Avg. position
02/01/2021	30	976	0	3.07%	$4.32	$129.53	--