Summary

06/01/2021 - 06/30/2021

reportingninja

Impressions
Kits Endo

771
932 -17.27%

Clicks
Kits Endo

27
33 -18.18%

Conversions
Kits Endo

2
0 100.00%

Cost
Kits Endo

$141.05
$162.47 -13.18%

Avg. CPC
Kits Endo

$5.22
$4.92 6.11%

Conv. rate
Kits Endo

7.41%
0.00% 100.00%

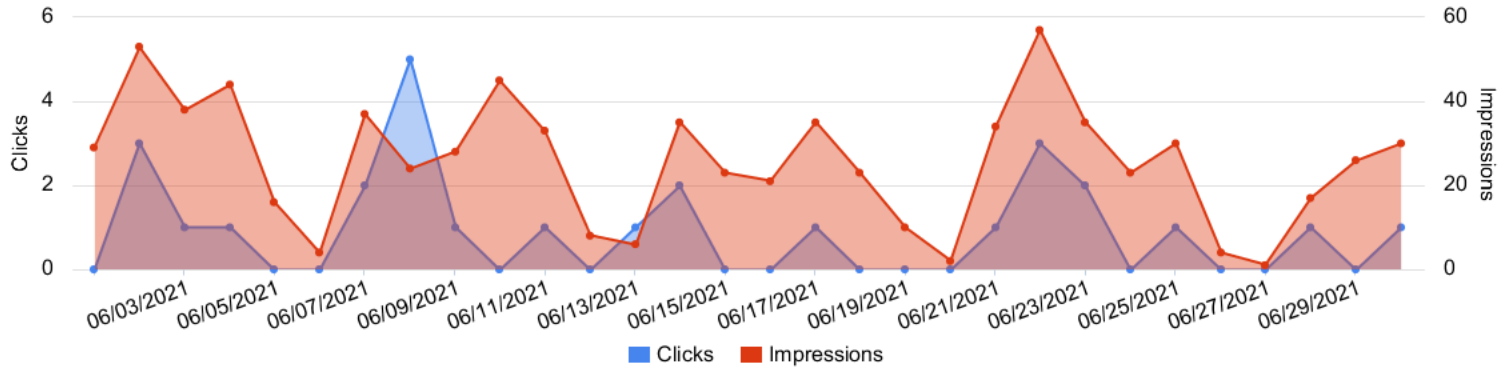
Avg. position
Kits Endo

0
0 0.00%

All conv.
Kits Endo

2
0 100.00%

Clicks vs Impressions
Kits Endo



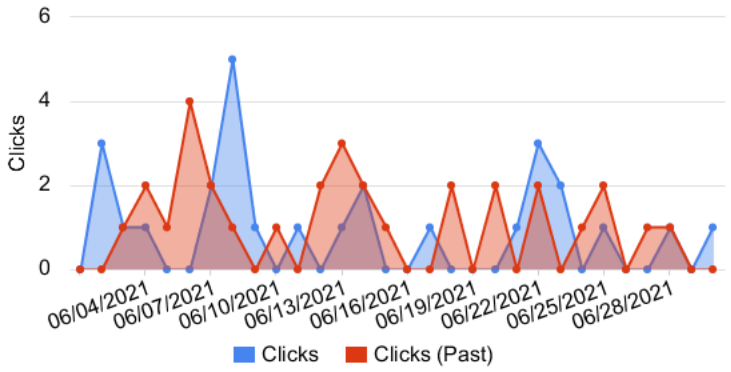
Conversions
Kits Endo

Summary

06/01/2021 - 06/30/2021

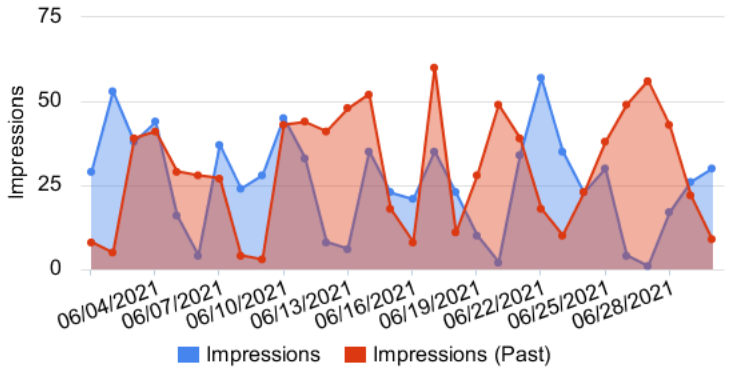
Clicks

Kits Endo



Impressions

Kits Endo



Campaign performance

06/01/2021 - 06/30/2021

Campaign performance

Kits Endo

Campaign	Campaign state	Clicks	Impressions	Conversions	CTR	Avg. CPC	Cost
Kits Endo	enabled	27	771	2	3.50%	$5.22	$141.05

Ad group performance

Kits Endo

Ad group	Ad group state	Campaign	Clicks	Impressions	Conversions	CTR	Avg. CPC	Cost
Endodontist	enabled	Kits Endo	25	618	2	4.05%	$5.35	$133.76
Root Canal	enabled	Kits Endo	2	153	0	1.31%	$3.65	$7.29

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	3	65	0	4.62%	$12.22	$36.67	--
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	1	0	0.00%	$0.00	$0.00	--
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	0	7	0	0.00%	$0.00	$0.00	--
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	0	83	0	0.00%	$0.00	$0.00	--

Ad performance (image ads)

Kits Endo

There are no results

Campaign performance

06/01/2021 - 06/30/2021

Ad performance (responsive display ads)

Kits Endo

There are no results

Account performance

06/01/2021 - 06/30/2021

Overall performance

Kits Endo

Metric	06/01/2021 - 06/30/2021	05/01/2021 - 05/31/2021	% Change
Clicks	27	33	-18.18%
Impressions	771	932	-17.27%
CTR	3.50%	3.54%	-1.13%
Conversions	2	0	100.00%
Cost	$141.05	$162.47	-13.18%
Avg. CPC	$5.22	$4.92	6.11%
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	27	771	$141.05	2	$5.22	3.50%	--

Device performance

Kits Endo

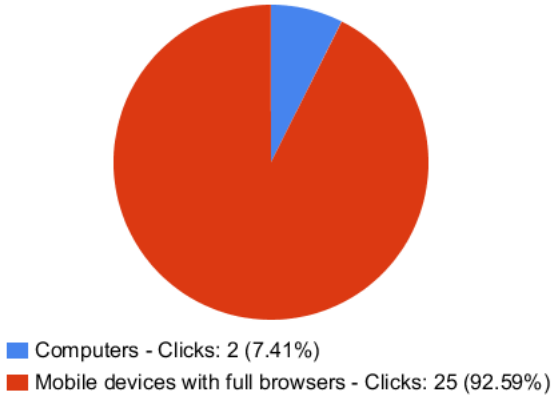
Device	Clicks	Impressions	Cost	Conversions
Mobile devices with full browsers	25	695	$140.12	2
Computers	2	74	$0.93	0
Tablets with full browsers	0	2	$0.00	0

Clicks by network

Kits Endo

Clicks by device

Kits Endo



Conversion category performance

Kits Endo

Conversion category	Conversion name	Conversions	Conversions	Total conv. value	All conv.
Lead	Calls from ads	2	2	$2.00	2

Account performance

06/01/2021 - 06/30/2021

Click type performance

Kits Endo

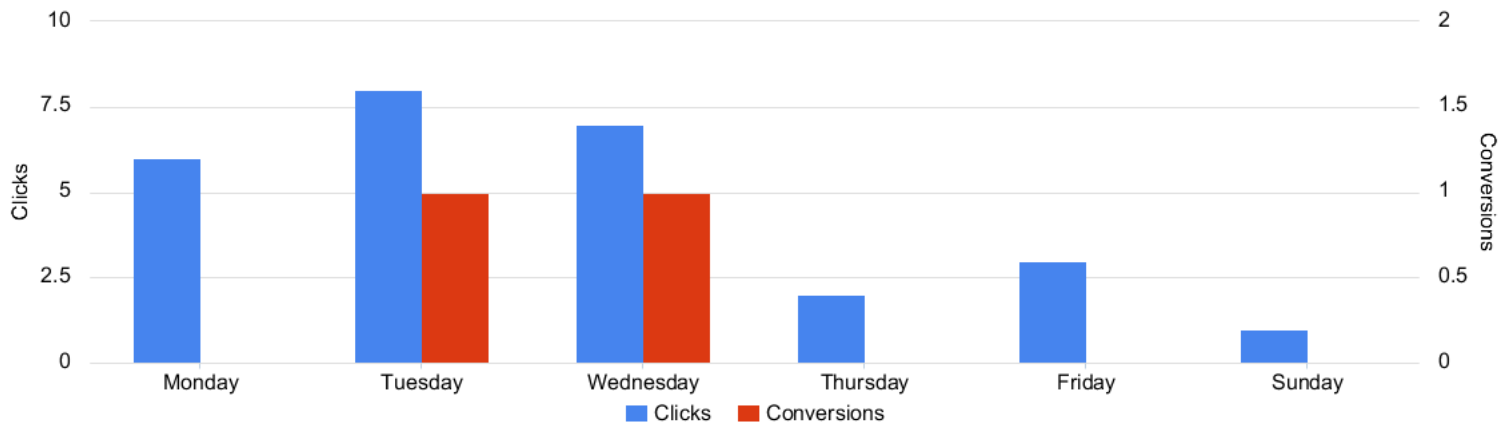
Click type	Clicks	Impressions	Cost	Conversions
Headline	21	768	$65.27	0
Sitelink	3	648	$23.11	0
Phone calls	3	463	$52.67	2
Call Ad Landing Page	0	3	$0.00	0

Schedule performance

06/01/2021 - 06/30/2021

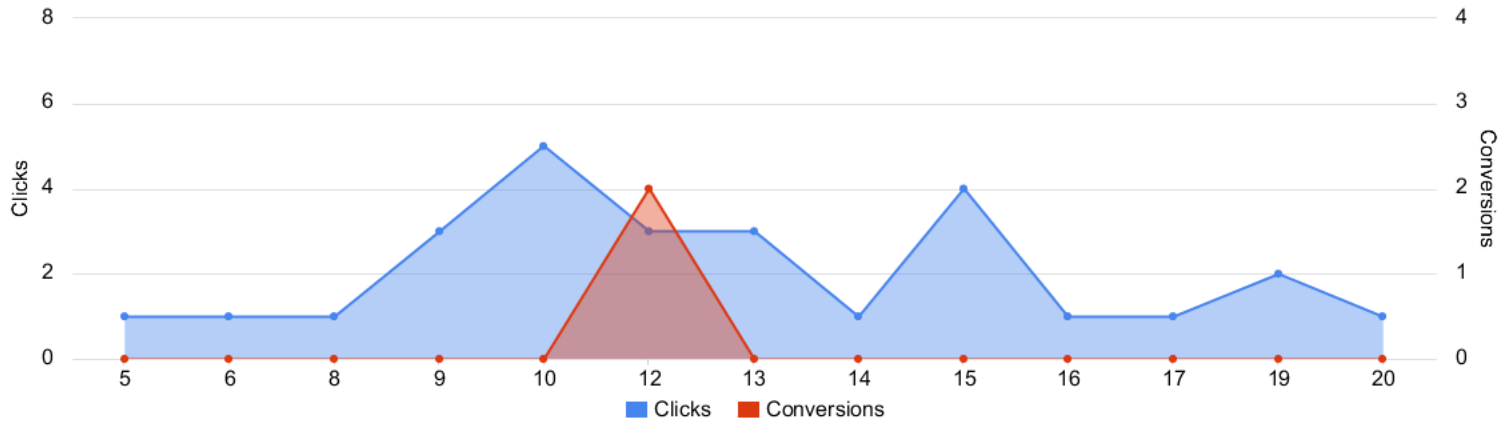
Day of week

Kits Endo



Hour of day

Kits Endo



Keywords performance

06/01/2021 - 06/30/2021

Keywords performance

Kits Endo

Keyword	Match type	Campaign	Ad group	Clicks	Impressions	Conversions	Cost	Avg. position
endodontics	Broad	Kits Endo	Endodontist	6	118	0	$48.62	--
dental endodontics	Broad	Kits Endo	Endodontist	5	98	1	$33.28	--
specialist in endodontics	Broad	Kits Endo	Endodontist	4	80	0	$3.06	--
endodontist	Broad	Kits Endo	Endodontist	3	178	1	$15.13	--
endodontics procedures	Broad	Kits Endo	Endodontist	2	26	0	$3.39	--
endodontic specialists	Broad	Kits Endo	Endodontist	2	22	0	$7.60	--
endo specialist	Broad	Kits Endo	Endodontist	2	7	0	$20.44	--
endo treatment	Broad	Kits Endo	Endodontist	1	61	0	$2.25	--
rct dental	Broad	Kits Endo	Root Canal	1	70	0	$5.63	--
root canal dentist	Broad	Kits Endo	Root Canal	1	43	0	$1.66	--
root canal pain	Broad	Kits Endo	Root Canal	0	3	0	$0.00	--
root canal retreatment	Broad	Kits Endo	Root Canal	0	2	0	$0.00	--
root canal infection	Broad	Kits Endo	Root Canal	0	1	0	$0.00	--
endodontic office	Broad	Kits Endo	Endodontist	0	5	0	$0.00	--
root canal alternative	Broad	Kits Endo	Endodontist	0	5	0	$0.00	--

Search query performance

Kits Endo

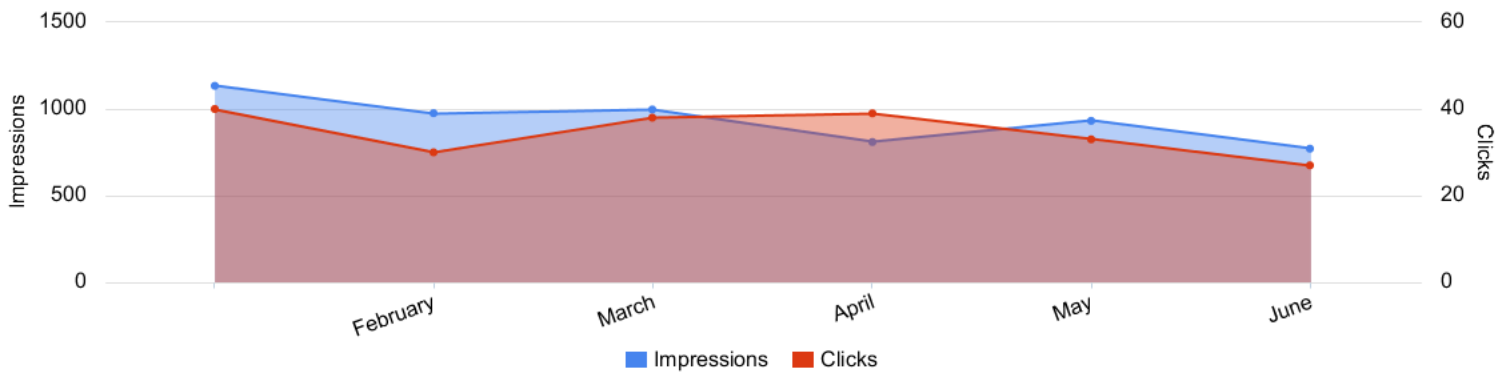
Search term	Keyword	Match type	Clicks	Impressions	Conversions	Avg. CPC	Cost	Avg. position
emergence endodontics	endodontic specialists	broad	2	1	0	$3.80	$7.60	--
emergence endodontics	endo specialist	broad	2	1	0	$10.22	$20.44	--
van endo	endodontics	phrase (close variant)	1	5	0	$1.24	$1.24	--
kits endo	specialist in endodontics	broad	1	5	0	$0.38	$0.38	--
kits endo	endodontics procedures	broad	1	5	0	$0.62	$0.62	--
vanendo	endodontics	broad	1	3	0	$29.04	$29.04	--
oceanview endodontics	endodontics	phrase (close variant)	1	1	0	$5.30	$5.30	--
kitsilano endodontics	endodontist	phrase (close variant)	1	3	1	$2.94	$2.94	--
victoria endodontics	dental endodontics	phrase (close variant)	1	1	0	$3.45	$3.45	--
endodontist vancouver	specialist in endodontics	phrase (close variant)	1	5	0	$0.31	$0.31	--

Year to date

01/01/2021 - 06/30/2021

Impressions vs Clicks

Kits Endo



Performance by period

Kits Endo

Month	Clicks	Impressions	Conversions	CTR	Avg. CPC	Cost	Avg. position
01/01/2021	40	1,134	0	3.53%	$5.12	$204.76	--
02/01/2021	30	976	0	3.07%	$4.32	$129.53	--
03/01/2021	38	997	1	3.81%	$5.98	$227.31	--
04/01/2021	39	810	1	4.81%	$5.34	$208.20	--
05/01/2021	33	932	0	3.54%	$4.92	$162.47	--
06/01/2021	27	771	2	3.50%	$5.22	$141.05	--