Summary

10/01/2021 - 10/31/2021

reportingninja

Impressions
Kits Endo

936

1,316 -28.88%

Clicks
Kits Endo

27

42 -35.71%

Conversions
Kits Endo

0

0 0.00%

Cost
Kits Endo

$176.86

$252.72 -30.02%

Avg. CPC
Kits Endo

$6.55

$6.02 8.86%

Conv. rate
Kits Endo

0.00%

0.00% 0.00%

Avg. position
Kits Endo

0

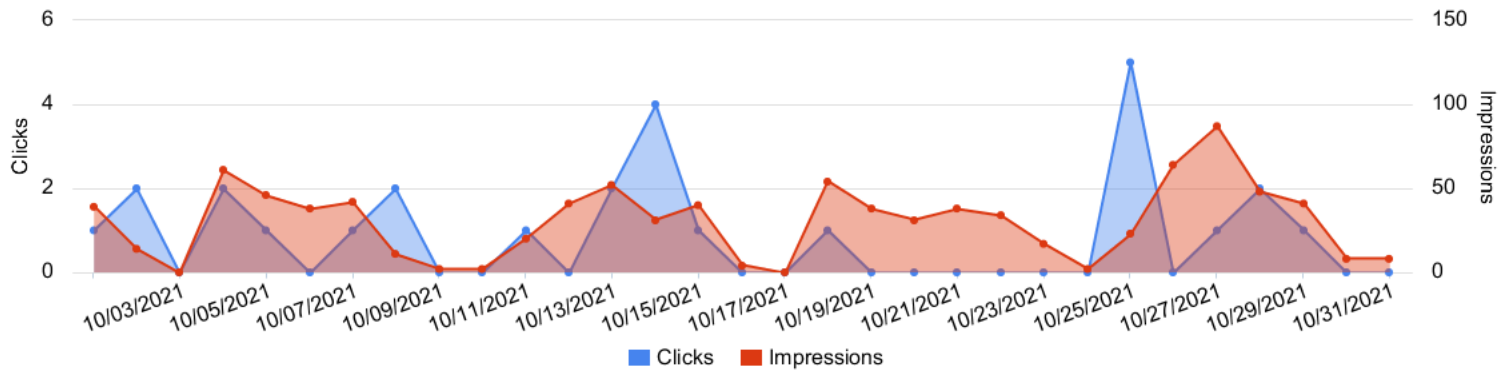
0 0.00%

All conv.
Kits Endo

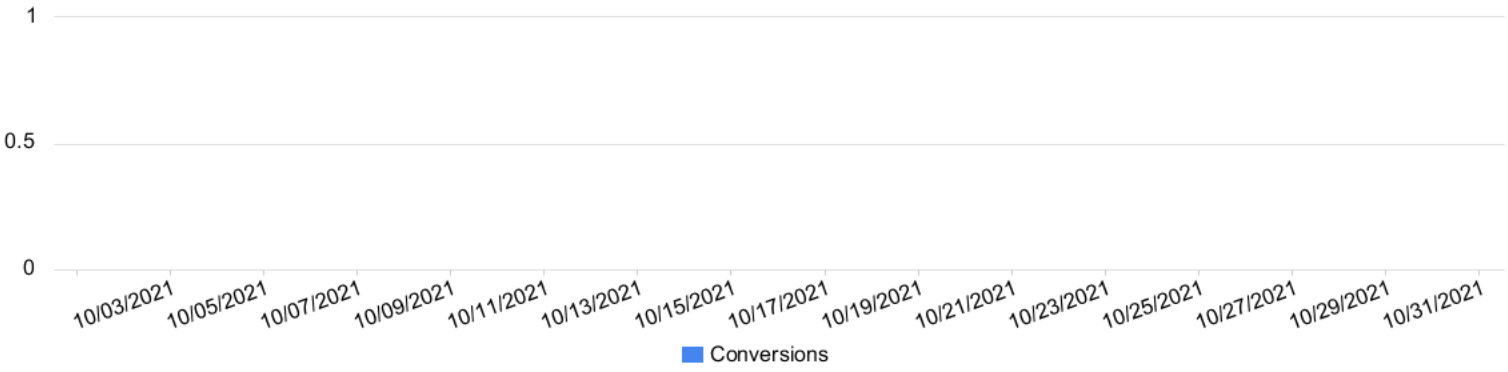
0

0 0.00%

Clicks vs Impressions
Kits Endo



Conversions
Kits Endo



Summary

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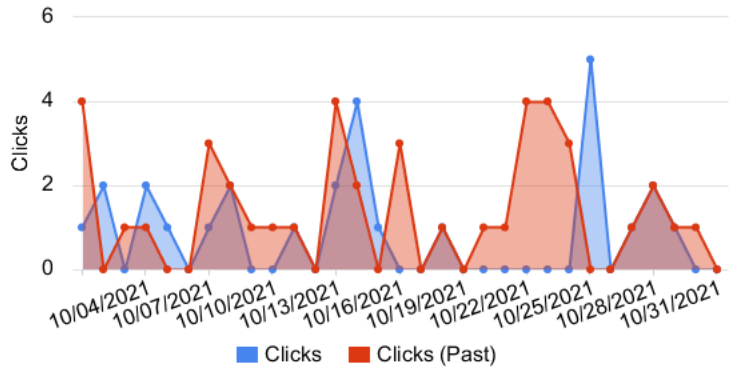
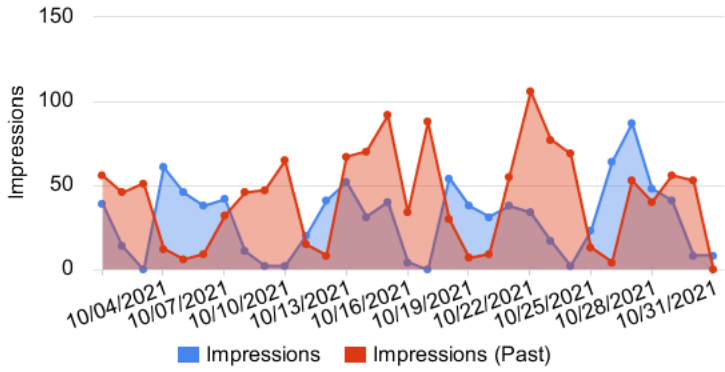
Clicks
Kits Endo



Impressions
Kits Endo



Account performance

10/01/2021 - 10/31/2021

Overall performance

Kits Endo

Metric	10/01/2021 - 10/31/2021	09/01/2021 - 09/30/2021	% Change
Clicks	27	42	-35.71%
Impressions	936	1,316	-28.88%
CTR	2.88%	3.19%	-9.72%
Conversions	0	0	0.00%
Cost	$176.86	$252.72	-30.02%
Avg. CPC	$6.55	$6.02	8.86%
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	936	$176.86	0	$6.55	2.88%	--

Device performance

Kits Endo

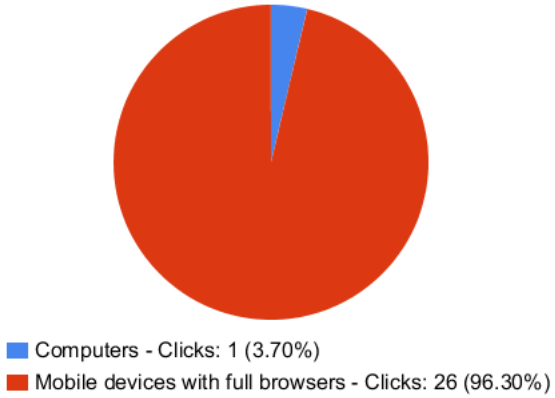
Device	Clicks	Impressions	Cost	Conversions
Mobile devices with full browsers	26	895	$176.39	0
Computers	1	32	$0.47	0
Tablets with full browsers	0	9	$0.00	0

Clicks by network

Kits Endo

Clicks by device

Kits Endo



Conversion category performance

Kits Endo

There are no results

Account performance

10/01/2021 - 10/31/2021

Click type performance

Kits Endo

Click type	Clicks	Impressions	Cost	Conversions
Headline	18	936	$55.98	0
Phone calls	8	658	$110.61	0
Sitelink	1	737	$10.27	0

Campaign performance

10/01/2021 - 10/31/2021

Campaign performance

Kits Endo

Campaign	Campaign state	Clicks	Impressions	Conversions	CTR	Avg. CPC	Cost
Kits Endo	enabled	27	936	0	2.88%	$6.55	$176.86

Ad group performance

Kits Endo

Ad group	Ad group state	Campaign	Clicks	Impressions	Conversions	CTR	Avg. CPC	Cost
Endodontist	enabled	Kits Endo	22	746	0	2.95%	$5.23	$115.12
Root Canal	enabled	Kits Endo	5	190	0	2.63%	$12.35	$61.74

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 | Direct Billing Office | 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	1	40	0	2.50%	$6.42	$6.42	--
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. Direct Billing Office. Endodontic surgery is required in order to remove the portion of damaged bone & root tip.	Endodontist	Kits Endo	1	48	0	2.08%	$5.44	$5.44	--
Root Canal Diagnosis | Get Diagnosed & Treated | Direct Billing Office 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	9	0	0.00%	$0.00	$0.00	--
Vancouver Root Canal Treatment | Direct Billing Office | 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	22	0	0.00%	$0.00	$0.00	--

Ad performance (image ads)

Kits Endo

There are no results

Campaign performance

10/01/2021 - 10/31/2021

Ad performance (responsive display ads)

Kits Endo

There are no results

Keywords performance

10/01/2021 - 10/31/2021

Keywords performance

Kits Endo

Keyword	Match type	Campaign	Ad group	Clicks	Impressions	Conversions	Cost	Avg. position
endodontist	Broad	Kits Endo	Endodontist	9	200	0	$48.63	--
endodontics	Broad	Kits Endo	Endodontist	7	151	0	$33.89	--
dental endodontics	Broad	Kits Endo	Endodontist	4	230	0	$27.14	--
tooth root canal treatment	Broad	Kits Endo	Root Canal	3	26	0	$32.72	--
rct dental	Broad	Kits Endo	Root Canal	1	74	0	$25.64	--
specialist in endodontics	Broad	Kits Endo	Endodontist	1	33	0	$3.88	--
endodontic specialists	Broad	Kits Endo	Endodontist	1	3	0	$1.58	--
root canal infection treatment	Broad	Kits Endo	Root Canal	1	15	0	$3.38	--
root canal treatment steps	Broad	Kits Endo	Root Canal	0	1	0	$0.00	--
root canal alternative	Broad	Kits Endo	Endodontist	0	13	0	$0.00	--
root canal dentist	Broad	Kits Endo	Root Canal	0	64	0	$0.00	--
endo treatment	Broad	Kits Endo	Endodontist	0	77	0	$0.00	--
endodontic office	Broad	Kits Endo	Endodontist	0	8	0	$0.00	--
endodontics procedures	Broad	Kits Endo	Endodontist	0	25	0	$0.00	--
root canal removal	Broad	Kits Endo	Root Canal	0	7	0	$0.00	--

Search query performance

Kits Endo

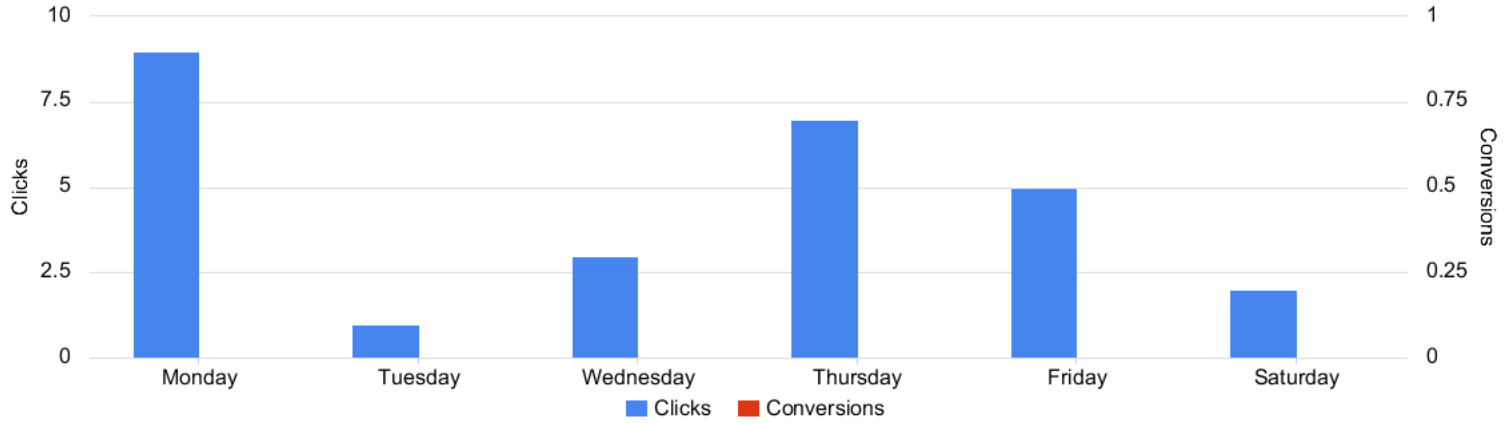
Search term	Keyword	Match type	Clicks	Impressions	Conversions	Avg. CPC	Cost	Avg. position
vanendo	endodontist	broad	3	12	0	$4.79	$14.38	--
endodontist	endodontist	exact	2	22	0	$3.00	$6.01	--
van endo	endodontist	broad	2	3	0	$9.90	$19.79	--
city centre endodontics	endodontist	phrase (close variant)	1	2	0	$6.19	$6.19	--
metrotown endodontics	dental endodontics	phrase (close variant)	1	2	0	$18.94	$18.94	--
root canal specialist vancouver	tooth root canal treatment	broad	1	1	0	$5.45	$5.45	--
precision endodontics	rct dental	broad	1	2	0	$25.64	$25.64	--
kits endo	endodontics	phrase (close variant)	1	5	0	$0.47	$0.47	--
surrey endodontic centre	endodontics	phrase (close variant)	1	2	0	$4.02	$4.02	--
kits endo	tooth root canal treatment	broad	1	3	0	$4.07	$4.07	--

Schedule performance

10/01/2021 - 10/31/2021

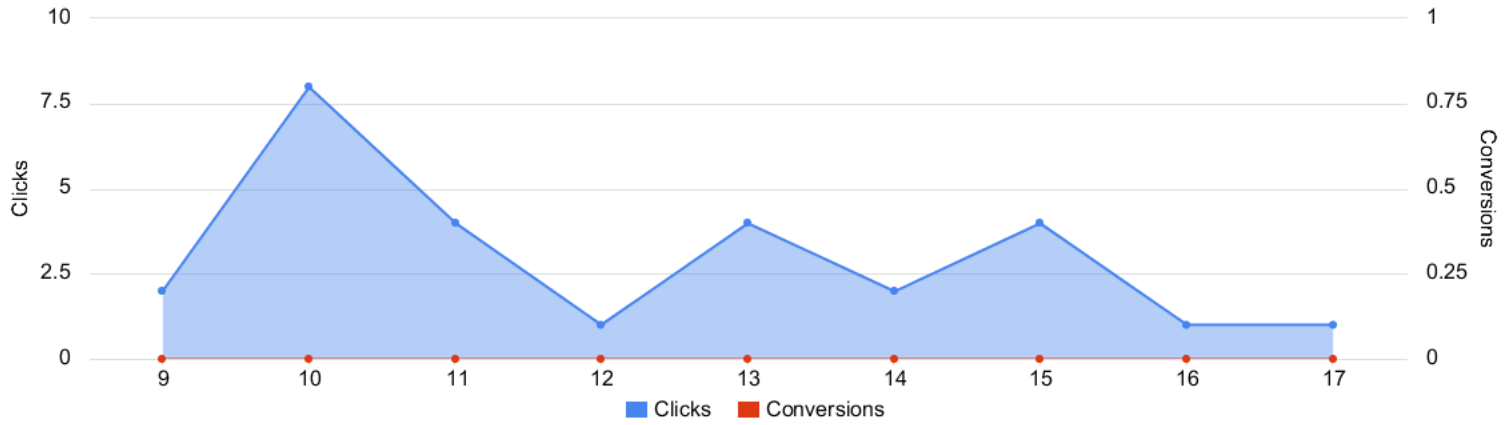
Day of week

Kits Endo



Hour of day

Kits Endo

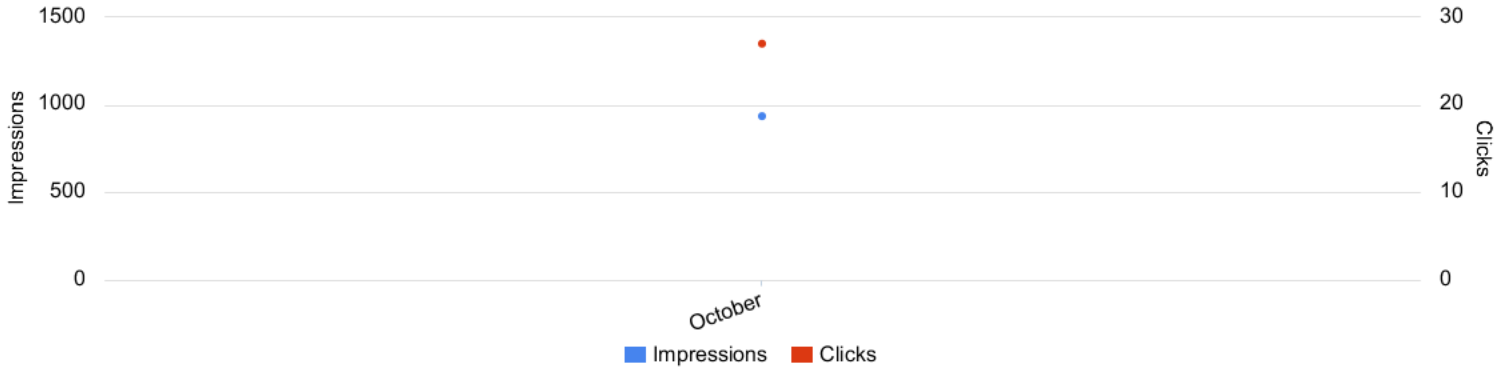


Year to date

10/01/2021 - 10/31/2021

Impressions vs Clicks

Kits Endo



Performance by period

Kits Endo

Month	Clicks	Impressions	Conversions	CTR	Avg. CPC	Cost	Avg. position
10/01/2021	27	936	0	2.88%	$6.55	$176.86	--