

Your Google AdWords performance report

Account:
examplesite.com



Report period:
1/1/15 — 12/31/15

Compared to:
1/1/14 — 12/31/14

Impressions

The number of times your campaign was shown



Average position

Your advert's rank against others. 1-8 is usually on the first page



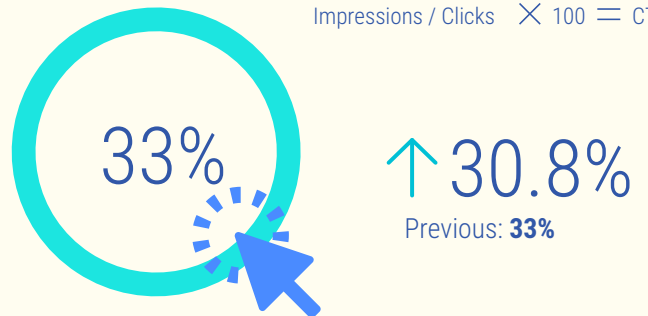
Clicks

Clicks on your campaign content



Click through rate

$\text{Impressions} / \text{Clicks} \times 100 = \text{CTR}$



Cost per click



Total cost

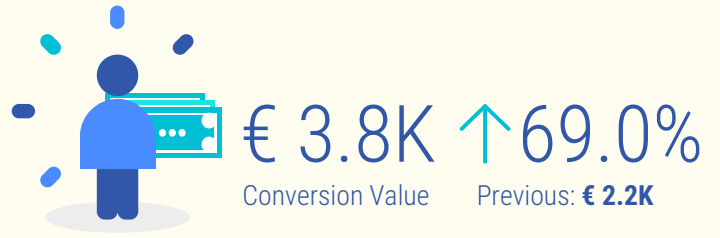


Conversions

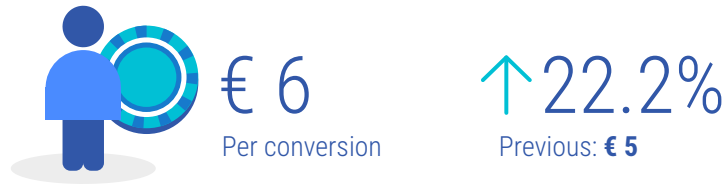
Page visits that converted to transaction



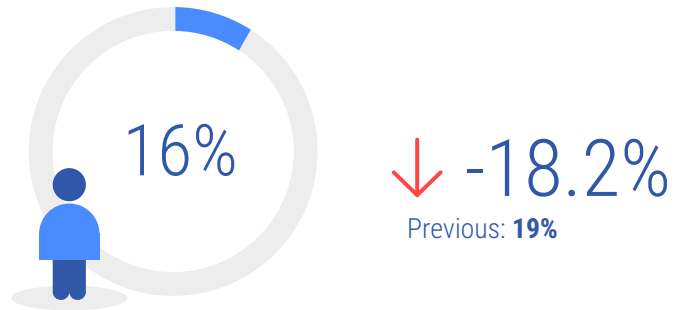
Conversion value



Cost per conversion

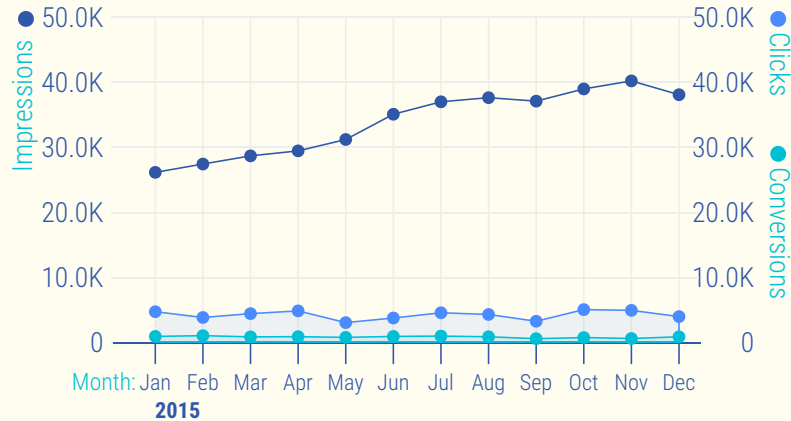


Conversion rate



Funnel activity

The change in user activity during the period



Top countries

	Clicks	Click rate	Conversions	Conv. rate	Value
1 India	32.2K ↑	15.29% ↑	4.5K ↑	13.96% ↑	€ 37.5K ↑
2 United States	17.5K ↑	12.06% ↑	4.0K ↑	12.11% ↑	€ 25.8K ↓
3 United Kingdom	11.0K ↑	11.46% ↑	3.5K ↑	9.54% ↑	€ 23.3K ↓
4 Australia	9.2K ↑	10.75% ↑	3.3K ↑	9.23% ↑	€ 21.9K ↓

Top campaigns

	Clicks	Click rate	Conversions	Conv. rate	Value
1 GSN India	32.2K ↑	16.12% ↑	4.5K ↑	13.96% ↑	€ 37.5K ↑
2 GSN USA	17.5K ↑	11.31% ↑	4.0K ↑	12.11% ↑	€ 25.8K ↓
3 USA/UK/AUS	14.4K ↑	10.82% ↑	3.6K ↑	10.45% ↓	€ 25.0K ↓
4 GSN WW	11.9K ↑	9.27% ↑	3.1K ↑	8.33% ↓	€ 20.9K ↓
5 GSN INDIA	9.6K ↑	8.52% ↑	2.8K ↑	7.78% ↑	€ 18.5K ↑
6 GSN AUS	9.2K ↑	7.73% ↑	2.4K ↑	9.27% ↑	€ 17.0K ↑
7 GSN UK	8.9K ↑	7.13% ↑	1.8K ↑	7.11% ↑	€ 14.6K ↑
8 GSN UK	7.6K ↑	6.81% ↑	1.5K ↓	5.71% ↓	€ 11.1K ↓
9 GSN US	7.1K ↑	6.42% ↑	1.2K ↑	4.94% ↓	€ 9.8K ↑
10 GSN AU	6.5K ↑	5.14% ↑	905 ↑	4.23% ↓	€ 8.9K ↑

Top Ad Groups

	Clicks	Click rate	Conversions	Conv. rate	Value
1 Ad Group 1	4.2K ↑	22.12% ↑	423 ↑	13.54% ↓	€ 53.1K ↑
2 Ad Group 2	3.1K ↑	19.56% ↑	389 ↑	11.12% ↓	€ 46.2K ↑
3 Ad Group 3	2.8K ↑	18.88% ↑	354 ↑	9.85% ↑	€ 33.7K ↑
4 Ad Group 4	1.9K ↑	14.99% ↑	347 ↑	8.79% ↓	€ 28.0K ↓
5 Ad Group 5	1.7K ↑	9.45% ↑	289 ↑	7.72% ↓	€ 23.5K ↑
6 Ad Group 6	1.5K ↑	8.58% ↑	267 ↑	6.99% ↓	€ 17.8K ↓
7 Ad Group 7	933 ↓	5.82% ↓	183 ↓	6.14% ↓	€ 15.5K ↑
8 Ad Group 8	878 ↑	5.08% ↑	165 ↑	5.81% ↑	€ 13.4K ↑
9 Ad Group 9	792 ↓	5.96% ↓	159 ↑	5.14% ↑	€ 11.9K ↑
10 Ad Group 10	644 ↓	6.44% ↓	102 ↓	4.63% ↑	€ 8.8K ↑

Search queries

	Clicks	Click rate	Conversions	Conv. rate	Value
1 sample product	3.3K ↑	27.21% ↑	523 ↓	12.51% ↑	€ 1.0K ↓
2 sample products	2.9K ↑	23.44% ↑	487 ↓	11.09% ↑	€ 980 ↑
3 example search	2.0K ↑	29.97% ↑	394 ↓	10.56% ↑	€ 870 ↑
4 traffic news	2.0K ↑	48.34% ↑	341 ↓	9.11% ↑	€ 699 ↓
5 seo tools	1.9K ↑	67.56% ↑	282 ↓	8.74% ↑	€ 583 ↓
6 sample product model	1.7K ↑	57.86% ↑	241 ↓	8.38% ↑	€ 498 ↓
7 custom sample products	1.5K ↑	40.94% ↑	193 ↑	8.11% ↑	€ 398 ↓
8 sample services	1.2K ↓	53.33% ↓	181 ↑	7.03% ↓	€ 412 ↑
9 example site	1.0K ↑	51.53% ↑	175 ↑	6.60% ↑	€ 399 ↑
10 adwords reports	984 ↑	58.67% ↑	118 ↑	5.83% ↑	€ 458 ↑

Top Text ads

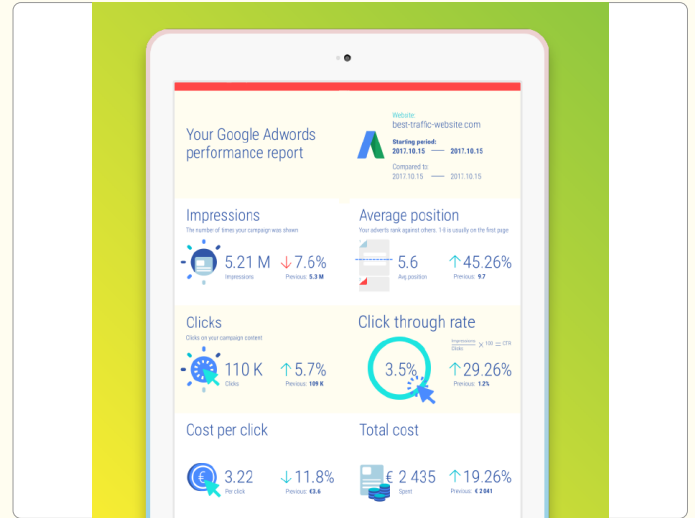
	Clicks	Click rate (%)	Conversions	Conv. rate	Value
1 Ad 1 yourexamplesite.com/products Lorem ipsum dolor sit amet	18103 ↑	14.26% ↑	319 ↑	13.97% ↑	€ 32.1K ↑
2 Ad 2 yourexamplesite.com/products Description of your ad will go here	13208 ↑	12.73% ↑	281 ↑	11.67% ↑	€ 27.3K ↑
3 Ad 3 yourexamplesite.com/products Lorem ipsum dolor sit amet	11993 ↑	11.53% ↑	264 ↑	10.49% ↑	€ 25.0K ↑
4 Ad 4 yourexamplesite.com/products Lorem ipsum dolor sit amet	10845 ↑	9.58% ↑	242 ↑	10.17% ↑	€ 24.1K ↑
5 Ad 5 yourexamplesite.com/products Lorem ipsum dolor sit amet	10289 ↑	8.63% ↑	220 ↑	9.31% ↑	€ 19.1K ↑

Top banner ads



Campaign: Banner Ads
Ad group: Ad Group 1
Content: Banner Ad title and description 1
Destination:

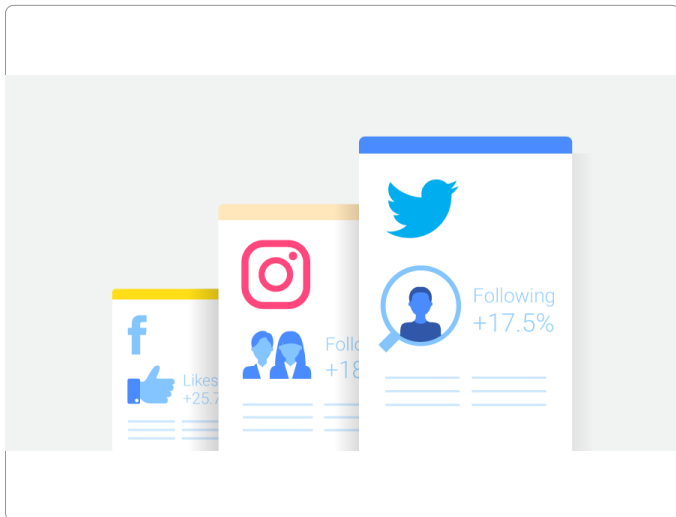
Clicks	Click rate	Conversions	Conv. rate	Value
3.0K ↑	43.60% ↓	556 ↑	16.70% ↑	€ 5.0K ↑



Campaign: Banner Ads
Ad group: Ad Group 1
Content: Banner Ad title and description 2
Destination:

Clicks	Click rate	Conversions	Conv. rate	Value
2.9K ↑	39.87% ↓	502 ↑	11.87% ↓	€ 4.8K ↑

Top banner ads



Campaign: Banner Ads
Ad group: Ad Group 1
Content: Banner Ad title and description 3
Destination:

Clicks	Click rate	Conversions	Conv. rate	Value
2.3K ↑	38.56% ↓	483 ↑	10.76% ↑	€ 3.4K ↓



Campaign: Banner Ads
Ad group: Ad Group 1
Content: Banner Ad title and description 4
Destination:

Clicks	Click rate	Conversions	Conv. rate	Value
2.0K ↑	37.85% ↓	431 ↑	9.34% ↑	€ 2.9K ↑