



Date period

04/01/2022 - 09/01/2022

Duration: 154 days

Google Ads

Above & Semi Inground Pools Report





Search impression share

The impressions you've received on the Search Network divided by the estimated number of impressions you were eligible to receive



Search impression share

39.68%



04/01/2022 - 09/01/2022

Impressions

The number of times your campaign was shown



Impressions

8,519



04/01/2022 - 09/01/2022

Clicks

Clicks on your campaign content



Clicks

762



04/01/2022 - 09/01/2022

Click through rate

Clicks on your campaign content



CTR

8.94%



04/01/2022 - 09/01/2022

Average CPC

The total cost of all Shopping Network campaign clicks divided by the total number of clicks received



Avg. CPC

\$2.21



04/01/2022 - 09/01/2022

Conversion rate

Conversions per session rate



Custom formula

6.50%



04/01/2022 - 09/01/2022

Cost per conversion



Cost / all conv.

\$9.12



04/01/2022 - 09/01/2022

All Conversions

Page visits that converted to transactions



All conv.

184.50



04/01/2022 - 09/01/2022

Total cost



Spent

\$1,682.17



04/01/2022 - 09/01/2022

Search Queries

● Impressions ● Clicks ● All conv.

