

- Create
- Overview
- Recommendations
- Insights and reports
- Campaigns
- Assets
- Audiences, keywords, and content
- Change history
- Billing
- Admin

View (2 filters) All campaigns Campaigns (1) Select a campaign

Filters Campaign status: Enabled, Paused Ad group status: Enabled, Paused Add filter

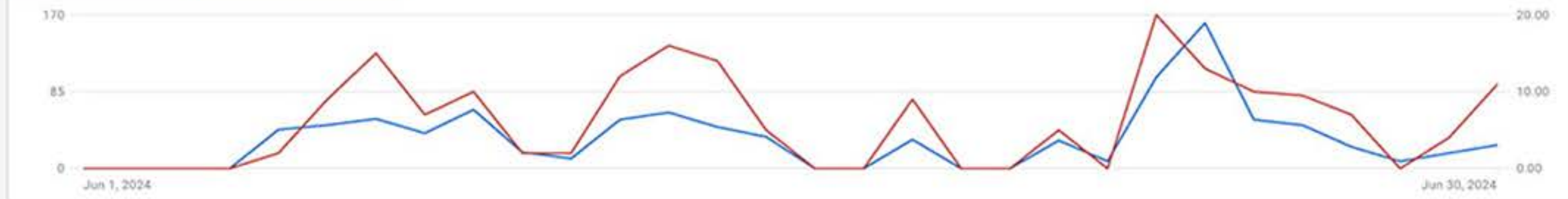
Overview

Custom Jan 13 - 14, 2025 Show last 30

+ New campaign

Download Feedback

Clicks 986	Conversions 182.50	Cost / conv. \$12.88	Cost \$2.35K
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**Recommendation**

Set a target CPA +8%

Get more conversions at a similar CPA by setting a target and staying unconstrained by budget

Recommended because your campaign has no target CPA

Apply View

**Optimization score**

83.5% Your optimization score

Increase your score by applying the recommendations in these campaigns

83.5% Search - Leads

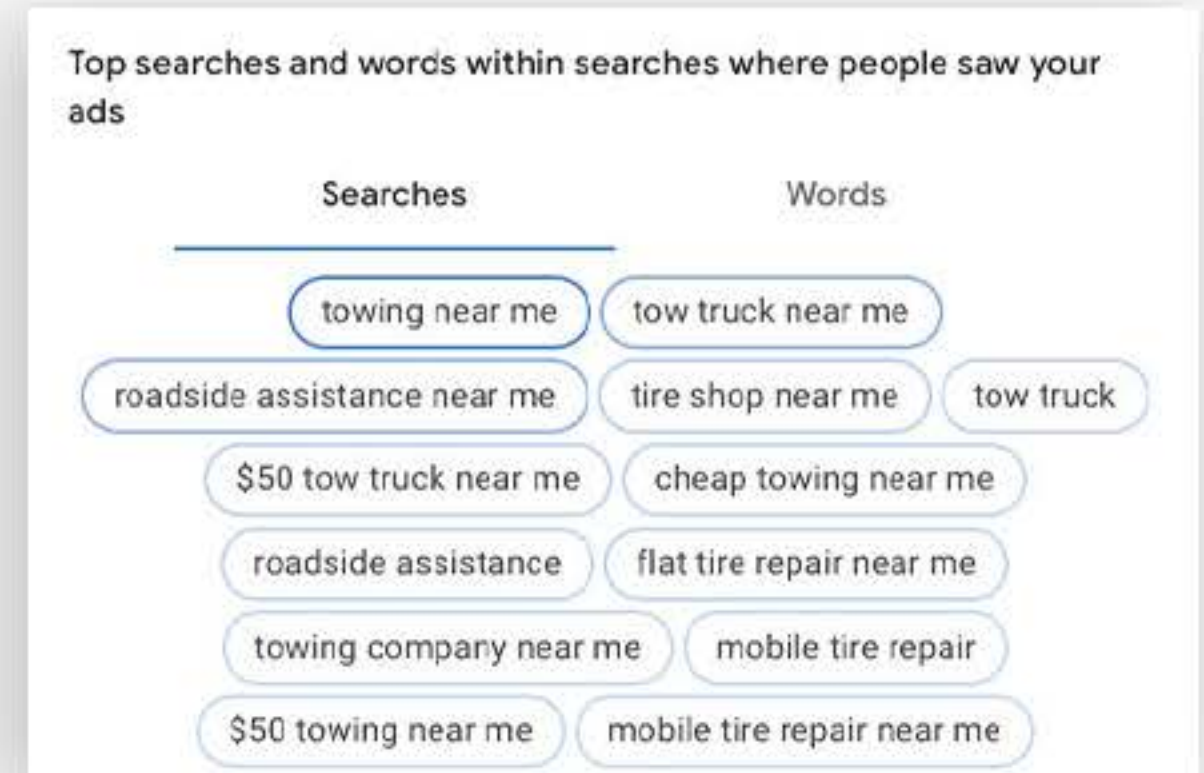
All recommendations < 1 / 1 >

**Campaigns**

Summary of how your campaigns are performing

	Cost	Clicks	CTR
Search - Leads	PKR2,853.00	49	13.10%

All campaigns < 1 / 1 >



Ad	Campaign	Ad group	Campaign type	Campaign subtype	Ad final URL	Ad mobile final URL	Clicks	Impr.	CTR	Avg. CPC	Cost	Conversions	View-through conv.	Cost / conv.	Conv. rate
Closest Tow Truck   Emergency Towing... www.guardianang... We boast some of the finest towing...	GA - Search	Ad Group A	Search	All features	https://guardia...to	-	787	24,921	3.16%	\$1.79	\$1,411.47	149.50	0	\$9.44	19.00%
Call (410) 809-4240 Towing service... www.guardianang... Jump start needed? Call us now. We have the quickest response...	GA - Calls	Ad group 1	Search	All features	https://guardia...to	-	199	2,123	9.37%	\$4.72	\$939.08	33.00	0	\$28.46	16.58%
24/7 Towing Roadside Assistan... www.guardianang... Full Service Towing & Roadside Assistance company. Tire...	Towing	AdGroup ID: 39732133852 Created at 2016-09-28T08:07:42.799-07:00	Search	All features	http://guardian...to	-	0	0	0.00%	\$0.00	\$0.00	0.00	0	\$0.00	0.00%
24/7 Towing Roadside Assistan... www.guardianang... Full Service Towing & Roadside Assistance company. Tire...	Roadside Services	AdGroup ID: 39732133852 Created at 2016-09-28T08:07:42.799-07:00	Search	All features	http://guardian...to	-	0	0	0.00%	\$0.00	\$0.00	0.00	0	\$0.00	0.00%
							<b>986</b>	<b>27,044</b>	<b>3.65%</b>	<b>\$2.38</b>	<b>\$2,350.55</b>	<b>182.50</b>	<b>0</b>	<b>\$12.88</b>	<b>18.51%</b>

**Closest Tow Truck | Emergency Towing Services | Towing/Roadside Assistance**  
[www.guardianangelstowing.com](http://www.guardianangelstowing.com)

We boast some of the finest towing and roadside assistance equipment in Baltimore. Call your Guardian Angel now! Locked Out? Tire change? Need a Jump? Ran out of fuel?

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Clicks	Conversions	Cost / conv.	Cost
605	125.00	\$14.42	\$1.8K



**Recommendation**

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Recommended because your campaign has no target CPA

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**Optimization score**

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Increase your score by applying the recommendations in these campaigns

83.5% Search - Leads

All recommendations < 1 / 1 >

**Campaigns**

Summary of how your campaigns are performing

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All campaigns < 1 / 1 >

### Overall Conversion & Cost per Conversion

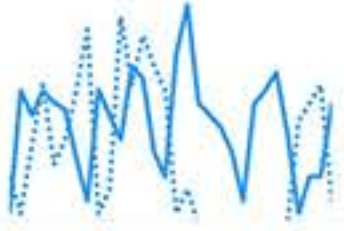
Sep 1, 2024 - Sep 30, 2024  
(Previous period)

A comparison of total conversions this month + cost/conversion for this month

Conversions

**247.99**


77.98 (+45.87%)



Cost / conv.

**A\$14.86**

-A\$6.44 (-30.25%)



#### Conversions Summary

Sep 1, 2024 - Sep 30, 2024  
(Previous period)

Conversion action	Conversions
9/1/2024	8/2/2024
9/30/2024	3/31/2024
Change	Change (%)

### Conversions Breakdown Summary

Sep 1, 2024 - Sep 30, 2024  
(Previous period)

A detail of what conversions took place in each campaign

Conversion action	Campaign	Conversions
G Ads - Website Call button click	Performance Max   Melton	25.99
G Ads - Website Call button click	Search   Services   Hoppers Crossing New	40.00
G Ads - Website Call button click	Search   Services   Melton New	20.00
G Ads - Website Call button click	Search   Services   Sunbury New	11.00
G Ads - Website Call button click	Search   Sunbury   ADHD	0.00
cliniko_booking_completed	Performance Max   Melton	9.99
cliniko_booking_completed	Search   Services   Hoppers Crossing New	16.00
cliniko_booking_completed	Search   Services   Melton New	13.01
cliniko_booking_completed	Search   Services   Sunbury New	2.00
cliniko_booking_completed	Search   Sunbury   ADHD	0.00
Calls From Ads	Performance Max   Melton	30.91
Calls From Ads	Search   Services   Hoppers Crossing New	48.09
Calls From Ads	Search   Services   Melton New	28.99
Calls From Ads	Search   Services   Sunbury New	2.00
Calls From Ads	Search   Sunbury   ADHD	0.00
<b>Total</b>		<b>247.99</b>

### Campaign performance

Sep 1, 2024 - Sep 30, 2024  
(Previous period)

Report filters: Campaign performance > Clicks > 1

Campaign	Campaign type	Clicks	Impr.	CTR	Avg. CPC	Cost	Impr. (Abs. Top) %	Impr. (Top) %	Conversions	View-through conv.	Cost / conv.	Conv. rate
Search   Services   Hoppers Crossing New	Search	359	2,534	14.17%	A\$5.05	A\$1,813.04	46.27%	88.20%	104.09	0	A\$17.42	29.00%
Performance Max   Melton	Performance Max	265	3,020	8.77%	A\$1.61	A\$427.09	0.00%	0.00%	66.90	0	A\$6.38	25.25%
Search   Services   Melton New	Search	216	1,338	16.14%	A\$4.60	A\$993.64	61.51%	88.31%	62.00	0	A\$16.03	28.70%
Search   Services   Sunbury New	Search	114	751	15.18%	A\$3.95	A\$450.53	55.24%	84.06%	15.00	0	A\$30.04	13.16%
<b>Total</b>		<b>954</b>	<b>7,643</b>	<b>12.48%</b>	<b>A\$3.86</b>	<b>A\$3,684.31</b>	<b>52.09%</b>	<b>87.49%</b>	<b>247.99</b>	<b>0</b>	<b>A\$14.86</b>	<b>26.00%</b>



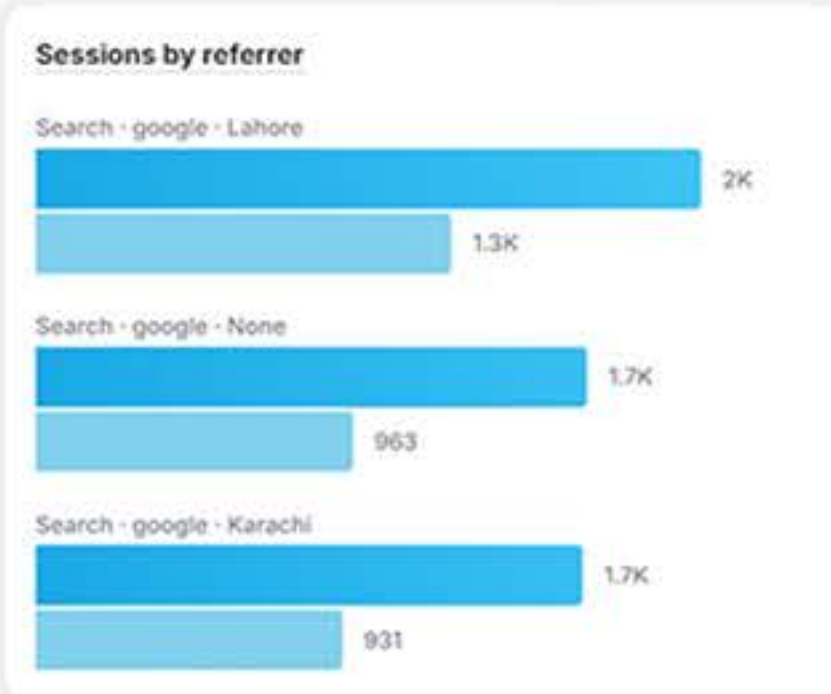
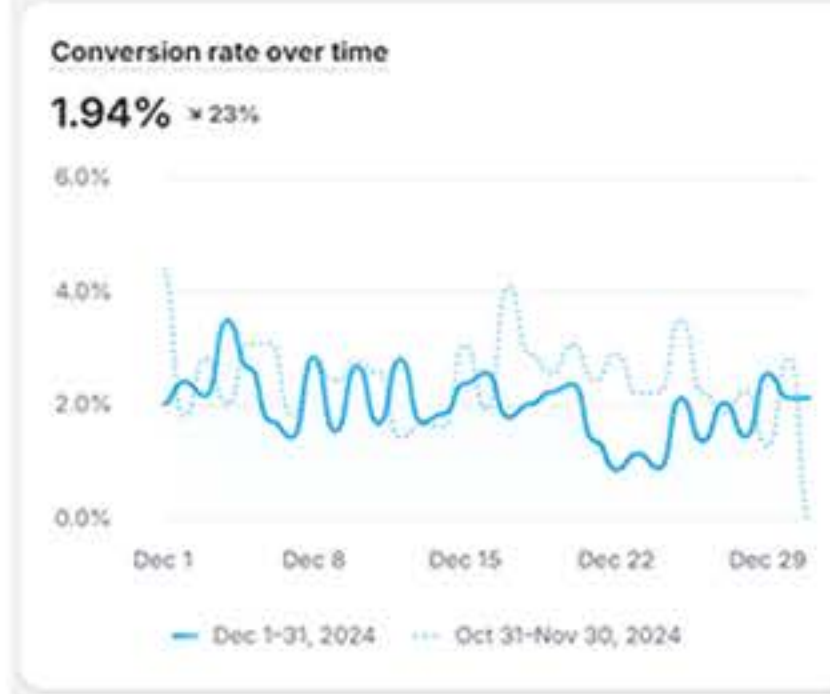
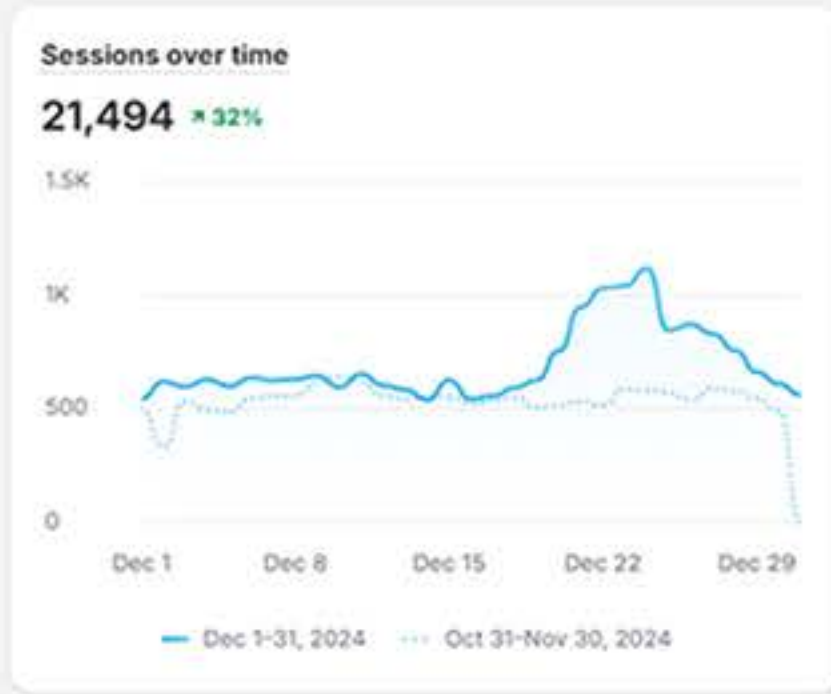
24 hours | 7 days | 28 days | 3 months |  Compare ▾

Search type: Web ▾

+ Add filter

Reset filters

<input checked="" type="checkbox"/> Total clicks <b>9.6K</b> 12/1/24 - 12/31/24 <b>6.66K</b> 11/1/24 - 11/30/24	<input checked="" type="checkbox"/> Total impressions <b>244K</b> 12/1/24 - 12/31/24 <b>187K</b> 11/1/24 - 11/30/24	<input type="checkbox"/> Average CTR <b>3.9%</b> 12/1/24 - 12/31/24 <b>3.6%</b> 11/1/24 - 11/30/24	<input type="checkbox"/> Average position <b>8.8</b> 12/1/24 - 12/31/24 <b>10.4</b> 11/1/24 - 11/30/24
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### Your most popular content

By clicks in the past 28 days

 <a href="#">https://www.keunepakistan.com/offer/hair-removal</a> Your most popular content: hair-removal... 1,100	 <a href="#">https://www.keunepakistan.com/offer/hair-removal</a> Your most popular content: hair-removal... 1,100	 <a href="#">https://www.keunepakistan.com/offer/hair-removal</a> Your most popular content: hair-removal... 1,100
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### Single Search

By clicks in the past 28 days

 <a href="#">https://www.keunepakistan.com/offer/hair-removal</a> Your most popular content: hair-removal... 1,100	 <a href="#">https://www.keunepakistan.com/offer/hair-removal</a> Your most popular content: hair-removal... 1,100	 <a href="#">https://www.keunepakistan.com/offer/hair-removal</a> Your most popular content: hair-removal... 1,100
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