

Campaign Overview for Date - Date

Client Name:	Client Name	Website Address:	Client Website
Total Clicks:	373	Average Clicks p/Day:	12
Total Cost:	£96.65	Average Cost p/Click:	£0.26
		Average Cost p/Day:	£3.12

Top Performing Keywords

Keyword:	Clicks:	Pages p/Visit:	Average Time:	Cost p/Click:
Keyword	269	2.42	00:01:13	£0.25
Keyword	56	4.07	00:01:28	£0.31
Keyword	33	4.75	00:03:31	£0.27
Keyword	8	2.00	00:00:25	£0.31
Keyword	4	4.33	00:00:40	£0.23
Keyword	3	1.00	00:00:30	£0.21
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Totals:	373	3.10	00:01:18	£0.26

Top Performing Adverts

Ad Title:	Advert Title	Advert Title
Ad Desc:	Advert line 1 Advert line 2	Advert line 1 Advert line 2
Impressions:	21515	820
Clicks:	364	9
CTR:	1.69%	1.10%
Average CPC:	£0.26	£0.29

CTR = Clicks divided by Impressions, CPC = Cost per Click

Analysis Information:

Author: Paul Grosvenor
Source: Google Adwords & Analytics
Date Compiled: Date

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