

Performance Overview

Account: 

Campaign: 

Engagement and Visibility

Clicks

525.0

± 26.0

CTR

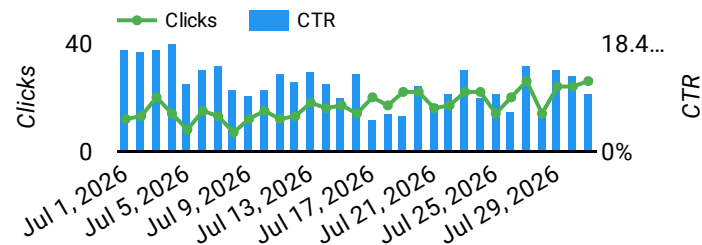
10.4%

± 0.37%

Impressions

5.1K

± 74.0



Conversion

Conversions

40.0

± -16.0

Conv. rate

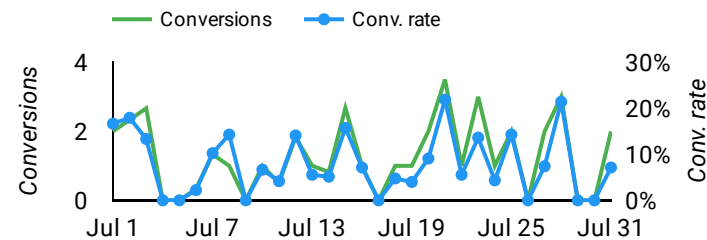
7.4%

± -3.55%

Cost / conv.

\$9.53

± \$2.47

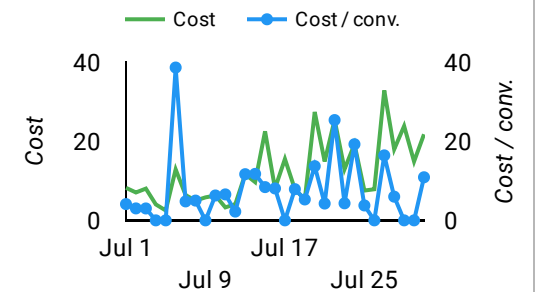


Cost

Cost

\$381.16

± \$-14.32



Top Ad Group

by Clicks, CTR and Avg. Cost/coverion.

	Ad group	Clicks	CTR	Cost / conv.
1.	Yamaha Engine	113	17.12%	\$11.64
2.	Stessl Boats	12	13.33%	\$4.32
3.	Whitewater Marine - New Stacer Boat for Sale	18	12.41%	\$6.17
4.	Whitewater Search - General	31	9.87%	\$8.52
5.	Whitewater Dynamic Ads	27	8.52%	\$5.15
6.	Parts and Accessories	18	6.23%	\$0
7.	Stacer Special Promotion	0	0%	\$0
8.	Stacer Summer Sale	0	0%	\$0

Top Keywords

by Clicks, CTR and Conversions

	Keyword Text (Criterion)	Clicks	CTR	Conversions
1.	null	27	8.52%	6
2.	aluminum boats	25	12.82%	3.5
3.	Used boats for sale	10	12.35%	3
4.	Stessl Boats	11	14.86%	2.5
5.	white water marine	53	31.18%	2.32
6.	yamaha motor dealers	5	13.89%	2
7.	boat dealers	6	8.11%	1
8.	boat dealer	1	7.60%	1

Landing Page and Audience

Account: 

Campaign 

Top Landing Page

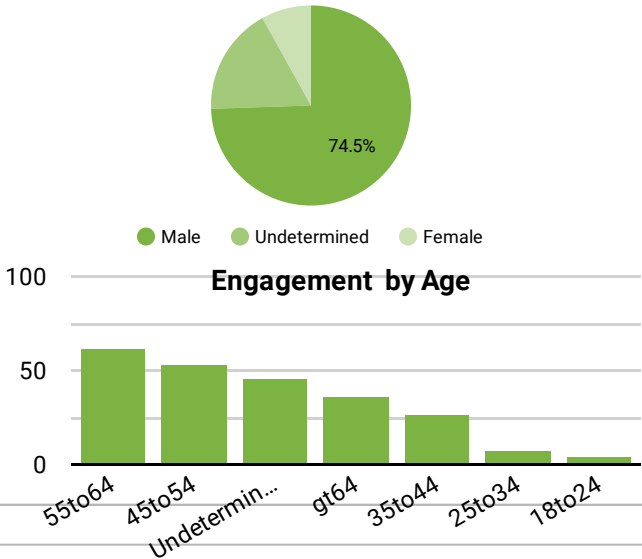
Final URLs		Conv. rate
1.	https://www.whitewatermarine.com.au/boats-in-stock/NewBoats/stessl	48.12%
2.	https://www.whitewatermarine.com.au/boats-in-stock/NewBoats	20.83%
3.		18.75%
4.	https://www.whitewatermarine.com.au/boatranges/newboats	17.86%
5.	https://www.whitewatermarine.com.au/engines/yamaha-engines	13.64%
6.	https://www.whitewatermarine.com.au/boats-in-stock/Newboats/stacer	9.68%
7.	https://www.whitewatermarine.com.au/boats-in-stock/NewBoats/stacer	8.33%
8.	https://www.whitewatermarine.com.au/products/all-categories/new-engines	4.61%
9.	https://www.whitewatermarine.com.au/	0%

Audience

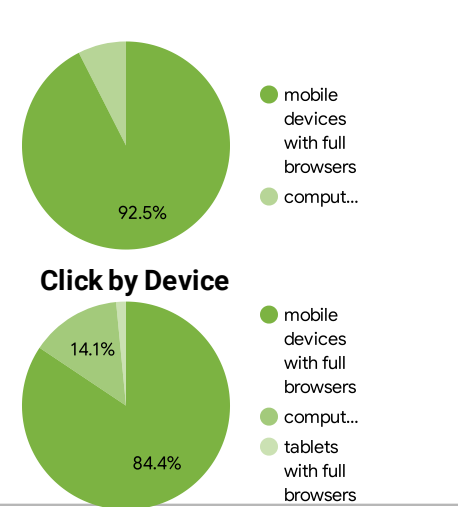
Location

Region	Clicks	Impressions
1. Queensland	525	5,064

Engagement by Gender



Conversion By Device

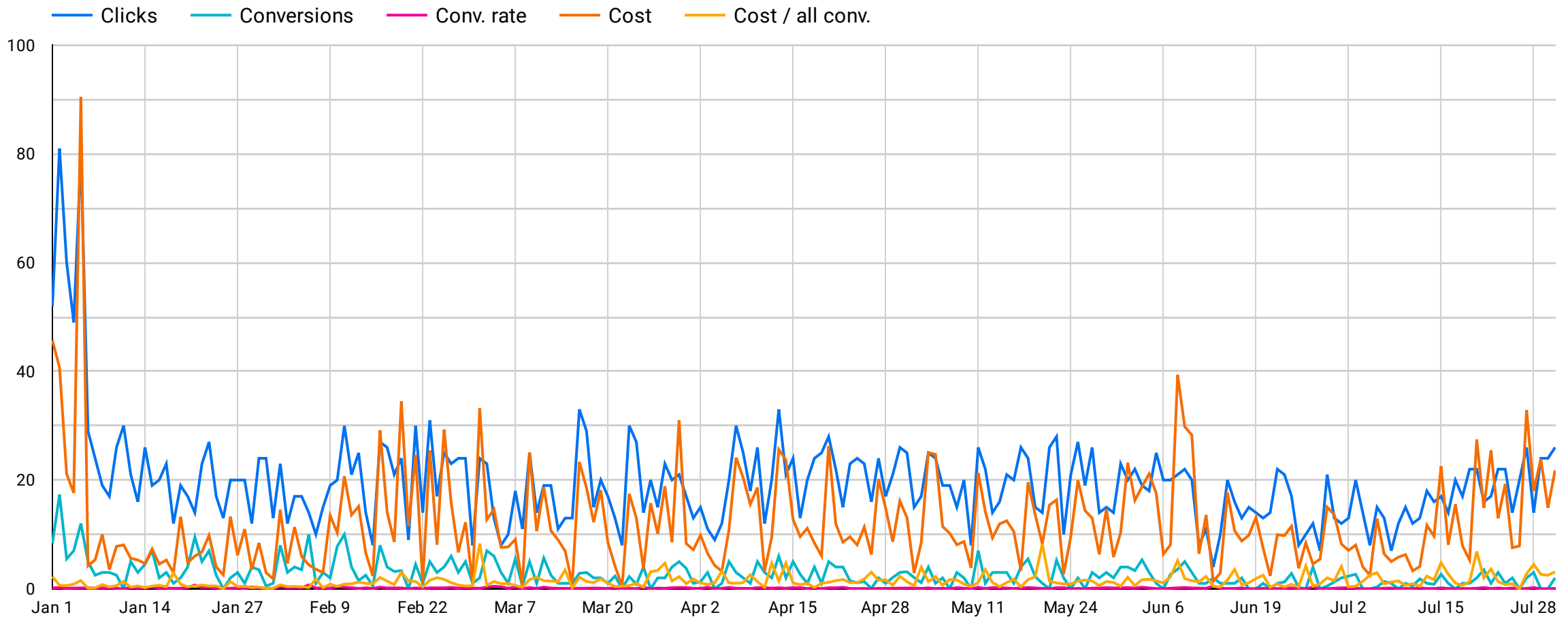


Campaign Graph

Account: 

Campaign 

This year's total Impressions, Clicks and Coverions



Impressions

40.1K

↓ -147.1K

Clicks

4.2K

↓ -182.0

Conversions

565.9

↓ -168.9