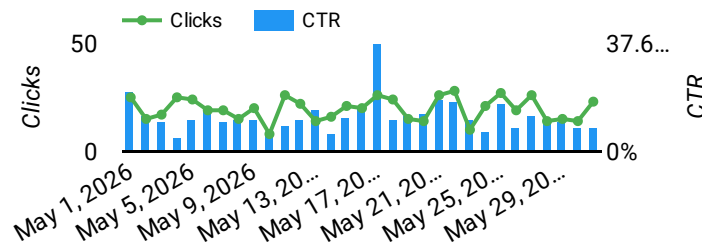
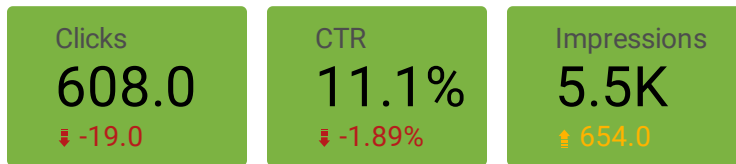


Performance Overview

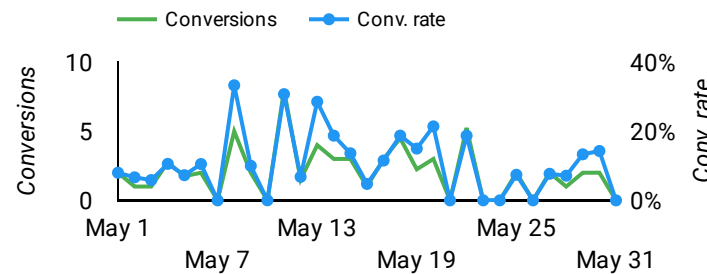
Account:

Campaign:

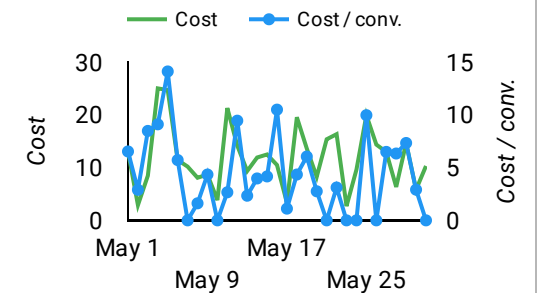
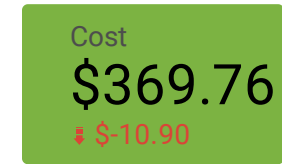
Engagement and Visibility



Conversion



Cost



Top Ad Group

by Clicks, CTR and Avg. Cost/coverision.

Ad group	Clicks	CTR	Cost / conv.
1. Yamaha Engine	111	14.47%	\$7.62
2. Whitewater Dynamic Ads	60	13.61%	\$5.78
3. Stessl Boats	19	13.48%	\$3.8
4. Whitewater Marine - New Stacer Boat for Sale	22	12.36%	\$4.63
5. Whitewater Search - General	47	10.88%	\$5.4
6. Parts and Accessories	8	6.56%	\$2.89
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	60	13.61%	9.5
2. aluminum boats	41	12.31%	4
3. Boat accessories	27	13.43%	4
4. boat dealers	19	13.77%	3
5. boat motor	18	12.08%	3
6. stessl dealers	19	15.32%	2
7. marine store	7	10.61%	2
8. white water marine	27	36%	1

Landing Page and Audience

Account:

Campaign

Top Landing Page

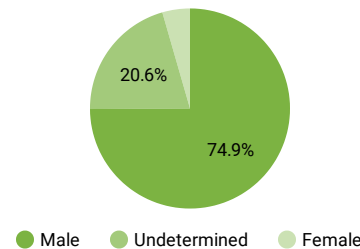
Final URLs	Conv. rate
1.	14.38%
2. https://www.whitewatermarine.com.au/boatranges/newboats	14.29%
3. https://www.whitewatermarine.com.au/	14.28%
4. https://www.whitewatermarine.com.au/engines/yamaha-engines	12.5%
5. https://www.whitewatermarine.com.au/products/all-categories/used-engines	5.68%
6. https://www.whitewatermarine.com.au/boatranges/newboats/449-sea-master-se#boat-range-enquiry	0%
7. https://www.whitewatermarine.com.au/boatranges/newboats/539-sea-master-se	0%
8. https://www.whitewatermarine.com.au/products	0%
9. https://www.whitewatermarine.com.au/products/all-categories/new-engines	0%

Audience

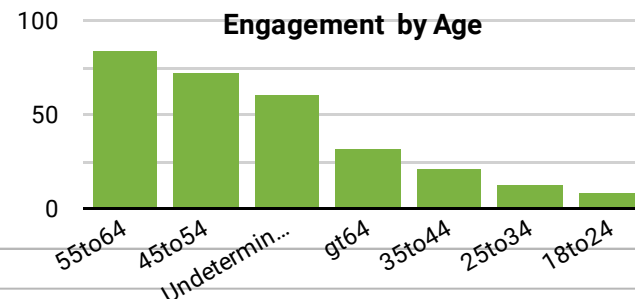
Location

Region	Clicks	Impressions
1. Queensland	608	5,496

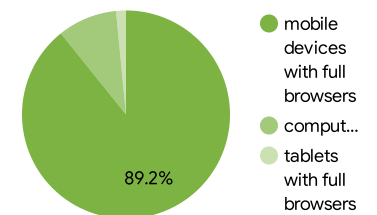
Engagement by Gender



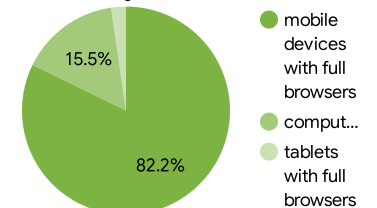
Engagement by Age



Conversion By Device



Click by Device

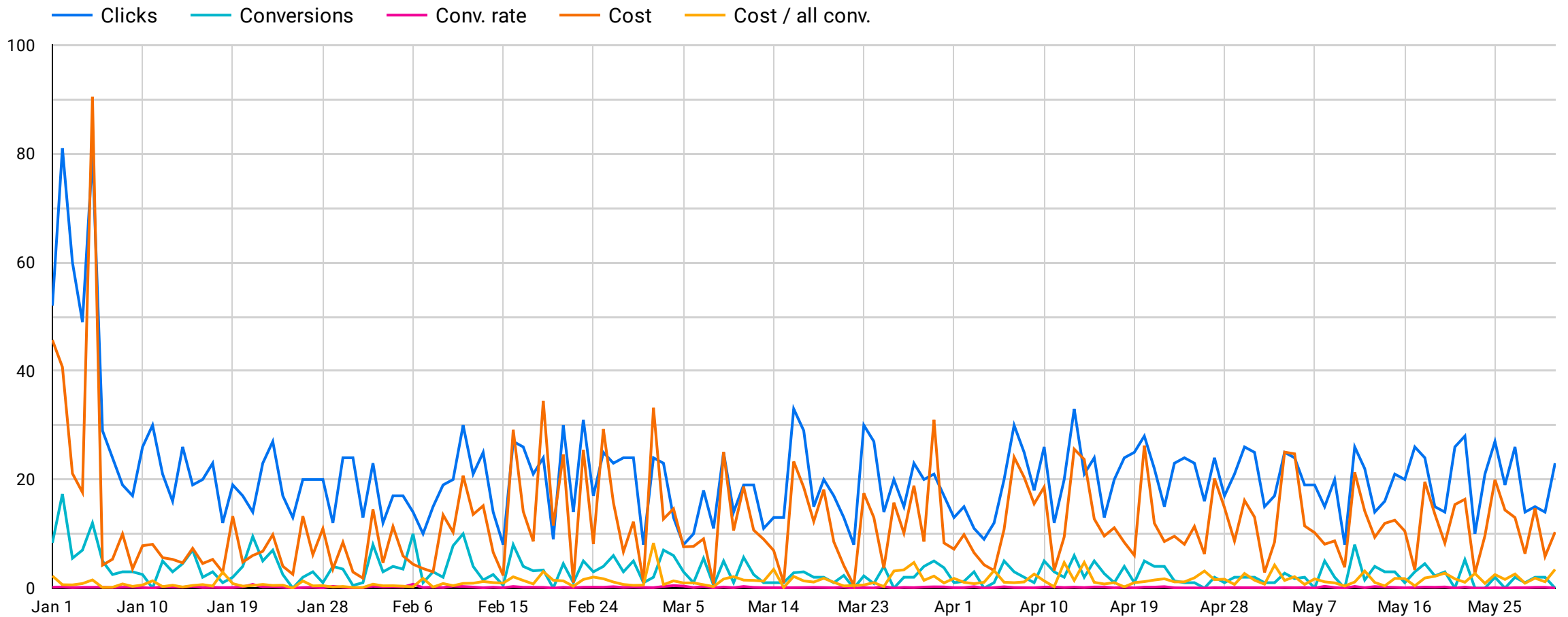


Campaign Graph

Account:

Campaign

This year's total Impressions, Clicks and Coverions



Impressions
30.4K
-146.2K

Clicks
3.2K
-297.0

Conversions
464.9
-112.9