

Performance Overview

Account: Campaign: 

Engagement and Visibility

Clicks

489.0

↓ -36.0

CTR

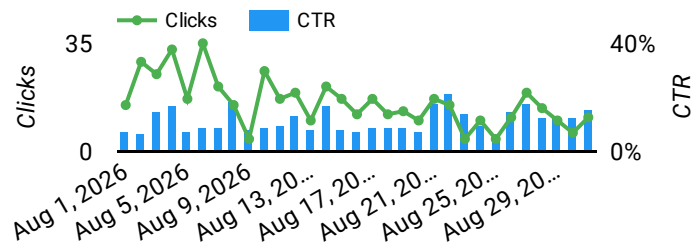
10.4%

↑ 0.04%

Impressions

4.7K

↓ -366.0



Conversion

Conversions

77.0

↑ 36.0

Conv. rate

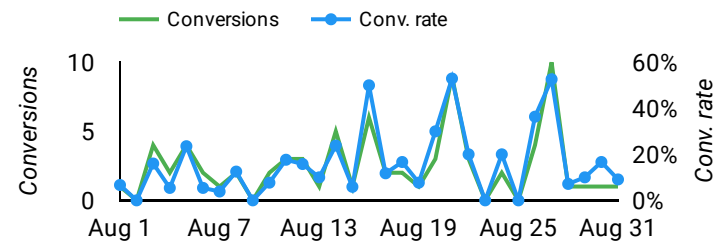
15.2%

↑ 7.65%

Cost / conv.

\$4.17

↓ \$-5.12

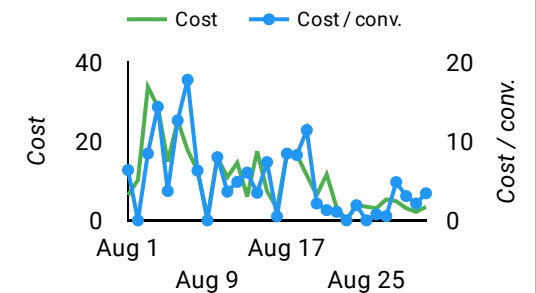


Cost

Cost

\$321.27

↓ \$-59.89



Top Ad Group

by Clicks, CTR and Avg. Cost/conv.

	Ad group	Clicks	CTR	Cost / conv.
1.	Yamaha Engine	130	21.38%	\$4.03
2.	Whitewater Dynamic Ads	40	12.62%	\$3.11
3.	Stessl Boats	9	11.69%	\$0
4.	Whitewater Search - General	24	11.54%	\$23.03
5.	Whitewater Marine - New Stacer Boat for Sale	13	10.57%	\$0
6.	Parts and Accessories	16	7.41%	\$9.2
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.	white water marine	91	36.69%	11
2.	null	40	12.62%	10
3.	aluminum boats	19	13.57%	4
4.	yamaha motor parts	5	15.63%	3
5.	boat accessories	8	7.41%	1
6.	boat sales	10	10.31%	1
7.	boat parts	1	4.35%	1
8.	marine shop	0	0%	0

Landing Page and Audience

Account: 

Campaign 

Top Landing Page

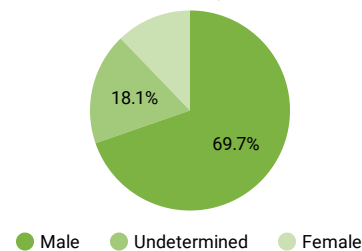
Final URLs	Conv. rate ▼
1.	25.58%
2. https://www.whitewatermarine.com.au/products/all-categories/new-engines	15.46%
3. https://www.whitewatermarine.com.au/engines/yamaha-engines	14.89%
4. https://www.whitewatermarine.com.au/products	11.11%
5. https://www.whitewatermarine.com.au/boats-in-stock/Newboats/stacer	5.56%
6. https://www.whitewatermarine.com.au/	0%
7. https://www.whitewatermarine.com.au/boatranges/newboats	0%
8. https://www.whitewatermarine.com.au/boatranges/newboats/449-sea-master-se#boat-range-enquiry	0%
9. https://www.whitewatermarine.com.au/boatranges/newboats/539-sea-master-se	0%

Audience

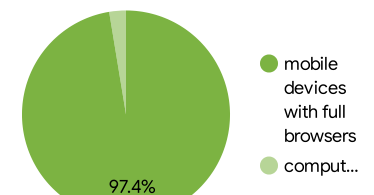
Location

Region	Clicks ▼	Impressions
1. Queensland	489	4,698

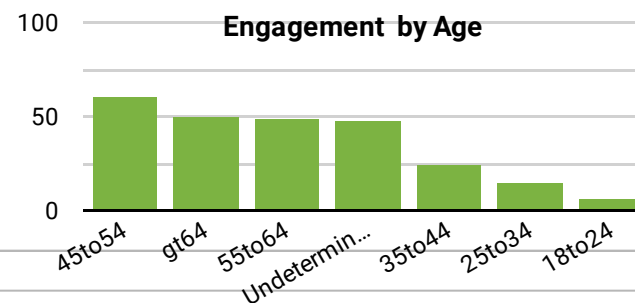
Engagement by Gender



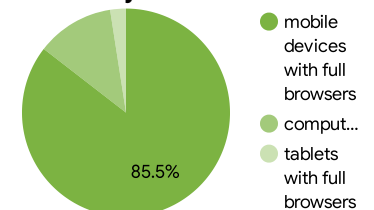
Conversion By Device



Engagement by Age



Click by Device

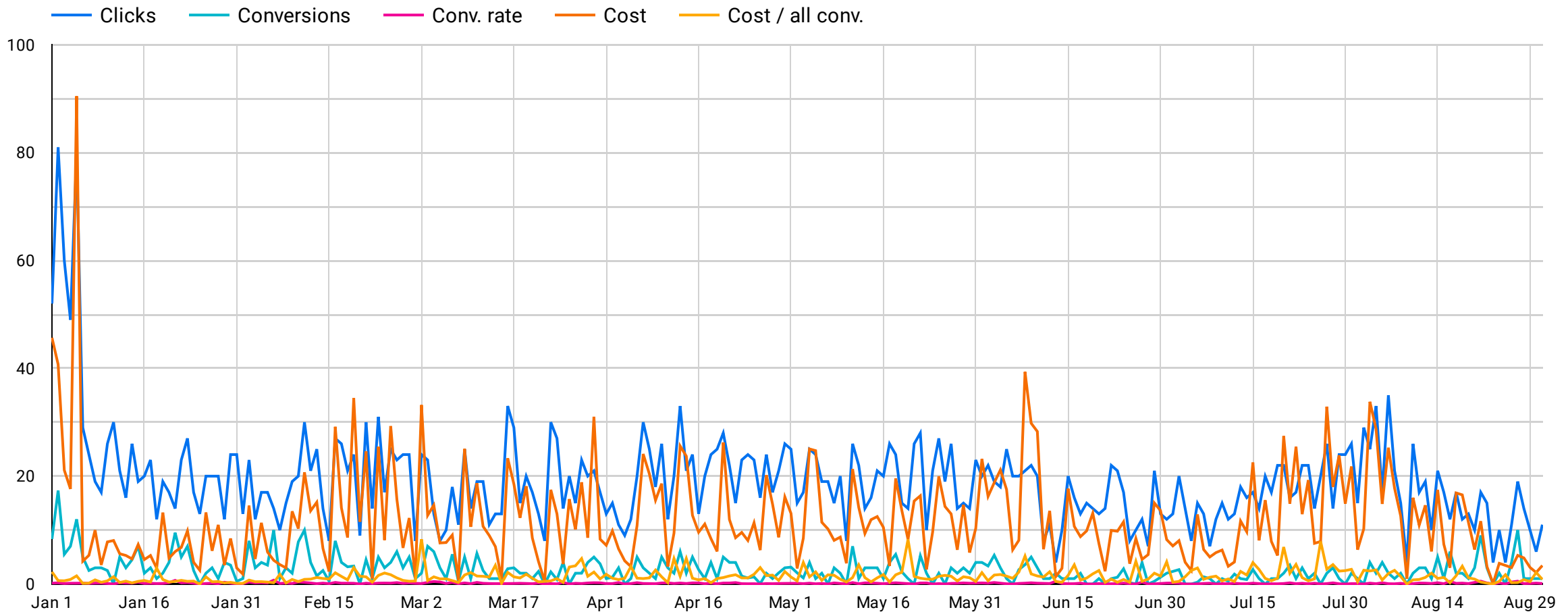


Campaign Graph

Account:  ▼

Campaign ▼

This year's total Impressions, Clicks and Coverions



Impressions
44.8K
\$ -147.4K

Clicks
4.7K
\$ -130.0

Conversions
643.9
\$ -154.9