



Google Ads Report

November 1st 2020 → November 30th 2020



Google Ads Summary

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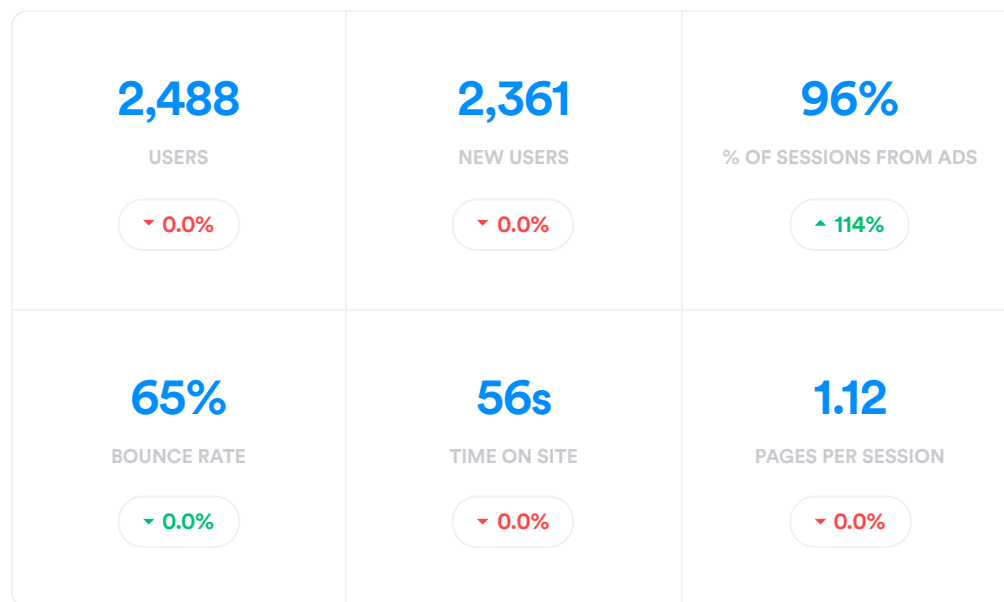
UAH 10,485 TOTAL SPEND ▲ 92%	720 CONVERSIONS ▲ 99%	UAH 14.56 COST PER CONVERSION ▼ 3.5%
2,585 CLICKS ▲ 121%	UAH 4.06 COST PER CLICK ▼ 13%	19,552 IMPRESSIONS ▲ 126%

Over the reporting period, we spent a total of **UAH 10,485** for **720** conversions. Our average cost per conversion dropped from **UAH 15.09** to **UAH 14.56**. We received a total of **19,552** impressions, resulting in **2,585** clicks at **UAH 4.06** each.



Google Analytics Summary

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Over the reporting period, Google Analytics tracked **2,488** total users, **2,361** of which were new. **96%** of total traffic came from Google Ads.

Users are spending less on site and viewing **0** fewer pages per session than last period.



Spend Summary

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From **November 1st → November 30th**, spend across all campaigns totalled **UAH 10,485**. Spend has increased by **92%** compared to the previous period of **October 1st → October 31st**.

Conversions Summary

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We saw **720** conversions between **November 1st → November 30th**, an increase compared to the previous total of **362**.



Cost Per Conversion Summary

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Cost per conversion shows total spend divided by number of conversions. This period, cost per conversion dropped from **UAH 15.09** to **UAH 14.56**.

Impressions Summary

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Impressions is a helpful metric that shows us how many times our ads were seen over the reporting period. This period, our ads were seen **19,552** times.

Clicks Summary

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Clicks are up **121%** this period, from **1,170** to **2,585**. With a total of 19,552 impressions receiving 2,585 clicks, our click-through rate this period is **13%**.

Cost Per Click Summary

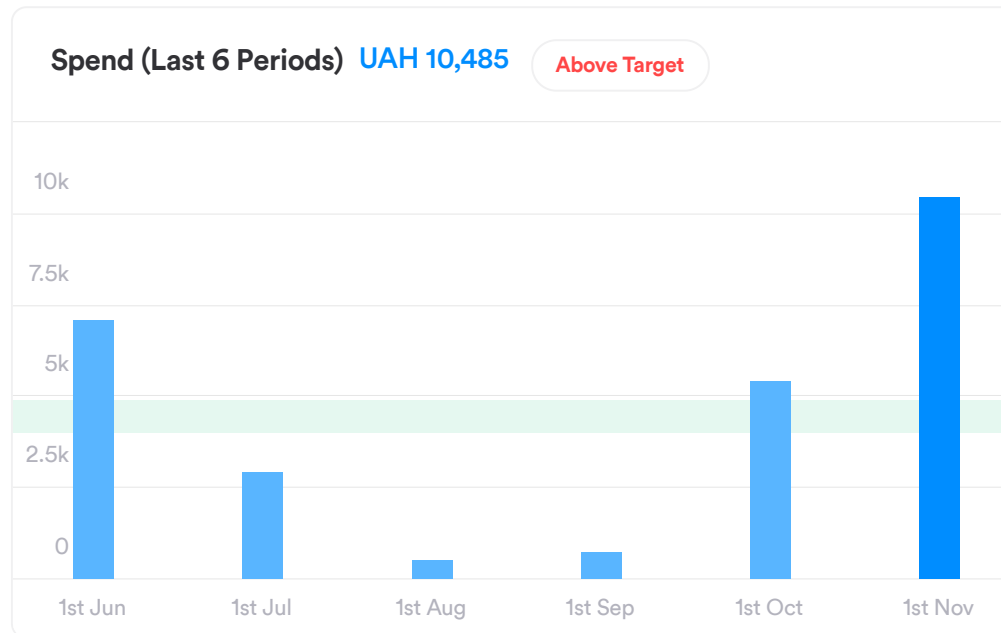
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On average, we paid **UAH 4.06** for each click, a **13%** reduction compared to last period. Each click varies in cost, depending on the keyword that triggered the ad.

Spend Targets

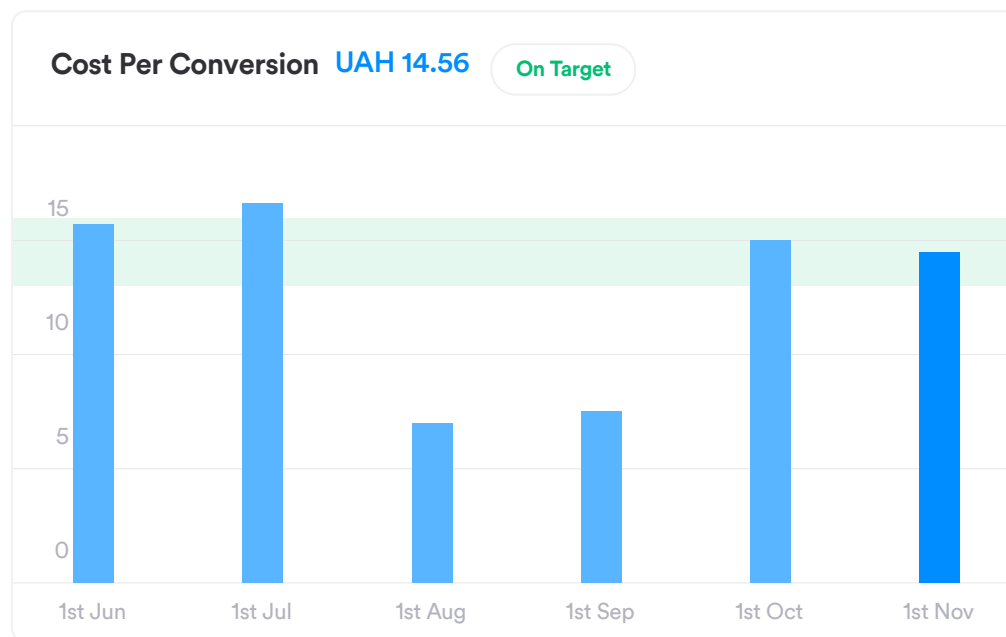
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As illustrated opposite, we're looking to spend between **UAH 4,024 - UAH 4,918** each period. We're above target this period, spending a total of **UAH 10,485**.

Cost Per Conversion Targets

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We aim to spend **UAH 13.00 - UAH 16.00** per conversion. Currently, we're within our target range, spending an average of **UAH 14.56** per conversion.

Top Performing Segments (1/2)

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SEGMENT	CONVERSIONS	COST	CPA	TARGET	DIFFERENCE
Czechia <small>in Countries</small>	10	UAH 45.17	UAH 4.52	UAH 16.00	-72%
Georgia <small>in Countries</small>	11	UAH 64.55	UAH 5.87	UAH 16.00	-63%
Armenia <small>in Countries</small>	5	UAH 30.27	UAH 6.05	UAH 16.00	-62%
Tallinn, Harju County <small>in Cities</small>	10	UAH 69.98	UAH 7.00	UAH 16.00	-56%
Kyrgyzstan <small>in Countries</small>	6	UAH 42.93	UAH 7.16	UAH 16.00	-55%
Estonia <small>in Countries</small>	19	UAH 139.23	UAH 7.33	UAH 16.00	-54%



Work Summary (1/2)

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TASK COMPLETED	#	TIME PER TASK	TOTAL TIME
Daily Account Checkup	23	20mins	7 hours 40 minutes
✔ 23 tasks completed in 7 hours 40 minutes			

