

Google PPC Monthly Report For

Demo.com

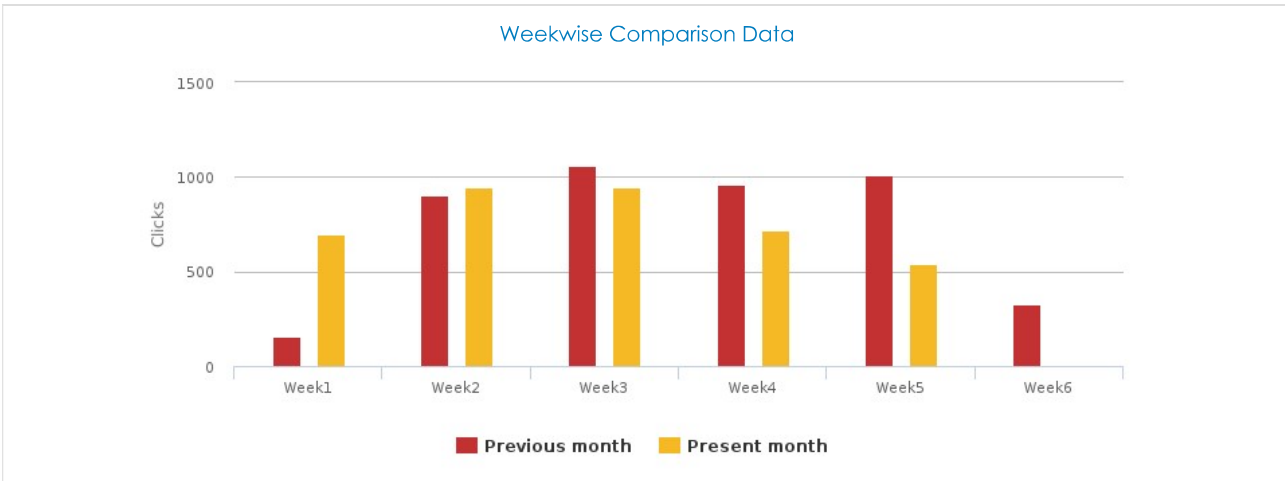
3849
Clicks

153592
Impressions

2.51%
CTR

\$ 281256
Cost

Compare by



	Oct 1,2017 - Oct 31,2017	Nov 1,2017 - Nov 30,2017	Changes
Clicks	4411	3849	
Impressions	176283	153592	
CTR	2.50 %	2.51 %	▲ +0.40%
Avg. CPC	\$ 63.00	\$ 73.07	
Conversions	189	170	
Cost/conv. (1/click)	\$ 1470.37	\$ 1654.44	
Cost	\$ 277900.33	\$ 281255.61	

CONSOLIDATED AD CAMPAIGNS

Date range : Last Month(Nov 1,2017 - Nov 30,2017)

Consolidated Campaigns	Clicks	Impr.	CTR %	Avg.CPC	Cost	Conversions	Cost/Conv.	Conv.Rate	VTC
L States Campaign	1202	58131	2.07%	\$ 114.57	\$ 137718.40	58	\$ 2374.46	4.83%	0
N States Campaign	283	30486	0.93%	\$ 137.64	\$ 38953.00	36	\$ 1082.03	12.72%	0
C States Campaign	459	23708	1.94%	\$ 114.02	\$ 52334.73	24	\$ 2180.61	5.23%	0
Nurse Focused - L States Campaign	574	8306	6.91%	\$ 12.57	\$ 7215.72	18	\$ 400.87	3.14%	0
K States Campaign	325	19508	1.67%	\$ 109.47	\$ 35578.14	14	\$ 2541.30	4.31%	0
Nurse Focused - N States Campaign	380	5088	7.47%	\$ 9.43	\$ 3584.82	9	\$ 398.31	2.37%	0
Nurse Focused - C States Campaign	393	4660	8.43%	\$ 10.99	\$ 4319.60	6	\$ 719.93	1.53%	0
Nurse Focused - K States Campaign	233	3705	6.29%	\$ 6.66	\$ 1551.20	5	\$ 310.24	2.15%	0
Total	3849	153592	2.51%	\$ 73.07	\$ 281255.61	170	\$ 1654.44	4.42%	0



Total Clicks **3849**

Total Conversions **170.00**

	Clicks	%
L States Campaign	1202	31.23
N States Campaign	283	7.35
C States Campaign	459	11.93
Nurse Focused - L States Campaign	574	14.91
K States Campaign	325	8.44
Nurse Focused - N States Campaign	380	9.87
Nurse Focused - C States Campaign	393	10.21
Nurse Focused - K States Campaign	233	6.05

	Conversions	%
L States Campaign	58.00	34.12
N States Campaign	36.00	21.18
C States Campaign	24.00	14.12
Nurse Focused - L States Campaign	18.00	10.59
K States Campaign	14.00	8.24
Nurse Focused - N States Campaign	9.00	5.29
Nurse Focused - C States Campaign	6.00	3.53
Nurse Focused - K States Campaign	5.00	2.94

Analysis

▲ CTR - 0.40%
From 2.50% to 2.51%

▲ Conv.Rate - 3.27%
From 4.28 to 4.42

▲ Avg. Position - 2.87%
From 2.79 to 2.71

Activities Done Last Month

Campaign Changes	511
Ad Changes	55
Keyword Changes	1
Other Changes	6803
Total Changes	7370

Top 5 Text Ads -
All publishers - Based on Conversions

Date range : Last Month (Nov 1,2017 - Nov 30,2017)

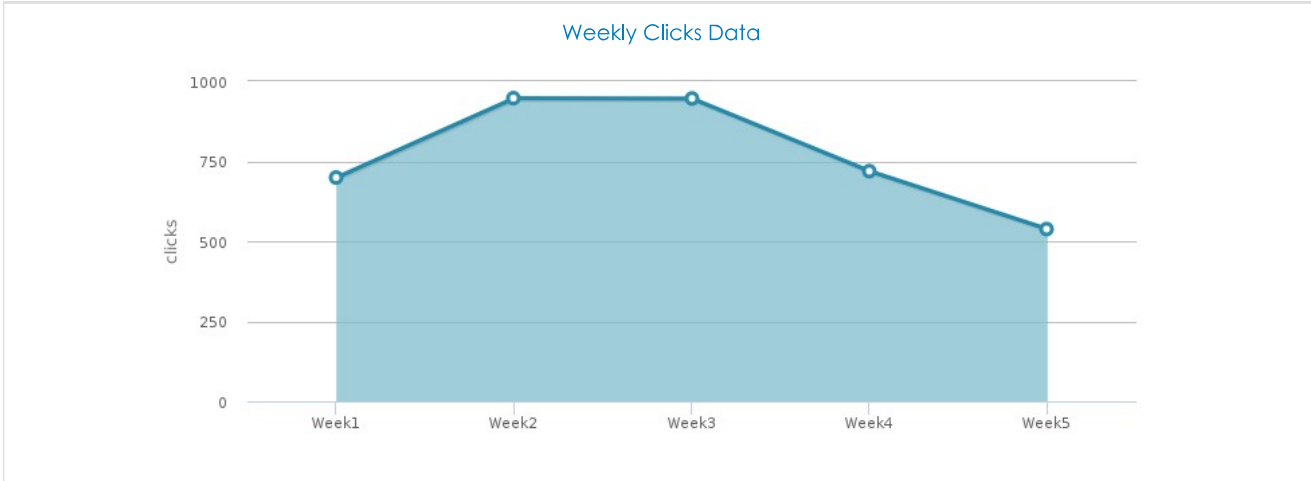
	Text Ad	Publisher	Campaign	Ad Group	Conversions
1	<p>Mesothelioma Diagnosis? - 40 Years Exp. Fast Response</p> <p>www.mesolawyerscare.org</p> <p>See Why More Clients Choose Us. Highest Verdicts and Settlements. Call Now!</p>	Adwords	L States Campaign	Mesothelioma Diagnosis	25
2	<p>Find MesoLawyersCare Attorneys - 40 Years Exp. Fast Response.</p> <p>www.mesolawyerscare.org</p> <p>We Can Help You & Your Family Get Financial Compensation For Asbestos Victims.</p>	Adwords	N States Campaign	Mesothelioma Diagnosis	18
3	<p>Mesothelioma Diagnosis? - 40 Years Exp. Fast Response</p> <p>www.mesolawyerscare.org</p> <p>We Can Help You and Your Family. Highest Verdicts and Settlements. Call Now!</p>	Adwords	C States Campaign	Mesothelioma Diagnosis	17
4	<p>Mesothelioma Diagnosis? - 40 Years Exp. Fast Response.</p> <p>www.mesolawyerscare.org</p> <p>Compassionate Attorneys Near You. Billions Recovered. See Why Clients Choose Us!</p>	Adwords	L States Campaign	Mesothelioma Diagnosis	14
5	<p>Mesothelioma Diagnosis? - 40 Years Exp. Fast Response.</p> <p>www.mesolawyerscare.org</p> <p>We Have Obtained the Largest Mesothelioma Verdicts in History. Call Now!</p>	Adwords	K States Campaign	Mesothelioma Diagnosis	10

Top 10 Keywords

Date range : Last Month (Nov 1,2017 - Nov 30,2017)

Keyword	Match Type	Campaign Name	Clicks	Impr.	CTR %	Avg.CPC	Cost	Conversions	Cost/Conv.	Conv.Rate
mesothelioma	Exact	L States Campaign	581	23773	2.44%	\$ 109.62	\$ 63,689.02	24	\$ 2653.71	4.13%
mesothelioma	Phrase	L States Campaign	426	21554	1.98%	\$ 84.55	\$ 36,016.78	17	\$ 2118.63	3.99%
mesothelioma	Phrase	N States Campaign	76	8741	0.87%	\$ 64.66	\$ 4,914.08	13	\$ 378.01	17.11%
mesothelioma	Phrase	C States Campaign	218	9372	2.33%	\$ 112.09	\$ 24,434.94	13	\$ 1879.61	5.96%
mesothelioma symptoms	Exact	Nurse Focused - L States Campaign	79	1146	6.89%	\$ 8.45	\$ 667.65	6	\$ 111.28	7.59%
mesothelioma	Phrase	K States Campaign	117	6823	1.71%	\$ 93.85	\$ 10,980.37	6	\$ 1830.06	5.13%
mesothelioma lawyers	Phrase	L States Campaign	18	734	2.45%	\$ 264.93	\$ 4,768.77	5	\$ 953.75	27.78%
mesothelioma	Exact	N States Campaign	19	2742	0.69%	\$ 87.79	\$ 1,667.92	5	\$ 333.58	26.32%
mesothelioma	Exact	N States Campaign	46	10614	0.43%	\$ 89.61	\$ 4,122.10	5	\$ 824.42	10.87%
what is mesothelioma	Exact	Nurse Focused - L States Campaign	286	2433	11.76%	\$ 6.52	\$ 1,866.06	5	\$ 373.21	1.75%

Compare by



Weekwise data									
Date range : Last Month (Nov 1,2017 - Nov 30,2017)									
Days	Clicks	Impr.	CTR %	Avg.CPC	Avg.Pos.	Cost	Conversions	Cost/Conv.	Conv.Rate
2017/11/01-2017/11/05	699	25739	2.72%	\$ 72.69	2.60	\$ 50808.94	31	\$ 1639.00	4.43 %
2017/11/06-2017/11/12	947	39539	2.40%	\$ 68.70	2.62	\$ 65063.25	41	\$ 1586.91	4.33 %
2017/11/13-2017/11/19	946	38021	2.49%	\$ 70.59	2.63	\$ 66782.00	50	\$ 1335.64	5.29 %
2017/11/20-2017/11/26	719	28023	2.57%	\$ 78.53	2.76	\$ 56460.55	21	\$ 2688.60	2.92 %
2017/11/27-2017/11/30	538	22270	2.42%	\$ 78.33	2.92	\$ 42140.87	27	\$ 1560.77	5.02 %
Total	3849	153592	2.51 %	\$ 73.07	2.71	\$ 281255.61	170	\$ 1654.44	4.42%