

Overview

Click Through Rate & Impressions

by Clicks, CTR, and Impressions

| | | |
|-----------------------|---------------------|-----------------------------|
| Clicks 2.3K | CTR 17.3% | Impressions 13.1K |
|-----------------------|---------------------|-----------------------------|

Conversion Rate & Cost

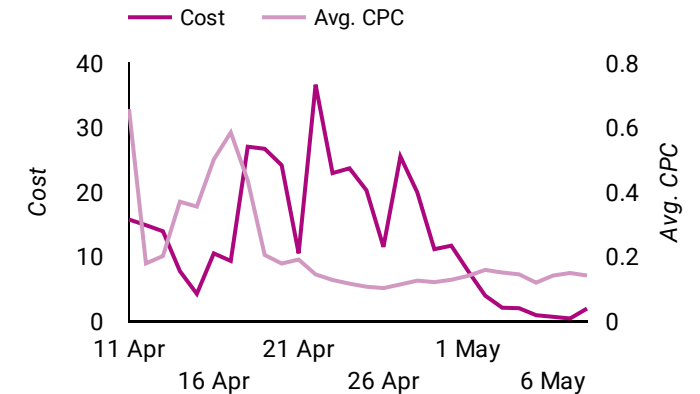
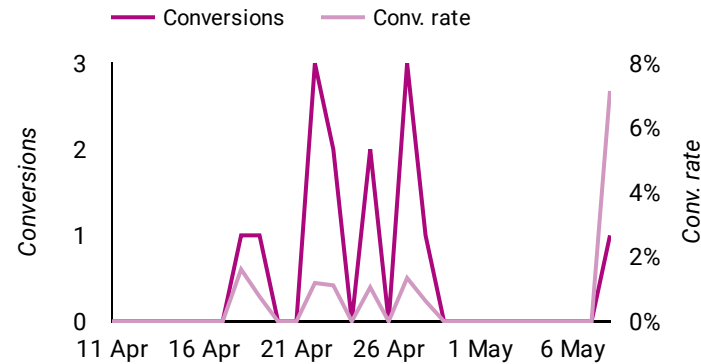
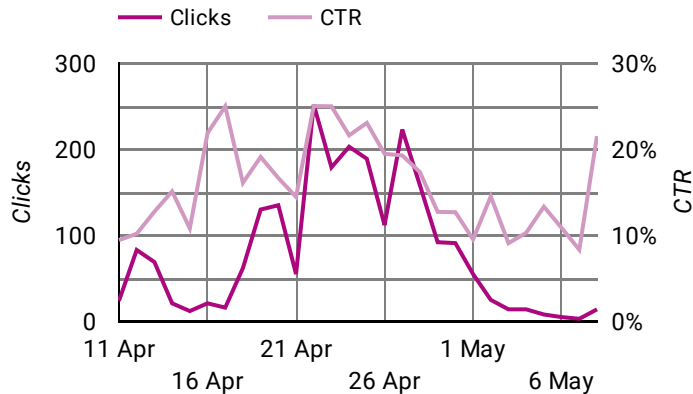
by Conversions Rate and Cost / Conv.

| | | |
|----------------------------|---------------------------|--------------------------------|
| Conversions 14.0 | Conv. rate 0.6% | Cost / conv. 26.35 € |
|----------------------------|---------------------------|--------------------------------|

Cost Per Click

by Cost, CPC, and CPM

| | | |
|-------------------------|---------------------------|----------------------------|
| Cost 368.92 € | Avg. CPC 0.16 € | Avg. CPM 28.20 € |
|-------------------------|---------------------------|----------------------------|



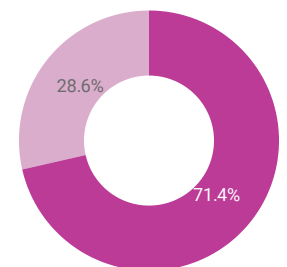
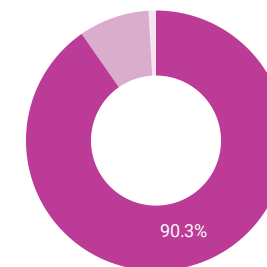
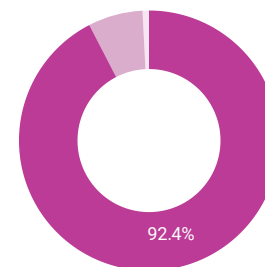
All campaigns and ad groups

by CTR, Avg. CPC, and Cost / Conv.

| Campaign | Ad group | CTR | Avg. CPC | Cost / conv. |
|---------------------|----------------|--------|----------|--------------|
| 1. Mother's day | Mother's d... | 21.17% | 0.14 € | 21.85 € |
| 2. Food supplements | Natural su... | 14.15% | 0.23 € | 73.35 € |
| 3. Food supplements | Beneficial ... | 10.2% | 0.23 € | 31.09 € |
| 4. Food supplements | GLOFIX | 11.31% | 0.22 € | 14.87 € |

Device Breakdown

by Clicks, Cost, and Conversions

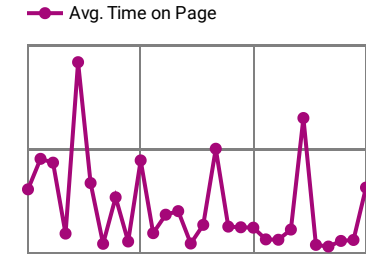
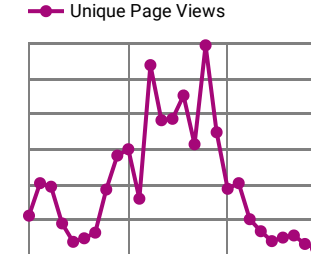
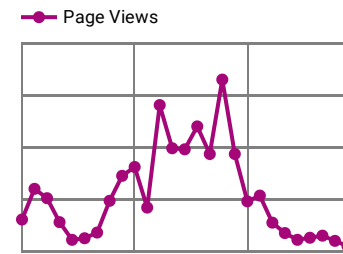
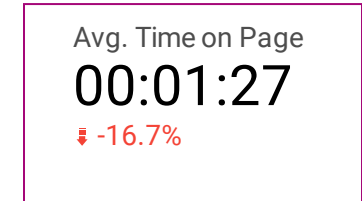
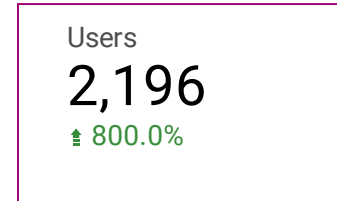
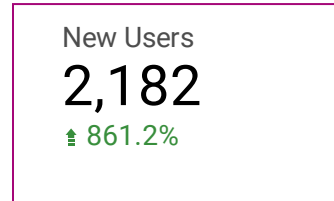
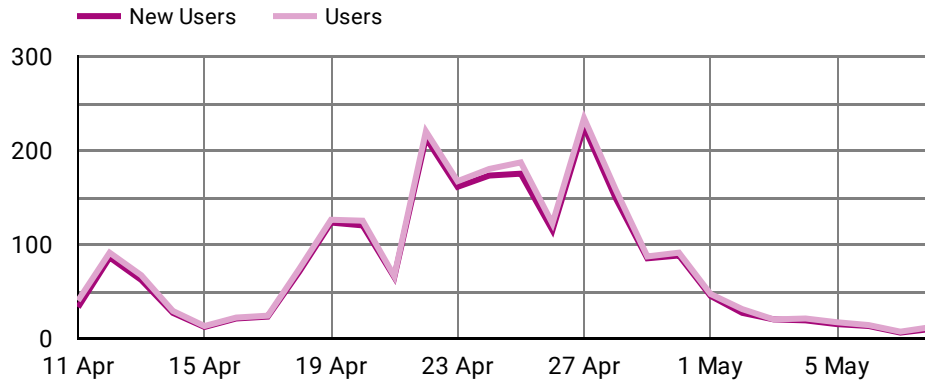


Clicks

Cost

Conversions

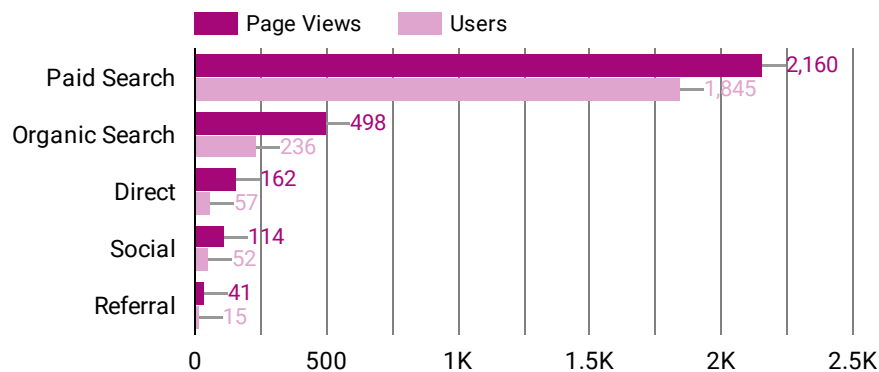
Users (Vs. New users)



Keyword performance overview

| Search keyword | Search keyword match type | CTR ① ② ▾ | Impressions | Clicks | Cost |
|----------------------------|---------------------------|-----------|-------------|--------|---------|
| vitaminai veido odai | Phrase | 33.33% | 39 | 13 | 3.01 € |
| mamos dienos progą dovanos | Phrase | 25.39% | 583 | 148 | 19.63 € |
| dovanos mamos dienai | Exact | 25.04% | 1,190 | 298 | 38.89 € |
| dovana mamos dienai | Phrase | 22.45% | 49 | 11 | 4.82 € |

Which channels are driving engagement?



Engagement by Age & Gender

