

# Google PPC Weekly Report For

Demo.com

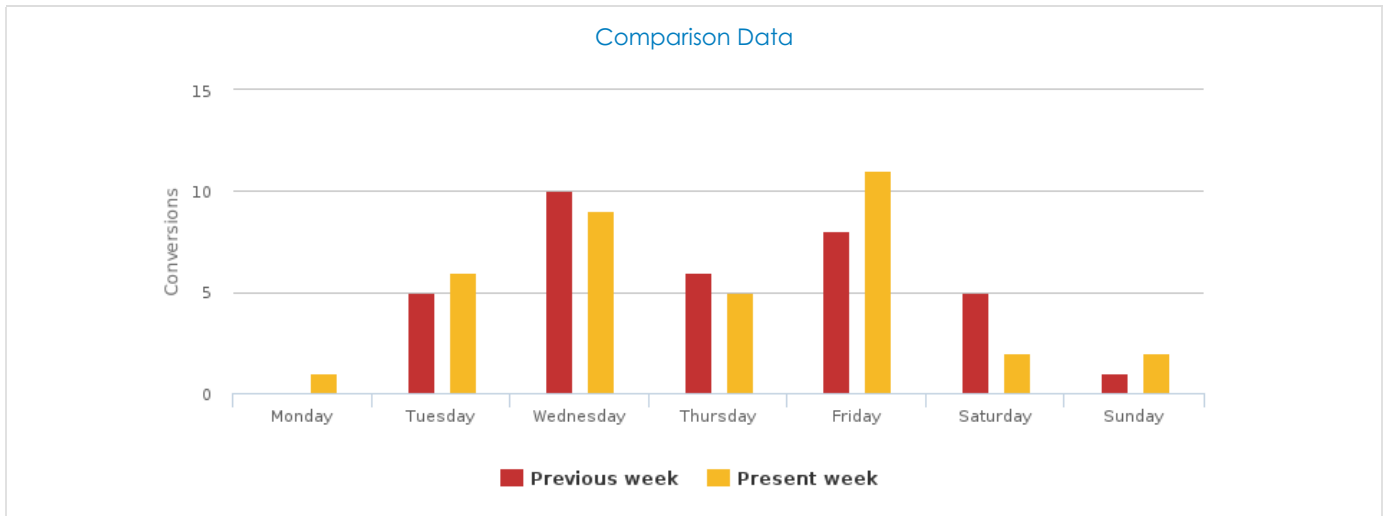
**1067**  
Clicks

**35923**  
Impressions

**36**  
Conversions

**\$ 2280.49**  
Cost/Conv

## Compare by

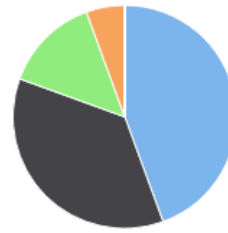


	Dec 25,2017 - Dec 31,2017	Jan 1,2018 - Jan 7,2018	Changes
Clicks	1068	1067	
Impressions	38030	35923	
CTR	2.81 %	2.97 %	^ +5.69%
Avg. CPC	\$ 69.01	\$ 76.94	
Conversions	35	36	^ +2.86%
Cost/conv. (1/click)	\$ 2105.85	\$ 2280.49	
Cost	\$ 73705	\$ 82097	

**CONSOLIDATED AD CAMPAIGNS**

Date range : Last Week (Mon-Sun) (Jan 1,2018 - Jan 7,2018)

Consolidated Campaigns	Clicks	Impr.	CTR %	Avg.CPC	Cost	Conversions	Cost/Conv.	Conv.Rate	VTC
N States Campaign	67	6883	0.97%	\$ 122.44	\$ 8203.28	16	\$ 512.71	23.88%	0
L States Campaign	383	13884	2.76%	\$ 125.13	\$ 47923.15	13	\$ 3686.40	3.39%	0
K States Campaign	78	3982	1.96%	\$ 96.80	\$ 7550.36	5	\$ 1510.07	6.41%	0
C States Campaign	127	5777	2.20%	\$ 116.82	\$ 14836.73	2	\$ 7418.37	1.57%	0
Nurse Focused - L States Campaign	157	2139	7.34%	\$ 9.41	\$ 1478.11	0	\$ 0	0.00%	0
Nurse Focused - N States Campaign	99	1232	8.04%	\$ 6.89	\$ 682.40	0	\$ 0	0.00%	0
Nurse Focused - C States Campaign	84	1186	7.08%	\$ 10.93	\$ 917.70	0	\$ 0	0.00%	0
Nurse Focused - K States Campaign	72	840	8.57%	\$ 7.02	\$ 505.74	0	\$ 0	0.00%	0
<b>Total</b>	<b>1067</b>	<b>35923</b>	<b>2.97%</b>	<b>\$ 76.94</b>	<b>\$ 82097.47</b>	<b>36</b>	<b>\$ 2280.49</b>	<b>3.37%</b>	<b>0</b>



Total Clicks **1067**

Total Conversions **36.00**

	Clicks	%
N States Campaign	67	6.28
L States Campaign	383	35.90
K States Campaign	78	7.31
C States Campaign	127	11.90
Nurse Focused - L States Campaign	157	14.71
Nurse Focused - N States Campaign	99	9.28
Nurse Focused - C States Campaign	84	7.87
Nurse Focused - K States Campaign	72	6.75

	Conversions	%
N States Campaign	16.00	44.44
L States Campaign	13.00	36.11
K States Campaign	5.00	13.89
C States Campaign	2.00	5.56
Nurse Focused - L States Campaign	0.00	0.00
Nurse Focused - N States Campaign	0.00	0.00
Nurse Focused - C States Campaign	0.00	0.00
Nurse Focused - K States Campaign	0.00	0.00

## Analysis

▲ CTR - 5.69%  
From 2.81% to 2.97%

▲ Conversions - 2.86%  
From 35 to 36

▲ Conv.Rate - 2.74%  
From 3.28 to 3.37

▲ Avg. Position - 2.39%  
From 2.51 to 2.45

## Activities Done Last Week

Campaign Changes	119
Ad Changes	55
Other Changes	1444
Total Changes	1618

## Top 5 Text Ads - All publishers - Based on Conversions

Date range : Last Week (Mon-Sun) (Jan 1,2018 - Jan 7,2018)

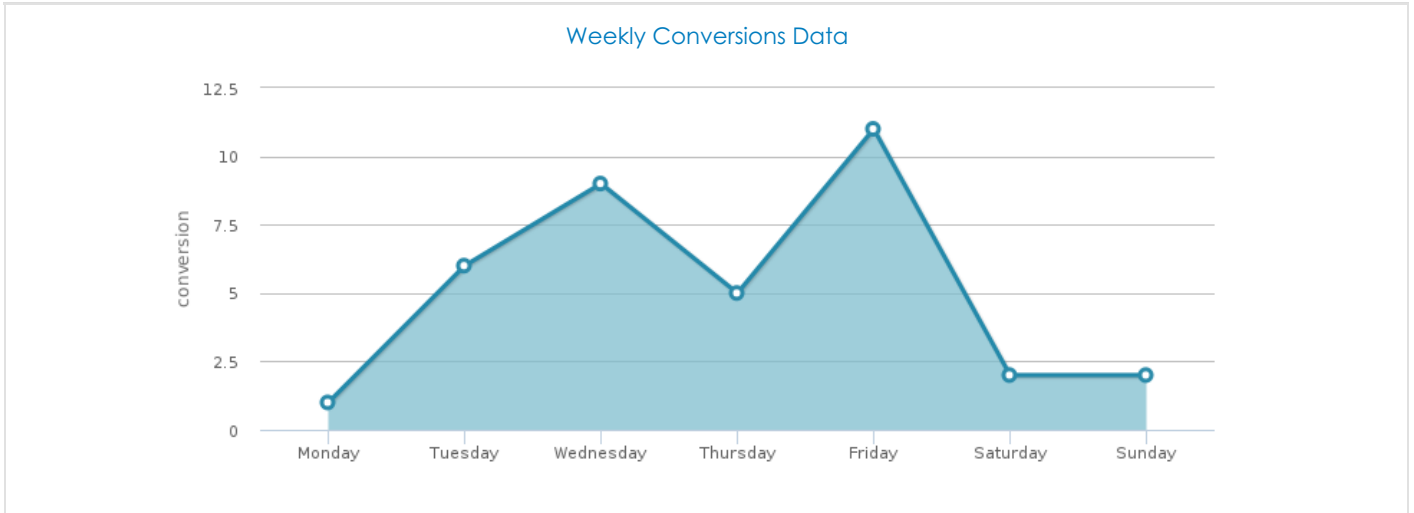
	Text Ad	Publisher	Campaign	Ad Group	Conversions
1	<b>Mesothelioma Diagnosis? - 40 Years Exp. Fast Response</b> <a href="http://www.mesolawyerstcare.org">www.mesolawyerstcare.org</a> See Why More Clients Choose Us. Highest Verdicts and Settlements. Call Now!	Adwords	L States Campaign	Mesothelioma Diagnosis	9
2	<b>Mesothelioma Lawyers - 40 Years Exp. Fast Response</b> <a href="http://www.mesolawyerstcare.org">www.mesolawyerstcare.org</a> We Can Help You and Your Family. Highest Verdicts and Settlements. Call Now!	Adwords	N States Campaign	Mesothelioma Lawsuit	5
3	<b>Find MesoLawyersCare Attorneys - 40 Years Exp. Fast Response.</b> <a href="http://www.mesolawyerstcare.org/ContactNow">www.mesolawyerstcare.org/ContactNow</a> We Can Help You & Your Family Get Financial Compensation For Asbestos Victims.	Adwords	N States Campaign	Mesothelioma Diagnosis	4
4	<b>Free Mesothelioma Book</b> <b>Must-Read for Mesothelioma Patients</b> <b>100 Q&amp;A. Get Your Free Copy Now!</b>	Adwords	N States Campaign	Mesothelioma Book	4
5	<b>Mesothelioma Law Firm - 40 Years Exp. Fast Response.</b> <a href="http://www.mesolawyerstcare.org/ContactUsNow">www.mesolawyerstcare.org/ContactUsNow</a> Recovered Billions of Dollars for our Clients. Record Verdicts & Settlements.	Adwords	K States Campaign	Mesothelioma Legal	4

**Top 5 Keywords**

Date range : Last Week (Mon-Sun) (Jan 1,2018 - Jan 7,2018)

Keyword	Match Type	Campaign Name	Clicks	Impr.	CTR %	Avg.CPC	Cost	Conversions	Cost/Conv.	Conv.Rate
mesothelioma	Exact	L States Campaign	188	6770	2.78%	\$ 110.74	\$ 20,819.42	7	\$ 2974.20	3.72%
mesothelioma	Phrase	L States Campaign	128	4362	2.93%	\$ 97.87	\$ 12,527.83	5	\$ 2505.57	3.91%
+mesothelioma +legal	Broad	K States Campaign	3	36	8.33%	\$ 189.49	\$ 568.46	4	\$ 142.12	133.33%
mesothelioma	Phrase	N States Campaign	17	1640	1.04%	\$ 75.01	\$ 1,275.13	4	\$ 318.78	23.53%
+mesothelioma +free	Broad	N States Campaign	3	4	75.00%	\$ 133.13	\$ 399.40	3	\$ 133.13	100.00%

## Compare by



## Last 7 Days

Date range : Last Week (Mon-Sun) (Jan 1,2018 - Jan 7,2018)

Days	Clicks	Impr.	CTR %	Avg.CPC	Avg.Pos.	Cost	Conversions	Cost/Conv.	Conv.Rate
Monday	63	3301	1.91%	\$ 85.56	2.76	\$ 5390.25	1	\$ 5390.25	1.59 %
Tuesday	170	5632	3.02%	\$ 78.79	2.59	\$ 13394.84	6	\$ 2232.47	3.53 %
Wednesday	177	5703	3.10%	\$ 73.09	2.46	\$ 12937.32	9	\$ 1437.48	5.08 %
Thursday	179	6144	2.91%	\$ 70.72	2.35	\$ 12659.20	5	\$ 2531.84	2.79 %
Friday	162	5818	2.78%	\$ 74.26	2.34	\$ 12030.88	11	\$ 1093.72	6.79 %
Saturday	158	4682	3.37%	\$ 87.69	2.38	\$ 13855.20	2	\$ 6927.60	1.27 %
Sunday	158	4643	3.40%	\$ 74.87	2.29	\$ 11829.78	2	\$ 5914.89	1.27 %
Total	1067	35923	2.97 %	\$ 76.94	2.45	\$ 82097.47	36	\$ 2280.49	3.37%