



Google Ads Bid Adjustments

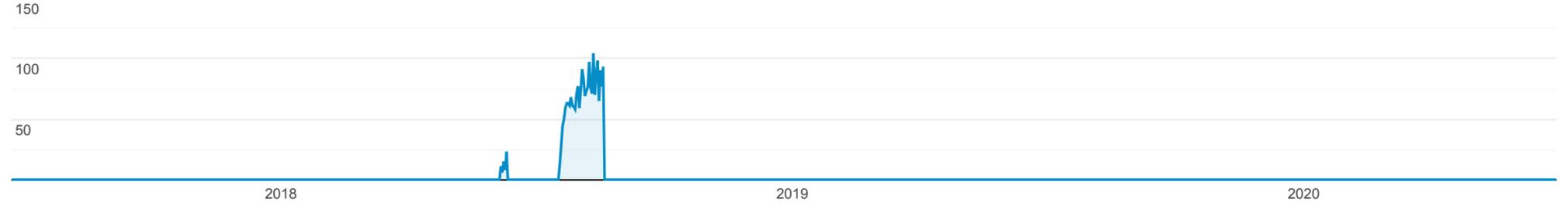
Jun 23, 2017 - Jun 29, 2020

All Users
0.14% Users

Explorer

Summary

Clicks



Campaign	Device	Bid Adj.	Acquisition					Behavior		Conversions eCommerce		
			Clicks ? ↓	Cost ?	CPC ?	Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Ecommerce Conversion Rate ?	Transactions ?	Revenue ?
	ALL	--	2,291 % of Total: 100.00% (2,291)	\$391.57 % of Total: 100.00% (\$391.57)	\$0.17 Avg for View: \$0.17 (0.00%)	1,875 % of Total: 0.14% (1,360,358)	2,986 % of Total: 0.16% (1,910,166)	19.89% Avg for View: 24.05% (-17.27%)	7.48 Avg for View: 5.87 (27.34%)	0.03% Avg for View: 0.20% (-83.27%)	1 % of Total: 0.03% (3,823)	\$419.62 % of Total: 0.03% (\$1,463,296.69)
1. Akiane (Google Build)	ALL	--	2,228	\$320.00	\$0.14	1,875	2,986	19.89%	7.48	0.03%	1	\$419.62
	Mobile devices with full browsers	+0%	1,838	\$262.28	\$0.14	1,538	2,481	20.27%	7.76	0.00%	0	\$0.00
	Tablets with full browsers	--	219	\$30.97	\$0.14	187	323	22.91%	6.05	0.31%	1	\$419.62
	Computers	--	171	\$26.75	\$0.16	150	182	9.34%	6.16	0.00%	0	\$0.00
2. Campaign #1	ALL	--	63	\$71.57	\$1.14	0	0	0.00%	0.00	0.00%	0	\$0.00

Rows 1 - 2 of 2