

PAID SEARCH PERFORMANCE

Monthly Traffic Analysis

Reporting Period: Q3 2023
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TOTAL CLICKS

12,482

AVG. CPC

\$1.42

CONV. RATE

3.2%

TOTAL SPEND

\$17,724

WEEK 01
WEEK 02
WEEK 03
WEEK 04
WEEK 05
WEEK 06

Campaign Name	Impressions	CTR	Cost
Brand - Exact Match	45,021	12.4%	\$4,210
Non-Brand - Generic	128,900	2.1%	\$9,540
Competitor Conquest	32,150	1.8%	\$3,974