




Towing Company

SEARCH ENGINE MARKETING

October 10, 2016 - November 9, 2016

 CAMPAIGN PERFORMANCE

	Campaign	Clicks	Impr.	CTR	Avg. position
✓		244	5,942	4.11%	2.3
		244	5,942	4.11%	2.3
		✓ Active	▬ Paused	✗ Deleted	

 AD GROUP PERFORMANCE

	Ad group	Campaign	Clicks	Impr.	CTR	Avg. position
✓	Tow Truck Services		159	4,570	3.48%	2.3
✓	Roadside Assistance		85	1,281	6.64%	2.1
✓	Flat Bed Towing		0	3	0%	4
✓	Heavy Duty Towing		0	68	0%	2.4
✓	RV Towing Company		0	20	0%	2.9
			244	5,942	4.11%	2.3
			✓ Active	▬ Paused	✗ Deleted	

 AD EXTENSIONS PERFORMANCE

Ad extensions	Clicks	Impr.	CTR
(250) 123-4567	141	1,738	8.11%

 AD EXTENSIONS PERFORMANCE

Ad extensions	Clicks	Impr.	CTR
Contact Us	199	3,062	6.5%
Specialty Towing	149	1,680	8.87%
Roadside Assistance	105	1,552	6.77%
Heavy Truck Towing	67	845	7.93%
Medium-Duty Towing	54	708	7.63%
Flatbed Carriers	54	990	5.45%
Light-Duty Towing	17	202	8.42%

 AD EXTENSIONS PERFORMANCE


Ad extensions	Clicks	Impr.	CTR
Roadside Assistance	34	2,758	1.23%
Best Tow Truck Services	26	2,702	0.96%
24 Hour Emergency Service	9	1,068	0.84%
Serving BCs Interior 24/7	7	1,099	0.64%

 GEOGRAPHIC PERFORMANCE

Country / territory	City	Most specific location	Clicks	Impr.	CTR
Canada	Kamloops	Kamloops	77	1,979	3.89%
Canada	Kamloops	V2C	48	821	5.85%
Canada	Kamloops	V2B	41	754	5.44%
Canada	--	V0K	24	561	4.28%
Canada	Merritt	Merritt	14	147	9.52%
Canada	Kamloops	V2E	7	132	5.3%
Canada	Salmon Arm	V1E	7	590	1.19%
Canada	Kamloops	V1S	6	61	9.84%
Canada	Revelstoke	Revelstoke	6	237	2.53%
Canada	Merritt	V1K	5	241	2.07%
Canada	Princeton	Princeton	3	54	5.56%
Canada	Kamloops	V2H	2	57	3.51%
Canada	Salmon Arm	Salmon Arm	1	72	1.39%
Canada	Barriere	Barriere	1	9	11.11%
Canada	Lillooet	Lillooet	1	80	1.25%
Canada	Valemount	Valemount	1	32	3.13%
			244	5,827	4.19%


DEVICE PERFORMANCE

Device	Clicks	Impr.	CTR
Mobile devices with full browsers	220	3,719	5.92%
Computers	12	1,618	0.74%
Tablets with full browsers	12	605	1.98%
	244	5,942	4.11%


KEYWORDS PERFORMANCE

Keyword	Campaign	Ad group	Clicks	Impr.	Avg. position	Quality score
"customer's business name"		Tow Truck Services	23	137	1	10
"road-side assistance"		Roadside Assistance	3	36	3.2	10
"roadside assistance"		Roadside Assistance	0	29	3.4	10
"ama roadside assistance"		Roadside Assistance	0	2	3	8
customer's business name auto towing		Tow Truck Services	0	5	1.2	8
customer's business name towing kamloops bc		Tow Truck Services	4	17	1.4	8
"customer's name auto towing kamloops"		Tow Truck Services	5	30	1.1	8
"customer's name towing"		Tow Truck Services	1	25	1	8
"customer's name towing"		Tow Truck Services	8	26	1.2	8
"kamloops tow truck"		Tow Truck Services	1	9	1.6	8
			45	316	1.6	8.6