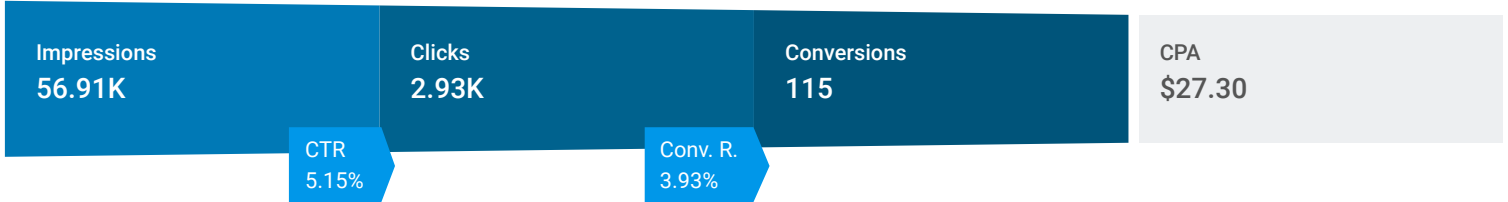




# Monthly Report

Sep. 1 - Sep. 30, 2020

## Overall Performance Funnel



Sep. 1 - Sep. 30, 2020


## Breakdown by Ad Platform

Ad Platform	Impressions	Clicks	Conversions	CPA
Search	29,991	1,310	111.33	\$27.67
Display	26,920	1,623	4	\$17.17
<b>Total</b>	<b>56,911</b>	<b>2,933</b>	<b>115.33</b>	<b>\$27.30</b>

Sep. 1 - Sep. 30, 2020

# Leads

Excellent! You are driving a good amount of leads through your PPC efforts. Keep up the good work!

Converted Phone Calls <b>16</b>	 Total Phone Calls <b>16</b>
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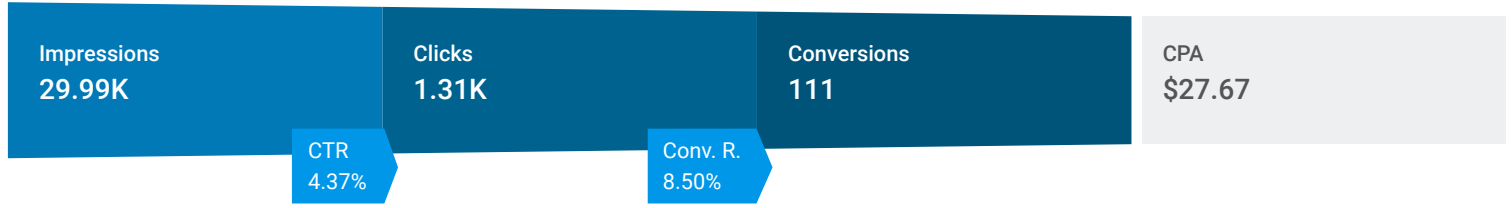
## Converted Phone Calls



## Total Phone Calls



## Performance Funnel



Sep. 1 - Sep. 30, 2020

## Account Health & Trends

### Impression Weighted Quality Score

In this period, your weighted average Quality Score was 6.23, which means you have a healthy Quality Score -- Google's benchmark is a 7. Keep working on keywords and text ads to keep your ads relevant.



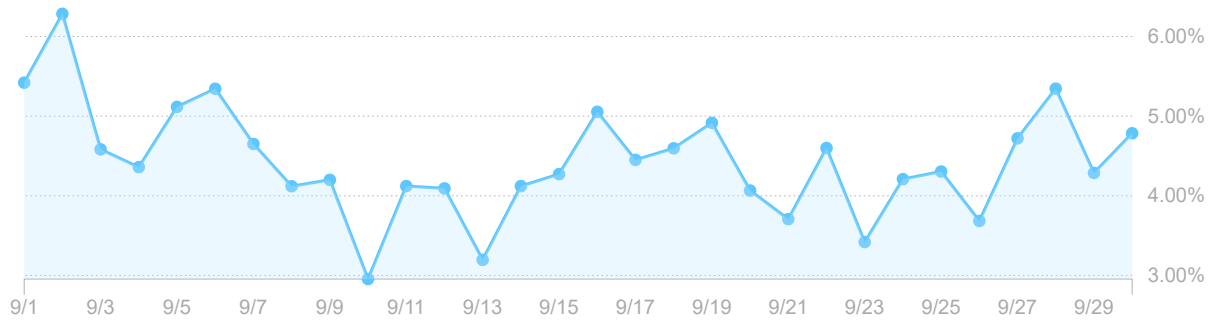
### Improve Your Grade

- ✓ Keep working on adding relevant keywords and negative keywords for your ad campaigns
- ✓ Work on improving and updating text ads with ad creative
- ✓ Improve and optimize your landing page experience

# Trends over Time

CTR

4.37%



Avg CPC

\$2.35



CPA

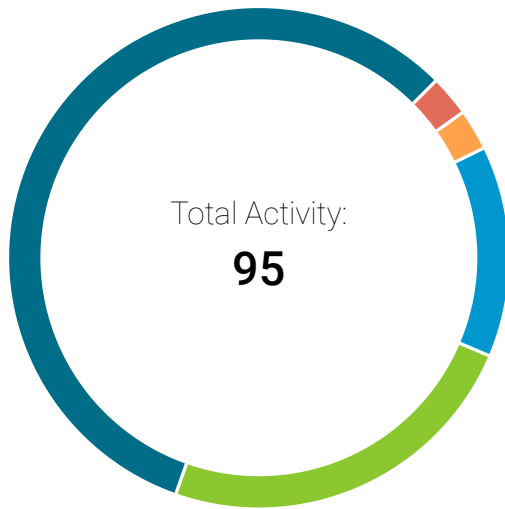
\$27.67



## Activity During This Period

*Where did you focus your PPC efforts?*

Great! You completed 95 actions in this period. Good job staying on top of your campaigns. Persistence is the key to PPC success.



**2 Campaigns**

**2 Keywords**

**55 Ad Groups**

**13 Text Ads**

**23 Negative Keywords**

---

# Top Performing Keywords: Clicks

Which keywords are driving the most clicks for your account?

In this period, you received a total of 1310 clicks on 40 keywords across your account.



Keyword	Impressions	Clicks	Conversions	CTR
how to get rid of bedbugs	3,816	157	6.28	4.11%
extermination pest control	4,147	151	17.58	3.64%
exterminator pest control	4,078	147	16.49	3.60%
mice control	1,148	65	0	5.66%
exterminator	2,095	64	9	3.05%

Sep. 1 - Sep. 30, 2020



# Ads

## Top ads by total conversions



[/ Langley, Maple Ridge & Area | Exterminator Services](#) +12 more

[/exterminators](#)

Full Pest Control Services from Local Exterminators. Guaranteed Quality & Non-Toxic. Free Quotes. 35+ Yrs Experience Serving Langley, Maple Ridge & Area. Call Today!

IMPRESSIONS: 1105  
CLICKS: 58  
CTR: 5.25%  
CTR (desktop/tablet): 6.20%  
CTR (mobile): 4.96%  
CONVERSIONS: 19.67  
CPA: \$7.78  
CAMPAIGN:  
*Langley/Maple Ridge*  
AD GROUP: Exterminator



[/ Vancouver Exterminators | Exterminator Services](#) +12 more

[/exterminators](#)

Full Pest Control Services from Vancouver Exterminators. Guaranteed Quality & Non-Toxic. Free Quotes. 35+ Yrs Experience Serving Vancouver & Area. Call Today!

IMPRESSIONS: 5159  
CLICKS: 210  
CTR: 4.07%  
CTR (desktop/tablet): 4.85%  
CTR (mobile): 3.76%  
CONVERSIONS: 15.92  
CPA: \$33.75  
CAMPAIGN:  
*Vancouver*  
AD GROUP: Exterminator



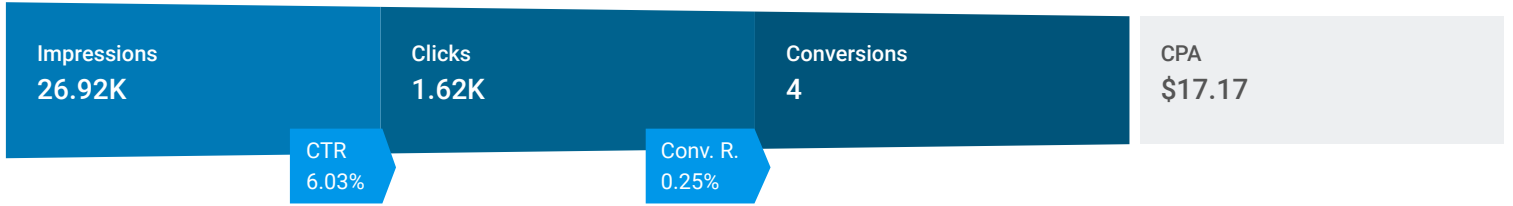
[/ Surrey & Area Exterminators | Exterminator Services](#) +12 more

[/exterminators](#)

Full Pest Control Services from Local Exterminators. Guaranteed Quality & Non-Toxic. Free Quotes. 35+ Yrs Experience Serving Surrey & Tri-Cities. Call Today!

IMPRESSIONS: 1195  
CLICKS: 56  
CTR: 4.69%  
CTR (desktop/tablet): 4.23%  
CTR (mobile): 4.88%  
CONVERSIONS: 14.88  
CPA: \$8.85  
CAMPAIGN:  
*/Tri Cities*  
AD GROUP: Exterminator

## Performance Funnel



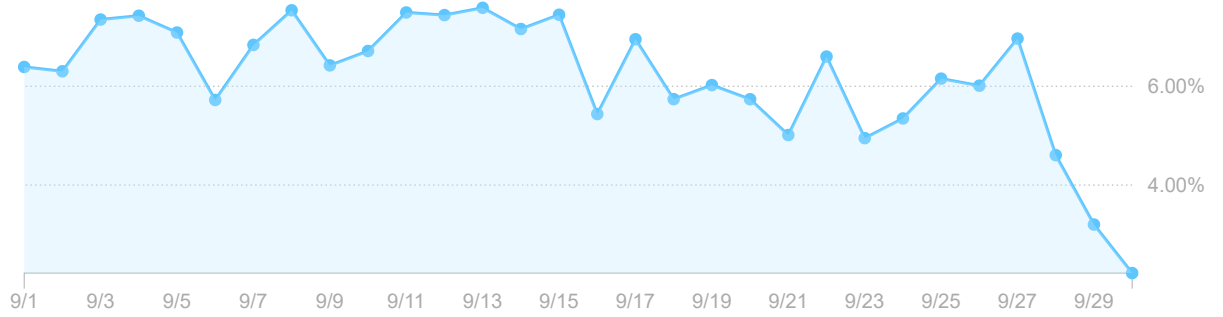
Sep. 1 - Sep. 30, 2020



# Trends over Time

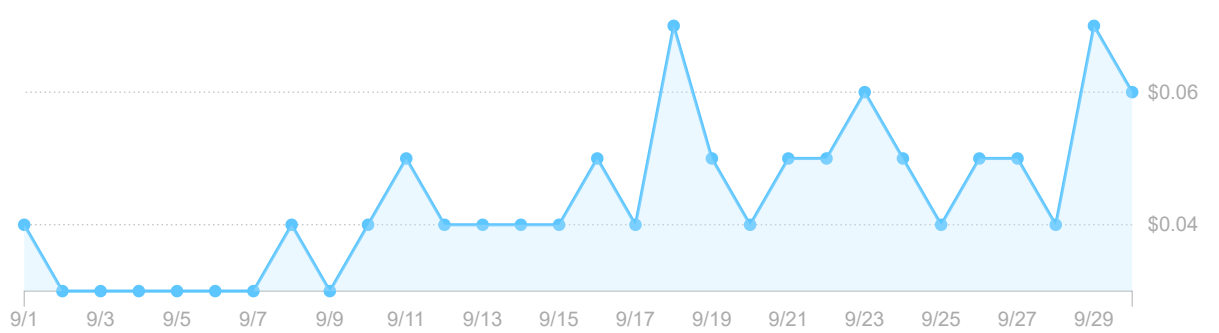
CTR

6.03%



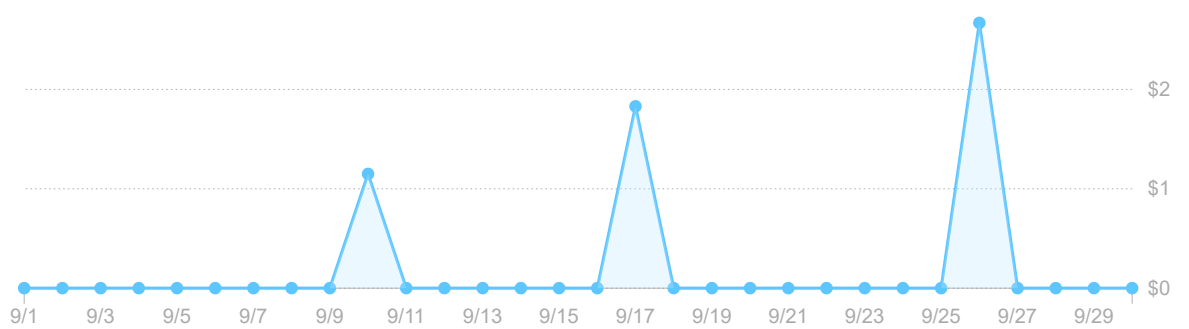
Avg CPC

\$0.04




CPA

\$17.17




# Display Ads

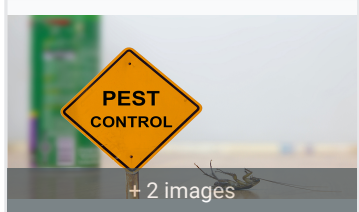
Which Display Ads performed the best?



**Half-page**  
300 x 600



**Rectangle**  
300 x 250



+ 2 images  
+ 3 more  
We Use Only Non-Toxic Products + 3 more

IMPRESSIONS: 25013  
CLICKS: 1599  
CTR: 6.39%  
CTR (desktop/tablet): 5.14%  
CTR (mobile): 6.45%  
CONVERSIONS: 4  
CPA: \$16.59  
CAMPAIGN: Display- Lower Mainland  
AD GROUP: Display Ad

IMPRESSIONS: 121  
CLICKS: 13  
CTR: 10.74%  
CTR (desktop/tablet): 0.00%  
CTR (mobile): 10.74%  
CONVERSIONS: 0  
CPA: \$0.00  
CAMPAIGN: Display- Lower Mainland  
AD GROUP: Display Ad

IMPRESSIONS: 1727  
CLICKS: 10  
CTR: 0.58%  
CTR (desktop/tablet): 0.55%  
CTR (mobile): 0.76%  
CONVERSIONS: 0  
CPA: \$0.00  
CAMPAIGN: Display- Lower Mainland  
AD GROUP: Display Ad

## Report Data

 **Search** All Active Campaigns

 **Display** All Active Campaigns

Please note that this report contains data as of 2020-10-01 3:32:32. This report was generated for Google (5211096921).

Occasionally Google will update historic data after this report was run. This report will not reflect those updates. This report also does not include any Google AdWords Express campaigns. The leads section of this report does not include calls marked as "junk".