

Understanding Quarterly PPC Reports - Key Metric Descriptions

This is a quick guide to some of the PPC terms you will come across as you review, analyze and interpret your quarterly reports from Fort Point Design.

Impressions

Any time your ad is shown on a search result page via Google or the Google Network, this counts as one “impression” in Google Ads. Essentially, it’s the number of times your ad is “seen,” although this is a term that should be used loosely—just because your ad is shown on a search result page, it doesn’t mean that the user actually saw it.

Clicks

“Clicks” in Google Ads are recorded any time someone clicks on any linked text in your ad. Each Click should result in a visit to your site.

Average Cost-Per-Click (CPC)

“Average CPC” in Google Ads is the average that you’ve been charged for clicks on your ad campaign. Your average CPC is calculated by dividing the cost of your clicks (or the amount you’ve spent on the campaign thus far) by the total number of clicks.

Cost

“Cost” in Google Ads is an overall metric that tells you how much money you’ve spent on your ad campaign for any given time period.

Conversions

“Conversions” in Google Ads are counted whenever a user clicks your ad and then takes an action that you’ve defined as important (i.e. a visit to a specific web page, a signup, etc.).

Cost Per Conversion

“Cost per conversion” in Google Ads is the average you’ve been charged for a conversion from your ad campaign. It’s calculated by dividing the total cost of conversions by the total number of conversions.

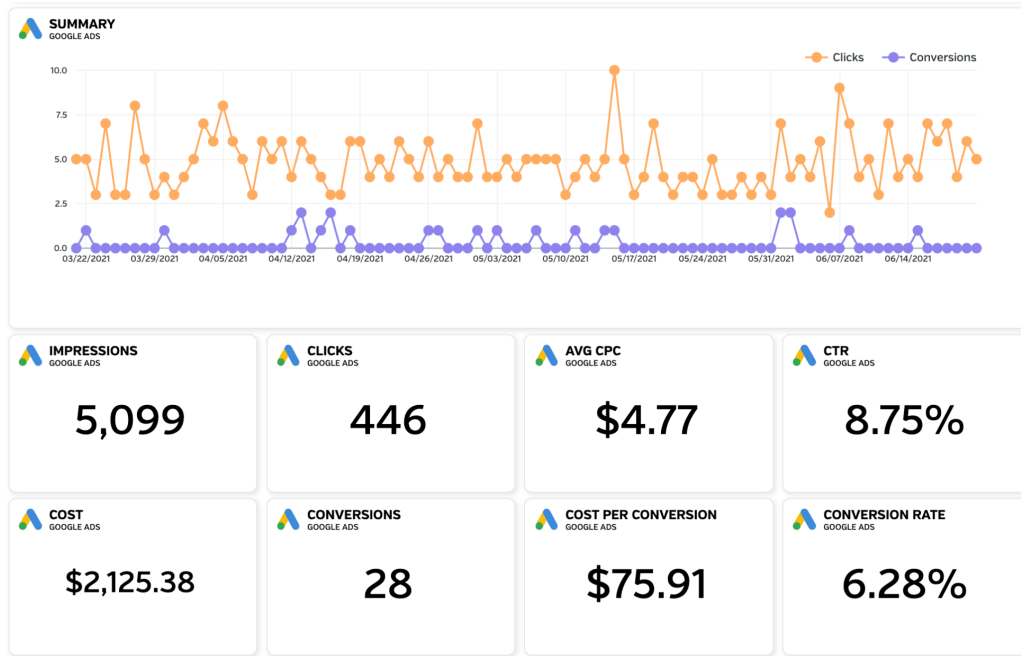
Click-Through Rate (CTR)

“CTR” in Google Ads is the overall ratio of how often people who see your ad actually click your ad. It’s calculated by dividing the total number of clicks your ad receives by the total number of impressions.

PPC Campaigns - Report Samples

With each report, Fort Point will provide you with the following:

- High-level narrative about your campaign's performance the previous quarter.
- Budget recommendations to ensure you are supporting your market and your Ads will continue display
- Visual representation of the clicks compared to conversions and a clear depiction of the metrics.
- Top performing Keywords and Ads. See images below for reference.



Google Ads - Top Performers

03/21/2021 - 06/21/2021

KEYWORDS
GOOGLE ADS

KEYWORD	IMPRESSIONS ▼	CLICKS	CTR	COST	CONVERSIONS	MATCH TYPE
+dog +fence	2,279	126	5.53%	\$302.05	5	Broad
invisible fence	1,173	97	8.27%	\$712.77	3	Phrase
+electric +dog +fence	521	59	11.32%	\$362.29	1	Broad
+electronic +dog +fence	504	55	10.91%	\$349.83	--	Broad
+underground +fence	304	27	8.88%	\$193.44	4	Broad
dogwatch	186	53	28.49%	\$87.77	15	Phrase
+invisible +fence	63	11	17.46%	\$73.23	--	Broad
+hidden +fence	28	2	7.14%	\$7.89	--	Broad
+dog +watch +fence	27	15	55.56%	\$27.65	--	Broad
+invisible +fencing	13	1	7.69%	\$8.47	--	Broad

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