

Cost
\$8,146.19
↑ 48.2%

Clicks
9,516
↑ 135.6%

Impressions
58,667
↑ 114.7%

Conversions
793.0
↑ 263.8%

Cost / conv.
\$10.27
↓ -59.3%

CTR
16.22%
↑ 9.7%

Conv. rate
8.33%
↑ 54.4%

Avg. CPC
\$0.86
↓ -37.1%

Search Impr. share
23.13%
↑ 4.5%

Search Lost IS (rank)
46.14%
↓ -16.3%