Company Name

Date range for report:
(comparisons are against previous year)

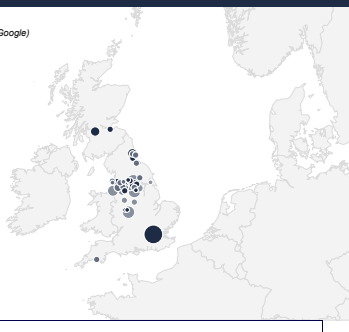
Oct 1, 2020 - Oct 31, 2020

Overall Summary

Spend	Clicks	Impressions
£12,654.56	45,670	876,760
▲ 125.7%	▲ 87.7%	▲ 31.8%

Total Leads	Cost Per Lead
128	98.86p
▲ 113.7%	▼ -9.9%

Clicks per city *(Google)*



Platform breakdown

Google Ads

Brand		Display		Generic	
Spend	Impressions	Spend	Impressions	Spend	Impressions
£1,653.52	52,356	£140.29	232,156	£8,245.28	256,154
▼ -9.9%	▲ 58.5%	▼ -75.9%	▼ -3.2%	▲ 292.8%	▲ 689.8%
CTR	Avg. CPC	CTR	Avg. CPC	CTR	Avg. CPC
54.67%	£0.06	0.04%	£1.89	3.15%	£1.08
▲ 27.2%	▼ -55.3%	▼ -97.7%	▲ 964.8%	▼ -26.0%	▼ -32.8%

Microsoft Ads

Microsoft Spend	Impressions
£4,202.53	55,535
▲ 391.8%	▲ 468.4%
CTR	Avg. CPC
10.67%	£0.71
▼ -18.9%	▲ 7.6%

Facebook Ads

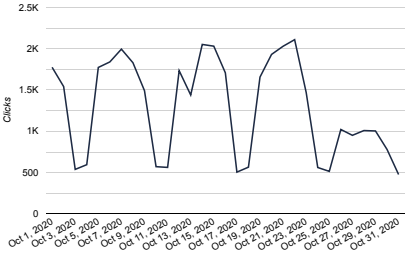
Spend	Impressions
£838.73	257,230
▼ -31.2%	▼ -28.3%
CTR	Avg. CPC
0.49%	£0.66
▼ -58.9%	▲ 133.4%

LinkedIn Ads

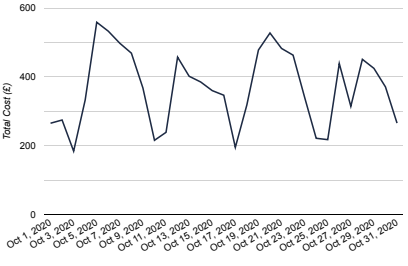
Spend	Impressions
£1,229.21	105,188
▲ 185.7%	▲ 131.1%
CTR	Avg. CPC
0.25%	£4.75
▲ 78.6%	▼ -29.3%

Google Ads

Clicks per day



Cost per day



Device breakdown

Desktop

Spend	Impressions	Clicks
£6,318.44	274,939	28,674
▲ 119.6%	▲ 330.8%	▲ 173.2%

Tablet

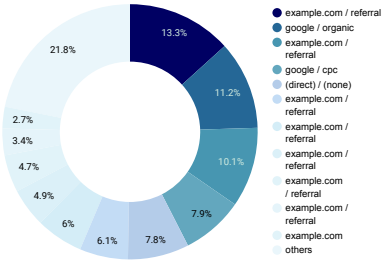
Spend	Impressions	Clicks
£433.72	38,621	970
▲ 69.8%	▲ 34.7%	▲ 16.0%

Mobile

Spend	Impressions	Clicks
£4,640.93	267,446	10,338
▲ 137.2%	▲ 14.1%	▲ 18.9%

Google Analytics

Total Users	New Users	Avg. Time on Page
101,554	74,090	00:01:00
▼ -5.8%	▼ -4.6%	▲ 66.3%

Bounce Rate	Pages / Session	Goal Completions
24.34%	6.94	3,751
▼ -7.4%	▼ -38.9%	▼ -50.9%

Completed goals per source