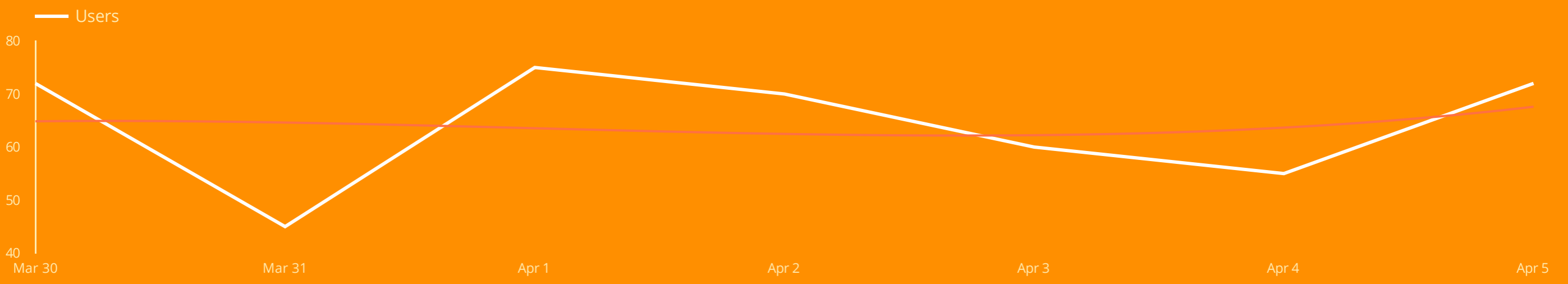


## Overview

Filter by: Country



<b>Users</b> 417 ↑ 16.8%	<b>Visits</b> 524 ↑ 30.3%	<b>Avg. Duration</b> 01:53 ↓ 0.0%	<b>Pages / Visit</b> 2.93 ↑ 3.8%	<b>Conv. Rate</b> 3% ↑ 97.3%	<b>Goals</b> 18 ↑ 157.1%
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**Users:** The number of people who visited your website

**Visits:** The number of times people visited your website

**Avg. Duration:** The average length of a visit to your website (mm:ss)

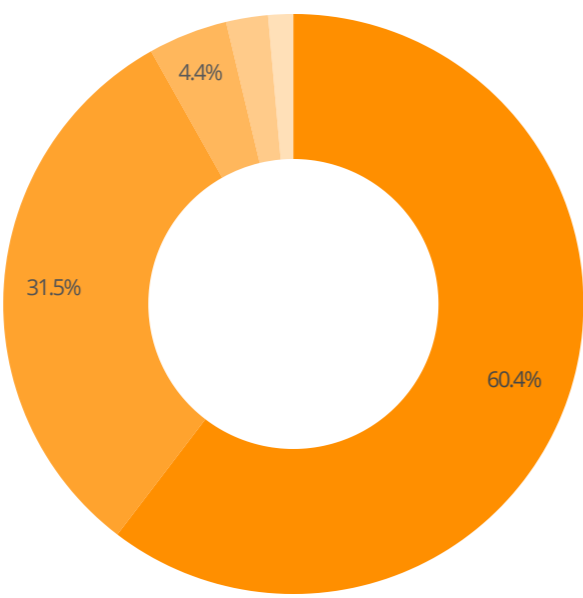
**Pages / Visit:** The average number of pages viewed per visit

**Conv. Rate:** The percentage of website visits that completed a goal

**Goals:** A completed action, that is important to your business. See the 'Goal Breakdown' section for details

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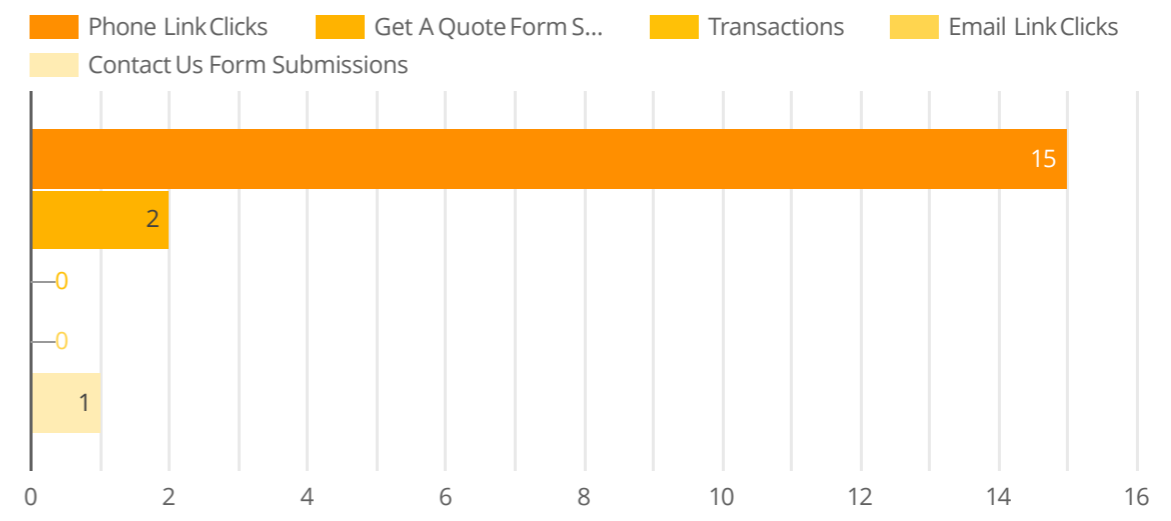
## Traffic Sources



Source / Medium	Users	Conv. Rate	Goals
google / cpc	259	3.1%	10
google / organic	135	4.4%	7
(direct) / (none)	19	3.8%	1
baidu.com / referral	10	0.0%	0
facebook.com / referral	2	0.0%	0

**Grand total** 417 3.4% 18

## Goal Breakdown



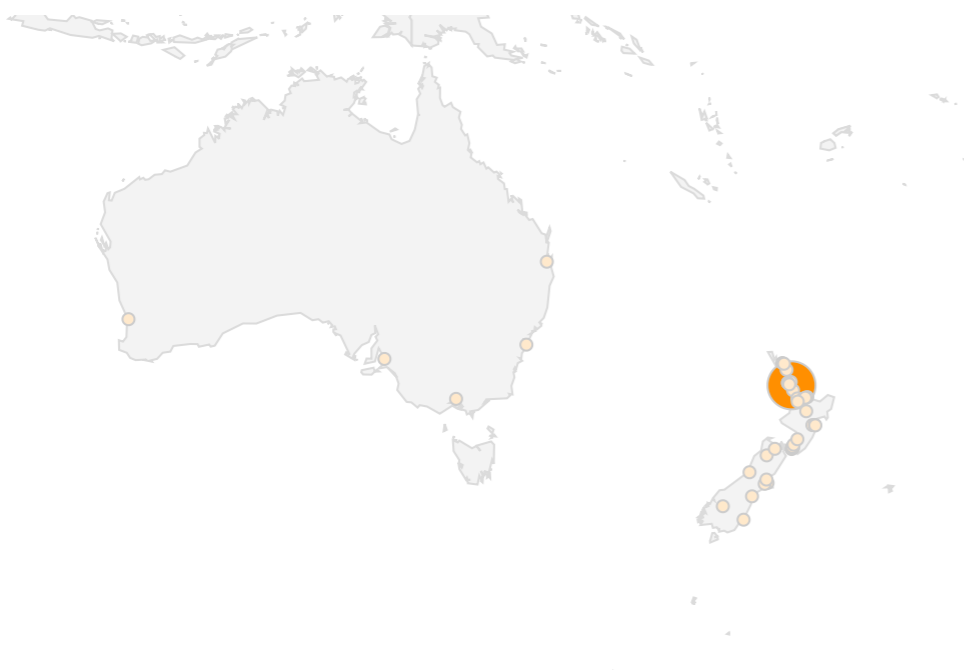
## Website Speed

This is an indication of your home page load performance. For further analysis, or to improve your load performance, contact Adhesion for advice.

77 / 100

- 1-49 Slow
- 50-89 Average
- 90-100 Fast

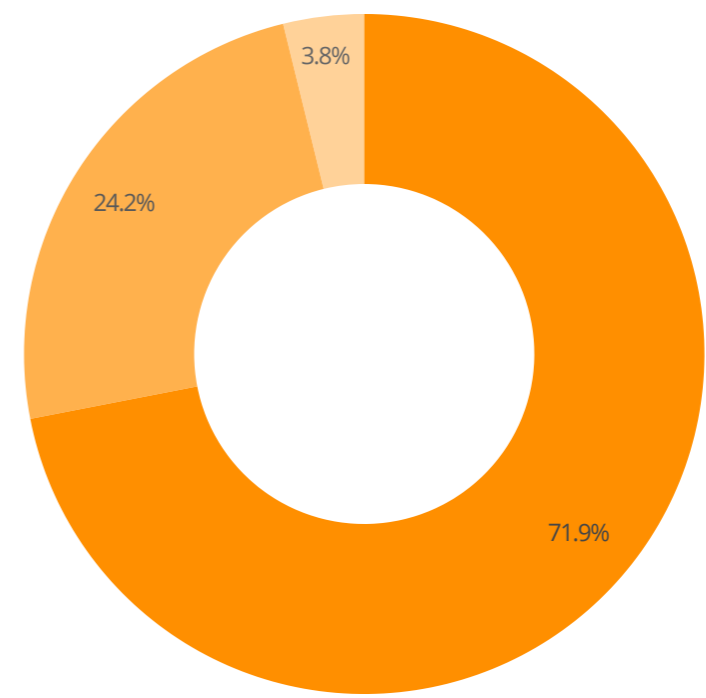
## Top Locations



City	Users	Goals
Auckland	305	17
Zhengzhou	9	0
Wellington	6	0
(not set)	6	0
Christchurch	5	0

**Grand total** 417 18

## Devices



Device Category	Users	Conv. Rate	Goals
mobile	300	3.71%	14
desktop	101	3.13%	4
tablet	16	0%	0

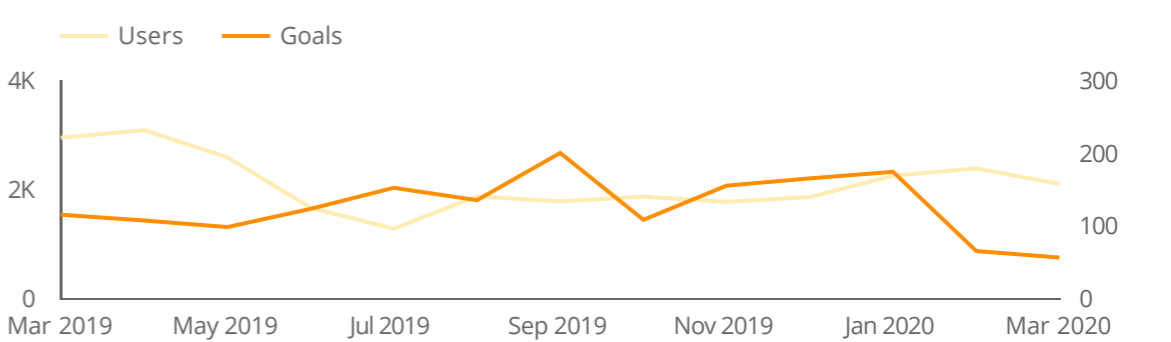
**Grand total** 417 3.44% 18

## Top Pages

Page	Pageviews	Avg. Time on Page
/	527	01:02
.../.../...	53	21
.../.../...	27	01:07
.../.../...	19	02:54
.../.../...	17	37
.../.../...	16	13
.../.../...	16	01:37
.../.../...	16	33
.../.../...	15	08
.../.../...	14	02:02

**Grand total** 1,535 58

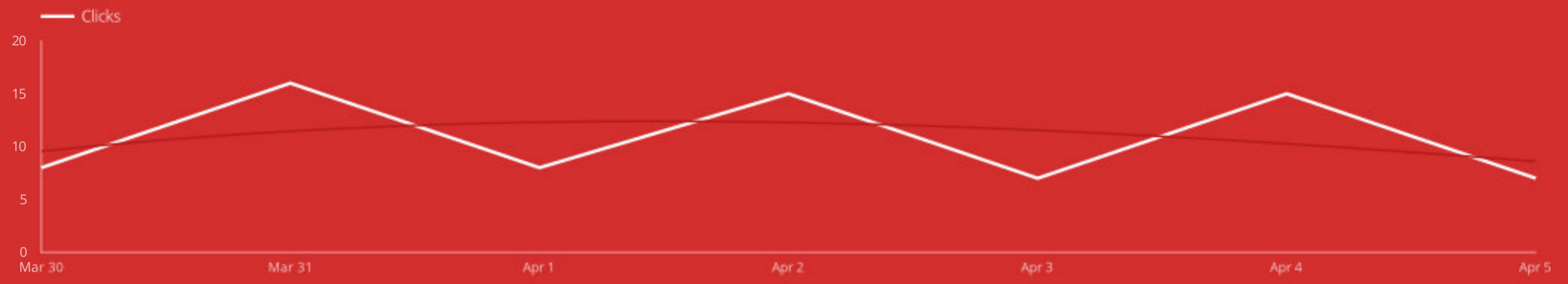
## Historical Analysis



Month of Year	Users	Conv. Rate	Goals
Mar 2020	2,112	2.24%	57
Feb 2020	2,396	2.23%	66
Jan 2020	2,262	6.26%	175
Dec 2019	1,871	7.09%	166
Nov 2019	1,782	6.79%	156
Oct 2019	1,878	4.7%	109
Sep 2019	1,791	8.84%	201
Aug 2019	1,883	5.55%	136
Jul 2019	1,291	8.81%	153
Jun 2019	1,675	5.65%	124
May 2019	2,600	2.69%	99
Apr 2019	3,098	2.69%	108
Mar 2019	2,959	3%	116

## Overview

Filter by: Device



Clicks  
**76**  
↑ 26.7%

**Clicks:** The number of time your organic listings were clicked

Impressions  
**1,103**  
↑ 0.1%

**Impressions:** The number of times your organic listings were seen

CTR  
**6.89%**  
↑ 26.6%

**CTR:** The percentage of people who clicked on your organic listings after seeing them

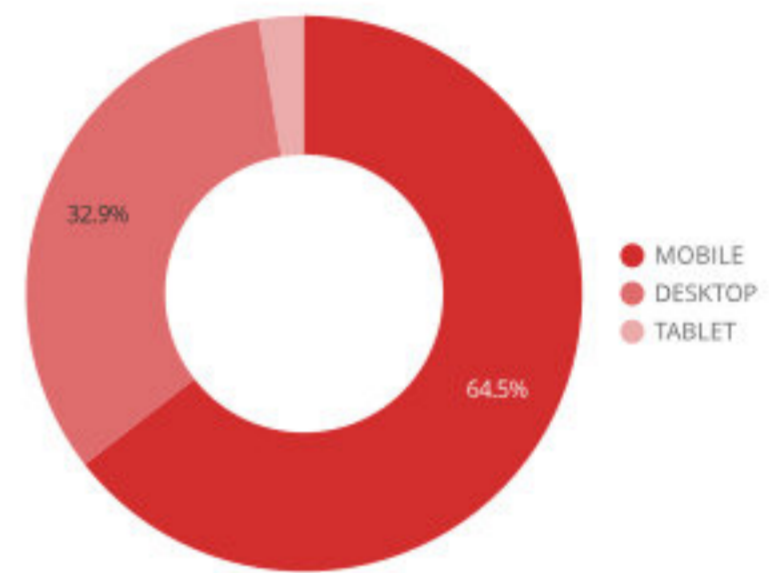
Avg. Position  
**9.65**  
↓ -23.3%

**Avg. Position:** The average position of your organic listings

## Top Organic Pages

Page Path	Clicks	Impressions	CTR
product/2019/2020/13/management...	8	75	10.7%
/	5	41	12.2%
/page/management...	4	40	10.0%
product/2019/2020/13/management...	3	8	37.5%
product/2019/2020/13/management...	2	5	40.0%
product/2019/2020/13/management...	2	12	16.7%
product/2019/2020/13/management...	1	4	25.0%
product/2019/2020/13/management...	1	1	100.0%
product/2019/2020/13/management...	1	2	50.0%
product/2019/2020/13/management...	1	8	12.5%
<b>Grand total</b>	<b>76</b>	<b>1,388</b>	<b>5.5%</b>

## Devices



Device	Clicks	Impressions	CTR
MOBILE	49	567	8.6%
DESKTOP	25	492	5.1%
TABLET	2	44	4.5%
<b>Grand total</b>	<b>76</b>	<b>1,103</b>	<b>6.9%</b>

## Top Organic Queries

Query	Clicks	Impressions	Avg. Position
mobile phone repair	3	8	5.0
business	3	15	4.5
office	2	7	3.0
business and office	2	3	2.3
mobile phone repair services	2	2	17.0
business office	2	3	3.3
business premises and office	1	2	4.5
business	1	1	1.0
business in	1	3	8.3
office in	1	2	6.5
business office and office	1	1	4.0
office	1	1	28.0
business office	1	1	8.0
business premises	1	13	8.1
business and office building	1	1	1.0
business office	1	9	6.9
business office	1	5	40.2
business office and office	1	2	1.0
business office building	1	2	3.5
business office	1	1	18.0
<b>Grand total</b>	<b>76</b>	<b>1,103</b>	<b>9.7</b>

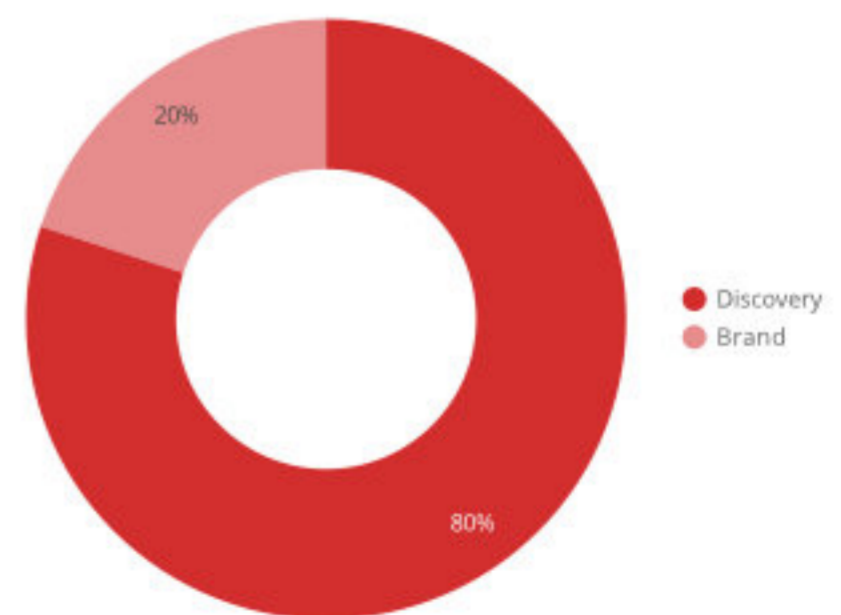
## Website Speed

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**83 /100**

- 1-49 Slow
- 50-89 Average
- 90-100 Fast

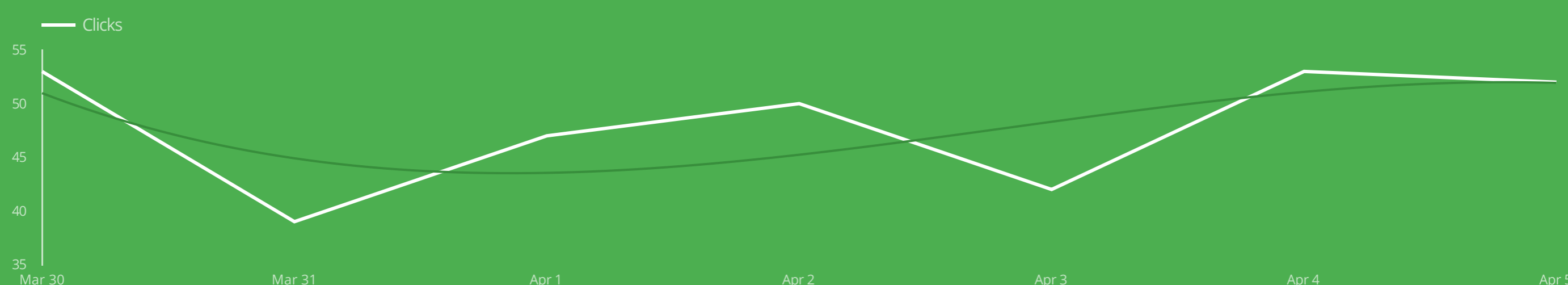
## Brand vs Discovery



Search Category	Clicks	Impressions	Avg. Position
Discovery	28	585	12.12
Brand	7	21	4.1

# Overview

Filter by: Campaign



<b>Clicks</b> <b>336</b> ↑ 18.7%	<b>CTR</b> <b>12.29%</b> Impressions 2,734	<b>Conversions</b> <b>15.83</b> ↑ 272.5%	<b>Cost / Conv.</b> <b>\$13.22</b> ↓ -73.0%	<b>Conv. Rate</b> <b>4.7%</b> ↑ 213.8%	<b>Cost</b> <b>\$209</b> ↑ 0.6%
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**Clicks:** The number of times your ads were clicked.  
**Impressions:** The number of times your ads were seen.  
**CTR:** The percentage of impressions that resulted in clicks.  
**Conversions:** A completed action, that is important to your business. See the 'Conversion Breakdown' section for details.  
**Cost / Conv.:** The average amount spent per conversion.  
**Conv. Rate:** The percentage of clicks that converted.  
**Cost:** The amount spent on your ads, excluding GST and Adhesion's management fee.

## Budget & Expenditure

Campaign	Current Status	Current Daily Budget	Cost
Search - Type	active	\$22.85	\$151.79
Search - Comparison	active	\$7.00	\$45.22
Search - Brand	active	\$3.00	\$12.38

## Conversion Breakdown

Name	Conversions
Phone calls	11.33
Completed form submissions	2
Get a quote form submissions	1.5
Transfers	1
<b>Grand total</b>	<b>15.83</b>

## Lost Opportunity

Maximise your potential clicks and conversions by increasing your budget. Contact your Campaign Manager for more details.

Campaign	Lost Opportunity	Est. Clicks	Est. Conv.
Search - Brand	40.82%	4	1
Search - Comparison	2.36%	1	0
Search - Type	0.09%	0	0

## Campaign Performance

Campaign	Clicks	Conv.	Conv. Rate
Search - Type	288	13.5	4.69%
Search - Comparison	39	0.33	0.85%
Search - Brand	9	2	22.22%

## Top Locations

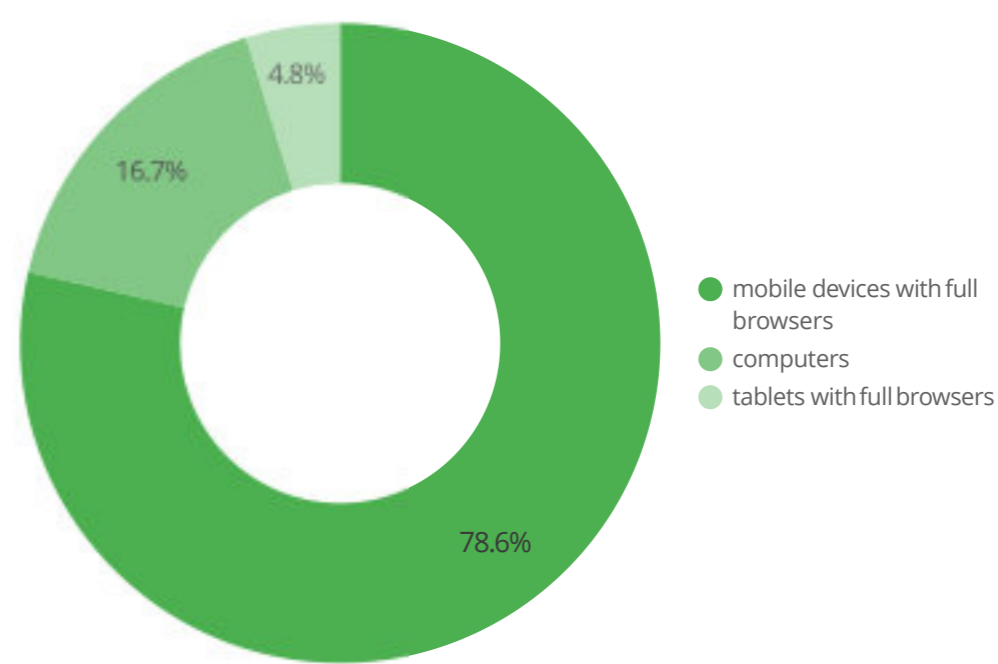


City	Impressions	Clicks	Conv.
Auckland	2,436	303	14.5
	115	12	0
Papakura	79	11	1
Pukekohe	65	7	0.33

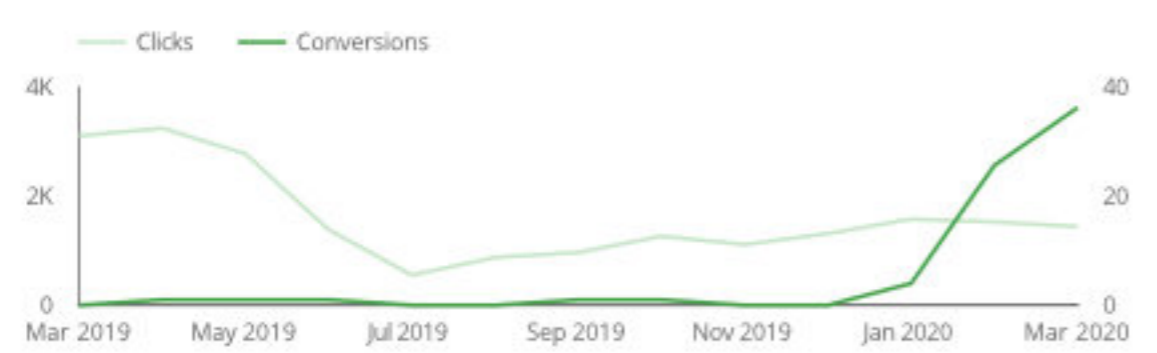
## Top Search Keywords

Search keyword	Clicks	CTR	Conv.
car hire	20	9.3%	4
hire a car	13	22.4%	0
hire a car online	10	7.1%	0.5
hire car	8	7.5%	0
hire van	8	12.3%	0
hire van online	7	15.2%	0
hire van online	7	77.8%	1
hire van online	7	16.3%	0
hire van	6	28.6%	0
hire van	6	16.2%	0
<b>Grand total</b>	<b>336</b>	<b>12.3%</b>	<b>15.83</b>

## Devices



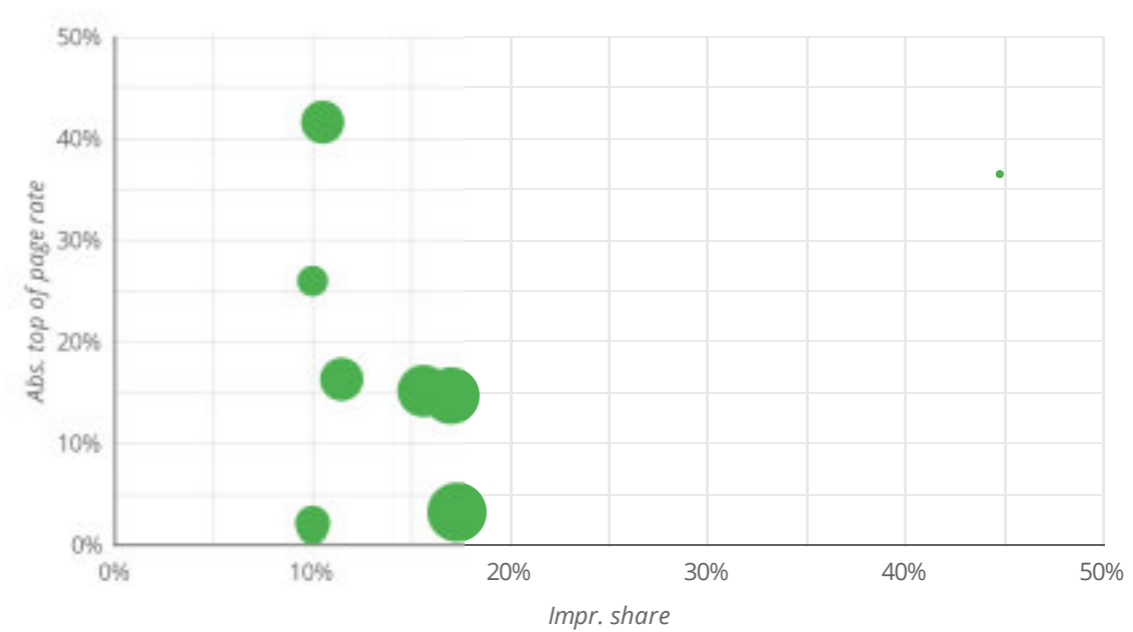
## Historical Analysis



Month	Clicks	Cost	Conv.
Mar 2020	1,442	\$974.3	36.25
Feb 2020	1,527	\$999.06	25.67
Jan 2020	1,580	\$969.41	4
Dec 2019	1,314	\$911.31	0
Nov 2019	1,112	\$910.18	0
Oct 2019	1,266	\$845.44	1
Sep 2019	968	\$760.35	1
Aug 2019	878	\$633.16	0
Jul 2019	551	\$539.22	0
Jun 2019	1,387	\$606.75	1
May 2019	2,778	\$1,207.81	1
Apr 2019	3,247	\$1,600.82	1
Mar 2019	3,108	\$1,544.17	0

## Competitor Analysis

Contact your Account or Campaign Manager for more information about this section or [click here](#) to view a guide.



Domain	Impr. share	Overlap Rate	Abs. top of page rate
adhesion.co.nz	44.7%	0.0%	36.5%
adhesion.co.nz	17.3%	32.6%	3.3%
adhesion.co.nz	17.0%	30.1%	14.7%
adhesion.co.nz	15.6%	25.2%	15.2%
adhesion.co.nz	11.5%	17.2%	16.3%
adhesion.co.nz	10.5%	17.1%	41.6%
adhesion.co.nz	10.0%	8.1%	1.5%
adhesion.co.nz	10.0%	8.7%	26.0%
adhesion.co.nz	10.0%	11.2%	2.2%

## How to check your ads in Google

I know it's tempting, but it's best to resist the urge to search on google.co.nz to check your ads. By performing searches that trigger your ad, you'll accumulate impressions without clicks, which can lower your clickthrough rate and prevent your ad from appearing as often as it should. Also, if you repeatedly look for your own ad using Google search but never click on it, you might stop seeing it entirely. That's because Google's system stops showing you ads that it thinks you aren't interested in.

Google provides an Ad Preview Tool so you can see where your ads are showing without impacting on your campaign data.

[Check Ads](#)



## Clicks

The number of times your ads were clicked. When a user clicks on an ad they are taken to the ad's landing page.

## Impressions

How often your ad is shown. An impression is counted when an ad is displayed (with or without a click). Often abbreviated as "Impr."

## Click Through Rate (CTR)

A ratio showing how often people who see your ad end up clicking it. Clickthrough rate can be used to gauge how well your keywords and ads are performing. A high CTR is a good indication that users find your ads helpful and relevant. Note that a good CTR is relative to what you're advertising and on which networks.

## Reach

The number of people that saw your ad.

## Frequency

The average number of times that people see your ads. Often abbreviated as "Freq."

## Conversions

An action that's counted when someone interacts with your ad (for example, clicks a text ad or views a video ad) and then takes an action that you've defined as valuable to your business, such as an online purchase or a call to your business from a mobile phone. Often abbreviated as "Conv."

## View-through Conversions

A view through conversion is a conversion that is completed after a user sees your ad (an impression) but does not click or interact with it.

## Conversion Rate

The percentage of people who completed a conversion after clicking your ad or visiting your website. Often abbreviated as "Conv. Rate"

## Cost Per Conversion

The average amount spent for a conversion. Often abbreviated as "Cost/Conv."

## Cost

The amount spent on your ads, excluding GST and Adhesion's management fee.

## Need Help?

Get in touch with your Account or Campaign Manager by calling 0800234374.