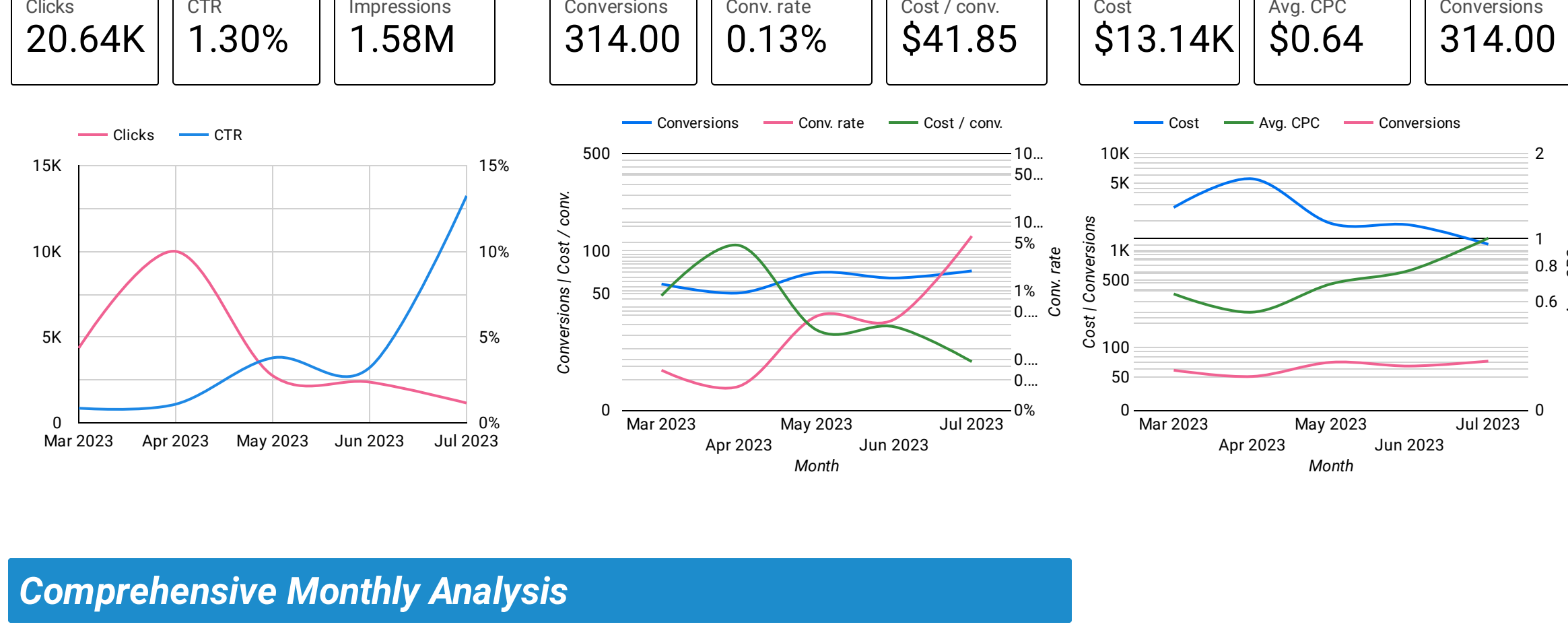


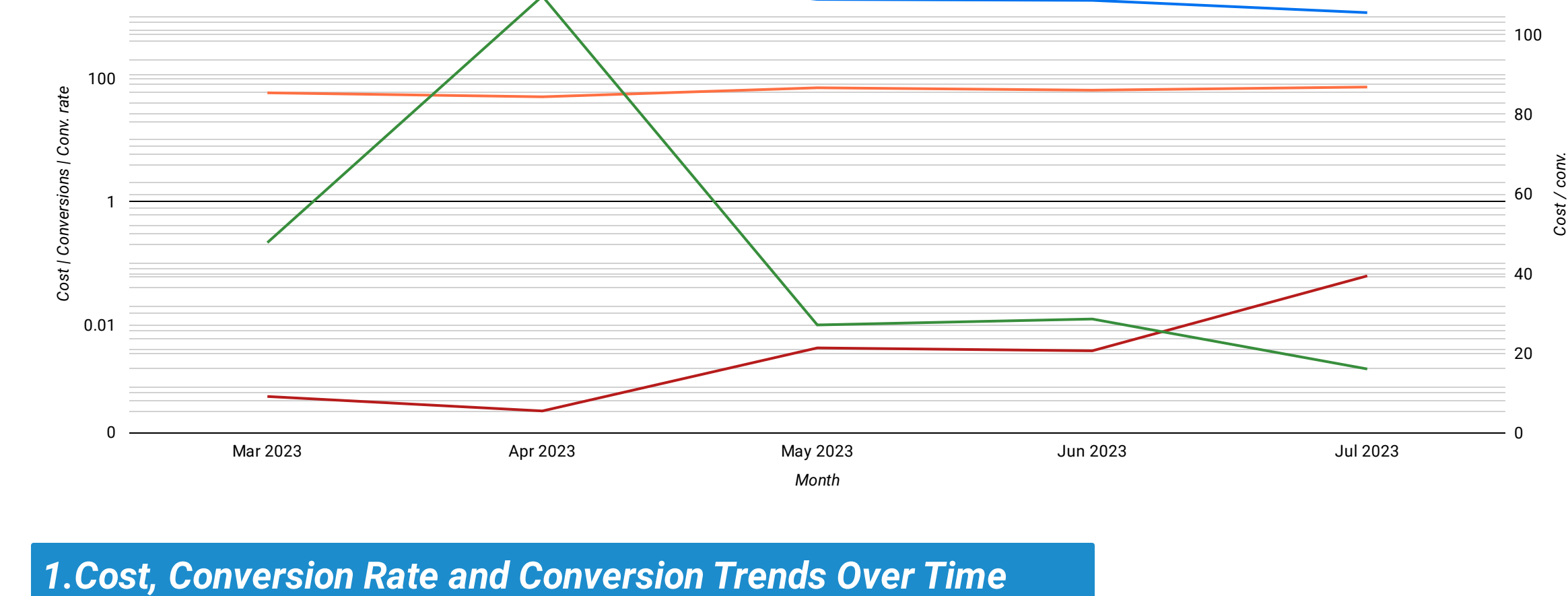
# Service Report (insinkerator.com.au)

Campaign type: [Dropdown] Campaign: [Dropdown] Mar 1, 2023 - Jul 31, 2023

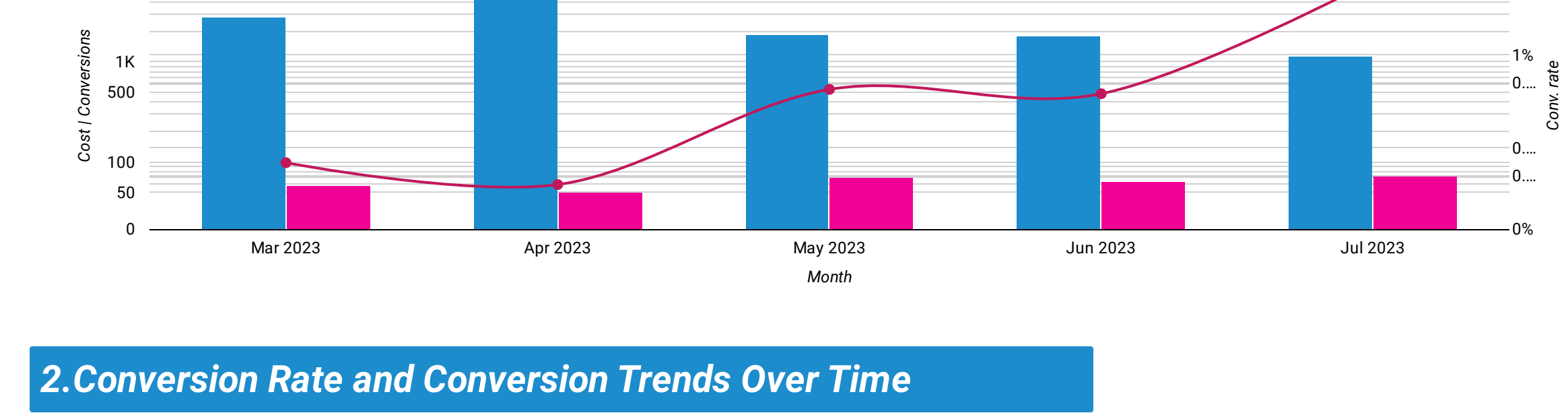
## Campaign Overview



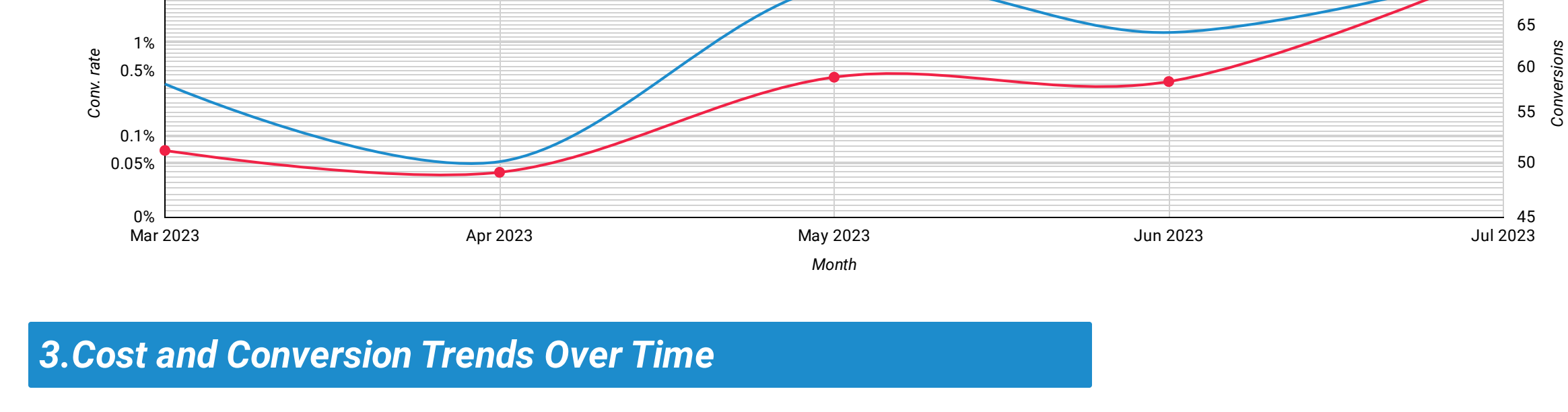
## Comprehensive Monthly Analysis



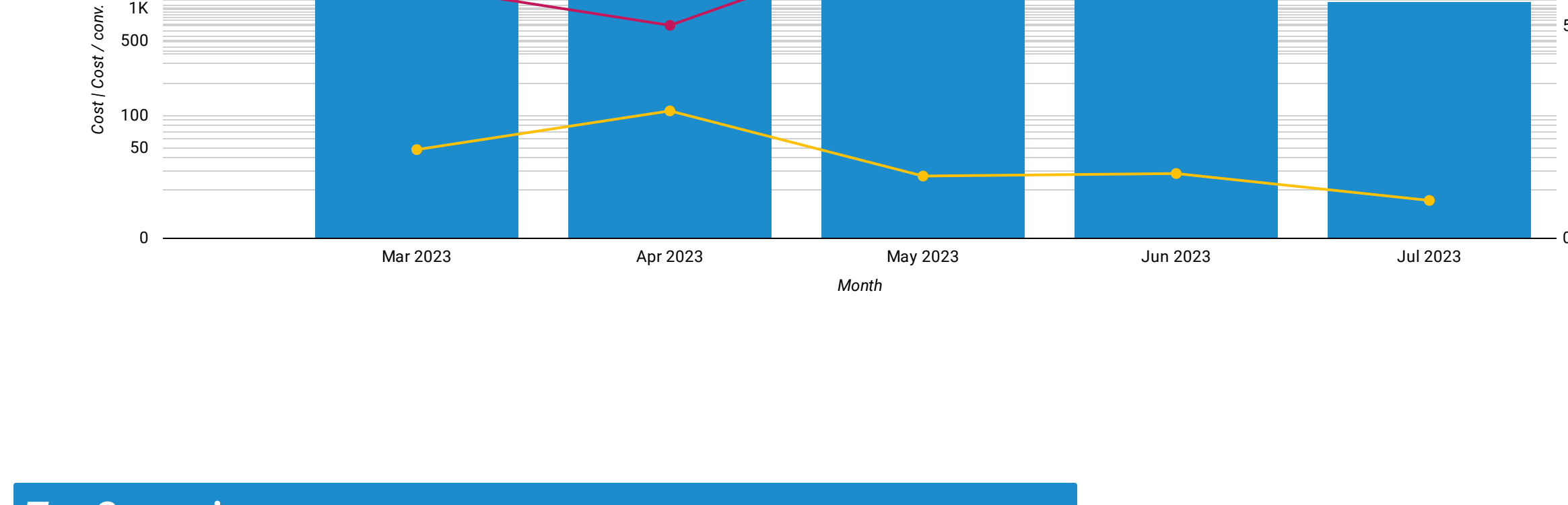
## 1. Cost, Conversion Rate and Conversion Trends Over Time



## 2. Conversion Rate and Conversion Trends Over Time



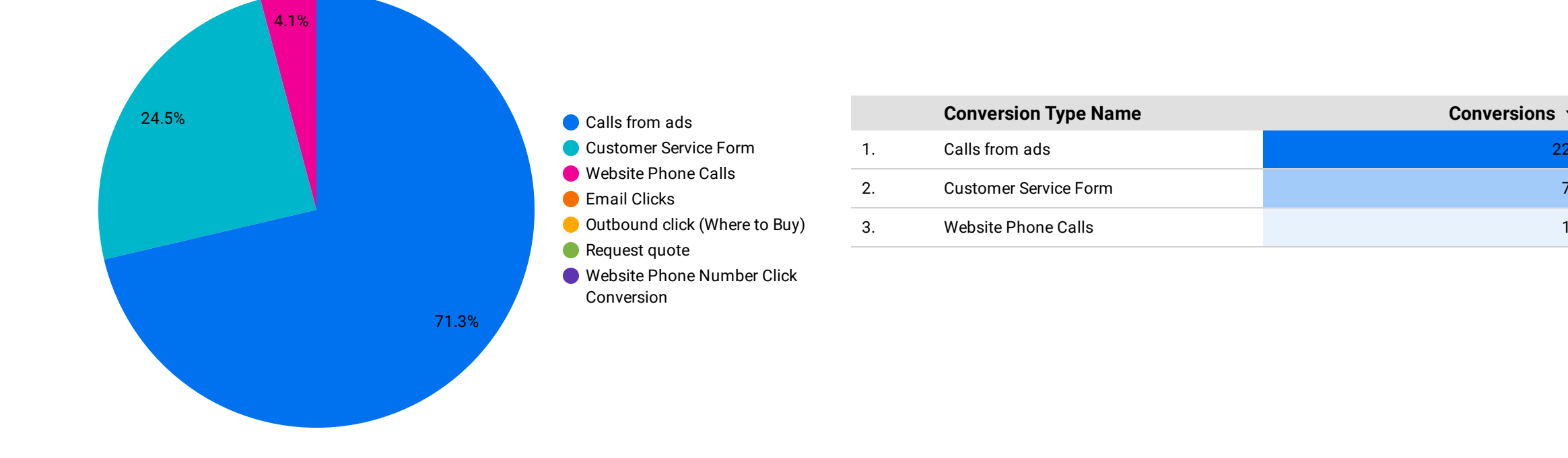
## 3. Cost and Conversion Trends Over Time



## Top Campaigns by clicks, conversions, and conv. rate

Campaign	Impressions	Clicks	CTR	Avg. CPC	Conversions	Conv. rate	Cost	Cost / conv.
1. Display-Food Waste Disposers	893.3K	9,915	1.11%	\$0.19	0	0%	\$1.86K	\$0
2. Household Insinkerator	36.7K	5,507	15%	\$0.92	308	5.59%	\$5.09K	\$16.52
3. Display - Replacements	102.7K	3,427	3.34%	\$0.25	0	0%	\$861.16	\$0
4. Multitap	12.4K	849	6.86%	\$0.64	2	0.24%	\$546.69	\$273.35
5. Video Skippable - Bin Collection	328.2K	469	0.14%	\$4.28	0	0%	\$2.01K	\$0
6. Home Renovations	2.8K	260	9.45%	\$2.13	4	1.54%	\$552.7	\$138.18
7. Video - InSinkEratOr Replacement Ca...	93.6K	90	0.1%	\$11.64	0	0%	\$1.05K	\$0
8. Video Skippable - Kitchen Renovati...	57.1K	71	0.12%	\$8.31	0	0%	\$589.81	\$0
9. Video Skippable - Kitchen Renovati...	57.3K	50	0.09%	\$11.8	0	0%	\$589.86	\$0

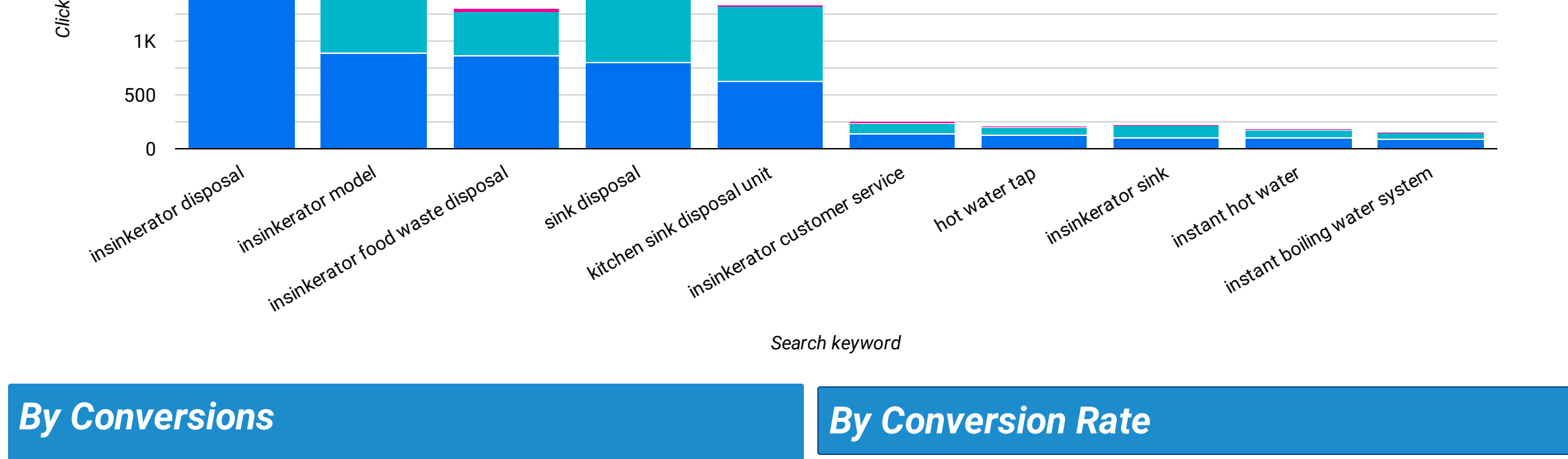
## Conversions Actions



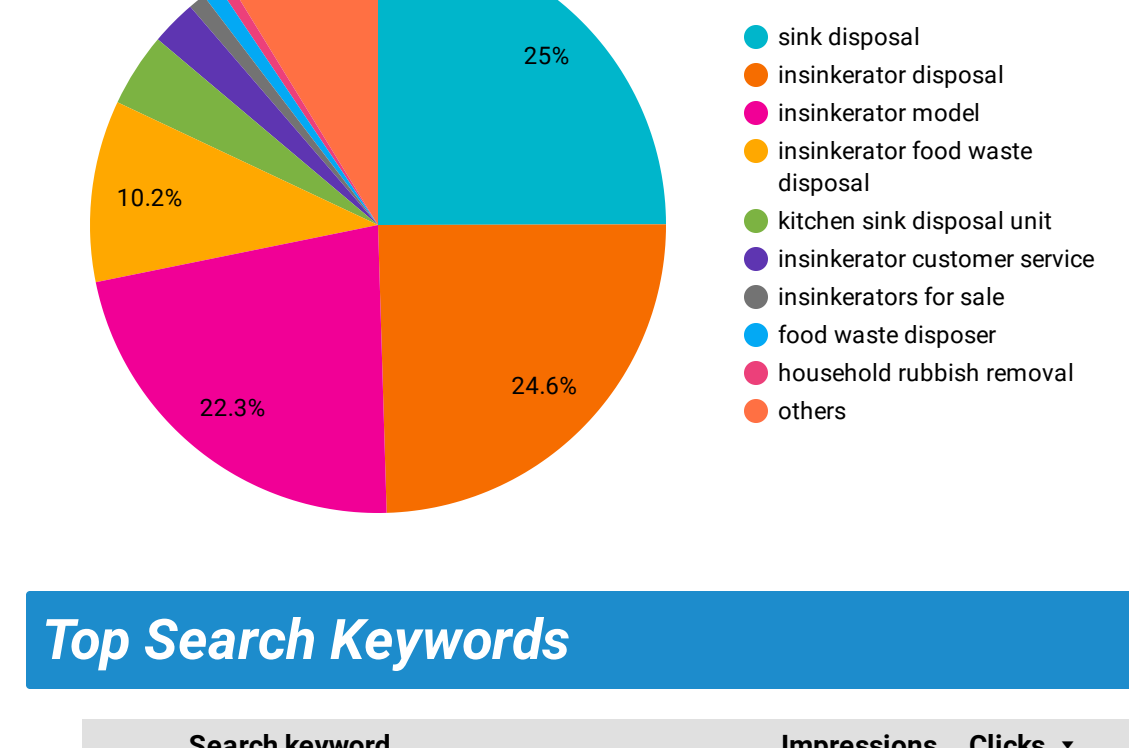
## Ad Group Performance

Ad group	Impressions	Clicks	CTR	Avg. CPC	Conversions	Conv. rate	Cost
1. Food Waste Disposer	894.4K	10,044	1.12%	\$0.21	1.5	0.01%	\$2.09K
2. Custom Created Audience	102.7K	3,427	3.34%	\$0.25	0	0%	\$861.16
3. Buy Online - Insinkerator	16.3K	2,527	15.52%	\$0.89	170.5	6.75%	\$2.25K
4. Insinkerator	10.9K	1,900	17.4%	\$0.89	106	5.58%	\$1.7K
5. Kitchen Disposal	6.3K	635	10.15%	\$1.1	13	2.05%	\$701.63
6. Multitap1	10.8K	622	5.75%	\$0.65	1	0.16%	\$402.04
7. Bin Collection - InSinkEratOr Food Waste Disposer	328.2K	469	0.14%	\$4.28	0	0%	\$2.01K
8. Household Insinkerator - dynamic ad group	1.8K	405	21.98%	\$0.69	14.5	3.58%	\$280.42
9. Dynamic	1.5K	227	14.67%	\$0.64	1	0.44%	\$144.65
10. Custom Intent - Kitchen Appliances	100.3K	108	0.11%	\$9.58	0	0%	\$1.03K

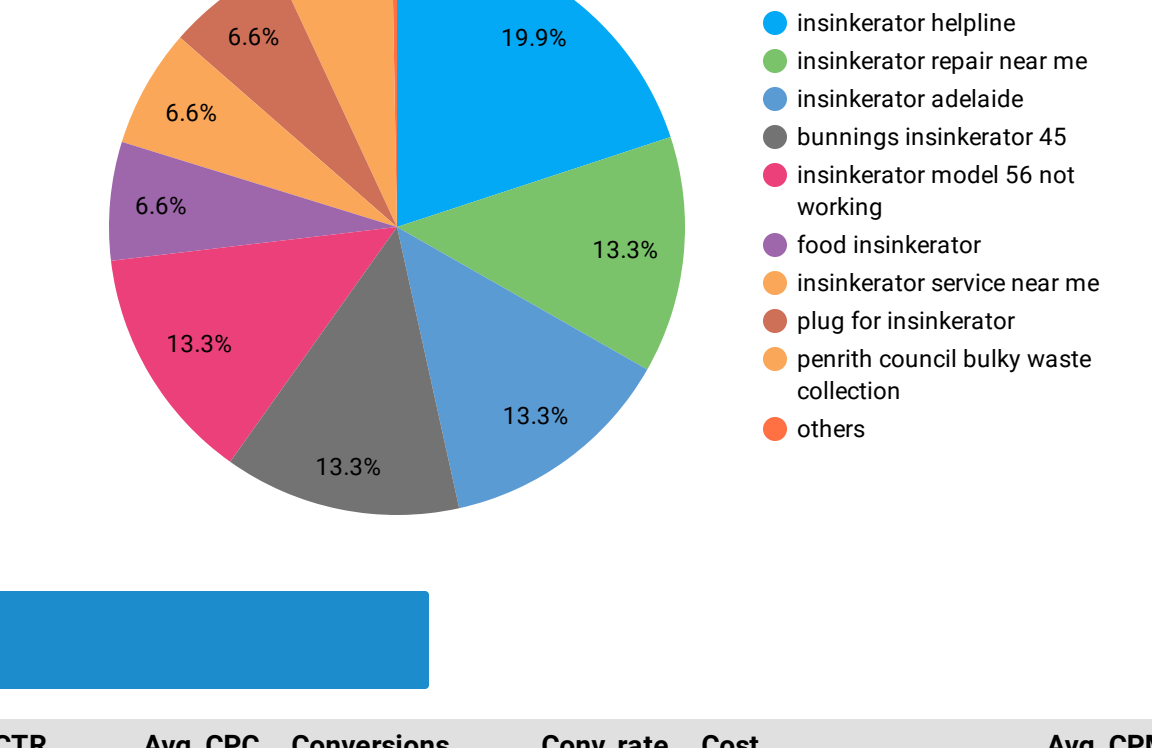
## Top Search Keywords (by Cost, Conversion, and Conversion Rate)



## By Conversions



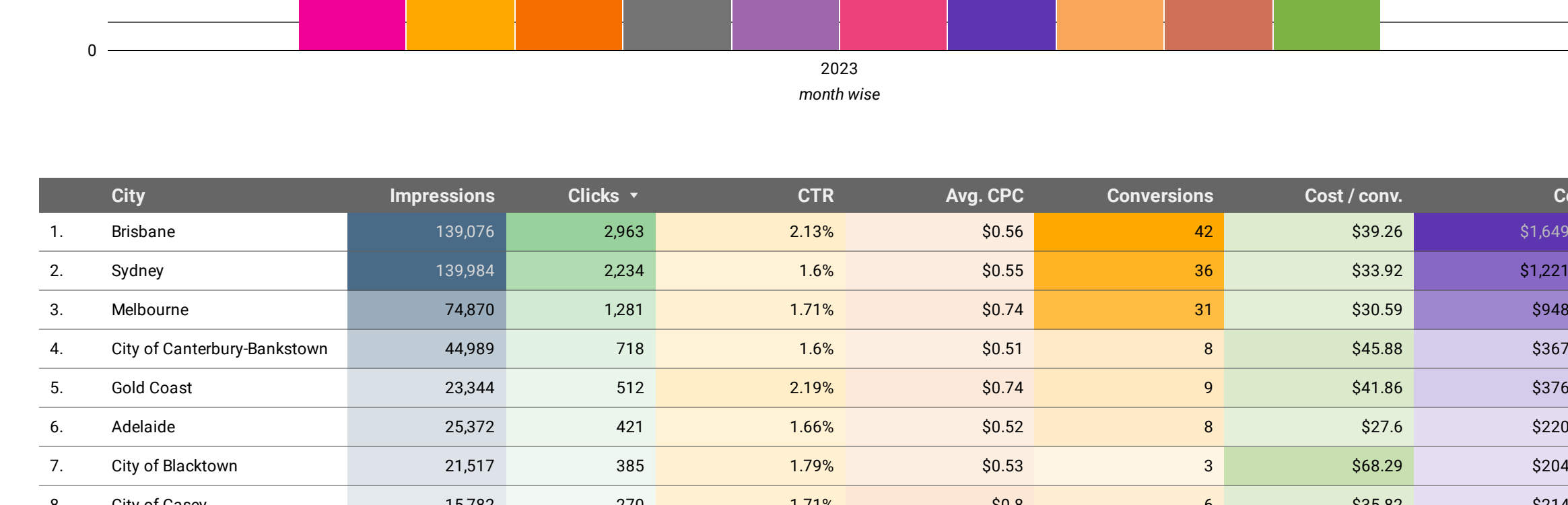
## By Conversion Rate



## Top Search Keywords

Search keyword	Impressions	Clicks	CTR	Avg. CPC	Conversions	Conv. rate	Cost	Avg. CPM
1. insinkerator disposal	5.8K	1,387	23.9...	\$0.49	77.12	5.56%	\$676.31	\$116.56
2. insinkerator model	5.8K	886	15.2...	\$1.27	70	7.9%	\$1.12K	\$193.52
3. insinkerator food waste disposal	3.6K	861	23.9...	\$0.48	32	3.72%	\$410.23	\$114.14
4. sink disposal	6.7K	799	12.0...	\$1.48	78.38	9.81%	\$1.19K	\$178.25
5. kitchen sink disposal unit	6.2K	626	10.1...	\$1.11	13	2.08%	\$693.53	\$112.73
6. insinkerator customer service	618	135	21.8...	\$0.8	8	5.93%	\$107.62	\$174.14
7. hot water tap	1.6K	119	7.62%	\$0.66	0	0%	\$79.09	\$50.67
8. insinkerator sink	1.1K	103	9.41%	\$1.14	1	0.97%	\$117.74	\$107.53
9. instant hot water	1.7K	101	5.96%	\$0.67	0	0%	\$67.97	\$40.12
10. instant boiling water system	1.1K	88	8.1%	\$0.67	1	1.14%	\$59.23	\$54.49

## Top Performing Cities by Conversions



City	Impressions	Clicks	CTR	Avg. CPC	Conversions	Cost / conv.	Cost
1. Brisbane	139,076	2,963	2.13%	\$0.56	42	\$39.26	\$1,649.0
2. Sydney	139,984	2,234	1.6%	\$0.55	36	\$33.92	\$1,221.0
3. Melbourne	74,870	1,281	1.71%	\$0.74	31	\$30.59	\$948.3
4. City of Canterbury-Bankstown	44,989	718	1.6%	\$0.51	8	\$45.88	\$367.0
5. Gold Coast	23,344	512	2.19%	\$0.74	8	\$41.86	\$376.7
6. Adelaide	25,372	421	1.66%	\$0.52	9	\$27.6	\$220.8
7. City of Blacktown	21,517	385	1.79%	\$0.53	3	\$68.29	\$204.8
8. City of Casey	15,782	270	1.71%	\$0.8	6	\$35.82	\$214.9
9. Northern Beaches Council	14,349	254	1.77%	\$0.8	16	\$12.74	\$203.9
10. City of Boroondara	10,197	251	2.46%	\$0.7	11	\$16	\$17