

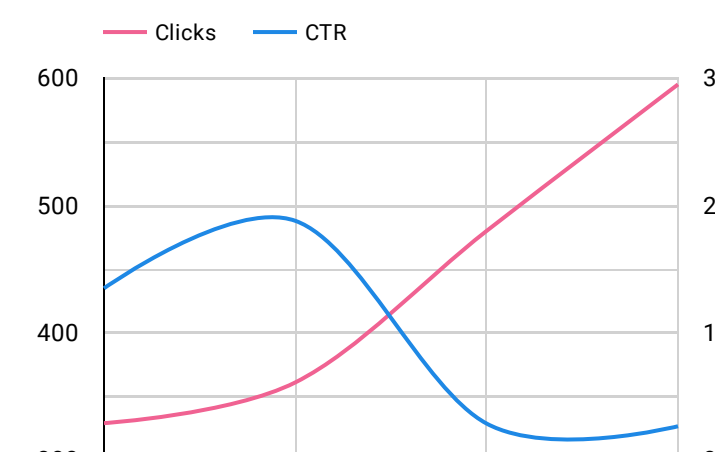
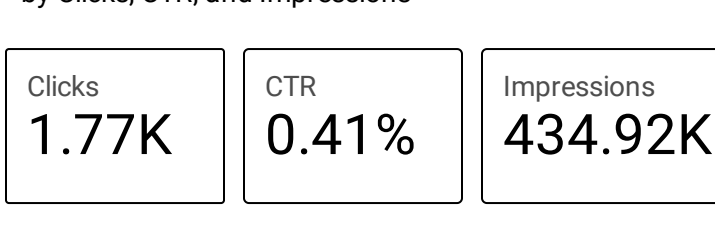
# Service Report (panoramahillsphysio.ca)

Campaign type Campaign Apr 1, 2023 - Jul 31, 2023

## Campaign Overview

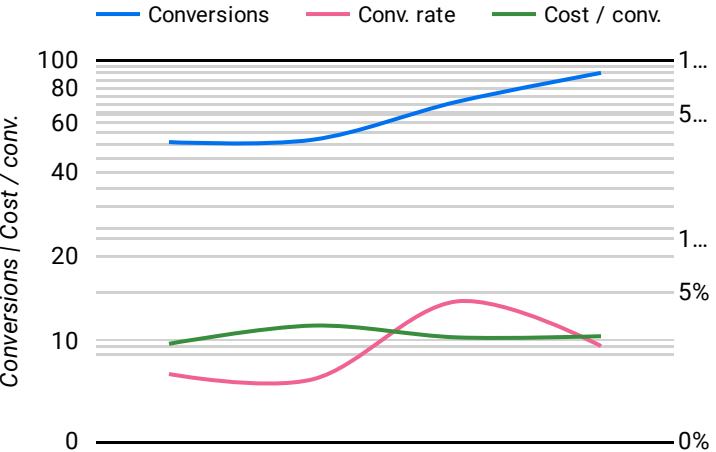
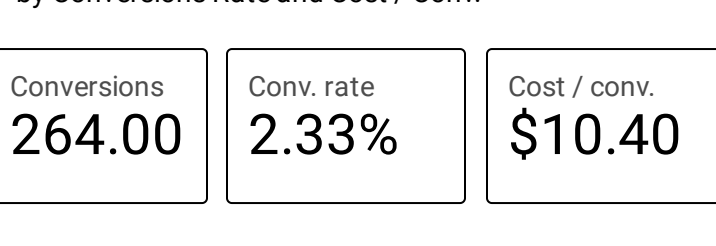
### Click Through Rate & Impression

by Clicks, CTR, and Impressions



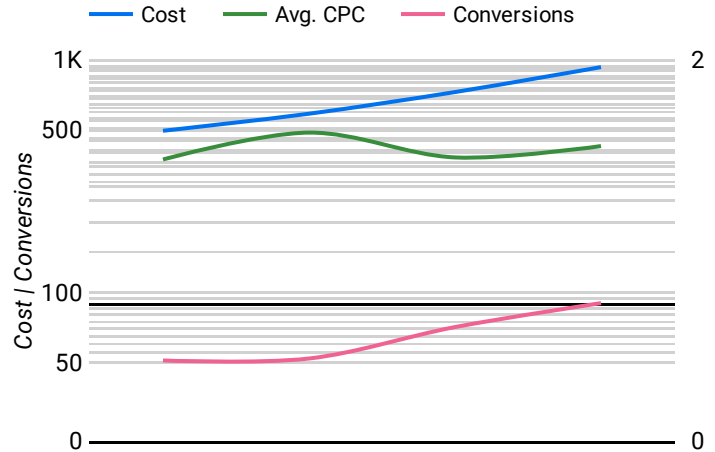
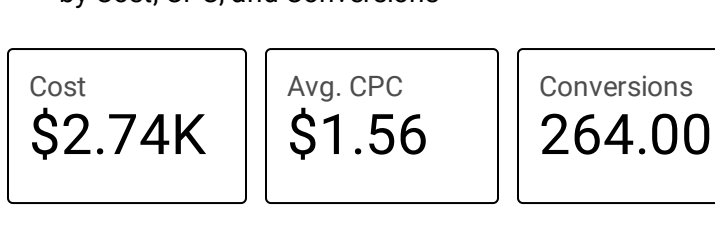
### Conversion Rate & Cost

by Conversions Rate and Cost / Conv.

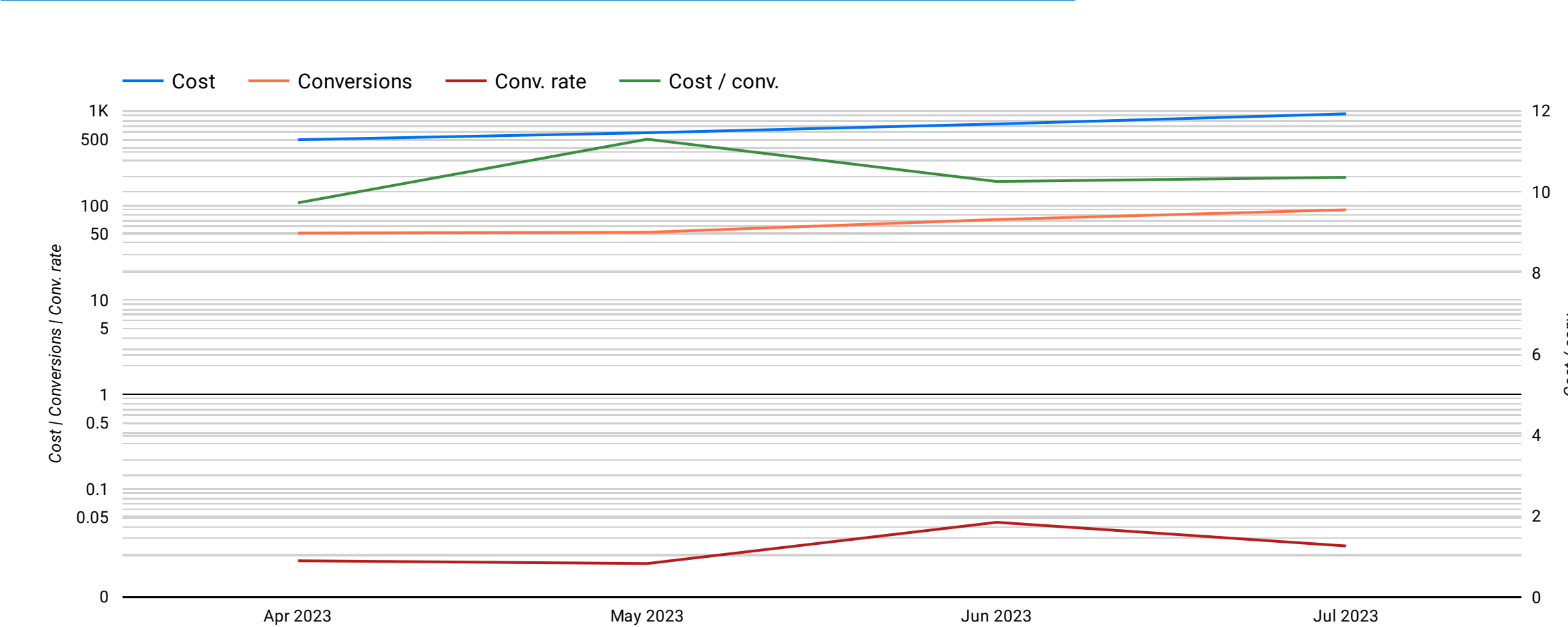


### Cost Per Click

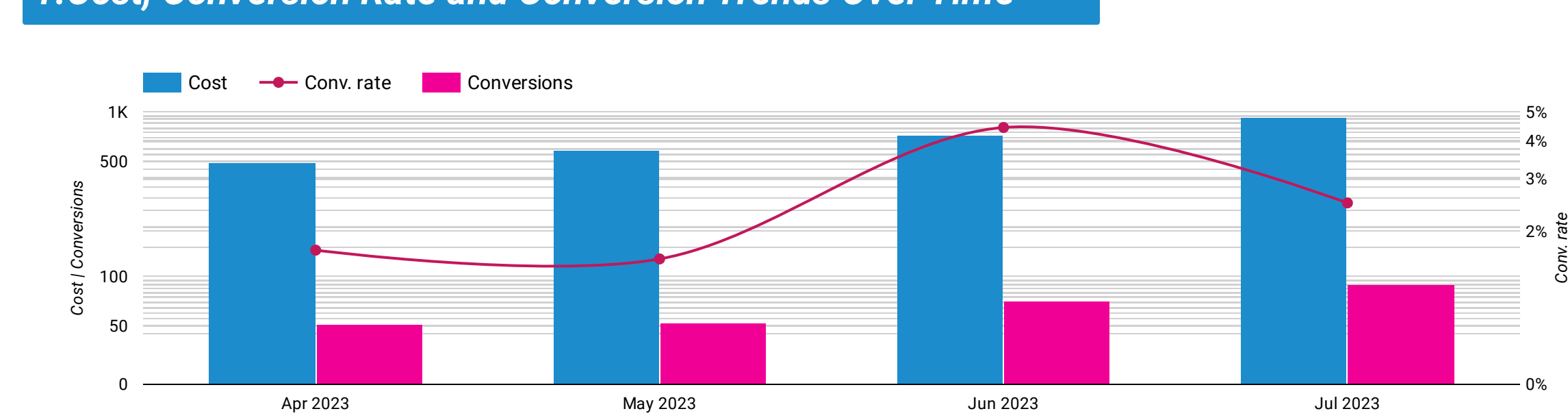
by Cost, CPC, and Conversions



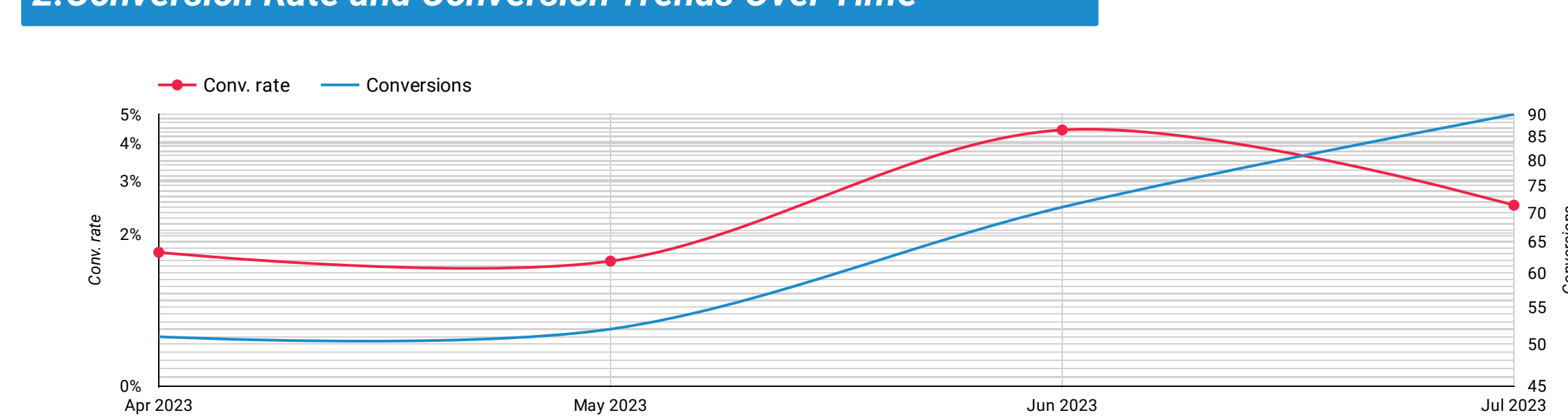
## Comprehensive Monthly Analysis



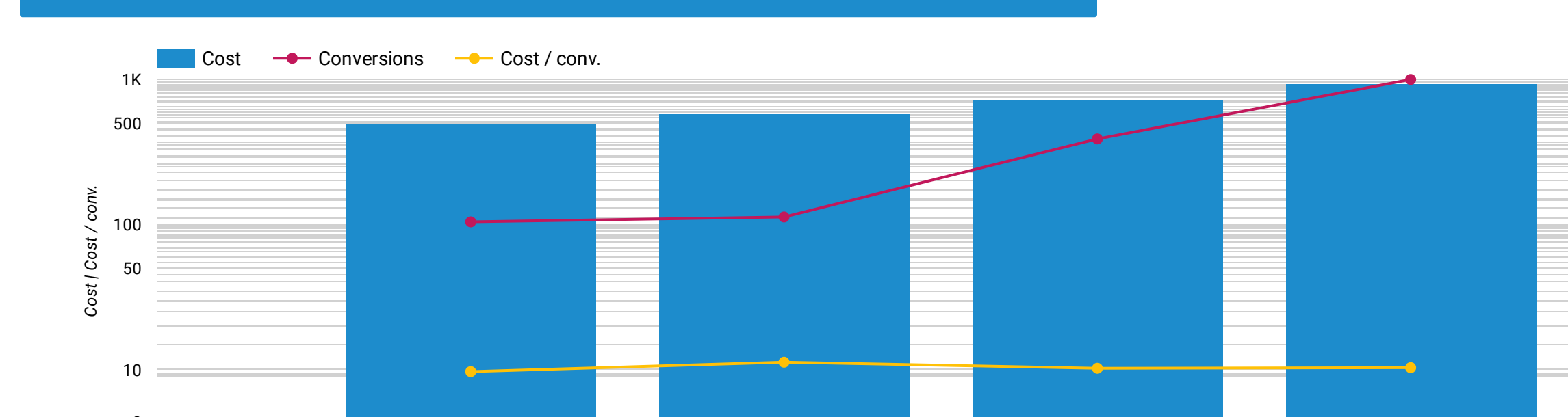
### 1. Cost, Conversion Rate and Conversion Trends Over Time



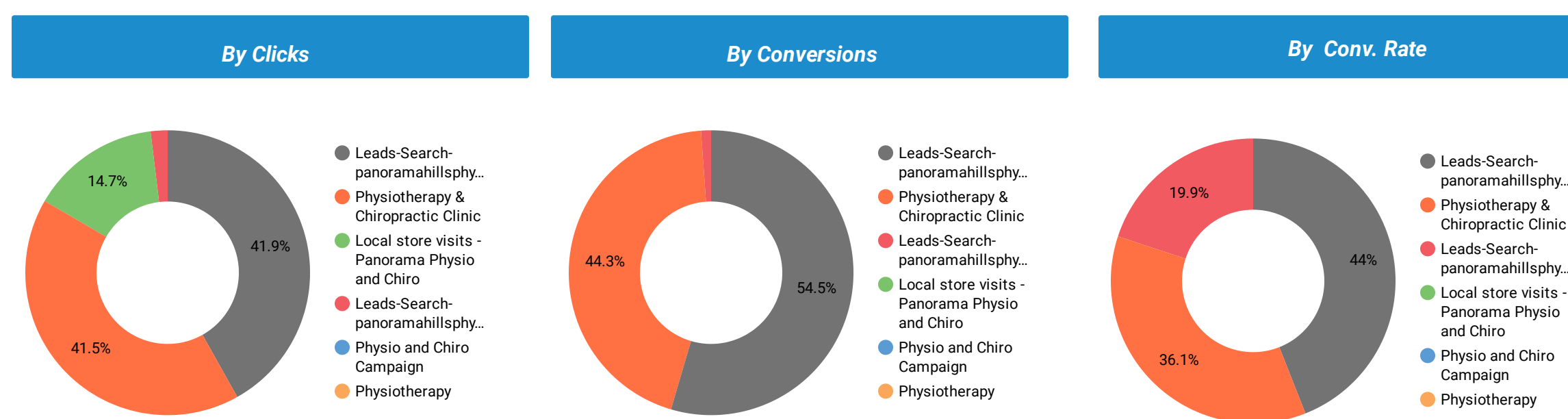
### 2. Conversion Rate and Conversion Trends Over Time



### 3. Cost and Conversion Trends Over Time

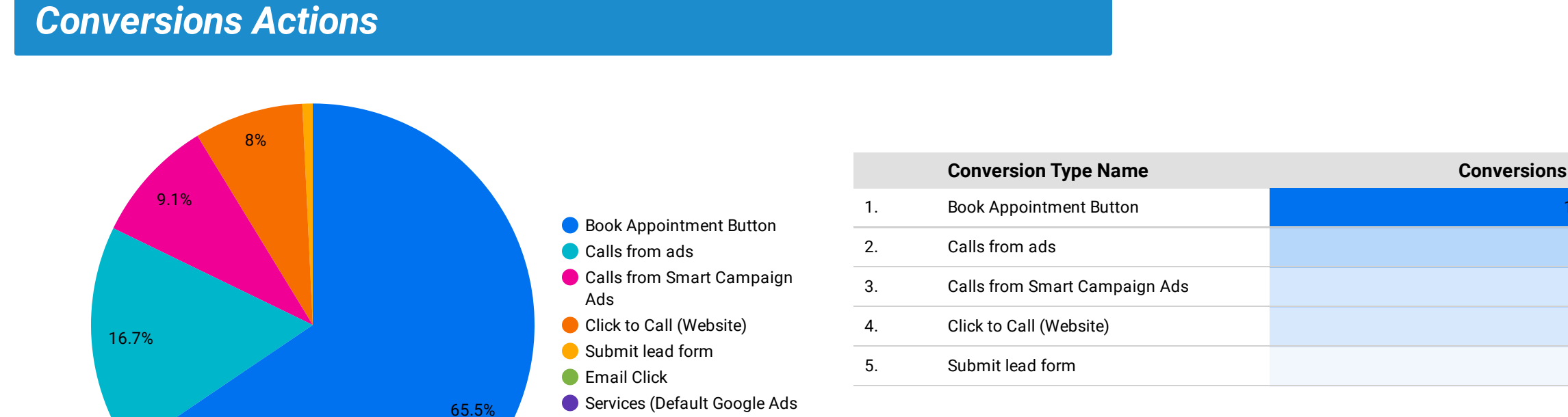


## Top Campaigns by clicks, conversions, and conv. rate



Campaign	Impressions	Clicks	CTR	Avg. CPC	Conversions	Conv. rate	Cost	Cost / conv.
1. Leads-Search-panoramahillsphysio.ca	12.3K	739	6.01%	\$1.98	144	19.49%	\$1.46K	\$10.16
2. Physiotherapy & Chiropractic Clinic	8.7K	733	8.4%	\$1.35	117	15.96%	\$987.37	\$8.44
3. Local store visits - Panorama Physio and Chiro	413.1K	259	0.06%	\$0.91	0	0%	\$236.54	\$0
4. Leads-Search-panoramahillsphysio.ca...	783	34	4.34%	\$1.7	3	8.82%	\$57.86	\$19.29

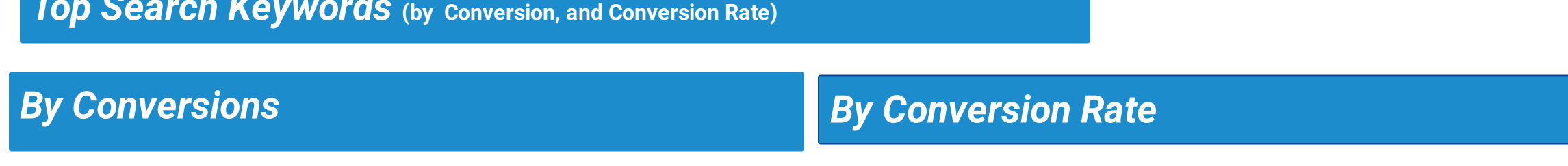
## Conversions Actions



## Ad Group Performance

Ad group	Impressions	Clicks	CTR	Avg. CPC	Conversions	Conv. rate	Cost
1. physiotherapy-treatment	5.2K	358	6.94%	\$2.21	60	16.76%	\$792.47
2. chiropractic-care-center	3.3K	243	7.41%	\$1.68	55	22.63%	\$409.01
3. acupuncture-clinic	3.2K	104	3.26%	\$1.63	12	11.54%	\$169.54
4. pelvic-floor-physiotherapy	840	35	4.17%	\$2.36	14	40%	\$82.61
5. vestibular-physiotherapy	454	15	3.3%	\$2.13	5	33.33%	\$31.99
6. sports-clinic-physiotherapy	88	10	11.36%	\$2.07	1	10%	\$20.69
7. car-accident-injury-clinic	45	7	15.56%	\$1.78	0	0%	\$12.49

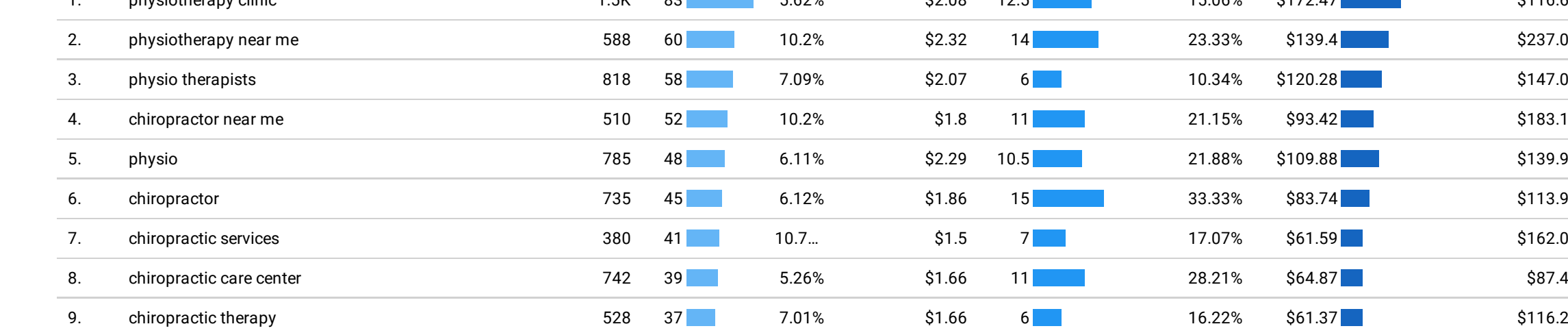
## Top Search Keywords (by Conversion, and Conversion Rate)



## Top Search Keywords

Search keyword	Impressions	Clicks	CTR	Avg. CPC	Conversions	Conv. rate	Cost	Avg. CPM
1. physiotherapy clinic	1.5K	83	5.62%	\$2.08	12.5	15.06%	\$172.47	\$116.69
2. physiotherapy near me	588	60	10.2%	\$2.32	14	23.33%	\$139.4	\$237.07
3. physio therapists	818	58	7.09%	\$2.07	6	10.34%	\$120.28	\$147.04
4. chiropractor near me	510	52	10.2%	\$1.8	11	21.15%	\$93.42	\$183.18
5. physio	785	48	6.11%	\$2.29	10.5	21.88%	\$109.88	\$139.97
6. chiropractor	735	45	6.12%	\$1.86	15	33.33%	\$83.74	\$113.93
7. chiropractic services	380	41	10.7...	\$1.5	7	17.07%	\$61.59	\$162.08
8. chiropractic care center	742	39	5.26%	\$1.66	11	28.21%	\$64.87	\$87.43
9. chiropractic therapy	528	37	7.01%	\$1.66	6	16.22%	\$61.37	\$116.23
10. acupuncture clinic calgary	1K	30	2.99%	\$1.76	3	10%	\$52.73	\$52.58

## Top Performing Cities by Conversions



City	Impressions	Clicks	CTR	Avg. CPC	Conversions	Cost / conv.	Cost
1. Calgary	375,950	983	0.26%	\$1.73	143	\$11.87	\$1,697.15
2. Airdrie	20,730	19	0.09%	\$1.58	4	\$7.52	\$30.08
3. Chestermere	14,081	17	0.12%	\$0.91	0	\$0	\$15.55
4. Redwood Meadows	11,399	9	0.08%	\$0.36	0	\$0	\$3.23
5. Medicine Hat	4	0	0%	\$0	0	\$0	\$0
6. Winnipeg	1	0	0%	\$0	0	\$0	\$0