



# **Yellow SEM Reporting Centre User Guide.**





# What's the SEM Reporting Centre?

It's where you'll find reports and insights from your Yellow SEM campaign. In fact, you'll get access to four different types of reports in total. Here's a quick overview:

- 1 Account Details Report.** This gives a snapshot of your account.
- 2 Dashboard Report.** This is a simple summary of your overall performance.
- 3 Keyword Activity Report – Packages above 850.** Here we look at your top 500 keywords, and their individual performance.
- 4 Conversation Activity Report – Only available for programs above 600.** This gives a breakdown of the number of calls or enquiry form entries you've received.



# What's included?

Each month, we send you an easy-to-read dashboard. It includes a month's worth of stats, collected daily. But when you're itching for more, the Reporting Centre is the place to go. Here's what you'll find:

**Previous reports.** See old reports by clicking the archived icon 🗄️. This sits next to each report type on the left-hand side.

**Multiple campaigns.** Switch between campaigns with ease. Just click the drop-down menu in the top left corner.

**Presentation view.** When viewing your report you can present your results on the big screen. Simply click 'Present' in the top right corner.

The screenshot displays the Yellow SEM Reporting Centre interface. On the left, a yellow sidebar lists report types: Account Details Report (last modified: October 11, 2018), Conversion Activity Report (last modified: October 11, 2018), Dashboard Report (last modified: October 10, 2018), Keyword Activity Report (last modified: October 10, 2018), and Performance Breakdown - Last 1... (last modified: October 10, 2018). The main content area features the Yellow SEM logo and a navigation bar with 'Last Month: September 1, 2018 - September 30, 2018', 'Download PDF', 'Present', and 'Sign Out' buttons. Below the logo, the 'Account Information' section lists details for 'Eric Hines and Brad Jones', including Advertiser URL, Account Manager Name, Account Manager Email, Sales Rep Name, and Sales Rep Email. The 'Account Details Report' section provides a sample of campaigns, ads, keywords, and location targeting. At the bottom, the 'Campaigns' section shows a list of campaigns for the period '1 September 2018 - 30 September 2018'.



# Your Account Details Report.

This gives a bird's eye view of your campaign. You'll find an overview of:

**1.1 Account information, including your:**

- Advertiser name, email and URL
- Account Manager name and email
- Sales Rep name and email.

**1.2 Campaigns.** See exactly what we've got running.

**1.3 Ads.** Here you'll find a list of ads within your campaign.

**1.4 Locations.** This list shows which geographical areas you're targeting.

**1.5 Keywords.** This gives an overview of which keywords we're using.



# Your Account Details Report.

**Yellow SEM**

Account

Sort By Name

- Account Details Report ↻  
Last modified: October 11, 2018
- Conversion Activity Report ↻  
Last modified: October 11, 2018
- Dashboard Report ↻  
Last modified: October 10, 2018
- Keyword Activity Report ↻  
Last modified: October 10, 2018
- Performance Breakdown - Last 1... ↻  
Last modified: October 10, 2018

Call Month: September 1, 2018 - September 30, 2018

Download PDF Present Sign Out

## Yellow SEM

Account Information

Advertiser Name: [Brisbane and Gold Coast](#)

Advertiser URL: [http://www.brisbanegoldcoast.com.au](#)

Account Manager Name: [Sueley Stratham](#)

Account Manager Email: [sueley.stratham@briss.com.au](#)

Sales Rep Name: [Sueley Stratham](#)

Sales Rep Email: [sueley.stratham@briss.com.au](#)

Account Details Report  
Below is a sample of your Campaigns, Ads, Keywords and Location Targeting.  
If you would like a full view of all your Campaigns, Ads and Keywords, please contact your Account Manager.

Campaigns 1 September 2018 - 30 September 2018

Campaign

Whispering Replacements?
Whispering Replacements?
Whispering Replacements?
Whispering Replacements?
Whispering Replacements?
Whispering Replacements?

Campaign

Whispering Replacements?
Whispering Replacements?
Whispering Replacements?
Whispering Replacements?
Whispering Replacements?
Whispering Replacements?

Ads 1 September 2018 - 30 September 2018

Ad

Whispering Replacements - [1] - [1] - [1]
Whispering Replacements - [1] - [1] - [1]
Whispering Replacements - [1] - [1] - [1]
Whispering Replacements - [1] - [1] - [1]
Whispering Replacements - [1] - [1] - [1]
Whispering Replacements - [1] - [1] - [1]

Ad

Whispering Replacements - [1] - [1] - [1]
Whispering Replacements - [1] - [1] - [1]
Whispering Replacements - [1] - [1] - [1]
Whispering Replacements - [1] - [1] - [1]
Whispering Replacements - [1] - [1] - [1]
Whispering Replacements - [1] - [1] - [1]

Locations 1 September 2018 - 30 September 2018

Location

Australia
Melbourne,Victoria,Australia
Geelong,Victoria,Australia
30.0 km around [-37.723942,144.879116]

Keywords 1 September 2018 - 30 September 2018

Keyword Text

"whispering"
"whispering replacements"
"whispering reppar"
"whispering reppar"

Keyword Text

"whispering reppar"
"whispering reppar"
"whispering reppar"
"whispering reppar"

**Keyword Match Types:**

\* around the keyword indicates the keyword is on **phrase match**.  
Phrase match is a keyword setting that allows your ad to show only when someone's search includes the exact phrase of your keyword, or close variations of the exact phrase of your keyword, with additional words before or after.

[ ] around around the keyword indicates the keyword is on **exact match**.  
Exact match is a keyword setting that allows your ad to show only when someone searches for the exact phrase of your keyword or close variations of the exact phrase of your keyword.

No punctuation around the keyword indicates the keyword is on **broad match**.  
Broad match is a keyword setting that allows your ad to show when someone searches for that keyword or a variation of it.

Help

1.1

1.2

1.3

1.4

1.5



# Your Dashboard Report.

See your campaign performance at a glance. It'll show you:

**2.1 Account information, including your:**

- Advertiser name, email and URL
- Account Manager name and email
- Sales rep name and email.

**2.2 Campaign activity Summary.** See your ad's impressions (that's the number of times your ad is seen), number of clicks and more.

**2.3 Publisher by clicks.** Here we show your performance across different publishers

**2.4 Top campaigns by clicks.** This is where we rank your campaigns based on performance.

**2.5 Top Ad Groups by clicks.** Here we compare Ad Groups. These are sets of keywords and ads we manage together.

**2.6 Top ads by clicks.** Here you'll see exactly which of your ads are performing best.

**2.7 Top keywords by clicks.** We show your top keywords, ranked by number of clicks during the month.

**2.8 Clicks by device.** Find out where your clicks come from – computers, smartphones or tablets.

**2.9 Impression Share by Campaign – Google.**

The percentage of impressions that your ads received compared to the total number of impressions that your ads could get.



# Your Dashboard Report.

**Yellow SEM**

Account: National Windscreen

Sort By: Name

- Account Details Report  
Last modified: October 11, 2018
- Conversion Activity Report  
Last modified: October 11, 2018
- Dashboard Report  
Last modified: October 10, 2018
- Keyword Activity Report  
Last modified: October 10, 2018
- Performance Breakdown - Last 1...  
Last modified: October 10, 2018

Cal Month: September 1, 2018 - September 30, 2018

Download PDF Present Sign Out

We have recently updated this Dashboard Report to include customizable date ranges.

## Yellow SEM

This report provides an overview of your Account activity and performance which includes statistics on clicks, impressions, and conversions.

Please note that if you have not opted into our tracking solution we are unable to measure conversions driven to your business via your Search Marketing campaign.

Please contact your Account Manager if you would like to have this enabled.

**Account Information**

Advertiser Name	Eric Hone and Brad Jones
Advertiser URL	http://www.nationalwindscreen.com.au/
Account Manager Name	Michelle Atkinson
Account Manager Email	michelle.atkinson@yellowsem.com.au
Sales Rep Name	Bradley Hill
Sales Rep Email	bradley.hill@yellowsem.com.au

**Campaign Activity Summary** 1 September 2018 - 30 September 2018

1,971	Clicks
68,920	Impr.
2.86 %	CTR
AUD 1.82	Avg. CPC
2.29	Avg. Pos.

**Publisher by Clicks** 1 September 2018 - 30 September 2018

Publisher	Impr.	CTR	Clicks	Avg. CPC	Avg. Pos.	Cost
Google AdWords	67,671	2.67%	1,804	AUD 1.87	2.32	AUD 3,371.83
Bing Ads	1,249	13.37%	167	AUD 1.25	1.07	AUD 208.17
<b>All Results</b>	<b>68,920</b>	<b>2.86%</b>	<b>1,971</b>	<b>AUD 1.82</b>	<b>2.29</b>	<b>AUD 3,580.00</b>

**Top Campaigns by Clicks** 1 September 2018 - 30 September 2018

Rank	Campaign	Publisher	Clicks	Impr.	CTR
1	Windscreens Replacements*	Google AdWords	1,298	59,413	2.18%
2	Windscreens Repairs*	Google AdWords	317	5,602	5.66%
3	Window Replacements*	Google AdWords	135	1,341	10.07%
4	Windscreens Replacements*	Bing Ads	128	1,041	12.30%
5	Window Repairs*	Google AdWords	54	1,315	4.11%
6	Windscreens Repairs*	Bing Ads	28	146	19.18%
7	Window Repairs*	Bing Ads	8	18	44.44%
8	Window Replacements*	Bing Ads	3	44	6.82%
<b>All Results</b>			<b>1,971</b>	<b>68,920</b>	<b>2.86%</b>

**Top Ad Groups by Clicks** 1 September 2018 - 30 September 2018

Rank	Ad Group Name	Campaign	Publisher	Clicks	Impr.	CTR
1	Windscreen Replacement	Windscreens Replacements*	Google AdWords	1,116	56,555	1.97%
2	Windscreen Repairs	Windscreens Repairs*	Google AdWords	268	4,933	5.43%
3	Windscreen Replacement	Windscreens Replacements*	Bing Ads	122	974	12.53%
4	Window Replacements	Window Replacements*	Google AdWords	121	1,227	9.86%
5	Windscreen Replacement Melbourne	Windscreens Replacements*	Google AdWords	61	1,486	4.10%
36	Windscreen Replacement Frankston	Windscreens Replacements*	Bing Ads	0	2	0.00%
37	Windscreen Replacement Pakenham	Windscreens Replacements*	Bing Ads	0	1	0.00%
<b>All Results</b>				<b>1,971</b>	<b>68,920</b>	<b>2.86%</b>

Help

2.1

2.2

2.3

2.4

2.5



# Your Dashboard Report.

**Yellow SEM**

Call Month: September 1, 2018 - September 30, 2018
Download PDF
Present
Sign Out

**Account**  
 National Windscreen

Sort By  
 Name

**Account Details Report**  
 Last modified: October 11, 2018

**Conversion Activity Report**  
 Last modified: October 11, 2018

**Dashboard Report**  
 Last modified: October 10, 2018

**Keyword Activity Report**  
 Last modified: October 10, 2018

**Performance Breakdown - Last 1...**  
 Last modified: October 10, 2018

### Top Ads by Clicks

1 September 2018 - 30 September 2018

Rank	Ad	Campaign	Publisher	Clicks	Imp.	CTR
1	Windscreens Replacements, Jax & Stevie	Windscreens Replacements*	A	750	40,962	1.83%
2	Windscreens Replacements, Jax & Stevie	Windscreens Replacements*	A	234	5,332	4.39%
3	Windscreens Replacements, Jax & Stevie	Windscreens Replacements*	A	132	10,261	1.29%
4	Windscreens Replacements, Jax & Stevie	Windscreens Replacements*	A	125	2,449	5.10%
<b>All Results</b>				<b>1,971</b>	<b>68,920</b>	<b>2.86%</b>

### Top Keywords by Clicks

1 September 2018 - 30 September 2018

Rank	Keyword	Campaign	Publisher	Clicks	Imp.	CTR	Avg. CPC	Avg. Pos.
1	*windscreens	Windscreens Replacements*	A	811	49,279	1.65%	AUD 1.93	2.14
2	*windscreen replacement	Windscreens Replacements*	A	165	2,988	5.52%	AUD 1.73	3.31
3	*windscreen repairs	Windscreens Repairs*	A	132	2,118	6.23%	AUD 1.85	2.89
4	+windscreen +repair	Windscreens Repairs*	A	119	2,557	4.65%	AUD 1.93	2.76
5	*windscreens	Windscreens Replacements*	B	104	841	12.37%	AUD 1.19	1.04
6	+car +window +replacement	Window Replacements*	A	95	811	11.71%	AUD 1.76	2.20
7	+windscreen +melbourne	Windscreens Replacements*	A	61	1,486	4.10%	AUD 1.75	2.74
8	+windscreen +replace	Windscreens Replacements*	A	60	1,196	5.02%	AUD 1.73	2.82
9	*windscreen replacements	Windscreens Replacements*	A	59	968	6.10%	AUD 1.86	2.96
10	+windscreen +geelong	Windscreens Replacements*	A	55	694	7.93%	AUD 1.69	2.29
<b>All Results</b>				<b>1,971</b>	<b>68,920</b>	<b>2.86%</b>	<b>AUD 1.82</b>	<b>2.29</b>

**Keyword Match Types:**

"" around the keyword indicates the keyword is on **phrase match**.  
 Phrase match is a keyword setting that allows your ad to show only when someone's search includes the exact phrase of your keyword, or close variations of the exact phrase of your keyword, with additional words before or after.

[ ] around around the keyword indicates the keyword is an **exact match**.  
 Exact match is a keyword setting that allows your ad to show only when someone searches for the exact phrase of your keyword or close variations of the exact phrase of your keyword.

No punctuation around the keyword indicates the keyword is on **broad match**.  
 Broad match is a keyword setting that allows your ad to show when someone searches for that keyword or a variation of it.

### Clicks By Device

1 September 2018 - 30 September 2018

Device	Imp.	Clicks	CTR	Avg. CPC
Mobile devices with full browsers	45,977	1,147	2.49%	AUD 1.88
Computers	15,986	518	3.24%	AUD 1.88
Tablets with full browsers	5,708	139	2.44%	AUD 1.78
<b>All Results</b>	<b>67,671</b>	<b>1,804</b>	<b>2.67%</b>	<b>AUD 1.87</b>

Please note: Clicks by device is a breakdown of clicks from Google Adwords only.

### Impression Share by Campaign - Google

1 September 2018 - 30 September 2018

Campaign	Imp.	Imp. Share - Search
Window Replacements*	1,341	92.79%
Window Repairs*	1,315	88.10%
Windscreens Repairs*	5,602	86.06%
Windscreens Replacements*	59,413	79.46%

[Help!](#)

2.6

2.7

2.8

2.9





# Your Keyword Activity Report.

See which of your keywords work best. This report gives you:

**3.1 Account information, including your:**

- Advertiser name, email and URL
- Account Manager name and email
- Sales rep name and email.

**3.2 Campaign Activity Summary.** See your ad's impressions (that's the number of times your ad is seen), number of clicks and more.

**3.3 Keywords.** We reveal your top 500 keywords, ranked by the number of clicks they've had. This also shows the number of impressions each keyword has made, including their click-through rates, average position on search engines and the average cost-per-click.



# Your Keyword Activity Report.

**Yellow SEM**

Account: National Windows

Sort By: Name

- Account Details Report  
Last modified: October 11, 2018
- Conversion Activity Report  
Last modified: October 11, 2018
- Dashboard Report  
Last modified: October 10, 2018
- Keyword Activity Report  
Last modified: October 10, 2018
- Performance Breakdown - Last 1...  
Last modified: October 10, 2018

Call Month: September 1, 2018 - September 30, 2018

Download PDF Present Sign Out

## Yellow SEM

This report provides an overview of your Keyword activity and performance which includes statistics on clicks and impressions.

**Account Information**

Advertiser Name	Eric Stone and Brad Jones
Advertiser URL	http://www.nationalwindowsevents.com.au/
Account Manager Name	Heathie Winham
Account Manager Email	heathie.winham@ericstone.com.au
Sales Rep Name	Erinje Hill
Sales Rep Email	erinje.hill@ericstone.com.au

**Campaign Activity Summary** 1 September 2018 - 30 September 2018

1,971	Clicks
68,920	Impr.
2.86 %	CTR
AUD 1.82	Avg. CPC
2.29	Avg. Pos.

**Keywords** 1 September 2018 - 30 September 2018

Rank	Keyword	Publisher	Impr.	CTR	Clicks	Avg. CPC	Cost	Avg. Pos.
1	"windcreens"	A	49,279	1.65%	811	AUD 1.93	AUD 1,568.27	2.14
2	"windscreen replacement"	A	2,988	5.52%	165	AUD 1.73	AUD 285.49	3.31
3	"windscreen repairs"	A	2,118	6.23%	132	AUD 1.85	AUD 244.45	2.89
4	"windscreen +repair"	A	2,557	4.65%	119	AUD 1.93	AUD 229.44	2.76
5	"windcreens"	B	841	12.37%	104	AUD 1.19	AUD 123.71	1.04
6	+car +window +replacement	A	811	11.71%	95	AUD 1.76	AUD 167.31	2.20
7	+windscreen +melbourne	A	1,486	4.10%	61	AUD 1.75	AUD 106.94	2.74
8	+windscreen +replace	A	1,196	5.02%	60	AUD 1.73	AUD 104.02	2.82
9	"windscreen replacements"	A	968	5.10%	59	AUD 1.86	AUD 109.96	2.96
10	+windscreen +geelong	A	694	7.93%	55	AUD 1.69	AUD 92.85	2.29
11	+car +window +repair	A	981	4.49%	44	AUD 1.78	AUD 78.54	3.05
12	+windscreen +pakenham	A	274	10.58%	29	AUD 2.06	AUD 59.69	1.90
<b>All Results</b>			68,920	2.86%	1,971	AUD 1.82	AUD 3,580.00	2.29

**Keyword Match Types:**

~ around the keyword indicates the keyword is on **phrase match**.  
 Phrase match is a keyword setting that allows your ad to show only when someone's search includes the exact phrase of your keyword, or close variations of the exact phrase of your keyword, with additional words before or after.

[ ] around around the keyword indicates the keyword is on **exact match**.  
 Exact match is a keyword setting that allows your ad to show only when someone searches for the exact phrase of your keyword or close variations of the exact phrase of your keyword.

No punctuation around the keyword indicates the keyword is on **broad match**.  
 Broad match is a keyword setting that allows your ad to show when someone searches for that keyword or a variation of it.

**Definition of terms used in this report:**

**Clicks** - When someone clicks your ad, this is counted as a click. You only pay when someone clicks on the ad.

**Impressions** - How often your ad is shown. An impression is counted each time your ad is shown on a search result page whether someone clicked on it or not.

**CTR** - Your Click-through rate (%) CTR is an important metric in your account settings; it measures how many people who have seen your ad click through to your link destination (website), measured as a percentage.

**Average CPC** - Cost-Per-Click means you pay each time a person actually clicks on your ad. Average CPC is the average amount you paid per click during that time period.

**Average position** - A statistic that describes how your ad typically ranks against other ads. This rank determines in which order ads appear on the page, with 1 being the highest.

3.1

3.2

3.3



# Your Conversion Activity Report.

Find out how many calls and form fills you're getting, when they're coming in, and who they're coming from. We include:

- 4.1 Total conversion summary.** This shows your total number of calls and form fills for the month.
- 4.2 Total conversion summary (rate).** See the overall percentage of clicks that led to enquiries.
- 4.3 Total conversion summary (by day of month).** See which days get the best enquiry results.
- 4.4 Call summary.** We show which days are your busiest for calls.
- 4.5 Tracking number summary.** See the customer numbers we've tracked down.
- 4.6 Calls by day of week.** Find out which weekday is your optimum for customer calls.
- 4.7 Calls by time of day.** We break down your calls into four hour blocks.
- 4.8 Call details.** Here we show the call tracking number, date of call, time, status, duration and phone number.
- 4.9 Non-call conversion summary.** See how many clicks resulted in form fills or email enquiries each day, over the month.
- 4.10 Non-call conversion summary (by day of week).** Here you'll see which days of the week customers were more likely to fill out forms, or contact you by email.
- 4.11 Non-call conversion (by campaign).** Take a look at all of your campaigns, and see how each one is performing individually. Form Fills and Emails included. Calls not included.



# Your Conversion Activity Report.

**Yellow SEM**

Call Month:  
 September 1, 2018 - September 30, 2018
 Download PDF
Present
Sign Out

Yellow SEM

Account: National Businesses  
 Sort By: Name  
 Account Details Report (Last modified: October 11, 2018)  
 Conversion Activity Report (Last modified: October 11, 2018)  
 Dashboard Report (Last modified: October 10, 2018)  
 Keyword Activity Report (Last modified: October 10, 2018)  
 Performance Breakdown - Last 1... (Last modified: October 10, 2018)

## Yellow SEM

### Conversion Activity Report

This report provides an overview of calls and conversions generated from your Sersis Search Ads campaigns. Please note if you do not have all tracking capabilities enabled, you may not see any activity for particular areas. To make any changes or have particular tracking enabled, please contact your Account Manager.

Total Conversion Summary
11 September 2018 - 10 October 2018

<p><b>Call Conversions</b></p> <ul style="list-style-type: none"> <li>753 Call Total Count</li> <li>243 Call Answered Count</li> <li>508 Call Unanswered Count</li> <li>2 Call Busy Count</li> <li>00:00:59 Avg. Call Duration</li> </ul>	<p><b>Non Call Conversions</b></p> <ul style="list-style-type: none"> <li>348 Form Fill</li> <li>4 Email MailTo</li> <li>0 Clicks On Links</li> </ul>
---	---

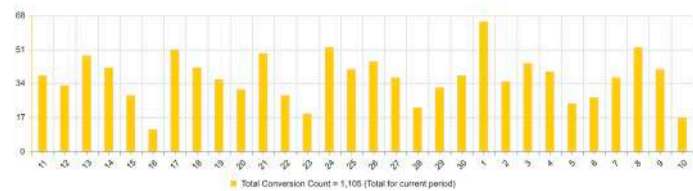
Total Conversion Summary
11 September 2018 - 10 October 2018

**Total Conversion Rate**

1,105 Total Conversion Count

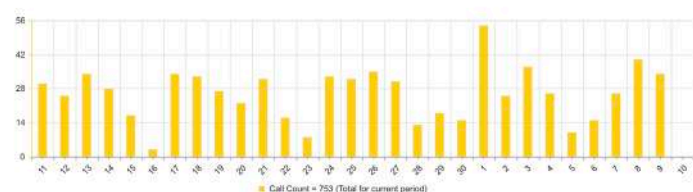
53.49% Conv. Rate (Total Conv.)

Total Conversion Summary
11 September 2018 - 10 October 2018



Please note: Total conversion count is made up of: calls, form fills and Email mailto interactions. Total conversions does not include clicks on links.

Call Summary
11 September 2018 - 10 October 2018



Tracking Number Summary
11 September 2018 - 10 October 2018

Phone Number	Share
123456789	100.00%

Calls by Day of Week
11 September 2018 - 10 October 2018

Days of Week	Share
Sunday	6.91%
Monday	21.38%
Tuesday	20.45%
Wednesday	16.47%
Thursday	15.01%
Friday	11.02%
Saturday	8.76%

[Help!](#)

4.1

4.2

4.3

4.4

4.5

4.6



# Your Conversion Activity Report.

**Yellow SEM**

Account: National Windscreen

Sort By: Name

- Account Details Report  
Last modified: October 11, 2018
- Conversion Activity Report  
Last modified: October 11, 2018
- Dashboard Report  
Last modified: October 10, 2018
- Keyword Activity Report  
Last modified: October 10, 2018
- Performance Breakdown - Last 1...  
Last modified: October 10, 2018

Help

Call Month: September 1, 2018 - September 30, 2018
Download PDF
Present
Sign Out

**Calls by Time of Day** 11 September 2018 - 10 October 2018

Hour	Share
00:00 - 04:00	0.13%
04:00 - 08:00	6.51%
08:00 - 12:00	42.36%
12:00 - 16:00	37.45%
16:00 - 20:00	11.69%
20:00 - 24:00	1.86%

**Call Details** 11 September 2018 - 10 October 2018

Call Tracking Number	Date	Time	Status	Call Duration	Caller Number
0000000000	2018-10-09	15:49:59	Unanswered	00:00:00	0000000000
0000000000	2018-10-09	15:06:06	Unanswered	00:00:00	0000000000
0000000000	2018-10-09	14:18:29	Unanswered	00:00:00	0000000000
0000000000	2018-10-09	13:24:08	Unanswered	00:00:00	0000000000
0000000000	2018-10-09	13:21:56	Unanswered	00:00:00	0000000000
0000000000	2018-10-09	13:18:14	Unanswered	00:00:00	0000000000
0000000000	2018-10-09	12:46:33	Unanswered	00:00:00	0000000000
0000000000	2018-10-09	12:41:26	Unanswered	00:00:00	0000000000
0000000000	2018-09-11	08:07:06	Answered	00:05:52	0000000000
0000000000	2018-09-11	07:36:32	Answered	00:06:57	0000000000
0000000000	2018-09-11	07:35:50	Answered	00:00:05	0000000000

**Non Call Conversion Summary** 11 September 2018 - 10 October 2018

**Non Call Conversions by Day of Week** 11 September 2018 - 10 October 2018

Period	Form Fill	Email MailTo	Clicks On Links
Sunday	53	0	0
Monday	59	0	0
Tuesday	42	1	0
Wednesday	51	0	0
Thursday	42	1	0
Friday	53	1	0
Saturday	48	1	0
All Results	348	4	0

**Non Call Conversions by Campaign** 11 September 2018 - 10 October 2018

Campaign	Publisher	Form Fill	Email MailTo	Clicks On Links
Windscreens Replacements*	A	249	1	0
Windscreens Repairs*	A	58	2	0
Window Replacements*	A	33	0	0
Window Repairs*	A	8	1	0
Windscreens Replacements*	B	0	0	0
Windscreens Repairs*	B	0	0	0
Window Replacements*	B	0	0	0
Window Repairs*	B	0	0	0
All Results		348	4	0

4.7

4.8

4.9

4.10

4.11



# Glossary.

These Search Ad terms can help you get the most of your campaign.

**Ad.** Ads consist of a 25 character title (hyperlinked), a 3 character display URL, and a brief description of 34 characters.

**Ad Groups.** These are sets of keywords and ads we manage together for you.

**Ad position.** That's where your ad sits on sites like Google. It's calculated every time a customer hits search, so it may change depending on what your competitor is doing.

**Call.** When a customer contacts you using the number from your website, that's a call.

**Call conversion.** When a person who has visited your site via Search Ads calls a number on your page.

**Campaign.** A campaign includes all the ads you're running at the one time. They share the same budget, language, location, timing and distribution.

**Click.** When a user clicks on your ad and is taken to your URL.

**Click-through rate (CTR).** This is the amount of clicks your ad receives, divided by the number of times your ad is seen (impressions). The higher your CTR, the better your ad is performing.

**Component.** We use this to refer to a certain area of your campaign.

**Conversion rate.** The percentage or ratio of user clicks that resulted in either a call, form fill or email enquiry.

**Cost-per-click (CPC).** We calculate how much you're paying for every click. For CPC campaigns, we'll ask how much you'd like to spend per click before we begin. This helps you make the most of your budget.

**Dynamic Website Tracking.** This gives you info on visitors' behaviour. We do this by reflecting the content of your website, so we can see exactly where clicks happen.

**Impressions.** This is a count of how many times your ad is viewed on a search engine.

**Keyword.** These are terms or phrases that trigger your ad to appear when customers search. We'll help you select what words works best.

**Non-call conversion.** When a person who has visited your site via Search Ads fills out a form, or emails you, via your page.

**Publisher.** Sites which publish search engine results are known as publishers. These include sites like Google and Bing.

**Return on Investment (ROI).** This is the money you earn from your ads, compared to the money you've spent.

**Search Engine Results Page (SERP).** That's the page you see when you hit 'search' on sites like Google. It lists information based on relevance.