

Jock White Collision Repair

Google Ads October Performance Overview

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Summary

The purpose of this report is to outline the overall improvement in ad performance for Jock White. A separate report will be provided for the client's benefit. More detail is being kept, but just the basics are included in this report. If you want more detail please feel free to request it from me.

I always like to make sure that I take a tailored approach and understand a business, industry, and target audience before providing ads for a business. This combined with reporting and reflection is always the way to get the best results for clients.

Overview of New Ads (All Time)

	Impressions	Clicks	Cost	CTR	CPC	Calls
Ad 1	1557	54	330.41	3.47	6.12	12
Ad 2	1017	36	152.83	3.54	4.25	6
New Ads Average	1287	45	241.62	3.51	5.18	9

Previous Ads (All Time)


	Impressions	Clicks	Cost	CTR	CPC	Calls
Ad 1	1973	47	260.85	2.38	5.55	13
Ad 2	5880	69	253.92	1.17	3.68	24
Ad 3	4158	62	260.19	1.49	4.20	14
Average	4003.67	59.33	258.32	1.68	4.48	17

Overall CTR Improvement

109%

CTR Performance

Past Ads

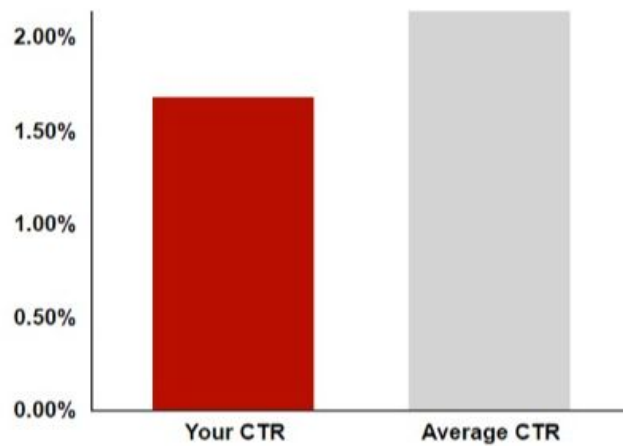
 **GOOGLE ADWORDS INDUSTRY BENCHMARKS**

Is your **Click-through Rate (CTR)** better or worse than your competitors?

Your click-through rate (CTR): %

Your industry:

Search Network Display Network



Your Click-through Rate (CTR) is **21.50%** lower than the average in your industry.

