



Pherona

cheapuncontesteddivorces.net

Monthly Online Marketing Report - December, 2018

Highlights: We had 32 total conversions this period. We had 25 unique phone calls with 7 form leads. With 91 clicks this is a 35% conversion rate.

Paid Search Campaign Overview

We had 91 clicks, 1,630 impressions, and a total ad spend of \$1,410. Our average cost per click is at \$15.55.



Ad Groups & Keywords

Our best performing ad group this period is our “uncontested”. We’ve spent \$906, had 60 clicks, with a 4.34%.

Ad groups				Keywords			
	Cost	Clicks	CTR		Cost	Clicks	CTR
● Uncontested	\$906.58	60	4.34%	🔇 "uncontested divorce"	\$405.54	28	5.00%
● Cheap	\$355.58	24	11.11%	● +uncontested +divorce	\$346.27	24	3.50%
● Affordable	\$124.90	4	36.36%	🔇 [uncontested divorce]	\$154.77	8	5.84%
● Fast	\$27.86	3	15.79%	● +cheap +divorces	\$131.58	12	12.24%
				● +affordable +divorce +lawyers	\$124.90	4	50.00%

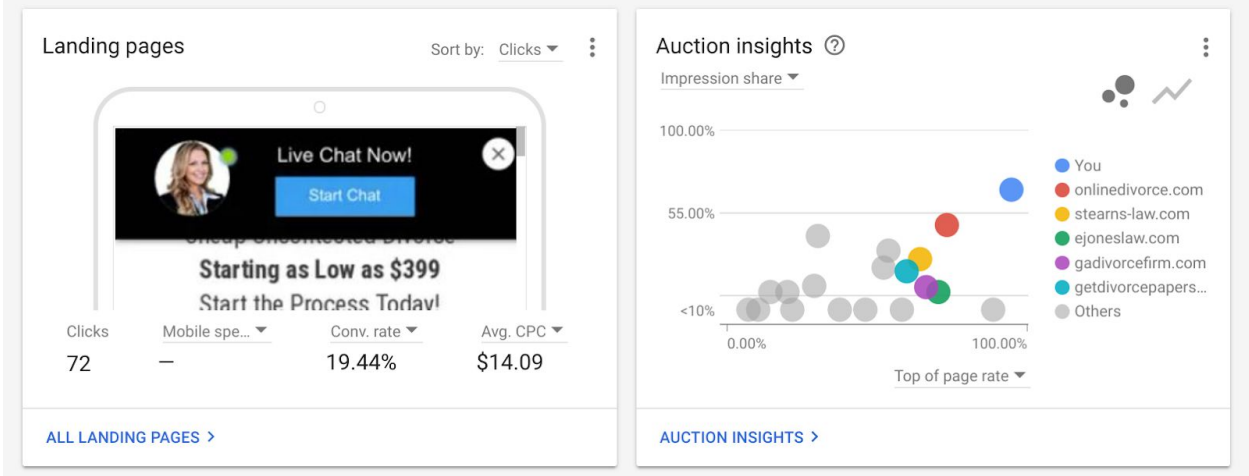
Search Term Report & Best Performing Ad

We’ll continue to monitor our search term report to avoid irrelevant clicks and wasted spend. Our best performing ad yielded 1,011 impressions, 51 clicks, with a CTR of 5.04%.

Searches		Most-shown ads			
SEARCHES	WORDS	Ad	Impressions	Clicks	CTR
uncontested divorce	uncontested divorce ga	● Enabled	1,011	51	5.04%
uncontested divorce in ga	uncontested divorce in georgia				
cobb county uncontested divorce	cheap divorce lawyers				
cheap divorce in ga	uncontested divorce cost				
uncontested divorce georgia	cheap divorce				
cheap divorce lawyers in atlanta ga	cheap divorce lawyers in georgia				

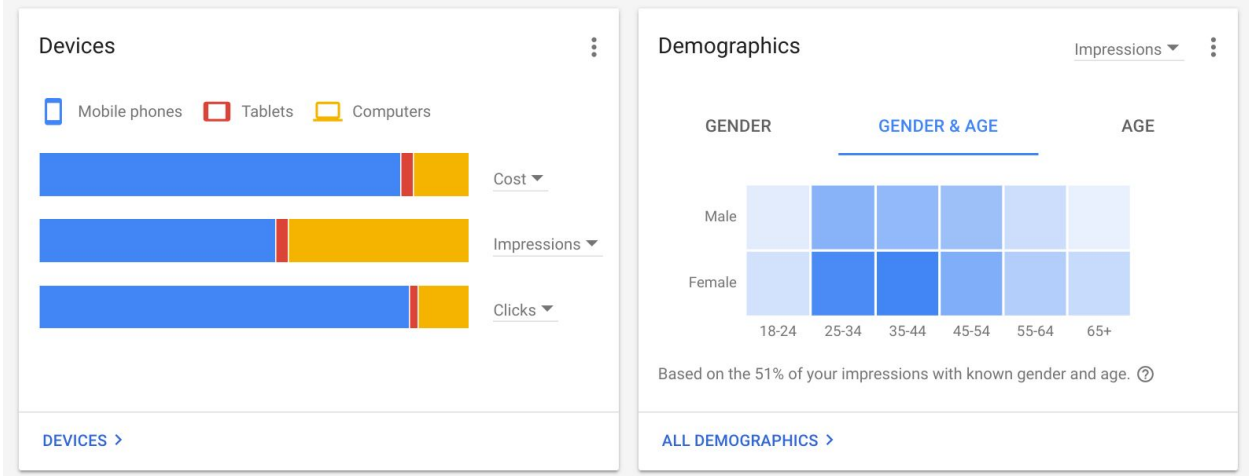
Landing Page & Auction Insights

Our current impressions share is at 67%. Impression share is the percentage of impressions that your ads receive compared to the total number of impressions that your ads are eligible. We improve our impression share by increasing our budget.



Devices & Demographics

Most of our clicks are coming from mobile devices. We've made bid adjustments to help increase clicks and conversions from mobile devices.



Total Conversions

We've had 25 first time callers and 7 form leads this period from our paid campaign. Our average call durations is 4 minutes and 9 seconds.

Nov 7, 2018 to Dec 7, 2018 Export

Source (First Interaction)	Total Calls	First Time Callers	Average Duration
	27 (100%)	25 (100%)	4m 9s
Ad Extension	20 (74.1%)	18 (72.0%)	3m 19s
Google Paid	6 (22.2%)	6 (24.0%)	7m 34s
Bing Organic	1 (3.7%)	1 (4.0%)	30s

Nov 7, 2018 to Dec 7, 2018 Export

Source (First Interaction)	Total Forms	First Time Forms
	7 (100%)	7 (100%)
Google Paid	7 (100.0%)	7 (100.0%)