



Pherona

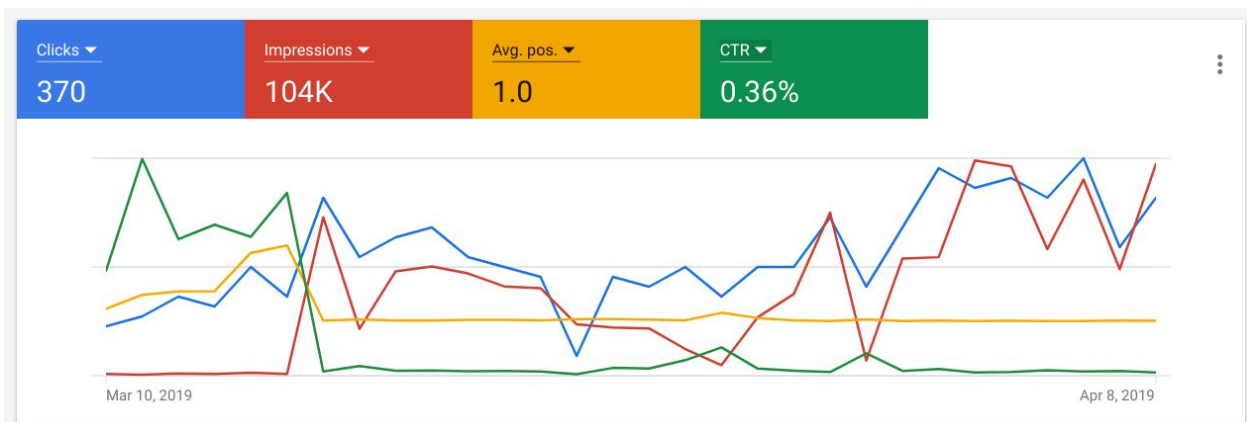
cheapuncontesteddivorces.net

Monthly Online Marketing Report - April, 2019

Highlights: We had 69 total conversions this period. We had 59 phone calls and 10 form leads. Our paid campaign yielded 68 unique conversions this period. Our search campaign yield a 32% conversion rate this period.

Adwords Paid Search Campaign

Our paid search campaign yielded 370 clicks, 104k impressions, with an average position of 1 and a CTR of .36%.



Searches & Keywords

We'll continue to monitor our searches that trigger our ads to ensure optimal performance.

Search keywords

	Impressio...	Clicks	CTR
+uncontested +divorce	1,340	84	6.27%
cheap divorce lawyers in ga	348	38	10.92%
+cheap +divorces	271	42	15.50%
+cheap +divorce +lawyer	104	21	20.19%
+fast +divorce	82	10	12.20%

ALL KEYWORDS > Page 1 of 2 ^ v

Searches

Sort by: Impressions

SEARCHES

WORDS

ALL SEARCHES > Page 1 of 10 ^ v

Best Performing Ads

Our best performing ad this period yielded 1,259 impressions, 82 clicks, with an CTR of 6.51%. Our best performing remarketing ad yielded 50,995 impressions, 72 clicks, with a CTR of .14%

Most-shown search ads

Ad group: Uncontested

Ad	Impressions	Clicks	CTR
Enabled	1,259	82	6.51%

ALL SEARCH ADS > < 1 of 6 >

Display ads

Sort by: Impressions

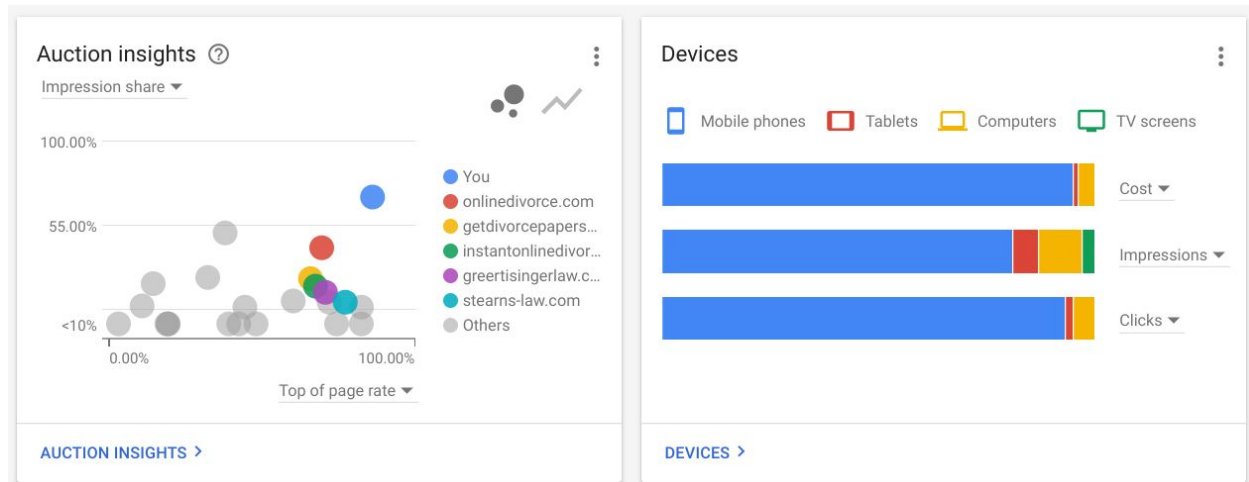
all visitors

Ad	Impressions	Clicks	CTR
Enabled	50,995	72	0.14%

ALL DISPLAY ADS > < 1 of 8 >

Auction Insights & Devices

Our search impression share is near 70% this period. We can improve our impression share by increasing our budget. Most all of our traffic comes from mobile devices.



Total Conversions

We had 69 total conversions this period. We had 59 phone calls and 10 form leads. Our paid campaign yielded 59 unique conversions this period. Our remarketing campaign yielded 6 total conversions.

Mar 10, 2019 to Apr 9, 2019 Export

Source (First Interaction)	Total Calls	First Time Callers	Average Duration
	79 (100%)	59 (100%)	3m 56s
Ad Extension	48 (60.8%)	38 (64.4%)	4m 39s
Google Paid	27 (34.2%)	17 (28.8%)	3m 7s
Remarketing Banners	3 (3.8%)	3 (5.1%)	1m 4s
Atlanta [Maps]	1 (1.3%)	1 (1.7%)	41s

Form Leads

Mar 10, 2019 to Apr 9, 2019 Export ▾

Source (First Interaction)	Total Forms	First Time Forms
Google Paid	10 (100%)	10 (100%)

Ad group	Status	Default max. CPC	Ad group type	↓ Clicks	Impr.	CTR	Conversions
all visitors	Eligible	\$5.00	Display	179	110,732	0.16%	6.00
Total: All ... ?				179	110,732	0.16%	6.00
Total: Ca... ?				179	110,732	0.16%	6.00