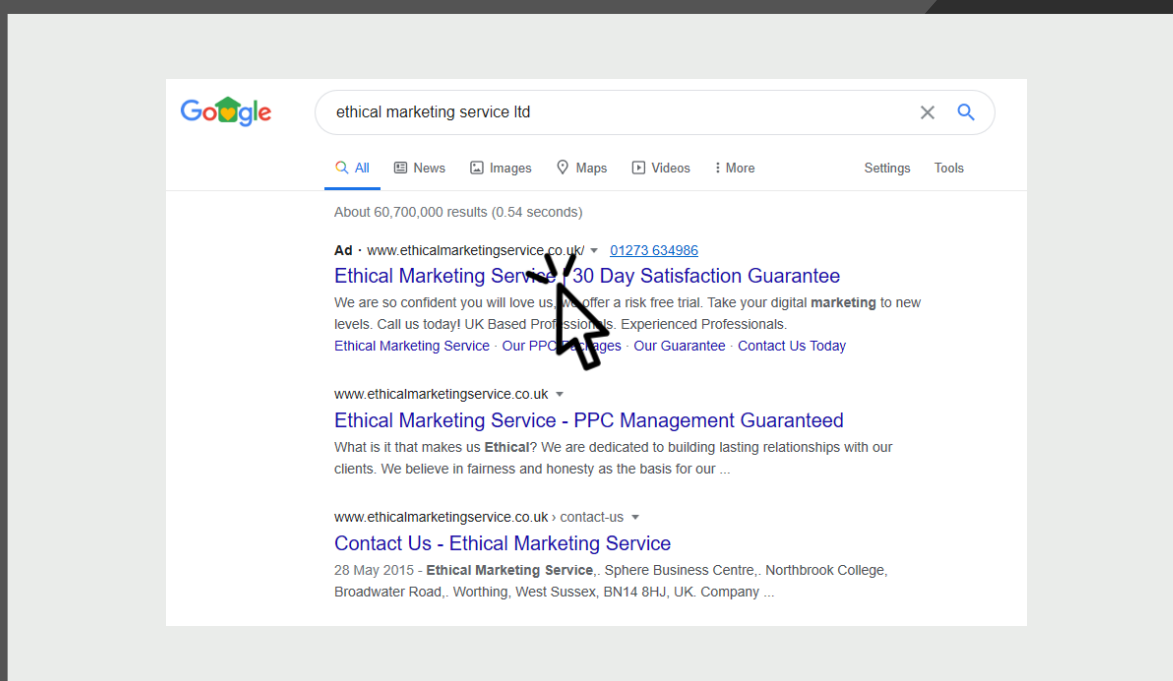


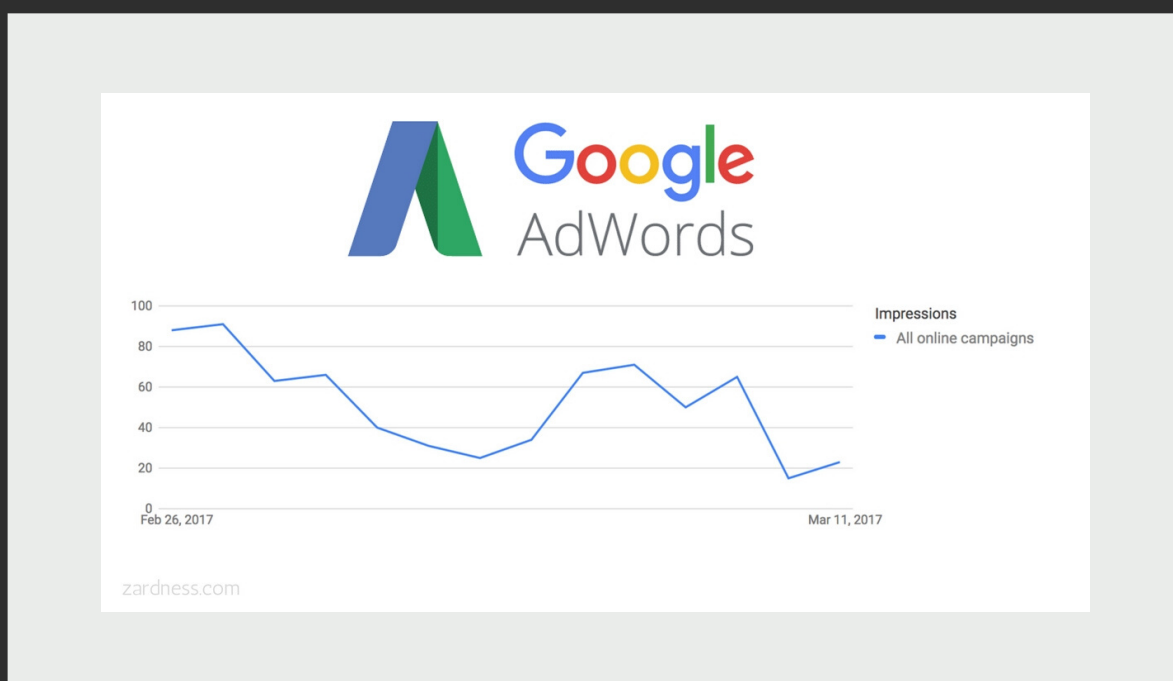
# CLICKS

WHEN SOMEONE CLICKS YOUR AD, LIKE ON THE BLUE HEADLINE OF A TEXT AD, GOOGLE ADS COUNTS THAT AS A CLICK.



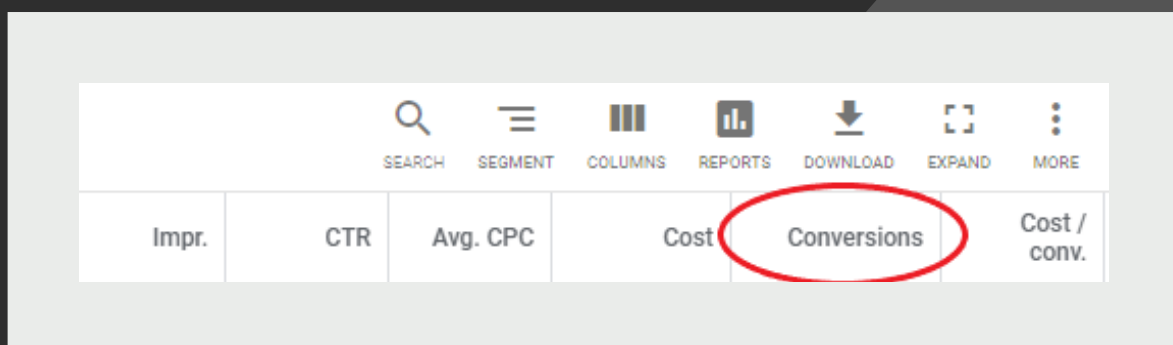
# IMPRESSIONS:

AN IMPRESSION IS COUNTED EACH TIME YOUR AD IS SERVED ON GOOGLE'S AD NETWORKS. IMPRESSIONS HELP YOU UNDERSTAND HOW OFTEN YOUR AD IS BEING SEEN



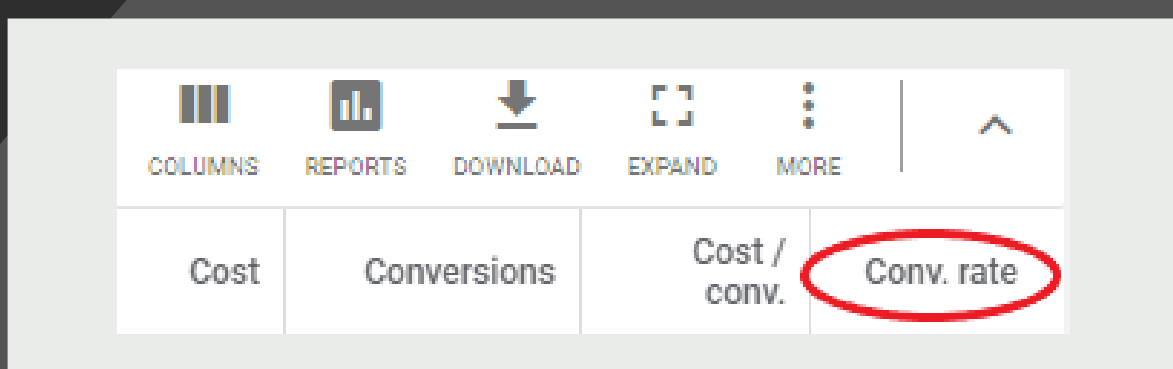
# CONVERSIONS:

YOU CHOOSE WHICH ACTION (CALLS OR FORM SUBMISSIONS) YOU WOULD LIKE TO CLASSIFY AS A CONVERSION. THIS METRIC SHOWS THE NUMBER OF CONVERSIONS YOU RECEIVED AFTER AD INTERACTIONS.



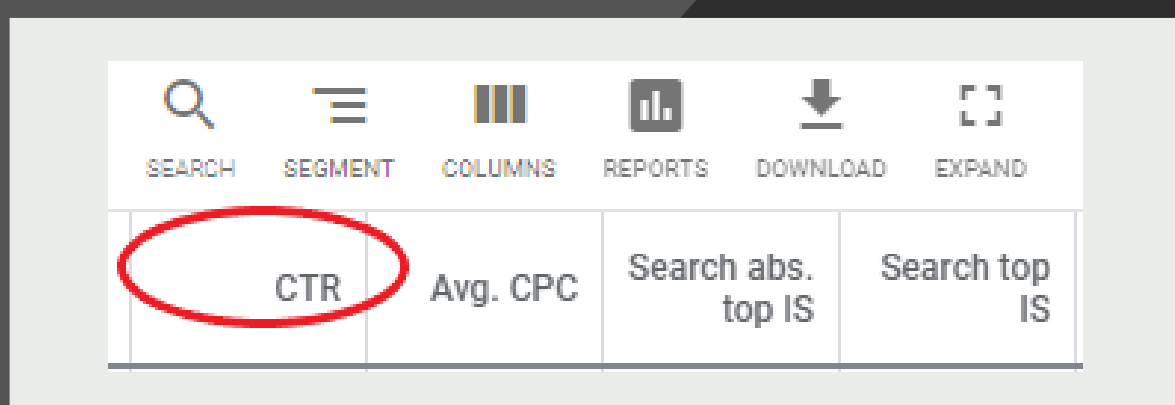
# CONVERSION RATE:

(“CONV. RATE”) SHOWS HOW OFTEN, ON AVERAGE, AN AD INTERACTION LEADS TO A CONVERSION. IT’S “CONVERSIONS” DIVIDED BY THE INTERACTIONS WITH YOUR AD.



## CTR:

CLICK-THROUGH RATE (CTR) MEASURES HOW OFTEN PEOPLE CLICK YOUR AD AFTER IT'S SHOWN TO THEM, WHICH CAN HELP YOU UNDERSTAND THE EFFECTIVENESS OF YOUR AD. CTR IS CALCULATED BY DIVIDING THE NUMBER OF CLICKS YOUR AD RECEIVES BY THE NUMBER OF TIMES YOUR AD IS SHOWN.

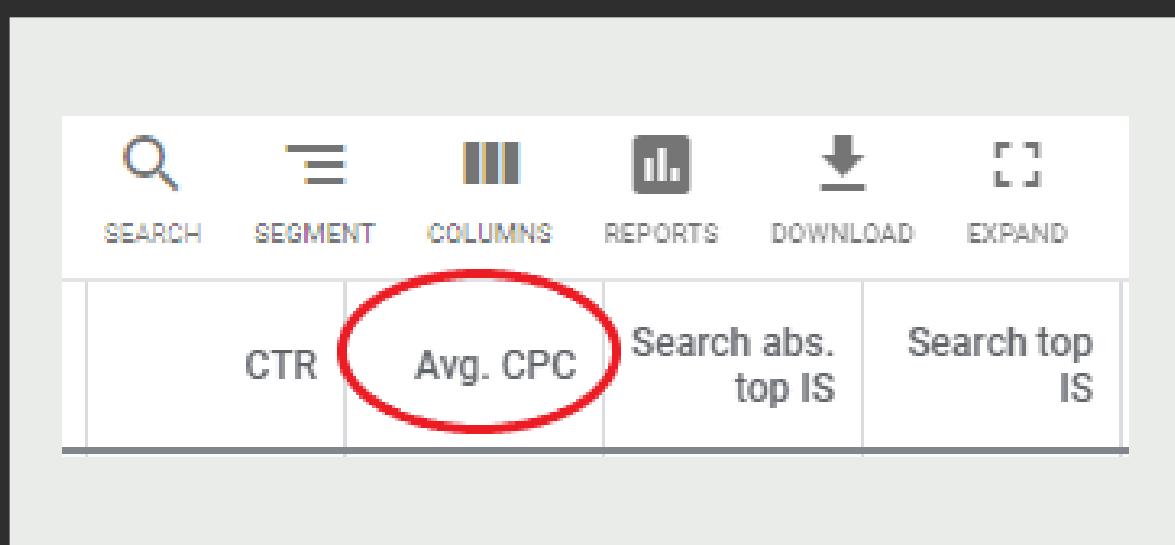


A screenshot of a reporting interface showing a table with four columns. The first column is circled in red. Above the table is a navigation bar with icons and labels: SEARCH, SEGMENT, COLUMNS, REPORTS, DOWNLOAD, and EXPAND.

SEARCH	SEGMENT	COLUMNS	REPORTS	DOWNLOAD	EXPAND
CTR	Avg. CPC	Search abs. top IS	Search top IS		

## AVG CPC:

AVERAGE COST-PER-CLICK (AVG. CPC) IS THE AMOUNT THAT YOU'VE PAID FOR YOUR AD DIVIDED BY ITS TOTAL CLICKS. IF YOUR AD RECEIVES 2 CLICKS, ONE COSTING £0.20 AND ONE COSTING £0.40, YOUR AVERAGE CPC FOR THOSE CLICKS IS £0.30. NOTE THAT AVG. CPC MAY AT TIMES BE HIGHER THAN MAX. CPC.

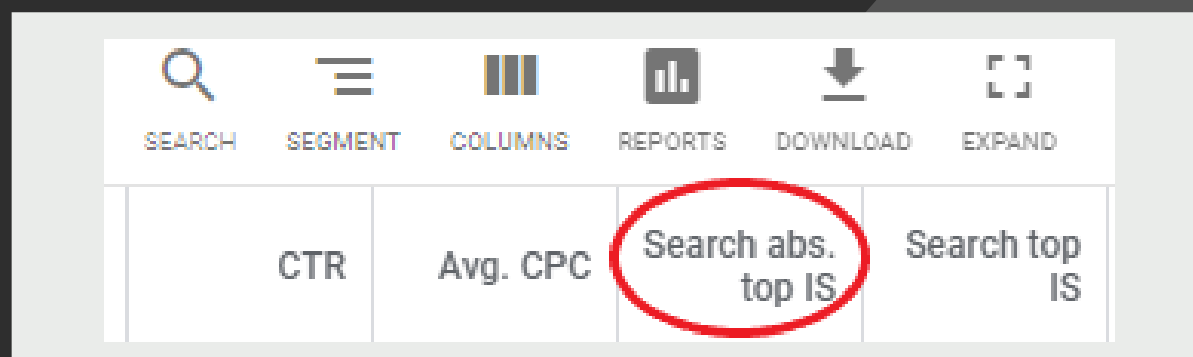


A screenshot of a reporting interface showing a table with four columns. The second column is circled in red. Above the table is a navigation bar with icons and labels: SEARCH, SEGMENT, COLUMNS, REPORTS, DOWNLOAD, and EXPAND.

SEARCH	SEGMENT	COLUMNS	REPORTS	DOWNLOAD	EXPAND
CTR	Avg. CPC	Search abs. top IS	Search top IS		

## SEARCH ABSOLUTE TOP IMPRESSION RATE:

THE PERCENTAGE OF YOUR IMPRESSIONS THAT ARE SHOWN AS THE VERY FIRST AD ABOVE THE ORGANIC SEARCH RESULTS. USE THIS METRIC TO SEE WHETHER CHANGES IN PERFORMANCE ARE DUE TO CHANGES IN YOUR AD'S LOCATION.

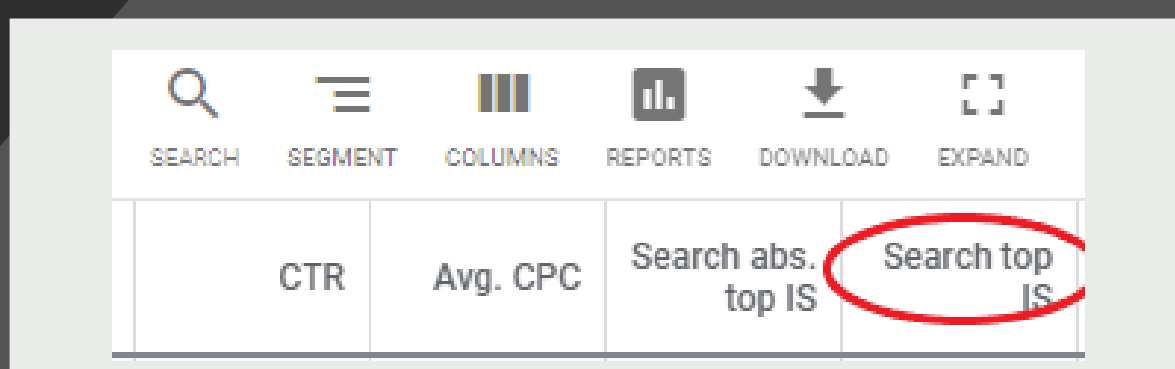


A screenshot of a reporting interface showing a table with four columns. The third column is circled in red. Above the table is a navigation bar with icons and labels: SEARCH, SEGMENT, COLUMNS, REPORTS, DOWNLOAD, and EXPAND.

SEARCH	SEGMENT	COLUMNS	REPORTS	DOWNLOAD	EXPAND
CTR	Avg. CPC	Search abs. top IS	Search top IS		

## SEARCH TOP IMPRESSION RATE:

THE PERCENTAGE OF YOUR IMPRESSIONS THAT ARE SHOWN ANYWHERE ABOVE THE ORGANIC SEARCH RESULTS. USE THIS METRIC TO SEE WHETHER CHANGES IN PERFORMANCE ARE DUE TO CHANGES IN YOUR ADS' LOCATION.

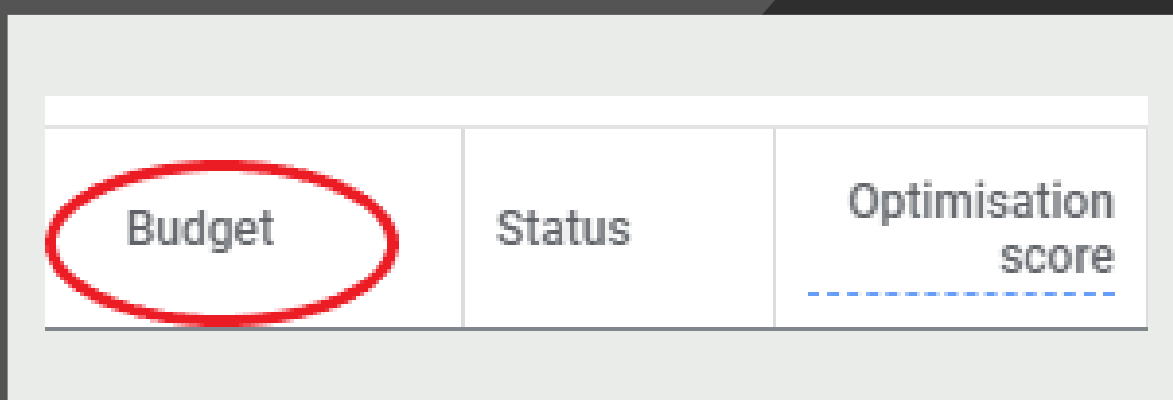


A screenshot of a reporting interface showing a table with four columns. The fourth column is circled in red. Above the table is a navigation bar with icons and labels: SEARCH, SEGMENT, COLUMNS, REPORTS, DOWNLOAD, and EXPAND.

SEARCH	SEGMENT	COLUMNS	REPORTS	DOWNLOAD	EXPAND
CTR	Avg. CPC	Search abs. top IS	Search top IS		

## BUDGET:

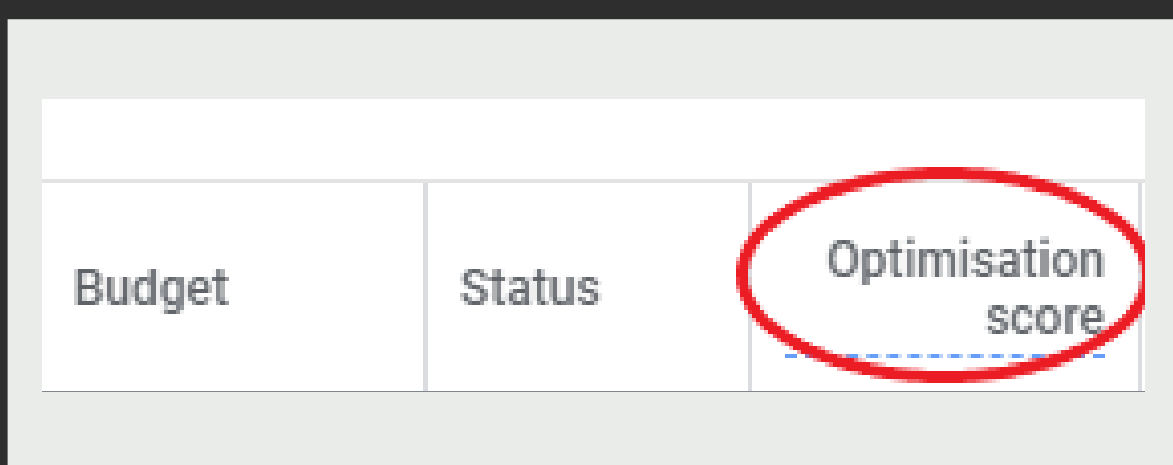
THE BUDGET COLUMN SHOWS YOUR CAMPAIGN'S DAILY BUDGET. IF THE CAMPAIGN DRAWS FROM A SHARED BUDGET, THEN THE AMOUNT IN THIS COLUMN REFLECTS THE ENTIRE SHARED BUDGET.



<b>Budget</b>	<b>Status</b>	<b>Optimisation score</b>
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## OPTIMISATION SCORE:

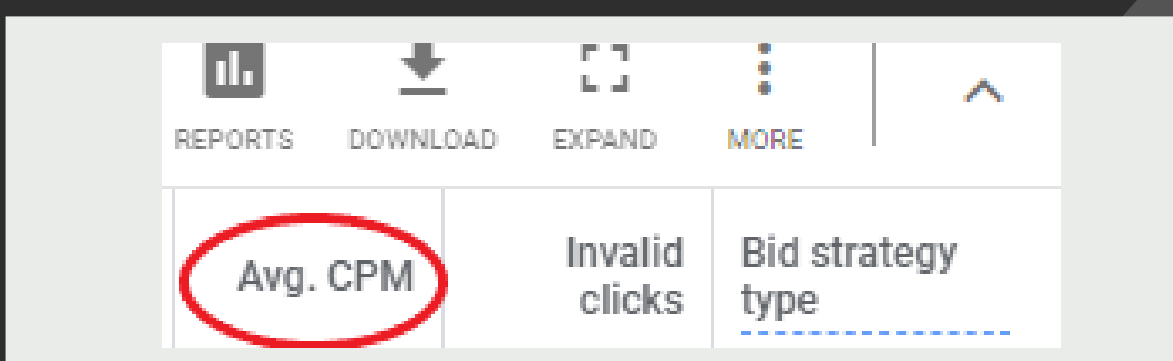
YOUR OPTIMISATION SCORE IS AN ESTIMATE OF HOW WELL YOUR ACCOUNT IS SET TO PERFORM.



<b>Budget</b>	<b>Status</b>	<b>Optimisation score</b>
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## AVG CPM:

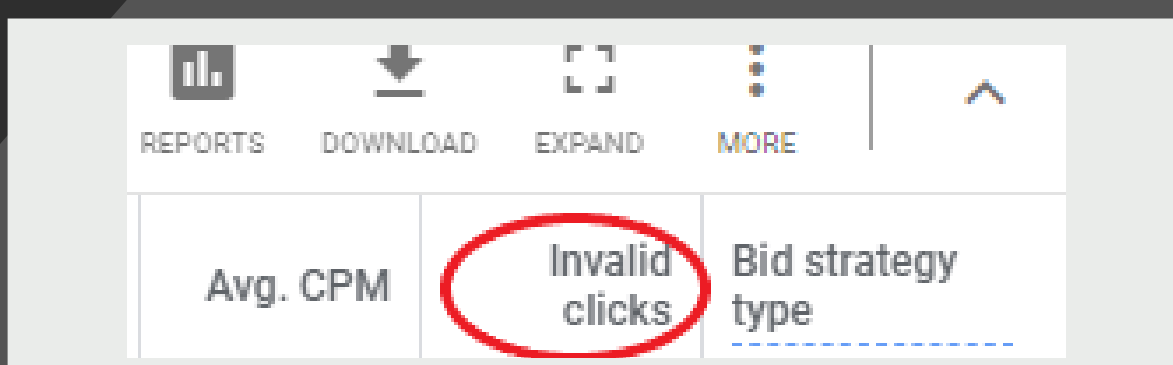
AVERAGE COST PER THOUSAND IMPRESSIONS (CPM) THE AVERAGE AMOUNT THAT YOU'VE BEEN CHARGED FOR 1,000 IMPRESSIONS



<b>Avg. CPM</b>	<b>Invalid clicks</b>	<b>Bid strategy type</b>
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## INVALID CLICKS:

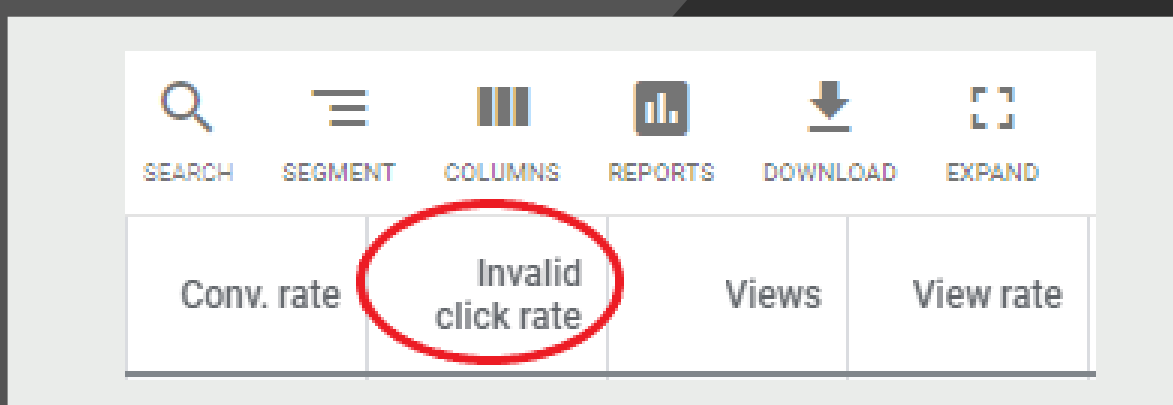
INVALID CLICKS ARE CLICKS GOOGLE CONSIDERS ILLEGITIMATE. YOU'RE NOT CHARGED FOR THEM, AND THEY DON'T AFFECT YOUR ACCOUNT STATISTICS. GOOGLE CLOSELY MONITORS CLICKS SUCH AS THESE, WHICH MAY HAVE BEEN GENERATED BY REPEATED MANUAL CLICKS OR BY AUTOMATED TOOLS, ROBOTS OR OTHER DECEPTIVE SOFTWARE.



<b>Avg. CPM</b>	<b>Invalid clicks</b>	<b>Bid strategy type</b>
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## INVALID CLICK RATE:

INVALID CLICK RATE IS THE PERCENTAGE OF CLICKS THAT HAVE BEEN FILTERED OUT OF YOUR TOTAL NUMBER OF CLICKS DUE TO BEING INVALID. INVALID CLICKS ARE ONES THAT GOOGLE CONSIDERS ILLEGITIMATE. YOU'RE NOT CHARGED FOR THEM, AND THEY DON'T AFFECT YOUR ACCOUNT STATISTICS.

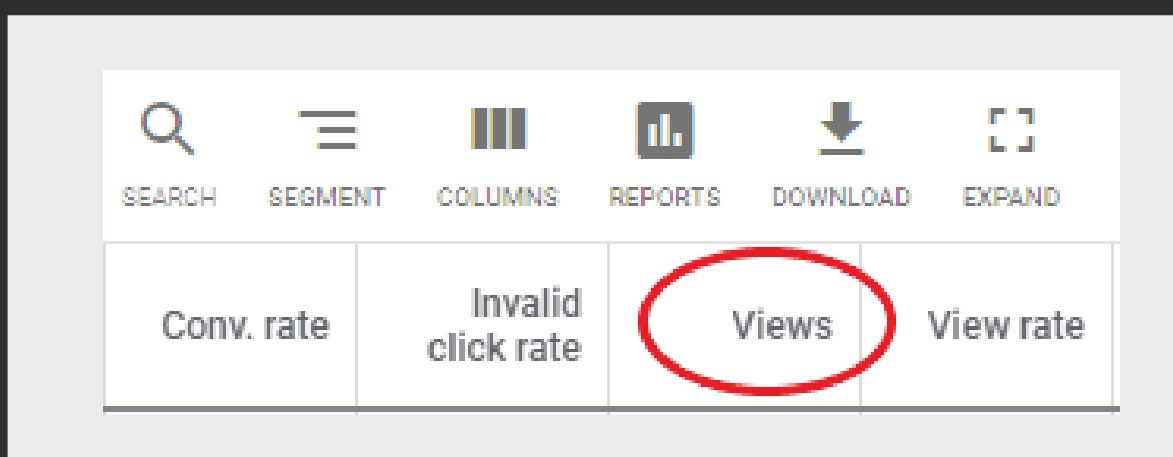


A screenshot of a reporting interface with a navigation bar at the top containing icons for SEARCH, SEGMENT, COLUMNS, REPORTS, DOWNLOAD, and EXPAND. Below the navigation bar is a table with four columns: 'Conv. rate', 'Invalid click rate', 'Views', and 'View rate'. The 'Invalid click rate' column is circled in red.

SEARCH	SEGMENT	COLUMNS	REPORTS	DOWNLOAD	EXPAND
Conv. rate	Invalid click rate	Views	View rate		

## VIEWS:

A VIEW IS COUNTED WHEN THE FOLLOWING OCCURS, AND VARIES BY FORMAT: A PERSON WATCHES 30 SECONDS OF YOUR VIDEO (OR THE DURATION, IF IT'S SHORTER THAN 30 SECONDS) OR INTERACTS WITH YOUR VIDEO.

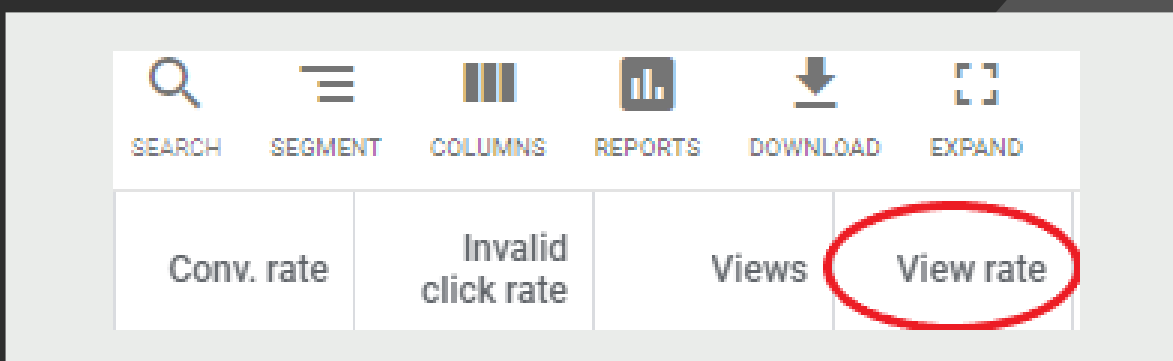


A screenshot of a reporting interface with a navigation bar at the top containing icons for SEARCH, SEGMENT, COLUMNS, REPORTS, DOWNLOAD, and EXPAND. Below the navigation bar is a table with four columns: 'Conv. rate', 'Invalid click rate', 'Views', and 'View rate'. The 'Views' column is circled in red.

SEARCH	SEGMENT	COLUMNS	REPORTS	DOWNLOAD	EXPAND
Conv. rate	Invalid click rate	Views	View rate		

## VIEW RATE:

MEASURES THE PERCENTAGE OF PEOPLE WHO WATCHED YOUR VIDEO AFTER THEY FIRST SAW THE VIDEO OR THUMBNAIL. IT EQUALS THE NUMBER OF VIEWS THAT YOUR AD RECEIVES DIVIDED BY THE NUMBER OF IMPRESSIONS, INCLUDING THUMBNAIL IMPRESSIONS FOR VIDEO DISCOVERY ADS.

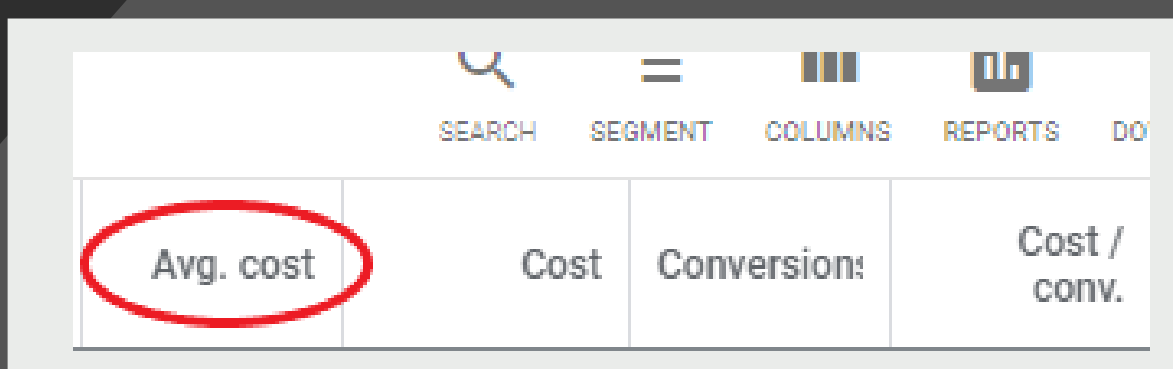


A screenshot of a reporting interface with a navigation bar at the top containing icons for SEARCH, SEGMENT, COLUMNS, REPORTS, DOWNLOAD, and EXPAND. Below the navigation bar is a table with four columns: 'Conv. rate', 'Invalid click rate', 'Views', and 'View rate'. The 'View rate' column is circled in red.

SEARCH	SEGMENT	COLUMNS	REPORTS	DOWNLOAD	EXPAND
Conv. rate	Invalid click rate	Views	View rate		

## AVG COST:

AVERAGE COST IS THE AVERAGE AMOUNT THAT YOU'VE PAID PER INTERACTION. HOW IT WORKS: THIS AMOUNT IS THE TOTAL COST OF YOUR ADS DIVIDED BY THE TOTAL NUMBER OF INTERACTIONS.

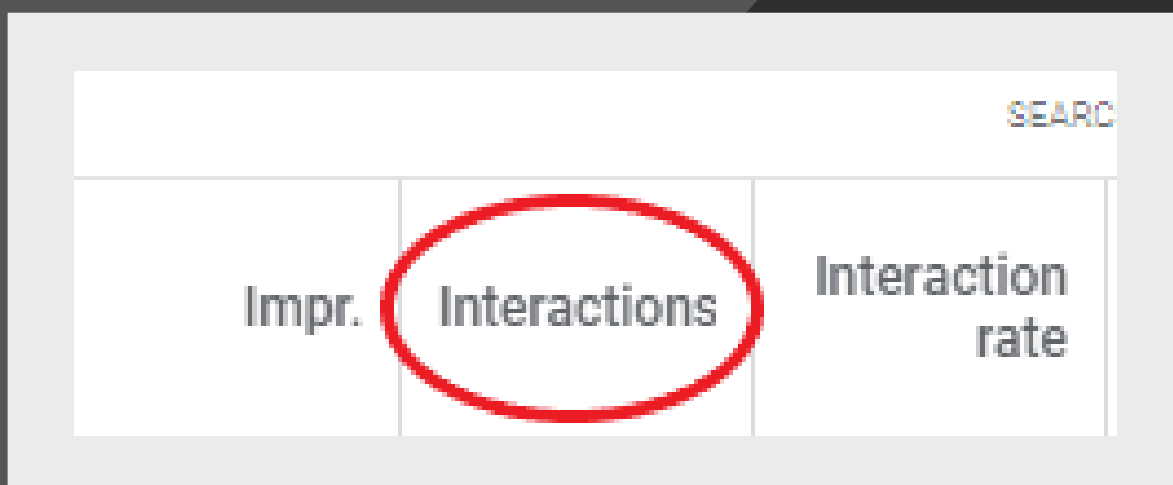


A screenshot of a reporting interface with a navigation bar at the top containing icons for SEARCH, SEGMENT, COLUMNS, REPORTS, and DOWNLOAD. Below the navigation bar is a table with four columns: 'Avg. cost', 'Cost', 'Conversion:', and 'Cost / conv.'. The 'Avg. cost' column is circled in red.

SEARCH	SEGMENT	COLUMNS	REPORTS	DOWNLOAD
Avg. cost	Cost	Conversion:	Cost / conv.	

## INTERACTIONS:

AN INTERACTION IS THE MAIN ACTION ASSOCIATED WITH AN AD FORMAT. THESE INCLUDE CLICKS FOR TEXT AND PRODUCT SHOPPING ADS, VIEWS FOR VIDEO ADS AND MORE.

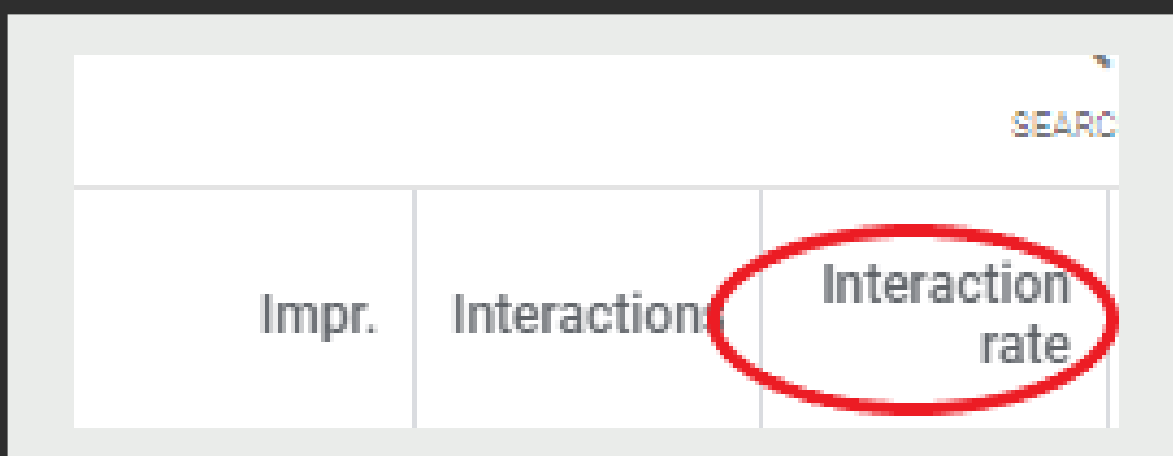


A screenshot of a table interface. At the top right, there is a 'SEARCH' button. The table has three columns. The first column is labeled 'Impr.', the second column is labeled 'Interactions', and the third column is labeled 'Interaction rate'. The word 'Interactions' in the second column is circled in red.

Impr.	Interactions	Interaction rate
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## INTERACTION RATE:

MEASURES HOW OFTEN PEOPLE INTERACT WITH YOUR AD AFTER IT'S SHOWN TO THEM. THIS HELPS MEASURE YOUR AD'S EFFECTIVENESS.

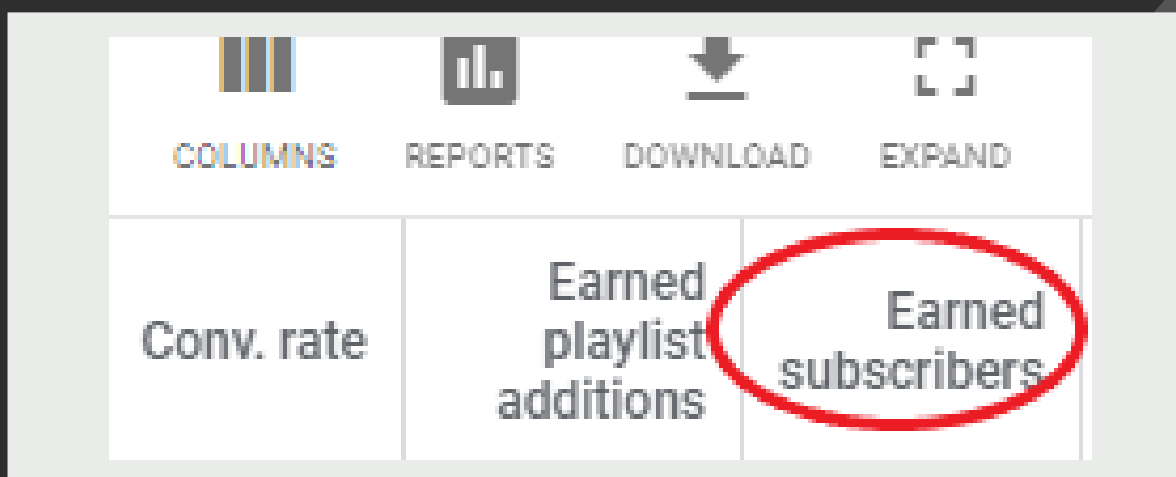


A screenshot of a table interface. At the top right, there is a 'SEARCH' button. The table has three columns. The first column is labeled 'Impr.', the second column is labeled 'Interaction', and the third column is labeled 'Interaction rate'. The words 'Interaction rate' in the third column are circled in red.

Impr.	Interaction	Interaction rate
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## EARNED SUBSCRIBERS:

AN EARNED SUBSCRIBER IS COUNTED WHEN SOMEONE VIEWS YOUR VIDEO AD, THEN LATER SUBSCRIBES TO YOUR LINKED YOUTUBE CHANNEL, WITHIN 7 DAYS OF THE INITIAL VIEW. YOU AREN'T CHARGED FOR EARNED SUBSCRIBERS

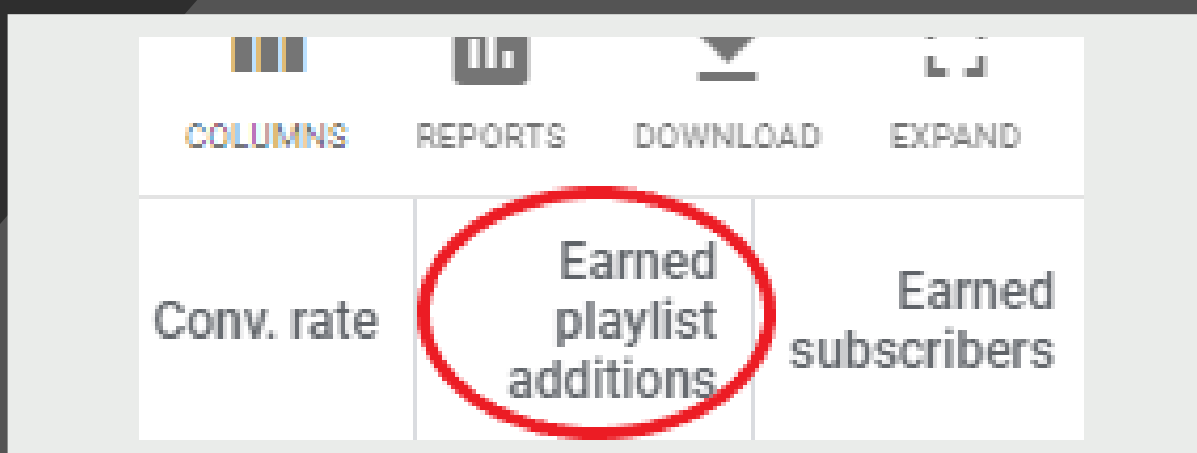


A screenshot of a table interface. At the top, there are four icons: a vertical bar chart, a bar chart, a download arrow, and a square with four corners. Below the icons are the labels 'COLUMNS', 'REPORTS', 'DOWNLOAD', and 'EXPAND'. The table has three columns. The first column is labeled 'Conv. rate', the second column is labeled 'Earned playlist additions', and the third column is labeled 'Earned subscribers'. The words 'Earned subscribers' in the third column are circled in red.

COLUMNS	REPORTS	DOWNLOAD	EXPAND
Conv. rate	Earned playlist additions	Earned subscribers	

## EARNED PLAYLIST ADDITIONS:

AN EARNED PLAYLIST ADDITION OCCURS WHEN SOMEONE VIEWS YOUR VIDEO AD, THEN LATER ADDS A VIDEO FROM YOUR LINKED YOUTUBE CHANNEL TO A PLAYLIST, WITHIN 7 DAYS OF THE INITIAL VIEW. YOU AREN'T CHARGED FOR EARNED PLAYLIST ADDITIONS.

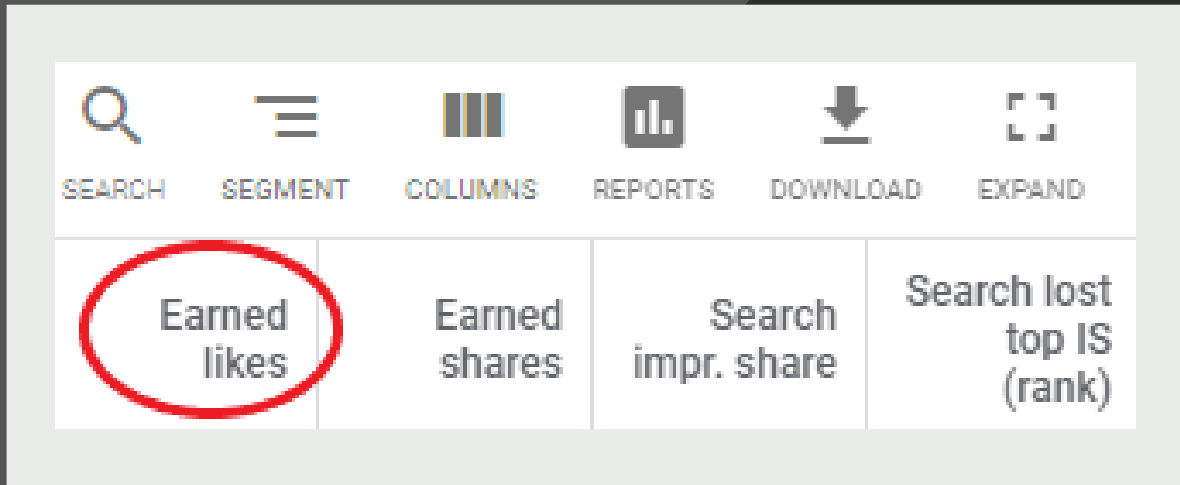


A screenshot of a table interface. At the top, there are four icons: a vertical bar chart, a bar chart, a download arrow, and a square with four corners. Below the icons are the labels 'COLUMNS', 'REPORTS', 'DOWNLOAD', and 'EXPAND'. The table has three columns. The first column is labeled 'Conv. rate', the second column is labeled 'Earned playlist additions', and the third column is labeled 'Earned subscribers'. The words 'Earned playlist additions' in the second column are circled in red.

COLUMNS	REPORTS	DOWNLOAD	EXPAND
Conv. rate	Earned playlist additions	Earned subscribers	

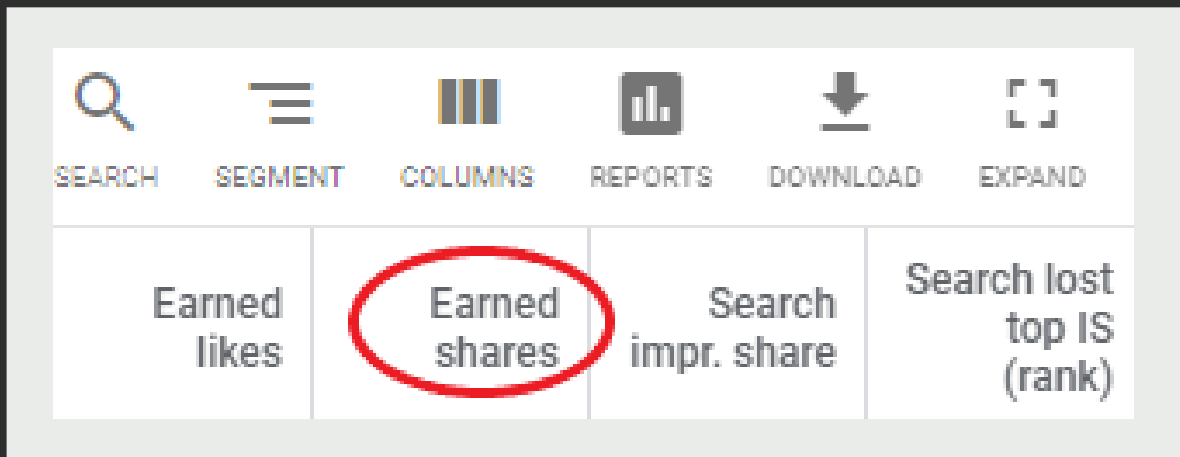
## EARNED LIKES:

AN EARNED LIKE OCCURS WHEN SOMEONE VIEWS YOUR VIDEO AD, THEN LATER LIKES A VIDEO FROM YOUR LINKED YOUTUBE CHANNEL, WITHIN 7 DAYS OF THE INITIAL VIEW. YOU AREN'T CHARGED FOR EARNED LIKES.



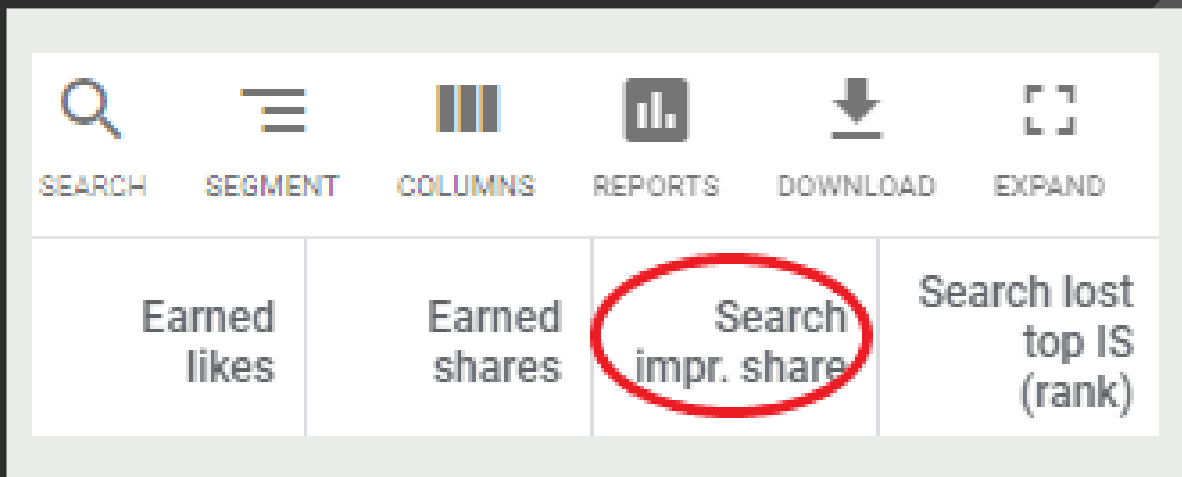
## EARNED SHARES:

AN EARNED SHARE OCCURS WHEN SOMEONE VIEWS YOUR VIDEO AD, THEN LATER SHARES A VIDEO FROM YOUR LINKED YOUTUBE CHANNEL, WITHIN 7 DAYS OF THE INITIAL VIEW. YOU AREN'T CHARGED FOR EARNED SHARES.



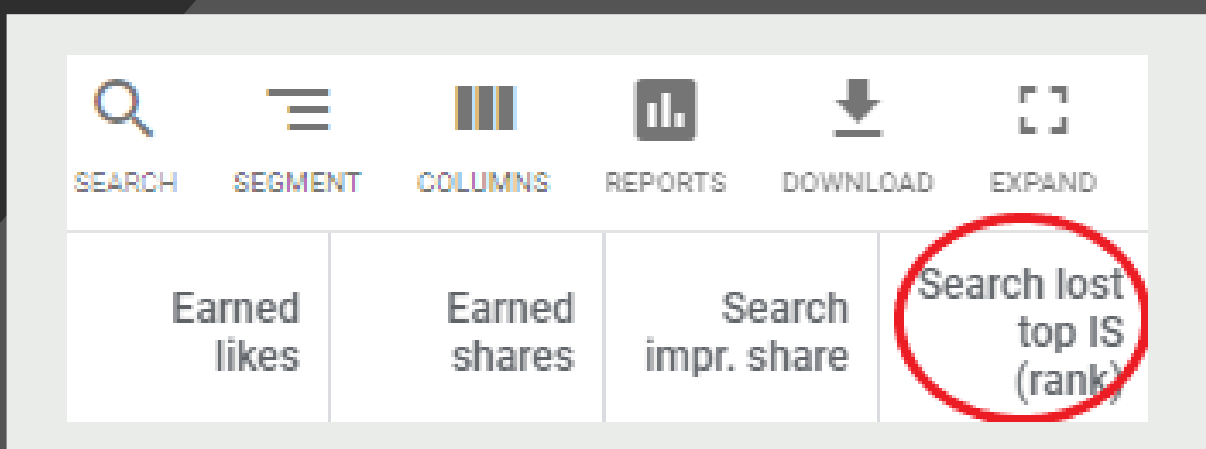
## SEARCH IMPRESSION SHARE:

IS THE IMPRESSIONS THAT YOU'VE RECEIVED ON THE SEARCH NETWORK DIVIDED BY THE ESTIMATED NUMBER OF IMPRESSIONS THAT YOU WERE ELIGIBLE TO RECEIVE.



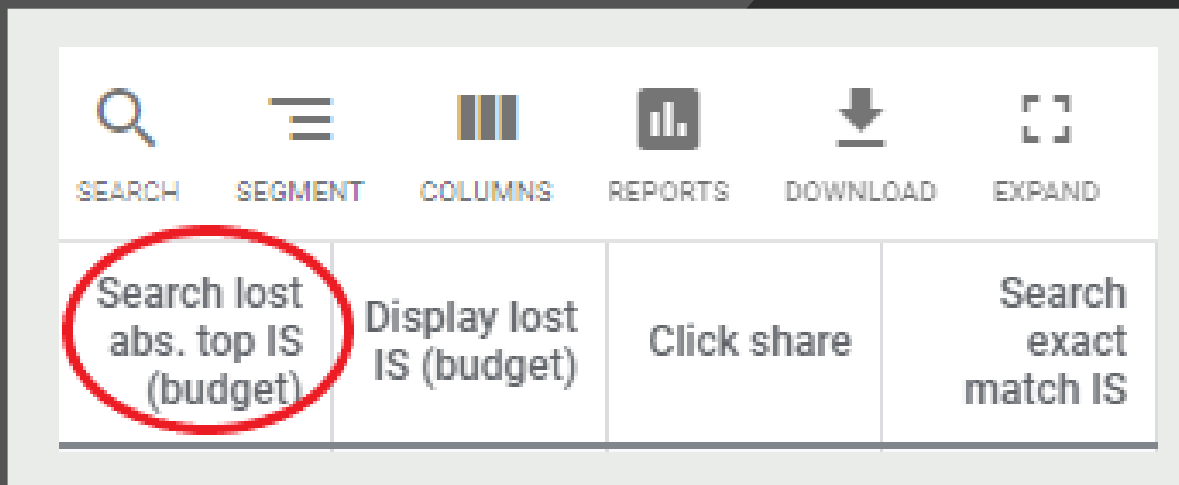
## SEARCH LOST TOP IMPRESSION SHARE (RANK):

ESTIMATES HOW OFTEN YOUR AD DIDN'T SHOW ANYWHERE ABOVE THE ORGANIC SEARCH RESULTS DUE TO POOR AD RANK.



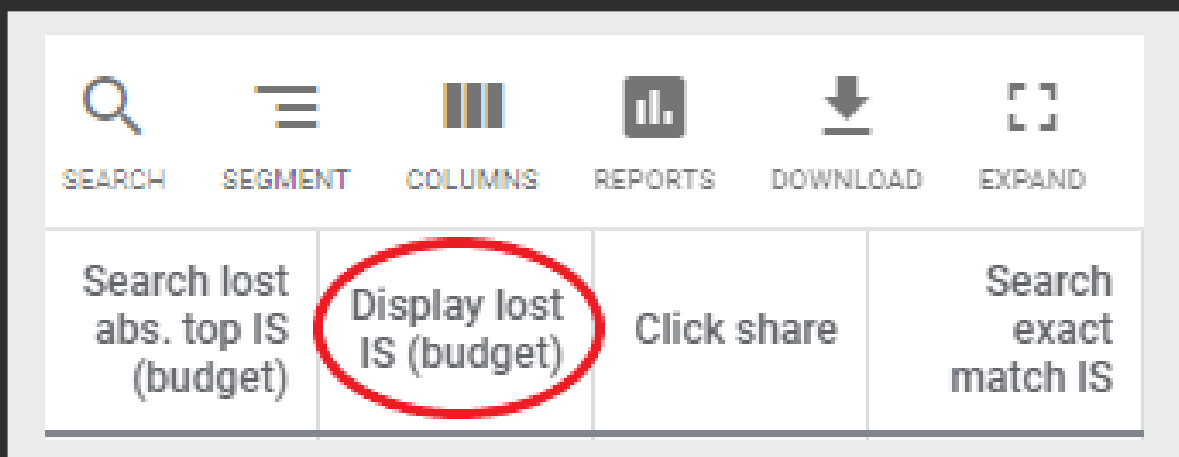
## SEARCH LOST ABSOLUTE TOP IMPRESSION SHARE (BUDGET):

ESTIMATES HOW OFTEN YOUR AD WASN'T THE VERY FIRST AD ABOVE THE ORGANIC SEARCH RESULTS DUE TO LOW BUDGET.



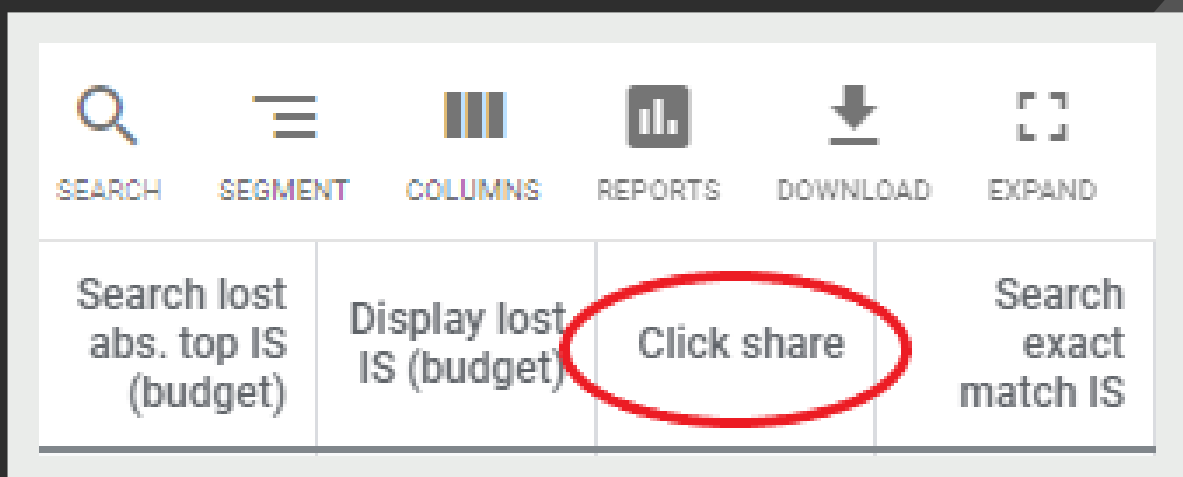
## DISPLAY LOST IMPRESSION SHARE (BUDGET):

ESTIMATES HOW OFTEN YOUR AD DIDN'T SHOW ON THE DISPLAY NETWORK DUE TO LOW BUDGET.



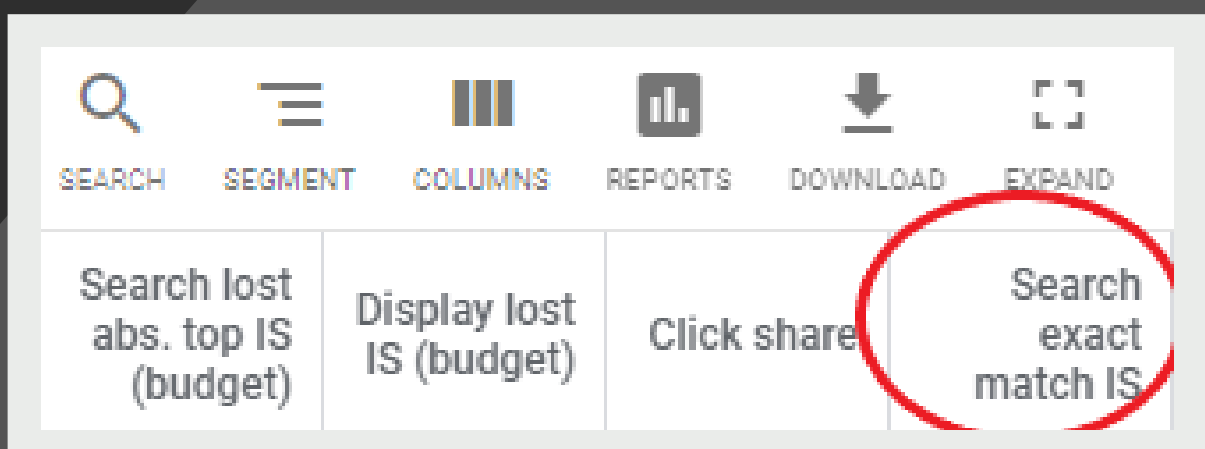
## CLICK SHARE:

THE CLICKS THAT YOU'VE RECEIVED ON THE SEARCH NETWORK DIVIDED BY THE ESTIMATED MAXIMUM NUMBER OF CLICKS THAT YOU COULD HAVE RECEIVED.



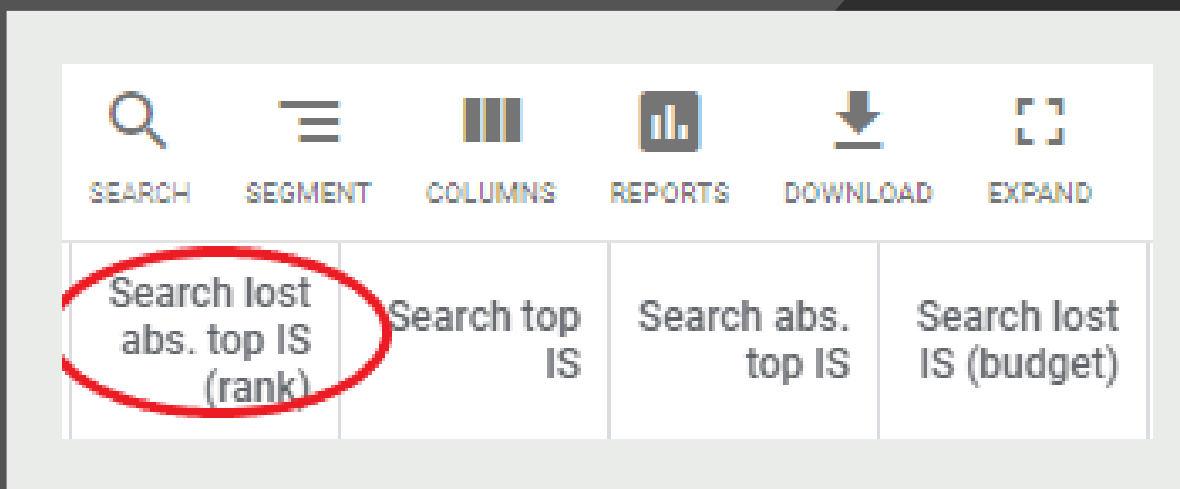
## SEARCH EXACT MATCH IMPRESSION SHARE (IS):

THE EXACT MATCH IMPRESSIONS THAT YOU'VE RECEIVED DIVIDED BY THE ESTIMATED NUMBER OF EXACT MATCH IMPRESSIONS THAT YOU WERE ELIGIBLE TO RECEIVE ON THE SEARCH NETWORK.



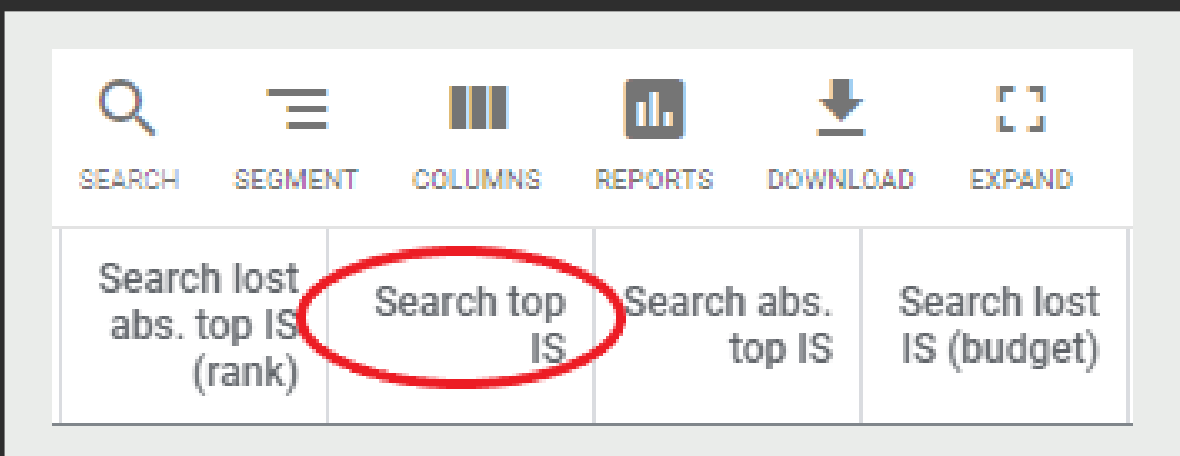
## SEARCH LOST ABSOLUTE TOP IMPRESSION SHARE (RANK)

ESTIMATES HOW OFTEN YOUR AD WASN'T THE VERY FIRST AD ABOVE THE ORGANIC SEARCH RESULTS DUE TO POOR AD RANK.



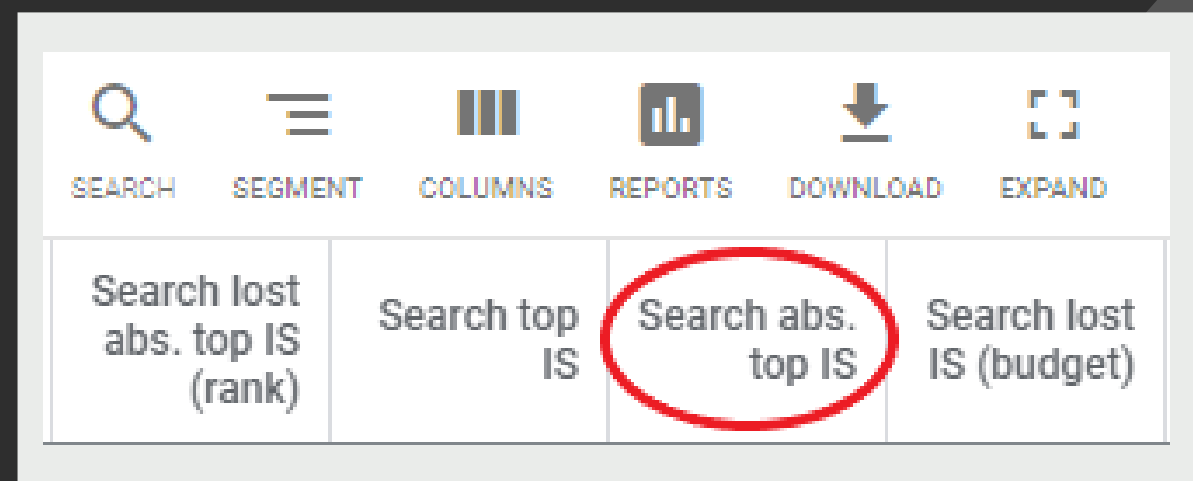
## SEARCH TOP IMPRESSION SHARE (IS):

THE IMPRESSIONS YOU'VE RECEIVED IN THE TOP LOCATION ON THE SEARCH RESULT PAGE DIVIDED BY THE ESTIMATED NUMBER OF IMPRESSIONS YOU WERE ELIGIBLE TO RECEIVE IN THE TOP LOCATION. USE THIS METRIC TO BID ON THE TOP PAGE LOCATION.



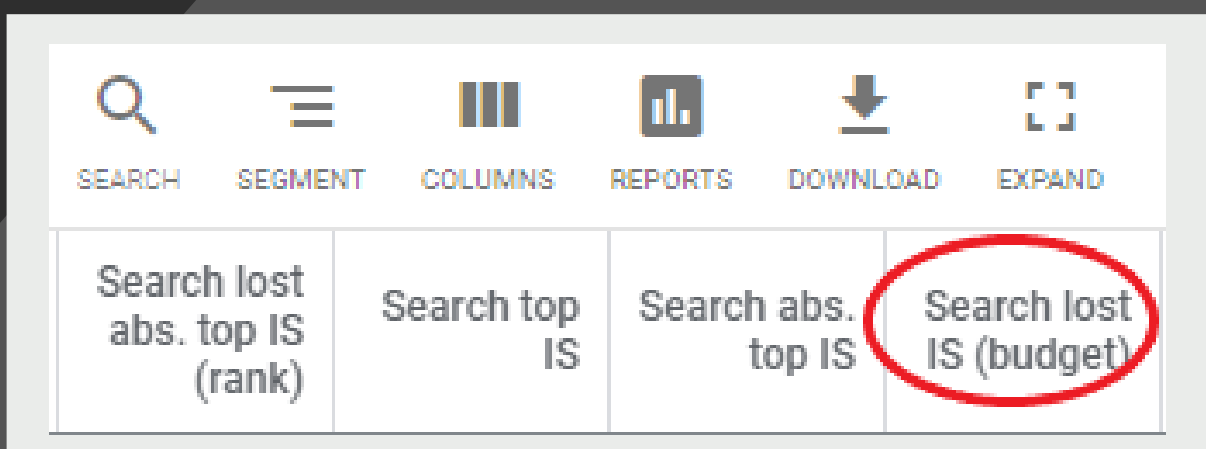
## SEARCH ABSOLUTE TOP IMPRESSION SHARE:

THE PERCENTAGE OF YOUR SEARCH AD IMPRESSIONS THAT ARE SHOWN IN THE MOST PROMINENT SEARCH POSITION



## SEARCH LOST IMPRESSION SHARE (BUDGET):

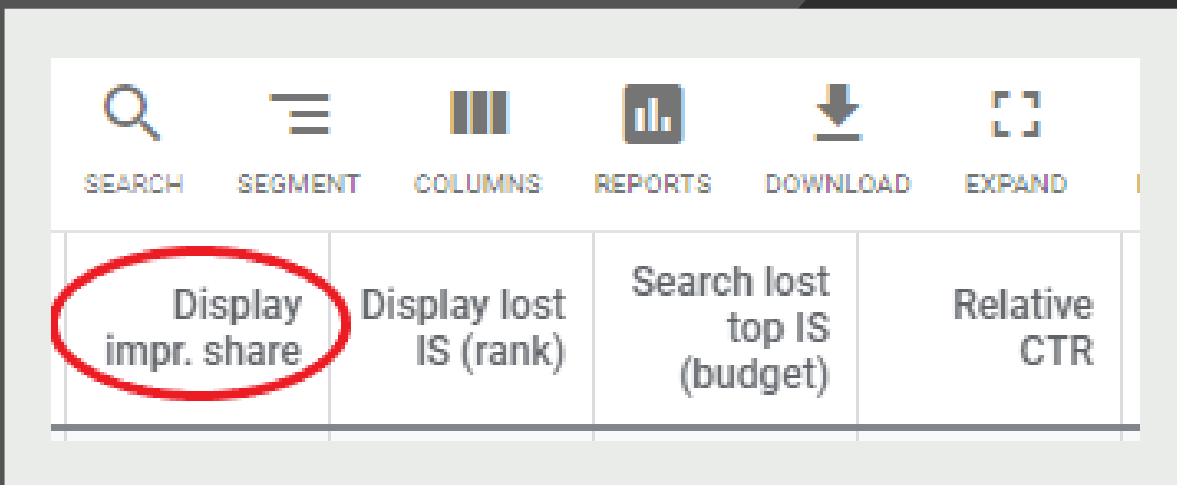
ESTIMATES HOW OFTEN YOUR AD DIDN'T SHOW ON THE SEARCH NETWORK DUE TO LOW BUDGET.





## DISPLAY IMPRESSION SHARE:

THE IMPRESSIONS THAT YOU'VE RECEIVED ON THE GOOGLE DISPLAY NETWORK DIVIDED BY THE ESTIMATED NUMBER OF IMPRESSIONS THAT YOU WERE ELIGIBLE TO RECEIVE.

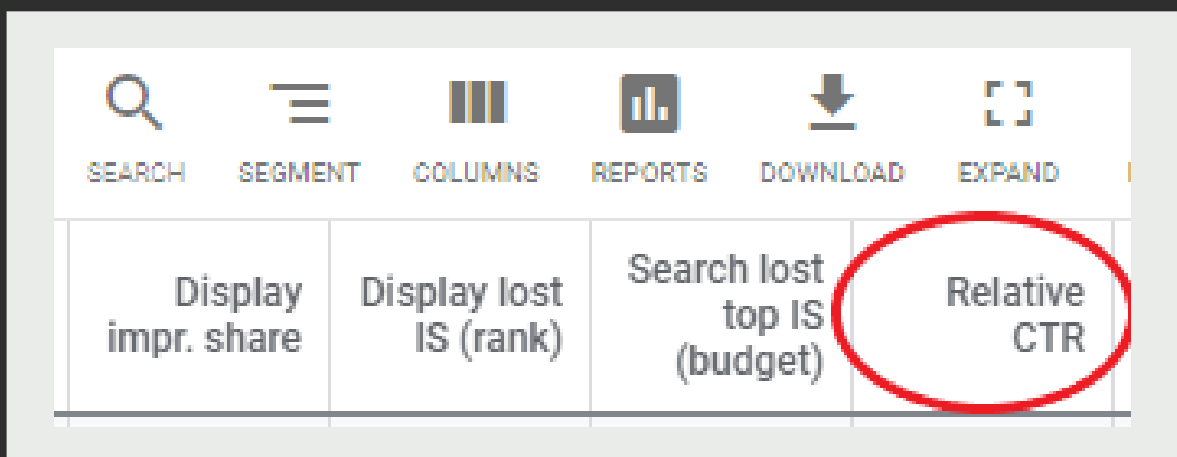


A screenshot of the Google Ads interface showing a menu bar with icons for SEARCH, SEGMENT, COLUMNS, REPORTS, DOWNLOAD, and EXPAND. Below the menu bar is a table with four columns: 'Display impr. share', 'Display lost IS (rank)', 'Search lost top IS (budget)', and 'Relative CTR'. The 'Display impr. share' column is circled in red.

Display impr. share	Display lost IS (rank)	Search lost top IS (budget)	Relative CTR
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## RELATIVE CTR:

MEASURES HOW YOUR ADS PERFORM ON DISPLAY NETWORK SITES COMPARED TO OTHER ADS ON THE SAME SITES. WHAT IT IS: RELATIVE CTR IS YOUR CLICK-THROUGH RATE DIVIDED BY THE AVERAGE CLICK-THROUGH RATE OF ALL ADVERTISERS ON THE WEBSITES THAT SHOW YOUR ADS.

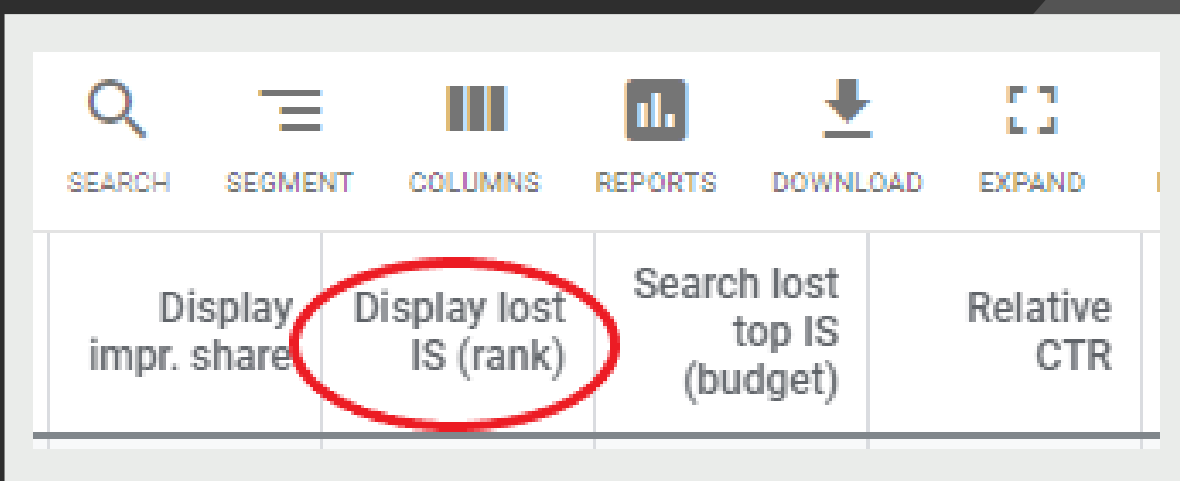


A screenshot of the Google Ads interface showing a menu bar with icons for SEARCH, SEGMENT, COLUMNS, REPORTS, DOWNLOAD, and EXPAND. Below the menu bar is a table with four columns: 'Display impr. share', 'Display lost IS (rank)', 'Search lost top IS (budget)', and 'Relative CTR'. The 'Relative CTR' column is circled in red.

Display impr. share	Display lost IS (rank)	Search lost top IS (budget)	Relative CTR
---------------------	------------------------	-----------------------------	--------------

## DISPLAY LOST IMPRESSION SHARE (RANK):

THE ESTIMATED PERCENTAGE OF IMPRESSIONS ON THE GOOGLE DISPLAY NETWORK THAT YOUR ADS DIDN'T RECEIVE DUE TO POOR AD RANK.

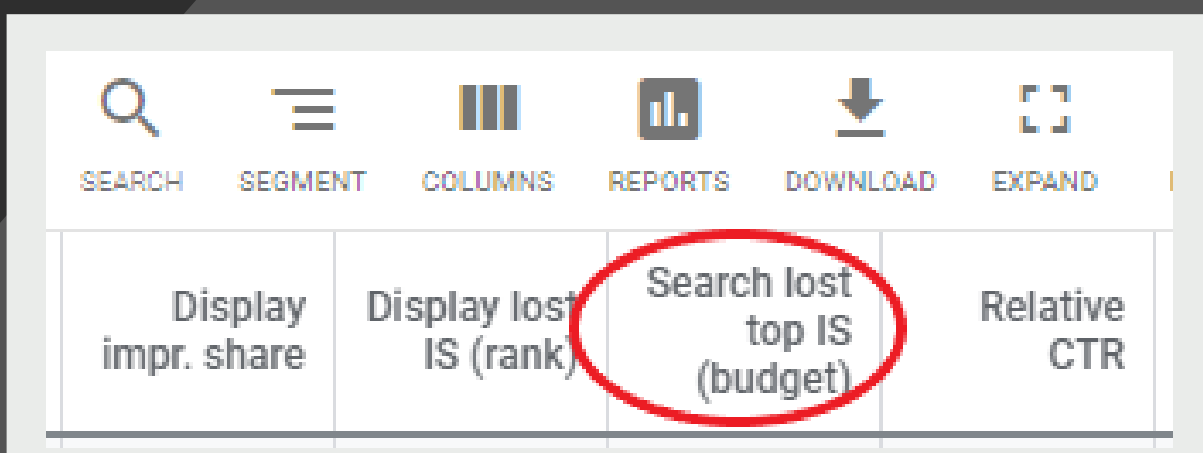


A screenshot of the Google Ads interface showing a menu bar with icons for SEARCH, SEGMENT, COLUMNS, REPORTS, DOWNLOAD, and EXPAND. Below the menu bar is a table with four columns: 'Display impr. share', 'Display lost IS (rank)', 'Search lost top IS (budget)', and 'Relative CTR'. The 'Display lost IS (rank)' column is circled in red.

Display impr. share	Display lost IS (rank)	Search lost top IS (budget)	Relative CTR
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## SEARCH LOST TOP IMPRESSION SHARE (BUDGET):

ESTIMATES HOW OFTEN YOUR AD DIDN'T SHOW ANYWHERE ABOVE THE ORGANIC SEARCH RESULTS DUE TO LOW BUDGET.

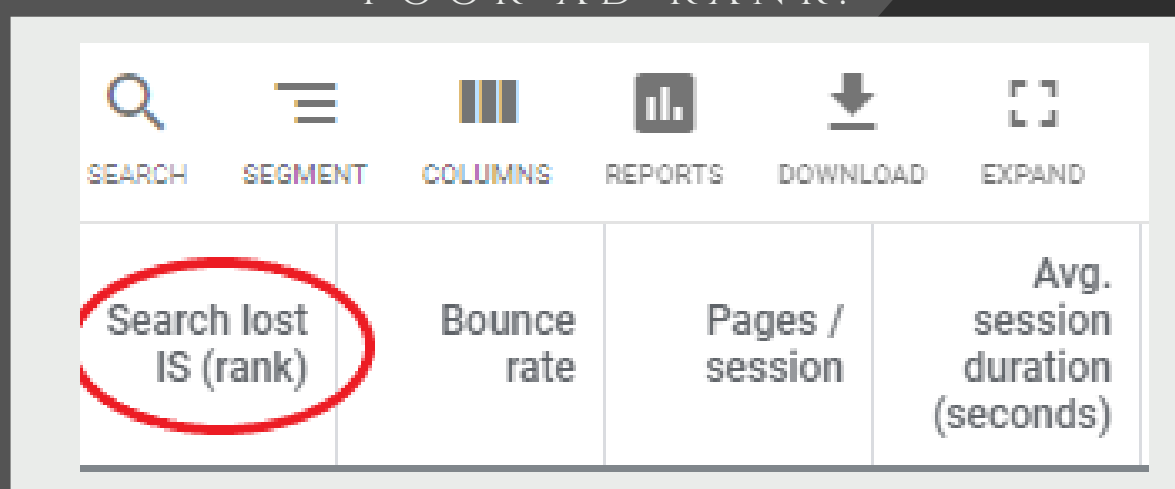


A screenshot of the Google Ads interface showing a menu bar with icons for SEARCH, SEGMENT, COLUMNS, REPORTS, DOWNLOAD, and EXPAND. Below the menu bar is a table with four columns: 'Display impr. share', 'Display lost IS (rank)', 'Search lost top IS (budget)', and 'Relative CTR'. The 'Search lost top IS (budget)' column is circled in red.

Display impr. share	Display lost IS (rank)	Search lost top IS (budget)	Relative CTR
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## SEARCH LOST IMPRESSION SHARE (RANK):

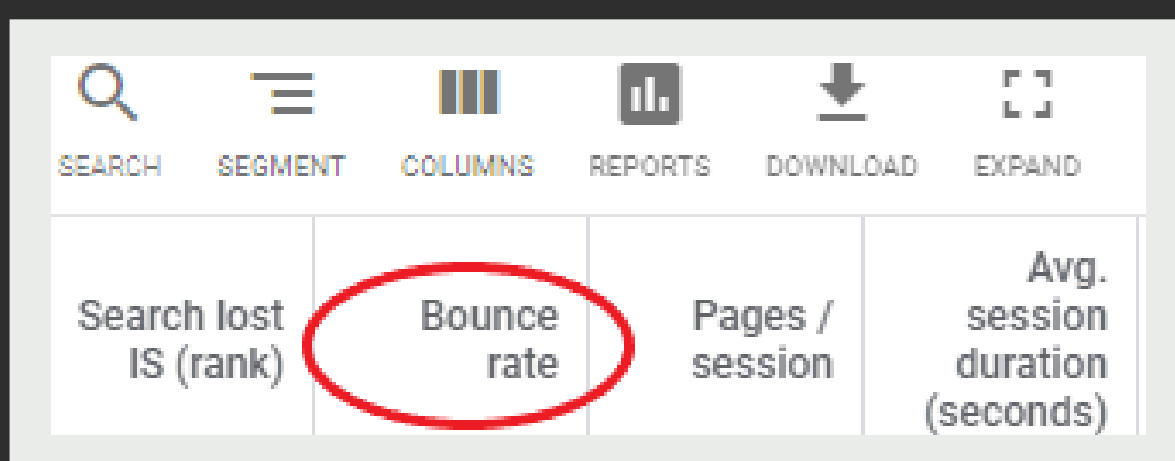
ESTIMATES HOW OFTEN YOUR AD DIDN'T SHOW ON THE SEARCH NETWORK DUE TO POOR AD RANK.



SEARCH	SEGMENT	COLUMNS	REPORTS	DOWNLOAD	EXPAND
Search lost IS (rank)	Bounce rate	Pages / session	Avg. session duration (seconds)		

## BOUNCE RATE:

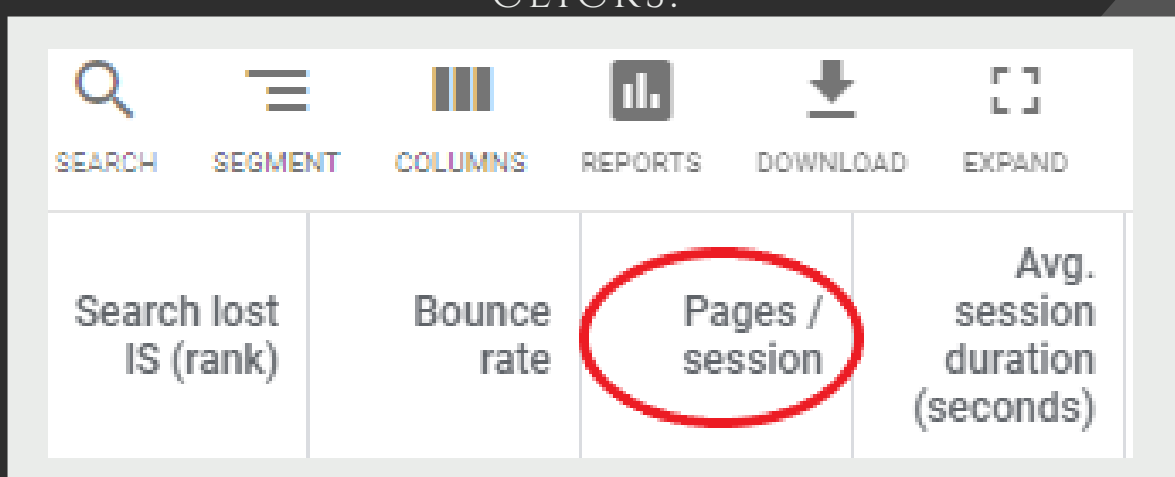
THE PERCENTAGE OF SINGLE-PAGE VISITS OR VISITS IN WHICH THE PERSON LEFT YOUR SITE FROM THE ENTRANCE (LANDING) PAGE. THIS METRIC IS IMPORTED FROM YOUR GOOGLE ANALYTICS ACCOUNTS AND IS CALCULATED BASED ONLY ON VISITS THAT ORIGINATED FROM GOOGLE ADS CLICKS.



SEARCH	SEGMENT	COLUMNS	REPORTS	DOWNLOAD	EXPAND
Search lost IS (rank)	Bounce rate	Pages / session	Avg. session duration (seconds)		

## PAGES/SESSION:

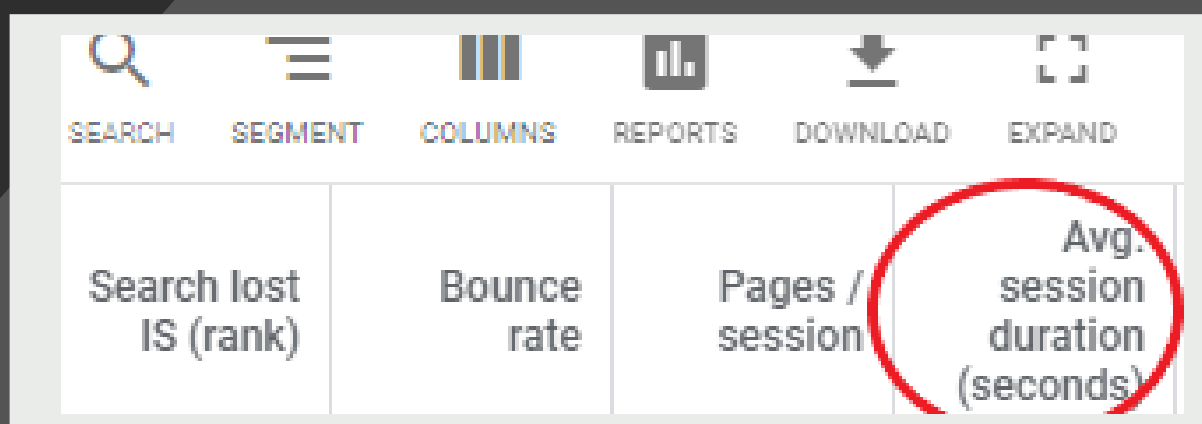
THE AVERAGE NUMBER OF PAGES ON YOUR WEBSITE VIEWED PER SESSION. YOU CAN USE THIS METRIC TO MEASURE VISITOR QUALITY. THIS METRIC IS IMPORTED FROM YOUR GOOGLE ANALYTICS ACCOUNTS AND IS CALCULATED BASED ONLY ON SESSIONS THAT ORIGINATED FROM GOOGLE ADS CLICKS.



SEARCH	SEGMENT	COLUMNS	REPORTS	DOWNLOAD	EXPAND
Search lost IS (rank)	Bounce rate	Pages / session	Avg. session duration (seconds)		

## AVERAGE SESSION DURATION:

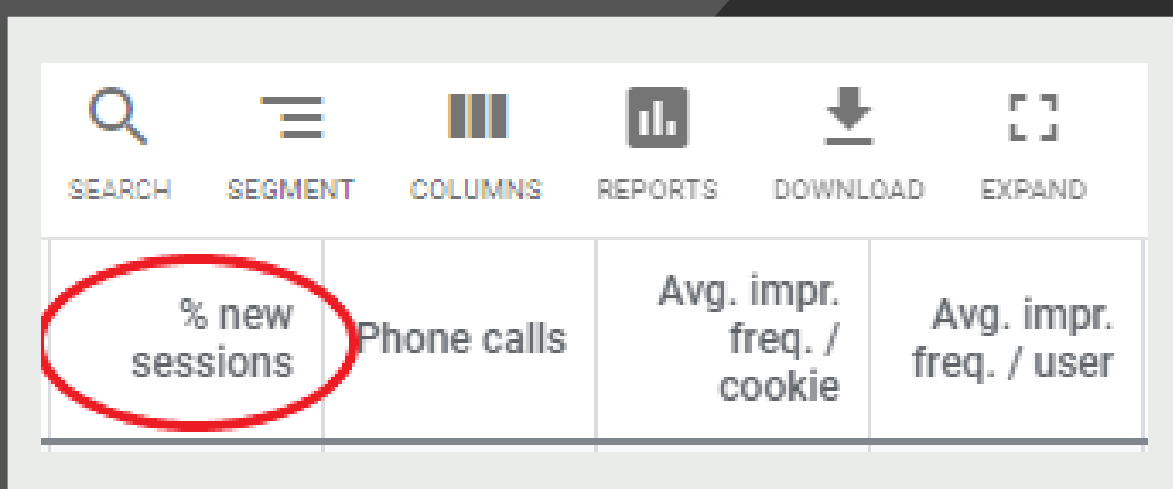
THE TOTAL DURATION OF ALL SESSIONS (IN SECONDS) DIVIDED BY THE NUMBER OF SESSIONS. YOU CAN USE THIS METRIC TO MEASURE VISITOR QUALITY. THIS METRIC IS IMPORTED FROM YOUR GOOGLE ANALYTICS ACCOUNTS AND IS CALCULATED BASED ONLY ON SESSIONS THAT ORIGINATED FROM GOOGLE ADS CLICKS.



SEARCH	SEGMENT	COLUMNS	REPORTS	DOWNLOAD	EXPAND
Search lost IS (rank)	Bounce rate	Pages / session	Avg. session duration (seconds)		

## '% NEW SESSIONS:

THE PERCENTAGE OF FIRST-TIME SESSIONS (SESSIONS FROM PEOPLE WHO HAD NEVER VISITED YOUR SITE BEFORE). THIS METRIC IS IMPORTED FROM YOUR GOOGLE ANALYTICS ACCOUNTS AND IS CALCULATED BASED ONLY ON SESSIONS THAT ORIGINATED FROM GOOGLE ADS CLICKS.

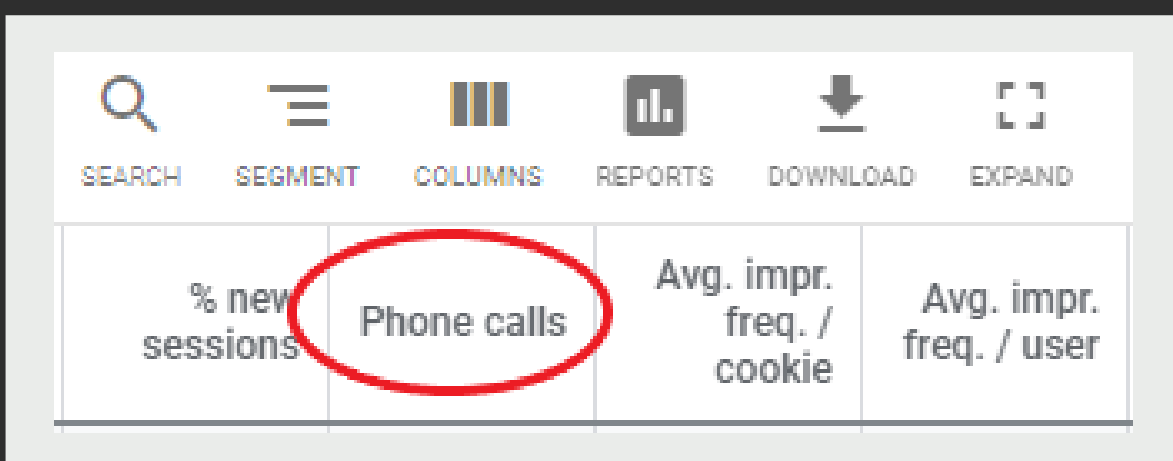


A screenshot of the Google Ads interface showing a table with four columns. The first column, labeled '% new sessions', is circled in red. The second column is labeled 'Phone calls'. The third column is labeled 'Avg. impr. freq. / cookie'. The fourth column is labeled 'Avg. impr. freq. / user'. The interface includes a search bar and navigation icons for SEARCH, SEGMENT, COLUMNS, REPORTS, DOWNLOAD, and EXPAND.

SEARCH	SEGMENT	COLUMNS	REPORTS	DOWNLOAD	EXPAND
% new sessions	Phone calls	Avg. impr. freq. / cookie	Avg. impr. freq. / user		

## PHONE CALLS:

THE NUMBER OF TIMES THAT PEOPLE CLICKED A PHONE NUMBER DISPLAYED IN AN AD ON A MOBILE DEVICE OR MANUALLY DIALED THE GOOGLE FORWARDING NUMBER DISPLAYED IN AN AD ON ANY DEVICE.

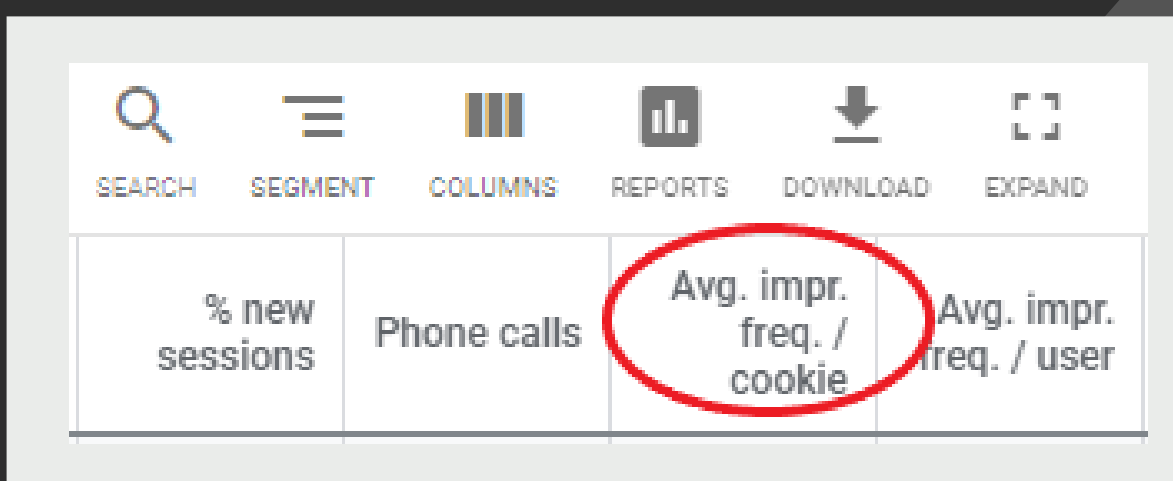


A screenshot of the Google Ads interface showing a table with four columns. The second column, labeled 'Phone calls', is circled in red. The first column is labeled '% new sessions'. The third column is labeled 'Avg. impr. freq. / cookie'. The fourth column is labeled 'Avg. impr. freq. / user'. The interface includes a search bar and navigation icons for SEARCH, SEGMENT, COLUMNS, REPORTS, DOWNLOAD, and EXPAND.

SEARCH	SEGMENT	COLUMNS	REPORTS	DOWNLOAD	EXPAND
% new sessions	Phone calls	Avg. impr. freq. / cookie	Avg. impr. freq. / user		

## AVG IMPRESSION FREQUENCY/COOKIE:

THIS COLUMN DISPLAYS THE AVERAGE NUMBER OF TIMES A UNIQUE COOKIE WAS EXPOSED TO YOUR AD OVER A GIVEN TIME PERIOD. USE THIS METRIC TO BETTER UNDERSTAND IF YOUR AD IS ENGAGING USERS EFFECTIVELY.

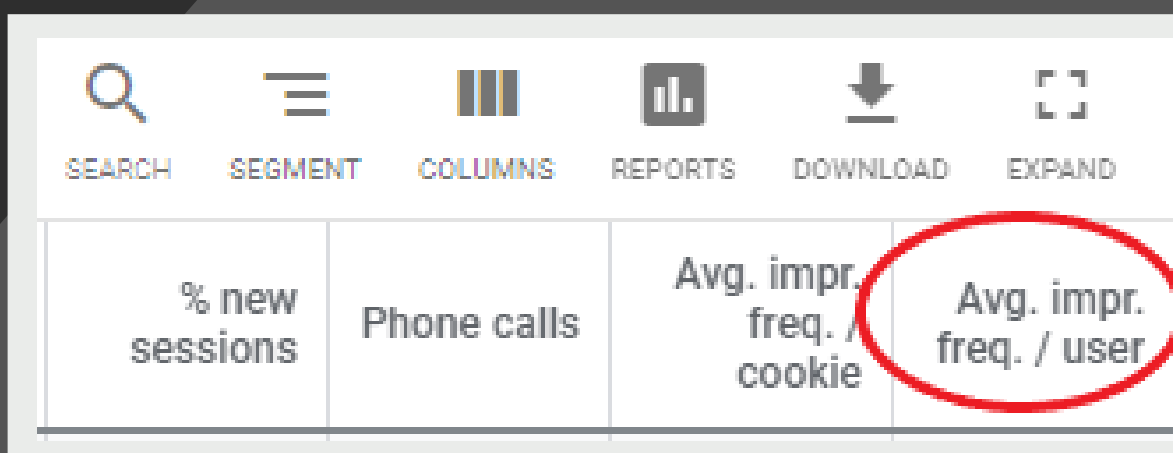


A screenshot of the Google Ads interface showing a table with four columns. The third column, labeled 'Avg. impr. freq. / cookie', is circled in red. The first column is labeled '% new sessions'. The second column is labeled 'Phone calls'. The fourth column is labeled 'Avg. impr. freq. / user'. The interface includes a search bar and navigation icons for SEARCH, SEGMENT, COLUMNS, REPORTS, DOWNLOAD, and EXPAND.

SEARCH	SEGMENT	COLUMNS	REPORTS	DOWNLOAD	EXPAND
% new sessions	Phone calls	Avg. impr. freq. / cookie	Avg. impr. freq. / user		

## AVG. IMPR. FREQ. PER USER:

THE AVERAGE NUMBER OF TIMES A UNIQUE PERSON IS SHOWN YOUR AD OVER A GIVEN TIME PERIOD. USE THIS METRIC TO UNDERSTAND BETTER HOW FREQUENTLY A USER MAY BE EXPOSED TO YOUR AD.

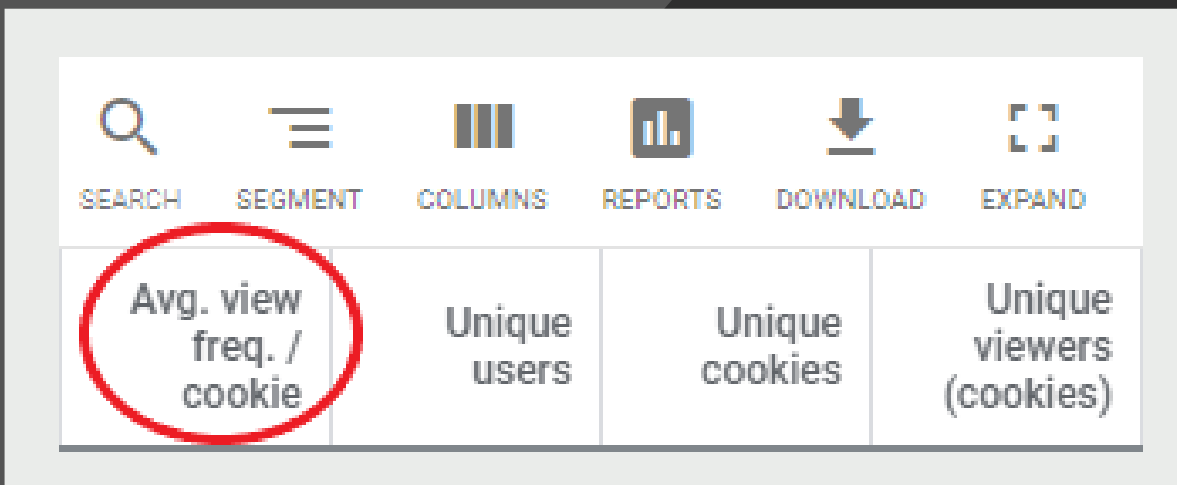


A screenshot of the Google Ads interface showing a table with four columns. The fourth column, labeled 'Avg. impr. freq. / user', is circled in red. The first column is labeled '% new sessions'. The second column is labeled 'Phone calls'. The third column is labeled 'Avg. impr. freq. / cookie'. The interface includes a search bar and navigation icons for SEARCH, SEGMENT, COLUMNS, REPORTS, DOWNLOAD, and EXPAND.

SEARCH	SEGMENT	COLUMNS	REPORTS	DOWNLOAD	EXPAND
% new sessions	Phone calls	Avg. impr. freq. / cookie	Avg. impr. freq. / user		

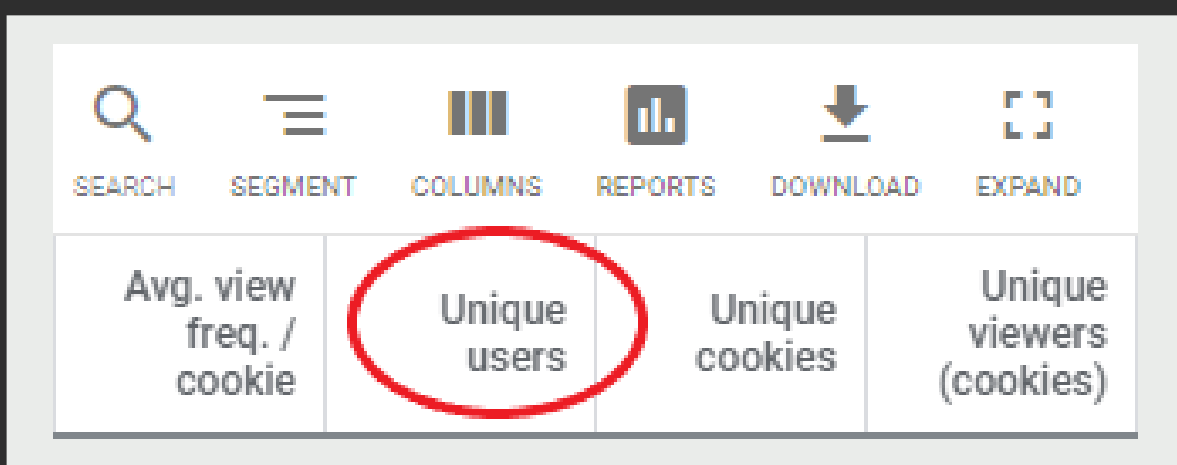
# AVERAGE VIEW FREQUENCY PER COOKIE:

THE TYPICAL NUMBER OF TIMES THAT SOMEONE VIEWED YOUR AD FROM A UNIQUE BROWSER OVER A GIVEN TIME PERIOD. WHY IT MATTERS: USE THIS METRIC TO BETTER UNDERSTAND HOW FREQUENTLY THE SAME VIEWER IS INTERESTED IN YOUR VIDEO ADS.



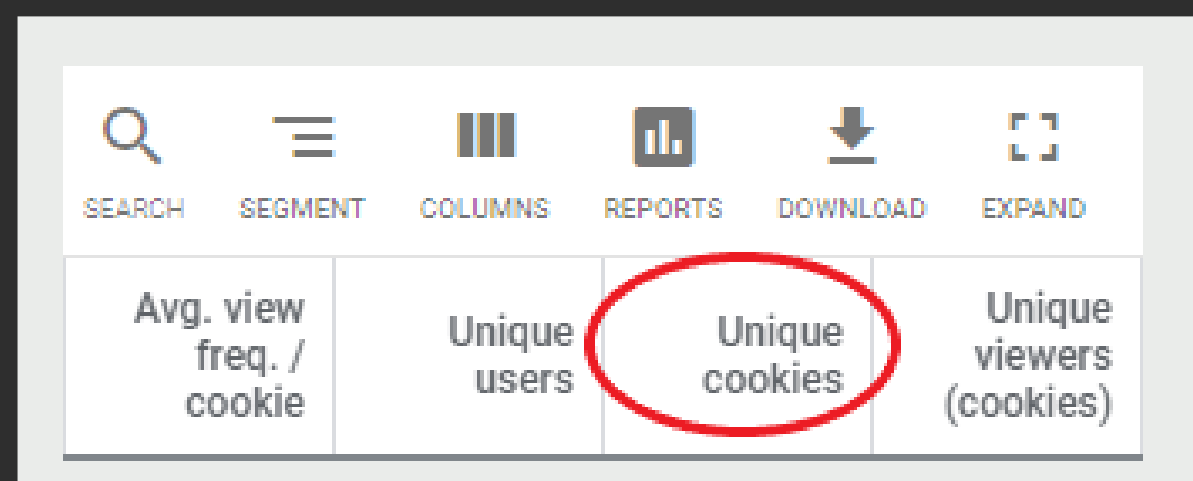
## UNIQUE USERS:

SHOWS THE TOTAL NUMBER OF PEOPLE WHO SAW AN AD IN DISPLAY OR VIDEO CAMPAIGNS OVER A GIVEN PERIOD.



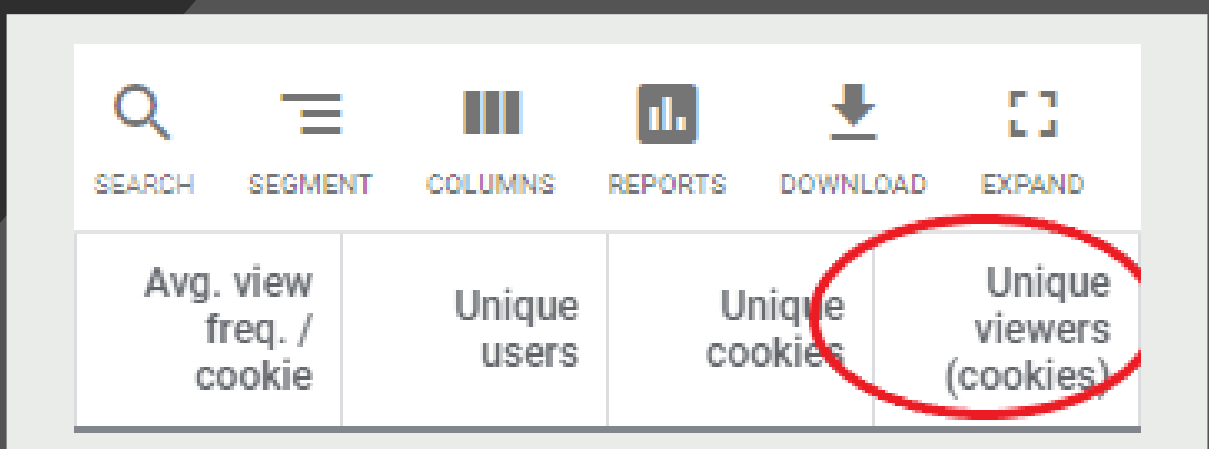
## UNIQUE COOKIES:

THIS COLUMN DISPLAYS THE NUMBER OF UNIQUE COOKIES THAT WERE EXPOSED TO YOUR AD OVER A GIVEN TIME PERIOD. WHY IT MATTERS: YOU CAN USE THIS INFORMATION TO ESTIMATE HOW MANY PEOPLE WERE SHOWN YOUR AD.



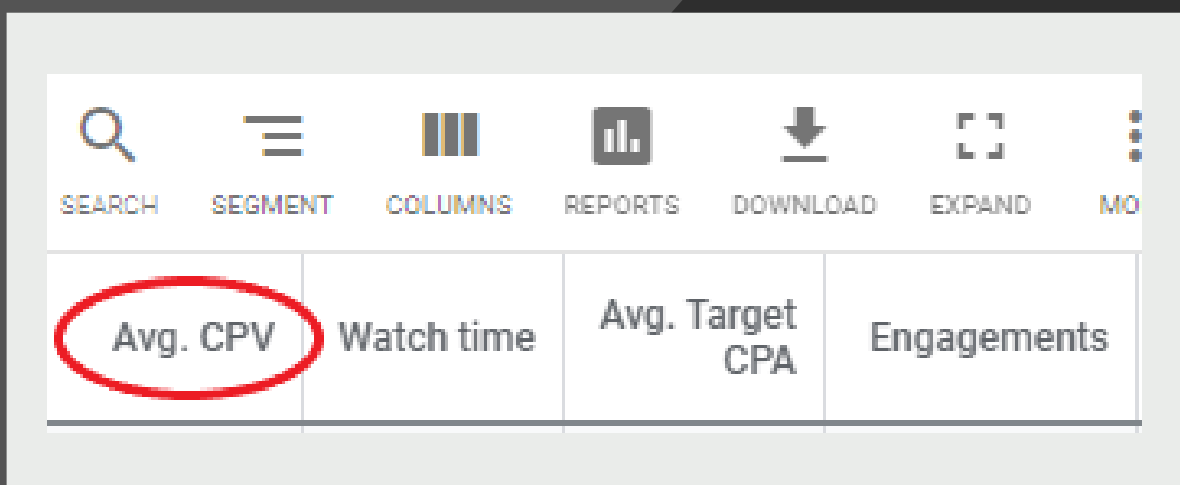
## UNIQUE VIEWERS (COOKIES):

SHOWS THE DAILY NUMBER OF VIEWS FROM A UNIQUE BROWSER THAT A VIDEO AD OR ALL OF YOUR VIDEO ADS HAD WITHIN A CERTAIN TIME PERIOD. WHAT THIS MEANS: IF YOUR VIDEO AD IS VIEWED OVER AND OVER AGAIN FROM A SPECIFIC BROWSER, THEN ONLY 1 VIEW WILL BE COUNTED. IF YOUR VIDEO AD IS SHOWN TO SOMEONE BUT THAT PERSON CHOOSES NOT TO WATCH IT, THEN IT WON'T BE COUNTED TOWARDS THIS METRIC.



## AVERAGE COST PER VIEW (AVG. CPV):

THE AVERAGE AMOUNT THAT YOU PAY EACH TIME THAT SOMEONE VIEWS YOUR VIDEO AD. IT EQUALS THE TOTAL COST OF ALL VIEWS DIVIDED BY THE TOTAL NUMBER OF VIEWS. THIS DIFFERS FROM MAXIMUM CPV, WHICH IS THE MOST THAT YOU'RE WILLING TO PAY FOR AN AD VIEW.

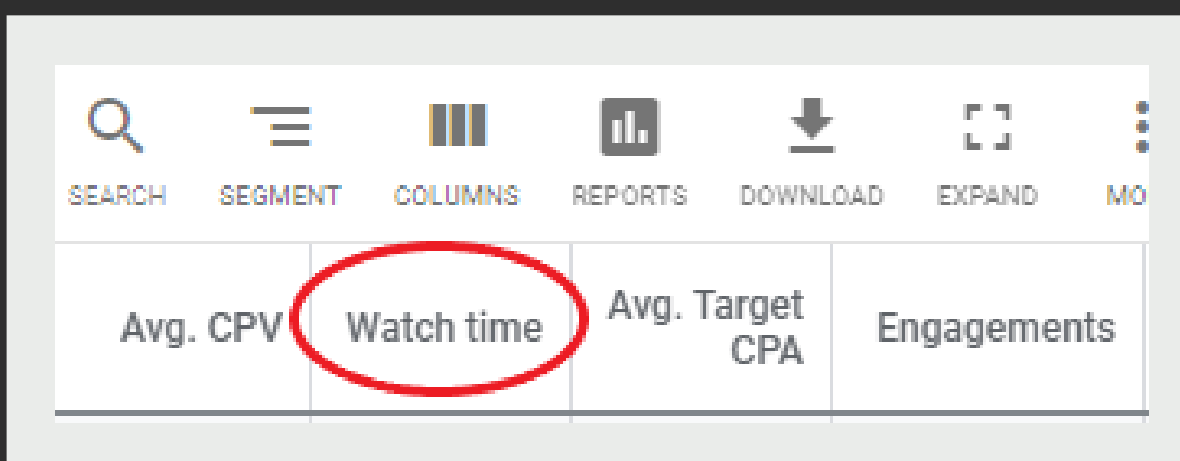


A screenshot of a video ad performance dashboard. The top navigation bar includes icons for SEARCH, SEGMENT, COLUMNS, REPORTS, DOWNLOAD, EXPAND, and MO. Below the navigation bar is a table with four columns: Avg. CPV, Watch time, Avg. Target CPA, and Engagements. The 'Avg. CPV' column is circled in red.

Avg. CPV	Watch time	Avg. Target CPA	Engagements
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## WATCH TIME:

MEASURES THE TOTAL AMOUNT OF TIME PEOPLE WATCHED YOUR VIDEO ADS, SHOWN IN SECONDS.

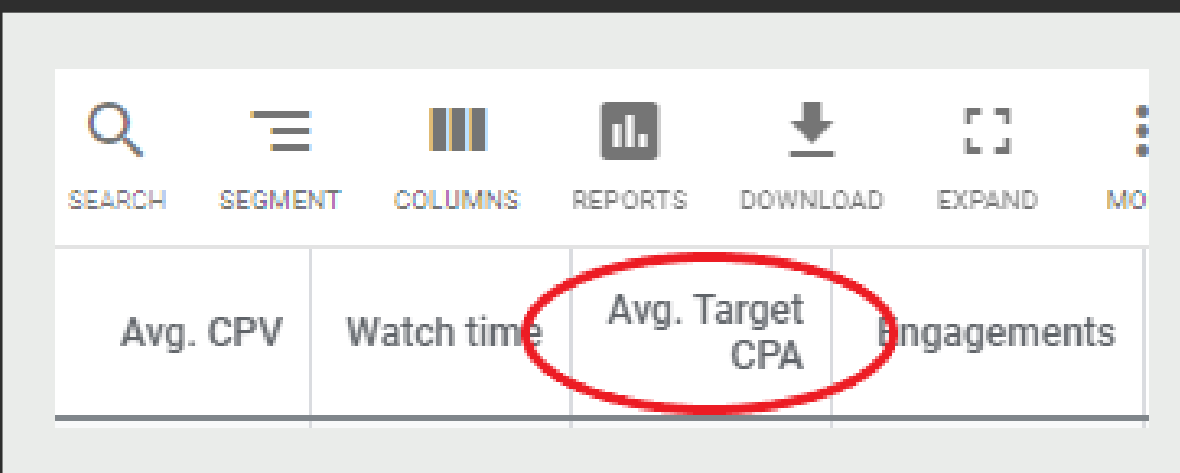


A screenshot of a video ad performance dashboard. The top navigation bar includes icons for SEARCH, SEGMENT, COLUMNS, REPORTS, DOWNLOAD, EXPAND, and MO. Below the navigation bar is a table with four columns: Avg. CPV, Watch time, Avg. Target CPA, and Engagements. The 'Watch time' column is circled in red.

Avg. CPV	Watch time	Avg. Target CPA	Engagements
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## AVERAGE TARGET CPA:

THE AVERAGE TARGET THAT YOUR BID STRATEGY OPTIMISED FOR OVER THE SELECTED TIME PERIOD.

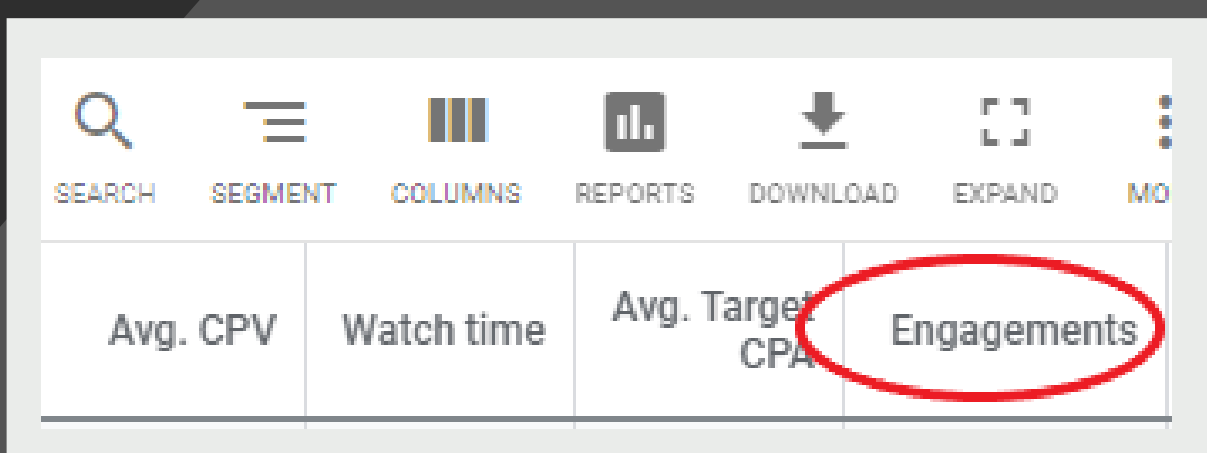


A screenshot of a video ad performance dashboard. The top navigation bar includes icons for SEARCH, SEGMENT, COLUMNS, REPORTS, DOWNLOAD, EXPAND, and MO. Below the navigation bar is a table with four columns: Avg. CPV, Watch time, Avg. Target CPA, and Engagements. The 'Avg. Target CPA' column is circled in red.

Avg. CPV	Watch time	Avg. Target CPA	Engagements
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## ENGAGEMENT:

OCCURS WHEN A CONSUMER ENGAGES WITH AN AD, FOR EXAMPLE, VIEWING OR CLICKING A VIDEO AD OR SHOWCASE SHOPPING AD, OR EXPANDING A LIGHTBOX AD. ENGAGEMENTS CAN HELP YOU UNDERSTAND HOW WELL YOUR AD IS PERFORMING. RELEVANT, HIGHLY-TARGETED ADS WITH ATTRACTIVE CONTENT CAN ENCOURAGE VIEWERS TO ENGAGE MORE DEEPLY WITH YOUR BRAND.

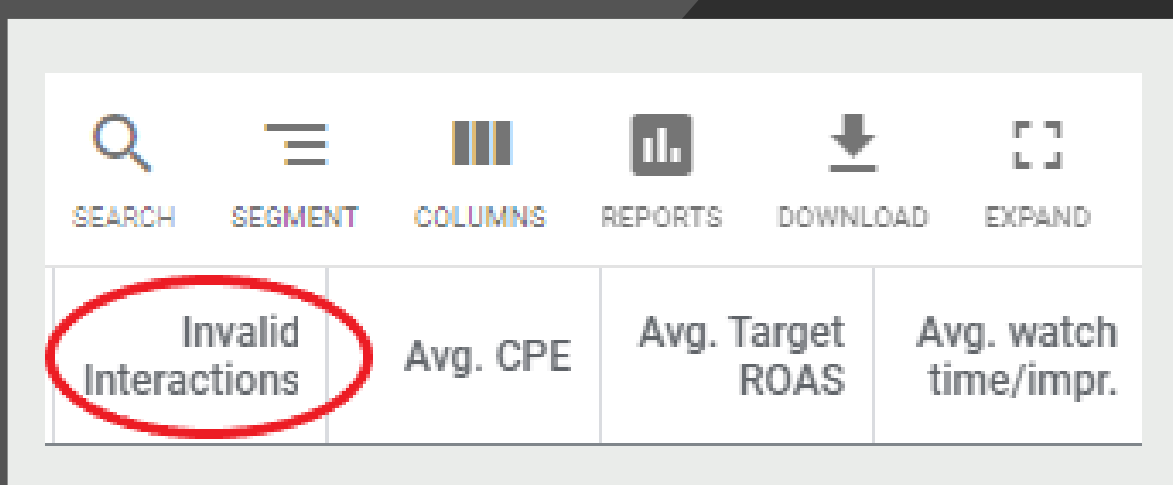


A screenshot of a video ad performance dashboard. The top navigation bar includes icons for SEARCH, SEGMENT, COLUMNS, REPORTS, DOWNLOAD, EXPAND, and MO. Below the navigation bar is a table with four columns: Avg. CPV, Watch time, Avg. Target CPA, and Engagements. The 'Engagements' column is circled in red.

Avg. CPV	Watch time	Avg. Target CPA	Engagements
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## INVALID INTERACTIONS:

INTERACTIONS THAT GOOGLE CONSIDERS ILLEGITIMATE AND DOESN'T CHARGE YOU FOR. WHAT THEY ARE: INTERACTIONS WITH YOUR ADS THAT ARE GENERATED BY PROHIBITED METHODS, SUCH AS REPEATED MANUAL INTERACTIONS, OR INTERACTIONS BY AUTOMATED TOOLS, ROBOTS OR OTHER DECEPTIVE SOFTWARE.

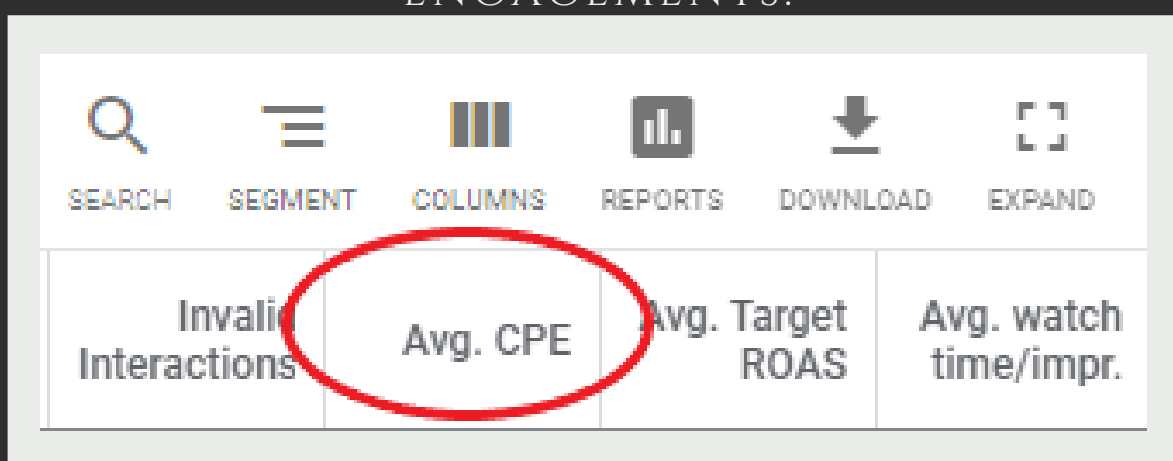


A screenshot of the Google Ads interface showing a table with four columns. The first column, 'Invalid Interactions', is circled in red. The other columns are 'Avg. CPE', 'Avg. Target ROAS', and 'Avg. watch time/impr.'. Above the table is a navigation bar with icons for SEARCH, SEGMENT, COLUMNS, REPORTS, DOWNLOAD, and EXPAND.

Invalid Interactions	Avg. CPE	Avg. Target ROAS	Avg. watch time/impr.
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## AVERAGE COST PER ENGAGEMENT (CPE):

THE AVERAGE AMOUNT THAT YOU'VE BEEN CHARGED FOR AN AD ENGAGEMENT. IT'S THE TOTAL COST OF ALL AD ENGAGEMENTS DIVIDED BY THE TOTAL NUMBER OF AD ENGAGEMENTS.

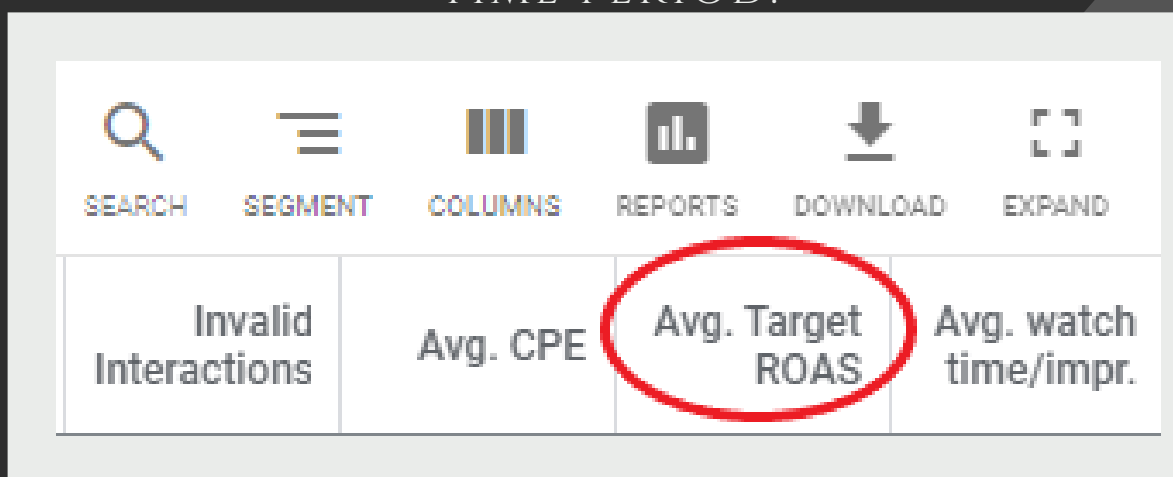


A screenshot of the Google Ads interface showing a table with four columns. The second column, 'Avg. CPE', is circled in red. The other columns are 'Invalid Interactions', 'Avg. Target ROAS', and 'Avg. watch time/impr.'. Above the table is a navigation bar with icons for SEARCH, SEGMENT, COLUMNS, REPORTS, DOWNLOAD, and EXPAND.

Invalid Interactions	Avg. CPE	Avg. Target ROAS	Avg. watch time/impr.
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## AVERAGE TARGET ROAS:

THE AVERAGE TARGET THAT YOUR BID STRATEGY OPTIMISED FOR OVER THE SELECTED TIME PERIOD. THIS AVERAGE INCLUDES AD GROUP ROAS TARGETS, AND ANY CHANGES THAT YOU'VE MADE TO YOUR STRATEGY TARGET OVER THIS TIME PERIOD.

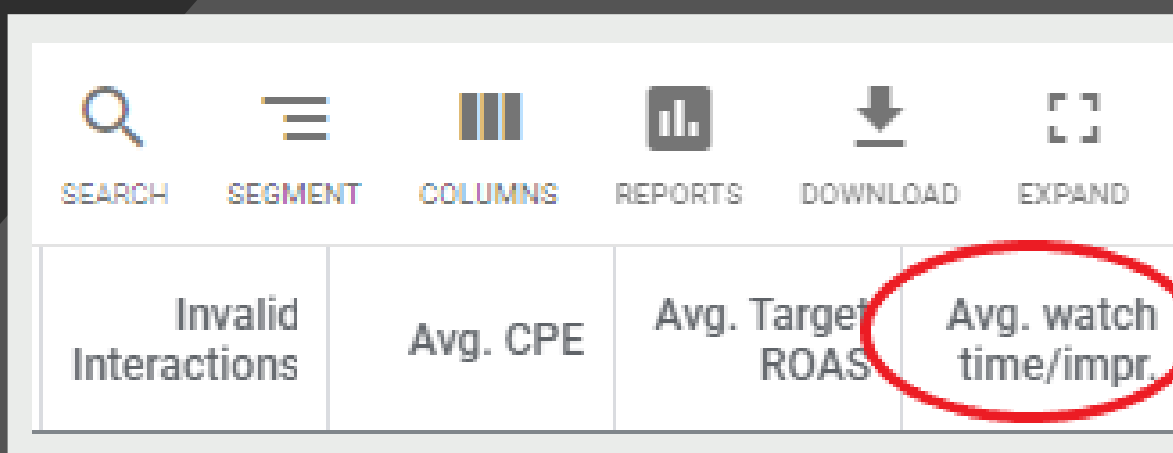


A screenshot of the Google Ads interface showing a table with four columns. The third column, 'Avg. Target ROAS', is circled in red. The other columns are 'Invalid Interactions', 'Avg. CPE', and 'Avg. watch time/impr.'. Above the table is a navigation bar with icons for SEARCH, SEGMENT, COLUMNS, REPORTS, DOWNLOAD, and EXPAND.

Invalid Interactions	Avg. CPE	Avg. Target ROAS	Avg. watch time/impr.
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## AVG. WATCH TIME / IMPR:

MEASURES THE AVERAGE NUMBER OF SECONDS SOMEONE WATCHED YOUR VIDEO AD PER IMPRESSION OF THE AD. THIS METRIC CAN GIVE YOU INSIGHTS INTO WHICH VIDEO ADS PEOPLE ARE WATCHING THE LONGEST.

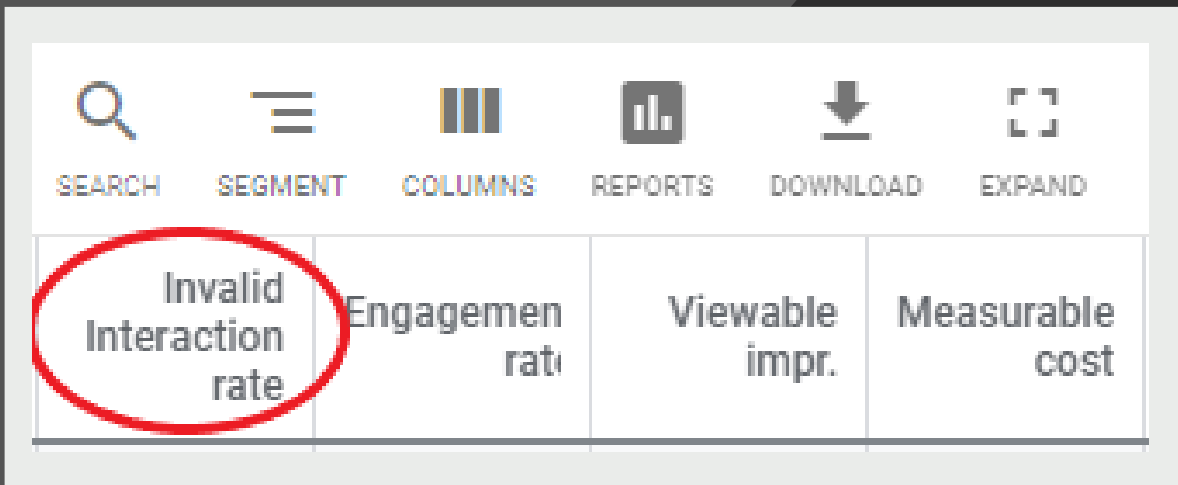


A screenshot of the Google Ads interface showing a table with four columns. The fourth column, 'Avg. watch time/impr.', is circled in red. The other columns are 'Invalid Interactions', 'Avg. CPE', and 'Avg. Target ROAS'. Above the table is a navigation bar with icons for SEARCH, SEGMENT, COLUMNS, REPORTS, DOWNLOAD, and EXPAND.

Invalid Interactions	Avg. CPE	Avg. Target ROAS	Avg. watch time/impr.
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## INVALID INTERACTION RATE:

USED TO MEASURE WHAT PERCENTAGE OF INTERACTIONS WITH YOUR AD, SUCH AS CLICKS FOR TEXT ADS OR VIEWS FOR VIDEO ADS, WAS INVALID.

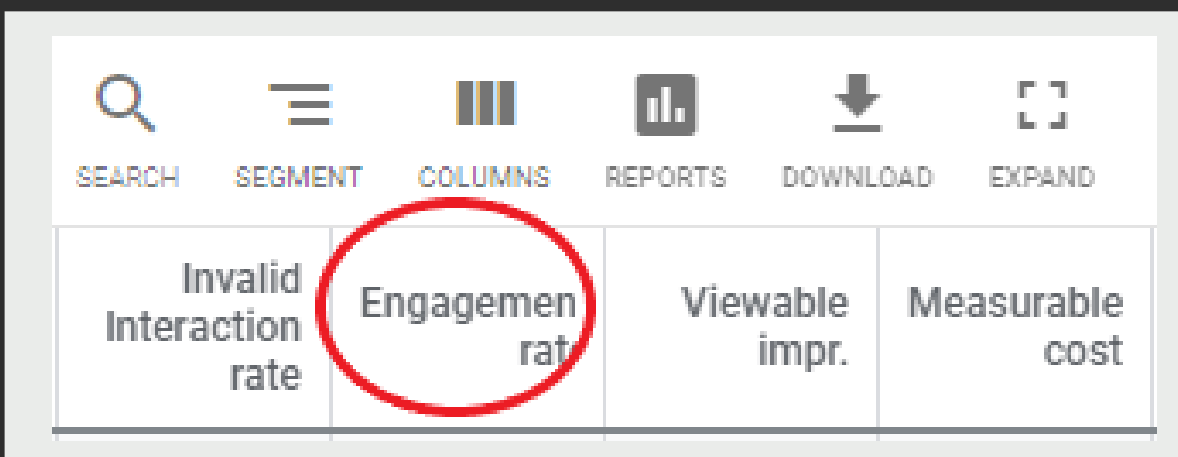


A screenshot of a reporting interface with a navigation bar at the top containing icons for SEARCH, SEGMENT, COLUMNS, REPORTS, DOWNLOAD, and EXPAND. Below the navigation bar is a table with four columns. The first column, 'Invalid Interaction rate', is circled in red. The other columns are 'Engagemen rat', 'Viewable impr.', and 'Measurable cost'.

Invalid Interaction rate	Engagemen rat	Viewable impr.	Measurable cost
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## ENGAGEMENT RATE:

USED TO MEASURE HOW OFTEN PEOPLE ENGAGE WITH YOUR AD AFTER IT'S BEEN SHOWN TO THEM. USE IT TO HELP YOU FIGURE OUT HOW EFFECTIVE YOUR AD IS. ENGAGEMENT RATE IS THE NUMBER OF ENGAGEMENTS DIVIDED BY TOTAL IMPRESSIONS.

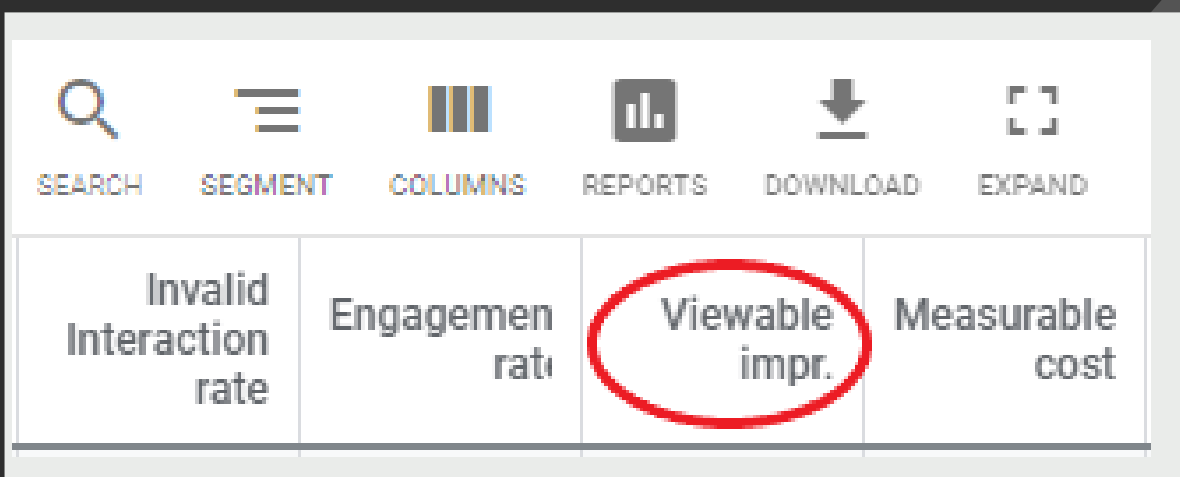


A screenshot of a reporting interface with a navigation bar at the top containing icons for SEARCH, SEGMENT, COLUMNS, REPORTS, DOWNLOAD, and EXPAND. Below the navigation bar is a table with four columns. The second column, 'Engagemen rat', is circled in red. The other columns are 'Invalid Interaction rate', 'Viewable impr.', and 'Measurable cost'.

Invalid Interaction rate	Engagemen rat	Viewable impr.	Measurable cost
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## VIEWABLE IMPR:

SHOWS THE NUMBER OF TIMES THAT AN AD WAS VIEWABLE. AN AD IS VIEWABLE WHEN AT LEAST 50% OF ITS AREA IS VISIBLE FOR 1 SECOND FOR DISPLAY NETWORK ADS, OR 2 SECONDS FOR VIDEO ADS.

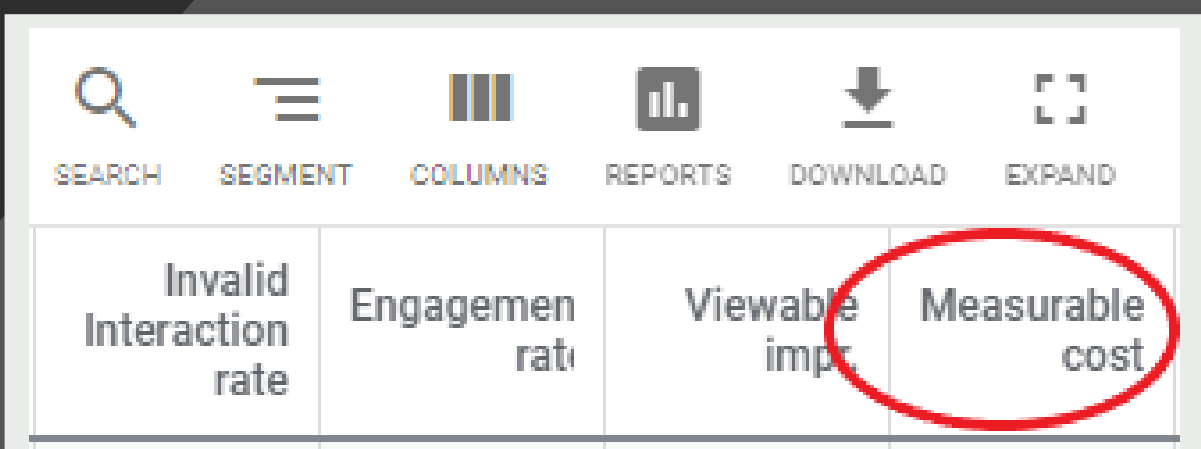


A screenshot of a reporting interface with a navigation bar at the top containing icons for SEARCH, SEGMENT, COLUMNS, REPORTS, DOWNLOAD, and EXPAND. Below the navigation bar is a table with four columns. The third column, 'Viewable impr.', is circled in red. The other columns are 'Invalid Interaction rate', 'Engagemen rat', and 'Measurable cost'.

Invalid Interaction rate	Engagemen rat	Viewable impr.	Measurable cost
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## MEASURABLE COST:

THE TOTAL COST OF ALL IMPRESSIONS THAT APPEARED IN LOCATIONS ON WEBSITES OR APPS THAT COULD BE MEASURED FOR VIEWABILITY.

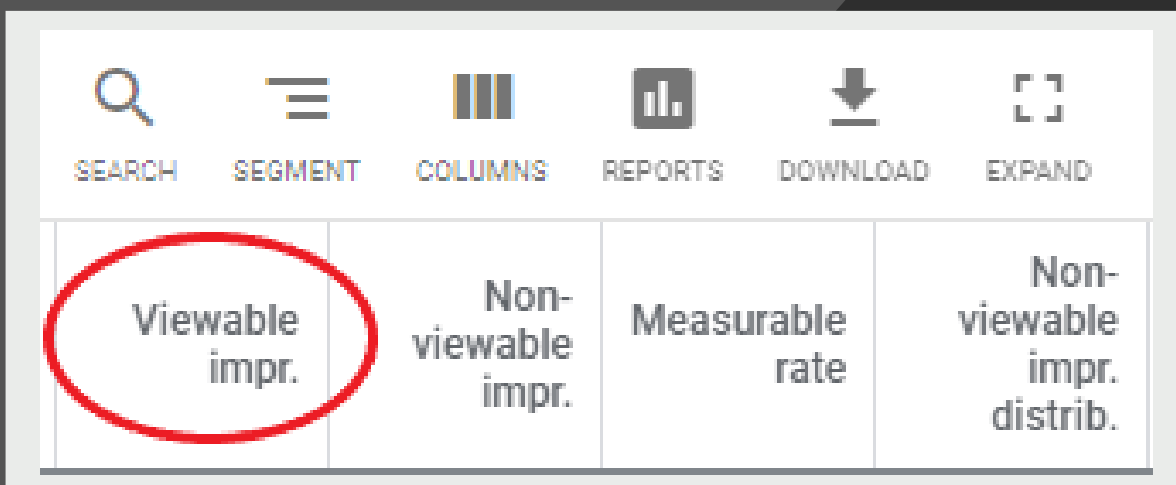


A screenshot of a reporting interface with a navigation bar at the top containing icons for SEARCH, SEGMENT, COLUMNS, REPORTS, DOWNLOAD, and EXPAND. Below the navigation bar is a table with four columns. The fourth column, 'Measurable cost', is circled in red. The other columns are 'Invalid Interaction rate', 'Engagemen rat', and 'Viewable impr.'.

Invalid Interaction rate	Engagemen rat	Viewable impr.	Measurable cost
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## ACTIVE VIEW VIEWABLE IMPRESSIONS / TOTAL IMPRESSIONS:

SHOWS THE PERCENTAGE OF ALL OF YOUR AD IMPRESSIONS THAT WERE CONSIDERED VIEWABLE



A screenshot of a reporting interface with a navigation bar at the top containing icons for SEARCH, SEGMENT, COLUMNS, REPORTS, DOWNLOAD, and EXPAND. Below the navigation bar is a table with four columns. The first column, labeled 'Viewable impr.', is circled in red. The other columns are labeled 'Non-viewable impr.', 'Measurable rate', and 'Non-viewable impr. distrib.'.

SEARCH	SEGMENT	COLUMNS	REPORTS	DOWNLOAD	EXPAND
Viewable impr.	Non-viewable impr.	Measurable rate	Non-viewable impr. distrib.		

## ACTIVE VIEW NON-VIEWABLE IMPRESSIONS:

SHOW THE NUMBER OF TIMES THAT YOUR AD WAS CONSIDERED NON-VIEWABLE.

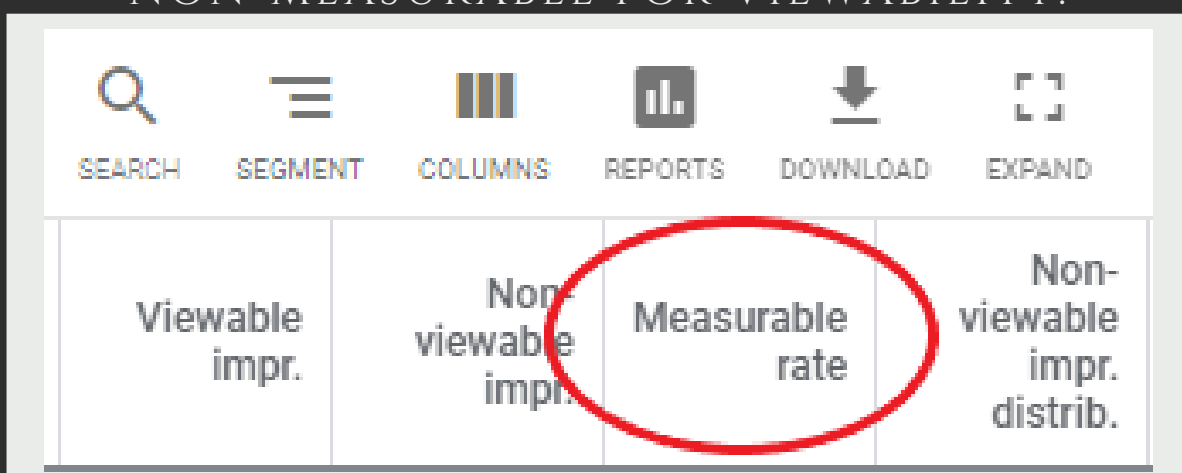


A screenshot of a reporting interface with a navigation bar at the top containing icons for SEARCH, SEGMENT, COLUMNS, REPORTS, DOWNLOAD, and EXPAND. Below the navigation bar is a table with four columns. The second column, labeled 'Non-viewable impr.', is circled in red. The other columns are labeled 'Viewable impr.', 'Measurable rate', and 'Non-viewable impr. distrib.'.

SEARCH	SEGMENT	COLUMNS	REPORTS	DOWNLOAD	EXPAND
Viewable impr.	Non-viewable impr.	Measurable rate	Non-viewable impr. distrib.		

## MEASURABLE RATE:

: REPRESENTS THE PERCENTAGE OF TOTAL IMPRESSIONS THAT APPEARED IN LOCATIONS ON WEBSITES OR APPS THAT COULD BE MEASURED FOR VIEWABILITY. TOTAL IMPRESSIONS INCLUDE BOTH IMPRESSIONS THAT ARE MEASURABLE AND NON-MEASURABLE FOR VIEWABILITY.

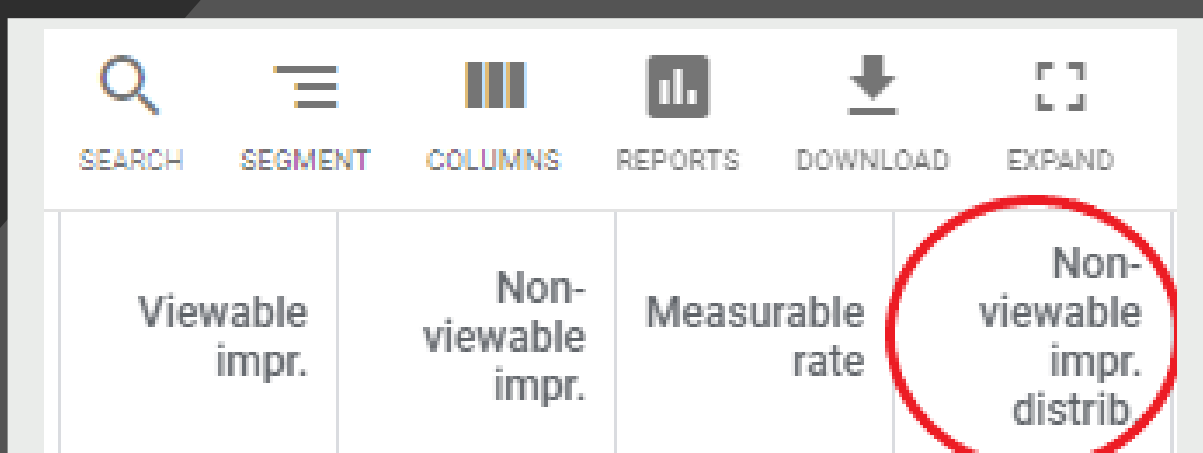


A screenshot of a reporting interface with a navigation bar at the top containing icons for SEARCH, SEGMENT, COLUMNS, REPORTS, DOWNLOAD, and EXPAND. Below the navigation bar is a table with four columns. The third column, labeled 'Measurable rate', is circled in red. The other columns are labeled 'Viewable impr.', 'Non-viewable impr.', and 'Non-viewable impr. distrib.'.

SEARCH	SEGMENT	COLUMNS	REPORTS	DOWNLOAD	EXPAND
Viewable impr.	Non-viewable impr.	Measurable rate	Non-viewable impr. distrib.		

## NON-VIEWABLE IMPRESSION DISTRIBUTION:

REPRESENTS THE PERCENTAGE OF YOUR TOTAL AD IMPRESSIONS THAT WERE CONSIDERED NON-VIEWABLE. TOTAL IMPRESSIONS INCLUDE BOTH MEASURABLE AND NON-MEASURABLE IMPRESSIONS. THIS CAN HELP YOU UNDERSTAND HOW MANY OF YOUR AD'S IMPRESSIONS COULDN'T BE VIEWED.



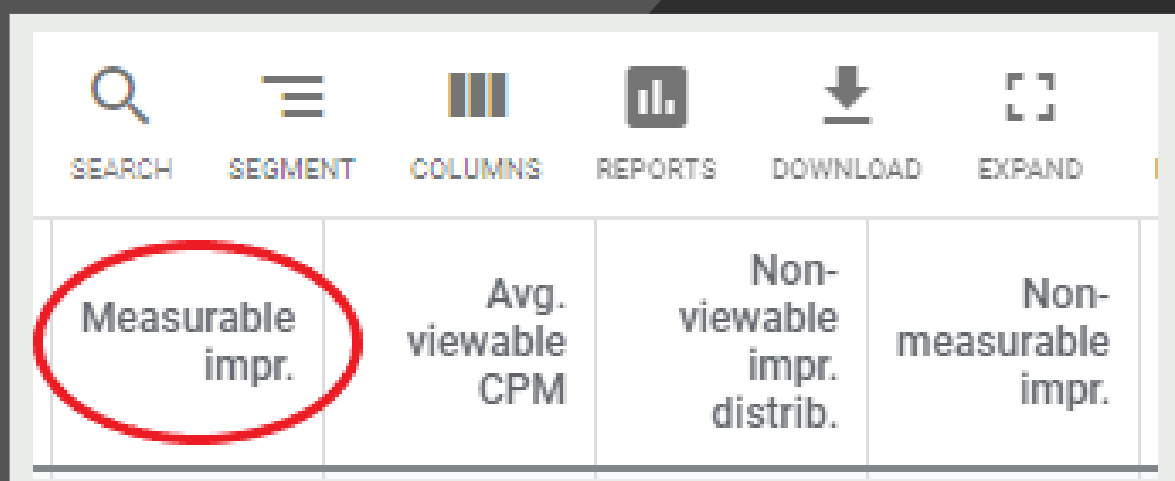
A screenshot of a reporting interface with a navigation bar at the top containing icons for SEARCH, SEGMENT, COLUMNS, REPORTS, DOWNLOAD, and EXPAND. Below the navigation bar is a table with four columns. The fourth column, labeled 'Non-viewable impr. distrib.', is circled in red. The other columns are labeled 'Viewable impr.', 'Non-viewable impr.', and 'Measurable rate'.

SEARCH	SEGMENT	COLUMNS	REPORTS	DOWNLOAD	EXPAND
Viewable impr.	Non-viewable impr.	Measurable rate	Non-viewable impr. distrib.		



## MEASURABLE IMPRESSIONS:

REPRESENTS THE NUMBER OF TIMES YOUR AD APPEARED IN LOCATIONS ON WEBSITES OR APPS THAT COULD BE MEASURED FOR VIEWABILITY. BECAUSE ONLY MEASURABLE IMPRESSIONS CAN BE ASSESSED FOR VIEWABILITY, THIS CAN HELP YOU UNDERSTAND YOUR AD'S VIEWABLE RATE.

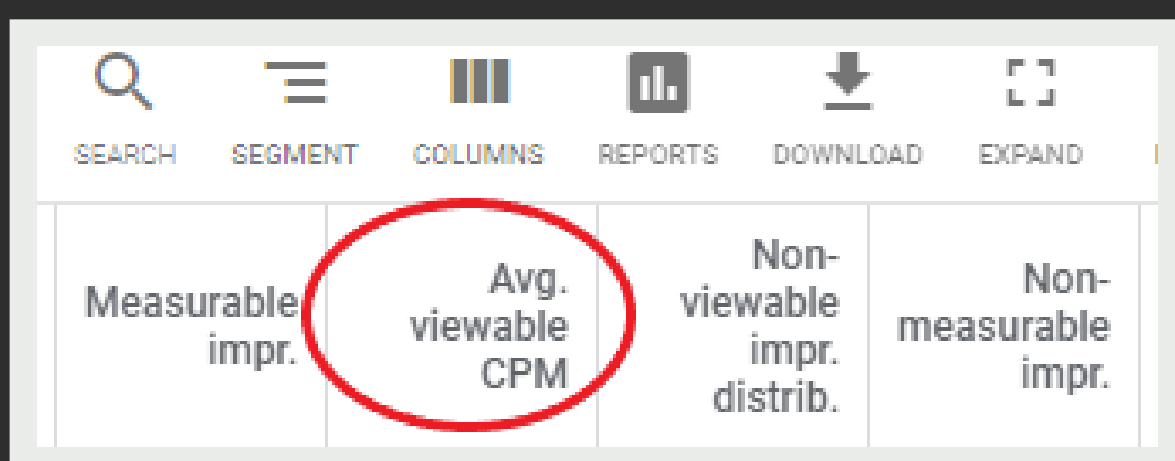


A screenshot of a reporting interface with a navigation bar at the top containing icons for SEARCH, SEGMENT, COLUMNS, REPORTS, DOWNLOAD, and EXPAND. Below the navigation bar is a table with four columns. The first column, labeled 'Measurable impr.', is circled in red. The other columns are labeled 'Avg. viewable CPM', 'Non-viewable impr. distrib.', and 'Non-measurable impr.'.

Measurable impr.	Avg. viewable CPM	Non-viewable impr. distrib.	Non-measurable impr.
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## AVG. VIEWABLE CPM:

THE AVERAGE AMOUNT YOU'VE BEEN CHARGED FOR 1,000 VIEWABLE IMPRESSIONS ON VIDEO AND DISPLAY NETWORK ADS.

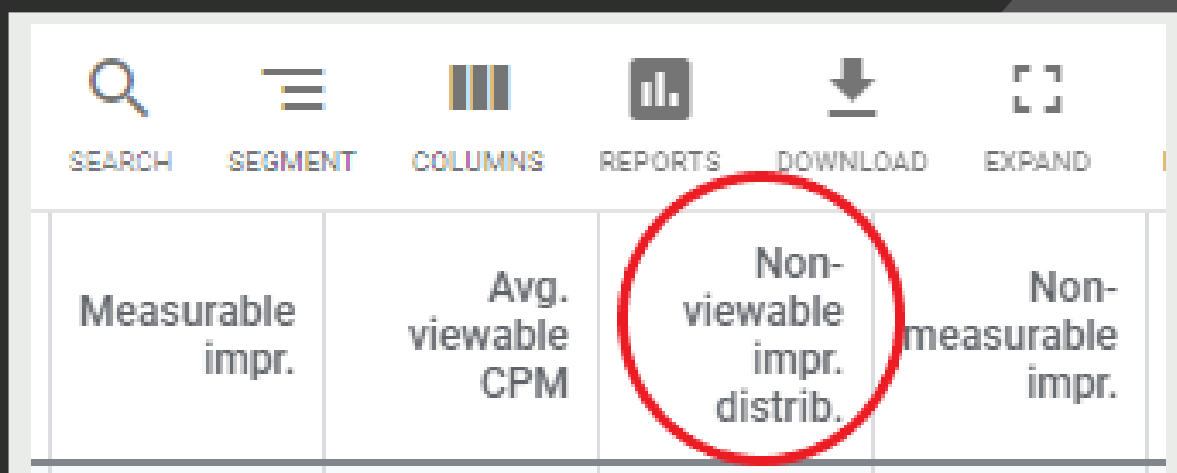


A screenshot of a reporting interface with a navigation bar at the top containing icons for SEARCH, SEGMENT, COLUMNS, REPORTS, DOWNLOAD, and EXPAND. Below the navigation bar is a table with four columns. The second column, labeled 'Avg. viewable CPM', is circled in red. The other columns are labeled 'Measurable impr.', 'Non-viewable impr. distrib.', and 'Non-measurable impr.'.

Measurable impr.	Avg. viewable CPM	Non-viewable impr. distrib.	Non-measurable impr.
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## NON-MEASURABLE IMPR. DISTRIB:

THE PERCENTAGE OF YOUR TOTAL IMPRESSIONS THAT APPEARED IN LOCATIONS THAT AREN'T ABLE TO MEASURE VIEWABILITY.

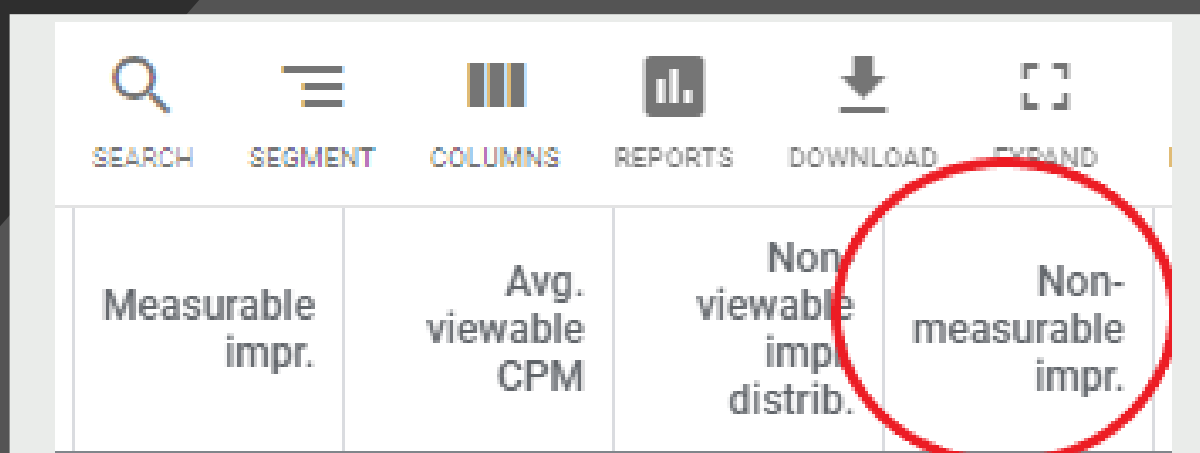


A screenshot of a reporting interface with a navigation bar at the top containing icons for SEARCH, SEGMENT, COLUMNS, REPORTS, DOWNLOAD, and EXPAND. Below the navigation bar is a table with four columns. The third column, labeled 'Non-viewable impr. distrib.', is circled in red. The other columns are labeled 'Measurable impr.', 'Avg. viewable CPM', and 'Non-measurable impr.'.

Measurable impr.	Avg. viewable CPM	Non-viewable impr. distrib.	Non-measurable impr.
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## NON-MEASURABLE IMPR:

SHOW THE NUMBER OF TIMES THAT YOUR AD APPEARED IN LOCATIONS THAT AREN'T ABLE TO MEASURE VIEWABILITY.

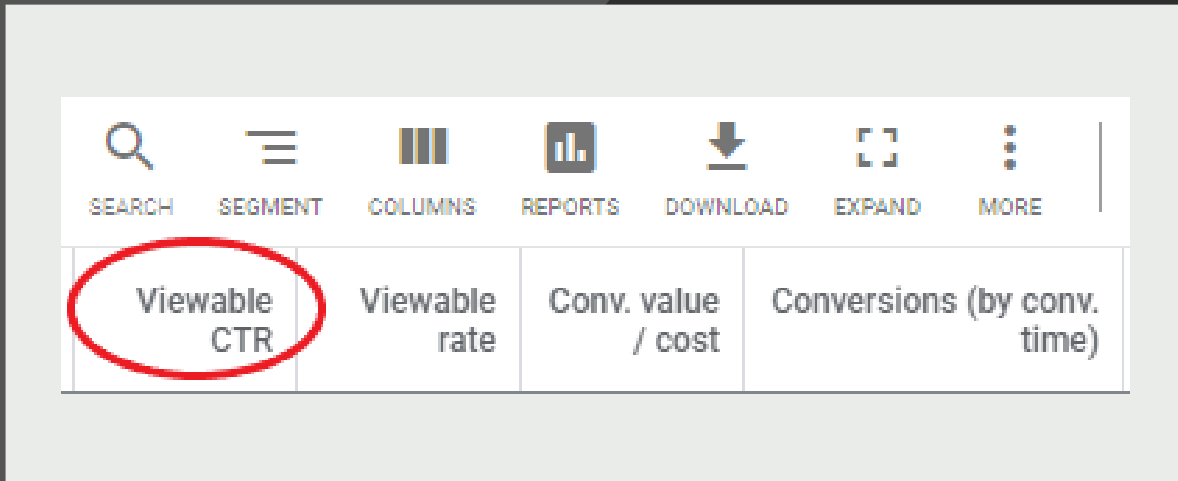


A screenshot of a reporting interface with a navigation bar at the top containing icons for SEARCH, SEGMENT, COLUMNS, REPORTS, DOWNLOAD, and EXPAND. Below the navigation bar is a table with four columns. The fourth column, labeled 'Non-measurable impr.', is circled in red. The other columns are labeled 'Measurable impr.', 'Avg. viewable CPM', and 'Non-viewable impr. distrib.'.

Measurable impr.	Avg. viewable CPM	Non-viewable impr. distrib.	Non-measurable impr.
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# VIEWABLE CTR:

THIS IS THE NUMBER OF CLICKS THAT YOUR AD RECEIVES DIVIDED BY THE NUMBER OF TIMES THAT YOUR AD BECOMES VIEWABLE ON A WEB PAGE. AVAILABLE FOR: DISPLAY NETWORK ONLY WHAT IT IS: ACTIVE VIEW VIEWABLE CTR REPRESENTS HOW OFTEN PEOPLE CLICK YOUR AD AFTER IT BECOMES VIEWABLE. AN AD IS CONSIDERED VIEWABLE WHEN 50% OF IT SHOWS ON A WEB PAGE FOR AT LEAST ONE SECOND. ACTIVE VIEW VIEWABLE CTR = CLICKS ON YOUR ADS VIEWABLE IMPRESSIONS.

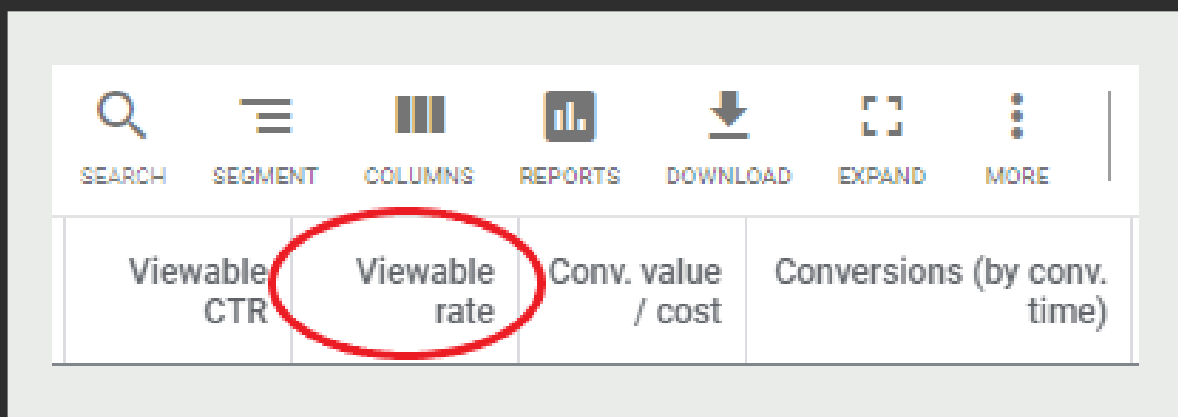


A screenshot of a reporting interface showing a menu bar with icons for SEARCH, SEGMENT, COLUMNS, REPORTS, DOWNLOAD, EXPAND, and MORE. Below the menu bar is a table with four columns: Viewable CTR, Viewable rate, Conv. value / cost, and Conversions (by conv. time). The 'Viewable CTR' column is circled in red.

Viewable CTR	Viewable rate	Conv. value / cost	Conversions (by conv. time)
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# VIEWABLE RATE::

ACTIVE VIEW VIEWABLE IMPR./MEASURABLE IMPR. IS THE VIEWABILITY RATE OF YOUR ADS. IT SHOWS HOW OFTEN YOUR AD WAS VIEWABLE ON ACTIVE VIEW MEASURABLE SITES. AVAILABLE FOR: VIDEO AND DISPLAY WHAT IT IS: IT'S THE PERCENTAGE OF TIME WHEN YOUR AD APPEARED ON AN ACTIVE VIEW ENABLED SITE (MEASURABLE IMPRESSIONS) AND WAS VIEWABLE (VIEWABLE IMPRESSIONS).

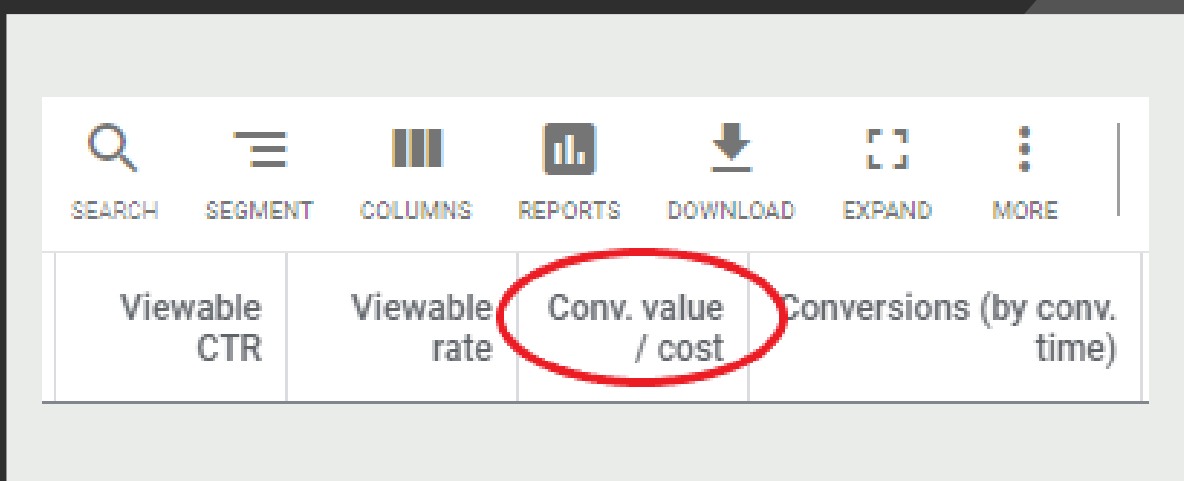


A screenshot of a reporting interface showing a menu bar with icons for SEARCH, SEGMENT, COLUMNS, REPORTS, DOWNLOAD, EXPAND, and MORE. Below the menu bar is a table with four columns: Viewable CTR, Viewable rate, Conv. value / cost, and Conversions (by conv. time). The 'Viewable rate' column is circled in red.

Viewable CTR	Viewable rate	Conv. value / cost	Conversions (by conv. time)
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# CONVERSION VALUE PER COST:

("CONV. VALUE/COST") MEASURES YOUR RETURN ON INVESTMENT. IT'S THE CONVERSION VALUE DIVIDED BY THE TOTAL COST OF ALL AD INTERACTIONS.

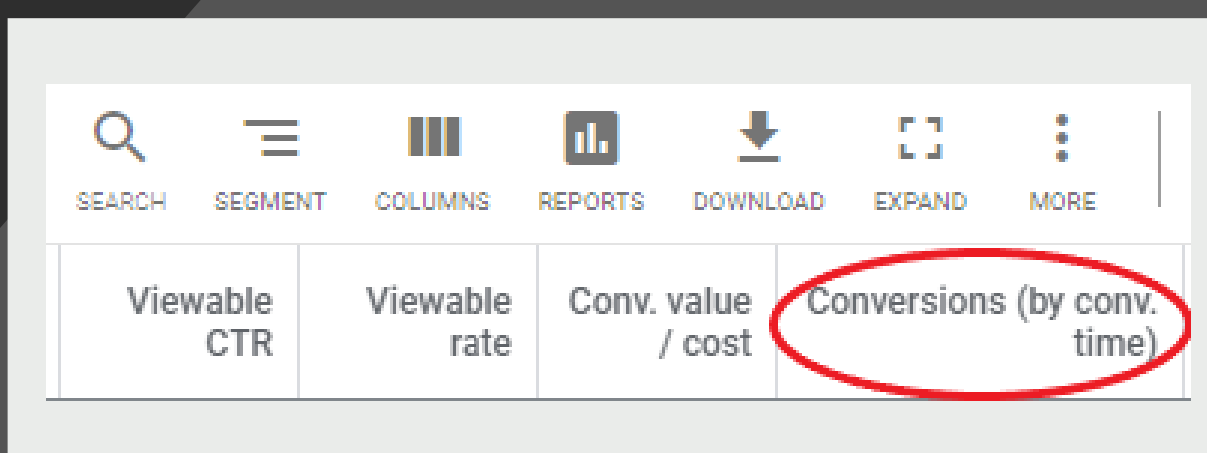


A screenshot of a reporting interface showing a menu bar with icons for SEARCH, SEGMENT, COLUMNS, REPORTS, DOWNLOAD, EXPAND, and MORE. Below the menu bar is a table with four columns: Viewable CTR, Viewable rate, Conv. value / cost, and Conversions (by conv. time). The 'Conv. value / cost' column is circled in red.

Viewable CTR	Viewable rate	Conv. value / cost	Conversions (by conv. time)
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# CONVERSIONS (BY CONV. TIME):

SHOWS YOUR CONVERSION COUNT BASED ON THE DAY A CONVERSION OCCURRED. NOTE THAT YOUR "CONVERSIONS" COLUMN DATA IS BASED ON THE TIME CLICKS OCCURRED.

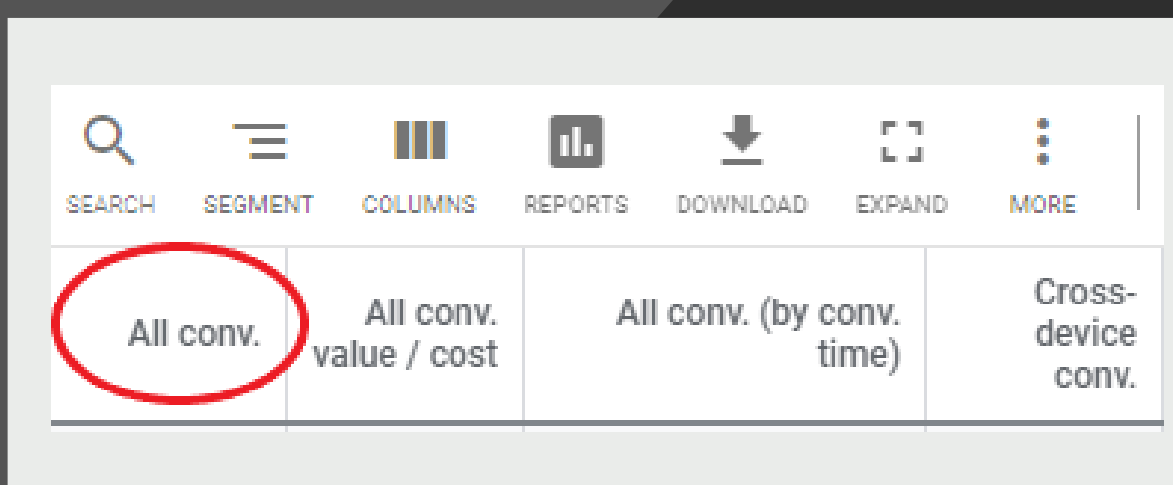


A screenshot of a reporting interface showing a menu bar with icons for SEARCH, SEGMENT, COLUMNS, REPORTS, DOWNLOAD, EXPAND, and MORE. Below the menu bar is a table with four columns: Viewable CTR, Viewable rate, Conv. value / cost, and Conversions (by conv. time). The 'Conversions (by conv. time)' column is circled in red.

Viewable CTR	Viewable rate	Conv. value / cost	Conversions (by conv. time)
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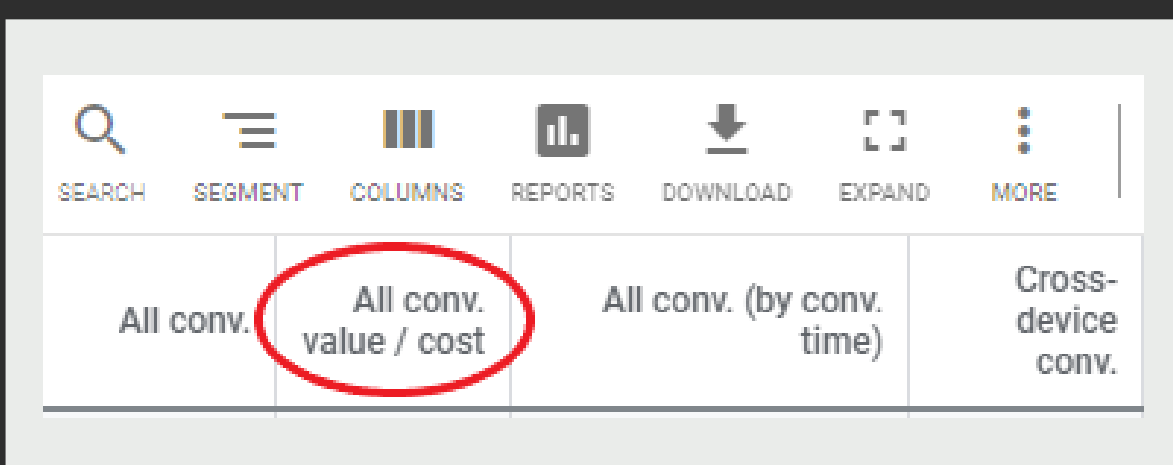
## ALL CONVERSIONS::

('ALL CONV.') IS THE TOTAL NUMBER OF CONVERSIONS THAT GOOGLE ADS MEASURES FOR EACH CONVERSION ACTION. 'ALL CONV.' INCLUDES WHAT'S IN YOUR 'CONVERSIONS' COLUMN PLUS ADDITIONAL DATA, SUCH AS CONVERSIONS THAT HAVE THEIR 'INCLUDE IN 'CONVERSIONS'' SETTING UNTICKED.



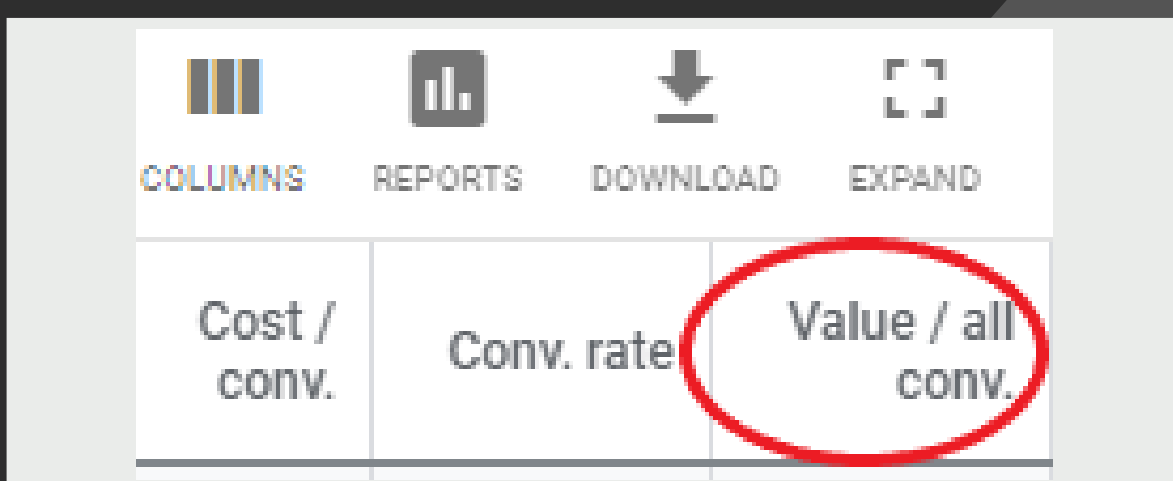
## ALL CONVERSION VALUE PER COST:

(ALL CONV. VALUE/COST) MEASURES YOUR RETURN ON INVESTMENT FOR 'ALL CONVERSIONS'. IT'S THE 'ALL CONV. VALUE' DIVIDED BY THE TOTAL COST OF ALL AD INTERACTIONS (SUCH AS CLICKS FOR TEXT ADS OR VIEWS FOR VIDEO ADS). THIS METRIC DOESN'T INCLUDE INTERACTIONS THAT COULDN'T LEAD TO CONVERSIONS, SUCH AS THOSE THAT HAPPEN WHEN YOU AREN'T TRACKING CONVERSIONS.



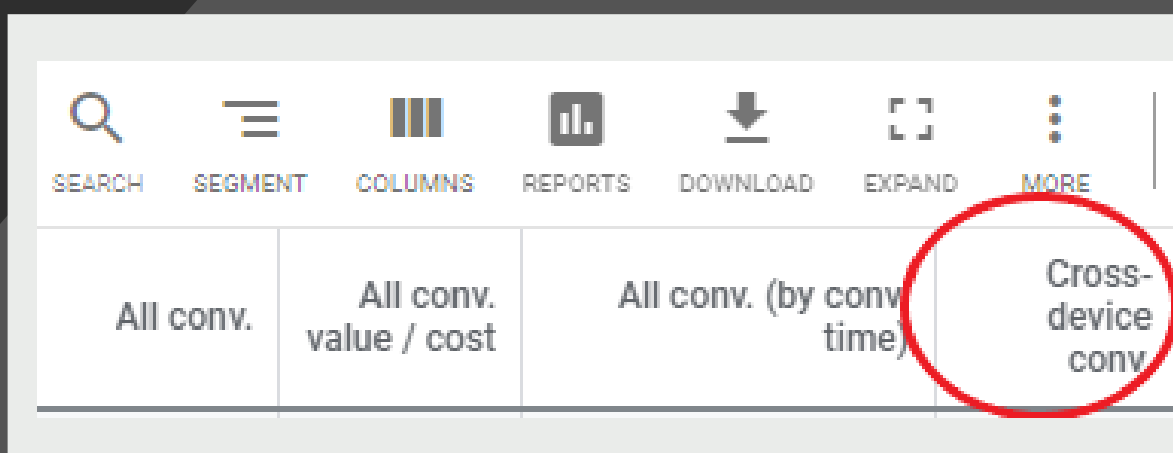
## VALUE PER ALL CONVERSIONS:

(VALUE/ALL CONV.) IS APPROXIMATELY HOW MUCH, ON AVERAGE, EACH CONVERSION IN YOUR 'ALL CONV.' COLUMN IS WORTH. IT'S 'ALL CONV. VALUE' DIVIDED BY 'ALL CONV.'.



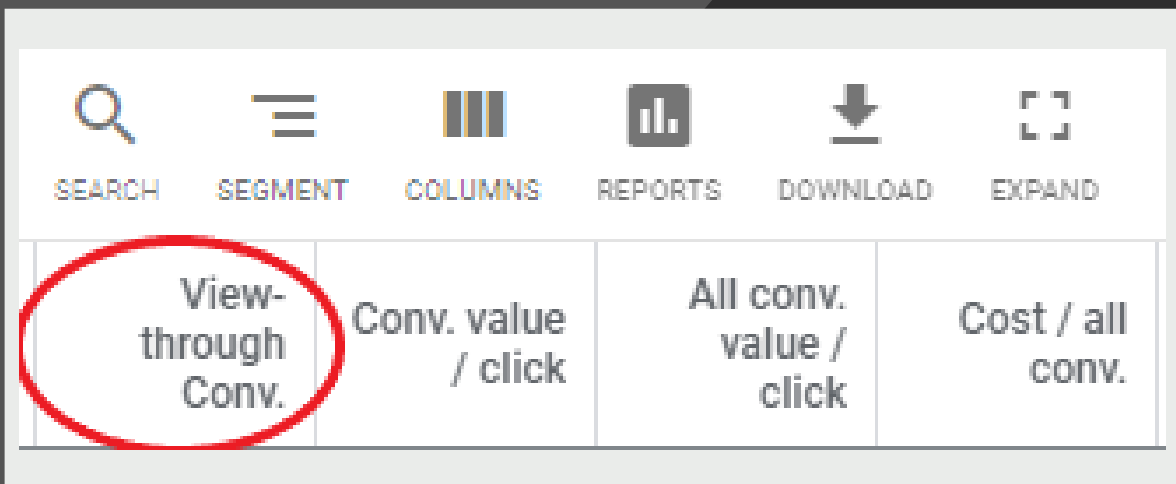
## CROSS-DEVICE CONVERSIONS:

(CROSS-DEVICE CONV.) ARE CONVERSIONS THAT ARE COUNTED WHEN A CUSTOMER INTERACTS WITH AN AD ON ONE DEVICE, THEN CONVERTS ON A DIFFERENT DEVICE OR BROWSER.



## VIEW-THROUGH CONVERSIONS:

("VIEW-THROUGH CONV.") ARE CONVERSIONS THAT ARE RECORDED WHEN USERS VIEW (BUT DON'T INTERACT WITH) AN AD AND THEN CONVERT LATER. THESE CONVERSIONS ARE COUNTED BASED ON A PERIOD OF TIME CALLED A VIEW-THROUGH CONVERSION

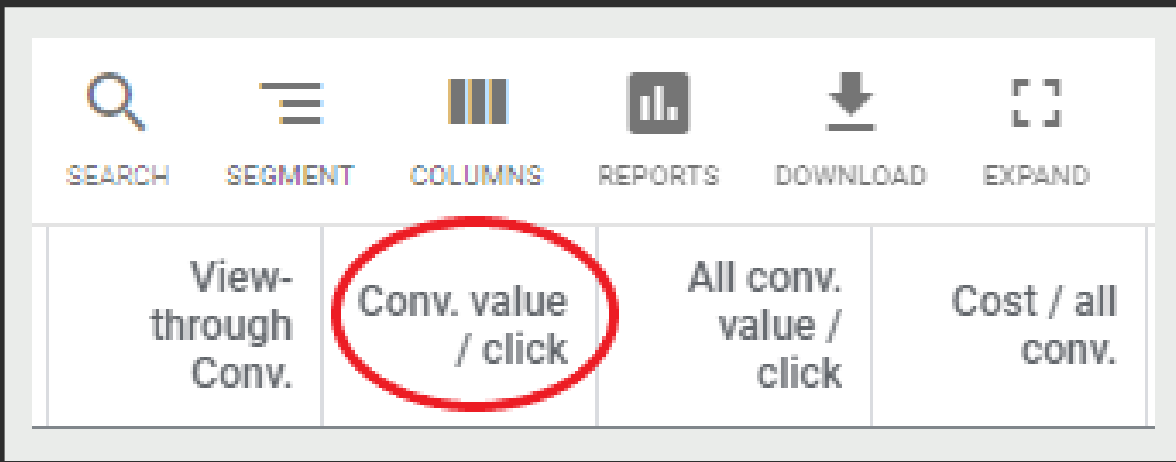


A screenshot of a reporting interface with a navigation bar at the top containing icons for SEARCH, SEGMENT, COLUMNS, REPORTS, DOWNLOAD, and EXPAND. Below the navigation bar is a table with four columns. The first column, labeled 'View-through Conv.', is circled in red. The other columns are labeled 'Conv. value / click', 'All conv. value / click', and 'Cost / all conv.'.

View-through Conv.	Conv. value / click	All conv. value / click	Cost / all conv.
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## CONVERSION VALUE PER CLICK:

("CONV. VALUE/CLICK") IS THE AVERAGE CONVERSION VALUE OF YOUR AD INTERACTIONS. IT'S YOUR CONVERSION VALUE DIVIDED BY THE NUMBER OF AD INTERACTIONS. "AD INTERACTIONS" INCLUDES CLICKS AND OTHER INTERACTIONS SUCH AS ENGAGED VIEWS OF A VIDEO AD.

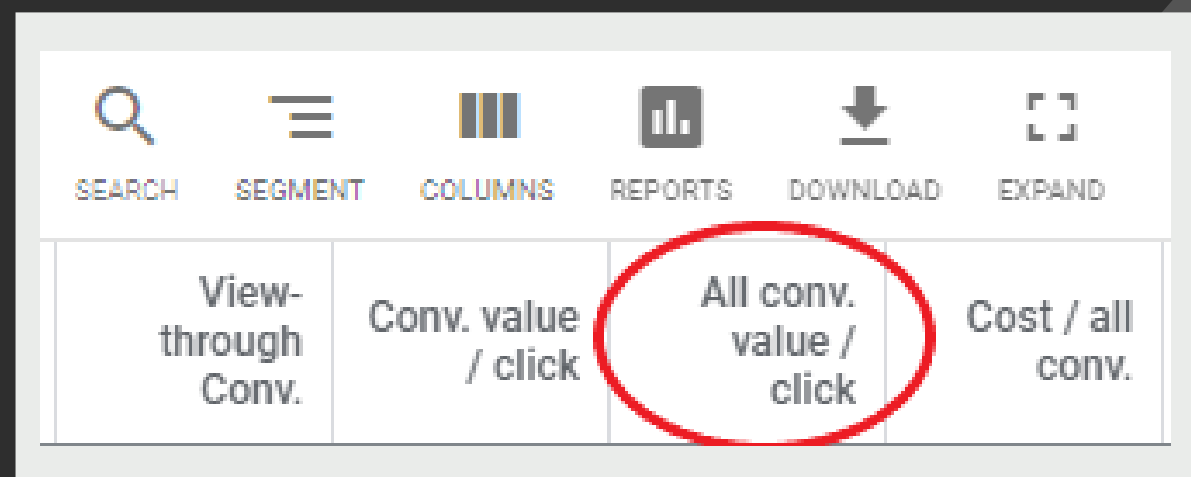


A screenshot of a reporting interface with a navigation bar at the top containing icons for SEARCH, SEGMENT, COLUMNS, REPORTS, DOWNLOAD, and EXPAND. Below the navigation bar is a table with four columns. The second column, labeled 'Conv. value / click', is circled in red. The other columns are labeled 'View-through Conv.', 'All conv. value / click', and 'Cost / all conv.'.

View-through Conv.	Conv. value / click	All conv. value / click	Cost / all conv.
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## ALL CONVERSION VALUE PER CLICK:

("ALL CONV. VALUE/CLICK") IS THE AVERAGE VALUE OF YOUR AD CLICKS. IT'S THE "ALL CONV. VALUE" DIVIDED BY THE TOTAL NUMBER OF CLICKS.



A screenshot of a reporting interface with a navigation bar at the top containing icons for SEARCH, SEGMENT, COLUMNS, REPORTS, DOWNLOAD, and EXPAND. Below the navigation bar is a table with four columns. The third column, labeled 'All conv. value / click', is circled in red. The other columns are labeled 'View-through Conv.', 'Conv. value / click', and 'Cost / all conv.'.

View-through Conv.	Conv. value / click	All conv. value / click	Cost / all conv.
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## COST PER ALL CONVERSIONS:

("COST/ALL CONV.") SHOWS THE AVERAGE COST OF A CONVERSION INCLUDED IN THE "ALL CONVERSIONS" COLUMN. IT'S YOUR TOTAL COST DIVIDED BY "ALL CONV."

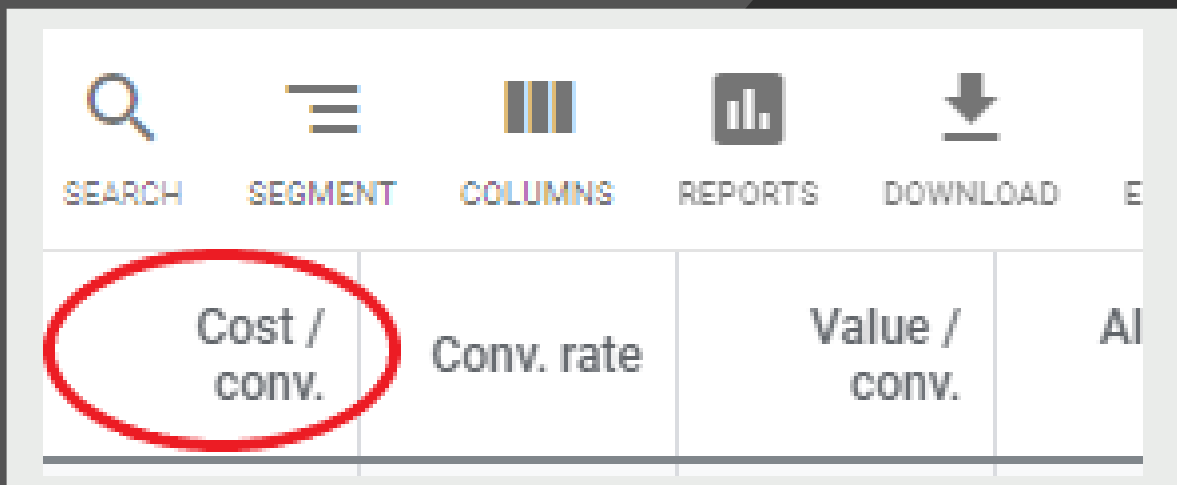


A screenshot of a reporting interface with a navigation bar at the top containing icons for SEARCH, SEGMENT, COLUMNS, REPORTS, DOWNLOAD, and EXPAND. Below the navigation bar is a table with four columns. The fourth column, labeled 'Cost / all conv.', is circled in red. The other columns are labeled 'View-through Conv.', 'Conv. value / click', and 'All conv. value / click'.

View-through Conv.	Conv. value / click	All conv. value / click	Cost / all conv.
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## COST PER CONVERSION:

(“COST/CONV.”) SHOWS THE AVERAGE COST OF A CONVERSION. IT’S THE COST DIVIDED BY THE CONVERSIONS.

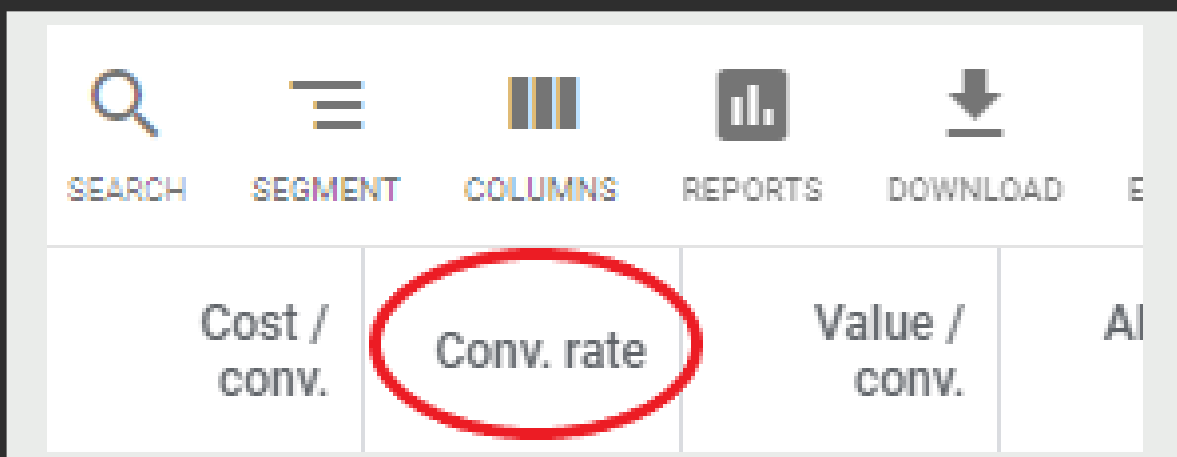


A screenshot of a reporting interface. At the top, there are icons for SEARCH, SEGMENT, COLUMNS, REPORTS, and DOWNLOAD. Below these icons is a table with four columns. The first column is labeled 'Cost / conv.', the second 'Conv. rate', the third 'Value / conv.', and the fourth 'All conv. rate'. The 'Cost / conv.' cell is circled in red.

SEARCH	SEGMENT	COLUMNS	REPORTS	DOWNLOAD	EXPAND
Cost / conv.	Conv. rate	Value / conv.	All conv. rate		

## CONVERSION RATE:

(“CONV. RATE”) SHOWS HOW OFTEN, ON AVERAGE, AN AD INTERACTION LEADS TO A CONVERSION. IT’S “CONVERSIONS” DIVIDED BY THE INTERACTIONS WITH YOUR AD.

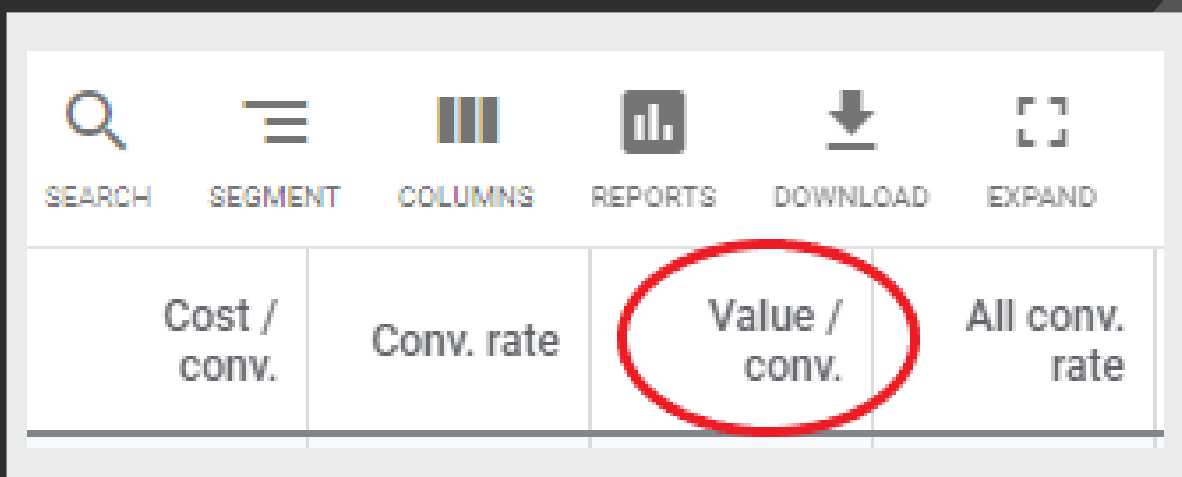


A screenshot of a reporting interface. At the top, there are icons for SEARCH, SEGMENT, COLUMNS, REPORTS, and DOWNLOAD. Below these icons is a table with four columns. The first column is labeled 'Cost / conv.', the second 'Conv. rate', the third 'Value / conv.', and the fourth 'All conv. rate'. The 'Conv. rate' cell is circled in red.

SEARCH	SEGMENT	COLUMNS	REPORTS	DOWNLOAD	EXPAND
Cost / conv.	Conv. rate	Value / conv.	All conv. rate		

## VALUE PER CONVERSION:

(“VALUE/CONV.”) IS APPROXIMATELY HOW MUCH, ON AVERAGE, EACH OF YOUR CONVERSIONS IS WORTH. IT’S THE CONVERSION VALUE DIVIDED BY “CONVERSIONS”.

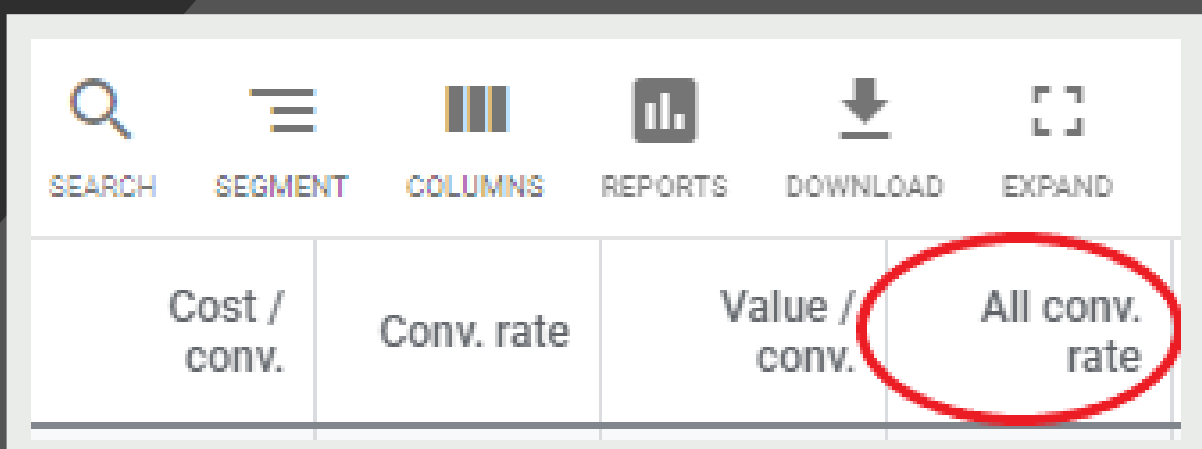


A screenshot of a reporting interface. At the top, there are icons for SEARCH, SEGMENT, COLUMNS, REPORTS, DOWNLOAD, and EXPAND. Below these icons is a table with four columns. The first column is labeled 'Cost / conv.', the second 'Conv. rate', the third 'Value / conv.', and the fourth 'All conv. rate'. The 'Value / conv.' cell is circled in red.

SEARCH	SEGMENT	COLUMNS	REPORTS	DOWNLOAD	EXPAND
Cost / conv.	Conv. rate	Value / conv.	All conv. rate		

## ALL CONVERSION RATE:

(ALL CONV. RATE) SHOWS HOW OFTEN, ON AVERAGE, AN AD INTERACTION LEADS TO A CONVERSION, OR ‘ALL CONVERSION’ DIVIDED BY TOTAL INTERACTIONS WITH YOUR AD.

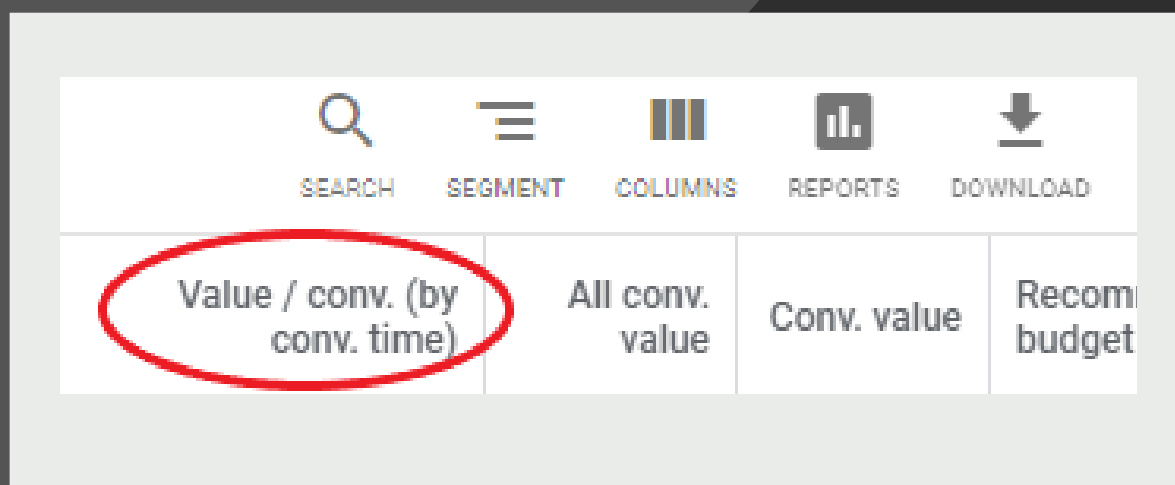


A screenshot of a reporting interface. At the top, there are icons for SEARCH, SEGMENT, COLUMNS, REPORTS, DOWNLOAD, and EXPAND. Below these icons is a table with four columns. The first column is labeled 'Cost / conv.', the second 'Conv. rate', the third 'Value / conv.', and the fourth 'All conv. rate'. The 'All conv. rate' cell is circled in red.

SEARCH	SEGMENT	COLUMNS	REPORTS	DOWNLOAD	EXPAND
Cost / conv.	Conv. rate	Value / conv.	All conv. rate		

## VALUE / ALL CONV. (BY CONV. TIME):

SHOWS YOUR VALUE FOR ALL CONVERSIONS BASED ON THE DAY CONVERSION OCCURRED. NOTE THAT YOUR "VALUE / ALL CONV." COLUMN DATA IS BASED ON THE TIME CLICKS OCCURRED.

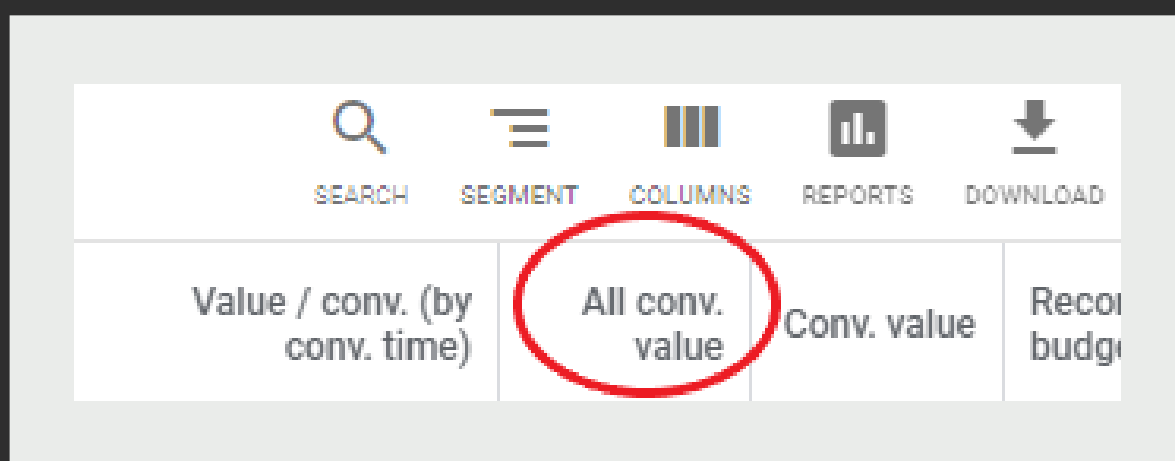


A screenshot of a report interface showing a navigation bar with icons for SEARCH, SEGMENT, COLUMNS, REPORTS, and DOWNLOAD. Below the navigation bar is a table with four columns. The first column, labeled "Value / conv. (by conv. time)", is circled in red. The other columns are "All conv. value", "Conv. value", and "Recom budget".

Value / conv. (by conv. time)	All conv. value	Conv. value	Recom budget
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## ALL CONVERSION VALUE:

("ALL CONV. VALUE") SHOWS THE COMBINED VALUE FOR EACH CONVERSION ACTION.

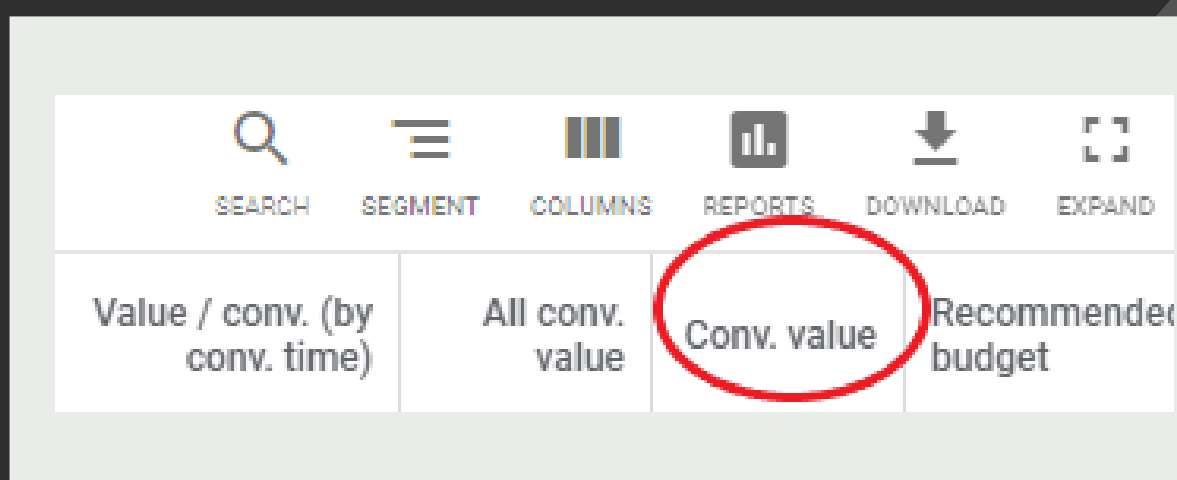


A screenshot of a report interface showing a navigation bar with icons for SEARCH, SEGMENT, COLUMNS, REPORTS, and DOWNLOAD. Below the navigation bar is a table with four columns. The second column, labeled "All conv. value", is circled in red. The other columns are "Value / conv. (by conv. time)", "Conv. value", and "Recom budget".

Value / conv. (by conv. time)	All conv. value	Conv. value	Recom budget
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## CONVERSION VALUE:

("CONV. VALUE") IS THE SUM OF CONVERSION VALUES FOR YOUR CONVERSIONS. THIS METRIC IS USEFUL ONLY IF YOU ENTERED A VALUE FOR YOUR CONVERSION ACTIONS.

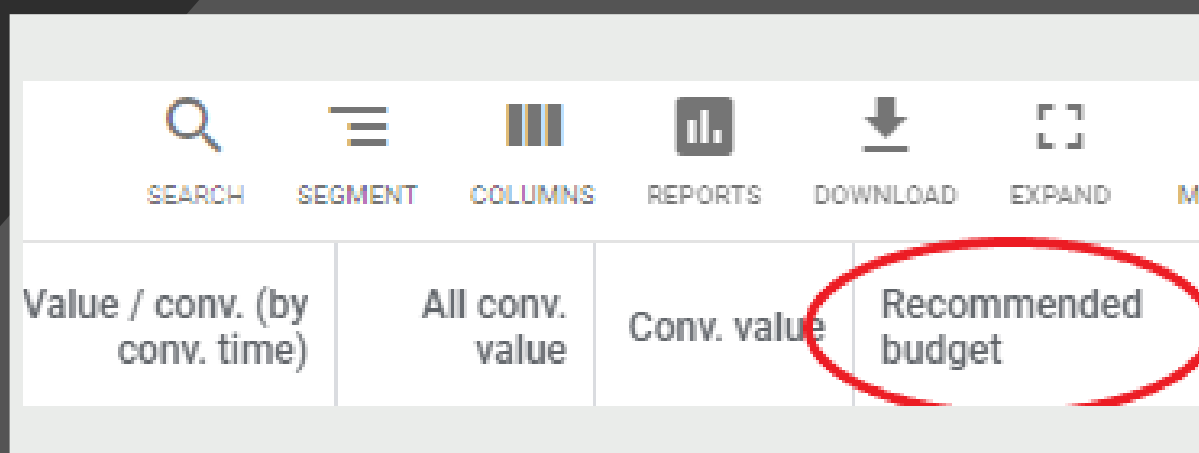


A screenshot of a report interface showing a navigation bar with icons for SEARCH, SEGMENT, COLUMNS, REPORTS, DOWNLOAD, and EXPAND. Below the navigation bar is a table with four columns. The third column, labeled "Conv. value", is circled in red. The other columns are "Value / conv. (by conv. time)", "All conv. value", and "Recommended budget".

Value / conv. (by conv. time)	All conv. value	Conv. value	Recommended budget
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## RECOMMENDED BUDGET::

THE DAILY BUDGET AMOUNT NEEDED TO HAVE GOT SOME OR ALL OF YOUR MISSED IMPRESSIONS IN THE LAST 7 DAYS. YOU'LL SEE THIS WHEN YOU'VE MISSED OUT ON 10% OR MORE OF YOUR POTENTIAL TRAFFIC IN THE LAST WEEK.

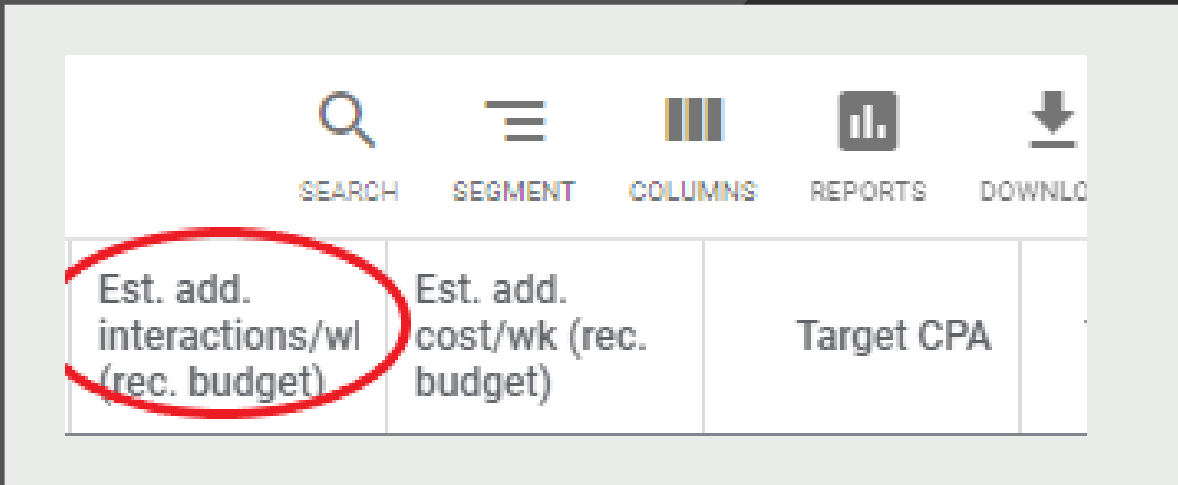


A screenshot of a report interface showing a navigation bar with icons for SEARCH, SEGMENT, COLUMNS, REPORTS, DOWNLOAD, and EXPAND. Below the navigation bar is a table with four columns. The fourth column, labeled "Recommended budget", is circled in red. The other columns are "Value / conv. (by conv. time)", "All conv. value", and "Conv. value".

Value / conv. (by conv. time)	All conv. value	Conv. value	Recommended budget
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## EST ADD INTERACTIONS WITH REC BUDGET:

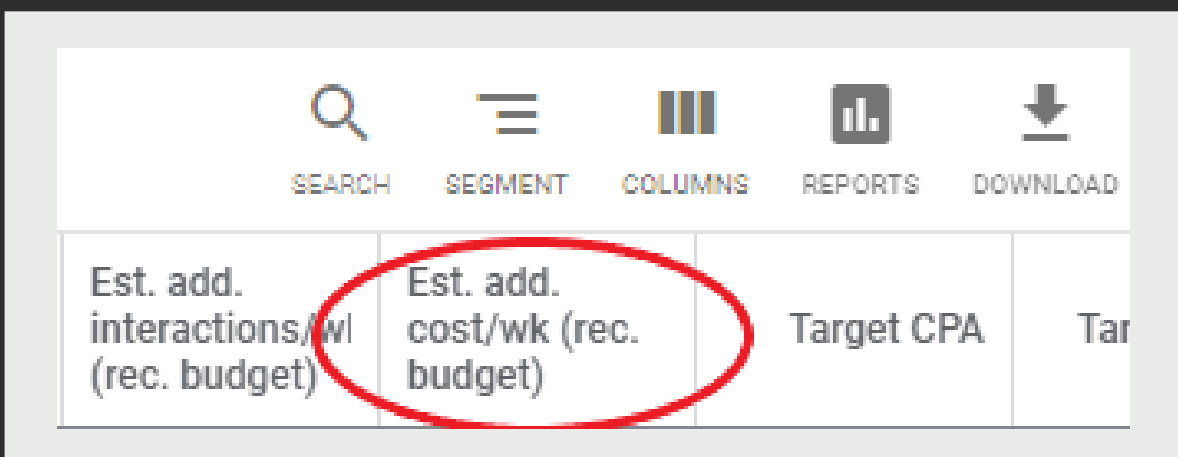
ESTIMATED ADDITIONAL WEEKLY INTERACTIONS YOU MIGHT RECEIVE AT THE RECOMMENDED BUDGET FOR CAMPAIGNS USING THIS BUDGET



SEARCH	SEGMENT	COLUMNS	REPORTS	DOWNLO
Est. add. interactions/wk (rec. budget)	Est. add. cost/wk (rec. budget)	Target CPA		

## EST ADD COST/WK (REC BUDGET):

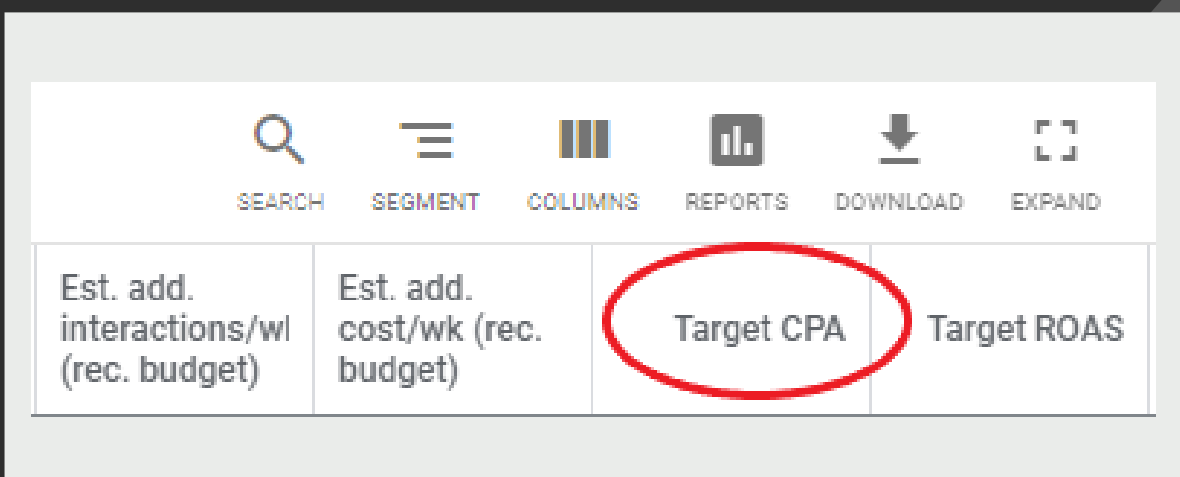
ESTIMATED ADDITIONAL WEEKLY COST YOU MIGHT SEE AT THE RECOMMENDED BUDGET FOR CAMPAIGNS USING THIS BUDGET



SEARCH	SEGMENT	COLUMNS	REPORTS	DOWNLOAD
Est. add. interactions/wk (rec. budget)	Est. add. cost/wk (rec. budget)	Target CPA	Tar	

## TARGET COST PER ACTION (CPA):

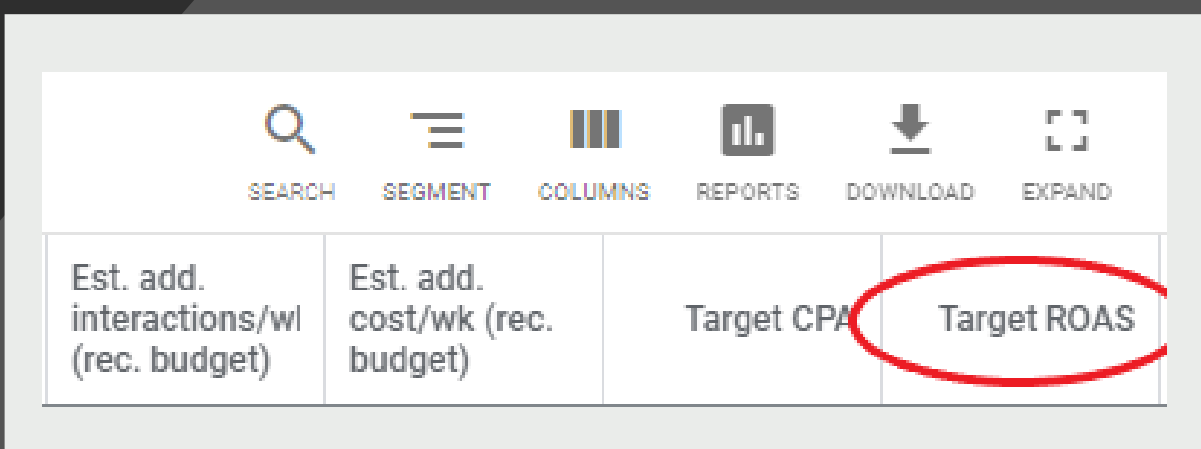
THE AVERAGE AMOUNT YOU'D LIKE TO PAY FOR A CONVERSION. YOU CAN CHANGE YOUR TARGET CPA AT ANY TIME.



SEARCH	SEGMENT	COLUMNS	REPORTS	DOWNLOAD	EXPAND
Est. add. interactions/wk (rec. budget)	Est. add. cost/wk (rec. budget)	Target CPA	Target ROAS		

## TARGET ROAS:

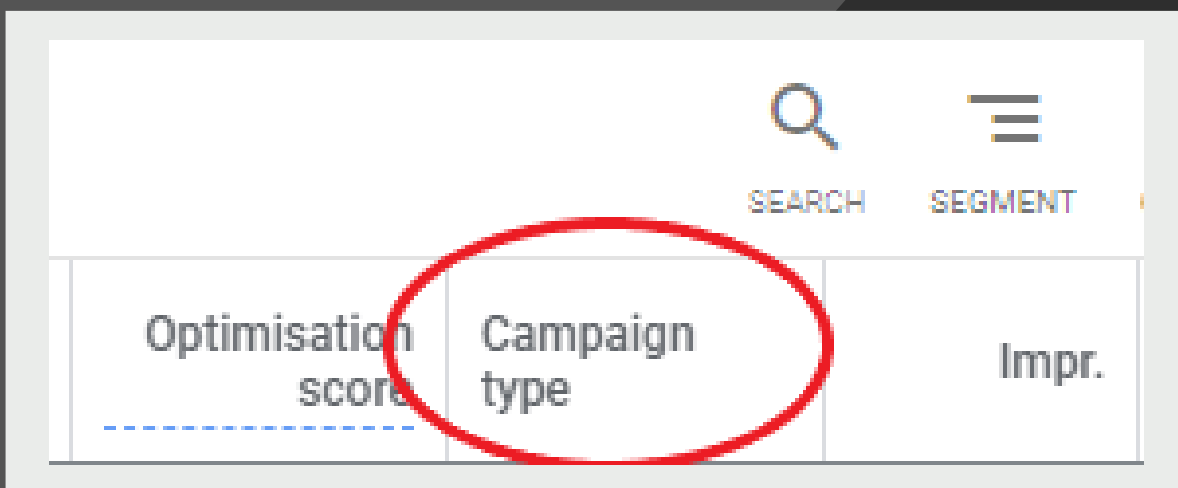
THE AVERAGE CONVERSION VALUE (FOR EXAMPLE, REVENUE) THAT YOU'D LIKE TO GET FOR EACH POUND THAT YOU SPEND ON ADS.



SEARCH	SEGMENT	COLUMNS	REPORTS	DOWNLOAD	EXPAND
Est. add. interactions/wk (rec. budget)	Est. add. cost/wk (rec. budget)	Target CPA	Target ROAS		

## CAMPAIGN TYPE:

CAMPAIGN TYPES DETERMINE WHERE CUSTOMERS SEE YOUR ADS AND THE SETTINGS AND OPTIONS AVAILABLE TO YOU.

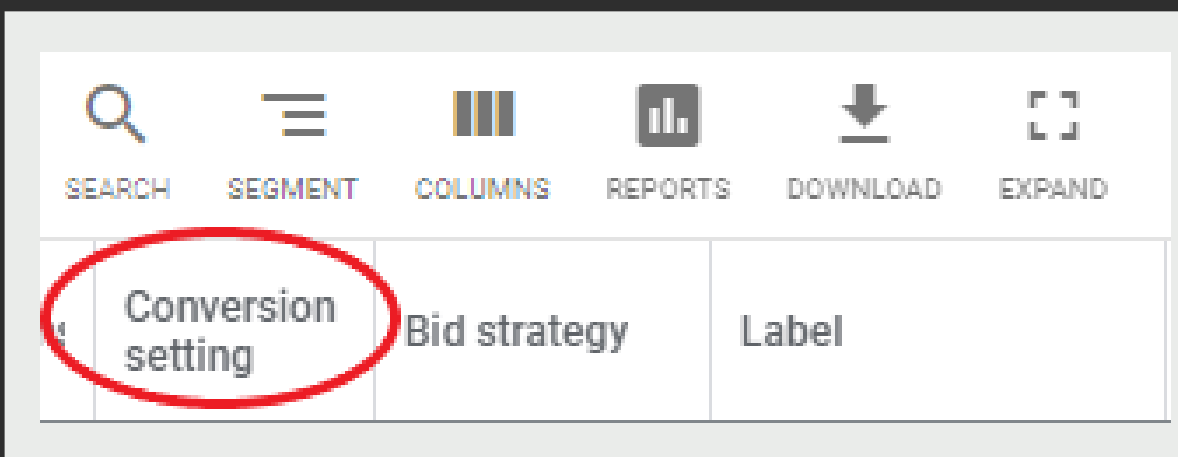


A screenshot of a table interface. At the top right, there are icons for 'SEARCH' (magnifying glass) and 'SEGMENT' (hamburger menu). The table has three columns: 'Optimisation score', 'Campaign type', and 'Impr.'. The 'Campaign type' column is circled in red.

Optimisation score	Campaign type	Impr.
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## CONVERSION SETTING:

SHOWS WHICH CONVERSION ACTION OR CONVERSION ACTION SET YOU'VE APPLIED TO SPECIFIC CAMPAIGNS. THIS SETTING DETERMINES WHICH CONVERSION ACTIONS ARE REPORTED IN THE "CONVERSIONS" COLUMN AND, IN TURN, USED BY SMART BIDDING.

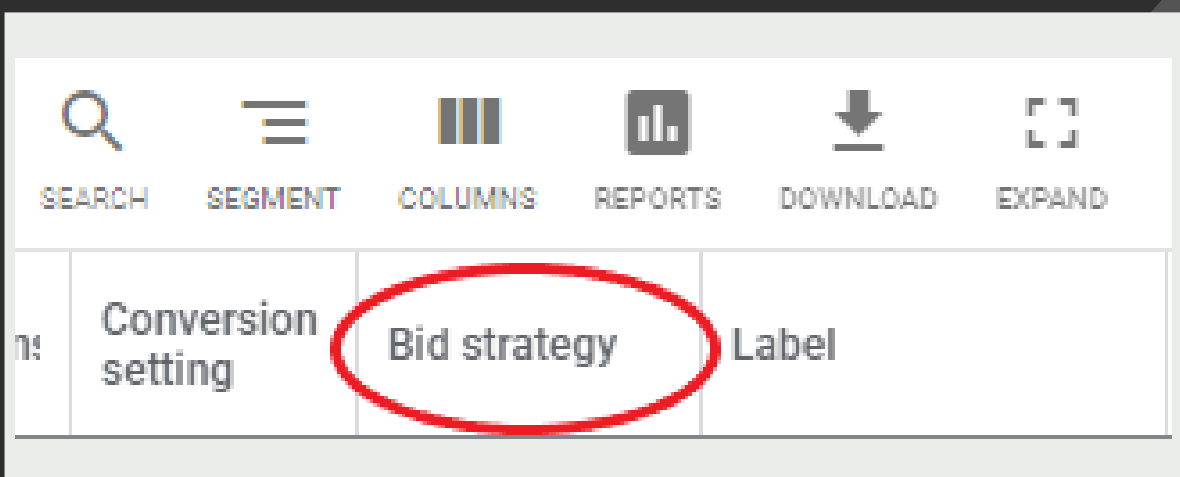


A screenshot of a table interface. At the top, there are icons for 'SEARCH', 'SEGMENT', 'COLUMNS', 'REPORTS', 'DOWNLOAD', and 'EXPAND'. The table has three columns: 'Conversion setting', 'Bid strategy', and 'Label'. The 'Conversion setting' column is circled in red.

Conversion setting	Bid strategy	Label
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## BID STRATEGY:

SHOWS THE NAME OF THE PORTFOLIO BID STRATEGY THAT'S MANAGING BIDS FOR YOUR KEYWORDS, AD GROUPS, OR CAMPAIGNS.

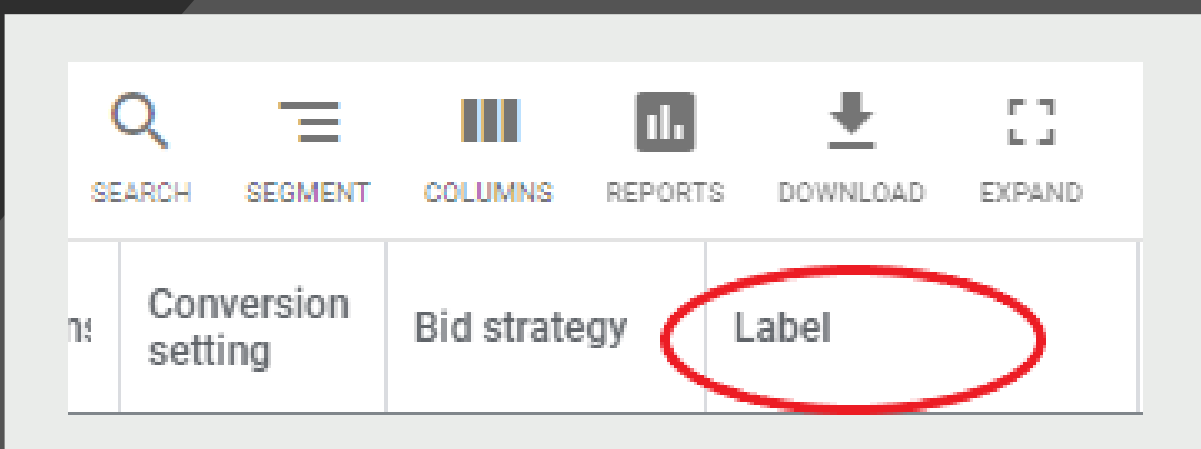


A screenshot of a table interface. At the top, there are icons for 'SEARCH', 'SEGMENT', 'COLUMNS', 'REPORTS', 'DOWNLOAD', and 'EXPAND'. The table has three columns: 'Conversion setting', 'Bid strategy', and 'Label'. The 'Bid strategy' column is circled in red.

Conversion setting	Bid strategy	Label
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## LABEL:

HELPS YOU ORGANISE KEYWORDS, ADS, AD GROUPS, CAMPAIGNS OR REMARKETING LISTS INTO GROUPS SO THAT YOU CAN FILTER AND REPORT ON THE DATA THAT INTERESTS YOU



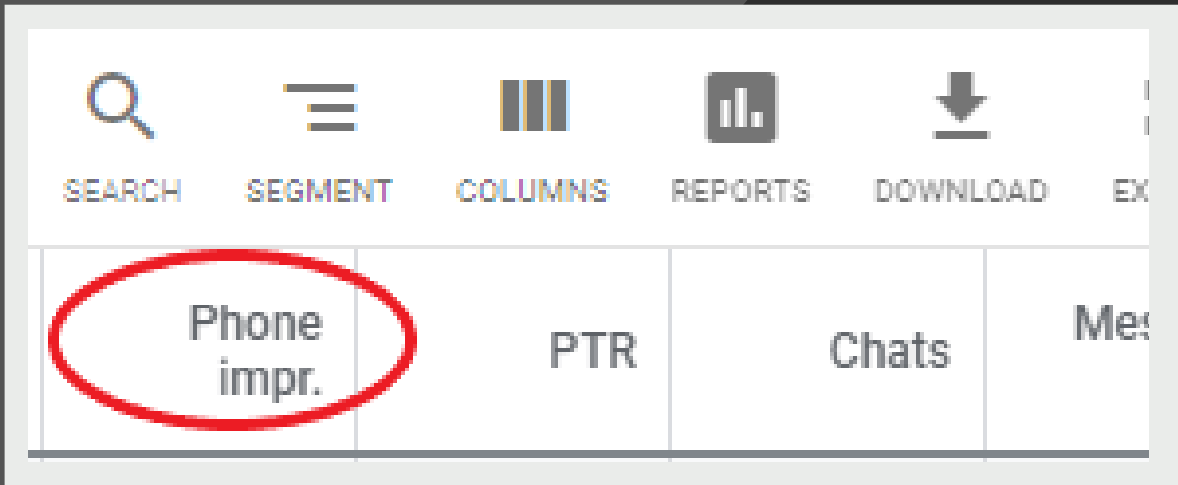
A screenshot of a table interface. At the top, there are icons for 'SEARCH', 'SEGMENT', 'COLUMNS', 'REPORTS', 'DOWNLOAD', and 'EXPAND'. The table has three columns: 'Conversion setting', 'Bid strategy', and 'Label'. The 'Label' column is circled in red.

Conversion setting	Bid strategy	Label
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## PHONE IMPRESSIONS:

THE NUMBER OF TIMES THAT YOUR AD EITHER SHOWED WITH A GOOGLE FORWARDING NUMBER OR A GOOGLE FORWARDING NUMBER COULD HAVE BEEN SHOWN TO SOMEONE ON YOUR WEBSITE.

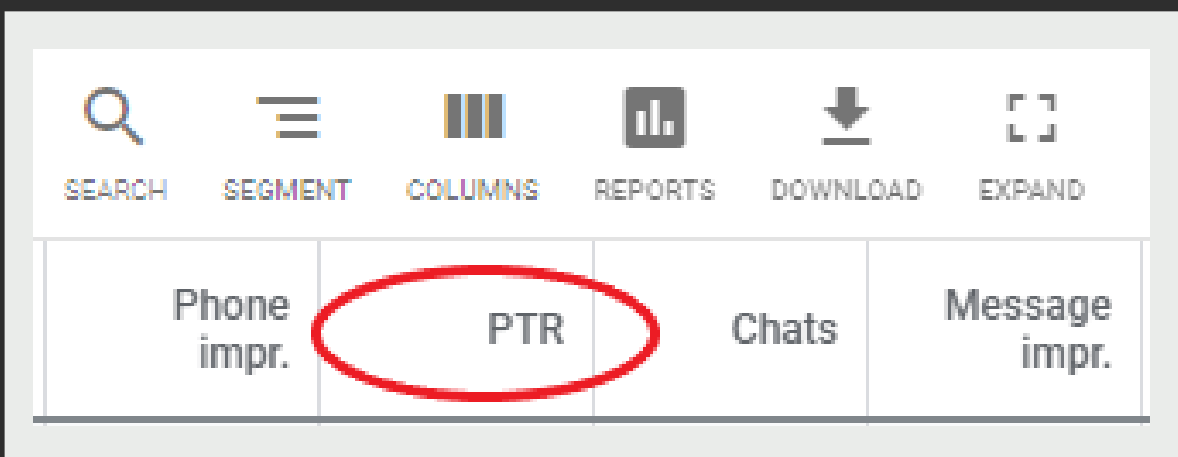


A screenshot of a reporting interface with a navigation bar at the top containing icons for SEARCH, SEGMENT, COLUMNS, REPORTS, and DOWNLOAD. Below the navigation bar is a table with four columns. The first column, labeled 'Phone impr.', is circled in red. The other columns are labeled 'PTR', 'Chats', and 'Mes'.

SEARCH	SEGMENT	COLUMNS	REPORTS	DOWNLOAD	EX
Phone impr.		PTR	Chats	Mes	

## PHONE-THROUGH RATE:

(PTR) IS THE TOTAL NUMBER OF PHONE CALLS RECEIVED (PHONE CALLS) DIVIDED BY THE NUMBER OF TIMES THAT YOUR PHONE NUMBER DISPLAYED (PHONE IMPRESSIONS).

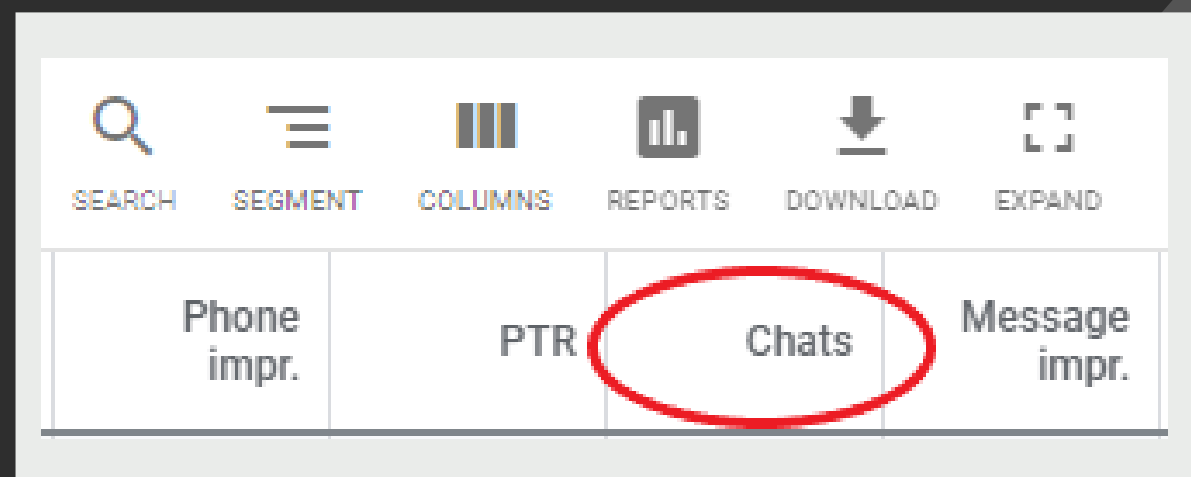


A screenshot of a reporting interface with a navigation bar at the top containing icons for SEARCH, SEGMENT, COLUMNS, REPORTS, DOWNLOAD, and EXPAND. Below the navigation bar is a table with four columns. The second column, labeled 'PTR', is circled in red. The other columns are labeled 'Phone impr.', 'Chats', and 'Message impr.'.

SEARCH	SEGMENT	COLUMNS	REPORTS	DOWNLOAD	EXPAND
Phone impr.		PTR	Chats	Message impr.	

## CHATS:

SHOWS HOW MANY PEOPLE HAVE MESSAGED YOUR BUSINESS USING A GOOGLE FORWARDING NUMBER.

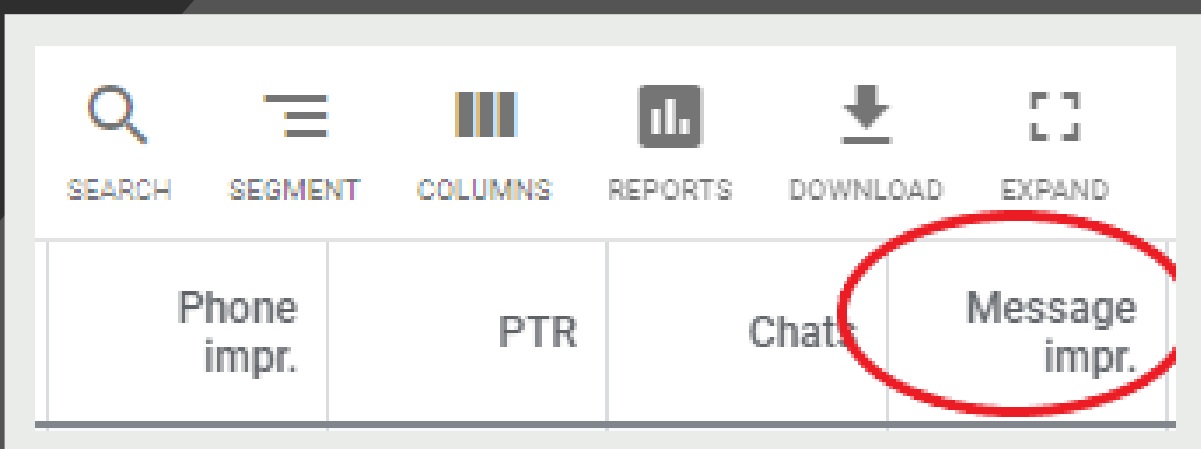


A screenshot of a reporting interface with a navigation bar at the top containing icons for SEARCH, SEGMENT, COLUMNS, REPORTS, DOWNLOAD, and EXPAND. Below the navigation bar is a table with four columns. The third column, labeled 'Chats', is circled in red. The other columns are labeled 'Phone impr.', 'PTR', and 'Message impr.'.

SEARCH	SEGMENT	COLUMNS	REPORTS	DOWNLOAD	EXPAND
Phone impr.		PTR	Chats	Message impr.	

## MESSAGE IMPRESSIONS:

SHOWS THE NUMBER OF TIMES YOUR MESSAGE EXTENSION SHOWED WITH YOUR AD AND A GOOGLE FORWARDING NUMBER WAS USED, ALLOWING THE CONVERSATION TO BE TRACKABLE.

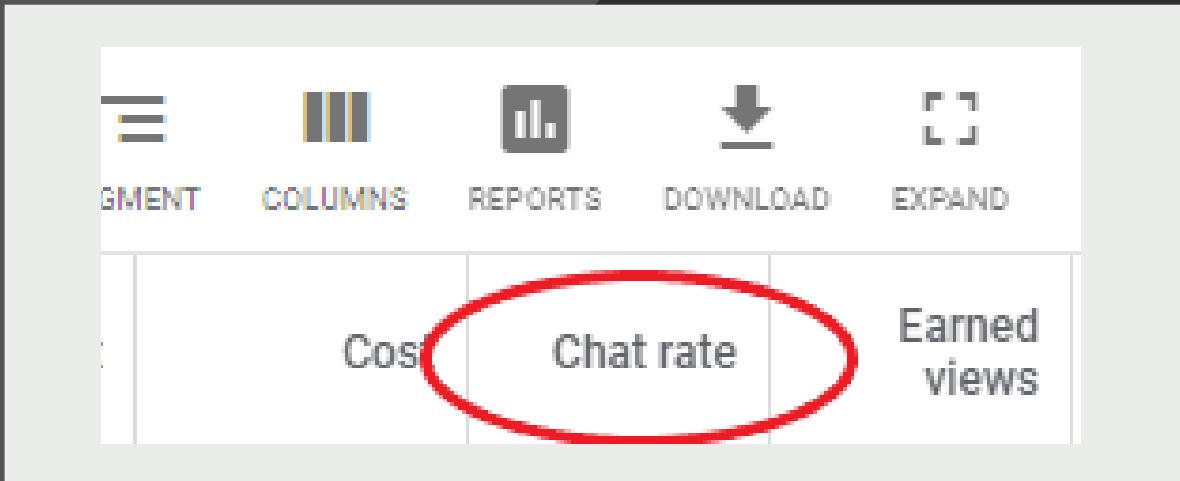


A screenshot of a reporting interface with a navigation bar at the top containing icons for SEARCH, SEGMENT, COLUMNS, REPORTS, DOWNLOAD, and EXPAND. Below the navigation bar is a table with four columns. The fourth column, labeled 'Message impr.', is circled in red. The other columns are labeled 'Phone impr.', 'PTR', and 'Chats'.

SEARCH	SEGMENT	COLUMNS	REPORTS	DOWNLOAD	EXPAND
Phone impr.		PTR	Chats	Message impr.	

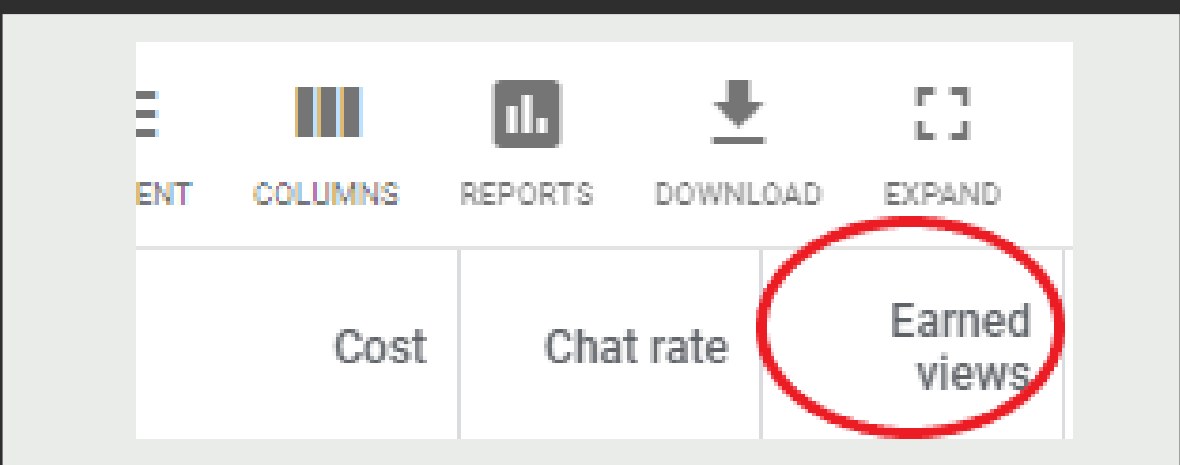
## CHAT RATE:

SHOWS THE NUMBER OF PEOPLE WHO INITIATED A CONVERSATION WITH YOUR BUSINESS AFTER SEEING YOUR MESSAGE EXTENSION. THIS IS CALCULATED BY THE NUMBER OF CHATS DIVIDED BY THE NUMBER OF MESSAGE IMPRESSIONS THAT SHOWED WITH A GOOGLE FORWARDING NUMBER.



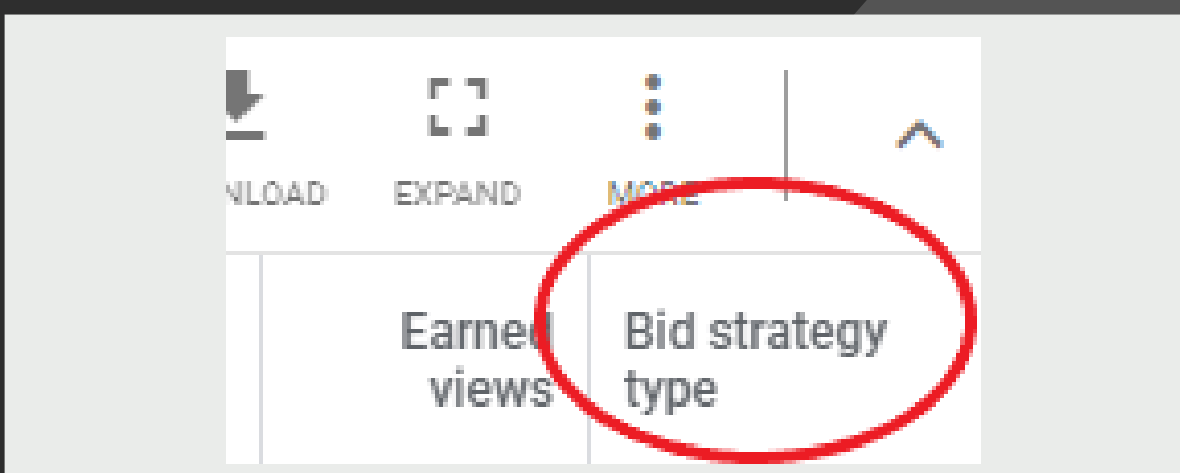
## EARNED VIEW:

OCCURS WHEN SOMEONE VIEWS YOUR VIDEO AD, THEN LATER WATCHES ANOTHER VIDEO ON YOUR LINKED YOUTUBE CHANNEL, WITHIN 7 DAYS OF THE INITIAL VIEW.

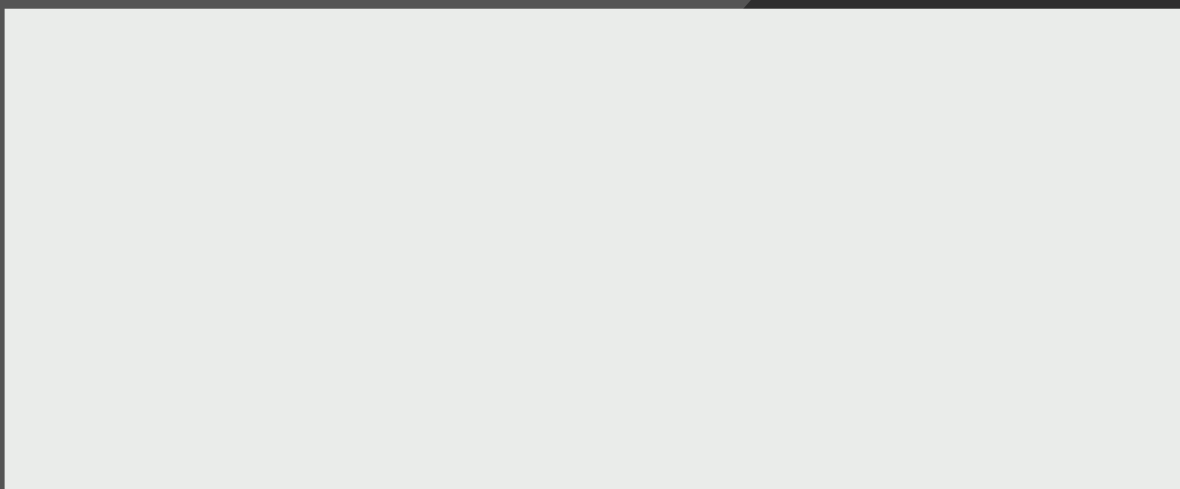


## BID STRATEGY TYPE:

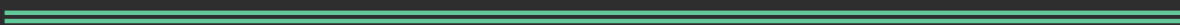
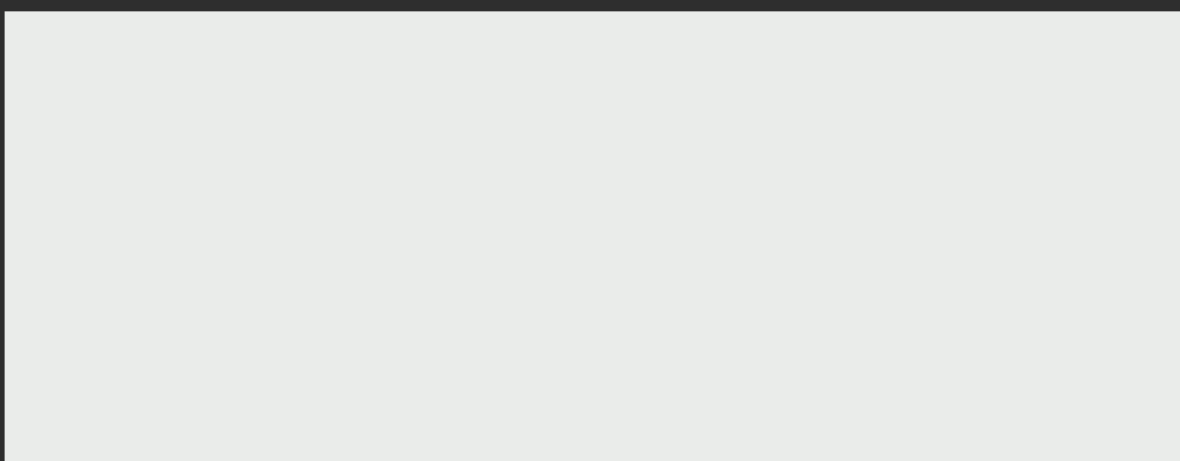
HOW YOU'VE CHOSEN TO SET BIDS FOR YOUR ADS. STRATEGIES CAN BE MANUAL OR AUTOMATED, DEPENDING ON YOUR PERFORMANCE GOALS. YOU CAN CHANGE YOUR BID STRATEGY TYPE AT ANY TIME.



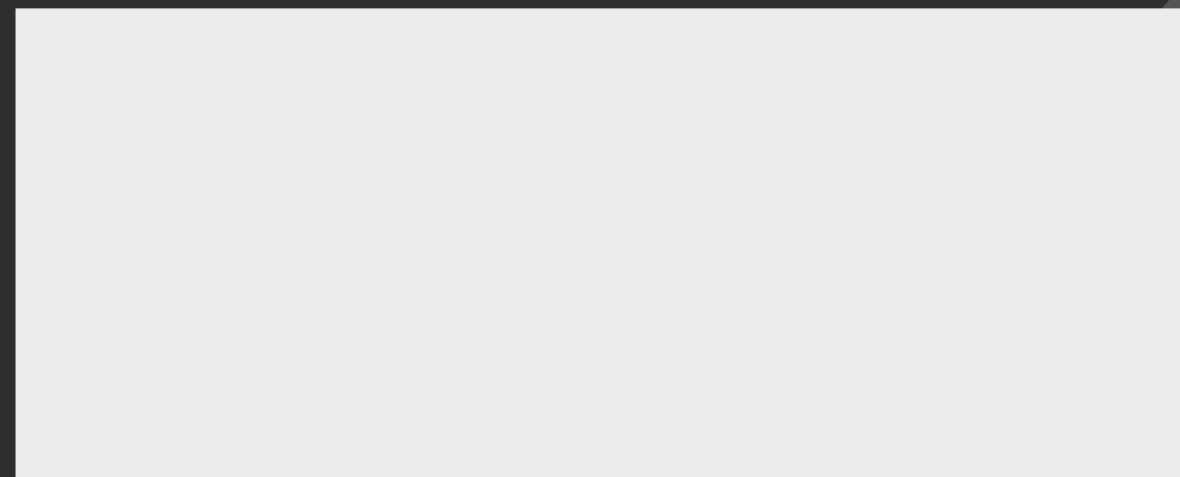
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