



Overview - Paid AdWords Performance

### Click Through Rate & Impressions

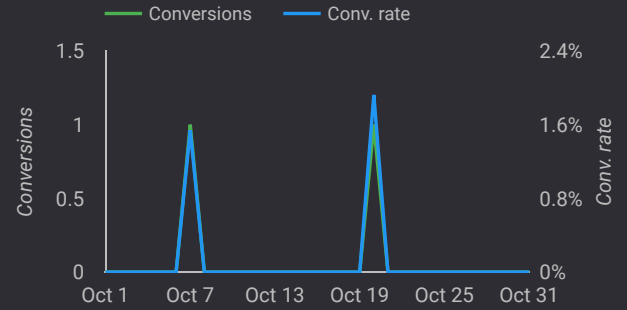
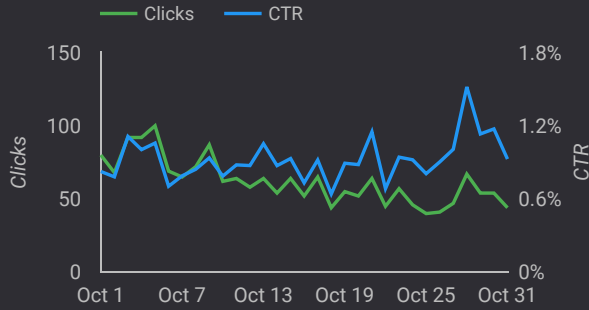
by Clicks, CTR, and Impressions

Clicks <b>1.9K</b> ↑ 12.8%	CTR <b>0.9%</b> ↑ 44.1%	Impressions <b>211.0K</b> ↓ -21.7%
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### Conversion Rate & Cost

by Conversions Rate and Cost / Conv.

Conversions <b>2.0</b> ↓ -33.3%	Conv. rate <b>0.1%</b> ↓ -40.9%	Cost / conv. <b>\$674.95</b> ↑ 42.2%
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### Top Campaigns

by CTR, Avg. CPC, and Cost / Conv.

Campaign	CTR	Avg. CPC	Cost / conv.	Search I...
1. Search	1.47%	\$5.95	\$0.00	0.96
2. Remarketing	0.9%	\$0.51	\$472.52	0

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### Ad Group Performance

by CTR, Avg. CPC, and Cost / Conv.

Ad group	Clicks	CTR	Avg. CPC	Cost / conv.
Prescribing Controlled Drugs	67	1.51%	\$5.99	\$0.00
Pain Management Courses	1	1.33%	\$3.44	\$0.00
AdWords Optimized	1,850	0.9%	\$0.51	\$472.52
Chronic Pain Management	0	0%	\$0.00	\$0.00
Patient Communication Skills	0	0%	\$0.00	\$0.00

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