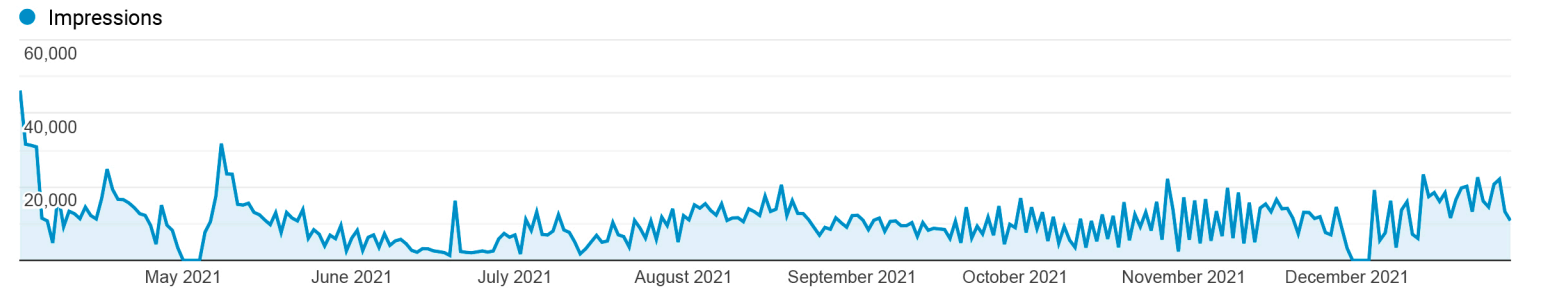


Google cpc

All Users
100.00% Impressions

Apr 1, 2021 - Dec 31, 2021

Google все



Campaign	Impressions	Clicks	CTR	Cost	CPC	Macro Conversion	CPO
	2,870,138 % of Total: 100.00% (2,870,138)	71,553 % of Total: 100.00% (71,553)	2.49% Avg for View: 2.49% (0.00%)	UAH 147,999.86 % of Total: 100.00% (UAH 147,999.86)	UAH 2.07 Avg for View: UAH 2.07 (0.00%)	148 % of Total: 47.90% (309)	UAH 1,000.00 % of Total: 208.78% (UAH 478.96)
1.	53,109 (1.85%)	6,589 (9.21%)	12.41%	UAH 44,350.72 (29.97%)	UAH 6.73	35 (23.65%)	UAH 1,267.16 (126.72%)
2.	98,067 (3.42%)	9,234 (12.91%)	9.42%	UAH 43,445.63 (29.36%)	UAH 4.70	28 (18.92%)	UAH 1,551.63 (155.16%)
3.	443,571 (15.45%)	16,475 (23.02%)	3.71%	UAH 8,537.06 (5.77%)	UAH 0.52	23 (15.54%)	UAH 371.18 (37.12%)
4.	4,407 (0.15%)	701 (0.98%)	15.91%	UAH 4,699.47 (3.18%)	UAH 6.70	15 (10.14%)	UAH 313.30 (31.33%)
5.	2,256 (0.08%)	967 (1.35%)	42.86%	UAH 3,112.38 (2.10%)	UAH 3.22	12 (8.11%)	UAH 259.36 (25.94%)
6.	69,756 (2.43%)	6,370 (8.90%)	9.13%	UAH 14,700.28 (9.93%)	UAH 2.31	10 (6.76%)	UAH 1,470.03 (147.00%)
7.	1,252,342 (43.63%)	16,681 (23.31%)	1.33%	UAH 11,381.47 (7.69%)	UAH 0.68	7 (4.73%)	UAH 1,625.92 (162.59%)
8.	1,194 (0.04%)	359 (0.50%)	30.07%	UAH 2,507.42 (1.69%)	UAH 6.98	6 (4.05%)	UAH 417.90 (41.79%)
9.	0 (0.00%)	0 (0.00%)	0.00%	UAH 0.00 (0.00%)	UAH 0.00	3 (2.03%)	UAH 0.00 (0.00%)
10.	877,534 (30.57%)	11,246 (15.72%)	1.28%	UAH 6,532.75 (4.41%)	UAH 0.58	3 (2.03%)	UAH 2,177.58 (217.76%)
11.	50,867 (1.77%)	1,060 (1.48%)	2.08%	UAH 782.73 (0.53%)	UAH 0.74	2 (1.35%)	UAH 391.37 (39.14%)
12.	1,279 (0.04%)	433 (0.61%)	33.85%	UAH 3,256.19 (2.20%)	UAH 7.52	2 (1.35%)	UAH 1,628.10 (162.81%)
13.	77 (0.00%)	34 (0.05%)	44.16%	UAH 257.60 (0.17%)	UAH 7.58	1 (0.68%)	UAH 257.60 (25.76%)
14.	13,898 (0.48%)	1,035 (1.45%)	7.45%	UAH 1,744.29 (1.18%)	UAH 1.69	1 (0.68%)	UAH 1,744.29 (174.43%)
15.	1,375 (0.05%)	213 (0.30%)	15.49%	UAH 1,578.67 (1.07%)	UAH 7.41	0 (0.00%)	UAH 0.00 (0.00%)
16.	1 (0.00%)	0 (0.00%)	0.00%	UAH 0.00 (0.00%)	UAH 0.00	0 (0.00%)	UAH 0.00 (0.00%)
17.	31 (0.00%)	8 (0.01%)	25.81%	UAH 38.08 (0.03%)	UAH 4.76	0 (0.00%)	UAH 0.00 (0.00%)
18.	351 (0.01%)	143 (0.20%)	40.74%	UAH 1,016.01 (0.69%)	UAH 7.10	0 (0.00%)	UAH 0.00 (0.00%)
19.	23 (0.00%)	5 (0.01%)	21.74%	UAH 59.11 (0.04%)	UAH 11.82	0 (0.00%)	UAH 0.00 (0.00%)