

Price extension now reaches more audiences... View all

Custom: Feb 1, 2009 - Oct 1, 2009

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Cost vs Cost Monthly



Month	Clicks	Avg. CPC	Cost	Invalid clicks
Feb 2009	19,709	\$0.33	\$6,435.52	684
Mar 2009	19,109	\$0.31	\$5,885.44	665
Apr 2009	16,843	\$0.31	\$5,260.30	481
May 2009	16,471	\$0.32	\$5,199.39	593
Jun 2009	13,470	\$0.33	\$4,470.52	526
Jul 2009	17,726	\$0.32	\$5,735.51	573
Aug 2009	19,943	\$0.33	\$6,638.38	840
Sep 2009	18,723	\$0.33	\$6,227.75	564
Oct 2009	558	\$0.33	\$181.85	29

Show rows: 500 1 - 9 of 9

Reporting is not real-time. Clicks and impressions received in the last three hours may not be included here. There is an 18+ hour delay for some metrics. Time zone for all dates and times: (GMT-04:00) Eastern Time. [Learn more](#)
Some inventory may be provided through third party intermediaries.

Price extension now reaches more audiences... View all

Custom: Jun 1, 2010 - Oct 1, 2012

All campaigns

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Month	Clicks ?	Avg. CPC ?	Cost ?	Invalid clicks ?
Jun 2010	16,750	\$0.42	\$6,984.01	767
Jul 2010	15,885	\$0.44	\$6,977.84	583
Aug 2010	19,171	\$0.44	\$8,520.74	655
Sep 2010	18,485	\$0.43	\$8,031.09	784
Oct 2010	17,357	\$0.40	\$6,991.97	876
Nov 2010	29,322	\$0.46	\$13,434.58	1,461
Dec 2010	28,425	\$0.49	\$14,032.74	1,208
Jan 2011	23,426	\$0.46	\$10,689.31	1,056
Feb 2011	20,481	\$0.48	\$9,906.04	1,130
Mar 2011	18,904	\$0.49	\$9,247.54	1,339
Apr 2011	17,949	\$0.48	\$8,619.40	1,300
May 2011	21,107	\$0.56	\$11,744.48	1,245
Jun 2011	18,327	\$0.57	\$10,357.29	1,079
Jul 2011	22,192	\$0.56	\$12,521.27	1,359
Aug 2011	26,023	\$0.58	\$15,180.15	1,499
Sep 2011	26,426	\$0.63	\$16,560.74	1,517
Oct 2011	26,003	\$0.60	\$15,543.75	1,687
Nov 2011	29,871	\$0.60	\$18,041.37	2,024
Dec 2011	30,075	\$0.58	\$17,340.84	1,443
Jan 2012	24,700	\$0.54	\$13,218.31	1,135
Feb 2012	18,028	\$0.53	\$9,588.07	833
Mar 2012	19,427	\$0.58	\$11,276.63	824
Apr 2012	22,064	\$0.65	\$14,273.60	1,134
May 2012	24,288	\$0.65	\$15,699.77	991
Jun 2012	10,448	\$0.81	\$8,491.40	647

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Customer ID: 547-642-6050
michael@thenaturalsapphireco...

All campaigns

All campaigns

AU - Sapphire Bracelets

AU - Sapphire Earrings

AU - Sapphire Necklaces

AU - Sapphire Pendants

AU + NZ_Ruby Engagement Rings - Modified Broad

AU + NZ_Ruby Rings - Modified Broad

AU_Ruby Engagement Rings - Modified Broad

AU_Ruby Rings - Modified Broad

AU_Sapphire Engagement Rings Exact

AU_Sapphire Engagement Rings Modified Broad

AU_Sapphire Engagement Rings by Type

AU_Sapphire Rings - Exact

All campaigns

Segment

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Find campaigns

View Change History

All time: Feb 28, 2003 - May 1, 2017

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Labels

	Campaign	Budget	Status	Impr.	Clicks	Cost	CTR	Avg. CPC	Avg. Pos.	Bounce rate	Avg. session duration (seconds)
	Total - all campaigns	\$6,640.00/day		273,203,787	3,282,993	\$2,342,766.44	1.20%	\$0.71	3.1	52.25%	163
	US + CA_Sapphire Rings - Modified Broad	\$485.00/day	Eligible	3,597,339	98,939	\$192,619.85	2.75%	\$1.95	2.2	34.48%	182
	US + CA_Sapphire Engagement Rings - Exact	\$485.00/day	Eligible	1,373,866	56,214	\$146,170.57	4.09%	\$2.60	2.2	57.57%	135
	Shopping Ads	\$695.00/day	Eligible	12,809,317	127,574	\$125,403.79	1.00%	\$0.98	0.0	77.22%	82
	US + CA_Sapphire Engagement Rings by Type	\$400.00/day	Eligible	1,034,008	65,528	\$109,676.86	6.34%	\$1.67	1.9	64.35%	105
	US + CA_Sapphires - Generic	\$450.00/day	Eligible	4,081,566	70,364	\$99,016.40	1.72%	\$1.41	2.3	30.86%	256

What NSC has PAID Google in Click Ads