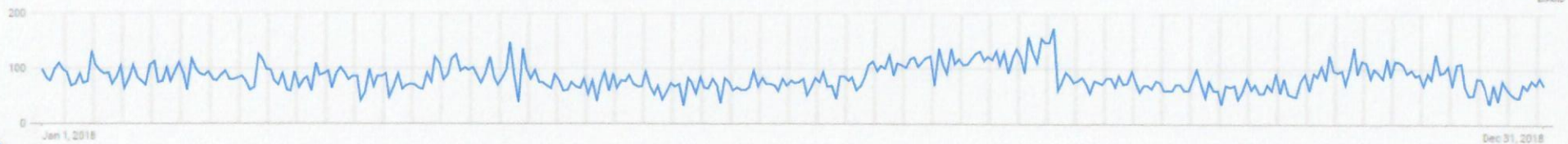
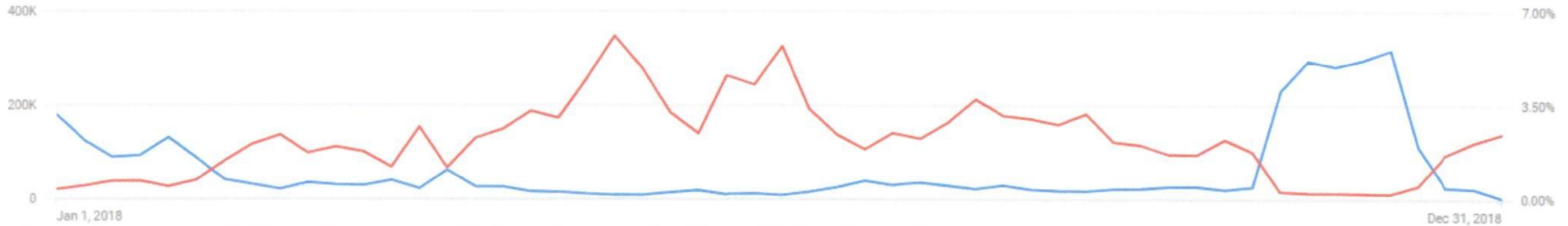


Google Adwords: Year End 2018

Impressions **3.21M**
 CTR **0.95%**
 Conversions **4.01K**
 Cost **\$21.9K**



Level: **Directly linked** Add filter

Account	Direct manager	Account type	Clicks	Imps	CTR	Avg. CPC	Cost	Conversions	Conv. rate	Account labels
<input type="checkbox"/> Powell's Furniture Adwords 970-874-7610	Powell's Furniture (This manager) 857-502-8348	Google Ads	30,634	3,214,016	0.95%	0.71	21,890.68	4,014.01	5.25%	
Total: 2 Accounts			30,634	3,214,016	0.95%	0.71	21,890.68	4,014.01	5.25%	
Total: No Manager Account			30,634	3,214,016	0.95%	0.71	21,890.68	4,014.01	5.25%	

In the ad group **Furniture** new words were used in searches that showed your ads

In the last 7 days (Jan 10 - 16, 2019)

braxton, culler, winesburg, palettes, contact, mattresses, canadel, wide, furniture, marlos, hamilton, champlain, inch, drawers, jx, ottoman, mcneilly, overstuffed, pantry, hooker, dark, fabrics, brown, night, macy's

Biggest changes

Jan 1 - Dec 31, 2018 compared to Jan 1 - Dec 31, 2017

Campaign #1 - Furniture	+ \$3,089.11 +29.90%
Campaign #1 - Ad Group #1	+ \$1,846.50 +95.66%
Labor Day Sale	- \$1,730.80 -100.00%
Sofa Surfer Ad	+ \$1,553.17 +90%
Campaign #1 - Furniture Fredericksburg	+ \$996.61 +262.78%

ALL CAMPAIGNS >

Page 1 of 3

Campaigns

	Cost	Impressions	CTR
Campaign #1	\$18,961.59	1,772,884	1.66%
Sofa Surfer Ad	\$1,553.17	82,930	0.08%
Brand awareness and reach	\$724.85	1,330,365	0.08%
Dog Decorator	\$350.94	14,417	0.06%
Black Friday Sale	\$900.13	13,420	0.07%

ALL CAMPAIGNS >

Page 1 of 2

Campaign #1 - Furniture

Google Adwords: Year End 2018

Search keywords

Cost Clicks CTR

Trivetts	\$448.32	622	30.19%
Furniture store	\$295.17	427	4.66%
Furniture	\$293.87	423	2.03%
furniture furniture furniture	\$268.05	301	3.26%
+furniture store	\$244.64	321	4.33%

ALL KEYWORDS >

Page 1 of 10

Display ads

Sort by: Impressions

Awareness Campaign



Fredericksburg Furniture Sale

Lowest prices around on quality brand name furniture for any style

Ad	Impressions	Clicks	CTR
Enabled	1,330,365	1,057	0.08%

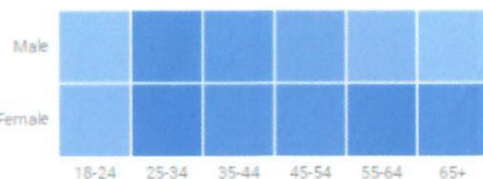
ALL DISPLAY ADS >

< 1 of 2 >

Demographics

Impressions

GENDER GENDER & AGE AGE



Based on the 25% of your impressions with known gender and age.

Searches

Sort by: Impressions

SEARCHES

WORDS

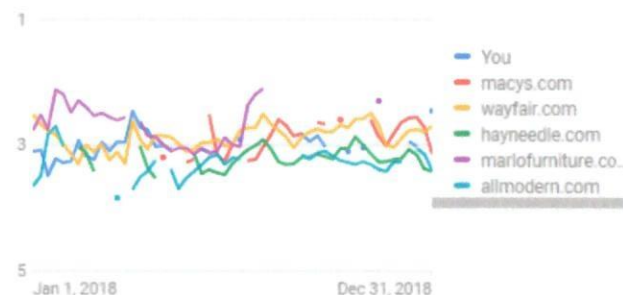


ALL SEARCHES >

Page 1 of 10

Auction insights

Average position



AUCTION INSIGHTS >

Most-shown search ads

Ad group: Ad Group #1

Furniture Store | Quality & Savings

Ad www.powellsfurniture.com 5407865090

Powell's Furniture Serving Fredericksburg Since 1942

Quality & Service 65,000sq Foot Showroom Save 55% Off Today

Brands: Broyhill, Craftmaster, Kincaid, Universal, Southern Motion, Flexsteel

Current Specials

Bedroom

Living Room

Dining Room

Ad	Impressions	Clicks	CTR
Enabled	101,899	489	0.48%

ALL SEARCH ADS >

< 1 of 10 >

Devices

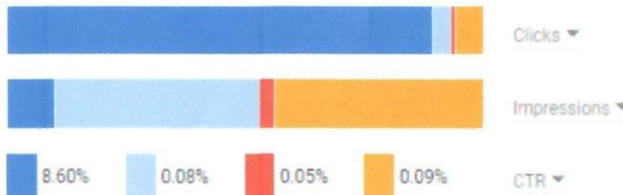
Mobile phones Tablets Computers

1.24%	1.05%	0.66%	CTR
34.64%	41.98%	51.11%	Impressions
			View rate

DEVICES >

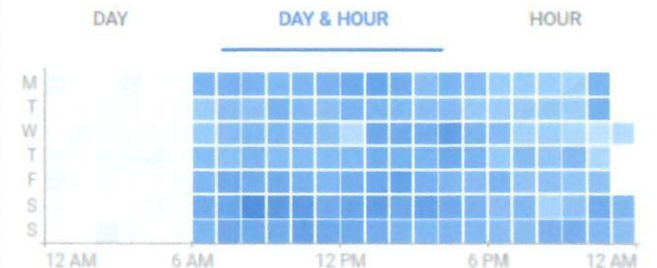
Networks

Google search Search partners YouTube video Display network



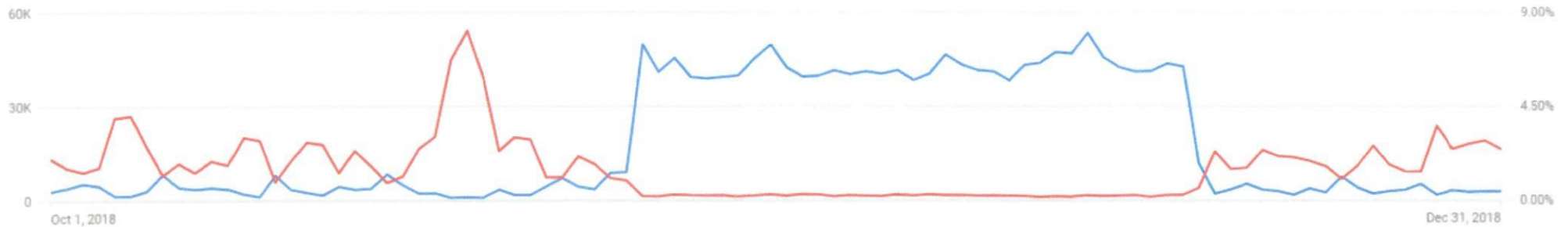
Day & hour

CTR



Google Adwords: 4th Quarter 2018

Impressions ▾ 1.71M
 CTR ▾ 0.42%
 Conversions 904.46
 Cost \$6.81K



In the ad group **Furniture** new words were used in searches that showed your ads

In the last 7 days (Jan 10 - 16, 2019)

braxton culler winesburg palettes contact
 mattresses canadel wide furniture marlos
 hamilton champlain inch drawers jx ottoman
 mcneilly overstuffed pantry hooker dark fabrics
 brown night macy's

Campaign #1 : Furniture

Biggest changes

Oct 1 - Dec 31, 2018 compared to Jul 1 - Sep 30, 2018

Sofa Surfer Ad		+\$883.29 +263.72%
Campaign #1 : Ad Group #1		+\$879.73 +85.91%
Brand awareness and r...		+\$724.85 +30%
Campaign #1 : Furniture		-\$619.82 -21.36%
Dog Decorator		-\$323.09 -95.87%

ALL CAMPAIGNS >

Page 1 of 2 ^ ▾

Campaigns

	Cost ▾	Impressions ▾	CTR ▾
Campaign #1	\$4,551.00	295,190	2.05%
Sofa Surfer Ad	\$1,218.23	69,257	0.08%
Brand awareness and reach	\$724.85	1,330,365	0.08%
Black Friday Sale	\$300.13	13,420	0.07%
Dog Decorator	\$13.93	479	0.00%

ALL CAMPAIGNS >

Page 1 of 2 ^ ▾

Google Adwords: 4th Quarter 2018

Search keywords

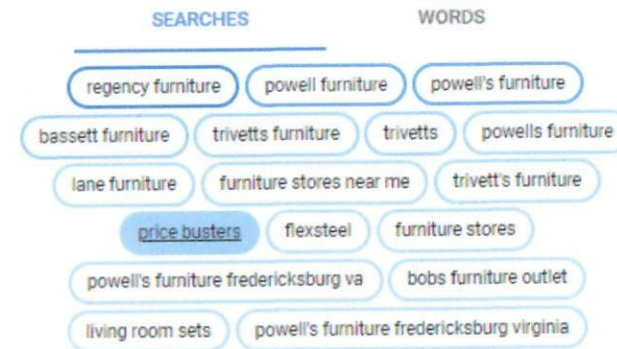
	Cost	Clicks	CTR
Trivetts	\$448.32	622	30.19%
Furniture store	\$295.17	427	4.66%
Furniture	\$293.87	423	2.03%
furniture furniture furniture	\$268.05	301	3.26%
+furniture store	\$244.64	321	4.33%

ALL KEYWORDS >

Page 1 of 10

Searches

Sort by: Impressions



ALL SEARCHES >

Page 1 of 10

Most-shown search ads

Ad group: Ad Group #1

Furniture Store | Quality & Savings

Ad www.powellsfurniture.com 540/9650990

Powell's Furniture Serving Fredericksburg Since 1942

Quality & Service 65,000sq Foot Showroom Save 50% Off Today

Brands: Broyhill, Craftmaster, Kincaid, Universal, Southern Motion, Flexsteel

Current Specials Living Room

Bedroom Dining Room

Ad	Impressions	Clicks	CTR
Enabled	101,899	489	0.48%

ALL SEARCH ADS >

< 1 of 10 >

Display ads

Sort by: Impressions

Awareness Campaign



Fredericksburg Furniture Sale

Lowest prices around on quality brand name furniture for any style

Ad	Impressions	Clicks	CTR
Enabled	1,330,365	1,057	0.08%

ALL DISPLAY ADS >

< 1 of 2 >

Devices

Mobile phones Tablets Computers

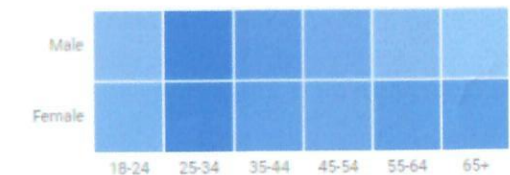


DEVICES >

Demographics

Sort by: Impressions

GENDER GENDER & AGE AGE



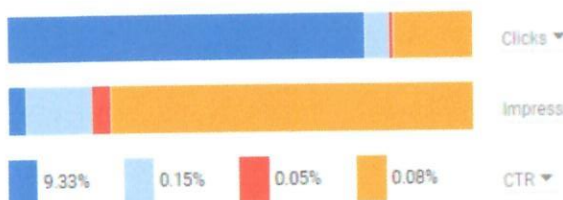
Based on the 36% of your impressions with known gender and age

ALL DEMOGRAPHICS >

Networks

Google search Search partners YouTube video

Display network



Day & hour

Sort by: CTR

