

PERFORMANCE MAX REPORT COMPARISON

Campaign: PMAX_Lab Workflow, P... (2) ▾

Mar 24, 2025 - Mar 31, 2025 ▾

VISIBILITY

EFFICIENCY

OUTCOME

Impressions

8,300

⬇️ -77.3%

Clicks

391

⬇️ -75.1%

Avg. CPC

\$0.40

⬆️ 25.1%

CTR

4.71%

⬆️ 9.6%

All conv.

23.75

⬇️ -66.5%

Cost / conv.

\$6.59

⬇️ -7.0%

Conv. rate

3.66%

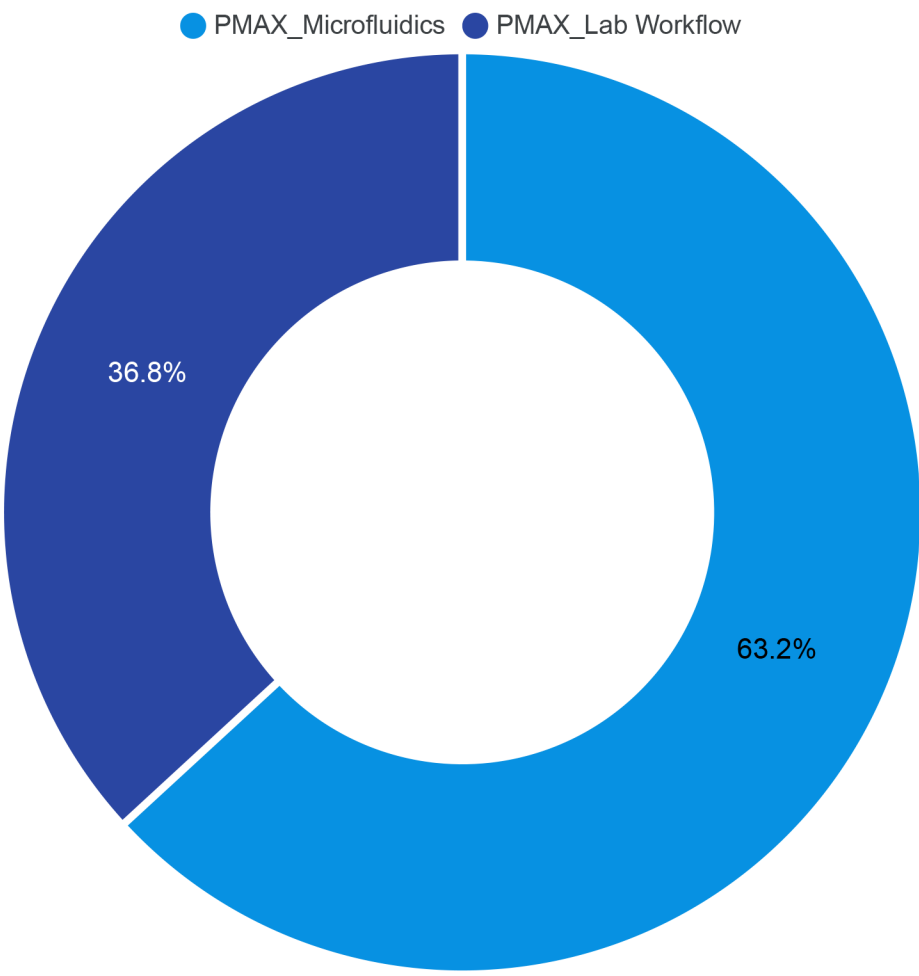
⬆️ 19.1%

Cost

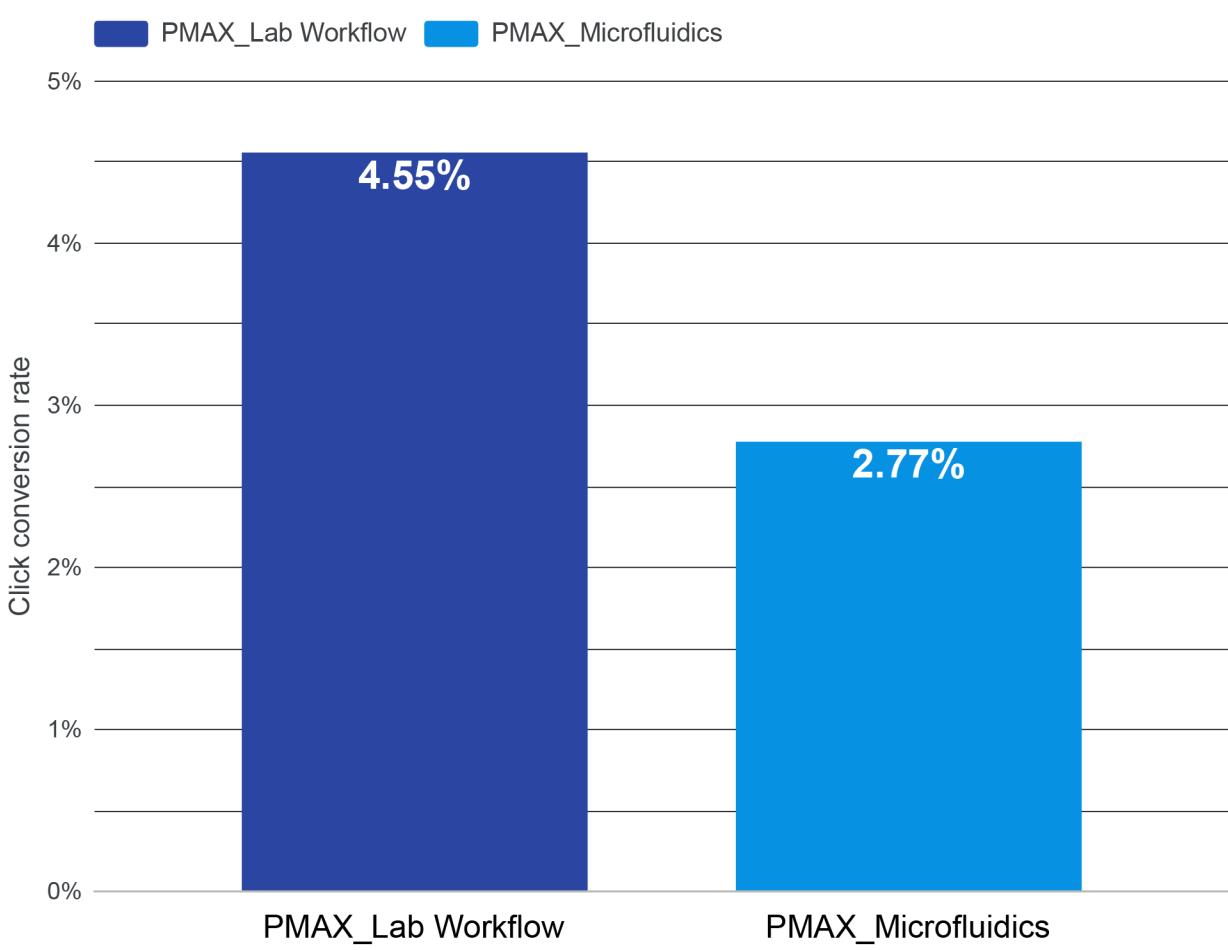
\$156.56

⬇️ -68.9%

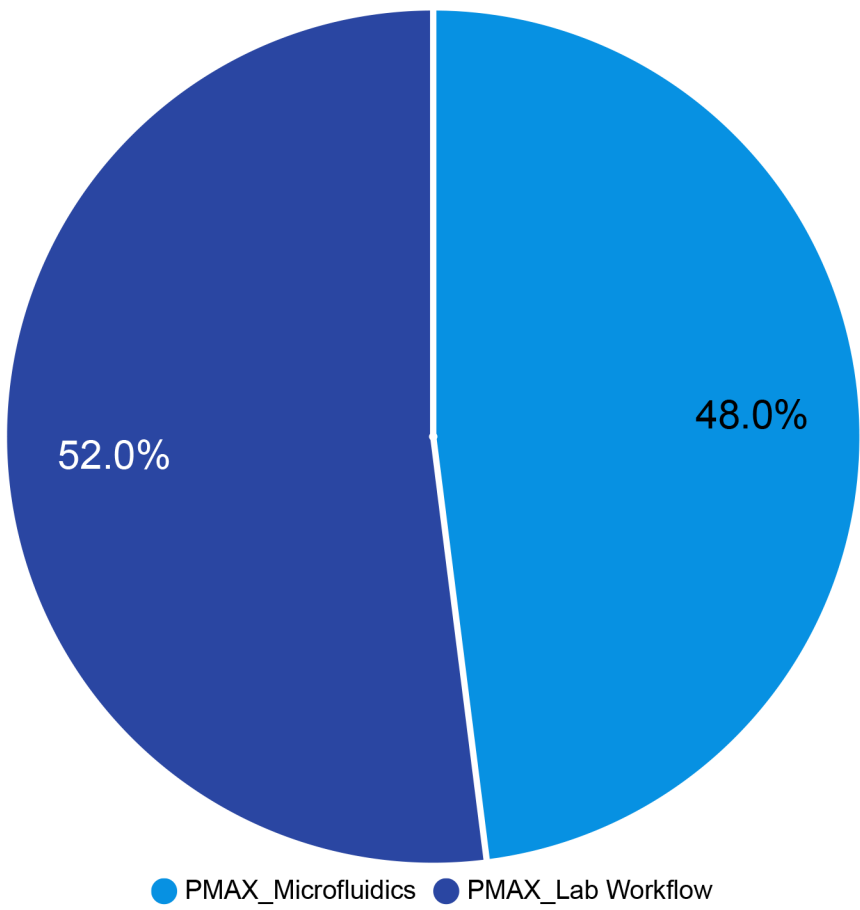
CAMPAIGN BY COST/CONV



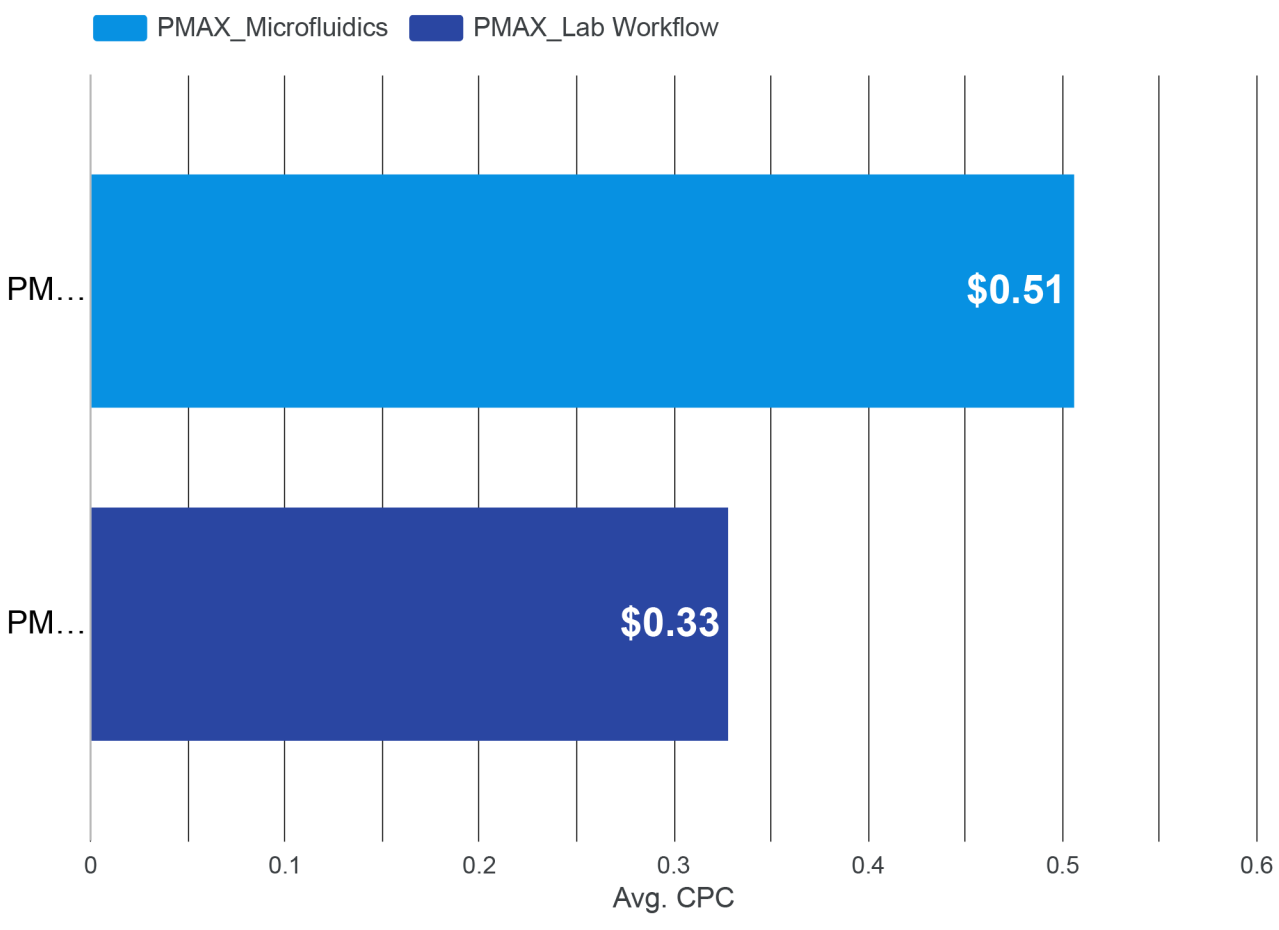
CONVERSION RATE BY CAMPAIGN



CAMPAIGN BY CTR



CPC BY CAMPAIGN



RAW METRICS BY CAMPAIGN

Campaign		Impressions ▾	Clicks	All conv.	Cost
1.	PMAX_Lab Workflow	4,785	233	14.75	\$76.53
2.	PMAX_Microfluidics	3,515	158	9	\$80.02
1 - 2 / 2					< >

