

CPC Report Performance
From Google Ads

Campagne

Fév 11, 2025 - Avr 23, 2025

Visibilité

Efficacité

Résultats

Impressions
104,655
↑ 179.4%

Clicks
2,911
↑ 79.4%

Avg. CPC
\$0.47
↑ 22.8%

CTR
2.78%
↓ -35.8%

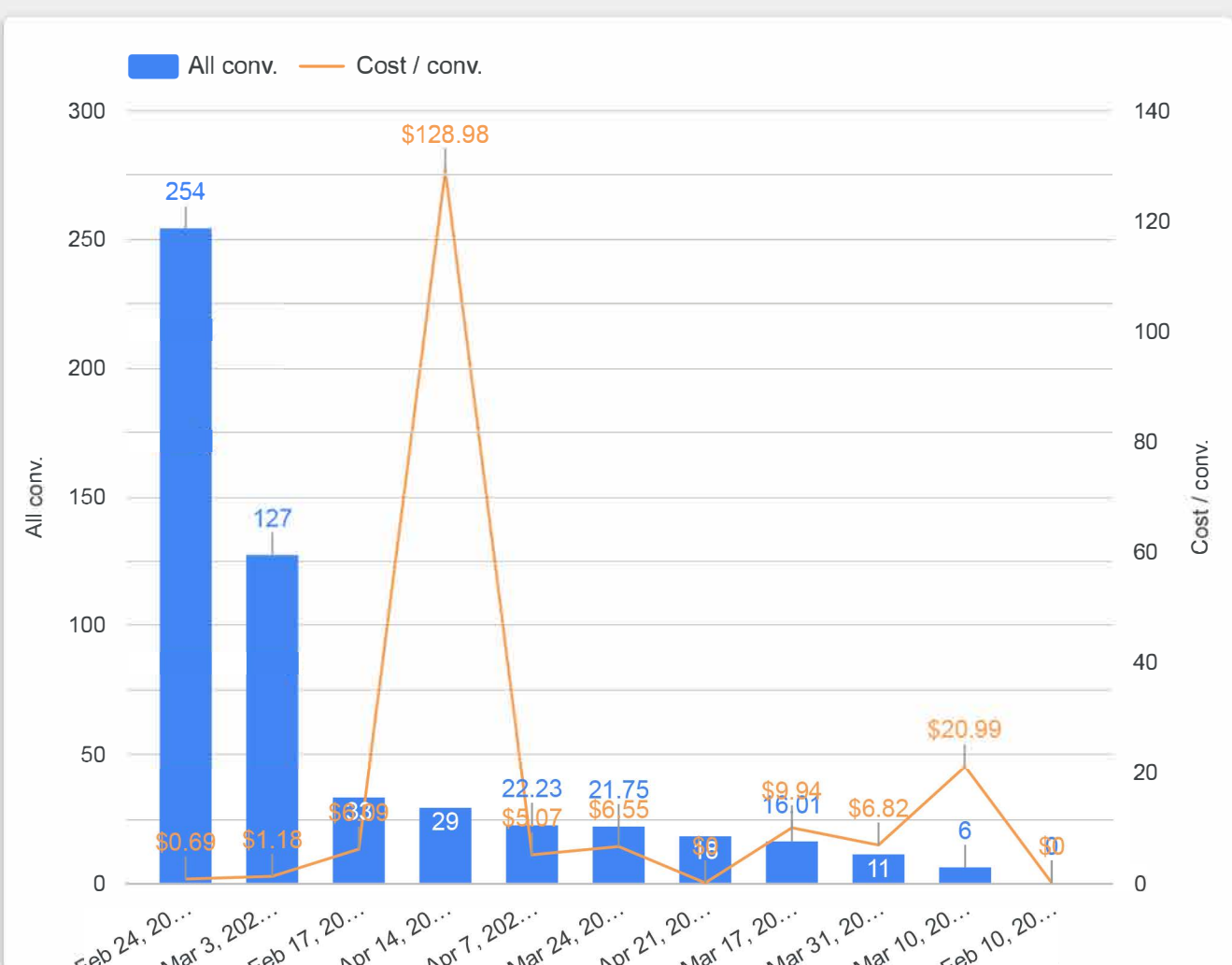
All conv.
538
↑ 472.3%

Cost / conv.
\$2.80
↓ -67.8%

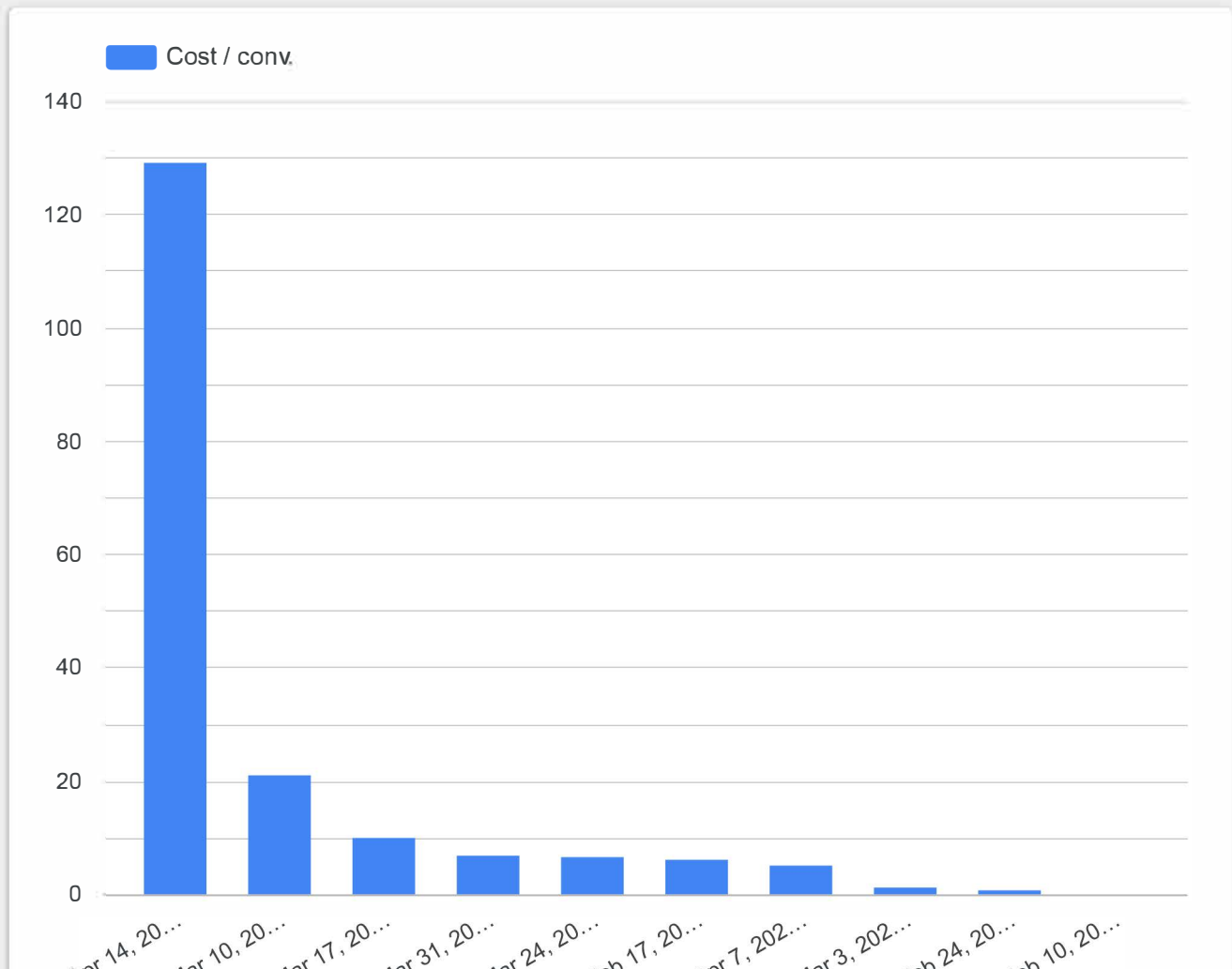
Conv. rate
11.19%
↑ 267.0%

Cost
€1,377.15
↑ 120.3%

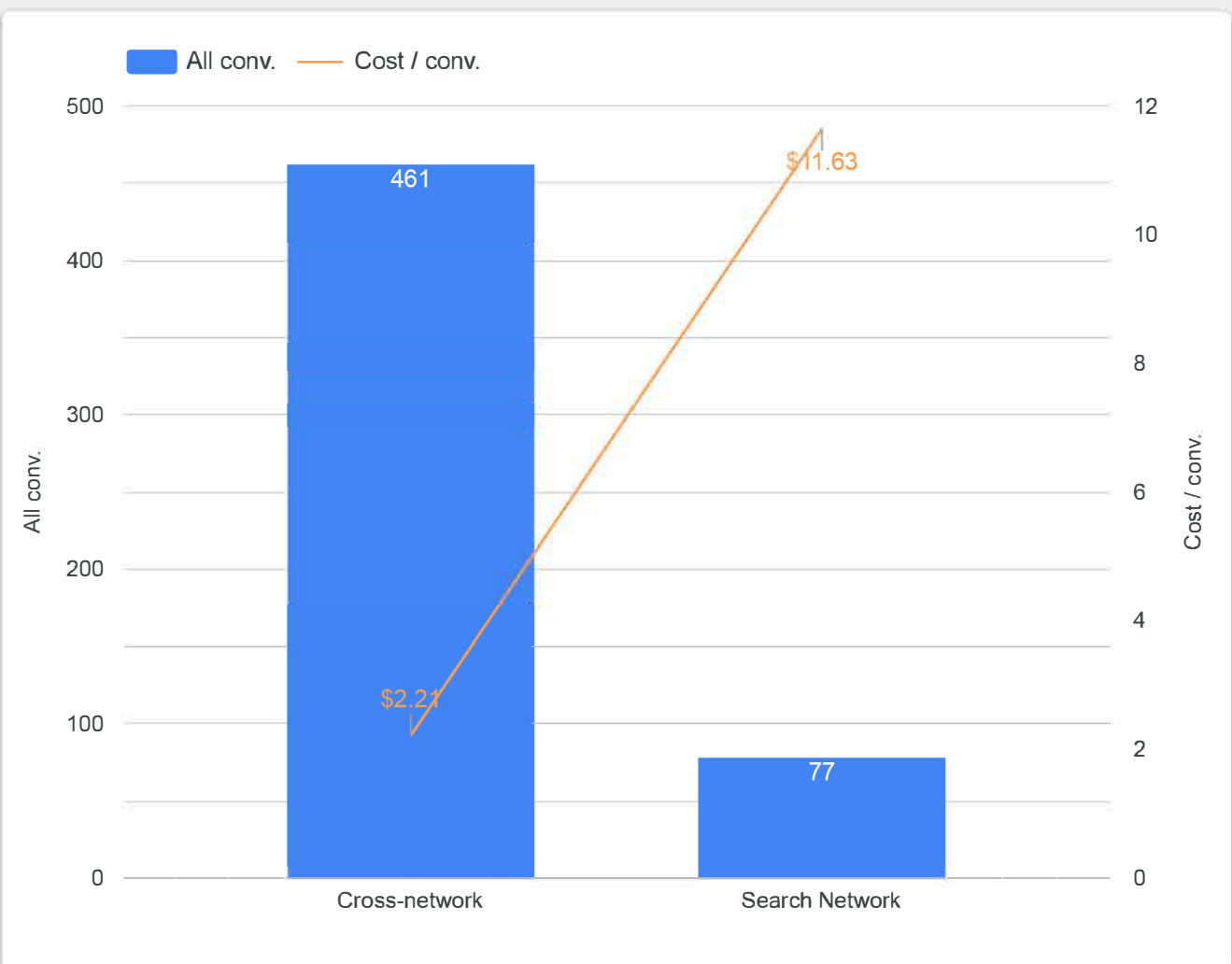
Conversions vs Taux de conversion / semaine



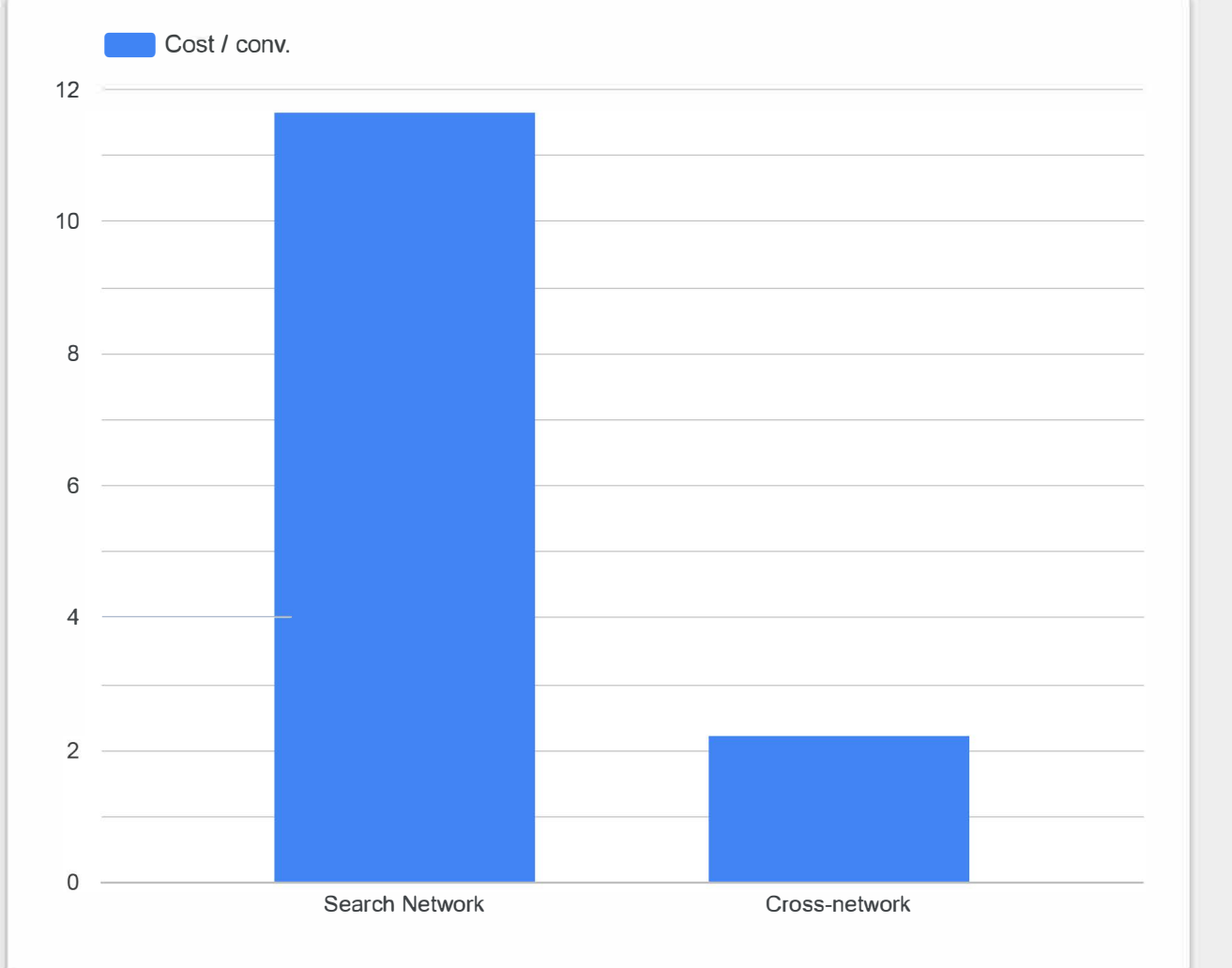
Coût par conversion par semaine



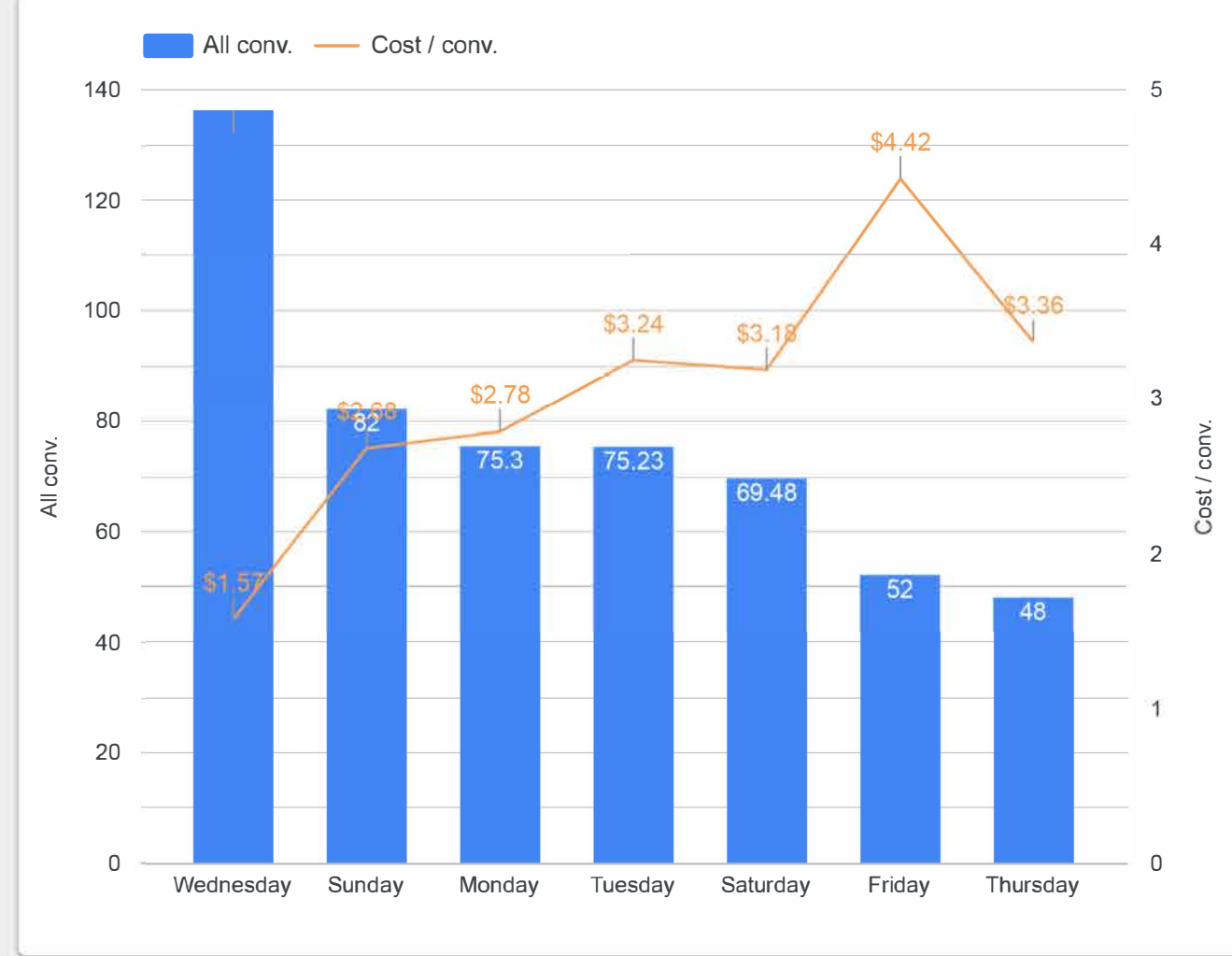
Conversion vs Taux de conversion par canal



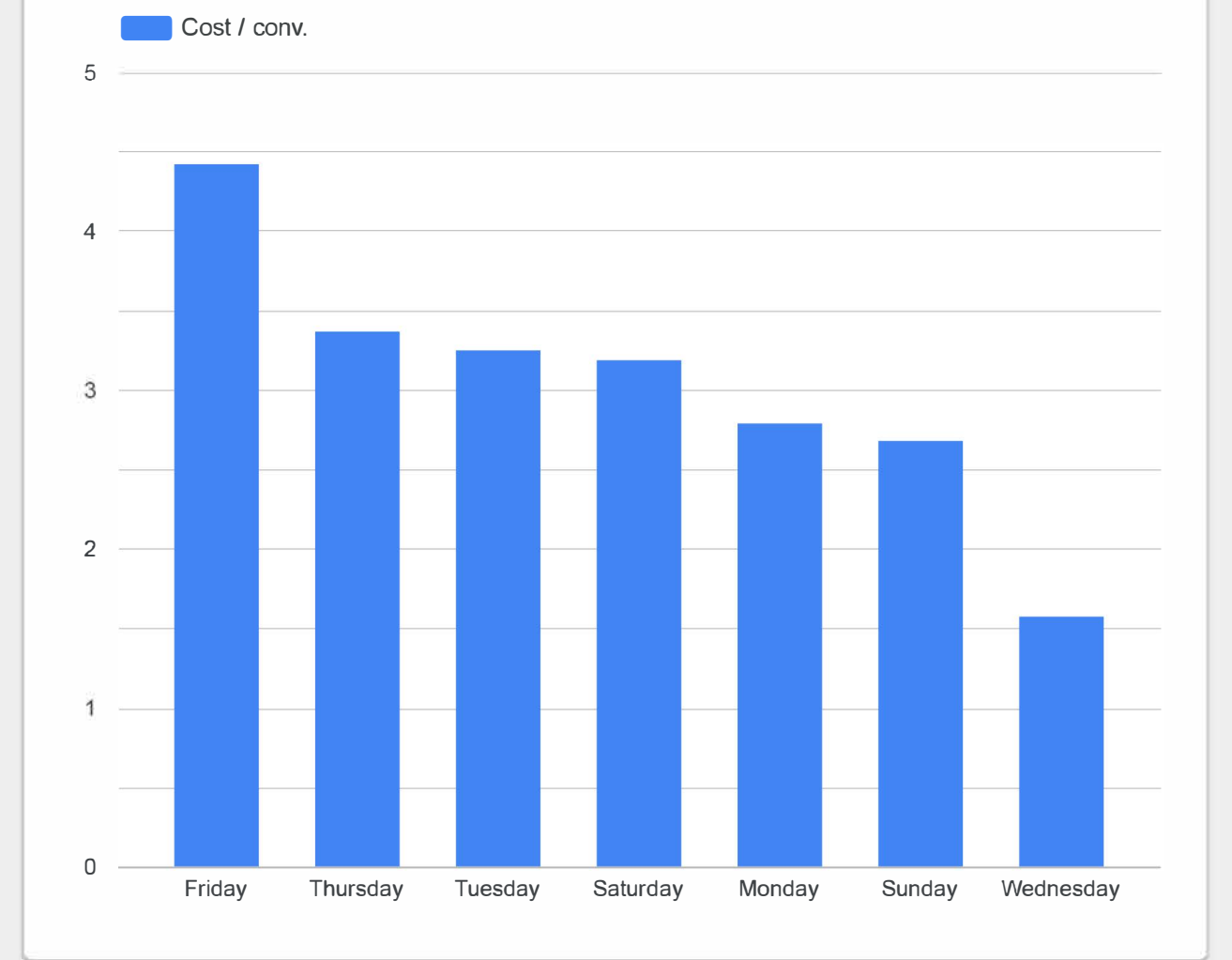
Coût par conversion par canal



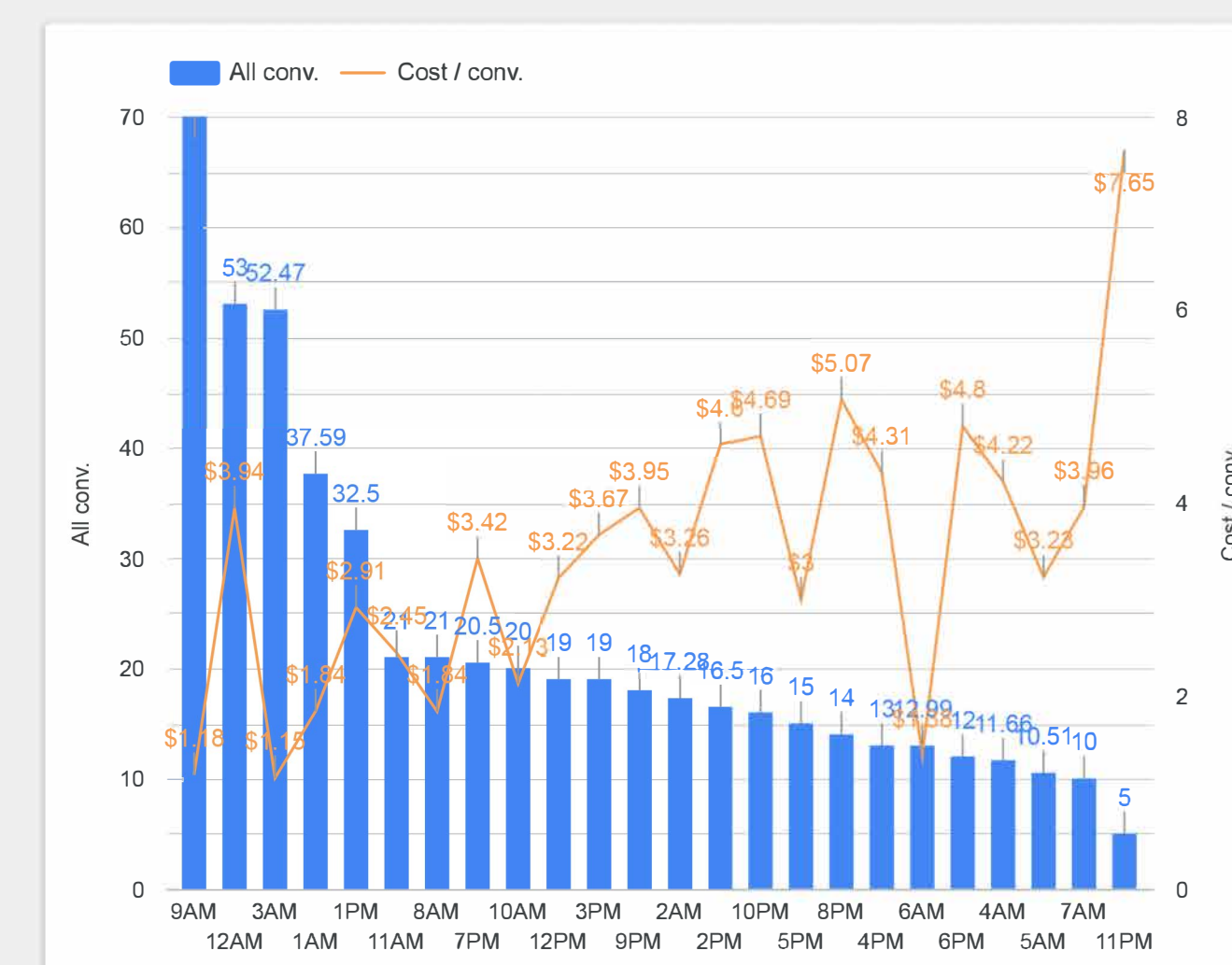
Conv vs Taux de conversion / jour



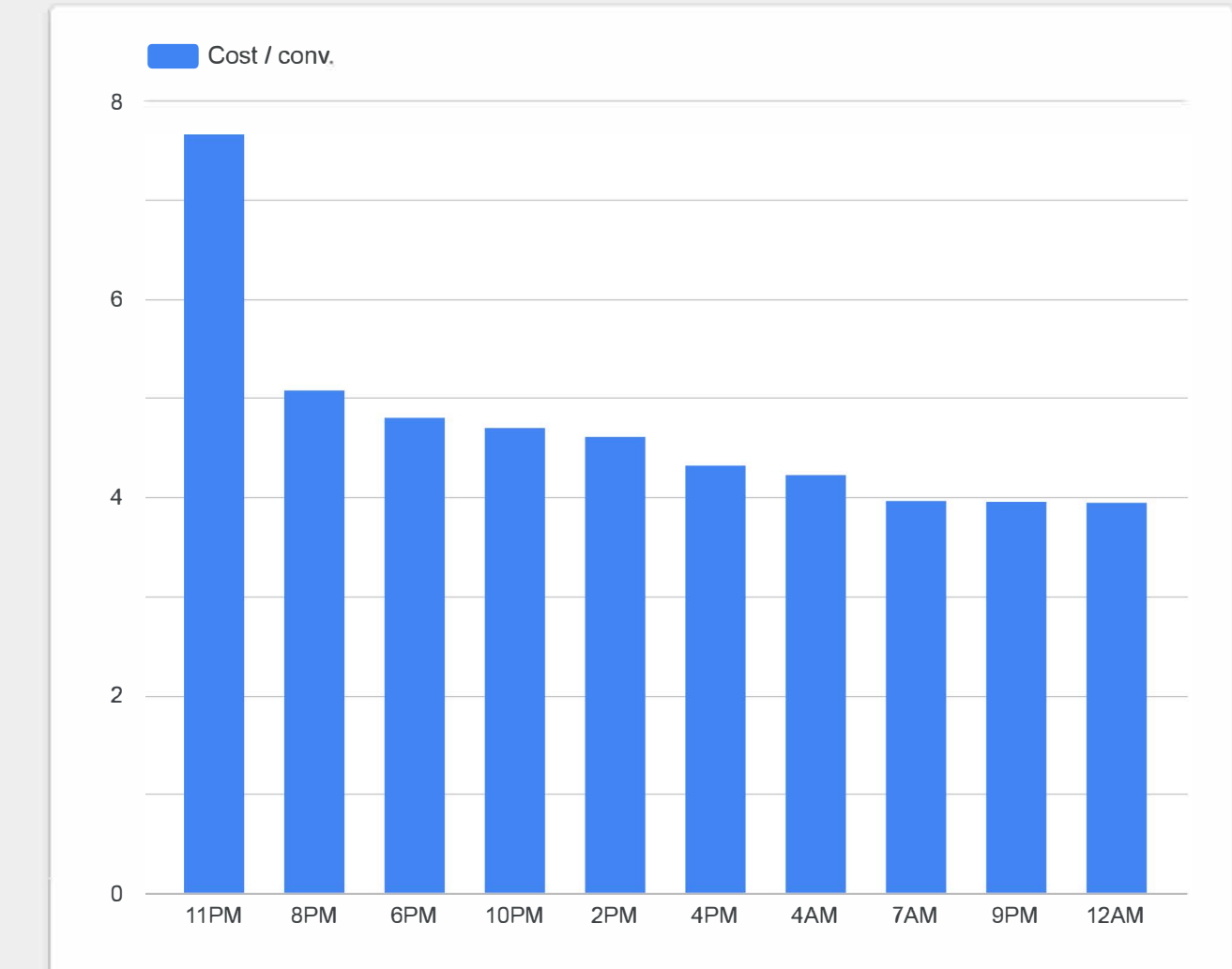
Coût par conversion par jour



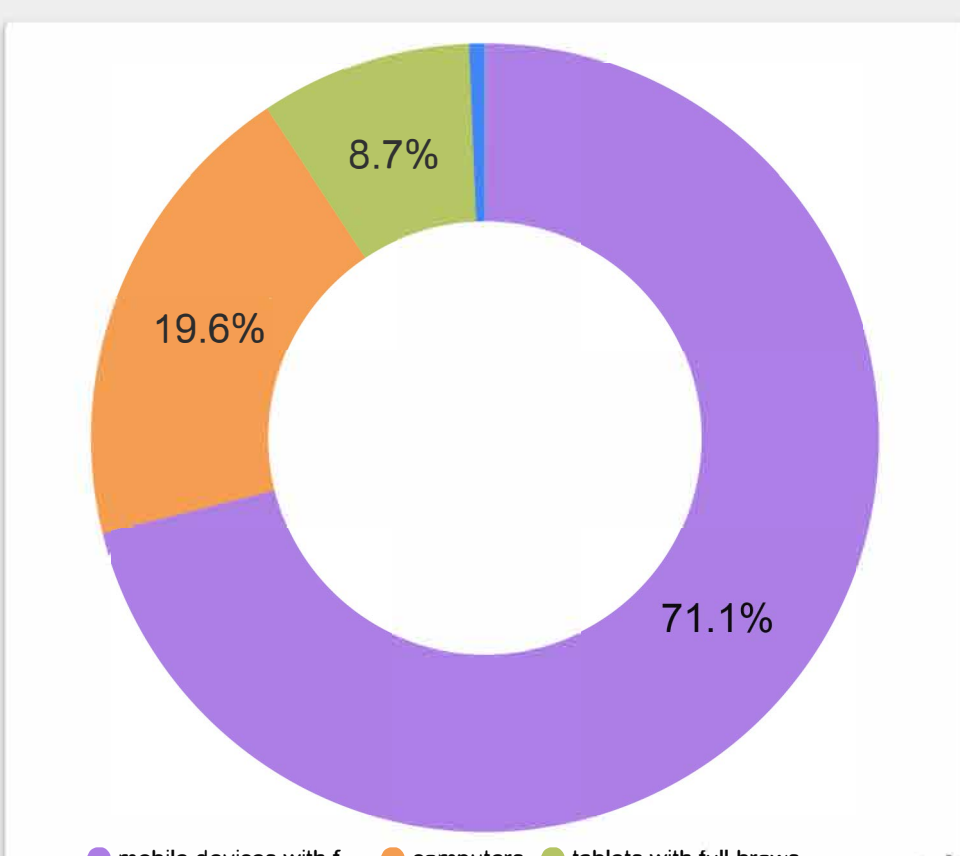
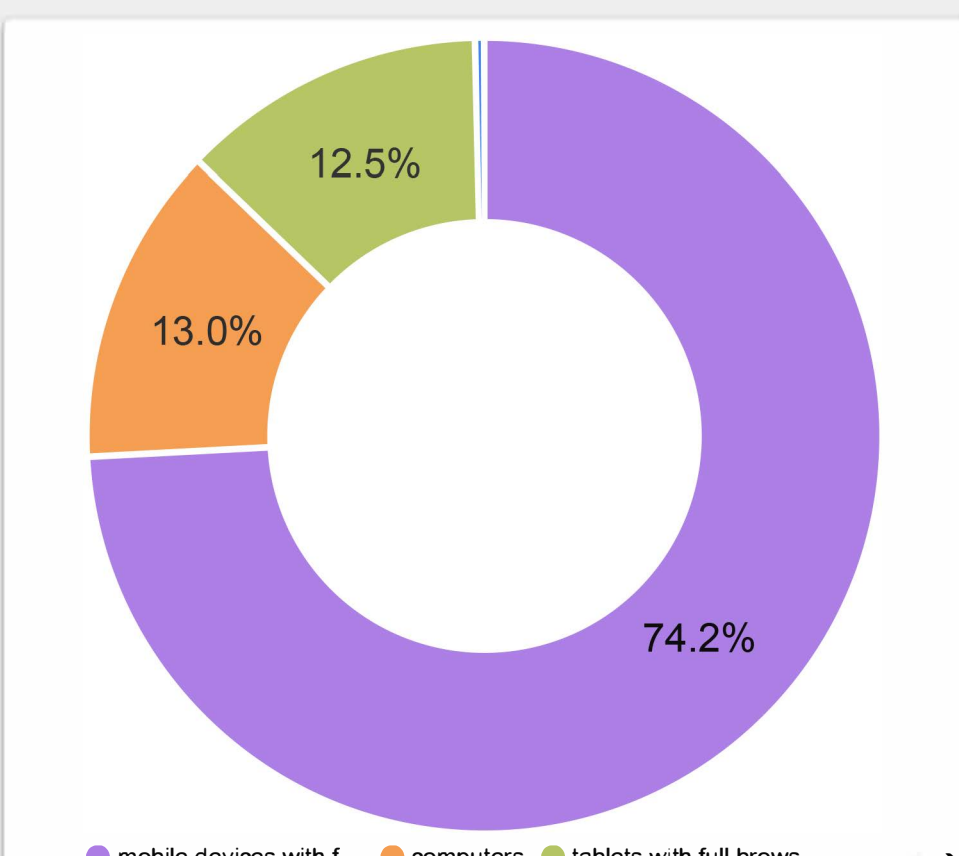
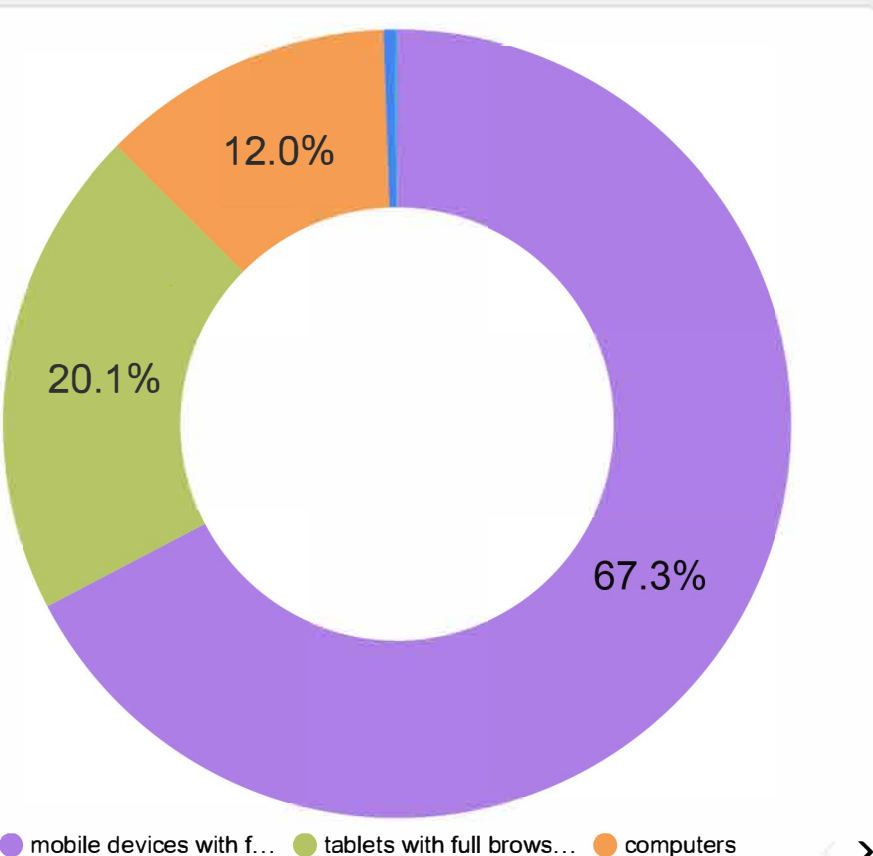
Conv vs Taux de conversion / heure



Coût par conversion / heure



Clics, Conversions et Coût par Appareil



Conversions par Campagne et Mots Clés

Campaign	All conv. ▾	% Δ	Conv. rate	% Δ	Cost / conv.	% Δ	Cost	% Δ
1. PMAX_Lab ...	452	-	11.32%	-	€2.07	-	€936.52	-
2. Precise kw c...	47	-	2.22%	-	€193.76	-	€193.76	-
3. Scalables	30	-	85.71%	-	€5.56	-	€166.84	-
4. PMAX_Micr...	9	-	2.77%	-	€8.89	-	€80.02	-
5. (Google Buil...	0	-	0%	-	€0	-	€0	-
Grand total	538	-	11.19%	-	€2.8	-	€1,377.15	-

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Search ke...	All conv. ▾	% Δ	Conv. rate	% Δ	Cost / conv.	% Δ	Cost	% Δ
1. Peristaltic pump	47	-	2.22%	-	€193.76	-	€193.76	-
2. laboratory aut...	12	-	120%	-	€4.09	-	€49.05	-
3. Liquid handli...	9	-	180%	-	€2.57	-	€23.16	-
4. lab research	2	-	50%	-	\$8.39	-	€16.77	-
Grand total	538	-	11.19%	-	€2.8	-	€1,377.15	-

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