

Google AdWords: Campaign Summary - Microsoft Internet Explorer

Address: https://adwords.google.com/select/CampaignSummary?campaignid=&adgroupid=&mode=&timeperiod=simple&timeperiod.simpler

All Campaigns

Show only active campaigns

Jun 1, 2003 to Mar 25, 2004

Show statistics for:

all time

Jun 1 2003 - Mar 25 2004

<input type="checkbox"/>	Campaign Name	Current Status	Current Budget	Clicks	Impr.	CTR	Avg. CPC	Cost	Conv. Rate	Cost/Conv
<input type="checkbox"/>	Rhapsody via DS	Active	\$15.00 / day	327	19,592	1.6%	\$0.05	\$17.46	84.35%	\$0.00
<input type="checkbox"/>	CD Baby	Active	\$20.00 / day	205	14,806	1.3%	\$0.05	\$10.34	0.00%	\$0.00
<input type="checkbox"/>	Rhapsody direct link	Active 1 Ad Groups Paused	\$25.00 / day	356	36,636	0.9%	\$0.05	\$17.80	0.00%	\$0.00
<input type="checkbox"/>	ARC	Active 1 Ad Groups Paused	\$20.00 / day	18	8,248	0.2%	\$0.13	\$2.25	0.00%	\$0.00
	Total - active campaigns	-	\$80.00 / day active campaigns	906	79,282	1.1%	\$0.05	\$47.85	30.10%	\$0.11
	Total - all 6 campaigns	-	\$80.00 / day active campaigns	921	89,707	1.0%	\$0.05	\$48.63	30.10%	\$0.11

*Reporting is not real-time. Clicks and impressions received in the last 3 hours may not be included here.

Figure 8-2:
Deleted Campaigns contribute their obsolete statistics to the bottom line.

- ✓ **Current Budget.** This column displays the daily budget for each campaign and totals them at the bottom.
- ✓ **Clicks, Impr., and CTR.** These columns detail your campaign-wide ad distribution, breaking it down into clicks (clickthroughs of the Campaign's ads), impressions (ad displays), and CTR (clickthrough rate, calculated by dividing clicks by impressions). The CTR column is vitally important, because Google requires certain CTR levels for campaigns and keywords. If the campaign's CTR sinks below 0.5 percent, Google might step in to remedy the situation. Even if the campaign's CTR remains stoutly above that threshold, individual keywords inside the campaign might get into trouble.
- ✓ **Avg. CPC.** This view does not divulge your cost-per-click bid for any Ad Group in the campaign, but it does reveal the average cost you're paying for all clicks, campaign-wide.
- ✓ **Cost.** This column totals up the cost-to-date for the campaign, by multiplying clicks by costs-per-clicks.
- ✓ **Conv. Rate and Cost/Conv.** These columns fill with numbers when the campaign uses Google's Conversion Tracking, which I describe in Chapter 9.