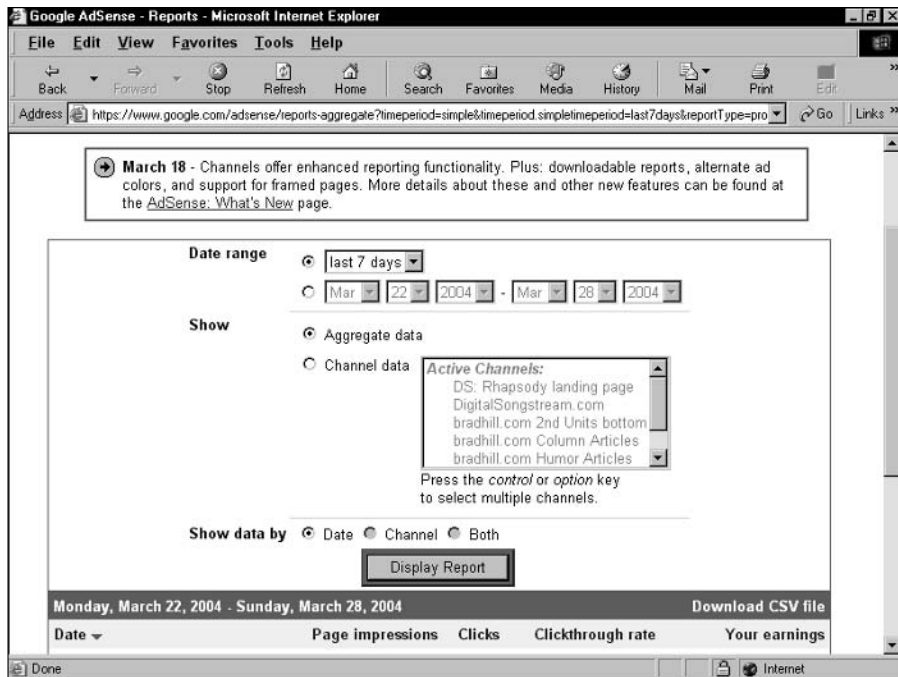


Figure 12-7:
Five
information
columns
summarize
daily
impressions,
clicks, and
earnings.



- ✓ **Clicks.** The daily number of clickthroughs across all your Web sites and pages running AdSense ads.
- ✓ **Clickthrough rate.** Calculated by dividing daily clicks by daily page impressions.
- ✓ **Your earnings.** A daily accounting of money credited to your account, paid monthly when it totals more than \$100.



The performance chart can give you some idea of the cost-per-click (CPC) you're earning from your ads. Divide the daily earnings summary by the number of clicks to get an average CPC for that day.

Remember that you're sharing revenue with Google, but the revenue split is not disclosed by Google. I've never heard anyone complain about the phantom split amount — which is to say, people grumble that the percentage is undisclosed but seem satisfied with the amount of money coming in per click. There can be wide disparity in what clicks are worth to you, especially if you operate diverse sites or pages that pull diverse ads. For example, a non-profit site keyed to developmental disabilities is likely to pull ads with lower clickthrough value than a site about digital music.