

# AdWords Review

January 31, 2016 - April 6, 2016

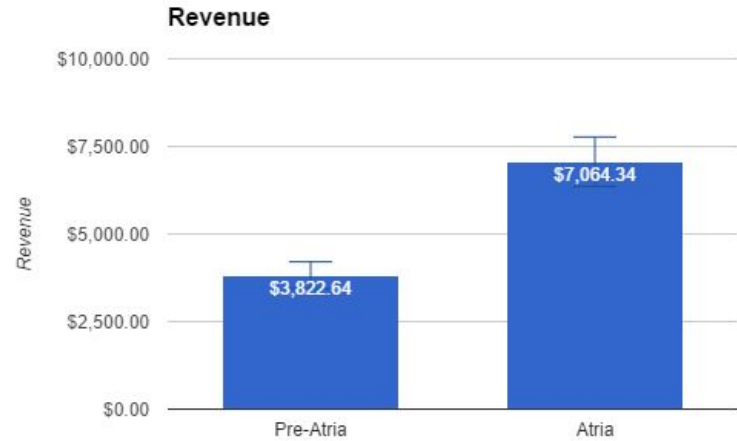
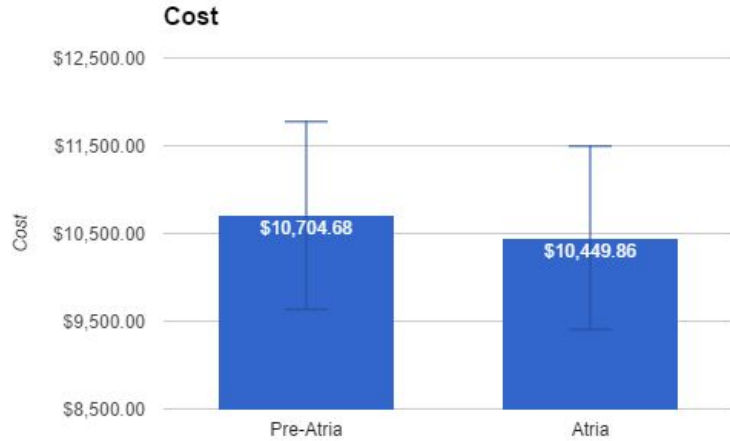
&

November 26, 2015 - January 30, 2016

# SUMMARY

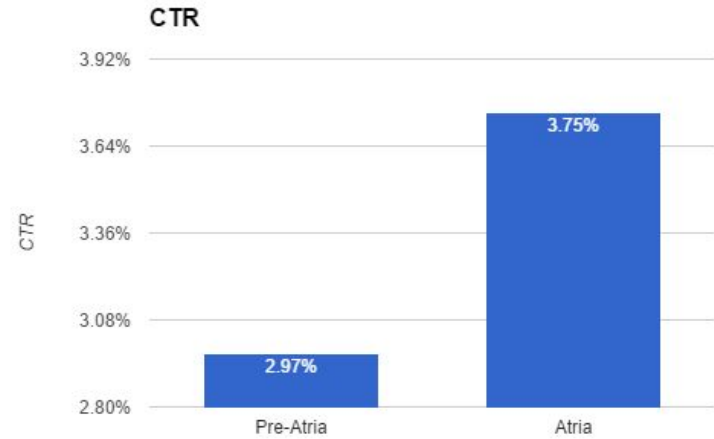
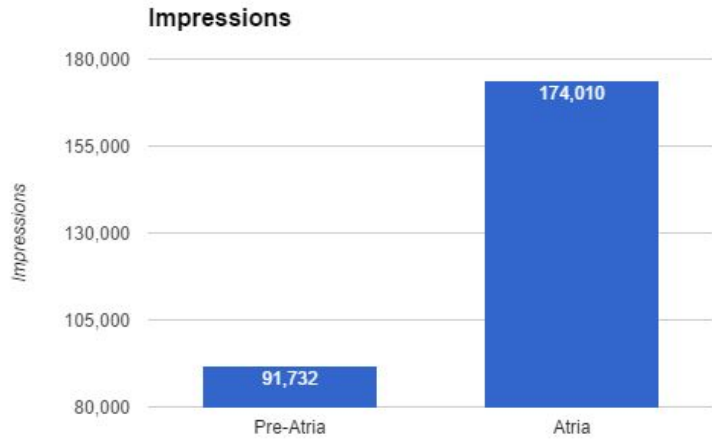
Metric	Pre-Atria	Atria	Change %
Impressions	91,732	174,010	+89.69%
Clicks	2,727	6,533	+139.57%
CTR	2.97%	3.75%	+26.29%
Avg. CPC	3.93	1.6	-59.25%
Cost	\$10,704.68	\$10,449.86	-2.38%
Conversions	81	310	+282.72%
Cost/Conv.	\$131.84	\$33.65	-74.48%
Conv. Rate	2.98%	4.76%	+59.80%
Avg. Pos.	2	2.5	-23.31%
Revenue	\$3,822.64	\$7,064.34	+84.80%

\*NOTE: Conversion data under the “Atria” column also includes tracked phone calls from CallRail

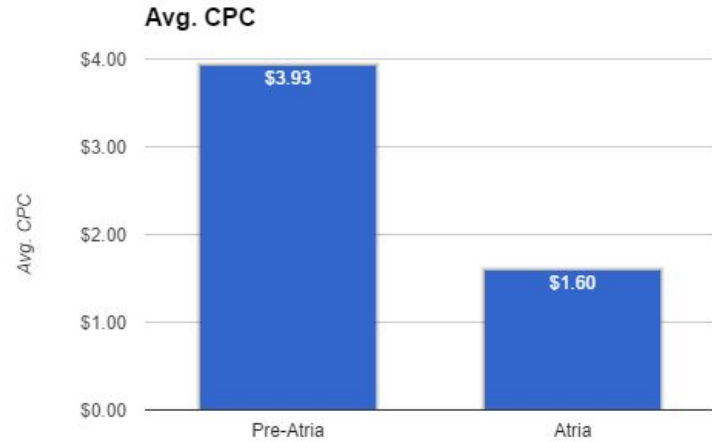
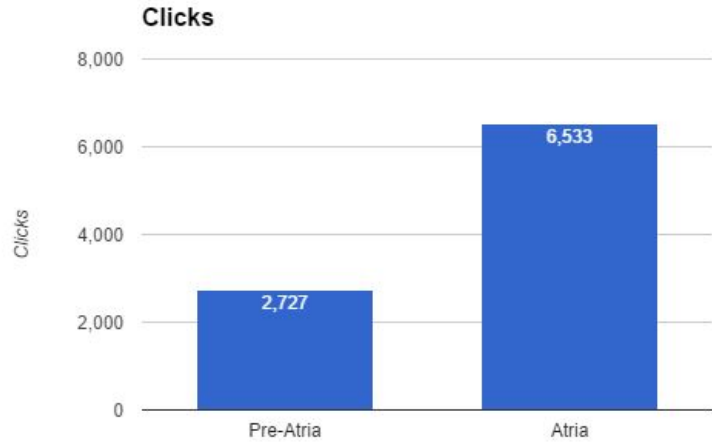


Total Cost went down slightly, but reported revenue almost doubled. This Revenue data is pulled from Google Analytics ecommerce tracking, which is implemented on the “/checkout/order-received/” confirmation page.

This revenue graph does not account for any sales received from the 236 phone calls placed from AdWords users we sent to the website.



We've been able to broaden the audience targeting and get a significant increase in ad impressions. The new audience is relevant and interested based on the corresponding increase in click through rate.



While overall cost went down 2%, traffic increased almost 140%. We were able to find an interested audience, get them to your site more often (with an increase in CTR), and for much lower bid prices.