



# Monthly Report

Questions? [hi@kudu.io](mailto:hi@kudu.io)

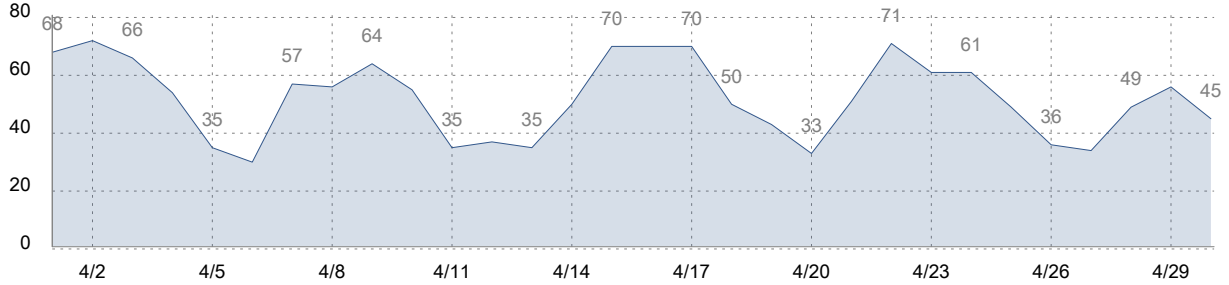
Note: This sample report uses **fake data** to protect customer data

Summary

# Summary

4/1/2014 - 4/30/2014

Clicks



Impressions  
**153,130**

Avg. CPM  
**\$9.25**

Total Conv. Value  
**\$0.00**

Cost  
**\$1,416.06**

CTR  
**1.02%**

CPA  
**\$5.80**

Clicks  
**1,563**

Conversions  
**244**

ROAS  
**-100.00%**

Avg. CPC  
**\$0.91**

Conv. Rate  
**15.61%**

RPC  
**\$0.00**

Campaign	Impressions	Clicks	CTR	Cost	Conversions (1/click)
Hey donut lover	101,997	399	0.39%	\$152.11	24
Donuts home delivered	13,980	88	0.63%	\$164.21	25
We make Cronuts	6,669	52	0.78%	\$60.77	7
Canada - Donuts	5,830	256	4.39%	\$250.96	40
Canada - Monthly sub	3,200	18	0.56%	\$18.69	2
Canada - Competitors	2,910	47	1.62%	\$49.66	4
Cronuts in 24 hours	2,322	100	4.31%	\$162.56	25
Donuts to your office	1,881	59	3.14%	\$53.97	10
Donut gift packs	1,742	97	5.57%	\$89.29	18
Vegan donuts	1,463	54	3.69%	\$35.60	5

## Overall Performance

## Overall Performance

4/1/2014 - 4/30/2014

### Networks

Publisher By Network	Impressions	Clicks	CTR	Cost	Conversions (1/ click)
Display Network	101,997	399	0.39%	\$152.11	24
Google search	48,358	1,120	2.32%	\$1,232.84	213
Search partners	2,775	44	1.59%	\$31.11	7

### Devices

Device	Impressions	Clicks	CTR	Cost	Conversions (1/ click)
Computers	108,031	1,245	1.15%	\$1,297.73	230
Tablets with full browsers	44,176	311	0.70%	\$112.93	14
Other	923	7	0.76%	\$5.40	0

### Click Types

Click Type	Impressions	Clicks	CTR	Cost	Conversions (1/ click)
Headline	153,130	1,553	1.01%	\$1,403.32	244
Sitelink	17,436	10	0.06%	\$12.74	0

### Ad Slots

Ad Slot	Impressions	Clicks	CTR	Cost	Conversions (1/ click)
Google Display Network	101,997	399	0.39%	\$152.11	24
Google search: Other	27,383	82	0.30%	\$98.16	14
Google search: Top	20,975	1,038	4.95%	\$1,134.68	199
Search partners: Other	1,494	12	0.80%	\$7.30	0
Search partners: Top	1,281	32	2.50%	\$23.81	7

Where are those clickers located?

## Where are those clickers located?

4/1/2014 - 4/30/2014

Location	Impressions	Clicks	CTR	Cost	Conversions (1/ click)
United States	139,783	1,156	0.83%	\$1,036.65	165
United Kingdom	8,178	218	2.67%	\$181.28	38
Canada	5,170	189	3.66%	\$198.13	41

## Top Keywords

### Top Keywords

4/1/2014 - 4/30/2014

Keyword	Impressions	Clicks	CTR	Cost	Conversions (1/ click)
+donuts +delivered	9,183	49	0.53%	\$104.47	16
donuts home delivery	2,907	22	0.76%	\$19.22	1
donuts to my office	2,424	32	1.32%	\$33.70	2
cronuts New York	2,322	100	4.31%	\$162.56	25
cronuts Ontario	1,787	69	3.86%	\$70.80	6
donuts now	1,529	91	5.95%	\$92.99	14
+donuts +delivery +office	1,473	57	3.87%	\$49.84	13
donuts gifts	1,245	4	0.32%	\$8.48	0
buy donuts online	1,238	7	0.57%	\$12.65	2
best donuts in New York	1,234	63	5.11%	\$62.12	12

Top Ad Groups

## Top Ad Groups

4/1/2014 - 4/30/2014

Ad Group	Impressions	Clicks	CTR	Cost	Conversions (1/ click)
donuts monthly subscription service	77,389	288	0.37%	\$115.94	17
best donuts in LA	24,608	111	0.45%	\$36.17	7
donuts online SF	13,980	88	0.63%	\$164.21	25
send donuts to my office	6,645	47	0.71%	\$56.36	4
fresh donuts daily	5,830	256	4.39%	\$250.96	40
donuts courier service	3,200	18	0.56%	\$18.69	2
hot cronuts	2,910	47	1.62%	\$49.66	4
reward work with donuts	2,322	100	4.31%	\$162.56	25
reward me with donuts	1,847	56	3.03%	\$51.15	10
damn i want a donut	1,742	97	5.57%	\$89.29	18