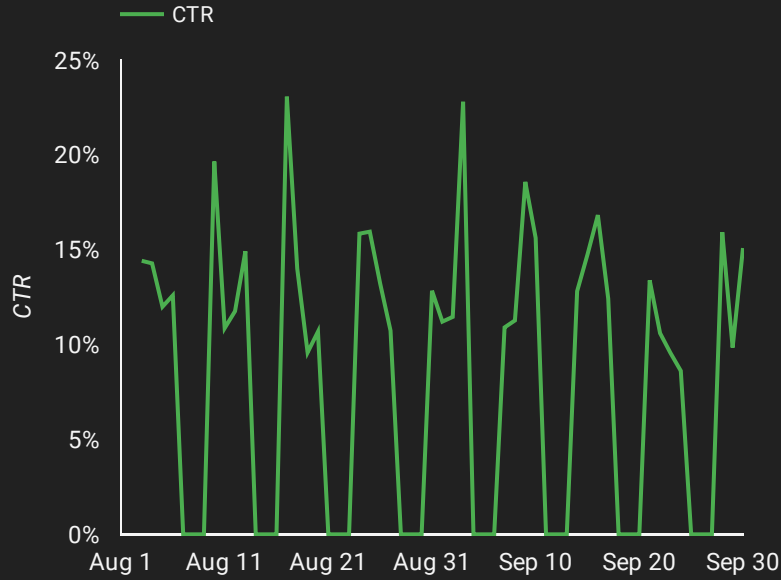


Overview

Click Through Rate



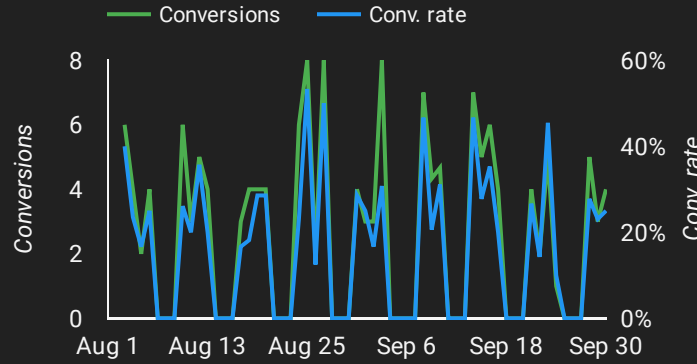
Conversion Rate & Cost

by Conversions Rate and Cost / Conv.

Conversions
153.0
↑ 36.6%

Conv. rate
27.0%
↑ 6.0%

Cost / conv.
\$80.18
↓ -28.7%

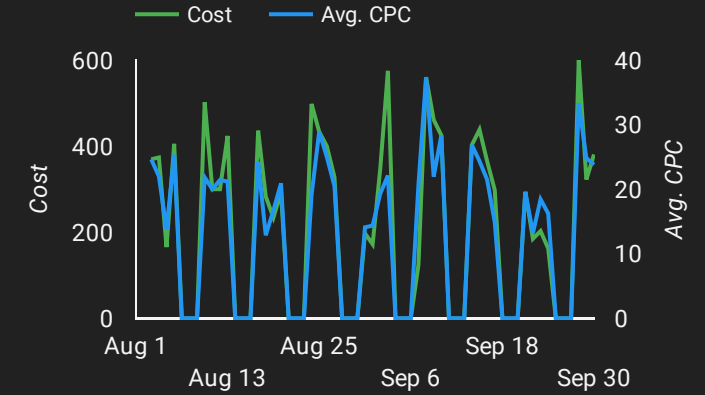


Cost Per Click

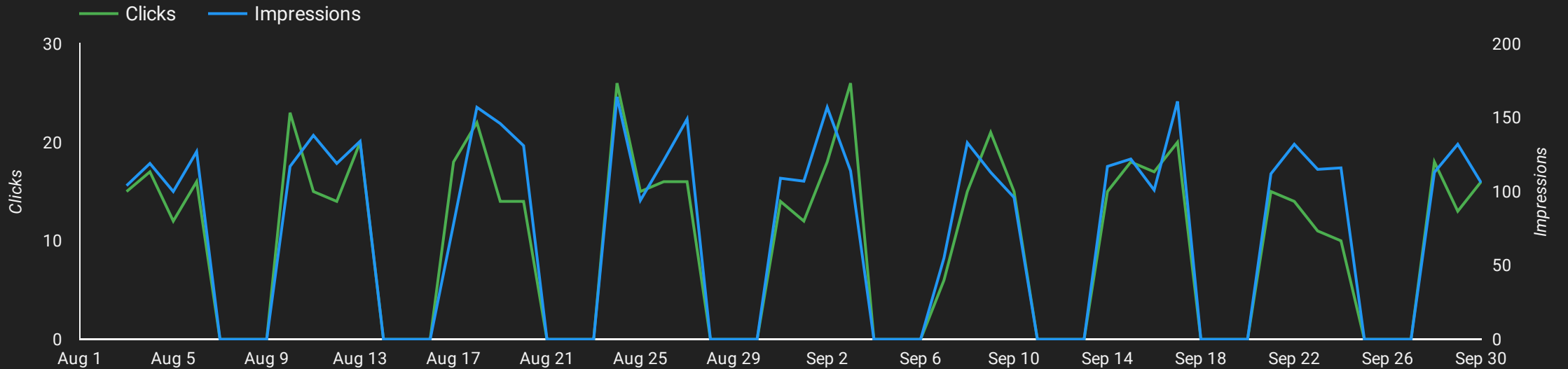
by Cost, CPC

Cost
\$12.27K
↓ -2.6%

Avg. CPC
\$21.64
↓ -24.4%



Clicks & Impressions



Top Keywords by Impressions



| | Search keyword | Clicks | Impressions | CTR | Cost | Avg. CPC |
|-----|---------------------------------|--------|-------------|-----|---------|----------|
| 1. | | | | | | |
| 2. | | | | | | |
| 3. | | | | | | |
| 4. | | | | | | |
| 5. | | | | | | |
| 6. | | | | | | |
| 7. | | | | | | |
| 8. | | | | | | |
| 9. | | | | | | |
| 10. | | | | | | |
| 11. | | | | | | |
| 12. | | | | | | |
| 13. | | | | | | |
| 14. | | | | | | |
| 15. | | | | | | |
| 16. | | | | | | |
| 17. | | | | | | |
| 18. | | | | | | |
| 19. | | | | | | |
| 20. | | | | | | |
| 21. | employment lawyers | 1 | 5 | 20% | \$27.84 | \$27.84 |
| 22. | employment lawyers nyc | 0 | 5 | 0% | \$0 | \$0 |
| 23. | +wrongful +termination +lawyers | 3 | 4 | 75% | \$92.9 | \$30.97 |
| 24. | discrimination lawyers | 1 | 4 | 25% | \$39.09 | \$39.09 |