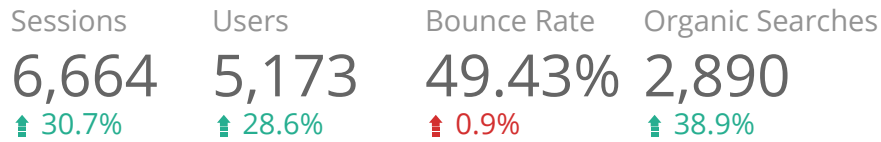
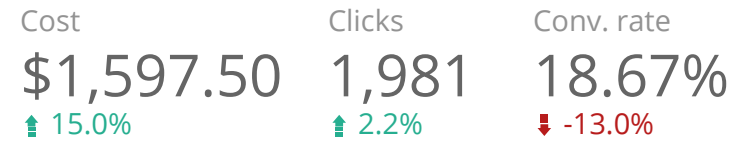


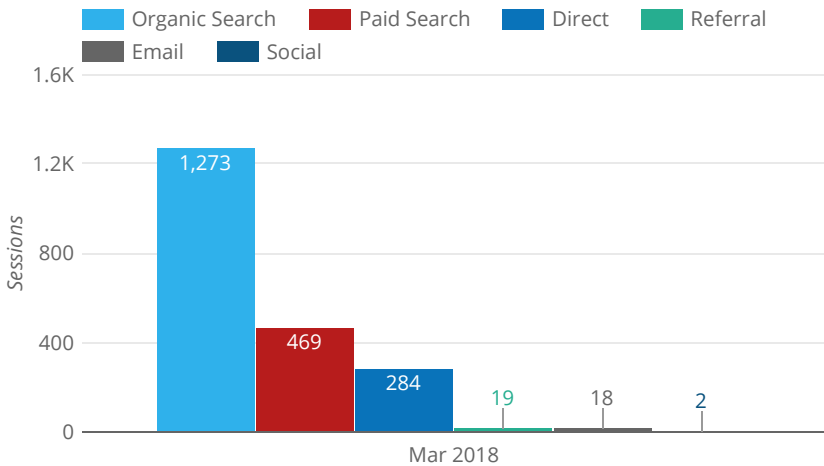
### Analytics At-A-Glance



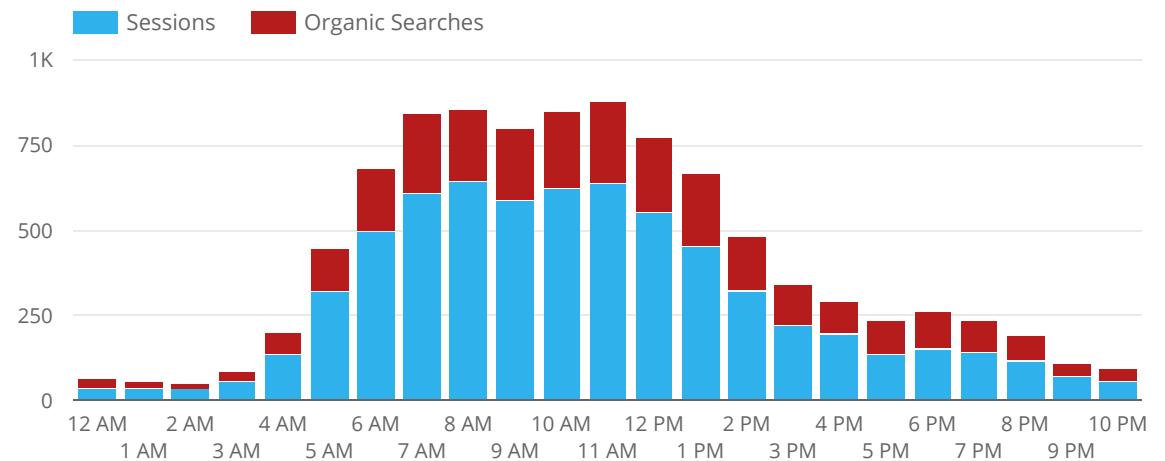
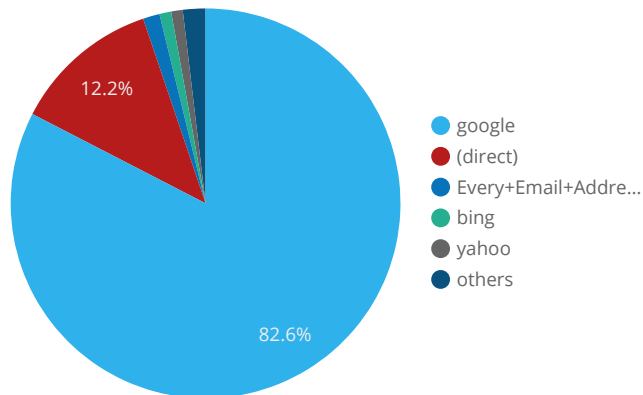
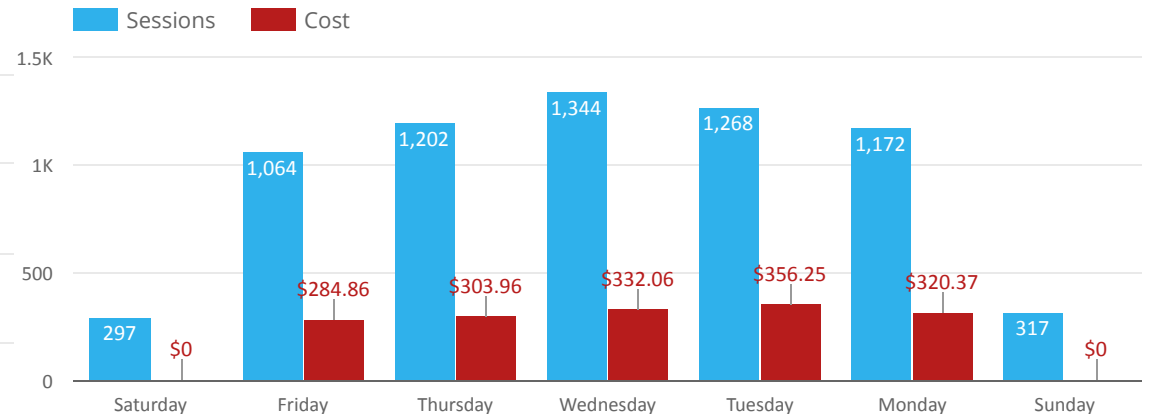
### Adwords At-A-Glance



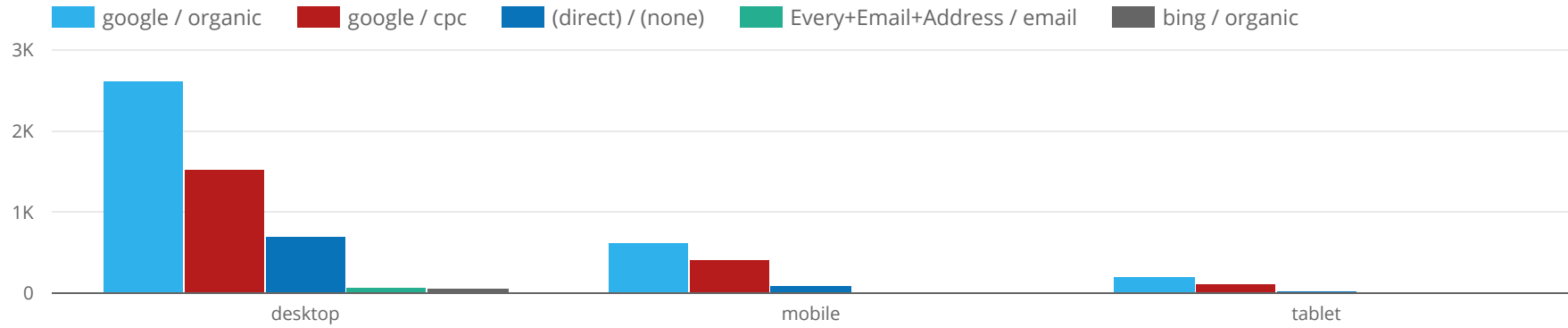
### Where is traffic coming from?



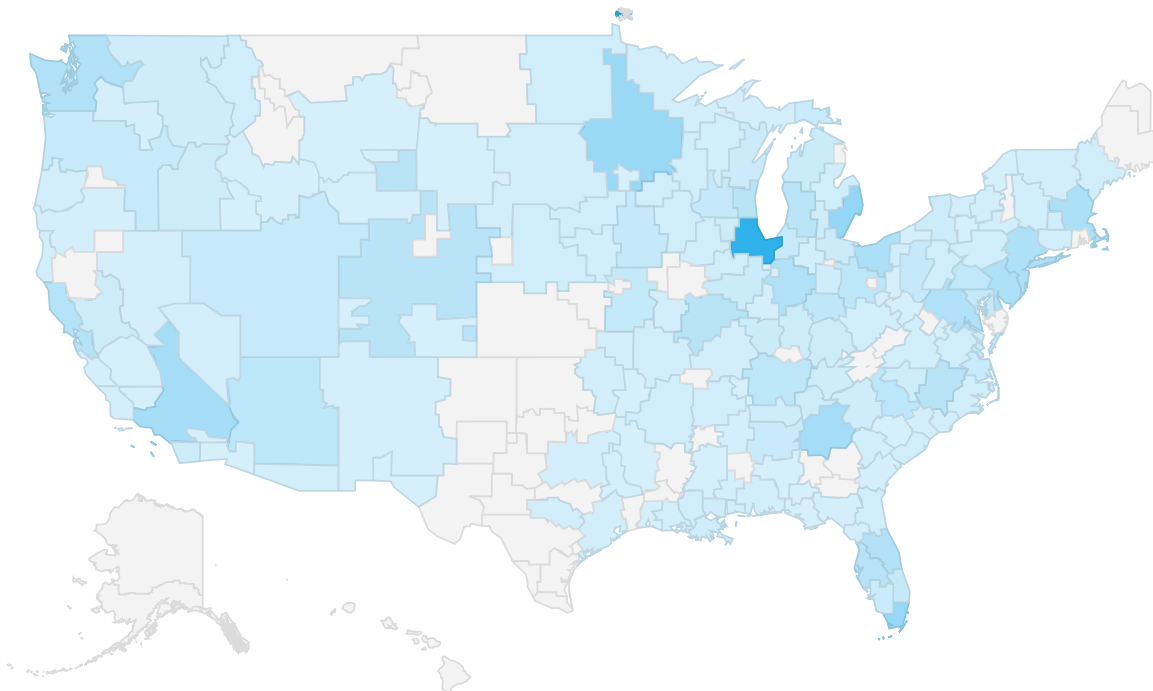
### When are users most active?



### What devices are people using?



### Where do they live?



Total AdWords Spend

\$1,597.50

↑ 15.0%

Avg. CPC

\$0.81

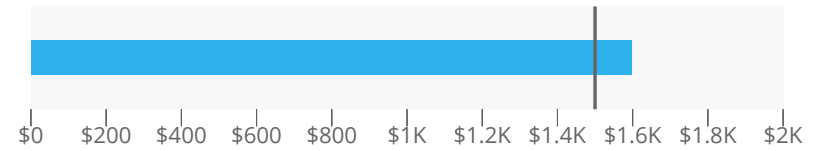
↑ 12.5%

CTR

2.21%

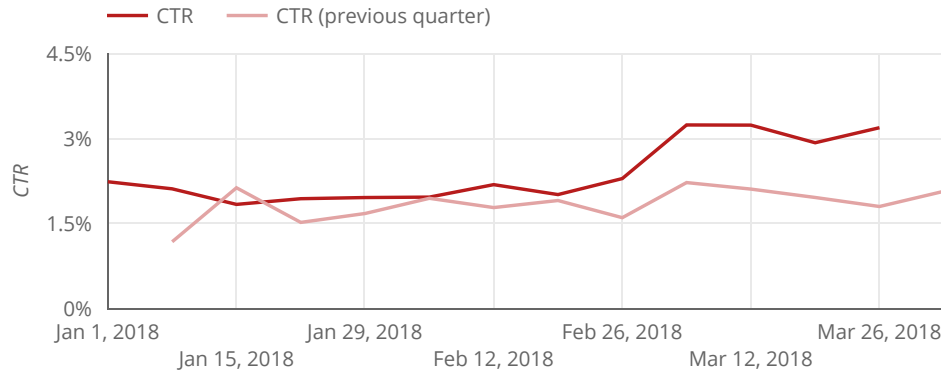
↑ 26.6%

Spend-O-Meter

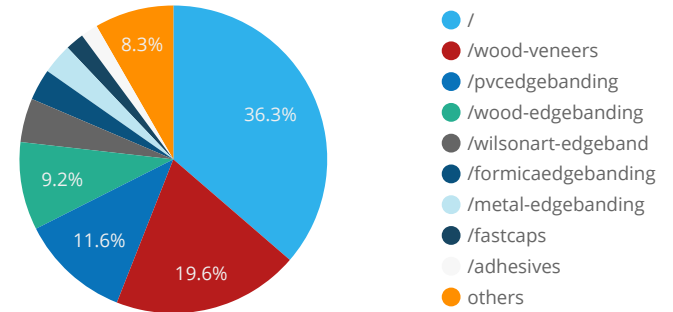


Based on a \$300 monthly spend

Out of the people that see your ads, how many click through?



Where are people landing?

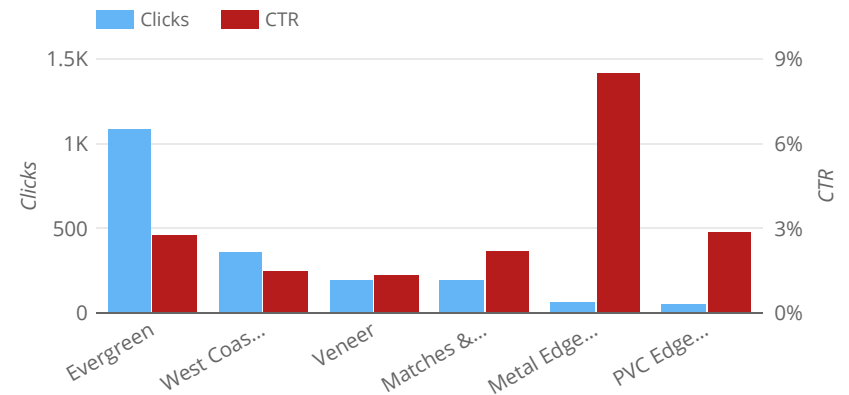


What are top search keywords?

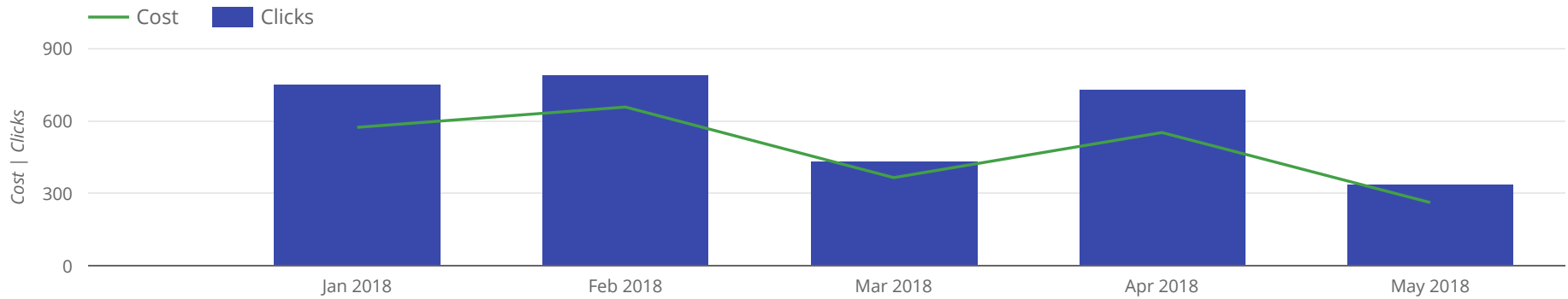
	Search keyword	Clicks	CTR
1.	edge banding	421	2.05%
2.	laminata edge banding	121	4.99%
3.	Pvc edge band tape	95	4.17%
4.	wood veneers	74	1.11%
5.	wood veneer edge banding tape	63	1.58%
6.	3mm edge banding	47	5.66%
7.	Rehau edge banding	42	5.28%
8.	exotic wood veneers	41	0.94%
9.	wood veneer	35	1.49%
10.	melamine edge banding	34	2.07%
11.	edgebanding	30	2.32%

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How are campaigns doing?



### How's daily spend doing?



#### High Cost Keywords

Keyword	Medium / CPC
woodtape edgebanding	\$1.72
ARBORITE TATAMI NEZUMI	\$1.44
fastcaps	\$1.35
pine edge banding	\$1.35
edge banding adhesive	\$1.29
FORMICA AGED ASH	\$1.26
2 inch edge banding	\$1.25
2mm edge banding	\$1.23
UNIBOARD NOVA WHITE	\$1.22
PIONITE CARAMEL	\$1.22
edge banding veneer	\$1.19
Wide edge banding	\$1.18
WILSONART WOOLAMAI BRUSH	\$1.16

#### Low Cost Keywords

Keyword	Medium / CPC
PIONITE PRIMARY YELLOW	\$0.1
wholesale wood veneer	\$0.23
bubinga veneer	\$0.24
Tamo veneer	\$0.25
1 16 wood veneer	\$0.28
laminare veneer sheets	\$0.29
veneer wood sheets	\$0.29
FORMICA BEIGE	\$0.3
hickory edge banding	\$0.31
ash veneer	\$0.32
iron-on wood edge banding	\$0.32
FORMICA ANTIQUE WHITE	\$0.32
Collins Supply	\$0.33

#### High CTR Keywords

Keyword	Medium / CTR
ARBORITE PECAN TEKKA	100%
edge banding glue	100%
UNIBOARD NOVA WHITE	50%
ARBORITE WENGE	50%
TAFISA SUMMER BREEZE	50%
rehau edge banding distributors	33%
Wilsonart 3mm edge banding	33%
ARBORITE TATAMI NEZUMI	33%
PIONITE IVORY CIRRUS	33%
WILSONART CONGO SPRUCE	33%
metallic edgebanding	30%
NEVAMAR PRECISION WHITE	30%
NEVAMAR CARMEL SAGAWOOD	29%