



Below are actual one-year results of Forest Online Image’s Google Advertising results for seven electric and plumbing supply stores in the Pacific Northwest.

Reporting Period: 1 Nov 2019 - 29 Nov 2020

Campaign	Clicks	Impression	CTR	Average CPC	Conversions	Cost / Conv.	Store Visits	Call Clicks	Directions	Website Visits	Other Engagements
Vancouver	8387	7085434	0.12%	\$0.97	3310	\$2.46	2645	773	1199	661	181
Grants Pass	3895	6100883	0.06%	\$1.33	2754	\$1.87	2492	595	847	259	114
Nampa	4169	7574128	0.06%	\$0.85	1182	\$1.54	721	112	315	38	29
Medford	2969	5885924	0.05%	\$0.97	1981	\$1.07	1918	491	997	221	90
Boise	3480	6343890	0.05%	\$0.85	1651	\$1.23	1578	158	387	42	47
Twin Falls	2570	4704238	0.05%	\$1.27	1674	\$1.95	1606	287	537	188	106
Klamath Falls	2322	5232106	0.04%	\$0.91	1236	\$1.70	1194	202	599	74	66
Total	28760	43007733	.07%	\$0.99	13943	\$2.08	12684	3131	6664	1876	730

GLOSSARY

Clicks – Overall clicks on Google Ads that direct to company information.

Impressions - An Impression is counted when an ad is displayed with or without a click on an advertisement.

CTR - Click-Through-Rate or CTR is the percentage of impressions that result in a click on your Ad. For example, an ad with 100 clicks and 1,000 impressions would have a click-through-rate of 10%

Average CPC - Cost-per-click or CPC is the amount you are willing to spend (or are charged) for each click.

Conversion - Any action that is valuable to your organization. Conversion tracking allows you to measure the number of people viewing important pages on your website (such as thank you pages), making phone calls using a Google forwarding number, downloading apps, actions within an app and offline conversions. Google Ads allows you to use dedicated conversion tracking.

Cost /Conversion - This is the dollar amount that you will pay per conversion on your ad.