



SMPAD



**THE MOST BRILLIANTLY SIMPLE
& COST-EFFECTIVE
AD MANAGEMENT TOOL EVER.**



Dashboard

Date Range

to

Display

									Budget Check		CPA Check	
Account Group	Network	Conv.	\$/Conv.	Spend	Clicks	\$/Click	Imp.	CTR	Target	Yesterday	Target	This Month
Group 1	All	615	\$8.00	\$4,923.00	54592	\$0.09	2344323	2.33%	\$1,234.00	\$342.00	\$8.00	\$7.00
	Google	55	\$22.44	\$1,234.00	234	\$5.27	42345	0.55%				
	Bing	5	\$46.80	\$234.00	34	\$6.88	23424	0.15%				
	Facebook	555	\$6.23	\$3,455.00	54324	\$0.06	2323458	0.23%				
Account Group	Network	Conv.	\$/Conv.	Spend	Clicks	\$/Click	Imp.	CTR	Target	Yesterday	Target	This Month
Group 2	All	60	\$24.47	\$1,468.00	268	\$5.48	2344323	0.01%	\$432.00	\$421.00	\$8.00	\$9.40
	Google	55	\$22.44	\$1,234.00	234	\$5.27	42345	0.55%				
	Bing	5	\$46.80	\$234.00	34	\$6.88	23424	0.15%				
Account Group	Network	Conv.	\$/Conv.	Spend	Clicks	\$/Click	Imp.	CTR	Target	Yesterday	Target	This Month
Group 3	All	555	\$6.23	\$3,455.00	54324	\$0.06	2344323	2.32%	\$1,234.00	\$1,543.00	\$23.00	\$15.00
	Facebook	555	\$6.23	\$3,455.00	54324	\$0.06	2344323	2.32%				
Total	All	1230	\$8.00	\$9,846.00	109184	\$0.06	7032969	1.55%	\$2,900.00	\$2,306.00	\$13.00	\$8.00

Dashboard & KPI's

Reports

Account
Group

Account Group 1

Report Type

Conversion

Date Range

Date Range

to

Display

Save As PDF



Online Ad Report

for 01/01/15 to 02/01/15

Overview

Network	Conv.	\$/Conv.	Spend	Clicks	\$/Click	Imp.
All	615	\$8.00	\$4,923.00	54592	\$0.09	2344323
Google	55	\$22.44	\$1,234.00	234	\$5.27	42345
Bing	5	\$46.44	\$4,234.00	34	\$6.68	23424
Facebook	555	\$6.23	\$3,450.00	54324	\$0.06	23425425

One Click Reports

Suggestions

Account Group Account Group 1 Name

Suggestions populate weekly on Sunday. Data shown is for the past 30 days.

Google Adwords

High \$/Conversion

Reviewed	Keyword	Campaign	Ad Group	Conv.	\$/Conv.	Spend	Clicks	CTR	\$/Click	Avg. Pos.	Imp.	QS
<input type="checkbox"/>	Keyword1	Campaign1	Ad Group 1	55	\$22.44	\$1,234.00	234	0.55%	\$5.27	2	42345	2
<input checked="" type="checkbox"/>	Keyword2	Campaign3	Ad Group 2	5	\$48.80	\$234.00	34	0.15%	\$6.88	1	23445	1
<input type="checkbox"/>	Keyword3	Campaign3	Ad Group 2	55	\$22.44	\$1,234.00	234	0.55%	\$5.27	2	42345	2
<input type="checkbox"/>	Keyword4	Campaign1	Ad Group 3	55	\$22.44	\$1,234.00	234	0.55%	\$5.27	2	42345	2
<input type="checkbox"/>	Keyword5	Campaign2	Ad Group 1	55	\$22.44	\$1,234.00	234	0.55%	\$5.27	2	42345	2

High Spend no Conversions

Reviewed	Keyword	Campaign	Ad Group	Conv.	\$/Conv.	Spend	Clicks	CTR	\$/Click	Avg. Pos.	Imp.	QS
<input type="checkbox"/>	Keyword1	Campaign1	Ad Group 1	55	\$22.44	\$1,234.00	234	0.55%	\$5.27	2	42345	2
<input checked="" type="checkbox"/>	Keyword2	Campaign3	Ad Group 2	5	\$48.80	\$234.00	34	0.15%	\$6.88	1	23445	1
<input type="checkbox"/>	Keyword3	Campaign3	Ad Group 2	55	\$22.44	\$1,234.00	234	0.55%	\$5.27	2	42345	2

Optimization Suggestions

Contact Us

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SEMPAD BETA
ACCOUNT**

Website : www.sempad.com