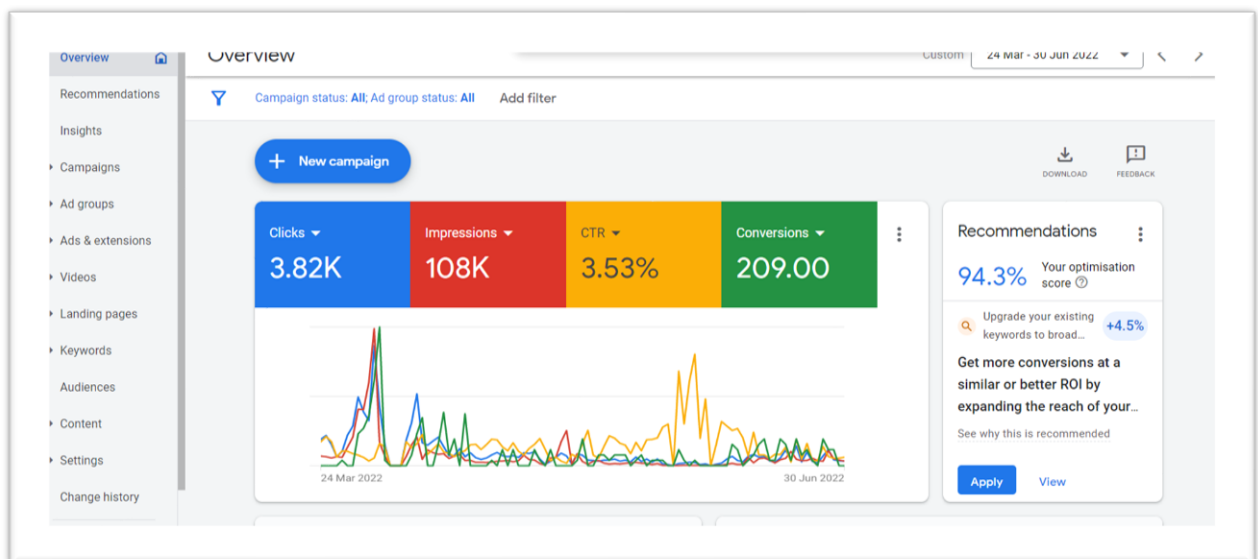
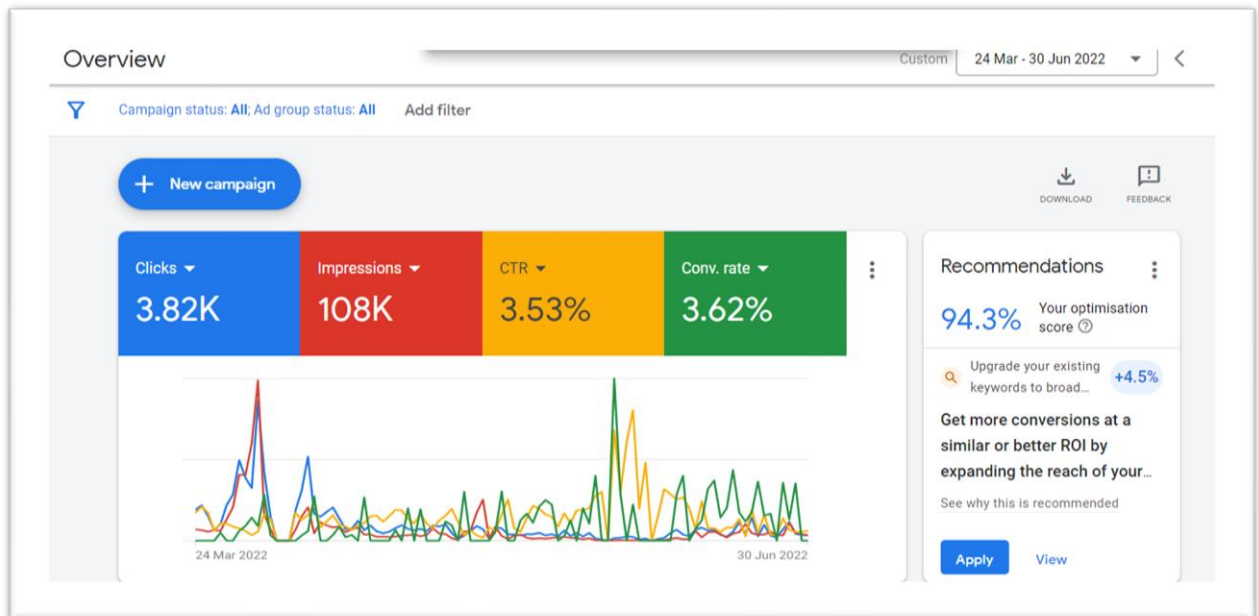
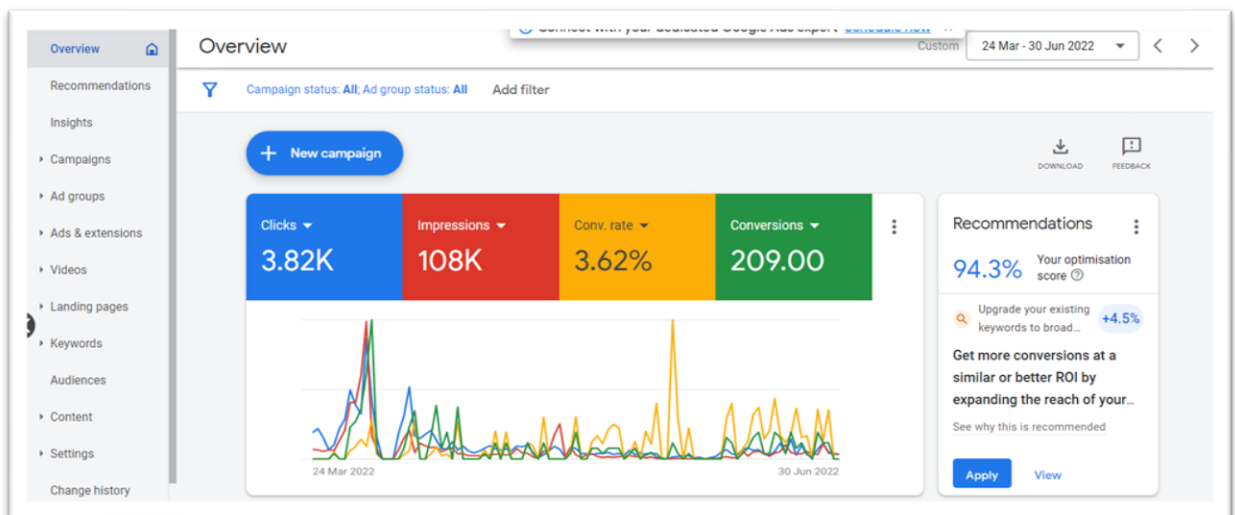
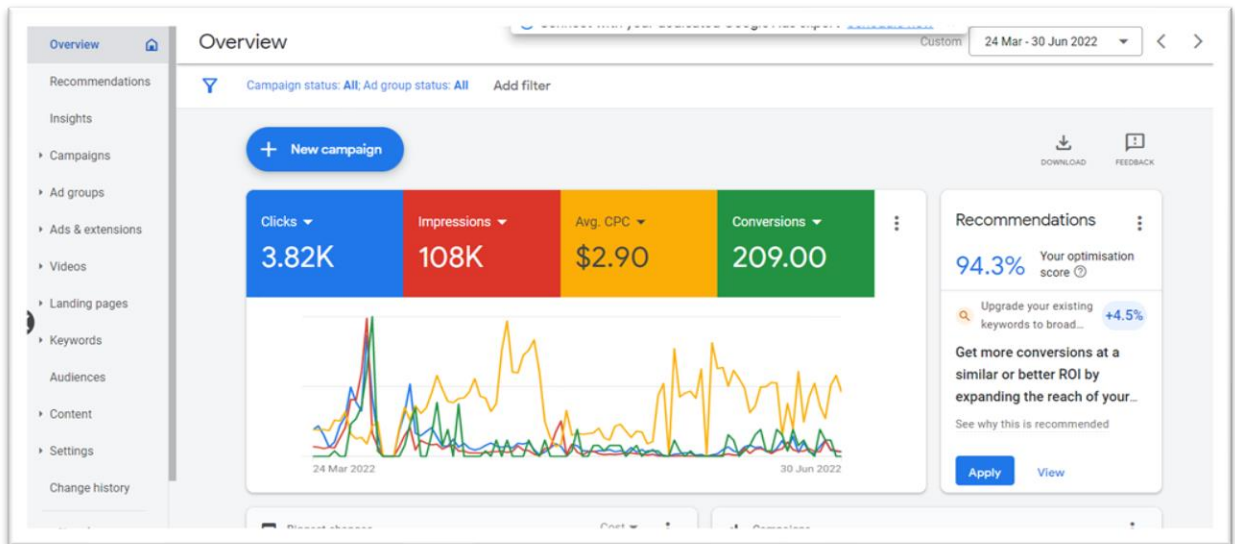
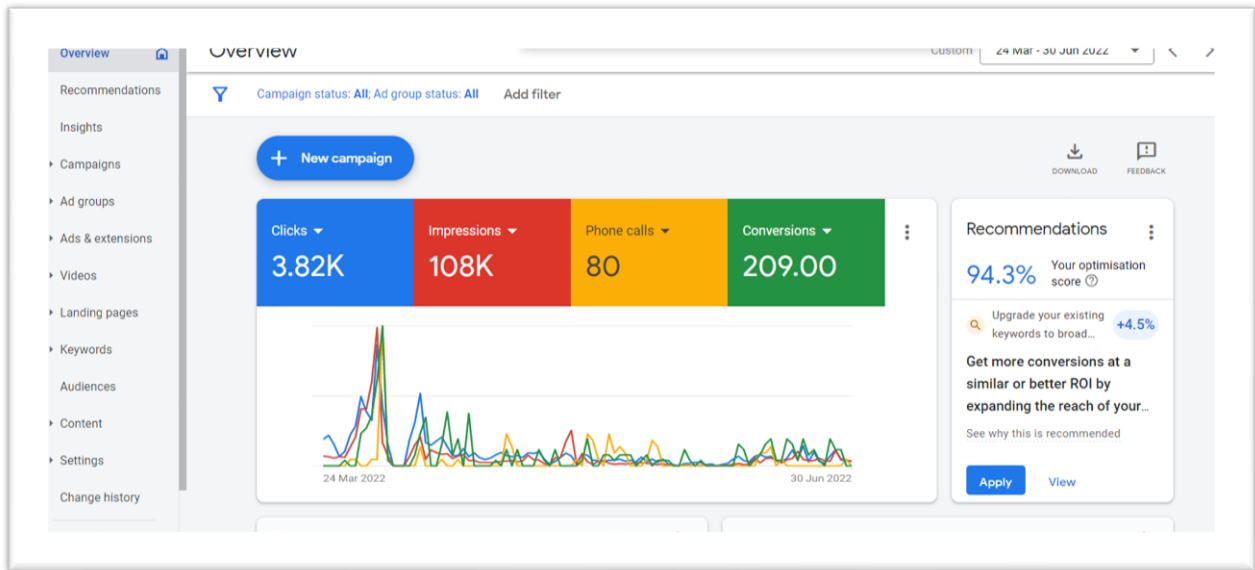


Google Ads Success Report – Digital Workshop Center







Auction Insights

The screenshot shows the Google Ads Auction Insights table. The left sidebar is the same as in the Overview dashboard. The main content area is titled 'Auction insights' and includes a 'Search ad groups' dropdown and a table with the following columns: Display URL domain, Impression share, Overlap rate, Position above rate, Top of page rate, Abs. Top of page rate, and Outranking share. The table lists 13 domains with their respective metrics.

| Display URL domain | Impression share | Overlap rate | Position above rate | Top of page rate | Abs. Top of page rate | Outranking share |
|--------------------|------------------|--------------|---------------------|------------------|-----------------------|------------------|
| cornell.edu | 27.64% | 13.15% | 60.29% | 82.54% | 31.79% | 4.97% |
| berkeley.edu | 10.08% | 4.39% | 52.21% | 69.49% | 18.31% | 5.27% |
| You | < 10% | - | - | 83.23% | 27.99% | - |
| csuglobal.edu | < 10% | 1.67% | 50.63% | 69.01% | 15.72% | 5.35% |
| umass.edu | < 10% | 1.06% | 58.74% | 79.54% | 19.07% | 5.36% |
| grow.google | < 10% | 3.51% | 71.44% | 89.67% | 34.40% | 5.26% |
| purdue.edu | < 10% | 1.27% | 37.14% | 66.17% | 4.59% | 5.37% |
| simplilearn.com | < 10% | 4.07% | 63.02% | 82.64% | 34.97% | 5.25% |
| uti.edu | < 10% | 1.87% | 66.99% | 95.16% | 51.17% | 5.33% |
| generalassembly | < 10% | 5.77% | 60.47% | 81.19% | 27.78% | 5.21% |
| linkedin.com | < 10% | 3.30% | 47.43% | 66.27% | 10.88% | 5.31% |
| brainstation.io | < 10% | 2.04% | 81.90% | 84.81% | 28.74% | 5.30% |
| springboard.com | < 10% | 9.25% | 63.04% | 80.97% | 23.72% | 5.08% |

Note: Within the first 45 days of the campaigns running at a budget of 20\$ per campaign i was able to generate 209 conversions as in form submissions and 10 purchase actions with 80 calls received with a cost per conversion of 69\$ & a conversion rate of 3.69%.