Report filters: Campaign includes 2022-Psychology and 3 more

Campaign 🔱 💌	Impr. 💌	Clicks 💌	CTR 💌	Avg. CPC 💌
2022-Psychology	96,193	27,705	28.80%	CA\$0.04
2021-Psychology	48,391	2,938	6.07%	CA\$0.32
2020-Psychology	32,393	2,201	6.79%	CA\$0.36
2018-Psychology	18,866	598	3.17%	CA\$0.38
Total	195,843	33,442	17.08%	CA\$0.10

2022 Impressions

How often an ad was shown

Report filters: Campaign name contains 2022-Psychology

Impr. (?) 96.2K

2022 Clicks

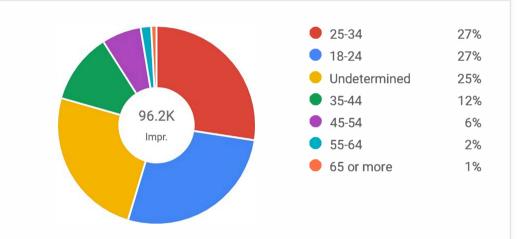
How often an ad was clicked

Report filters: Campaign name contains 2022- Psychology

Clicks 🕐 27.7K

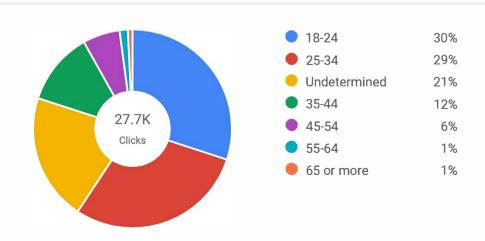
2022 - Impressions by age

Report filters: Campaign name contains 2022-Psychology



2022 - Clicks by age

Report filters: Campaign name contains 2022-Psychology

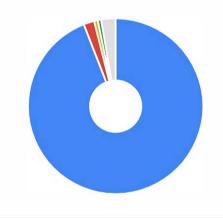


Definitions

- Impression: How often an ad was shown
- Clicks: How often an ad was clicked
- · CTR: The percentage of times an ad was clicked • Education ads have a typical CTR of 2-4%
- CPC: The cost per click based on budget • Education ads have a typical CPC of \$2.00

University search

What University people were searching for when they saw our a Report filters: Campaign includes 2022-Psychology



Ad group performance

Report filters: Campaign name	Report filters: Campaign name contains 2022-Psychology				
Ad group 💌	↓ Impr. ▼	Clicks -	CTR 💌	Avg. CPC 💌	
General	64,163	20,675	32.22%	CA\$0.04	
Developmental psychology	12,061	1,358	11.26%	CA\$0.11	
Industrial/Organizatior Psychology	9,683	3,378	34.89%	CA\$0.04	
Social psychology	6,201	1,859	29.98%	CA\$0.04	
Clinical psychology	2,847	266	9.34%	CA\$0.09	
Cognitive Neuroscience	633	64	10.11%	CA\$0.05	
Cogntive	605	105	17.36%	CA\$0.05	
Total	96,193	27,705	28.80%	CA\$0.04	

University of Waterloo	94%
University of Toronto - St. George C	ampus 2%
University of Alberta	1%
	1%
The University of British Columbia	170