

### Year-over-year comparison

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
<b>Total</b>	<b>195,843</b>	<b>33,442</b>	<b>17.08%</b>	<b>CA\$0.10</b>

### 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

### 2022 Impressions

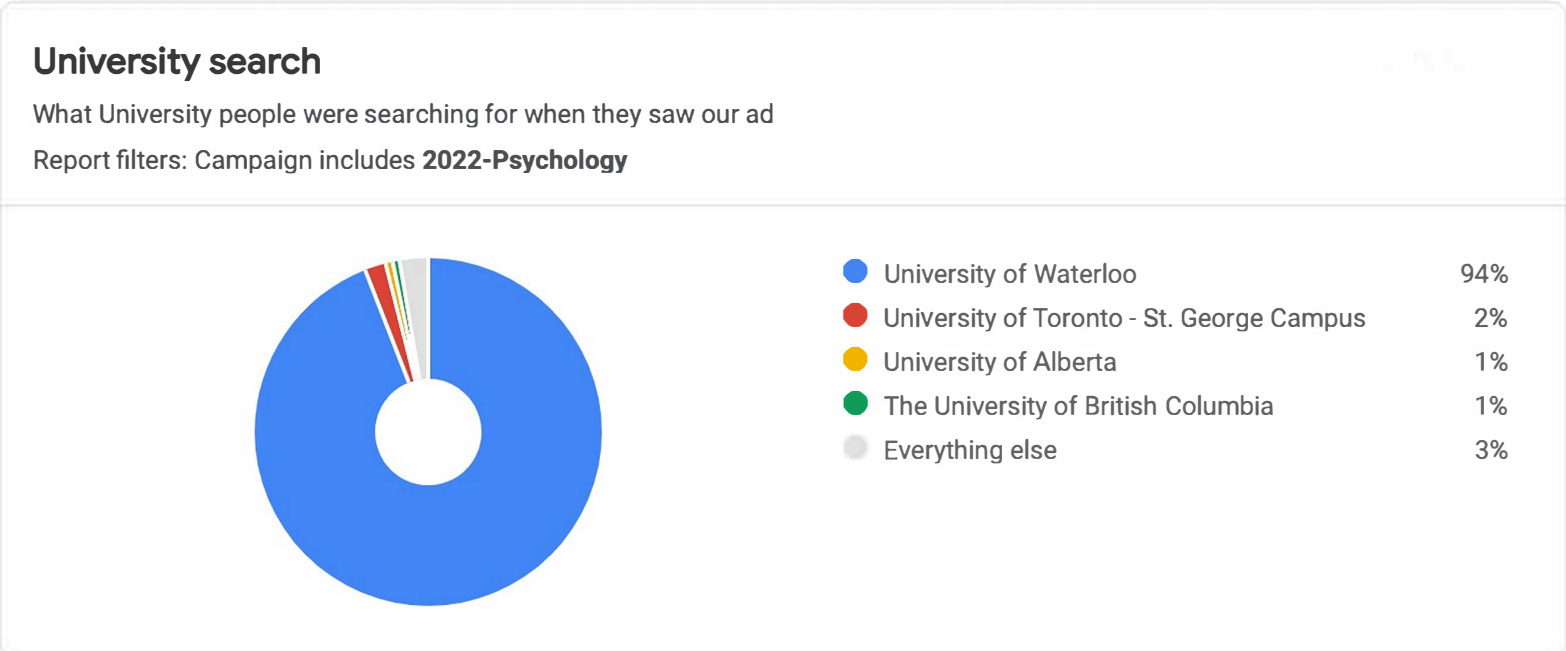
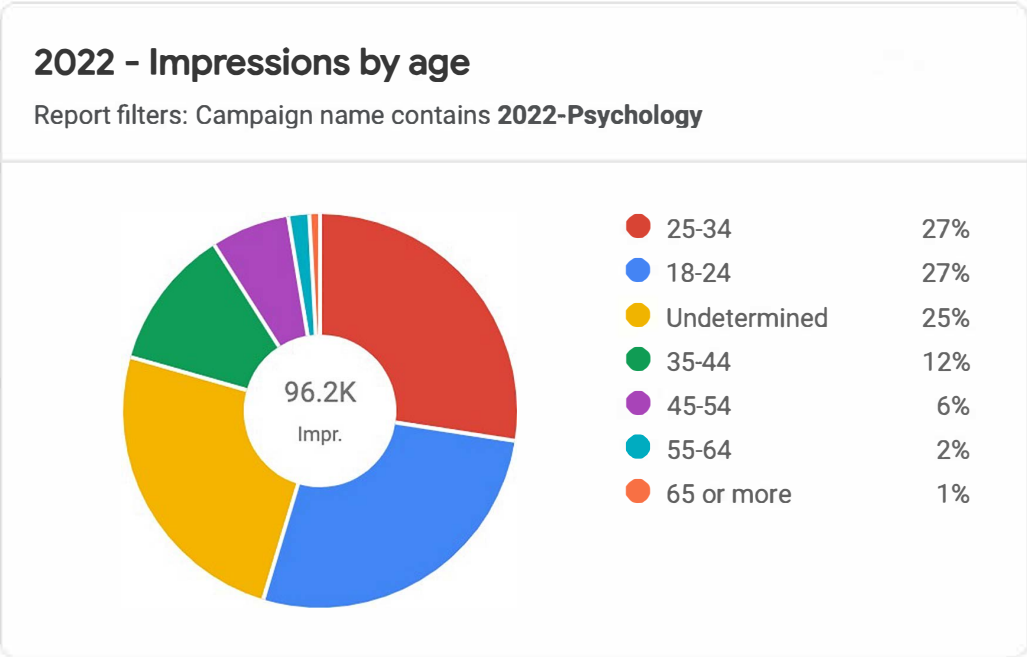
How often an ad was shown

Report filters: Campaign name contains **2022-Psychology**

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Impr. ⓘ

# 96.2K



### 2022 Clicks

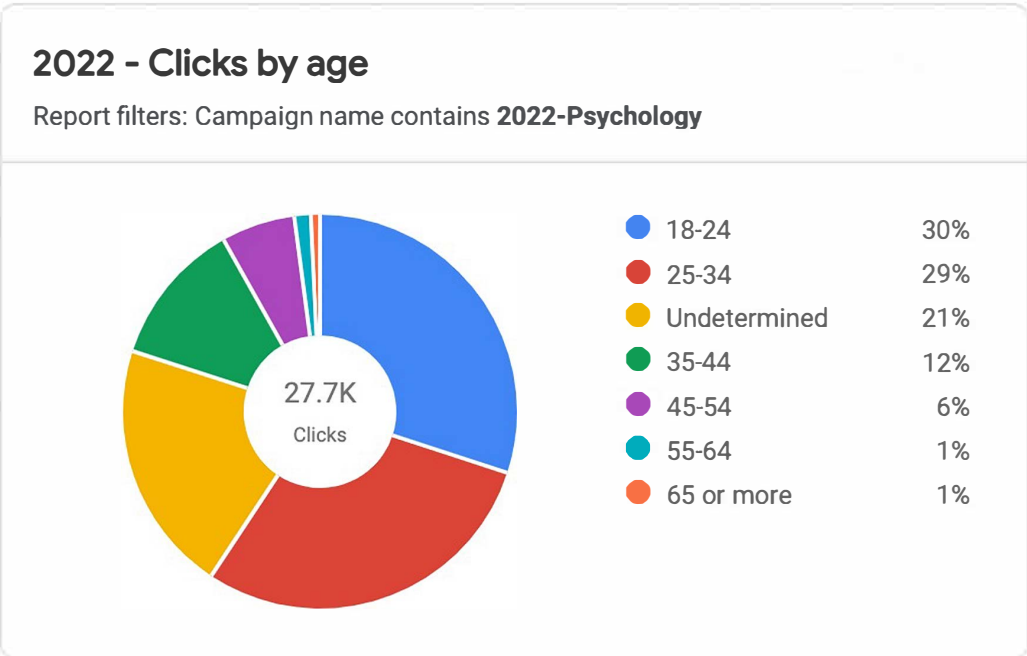
How often an ad was clicked

Report filters: Campaign name contains **2022- Psychology**

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Clicks ⓘ

# 27.7K



### Ad group performance

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/Organizatiior 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
Cognitive	605	105	17.36%	CA\$0.05
<b>Total</b>	<b>96,193</b>	<b>27,705</b>	<b>28.80%</b>	<b>CA\$0.04</b>