

### Year-over-year comparison

All time

Report filters: Campaign includes **2022-Economics** and 3 more

Campaign	Impr.	Clicks	CTR	Avg. CPC
2022-Economics	73,670	20,948	28.43%	CA\$0.05
2021-Economics	37,404	2,304	6.16%	CA\$0.44
2020-Economics	40,568	3,001	7.40%	CA\$0.42
2018-Economics	5,084	255	5.02%	CA\$1.32
<b>Total</b>	<b>156,726</b>	<b>26,508</b>	<b>16.91%</b>	<b>CA\$0.14</b>

### 2022 Impressions

All time

How often an ad was shown

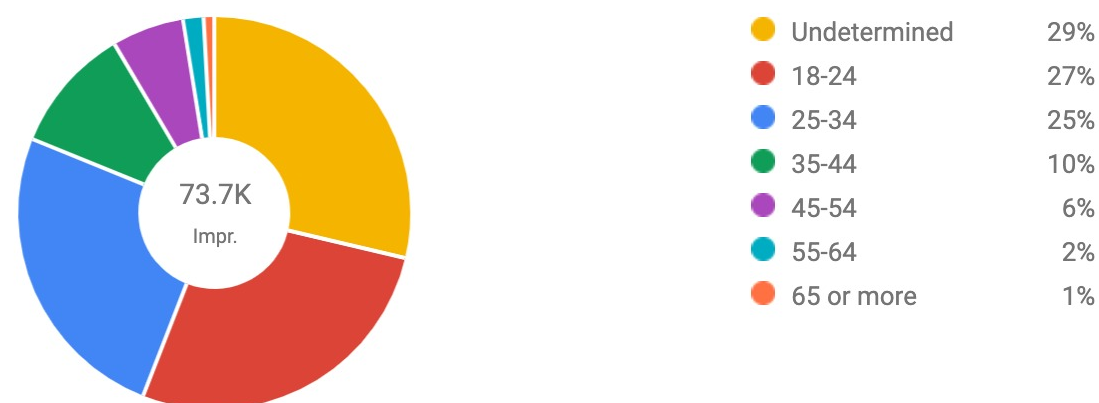
Report filters: Campaign name contains **2022-Economics**

Impr. <sup>📊</sup>  
**73.7K**

### 2022 - Impressions by age

All time

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



### 2022 Clicks

All time

How often an ad was clicked on

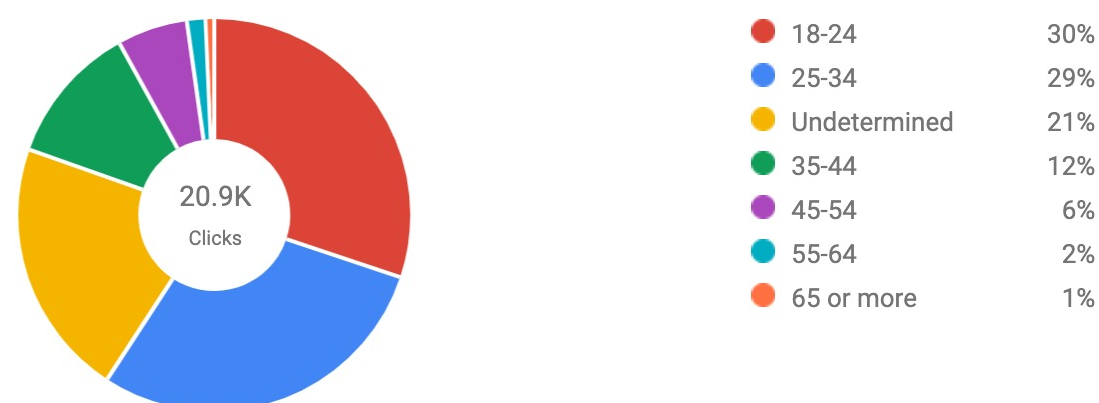
Report filters: Campaign name contains **2022-Economics**

Clicks <sup>📊</sup>  
**20.9K**

### 2022 - Clicks by age

All time

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



### 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

All time

What University people were searching for when they saw our ad

Report filters: Campaign includes **2022-Economics**

