

Year-over-year comparison

All time

Report filters: Campaign includes **2022-English** and 4 more

| Campaign | Impr. | Clicks | CTR | Avg. CPC |
|--------------|----------------|---------------|---------------|-----------------|
| 2022-English | 83,093 | 16,538 | 19.90% | CA\$0.07 |
| 2021-English | 64,205 | 3,759 | 5.85% | CA\$0.35 |
| 2020-English | 42,640 | 2,683 | 6.29% | CA\$0.27 |
| 2019-English | 23,421 | 1,241 | 5.30% | CA\$0.36 |
| 2018-English | 15,377 | 784 | 5.10% | CA\$0.29 |
| Total | 228,736 | 25,005 | 10.93% | CA\$0.15 |

2022 Impressions

All time

How often an ad was shown

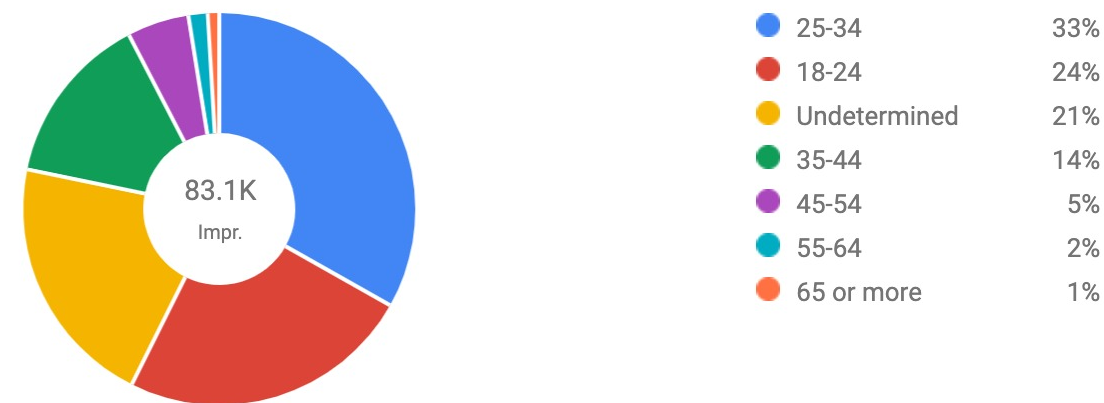
Report filters: Campaign name contains **2022-English**

Impr. ⓘ
83.1K

2022 - Impressions by age

All time

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



2022 Clicks

All time

How often an ad was clicked on

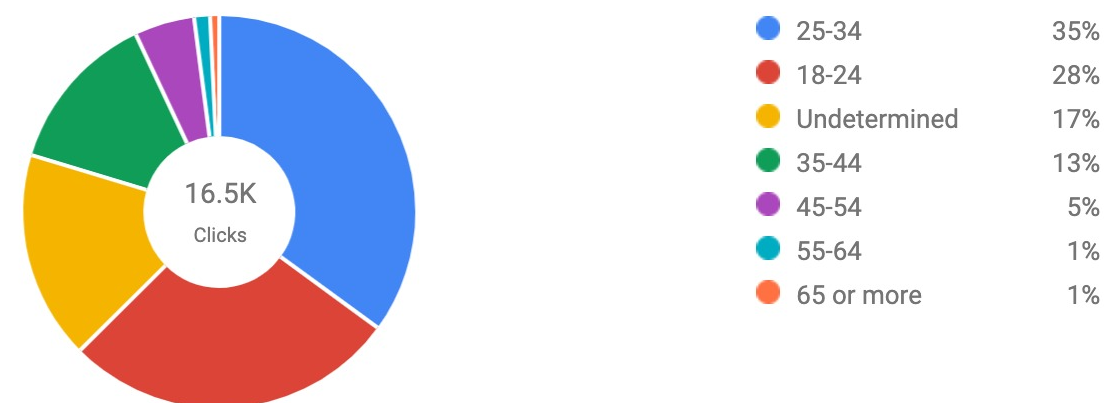
Report filters: Campaign name contains **2022-English**

Clicks ⓘ
16.5K

2022 - Clicks by age

All time

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



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-English**

