

Year-over-year comparison

All time

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

Campaign	Impr.	Clicks	CTR	Avg. CPC
2022-Philosophy	69,389	20,864	30.07%	CA\$0.05
2021-Philosophy	44,413	2,610	5.88%	CA\$0.50
2020-Philosophy	30,051	2,105	7.00%	CA\$0.51
2018-Philosophy	26,079	730	2.80%	CA\$0.31
2017-Philosophy	24,267	680	2.80%	CA\$0.32
Total	194,199	26,989	13.90%	CA\$0.15

2022 Impressions

All time

How often an ad was shown

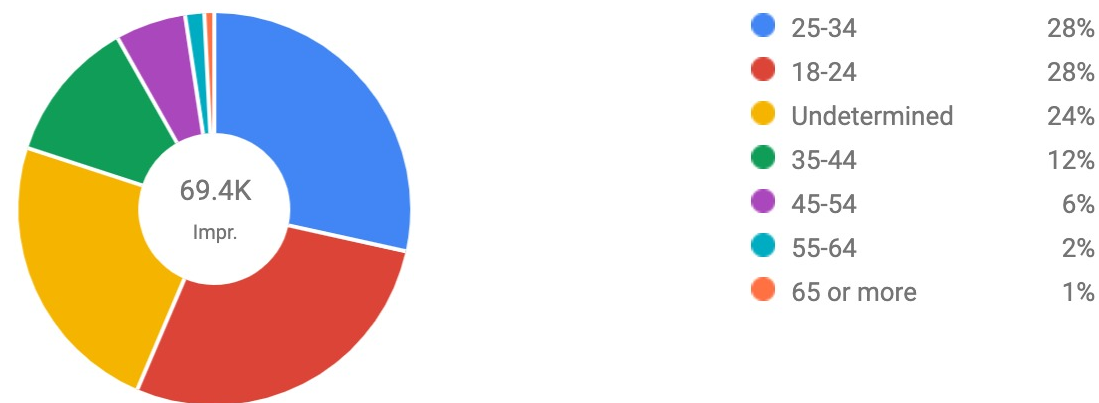
Report filters: Campaign name contains **2022-Philosophy**

Impr. ⓘ
69.4K

2022 - Impressions by age

All time

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



2022 Clicks

All time

How often an ad was clicked on

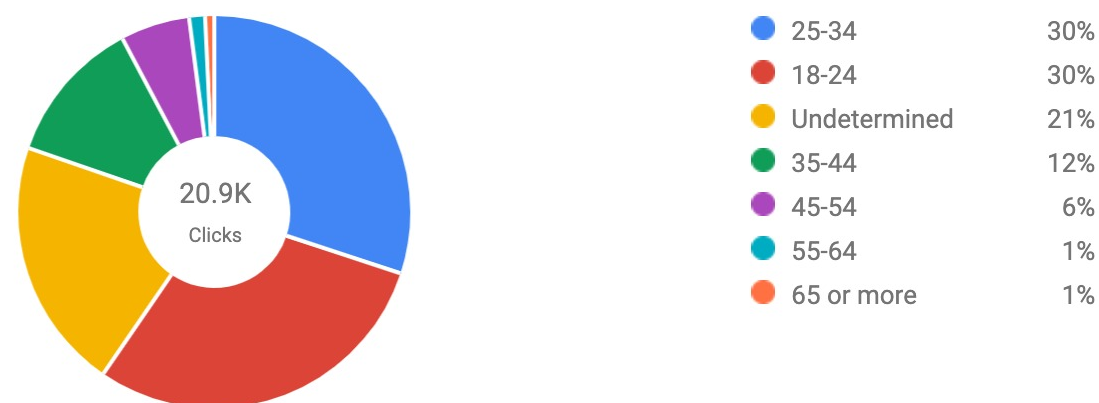
Report filters: Campaign name contains **2022-Philosophy**

Clicks ⓘ
20.9K

2022 - Clicks by age

All time

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



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-Philosophy**

