4 May 2026 - 10 May 2026



Google Ads

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Click Through Rate & Impressions
by Clicks, CTR, and Impressions

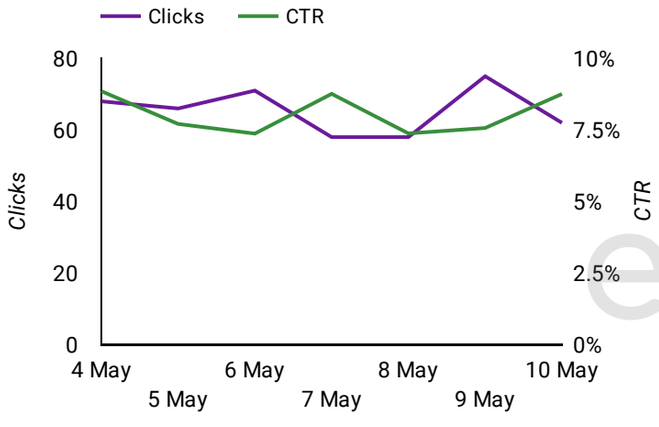
Clicks	CTR	Impressions
458.0	8.0%	5.7k

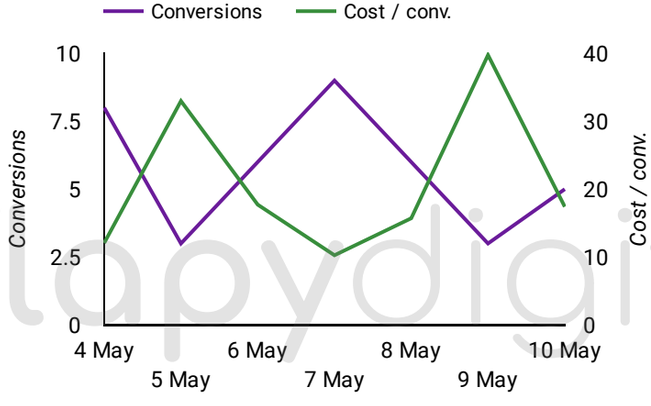
Conversion Rate
by Conv and conv rate.

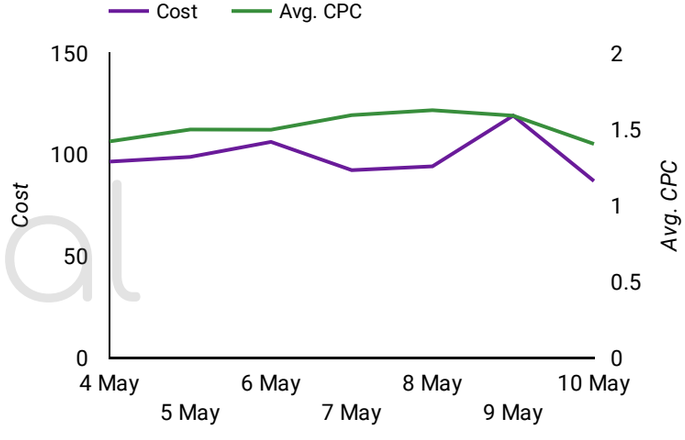
Conversions	Conv. rate
40.0	8.1%

Cost Per Click
by Cost and avg.cpc

Avg. CPC	Cost
$1.52	$695.00







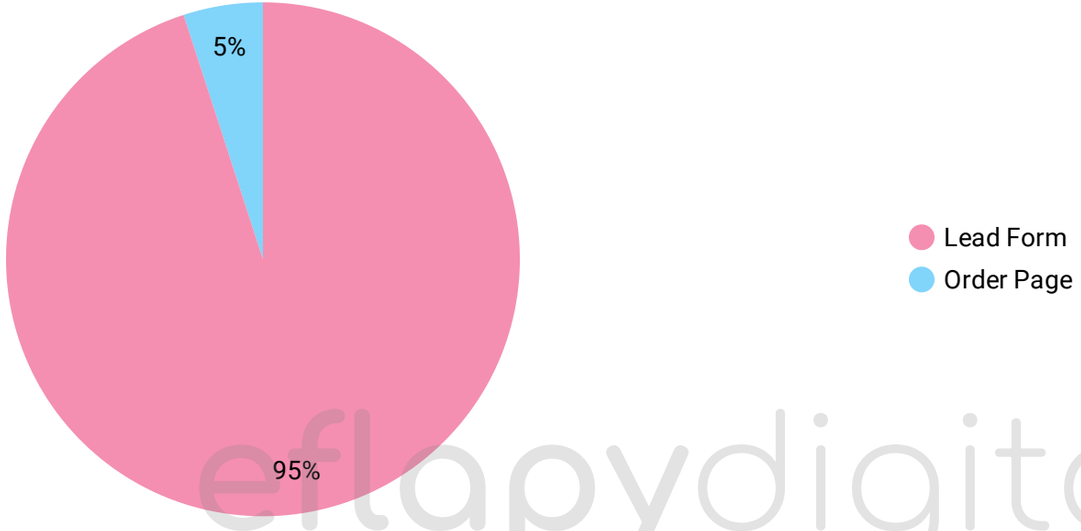
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Top Campaigns

	Campaign	Clicks	Impressions	CTR	Avg. CPC	Conversions ▾	Cost	Conv. rate
1…	Search-Leads-eekidsparties.com.a…	146	1,772	8.24%	$1.59	17	$231.71	11.64%
2…	Local Pmax Sydney-2704	88	1,311	6.71%	$0.87	10	$76.73	10%
3…	Local-Store -PMax- Melbourne	65	1,384	4.7%	$0.97	6	$63.36	6.82%
4…	Leads Dyanmic #Melbourne	83	835	9.94%	$1.82	5	$151.27	6.02%
5…	Leads Dyanmic -#Brisbane	41	204	20.1%	$2.08	1	$85.08	2.44%
6…	Search-Leads-eekidsparties.com.a…	35	228	15.35%	$2.48	1	$86.86	2.86%

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Conversion Actions

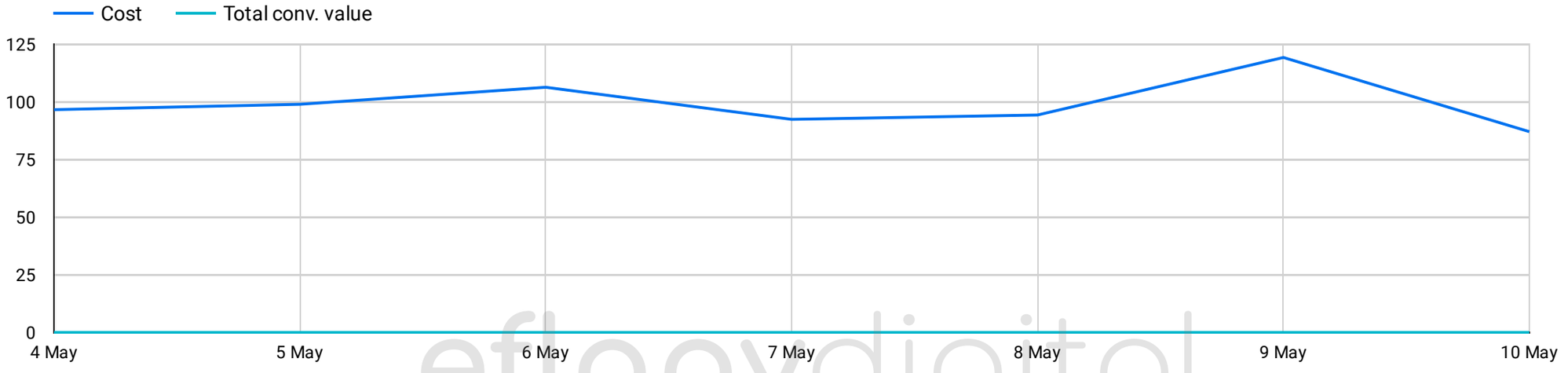


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	Conversion Category	Conversion Type Name	Conversions
1.	Submit lead form	Lead Form	38
2.	Purchase	Order Page	2

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Ad group



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	Ad group	Clicks	Impressions	CTR	Avg. CPC	Cost
1.	Ad group 1	124	1,039	11.93%	$1.91	$236.35
2.	Kids Birthday Party	69	847	8.15%	$1.58	$109.22
3.	Princess Birthday Party	39	350	11.14%	$2.13	$83.23
4.	Character Entertainment	35	326	10.74%	$1.58	$55.26
5.	Superhero Birthday Party	16	130	12.31%	$1.69	$27.02
6.	Disco Party	11	190	5.79%	$2.11	$23.17
7.	Children Party	8	126	6.35%	$1.68	$13.42
8.	Clown Party	3	31	9.68%	$2.41	$7.24

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Keywords Performance

	Search keyword	Clicks	Impressions	CTR	Avg. CPC	Cost
1.	party entertainment for kids	60	554	10.83%	$1.56	$93.79
2.	princess birthday party	34	285	11.93%	$2.08	$70.63
3.	party entertainer	31	241	12.86%	$1.64	$50.94
4.	spiderman party entertainer	14	90	15.56%	$1.81	$25.3
5.	disco party entertainer	11	190	5.79%	$2.11	$23.17
6.	childrens party organisers	5	68	7.35%	$1.96	$9.78
7.	kids party entertainment melbourne	4	32	12.5%	$1.13	$4.51
8.	childrens party planners	3	58	5.17%	$1.21	$3.64
9.	elsa party entertainer melbourne	3	37	8.11%	$2.26	$6.78
10.	hire a clown for birthday party near me	3	24	12.5%	$2.41	$7.24
11.	character party	2	41	4.88%	$0.84	$1.67
12.	princess parties	2	18	11.11%	$2.91	$5.82
13.	birthday entertainer	1	52	1.92%	$4.94	$4.94
14.	kids entertainers melbourne	1	20	5%	$0.5	$0.5
15.	kids entertainment melbourne	1	65	1.54%	$1.93	$1.93
16.	kids birthday party entertainment	1	50	2%	$0.87	$0.87
17.	costume characters for hire	1	26	3.85%	$0.62	$0.62
18.	party entertainment hire melbourne	1	29	3.45%	$2.68	$2.68
19.	party host	1	18	5.56%	$2.03	$2.03
20.	superhero for hire	1	15	6.67%	$1.08	$1.08

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Top Locations

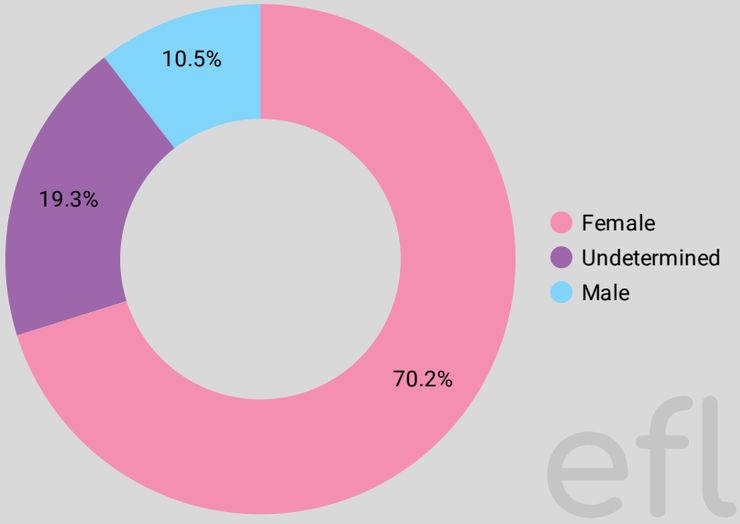
by conversions

	City	Clicks	Impressions	Avg. CPC	Conversions	Cost
1.	Melbourne	40	645	$1.45	4	$57.86
2.	Narre Warren South	8	65	$1.24	2	$9.9
3.	Mornington Peninsula Shire	7	43	$1.18	2	$8.29
4.	City of Canada Bay Council	4	23	$1.79	2	$7.17
5.	Mount Waverley	3	40	$0.85	2	$2.56
6.	Brisbane	5	34	$1.93	1	$9.64
7.	Cocoroc	13	159	$1.83	1	$23.76
8.	Darebin City	3	34	$2.73	1	$8.18
9.	Northern Beaches Council	1	12	$1.32	1	$1.32
10.	Yarra City	8	179	$1.3	1	$10.44
11.	Hampton Park	2	16	$0.8	1	$1.6
12.	Glenbrook	1	2	$1.36	1	$1.36
13.	Kew East	1	12	$3.47	1	$3.47
14.	Balwyn	3	26	$1.29	1	$3.86
15.	Langwarrin	2	12	$1.02	1	$2.04
16.	City of Whittlesea	3	26	$0.9	1	$2.71
17.	Randwick	2	19	$2.79	1	$5.59
18.	Braybrook	3	21	$1.34	1	$4.03
19.	Surrey Hills	2	29	$1.3	1	$2.59
20.	Northcote	2	30	$0.43	1	$0.85

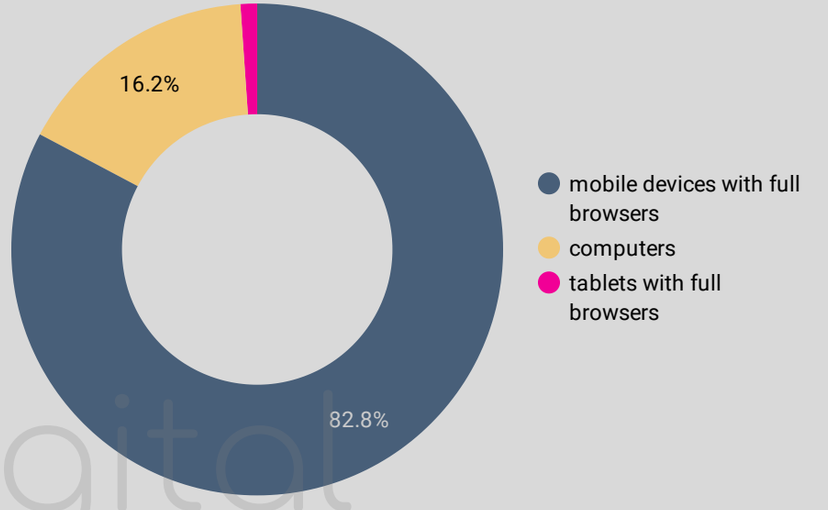
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Gender

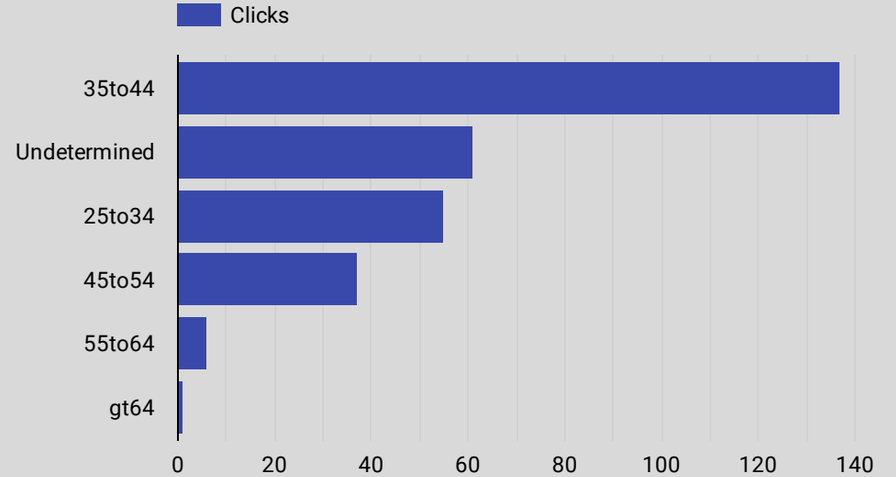


Device



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Age Group



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Daywise Performance Report

	Day ▲	Clicks	Impressions	CTR	Avg. CPC	Cost
1.	4 May 2026	68	768	8.85%	$1.42	$96.63
2.	5 May 2026	66	856	7.71%	$1.5	$98.95
3.	6 May 2026	71	963	7.37%	$1.5	$106.34
4.	7 May 2026	58	662	8.76%	$1.59	$92.43
5.	8 May 2026	58	786	7.38%	$1.63	$94.31
6.	9 May 2026	75	991	7.57%	$1.59	$119.26
7.	10 May 2026	62	708	8.76%	$1.4	$87.09

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