

Account Status Report | Vancouver Coast & Mountains

Top levels look at your account

Impressions	Clicks	CTR	Avg CPC	Cost	Avg Position
1,065,811	1,525	0.14%	\$1.50	\$2,287.91	3.1

Keyword Report | Vancouver Coast & Mountains

How your Keywords are performing

Ad Group	Keyword	Impressions	Clicks	CTR	Avg CPC	Cost	Avg Position
Last Minute Deals	Total - content targeting	431,141	712	0.17%	\$1.11	\$790.17	2.7
Entertainment	Total - content targeting	145,248	216	0.15%	\$1.84	\$396.60	2.4
Weekend Getaways	weekend getaways	7,048	141	2.00%	\$1.65	\$232.59	4.2
Romantic Getaways	Total - content targeting	177,904	101	0.06%	\$2.14	\$216.56	3.3
Weekend Getaways	Total - content targeting	266,984	86	0.03%	\$1.47	\$126.04	3.6
Last Minute Deals	last minute travel deals	17,787	79	0.44%	\$1.77	\$139.75	6.9
Weekend Getaways	bed & breakfast	5,673	59	1.04%	\$1.62	\$95.49	3.3
Romantic Getaways	romantic getaways	3,475	45	1.29%	\$2.57	\$115.83	4.3
Last Minute Deals	vancouver hotels	1,721	15	0.87%	\$1.89	\$28.38	6.1
Romantic Getaways	romantic vacations	1,422	14	0.98%	\$2.49	\$34.92	4.9
Romantic Getaways	romantic weekend getaways	678	8	1.18%	\$2.54	\$20.29	3.6
Last Minute Deals	vancouver hotel deals	111	8	7.21%	\$1.83	\$14.63	6.8
Last Minute Deals	hotels in vancouver	670	5	0.75%	\$1.85	\$9.26	6.5
Last Minute Deals	vancouver bc hotels	569	5	0.88%	\$1.63	\$8.14	5.0
Last Minute Deals	last minute travel vancouver	85	4	4.71%	\$1.76	\$7.05	8.6
Romantic Getaways	romantic getaway packages	142	3	2.11%	\$2.76	\$8.28	4.2
Entertainment	vancouver entertainment	257	3	1.17%	\$2.07	\$6.21	2.0
Weekend Getaways	bedandbreakfast	345	3	0.87%	\$1.44	\$4.33	2.9
Last Minute Deals	cheap hotels in vancouver	78	3	3.85%	\$1.79	\$5.36	6.4
Romantic Getaways	whistler hotels	1,105	2	0.18%	\$2.58	\$5.17	7.4
Last Minute Deals	cheap hotels vancouver	260	2	0.77%	\$1.56	\$3.11	4.9
Last Minute Deals	last minute vacation deals	148	2	1.35%	\$1.88	\$3.75	8.4
Romantic Getaways	wedgewood hotel vancouver	188	1	0.53%	\$1.67	\$1.67	2.1
Entertainment	cascades casino	103	1	0.97%	\$0.62	\$0.62	1.1
Entertainment	edgewater casino	260	1	0.38%	\$2.22	\$2.22	1.5

Ad Report | Vancouver Coast & Mountains

How your Ad(s) are performing

Ad Group	Ad Preview	Impressions	Clicks	CTR	Avg CPC	Cost
Last Minute Deals	Last Minute deals Your last minute travel deal in Vancouver, Coast & Mountains www.vcmcb.com	453,105	837	0.18%	\$1.21	\$1,013.42
Weekend Getaways	Weekend Getaway Enjoy a weekend of fun and relaxation for the whole family! www.vcmcb.com	281,366	291	0.10%	\$1.59	\$462.10
Entertainment	Entertainment Getaways Stay and Play at the regions well-known casinos www.vcmcb.com	146,365	223	0.15%	\$1.84	\$409.67
Romantic Getaways	Enjoy a Romantic Getaway Vancouver, Coast and Mountains more than just a view! www.vcmcb.com	184,975	174	0.09%	\$2.31	\$402.72