# KPI Tracker

## KPIs by day

Revenue ▼ 25.9% and spend ▼ 57.9% vs Oct 14 – Oct 20, 2026.

| Metric | Oct 27 | Oct 26 | Oct 25 | Oct 24 | Oct 23 | Oct 22 | Oct 21 | Total | Change | Trend |
|---|---|---|---|---|---|---|---|---|---|---|
| BUSINESS | | | | | | | | | | |
| Revenue | $71.03 | $96.96 | $48.98 | $236.74 | $12.50 | $70.43 | $28.75 | $565.39 | ▼ 25.9% | |
| ROAS | 4.78x | 4.46x | 2.80x | 9.86x | 0.63x | 3.89x | 2.33x | 4.41x | ▲ 75.9% | |
| Spend | $14.87 | $21.72 | $17.48 | $24.01 | $19.74 | $18.11 | $12.36 | $128.28 | ▼ 57.9% | |
| Revenue per conversion | $35.52 | $48.48 | $48.98 | $47.35 | $12.50 | $23.48 | $28.75 | $37.69 | ▼ 6.2% | |
| CONVERSION | | | | | | | | | | |
| Conversions | 2 | 2 | 1 | 5 | 1 | 3 | 1 | 15 | ▼ 21.1% | |
| Cost per conversion | $7.44 | $10.86 | $17.48 | $4.80 | $19.74 | $6.04 | $12.35 | $8.55 | ▼ 46.7% | |
| Conversion rate | 2.94% | 2.20% | 1.39% | 5.95% | 1.27% | 3.66% | 1.32% | 2.72% | ▲ 0.7 pp | |
| ENGAGEMENT | | | | | | | | | | |
| Clicks | 68 | 91 | 72 | 84 | 79 | 82 | 76 | 552 | ▼ 40.6% | |
| CTR | 4.42% | 6.01% | 5.30% | 6.69% | 5.40% | 5.65% | 5.30% | 5.51% | ▲ 0.4 pp | |
| CPC | $0.22 | $0.24 | $0.24 | $0.29 | $0.25 | $0.22 | $0.16 | $0.23 | ▼ 29.1% | |
| VISIBILITY | | | | | | | | | | |
| Impressions | 1,538 | 1,514 | 1,359 | 1,255 | 1,464 | 1,452 | 1,434 | 10,016 | ▼ 45.0% | |
| CPM | $9.67 | $14.35 | $12.86 | $19.13 | $13.48 | $12.47 | $8.61 | $12.81 | ▼ 23.4% | |

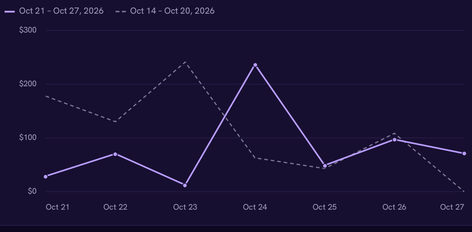
# Campaign performance

| Revenue | ROAS | Conversions | Cost per conversion | Spend |
|---|---|---|---|---|
| $565.39 | 4.41x | 15 | $8.55 | $128.28 |
| ▼ 25.9% | ▲ 75.9% | ▼ 21.1% | ▼ 46.7% | ▼ 57.9% |

## Revenue by day

Revenue | Cumulative

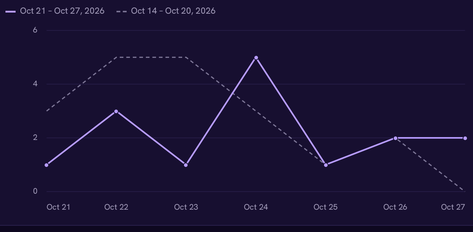
Revenue $565.39 for the period (▼ 25.9% vs Oct 14 – Oct 20, 2026); highest day Sat, Oct 24, 2026 at $236.74.




## Conversions by day

Conversions | Cumulative

Conversions 15 for the period (▼ 21.1% vs Oct 14 – Oct 20, 2026); highest day Sat, Oct 24, 2026 at 5.




## Performance by campaign

Campaign SZ9H takes 92% of spend across 2 campaigns.

| Campaign | Type | Revenue | ROAS | Spend | Conversions | Cost per conversion | Conversion rate | Clicks | CTR | CPC | Impressions |
|---|---|---|---|---|---|---|---|---|---|---|---|
| Campaign SZ9H | Search & content | $296.61<br>▼ 36.2% | 2.75x<br>▲ 39.5% | $107.89<br>▼ 54.3% | 7<br>▼ 36.4% | $15.41<br>▼ 28.2% | 1.63%<br>▲ 0.3 pp | 429<br>▼ 47.3% | 4.97%<br>▲ 0.2 pp | $0.25<br>▼ 13.3% | 8,638<br>▼ 49.9% |
| Campaign AETP | Search & content | $197.75<br>▼ 33.6% | 20.16x<br>▲ 365% | $9.81<br>▼ 85.7% | 6<br>▼ 25.0% | $1.64<br>▼ 80.9% | 6.74%<br>▼ 0.2 pp | 89<br>▼ 22.6% | 11.66%<br>▼ 0.3 pp | $0.11<br>▼ 81.8% | 763<br>▼ 20.5% |
| Total | | $494.36<br>▼ 35.2% | 4.20x<br>▲ 67.7% | $117.70<br>▼ 61.4% | 13<br>▼ 31.6% | $9.05<br>▼ 43.5% | 2.51%<br>▲ 0.5 pp | 518<br>▼ 44.2% | 5.51%<br>▲ 0.4 pp | $0.23<br>▼ 30.7% | 9,401<br>▼ 48.4% |

## Performance by keyword

42 of the top 50 keywords by spend had no conversions ($84.77, 69% of their spend); the top keyword by spend, Keyword U14A, brings 0% of their conversions.

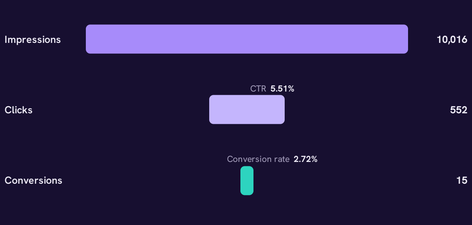
| Keyword | Revenue | ROAS | Spend | Conversions | Cost per conversion | Conversion rate | Clicks | CTR | CPC | Impressions |
|---|---|---|---|---|---|---|---|---|---|---|
| Keyword U14A | $0.00<br>▼ 100% | 0.00x<br>▼ 100% | $19.15<br>▼ 31.0% | 0<br>▼ 100% | —<br>— | 0.00%<br>▼ 2.3 pp | 70<br>▼ 18.6% | 6.95%<br>▲ 1.2 pp | $0.27<br>▼ 15.2% | 1,007<br>▼ 32.5% |
| Keyword K6EP | $109.95<br>▼ 30.4% | 10.61x<br>▲ 84.5% | $10.36<br>▼ 62.3% | 1<br>▼ 66.7% | $10.36<br>▲ 13.2% | 2.00%<br>▼ 0.8 pp | 50<br>▼ 54.1% | 4.71%<br>▼ 0.7 pp | $0.21<br>▼ 17.7% | 1,062<br>▼ 47.6% |
| Keyword NUFP | $240.73<br>▼ 19.2% | 24.10x<br>▲ 455% | $9.99<br>▼ 85.5% | 7<br>▼ 12.5% | $1.43<br>▼ 83.4% | 7.61%<br>▲ 0.7 pp | 92<br>▼ 20.0% | 11.86%<br>▼ 0.1 pp | $0.11<br>▼ 81.8% | 776<br>▼ 19.2% |
| Keyword D9PO | $0.00<br>— | 0.00x<br>— | $9.12<br>▼ 10.1% | 0<br>— | —<br>— | 0.00%<br>0.0 pp | 29<br>▲ 11.5% | 7.02%<br>▲ 0.6 pp | $0.31<br>▼ 19.4% | 413<br>▲ 2.5% |
| Keyword RK17 | $0.00<br>— | 0.00x<br>— | $8.37<br>▼ 3.6% | 0<br>— | —<br>— | 0.00%<br>0.0 pp | 20<br>0.0% | 3.59%<br>▲ 0.8 pp | $0.42<br>▼ 3.6% | 557<br>▼ 23.2% |
| Keyword UABR | $45.95<br>— | 7.79x<br>— | $5.90<br>▲ 108% | 1<br>— | $5.90<br>— | 5.00%<br>▲ 5.0 pp | 20<br>▲ 66.7% | 5.31%<br>▲ 3.0 pp | $0.29<br>▲ 24.6% | 377<br>▼ 26.5% |
| Keyword QBEE | $48.98<br>— | 9.64x<br>— | $5.08<br>▼ 5.6% | 1<br>— | $5.08<br>— | 3.70%<br>▲ 3.7 pp | 27<br>▼ 25.0% | 4.21%<br>▲ 0.3 pp | $0.19<br>▲ 25.9% | 642<br>▼ 30.8% |
| Keyword 6OBK | $0.00<br>— | 0.00x<br>— | $4.68<br>▲ 100% | 0<br>— | —<br>— | 0.00%<br>0.0 pp | 15<br>▲ 114% | 8.98%<br>▲ 5.3 pp | $0.31<br>▼ 6.7% | 167<br>▼ 11.6% |
| Keyword W4QQ | $0.00<br>— | 0.00x<br>— | $4.65<br>▼ 46.9% | 0<br>— | —<br>— | 0.00%<br>0.0 pp | 14<br>▼ 33.3% | 5.34%<br>▲ 1.1 pp | $0.33<br>▼ 20.4% | 262<br>▼ 46.7% |
| Keyword BX87 | $47.99<br>— | 12.94x<br>— | $3.71<br>▼ 10.2% | 1<br>— | $3.71<br>— | 10.00%<br>▲ 10.0 pp | 10<br>▼ 16.7% | 6.17%<br>▲ 2.1 pp | $0.37<br>▲ 7.8% | 162<br>▼ 45.3% |

# Funnel analysis

| Conversions | Conversion rate | Clicks | CTR | Impressions |
|---|---|---|---|---|
| 15 | 2.72% | 552 | 5.51% | 10K |
| ▼ 21.1% | ▲ 0.7 pp | ▼ 40.6% | ▲ 0.4 pp | ▼ 45.0% |

## Funnel: impressions to conversions

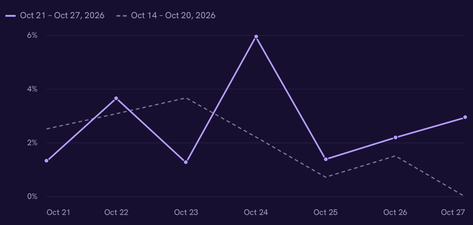
5.51% of impressions became clicks and 2.72% of clicks became conversions (conversion rate ▲ 0.7 pp vs Oct 14 – Oct 20, 2026).




## Conversion rate by day

Conversion rate | Cumulative

Conversion rate 2.72% for the period (▲ 0.7 pp vs Oct 14 – Oct 20, 2026); highest day Sat, Oct 24, 2026 at 5.95%.




## Funnel by device

Smartphone brings 60% of conversions at a 2.54% conversion rate.

| Device | Conversions | Conversion rate | Cost per conversion | Clicks | CTR | CPC | Impressions | Spend |
|---|---|---|---|---|---|---|---|---|
| Smartphone | 9<br>▼ 35.7% | 2.54%<br>0.0 pp | $11.20<br>▲ 1.0% | 355<br>▼ 34.7% | 6.29%<br>▼ 0.2 pp | $0.28<br>▼ 0.5% | 5,646<br>▼ 32.8% | $100.80<br>▼ 35.1% |
| Computer | 6<br>▲ 20.0% | 3.05%<br>▲ 1.7 pp | $4.58<br>▼ 84.0% | 197<br>▼ 46.8% | 4.51%<br>▲ 0.5 pp | $0.14<br>▼ 63.9% | 4,370<br>▼ 53.2% | $27.48<br>▼ 80.8% |
| Total | 15<br>▼ 21.1% | 2.72%<br>▲ 0.7 pp | $8.55<br>▼ 46.7% | 552<br>▼ 40.6% | 5.51%<br>▲ 0.4 pp | $0.23<br>▼ 29.1% | 10,016<br>▼ 45.0% | $128.28<br>▼ 57.9% |

## Conversions by network

Conversions

Microsoft sites and select traffic brings 100% of conversions.

