

## Results

Form Submissions <b>4</b>	Phone Calls <b>210</b>	Cost per Conversion <b>\$22.90</b>
Contact Page Views <b>47</b>	Website Visits <b>1,454</b> ↑ 8.2%	Conversion Rate <b>31.6%</b> ↑ 39.9%

## Performance Metrics

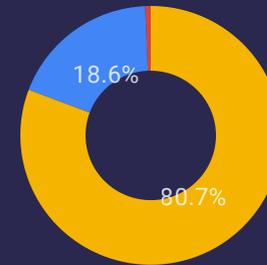
Impressions <b>19,345</b> ↓ -3.0%	Clicks <b>672</b> ↑ 6.3%	Cost <b>\$4,901.24</b> ↑ 4.7%
Top of Page <b>10.0%</b> 0.0%	Cost per Click <b>\$7.29</b> ↑ 11.7%	Click Through Rate <b>3.5%</b> ↓ -3.4%

## Top Keywords

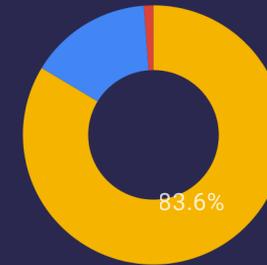
Top Keywords	Clicks ▾	Cost	CPC
plumber near me	36	\$488.3	\$13.56
plumbing repair toronto	28	\$656.34	\$23.44
repair plumbers near me	18	\$278.32	\$15.46
plumbers toronto	14	\$363.18	\$25.94
plumber north york toronto	10	\$216.15	\$21.61
plumber leslievill	7	\$178.01	\$25.43
plumbing contractors toronto	7	\$120.79	\$17.26
plumbing services	6	\$81.83	\$13.64
tree roots in sewer line	6	\$48.5	\$8.08
water proofing basement	5	\$59.46	\$11.89
emergency plumber toronto	4	\$131.52	\$32.88
best plumbers near me	4	\$72.94	\$18.23
plumbing repair	4	\$63.76	\$15.94

## Device Breakdown

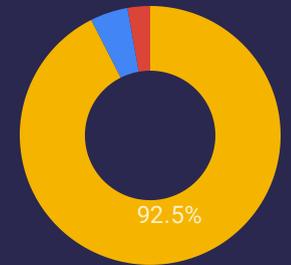
● Mobile ● Computer ● Tablet



Impressions



Clicks



Conversions

## Campaign Breakdown

Campaign	Clicks	CPC	Cost ▾
General Plumbing Search Campaign - 12-...	216	\$17.03	\$3,678.25
Drain/Sump Pump Search Campaign - 12-...	40	\$15.2	\$607.8
Waterproofing Search Campaign - 12-2023	23	\$10.88	\$250.35
Performance Max Campaign - 12-2023	201	\$0.76	\$153.33
Moen Display Campaign 07-2025	146	\$0.83	\$121.48
Dynamic Campaign - 12-2023	46	\$1.96	\$90.04

## Month Over Month Performance

Month ▲	August	September	October	November
Clicks	931	887	749	672
Impressions	27,481	22,129	20,691	19,345
Avg. CPC	\$6	\$5.57	\$6.56	\$7.29
CTR	3.39%	4.01%	3.62%	3.47%
Conversion Rate	20.82%	23.23%	21.5%	31.02%

## Daily Performance

