



Paid Ads 7-Day Comparison

Sure, numbers with green symbols next to them always look positive, but can you see what makes them **REALLY** good?... Check out the *phone-call stats*. That my friends is a result of **productive communication between client and marketer**.

Client: Phone calls are more valuable to us.

Marketer: Watch this.

Cost

↓ 1.41%

Impressions

↑ 7.04%

Clicks

↑ 4.18%

CPC

↓ 11.12%

Conv. Rate

↑ 0.67%

Conv. Cost

↓ 11.72%

Conversions **UP** 4.88%

Cost per phone call **DOWN 64.39%**

BGD **DOWN 50%**

Calls from ads **UP 175%**

Phone calls **DOWN 4.5%**

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