



Create



Campaigns



Goals



Tools



Billing



Admin

Overview

Recommendations

Insights and reports

Campaigns

Assets

Audiences, keywords, and content

Change history

View (2 filters)
All campaigns

Campaigns (13)
Select a campaign

Filters

Campaign status: All

Ad group status: All

Add filter



Save

Overview

Custom

Jul 25, 2024 – Apr 30, 2025



Show last 30 days

+ New campaign

Download

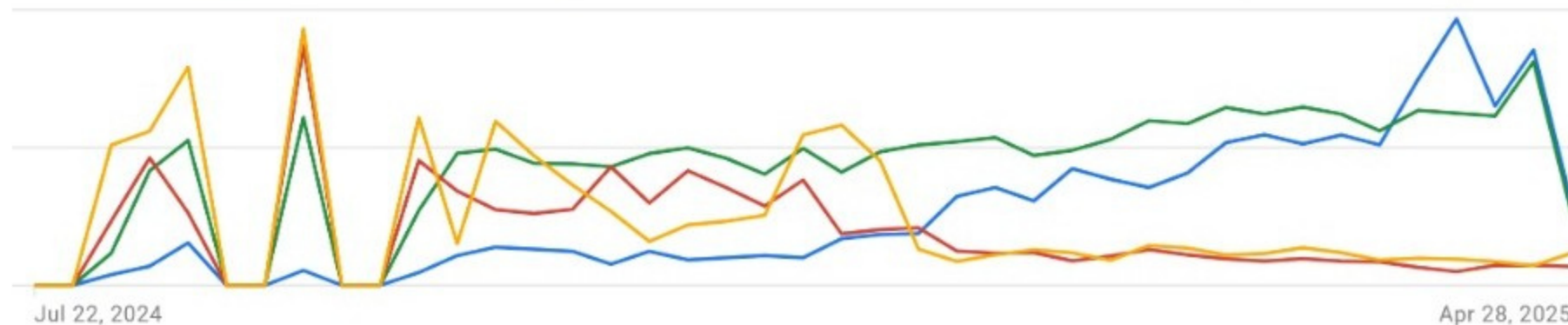
Feedback

Conversions
1.39K

Cost / conv.
dh63.74

Avg. CPC
dh1.62

Cost
dh88.7K



Month ↑	Clicks ▼	Impr. ▼	CTR ▼	Avg. CPC ▼	Cost ▼	Conversions ▼	Cost / conv. ▼	Conv. rate ▼
July 2024	0	0	0.00%	AED0.00	AED0.00	0.00	AED0.00	0.00%
August 2024	744	4,885	15.23%	AED7.11	AED5,289.95	34.00	AED155.59	4.57%
September 2024	299	2,957	10.11%	AED10.23	AED3,060.24	7.00	AED437.18	2.34%
October 2024	2,715	213,740	1.27%	AED3.55	AED9,637.70	66.00	AED146.03	0.60%
November 2024	4,196	611,835	0.69%	AED2.41	AED10,105.07	56.00	AED180.45	1.04%
December 2024	2,267	235,376	0.96%	AED4.46	AED10,099.79	78.00	AED129.48	0.83%
January 2025	9,323	474,271	1.97%	AED1.19	AED11,130.41	182.33	AED61.05	1.03%
February 2025	9,022	676,210	1.33%	AED1.28	AED11,569.22	218.44	AED52.96	1.57%
March 2025	11,018	643,156	1.71%	AED1.23	AED13,497.08	300.92	AED44.85	2.71%
April 2025	15,005	803,701	1.87%	AED0.95	AED14,286.96	448.60	AED31.85	2.99%
Total	54,589	3,666,131	1.49%	AED1.62	AED88,676.42	1,391.29	AED63.74	1.65%