

Author: [Zeyuan Gu](#), CEO of [Adzviser](#)

Definitions

- Recognized metrics¹: cost, cpv, impressions, clicks, ctr, cpc, cpm, conversion, conversion_rate, roas, return, interactions, interaction_rate, campaign_budget, search impression share, performance²
- Recognized views: campaign, ad groups, ad, keywords, search terms, audience, age_range, location
- Recognized breakdowns: day, week, month, quarter, year, device
- Time range³: this year, this month, last week, last month, from x-date to y-date, yesterday, 3 days ago, etc.
- Recognized superlative: highest, lowest, best, etc.
- Recognized conditional filtering: Recognized metrics {>, =, >=, <=, greater than, less than, equal} {number}

Examples

- Top performing campaign this week
- What is the cost last week
- What is the conversion rate, conversion, cpc, search impression share of my campaigns?
- What is the cpm of campaigns last month
- What is the ctr of xxx(campaign_name) campaign from Jan 1st to Jan 20th?
- How much did I spend on each of my ad groups this week?
- Compare imps this week vs last week (bar chart visualization )
- Daily cost of last September and last October (line chart visualization )
- Monthly/weekly search impression share for the last 12 month (bar chart visualization )
- Which keyword had the highest cpc?
- Which search term generated the lowest conversion rate?
- Campaign device breakdown
- Which audience did I spend the most in the past month?
- Which ad has the highest click through rate?
- Show me all the pmax campaigns
- What ads have spent more than 50?

¹ Synonyms are left out from the list for space-saving and readability. For example, “How much did I spend last month” is semantically interpreted as identical to “cost last month” by Adzviser.

² Performance is expanded to cpm, cpc, and cpa.

³ By default, if you don't specify time range, adzviser returns you the stats in the past 7 days