

Campaign report												
04 June 2018 - 12 June 2018												
Campaign	Campaign	Budget na	Budget	Budget ty	Status	Bid strate	Campaign	Clicks	Impr.	CTR	Avg. CPC	Cost
Paused	Campaign --		\$2.00	Daily	Paused	Maximise	Search	152	1,734	8.77%	\$0.01	\$1.52
Total: Campaigns								152	1,734			
Total: Account								152	1,734			
Total: Search												
							Search	152	1,734			

Targeted location report						
04 June 2018 - 12 June 2018						
Location	Bid adj.	Clicks	Impr.	CTR	Avg. CPC	Cost
India	--	152	1,734	8.77%	\$0.01	\$1.52
Total: Locations		152	1,734	8.77%	\$0.01	\$1.52
Total: Account		152	1,734	8.77%	\$0.01	\$1.52

04 June 2018 - 12 June 2018									
Demographic	Age	Ad group	Status	Bid adj.	Clicks	Impr.	CTR	Avg. CPC	Cost
Enabled	25 - 34	Signal ad	Campaign	--	21	197	10.66%	\$0.01	\$0.21
Enabled	18 - 24	Signal ad	Campaign	--	53	512	10.35%	\$0.01	\$0.53
Enabled	55 - 64	Signal ad	Campaign	--	0	7	0.00%	0	\$0.00
Enabled	65+	Signal ad	Campaign	--	2	12	16.67%	\$0.01	\$0.02
Enabled	Unknown	Signal ad	Campaign	--	72	905	7.96%	\$0.01	\$0.72
Enabled	45 - 54	Signal ad	Campaign	--	1	19	5.26%	\$0.01	\$0.01
Enabled	35 - 44	Signal ad	Campaign	--	3	82	3.66%	\$0.01	\$0.03
Total: Ages					152	1,734	8.77%	\$0.01	\$1.52
Total: Account					152	1,734	8.77%	\$0.01	\$1.52

Search terms report								
04 June 2018 - 12 June 2018								
Search term	Match type	Added/Excluded	Ad group	Clicks	Impr.	CTR	Avg. CPC	Cost
install app	Broad match	None	Signal ad	1	1	100.00%	\$0.01	\$0.01
all apps	Broad match	None	Signal ad	1	1	100.00%	\$0.01	\$0.01
http down	Broad match	None	Signal ad	1	1	100.00%	\$0.01	\$0.01
message s	Broad match	None	Signal ad	1	2	50.00%	\$0.01	0
free apps	Broad match	None	Signal ad	2	1	200.00%	\$0.01	\$0.02
whatsapp	Broad match	None	Signal ad	1	1	100.00%	\$0.01	\$0.01
messenge	Broad match	None	Signal ad	2	12	16.67%	\$0.01	\$0.02
apps dow	Broad match	None	Signal ad	1	1	100.00%	\$0.01	\$0.01
www mes	Broad match	None	Signal ad	1	2	50.00%	\$0.01	\$0.01
messenge	Broad match	None	Signal ad	1	1	100.00%	\$0.01	\$0.01
1rqwyvnm	Broad match	None	Signal ad	1	1	100.00%	\$0.01	\$0.01
whatsapp	Broad match	None	Signal ad	1	1	100.00%	\$0.01	\$0.01
messenge	Broad match	None	Signal ad	1	1	100.00%	\$0.01	\$0.01
esa koi v a	Broad match	None	Signal ad	1	1	100.00%	\$0.01	\$0.01
browserlir	Broad match	None	Signal ad	1	1	100.00%	\$0.01	\$0.01
https chat	Broad match	None	Signal ad	1	1	100.00%	\$0.01	\$0.01
messenge	Broad match	None	Signal ad	1	3	33.33%	\$0.01	\$0.01
browser li	Broad match	None	Signal ad	1	1	100.00%	\$0.01	\$0.01
apps dow	Broad match	None	Signal ad	6	42	14.29%	\$0.01	\$0.06
messenge	Phrase match	None	Signal ad	1	1	100.00%	\$0.01	\$0.01
www app	Broad match	None	Signal ad	1	1	100.00%	\$0.01	\$0.01
whatsapp	Broad match	None	Signal ad	1	2	50.00%	\$0.01	\$0.01
massenge	Broad match	None	Signal ad	2	3	66.67%	\$0.01	\$0.02
messagne	Broad match	None	Signal ad	2	2	100.00%	\$0.01	\$0.02
w app	Broad match	None	Signal ad	1	5	20.00%	\$0.01	\$0.01
imoxvidec	Broad match	None	Signal ad	1	1	100.00%	\$0.01	\$0.01
sexy videc	Broad match	None	Signal ad	1	1	100.00%	\$0.01	\$0.01
messenge	Exact match	Added	Signal ad	3	7	42.86%	\$0.01	\$0.03
apps what	Broad match	None	Signal ad	1	1	100.00%	\$0.01	\$0.01
https fb c	Broad match	None	Signal ad	1	1	100.00%	\$0.01	\$0.01
messenge	Phrase match	None	Signal ad	1	1	100.00%	\$0.01	\$0.01
messenge	Broad match	None	Signal ad	1	1	100.00%	\$0.01	\$0.01
app bajar	Broad match	None	Signal ad	1	1	100.00%	\$0.01	\$0.01
whatsapp	Broad match	None	Signal ad	1	1	100.00%	\$0.01	\$0.01
messenge	Broad match	None	Signal ad	1	1	100.00%	\$0.01	\$0.01
cg wechat	Broad match	None	Signal ad	1	1	100.00%	\$0.01	\$0.01
browserlir	Broad match	None	Signal ad	1	1	100.00%	\$0.01	\$0.01
mesijnar c	Broad match	None	Signal ad	3	2	150.00%	\$0.01	\$0.03
https ww	Broad match	None	Signal ad	1	1	100.00%	\$0.01	\$0.01
इस पेज को	Broad match	None	Signal ad	2	1	200.00%	\$0.01	\$0.02
whatsapp	Broad match	None	Signal ad	3	10	30.00%	\$0.01	\$0.03

apps down	Broad ma	None	Signal ad	1	1	100.00%	\$0.01	\$0.01
facebook	Broad ma	None	Signal ad	1	1	100.00%	\$0.01	\$0.01
facebook	Broad ma	None	Signal ad	3	4	75.00%	\$0.01	\$0.03
www wha	Broad ma	None	Signal ad	1	1	100.00%	\$0.01	\$0.01
apps mess	Broad ma	None	Signal ad	1	1	100.00%	\$0.01	\$0.01
free down	Broad ma	None	Signal ad	1	1	100.00%	\$0.01	\$0.01
apps all	Broad ma	None	Signal ad	1	5	20.00%	\$0.01	\$0.01
facebook	Broad ma	None	Signal ad	3	28	10.71%	\$0.01	\$0.03
massanga	Broad ma	None	Signal ad	1	1	100.00%	\$0.01	\$0.01
masssjar a	Broad ma	None	Signal ad	1	1	100.00%	\$0.01	\$0.01
jio store n	Broad ma	None	Signal ad	1	1	100.00%	\$0.01	\$0.01
free app	Broad ma	None	Signal ad	2	6	33.33%	\$0.01	\$0.02
massenge	Broad ma	None	Signal ad	1	1	100.00%	\$0.01	\$0.01
whatsapp	Broad ma	None	Signal ad	1	1	100.00%	\$0.01	\$0.01
uninstall r	Broad ma	None	Signal ad	1	1	100.00%	\$0.01	\$0.01
facebook	Broad ma	None	Signal ad	4	18	22.22%	\$0.01	\$0.04
content d	Broad ma	None	Signal ad	1	1	100.00%	\$0.01	\$0.01
paleswara	Broad ma	None	Signal ad	1	1	100.00%	\$0.01	\$0.01
skypeindi	Broad ma	None	Signal ad	1	1	100.00%	\$0.01	\$0.01
signal app	Broad ma	None	Signal ad	1	1	100.00%	\$0.01	\$0.01
messenge	Broad ma	None	Signal ad	3	2	150.00%	\$0.01	\$0.03
no apps	Broad ma	None	Signal ad	1	1	100.00%	\$0.01	\$0.01
youtube n	Broad ma	None	Signal ad	1	1	100.00%	\$0.01	\$0.01
messenge	Broad ma	None	Signal ad	3	4	75.00%	\$0.01	\$0.03
imo sex vi	Broad ma	None	Signal ad	2	1	200.00%	\$0.01	\$0.02
download	Broad ma	None	Signal ad	1	1	100.00%	\$0.01	\$0.01
login mes	Broad ma	None	Signal ad	1	3	33.33%	\$0.01	\$0.01
jio new ap	Broad ma	None	Signal ad	1	1	100.00%	\$0.01	\$0.01
massngar	Broad ma	None	Signal ad	1	1	100.00%	\$0.01	\$0.01
messenge	Broad ma	None	Signal ad	4	18	22.22%	\$0.01	\$0.04
bengali m	Broad ma	None	Signal ad	1	1	100.00%	\$0.01	\$0.01
messegin	Broad ma	None	Signal ad	1	2	50.00%	\$0.01	\$0.01
एक्शन ऐप्	Broad ma	None	Signal ad	1	1	100.00%	\$0.01	\$0.01
app bazaa	Broad ma	None	Signal ad	1	1	100.00%	\$0.01	\$0.01
messenge	Broad ma	None	Signal ad	2	2	100.00%	\$0.01	\$0.02
download	Broad ma	None	Signal ad	1	4	25.00%	\$0.01	\$0.01
whatsapp	Broad ma	None	Signal ad	2	3	66.67%	\$0.01	\$0.02
facebook	Broad ma	None	Signal ad	2	6	33.33%	\$0.01	\$0.02
whatsapp	Broad ma	None	Signal ad	1	1	100.00%	\$0.01	\$0.01
messenge	Broad ma	None	Signal ad	1	1	100.00%	\$0.01	\$0.01
messenge	Broad ma	None	Signal ad	4	8	50.00%	\$0.01	\$0.04
messenge	Exact mat	None	Signal ad	1	3	33.33%	\$0.01	\$0.01
jio masses	Broad ma	None	Signal ad	1	1	100.00%	\$0.01	\$0.01

free privat	Broad ma	None	Signal ad	1	1	100.00%	\$0.01	\$0.01
messenge	Exact mat	Added	Signal ad	1	1	100.00%	\$0.01	\$0.01
4 imege li	Phrase ma	None	Signal ad	1	1	100.00%	\$0.01	\$0.01
jio masser	Broad ma	None	Signal ad	1	1	100.00%	\$0.01	\$0.01
what apps	Broad ma	None	Signal ad	3	3	100.00%	\$0.01	\$0.03
whatsapp	Broad ma	None	Signal ad	2	1	200.00%	\$0.01	\$0.02
apps insta	Broad ma	None	Signal ad	1	4	25.00%	\$0.01	\$0.01
Total: Search Terms				132	276	47.83%	\$0.01	\$1.32
Total: Account				152	1,734	8.77%	\$0.01	\$1.52

Search keyword report											
04 June 2018 - 12 June 2018											
Keyword status	Keyword	Ad group	Status	Max. CPC	Policy details	Final URL	Clicks	Impr.	CTR	Avg. CPC	Cost
Enabled	skype free	Signal ad group	Campaign pause	\$0.01	Approved		1	17	5.88%	\$0.01	\$0.01
Enabled	skype call	Signal ad group	Campaign pause	\$0.01	Approved		0	2	0.00%	0	\$0.00
Enabled	imo application	Signal ad group	Campaign pause	\$0.01	Approved		0	6	0.00%	0	\$0.00
Enabled	imo mobile	Signal ad group	Campaign pause	\$0.01	Approved		0	3	0.00%	0	\$0.00
Enabled	texting apps	Signal ad group	Campaign pause	\$0.01	Approved		0	7	0.00%	0	\$0.00
Enabled	chatting apps	Signal ad group	Campaign pause	\$0.01	Approved		1	40	2.50%	\$0.01	\$0.01
Enabled	line	Signal ad group	Campaign pause	\$0.01	Approved		5	68	7.35%	\$0.01	\$0.05
Enabled	skype app	Signal ad group	Campaign pause	\$0.01	Approved		0	2	0.00%	0	\$0.00
Enabled	messenger free c	Signal ad group	Campaign pause	\$0.01	Approved		5	41	12.20%	\$0.01	\$0.05
Enabled	message app	Signal ad group	Campaign pause	\$0.01	Approved		14	160	8.75%	\$0.01	\$0.14
Enabled	hide messages a	Signal ad group	Campaign pause	\$0.01	Approved		0	0	--	0	\$0.00
Enabled	viber download	Signal ad group	Campaign pause	\$0.01	Approved		0	2	0.00%	0	\$0.00
Enabled	facebook messer	Signal ad group	Campaign pause	\$0.01	Approved		17	172	9.88%	\$0.01	\$0.17
Enabled	encryption app	Signal ad group	Campaign pause	\$0.01	Approved		0	1	0.00%	0	\$0.00
Enabled	chat messenger	Signal ad group	Campaign pause	\$0.01	Approved		0	2	0.00%	0	\$0.00
Enabled	messages app dc	Signal ad group	Campaign pause	\$0.01	Approved		3	15	20.00%	\$0.01	\$0.03
Enabled	imo app	Signal ad group	Campaign pause	\$0.01	Approved		1	5	20.00%	\$0.01	\$0.01
Enabled	messages downl	Signal ad group	Campaign pause	\$0.01	Approved		2	27	7.41%	\$0.01	\$0.02
Enabled	messenger down	Signal ad group	Campaign pause	\$0.01	Approved		9	153	5.88%	\$0.01	\$0.09
Enabled	sms app	Signal ad group	Campaign pause	\$0.01	Approved		1	23	4.35%	\$0.01	\$0.01
Enabled	viber app	Signal ad group	Campaign pause	\$0.01	Approved		0	2	0.00%	0	\$0.00
Enabled	android message	Signal ad group	Campaign pause	\$0.01	Approved		1	8	12.50%	\$0.01	\$0.01
Enabled	android message	Signal ad group	Campaign pause	\$0.01	Approved		0	0	--	0	\$0.00
Enabled	private call app	Signal ad group	Campaign pause	\$0.01	Approved		0	7	0.00%	0	\$0.00
Enabled	imo video	Signal ad group	Campaign pause	\$0.01	Approved		3	33	9.09%	\$0.01	\$0.03
Enabled	secure call	Signal ad group	Campaign pause	\$0.01	Approved		0	2	0.00%	0	\$0.00
Enabled	fb messenger	Signal ad group	Campaign pause	\$0.01	Approved		6	81	7.41%	\$0.01	\$0.06
Enabled	android apps do	Signal ad group	Campaign pause	\$0.01	Approved		29	279	10.39%	\$0.01	\$0.29
Enabled	free messaging a	Signal ad group	Campaign pause	\$0.01	Approved		0	3	0.00%	0	\$0.00
Enabled	free messenger	Signal ad group	Campaign pause	\$0.01	Approved		2	31	6.45%	\$0.01	\$0.02
Enabled	messaging apps f	Signal ad group	Campaign pause	\$0.01	Approved		0	1	0.00%	0	\$0.00
Enabled	iphone messagin	Signal ad group	Campaign pause	\$0.01	Approved		0	0	--	0	\$0.00
Enabled	best private chat	Signal ad group	Campaign pause	\$0.01	Approved		0	0	--	0	\$0.00
Enabled	what is messeng	Signal ad group	Campaign pause	\$0.01	Approved		7	41	17.07%	\$0.01	\$0.07
Enabled	imo chat	Signal ad group	Campaign pause	\$0.01	Approved		1	15	6.67%	\$0.01	\$0.01
Enabled	text messaging a	Signal ad group	Campaign pause	\$0.01	Approved		1	11	9.09%	\$0.01	\$0.01
Enabled	sms app downlo	Signal ad group	Campaign pause	\$0.01	Approved		1	8	12.50%	\$0.01	\$0.01
Enabled	telegram app	Signal ad group	Campaign pause	\$0.01	Approved		1	43	2.33%	\$0.01	\$0.01
Enabled	line free calls & r	Signal ad group	Campaign pause	\$0.01	Approved		0	0	--	0	\$0.00
Enabled	messenger down	Signal ad group	Campaign pause	\$0.01	Approved		13	104	12.50%	\$0.01	\$0.13
Enabled	messenger app	Signal ad group	Campaign pause	\$0.01	Approved		14	187	7.49%	\$0.01	\$0.14
Enabled	free sms app	Signal ad group	Campaign pause	\$0.01	Approved		0	5	0.00%	0	\$0.00
Enabled	messengers app	Signal ad group	Campaign pause	\$0.01	Approved		9	101	8.91%	\$0.01	\$0.09
Enabled	messenger app d	Signal ad group	Campaign pause	\$0.01	Approved		0	1	0.00%	0	\$0.00
Enabled	imo call	Signal ad group	Campaign pause	\$0.01	Approved		3	8	37.50%	\$0.01	\$0.03
Enabled	imo messenger	Signal ad group	Campaign pause	\$0.01	Approved		0	12	0.00%	0	\$0.00
Enabled	wechat app	Signal ad group	Campaign pause	\$0.01	Approved		2	5	40.00%	\$0.01	\$0.02
Enabled	download viber f	Signal ad group	Campaign pause	\$0.01	Approved		0	0	--	0	\$0.00
Total: All but removed keywords							152	1,734	8.77%	\$0.01	\$1.52
Total: Search keywords on display network							0	0	--	0	\$0.00
Total: Account							152	1,734	8.77%	\$0.01	\$1.52

Landing page report									
04 June 2018 - 12 June 2018									
Landing p	Campaign	Ad group	Mobile-fri	Valid AMP	Clicks	Impr.	CTR	Avg. CPC	Cost
https://sig	Campaign	Signal ad g	100.00%	--	152	1,734	8.77%	\$0.01	\$1.52
Total: Landing pages			100.00%	--	152	1,734	8.77%	\$0.01	\$1.52
Total: Account			100.00%	--	152	1,734	8.77%	\$0.01	\$1.52
Total: Search			100.00%	--	152	1,734	8.77%	\$0.01	\$1.52

Device report										
04 June 2018 - 12 June 2018										
Device	Level	Campaign	Ad group	Bid adj.	Ad group	Clicks	Impr.	CTR	Avg. CPC	Cost
Computer	Campaign	Campaign	--	--	None	0	5	0.00%	0	\$0.00
Mobile Ph	Campaign	Campaign	--	--	None	151	1,708	8.84%	\$0.01	\$1.51
Tablets	Campaign	Campaign	--	--	None	1	21	4.76%	\$0.01	\$0.01
Total: Account						152	1,736	8.77%	\$0.01	\$1.52