

## PPC - MEASURING RESULTS

[http://www.tutorialspoint.com/pay\\_per\\_click/ppc\\_measuring\\_results.htm](http://www.tutorialspoint.com/pay_per_click/ppc_measuring_results.htm)

Copyright © tutorialspoint.com

It is very important to measure the success of your PPC ad. To improve an existing PPC ad further, it is vital to analyze its ROI, conversion rate, and the problems incurred.

Even if an existing ad is doing well in terms of conversion rate and generating ROI, there is always a room for improvement. To improve an ad in the right direction and elevate its ROI, it is necessary to measure the success of the launched ad.

The following metrics can be used to confirm the success of your ad:

Metric	Description	Value
%Served	How often your ad was served in contrast to other similar ads in the same ad group.	
Average Cost per Click <i>CPC</i>	Total Cost / Total number of clicks	The lower, the better.
Average Position	How high in the results page is your ad showing.	1 is the highest.
Bounce Rate	The percentage of visitors who leave to navigate the website after visiting one page.	The higher, the poorer.
Clicks	The number of times a visitor clicks your ad.	The more, the better.
Click-Through-Rate <i>CTR</i>	The percentage of clicks divided by Impressions.	The higher, the better.
Conversions	The number of times a visitor clicks on the ad and completes an action you defined as a conversion within a specific period of time.	The more, the better.
Impression Share	The percentage of the total number of times your ad could have been shown versus the actual number of times it was shown.	
Impressions	The number of times your ad was displayed on the search results page.	The more, the better.
Quality Score	Relevance of the keyword, ad, and landing page combined, which affects your CPC.	The higher, the better.
ROI	$Return - Investment \times 100$	The more, the better.