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Ecuador

Campaign 1 and Campaign 2

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Campaign 1 spent $47.77 for 1,661 clicks and 632 conversions. Campaign 2 is experimental, redirects, and targets mainstream keywords with very high search volume. It spent $1.17 for 96 clicks and recorded no conversions. The two campaigns are not combined.

COST	CLICKS	IMPRESSIONS	CTR
$47.77	**1,661**	**27,744**	**5.99%**

AVG. CPC	CONV. RATE	CONVERSIONS	COST / CONV.
$0.03	**28.73%**	**632**	**$0.08**

How the account figures relate

CTR	1,661 ÷ 27,744 = 5.99%, printed 5.99%.
Avg. CPC	$47.77 ÷ 1,661 rounds to $0.03, printed $0.03.
Cost / conv.	$47.77 ÷ 632 rounds to $0.08, printed $0.08.
Conv. rate	632 ÷ 1,661 is 38.05%. The export prints 28.73%. Shown as printed.

What stands out

GENDER

Female carries the result

Female delivered 350 of 632 conversions (55.38%) at $0.06 each, on 41.72% of spend. Male took 47.75% of spend ($22.81) for 248 conversions at $0.09. Unknown gender converted far more thinly: 34 conversions from 227 clicks, at $0.15.

AGE

Volume sits in 25–34, price rises after 55

25–34 produced the most conversions, 169, at $0.06. 18–24 is the cheapest band at $0.05. 65+ has the highest printed conversion rate in the export (44.85%) and the highest age-band spend ($10.15), at $0.12 per conversion. 55–64 is the expensive band at $0.13. Unknown age is 242 clicks and only 40 conversions.

GEOGRAPHY

Guayaquil leads the cities that were listed

Guayaquil: 387 clicks, 150 conversions, $0.08, CTR 5.78%. Quito is next on volume (225 clicks, 93 conversions) with a lower CTR (4.38%) and a higher cost per conversion ($0.11). The city list sums to the export's location total, 1,035 clicks and $33.70. The account is larger by 626 clicks, $14.07, and 231 conversions. That remainder is not assigned to a city here.

SMALL SAMPLES

A few coastal cities look cheap, on little volume

Among cities with at least 5 conversions, the lowest cost per conversion is Chone ($0.02, 10 conv.), Salitre ($0.02, 5 conv.), Babahoyo ($0.03, 11 conv.), Naranjito ($0.04, 6 conv.), Puyo ($0.04, 7 conv.). Cuenca ($0.17), Esmeraldas ($0.18), and Loja ($0.40) convert thinly for the clicks they used. Treat the small cities as a watchlist. A printed conversion rate of 100% or more means the export counted more than one conversion for some clicks.

Campaign 1 · Gender

Segment	Clicks	Impr.	CTR	Avg. CPC	Cost	Conv. rate	Conv.	Cost/conv.
Female	807	12,651	6.38%	$0.02	$19.93	36.80%	350	$0.06
Male	627	11,449	5.48%	$0.04	$22.81	32.12%	248	$0.09
Unknown	227	3,644	6.23%	$0.02	$5.04	7.13%	34	$0.15
Total	**1,661**	**27,744**	**5.99%**	**$0.03**	**$47.77**	**28.73%**	**632**	**$0.08**

Campaign 1 · Age

Segment	Clicks	Impr.	CTR	Avg. CPC	Cost	Conv. rate	Conv.	Cost/conv.
18–24	202	3,485	5.80%	$0.02	$3.69	30.04%	79	$0.05
25–34	440	6,341	6.94%	$0.02	$9.69	31.83%	169	$0.06
35–44	261	4,475	5.83%	$0.03	$6.59	36.51%	115	$0.06
45–54	185	3,010	6.15%	$0.03	$5.03	38.53%	84	$0.06
55–64	158	2,942	5.37%	$0.05	$7.41	31.02%	58	$0.13
65+	173	3,462	5.00%	$0.06	$10.15	44.85%	87	$0.12
Unknown	242	4,029	6.01%	$0.02	$5.21	8.13%	40	$0.13
Total	**1,661**	**27,744**	**5.99%**	**$0.03**	**$47.77**	**28.73%**	**632**	**$0.08**

Campaign 1 · Locations

The city list matches Total: Locations on clicks, impressions, and conversions: 1,035 clicks, 18,505 impressions, $33.70, 401 conversions. That is 62.3% of account clicks and 63.4% of conversions. Printed city costs sum to $33.67.

Outside the city list, calculated from the two totals: 626 clicks, 9,239 impressions, CTR 6.78%, cost $14.07, 231 conversions, cost per conversion $0.06. These rates are calculated. They were not a row in the export.

Provinces

Rolled up from the city rows. CTR, cost per conversion, and conversions per click are calculated.

Province	Cities	Clicks	Impr.	CTR	Cost	Conv.	Cost/conv.	Conv./click
Guayas	8	468	7,567	6.18%	$14.06	185	$0.08	39.53%
Pichincha	4	233	5,242	4.44%	$10.57	99	$0.11	42.49%
Manabi	13	85	1,535	5.54%	$2.38	38	$0.06	44.71%
Los Rios	4	40	400	10.00%	$0.73	14	$0.05	35.00%
El Oro	6	33	596	5.54%	$0.71	10	$0.07	30.30%
Tungurahua	2	29	477	6.08%	$0.61	10	$0.06	34.48%
Imbabura	1	27	306	8.82%	$0.78	9	$0.09	33.33%
Chimborazo	3	21	359	5.85%	$0.81	7	$0.12	33.33%
Pastaza	1	9	93	9.68%	$0.25	7	$0.04	77.78%
Azuay	4	27	734	3.68%	$0.84	5	$0.17	18.52%
Loja	6	14	383	3.66%	$1.04	4	$0.26	28.57%
Santa Elena	3	13	170	7.65%	$0.39	4	$0.10	30.77%
Morona-Santiago	3	5	71	7.04%	$0.06	3	$0.02	60.00%
Esmeraldas	2	10	247	4.05%	$0.19	1	$0.19	10.00%
Not stated	1	8	91	8.79%	$0.04	1	$0.04	12.50%
Sucumbios	3	3	41	7.32%	$0.04	1	$0.04	33.33%
Canar	2	2	88	2.27%	$0.07	1	$0.07	50.00%
Bolivar	1	2	45	4.44%	$0.01	1	$0.01	50.00%

Province	Cities	Clicks	Impr.	CTR	Cost	Conv.	Cost/conv.	Conv./click
Zamora Chinchipe	1	1	17	5.88%	$0.04	1	$0.04	100.00%
Galapagos Province	2	4	29	13.79%	$0.05	0	—	0.00%
Cotopaxi	1	1	6	16.67%	$0.00	0	—	0.00%
Carchi	1	0	8	0.00%	$0.00	0	—	0.00%

Campaign 1 · Cities

City	Clicks	Impr.	CTR	Avg. CPC	Cost	Conv. rate	Conv.	Cost/conv.
Guayaquil, Guayas	387	6,695	5.78%	$0.03	$12.15	28.90%	150	$0.08
Quito, Pichincha	225	5,133	4.38%	$0.05	$10.51	27.76%	93	$0.11
Manta, Manabi	32	584	5.48%	$0.03	$1.04	27.27%	12	$0.09
Portoviejo, Manabi	30	510	5.88%	$0.03	$0.91	29.73%	11	$0.08
Ambato, Tungurahua	29	467	6.21%	$0.02	$0.61	28.57%	10	$0.06
Duran, Guayas	28	278	10.07%	$0.03	$0.83	28.13%	9	$0.09
Cuenca, Azuay	27	708	3.81%	$0.03	$0.84	12.50%	5	$0.17
Ibarra, Imbabura	27	306	8.82%	$0.03	$0.78	23.68%	9	$0.09
Milagro, Guayas	27	342	7.89%	$0.02	$0.57	35.29%	12	$0.05
Machala, El Oro	26	478	5.44%	$0.02	$0.61	21.43%	9	$0.07
Babahoyo, Los Rios	24	211	11.37%	$0.02	$0.37	40.74%	11	$0.03
Riobamba, Chimborazo	17	320	5.31%	$0.03	$0.55	19.23%	5	$0.11
Chone, Manabi	16	152	10.53%	$0.01	$0.24	47.62%	10	$0.02
Naranjito, Guayas	15	102	14.71%	$0.02	$0.25	35.29%	6	$0.04
Loja, Loja	10	265	3.77%	$0.08	$0.80	14.29%	2	$0.40
Esmeraldas, Esmeraldas	10	214	4.67%	$0.02	$0.18	8.33%	1	$0.18
Salinas, Santa Elena	10	127	7.87%	$0.02	$0.19	27.27%	3	$0.06
Puyo, Pastaza	9	93	9.68%	$0.03	$0.25	63.64%	7	$0.04
Salitre, Guayas	8	63	12.70%	$0.01	$0.10	62.50%	5	$0.02
Valencia, Los Rios	8	61	13.11%	$0.02	$0.19	0.00%	0	$0.00
La Concordia	8	91	8.79%	$0.01	$0.04	12.50%	1	$0.04
Buena Fe, Los Rios	6	75	8.00%	$0.01	$0.08	28.57%	2	$0.04
Cayambe, Pichincha	4	63	6.35%	$0.01	$0.03	33.33%	2	$0.02
Puerto Ayora, Galapagos P…	4	20	20.00%	$0.01	$0.04	0.00%	0	$0.00
Chambo, Chimborazo	4	21	19.05%	$0.06	$0.26	40.00%	2	$0.13
Shushufindi, Sucumbios	3	36	8.33%	$0.01	$0.04	20.00%	1	$0.04
Pinas, El Oro	3	27	11.11%	$0.01	$0.03	0.00%	0	$0.00
Gualaquiza, Morona-Santiago	3	24	12.50%	$0.02	$0.05	0.00%	0	$0.00
Azogues, Canar	2	76	2.63%	$0.04	$0.07	50.00%	1	$0.07
Rocafuerte, Manabi	2	22	9.09%	$0.05	$0.10	50.00%	1	$0.10
Ventanas, Los Rios	2	53	3.77%	$0.05	$0.09	33.33%	1	$0.09
Guaranda, Bolivar	2	45	4.44%	$0.01	$0.01	33.33%	1	$0.01
Machachi, Pichincha	2	32	6.25%	$0.01	$0.02	100.00%	3	$0.01
Palora, Morona-Santiago	2	9	22.22%	$0.00	$0.01	150.00%	3	$0.00
Anconcito, Santa Elena	2	25	8.00%	$0.09	$0.19	50.00%	1	$0.19
Amaguana, Pichincha	2	14	14.29%	$0.01	$0.01	50.00%	1	$0.01
Pedro Carbo, Guayas	2	39	5.13%	$0.01	$0.02	66.67%	2	$0.01

City	Clicks	Impr.	CTR	Avg. CPC	Cost	Conv. rate	Conv.	Cost/conv.
Arenillas, El Oro	2	24	8.33%	$0.01	$0.02	0.00%	0	$0.00
Celica, Loja	2	14	14.29%	$0.10	$0.20	50.00%	1	$0.20
Calceta, Manabi	2	51	3.92%	$0.01	$0.01	66.67%	2	$0.01
Macara, Loja	1	21	4.76%	$0.02	$0.02	33.33%	1	$0.02
Sigchos, Cotopaxi	1	6	16.67%	$0.00	$0.00	0.00%	0	$0.00
Coronel Marcelino Maridue…	1	42	2.38%	$0.14	$0.14	50.00%	1	$0.14
Pedernales, Manabi	1	44	2.27%	$0.05	$0.05	50.00%	1	$0.05
Bahia de Caraquez, Manabi	1	31	3.23%	$0.01	$0.01	0.00%	0	$0.00
Zamora, Zamora Chinchipe	1	17	5.88%	$0.04	$0.04	100.00%	1	$0.04
El Cambio, El Oro	1	11	9.09%	$0.04	$0.04	100.00%	1	$0.04
Monteverde, Santa Elena	1	18	5.56%	$0.01	$0.01	0.00%	0	$0.00
Portovelo, El Oro	1	29	3.45%	$0.01	$0.01	0.00%	0	$0.00
Flavio Alfaro, Manabi	1	22	4.55%	$0.01	$0.01	100.00%	1	$0.01
Catacocha, Loja	1	14	7.14%	$0.02	$0.02	0.00%	0	$0.00
Pelileo, Tungurahua	0	10	0.00%	—	$0.00	0.00%	0	$0.00
Bolivar, Carchi	0	8	0.00%	—	$0.00	0.00%	0	$0.00
Montecristi, Manabi	0	9	0.00%	—	$0.01	0.00%	0	$0.00
Puerto Baquerizo Moreno, …	0	9	0.00%	—	$0.01	0.00%	0	$0.00
Macas, Morona-Santiago	0	38	0.00%	—	$0.00	0.00%	0	$0.00
Pacayacu, Sucumbios	0	4	0.00%	—	$0.00	0.00%	0	$0.00
Catamayo, Loja	0	37	0.00%	—	$0.00	0.00%	0	$0.00
Pucara, Azuay	0	4	0.00%	—	$0.00	0.00%	0	$0.00
Atacames, Esmeraldas	0	33	0.00%	—	$0.01	0.00%	0	$0.00
Pajan, Manabi	0	26	0.00%	—	$0.00	0.00%	0	$0.00
Crucita, Manabi	0	20	0.00%	—	$0.00	0.00%	0	$0.00
El Tambo, Canar	0	12	0.00%	—	$0.00	0.00%	0	$0.00
Santa Ana, Manabi	0	33	0.00%	—	$0.00	0.00%	0	$0.00
Puerto Lopez, Manabi	0	31	0.00%	—	$0.00	0.00%	0	$0.00
Isidro Ayora, Guayas	0	6	0.00%	—	$0.00	0.00%	0	$0.00
Tarapoa, Sucumbios	0	1	0.00%	—	$0.00	0.00%	0	$0.00
Zaruma, El Oro	0	27	0.00%	—	$0.00	0.00%	0	$0.00
Paute, Azuay	0	14	0.00%	—	$0.00	0.00%	0	$0.00
Pallatanga, Chimborazo	0	18	0.00%	—	$0.00	0.00%	0	$0.00
Giron, Azuay	0	8	0.00%	—	$0.00	0.00%	0	$0.00
Cariamanga, Loja	0	32	0.00%	—	$0.00	0.00%	0	$0.00
Total: Locations	**1,035**	**18,505**	**5.59%**	**$0.03**	**$33.70**	**28.40%**	**401**	**$0.08**

Campaign 2

Experimental. It redirects, and it targets mainstream keywords with very high search volume. Budget $5.20 per day. Status: Eligible (Limited). Conversion tracking setup is incomplete.

Landing page: average stay 249.5 seconds. Average scroll 13.1%. Cost $1.17, 96 clicks, 1,119 impressions, CTR 8.58%, average CPC $0.01. Conversions recorded: 0.

Campaign 2 age

Age	Clicks	Impr.	CTR	Avg. CPC	Cost	Conv. rate	Conv.	Cost/conv.
18–24	18	145	12.41%	$0.01	$0.22	0.00%	0	$0.00
25–34	34	370	9.19%	$0.01	$0.32	0.00%	0	$0.00
35–44	14	209	6.70%	$0.01	$0.17	0.00%	0	$0.00
45–54	9	104	8.65%	$0.02	$0.14	0.00%	0	$0.00
55–64	8	109	7.34%	$0.01	$0.11	0.00%	0	$0.00
65+	6	103	5.83%	$0.02	$0.11	0.00%	0	$0.00
Unknown	7	79	8.86%	$0.02	$0.11	0.00%	0	$0.00
Total	**96**	**1,119**	**8.58%**	**$0.01**	**$1.17**	**0.00%**	**0**	**$0.00**

These province rows are Campaign 2 only. Listed rows: 86 clicks and $1.03. Campaign total: 96 clicks and $1.17.

Campaign 2 provinces

Province	Clicks	Impr.	CTR	Avg. CPC	Cost	Conv. rate	Conv.	Cost/conv.
Guayas	31	392	7.91%	$0.01	$0.36	0.00%	0	$0.00
Pichincha	19	173	10.98%	$0.01	$0.26	0.00%	0	$0.00
Manabi	10	111	9.01%	$0.01	$0.12	0.00%	0	$0.00
Esmeraldas	9	65	13.85%	$0.01	$0.11	0.00%	0	$0.00
El Oro	5	73	6.85%	$0.01	$0.04	0.00%	0	$0.00
Los Rios	3	41	7.32%	$0.00	$0.01	0.00%	0	$0.00
Santa Elena	3	26	11.54%	$0.01	$0.03	0.00%	0	$0.00
Tungurahua	2	20	10.00%	$0.01	$0.02	0.00%	0	$0.00
Chimborazo	2	15	13.33%	$0.01	$0.02	0.00%	0	$0.00
Imbabura	2	34	5.88%	$0.03	$0.06	0.00%	0	$0.00
Total: Campaign	**96**	**1,119**	**8.58%**	**$0.01**	**$1.17**	**0.00%**	**0**	**$0.00**

What lines up, and what does not

- 25–34 is the largest age group in both. Campaign 1: 440 clicks and 169 conversions. Campaign 2: 34 clicks, the most of any age, and no conversions recorded.
- Guayas and Pichincha lead both. In Campaign 1 that shows up as Guayaquil and Quito. In Campaign 2 the cut is by province: Guayas 31 clicks, Pichincha 19.
- Both pay very little per click. Campaign 1 average CPC is $0.03. Campaign 2 is $0.01.
- Campaign 2 clicks harder: CTR 8.58% against Campaign 1’s 5.99%, on far less volume (1,119 impressions versus 27,744).
- Campaign 2’s CTR falls as age rises, from 12.41% at 18–24 to 5.83% at 65+. Campaign 1 stays in a narrow band, about 5% to 7%, at every age.
- Campaign 1 records 632 conversions at $0.08. Campaign 2 records none. Conversion tracking on Campaign 2 is incomplete, so that zero is not a read on the landing page.
- On the landing page, average stay is 249.5 seconds and average scroll is 13.1%. People stay a long time and move through little of the page.