



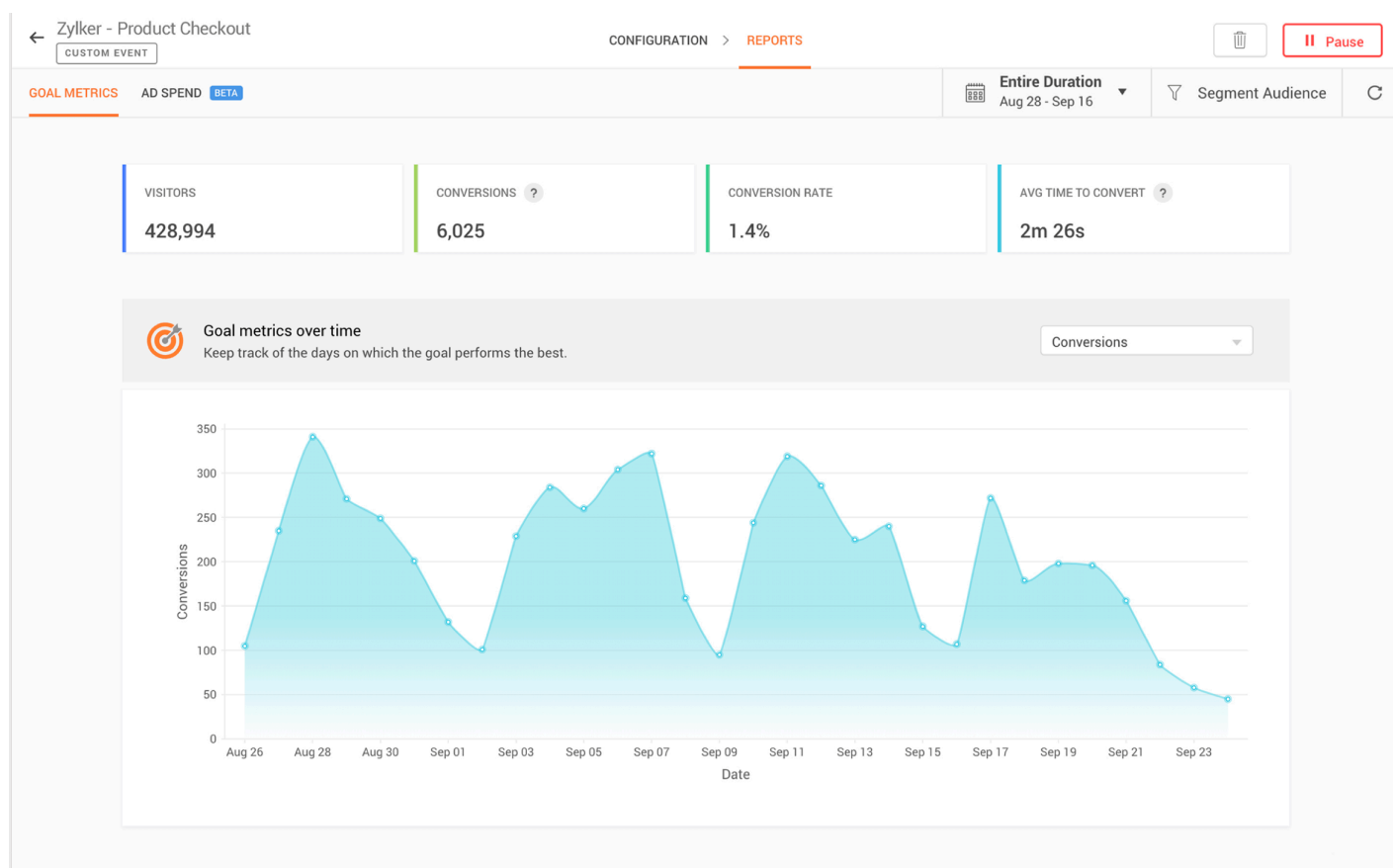
Zoho Corporation

Detailed understanding of your goal reports

The following metrics are monitored when you set up a goal in PageSense:

Goal Metrics Tab

- **Visitors:** The number of unique users coming to your web page.
- **Conversions:** Number of visitors who have achieved the goal.
- **Conversion Rate:** The percentage of visitors who've achieved the goal.
- **Average Time to Convert:** Average time elapsed between visit start and achieving the goal.




Goal metrics over time

Choose any of the three metrics from the dropdown: Conversions, Conversion Rate, or Visitors to view its performance over time. You can change the date range using the date picker.

Top webpages

You'll find a list of web pages that you've included to track in this goal. With each web page, you'll be able to see its visitor count, conversion count, conversion rate, and average time to convert (or average time spent, if you've set up a Time Spent on Page goal).



Top Webpages

View and compare performance metrics of the top web pages with the highest goal conversions.

URL	VISITORS	CONVERSIONS ▾ ?	CONVERSION RATE	AVG TIME TO CONVERT ?
zylker.com/shades	389,884	4,093	1.05 %	3m 8s
zylker.com/shades/s	27,412	183	0.67 %	5m 1s
zylker.com/shades/lp/small-business.html	1,292	78	6.04 %	4m 49s
zylker.com/shades/features.html	13,083	71	0.54 %	4m 25s
zylker.com/shades/become-seller.html	3,122	16	0.51 %	4m 37s
zylker.com/shades/ai.html	4,514	10	0.22 %	2m 41s
zylker.com/shades/resources	8,638	6	0.07 %	2m 57s
zylker.com/shades/features.html	545	4	0.73 %	1m 13s
zylker.com/shades/lp/small.html	46	2	4.35 %	1m 19s
zylker.com/shades/resources/how-to-videos	3,092	1	0.03 %	2m 44s
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Device-specific performance

You'll find a list of devices that visitors use to access the web pages that you've included to track this goal. With each device type, you can see the visitor count, conversion count, conversion rate, and average time to convert (or average time spent, if you've set up a Time Spent on Page goal).



Device-specific Performance

Get insight into conversion metrics across mobile, tablet and desktop devices.

DEVICE	VISITORS	CONVERSIONS ▼ ?	CONVERSION RATE	AVG TIME TO CONVERT ?
Desktop	387,608	5,965	1.54 %	2m 26s
Tablet	6,870	35	0.51 %	2m 51s
Mobile	34,498	23	0.07 %	2m 36s
Console	8	2	25 %	2m 7s
Smarttv	5	-	-	0s

Top countries

You'll find a list of countries from which visitors access the web pages that you've included to track this goal. Against each country, you can see the visitor count, conversion count, conversion rate, and average time to convert (or average time spent, if you've set up a Time Spent on Page goal).



Top Countries

Learn where your goal's performance metrics are the highest.

COUNTRY	VISITORS	CONVERSIONS ▼ ?	CONVERSION RATE	AVG TIME TO CONVERT ?
INDIA	54,258	1,567	2.89 %	1m 55s
UNITED STATES	199,827	1,315	0.66 %	2m 25s
UNITED KINGDOM	23,439	263	1.12 %	4m 37s
MEXICO	5,985	212	3.54 %	2m 54s
COLOMBIA	3,171	192	6.05 %	2m 43s
CANADA	18,836	187	0.99 %	1m 44s
AUSTRALIA	18,993	142	0.75 %	10m 57s
UNKNOWN	20,849	141	0.68 %	2m 17s
SPAIN	3,864	139	3.6 %	2m 5s
PERU	1,146	104	9.08 %	3m 7s
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Ad Spend Tab

If you're a marketer or website owner who is using Google Ads to run your online advertisement campaigns and promote your business, it's important to understand how effectively users interact with your ad campaigns and whether you're achieving the business goals you've configured through these ads. By integrating PageSense with Google Ads, you can easily track how your Google Ad campaigns that you've set up on your website or landing pages lead to valuable visitor actions or conversion goals (such as [element click](#), [link click](#), [time spent on page](#) and [custom event](#)), then prioritize the specific goals you want to achieve with those ads. The goals report provides you more useful insights on important metrics like the number of clicks and impressions that each of your ad campaign has obtained on your site, in addition to key metrics like total ad spent value and the actual cost cost per conversion generated from these ads.

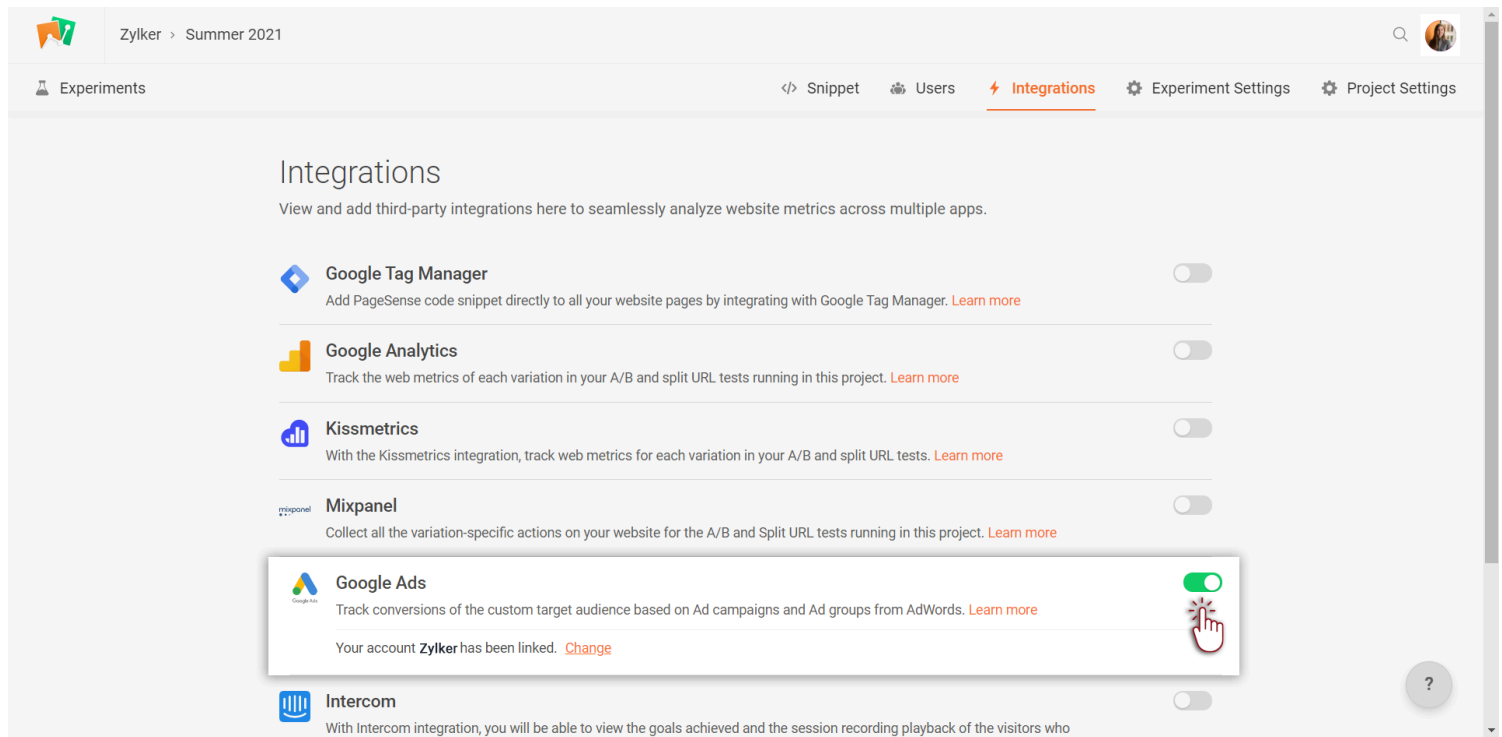
Enabling this integration allows you to learn whether your ads influence users to finally complete the goals you've set for them on our site, such as making a purchase, downloading a file or signing up for your product and if you're getting a profitable return for the money you're investing in Google Ads. With these metrics, you can also get a better understanding on what type of messaging your target audience is more likely to respond to and how much you should spend on those ads in the future. Furthermore, you can even drill down your campaign's report based on a variety of audience segments, such as visitor type, traffic source, and location to see how different groups of visitors are responding to your ad.



- To track the performance of your ad campaign goals, visitors must be made part of the experiment page that has the Google ad campaigns running on it. The goal will only be triggered when the visitor lands on that particular campaign URL on your site.
- Ensure that the PageSense tracking code is added on every page where your goals are running. Learn [how to install PageSense code on your website](#).

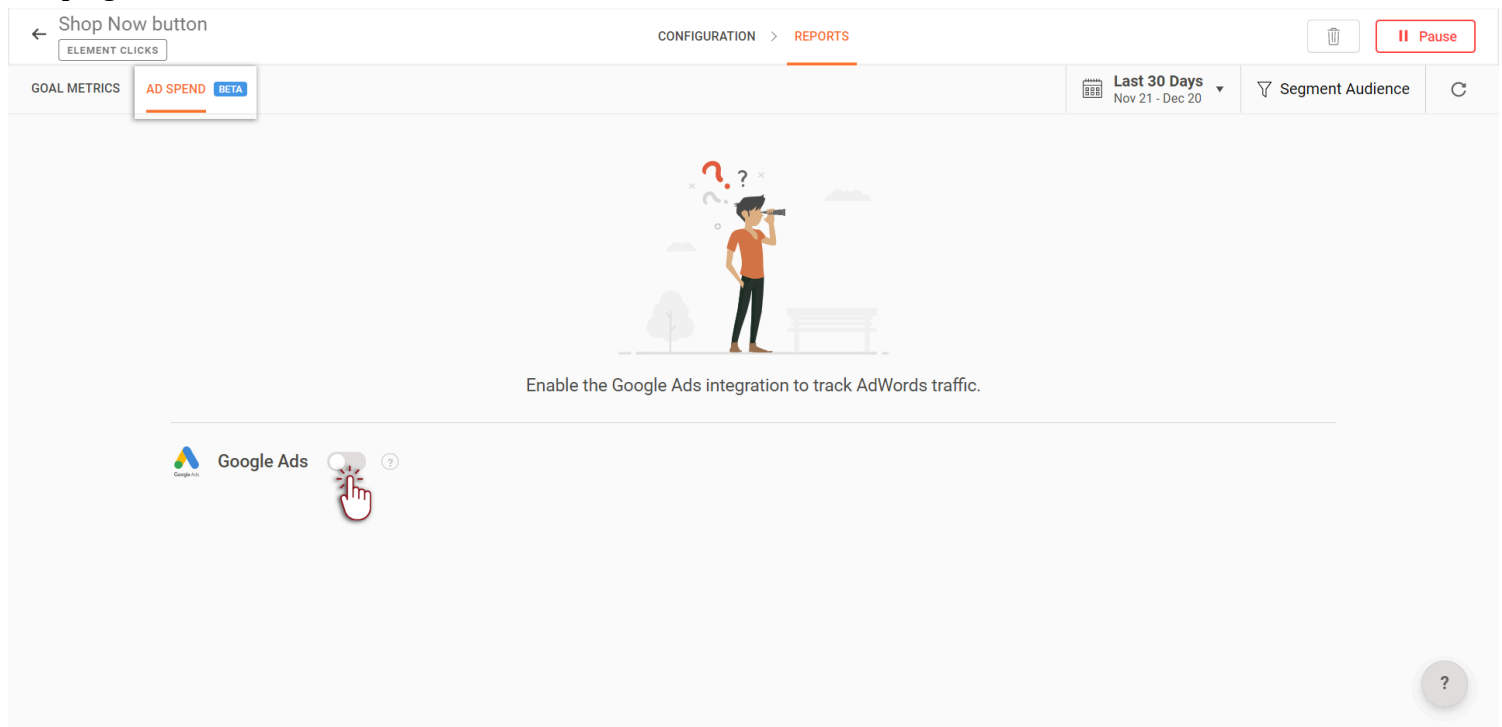
To track and view the Google Ads spent metrics in your goals reports:

1. Click the **Integrations** tab at the top right corner and toggle on the Google Ads integration button at the project level.



2. Go to your goals experiment, click **REPORTS**, then select the **AD SPEND** tab.

3. Toggle on the **Google Ads** integration button and choose the Google ads account you want to track your campaign.




4. Within 24 hours, you'll be able to view the list of ad campaigns you're running on your goals experiment pages, along with some of the most important Google Ads metrics mentioned below.

The **All Campaigns** section shows performance metrics, such as total spend, impressions, clicks, click-through rate, conversions, and cost per conversion of all of your campaigns that you're running on your goals experiment

pages.

The table shows you the performance metrics of individual campaigns that you're running on your goals experiment pages. When you click on a campaign, your campaign's performance will be broken down by its individual ad groups.

 Your ad group contains a set of similar ads and the words and phrases, known as keywords, that you show to your users.

- **IMPRESSIONS:** The total number of times your ads from this particular campaign was displayed or seen by visitors on the Google search results page or other Google network platforms.
- **CLICKS:** The number of times your ad from this particular campaign was clicked by visitors in a given time period.

We look at clicks as a measure of traffic to the site. A rise in clicks can mean your ads are more appealing to the audience and valuable to the people who come across it. You can increase the clicks on your ads by:

- Creating attractive text for your ads
- Organizing your ad groups by a common theme, product, or goal
- Creating a smaller list of tightly themed keywords to ensure your ads are relevant and compelling to your customers

Under the **All campaigns** section, you will be able to see the *click through rate (CTR)*, which gives you the overall ratio of how often people who see your ad actually click your ad. This is calculated by dividing the total number of clicks your ad receives by the total number of impressions. For example, if your ad appeared 200 times and 15 people clicked on it, then your CTR is 7.5%.

Note: Marketers generally want to achieve the highest possible click-through-rates with their ad campaigns, as this can help improve the ad position and thus reduce click costs (CPC). You can try to improve your CTR by performing [A/B tests](#) with different advertisements containing minimal changes to variations, such as different call-to-actions or images.

- **COST:** The amount of money you spent on ads from this particular campaign.

The *Total Spend* metrics under the *All campaigns* section provides you the total amount of money you spent on Google Ad campaigns during the specified duration.

- **CONVERSIONS:** The number of times your ads from this particular campaign were clicked by visitors, who then took a desired action or goal that you set up on your experiment page.

Note: After tracking your conversions, you may notice that a certain keyword used in your campaigns leads to higher conversions, while another one doesn't. In this case, you could choose to spend more of your

marketing budget on the keyword that produces more conversions.

- **COST PER CONVERSION (CPC):** Cost/conversion metrics tell you how much each conversion on your ads cost on average for this particular campaign. In other words, this metric tells you how much you get charged for each desired action taken by a user on your website after coming across your ad. This is calculated by dividing the of conversions cost by the number of conversions obtained through a particular ad.