



Google Ads

Formula

1. Click-Through Rate (CTR):
$$\text{CTR} = (\text{Clicks} / \text{Impressions}) \times 100\%$$
2. Conversion Rate (CR):
$$\text{CR} = (\text{Conversions} / \text{Clicks}) \times 100\%$$
3. Cost Per Click (CPC):
$$\text{CPC} = \text{Cost} / \text{Clicks}$$
4. Cost Per Acquisition (CPA):
$$\text{CPA} = \text{Cost} / \text{Conversions}$$
5. Return on Ad Spend (ROAS):
$$\text{ROAS} = (\text{Revenue from Ad Campaign} / \text{Cost of Ad Campaign}) \times 100\%$$
6. Ad Spend:
$$\text{Ad Spend} = \text{Cost of Advertising}$$
7. Impressions:
$$\text{Impressions} = \text{Number of times ad is shown}$$
8. Clicks:
$$\text{Clicks} = \text{Number of clicks on ad}$$
9. Conversions:
$$\text{Conversions} = \text{Number of desired actions taken by users (such as purchases, form fills, or app downloads)}$$
10. Average Cost Per Click (Avg. CPC):
$$\text{Avg. CPC} = \text{Total Cost} / \text{Total Clicks}$$
11. Average Position:
$$\text{Average Position} = \text{Sum of Ad Positions} / \text{Number of Ad Impressions}$$

12. Quality Score:

Quality Score = Ad Relevance x Landing Page Experience x Expected Click-Through Rate

13. Cost Per Impression (CPM):

CPM = Cost / Impressions x 1000

14. Cost Per Thousand Impressions (CPM):

CPM = Cost / Impressions x 1000

15. Ad Click-Through Conversion Rate (CTCR):

CTCR = (Conversions / Ad Clicks) x 100%

16. Conversion Value:

Conversion Value = Total value generated by conversions

17. Click Conversion Rate (CCR):

CCR = (Conversions / Clicks) x 100%

18. Conversion Value / Cost (CV/Cost):

CV/Cost = Conversion Value / Cost

19. Revenue:

Revenue = Total amount of revenue generated

20. Profit:

Profit = Revenue – Cost

21. Return on Investment (ROI):

ROI = (Revenue - Cost) / Cost x 100%

22. Search Impression Share:

Search Impression Share = (Number of impressions your ad received / Estimated number of impressions you were eligible to receive) x 100%

23. Search Exact Match Impression Share:

Search Exact Match Impression Share = (Number of impressions you received on searches that exactly matched your keyword / Estimated number of exact match impressions you were eligible to receive) x 100%

24. Search Lost IS (Rank):

Search Lost IS (Rank) = (Estimated number of impressions you lost due to low ad rank / Estimated number of impressions you were eligible to receive) x 100%

25. Search Lost IS (Budget):

Search Lost IS (Budget) = (Estimated number of impressions you lost due to insufficient budget / Estimated number of impressions you were eligible to receive) x 100%

26. Video View Rate (VVR):

VVR = (Video views / Ad impressions) x 100%

27. View-Through Conversions (VTC):

VTC = Number of users who saw an ad but did not click on it, and later converted on the website

28. Cost Per View (CPV):

CPV = Cost / Views

29. Engagement Rate (ER):

ER = (Engagements / Impressions) x 100%

30. Social Reach:

Social Reach = Total number of unique users who saw your ad on social media

31. Social Impressions:

Social Impressions = Total number of times your ad was shown on social media

32. Social Clicks:

Social Clicks = Total number of clicks on your ad on social media

33. Frequency:

Frequency = Impressions / Reach

34. Average Ad Position:

Average Ad Position = Total Ad Position / Number of Ad Impressions

35. Search Lost IS (Rank) due to Bid:

Search Lost IS (Rank) due to Bid = (Estimated number of impressions you lost due to low ad rank from bid / Estimated number of impressions you were eligible to receive) x 100%

36. Search Lost IS (Rank) due to Ad Relevance:

Search Lost IS (Rank) due to Ad Relevance = (Estimated number of impressions you lost due to low ad relevance / Estimated number of impressions you were eligible to receive) x 100%

37. Search Lost IS (Rank) due to Expected CTR:

Search Lost IS (Rank) due to Expected CTR = (Estimated number of impressions you lost due to low expected click-through rate / Estimated number of impressions you were eligible to receive) x 100%

38. Search Top Impression Share:

Search Top Impression Share = (Number of times your ad showed at the top of the search results / Estimated number of impressions you were eligible to receive at the top of the search results) x 100%

39. Search Absolute Top Impression Share:

Search Absolute Top Impression Share = (Number of times your ad showed as the very first ad above the organic search results / Estimated number of impressions you were eligible to receive in the absolute top location) x 100%

40. Display Network Impression Share:

Display Network Impression Share = (Number of times your ad was shown on the Google Display Network / Estimated number of impressions you were eligible to receive on the Display Network) x 100%

41. Display Network Reach:

Display Network Reach = Number of unique users who saw your ad on the Google Display Network

42. Cost Per Acquisition (CPA) by Location:

CPA by Location = Cost / Conversions by Location

43. Cost Per Click (CPC) by Location:

CPC by Location = Cost / Clicks by Location

44. Conversion Rate (CR) by Location:

CR by Location = (Conversions by Location / Clicks by Location) x 100%

45. Click-Through Rate (CTR) by Device:

CTR by Device = (Clicks on Device / Impressions on Device) x 100%

46. Cost Per Click (CPC) by Device:

CPC by Device = Cost on Device / Clicks on Device

47. Conversion Rate (CR) by Device:

CR by Device = (Conversions on Device / Clicks on Device) x 100%

48. Click Share:

$$\text{Click Share} = (\text{Clicks received} / \text{Clicks expected}) \times 100\%$$

49. Impression Share:

$$\text{Impression Share} = (\text{Impressions received} / \text{Impressions expected}) \times 100\%$$

50. Search Impression Share (Exact Match):

$$\text{Search Impression Share (Exact Match)} = (\text{Number of exact match impressions} / \text{Estimated number of exact match impressions you were eligible to receive}) \times 100\%$$

51. Search Impression Share (Broad Match):

$$\text{Search Impression Share (Broad Match)} = (\text{Number of broad match impressions} / \text{Estimated number of broad match impressions you were eligible to receive}) \times 100\%$$

52. Conversion Value / Cost by Location:

$$\text{Conversion Value / Cost by Location} = \text{Conversion Value by Location} / \text{Cost by Location}$$

53. Average Session Duration:

$$\text{Average Session Duration} = \text{Total duration of all sessions} / \text{Total number of sessions}$$

54. Bounce Rate:

$$\text{Bounce Rate} = (\text{Total number of bounces} / \text{Total number of sessions}) \times 100\%$$

55. Conversion Rate (CR) by Gender:

$$\text{CR by Gender} = (\text{Conversions by Gender} / \text{Clicks by Gender}) \times 100\%$$

56. Click-Through Rate (CTR) by Age:

$$\text{CTR by Age} = (\text{Clicks by Age} / \text{Impressions by Age}) \times 100\%$$

57. Cost Per Click (CPC) by Age:

$$\text{CPC by Age} = \text{Cost by Age} / \text{Clicks by Age}$$

58. Conversion Rate (CR) by Income:

$$\text{CR by Income} = (\text{Conversions by Income} / \text{Clicks by Income}) \times 100\%$$

59. Click-Through Rate (CTR) by Parental Status:

$$\text{CTR by Parental Status} = (\text{Clicks by Parental Status} / \text{Impressions by Parental Status}) \times 100\%$$

60. Cost Per Click (CPC) by Parental Status:

$$\text{CPC by Parental Status} = \text{Cost by Parental Status} / \text{Clicks by Parental Status}$$

61. Cost Per Click (CPC) by Device and Location:

$$\text{CPC by Device and Location} = \text{Cost by Device and Location} / \text{Clicks by Device and Location}$$

62. Conversion Rate (CR) by Device and Location:

$$\text{CR by Device and Location} = (\text{Conversions by Device and Location} / \text{Clicks by Device and Location}) \times 100\%$$

63. Return on Ad Spend (ROAS) by Campaign:

$$\text{ROAS by Campaign} = \text{Conversion Value} / \text{Cost by Campaign}$$

64. Average Cost Per Impression (CPM):

$$\text{CPM} = \text{Cost} / \text{Impressions} \times 1000$$

65. View-Through Conversions (VTC):

VTC = Number of conversions that occurred after a user saw, but did not click, an ad

66. View-Through Conversion Rate (VTCR):

$$\text{VTCR} = (\text{View-Through Conversions} / \text{Impressions}) \times 100\%$$

67. Effective Cost Per Mille (eCPM):

$$\text{eCPM} = (\text{Total earnings} / \text{Impressions}) \times 1000$$

68. Ad Relevance:

Ad Relevance = Quality Score component measuring how relevant your ad is to the keywords it's triggered by

69. Expected Click-Through Rate (eCTR):

eCTR = Quality Score component measuring how likely your ad is to be clicked when shown for a particular keyword

70. Landing Page Experience:

Landing Page Experience = Quality Score component measuring how relevant and useful your landing page is to someone who clicks your ad

71. Display Network Click-Through Rate (CTR):

$$\text{Display Network CTR} = (\text{Clicks on Display Network} / \text{Impressions on Display Network}) \times 100\%$$

72. Display Network Cost Per Click (CPC):

$$\text{Display Network CPC} = \text{Cost on Display Network} / \text{Clicks on Display Network}$$

73. Display Network Conversion Rate (CR):

$$\text{Display Network CR} = (\text{Conversions on Display Network} / \text{Clicks on Display Network}) \times 100\%$$

74. Conversion Value by Ad Group:

Conversion Value by Ad Group = Total value of all conversions from a specific ad group

75. Cost per Conversion by Ad Group:

$$\text{Cost per Conversion by Ad Group} = \text{Total cost of all clicks from a specific ad group} / \text{Total number of conversions from that ad group}$$

76. Impression-Assisted Conversions:

Impression-Assisted Conversions = Number of conversions that a user saw but did not click on an ad, but were influenced by an ad impression on their path to conversion

77. Click-Assisted Conversions:

Click-Assisted Conversions = Number of conversions that were preceded by at least one ad click