

EMAILTRAY SOFTWARE

INTERNET MARKETING REPORT

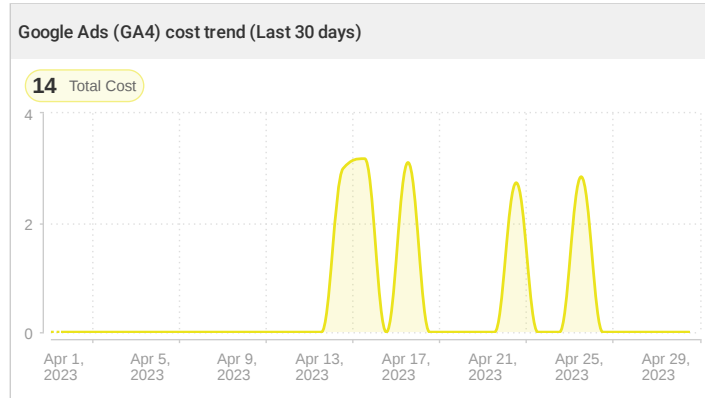
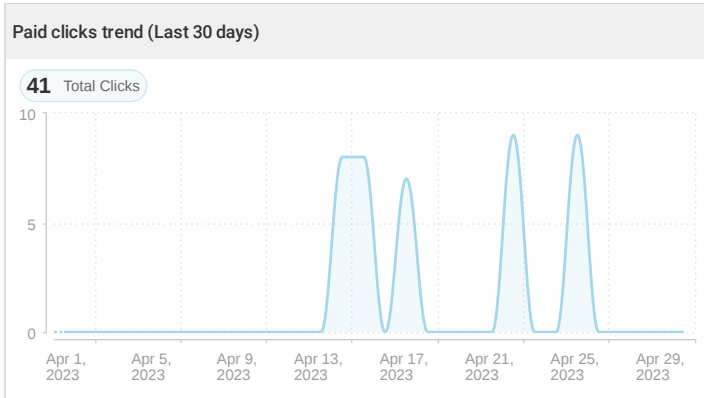
Prepared for
<https://emailtray.com>

Dec 4, 2024



Google Ads (GA4) for Demo Project

| Google Ads (GA4) efficiency (Last 30 days vs. The same previous period) | | |
|---|---|--|
| <p>238</p> <p>Clicks</p> | <p>\$0.38</p> <p>Cost per click</p> | <p>\$90.76</p> <p>Cost</p> |
| <p>5.00</p> <p>Key event</p> | <p>\$18.15</p> <p>Cost per key event</p> | <p>28.57%</p> <p>Key event rate</p> |



Top 5 ad search terms by clicks by Clicks (Last 30 days)

| Query | Clicks | Cost per click | Cost |
|--------------------|--------|----------------|--------|
| my email | 11 | \$0.44 | \$4.86 |
| free email account | 7 | \$0.35 | \$2.45 |
| email * | 1 | \$0.45 | \$0.45 |
| mail com email | 1 | \$0.48 | \$0.48 |

| Top 5 ad campaigns by Clicks (Last 30 days vs. The same previous period) | | | |
|--|--------|----------------|---------|
| Campaign | Clicks | Cost per click | Cost |
| EmailTray Search | 238 | \$0.38 | \$90.76 |

| Top 5 ad campaigns by Clicks (Last 30 days vs. The same previous period) | | | |
|--|--------|----------------|---------|
| Campaign | Clicks | Cost per click | Cost |
| EmailTray Search | 238 | \$0.38 | \$90.76 |