

Google Analytics

Conversion Metrics

Question: What is ROI?

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Answer: $(\text{Revenue} - \text{Cost}) / \text{Cost}$.

Question: What is the
Formula for CTR?

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Formula for CTR?

Answer: Clicks/
Impressions

Question: How do you know if one campaign initiated a conversion?

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Answer: Assisted
Conversion Value.

Question: What does Assisted
Conversion help with?

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Answer: Tracking whether a particular keyword helped secure a conversion.