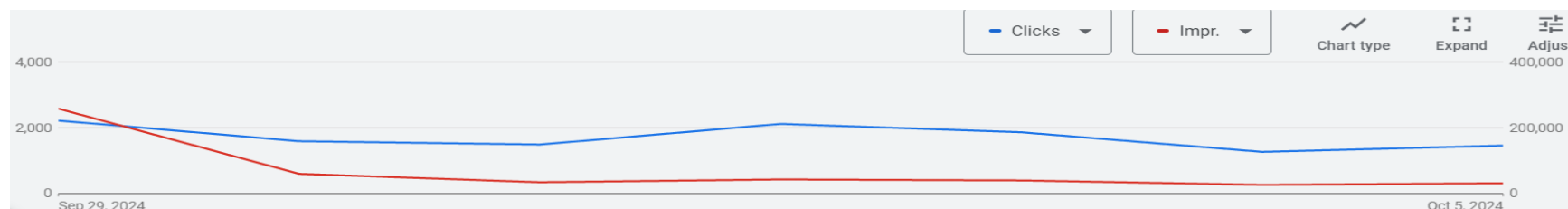


Weekly AdWords Report: <http://www.sinclairshotels.com/>

Range: 29 Sep to 5 Oct, 2024



Campaign Report

Campaign	Impr.	Clicks	CTR	Avg. CPC	Cost	Conversions	Cost / conv.
Burdwan- Demand Gen	2,289	24	1.05%	29.71	713.02	0	0.00
Burdwan Search	404	27	6.68%	12.93	349	0	0.00
Darjeeling - Search	2,771	278	10.03%	51.1	14205.79	9	1578.42
Darjeeling- Demand Gen	55,741	2282	4.09%	2.65	6052.81	13	465.60
Dooars- Demand Gen	48	5	10.42%	2.66	13.31	0	0.00
Dooars -Search	797	72	9.03%	25.91	1865.34	5	373.07
Gangtok- Demand Gen	999	70	7.01%	2.14	149.87	1	149.87
Gangtok- Search	4,426	268	6.06%	44.27	11863.37	6	1977.23
Kalimpong - Search	420	55	13.10%	54.46	2995.4	4	748.85
Kalimpong- Demand Gen	7,214	265	3.67%	1.51	399.17	0	0.00
Ooty - Search	18,059	1125	6.23%	47.51	53444.77	49	1090.71
Ooty- Demand Gen	95,937	4186	4.36%	2.01	8430.81	20	421.54
Port Blair - Search	4,526	342	7.56%	50.18	17161.36	15	1144.09
Port Blair- Demand Gen	48,234	2147	4.45%	2.38	5120.09	8	640.01
Siliguri - Search	944	34	3.60%	31.59	1074.14	1	1074.14
Siliguri- Demand Gen	2,49,325	806	0.32%	3.19	2574.25	0	0.00
Yangang- Search	130	14	10.77%	34.1	477.39	0	0.00
Total	4,92,264	12,000			1,26,890	131	969

Enquiry-131, Booking- 0, Click to Call - 18

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Range: 29 Sep to 5 Oct, 2024

Adwords Activity Report	
Sr. No.	Activity
1	Regular campaign monitoring
2	Bid adjustment