

# ○月度 月次レポート

株式会社○○○ 御中

# 月別数値

期間	IMP.	CLICK.	COST.	GROSS COST	CPM	CPC	CTR	CV.	CPA	CVR	実CV.	CPO	実CVR
総計	3,166,100	33,720	¥6,008,889	¥3,483,858	¥1,898	¥178	1.07%	756	¥7,948	2.24%	475	¥7,334	1.41%
9月合計	30,690	274	¥61,936	¥74,323	¥2,018	¥226	0.89%	1	¥61,936	0.36%	0	-	0.00%
10月合計	410,325	3,825	¥840,876	¥1,009,051	¥2,049	¥220	0.93%	156	¥5,390	4.08%	94	¥10,735	2.46%
11月合計	1,101,098	19,809	¥2,000,403	¥2,400,484	¥1,817	¥101	1.80%	298	¥6,713	1.50%	178	¥13,486	0.90%
12月合計	1,623,987	9,812	¥3,105,674	¥3,726,809	¥1,912	¥317	0.60%	301	¥10,318	3.07%	203	¥18,359	2.07%
12/1 (月)	88,123	612	¥163,420	¥196,104	¥1,854	¥267	0.69%	20	¥8,171	3.27%	13	¥15,085	2.12%
12/2 (火)	132,112	623	¥229,832	¥275,798	¥1,740	¥369	0.47%	19	¥12,096	3.05%	11	¥25,073	1.77%
12/3 (水)	121,365	556	¥156,475	¥187,770	¥1,289	¥281	0.46%	18	¥8,693	3.24%	9	¥20,863	1.62%
12/4 (木)	84,653	453	¥169,578	¥203,494	¥2,003	¥374	0.54%	16	¥10,599	3.53%	10	¥20,349	2.21%
12/5 (金)	79,898	580	¥178,345	¥214,014	¥2,232	¥307	0.73%	15	¥11,890	2.59%	12	¥17,835	2.07%
12/6 (土)	73,245	598	¥187,209	¥224,651	¥2,556	¥313	0.82%	22	¥8,510	3.68%	14	¥16,046	2.34%
12/7 (日)	91,234	656	¥234,121	¥280,945	¥2,566	¥357	0.72%	13	¥18,009	1.98%	7	¥40,135	1.07%
12/8 (月)	83,243	610	¥183,231	¥219,877	¥2,201	¥300	0.73%	22	¥8,329	3.61%	12	¥18,323	1.97%
12/9 (火)	89,198	672	¥177,767	¥213,320	¥1,993	¥265	0.75%	20	¥8,888	2.98%	9	¥23,702	1.34%
12/10 (水)	77,672	551	¥169,899	¥203,879	¥2,187	¥308	0.71%	12	¥14,158	2.18%	5	¥40,776	0.91%
12/11 (木)	97,213	645	¥170,345	¥204,414	¥1,752	¥264	0.66%	19	¥8,966	2.95%	15	¥13,628	2.33%
12/12 (金)	45,671	343	¥112,132	¥134,558	¥2,455	¥327	0.75%	10	¥11,213	2.92%	7	¥19,223	2.04%
12/13 (土)	76,745	59	¥124,749	¥149,699	¥1,626	¥2,114	0.08%	8	¥15,594	13.56%	4	¥37,425	6.78%
12/14 (日)	13,243	111	¥35,421	¥42,505	¥2,675	¥319	0.84%	10	¥3,542	9.01%	2	¥21,253	1.80%
12/15 (月)	12,323	98	¥29,892	¥35,870	¥2,426	¥305	0.80%	4	¥7,473	4.08%	2	¥17,935	2.04%
12/16 (火)	13,560	103	¥30,456	¥36,547	¥2,246	¥296	0.76%	2	¥15,228	1.94%	2	¥18,274	1.94%
12/17 (水)	13,245	99	¥30,189	¥36,227	¥2,279	¥305	0.75%	3	¥10,063	3.03%	3	¥12,076	3.03%
12/18 (木)	87,691	546	¥154,345	¥185,214	¥1,760	¥283	0.62%	12	¥12,862	2.20%	6	¥30,869	1.10%
12/19 (金)	102,832	637	¥210,102	¥252,122	¥2,043	¥330	0.62%	11	¥19,100	1.73%	7	¥36,017	1.10%
12/20 (土)	123,245	602	¥202,343	¥242,812	¥1,642	¥336	0.49%	7	¥28,906	1.16%	7	¥34,687	1.16%
12/21 (日)	78,271	532	¥172,839	¥207,407	¥2,208	¥325	0.68%	13	¥13,295	2.44%	9	¥23,045	1.69%
12/22 (月)	0	0	¥0	¥0	-	-	-	0	-	-	0	-	-
12/23 (火)	0	0	¥0	¥0	-	-	-	0	-	-	0	-	-
12/24 (水)	0	0	¥0	¥0	-	-	-	0	-	-	0	-	-
12/25 (木)	0	0	¥0	¥0	-	-	-	0	-	-	0	-	-
12/26 (金)	0	0	¥0	¥0	-	-	-	0	-	-	0	-	-
12/27 (土)	0	0	¥0	¥0	-	-	-	0	-	-	0	-	-
12/28 (日)	0	0	¥0	¥0	-	-	-	0	-	-	0	-	-
12/29 (月)	0	0	¥0	¥0	-	-	-	0	-	-	0	-	-
12/30 (火)	0	0	¥0	¥0	-	-	-	0	-	-	0	-	-
12/31 (水)	0	0	¥0	¥0	-	-	-	0	-	-	0	-	-

# 週別数値

期間	IMP.	CLICK.	COST.	GROSS COST	CPC	CTR	CV.	CPA	CVR	実CV.	GROSS CPA	実CVR
合計	1,167,263	19,858	¥2,098,596	¥2,518,315	¥127	1.70%	269	¥7,801	1.35%	136	¥18,517	0.68%
9/30~10/5	20,612	198	¥42,333	¥50,800	¥257	0.96%	0	-	0.00%	0	-	0.00%
10/6~10/12	11,076	91	¥20,675	¥24,810	¥273	0.82%	0	-	0.00%	0	-	0.00%
10/13~10/19	29,781	277	¥48,098	¥57,718	¥208	0.93%	3	¥16,033	1.08%	1	¥57,718	0.36%
10/20~10/26	39,078	378	¥50,190	¥60,228	¥159	0.97%	5	¥10,038	1.32%	3	¥20,076	0.79%
10/27~11/2	42,227	317	¥62,015	¥74,418	¥235	0.75%	5	¥12,403	1.58%	2	¥37,209	0.63%
11/3~11/9	148,045	1,211	¥226,422	¥271,706	¥224	0.82%	43	¥5,266	3.55%	16	¥16,982	1.32%
11/10~11/16	167,973	2,401	¥285,662	¥342,794	¥143	1.43%	42	¥6,801	1.75%	22	¥15,582	0.92%
11/17~11/23	295,406	10,309	¥562,459	¥674,951	¥65	3.49%	81	¥6,944	0.79%	34	¥19,851	0.33%
11/24~11/30	413,065	4,676	¥800,742	¥960,890	¥205	1.13%	90	¥8,897	1.92%	58	¥16,567	1.24%
12/1~12/7	637,075	3,973	¥1,289,245	¥1,547,094	¥389	0.62%	123	¥10,482	3.10%	76	¥20,357	1.91%
12/1 (月)	85,034	498	¥160,878	¥193,054	¥388	0.59%	18	¥8,938	3.61%	13	¥14,850	2.61%
12/2 (火)	120,485	567	¥216,324	¥259,589	¥458	0.47%	19	¥11,385	3.35%	11	¥23,599	1.94%
12/3 (水)	100,879	543	¥156,788	¥188,146	¥346	0.54%	18	¥8,710	3.31%	9	¥20,905	1.66%
12/4 (木)	86,143	489	¥169,578	¥203,494	¥416	0.57%	16	¥10,599	3.27%	8	¥25,437	1.64%
12/5 (金)	85,678	588	¥178,345	¥214,014	¥364	0.69%	16	¥11,147	2.72%	11	¥19,456	1.87%
12/6 (土)	70,866	599	¥187,209	¥224,651	¥375	0.85%	23	¥8,140	3.84%	15	¥14,977	2.50%
12/7 (日)	87,990	689	¥220,123	¥264,148	¥383	0.78%	13	¥16,933	1.89%	9	¥29,350	1.31%
12/8~12/14	409,086	2,882	¥912,591	¥1,095,109	¥380	0.70%	85	¥10,736	2.95%	49	¥22,349	1.70%
12/8 (月)	79,888	570	¥180,987	¥217,184	¥381	0.71%	22	¥8,227	3.86%	12	¥18,099	2.11%
12/9 (火)	88,435	590	¥180,345	¥216,414	¥367	0.67%	15	¥12,023	2.54%	9	¥24,046	1.53%
12/10 (水)	80,955	540	¥169,899	¥203,879	¥378	0.67%	16	¥10,619	2.96%	8	¥25,485	1.48%
12/11 (木)	95,674	731	¥187,890	¥225,468	¥308	0.76%	19	¥9,889	2.60%	12	¥18,789	1.64%
12/12 (金)	43,578	310	¥134,980	¥161,976	¥523	0.71%	8	¥16,873	2.58%	4	¥40,494	1.29%
12/13 (土)	7,345	43	¥23,845	¥28,614	¥665	0.59%	2	¥11,923	4.65%	1	¥28,614	2.33%
12/14 (日)	13,211	98	¥34,645	¥41,574	¥424	0.74%	3	¥11,548	3.06%	3	¥13,858	3.06%
12/15~12/21	429,225	2,670	¥830,942	¥997,130	¥373	0.62%	53	¥15,678	1.99%	46	¥21,677	1.72%

# 媒体キャンペーン別数値

Meta 合計	配信中										停止							
	CP:CV：記事LP×デモグラ②										CP:CV：記事LP×デモグラ①							
期間	IMP	CLICK	COST	GROSS COST	CPM	CPC	CTR	CV	CPA	CVR	IMP	CLICK	COST	GROSS COST	CPM	CPC	CTR	CV
総計	143,568	1,260	¥464,362	¥557,234	¥3,234	¥369	0.88%	64	¥7,256	5.08%	1,807,664	13,472	¥3,596,397	¥4,315,676	¥1,990	¥267	0.75%	461
9月合計	0	0	¥0	¥0	-	-	-	0	-	-	21,369	201	¥42,934	¥51,521	¥2,009	¥214	0.94%	1
10月合計	0	0	¥0	¥0	-	-	-	0	-	-	388,282	3,380	¥829,929	¥995,915	¥2,137	¥246	0.87%	146
11月合計	10,357	101	¥37,407	¥44,888	¥3,612	¥370	0.98%	13	¥2,877	12.87%	770,475	5,838	¥1,436,064	¥1,723,277	¥1,864	¥246	0.76%	209
12月合計	133,211	1,159	¥426,955	¥512,346	¥3,205	¥368	0.87%	51	¥8,372	4.40%	627,538	4,053	¥1,287,470	¥1,544,964	¥2,052	¥318	0.65%	105
12/1 (月)	3,001	28	¥11,767	¥14,120	¥3,921	¥420	0.93%	3	¥3,922	10.71%	63,245	345	¥114,532	¥137,438	¥1,811	¥332	0.55%	9
12/2 (火)	5,235	31	¥18,982	¥22,778	¥3,626	¥612	0.59%	2	¥9,491	6.45%	82,672	456	¥132,456	¥158,947	¥1,811	¥290	0.55%	8
12/3 (水)	5,564	43	¥16,453	¥19,744	¥2,957	¥383	0.77%	2	¥8,227	4.65%	59,989	333	¥129,378	¥155,254	¥1,602	¥389	0.56%	12
12/4 (木)	5,890	38	¥21,318	¥25,582	¥3,619	¥561	0.65%	3	¥7,106	7.89%	62,132	251	¥121,999	¥146,399	¥2,157	¥486	0.40%	4
12/5 (金)	6,978	90	¥27,267	¥32,720	¥3,908	¥303	1.29%	4	¥6,817	4.44%	50,890	354	¥90,278	¥108,334	¥1,964	¥255	0.70%	3
12/6 (土)	7,023	86	¥30,121	¥36,145	¥4,289	¥350	1.22%	3	¥10,040	3.49%	43,564	367	¥111,422	¥133,706	¥1,774	¥304	0.84%	18
12/7 (日)	9,178	78	¥23,656	¥28,387	¥2,577	¥303	0.85%	3	¥7,885	3.85%	55,675	491	¥134,256	¥161,107	¥2,558	¥273	0.88%	8
12/8 (月)	8,501	71	¥26,718	¥32,062	¥3,143	¥376	0.84%	3	¥8,906	4.23%	54,629	389	¥123,142	¥147,770	¥2,411	¥317	0.71%	12
12/9 (火)	7,789	81	¥30,343	¥36,412	¥3,896	¥375	1.04%	3	¥10,114	3.70%	51,298	356	¥97,898	¥117,478	¥2,254	¥275	0.69%	10
12/10 (水)	8,456	72	¥30,112	¥36,134	¥3,561	¥418	0.85%	6	¥5,019	8.33%	40,890	301	¥98,786	¥118,543	¥1,908	¥328	0.74%	9
12/11 (木)	12,098	92	¥34,290	¥41,148	¥2,834	¥373	0.76%	5	¥6,858	5.43%	42,356	289	¥90,111	¥108,133	¥2,416	¥312	0.68%	8
12/12 (金)	9,123	80	¥29,081	¥34,897	¥3,188	¥364	0.88%	2	¥14,541	2.50%	20,198	121	¥43,212	¥51,854	¥2,127	¥357	0.60%	4
12/13 (土)	6,788	62	¥34,562	¥41,474	¥5,092	¥557	0.91%	2	¥17,281	3.23%	0	0	¥0	¥0	-	-	-	0
12/14 (日)	12,132	98	¥28,989	¥34,787	¥2,389	¥296	0.81%	3	¥9,663	3.06%	0	0	¥0	¥0	-	-	-	0
12/15 (月)	14,563	89	¥29,018	¥34,822	¥1,993	¥326	0.61%	4	¥7,255	4.49%	0	0	¥0	¥0	-	-	-	0
12/16 (火)	10,892	120	¥34,278	¥41,134	¥3,147	¥286	1.10%	3	¥11,426	2.50%	0	0	¥0	¥0	-	-	-	0
12/17 (水)	0	0	¥0	¥0	-	-	-	0	-	-	0	0	¥0	¥0	-	-	-	0
12/18 (木)	0	0	¥0	¥0	-	-	-	0	-	-	0	0	¥0	¥0	-	-	-	0
12/19 (金)	0	0	¥0	¥0	-	-	-	0	-	-	0	0	¥0	¥0	-	-	-	0
12/20 (土)	0	0	¥0	¥0	-	-	-	0	-	-	0	0	¥0	¥0	-	-	-	0
12/21 (日)	0	0	¥0	¥0	-	-	-	0	-	-	0	0	¥0	¥0	-	-	-	0
12/22 (月)	0	0	¥0	¥0	-	-	-	0	-	-	0	0	¥0	¥0	-	-	-	0
12/23 (火)	0	0	¥0	¥0	-	-	-	0	-	-	0	0	¥0	¥0	-	-	-	0
12/24 (水)	0	0	¥0	¥0	-	-	-	0	-	-	0	0	¥0	¥0	-	-	-	0
12/25 (木)	0	0	¥0	¥0	-	-	-	0	-	-	0	0	¥0	¥0	-	-	-	0
12/26 (金)	0	0	¥0	¥0	-	-	-	0	-	-	0	0	¥0	¥0	-	-	-	0
12/27 (土)	0	0	¥0	¥0	-	-	-	0	-	-	0	0	¥0	¥0	-	-	-	0
12/28 (日)	0	0	¥0	¥0	-	-	-	0	-	-	0	0	¥0	¥0	-	-	-	0
12/29 (月)	0	0	¥0	¥0	-	-	-	0	-	-	0	0	¥0	¥0	-	-	-	0
12/30 (火)	0	0	¥0	¥0	-	-	-	0	-	-	0	0	¥0	¥0	-	-	-	0
12/31 (水)	0	0	¥0	¥0	-	-	-	0	-	-	0	0	¥0	¥0	-	-	-	0

