

A

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12 月度集計

客単価

¥3,000

日付	インプレッション数	クリック率	クリック数	CPC	コスト	予約件数	予約人数	売上(予測)
合計	494,046	0.69%	3422	¥65.90	¥225,506	130	1497	¥4,491,000
12/1	2,264	0.53%	12	¥53.33	¥640	1	12	¥36,000
12/2	17,740	0.74%	132	¥46.98	¥6,202	0	0	¥0
12/3	31,362	0.47%	147	¥53.07	¥7,802	4	48	¥144,000
12/4	11,882	1.01%	120	¥80.36	¥9,643	9	80	¥240,000
12/5	17,144	0.76%	131	¥73.27	¥9,599	8	89	¥267,000
12/6	16,489	0.79%	131	¥63.63	¥8,335	11	141	¥423,000
12/7	13,252	0.84%	111	¥75.10	¥8,336	8	122	¥366,000
12/8	13,445	0.89%	120	¥74.68	¥8,962	4	36	¥108,000
12/9	16,875	0.60%	101	¥70.44	¥7,114	2	8	¥24,000
12/10	23,584	0.71%	168	¥58.56	¥9,838	5	55	¥165,000
12/11	21,580	0.79%	170	¥64.51	¥10,966	12	113	¥339,000
12/12	12,110	0.78%	95	¥71.80	¥6,821	8	104	¥312,000
12/13	22,059	0.68%	149	¥60.31	¥8,986	6	50	¥150,000
12/14	20,775	0.57%	118	¥74.41	¥8,780	3	55	¥165,000
12/15	17,619	0.64%	112	¥62.05	¥6,950	1	5	¥15,000
12/16	14,398	0.70%	101	¥81.75	¥8,257	0	0	¥0
12/17	17,355	0.76%	132	¥73.70	¥9,728	6	64	¥192,000
12/18	15,895	0.78%	124	¥63.31	¥7,851	10	143	¥429,000
12/19	22,208	0.63%	141	¥63.94	¥9,015	8	80	¥240,000
12/20	18,499	0.65%	121	¥71.21	¥8,617	5	73	¥219,000
12/21	17,454	0.62%	108	¥77.31	¥8,349	2	17	¥51,000
12/22	14,756	0.68%	101	¥62.98	¥6,361	1	5	¥15,000
12/23	13,509	0.54%	73	¥65.88	¥4,809	2	26	¥78,000
12/24	14,199	0.57%	81	¥66.70	¥5,403	2	12	¥36,000
12/25	20,370	0.61%	124	¥63.05	¥7,818	4	57	¥171,000
12/26	13,317	0.69%	92	¥85.08	¥7,827	2	21	¥63,000
12/27	15,074	0.67%	101	¥67.21	¥6,788	1	5	¥15,000
12/28	14,041	0.86%	121	¥48.69	¥5,892	2	33	¥99,000
12/29	11,095	0.82%	91	¥61.97	¥5,639	3	43	¥129,000
12/30	9,111	0.68%	62	¥33.65	¥2,086	0	0	¥0
12/31	4,585	0.70%	32	¥65.38	¥2,092	0	0	¥0

12月PPC広告経由で予約数

130件 1497名

売上(客単価@3000円積算)

¥4,491,000

費用対効果(売上÷コスト×100)

1,992%

※売上は当月の平均客単価を積算しています。

※予約数は当月受付人数です。