

B 様 3 月度集計 客単価 ¥4,000

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	587,111	0.70%	4110	¥15.77	¥64,794	40	381	¥1,524,000
3/1	16,844	0.81%	137	¥15.59	¥2,136	1	3	¥12,000
3/2	17,332	0.67%	116	¥16.36	¥1,898	0	0	¥0
3/3	15,881	0.71%	112	¥16.47	¥1,845	1	8	¥32,000
3/4	19,153	0.82%	158	¥13.99	¥2,211	2	22	¥88,000
3/5	23,153	0.60%	140	¥15.79	¥2,211	2	24	¥96,000
3/6	18,655	0.75%	140	¥16.97	¥2,376	3	38	¥152,000
3/7	11,866	0.92%	109	¥11.66	¥1,271	2	33	¥132,000
3/8	20,502	0.70%	144	¥15.99	¥2,302	1	5	¥20,000
3/9	22,319	0.56%	126	¥15.19	¥1,914	1	2	¥8,000
3/10	21,687	0.66%	144	¥14.94	¥2,151	1	15	¥60,000
3/11	21,773	0.68%	149	¥15.30	¥2,280	3	31	¥124,000
3/12	22,700	0.61%	138	¥16.39	¥2,262	2	14	¥56,000
3/13	17,785	0.76%	135	¥16.59	¥2,239	2	8	¥32,000
3/14	13,427	0.97%	130	¥12.26	¥1,594	1	15	¥60,000
3/15	12,775	0.67%	85	¥16.75	¥1,424	1	2	¥8,000
3/16	18,400	0.55%	102	¥14.23	¥1,451	0	0	¥0
3/17	12,323	0.86%	106	¥15.58	¥1,651	2	17	¥68,000
3/18	15,101	0.81%	123	¥16.32	¥2,007	3	39	¥156,000
3/19	17,167	0.52%	90	¥19.13	¥1,722	2	22	¥88,000
3/20	15,307	0.59%	90	¥15.93	¥1,434	1	20	¥80,000
3/21	18,569	0.84%	156	¥16.23	¥2,532	1	5	¥20,000
3/22	19,979	0.71%	142	¥18.67	¥2,651	1	2	¥8,000
3/23	20,176	0.60%	122	¥17.48	¥2,132	1	7	¥28,000
3/24	23,621	0.63%	149	¥15.75	¥2,347	1	3	¥12,000
3/25	20,811	0.77%	160	¥15.88	¥2,541	1	16	¥64,000
3/26	17,219	0.87%	149	¥15.21	¥2,266	1	6	¥24,000
3/27	19,367	0.75%	146	¥14.90	¥2,176	1	3	¥12,000
3/28	15,849	0.96%	152	¥15.82	¥2,404	1	9	¥36,000
3/29	15,119	0.89%	134	¥15.10	¥2,024	1	12	¥48,000
3/30	32,443	0.49%	158	¥15.89	¥2,510	0	0	¥0
3/31	29,808	0.56%	168	¥16.85	¥2,831	0	0	¥0

3月PPC広告経由で予約数 **40件 381名**

売上(客単価@4000円積算) **¥1,524,000**

費用対効果(売上÷コスト×100) **2,352%**

※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。