

# Top Conversion Paths

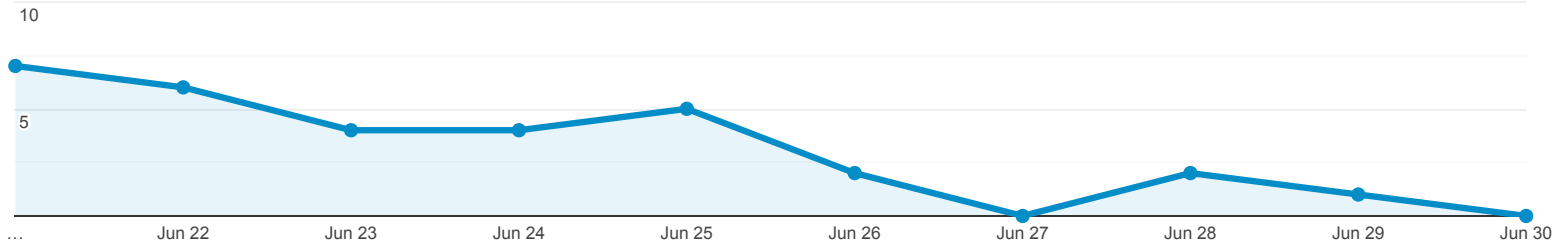
Jun 21, 2021 - Jun 30, 2021

Conversion:  Path Length:  Type: **Google Ads** Lookback Window: Set  days prior to conversion

% of conversions: 18.34%

**Explorer**

● Conversions



Conversions  
**31**  
% of Total: 18.34% (169)

Conversion Value  
**A\$0.00**  
% of Total: 0.00% (A\$0.00)

Google Ads Campaign Path

Conversions

Conversion Value

| Rank | Path   | Conversions | Conversion Value |
|------|--|-------------|------------------|
| 1.   | unavailable x 36 → Marble (Smart Display) - May → unavailable x 13   | 2 (6.45%)   | A\$0.00 (0.00%)  |
| 2.   | unavailable x 10 → unavailable → unavailable x 7 → unavailable x 4 → unavailable x 23 → unavailable → unavailable x 17 → unavailable x 2 → unavailable x 4 → unavailable → unavailable → (not set) → unavailable → unavailable → unavailable → unavailable → unavailable x 2 → (not set) → unavailable x 3 → unavailable x 3 → unavailable x 6 → (not set) → unavailable → (not set) → unavailable     | 2 (6.45%)   | A\$0.00 (0.00%)  |
| 3.   | unavailable x 4 → unavailable → unavailable x 7 → unavailable x 4 → unavailable x 23 → unavailable → unavailable x 17 → unavailable x 2 → unavailable x 4 → unavailable → unavailable → (not set) → unavailable → unavailable → unavailable → unavailable → unavailable x 2 → (not set) → unavailable x 3 → unavailable x 3 → unavailable x 6 → (not set) → unavailable → (not set) → unavailable x 11 | 2 (6.45%)   | A\$0.00 (0.00%)  |
| 4.   | unavailable → unavailable x 3 → Search_Leads_StoneType   | 2 (6.45%)   | A\$0.00 (0.00%)  |
| 5.   | Search_Leads_StoneType → unavailable   | 2 (6.45%)   | A\$0.00 (0.00%)  |
| 6.   | Search_Leads_Application → unavailable   | 2 (6.45%)   | A\$0.00 (0.00%)  |
| 7.   | unavailable x 36 → Marble (Smart Display) - May → unavailable x 11   | 1 (3.23%)   | A\$0.00 (0.00%)  |
| 8.   | unavailable x 35 → Marble (Smart Display) - May → unavailable x 15   | 1 (3.23%)   | A\$0.00 (0.00%)  |
| 9.   | unavailable x 27 → Marble (Smart Display) - May → unavailable x 20   | 1 (3.23%)   | A\$0.00 (0.00%)  |
| 10.  | unavailable x 8 → unavailable → unavailable x 7 → unavailable x 4 → unavailable x 23 → unavailable → unavailable x 17 → unavailable x 2 → unavailable x 4 → unavailable → unavailable → (not set) → unavailable → unavailable → unavailable → unavailable → unavailable x 2  | 1 (3.23%)   | A\$0.00 (0.00%)  |

|     |  |              |                    |
|-----|--|--------------|--------------------|
|     | <p>unavailable</p> <p>(not set) unavailable × 3 unavailable × 3 unavailable × 6 (not set)</p> <p>unavailable (not set) unavailable × 5</p>   |              |                    |
| 11. | <p>unavailable × 8 unavailable unavailable × 7 unavailable × 4</p> <p>unavailable × 23 unavailable unavailable × 17 unavailable × 2</p> <p>unavailable × 4 unavailable unavailable (not set) unavailable</p> <p>unavailable unavailable unavailable unavailable unavailable × 2</p> <p>(not set) unavailable × 3 unavailable × 3 unavailable × 6 (not set)</p> <p>unavailable (not set) unavailable × 6</p>  | 1<br>(3.23%) | A\$0.00<br>(0.00%) |
| 12. | <p>unavailable × 6 unavailable unavailable × 7 unavailable × 4</p> <p>unavailable × 23 unavailable unavailable × 17 unavailable × 2</p> <p>unavailable × 4 unavailable unavailable (not set) unavailable</p> <p>unavailable unavailable unavailable unavailable unavailable × 2</p> <p>(not set) unavailable × 3 unavailable × 3 unavailable × 6 (not set)</p> <p>unavailable (not set) unavailable × 8</p>  | 1<br>(3.23%) | A\$0.00<br>(0.00%) |
| 13. | <p>unavailable × 4 unavailable unavailable × 7 unavailable × 4</p> <p>unavailable × 23 unavailable unavailable × 17 unavailable × 2</p> <p>unavailable × 4 unavailable unavailable (not set) unavailable</p> <p>unavailable unavailable unavailable unavailable unavailable × 2</p> <p>(not set) unavailable × 3 unavailable × 3 unavailable × 6 (not set)</p> <p>unavailable (not set) unavailable × 10</p> | 1<br>(3.23%) | A\$0.00<br>(0.00%) |
| 14. | <p>unavailable × 2 unavailable unavailable (not set) unavailable × 2</p> <p>(not set) × 2 unavailable unavailable unavailable</p>  | 1<br>(3.23%) | A\$0.00<br>(0.00%) |
| 15. | <p>unavailable unavailable unavailable × 7 unavailable × 4</p> <p>unavailable × 23 unavailable unavailable × 17 unavailable × 2</p> <p>unavailable × 4 unavailable unavailable (not set) unavailable</p> <p>unavailable unavailable unavailable unavailable unavailable × 2</p> <p>(not set) unavailable × 3 unavailable × 3 unavailable × 6 (not set)</p> <p>unavailable (not set) unavailable × 14</p>     | 1<br>(3.23%) | A\$0.00<br>(0.00%) |
| 16. | <p>unavailable unavailable × 4 unavailable × 23 unavailable</p> <p>unavailable × 17 unavailable × 2 unavailable × 4 unavailable</p> <p>unavailable (not set) unavailable unavailable unavailable</p> <p>unavailable unavailable unavailable × 2 (not set) unavailable × 3</p> <p>unavailable × 3 unavailable × 6 (not set) unavailable (not set)</p> <p>unavailable × 14 unavailable unavailable × 5</p>     | 1<br>(3.23%) | A\$0.00<br>(0.00%) |
| 17. | <p>unavailable unavailable × 3 Search_Leads_StoneType unavailable</p>  | 1<br>(3.23%) | A\$0.00<br>(0.00%) |
| 18. | <p>unavailable DSA Campaign - May 2021 unavailable unavailable</p>   | 1<br>(3.23%) | A\$0.00<br>(0.00%) |
| 19. | <p>Search_Leads_StoneSpecific unavailable</p>  | 1<br>(3.23%) | A\$0.00<br>(0.00%) |
| 20. | <p>Search_Leads_StoneSpecific × 2 Remarketing (Display) unavailable</p> <p>unavailable Marble (Smart Display) - May</p>  | 1<br>(3.23%) | A\$0.00<br>(0.00%) |
| 21. | <p>Remarketing (Display) × 2</p>   | 1<br>(3.23%) | A\$0.00<br>(0.00%) |
| 22. | <p>Search_Leads_StoneType unavailable Search_Leads_StoneType</p>   | 1<br>(3.23%) | A\$0.00<br>(0.00%) |
| 23. | <p>Search_Leads_StoneType DSA Campaign - May 2021</p>  | 1<br>(3.23%) | A\$0.00<br>(0.00%) |
| 24. | <p>DSA Campaign - May 2021 unavailable</p>   | 1<br>(3.23%) | A\$0.00<br>(0.00%) |
| 25. | <p>DSA Campaign - May 2021 × 3</p>   | 1            | A\$0.00            |

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