**PPC**  
Your boss at the ukulele store has asked you to run the company’s search marketing campaign. The only direction she gives you is to sell as many ukuleles online as you can but not to spend over $1,000 per month on PPC advertising costs. You build a landing page and set up a search ad in Google.

1. During the first month, your ad generated 15,000 impressions. Based on this data, how many clicks did your ad receive?

2. After several months, you’re averaging 247 clicks per month on your search ad and spending your entire $1,000 budget. What is your average cost per click?

3. The 247 clicks you average each month on your ad produce an average of 11 ukulele sales. What is your conversion rate for this ad campaign?