Your reporting guide

AdSense report · Built with Datapipe

Start with the overview. Then see which sites, countries and ad units drove the change.

Explore the report

01 Overview
Earnings, page views, page RPM and CTR against the previous period.

02 to 04 Sites, countries and ad units
Where earnings came from, and the RPM of each.
Pick a site, country or ad unit to filter its page.

Use your own data

1 Add AdSense as a data source in Datapipe.
Sign in with Google and choose your AdSense account.

2 Create this dashboard.
Authorize Google Sheets when prompted.

3 Open your private Data Studio copy.
Datapipe refreshes the same workbook.

Read the numbers correctly

Page RPM and CTR come from the totals shown, not averages of days.

Earnings are in your account currency and stay estimates until AdSense finalizes them.

Sites lists the sites added in AdSense. Overview also counts ads shown on other domains.

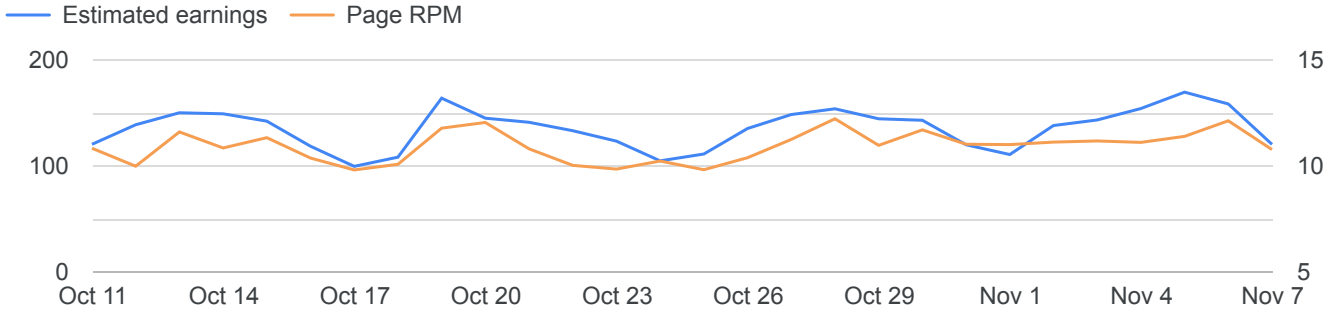
Earnings overview

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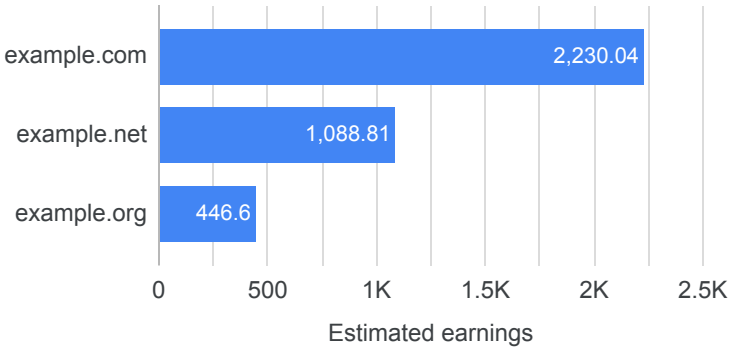
Oct 11, 2026 - Nov 7, 2026

Estimated earnings	Page views	Page RPM	Page CTR
3,765.38	345,504	10.9	1.07%
↑ 10.6% from previous 28 days	↑ 2.6% from previous 28 days	↑ 7.9% from previous 28 days	↑ 1.7% from previous 28 days

Daily earnings and page RPM



Top sites by earnings



Earnings by day

	Date	Estimated earnings	Page views	Page RPM	Page CTR
1.	Nov 7, 2026	119.46	11,135	10.73	1.05%
2.	Nov 6, 2026	157.59	13,040	12.09	0.94%
3.	Nov 5, 2026	168.72	14,865	11.35	1.2%
4.	Nov 4, 2026	153.26	13,849	11.07	1.13%
5.	Nov 3, 2026	142.47	12,796	11.13	0.94%
6.	Nov 2, 2026	137.24	12,386	11.08	1.12%
7.	Nov 1, 2026	109.87	10,023	10.96	1.13%
8.	Oct 31, 2026	119.09	10,847	10.98	1.14%
9.	Oct 30, 2026	142.2	12,199	11.66	0.99%
10.	Oct 29, 2026	143.59	13,141	10.93	1.1%

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Earnings by site

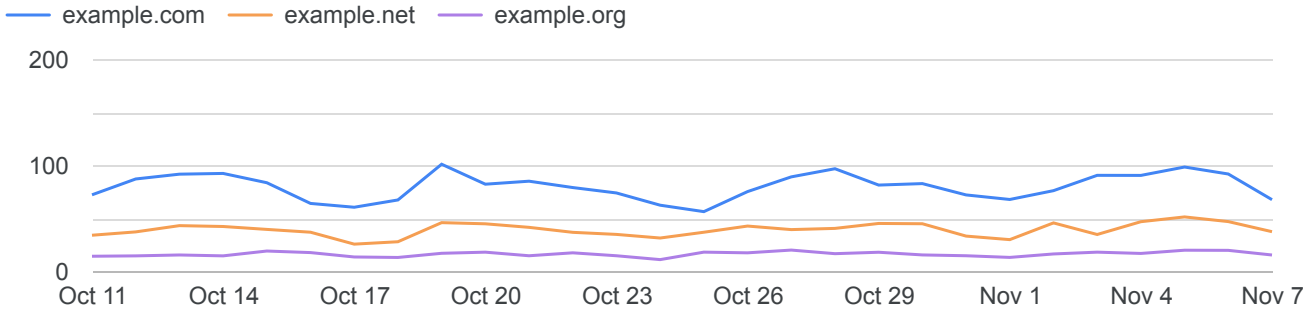
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Site

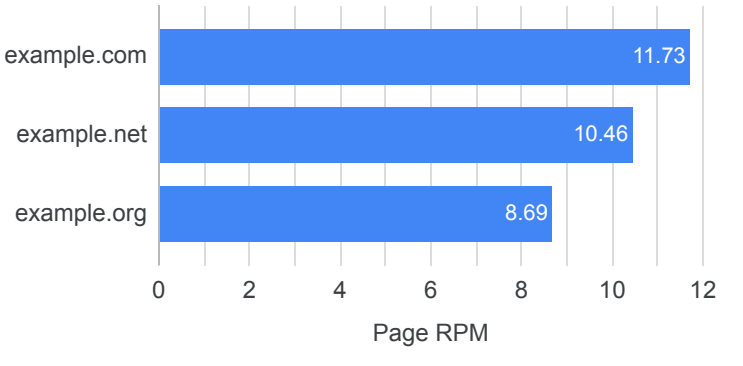
Oct 11, 2026 - Nov 7, 2026

Estimated earnings	Page views	Page RPM	Coverage
3,765.45	345,504	10.9	79.78%
▲ 10.6% from previous 28 days	▲ 2.6% from previous 28 days	▲ 7.9% from previous 28 days	▼ -0.4% from previous 28 days

Daily earnings by site



Page RPM by site



Earnings by site

	Site	Estimated earnings ▼	Page views	Page RPM	Page CTR
1.	example.com	2,230.04	190,068	11.73	1.09%
2.	example.net	1,088.81	104,045	10.46	1.05%
3.	example.org	446.6	51,391	8.69	1%

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Earnings by country

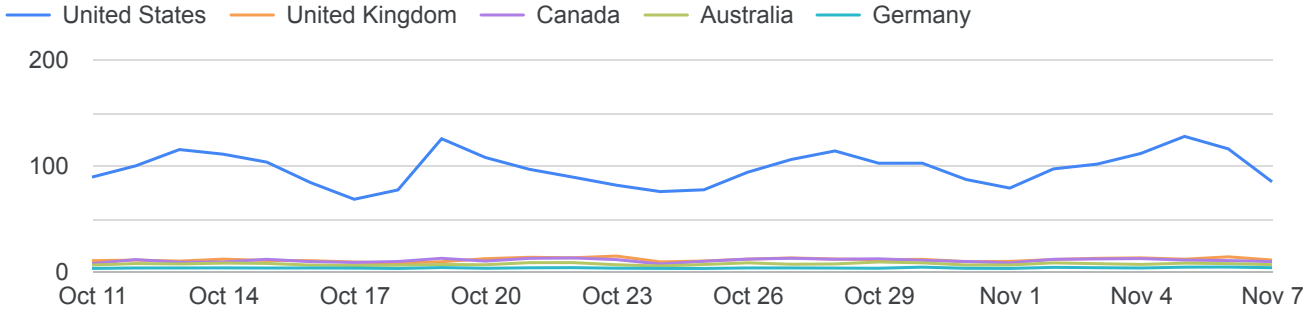
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Country

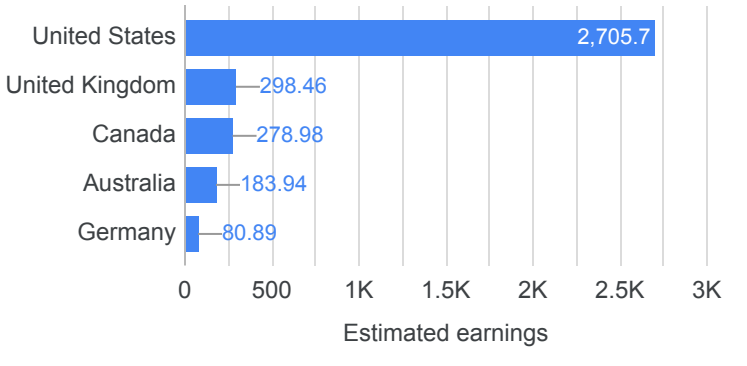
Oct 11, 2026 - Nov 7, 2026

Estimated earnings	Page views	Page RPM	Page CTR
3,765.41	345,504	10.9	1.07%
↑ 10.6% from previous 28 days	↑ 2.6% from previous 28 days	↑ 7.9% from previous 28 days	↑ 1.7% from previous 28 days

Daily earnings by country



Top countries by earnings



Earnings by country

	Country	Estimated earnings ▼	Page views	Page RPM	Page CTR
1.	United States	2,705.7	188,640	14.34	1.07%
2.	United Kingdom	298.46	31,015	9.62	1.03%
3.	Canada	278.98	24,674	11.31	1.02%
4.	Australia	183.94	17,259	10.66	0.99%
5.	Germany	80.89	10,521	7.69	0.83%
6.	France	41.17	6,939	5.93	0.76%
7.	New Zealand	33.13	3,438	9.64	0.67%
8.	Ireland	30.51	3,508	8.7	0.77%
9.	Sweden	27.37	3,497	7.83	0.6%
10.	India	24.46	21,131	1.16	1.35%

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Earnings by ad unit

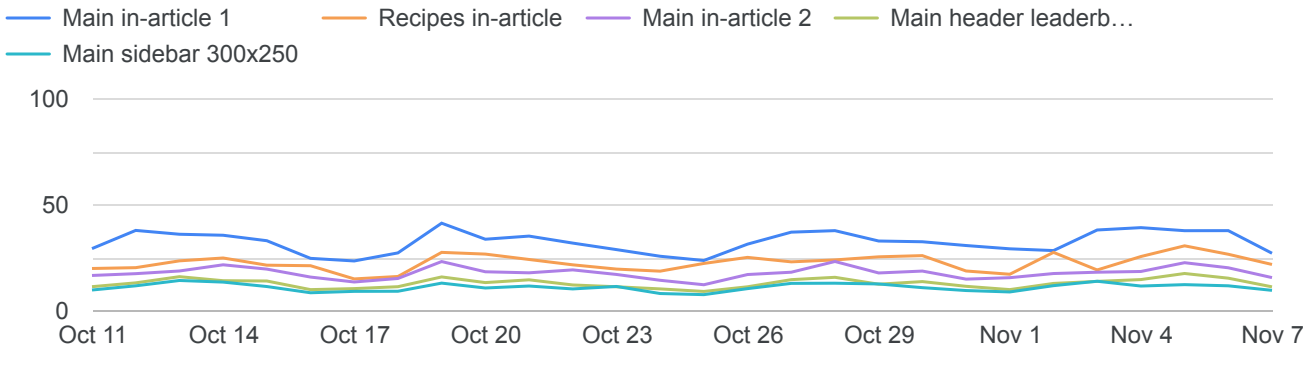
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Ad unit

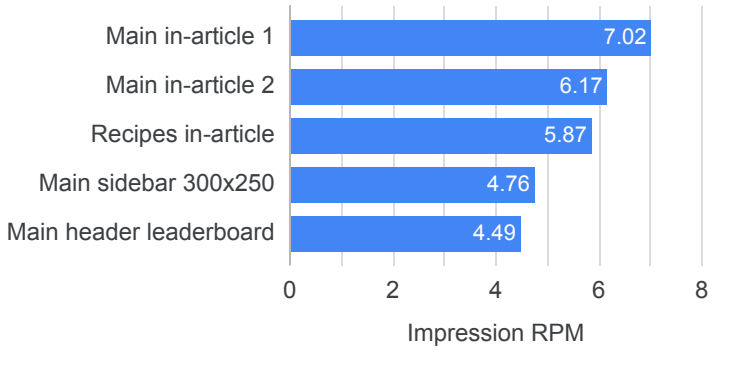
Oct 11, 2026 - Nov 7, 2026

Estimated earnings	Ad impressions	Impression RPM	CPC
3,765.37	730,736	5.15	1.02
▲ 10.6% from previous 28 days	▲ 1.1% from previous 28 days	▲ 9.5% from previous 28 days	▲ 6.0% from previous 28 days

Daily earnings by ad unit



Impression RPM by ad unit



Earnings by ad unit

	Ad unit	Estimated earnings ▼	Ad impressions	Ad clicks	Impression RPM
1.	Main in-article 1	897.98	127,839	775	7.02
2.	Recipes in-article	624.49	106,452	688	5.87
3.	Main in-article 2	489.83	79,374	405	6.17
4.	Main header leaderboard	352.52	78,577	282	4.49
5.	Main sidebar 300x250	299.93	63,017	215	4.76
6.	Guides responsive display	296.2	68,784	368	4.31
7.	Recipes sidebar 300x250	281.93	67,764	253	4.16
8.	Main below content	189.73	48,215	402	3.94
9.	Recipes below content	182.38	49,679	147	3.67
10.	Guides footer banner	150.38	41,035	147	3.66

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