

Your Google Ads performance report



Report date: 26/08/2019 — 01/09/2019
Compared to: 19/08/2019 — 25/08/2019

Duration (days): 7

Total cost

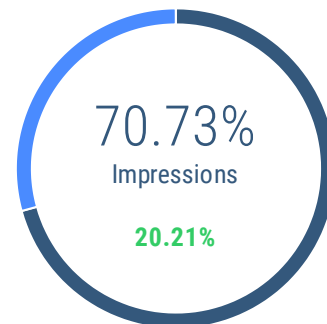


€695,716.00
Spent 279.94%
« €183,111.00

Company ABC

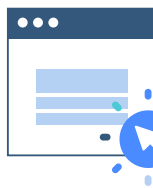
Impressions vs. Clicks

● Impressions 70.73%
● Clicks 29.27%



Company ABC

Click-through rate



9.84%
CTR -69.11%
« 31.85%

Company ABC

Cost-per-click



€336,793.00
CPC -66.81%
« €1,014,859.00

Company ABC

Conversions

Page visits that converted to transactions



868.01
Conversions 20.82%
« 718.43

Company ABC

Conversion value



541.99
Conversion value (USD) 132.64%
« 232.97

Company ABC

Conversion rate



38.57%
Conversion rate

151.11%
⏪ 15.36%

Company ABC

Cost per conversion

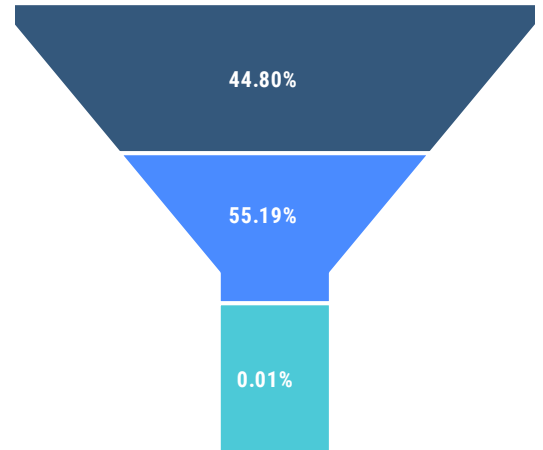


€510,163.00
Per conversion

-34.72%
⏪ €781,507.00

Company ABC

Edit title



● Impressions	277,673
● Clicks	342,069
● Conversions	38.12

Company ABC

Top countries

Country/Territory	Clicks	CTR	Conversions	Conv. rate	Value
885394	1,173,184	59.37%	386.34	23.44%	342.69
751373	961,460	0.96%	319.98	0.27%	86.53
181160	112,248	0.78%	161.15	0.66%	77.66
5461	69,246	0.94%	144.58	0.28%	17.07

Company ABC

Share of voice (All campaigns)

📄 Impr. (Abs. Top) %	9.86%	-82.26%
📄 Impr. (Top) %	1.02%	-97.47%

📄 Search Impr. share	88.34%	2,125.19%
📄 Content Impr. share	277.91	-62.35%

Campaign:

Top campaigns

	Campaign	Clicks	Impressions	CTR	Conversions	Value	Cost	
1.	Campaign: String A Device: String A Network: String A	983,122 286%	1,191,071 ↑	70.52% ↑	51.94 ↓	59.41 ↓	€1,116,899.00 ↓	↑
2.	Campaign: String B Device: String B Network: String B	103,287 ↓	1,168,725 ↑	0.81% ↑	44.13 ↓	17.32 ↓	€90,204.00 ↓	↓
3.	Campaign: String C Device: String C Network: String C	21,978 ↓	972,559 ↑	0.54% ↑	43.16 ↓	8.88 ↓	-84.8% €40,688.00 ↓	↓
4.	Campaign: String D Device: String D Network: String D	16,599 ↓	822,074 ↑	0.68% ↑	467% 38.95 ↓	3.15% 6.41 ↓	€29,413.00 ↓	↓
5.	Campaign: String E Device: String E Network: String E	3,529 ↓	128,268 ↑	586% 0.23% ↓	-62.9% 9.73 ↓	6.37 ↓	€3,082.00 ↓	↓

 Company ABC


Top ad groups

	Ad group	Clicks	Impressions	Conversions	Value	Cost	
1.	Ad group: String A Campaign: String A Device: String A Network: String A	1,070,068 ↑	250,726 ↓	783.81 ↓	138% 405.44 ↓	492% €566,131.00 ↓	↓
2.	Ad group: String B Campaign: String B Device: String B Network: String B	692,525 ↑	162,810 ↑	534.29 ↑	405% 204.78 ↓	529% €451,718.00 ↓	↓
3.	Ad group: String C Campaign: String C Device: String C Network: String C	391,367 ↑	51,239 ↓	292.76 ↓	364% 174.11 ↓	1318% €306,818.00 ↓	177%
4.	Ad group: String D Campaign: String D Device: String D Network: String D	81,719 ↓	4,830 ↓	-80.6% 154.03 ↓	1578% 146.54 ↓	1301% €200,236.00 ↓	2532%

 Company ABC

Search queries

Search term	Clicks		Impressions	CTR		Conversions	Value	Cost				
Search term: String A Ad group: String A Campaign: String A	758,774	↑	507,429	↑	67.69%	177%	1,037.49	↑	243.85	↓	€749,038.00	↓
Search term: String B Ad group: String B Campaign: String B	754,886	↑	412,042	391%	0.96%	-4%	19.32	↓	69.24	↓	€242,162.00	↓
Search term: String C Ad group: String C Campaign: String C	128,713	300%	397,669	443%	0.57%	83.87%	7.66	↓	48.35	↓	€97,135.00	↓
Search term: String D Ad group: String D Campaign: String D	98,306	308%	135,846	300%	0.60%	-25%	6.17	↓	9.54	↓	€54,102.00	↓
Search term: String E Ad group: String E Campaign: String E	72,584	489%	58,384	158%	0.21%	425%	5.77	-91.1%	7.44	↓	€38,873.00	↑

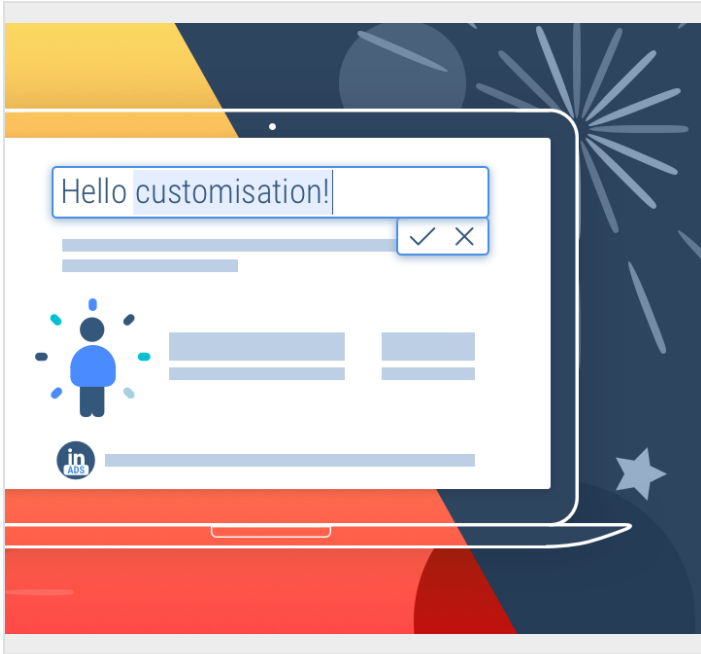
 Company ABC

Top text ads

	Headline	Clicks		CTR		Conversions	Conv. rate	Value			
1.	Headline: String A URL: 0 Description: String A	349,594	314%	15.10%	-82.49%	254.25	↓	5.46%	-77.96%	1,076.51	681%
2.	Headline: String B URL: 1 Description: String B	21,845	539%	0.29%	-71%	131.39	29.6%	0.55%	-12.7%	651.47	643%
3.	Headline: String C URL: 2 Description: String C	15,192	783%	0.44%	91.3%	9.22	-89.57%	0.87%	-12.12%	173.15	130%
4.	Headline: String D URL: 3 Description: String D	1,237	-16.59%	0.66%	-7.04%	9.16	-74.68%	0.45%	12.5%	79.92	42.97%
5.	Headline: String E URL: 4 Description: String E	236	-47.09%	0.22%	-74.71%	7.79	-50.1%	0.04%	-88.57%	67.38	95.3%

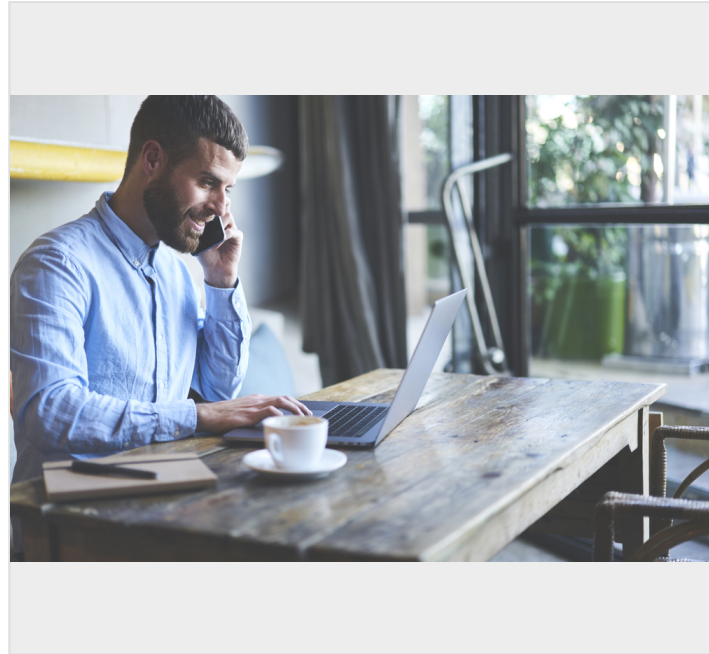
 Company ABC

Top banner ads



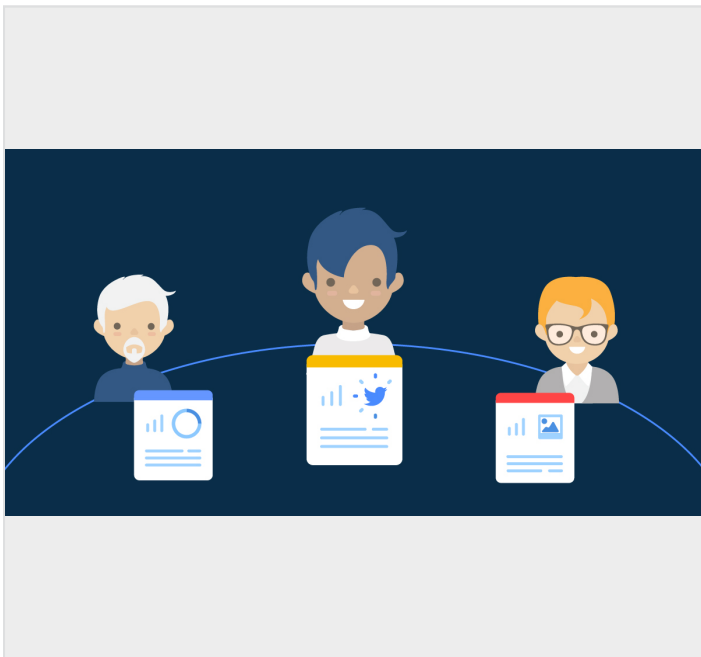
Campaign: String A
Ad group: String A
Description: String A
Final URL: 0

Clicks	CTR	Conversi...	Conv. rate	Value
712,6... ↑	44.01% ↓	28.59 ↓	76.93% ↑	495.68 ↑



Campaign: String B
Ad group: String B
Description: String B
Final URL: 1

Clicks	CTR	Conversi...	Conv. rate	Value
393,2... ↑	0.62% ↓	7.37 ↓	0.82% ↑	493.30 ↑



Campaign: String C
Ad group: String C
Description: String C
Final URL: 2

Clicks	CTR	Conversi...	Conv. rate	Value
35,920 ↓	0.40% ↑	6.62 ↓	0.00% ↓	264.03 ↑



Campaign: String D
Ad group: String D
Description: String D
Final URL: 3

Clicks	CTR	Conversi...	Conv. rate	Value
14,242 ↑	0.23% ↓	5.68 ↓	46.19% ↑	114.55 ↓