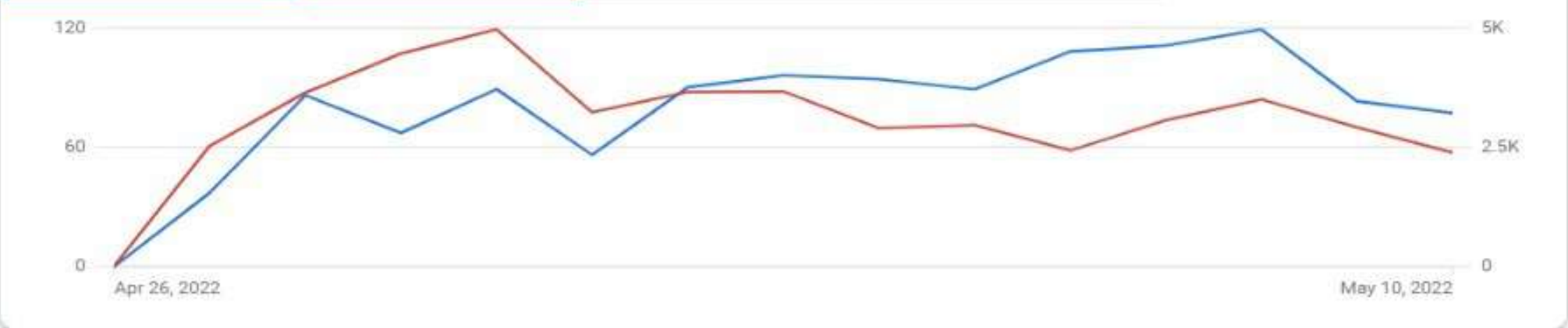


Y Campaign status: All; Ad group status: All; Campaign type: Search Add filter

+ New campaign

DOWNLOAD FEEDBACK

Clicks ▾ <b>1.2K</b>	Impressions ▾ <b>46.2K</b>	Avg. CPC <b>\$0.34</b>	Cost <b>\$410</b>	⋮
-------------------------	-------------------------------	---------------------------	----------------------	---





Campaign status: All; Ad group status: All; Campaign type: Search Add filter

+ New campaign



DOWNLOAD



FEEDBACK

Clicks ▾

425

Impressions ▾

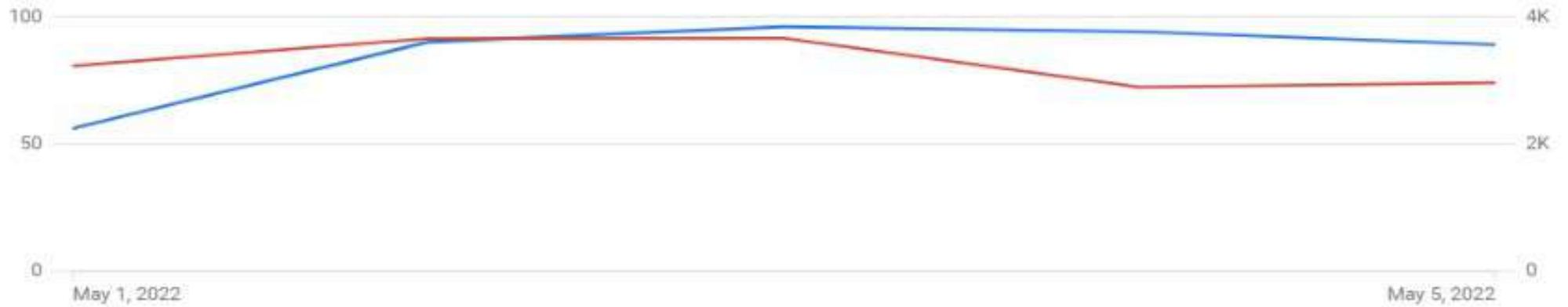
16.4K

Avg. CPC

\$0.38

Cost

\$160



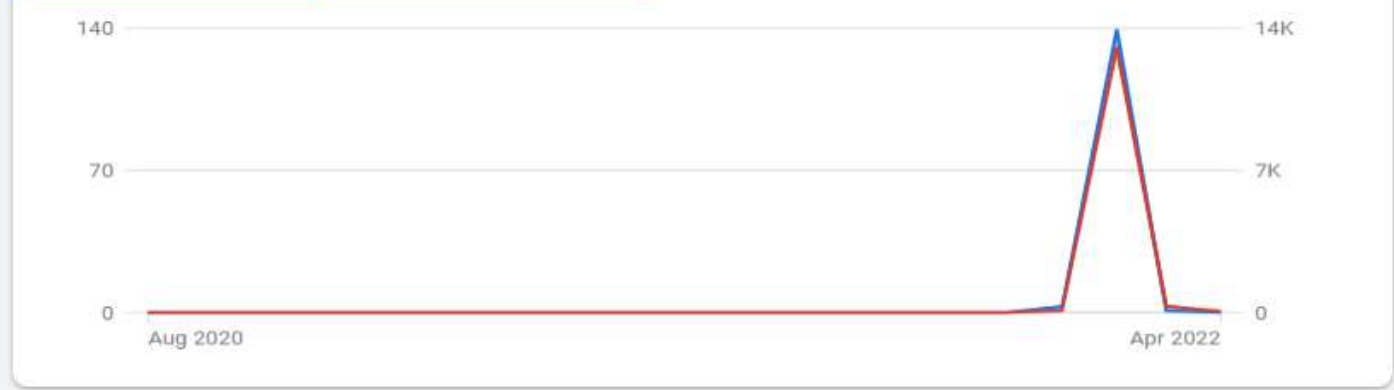
- ▶ Ads & extensions
- ▶ Landing pages
- ▶ Keywords
- Audience
- Settings
- Devices
- Change history

Ad group: **Ad group 2** Add filter



DOWNLOAD FEEDBACK

Clicks ▾ <b>143</b>	Impressions ▾ <b>13.5K</b>	Avg. CPC <b>\$0.39</b>	Cost <b>\$55.13</b>	⋮
------------------------	-------------------------------	---------------------------	------------------------	---



### Recommendations

Try the new Google Ads mobile app

**Monitor performance and improve your account on the go**

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[View](#)

< 1 / 2 >

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Keywords [+ Add keyword](#)

Searches Sort by: Impressions ?

gnId=16059589357&adGroupId=132804190037&ocid=549540363&workspaceId=0&authuser=0&\_u=4419420087&\_c=5376483187

Leads-Search-PPC Ads For Lead Form

Ad group 1

Ad group 2

Sales-Search- Daily Budget \$10

Removed campaigns are hidden

- Insights
- Ad groups
- Ads & extensions
- Landing pages
- Keywords
- Audiences
- Settings
- Change history
- Show more

Get the Google Ads mobile app

Ad group status: All; Campaign: Leads-Search-PPC Ads For Lead Form Add filter



DOWNLOAD FEEDBACK

Clicks ▾ <b>164</b>	Impressions ▾ <b>16.8K</b>	Avg. CPC ▾ <b>\$0.37</b>	Cost ▾ <b>\$60.28</b>
------------------------	-------------------------------	-----------------------------	--------------------------



Recommendations

Try the new Google Ads mobile app

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< 1 / 2 >

Ad groups

Keywords

+ Add keyword

- Dynamic March 2022
- March 2022 (new approach)
  - Ad group 1
  - Ad group 2
  - Ad group 3
- Smart March 2022
  - Ad group 1

Removed campaigns are hidden

- insights
  - Ad groups
  - Ads & extensions
  - Landing pages
  - Keywords
  - Audiences
  - Content
  - Settings
  - Change history
  - Show more
- Get the Google Ads mobile app

Ad group status: All; Campaign: March 2022 (new approach) Add filter



DOWNLOAD FEEDBACK

Clicks	Impressions	Conversions	Cost
623	10.3K	60.00	\$192



### Recommendations

Your campaign optimization score **83.8%**

Improve your responsive search ads by **+9.7%**

Get more clicks on your responsive search ads by improving your headlines an...

- Ad groups
- Keywords

Dynamic March 2022

March 2022 (new approach)

Ad group 1

Ad group 2

Ad group 3

Smart March 2022

Ad group 1

Removed campaigns are hidden

- Insights
  - Ad groups
  - Ads & extensions
  - Landing pages
  - Keywords
  - Audiences
  - Content
  - Settings
  - Change history
  - Show more
- Get the Google Ads mobile app

Ad group status: All; Campaign: March 2022 (new approach) Add filter

DOWNLOAD FEEDBACK

Clicks	Impressions	Conversions	Cost
623	10.3K	60.00	\$192

Jul 26, 2021 May 9, 2022

Ad groups Keywords

Recommendations

83.8% Your campaign optimization score

Improve your responsive search... +9.7%

Get more clicks on your responsive search ads by improving your headlines an...

< 1 / 3 >

Recommendations

Insights

▸ Campaigns

▸ Ad groups

▸ Ads & extensions

▸ Landing pages

▸ Keywords

Audiences

▸ Content

▸ Settings

Change history

— Show less



Campaign status: All; Ad group status: All; Campaign type: Search Add filter

+ New campaign

DOWNLOAD

FEEDBACK

Clicks ▾

1.25K

Impressions ▾

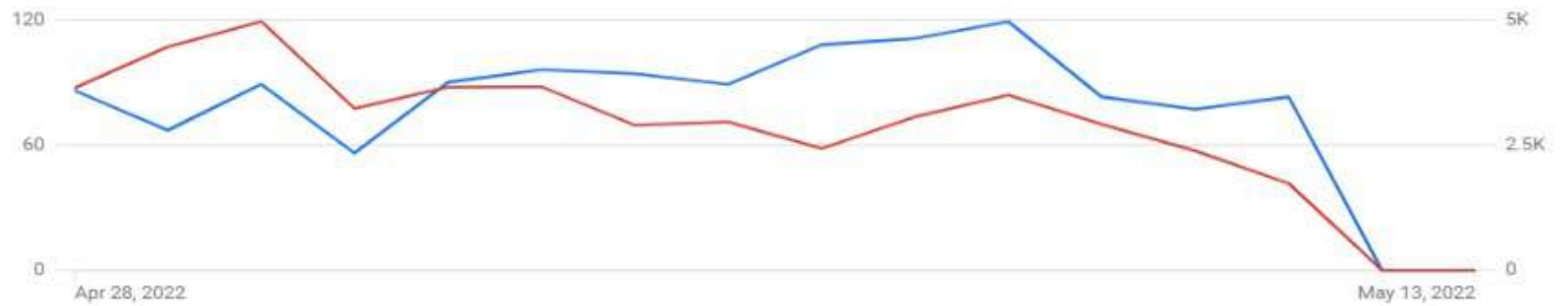
45.4K

Avg. CPC

\$0.33

Cost

\$413



Recommendations

Insights

▶ Campaigns

▶ Ad groups

▶ Ads & assets

▶ Landing pages

▶ Keywords

Audiences

▶ Content

▶ Settings

Change history

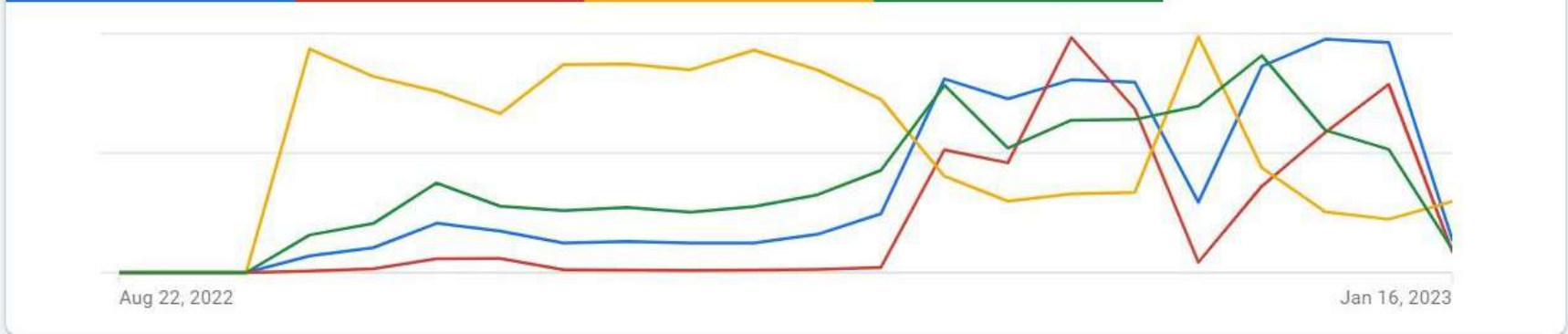
+ Show more

+ New campaign

Download

Feedback

Clicks ▾ <b>3.92K</b>	Impressions ▾ <b>425K</b>	Avg. CPC ▾ <b>\$1.05</b>	Cost ▾ <b>\$4.11K</b>	⋮
--------------------------	------------------------------	-----------------------------	--------------------------	---



💡 Optimization score ⋮

💡 Recommendation ⋮



Dynamic March 2022

March 2022 (new approach)

Ad group 1

Ad group 2

Ad group 3

Smart March 2022

Ad group 1

Removed campaigns are hidden

- Insights
  - Ad groups
  - Ads & extensions
  - Landing pages
  - Keywords
  - Audiences
  - Content
  - Settings
  - Change history
  - Show more
- Get the Google Ads mobile app

Ad group status: All; Campaign: March 2022 (new approach) Add filter

DOWNLOAD FEEDBACK

Clicks	Impressions	Conversions	Cost
623	10.3K	60.00	\$192

Recommendations

83.8% Your campaign optimization score

Improve your responsive search... +9.7%

Get more clicks on your responsive search ads by improving your headlines an...

Ad groups Keywords

- Insights
- Ad groups
- Ads & extensions
- Landing pages
- Keywords
- Audiences
- Content
- Settings
- Change history
- Show more



Ad group status: All; Campaign: W-T-S/TheJamespurcell/\$15day [Add filter](#)



Clicks ▾	Impressions ▾	Avg. CPC	Cost	⋮
26	427	\$0.40	\$10.35	



Recommendations ⋮

89.6% Your campaign optimization score ⓘ

Finish setting up conversion tracking **+10.4%**

Finish setting up conversion tracking by making sure your conversion actions are...

[View](#)

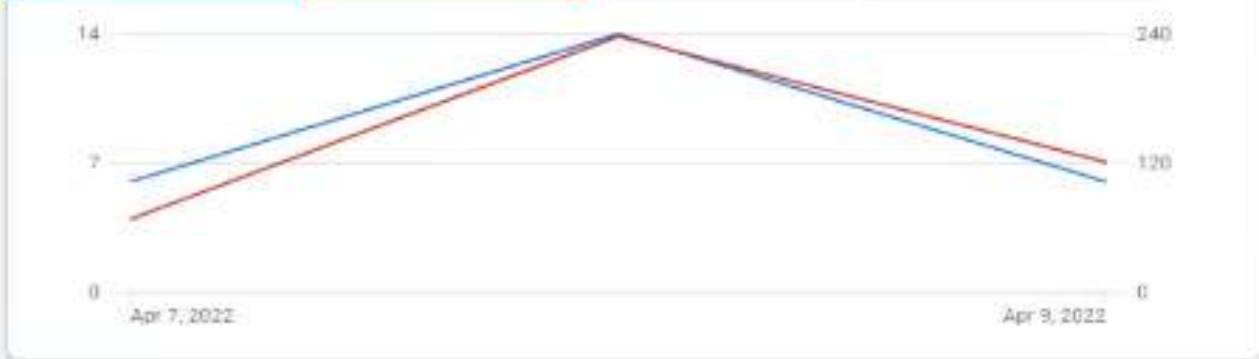
- Insights
- Ad groups
- Ads & extensions
- Landing pages
- Keywords
- Audiences
- Content
- Settings
- Change history
- Show more

Ad group status: All; Campaign: W-T-S/TheJamespurcell/\$15day [Add filter](#)



[DOWNLOAD](#) [FEEDBACK](#)

Clicks ▾	Impressions ▾	Avg. CPC	Cost	⋮
26	427	\$0.40	\$10.35	



### Recommendations

**89.6%** Your campaign optimization score ⓘ

Finish setting up conversion tracking **+10.4%**

**Finish setting up conversion tracking by making sure your conversion actions are...**

[View](#)



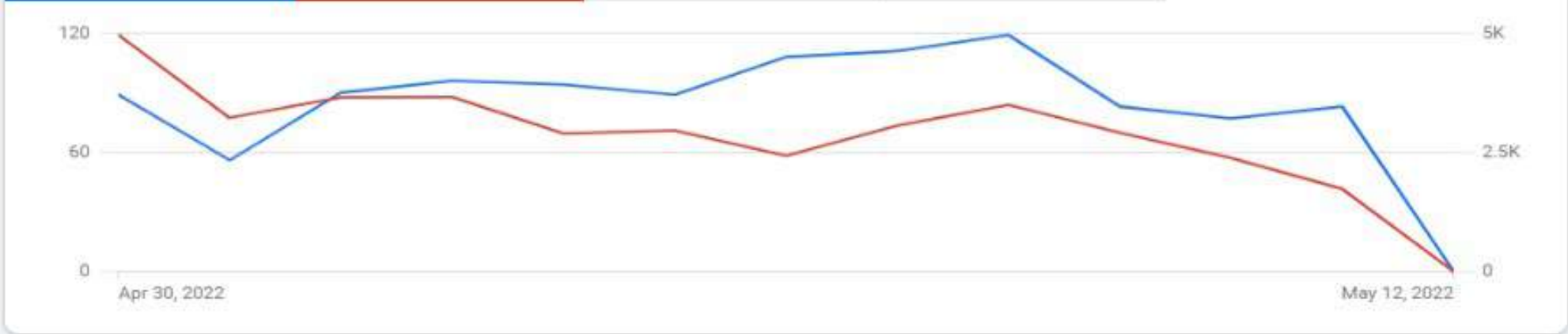
Campaign status: All, Ad group status: All, Campaign type: Search Add filter

+ New campaign

DOWNLOAD

FEEDBACK

Clicks ▾ <b>1.09K</b>	Impressions ▾ <b>37.3K</b>	Avg. CPC <b>\$0.33</b>	Cost <b>\$359</b>	⋮
--------------------------	-------------------------------	---------------------------	----------------------	---



Campaign status: All, Ad group status: All Add filter

+ New campaign

Clicks ▾

32

Impressions ▾

192

Avg. CPC ▾

dh2.18

Cost ▾

dh69.87



Biggest changes

Apr 12 - 17, 2022 compared to Apr 5 - 10, 2022

Phone call Campaign-1

+MAD69.87

Campaigns

Cost ▾

Clicks ▾

CTR ▾

Phone call Campaign-1

MAD69.87

32

16.67%

Conversion tracking status

All ▾

Tag inactive 0

Unverified 0

No recent conversions 3

Recording conversions 0

workspace filter

Campaign status: Enabled, Paused

Ad group status: Enabled, Paused

Add filter



Save

Create

## Overview

Custom

Apr 6 - 11, 2023



Show last 30 days

+ New campaign

Download

Feedback

Clicks

320

Impressions

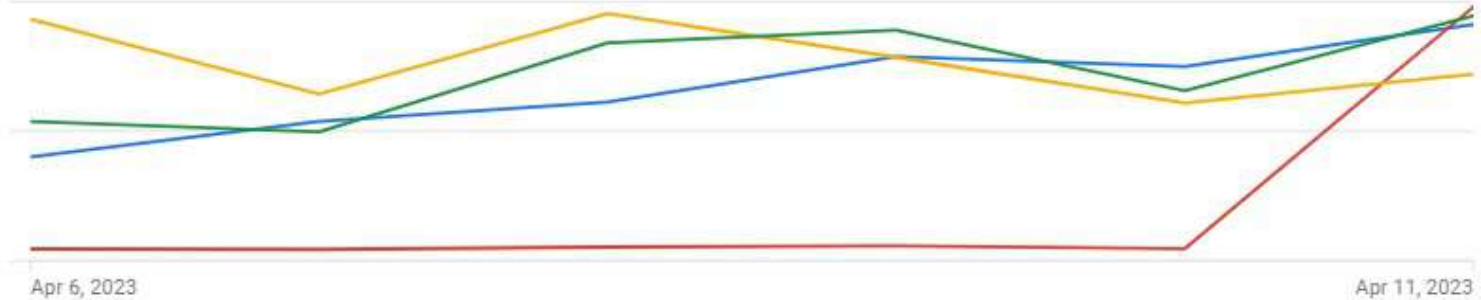
17.2K

Avg. CPC

€0.68

Cost

€219



Optimization score

Recommendation



Ad group: Ad group 2

Add filter



DOWNLOAD

FEEDBACK

Clicks ▾

143

Impressions ▾

13.5K

Avg. CPC

\$0.39

Cost

\$55.13



140  
70  
0  
Aug 2020

14K  
7K  
0  
Apr 2022

### Recommendations



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[View](#)

< 1 / 2 >

Keywords

[+ Add keyword](#)

Searches

Sort by: Impressions ▾



=132804190037&ocid=549540363&workspaceId=0&authuser=0&\_u=4419420087&\_c=5376483187

# Overview

Custom

Apr 6 - 12, 2023



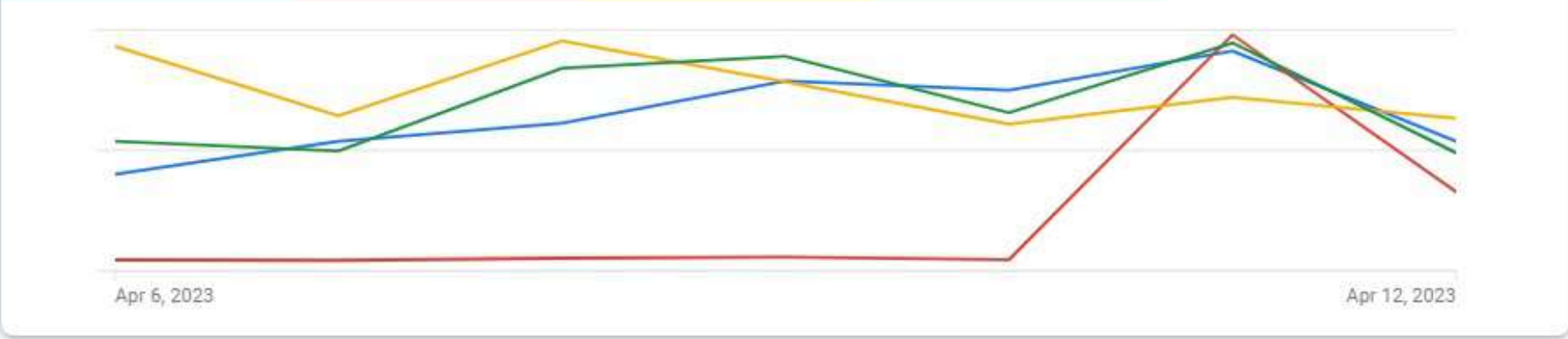
Show last 30 days

+ New campaign

Download

Feedback

Clicks	Impressions	Avg. CPC	Cost
363	21.8K	€0.67	€243



💡 Optimization score

💡 Recommendation





Save

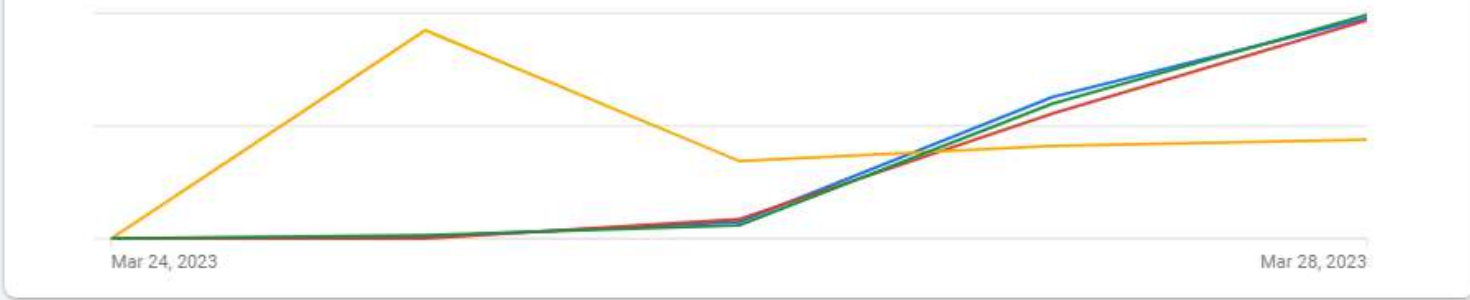
Create

### Overview

+ New campaign

Download Feedback

Clicks	Impressions	Avg. CPC	Cost
456	40.3K	\$0.51	\$233



- Overview
- Recommendations
- Insights
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- Ad groups
- Ads & assets
- Landing pages
- Keywords
- Audiences

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Optimization score

Recommendation

Campaign status: Enabled, Paused

Ad group status: Enabled, Paused

Add filter

## Overview

Custom

Apr 3 - 12, 2023



Show last 30 d

+ New campaign

Download

Feedback

Clicks ▾

382

Impressions ▾

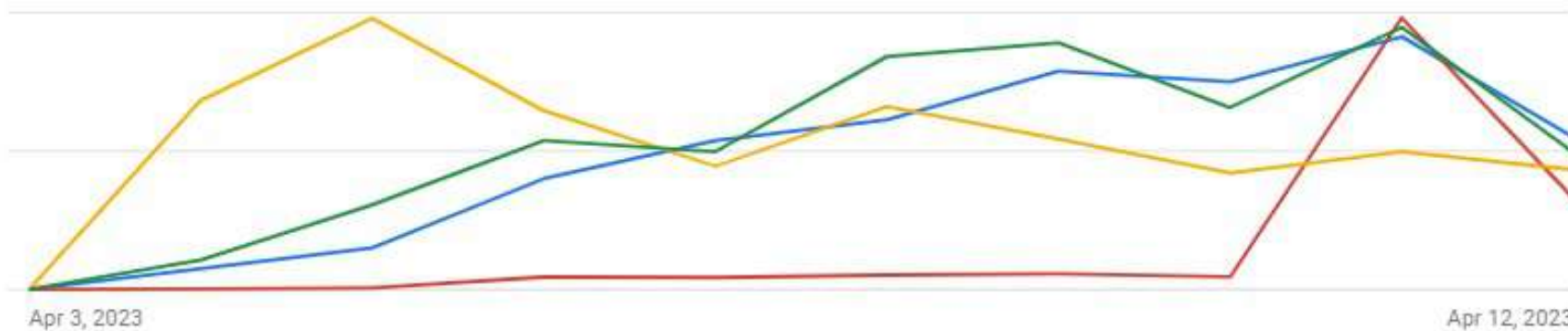
21.9K

Avg. CPC ▾

€0.69

Cost ▾

€264



💡 Optimization score



💡 Recommendation



Workspace filter

Campaign status: Enabled, Paused

Ad group status: Enabled, Paused

Add filter

Save

+ Create

# Overview

Custom Apr 2 - 12, 2023

< > Show last 30 days

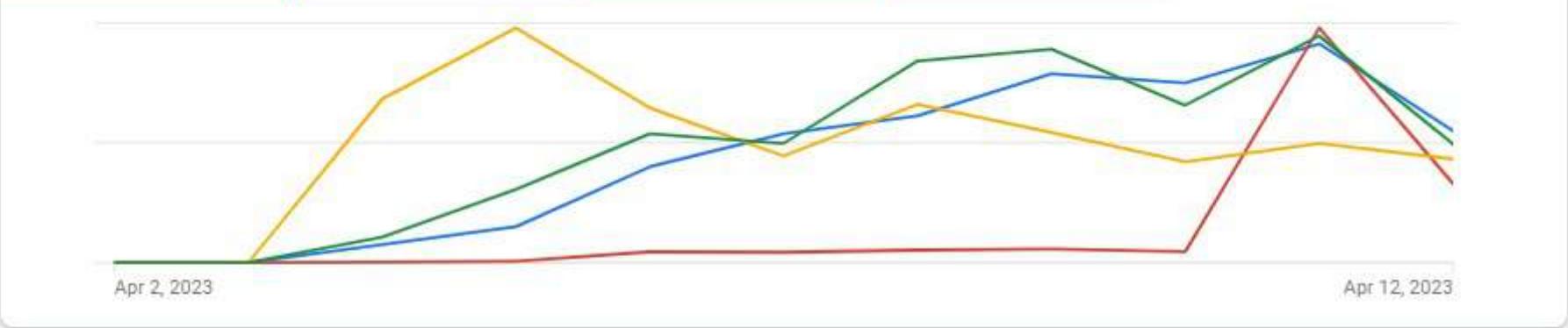
+ New campaign

Download

Feedback

- Overview
- Recommendations
- Insights
- Campaigns
- Ad groups
- Product groups
- Ads & assets
- Products
- Landing pages
- Keywords
- Audiences

Clicks	Impressions	Avg. CPC	Cost
382	21.9K	€0.69	€264



💡 Optimization score

💡 Recommendation

Workspace filter

Campaign status: Enabled, Paused

Ad group status: Enabled, Paused

Add filter

Create

# Overview

Custom

Mar 31 - Apr 9, 2023



Show last 30 days

+ New campaign

Download

Feedback

Clicks ▾

205

Impressions ▾

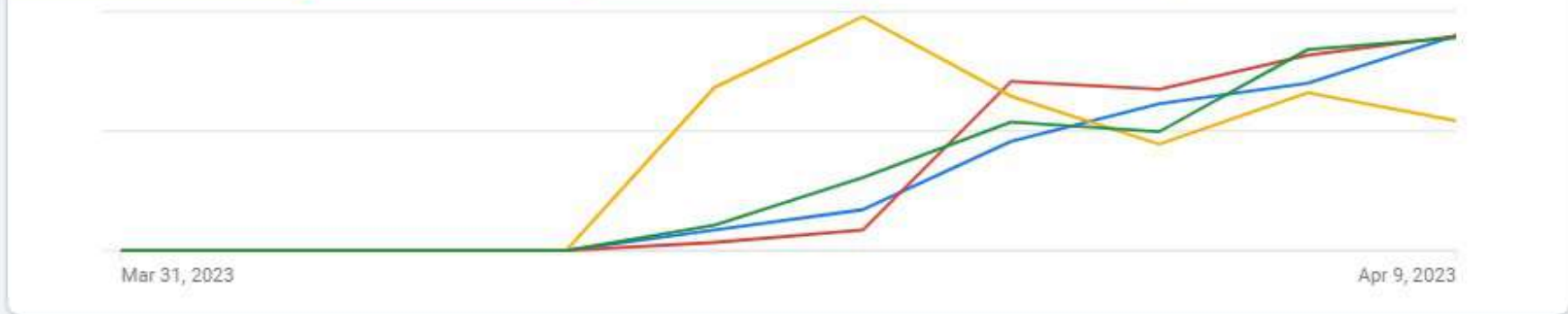
2.9K

Avg. CPC ▾

€0.78

Cost ▾

€159



Optimization score

Recommendation

- Overview
- Recommendations
- Insights
- Campaigns
- Ad groups
- Product groups
- Ads & assets
- Products
- Landing pages
- Keywords
- Audiences