

## Campaign Insights

### Insights

**Actionable insights** based on a thorough account analysis at the end of each month.

**Customized for your business.** Learn which locations, demographics, services and ad copy is performing the best. What search terms are customers using to find you. How are you performing against your competition. How Google Ads compares to other lead channels like your organic website traffic, social media and referrals. How can you leverage this to improve not only your Google Ads campaign but also your website and other channels.

We translate the data to make it clear and valuable.

### Recommendations & Improvements

**We highlight key improvements** we've made throughout the month and how they've impacted your bottom line - leads, cost-per-lead and sales. Impression and clicks can be vanity metrics and are only as good as the quality leads, sales and customers they produce.

We make recommendations for campaign iterations that including adjustments to keywords, bidding, conversion tracking, remarketing, audience and location targeting, ad and extension adjustments and much more and then act on these recommendations by **improving and monitoring your campaign** throughout the month.

## February v. March Performance

### FEBRUARY

Cost: **\$1,412.32** | Clicks: **398** | Leads (Conversions): **22** | Cost Per Lead: **\$64.20**

### MARCH

Cost: **\$1,514.69** | Clicks: **525** | Leads (Conversions): **36** | Cost Per Lead: **\$42.07**

### Campaign Breakdown - % Changes from February to March

Campaign	Conversions	% Δ	Conv. rate	% Δ	Avg. CPC	% Δ	CTR	% Δ
1. <b>Compare campaign, Ad Group and service type changes</b> from the previous month. This is customized to each client so depending on the need we might be showing and analyzing different stuff.	17	41.7% ↑	9.19%	21.0% ↑	\$2.48	16.9% ↑	3.87%	-7.3% ↓
2.	11	120.0% ↑	7.64%	22.2% ↑	\$2.11	-12.3% ↓	2.25%	-25.4% ↓
3.	5	66.7% ↑	5.21%	12.8% ↑	\$3.16	-2.5% ↓	2.6%	2.5% ↑
4.	2	-	3.23%	-	\$2.44	-10.2% ↓	1.33%	-9.5% ↓
5.	1	0.0%	3.85%	-23.1% ↓	\$6.08	-22.4% ↓	3.86%	35.6% ↑

## March Performance

### Leads

Lead Type	Conversions
1. 1. Service Inquiry Form Lead	16
2. 2. Call	10
3. Calls from ads	10

See where your **leads** are coming from and how many you're getting from each category.

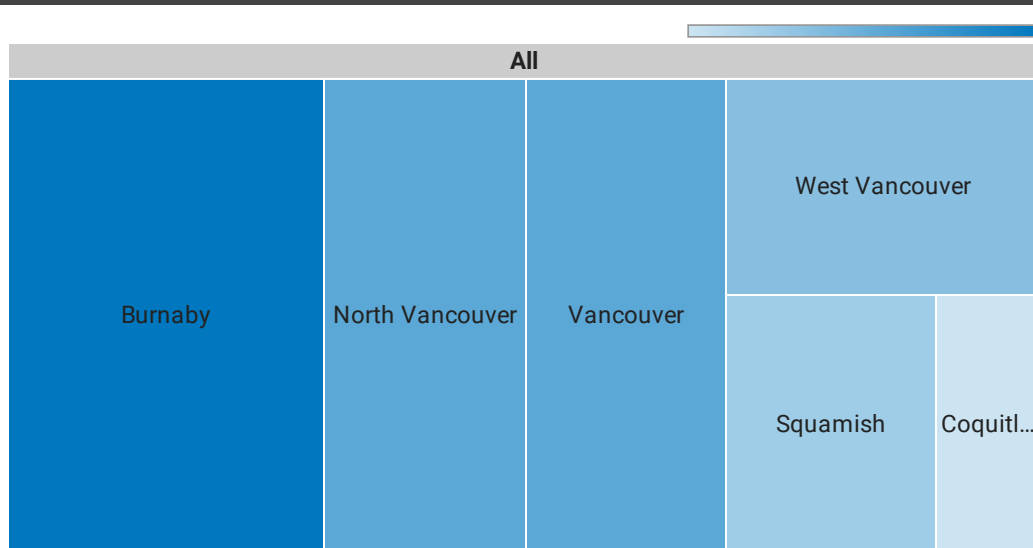
### Popular Searches

Search keyword	Clicks	All co...	CTR	Avg. CPC
1. Which search terms AND match types are producing the most conversions AND best conversion rate. We keep a close eye on keywords by researching bid cost and competition data to continuously improve your ROI.	173	15	3.77%	\$2.5
2.	79	8	2.68%	\$2.01
3.	57	3	3.01%	\$2.84
4.	26	1	2.02%	\$2.12
5.	19	1	1.62%	\$2.66
6.	16	1	2.64%	\$2.68

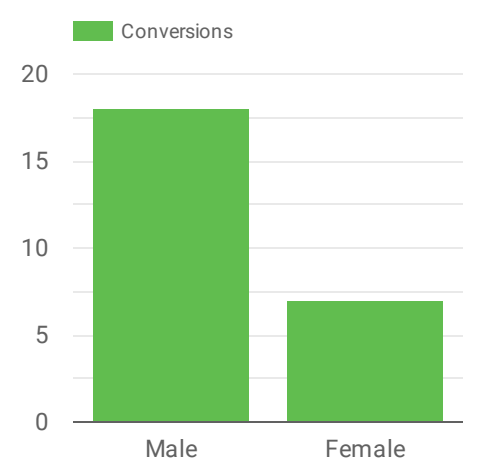
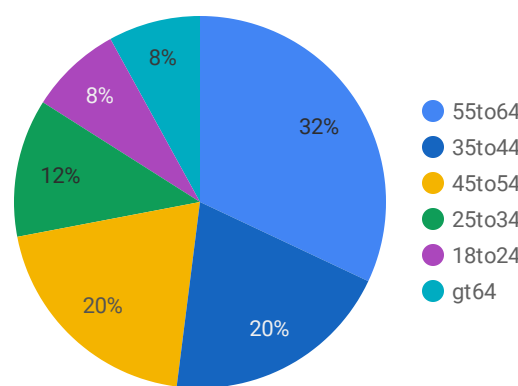
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## Targeting

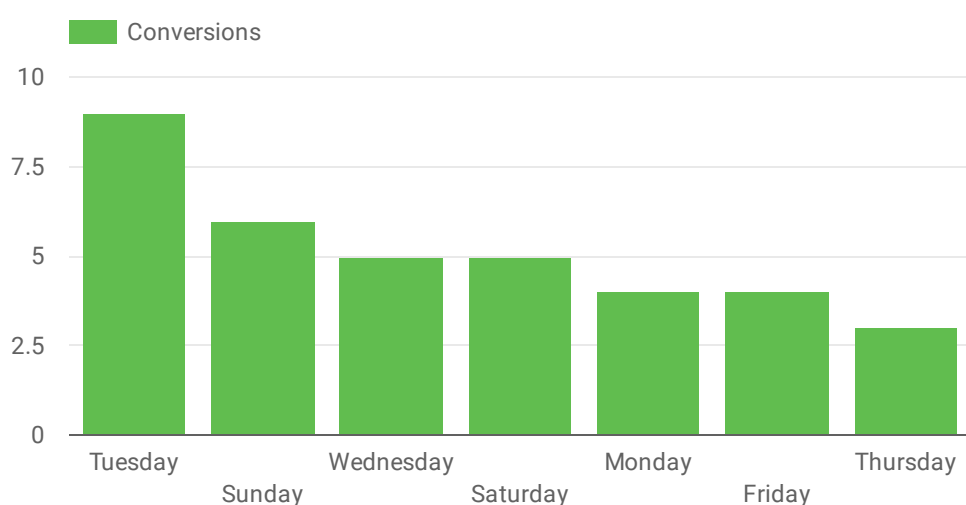
### Conversions by Location



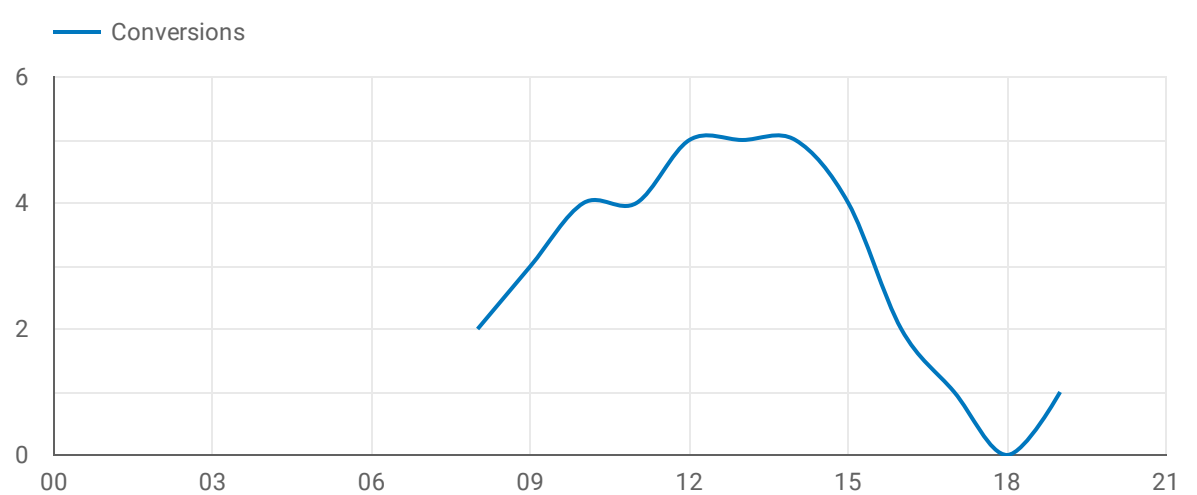
### Conversions by Age & Gender



### Conversions by Day



### Conversions by Time of Day



Finally, learn more about your customers and audience. When are they more likely to convert? Which age group and gender is more engaged by your ads and services. Which locations are performing the best. **We improve targeting over time using this data.**