

MARKETING REPORT

Google Ads Performance Report

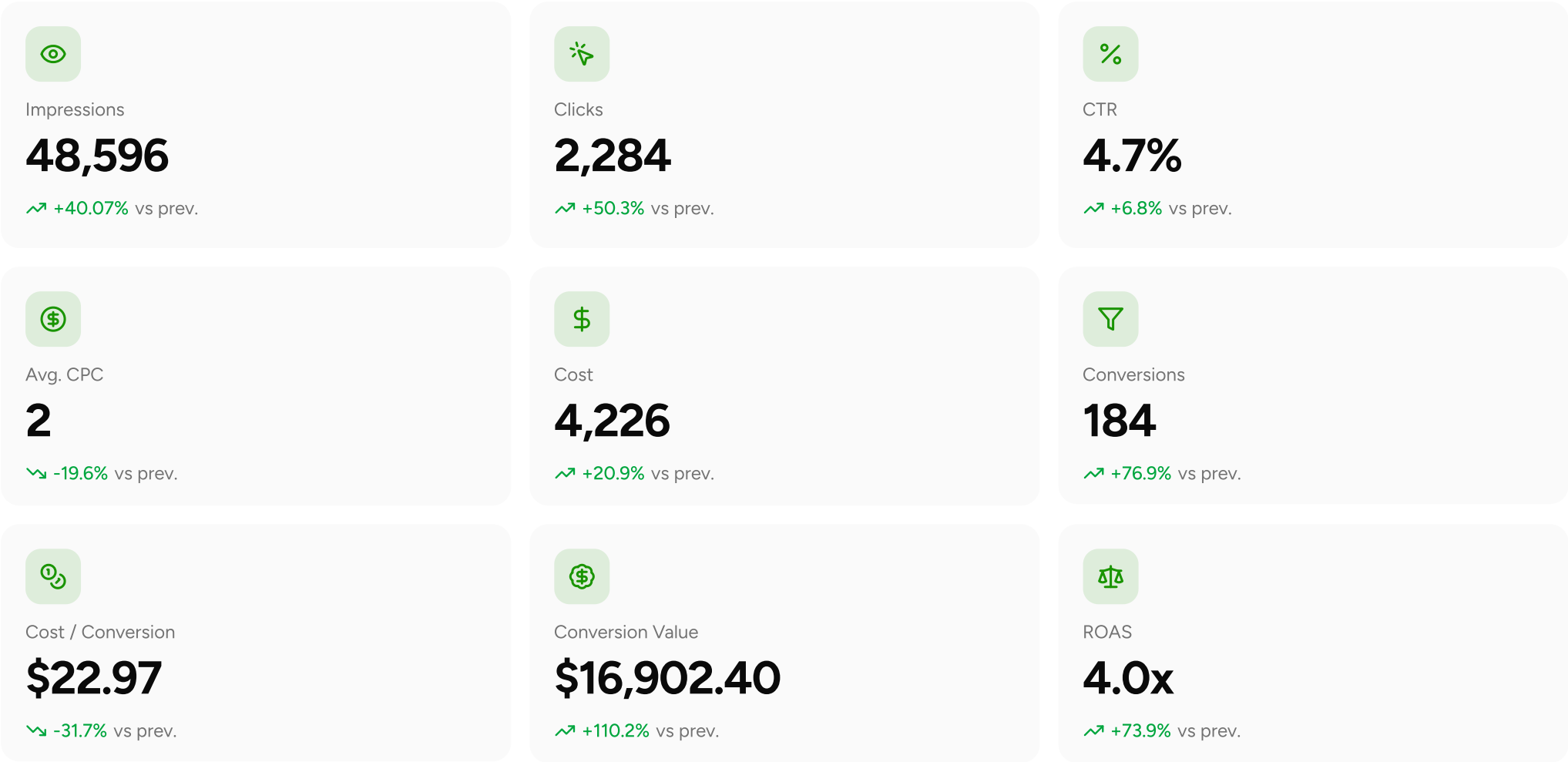
18 Aug – 17 Sep 2026

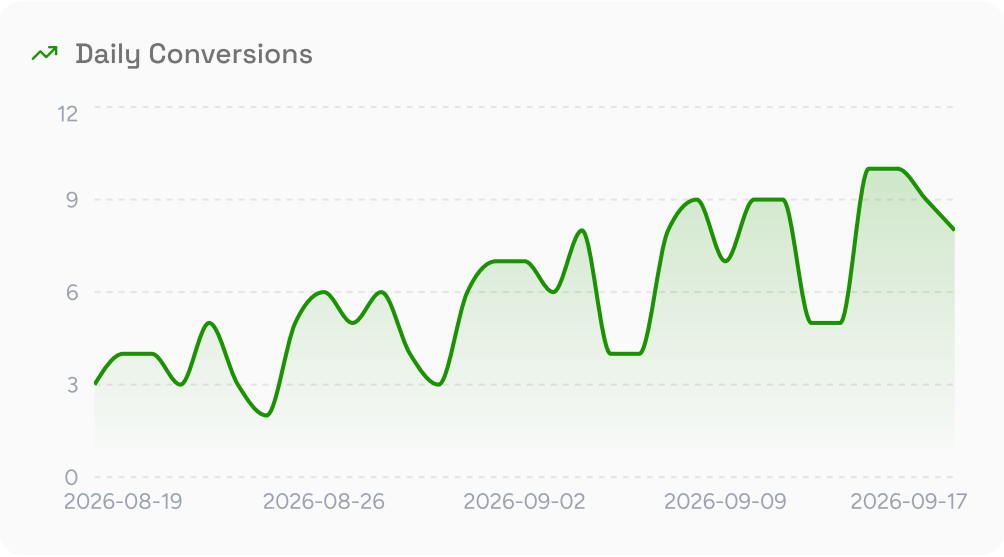
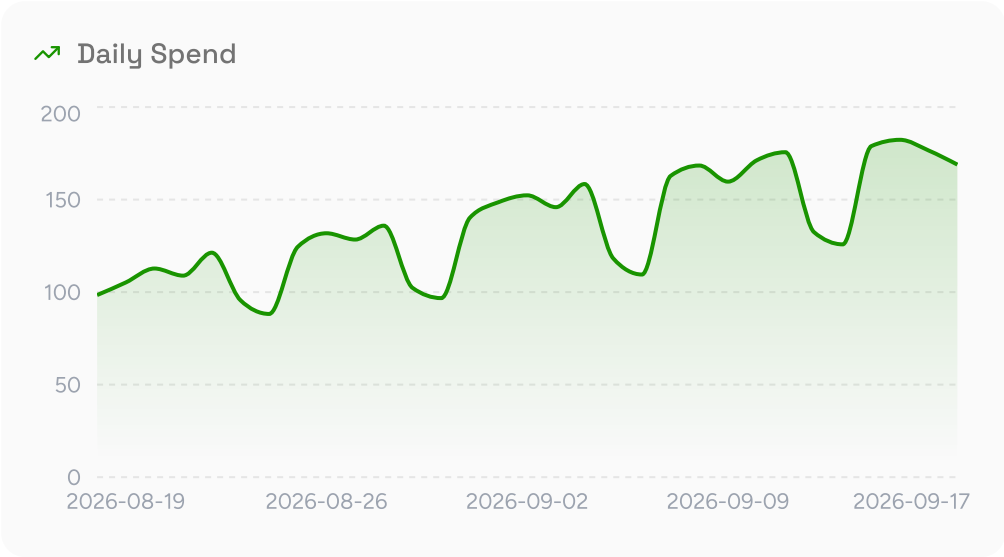
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Account overview

Spend, efficiency and return for the month, measured against the previous 31 days.





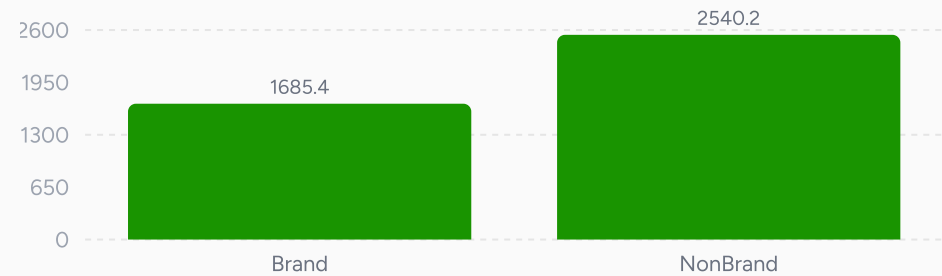
Performance read

Spend grew **20.9%** to **\$4,225.60** while conversions climbed 76.9% to 184, so the account got meaningfully more efficient. Cost per conversion fell **31.7%** to **\$22.97**, CPC dropped 19.6% to \$1.85, and CTR held at 4.7%. Conversion value reached \$16,902.40 for a 4.0x ROAS.

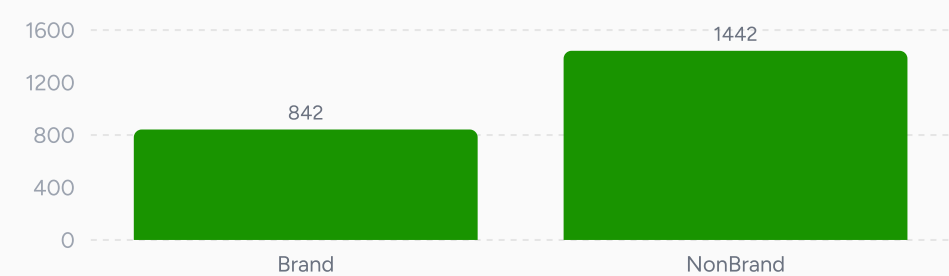
Campaign performance

Where the return comes from

 Spend by campaign type



 Campaigns by clicks



 Campaigns

Campaign	Spend	Clicks	Impressions	Conv.
Search_Brand_Trials	\$1,685.40	842	15,320	96
Search_NonBrand_Trials	\$2,540.20	1,442	33,276	88

 Read of the month

Search_NonBrand_Trials drove volume with **88 conversions** from **\$2,540.20** at a **3.1x ROAS**, while Search_Brand_Trials led on efficiency: **96 conversions** at **\$17.56** cost per conversion and a **5.4x ROAS**. Brand carries return, non-brand carries scale.

Efficiency & impression share



Search impression share

68.4%

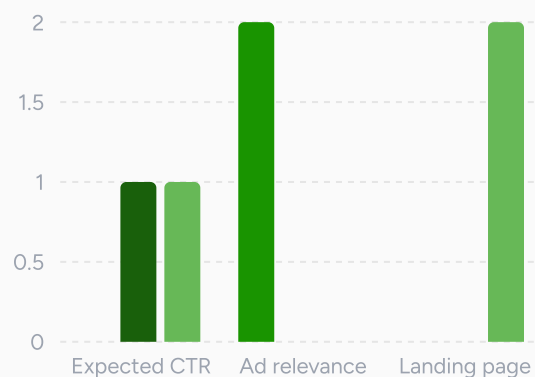
Lost IS (budget)

14.0%

Lost IS (rank)

17.6%

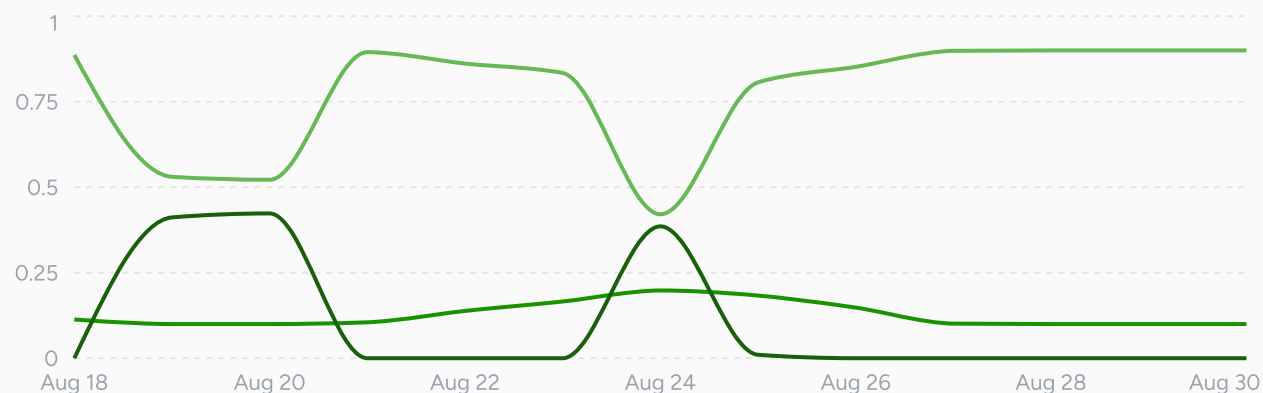
Quality Score Components



● Above average ● Average ● Below average



Impression share over time



● Impression share ● Lost to budget ● Lost to rank



Efficiency read

Search impression share came in at 68.4%, with more share lost to rank (17.6%) than to budget (14.0%), so ad rank, not spend, is the main ceiling on visibility. Quality signals are mostly healthy: ad relevance is above average and expected CTR sits above-to-average, but landing page experience is below average and is the clear weak point. Fixing the landing page is the highest-leverage move, it should lift ad rank, recover part of the 17.6% lost to rank, and help ease CPC. Impression share also recovered from a mid-period dip and held near its peak into month-end, so recent changes are already showing up in visibility.

Keywords & search terms

 Top keywords

Keyword	Clicks	Spend	Impressions
marketing analytics platform	512	842.30	9240
automated reporting tool	386	598.40	7110
ai marketing dashboard	341	612.80	6580
client reporting software	298	471.20	5340
ppc reporting tool	214	356.90	4120
campaign analytics software	187	298.60	3760
marketing report generator	156	241.50	2980
google ads reporting tool	142	228.40	2610

 Top converting search terms

Search term	Conversions	Clicks	Spend
automated ad reporting	14	96	158.40
ai marketing dashboard	12	84	142.60
client report automation	11	78	131.20
ppc dashboard tool	9	64	108.90
marketing analytics ai	8	57	96.40

 Negative keyword opportunities

Search term	Spend	Clicks
free analytics tool	48.60	22
analytics tutorial	42.30	18
what is marketing analytics	38.90	16
excel dashboard template	28.40	12
data analyst jobs	19.80	9

🌟 Quality Score by keyword

keyword	score	expected_ctr	ad_relevance	landing_page	impressions
marketing analytics platform	9	Above average	Above average	Above average	9240
automated reporting tool	8	Above average	Above average	Average	7110
ai marketing dashboard	8	Above average	Above average	Above average	6580
client reporting software	7	Average	Above average	Average	5340

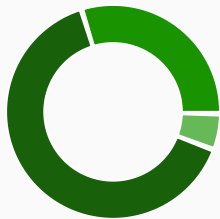
🌟 Keyword read

Category terms convert consistently at healthy CPCs. Negative-keyword waste is minimal at roughly \$178 total, so the account runs clean. The clear opportunity is scaling budget on proven converters, not remediation.

Tracked keywords hold Quality Scores of 7 to 9, with above-average expected CTR and ad relevance across the board. Strong quality keeps ad rank high and CPCs controlled, supporting the 68.4% impression share.

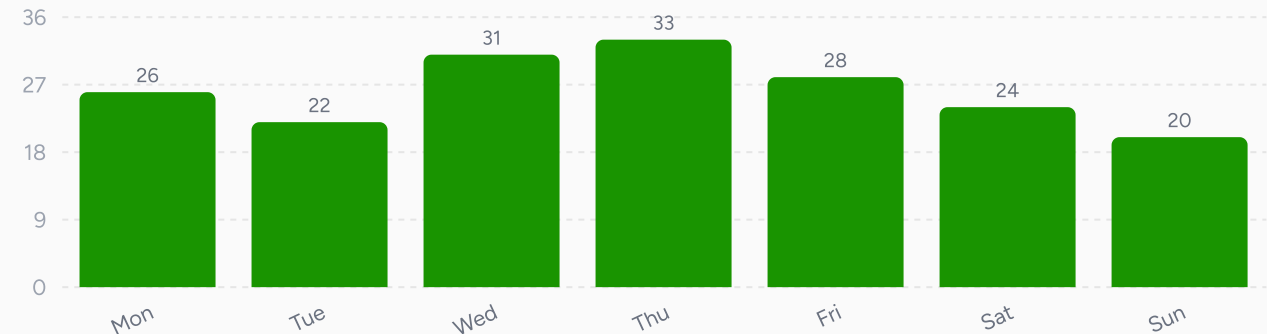
Audiences, devices & location

Clicks by device



Desktop	685	30.0%
Mobile	1,485	65.0%
Tablet	114	5.0%

Conversions by day of week



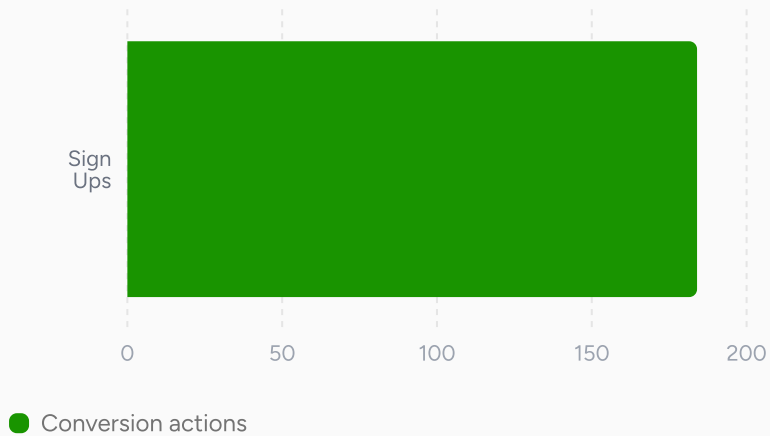
Conversions by day of week

Audience read

Mobile drove 1,485 clicks vs 685 on desktop and converted efficiently. Conversions peaked midweek (Wed 31, Thu 33) with steady weekend performance, supporting broad day coverage over heavy dayparting.

Conversions & assets

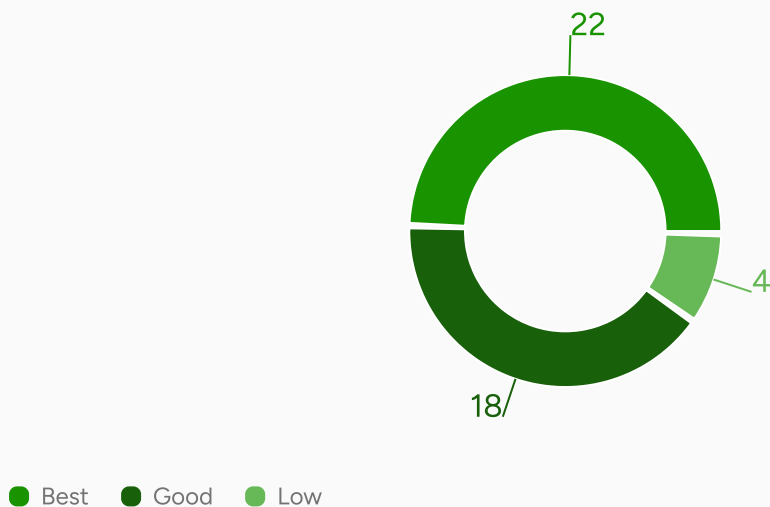
Conversion actions



Conversions over time



Ad Asset Performance



Conversion read

All 184 primary conversions came through sign-ups, a clean single outcome. Value tracking is live at \$16,902.40, producing a reliable 4.0x ROAS. Asset ratings skew positive, so the focus is scaling proven creative.

Recommendations



Story of the month

Spend grew 20.9% to \$4,225.60 while conversions rose 76.9% to 184 and cost per conversion fell 31.7% to \$22.97. NonBrand carried volume, Brand led efficiency at 5.4x ROAS, and the account posted a 4.0x blended ROAS. Levers now are budget headroom on top terms and sustained Quality Score strength

Priorities by effort

Action	Effort	Impact
Scale NonBrand campaign	Low	High
Lift budget caps on top terms	Low	High
Expand brand keyword coverage	Medium	High



Recommendations

- 1 Scale budget on Search_NonBrand_Trials (88 conversions from \$2,540.20 at 3.1x ROAS, room to grow).
- 2 Capture the 14.0% lost budget share on top converting terms by lifting daily caps.
- 3 Maintain Quality Score momentum keeping CPC at \$1.85.
- 4 Break out proven converting search terms into their own ad groups.
- 5 Add high-intent variations of the 5.4x ROAS brand terms to protect efficiency at scale.