

ACME CO.

Monthly Performance Report

11 Aug – 10 Sep 2026

Your paid, organic and on-site performance for August 2026, brought together in one view so you can see how every channel worked together. The headline: a record \$561K month, with paid and organic both pulling their weight.

Generated 2026-09-15

SPRESSO

Prepared in Analyse8

Executive Summary

Combined highlights across Google Ads, Google Analytics 4 and Search Console. Detail for each platform follows.

\$

Revenue

\$561,300

↗ +16.4% vs prev.

\$

Ad Spend

\$26,990

↗ +4.2% vs prev.

%

ROAS

5.51

↗ +0.6% vs prev.

🖥

Sessions

82,300

↗ +9.7% vs prev.

🌟

Organic Clicks

38,420

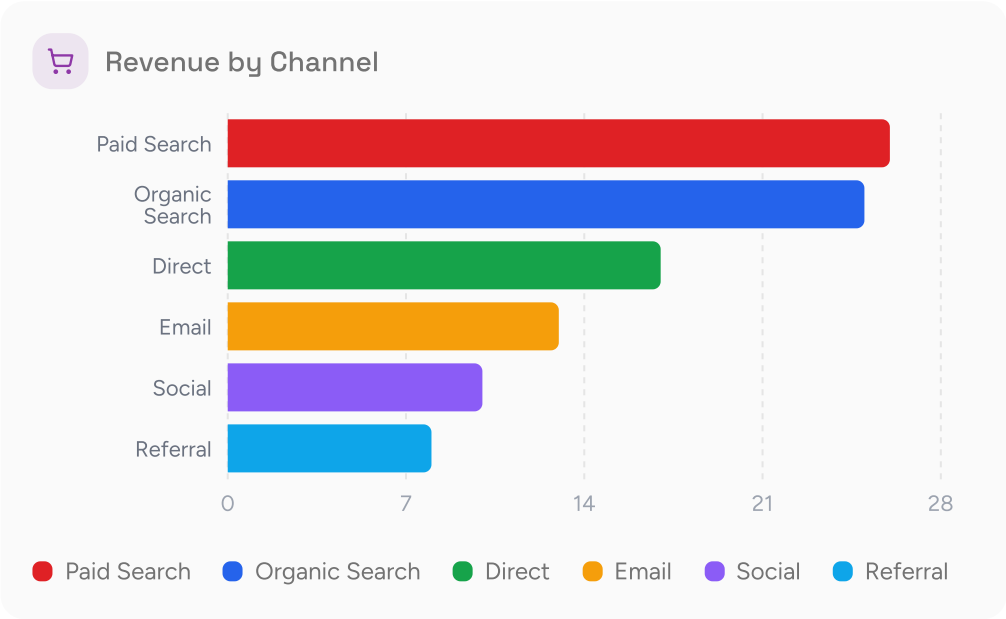
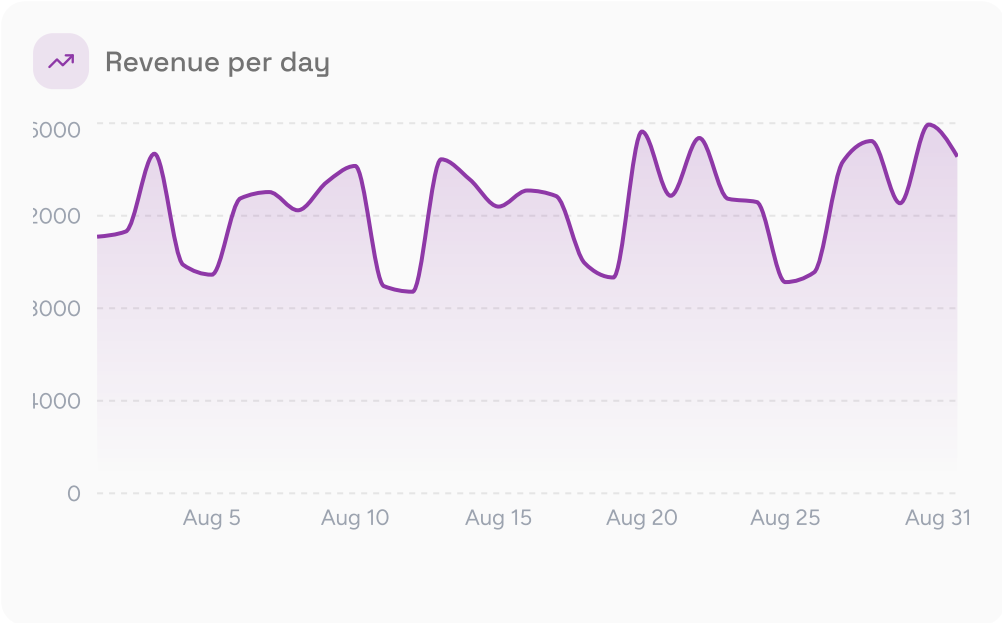
↗ +14.0% vs prev.

🔍

Total Conversions

2,542

↗ +11.8% vs prev.



🟢

What went well

Paid and organic pulled in the same direction. Google Ads returned 5.51x on spend while organic clicks grew 14%, lifting total tracked revenue to \$561.3K, the highest of the year so far.

Google Ads overview

Spend, efficiency and return for the month, with the full account picture and campaign-level detail.



Impressions

486,231

 +7.1% vs prev.



Clicks

14,830

 +5.4% vs prev.



CTR

3.05%

 -0.2% vs prev.



Avg CPC

\$1.82

 -0.4 vs prev.



Cost

\$26,990

 +4.2% vs prev.



Conversions

612

 +9.3% vs prev.



Conv. rate

4.13%

 +0.3 vs prev.



Cost / conv.

\$44.1

 4.7% imp vs prev.



Conv. value

\$148.7

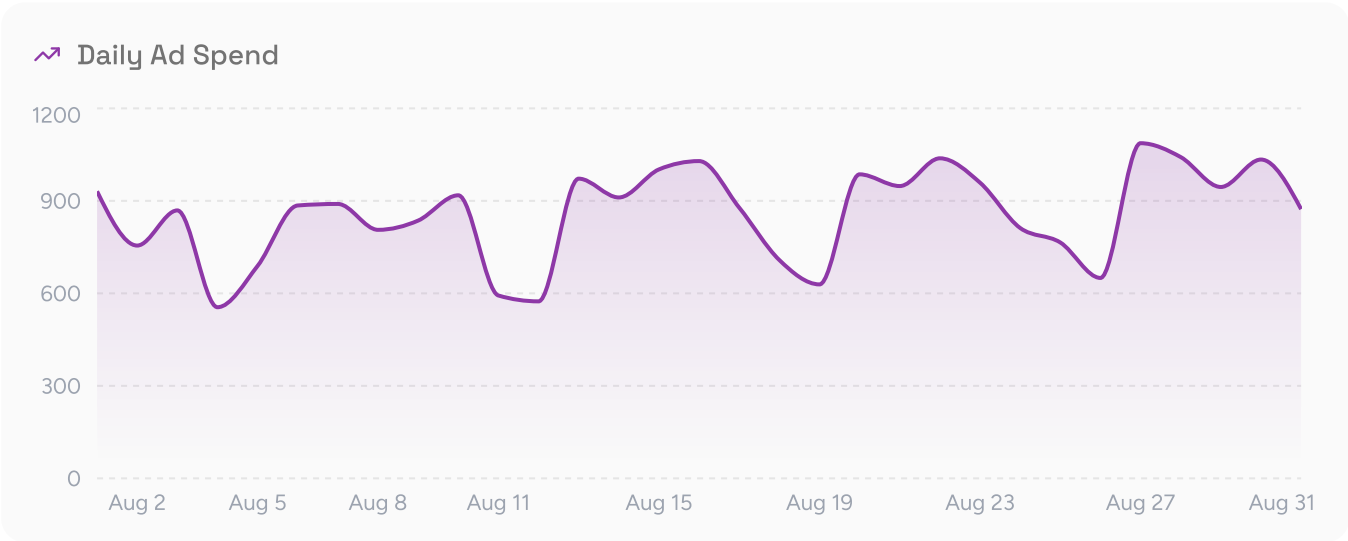
 +15.9% vs prev.



ROAS

5.51

 +0.6 vs prev.

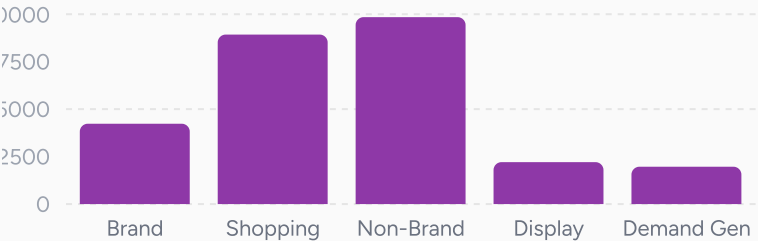




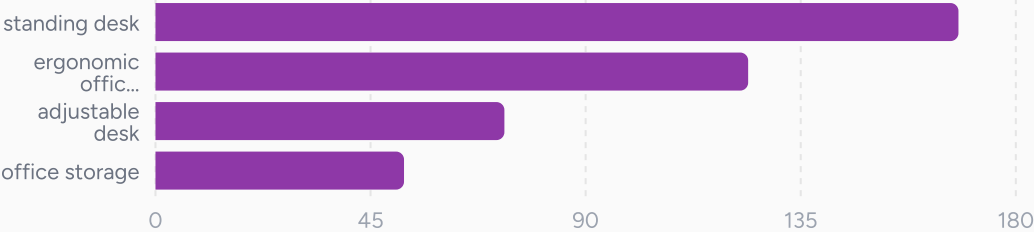
19% of impressions are lost to budget. Consider increasing or uncapping the budget for your top two campaigns. It is worth roughly \$14K in extra revenue at current ROAS.

Campaigns, devices & search terms

Spend by campaign type



Top Converting Search Terms

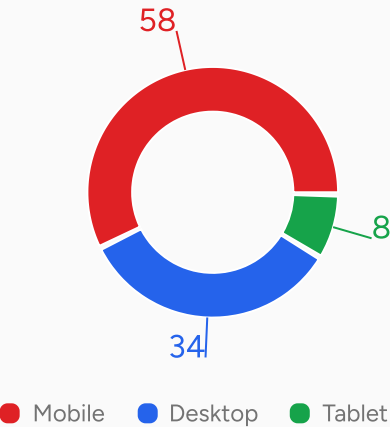


Campaign Performance

Campaign	Cost (USD)	Clicks	Conversions	CPA (USD)	ROAS
Brand Search	4200	3100	210	20.00	9.8
Shopping / PMax	8900	4600	190	46.84	6.1
Non-Brand Search	9800	5400	168	58.33	3.4
Display Remarketing	2200	1300	32	68.75	4.2
Demand Gen / Video	1890	430	12	157.50	2.1

Showing top 5 of 6 rows

Clicks by Device



Read of the month

Brand and Shopping drove 65% of conversions at a blended 7.4x ROAS. Non-brand search is doing the volume work but at a third of the return, and Demand Gen is still in learning, so judge it on assisted conversions rather than last click for now.

Audience & acquisition

Traffic volume, engagement quality and the channels sending visitors to the site.



Users

61,540

↗ +8.9% vs prev.



New Users

44,210

↗ +10.2% vs prev.



Sessions

82,300

↗ +9.7% vs prev.



Engaged Sessions

51,050

↗ +12.4% vs prev.



Engagement Rate

62%

↗ +1.5 vs prev.



Avg Engagement Rate

01:40

↗ +6 sec vs prev.



Key Events

1,930

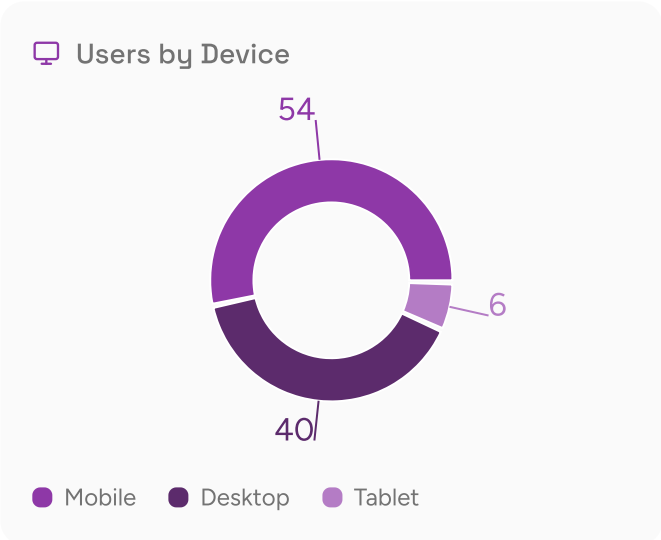
↗ +13.1% vs prev.



GA4 Revenue

\$412,600

↗ +17.2% vs prev.



 What this means

- **Organic search** is the largest single channel at **34%** of sessions and is growing faster than paid, so the site is becoming less dependent on ad spend.
- **Engagement rate** climbed to **62%**, mostly from returning visitors on desktop.

Search performance

How Acme Co appears in Google organic results: reach, clicks and average ranking.



Total Clicks

38,420

↗ +14.0% vs prev.



Total Impressions

1,240,457

↗ +18.3% vs prev.



Average CTR

3.1%

↘ -0.1 vs prev.

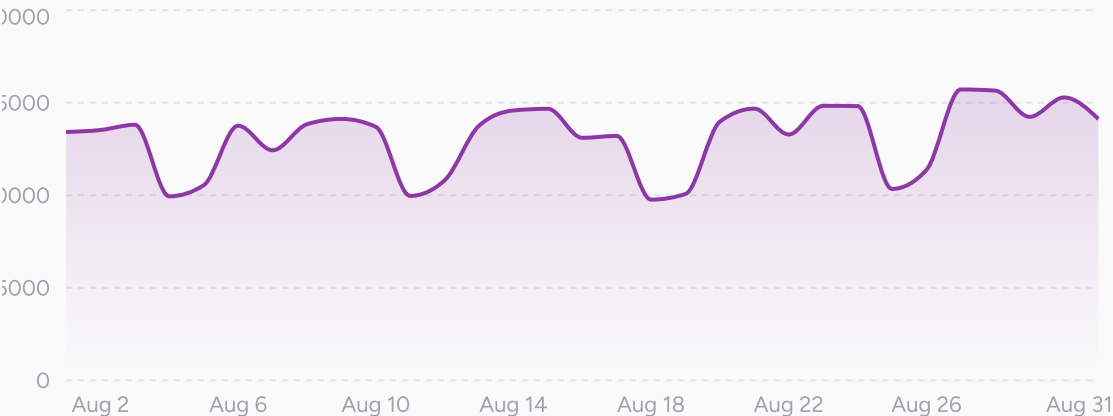


Average Position

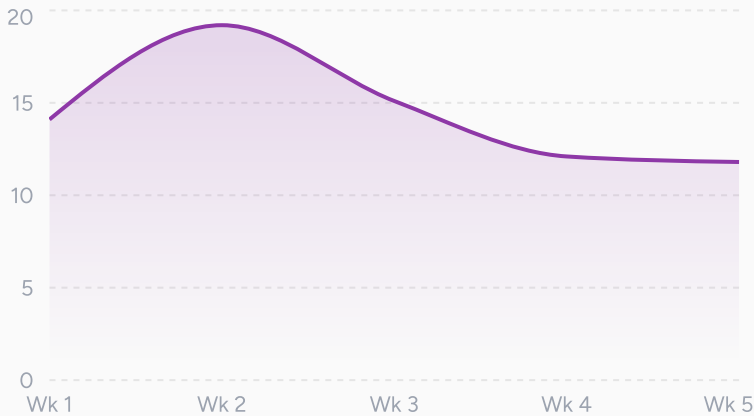
12

↗ 2.3 spots vs prev.

↗ Daily Impressions



↗ Avg. Position



The trend that matters

Impressions grew **18%** while average position improved from **14.1 to 11.8**. Acme Co is being shown for more searches and ranking higher on them, which is exactly what is feeding the organic click growth seen in Analytics.

Top Queries, pages & opportunities

 Top Queries

Query	Clicks	Impressions	CTR (%)	Avg position
standing desk australia	2100	42000	5.0	3.2
acme co	1600	18000	8.9	1.4
ergonomic office chair	1850	58000	3.2	6.1
adjustable standing desk	1240	39000	3.2	7.8
office desk setup	980	61000	1.6	14.2

 Top Pages

Page	Clicks	Impressions	CTR (%)	Avg position
/products/standing-desks	9200	245000	3.8	6.1
/	6800	210000	3.2	8.4
/products/office-chairs	5400	168000	3.2	7.9
/blog/ergonomic-tips	3100	142000	2.2	11.3
/sale	2900	78000	3.7	9.2

Showing top 5 of 7 rows

📍 Striking Distance Keywords

Keyword	Impressions	Clicks	CTR (%)	Avg position	Est. clicks (top 5)	Priority
office desk setup	61000	980	1.6	14.2	4270	High
best office chair for back pain	47000	620	1.3	13.5	3290	High
home office storage ideas	39000	340	0.9	16.7	2730	Medium
standing desk vs sitting desk	34000	410	1.2	12.8	2380	Medium
I shaped desk australia	28500	300	1.1	15.1	2000	Medium

Showing top 5 of 7 rows

🔍 Opportunity

- Seven page-two queries hold roughly 251K impressions but only about 3,100 clicks. Lifting them into the top five could add close to 14K clicks a month.
- "office desk setup" is the single biggest prize at 61K impressions, position 14.2 and a 1.6% CTR. One focused, internally linked guide does most of the work.
- Ranking is not the only gap. Blog pages like /blog/ergonomic-tips and /blog/home-office-setup sit near 2% CTR, so title and meta rewrites are a fast win before new content.
- Protect the winners. /products/standing-desks (position 6.1, 9,200 clicks) and brand search carry organic, so a small rank gain there unlocks outsized clicks.

Cross-channel read & recommendations



Story of the month

Paid and organic reinforced each other. Ads held a strong 5.51x ROAS while Search Console impressions and rankings improved, lifting organic clicks 14%. The standing desks category is the clear commercial engine across all three platforms, and mobile is now the majority of both paid clicks and organic traffic.

Priorities by effort

Action	Effort	Impact
Budget Reallocation	Low	High
Mobile speed pass	Med	High
Blog conversion refresh	Low	Medium
Page-two content	Med	Medium



Recommended next steps

- 1 Move 15% of non-brand search budget into Shopping and Brand, where ROAS runs roughly 2x higher, and uncap the two budget-limited campaigns.
- 2 Ship a mobile speed and checkout pass. 58% of paid clicks and 54% of users are on mobile, and it converts below desktop.
- 3 Refresh the top three blog posts with product modules and internal links to convert the site's highest-engagement, lowest-converting traffic.
- 4 Build two content pieces for page-two queries with strong impressions, led by "office desk setup" at 61K impressions.
- 5 Add a remarketing audience from high-intent landing pages to recover the paid sessions that did not convert on first visit.
- 6 Set a September revenue target of \$600K, on trend if organic growth and the budget shifts hold.