

# JFTx2025

## Weekly Google Ads Performance Report

February 15 – 21, 2026

### EXECUTIVE SUMMARY

**Engagement quality strengthened significantly this week.** Video views surged **+11.2%** to **58,113** and engagement rate climbed to **33.81%** (up 9.2%). While overall volume saw a modest adjustment with impressions at **475,036** and clicks at **9,598**, cost efficiency remained exceptional at just **\$0.12 CPC**. Total investment of **\$1,138.78** delivered nearly half a million impressions with strong audience engagement.

### KEY PERFORMANCE INDICATORS

#### TOTAL SPEND

**\$1,139**

-3.26% vs last week (savings)

#### AVG. COST PER CLICK

EXCELLENT

**\$0.12**

Industry avg: \$0.50-\$2.00

#### VIDEO VIEWS

+11.2%

**58,113**

+11.22% vs last week

#### TOTAL CLICKS

STABLE

**9,598**

-7.70% vs last week

#### IMPRESSIONS

+9.2%

**475,036**

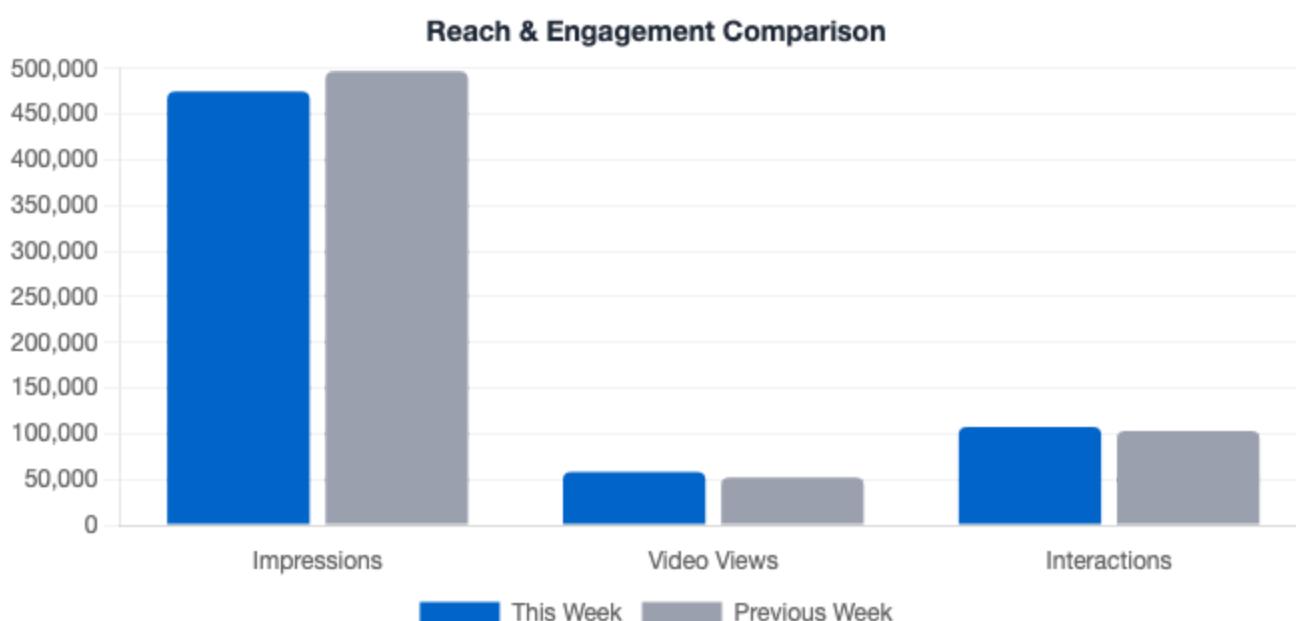
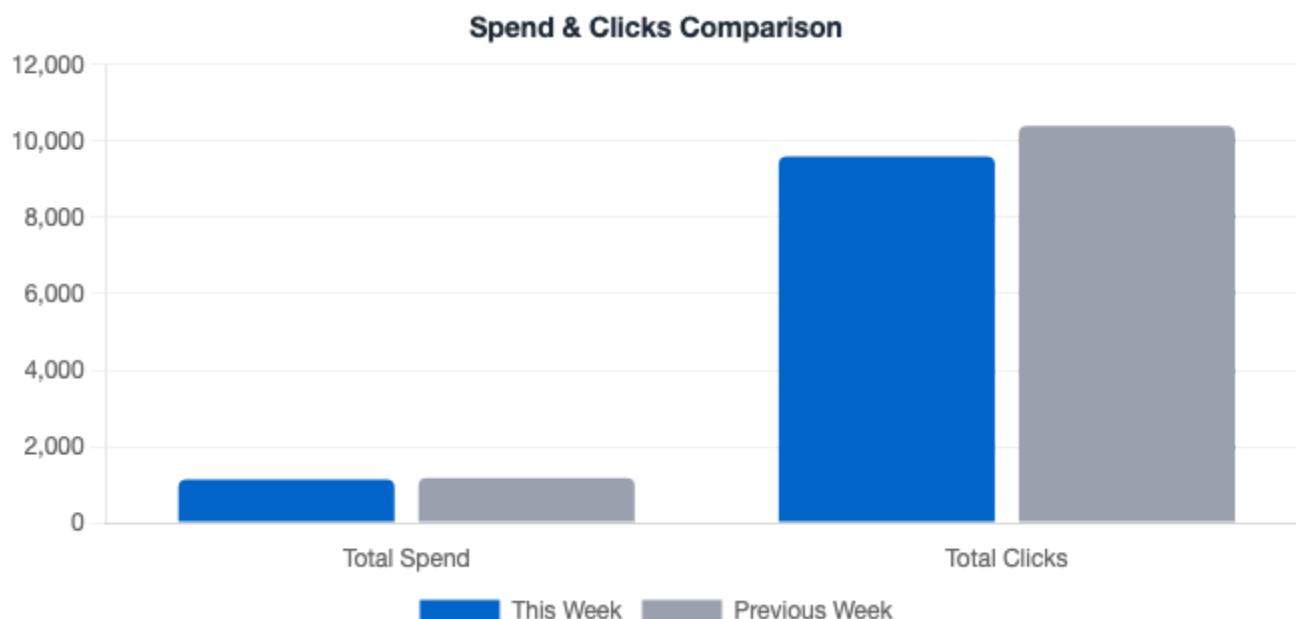
#### ENGAGEMENT RATE

**33.81%**

-4.36% vs last week

+9.21% vs last week

#### WEEK-OVER-WEEK COMPARISON



## CAMPAIGN BREAKDOWN

CAMPAIGN	SPEND	CLICKS	IMPR.	CPC	CTR	CHANGE
Demand Gen	\$379.79	7,973	180,903	\$0.05	4.41%	-2.44% spend
Video Views	\$758.99	1,625	294,133	\$0.47	0.55%	-3.66% spend
Account Total	\$1,138.78	9,598	475,036	\$0.12	2.02%	-3.26% spend

## DETAILED METRICS — WEEK OVER WEEK

METRIC	THIS WEEK	PREVIOUS WEEK	CHANGE
Total Ad Spend	\$1,138.78	\$1,177.12	-3.26% (savings)
Impressions	475,036	496,703	-4.36%
Clicks	9,598	10,399	-7.70%
Click-Through Rate	2.02%	2.09%	-3.49%
Average CPC	\$0.12	\$0.11	+4.82%
Avg. CPM	\$2.40	\$2.37	+1.16%
Total Interactions	107,413	103,094	+4.19%
Interaction Rate	22.61%	20.76%	+8.94%
Video Views (TrueView)	58,113	52,250	+11.22%
Video Engagement Rate	33.81%	30.96%	+9.21%



### Video Engagement Surging

Video views increased 11.2% to 58,113 and the engagement rate climbed to 33.81%—up 9.2% week-over-week. This indicates that the video content is resonating more effectively with the target audience, driving deeper interactions per impression.



### Exceptional Cost Efficiency Maintained

At \$0.12 average CPC, the account continues to operate well below industry benchmarks (\$0.50–\$2.00). The Demand Gen campaign is delivering clicks at just \$0.05 each—outstanding efficiency that allows maximum reach within budget.



### Volume Adjustment Is Normal

The modest dip in impressions (-4.4%) and clicks (-7.7%) follows a period of exceptional growth. Week-to-week fluctuations in this range are typical and the overall trend remains strong with nearly half a million impressions and over 107,000 total interactions delivered.



### Video Campaign Ad Approvals

The Video Views campaign currently shows some ads pending approval. Resolving any disapproved creatives could unlock additional reach and further amplify the strong engagement trends we are seeing.



### Recommendations

- 1) Review and resubmit any disapproved video ads to maximize campaign reach
- 2) Lean into the strong video engagement—consider testing additional video creative variations
- 3) Monitor Demand Gen click volume trends; test new audience segments to sustain momentum
- 4) Current CPC efficiency creates opportunity to explore incremental budget increases

