

Microsoft Ads - Performance Overview

Select date range



Account name Ad name Campaign objective Publisher platform

Spend

5M

Impressions

100M

Outbound clicks

5M

CPM

34K

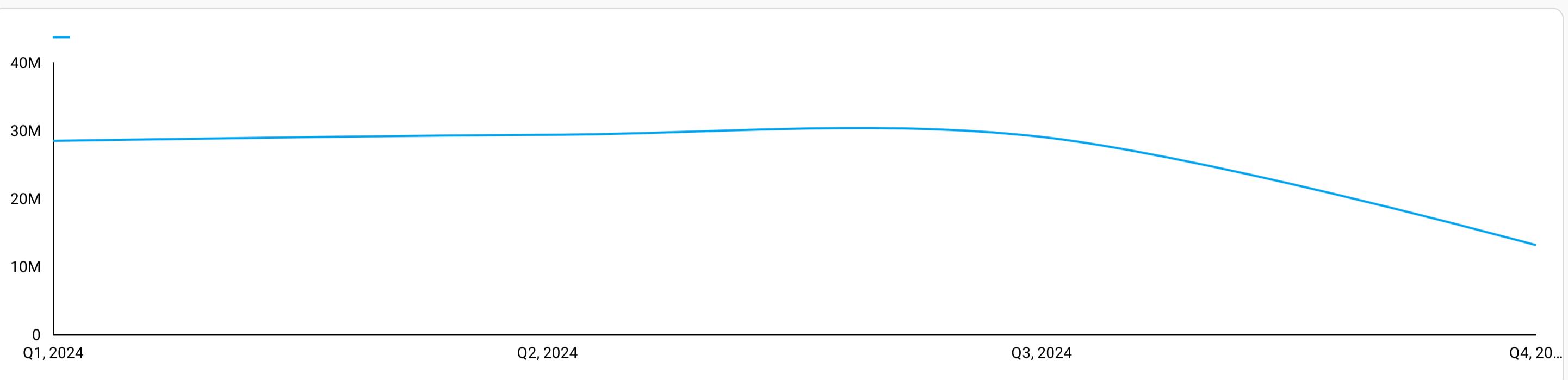
Cost/outbound click

10K

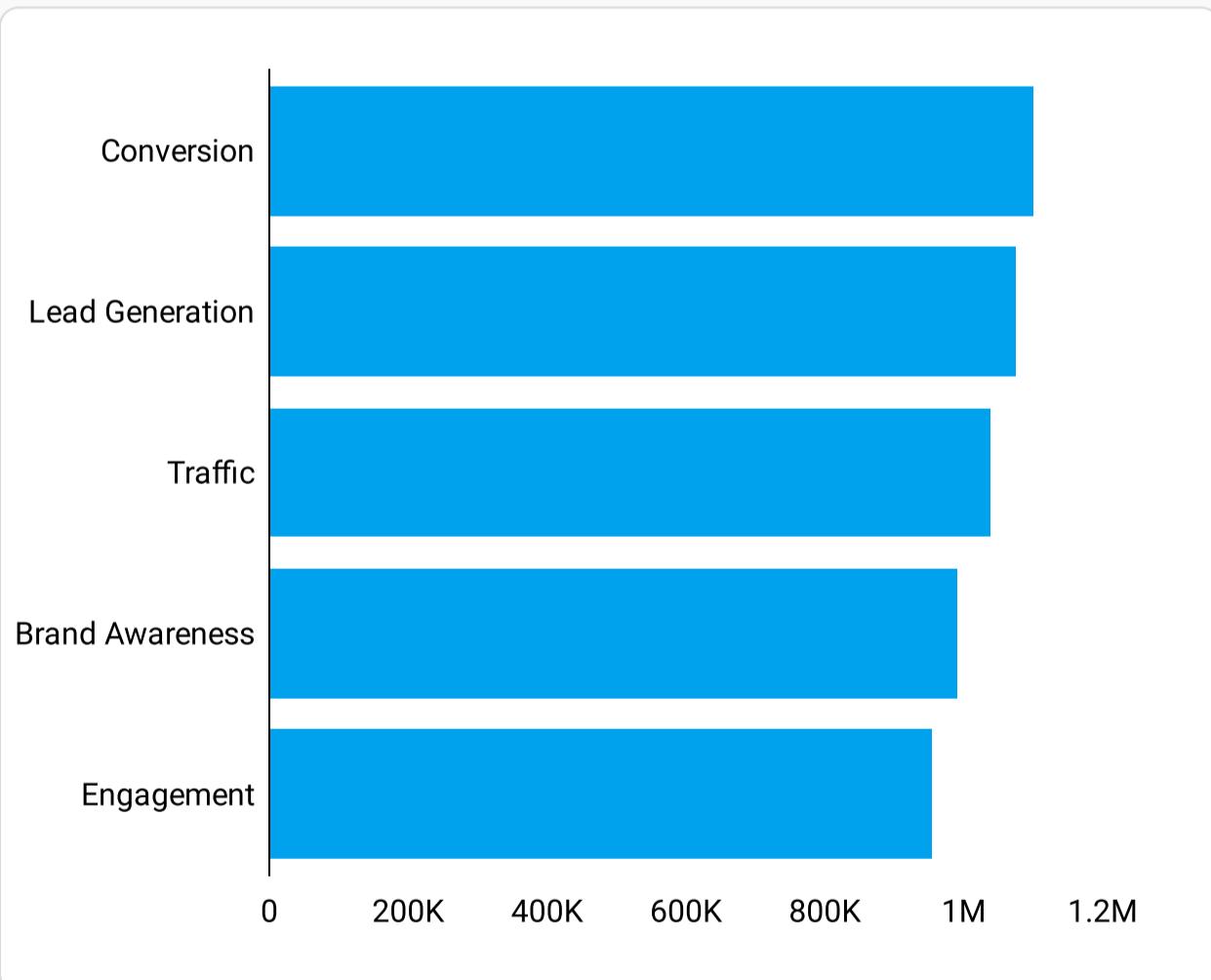
Outbound CTR

6K

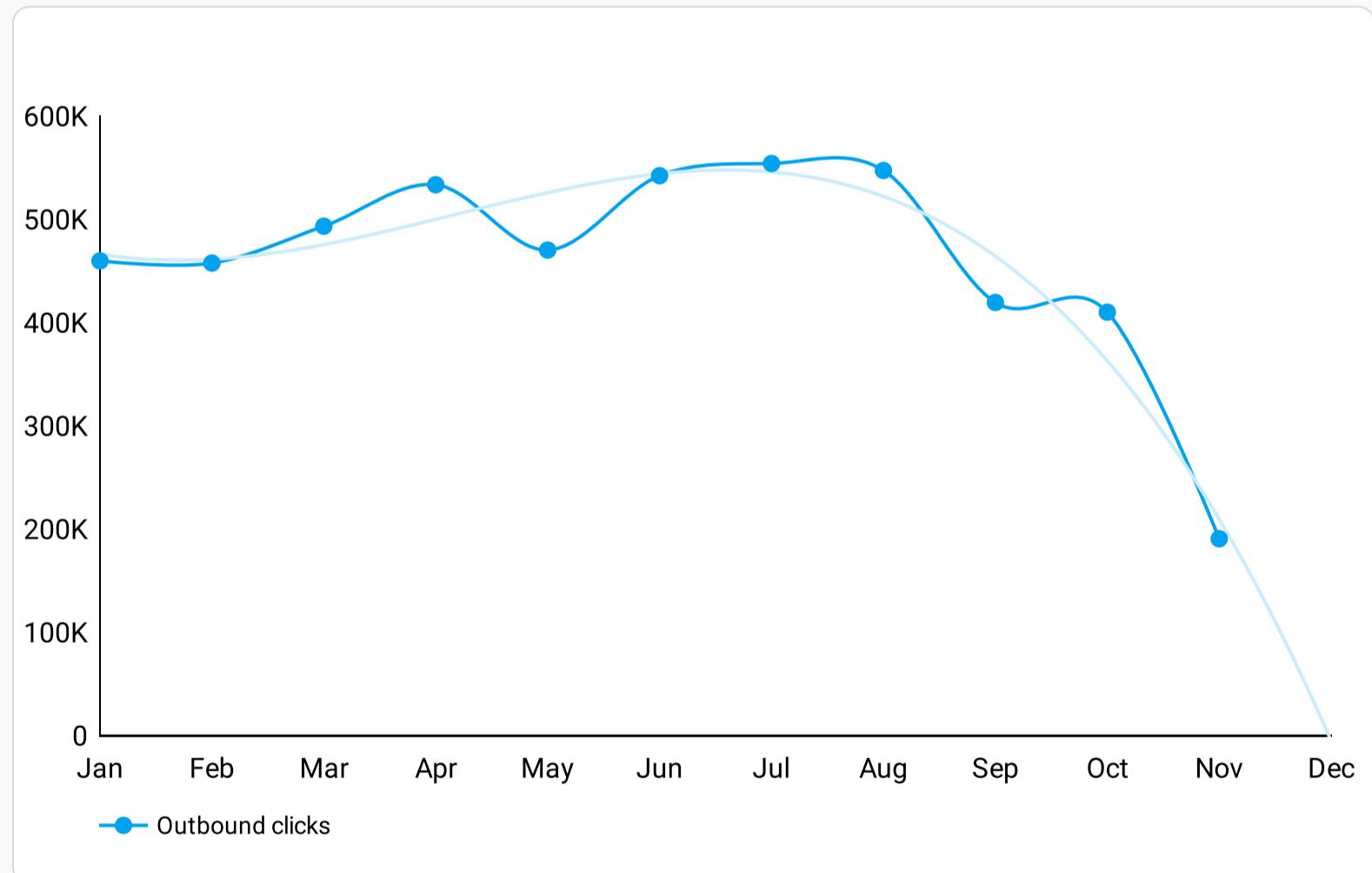
Impressions Overtime



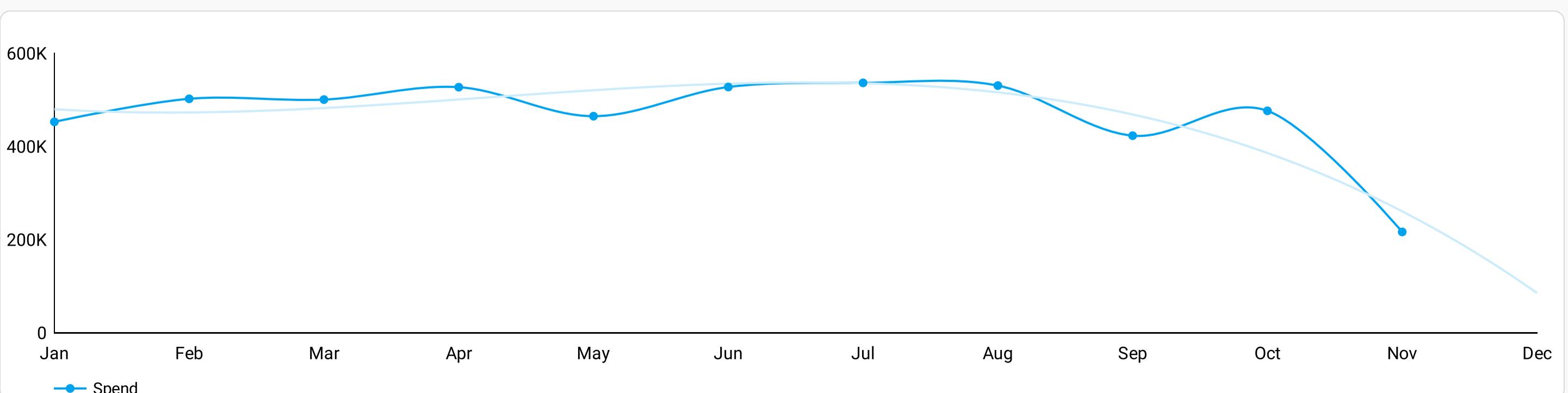
Campaign Objectives by Spend



Clicks Overtime



Total Spend Overtime





LinkedIn Ads - Campaign Performance

Select date range



Account name

Ad name

Campaign objective

Publisher platform

Reach

Frequencu

Post Engagement

Website Conversions

Conversion Rate

Cost / Web Conver...

51M

11K

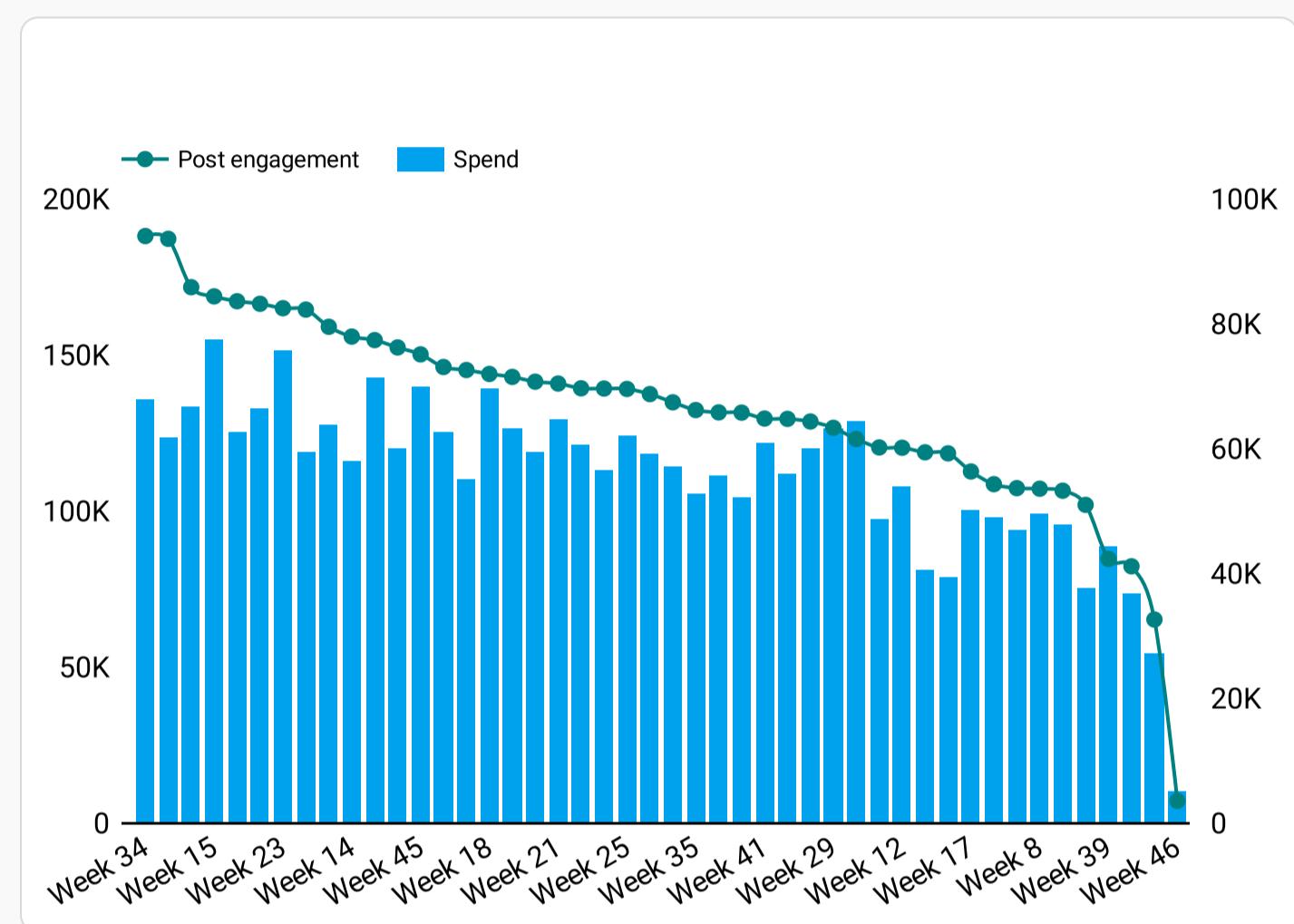
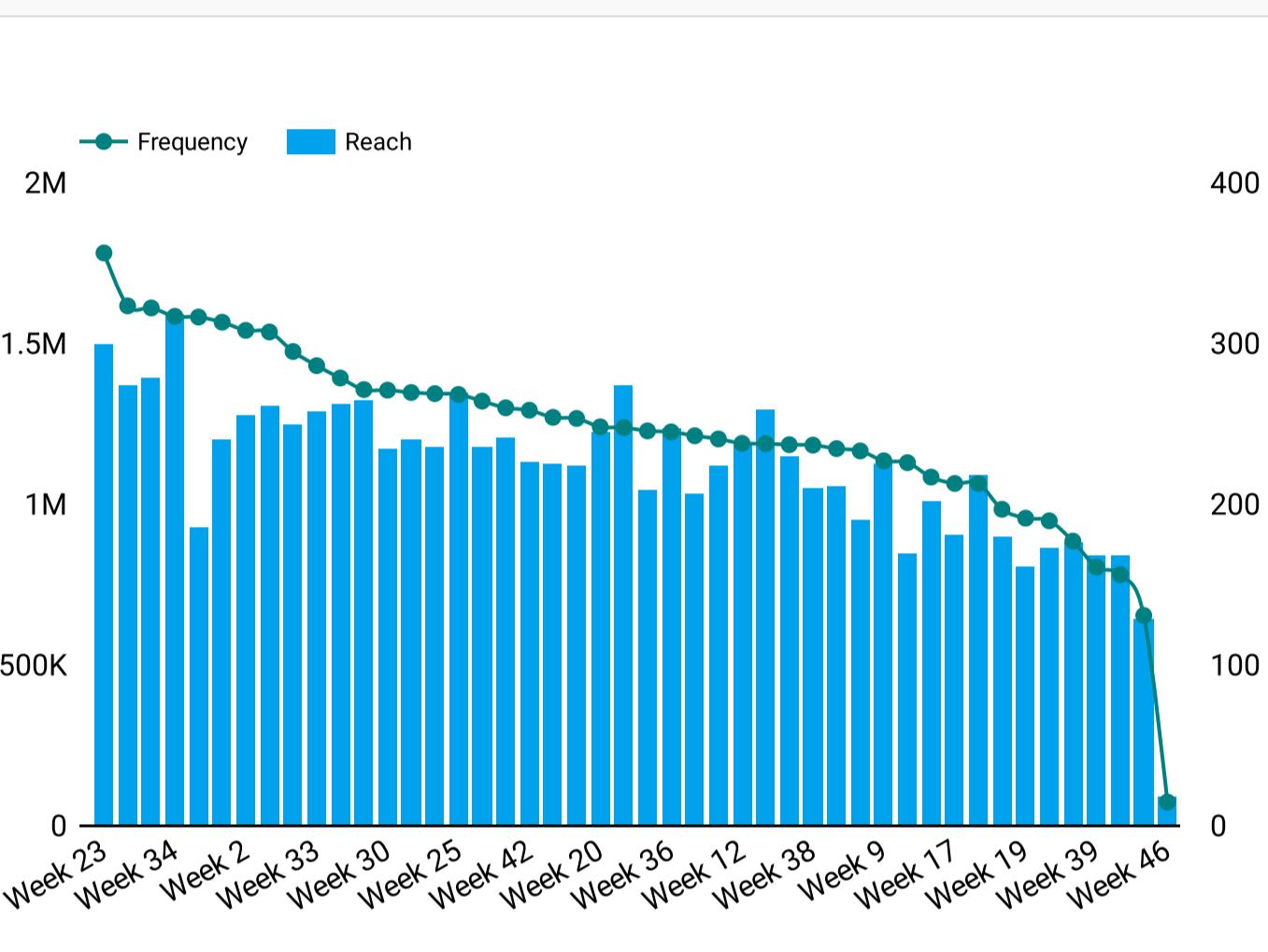
3M

308K

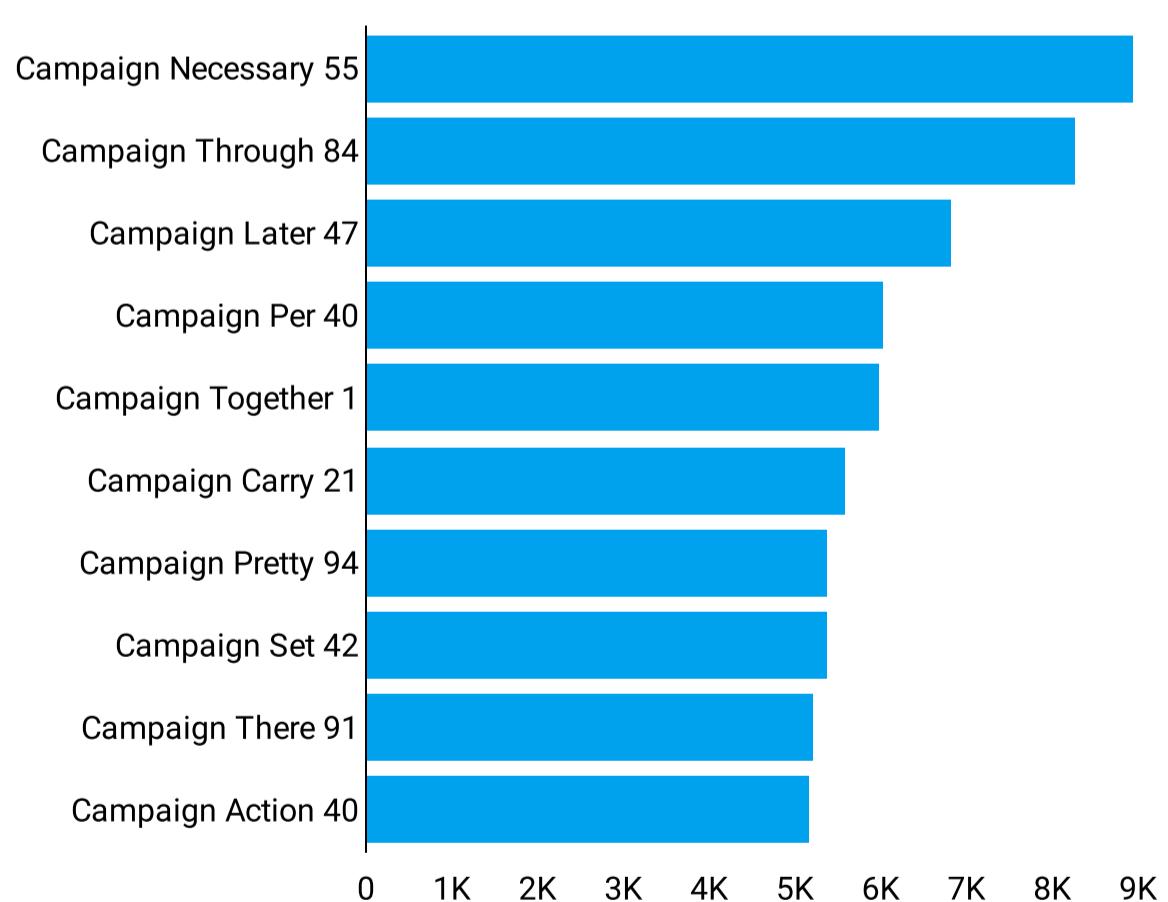
515.8%

25.92

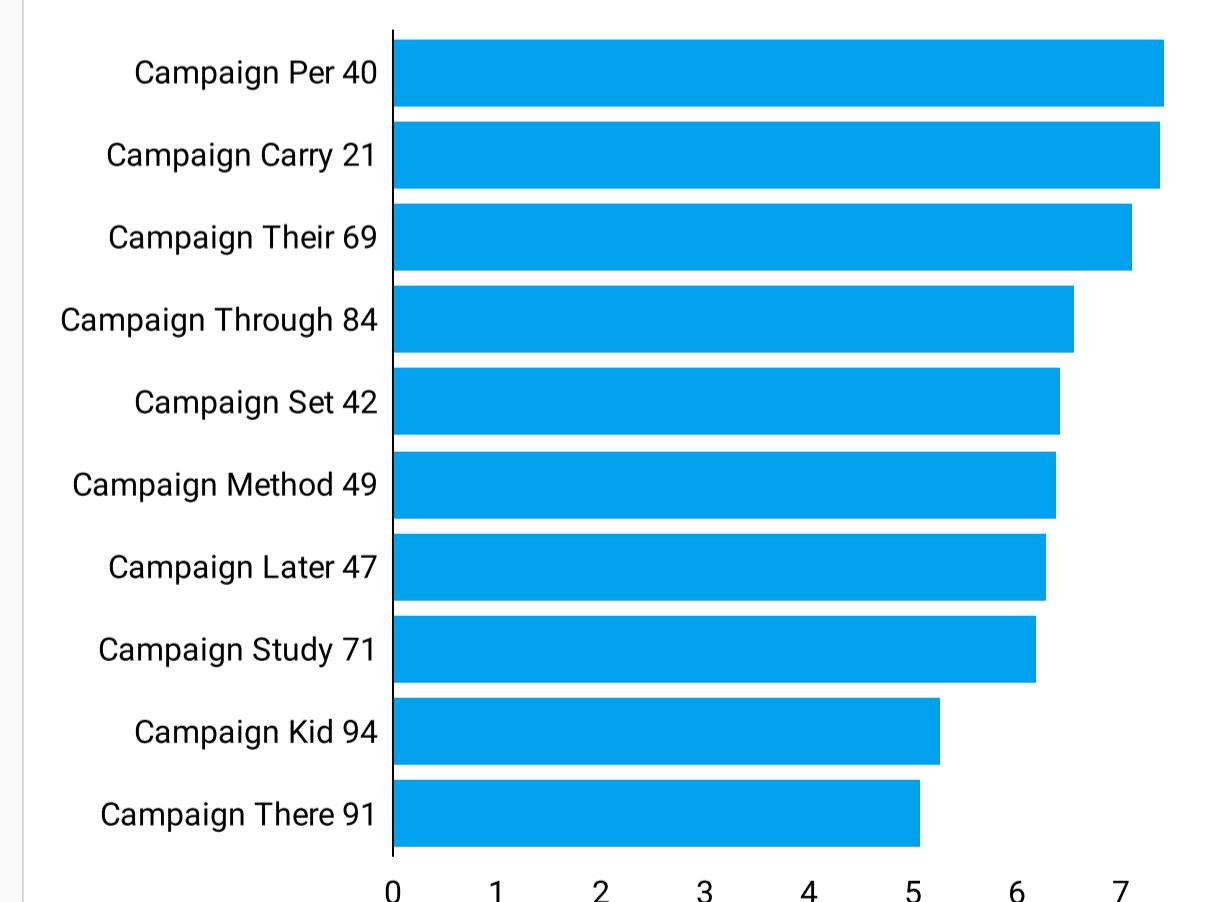
Impressions Overtime



Top 10 Campaigns



Campaign with high CPC



Campaign List



Microsoft Ads - Ads Performance

Select date range



Overview

Campaign

Ads

Started

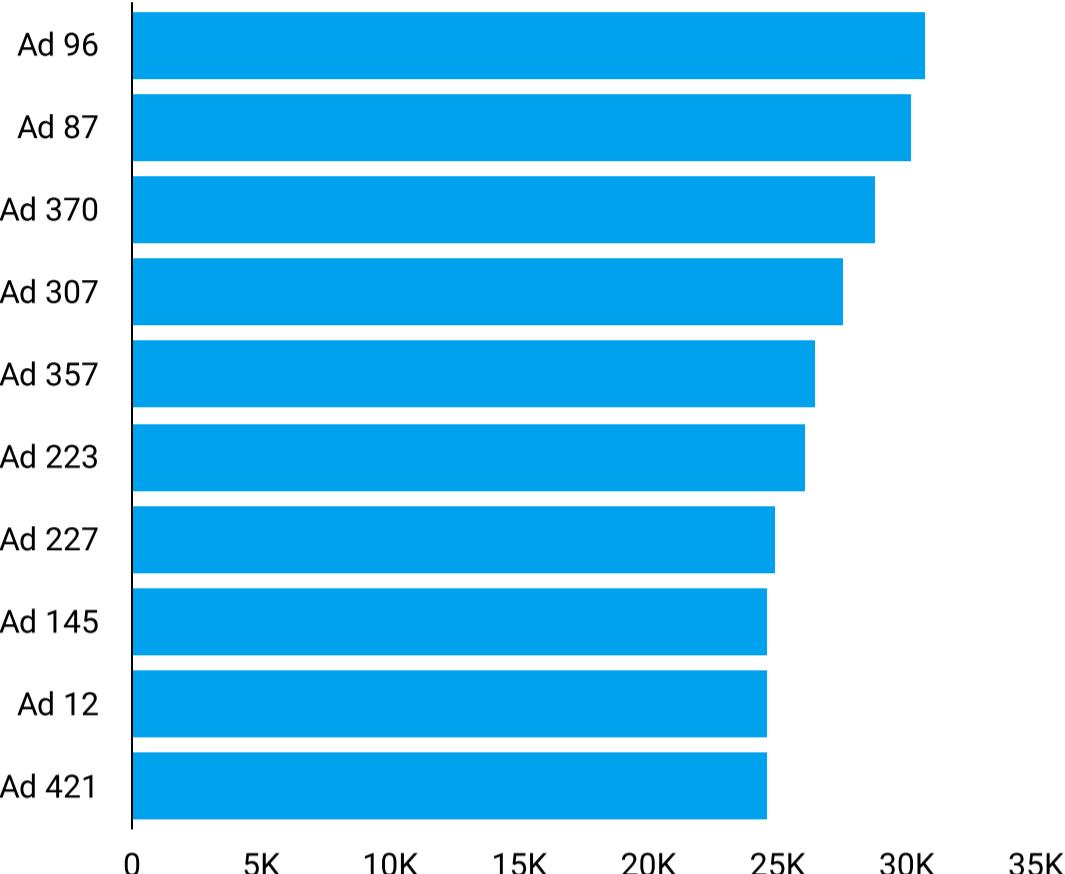
Account name

Ad name

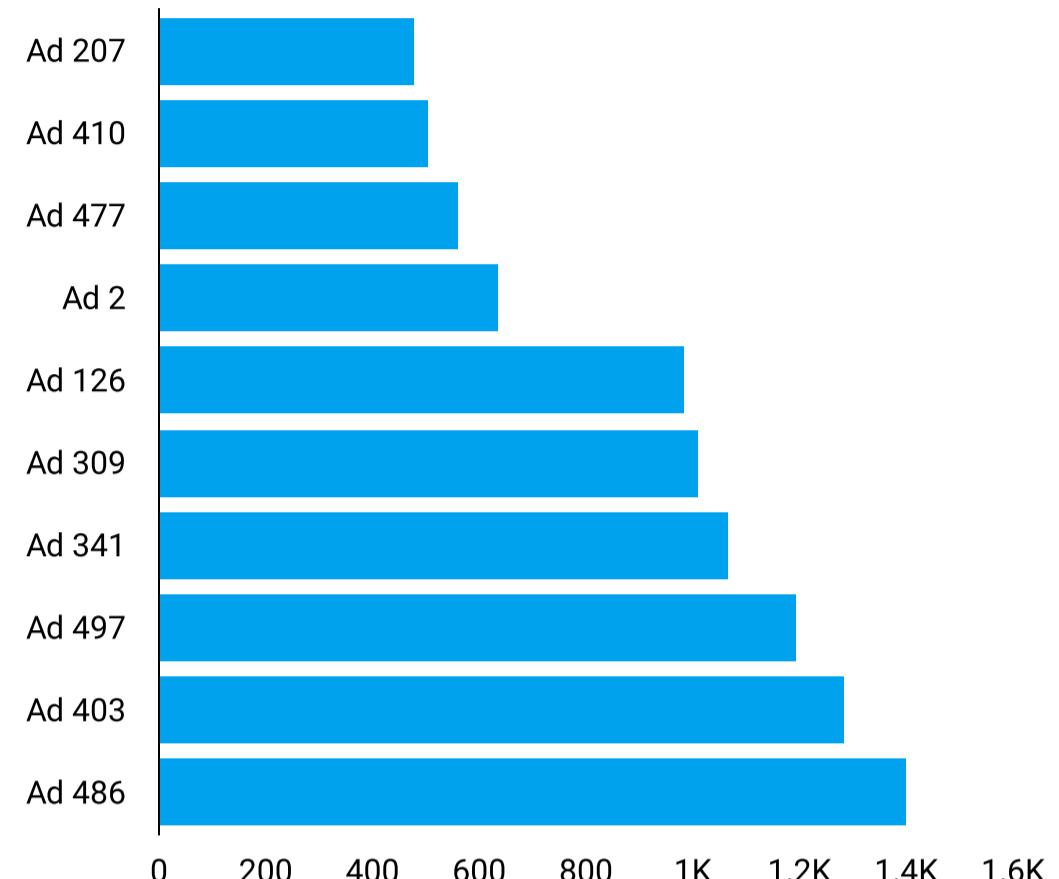
Campaign objective

Publisher platform

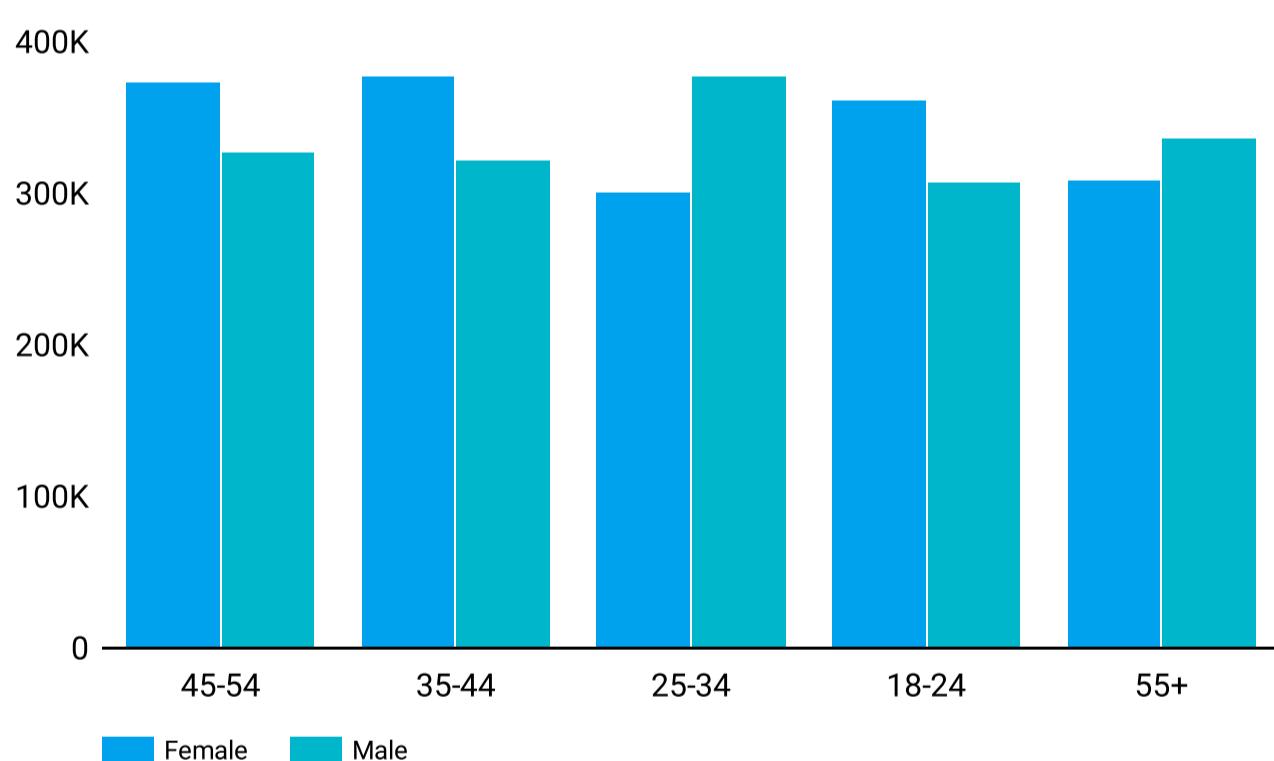
Top 10 Ads by Spend



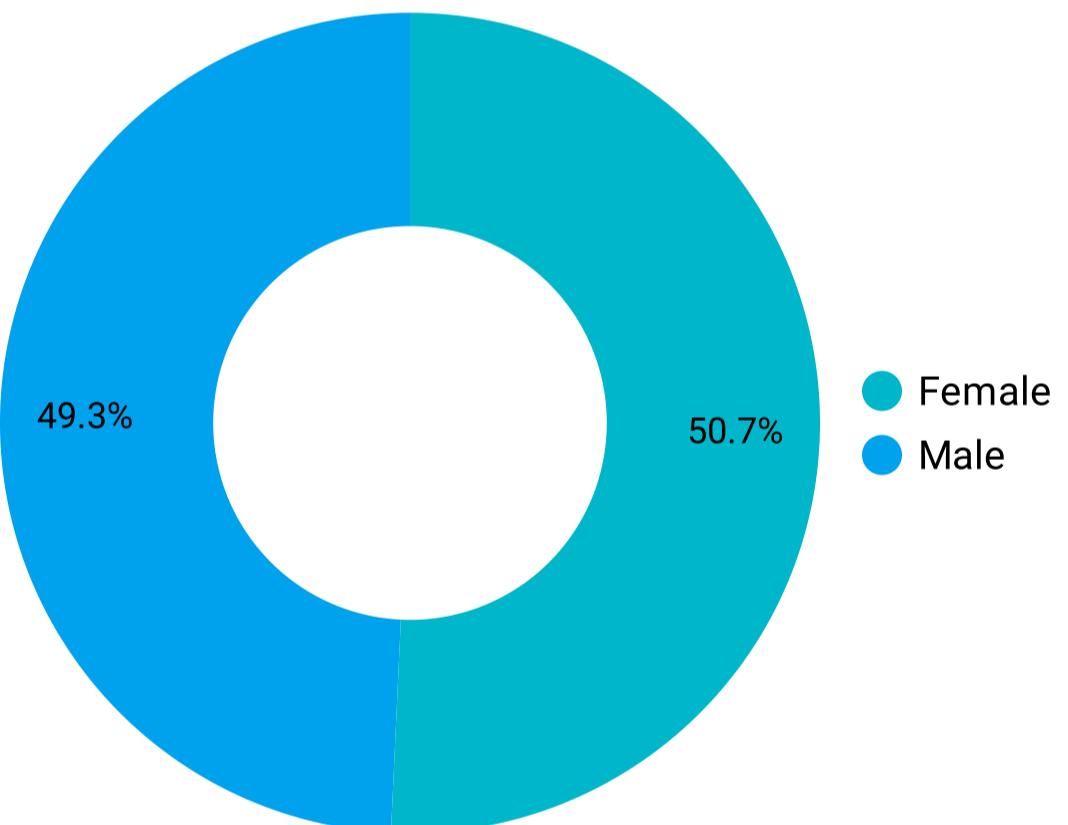
Bottom 10 Ads by Spend



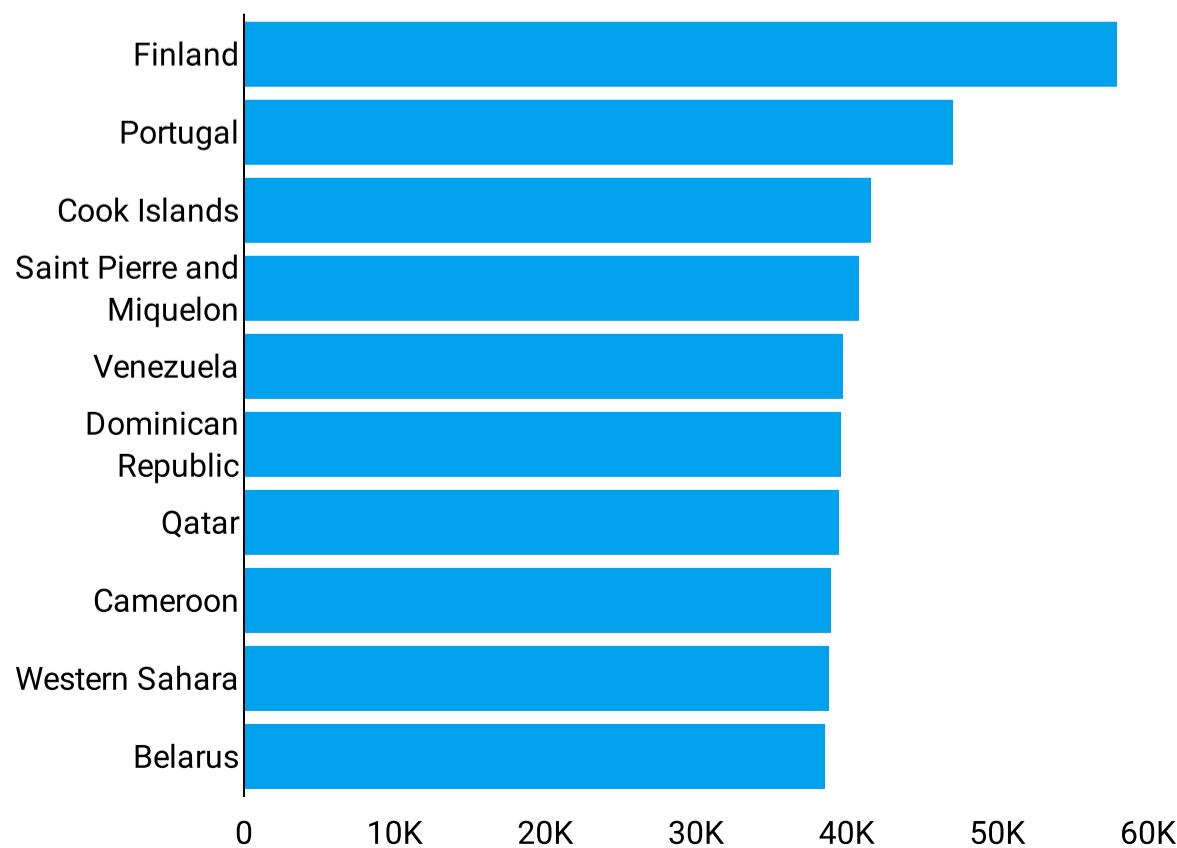
Age Group by Spend



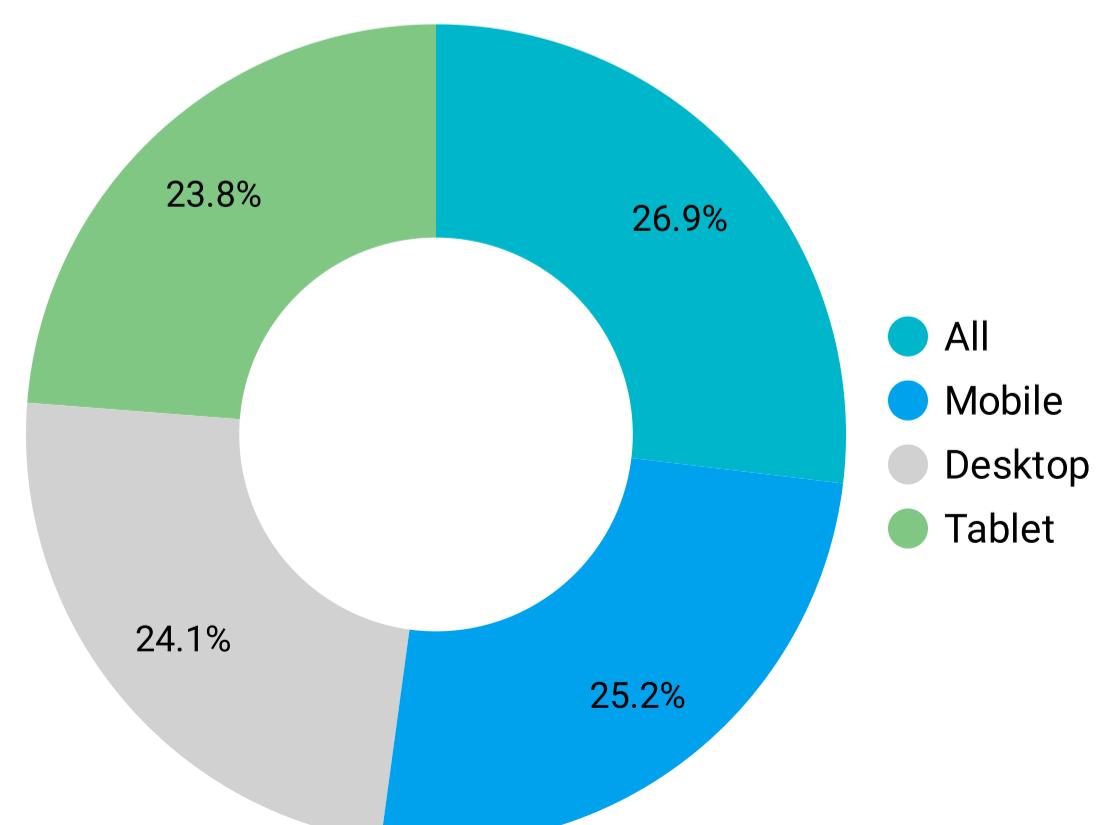
Gender by Spend

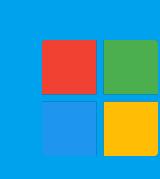


Countries by Spend



Device Usage by Spend





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Looker Studio and EverythingData essentials

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- [EverythingData blog: Looker Studio articles](#)



Connector guides

Explore the available fields for this data source connector and get started with the connection guide.

- [Microsoft Ads Metrics and Dimensions](#)
- [Microsoft Ads connection guide](#)

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Browse our templates for Looker Studio, as well as the available connectors. Discover the Supermetrics Hub to manage your subscription, data source connections, and teams.

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- [EverythingData Hub](#)

Step by Step Guide to Connect to Data Source

- Select Add data panel at the top
- A connect to data source will pop-up, click on the search bar and type everything data.
- After that, you get to see data source connected to everythingData, select the source you wish to connect to and authorize.

For video description click this:



Support center

Explore support articles on data connection, report building, team management, and beyond for comprehensive guidance

- [EverythingData Support](#)