

📊 Weekly Google Ads KPI Report

🔑 Key Insights

Report:

📌 Campaign Performance

- 📌 Demand Gen — Aw&Co Luma: Achieved excellent reach with 15,787 clicks.
- 📌 Search2 Luma Gen (EN) CY: Engagement levels are low, with only 77 clicks.

📌 Spend Efficiency

- 📌 Demand Gen — Aw&Co Luma: Achieved an outstanding cost per click of €0.01.
- 📌 Search2 Luma Gen (EN) CY: Cost per click is high at €1.64, necessitating a review.

📌 Recommendations

- 📌 Demand Gen — Aw&Co Luma: Consider scaling this campaign due to its great ROI.
- 📌 Search2 Luma Gen (EN) CY: Audit targeting strategies as there is a high spend with low return.

📊 Top Campaigns by Spend

Campaign	Clicks	Spend (€)
Demand Gen -Aw&Co Luma	15787	223.40
Search2 Luma Gen (EN) CY	77	126.63