





Daily Google Ads KPI Report – 2025-06-26

Key Insights

Daily Highlights

Metric	Best Campaign	Value
 Most Clicks	Demand Gen - Aw&Co Luma	15787
 Lowest CPC	Demand Gen - Aw&Co Luma	€0.01
 Highest CPC	Search2 Luma Gen (EN) CY	€1.64
 Best Cost/Conv	Demand Gen - Aw&Co Luma	€1.02
 Lowest CVR	Demand Gen - Aw&Co Luma	1.4%

Recommendations

-  Shift budget to high-performing campaigns like Demand Gen - Aw&Co Luma
-  Improve targeting and ad copy for low-converting campaigns
-  Run A/B tests on landing pages to improve CVR
-  Monitor high-CPC campaigns to reduce cost inefficiencies

Campaign Performance Summary

Campaign	Clicks	Spend (€)	CPC (€)	CTR (%)	Conversions	CVR (%)	Cost/Conv (€)
Demand Gen - Aw&Co Luma	15787	223.40	0.01	15.79	220	1.39	1.02
Search2 Luma Gen (EN) CY	77	126.63	1.64	0.08	5	6.49	25.33



Visual Overview

