



Daily Google Ads KPI Report

Generated on 2025-06-26



Key Insights



Daily Highlights

Metric	Campaign	Value
Most Clicks	ISR-HE	6208
Lowest CPC	ISR-HE	€0.00
Highest CPC	General Property for Sale in Paphos	€1.94



Recommendations

- Shift budget to high-performing campaigns like Demand Gen
- Improve ad copy and targeting on high-CPC campaigns
- Test new landing pages to improve CVR
- Reduce cost-per-conversion with better bidding or creatives

Campaign Performance Summary

Campaign	Clicks	Spend (€)	CPC (€)	CTR (%)	Conversions	CVR (%)	Cost/Conv (€)
Cyprus Property - General	3	2.71	0.90	0.00		0.00	0.00
Apartments for Sale in Paphos	0	0.00	nan	0.00		0.00	0.00
General Property for Sale in Paphos	2	2.45	1.23	0.00		0.00	0.00
Cyprus Property - General	2	2.48	1.24	0.00		0.00	0.00
Apartments for Sale in Paphos	0	0.00	nan	0.00		0.00	0.00
General Property for Sale in Paphos	3	2.55	0.85	0.00		0.00	0.00
Cyprus Property - General	3	0.89	0.30	0.00		0.00	0.00
Apartments for Sale in Paphos	2	0.94	0.47	0.00		0.00	0.00
General Property for Sale in Paphos	2	1.07	0.54	0.00		0.00	0.00
Cyprus Property - General	3	2.08	0.69	0.00		0.00	0.00
Apartments for Sale in Paphos	0	0.00	nan	0.00		0.00	0.00
	1	1.14	1.14	0.00		0.00	0.00

Campaign	Clicks	Spend (€)	CPC (€)	CTR (%)	Conversions	CVR (%)	Cost/Conv (€)
General Property for Sale in Paphos							
Cyprus Property - General	2	0.92	0.46	0.00		0.00	0.00
Apartments for Sale in Paphos	1	0.89	0.89	0.00		0.00	0.00
General Property for Sale in Paphos	2	3.87	1.94	0.00		0.00	0.00
Cyprus Property - General	0	0.00	nan	0.00		0.00	0.00
Apartments for Sale in Paphos	0	0.00	nan	0.00		0.00	0.00
General Property for Sale in Paphos	5	2.23	0.45	0.01		0.00	0.00
Cyprus Property - General	1	0.94	0.94	0.00		0.00	0.00
Apartments for Sale in Paphos	1	1.12	1.12	0.00		0.00	0.00
General Property for Sale in Paphos	9	1.00	0.11	0.01		0.00	0.00
ISR-HE	3874	0.00	0.00	3.87		0.00	0.00
Cyprus-EN	701	0.00	0.00	0.70		0.00	0.00
ISR-HE	3853	0.00	0.00	3.85		0.00	0.00
Cyprus-EN	557	0.00	0.00	0.56		0.00	0.00

Campaign	Clicks	Spend (€)	CPC (€)	CTR (%)	Conversions	CVR (%)	Cost/Conv (€)
ISR-HE	3646	0.00	0.00	3.65		0.00	0.00
Cyprus-EN	685	0.00	0.00	0.69		0.00	0.00
ISR-HE	5334	0.00	0.00	5.33		0.00	0.00
Cyprus-EN	238	0.00	0.00	0.24		0.00	0.00
ISR-HE	6208	0.00	0.00	6.21		0.00	0.00
Cyprus-EN	105	0.00	0.00	0.10		0.00	0.00
ISR-HE	6039	0.00	0.00	6.04		0.00	0.00
Cyprus-EN	109	0.00	0.00	0.11		0.00	0.00
ISR-HE	4794	0.00	0.00	4.79		0.00	0.00
Cyprus-EN	232	0.00	0.00	0.23		0.00	0.00

Visual Overview

