### **1. Total Leads**

* **Conversion Count**: This metric directly pulls the number of conversions (leads) tracked in your Google Ads account.
* **Conversion Value** (if applicable): If you have set up conversion tracking with values, this will show the total value of leads.

### **2. Estimates Scheduled**

* **Custom Conversion Action**: Set up a specific conversion action for "Estimates Scheduled" in Google Ads. Then, you can filter or segment the data by this conversion action to track how many estimates were scheduled.

### **3. Estimates Scheduled %**

* **Formula**: (Estimates Scheduled / Total Leads) \* 100
  + This will give you the percentage of leads that resulted in scheduled estimates.

### **4. Jobs Won**

* **Custom Conversion Action**: Similar to "Estimates Scheduled," set up a specific conversion action for "Jobs Won" in Google Ads.
* **Filter by Conversion Action**: Use this to pull in data specifically related to jobs that were won.

### **5. Jobs Won %**

* **Formula**: (Jobs Won / Estimates Scheduled) \* 100
  + This metric calculates the percentage of scheduled estimates that converted into jobs.

### **6. Total Jobs**

* **Sum of Jobs Won**: This can simply be the total count of jobs won over the selected time period.

### **7. Total Profit**

* **Custom Metric**:
  + If you track revenue or profit in Google Ads, you can use the **Conversion Value** metric.
  + Alternatively, if profit is calculated outside of Google Ads, you might need to manually input or import this data.

### **Additional Metrics to Include:**

* **Cost per Conversion (Cost/Lead)**: How much you’re spending per lead.
* **Conversion Rate**: The overall conversion rate of your ads.
* **CTR (Click-Through Rate)**: The ratio of users who click on your ad to the number of total users who view the ad.
* **CPC (Cost Per Click)**: How much you’re paying for each click.
* **Impressions**: The total number of times your ads have been shown.
* **ROAS (Return on Ad Spend)**: If you're tracking revenue in Google Ads, this is a key metric.

### **Custom Metrics and Dimensions:**

* **Custom Calculated Fields**: For percentages or ratios like Estimates Scheduled %, Jobs Won %, and others, use Looker Studio’s calculated fields.
* **Segmentation by Campaign/Ad Group**: Segment these metrics by different campaigns, ad groups, or keywords to identify which are driving the best results.

### **Visualization Tips:**

* **Time Series Charts**: For tracking trends over time (e.g., leads, estimates scheduled).
* **Pie Charts**: For showing the distribution of Jobs Won by different criteria (e.g., by campaign or ad group).
* **Scorecards**: For displaying high-level KPIs like Total Leads, Total Jobs, and Total Profit.