

# Google Ads KPI Summary

1 Nov 2024 - 30 Nov 2024

Reset Filter

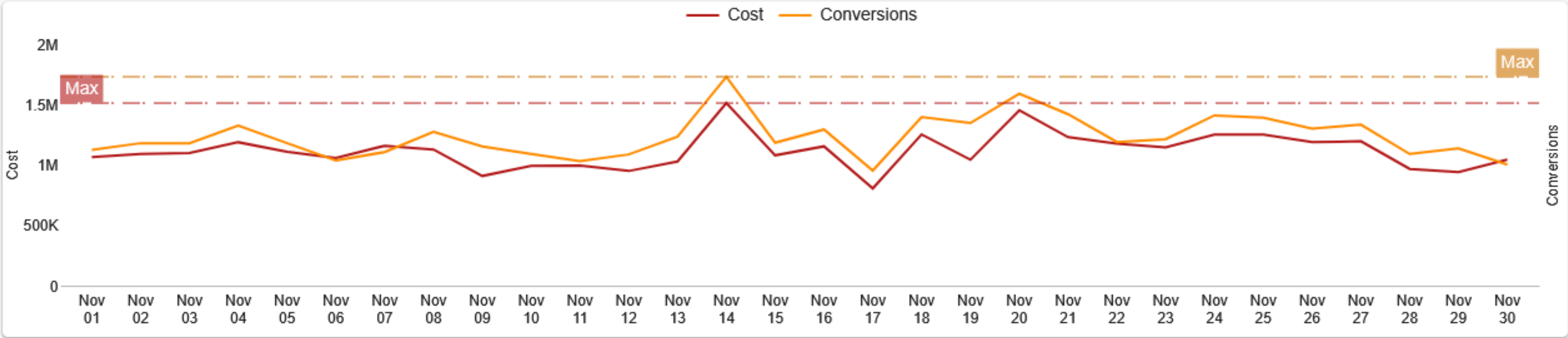
Cost  
**\$33,456,586.00**

Conversions  
**110,940**

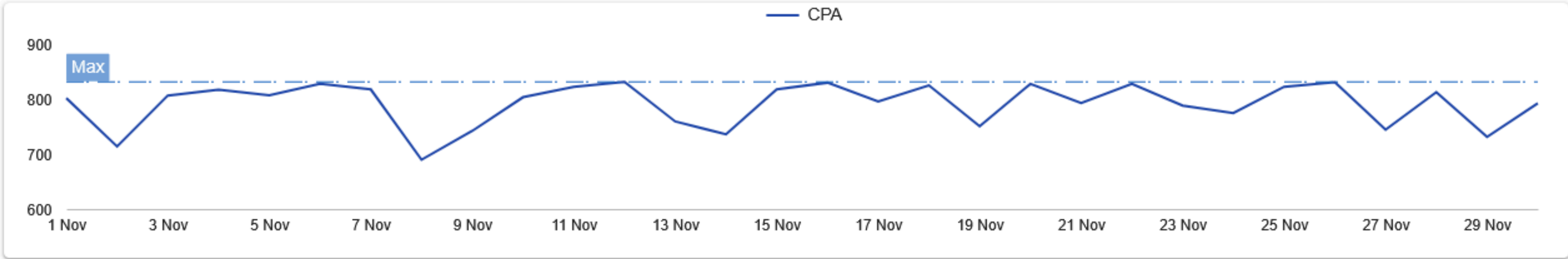
CPA  
**690.47**

Clicks  
**2,379,250**

Cost and Conversions



Trend chart of CPA



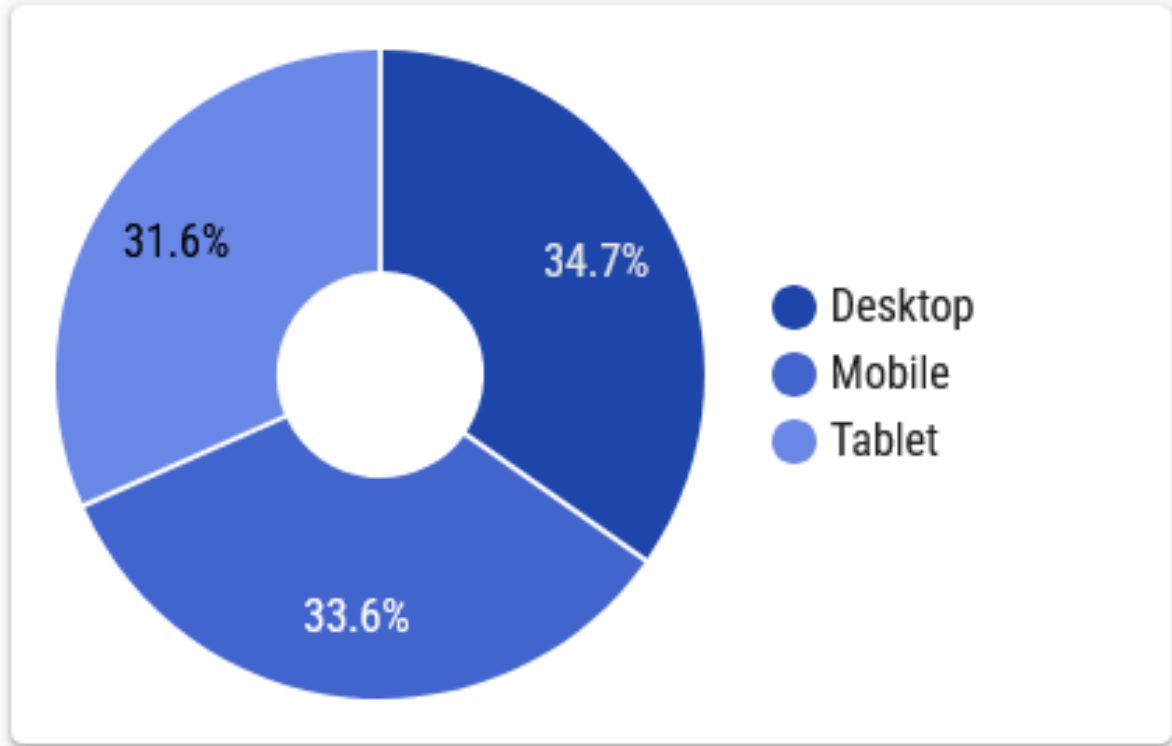
# Google Ads Tactical Analysis

1 Nov 2024 - 30 Nov 2024

Reset Filter

	Ad_ID	Ad_Date	Cost	Conversions	CTR	CPA	Conversion Rate
1.	A2295	10 Nov 2024	\$19,591.00	40	0.57	489.78	56.00%
2.	A1001	20 Nov 2024	\$21,684.00	80	0.42	271.05	46.00%
3.	A1006	6 Nov 2024	\$23,779.00	50	0.53	475.58	43.00%
4.	A1007	24 Nov 2024	\$22,961.00	30	0.45	765.37	16.00%
5.	A1009	12 Nov 2024	\$18,678.00	90	0.56	207.53	54.00%
6.	A1010	14 Nov 2024	\$23,679.00	60	0.44	394.65	59.00%
7.	A1011	22 Nov 2024	\$20,812.00	50	0.58	416.24	5.00%
8.	A1012	27 Nov 2024	\$1,913.00	30	0.06	63.77	24.00%
9.	A1013	12 Nov 2024	\$20,746.00	70	0.55	296.37	38.00%
10.	A1014	4 Nov 2024	\$18,509.00	90	0.43	205.66	5.00%

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	Keyword	Cost	Impressions
1.	Learn Data Analytics	\$6,216,539	13,721,320
2.	Online Data Analytic	\$5,713,218	13,092,170
3.	Analytics For Data	\$5,691,407	13,600,770
4.	Data Analytics Course	\$5,577,736	13,297,010
5.	Data Anytics Training	\$5,412,288	12,548,540
6.	Data Analitics Online	\$4,845,398	11,268,740