



Google ads portfolio

Emam hossain

New form of payment required - Your current payment methods can't be charged.

Overview

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Advanced bid adj.

SEARCH KEYWORDS

NEGATIVE KEYWORDS

SEARCH TERMS

All time
Feb 11, 2017

Feb 2017

Find keywords

FILTER SEGMENT COLUMNS

Keyword status: All but removed

<input type="checkbox"/>	<input type="radio"/>	Keyword ↑	Campaign	Ad group	Status	Max. CPC	Policy del
Total: All but removed keywords							
<input type="checkbox"/>	<input checked="" type="radio"/>	*10 websites that will change your life*	MindMovieScam	change your life	Low search volume	\$0.05 <input checked="" type="checkbox"/>	Approved
<input type="checkbox"/>	<input checked="" type="radio"/>	[10 websites that will change your life]	MindMovieScam	change your life	Low search volume	\$0.05 <input checked="" type="checkbox"/>	Approved
<input type="checkbox"/>	<input checked="" type="radio"/>	10 websites that will change your life	MindMovieScam	change your life	Low search volume	\$0.05 <input checked="" type="checkbox"/>	Approved
<input type="checkbox"/>	<input checked="" type="radio"/>	[1000 books to change your life]	MindMovieScam	change your life	Below first page bid (\$0.52)	\$0.05 <input checked="" type="checkbox"/>	Approved
<input type="checkbox"/>	<input checked="" type="radio"/>	1000 books to change your life	MindMovieScam	change your life	Below first page bid (\$0.52)	\$0.05 <input checked="" type="checkbox"/>	Approved
<input type="checkbox"/>	<input checked="" type="radio"/>	*1000 books to change your life*	MindMovieScam	change your life	Below first page bid (\$0.52)	\$0.05 <input checked="" type="checkbox"/>	Approved
<input type="checkbox"/>	<input checked="" type="radio"/>	1000 songs to change your	MindMovieScam	change your life	Low search	\$0.05 <input checked="" type="checkbox"/>	Approved

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Clicks ▼

63

Impressions ▼

9.56K

Avg. CPC

\$0.80

Cost

\$50.68

32

16

0

Jul 9, 2018

Keywords



Cost ▼

Clicks ▼

CTR ▼

 roof

\$31.66

40

0.50%

Searches 

roofing

Settings

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All but deleted Keywords

Segment

Filter

Columns

Search

These keywords refine search.



+ Add keywords

Edit

Change status...

See search terms...

More actions...

<input type="checkbox"/>		Keyword	Status	Max. CPC	Clicks	Impr.	CTR	Avg. CPC	Cost
<input type="checkbox"/>		buy motorcycle	Eligible	\$0.50	12	1,410	0.85%	\$0.40	\$4.78
		Outside experiment			0	0	0.00%	\$0.00	\$0.00
		Control - 50%		\$0.50	7	797	0.88%	\$0.43	\$2.98
		Experiment - 50%		\$0.40	5	613	0.82%	\$0.36	\$1.80

All but removed campaigns ▼
Segment ▼
Filter ▼
Columns ▼

Find campaigns

Q

View

Clicks ▼

VS

None ▼

Daily ▼



+ CAMPAIGN ▼

Edit ▼

Details ▼

Bid strategy ▼

Automate ▼

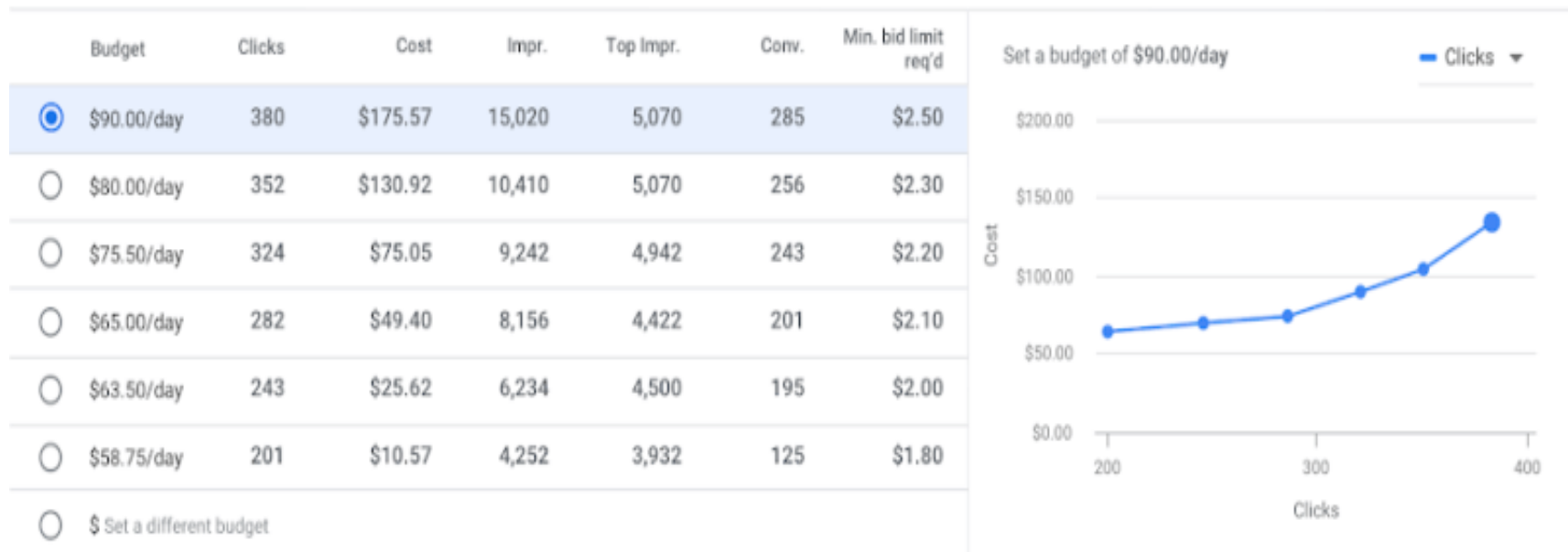
Labels ▼

		Campaign	Budget ?	Status ?	Impr. ?	Interactions ↓ ?	Interaction rate ?	Avg. Cost ?	Cost ?
			\$20.00/day	Eligible	3,447	55 clicks	1.60% CTR	\$0.19 per click	\$10.63
		Shopping	\$5.00/day	Eligible	800	8 clicks	1.00% CTR	\$0.41 per click	\$3.26
		Remarketing	\$5.00/day	Eligible	0	–	–	–	\$0.00
		Total - all but removed campaigns			4,247	63	1.48%	\$0.22	\$13.89

Campaign budget simulator: Spring Marketing 2020

Explore how your budget can impact your Search traffic [Learn more](#)

Weekly estimates for your new daily budget

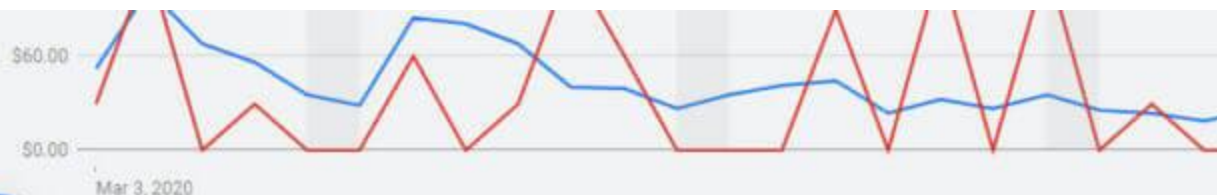


This simulation is based on performance from Nov 10 - 16, 2019. These estimates do not guarantee similar results. [Learn more](#)

[CANCEL](#)

[APPLY](#)

- Ad groups
- Ads & extensions
- Landing pages
- Keywords
- Dynamic ad targets
- Audiences
- Demographics
- Settings
- Locations
- Ad schedule
- Devices
- Advanced bid adj.
- Change history
- Drafts & experiments



+



Campaign status: **All enabled** [ADD FILTER](#)



SEARCH



SECOND

<input type="checkbox"/>		Campaign	Budget	Status	Campaign type	↓ Clicks	Impr.
<input type="checkbox"/>		Search for [keyword]	\$5.00/day	Eligible	Search	317	10,941
<input type="checkbox"/>		Search for [keyword]	Budget			5,951	4
Total: All enabled campaigns			\$ 1,000.00 /month			16,892	3
	Total: Account		Over a typical month, your average daily spend won't exceed approximately \$32.89 (\$1,000.00/30.4). Each day's spend may be significantly above or below this number as Google Ads optimizes based on traffic and quality.			16,892	3

⚠ Monthly budgeting will no longer be available as of April 2020. Your monthly campaign budgets will automatically switch to daily then, or you can update to daily budgets anytime before April. [Learn more](#)

CANCEL

SAVE

<input type="checkbox"/>		Campaign	Budget	Status	Impr.	Interactions	Interaction rate	Avg. cost	Cost	Conversions	Cost / conv.	Conv. rate
<input type="checkbox"/>			\$600.00/day	Limited by budget	124,168	1,795 clicks	1.45% CTR	\$8.79 per click	\$15,780.43	100.00	\$157.80	5.57%
<input type="checkbox"/>			\$200.00/day	Eligible	53,553	440 clicks	0.82% CTR	\$6.30 per click	\$2,771.10	24.00	\$115.46	5.45%
<input type="checkbox"/>			\$200.00/day	Eligible	4,898	481 clicks	9.82% CTR	\$3.32 per click	\$1,594.81	81.00	\$19.69	16.84%
<input type="checkbox"/>			\$150.00/day	Eligible	12,598	88 clicks	0.70% CTR	\$8.48 per click	\$746.58	9.00	\$82.95	10.23%
		Total - all enabled campaigns			195,217	2,804	1.44%	\$7.45	\$20,892.92	214.00	\$97.63	7.63%
		Total - all campaigns	\$1,150.00/day		195,217	2,804	1.44%	\$7.45	\$20,892.92	214.00	\$97.63	7.63%
		Total - Search			195,217	2,804	1.44%	\$7.45	\$20,892.92	214.00	\$97.63	7.63%

Performance comparison: [REDACTED] [?](#)

Clicks ▾

310

-5% [-21%, +10%]

CTR ▾

5.95%

-7% [-21%, +6%]

Cost ▾

\$478

+3% [-14%, +20%]

Conversions ▾

10

— [?](#)

Impr. ▾

5.21K

+2% [-3%, +7%]

AD GROUPS

AUCTION IMP

40

20

0

Jan 1, 2018

CTR (-7%)

Not statistically significant

(p-value \geq 5%)

There's a 27.7% (p-value) chance of getting this performance (or a greater performance difference) due to randomness. The smaller the p-value, the more significant the result. [Learn more](#)

Confidence interval [-21%, +6%]

There's a 95% chance that your experiment sees a -21% to +6% difference for this metric when compared to the original campaign.

Experiment

5.95%

Original

6.42%



Recommendations

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Change history

Performance comparison: Aug 20 - Sep 30, 2018

Clicks ▾

11.5K

-10% [-12%, -19%] ★

Conversions ▾

3.48K

+10% [+6%, +15%] ⓘ

Cost ▾

\$31.1k

-1% [-3%, +0%]

Cost / conv. ▾

\$9.53

-11% [-14%, -7%] ⓘ

Impr. ▾

311K

-15% [-15%, -15%] ★

Split: 50% ⓘ

Split option: Cookie-based ⓘ

Dates: Aug 28 - Dec 11, 2018

Original campaign: Happy Clothes Sear...

APPLY

END NOW

Overview

Custom Aug 21 - Sep 30, 2018 ▾ < >

Clicks ▾

11.5K

Impressions ▾

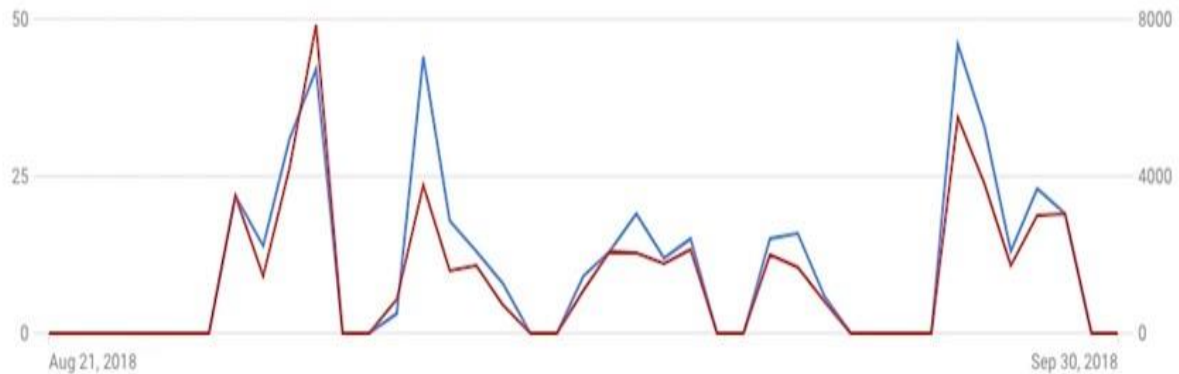
313K

Avg. CPC

\$2.20

Cost

\$33.1K



Ad groups



Keywords



Activate Windows
Go to Settings to activate Windows.

Bidding

Maximize conversions



i This campaign will use the **Maximize conversions** bid strategy to help you get the most conversions for your budget.

Your budget is **\$50.00** and your current daily spend is **\$0.52**. You can change your budget to adjust your spend, or set a target cost per action.

☐ Reduce budget to \$ 0.67

The bidding strategy does not support shared budgets

[Use a portfolio strategy](#)

[Get guidance selecting a bid strategy](#)

Google Ads automatically sets your bids to help you get the most conversions within your budget.

The strategy you select here will be applied to this campaign only.

[Learn more](#)

CANCEL SAVE