

Google Ads Analysis



Payment Date



2/3/2021



5/4/2021



Total Clicks On Ad



387

Number of people who viewed the ad



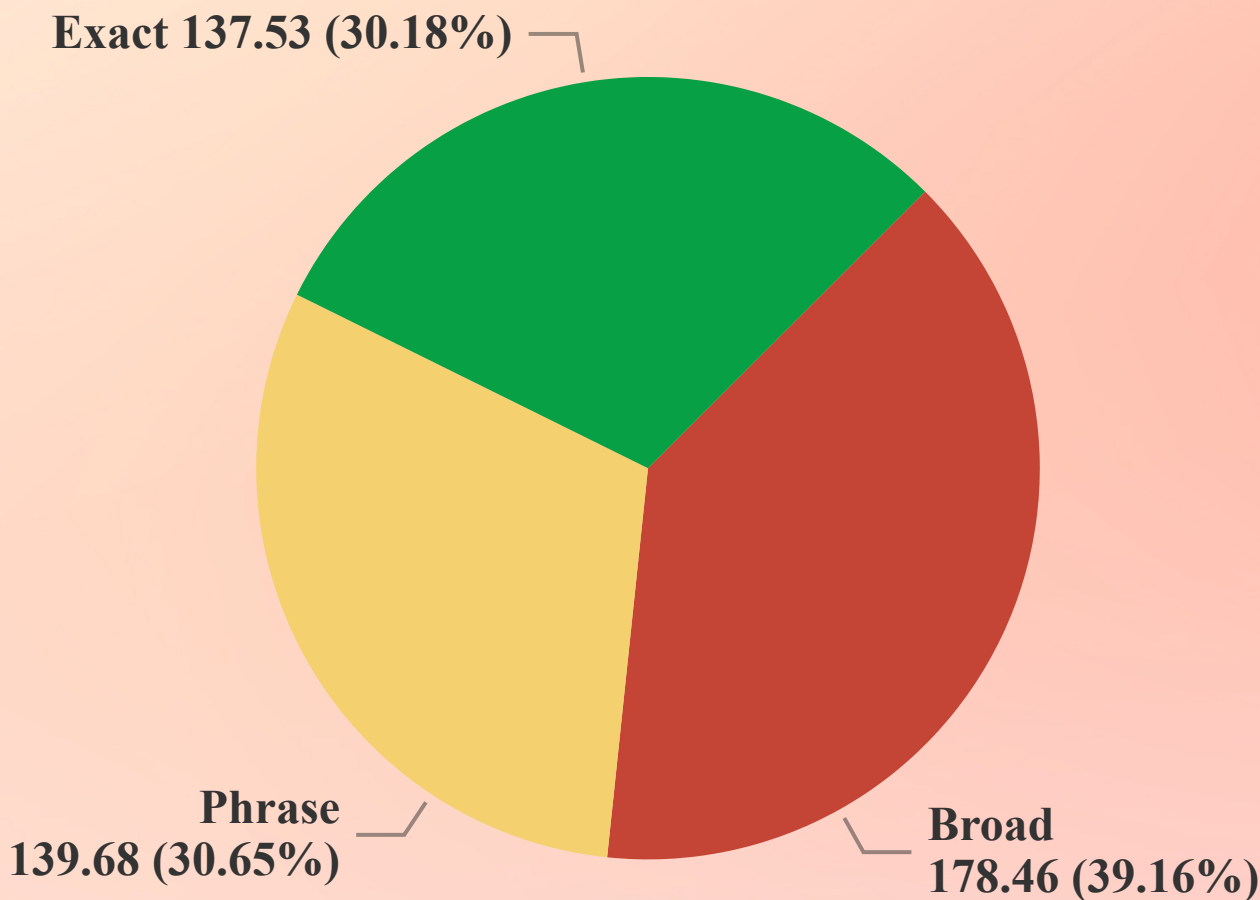
6965

Number of people interested in the ad



21

Most Profitable Keyword



Keywords

Broad

Phrase

Exact

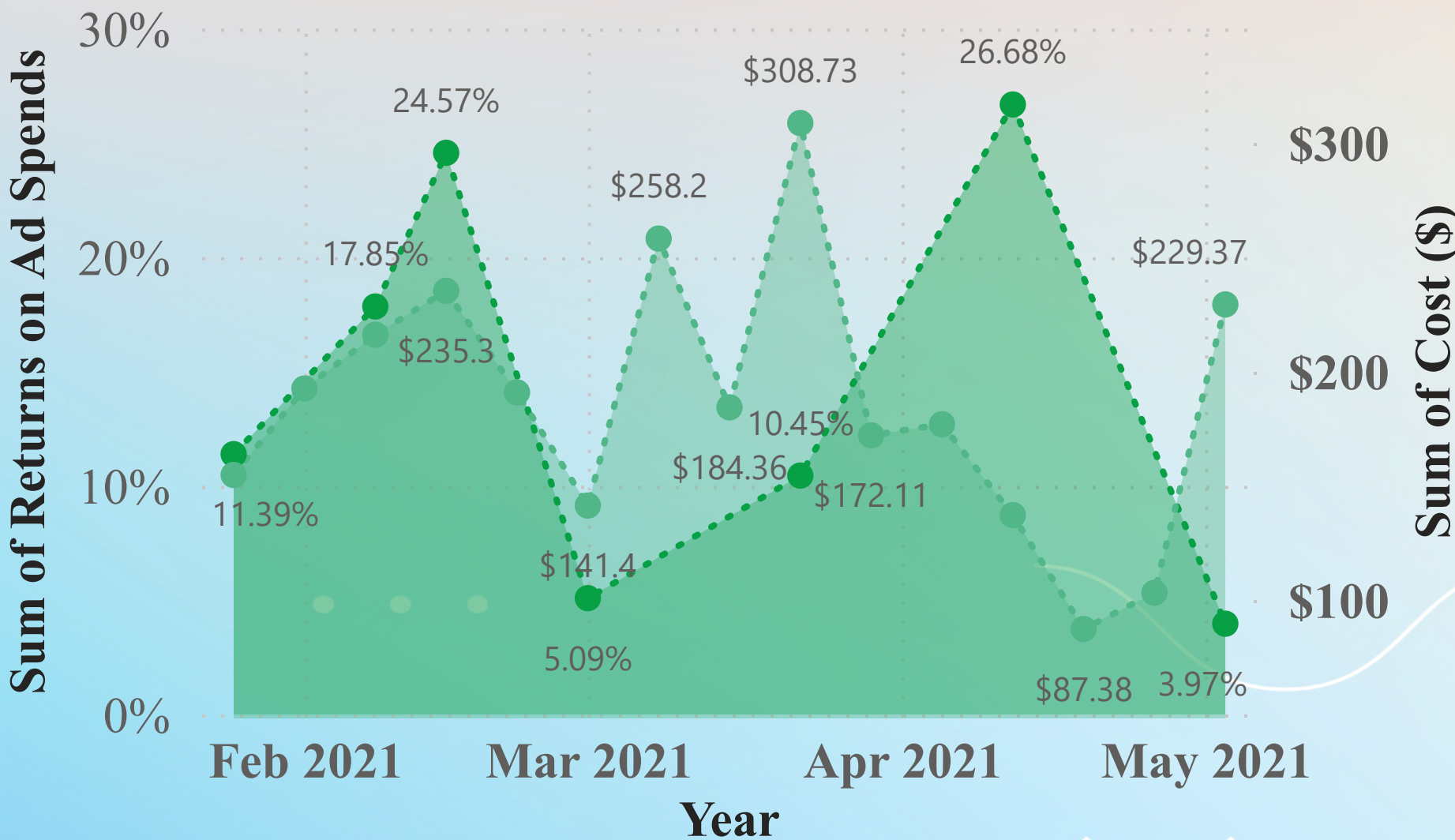
Total ad spends for that particular date

Year	Quarter	Month	Day	Total Spends(\$)
2021	Qtr 1	January	25	\$154.79
2021	Qtr 1	February	1	\$192.58
2021	Qtr 1	February	8	\$216.13
2021	Qtr 1	February	15	\$235.3
2021	Qtr 1	February	22	\$190.9
2021	Qtr 1	March	1	\$141.4
2021	Qtr 1	March	8	\$258.2
2021	Qtr 1	March	15	\$184.36
2021	Qtr 1	March	22	\$308.73
2021	Qtr 1	March	29	\$172.11
2021	Qtr 2	April	5	\$176.96
2021	Qtr 2	April	12	\$137.21
2021	Qtr 2	April	19	\$87.38
2021	Qtr 2	April	26	\$103.26
2021	Qtr 2	May	3	\$229.37
Total				\$2,788.68

Spends(\$) and Returns(%)



Sum of Returns on Ad Spends Sum of Cost (\$)



Profit By Channels

Capterra

100%

408.05

GetApp

366.77

Software Advice

147.16

36.1%