

## PROJECT OUTPUT :

The image displays two screenshots of the Google Ads interface. The top screenshot shows the 'Overview' page for a campaign named 'Awareness and consideration-Display-1'. The campaign is enabled, with a budget of ₹100.00/day and a status of 'Bid strategy misconfigured'. The overview includes a summary of campaign metrics and a preview of the ad creative, which features a bowl of fresh vegetables and the text 'Farm Fresh Finds'.

The bottom screenshot shows the 'Ads' page for the same campaign. It displays a table of ads, including the 'Farm Fresh Finds' ad, which is eligible and has a responsive display format. The table includes columns for Ad, Ad group, Status, Ad type, Clicks, Impressions, CTR, and Avg. CPC.

**Google Ads Overview Details:**

- Campaign:** Awareness and consideration-Display-1
- Status:** Enabled
- Budget:** ₹100.00/day
- Optimisation score:** -
- Ad strength:** Excellent

**Ad Creative Preview:**

**Farm Fresh Finds**  
Fresh goodness, served daily at Farm Green Bites. Enjoy nature's finest flavors.

**Ad Performance:**

Ad	Status	Impressions	Clicks	CTR
Farm Fresh Finds	Enabled	0	0	0.00%

**Geographic location of people who interacted with your ads:**

Targeting: All countries and territories

**Google Ads Table:**

Ad	Ad group	Status	Ad type	Clicks	Impressions	CTR	Avg. CPC
Farm Fresh Finds	Ad group 1	Eligible	Responsive display ad	0	0	-	-
Total: Ads in your current view				0	0	-	-
Total: Campaign				0	0	-	-

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Reporting is not carried out in real time. Time zone for all dates and times: (GMT+05:30) India Standard Time. [Learn more](#)  
Some inventory may be provided through third-party intermediaries.  
You'll see Media Rating Council (MRC) accreditation noted in the column header's hover text for accredited metrics.  
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