

# PERFORMANCE REPORT

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## Overview

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This report analyzes two months of Google Ads performance data for one client, broken down by campaigns and ad groups. The analysis focuses on key performance indicators (KPIs) that are critical for evaluating both the efficiency and overall impact of the ad spend.

# Key Metrics

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Cost & Cost per Conversion
Return on Ad Spend (ROAS)
Click-Through Rate (CTR)
Cumulative Conversions and Cost Over Time

# Key Findings

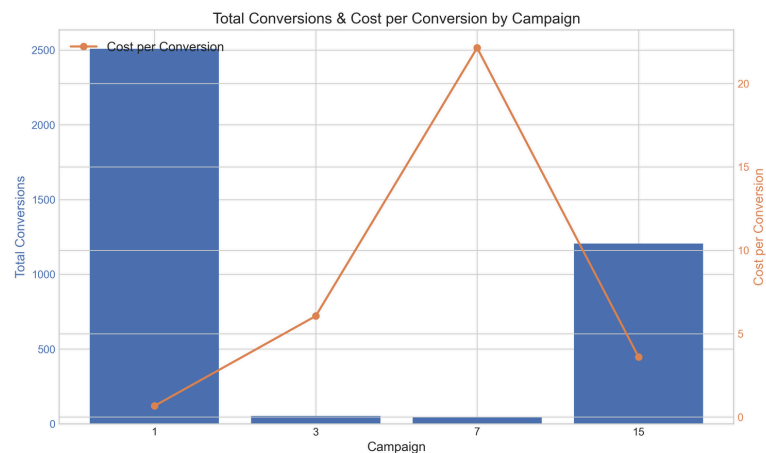
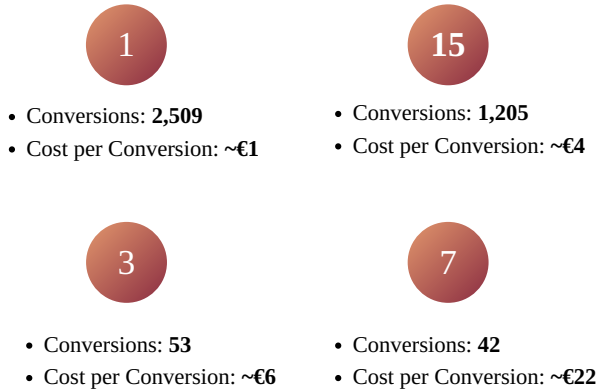
03

- **Campaign 1** emerges as the top performer, delivering a high volume of conversions (over 2,500) at very low cost per conversion and an outstanding ROAS, along with exceptionally high CTR.
- **Campaign 15** shows moderate conversion numbers but suffers from low engagement (CTR under 2%) and higher costs, suggesting a need for creative and targeting optimizations.
- **Campaigns 3 and 7** are underperformers with very low conversion volumes and poor cost efficiency, indicating they may require a strategic reassessment or budget reallocation.

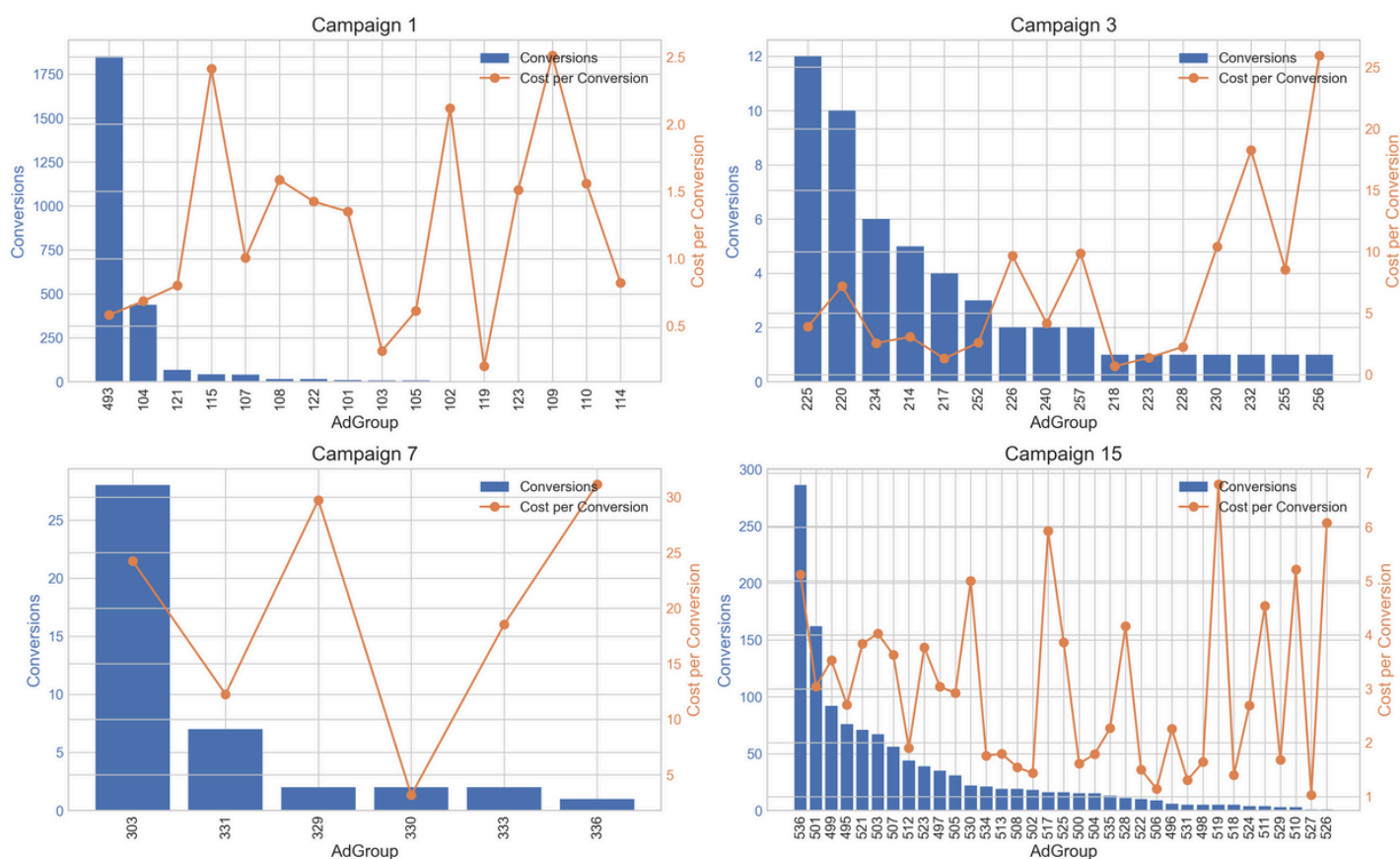
# Overall Conversions & Cost Efficiency by Campaign

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Campaigns 1 and 15 are the main contributors to conversions. They generate the bulk of the conversions, indicating they are likely well-targeted and/or have effective ad creatives.

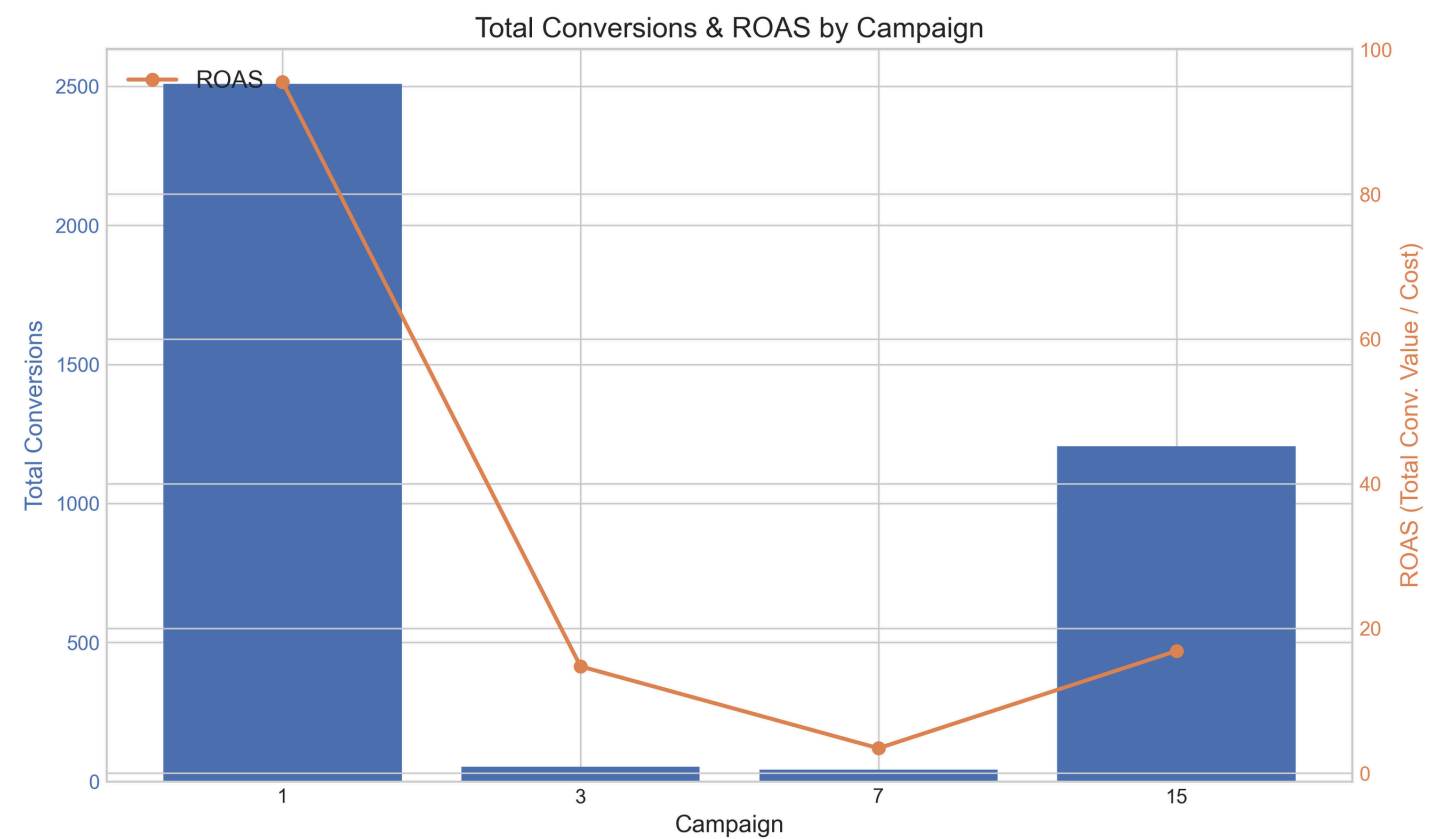


Conversions and Cost per Conversion by AdGroup  
(Sorted by Conversions, Categorized by Campaign)

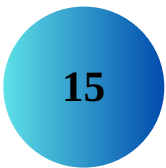


In Campaign 1, the analysis revealed that adgroup 439 was responsible for over 1,750 conversions at a cost per conversion of less than 1€. In contrast, another adgroup in the same campaign generated under 100 conversions at a higher cost per conversion. Similarly, in Campaign 3 and Campaign 7, I identified particular adgroups that were either performing modestly or very inefficiently. Campaign 15 shows moderate performance. While adgroup 536 is doing well, the variability in cost efficiency among the other adgroups suggests there’s room to tighten targeting or adjust creative for the underperformers.

# Return on Ad Spend (ROAS)



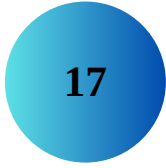
For every dollar spent, campaign 1 generates about **95€** in conversion value. It delivers a high volume of conversions at a very low cost per conversion, making it the clear leader.



Although Campaign 3 has a much smaller scale, its ROAS of 15 means it still generates **15€** for every dollar spent. However, it's not as impactful as Campaign 1.

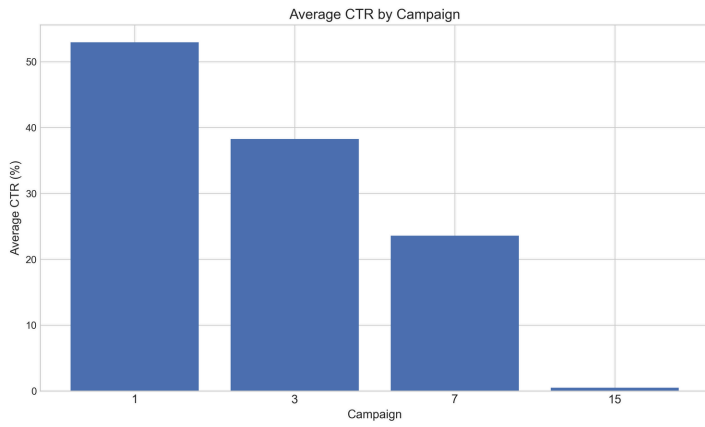


Campaign 7 is underperforming. A ROAS of 3 indicates that for every dollar spent, it returns only **3€** in value.



Campaign 15 sits in the middle. It delivers a moderate number of conversions with a ROAS of 17—every dollar spent brings back **17€** in value.

# Click-through rate - (CTR)



## Average CTR

**53%**

This is exceptionally high, indicating that the ads in **Campaign 1** are very engaging and highly relevant to the audience.

**38%**

**Campaign 3** shows good engagement but might have room for further optimization.

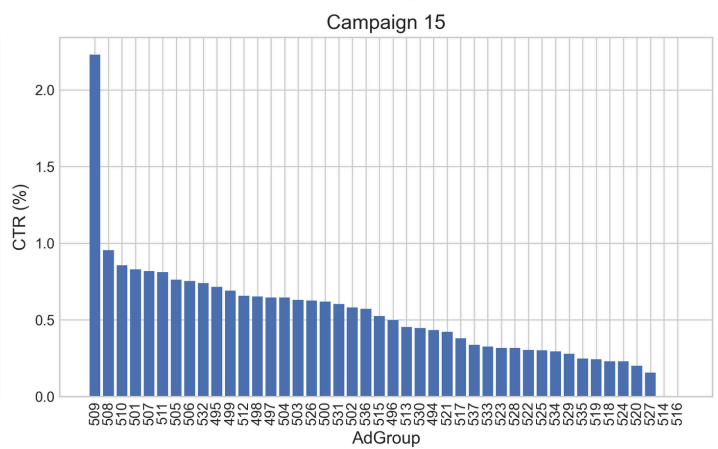
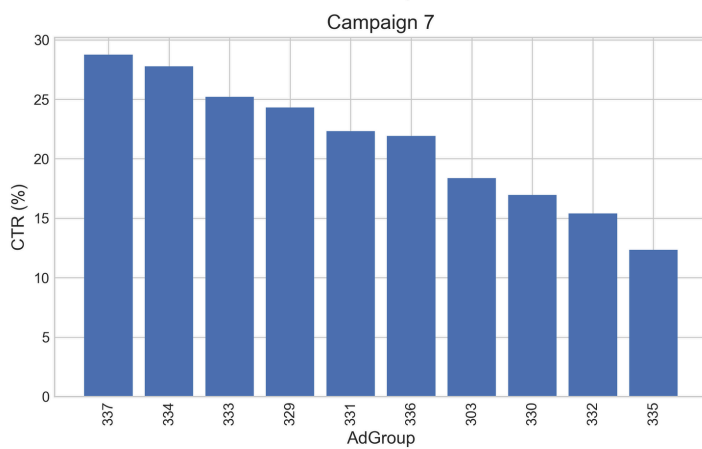
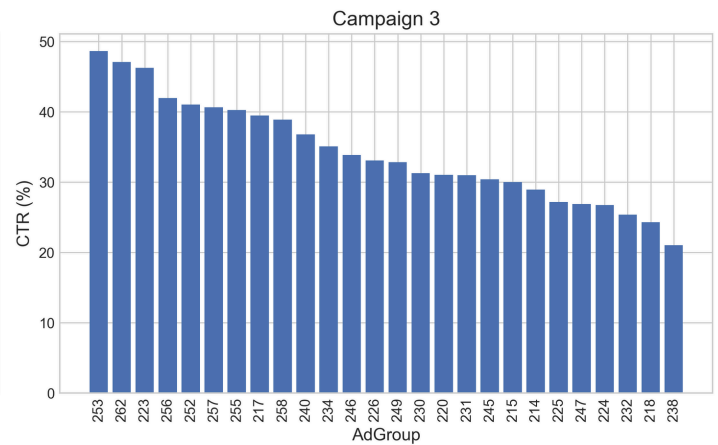
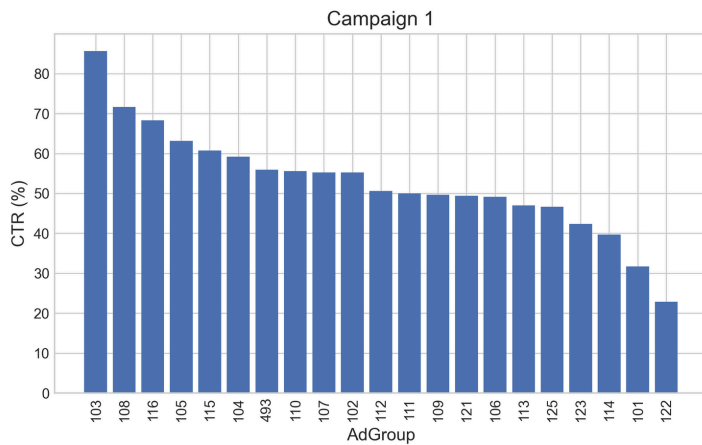
**24%**

**Campaign 7** is moderate. While the ads are engaging, there's potential to boost performance further with creative or targeting adjustments.

**1%**

This extremely low CTR is a red flag. The ads in **Campaign 15** are not capturing audience attention effectively.

CTR by AdGroup (Filtered by Impressions  $\geq$  50, Categorized by Campaign)

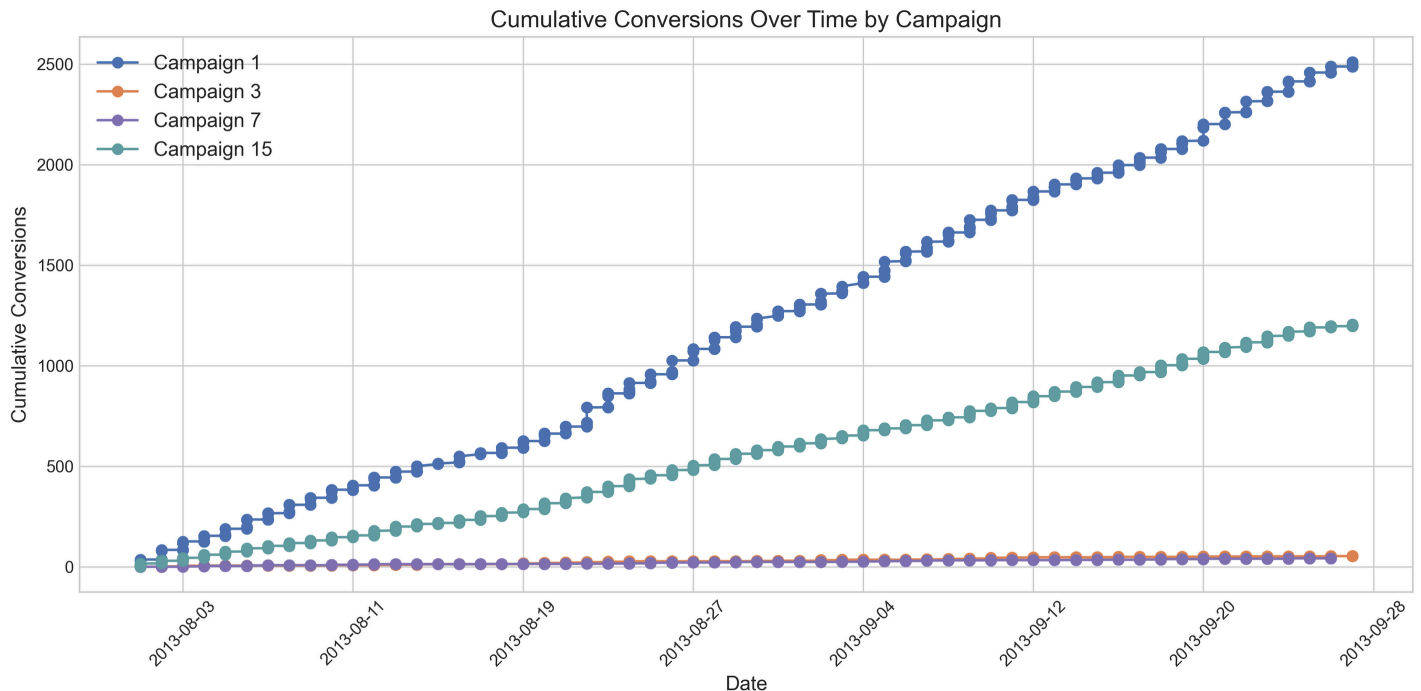


Campaign 1: 11 out of 21 adgroups have a CTR over 50%.

Campaign 3: All adgroups are under 50% CTR, with only 7 out of 26 exceeding 40%.

Campaign 7: All adgroups are under 30% CTR, across 10 adgroups in this campaign.

Campaign 15: All adgroups are under 2% CTR, with only one just slightly over 2%.



## Campaign 1:

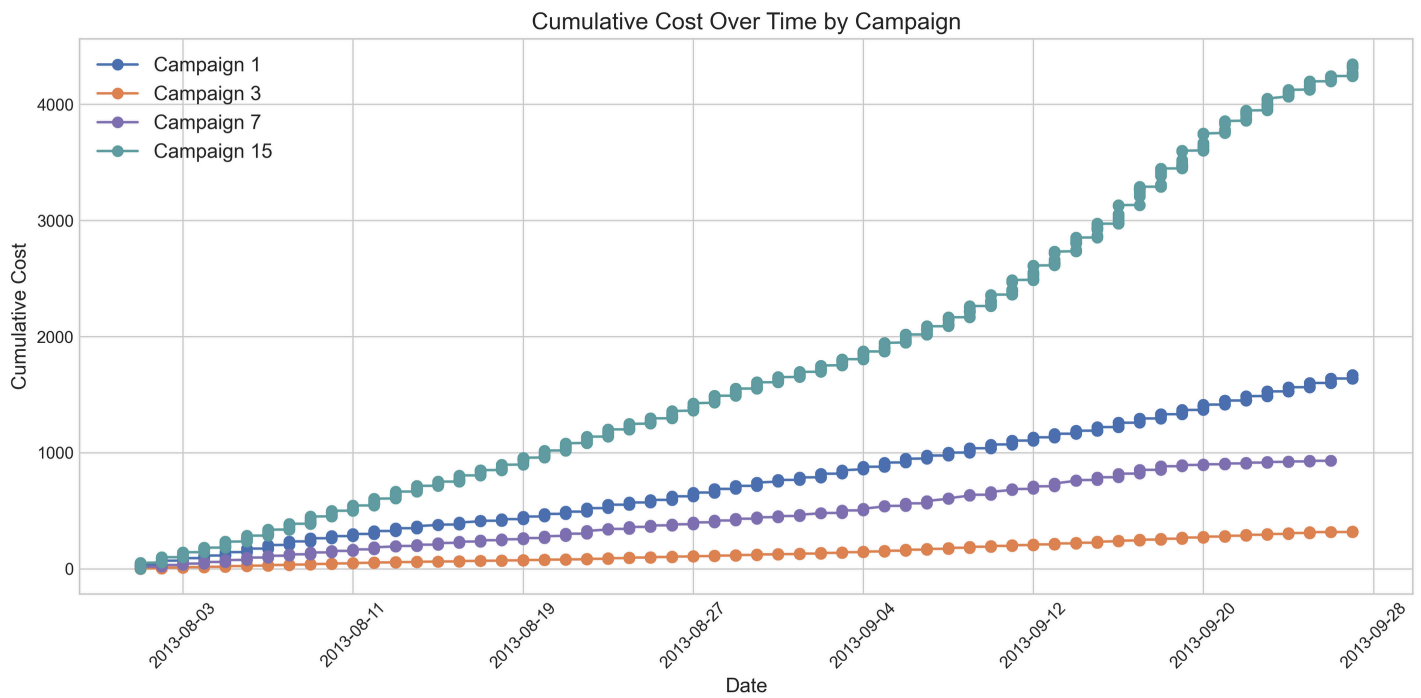
It indicates strong and consistent performance - each day adds a meaningful number of conversions, reflecting a high overall volume.

## Campaign 3:

Although conversions are accumulating, the pace is much slower than Campaign 1, suggesting modest performance.

## Campaigns 7 and 15:

This points to underperformance—these campaigns are not generating a significant number of conversions over time.



### Campaign 1:

Considering its high conversion volume, the spending is relatively efficient.

### Campaign 3:

The lower overall spend aligns with its lower conversion activity.

### Campaign 7:

When paired with its minimal conversion accumulation, this indicates a high cost per conversion—an efficiency concern.

### Campaign 15:

Despite spending a lot, its conversion numbers remain very low, highlighting a significant inefficiency.

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## Areas for Improvement

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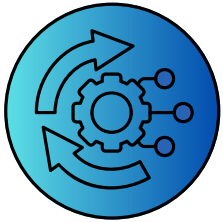
Continually test new ad creatives and adjust targeting parameters across campaigns. What works for high performers (like Campaign 1) could be replicated or adapted for the underperforming campaigns. Reallocate funds from campaigns with low ROAS and high cost per conversion (Campaigns 3 and 7) toward those with proven efficiency (Campaign 1), while simultaneously optimizing Campaign 15 to improve its CTR.





### Campaign 1: Scale and Optimize

- **Strengths:** Exceptionally high conversions, low cost per conversion, outstanding ROAS, and high CTR.
- **Improvements:** Consider increasing budget allocation and scaling strategies used in high-performing adgroups (e.g., adgroup 439). Continue monitoring to ensure consistent performance.



### Campaign 3: Increase Conversion Volume

- **Issues:** Very low conversion volume with relatively higher cost per conversion.
- **Improvements:** Reassess targeting strategies and ad copy to attract more clicks and conversions. Explore optimizing bidding strategies to improve cost efficiency. Consider reallocating budget if improvements aren't achieved.



### Campaign 7: Address Inefficiencies

- **Issues:** Extremely low conversions (between 3 and 9 per day) combined with high cost per conversion (up to \$22).
- **Improvements:** Conduct a deep dive into the underperforming adgroups—review creative, targeting, and bid strategies. Consider testing alternative approaches or reallocating budget to better-performing segments.



### Campaign 15: Enhance Engagement

- **Issues:** Moderate conversion volume but extremely low CTR (around 1%), leading to higher costs.
- **Improvements:** Revise creative messaging and targeting to boost ad engagement. A/B test new ad copies or visuals to see if CTR improves. Consider re-segmenting the audience to better align with ad content.

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## Conclusion

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The analysis reveals that Campaign 1 is performing exceptionally well, generating high conversion volumes at very low costs, while Campaign 15 shows moderate conversion numbers but struggles with very low engagement and higher costs. In contrast, Campaigns 3 and 7 are underperforming, delivering significantly fewer conversions with much higher cost per conversion. This overall performance suggests that while the most efficient strategies are working well in some campaigns, there is a clear need to optimize the creative and targeting aspects of the less efficient campaigns to improve engagement and profitability.


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