



## Accounts

from the date 2025-07-09 to 2025-07-10

Account	Currency	Costs	Cost NO MOBILE	Clicks	Impressions	Conversions	CPA	CTR	CMS #Networks Operators detected	#AdGroups detected
CLP	\$184,849.19	\$17.80	1,893	25,973	62	\$2,981	7.29%	1	7	
CLP	\$118,398.74	\$10.93	1,818	37,946	32	\$3,700	4.79%	1	8	
CLP	\$41,223.74		1,031	20,789	12	\$3,435	4.96%	1	4	
CLP	\$13,954.00		873	42,282	0	\$0	2.06%	0	1	
CLP	\$6,948.85		408	3,897	26	\$267	10.47%	1	3	
CLP	\$2,610.00		225	1,610	9	\$290	13.98%	1	1	
USD	\$227.22	\$0.07	2,228	30,370	19	\$12	7.34%	1	3	
USD	\$225.89		988	16,140	10	\$23	6.12%	1	1	
USD	\$176.58	\$3.32	4,704	38,906	211	\$1	12.09%	1	5	
USD	\$123.87	\$0.03	1,238	14,411	40	\$3	8.59%	1	5	
<b>Totals</b>		<b>\$368,738.08</b>	<b>\$32.15</b>	<b>15,406</b>	<b>232,324</b>	<b>421</b>	<b>6.63%</b>	<b>9</b>	<b>38</b>	

Yesterday New Google Conversions

3,853

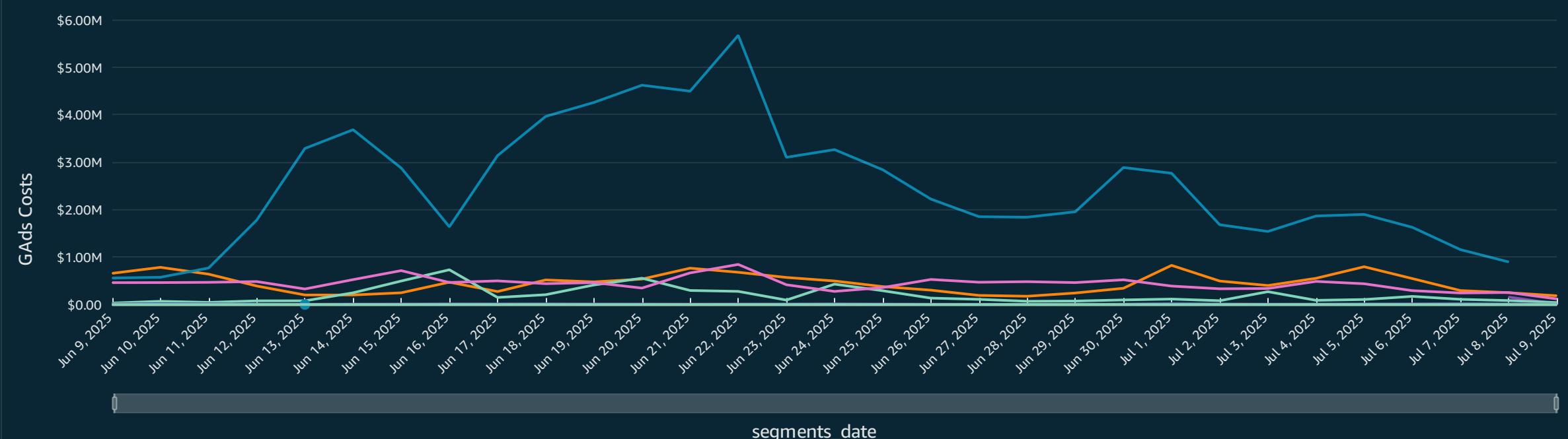
Jul 8, 2025

Jul 7, 2025 4,388 ▼ -12.19%

Networks Operators Detected on the account

Network Op

## Daily Google Cost in last 30 days by Account



## Ad costs across devices

and conversions

from the date 2025-07-09 to 2025-07-10

Device	Cost	Conv.
MOBILE	\$368,705.93	418
OTHER	\$28.73	0
TABLET	\$3.20	3
CONNECTED_TV	\$0.13	0
DESKTOP	\$0.10	0
<b>Totals</b>	<b>\$368,738.08</b>	<b>421</b>

## Errors Control on Landing Pages

from the date 2025-07-09 to 2025-07-10

Parameters found on the landing pages of the accounts are controlled.

Verification includes:

- the number of landings detected per account
- the number of network operators found in the CMS from landing
- percentage match between the name of the web campaign in the CMS and the name of the Ad-group
- percentage of landings without the subscription\_plan, subscription\_group, webcampaign parameter
- percentage of landings without the atil, btil, ctil, dtil parameters

Account	# landing page detected	# network operator identified	WC/AdGroup Name Problems	param Subs_plan or Subs Grp Problems	param WebCam Problems	param atil Problems	param btil Problems	param ctil Problems	param dtil Problems
	1	0	100%	100%	100%	100%	100%	100%	100%
	9	1	29%	0%	0%	42.86%	42.86%	42.86%	42.86%
	7	1	0%	0%	0%	0%	0%	0%	0%
	1	1	0%	0%	0%	0%	0%	0%	0%
	4	1	0%	0%	0%	0%	0%	0%	0%
	7	1	20%	0%	0%	40%	40%	40%	40%
	8	1	100%	0%	0%	37.5%	37.5%	37.5%	37.5%
	1	1	0%	0%	0%	0%	0%	0%	0%
	6	1	33%	0%	0%	0%	0%	0%	0%
	9	1	0%	0%	0%	0%	0%	0%	0%
<b>Totals</b>	<b>53</b>	<b>9</b>	<b>34%</b>	<b>2.63%</b>	<b>2.63%</b>	<b>23.68%</b>	<b>23.68%</b>	<b>23.68%</b>	<b>23.68%</b>

## Campaign with costs on "non-mobile" devices

from the date 2025-07-09 to 2025-07-10

Campaign	"non-mobile" cost
CL_	\$17.80
PE_	\$10.93
PA_	\$3.32
UY_	\$0.07
UY_	\$0.03
CL_	
CL_	
CL_	
<b>Totals</b>	<b>\$32.15</b>

## AdGroups (GAds) Vs Webcampaign (CMS)

Here is shown the text difference between the web campaign, in CMS, and the ad group of GAds.

from the date 2025-07-09 to 2025-07-10

Ad Group (Google Ads)	Webcampaign (CMS)
CL_	CL_
CL_	CL_
CL_	CL_
PA_	PA_
PE_	PE_
PE_	PE_
PE_	PE_
PF_	PF_

## Accounts detail - Ads Groups

Brought from GAds.

from the date 2025-07-09 to 2025-07-10

Manager	Account	campaign_name	ad_group_name	landing_page_view_unexpanded_final_url
MCC	[T]	UY_		
MCC	[T]	UY_		
MCC	[T]	UY_		
MCC	[T]	UY_		
MCC	[T]	UY_		
MCC	[T]	UY_		
MCC	[T]	UY_		
MCC	[T]	UY_		
MCC	[T]	UY_		
MCC	[T]	UY_		
MCC	[T]	UY_		
MCC	[T]	UY_		
MCC	[T]	UY_		
MCC	[T]	UY_		
MCC	[T]	UY_		
MCC	[T]	UY_		
<b>Totals</b>				

Showing

Manager  
account  
Start Date  
End Date

All  
09/07/2025  
10/07/2025