**Kepler Excel Formula and Metric Sheet:**

Metrics Calculated:

CTR: =Clicks/Impressions

CPC (Cost per Click) =Spend/Clicks

CVR =Conversions/Clicks

CPA =Spend/Conversions

ROAS =Revenue/Spend

**Pivot tables:**

Ad Group Pivot Table (Performance Snapshot):  
Pivot setup:

* **Rows:** Ad Group
* **Values:** Sum of Impressions, Clicks, Spend, Conversions

Keyword Analysis Pivot

Pivot setup:

* Rows: Ad Group → Keyword
* Values: Impressions, Clicks, Spend, Conversions

Demographic Performance Pivot -> My team

Pivot setup:

* Rows: Age, Gender, Income
* Values: Conversions, Spend
* Calculated Field:
  + CVR = Conversions / Clicks
  + CPA = Spend / Conversions

**Main Excel Functions Applied across teams Examples :**

| **Function** | **Example** | **Use Case** |
| --- | --- | --- |
| SUMIFS() | =SUMIFS(SpendRange, AdGroupRange, "Brand") | Sum spend by Ad Group. |
| COUNTIFS() | =COUNTIFS(ClicksRange, ">100") | Count high-click keywords. |
| IFERROR() | =IFERROR(Spend/Conversions,0) | Safely calculate CPA without errors. |
| VLOOKUP() | =VLOOKUP(Keyword, KeywordDemographicsTable, 2, FALSE) | Match keyword to demographic data. |
| XLOOKUP() | =XLOOKUP("Home Depot Savings", KeywordRange, CPCRange) | Retrieve CPC for specific keyword efficiently. |