

Google Ads performance DATA  
(SEARCH Ads)

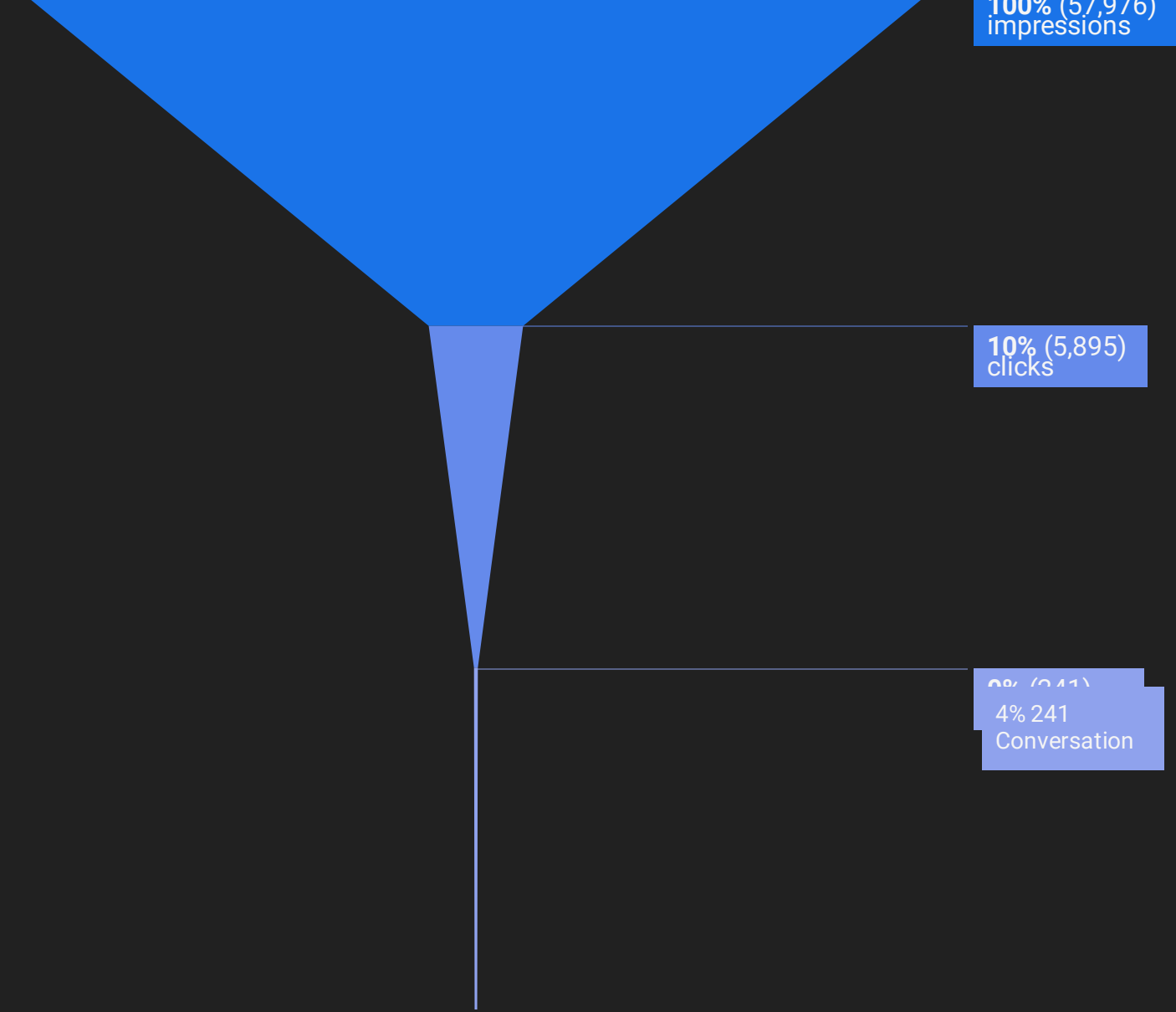
(01/23 - 03/23)

DE | Brand | DE.    AT | Brand | DE.    DE | Brand | EN  
UK | Brand | EN.    DE | Generic | DE.    DE | Generic | EN

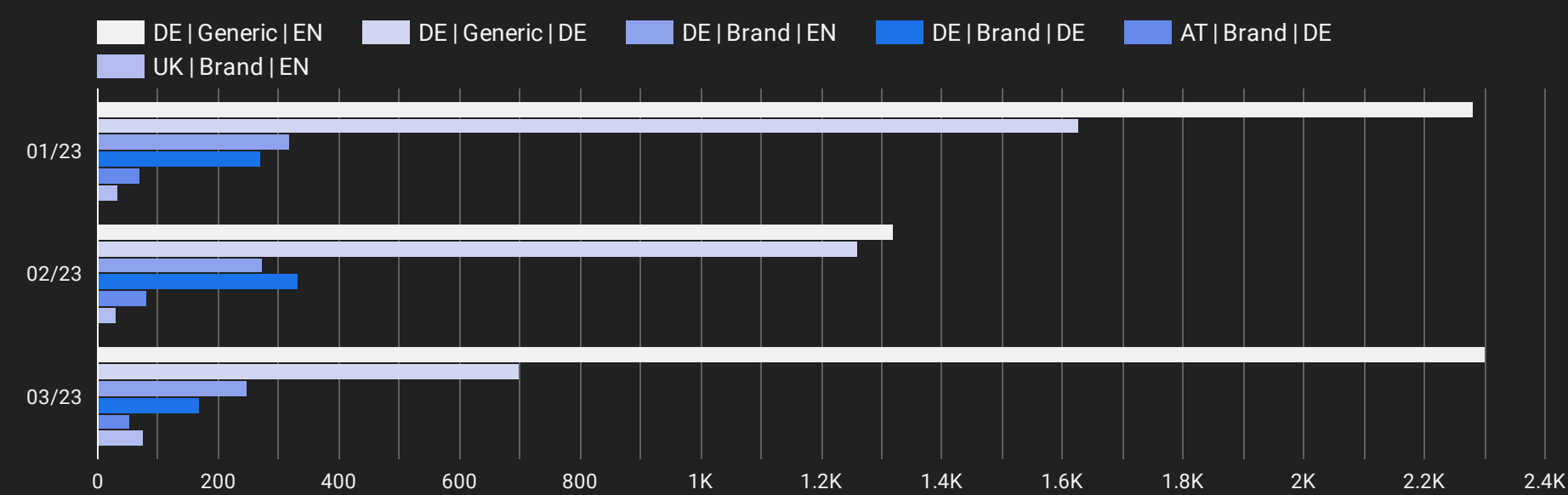
	month ▾	campaign	impressions	clicks	conversions	conversion_value	cost
1.	03/23	DE   Brand   DE	1154	213	17	5100	168.27
2.	03/23	AT   Brand   DE	215	56	4	600	54.32
3.	03/23	DE   Brand   EN	1279	275	22	6600	247.5
4.	03/23	UK   Brand   EN	385	79	6	900	75.05
5.	03/23	DE   Generic   DE	7085	346	6	480	698.92
6.	03/23	DE   Generic   EN	8004	799	15	1200	2301.12
7.	02/23	DE   Brand   DE	1823	350	28	8400	332.5

TOTAL COST.                    11,444.65  
TOTAL CV.                        52480.00  
Total Impressions.            57976  
Total Clicks.                    5895  
Total Conversion.              241

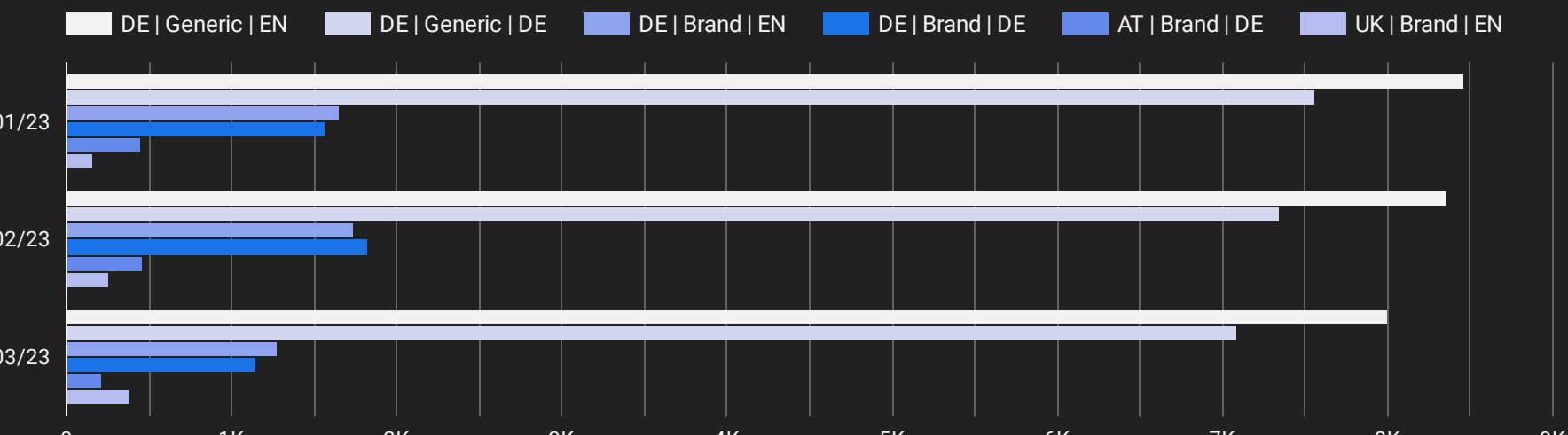
Traffic Funnel



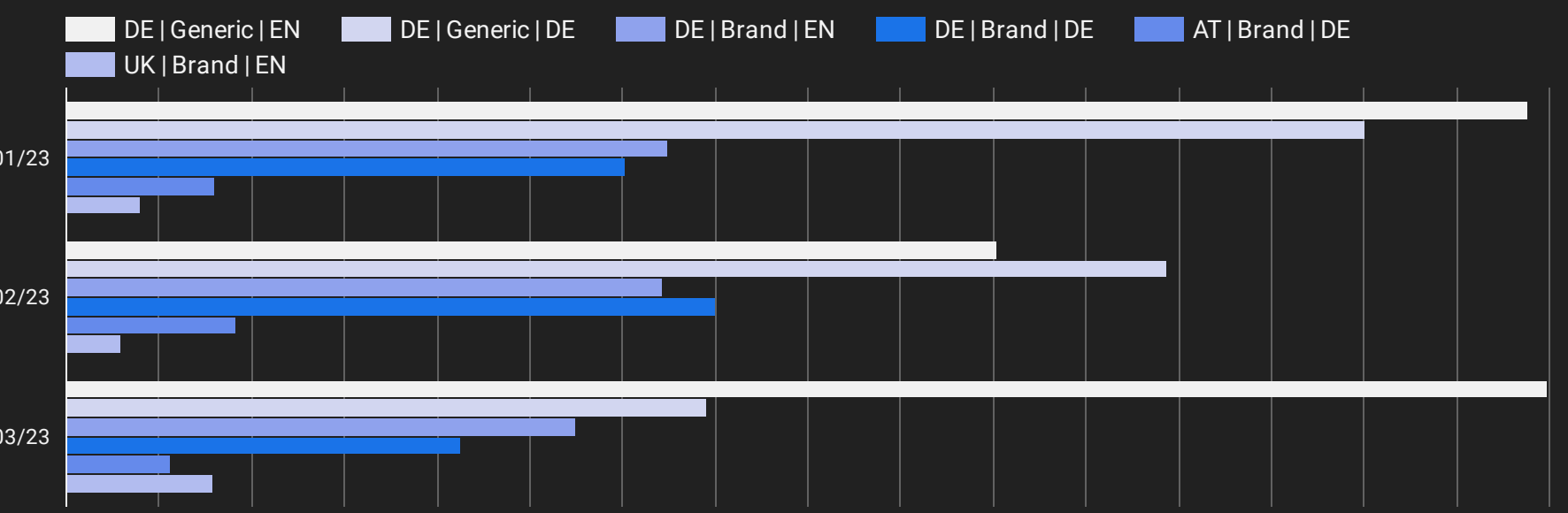
Campaigns Vs Cost



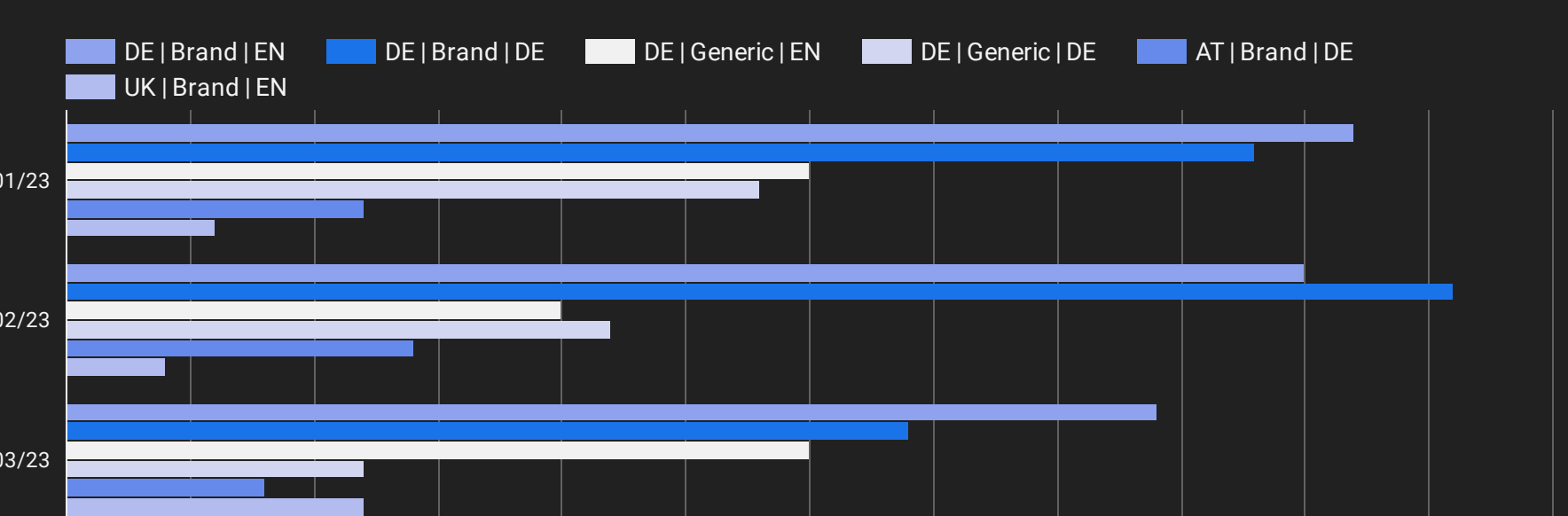
Campaigns Vs Impressions



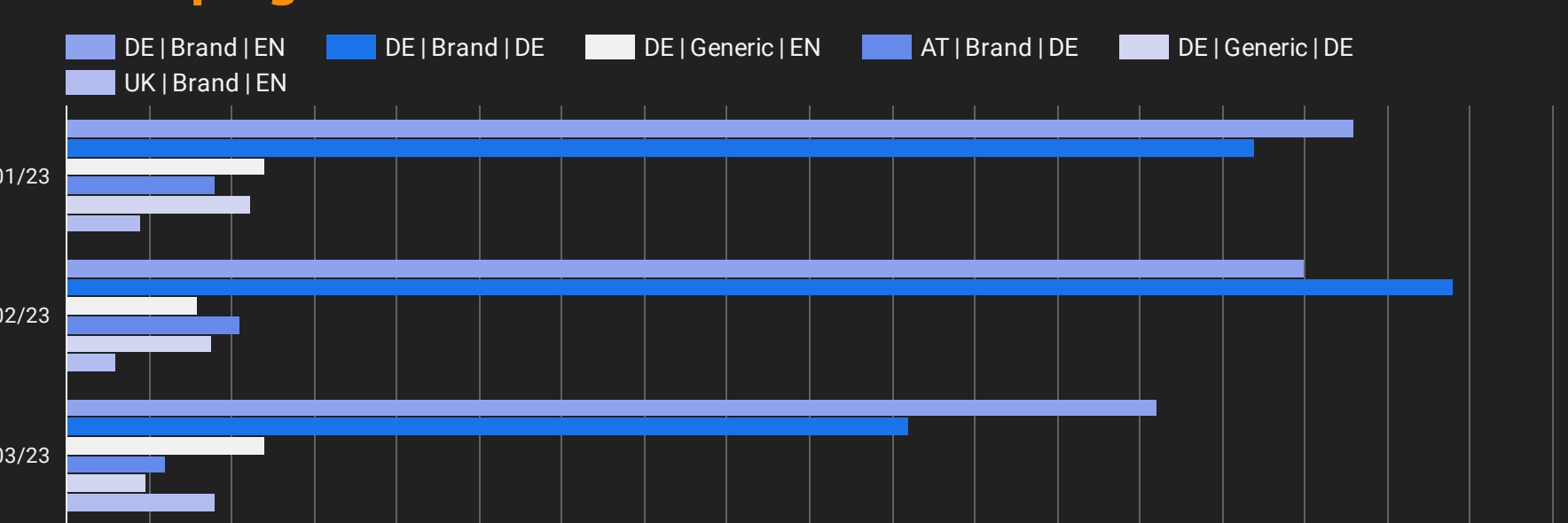
Campaigns Vs Clicks



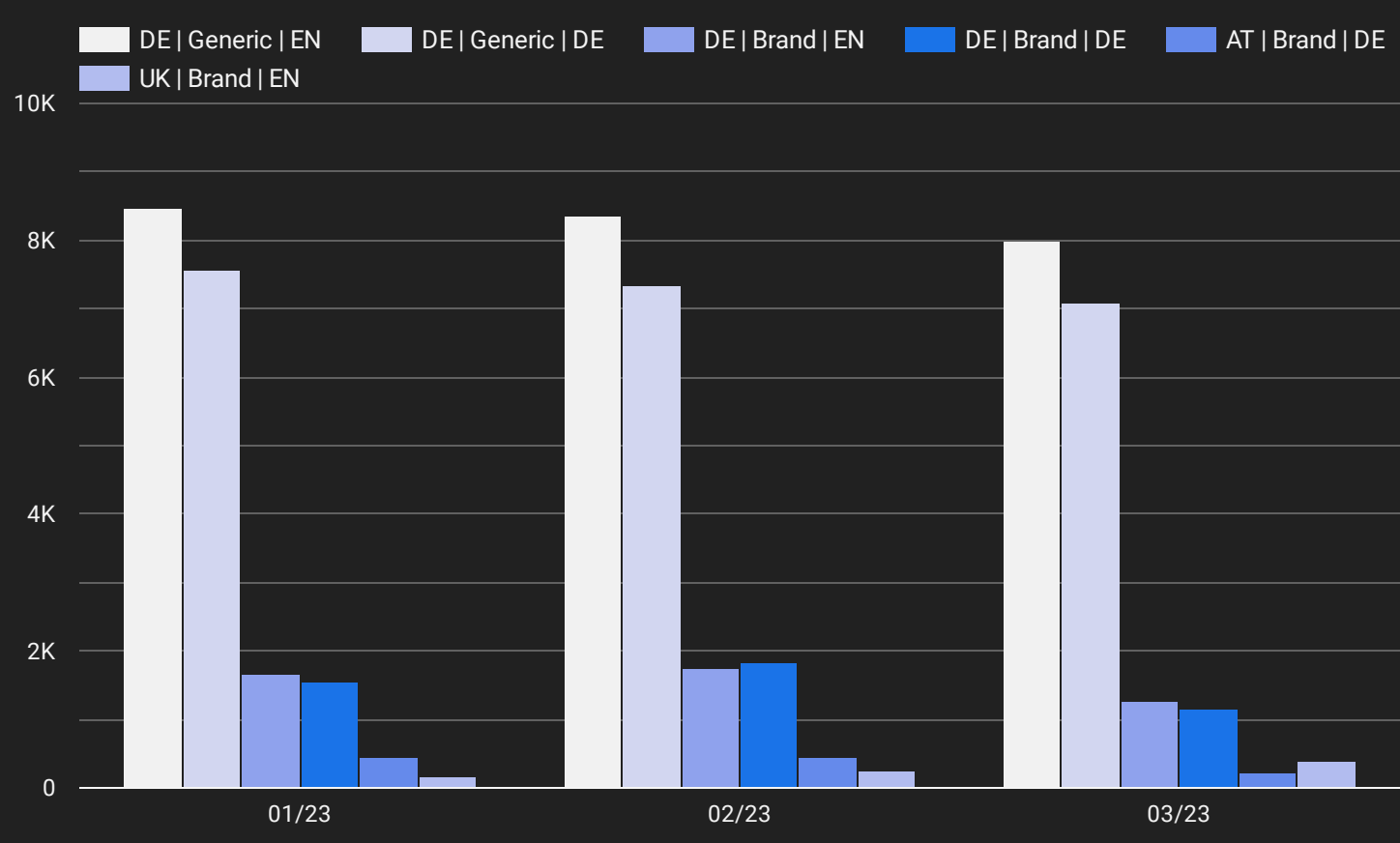
Campaigns Vs Conversation



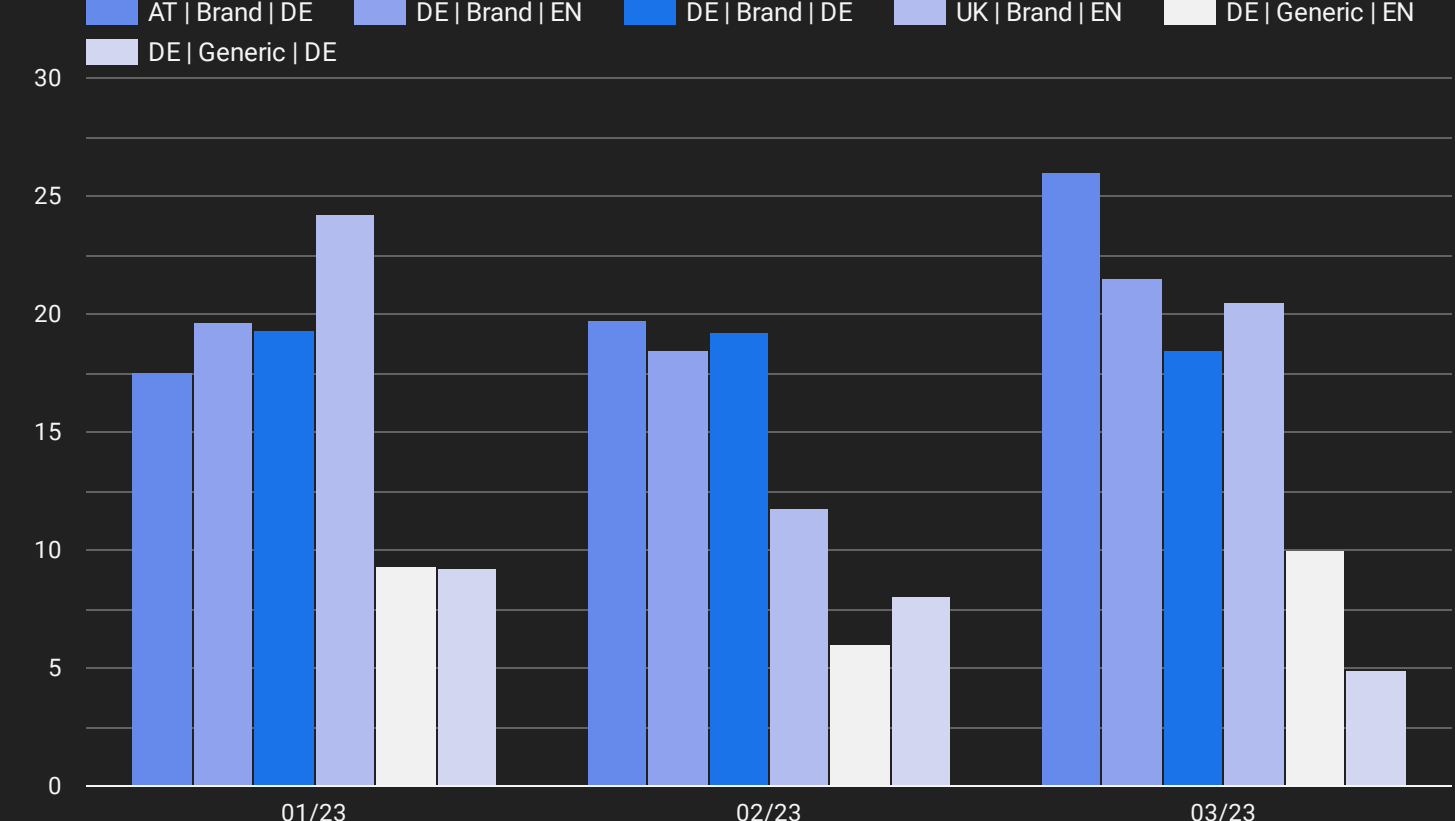
Campaigns Vs Cv.



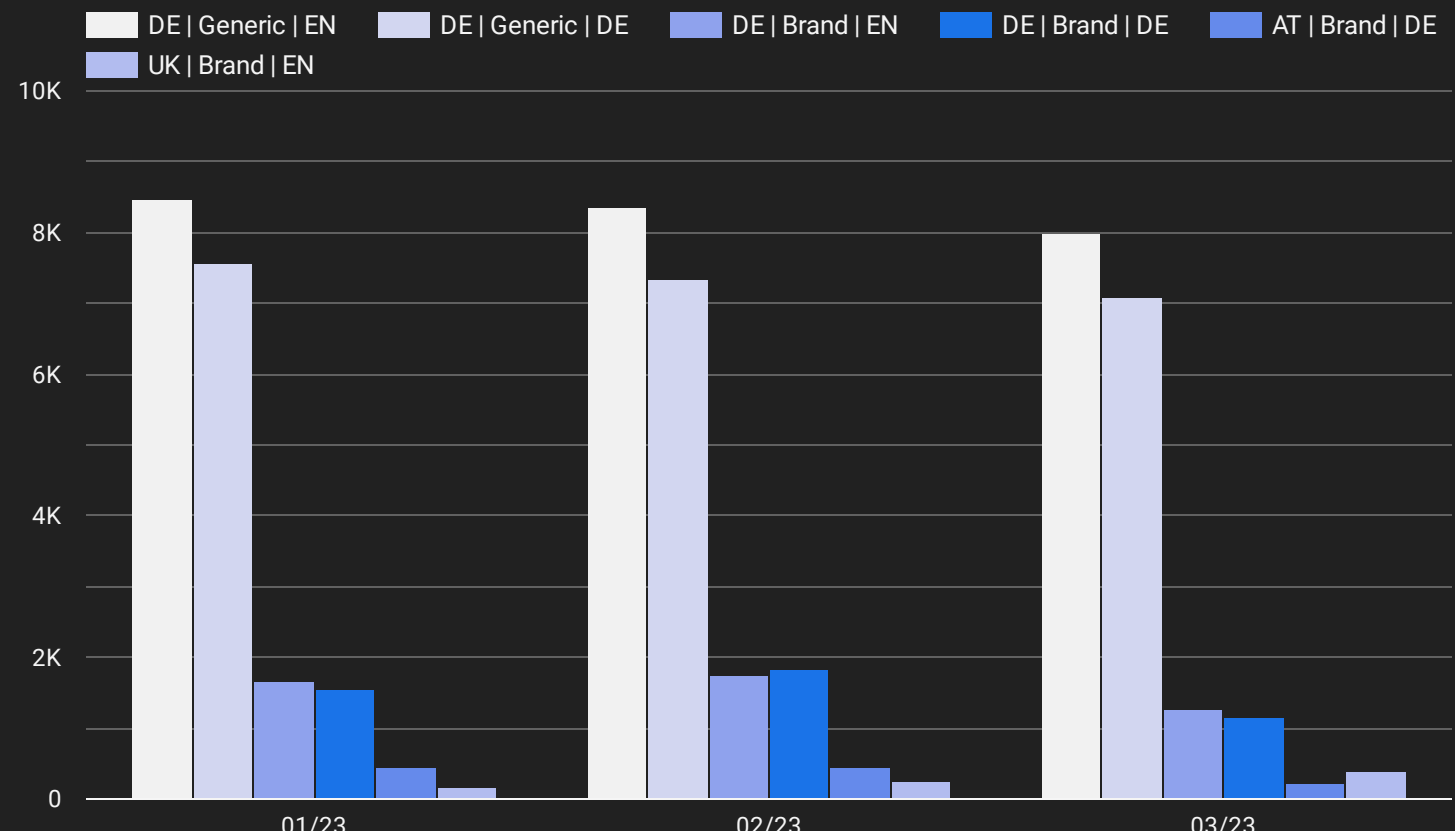
Impressions by Campaign/Month



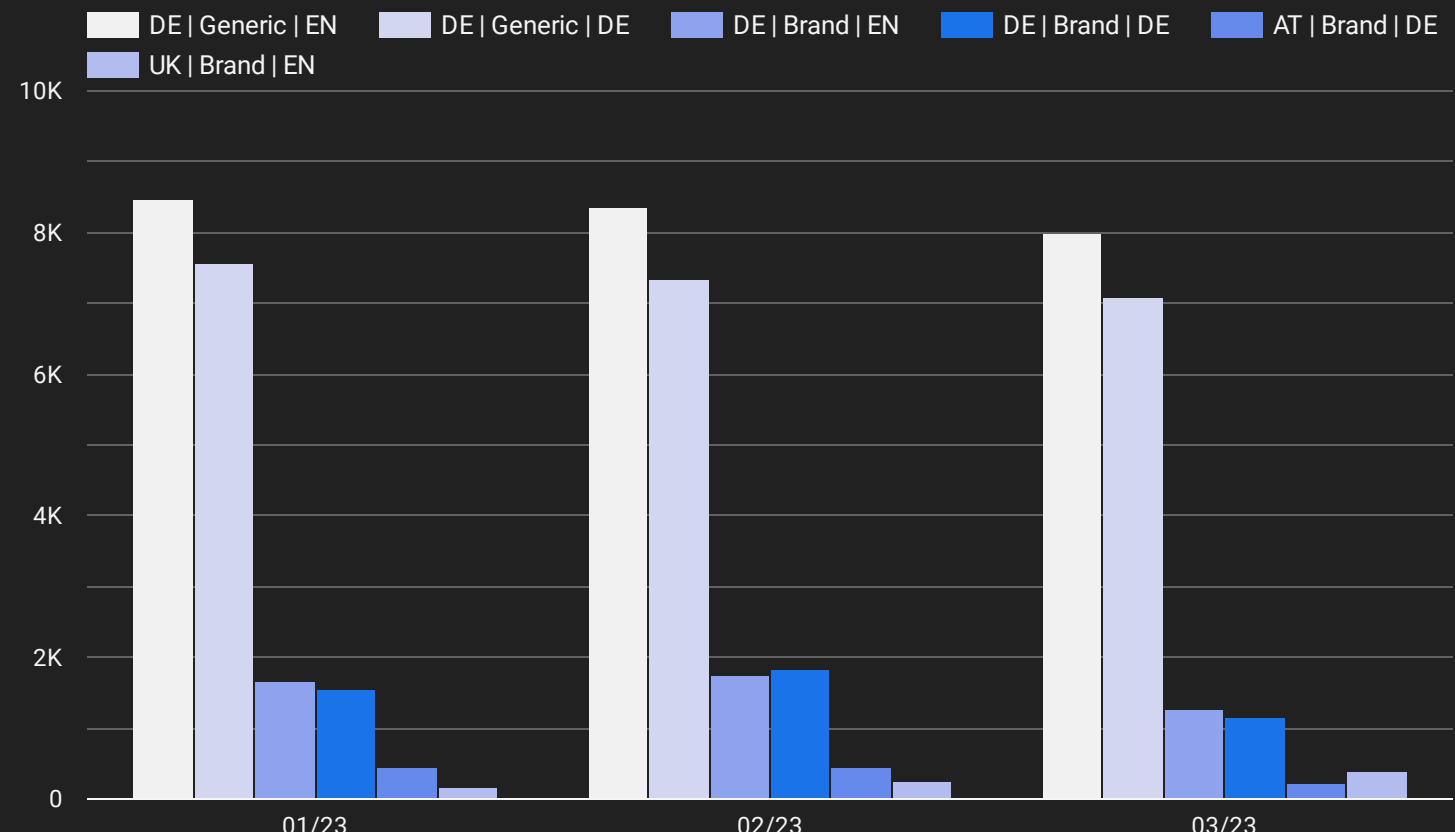
CTR by Campaign/Month



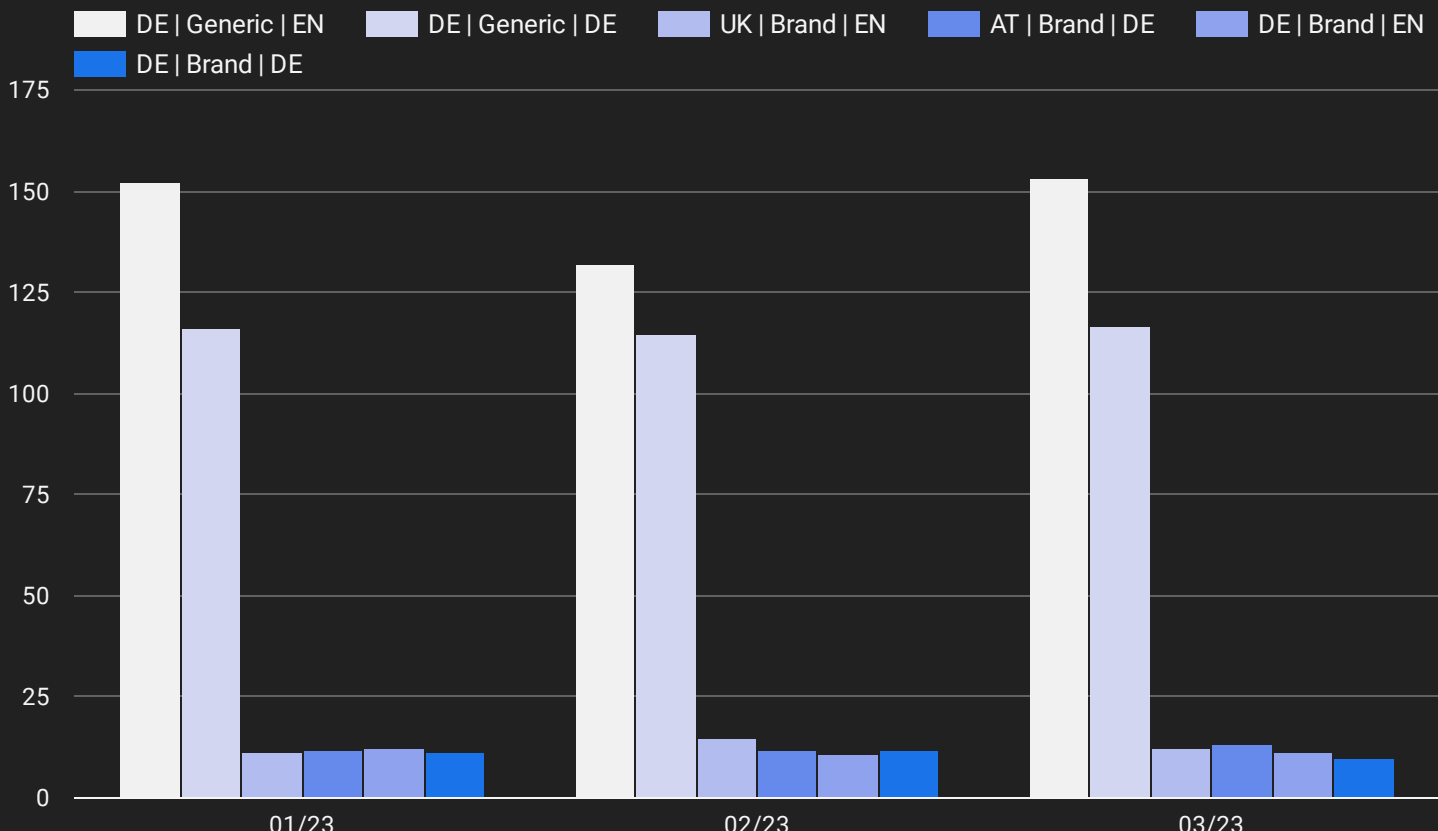
CVR by Campaign/Month



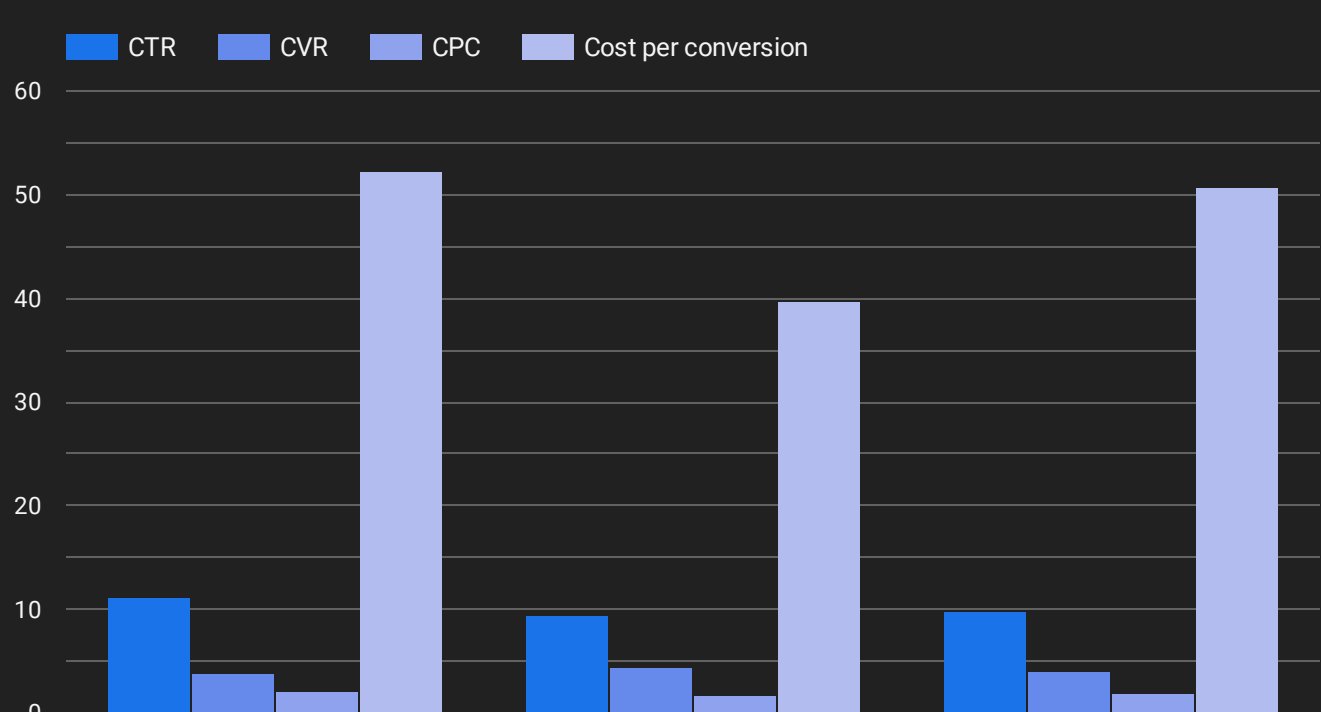
CPC by Campaign/Month



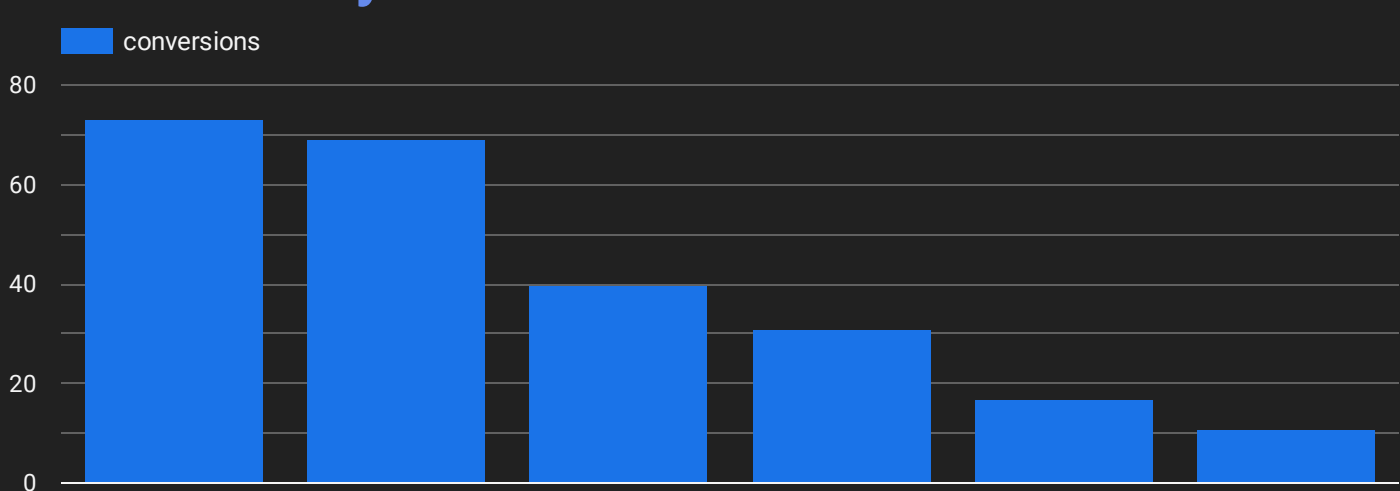
Cost per conversion by Campaign/Month



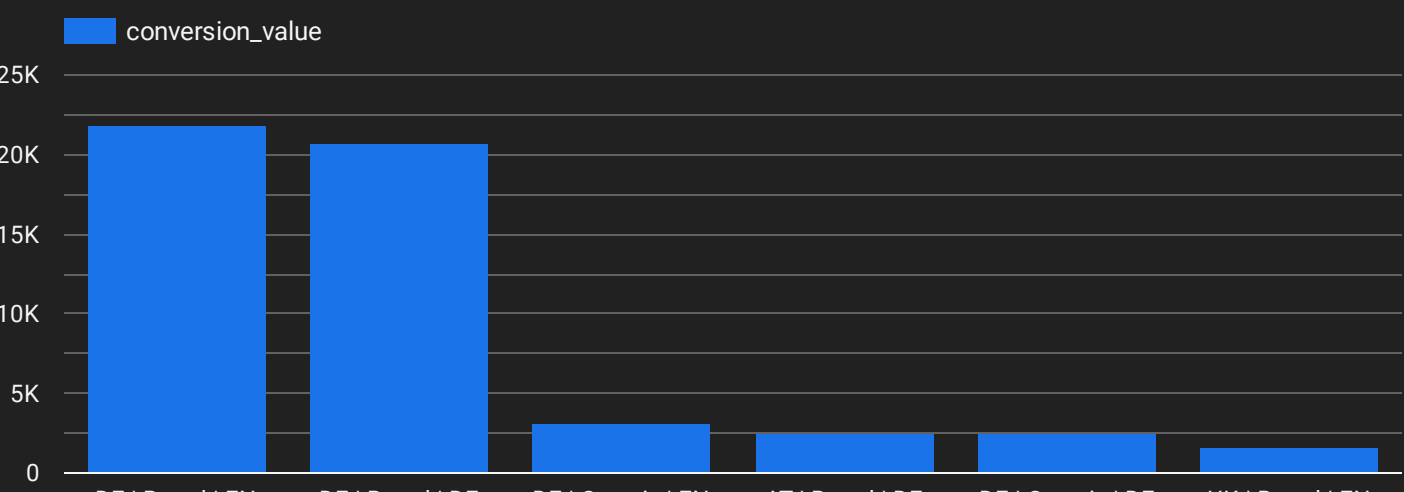
KPIs performance in 1st quarter!



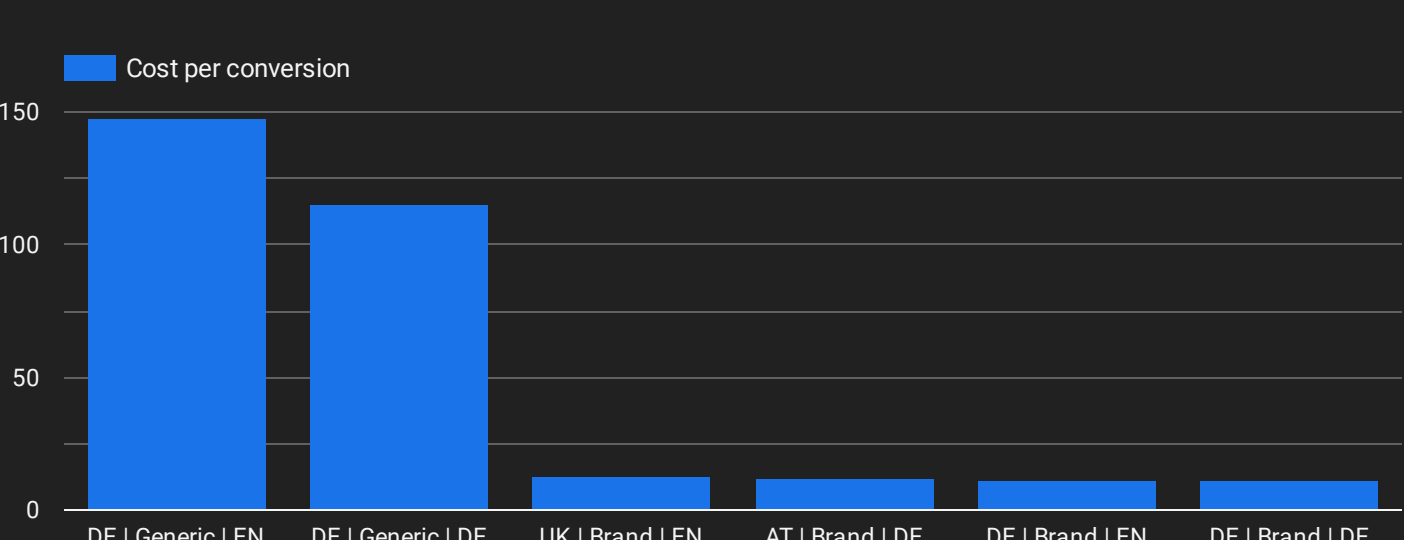
Conversion by Brand & Market



C V by Brand & Market



Cost per Conversion by Brand & Market



Keywords for the 1st and 2nd ranked campaigns!

DE G EN -: Coding boot camp; web development course; online coding boot camp

DE G DE -: Coding boot camp; online coding kurs; programmieren lernen; webentwicklung kurs.