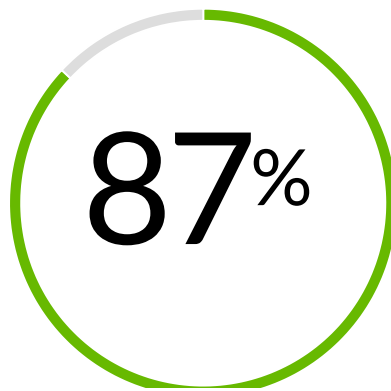


## Smaart Solutions's Google Ads Performance Grade is

↑ 87% since last report



As of Apr 25, 2020

**180**

**Actions taken in  
last 30 days**

You're actively devoting time to working on your account - this is good news for your campaigns!

**90.00%**

**Your impression  
share lost**

Increasing your impression share would result in 653 more impressions and 62 more clicks.

**9.54%**

**Your click-  
through rate**

Are your ads being clicked enough? You should be targeting a click-through rate of 11.20%.

Have questions? Call us any time at 855-967-3787

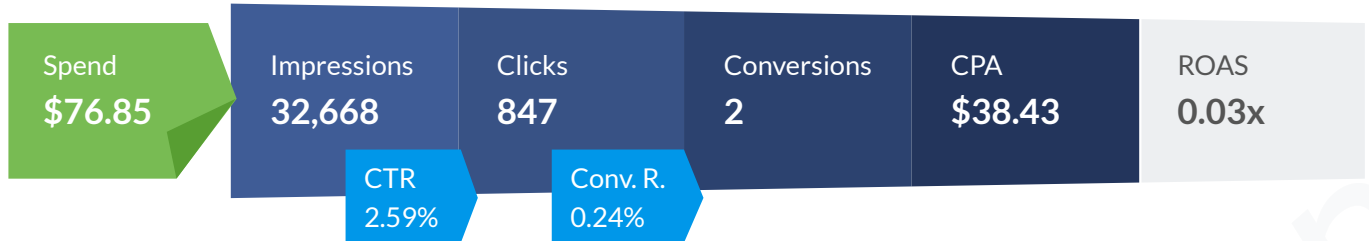


# Performance Metrics

Overall

Search

Jan. 26 - Apr. 25, 2020



The metrics above were generated from all Search, Display, and Shopping campaigns in your account, but exclude data from Google Search Partners sites.



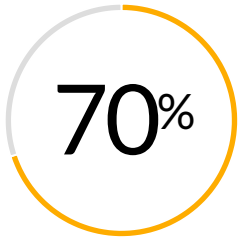
## Size of Account

Active Campaigns	2
Avg Ad Groups per Campaign	2.5
Active Ad Groups	5
Avg Keywords per Ad Group	28.0
Active Keywords	140
Active Text Ads	11



# Wasted Spend

\$41.63 in projected 12 month wasted  
\$10.41 already wasted in the last 90 days



## Number of Negative Keywords Added



0%  
since last  
report

## What does it mean?

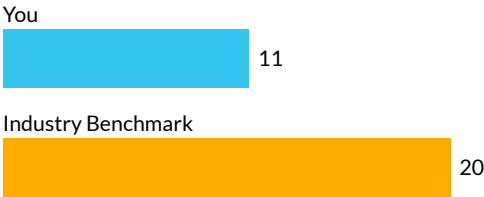
You're off to a good start, but you need to add negative keywords more frequently.

You're doing OK, but utilizing more negative keywords could save you up to \$3.47 per month. Learn how you could be saving more...

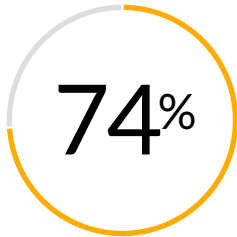
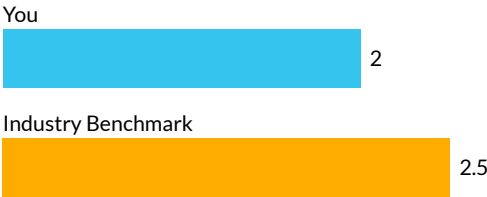


# Text Ad Optimization

## # of Active Text Ads



## # of Text Ads Per Ad Group



0%  
since last  
report

## Best / Worst / Average Text Ads In Your Account

### Your Best Ad

Best Ad	Imp	Clicks	CTR	Top Imp. Rate	Expected CTR
On Mobile	953	36	3.8%	88%	8.7%
On Desktop	125	5	4.0%	77%	6.7%

### Your Worst Ad

Worst Ad	Imp	Clicks	CTR	Top Imp. Rate	Expected CTR
On Mobile	302	3	1.0%	93%	9.8%
On Desktop	131	0	0.0%	23%	1.9%

### Your Average Ad

Overall Average	Total Imp	Total Clicks	CTR	Top Imp. Rate	Expected CTR
On Mobile	9,533	234	2.4%	73%	6.2%
On Desktop	886	11	1.2%	64%	4.9%

## What does it mean?

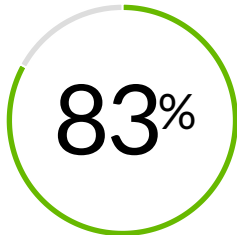
You've written a fair amount of ads, but writing more targeted ads will go a long way toward improving results.

To get the most out of PPC, target your weakest ads and replace them with new and relevant text ads that feature compelling text and keywords from your ad groups.



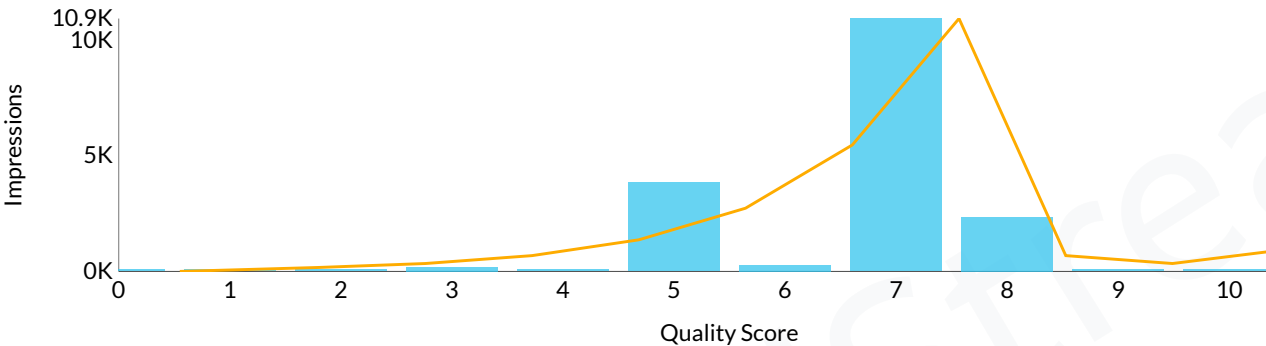
# Quality Score Optimization

Your Quality Score is 6.6. By improving your score by 1.0, you could save \$28.26 or get 103 more clicks / month.



## Active Keyword Quality Score Distribution

■ Your Account   ■ Industry Benchmark



0%  
since last  
report

## What does it mean?

**Congrats! High Quality Scores indicate that your campaigns are Google-approved.**

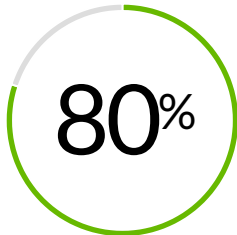
Your quality score is 6.6. We recommend that you target a score of 7.0 or higher.

There's always room for improvement. You can further optimize your Quality Scores by splitting ad groups, finding more targeted keywords and testing different ad text.



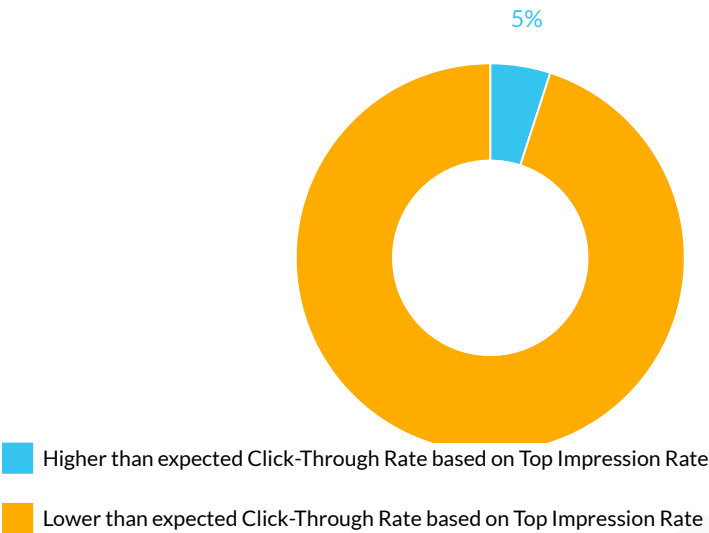
# Click-Through Rate (CTR) Optimization

If you increased your CTR to 11.20%, you could expect 7 more clicks or 1 more conversions a month.



Based on their Top Impression Rate, 95% of your keywords have a lower than expected Click-Through Rate.

0%  
since last  
report



## Best and Worst Performing Keywords in Your Account.

### Your Best Ad

Keyword	Total Impressions	Total Clicks	Top Imp. Rate	CTR	Expected CTR
Share Market Terminologies	45	10	88%	22.2%	8.7%
online courses from	26	1	31%	3.8%	2.3%
medical transcription from home	75	2	31%	2.7%	2.3%

### Your Worst Ad

Keyword	Total Impressions	Total Clicks	Top Imp. Rate	CTR	Expected CTR
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Keyword	Total Impressions	Total Clicks	Top Imp. Rate	CTR	Expected CTR
today stock market	407	4	99%	1.0%	11.3%
online share market live	75	1	100%	1.3%	11.5%
stock exchange trading	649	8	98%	1.2%	11.0%
Stock Market Training	1,154	13	97%	1.1%	10.7%
share market news live	51	1	100%	2.0%	11.5%

### Keywords with impressions, but no clicks

#### Your Worst Ad

Keyword	Total Impressions	Total Clicks	Top Imp. Rate	CTR	Expected CTR
market share price	55	0	98%	0.0%	11.0%
share market today's rate	54	0	98%	0.0%	11.0%
share in share market	53	0	100%	0.0%	11.5%
equity share trading	42	0	76%	0.0%	6.5%
share market training institute	41	0	98%	0.0%	11.0%

You have 36 other keyword(s) in your account that have received impressions, but drive no clicks.

### Your Account Click-Through Rate

#### Search Network

<div>Mobile</div> <div>CTR: 9.87%</div> <div>Top Imp. Rate: 68%</div>	<div>Desktop</div> <div>CTR: 3.26%</div> <div>Top Imp. Rate: 27%</div>	<div>Overall</div> <div>CTR: 9.54%</div> <div>Top Imp. Rate: 65%</div>
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#### Display Network

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Mobile  
CTR: 0.56%

Desktop  
CTR: 0.02%

Overall  
CTR: 0.45%

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What does it mean?

**Your CTRs are pretty good, but it looks like your keywords and ads could be better targeted.**

Increasing your click-through rates would drive more traffic and improve your Quality Scores. To raise CTRs, try finding more targeted keywords and using negatives.

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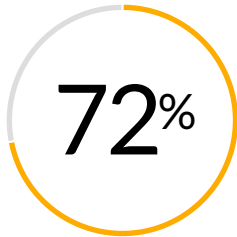
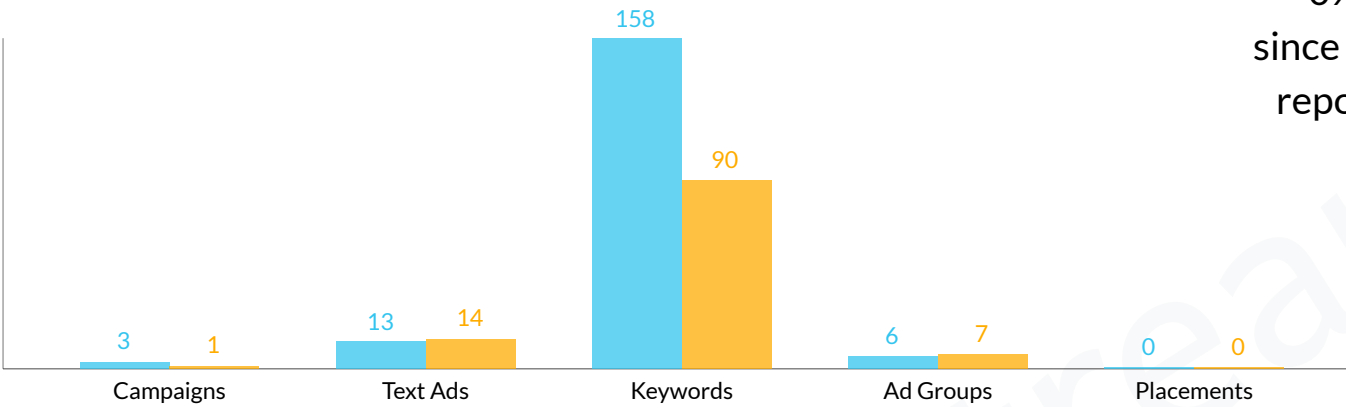
WordStream



# Account Activity

## Number of Actions Taken by Category

■ You ■ Industry Benchmark



0%  
since last  
report

### What does it mean?

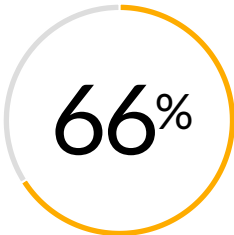
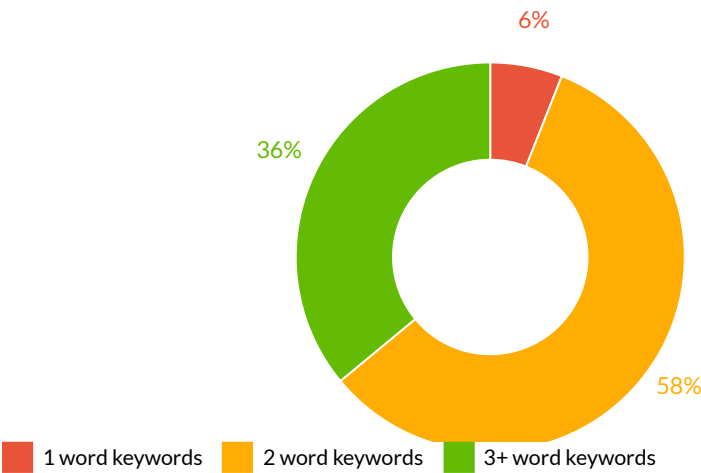
**By spending more time in your account, you could improve key metrics and get better results.**

It's important to adhere to an established, proven set of PPC best practices for optimal campaign performance and high ROI. Learn the best practices that PPC experts follow.



# Long-Tail Keyword Optimization

Percentage of Long-Tail Impressions



↑ 1%  
since last  
report

## What does it mean?

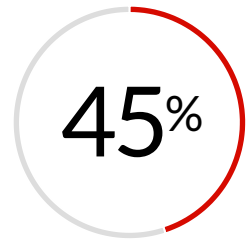
**Adding more long-tail keywords to your campaigns could improve your conversion rates and lower costs per click.**

By adding more long-tail keywords to your account, you could improve CTRs and conversion rates while lowering costs. Start finding more long-tail keywords...

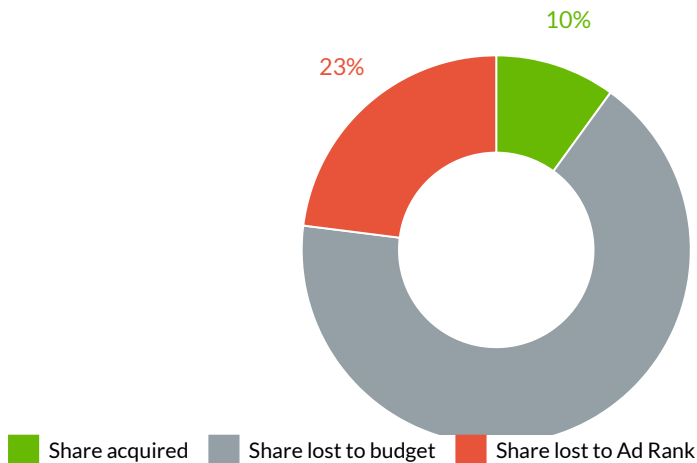


# Impression Share Optimization

You're losing 90% of your impression share.



## Budget Weighted Impression Share



↓ -2%  
since last  
report

## What does it mean?

**You're missing out on opportunities for impressions and clicks. Raising your impression share would increase your exposure and bring in more leads.**

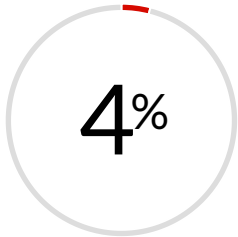
Increasing your impression share would result in 653 more impressions and 62 more clicks.

You need to troubleshoot your relatively low impression share. The problem could be low budget, low Quality Scores, poor targeting or all three.

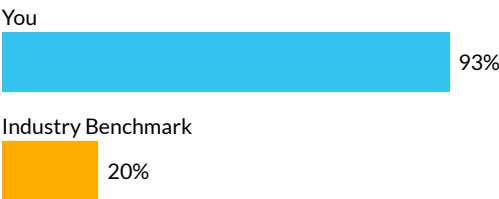


# Mobile Advertising



\$284.64 in projected 12 month mobile spend  
representing 93% of your overall PPC spend



## Mobile % of Total Budget



## Device Comparison Analysis

Device	Cost	CTR	Top Imp. Rate	Avg CPC	Industry Comparison CPC
 Mobile	\$284.64	10%	68%	\$0.09	\$0.99
	\$21.60	3%	27%	\$0.07	\$1.48

## What does it mean?

You’re still missing out on opportunities to optimize for your mobile ad performance:

- 0 of your 2 campaigns have mobile sitelink extension set up
- 1 of your 2 campaigns have mobile call extension set up



# PPC Best Practices

You failed in 2 out of 10 areas

57%

## FAILED

- ✗ **Mobile Bid Adjustments**  
None of your ad groups are using mobile bid modifiers.
- ✗ **Network Targeting**  
Some of your campaigns target both Search and Display with the same bid amount.

## PASSED

- ✓ **Geo Targeting**  
All of your campaigns employ some form of geo-targeting.
- ✓ **Language Targeting**  
All of your campaigns are targeted to specific languages.
- ✓ **Conversion Tracking**  
You are tracking your conversions.
- ✓ **Multiple Text Ads Running**  
All of your ad groups have at least 2 active text ads.
- ✓ **Modified Broad Match Type**  
You are using modified broad match keywords.
- ✓ **Negative Keywords**  
You are using negative keywords.
- ✓ **Use of Google Ads Ad Extensions**  
You are using ad extensions.
- ✓ **Use of Expanded Text Ads**  
You have upgraded all of your ads to the expanded text ad format.

# What does it mean?

Your campaigns will suffer if you're not following PPC best practices, ensuring you properly target your PPC advertising efforts. Learn what to check and tweak for optimized performance.

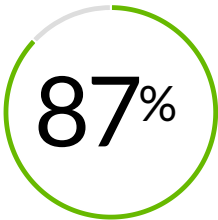
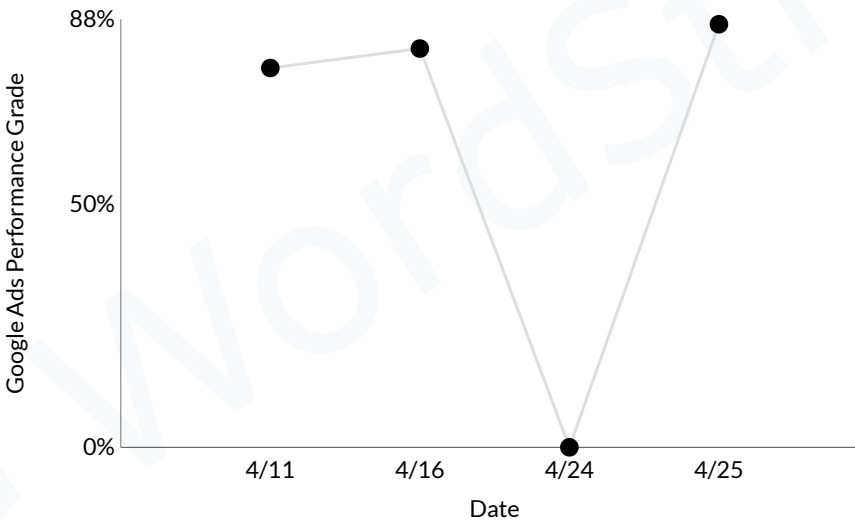
## Performance Tracker

ON

Get an updated report sent straight to your inbox. Once every month, for free.

Your free monthly updates are currently active

View



## Report Summary

Although you scored better than most similar advertisers, there are a number of optimizations that could improve your campaign performance and save you money.





## Safe & Secure

WordStream will only use your personal information and Google Ads credentials to analyze your account and we will never share your Google Ads data for any reason (see our Privacy Policy). By running this report you agree to our key terms and conditions.

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