

Clikk Google Search Ads Monthly Report

Compared to the previous month

[Date] 2023

compared to [Date], 2023

Welcome to Clikk's Monthly Google Ads report

This is a brand new report which you should receive on the first of the month.

This report is designed to give you the key information to:

- Understand how your Google Ads have performed in the last month vs the previous month.
- This is a template report focused purely on Google Ads Search Campaigns.
- If you have LinkedIn, Facebook, Instagram, or Google Shopping, Google Display campaigns with us, new reports for these are coming soon.
- As you're going through the report, take some notes and let us know what you think: [Send us Feedback here](#)

- > **Want to book a meeting to discuss this report?** - [CLICK HERE](#)
- > **Found an issue, raise a tech support request:** - [CLICK HERE](#)
- > **Would you like to change your Ad Copy? Here's a form to guide you:** [CLICK HERE](#)

KPIs

These are the Key Performance Indicators for all campaigns within the account.

When reading the KPIs, bear in mind a variation of +/- 10% is generally not a concern, especially with percentages.

These are your traffic metrics

- **Impressions** - how often your ads were shown when someone typed in a keyword from your account
- **Clicks** - how often your ads were clicked and someone visited your landing page
- **CTR** - The percentage of clicks vs impressions. 2.5% is average, and above 10% is excellent.

Impressions and Clicks dropping isn't always a bad thing. As we improve the targeting of the account, stats can drop significantly. When if CTR and Conversion rates drop too, that may be a sign that something needs to be looked at.

SEARCH IMPRESSIONS

6,615 -7.6%

SEARCH CLICKS

776 -4.4%

SEARCH CTR

11.73% +3.4%

These are your cost metrics

- **Cost** - How much has been spent over the reporting period by all campaigns.
- **Avg CPC** - What the average cost per click has been for all campaigns
- **Lost Impressions** - Budget - Percentage of possible impressions lost due to a low budget for the Top 4 positions

SEARCH COST

\$ 2,306.70 -7.5%

SEARCH CPC

\$ 2.97 -3.2%

LOST SEARCH IMPRESSIONS...

19.17% +4.6%

These are your cost and conversion metrics

- **All Conversions** - How many conversions have been tracked
- **Conversion Rate** - As a percentage, how many clicks turned into a tracked conversion.
- **Cost per Conversion** - On average, how much ad spend was used to get a conversion.

If there are no conversions, something might have gone wrong with your tracking. Please let me know if this is the case and I'll look into it for you.

 ALL CONV.

50 +38.9%

 CONVERSION RATE

3.74% +68.6%

 COST / CONV.

\$ 79.54 -42.6%

Conversions by Type

This is broken down by campaign name, the number of conversions, the value allocated to the conversions, and then the average value of each conversion.

This table helps you understand where your conversions are coming from and help us align conversions to meet your business goals.

Conversions are a primary optimisation metric and need to be accurate to help us get you the best value out of your account.

- **Conv.** - How many conversions have been tracked.
- **Conv. value** - How much revenue was generated by the conversion. This is defined in Google Analytics.
- **Value/conv.** - The average value of each conversion is calculated by dividing the value of all the conversions by the total number of conversions.

Note: Setting up conversion tracking, especially if set up by someone else, can require some time and reconfiguring. It's best practice to allocate an approximate value to a conversion, if relevant, to help understand the cost per acquisition and ROI.

> Found an issue with conversions, raise a tech support request: - [CLICK HERE](#)

 CONVERSIONS BY TYPE

Campaign	Conv.	Conv. value	Value / conv.
Clikk Search [Redacted]	12	850	70.83
Lead form submit	10	850	85
Contact	2	0	0
Clikk Search [Redacted]	10	765	76.5
Lead form submit	9	765	85
Contact	1	0	0
Clikk Search [Redacted]	4	85	21.25
Contact	3	0	0
Lead form submit	1	85	85
Clikk Search [Redacted]	2	85	42.5
Lead form submit	1	85	85
	29	1,786	61.59

Campaign	Conv.	Conv. value	Value / conv.
Contact	1	0	0
Clikk Search [Redacted]	1	1	1
Phone call lead	1	1	1
	29	1,786	61.59

The last 12 months

This table is useful for tracking improvements and observing changes or trends.

Big changes can be due to account adjustments, budget changes, or external factors.

SEARCH STATISTICS - LAST 12 MONTHS

Month	Impr.	Clicks	CTR	Avg. CPC	Cost	Conv.	Conversion rate	Cost / conv.	Search Lost IS (budget)
Date 2023	21,843	2,494	11.42%	\$ 2.94	\$ 7,340.88	74	2.97%	\$ 99.20	19.6%
Date 2023	25,121	2,722	10.84%	\$ 2.39	\$ 6,511.08	86	3.16%	\$ 75.71	17.6%
Date 2023	13,247	1,375	10.38%	\$ 2.33	\$ 3,196.95	37	2.69%	\$ 86.40	34.57%
Date 2023	17,055	1,814	10.64%	\$ 1.99	\$ 3,602.11	38	2.09%	\$ 94.79	31.74%
Date 2022	16,511	1,746	10.57%	\$ 2.11	\$ 3,684.93	32	1.83%	\$ 115.15	17.62%
Date 2022	16,103	1,693	10.51%	\$ 2.15	\$ 3,645.10	35	2.07%	\$ 104.15	20.91%
Date 2022	18,210	1,968	10.81%	\$ 2.00	\$ 3,934.16	47	2.39%	\$ 83.71	18.87%
Date 2022	19,500	2,006	10.29%	\$ 2.64	\$ 5,303.85	35	1.74%	\$ 151.54	21.21%
Date 2022	24,602	2,411	9.8%	\$ 2.57	\$ 6,198.92	43	1.78%	\$ 144.16	17.09%
Date 2022	24,250	2,203	9.08%	\$ 2.60	\$ 5,723.19	39	1.77%	\$ 146.75	18.92%
Date 2022	22,847	2,249	9.84%	\$ 2.54	\$ 5,701.61	80	3.56%	\$ 71.27	22.71%
Date 2022	25,714	2,608	10.14%	\$ 2.58	\$ 6,717.93	85	3.26%	\$ 79.03	18.88%
Date 2022	21,921	2,204	10.05%	\$ 2.56	\$ 5,639.94	103	4.67%	\$ 54.76	20.72%
	266,924	27,493	10.3%	\$ 2.44	\$ 67,200.65	734	2.67%	\$ 91.55	21.03%

Campaign Report

This is a detailed look at each campaign in your account using KPIs as a reference point.

The main KPI we want to look at is **Conversions**, as this is the main measure of a successful campaign. The second most important measure would be the **Cost Per Conversion** as this represents the potential return on investment for your business.

NOTE: This report looks back over the last 30 days, so there may be campaigns which have since been disabled or are brand new and have no comparison data.

CAMPAIGN PERFORMANCE

Date, 2023	Date 2023	Impr.	Clicks	CTR	Cost	Avg. CPC	Conv.	Conversion rate	Cost / conv.
		6,615	776	11.73%	\$ 2,306.70	\$ 2.97	29	3.74%	\$ 79.54
		7,158	812	11.34%	\$ 2,493.01	\$ 3.07	18	2.22%	\$ 138.50
		-7.6%	-4.4%	+3.4%	-7.5%	-3.2%	+61.1%	+68.6%	-42.6%

Date, 2023		Date, 2023							
Clikk Search [Redacted]		1,948	235	12.06%	\$ 606.78	\$ 2.58	12	5.11%	\$ 50.57
		2,326	276	11.87%	\$ 727.06	\$ 2.63	5	1.81%	\$ 145.41
		-16.3%	-14.9%	+1.7%	-16.5%	-2.0%	+140.0%	+181.9%	-65.2%
Search Network		1,948	235	12.06%	\$ 606.78	\$ 2.58	12	5.11%	\$ 50.57
Clikk Search [Redacted]		1,830	213	11.64%	\$ 700.82	\$ 3.29	10	4.69%	\$ 70.08
		2,074	220	10.61%	\$ 750.18	\$ 3.41	4	1.82%	\$ 187.55
		-11.8%	-3.2%	+9.7%	-6.6%	-3.5%	+150.0%	+158.2%	-62.6%
Search Network		1,830	213	11.64%	\$ 700.82	\$ 3.29	10	4.69%	\$ 70.08
Clikk Search [Redacted]		936	132	14.1%	\$ 397.53	\$ 3.01	4	3.03%	\$ 99.38
		1,021	115	11.26%	\$ 439.88	\$ 3.83	5	4.35%	\$ 87.98
		-8.3%	+14.8%	+25.2%	-9.6%	-21.3%	-20.0%	-30.3%	+13.0%
Search Network		936	132	14.1%	\$ 397.53	\$ 3.01	4	3.03%	\$ 99.38
Clikk Search [Redacted]		1,301	132	10.15%	\$ 433.86	\$ 3.29	2	1.52%	\$ 216.93
		1,215	137	11.28%	\$ 452.90	\$ 3.31	2	1.46%	\$ 226.45
		+7.1%	-3.6%	-10.0%	-4.2%	-0.6%	0.0%	+3.8%	-4.2%
Search Network		1,301	132	10.15%	\$ 433.86	\$ 3.29	2	1.52%	\$ 216.93
Clikk Search [Redacted]		600	64	10.67%	\$ 167.71	\$ 2.62	1	1.56%	\$ 167.71
		522	64	12.26%	\$ 122.99	\$ 1.92	2	3.13%	\$ 61.50
		+14.9%	0.0%	-13.0%	+36.4%	+36.4%	-50.0%	-50.0%	+172.7%
Search Network		600	64	10.67%	\$ 167.71	\$ 2.62	1	1.56%	\$ 167.71
		6,615	776	11.73%	\$ 2,306.70	\$ 2.97	29	3.74%	\$ 79.54
		7,158	812	11.34%	\$ 2,493.01	\$ 3.07	18	2.22%	\$ 138.50
		-7.6%	-4.4%	+3.4%	-7.5%	-3.2%	+61.1%	+68.6%	-42.6%

This is the same report, but we're focusing on metrics which show areas of improvement.

- **Search Lost Top Budget:** This is what % of impressions didn't reach the Top 4 positions on the search results, due to the budget. The Top 4 positions are dominant for clicks and conversions so we should always be aiming for improving this. This is improved by increasing the budget, but other factors can influence this. Higher is better.

- **Search Lost Top Rank:** This is the same as for budget, but this is more specifically about ranking outside of the Top 4. This is reporting on other influences other than just budget and is measured by Quality Score. Quality Score is a measurement automatically made by Google based on your website, the landing page, ad copy, targeting and other marketing quality factors. Higher is better.

- **Engagement Rate:** This is a new metric from GA4 which might not be available. It's an updated version of Bounce Rate. The higher is is, the more engaged the visitor to the website is, so it helps us understand if we're sending the right people to the right page with the right content.

- **Bounce Rate:** This is from GA3 and will be deprecated soon. It's a very basic measure of how someone interacts with the first page they visit on your website. Anything over 70% is a problem as it indicates people didn't find what they wanted and left immediately.

- **Invalid Clicks and Invalid Click rate:** These two show how often people are either fraudulently or accidentally clicking on your ads. In this table, it's more likely to be fraud. Invalid clicks are refunded by Google, but they don't always catch all of them. Clikk offers an anti-fraud service for accounts which are getting high rates of fraud for an additional cost of \$50/month + GST.

Why are these important?

- **They show possible growth for the campaign:** If Search Lost Top Budget is high, you can increase the budget
- **They show areas of possible improvement:** If Search Lost Top Rank is high, you need to possibly look at your budget being too low, or your landing page experience being poor.
- **They show possible website issues:** A low engagement rate (< 50%) or high bounce rate (>65%) means your website isn't engaging your visitors and might need auditing.
- **They might show fraudulent activities:** Click Fraud is a real thing, if you have an Invalid Click rate above 1%, it might be might be beneficial to test our Anti-Fraud system: [Click here to find out more](#)

CAMPAIGN PERFORMANCE

Date 2023

Date, 2023

Campaign	Search lost top IS (budget)	Search lost top IS (rank)	Engagement rate	Bounce rate	Invalid clicks	Invalid click rate
Clikk Search [Redacted]	31.43%	55.41%	0%	50.72%	0	0%
	26.53%	59.26%	0%	61.11%	1	0.02%
	+18.5%	-6.5%	+∞%	-17.0%	-100.0%	-100.0%
Search Network	31.43%	55.41%	0%	50.72%	0	0%
Clikk Search [Redacted]	23.37%	55.03%	0%	60.45%	4	0.03%
	7.67%	70.25%	0%	48.61%	3	0.02%
	+204.7%	-21.7%	+∞%	+24.3%	+33.3%	+38.4%
Search Network	23.37%	55.03%	0%	60.45%	4	0.03%
Clikk Search [Redacted]	16.8%	62.1%	0%	53.56%	17	0.07%
	19.56%	55.57%	0%	60.35%	75	0.27%
	19.17%	58.2%	0%	55.42%	53	6.39%
	18.32%	55.99%	0%	59.58%	134	14.16%
	+4.6%	+4.0%	+∞%	-7.0%	-60.4%	-54.9%

Date 2023	Date, 2023					
	-14.1%	+11.8%	+∞%	-11.3%	-77.3%	-73.4%
Search Network	16.8%	62.1%	0%	53.56%	17	0.07%
Clikk Search [Redacted]	12.84%	59.33%	0%	54.71%	16	0.08%
	17.45%	50.73%	0%	68.24%	51	0.23%
	-26.4%	+17.0%	+∞%	-19.8%	-68.6%	-67.6%
Search Network	12.84%	59.33%	0%	54.71%	16	0.08%
Clikk Search [Redacted]	12.81%	54.64%	0%	57.25%	16	0.12%
	25.64%	39.71%	0%	53.28%	4	0.03%
	-50.0%	+37.6%	+∞%	+7.4%	+300.0%	+248.5%
Search Network	12.81%	54.64%	0%	57.25%	16	0.12%
	19.17%	58.2%	0%	55.42%	53	6.39%
	18.32%	55.99%	0%	59.58%	134	14.16%
	+4.6%	+4.0%	+∞%	-7.0%	-60.4%	-54.9%

Keyword Performance

Most campaigns will be built around a specific business goal, product or service. Ad groups sit within the campaign and represent keywords used within the campaign.

This table shows how well those keywords are performing, using the same KPIs as before.

KEYWORD PERFORMANCE

Date 2023

Date, 2023

Campaign	Impr.	Clicks	CTR	Cost	Avg. CPC	Conv.	Conversion rate	Cost / conv.
Clikk Search [Redacted]	1,189	153	12.87%	\$ 438.36	\$ 2.87	12	7.84%	\$ 36.53
	1,934	223	11.53%	\$ 598.24	\$ 2.68	5	2.24%	\$ 119.65
	-38.5%	-31.4%	+11.6%	-26.7%	+6.8%	+140.0%	+249.8%	-69.5%
[Redacted]	203	37	18.23%	\$ 65.85	\$ 1.78	5	13.51%	\$ 13.17
[Redacted]	476	49	10.29%	\$ 175.44	\$ 3.58	4	8.16%	\$ 43.86
[Redacted]	287	43	14.98%	\$ 140.34	\$ 3.26	2	4.65%	\$ 70.17
[Redacted]	109	14	12.84%	\$ 44.54	\$ 3.18	1	7.14%	\$ 44.54
[Redacted]	114	10	8.77%	\$ 12.19	\$ 1.22	0	0%	\$ 0.00
Clikk Search [Redacted]	1,830	213	11.64%	\$ 700.82	\$ 3.29	10	4.69%	\$ 70.08
	2,074	220	10.61%	\$ 750.18	\$ 3.41	4	1.82%	\$ 187.55
	-11.8%	-3.2%	+9.7%	-6.6%	-3.5%	+150.0%	+158.2%	-62.6%
[Redacted]	1,424	170	11.94%	\$ 571.77	\$ 3.36	7	4.12%	\$ 81.68
[Redacted]	174	19	10.92%	\$ 70.88	\$ 3.73	2	10.53%	\$ 35.44
[Redacted]	232	24	10.34%	\$ 58.17	\$ 2.42	1	4.17%	\$ 58.17
Clikk Search [Redacted]	936	132	14.1%	\$ 397.53	\$ 3.01	4	3.03%	\$ 99.38
	1,021	115	11.26%	\$ 439.88	\$ 3.83	5	4.35%	\$ 87.98
	-8.3%	+14.8%	+25.2%	-9.6%	-21.3%	-20.0%	-30.3%	+13.0%
[Redacted]	754	104	13.79%	\$ 305.89	\$ 2.94	4	3.85%	\$ 76.47
[Redacted]	182	28	15.38%	\$ 91.64	\$ 3.27	0	0%	\$ 0.00
Clikk Search [Redacted]	911	93	10.21%	\$ 279.68	\$ 3.01	2	2.15%	\$ 139.84
	770	72	9.35%	\$ 280.31	\$ 3.89	2	2.78%	\$ 140.16
	+18.3%	+29.2%	+9.2%	-0.2%	-22.8%	0.0%	-22.6%	-0.2%
[Redacted]	132	25	18.94%	\$ 48.01	\$ 1.92	1	4%	\$ 48.01
[Redacted]	298	23	7.72%	\$ 91.47	\$ 3.98	1	4.35%	\$ 91.47
	6,615	776	11.73%	\$ 2,306.70	\$ 2.97	29	3.74%	\$ 79.54
	7,158	812	11.34%	\$ 2,493.01	\$ 3.07	18	2.22%	\$ 138.50
	-7.6%	-4.4%	+3.4%	-7.5%	-3.2%	+61.1%	+68.6%	-42.6%

Date 2023	Date, 2023								
[Redacted]	176	20	11.36%	\$ 47.04	\$ 2.35	0	0%	\$ 0.00	
[Redacted]	69	7	10.14%	\$ 23.14	\$ 3.31	0	0%	\$ 0.00	
[Redacted]	236	18	7.63%	\$ 70.02	\$ 3.89	0	0%	\$ 0.00	
Clikk Search [Redacted]	600	64	10.67%	\$ 167.71	\$ 2.62	1	1.56%	\$ 167.71	
	522	64	12.26%	\$ 122.99	\$ 1.92	2	3.13%	\$ 61.50	
	+14.9%	0.0%	-13.0%	+36.4%	+36.4%	-50.0%	-50.0%	+172.7%	
[Redacted]	453	51	11.26%	\$ 132.54	\$ 2.60	1	1.96%	\$ 132.54	
[Redacted]	147	13	8.84%	\$ 35.17	\$ 2.71	0	0%	\$ 0.00	
	6,615	776	11.73%	\$ 2,306.70	\$ 2.97	29	3.74%	\$ 79.54	
	7,158	812	11.34%	\$ 2,493.01	\$ 3.07	18	2.22%	\$ 138.50	
	-7.6%	-4.4%	+3.4%	-7.5%	-3.2%	+61.1%	+68.6%	-42.6%	

Search Term Performance

This is potentially the largest section, as it shows up to 99 searches for each keyword in the account.

Searches with no conversions and no clicks are at the bottom of the report.

Low-value keywords with no conversions or no relevance will be added as Negative Keywords, blocking them.

>If you see keywords you want blocked, let us know: [CLICK HERE](#)

SEARCH TERM PERFORMANCE

Date 2023	Date 2023								
Campaign	Impr.	Clicks	CTR	Avg. CPC	Cost	Conv.	Conversion rate	Cost / conv.	
Clikk Search [Redacted]	580	144	24.83%	\$ 3.18	\$ 457.76	8	5.56%	\$ 57.22	
	680	166	24.41%	\$ 3.58	\$ 593.75	2	1.2%	\$ 296.88	
	-14.7%	-13.3%	+1.7%	-11.1%	-22.9%	+300.0%	+361.1%	-80.7%	
[Redacted]	3	2	66.67%	\$ 3.39	\$ 6.78	2	100%	\$ 3.39	
[Redacted]	80	7	8.75%	\$ 4.15	\$ 29.04	1	14.29%	\$ 29.04	
[Redacted]	13	5	38.46%	\$ 7.12	\$ 35.58	1	20%	\$ 35.58	
[Redacted]	19	5	26.32%	\$ 4.31	\$ 21.55	1	20%	\$ 21.55	
[Redacted]	7	4	57.14%	\$ 3.43	\$ 13.73	1	25%	\$ 13.73	
[Redacted]	1	1	100%	\$ 10.47	\$ 10.47	1	100%	\$ 10.47	
	4,430	522	11.78%	\$ 2.72	\$ 1,418.33	15.5	2.97%	\$ 91.51	
	4,840	556	11.49%	\$ 3.00	\$ 1,669.25	12	2.16%	\$ 139.10	
	-8.5%	-6.1%	+2.6%	-9.5%	-15.0%	+29.2%	+37.6%	-34.2%	