

Google Ads Report

February 28th 2024 → March 28th 2024



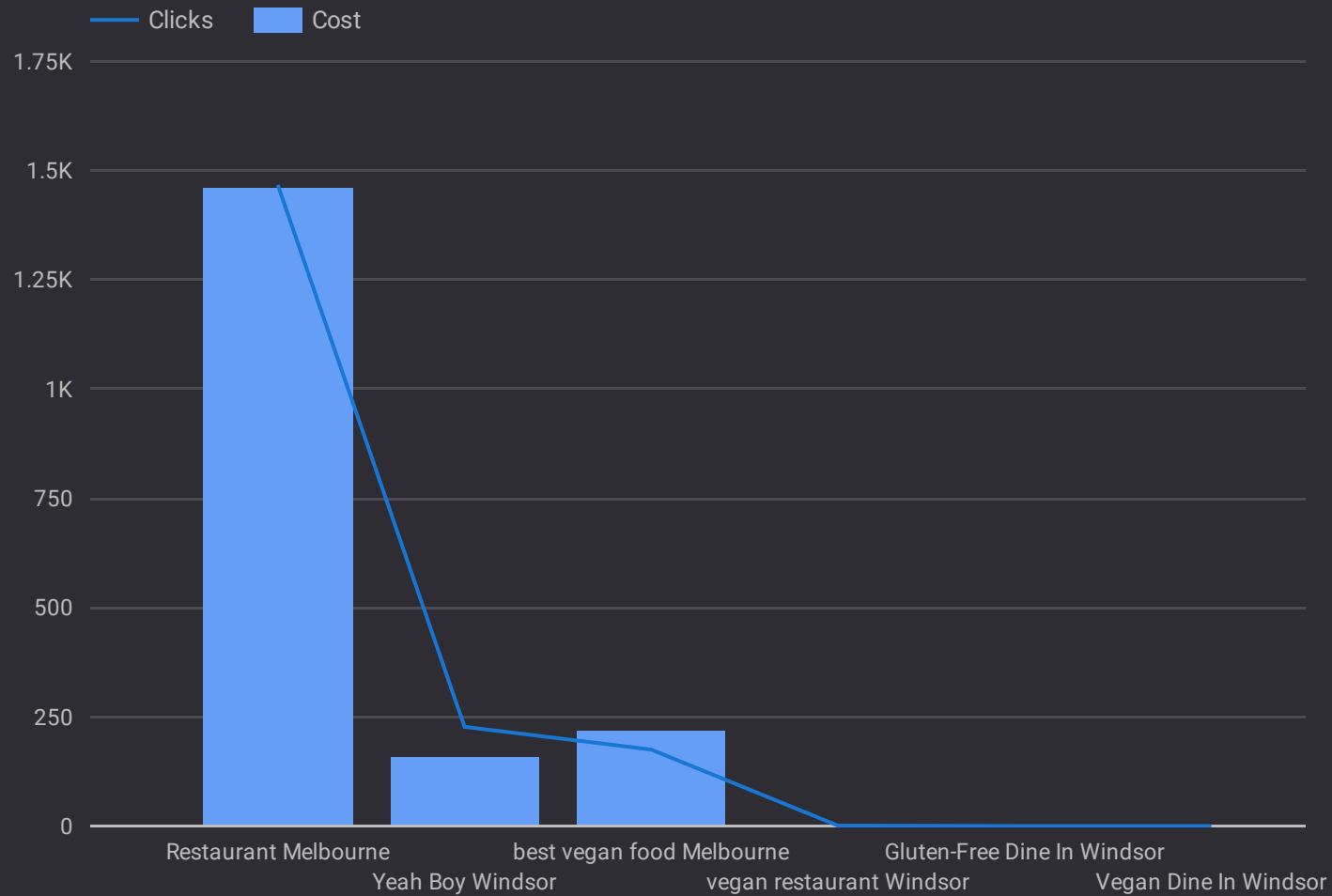
CREATIVETOGETHER

Ads Summary

Cost \$1,755.75	Conversions 238 ↑ N/A	Avg. CPC \$0.98
Clicks 1,870 ↑ 226.9%	Cost / conv. \$7.38 ↑ N/A	Impressions 36,156 ↑ 68.3%

Here is an overview of the campaign's budget for the past 30 days, the number of conversions achieved, user engagement through clicks, and the efficiency of your ad spend.

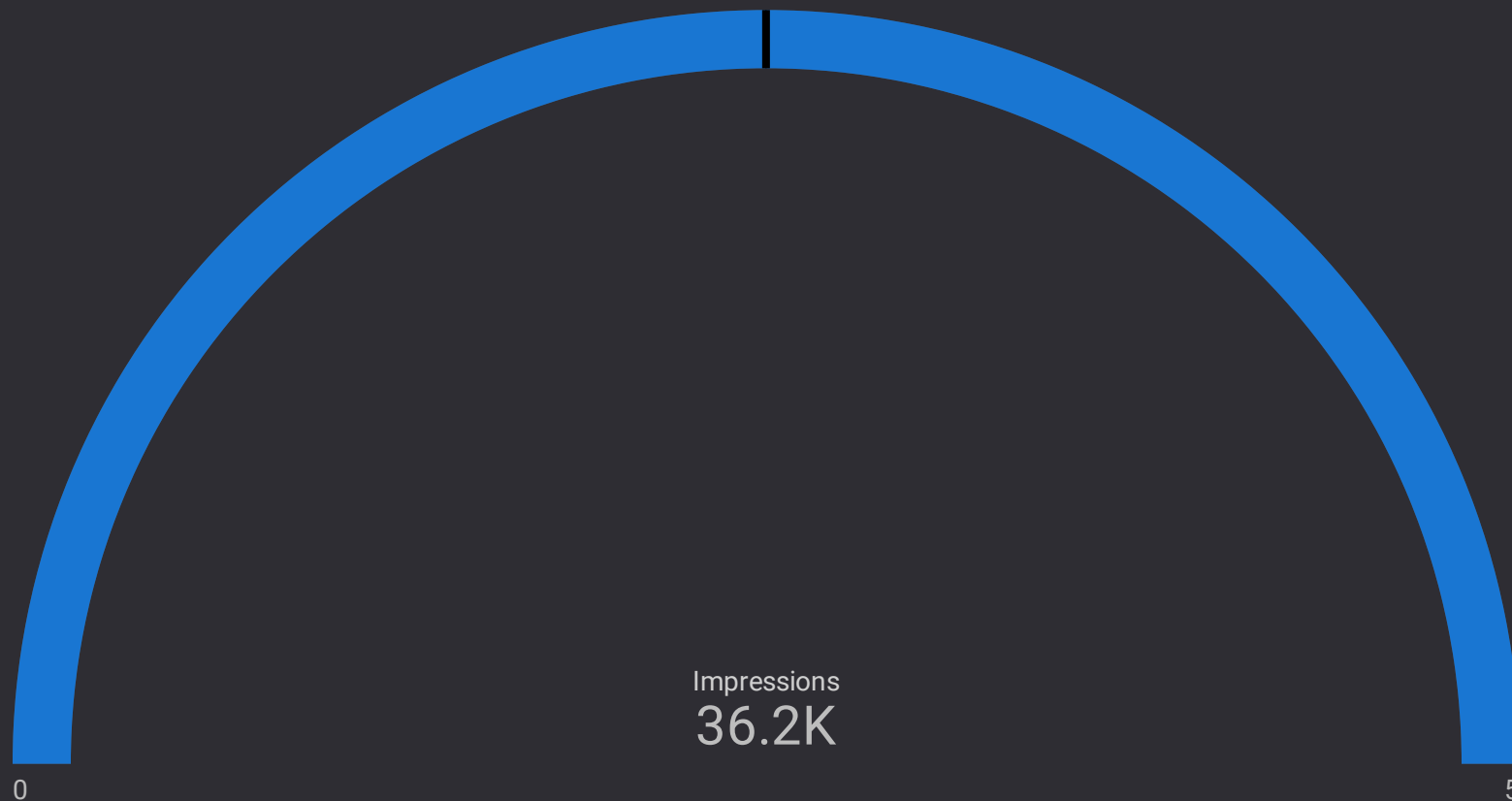
Total Ads Spend \$1,755.75



A total of \$1,755.75 on the Google Ads campaigns this month. This represents the entire advertising budget for the reporting period (February 28th - March 28th 2024)

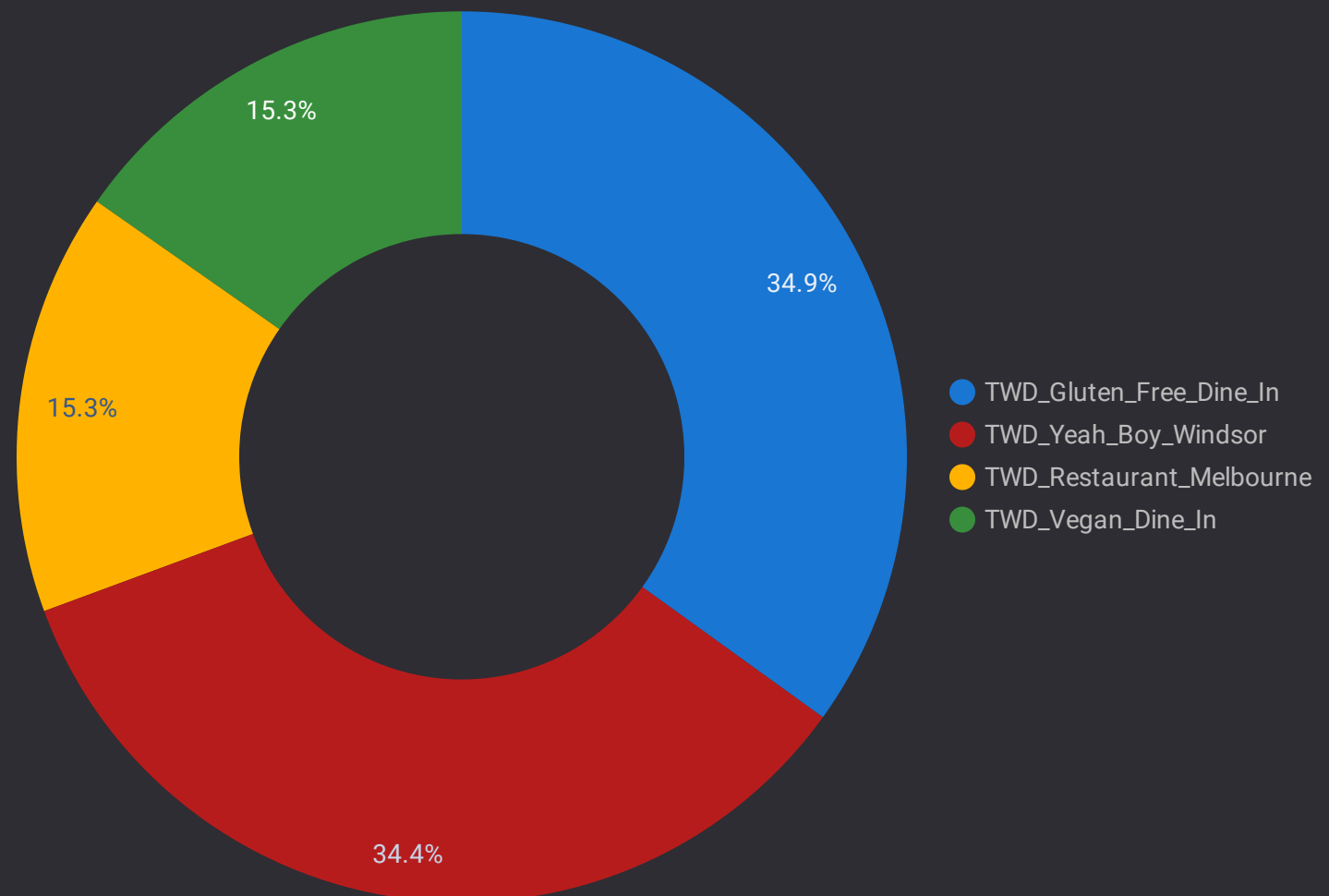
Impressions

The ads were displayed 53,008 times across the Google Search Network and partner websites. This metric helps us understand how many people potentially saw your ads.



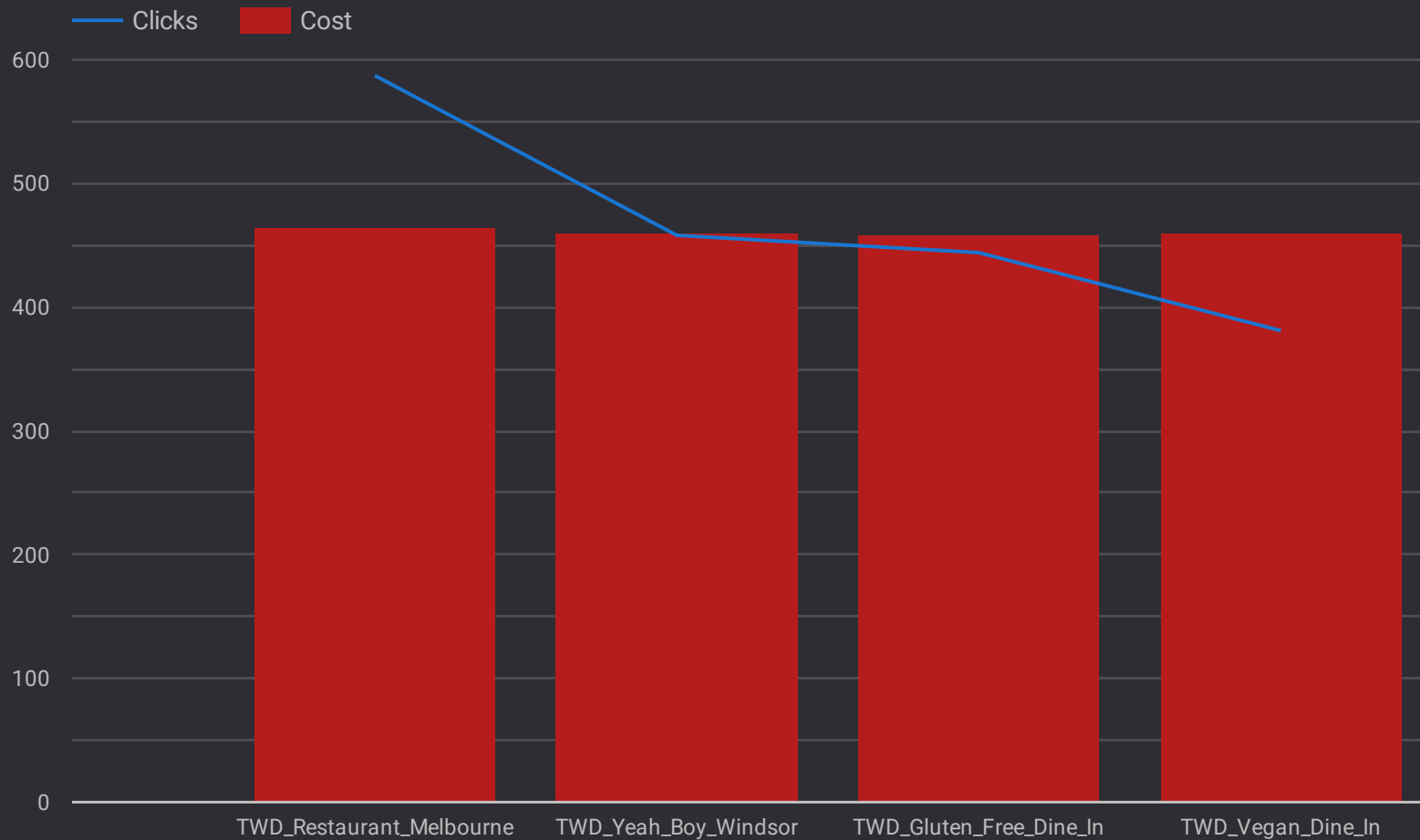
Conversions

We achieved 234 conversions during this timeframe. Conversions are valuable actions taken by users who clicked on your ads, such as making a reservation or visiting your website.



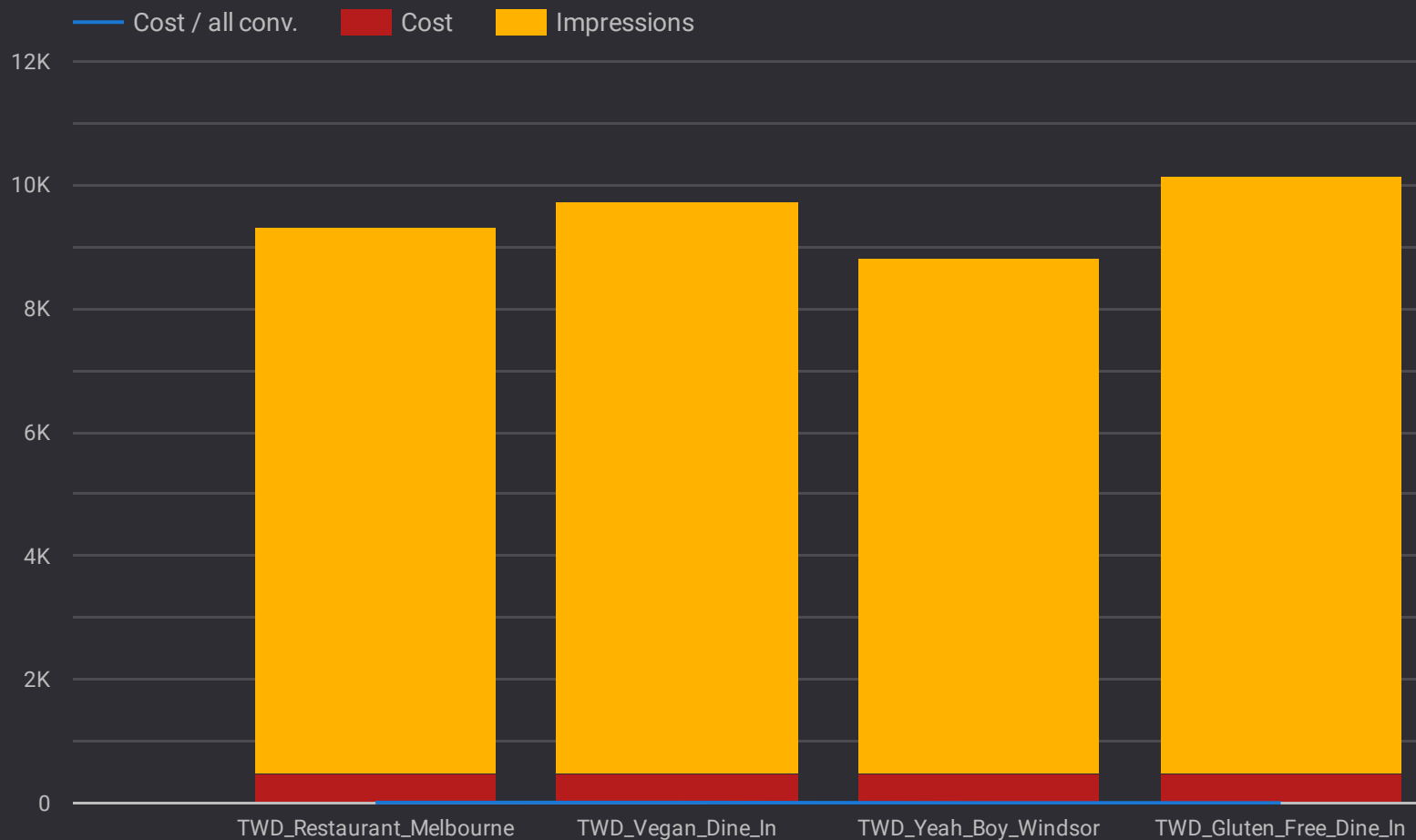
Clicks & Cost per Click (CPC)

The ads attracted a significant amount of attention, generating a total of 1,893 clicks. The average cost per click (CPC) was a low \$0.95, indicating that the budget is being stretched efficiently. A lower CPC means you pay less each time someone clicks on the ad.



Cost Per Conversion

On average, it cost \$7.50 to acquire a single conversion this month. We'll continue to analyze this metric alongside conversion rates to optimize campaign performance.



Ad Group Performance

We ran six ad groups targeting different areas and demographics. Here's a quick breakdown:

Restaurants in Melbourne: This group had the most clicks (1,282) and cost (\$1,303.11).

Best Food Melbourne: This group achieved the second-highest clicks (398) with a moderate cost (\$313.10).

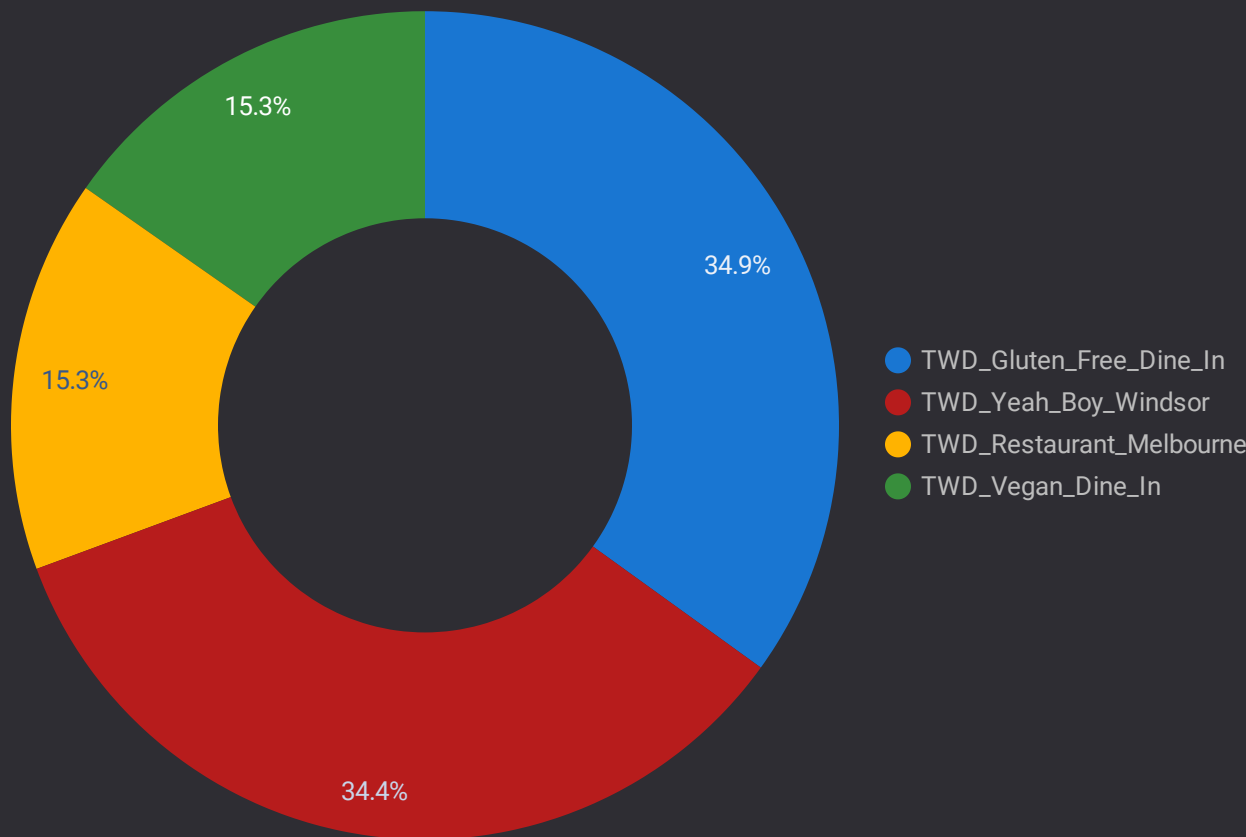
Yeah Boy Windsor: This group performed well with a good number of clicks (187) and a cost-effective spend (\$130.13).

Vegan restaurant Windsor & Gluten-Free Dine in Windsor didn't receive any clicks this month. We'll investigate why these aren't gaining traction and make the necessary adjustments for the next ads

	Ad group	Clicks ▾
1.	Restaurant Melbourne	1,467
2.	Yeah Boy Windsor	227
3.	best vegan food Melbourne	175
4.	vegan restaurant Windsor	1
5.	Gluten-Free Dine In Windsor	0
6.	Vegan Dine In Windsor	0

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Conversion Rates by Ad Campaigns



TWD_Gluten_tree_Drive_in: This campaign boasted the highest conversion rate (36.8%) and the most cost-effective cost per conversion (\$5.03).

TWD_Yeah_Boy_Windsor: This campaign delivered a strong conversion rate (29.3%) with a moderate cost per conversion (\$6.42).

TWD_Restaurant_Melbourne: This campaign had a lower conversion rate (17.5%) and higher conversion costs (\$10.74). We can explore ways to optimize this group.

TWD_Vegan_Drive_In: This campaign had a moderate conversion rate (16.5%) but a less efficient cost per conversion (\$11.52). We'll analyze keywords and audience targeting for this group.

Top Performing Ads

Most-shown ads

TWD_Gluten_Free_Dine_In > Restaurant Melbourne

Restaurant Melbourne | Gluten-Free Heaven Here | Yeah Boy's Gluten-Free Joy
[Ad] yeahboy.com.au

Restaurant Melbourne. Relish Gluten-free Gourmet.
Book Now.
[Book A Table](#)
[Contact Us](#)
[Drag Brunch Sundays](#)
[Windsor](#)

Ad	Status	Impressions	Clicks	CTR
● Enabled	Eligible	8,790	272	3.09%

All ads All assets < 1 / 10 >

Most-shown ads

TWD_Restaurant_Melbourne > Restaurant Melbourne

Restaurant Melbourne | Yeah Boy: Melbourne's Gem | Windsor's Food Adventure
[Ad] yeahboy.com.au

Restaurant Melbourne. Savour Windsor dining. Book Now.
[Book A Table](#)
[Contact Us](#)
[Drag Brunch Sundays](#)
[Windsor](#)

Ad	Status	Impressions	Clicks	CTR
● Enabled	Eligible	7,356	412	5.60%

All ads All assets < 3 / 10 >

Top Searches

Searches Sort by: Clicks

Top searches and words within searches where people saw your ads

Searches	Words
yeah boy windsor	best restaurants melbourne
yeah boy bottomless brunch	vegan restaurants melbourne
melbourne restaurants	best restaurants in melbourne
sani lygon	best vegan restaurants melbourne
gluten free melbourne	vegan restaurant melbourne
gluten free restaurants melbourne	best food in melbourne

All searches < 1 / 10 >

Searches Sort by: Clicks

Top searches and words within searches where people saw your ads

Searches	Words
vegan melbourne	best melbourne restaurants
restaurants in melbourne	bottomless brunch melbourne
yeah boy melbourne	best restaurant in melbourne
bottomless dinner melbourne	melbourne restaurant
top 10 restaurants in melbourne	yeah boy restaurant
brunetti melbourne	gimlet melbourne

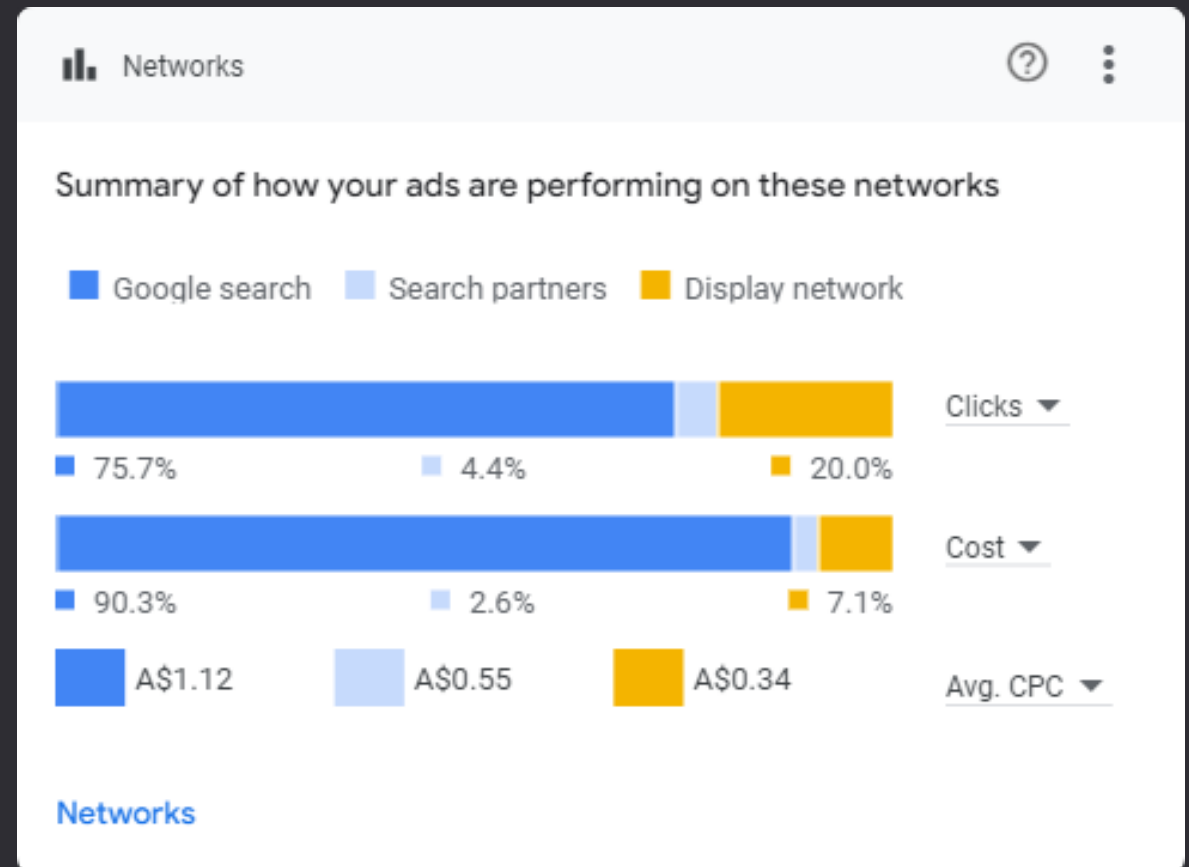
All searches < 2 / 10 >

Where were the Ads Displayed on Google and how did they perform?

Google Search: The majority of clicks (75.7% or 1,417 clicks) came from people searching on Google.

Search Partners: These are websites and apps that partner with Google to display ads. They delivered a smaller portion of the clicks (4.4% or 82 clicks).

Display Network: This network shows your ads on various websites and apps that users visit, not necessarily searching for something specific. It generated 20% of the clicks (374 clicks)



Report Summary

Overall Performance:

This month's campaign generated positive results, driving traffic and brand awareness through Google Ads. Let's Go through the highlights Again:

234 Conversions: Users took valuable actions like making reservations or visiting the website after clicking on your ads.

1,893 Clicks: The ads attracted a significant amount of user attention.

Low Cost per Click (CPC): An average CPC of \$0.95 indicates efficient budget spending.

Recommendation/Next Steps

Based on the analysis, here are some recommendations will need to be considered before the next campaigns:

Campaigns analysis for campaigns with lower conversion: Campaigns with lower conversion rates should be properly looked into ("TWD_Restaurant_Melbourne", "TWD_Vegan_Drive_In"). We need to find out ways to improve their performance through keyword adjustments, audience targeting, or ad copy revisions.

Budget Relocation: We would need to Consider shifting some budget from underperforming campaigns ("TWD_Gluten_tree_Drive_in", "TWD_Yeah_Boy_Windsor") to high performers to potentially generate more conversions.

Examination of Non-Performing Ad Groups: We need to figure out why the "Vegan restaurant Windsor" and "Gluten-Free Dine in Windsor" ad groups received no clicks, after that We decide if adjustments are needed (targeting, budget) or if deleting them is the best course of action.

Testing New Ad Variations: Based On the current Data Gotten from this set of ads we can Experiment with different ad copy and visuals to see what resonates best with the target audience, potentially leading to increased clicks and conversions.

Conclusion

This month's campaign demonstrates a solid foundation for attracting traffic and boosting brand awareness. By implementing the recommendations, we can aim for even better results in the coming month.