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Ads Report

Test Account

4th December

2023

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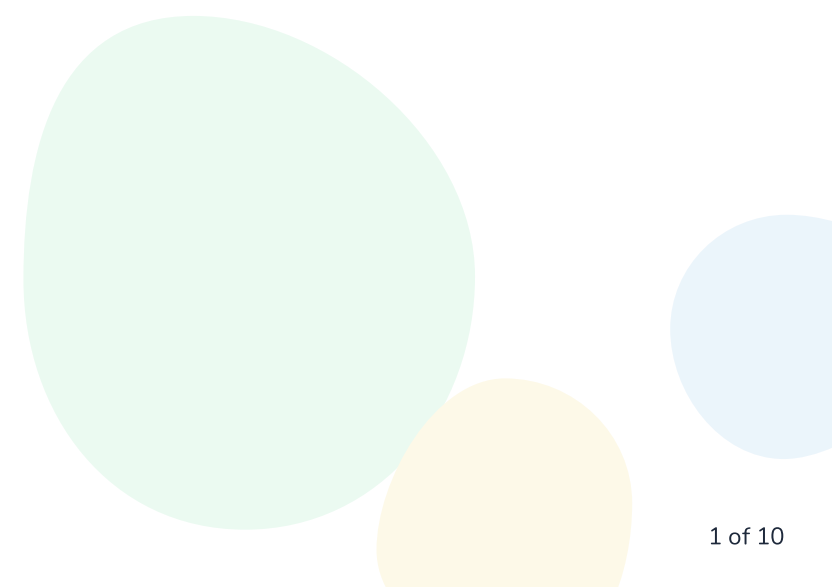
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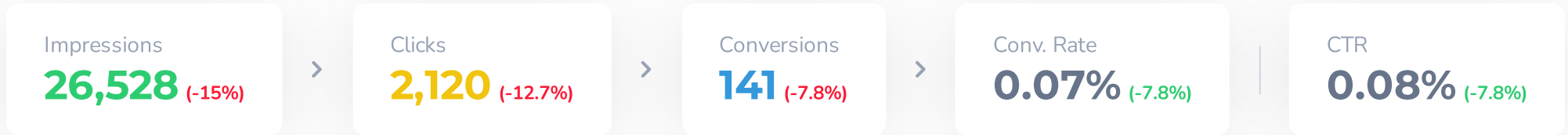
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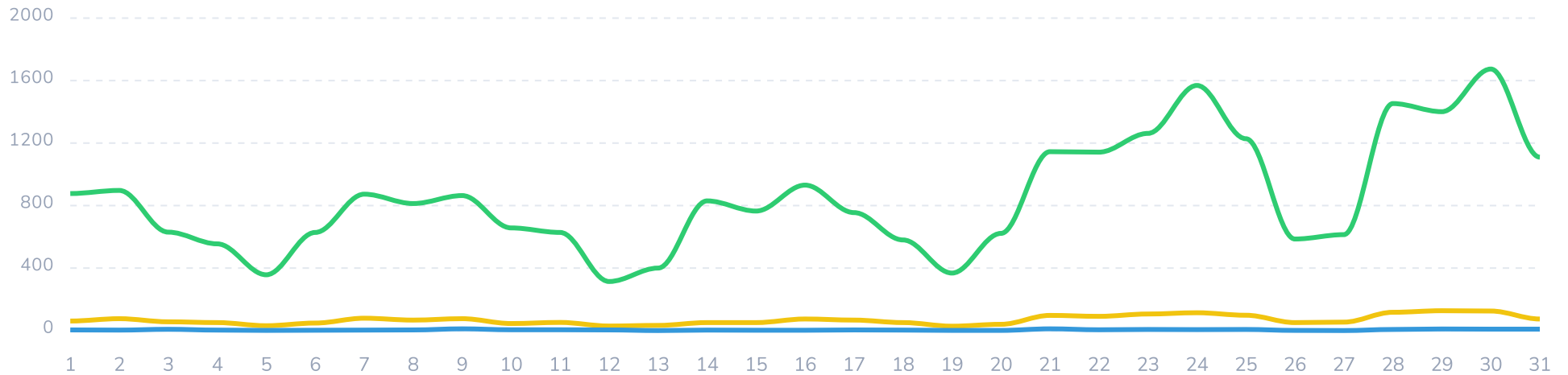


01. Conversion Funnel

Conversion funnel evolution



● Impressions ● Clicks ● Conversions



1st August - 31st August

Impressions

Your peak in impressions for this period was on August 30 with 1674 impressions. Your impressions decreased by 15% compared to the previous period.

Visitors



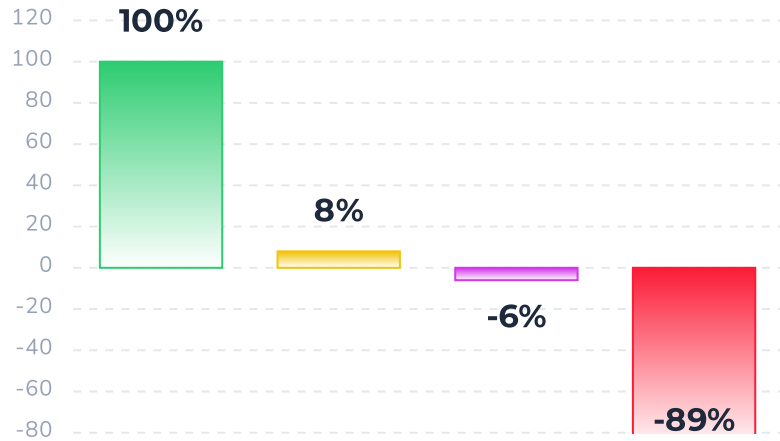
Your peak in visitors for this period was on August 29 with 127 visitors. The number of people visiting your site decreased by 12.7% compared to the previous period. Look over your metrics and find out if this decrease is recurring, one-time, or if it's a result of a specific event in your campaigns, so you can act accordingly.

Boost your conversions

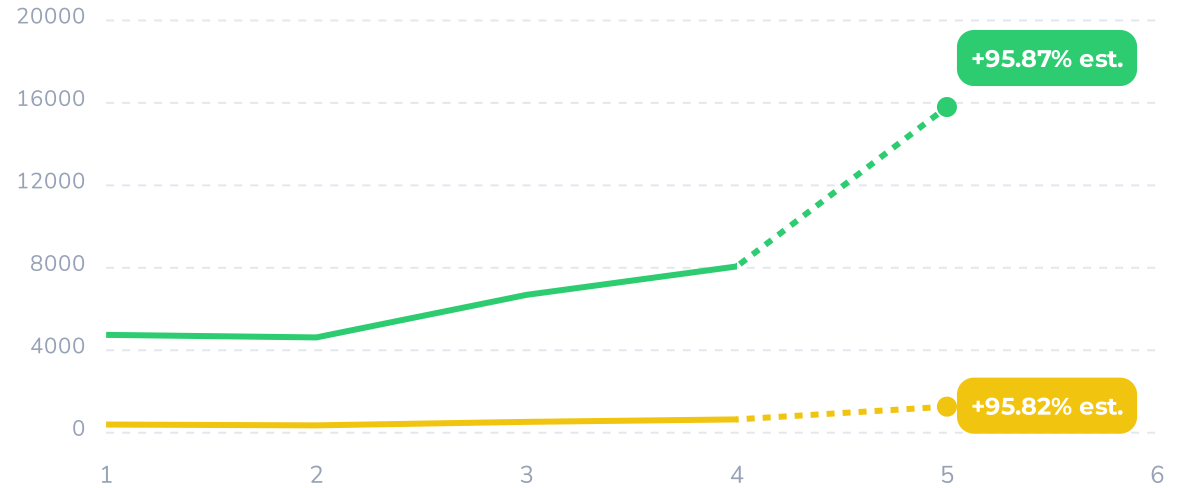
Your conversion rate increased by 12.7%. Consider increasing your budget to get more conversions.

01. Conversion Funnel Missing traffic opportunities

● Impressions ● Clicks ● % lost due to low rank ● % lost due to low budget



Lost Opportunities



1st August - 31st August

Missing opportunities

In 6% of customer searches that matched your keywords, your ad did not appear because of your ad rank, and in 89% because of budget issues.

Optimize your budget

Increase your budget for campaigns limited by budget, or reduce their bids. Get more clicks at a similar cost by turning on Google Ads automatic bidding.

Improve your ad rank

Bid higher for your best-performing keywords. Make sure that you are bidding for the right keywords by checking your search query report. Optimize your landing pages so they're relevant, transparent, and easy-to-navigate.

Boost your ad quality

Learn about the importance of your [ad rank and quality score](#).

01. Conversion Funnel Keywords by conversions

Top keywords by conversions

KEYWORD	CLICKS	CONV.	CR%	COST
mac einsteiger kurs	105	7	6.67%	\$0.00
Python programmierung lehrgang	58	7	12.07%	\$0.00
java Programmierung Kurs	95	6	6.32%	\$0.00
Produktfotografie kurs	51	5	9.8%	\$0.00
Python programmierung schulung	38	5	13.16%	\$0.00
c++ Programmierung schulung	42	4	9.52%	\$0.00
Unity 3D Kurs	28	4	14.29%	\$0.00
adobe Premiere kurs	4	4	100%	\$0.00

Worst keywords by conversions

KEYWORD	CLICKS	CONV.	CR%	COST
sql seminar	1	0	0%	\$0.00
sql schulung	1	0	0%	\$0.00
OneNote kurs	1	0	0%	\$0.00
Cinema 4D schulung	1	0	0%	\$0.00
Cinema 4D kurs	1	0	0%	\$0.00
Allplan schulung	1	0	0%	\$0.00
AutoCAD schulung	1	0	0%	\$0.00
+Autodesk +AutoCAD +kurs	1	0	0%	\$0.00

Check your low-performing keywords

Stop bidding for inefficient keywords and reallocate that budget to your top-performing keywords or experiment with new ones.

Perform a keyword research

Find new keyword opportunities by using a [keyword planner](#) and attract more quality visitors to your site.

Google Trends

Use [Google Trends](#) to visualize trends on people's search behavior and detect users' demand and interest peaks.

01. Conversion Funnel Search terms

Top search terms

SEARCH TERM	CLICKS	CONVERSIONS	CR%	COST
python schulung	5	3	60%	\$18.40
indesign schulung anfänger	2	2	100%	\$9.12
indesign fortbildung	1	2	200%	\$3.69
python programmieren	8	1	12.5%	\$7.17
blender lernen	4	1	25%	\$7.70
produktfotografie workshop	3	1	33.33%	\$8.82
schulung indesign	3	1	33.33%	\$11.51
python kurs	2	1	50%	\$7.92

Do your landing pages match with what your users search for?

Consider including some of these search terms as keywords, and bid higher in order to attract many more quality users to your site.

Learn more about your search terms

Discover what you can do to [make the most out of your search terms](#), and easily boost your keywords strategy optimization.

Keywords opportunities

The following search terms: **python schulung**, **indesign schulung anfänger**, **indesign fortbildung**, and **python programmieren** are words and phrases related to your business that users have searched on Google, but you're not bidding for them. Consider adding them to your campaigns.

01. Conversion Funnel Traffic breakdown



Investment
\$3,337.65



Conversions
141



Cost per conversion
\$23.67



Cost per visitor
\$1.57



ROAS
0

Cost per acquisition

Your cost per conversion increased by 0.7% compared to the previous period. Review your campaigns and find out what happened, maybe you have new competitors or you need to add negative keywords... Let's find out!

Improve your ROAS by optimizing your ads

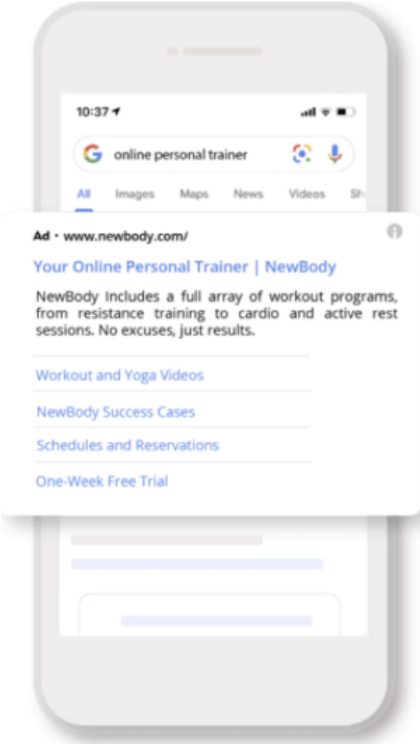
[Use the Google Ads Audit](#) in order to discover how to optimize your ads and keep improving the effectiveness of your advertising strategy.

02. Ads Performance High-converting ads



High-converting ads

AD	AD GROUP	CLICKS	CONVERSIONS	CR%	COST
609424121162	Alle Schulungen -o	657	57	8.68%	\$865.19
490891892859	Python -r -o	202	14	6.93%	\$534.73
570560024322	1.3. macOS Kurs -r -o	112	8	7.14%	\$95.73
514497943847	InDesign -w -r -o	37	6	16.22%	\$100.33
571034790384	5.2. Java Programmierung Ku...	95	6	6.32%	\$204.62
514497943868	Blender -w -r -o	54	6	11.11%	\$89.20
516465572543	Produktfotografie -r -o	61	5	8.2%	\$198.67
514497943844	Premiere -r -o	22	4	18.18%	\$70.72



Improve low-performing ads

Play with CPC to see if there's room to improve ad position, improve and test your ad copy and ensure extensions are added to boost performance.

Maximize ad extensions use

Learn about the [ad extensions](#) that better match your business and how to use them.



02. Ads Performance Top landing pages



Top landing pages

URL	VISITS	CONVERSIONS	CR%	COST
https://wissens-piloten.de/schulung/python-programmierung-grundk...	243	16	6.58%	\$561.36
https://wissens-piloten.de/schulung/apple-mac-os-x-umsteiger	146	11	7.53%	\$133.16
https://wissens-piloten.de/schulung/nemetschek-allplan-einsteiger	34	9	26.47%	\$47.27
https://wissens-piloten.de/schulung/cprogrammierung-einstieg-fuer-...	89	7	7.87%	\$138.79
https://wissens-piloten.de/schulungsbereich/programmierung-entwic...	94	6	6.38%	\$203.97
https://wissens-piloten.de/schulung/blender-3d-grafik	73	6	8.22%	\$98.74
https://wissens-piloten.de/schulungsbereich/adobe/indesign	36	6	16.67%	\$97.00
https://wissens-piloten.de/schulung/produktfotografie	64	5	7.81%	\$196.19

Boost your landings performance

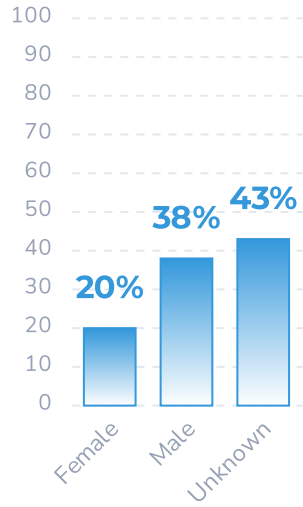
- Maximize the traffic brought to these landing pages by continually testing your keywords and ads: substituting the worst performing ones with new and optimized ones.
- Be more aggressive during high conversion rate days. Consider promotions intended to increase conversion rates during slow times.

Test your site

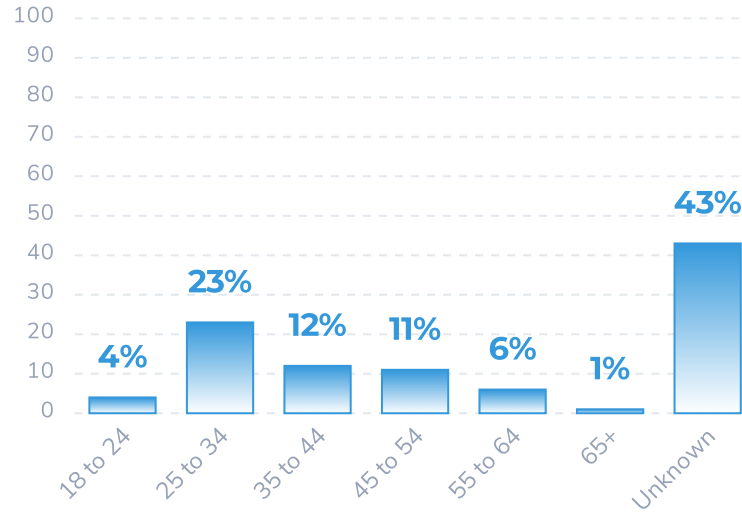
Use the [test my site tool](#) to boost your business and web performance by optimizing them for all devices.



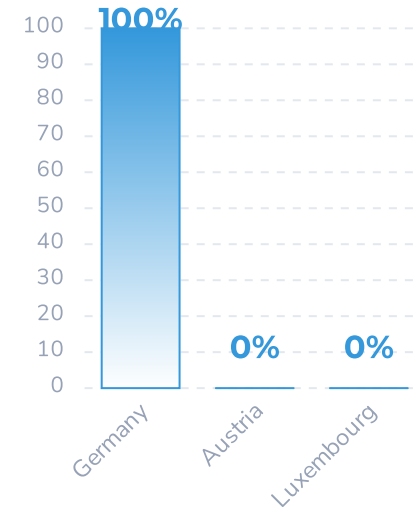
03. Audience Profile Converters analysis



Gender



Age



Location

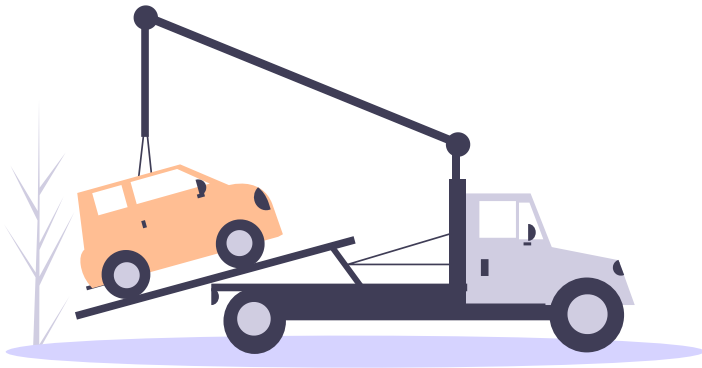
Optimize your ads for your audience 

If this is not how your ideal customer looks like, [use the Google Ads Audit](#) to adjust your targeting through bid adjustments.

Your converter's profile is typically...

A person from Germany, visiting your site from Desktop.

04. Anomalies



Clickthrough rate

7.99%

A CTR value greater than 100% or 0% can be a sign of something wrong that needs to be fixed.

Conversions rate

6.65%

If despite having sales, you have 0% conversions, it may be due to an error in the conversion pixel.

Your CTR is unusual

You have a 7.99% [clickthrough rate](#), which might indicate something's not right in your campaigns. Check them out to discover why it happens, this can be normal if you have active [sitelink extensions](#).

Your CTR increased in a 2.7%

Having huge variations in your clickthrough rates might be normal if your click numbers are low, otherwise you should check your campaigns in order to find out what's wrong.