Google Search Acquisition at Scale

Performance Marketing • Search Acquisition • Multi-Account Scaling

Insurance Vertical | Sept 2025 – Present



Scale at a Glance

$781.5K

Documented Spend

Available account-level historical snapshots

1.32x

Proven ROAS (Performance Marketing Side)

Available Tracked ROAS snapshots

25×

Daily Spend Scaled

From $600/day to $15,000+/day overall

12+

Months Running

Ongoing engagement, Sept 2025 – Present

***Note:** Spend reaches approximately **$15,000 on peak days**; daily spend varies and is not consistently at that level.*



What I Owned

End-to-end Search acquisition ownership — not a single slice of the funnel.



Research

Competitive search intelligence, keyword testing, market research



Build

Campaign launches, structure, keywords & ads



Operate

Multi-account management, hourly monitoring, budget management



Optimize

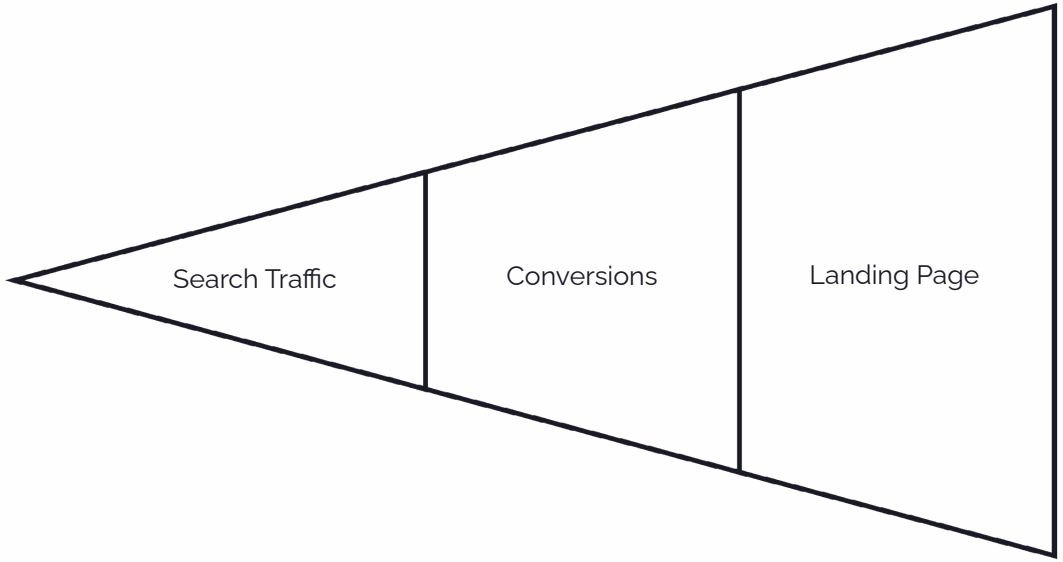
Search-term analysis, bid strategy, conversion performance, landing-page relevance



Scale

Winning campaign expansion, budget increases, multi-account scaling

Search Acquisition Architecture



Optimization Objective

Maximize qualified acquisition while maintaining sustainable cost efficiency across every stage of the funnel.

Top of Funnel

Search intent capture — keywords, match types, ad relevance

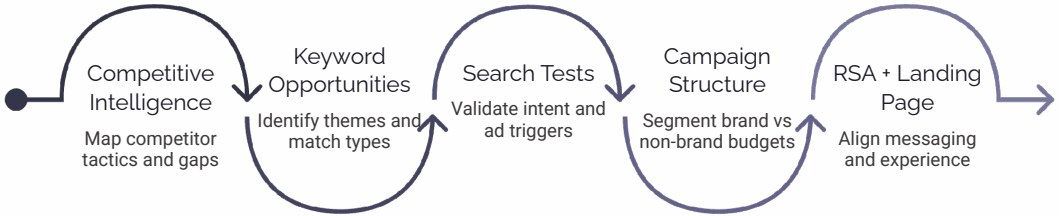
Mid Funnel

Landing page alignment, form completion, call connection

Bottom of Funnel

Qualified lead delivery and downstream sale conversion

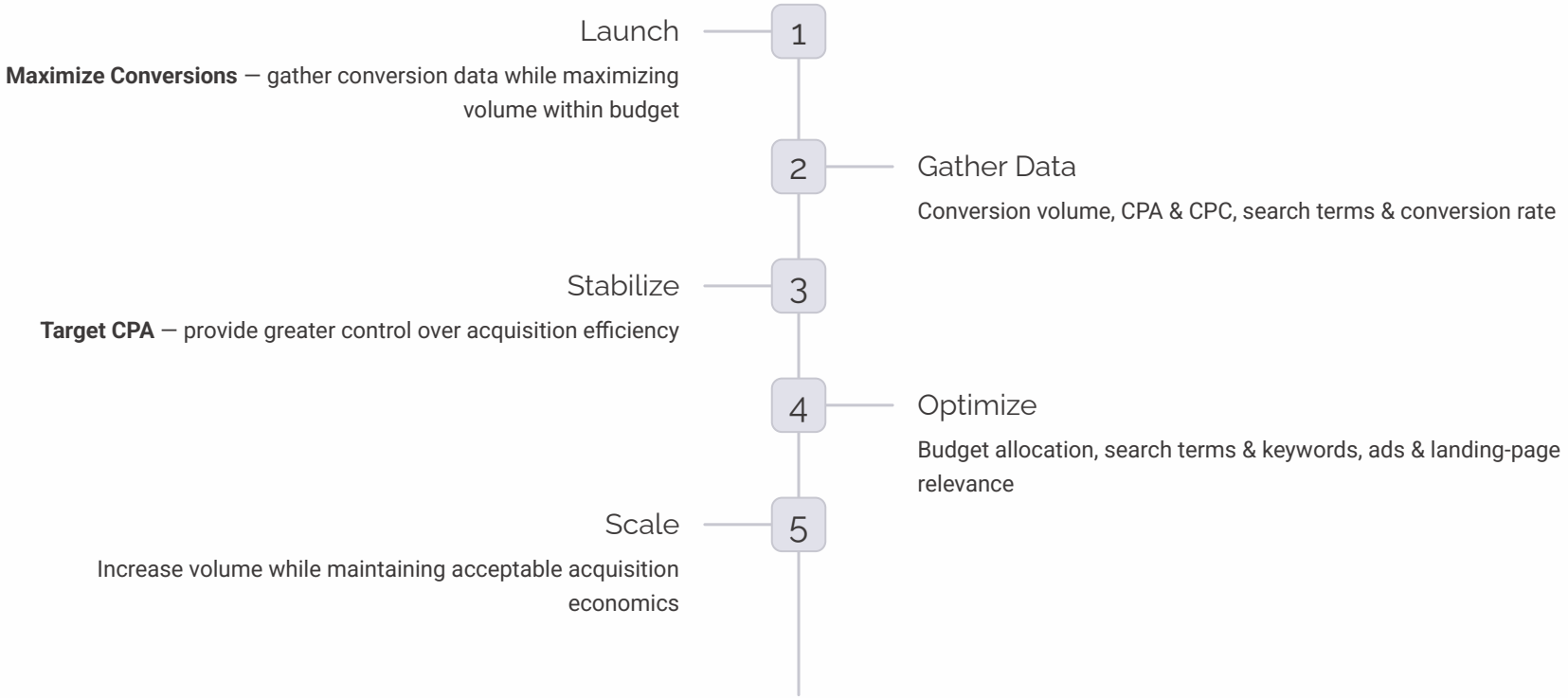
Search Intelligence → Campaign Build



Structural Decisions at Every Stage

- **Brand / non-brand segmentation** — isolate intent signals and control budget allocation
- **Keyword themes & match types** — balance reach with precision
- **Negative keywords** — protect spend from irrelevant traffic
- **Location segmentation** — align geo targeting with market opportunity
- **Device considerations** — optimize bids and creative by device behavior
- **Search-term analysis** — continuous refinement based on real query data

Optimization & Bidding Framework



This phased bidding approach ensures campaigns are data-informed before scaling — protecting spend efficiency at every stage of growth.

The Scaling Story

25×

Daily Spend Scaled

$600/day → $15,000+/day

- Winning campaigns identified through rigorous testing
- Applied Search best practices at every layer
- Continued search term testing throughout scale
- Monitored performance closely — hourly
- Optimized account structure in parallel
- Increased budget progressively as efficiency held

Multi-Account Scaling

One acquisition engine → multiple accounts

Why Multi-Account?

Managed Search acquisition across multiple Google Ads accounts to support continued growth and reduce dependency on a single acquisition account.

~$781.5K documented spend across available account snapshots

Google Ads account snapshot

Account	Status	Clicks	Cost
Account 1	Eligible	19291	285691
Account 2	Eligible	10363	146021
Account 3	Eligible	8461	103078.22
Account 4	Eligible	-	92359.05
Account 5	Eligible	6178	69050.34

Diversify account-level risk.
Scale one managed search engine across multiple accounts.



Redundancy

Reduce single-account risk and policy exposure

Scale

Expand volume beyond single-account budget ceilings

Testing

Run parallel experiments without disrupting primary performance

Performance & Monitoring System

HOURLY CADENCE

Spend → Clicks → CPC → Conversions → CPA → Search Terms → **Account Decision**

DAILY CADENCE

Reporting → Team Meeting → Performance Review → Testing Plan → **Next-Day Strategy**

PRIMARY METRICS TRACKED

- Spend
- CTR
- CPC
- CVR
- CPA
- tCPA & Max Clicks
- ROAS

Note: We're paid for each 30-second call and account counts it as a conversion. Calls are converted later and fed to the accounts as qualified offline conversions

My Role

Performance Marketing at Scale

CAMPAIGN EXECUTION & MANAGEMENT

- Google Search Campaign Management
- Campaign Launches & Structure
- Search Intelligence & Optimization
- Budget & Bid Management
- Conversion Tracking & Attribution

STRATEGIC OWNERSHIP & SCALING

- Scaling & Multi-Account Management
- Performance Reporting & Daily Strategy
- Call Tracking & Attribution (Ringba)
- Revenue & Profitability Optimization
- Growth Strategy & Performance Scaling

What I Personally Own

Client identities, account identifiers, proprietary tools, and confidential business information have been omitted. Spend figures are labeled according to whether they are documented or approximate.

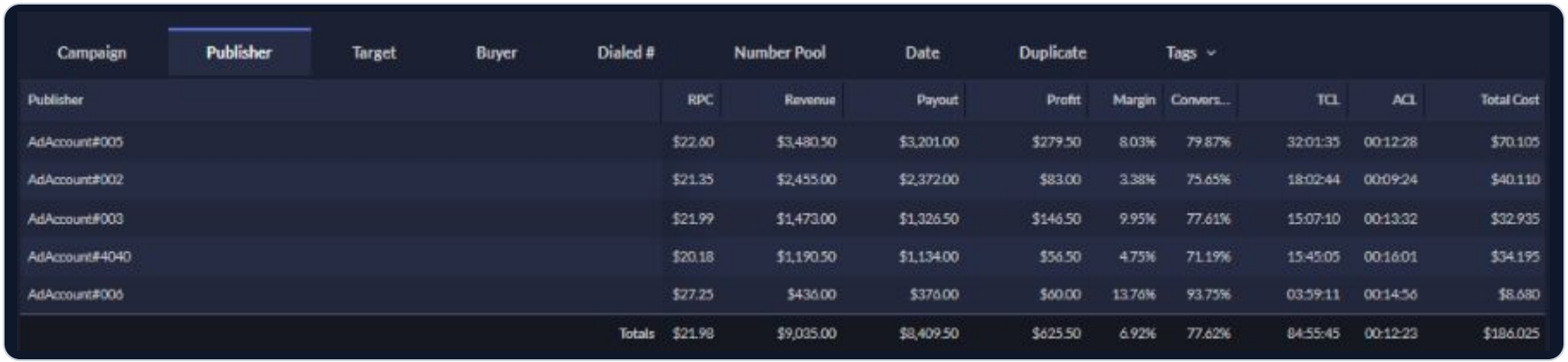
Media Buying Case Study Proof of Work

Final Expense Insurance (Top Accounts)

From $600/day acquisition to $15K+/day scale

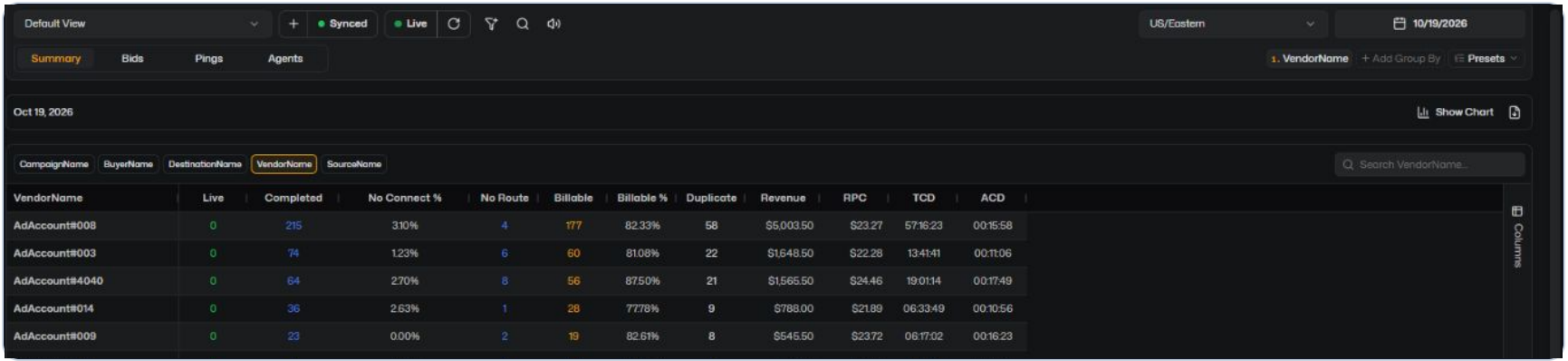
Ringba + CallGrid Per Day Revenue Stats

Daily call tracking, attribution & revenue metrics breakdown



Campaign | Publisher | Target | Buyer | Dialed # | Number Pool | Date | Duplicate | Tags

Publisher	RPC	Revenue	Payout	Profit	Margin	Convers...	TCL	ACL	Total Cost
AdAccount#005	$22.60	$3,480.50	$3,201.00	$279.50	8.03%	79.87%	32:01:35	00:12:28	$70.105
AdAccount#002	$21.35	$2,455.00	$2,372.00	$83.00	3.38%	75.65%	18:02:44	00:09:24	$40.110
AdAccount#003	$21.99	$1,473.00	$1,326.50	$146.50	9.95%	77.61%	15:07:10	00:13:32	$32.935
AdAccount#4040	$20.18	$1,190.50	$1,134.00	$56.50	4.75%	71.19%	15:45:05	00:16:01	$34.195
AdAccount#006	$27.25	$436.00	$376.00	$60.00	13.76%	93.75%	03:59:11	00:14:56	$8.680
Totals	$21.98	$9,035.00	$8,409.50	$625.50	6.92%	77.62%	84:55:45	00:12:23	$186.025



Default View | Synced | Live | US/Eastern | 10/19/2026

Summary | Bids | Pings | Agents | 1. VendorName | + Add Group By | Presets

Oct 19, 2026 | Show Chart

CampaignName | BuyerName | DestinationName | VendorName | SourceName | Search VendorName...

VendorName	Live	Completed	No Connect %	No Route	Billable	Billable %	Duplicate	Revenue	RPC	TCD	ACD
AdAccount#008	0	215	3.10%	4	177	82.33%	58	$5,003.50	$23.27	57:16:23	00:15:58
AdAccount#003	0	74	1.23%	6	60	81.08%	22	$1,648.50	$22.28	13:41:41	00:11:06
AdAccount#4040	0	64	2.70%	8	56	87.50%	21	$1,565.50	$24.46	19:01:14	00:17:49
AdAccount#014	0	36	2.63%	1	28	77.78%	9	$788.00	$21.89	06:33:49	00:10:56
AdAccount#009	0	23	0.00%	2	19	82.61%	8	$545.50	$23.72	06:17:02	00:16:23

Columns

Note: *The screenshots show revenue for October 19, 2026. On that day, spend was approximately $13,000, resulting in an ROAS above 1.3×.*

*** ACTIVE

Google Ads "Explain the difference between Search and Performance Max campaigns."

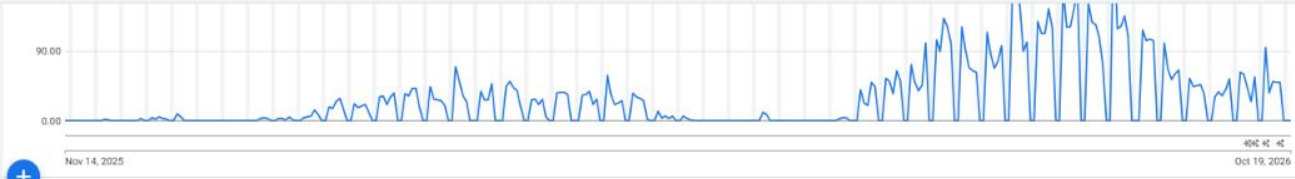
Appearance Refresh Help Notifications Ask Advisor

Create
Campaigns
Goals
Tools
Billing
Admin

Campaigns

View (2 filters) All campaigns

All time Nov 14, 2025 – Oct 19, 2026 Show last 30 days



Add filter

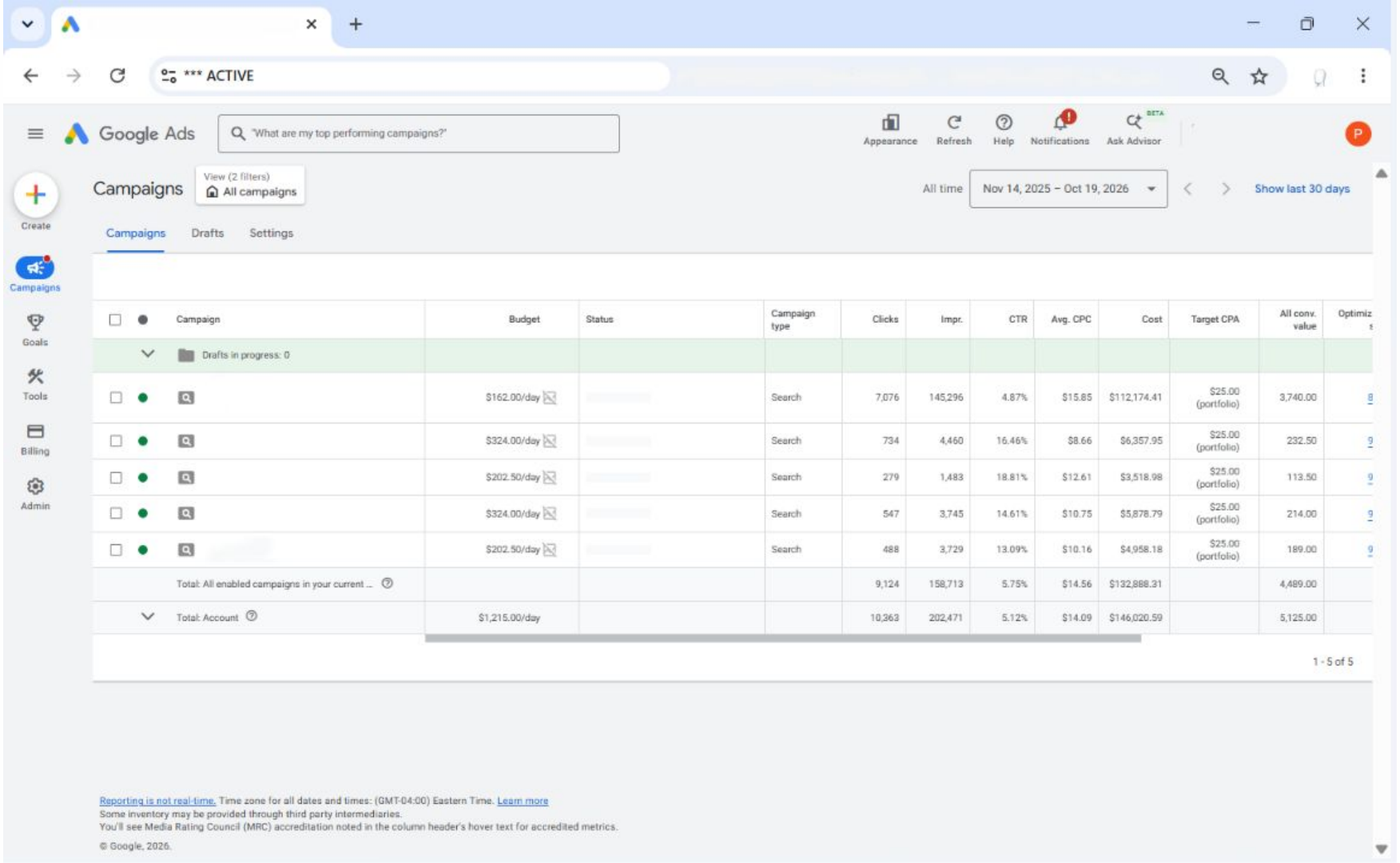
Search Segment Columns Reports Download Expand More

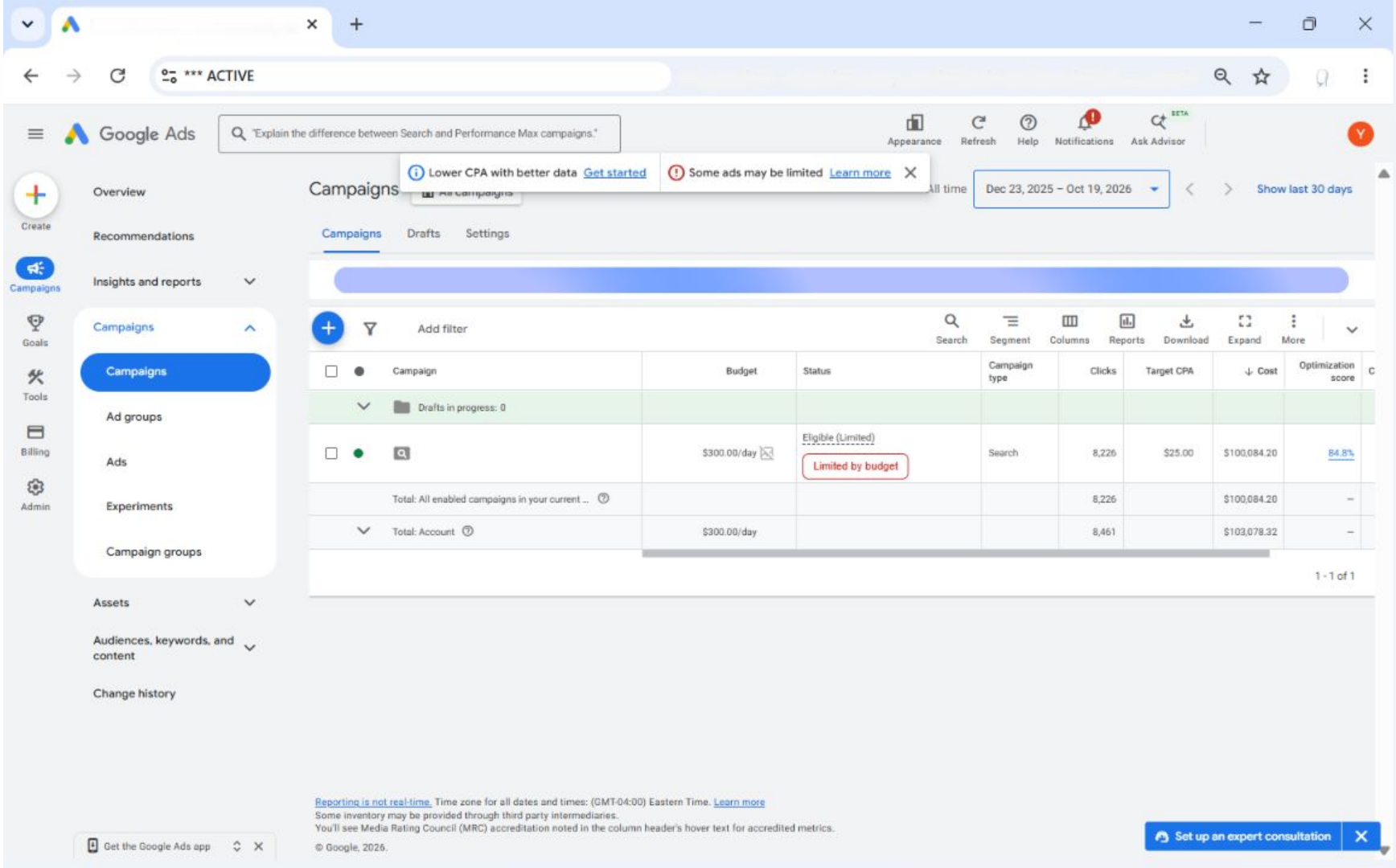
Campaign	Budget	Status	Label	Cost	Clicks	Avg. CPC	Conv. value	Conv. value / cost	All conv.	Phone calls	CTR	Op
Drafts in progress: 0												
	$450.00/day	Eligible (Limited) Limited by budget	dont touch ...	$164,592.14	10,815	$15.22	5,413.93	0.03	5,413.93	7,471	5.00%	
	$300.00/day	Eligible (Limited) Limited by target	dont touch ...	$111,867.83	7,762	$14.41	3,518.07	0.03	3,518.07	4,661	4.75%	
	$500.00/day	Eligible	Add sitelink... increased t...	$4,313.12	331	$13.03	160.00	0.04	160.00	186	7.42%	
	$150.00/day	Eligible (Limited) Limited by budget	Add sitelink...	$2,339.17	187	$12.51	93.00	0.04	93.00	59	6.72%	
	$160.00/day	Eligible (Limited) Limited by budget	Add sitelink...	$1,804.73	131	$13.78	59.00	0.03	59.00	57	7.48%	
	$100.00/day	Eligible (Limited) Limited by target	Add sitelink...	$774.44	65	$11.91	26.00	0.03	26.00	23	3.94%	
Total: All enabled campaigns in your current ...				$285,691.43	19,291	$14.81	9,270.00	0.03	9,270.00	12,457	4.94%	
Total: Account	$1,660.00/day			$285,691.43	19,291	$14.81	9,270.00	0.03	9,270.00	12,457	4.94%	
Total: Search campaigns				$285,691.43	19,291	$14.81	9,270.00	0.03	9,270.00	12,457	4.94%	

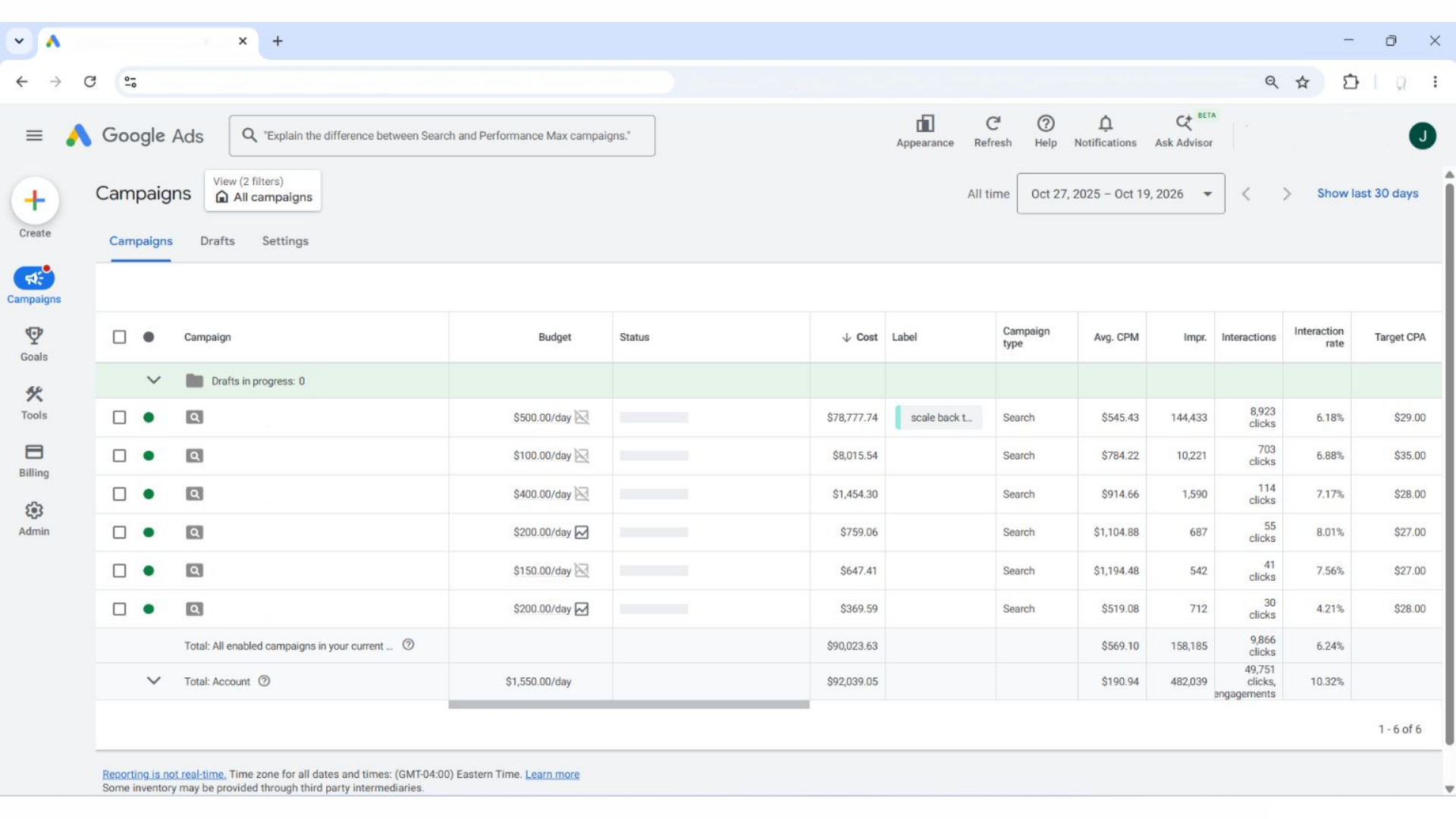
1 - 6 of 6

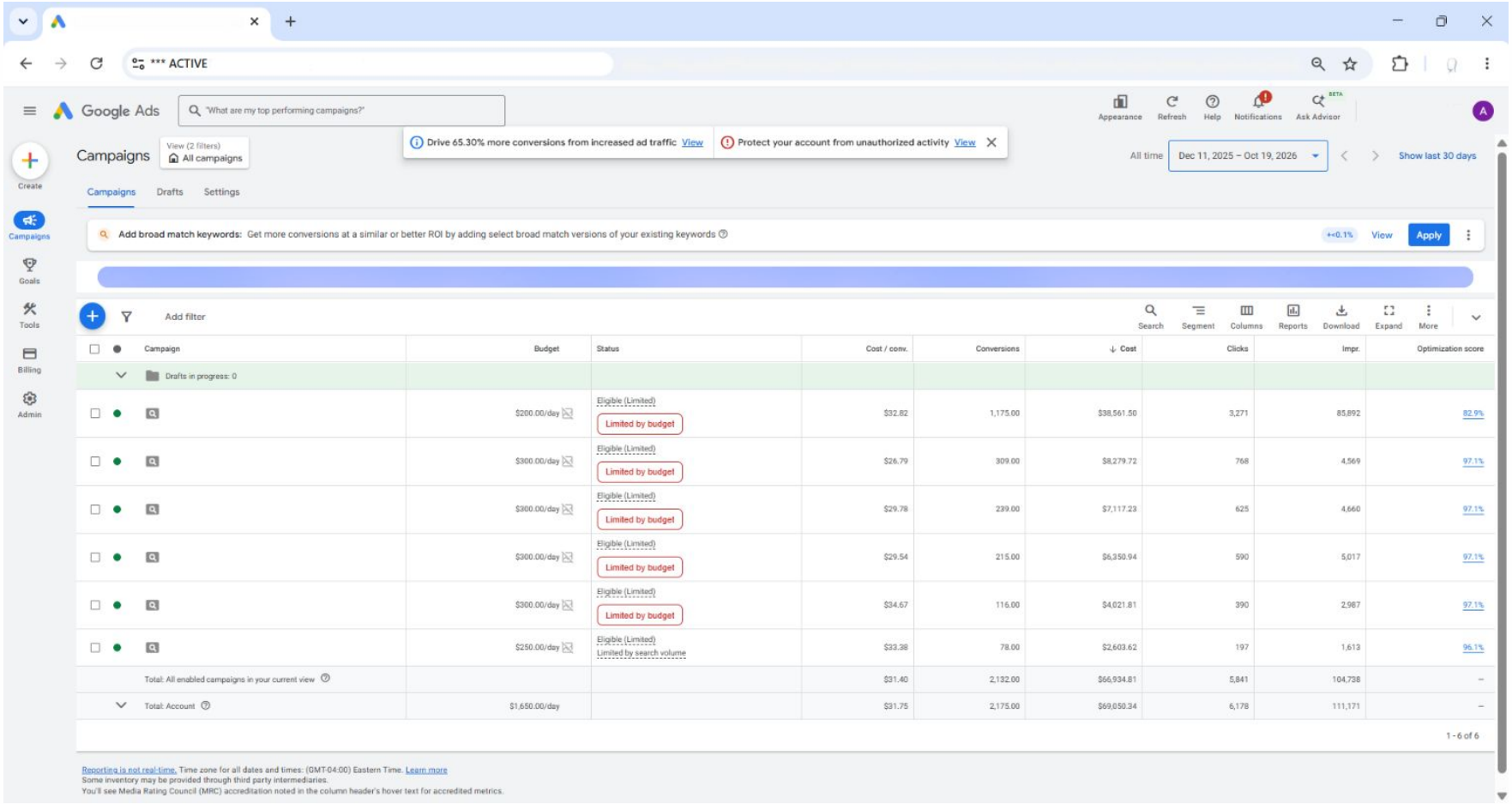
Reporting is not real-time. Time zone for all dates and times: (GMT-04:00) Eastern Time. Learn more
Some inventory may be provided through third party intermediaries.
You'll see Media Rating Council (MRC) accreditation noted in the column header's hover text for accredited metrics.

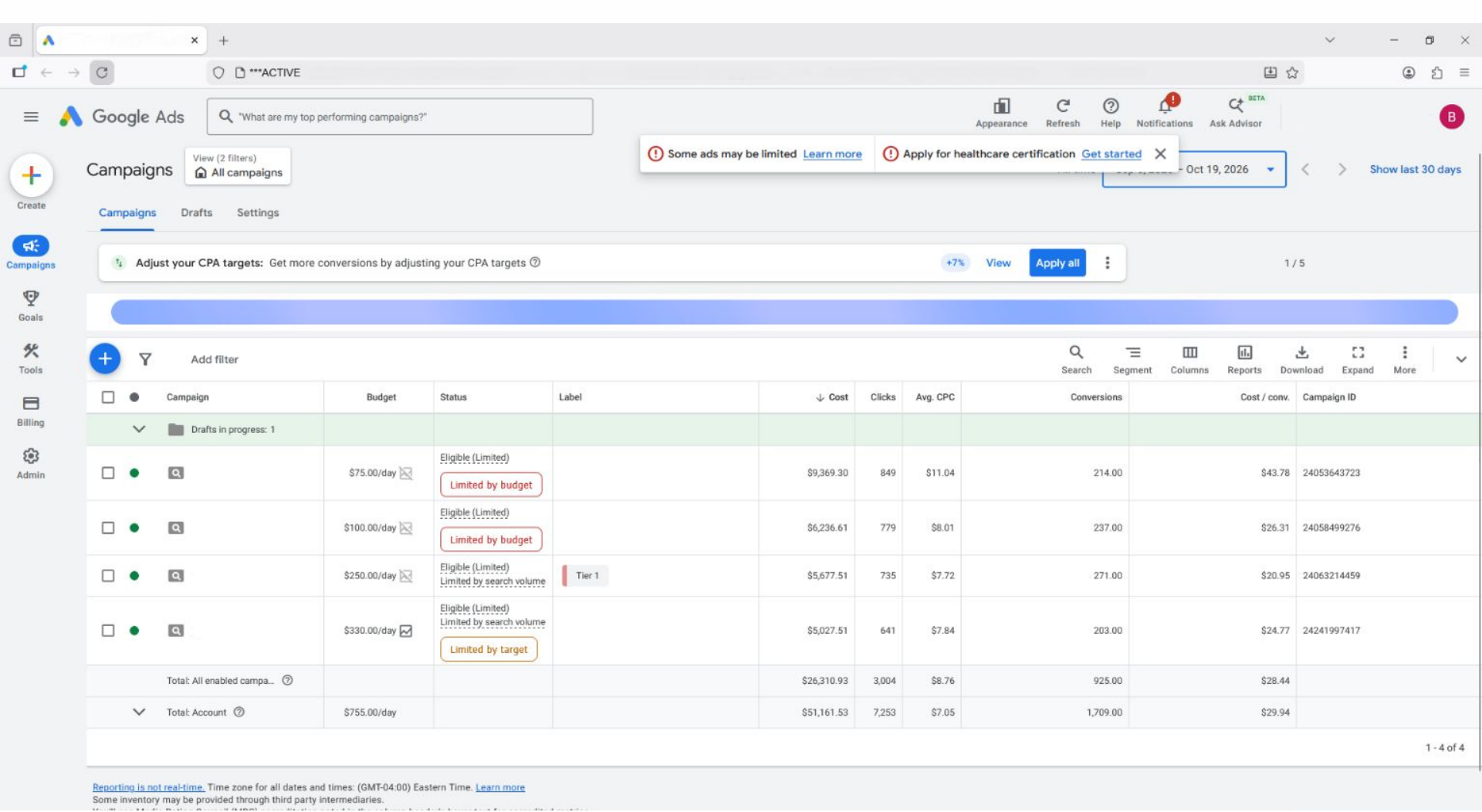
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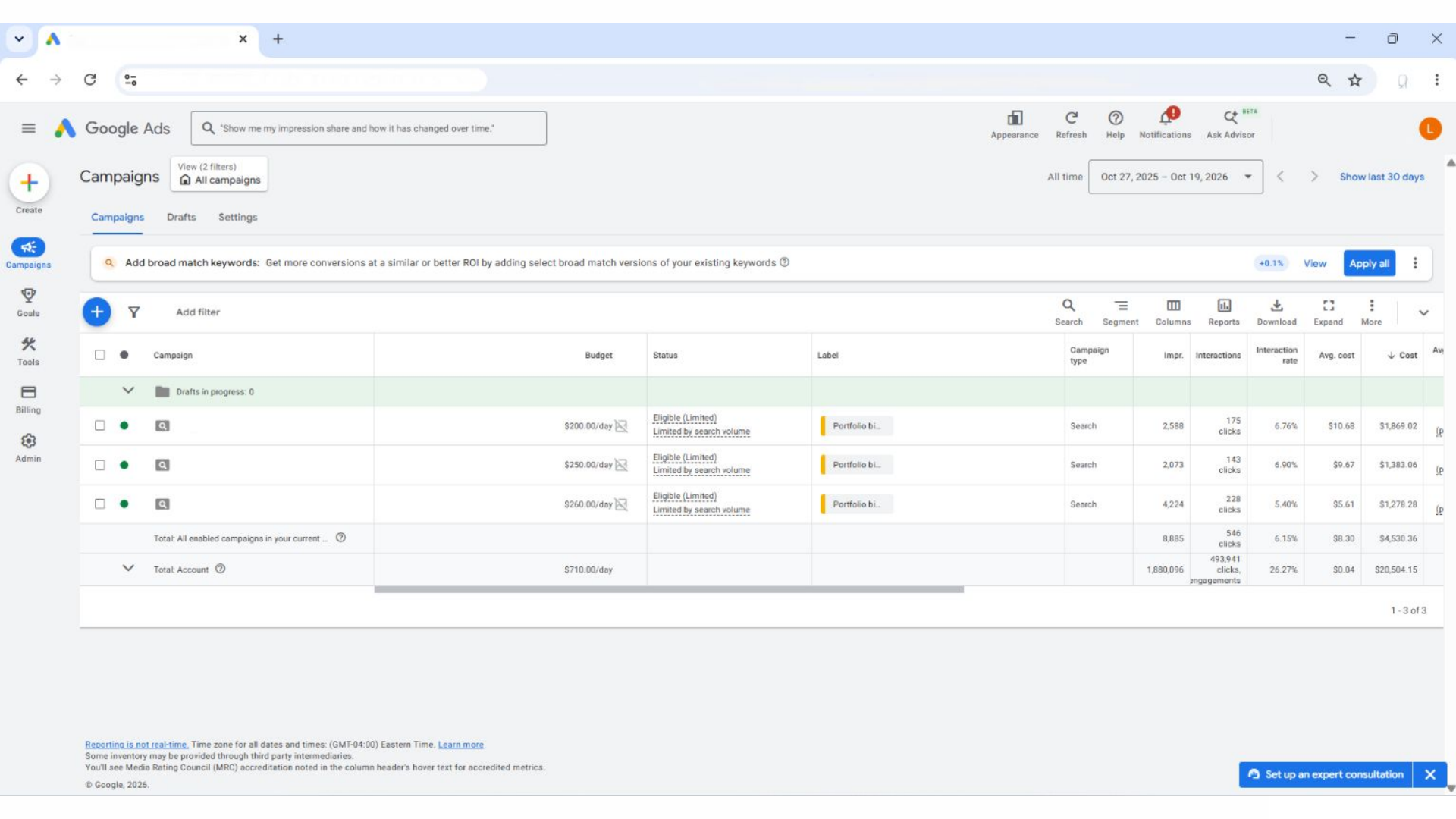

*** ACTIVE
Google Ads
"What are my top performing campaigns?"
Appearance
Refresh
Help
Notifications
Ask Advisor
Campaigns
View (2 filters)
All campaigns
All time
Nov 14, 2025 – Oct 19, 2026
Show last 30 days
Create
Campaigns
Goals
Tools
Billing
Admin
Campaigns
Drafts
Settings
Campaign
Budget
Status
Campaign type
Clicks
Impr.
CTR
Avg. CPC
Cost
Target CPA
All conv. value
Drafts in progress: 0
$162.00/day
Search
7,076
145,296
4.87%
$15.85
$112,174.41
$25.00 (portfolio)
3,740.00
$324.00/day
Search
734
4,460
16.46%
$8.66
$6,357.95
$25.00 (portfolio)
232.50
$202.50/day
Search
279
1,483
18.81%
$12.61
$3,518.98
$25.00 (portfolio)
113.50
$324.00/day
Search
547
3,745
14.61%
$10.75
$5,878.79
$25.00 (portfolio)
214.00
$202.50/day
Search
488
3,729
13.09%
$10.16
$4,958.18
$25.00 (portfolio)
189.00
Total: All enabled campaigns in your current ...
9,124
158,713
5.75%
$14.56
$132,888.31
4,489.00
Total: Account
$1,215.00/day
10,363
202,471
5.12%
$14.09
$146,020.59
5,125.00
1 - 5 of 5
Reporting is not real-time. Time zone for all dates and times: (GMT-04:00) Eastern Time. Learn more
Some inventory may be provided through third party intermediaries.
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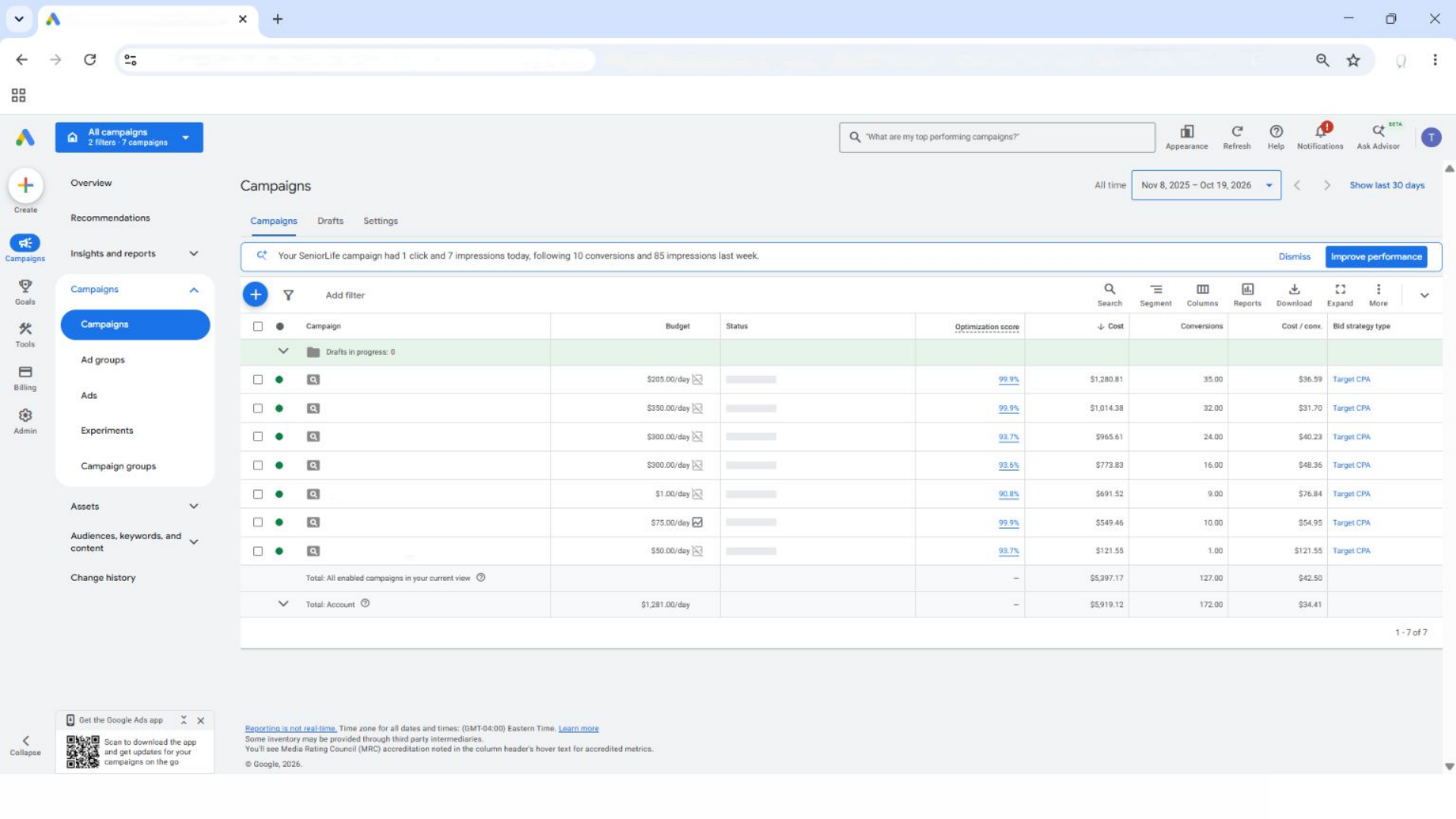

*** ACTIVE
Google Ads
"Explain the difference between Search and Performance Max campaigns."
Appearance
Refresh
Help
Notifications
Ask Advisor
Lower CPA with better data Get started
Some ads may be limited Learn more
Create
Campaigns
Goals
Tools
Billing
Admin
Overview
Recommendations
Insights and reports
Campaigns
Campaigns
Ad groups
Ads
Experiments
Campaign groups
Assets
Audiences, keywords, and content
Change history
Campaigns
All time
Dec 23, 2025 – Oct 19, 2026
Show last 30 days
Campaigns
Drafts
Settings
Add filter
Search
Segment
Columns
Reports
Download
Expand
More
Campaign
Budget
Status
Campaign type
Clicks
Target CPA
Cost
Optimization score
Drafts in progress: 0
$300.00/day
Eligible (Limited)
Limited by budget
Search
8,226
$25.00
$100,084.20
84.8%
Total: All enabled campaigns in your current ...
8,226
$100,084.20
Total: Account
$300.00/day
8,461
$103,078.32
1 - 1 of 1
Reporting is not real-time. Time zone for all dates and times: (GMT-04:00) Eastern Time. Learn more
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Get the Google Ads app
Set up an expert consultation

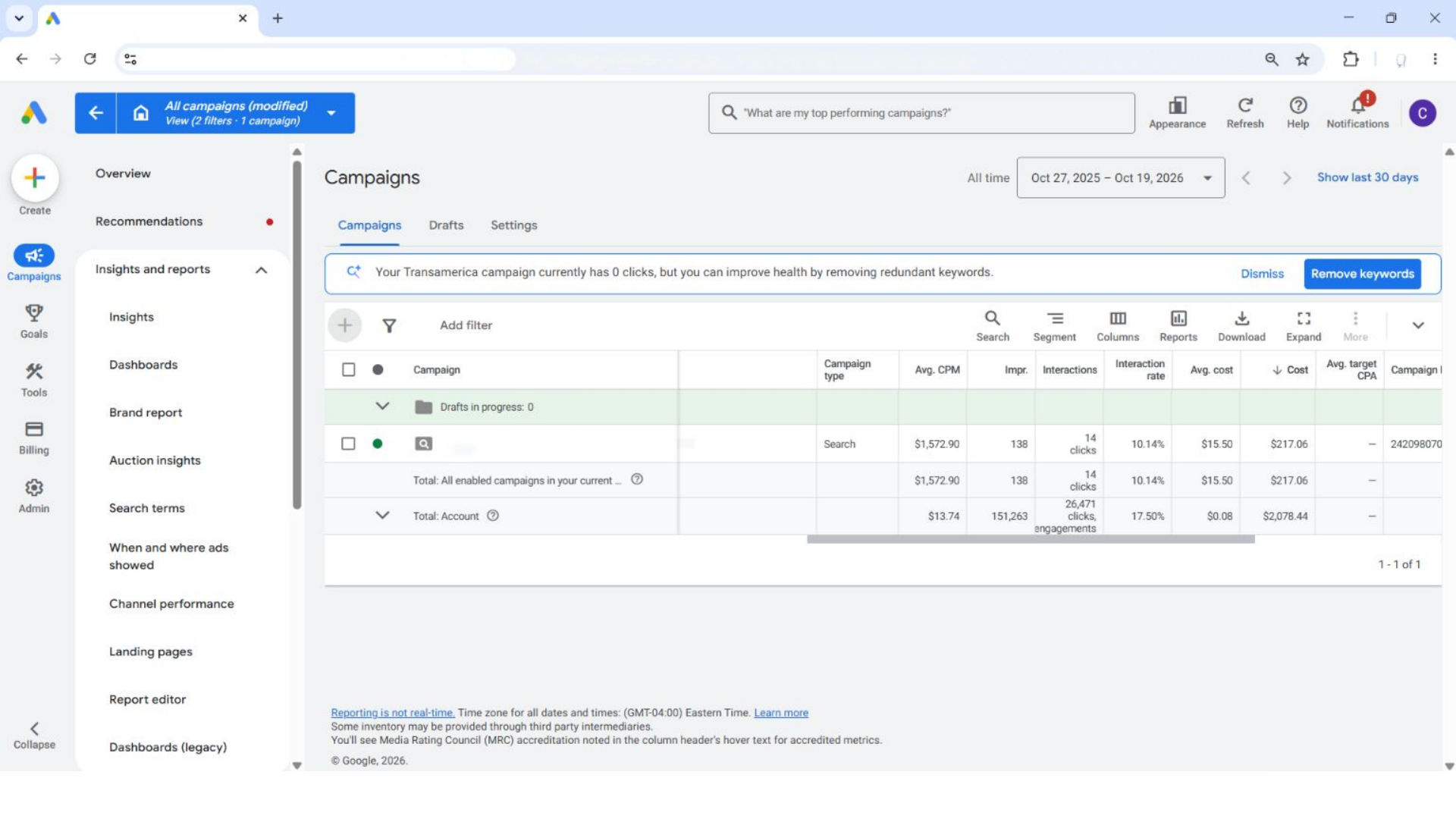

Google Ads
"Explain the difference between Search and Performance Max campaigns."
Appearance
Refresh
Help
Notifications
Ask Advisor
BETA
Create
Campaigns
Goals
Tools
Billing
Admin
Campaigns
View (2 filters)
All campaigns
All time
Oct 27, 2025 – Oct 19, 2026
Show last 30 days
Campaigns
Drafts
Settings
Campaign
Budget
Status
Cost
Label
Campaign type
Avg. CPM
Impr.
Interactions
Interaction rate
Target CPA
Drafts in progress: 0
$500.00/day
$78,777.74
scale back t...
Search
$545.43
144,433
8,923 clicks
6.18%
$29.00
$100.00/day
$8,015.54
Search
$784.22
10,221
703 clicks
6.88%
$35.00
$400.00/day
$1,454.30
Search
$914.66
1,590
114 clicks
7.17%
$28.00
$200.00/day
$759.06
Search
$1,104.88
687
55 clicks
8.01%
$27.00
$150.00/day
$647.41
Search
$1,194.48
542
41 clicks
7.56%
$27.00
$200.00/day
$369.59
Search
$519.08
712
30 clicks
4.21%
$28.00
Total: All enabled campaigns in your current ...
$90,023.63
$569.10
158,185
9,866 clicks
6.24%
Total: Account
$1,550.00/day
$92,039.05
$190.94
482,039
49,751 clicks, engagements
10.32%
1 - 6 of 6
Reporting is not real-time. Time zone for all dates and times: (GMT-04:00) Eastern Time. Learn more
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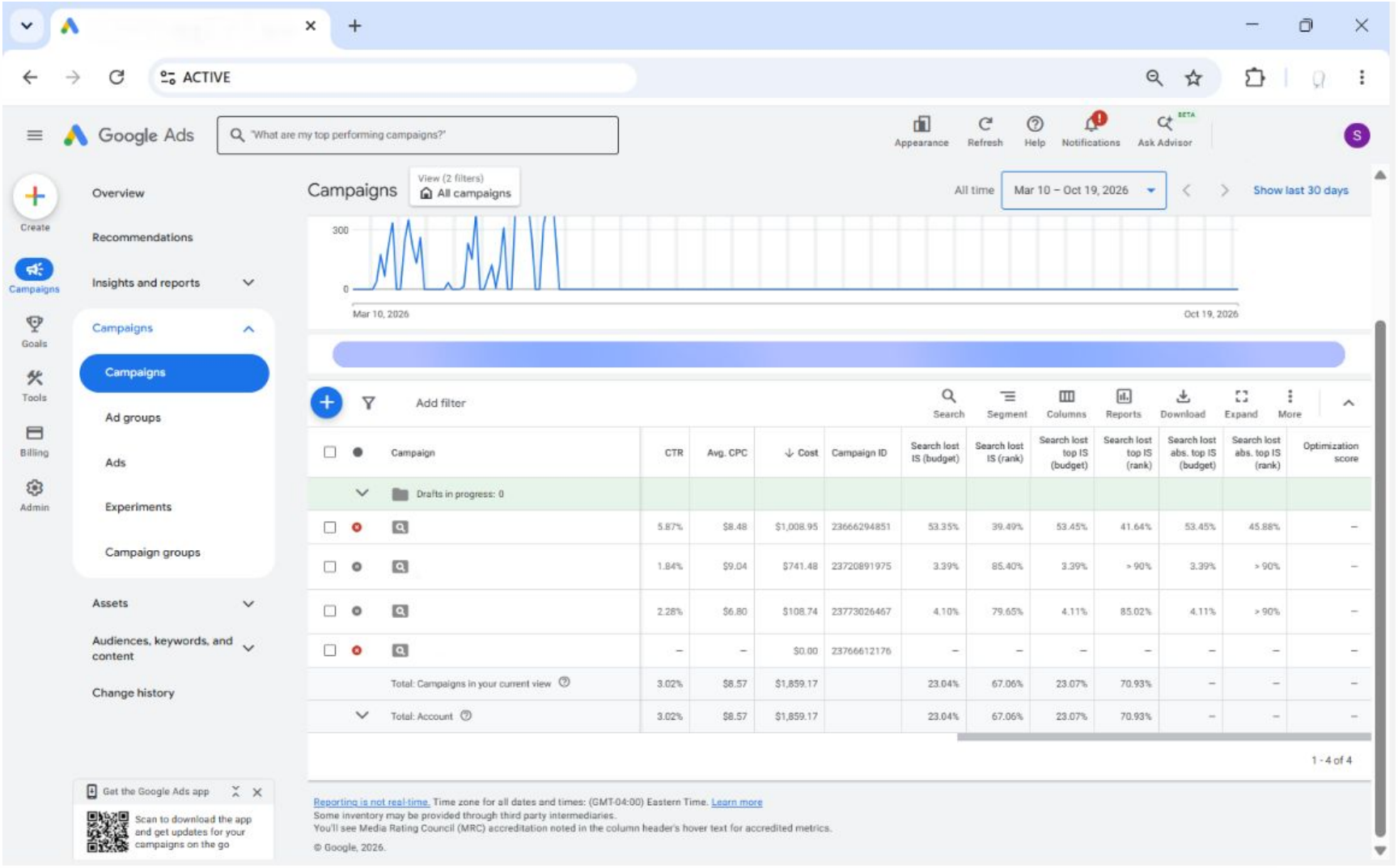

*** ACTIVE
Google Ads
"What are my top performing campaigns?"
Appearance
Refresh
Help
Notifications
Ask Advisor
Drive 65.30% more conversions from increased ad traffic View
Protect your account from unauthorized activity View
Campaigns
View (2 filters)
All campaigns
All time
Dec 11, 2025 – Oct 19, 2026
Show last 30 days
Create
Campaigns
Goals
Tools
Billing
Admin
Campaigns
Drafts
Settings
Add broad match keywords: Get more conversions at a similar or better ROI by adding select broad match versions of your existing keywords
+0.1%
View
Apply
Add filter
Search
Segment
Columns
Reports
Download
Expand
More
Campaign
Budget
Status
Cost / conv.
Conversions
Cost
Clicks
Impr.
Optimization score
Drafts in progress: 0
$200.00/day
Eligible (Limited)
Limited by budget
$32.82
1,175.00
$38,561.50
3,271
85,892
82.9%
$300.00/day
Eligible (Limited)
Limited by budget
$26.79
309.00
$8,279.72
768
4,569
97.1%
$300.00/day
Eligible (Limited)
Limited by budget
$29.78
239.00
$7,117.23
625
4,660
97.1%
$300.00/day
Eligible (Limited)
Limited by budget
$29.54
215.00
$6,350.94
590
5,017
97.1%
$300.00/day
Eligible (Limited)
Limited by budget
$34.67
116.00
$4,021.81
390
2,987
97.1%
$250.00/day
Eligible (Limited)
Limited by search volume
$33.38
78.00
$2,603.62
197
1,613
96.1%
Total: All enabled campaigns in your current view
$31.40
2,132.00
$66,934.81
5,841
104,738
–
Total: Account
$1,650.00/day
$31.75
2,175.00
$69,050.34
6,178
111,171
–
1 - 6 of 6
Reporting is not real-time. Time zone for all dates and times: (GMT-04:00) Eastern Time. Learn more
Some inventory may be provided through third party intermediaries.
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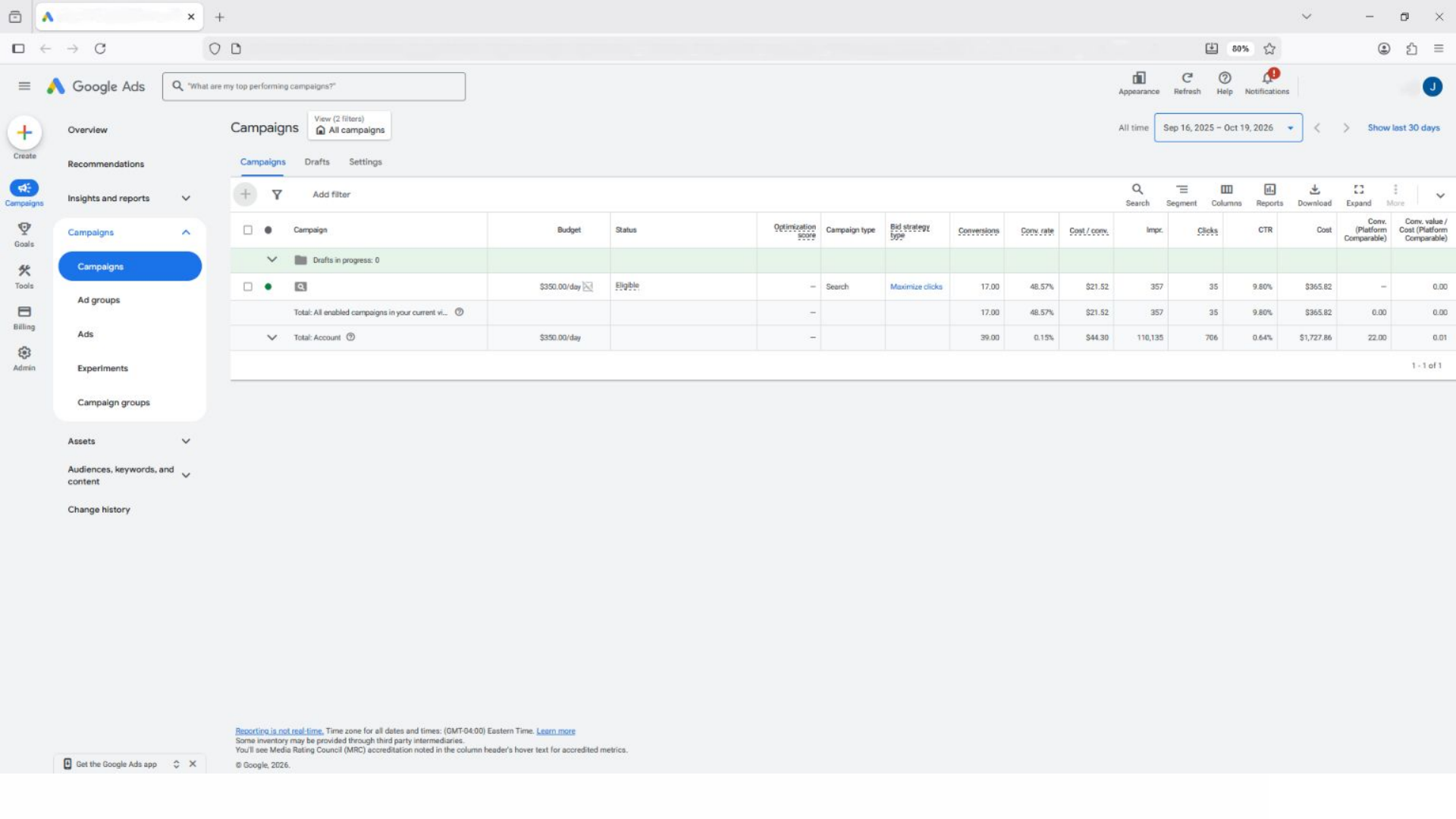

***ACTIVE
Google Ads
"What are my top performing campaigns?"
Appearance
Refresh
Help
Notifications
Ask Advisor
BETA
Some ads may be limited Learn more
Apply for healthcare certification Get started
Campaigns
View (2 filters)
All campaigns
Oct 19, 2026
Show last 30 days
Create
Campaigns
Goals
Tools
Billing
Admin
Campaigns
Drafts
Settings
Adjust your CPA targets: Get more conversions by adjusting your CPA targets
+7%
View
Apply all
1 / 5
Add filter
Search
Segment
Columns
Reports
Download
Expand
More
Campaign
Budget
Status
Label
Cost
Clicks
Avg. CPC
Conversions
Cost / conv.
Campaign ID
Drafts in progress: 1
$75.00/day
Eligible (Limited)
Limited by budget
$9,369.30
849
$11.04
214.00
$43.78
24053643723
$100.00/day
Eligible (Limited)
Limited by budget
$6,236.61
779
$8.01
237.00
$26.31
24058499276
$250.00/day
Eligible (Limited)
Limited by search volume
Tier 1
$5,677.51
735
$7.72
271.00
$20.95
24063214459
$330.00/day
Eligible (Limited)
Limited by search volume
Limited by target
$5,027.51
641
$7.84
203.00
$24.77
24241997417
Total: All enabled campa...
$26,310.93
3,004
$8.76
925.00
$28.44
Total: Account
$755.00/day
$51,161.53
7,253
$7.05
1,709.00
$29.94
1 - 4 of 4
Reporting is not real-time. Time zone for all dates and times: (GMT-04:00) Eastern Time. Learn more
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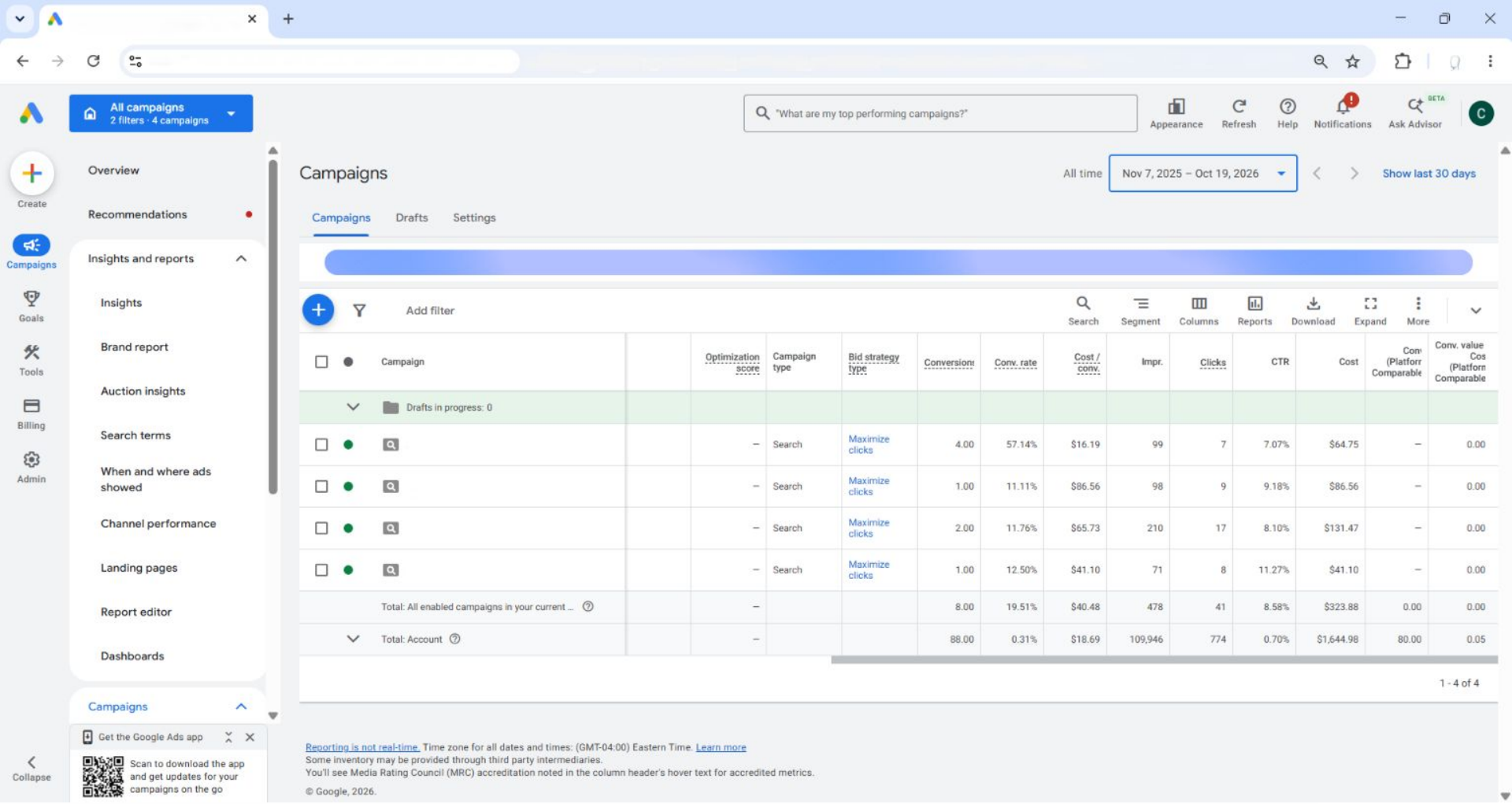

Google Ads
"Show me my impression share and how it has changed over time."
Appearance
Refresh
Help
Notifications
Ask Advisor
Create
Campaigns
Goals
Tools
Billing
Admin
Campaigns
View (2 filters)
All campaigns
All time
Oct 27, 2025 – Oct 19, 2026
Show last 30 days
Campaigns
Drafts
Settings
Add broad match keywords: Get more conversions at a similar or better ROI by adding select broad match versions of your existing keywords
+0.1%
View
Apply all
Add filter
Search
Segment
Columns
Reports
Download
Expand
More
Campaign
Budget
Status
Label
Campaign type
Impr.
Interactions
Interaction rate
Avg. cost
Cost
Drafts in progress: 0
$200.00/day
Eligible (Limited)
Limited by search volume
Portfolio bi...
Search
2,588
175 clicks
6.76%
$10.68
$1,869.02
$250.00/day
Eligible (Limited)
Limited by search volume
Portfolio bi...
Search
2,073
143 clicks
6.90%
$9.67
$1,383.06
$260.00/day
Eligible (Limited)
Limited by search volume
Portfolio bi...
Search
4,224
228 clicks
5.40%
$5.61
$1,278.28
Total: All enabled campaigns in your current ...
8,885
546 clicks
6.15%
$8.30
$4,530.36
Total: Account
$710.00/day
1,880,096
493,941 clicks, engagements
26.27%
$0.04
$20,504.15
1 - 3 of 3
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Set up an expert consultation

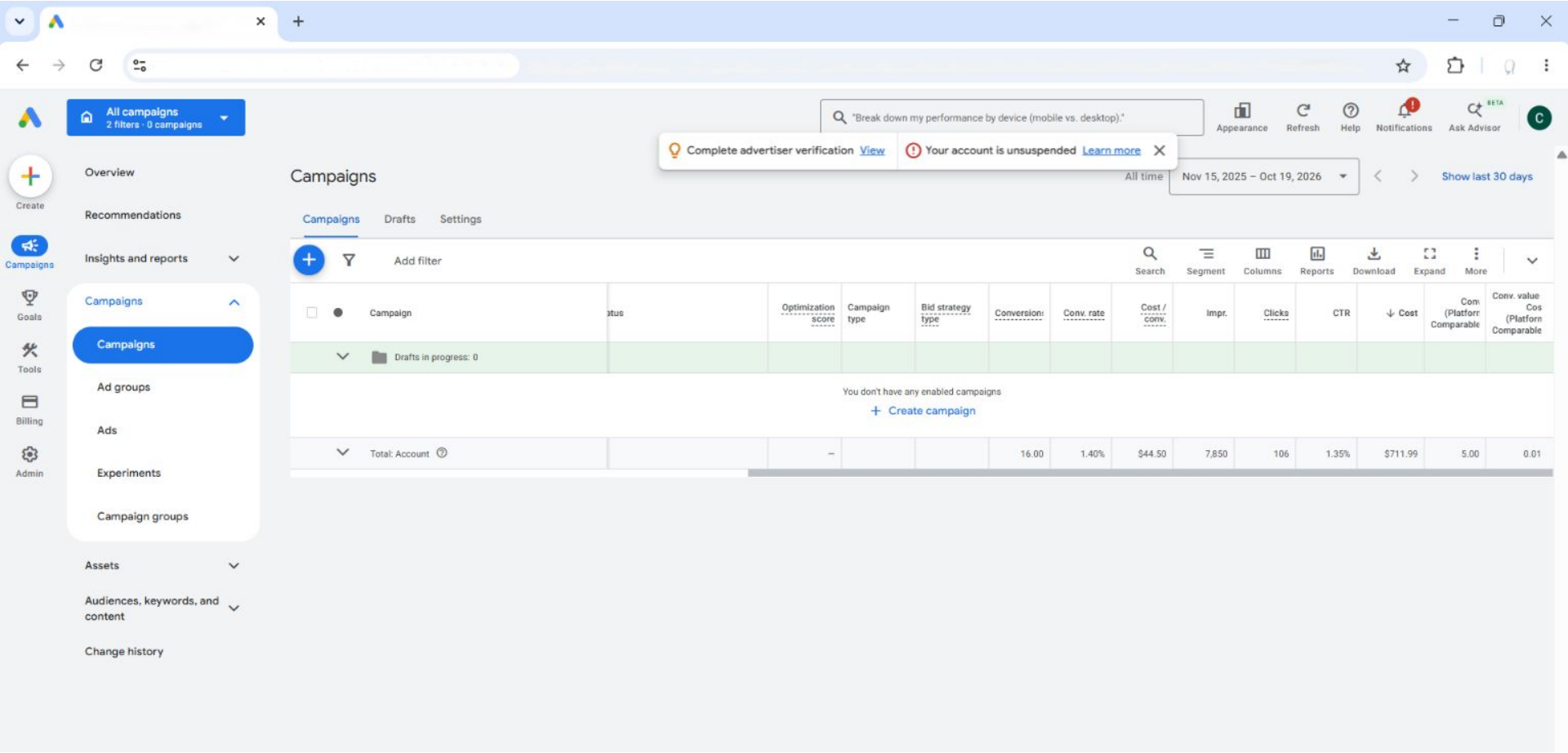

All campaigns
2 filters · 7 campaigns
"What are my top performing campaigns?"
Appearance
Refresh
Help
Notifications
Ask Advisor
Create
Campaigns
Goals
Tools
Billing
Admin
Overview
Recommendations
Insights and reports
Campaigns
Campaigns
Ad groups
Ads
Experiments
Campaign groups
Assets
Audiences, keywords, and content
Change history
Collapse
Campaigns
All time
Nov 8, 2025 – Oct 19, 2026
Show last 30 days
Campaigns
Drafts
Settings
Your SeniorLife campaign had 1 click and 7 impressions today, following 10 conversions and 85 impressions last week.
Dismiss
Improve performance
Add filter
Search
Segment
Columns
Reports
Download
Expand
More
Campaign
Budget
Status
Optimization score
Cost
Conversions
Cost / conv.
Bid strategy type
Drafts in progress: 0
$205.00/day
99.9%
$1,280.81
35.00
$36.59
Target CPA
$350.00/day
99.9%
$1,014.38
32.00
$31.70
Target CPA
$300.00/day
93.7%
$965.61
24.00
$40.23
Target CPA
$300.00/day
93.6%
$773.83
16.00
$48.36
Target CPA
$1.00/day
90.8%
$691.52
9.00
$76.84
Target CPA
$75.00/day
99.9%
$549.46
10.00
$54.95
Target CPA
$50.00/day
93.7%
$121.55
1.00
$121.55
Target CPA
Total: All enabled campaigns in your current view
–
$5,397.17
127.00
$42.50
Total: Account
$1,281.00/day
–
$5,919.12
172.00
$34.41
1 - 7 of 7
Get the Google Ads app
Scan to download the app and get updates for your campaigns on the go
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All campaigns (modified)
View (2 filters · 1 campaign)
"What are my top performing campaigns?"
Appearance
Refresh
Help
Notifications
Create
Campaigns
Goals
Tools
Billing
Admin
Collapse
Overview
Recommendations
Insights and reports
Insights
Dashboards
Brand report
Auction insights
Search terms
When and where ads showed
Channel performance
Landing pages
Report editor
Dashboards (legacy)
Campaigns
All time
Oct 27, 2025 – Oct 19, 2026
Show last 30 days
Campaigns
Drafts
Settings
Your Transamerica campaign currently has 0 clicks, but you can improve health by removing redundant keywords.
Dismiss
Remove keywords
Add filter
Search
Segment
Columns
Reports
Download
Expand
More
Campaign
Campaign type
Avg. CPM
Impr.
Interactions
Interaction rate
Avg. cost
Cost
Avg. target CPA
Campaign
Drafts in progress: 0
Search
$1,572.90
138
14 clicks
10.14%
$15.50
$217.06
–
242098070
Total: All enabled campaigns in your current ...
$1,572.90
138
14 clicks
10.14%
$15.50
$217.06
–
Total: Account
$13.74
151,263
26,471 clicks, engagements
17.50%
$0.08
$2,078.44
–
1 - 1 of 1
Reporting is not real-time. Time zone for all dates and times: (GMT-04:00) Eastern Time. Learn more
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ACTIVE
Google Ads
"What are my top performing campaigns?"
Appearance
Refresh
Help
Notifications
Ask Advisor
Create
Campaigns
Goals
Tools
Billing
Admin
Overview
Recommendations
Insights and reports
Campaigns
Campaigns
Ad groups
Ads
Experiments
Campaign groups
Assets
Audiences, keywords, and content
Change history
Campaigns
View (2 filters)
All campaigns
All time
Mar 10 – Oct 19, 2026
Show last 30 days
300
0
Mar 10, 2026
Oct 19, 2026
Add filter
Search
Segment
Columns
Reports
Download
Expand
More
Campaign
CTR
Avg. CPC
Cost
Campaign ID
Search lost IS (budget)
Search lost IS (rank)
Search lost top IS (budget)
Search lost top IS (rank)
Search lost abs. top IS (budget)
Search lost abs. top IS (rank)
Optimization score
Drafts in progress: 0
5.87% $8.48 $1,008.95 23666294851 53.35% 39.49% 53.45% 41.64% 53.45% 45.88% –
1.84% $9.04 $741.48 23720891975 3.39% 85.40% 3.39% > 90% 3.39% > 90% –
2.28% $6.80 $108.74 23773026467 4.10% 79.65% 4.11% 85.02% 4.11% > 90% –
– – $0.00 23766612176 – – – – – – –
Total: Campaigns in your current view
3.02% $8.57 $1,859.17 23.04% 67.06% 23.07% 70.93% – – –
Total: Account
3.02% $8.57 $1,859.17 23.04% 67.06% 23.07% 70.93% – – –
1 - 4 of 4
Get the Google Ads app
Scan to download the app and get updates for your campaigns on the go
Reporting is not real-time. Time zone for all dates and times: (GMT-04:00) Eastern Time. Learn more
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Google Ads
"What are my top performing campaigns?"
Appearance
Refresh
Help
Notifications
Create
Campaigns
Goals
Tools
Billing
Admin
Overview
Recommendations
Insights and reports
Campaigns
Campaigns
Ad groups
Ads
Experiments
Campaign groups
Assets
Audiences, keywords, and content
Change history
Campaigns
View (2 filters)
All campaigns
All time
Sep 16, 2025 – Oct 19, 2026
Show last 30 days
Campaigns
Drafts
Settings
Add filter
Search
Segment
Columns
Reports
Download
Expand
More
Campaign
Budget
Status
Optimization score
Campaign type
Bid strategy type
Conversions
Conv. rate
Cost / conv.
Impr.
Clicks
CTR
Cost
Conv. (Platform Comparable)
Conv. value / Cost (Platform Comparable)
Drafts in progress: 0
$350.00/day
Eligible
–
Search
Maximize clicks
17.00
48.57%
$21.52
357
35
9.80%
$365.82
–
0.00
Total: All enabled campaigns in your current vi...
–
17.00
48.57%
$21.52
357
35
9.80%
$365.82
0.00
0.00
Total: Account
$350.00/day
–
39.00
0.15%
$44.30
110,135
706
0.64%
$1,727.86
22.00
0.01
1 - 1 of 1
Reporting is not real-time. Time zone for all dates and times: (GMT-04:00) Eastern Time. Learn more
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Get the Google Ads app


All campaigns
2 filters · 4 campaigns
"What are my top performing campaigns?"
Appearance
Refresh
Help
Notifications
Ask Advisor
Create
Campaigns
Goals
Tools
Billing
Admin
Overview
Recommendations
Insights and reports
Insights
Brand report
Auction insights
Search terms
When and where ads showed
Channel performance
Landing pages
Report editor
Dashboards
Campaigns
Get the Google Ads app
Scan to download the app and get updates for your campaigns on the go
Collapse
Campaigns
All time
Nov 7, 2025 – Oct 19, 2026
Show last 30 days
Campaigns
Drafts
Settings
Add filter
Search
Segment
Columns
Reports
Download
Expand
More
Campaign
Optimization score
Campaign type
Bid strategy type
Conversions
Conv. rate
Cost / conv.
Impr.
Clicks
CTR
Cost
Conv. value
Drafts in progress: 0
Search
Maximize clicks
4.00
57.14%
$16.19
99
7
7.07%
$64.75
0.00
Search
Maximize clicks
1.00
11.11%
$86.56
98
9
9.18%
$86.56
0.00
Search
Maximize clicks
2.00
11.76%
$65.73
210
17
8.10%
$131.47
0.00
Search
Maximize clicks
1.00
12.50%
$41.10
71
8
11.27%
$41.10
0.00
Total: All enabled campaigns in your current ...
8.00
19.51%
$40.48
478
41
8.58%
$323.88
0.00
0.00
Total: Account
88.00
0.31%
$18.69
109,946
774
0.70%
$1,644.98
80.00
0.05
1 - 4 of 4
Reporting is not real-time. Time zone for all dates and times: (GMT-04:00) Eastern Time. Learn more
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All campaigns
2 filters · 0 campaigns
"Break down my performance by device (mobile vs. desktop)."
Appearance
Refresh
Help
Notifications
Ask Advisor
Complete advertiser verification View
Your account is unsuspended Learn more
Create
Campaigns
Goals
Tools
Billing
Admin
Overview
Recommendations
Insights and reports
Campaigns
Campaigns
Ad groups
Ads
Experiments
Campaign groups
Assets
Audiences, keywords, and content
Change history
Campaigns
All time
Nov 15, 2025 – Oct 19, 2026
Show last 30 days
Campaigns
Drafts
Settings
Add filter
Search
Segment
Columns
Reports
Download
Expand
More
Campaign
Optimization score
Campaign type
Bid strategy type
Conversions
Conv. rate
Cost / conv.
Impr.
Clicks
CTR
Cost
Conv. value (Platform Comparable
Drafts in progress: 0
You don't have any enabled campaigns
Create campaign
Total: Account
16.00
1.40%
$44.50
7,850
106
1.35%
$711.99
5.00
0.01