

# Google Ads Lead Gen Account Structure

## Search Campaign

Overview		CAMPAIGNS		AUCTION INSIGHTS		Custom Apr 5, 2017 - Jan 9, 2019										
Recommendations		Campaign status: All but removed; Status: Eligible, Eligible (Learning), + 3 more		Add filter		Find campaigns										
Campaigns		Campaign		Budget	Status	Bid strategy type	Interactions	Impr.	Interaction rate	Avg. cost	Avg. pos.	Cost	Conversions	Cost / conv.	Conv. rate	All conv. value
Ads & extensions		<input type="checkbox"/>	**LP - TM- General	\$1,800.00	Eligible	Manual CPC	94,765 clicks	509,906	18.58%	\$4.88	1.4	\$462,359.93	28,273.00	\$16.35	29.84%	9,081.00
Landing pages		<input type="checkbox"/>	**LP - NonTM- Competitor	\$250.00	Eligible	Manual CPC	6,508 clicks	231,225	2.81%	\$5.06	3.2	\$32,956.68	1,301.00	\$25.33	19.99%	194.00
Keywords		<input type="checkbox"/>	**LP - NonTM- Competitor	\$250.00	Eligible	Manual CPC	4,372 clicks	190,098	2.30%	\$7.10	3.4	\$31,056.98	1,189.00	\$26.12	27.20%	231.00
Dynamic ad targets		<input type="checkbox"/>	**LP - NonTM	\$167.00	Eligible	Manual CPC	2,438 clicks	28,914	8.43%	\$4.54	1.7	\$11,072.19	481.00	\$23.02	19.73%	174.00
Audiences		<input type="checkbox"/>	**LP - NonTM	\$50.00	Eligible	Manual CPC	1,207 clicks	52,051	2.32%	\$2.73	4.4	\$3,290.26	169.00	\$19.47	14.00%	14.00
Demographics		Total: Filtered campaigns					109,290 clicks	1,012,194	10.80%	\$4.95	2.3	\$540,736.04	31,413.00	\$17.21	28.75%	9,694.00
Topics		Total: Account		\$2,517.00			135,050 clicks	2,508,706	5.38%	\$5.08	3.3	\$685,688.02	35,745.00	\$19.18	26.47%	10,964.00
Placements		Total: Search campaigns					135,050 clicks	2,508,706	5.38%	\$5.08	3.3	\$685,688.02	35,745.00	\$19.18	26.47%	10,964.00
Settings		Total: Display campaigns					0	0	-	-	-	\$0.00	0.00	\$0.00	0.00%	0.00

## Ad Group

Recommendations		AD GROUPS		AUCTION INSIGHTS		Custom Aug 9, 2017 - Jan 9, 2019									
Ad groups		Ad group status: All but removed; Status: Eligible, Eligible (Limited), + 3 more		Add filter		Find ad groups									
Ads & extensions		Ad group		Status	Default max. CPC	Ad group type	Clicks	Impr.	CTR	Avg. CPC	Cost	Conversions	Cost / conv.	Conv. rate	
Landing pages		Total: Filtered ad groups					5,239	182,355	2.87%	\$5.15	\$26,977.78	934.00	\$28.88	17.83%	
Keywords		<input type="checkbox"/>	Eligible	\$5.63	Standard	3,009	109,484	2.75%	\$4.29	\$12,908.18	480.00	\$26.89	15.95%		
Audiences		<input type="checkbox"/>	Eligible	\$5.30	Standard	1,384	46,234	2.99%	\$6.28	\$8,695.49	282.00	\$30.84	20.38%		
Demographics		<input type="checkbox"/>	Eligible	\$4.49	Standard	782	23,803	3.29%	\$6.49	\$5,072.30	169.00	\$30.01	21.61%		
Settings		<input type="checkbox"/>	Eligible	\$6.54	Standard	61	2,493	2.45%	\$4.59	\$279.78	3.00	\$93.26	4.92%		

## Keyword Match Types

Recommendations													
<span>+</span> Find keywords <span>FILTER</span> <span>SEGMENT</span> <span>COLUMNS</span> <span>REPORTS</span> <span>DOWNLOAD</span> <span>EXPAND</span> <span>MORE</span>													
<span>KEYWORD STATUS: All enabled</span> <span>ADD FILTER</span>													
	Keyword	Campaign	Ad group	Status	Max. CPC	Impr.	Interactions	Interaction rate	Cost	Conversions	Cost / conv.	All conv. value	
Total: All enabled keywords							801,291	14,036 clicks	1.75%	\$11,283.61	126.00	\$89.55	245,902.97
<input type="checkbox"/>		**		Eligible	\$1.00 <input checked="" type="checkbox"/>	1,716	748 clicks	43.59%	\$192.36	36.00	\$5.34	75,054.75	
<input type="checkbox"/>		**		Eligible	auto: \$0.75	27,315	688 clicks	2.52%	\$761.92	4.00	\$190.48	12,565.00	
<input type="checkbox"/>		**		Campaign paused	auto: \$0.85	16,825	624 clicks	3.71%	\$712.02	7.00	\$101.72	15,465.00	
<input type="checkbox"/>		**		Eligible	auto: \$0.52	80,779	606 clicks	0.75%	\$700.83	0.00	\$0.00	0.00	
<input type="checkbox"/>		**		Eligible	auto: \$0.75	18,060	507 clicks	2.81%	\$554.52	3.00	\$184.84	8,134.71	
<input type="checkbox"/>		**		Eligible	\$1.00 <input checked="" type="checkbox"/>	1,022	503 clicks	49.22%	\$171.10	44.00	\$3.89	81,081.43	
<input type="checkbox"/>		**		Eligible	auto: \$0.74	44,480	433 clicks	0.97%	\$221.10	1.00	\$221.10	1,295.00	
<input type="checkbox"/>		**		Eligible	auto: \$0.52	35,251	392 clicks	1.11%	\$439.95	0.00	\$0.00	0.00	
<input type="checkbox"/>		**		Eligible	auto: \$0.75	12,922	387 clicks	2.99%	\$403.89	1.00	\$403.89	4,440.00	
<input type="checkbox"/>		**		Eligible	auto: \$0.74	36,657	385 clicks	1.05%	\$193.81	0.00	\$0.00	0.00	
<input type="checkbox"/>		**		Campaign paused	auto: \$1.74	22,981	239 clicks	1.04%	\$250.63	0.00	\$0.00	0.00	
<input type="checkbox"/>		**		Campaign paused	auto: \$0.85	6,049	228 clicks	3.77%	\$263.60	2.00	\$131.80	80.00	
<input type="checkbox"/>		**		Eligible	auto: \$0.55	38,566	224 clicks	0.58%	\$109.85	0.00	\$0.00	0.00	