

Google Ads Campaign Setup and Management

This screenshot shows the Google Ads Overview page for a Performance Max campaign. The campaign is enabled, with a status of "Some asset groups limited by policy". The budget is €201.73/day, and the optimization score is 98.7%. The date range is set to Feb 5 - Mar 6, 2025. The overview card displays the following metrics:

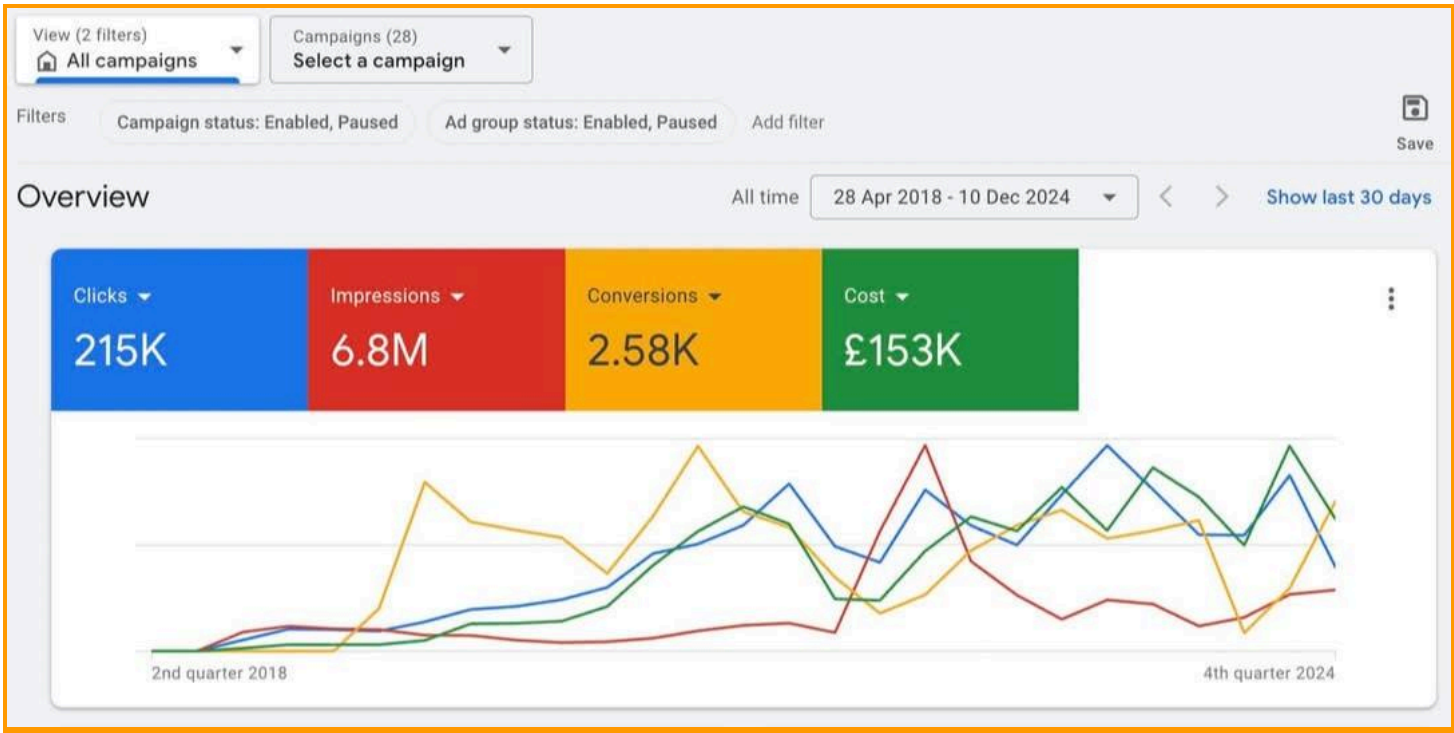
Metric	Value
Clicks	7.97K
Conversions	474.20
Cost / conv.	€8.61
Conv. value	14.7K

Below the metrics is a line chart showing performance trends from Feb 5, 2025, to Mar 6, 2025. The chart includes four data series corresponding to the metrics above. At the bottom, there are two recommendation cards: "Improve your Performance Max asset groups" (+1.2%) and "Optimization score" (98.7%).

This screenshot shows the Google Ads Overview page for a Video campaign named "The Bloom Show, B-5". The campaign is limited by budget, with a budget of \$15.00/day. The date range is Mar 1 - 6, 2025. The overview card displays the following metrics:

Metric	Value
Views	11.8K
Cost	\$79.20
Avg. CPV	\$0.01
View rate	69.36%

Below the metrics is a line chart showing performance trends from Mar 1, 2025, to Mar 6, 2025. The chart includes four data series corresponding to the metrics above. At the bottom, there are two recommendation cards: "Recommendation" and "Day & hour". A "Set up an expert consultation" button is also visible.



Overview

Back to All campaigns | View (3 filters) Video campaigns | Campaigns (3) Select a campaign

Filters: Campaign status: Enabled, Paused | Ad group status: Enabled, Paused | Campaign type: Video | Add filter

Overview | Custom | Jul 20 - Aug 18, 2024 | Show last 30 days

Demographics

Summary of the demographic groups your ads are reaching by age and gender

Gender | Gender & Age | Age

Gender	18-24	25-34	35-44	45-54	55-64	65+
Male	■	■	■	■	■	■
Female	■	■	■	■	■	■

Based on the 98% of your video views with known gender and age.

Networks

Summary of how your ads are performing on these networks

Display network | YouTube

Metric	Display network	YouTube
Views	20.2%	79.8%
Cost	12.7%	87.3%
Avg. DPV	\$80.00	\$80.00

Balance exhausted - Your balance is either exhausted or nearly exhausted. To ensure your ads keep running, make a payment to add money to your account. FIX IT DISMISS

Overview | Status: **Enabled** | Status: Eligible (Learning) | Type: Search | Budget: \$20.00/day | Optimization score: - | More details

Ads | Last 7 days | Jan 20 - 26, 2021

Ad status: All but removed | ADD FILTER

Ad	Ad group	Status	Ad type	Clicks	Impr.	CTR	Avg. CPC	Cost
<input type="checkbox"/> Supper Magnetic Charge Cable Futuristic Charge Type C Cable Magnetic Charge Cable www.laserscharge.com Magnetic Charging Cable support high speed data transfer, 360°Rotation Design & Multi Length One-Hand Operation	charger_ad_group2	Under review	Expanded text ad	0	0	-	-	\$0.00
<input type="checkbox"/> Durable and Futuristic Charger Best Magnetic Charger Lasers Charge Cable www.laserscharge.com amazing lasers Charge Cable, Magnetic Charge Cable with Type C USB Type C charger Cable, Magnetic Fast Charging, Free Tracked Shipping	charger_ad_group	Under review	Expanded text ad	0	0	-	-	\$0.00
Total: All but removed ads				0	0	-	-	\$0.00
Total: Campaign				0	0	-	-	\$0.00

Overview ● Enabled Status: Eligible (Learning) Type: Search Budget: \$20.00/day Optimization score: — [More details](#) ▾

Recommendations **Ads** Last 7 days Jan 24 – 30, 2021 < >

Insights

Ad groups

Ads & extensions

Ads +

Extensions

Landing pages

Keywords

Audiences

Demographics

Placements

Settings

+ More

Ad status: All but removed ADD FILTER

SEARCH SEGMENT COLUMNS REPORTS DOWNLOAD EXPAND MORE

<input type="checkbox"/>	Ad	Ad group	Status	Ad type	↓ Clicks	Impr.	CTR	Avg. CPC	Cost
<input type="checkbox"/>	<p>●</p> <p>SISU Mouthguard Hit Product Best 2021Sport Mouth Guards The Newest Cool Mouthguard enterprise-software-solutions.com</p> <p>Protect your smile with the most powerful moldable mouthguard in the game. The thinner Sisu Mouth Guards fit much more snugly to your teeth.</p>	mouthguard_ad_group	Approved	Expanded text ad	0	0	—	—	\$0.00
Total: All but removed ads ⓘ					0	0	—	—	\$0.00
Total: Campaign ⓘ					0	0	—	—	\$0.00

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Custom Nov 1 – 30, 2024 <

+ New campaign

Download Feedback

Impressions ▾	Actual ROAS ▾	Conv. value ▾	Cost ▾
1.19M	660.08%	88.7K	£13.4K

Nov 1, 2024 Nov 30, 2024



This acknowledges that

Raian Rafid

Has successfully completed and is certified in
Google Ads Search Certification

Certificate ID: 201970588



Skillshop

Google Ads Search Certification

View (2 filters) All campaigns Campaign The Bloom Show, B-5 Ad groups (1) Select an ad group

Enabled Status: Limited by budget Type: Video Budget: \$15.00/day Campaign settings

Overview Custom Mar 1 - 6, 2025 Show last 30 days

Download Feedback

Views	Cost	Avg. CPV	View rate
11.8K	\$79.20	\$0.01	69.36%

Recommendation Day & hour Set up an expert consultation

Enabled Status: Some asset groups limited by policy Type: Performance Max Budget: €201.73/day Optimization score: 98.7% Simulate campaign changes Campaign settings

Overview Custom Feb 5 - Mar 6, 2025 Show last 30 days

Download Feedback

Clicks	Conversions	Cost / conv.	Conv. value
7.97K	474.20	€8.61	14.7K

Recommendation Optimization score

Improve your Performance Max asset groups +1.2%

Get more conversions by adding or improving your assets
 Recommended because some of your Performance Max asset groups have an

98.7% Your campaign optimization score

All recommendations

Campaign status: Enabled Ad group status: Enabled, Paused Add filter Save

Overview

Last 30 days Nov 22 – Dec 21, 2024 Show last 30 days

+ New campaign Download Feedback

Clicks ▾ 18K	Purchases/Sales ▾ 497.86	Actual ROAS ▾ 2,076.87%	Cost ▾ \$525
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Nov 22, 2024 Dec 21, 2024

Detailed description: This dashboard shows campaign performance for the last 30 days (Nov 22 - Dec 21, 2024). The top metrics are Clicks (18K), Purchases/Sales (497.86), Actual ROAS (2,076.87%), and Cost (\$525). A line chart below displays the daily fluctuations of these metrics over the period.

Custom Nov 1 – 30, 2024

+ New campaign Download Feedback

Clicks ▾ 9.78K	Actual ROAS ▾ 355.11%	Conv. value ▾ 27.2K	Cost ▾ £7.67K
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Nov 1, 2024 Nov 30, 2024

Detailed description: This dashboard shows campaign performance for a custom period (Nov 1 - 30, 2024). The top metrics are Clicks (9.78K), Actual ROAS (355.11%), Conv. value (27.2K), and Cost (£7.67K). A line chart below displays the daily fluctuations of these metrics over the period.