

Local PPC Ad Performance

Overview

Campaign Name

Date Range

Key Metrics

Metric	Value
Impressions	
Clicks	
CTR (%)	
Cost	
CPC	
Conversions	
Conversion Rate (%)	
CPA	

Top Performing Ads

Ad Title	Impressions	Clicks	CTR (%)	Conversions	Cost

Top Performing Keywords

Keyword	Impressions	Clicks	CTR (%)	Conversions	Cost

Observations & Insights

Next Steps & Recommendations