

Facebook

- 1) Attribution setting should be more than 1 day, make it 7.

- 2) Use lifetime budget. You're currently running a scheduled campaign, which doesn't allow you to specify hours of day your ads run. In virtually any campaign you run on impression basis you should eliminate middle of the night, because if someone leaves facebook running in a tab and walks away you can still get charged for impressions. Aside from that your analytics dictate when your content performs best, you should focus ads on those hours.

- 3) There is virtually no product or service that's equally applicable to people from 18-65. Sure golfers can be of any age, but you have a top performing age bracket, focus on it until you exhaust it. Right now your ad groups have audience sizes in excess of a million, but a daily ad budget is \$10, that doesn't make sense to do. If you're spending \$10/day your targeting should be super granular. You can simply add an extra psychographic to your targeting, for instance target top 50% zip codes by wealth, as lower income people are less likely to play golf.

- 4) Campaigns are targeting all languages, but your ads are english only.

- 5) You have to be mindful of the broadness of your psychographic targeting. For example; you're targeting sports or golf. That means either or, it's not just golfers it can be completely unrelated sports fans. Why Australian football?
- 6) There is value in other Facebook placements aside from feed. Search results I would explore for sure, that will reach people looking for golf groups, etc.
- 7) In some gender targeted campaigns you have photos of the other gender. Those have to be in-sync.
- 8) Split test platform placement. That's very quick to do. For instance pitch & putt day ads are targeting Instagram and Facebook in the same ad group. Separate them so you can see which is doing best. I would add Audience Network as a third test as well, you're in a space where that should work well.
- 9) I don't see retargeting setup properly. You should have separate retargeting campaigns for website traffic, Instagram page, Facebook page, and any multi-media engagement. I am seeing Facebook and Instagram retargeting in the same campaigns, along with current member audiences. I would again separate those. These should be 4 separate groups, and I would not use more than 15 days for the social pages. Website can warrant 30, multi-media not more than 10 days:

The screenshot shows the Facebook Audience Builder interface. On the left, there is a grey sidebar with two red annotations: "3% max" with a red arrow pointing to the "Lookalike (AU, 10%) - Future Golf Ad Account's Pixel using Purchase" selection, and "separate these into 2 groups" with two red lines pointing to the "Current Member Audience List - Active Campaign" and "Website Successful Login / Visited Thank-You" selections. The main interface is divided into two sections: "INCLUDE people who are in at least ONE of the following" and "EXCLUDE people who are in at least ONE of the following".

INCLUDE people who are in at least ONE of the following

- Value-based
 - Lookalike (AU, 10%) - Future Golf Ad Account's Pixel using Purchase
- Search existing audiences

EXCLUDE people who are in at least ONE of the following

- Customer List
 - Current Member Audience List - Active Campaign
 - Four Reasons Survey
- Website
 - all website visitors 7 days
 - Website Successful Login / Visited Thank-You

10) You have some ads going 25 miles outside of Melbourne, others 50. What's the logic behind this?

11) Same as above. I would not recommend doing 9% lookalikes, that's way too broad. 3% should be the max.

Lookalike (AU, 9% to 10%) - Website Successful Login / Visited Thank-You

12) You have some ads on advantage+ placements. This is very very rarely appropriate. You don't need to run these on facebook's marketplace for instance. Pick placements that make the most sense to you.

13) Some of your ads are not being managed well. For instance these 2 ads have nearly a 100% difference in conversion cost, but are still both running side by side under same daily budget

<input type="checkbox"/>		00. QLD - BROAD	Active	Highest volume Conversations	\$10.00 Daily	Oct 25, 2021, 8:4... 348 days ago	7-day click or ...	20	4,185	6,363	\$3.62
<input type="checkbox"/>		00. NAT - Females	Active	Highest volume Conversations	\$25.00 Daily	Jun 21, 2022, 12... 118 days ago	7-day click or ...	68	9,413	12,409	\$2.65
<input type="checkbox"/>		00. VIC - Broad	Active	Highest volume Conversations	\$25.00 Daily	May 16, 2022, 4... 144 days ago	7-day click or ...	40	11,312	17,663	\$4.51
<input type="checkbox"/>		00. WA	Off	Highest volume Conversations	\$1.42 Daily	Oct 25, 2021, 8:4... 348 days ago	7-day click or ...	--	--	--	--

Same goes for your ads. You should pause lowest performers weekly and replicate best performers with some test variables to get optimal results.

14) You have some retargeting ads targeting all of Australia. If you're only pursuing a specific region you should stick to it for all ads.

15) Experiment with some more engaging ad copies. Try ending some of your copies with a question or prompts for feedback. You're in a fairly viral industry, take advantage of it. If people talk you will reach a far greater audience.

Google Analytics

- 1) You have to review the site for optimization. Your average bounce rate is 53%, but safari (in app) has 86%, android webview has 82%, etc.
- 2) Same red flag on mobile devices. Average bounce rate is 58% (which is quite high by the way), but many newer iphones are way above 80%.
- 3) Perhaps you're driving people straight to the join page, if so I would consider the ad content that's doing it, because user flow shows 68% bounces from it. That's just one example. You have to review the user flow.
- 4) The gap between google ads bounce rate and social media (which is mostly fb ads) is enormous, 39% vs 78%, that should not be happening. It should be 10-15% at best.
- 5) Your referral traffic is low. Consider adding an affiliate program. It should do well for this type of company.

Google Ads

1. Some keywords have many clicks but no conversion.

The screenshot shows the Google Ads interface for a campaign named "Handicap Search Terms". The table below lists the search keywords and their performance metrics for the period of Sep 6 – Oct 5, 2022.

Keyword	Match type	Status	Final URL	Clicks	Impr.	CTR	Avg. CPC	Cost	Conv. rate
Golf Handicap	Broad match	Eligible	–	150	2,834	5.29%	A\$2.59	A\$388.17	6.00%
social golf handicap	Broad match	Eligible	–	80	1,702	4.70%	A\$1.67	A\$133.99	0.00%
+golf +handicap	Broad match	Eligible	–	70	597	11.73%	A\$2.50	A\$174.93	5.71%
where to get golf handicap	Broad match	Eligible	–	65	577	11.27%	A\$3.10	A\$201.43	3.08%
+handicap	Broad match	Eligible	–	45	436	10.32%	A\$1.81	A\$81.48	0.00%
[australian golf handicap]	Exact match	Eligible	–	38	427	8.90%	A\$3.00	A\$114.02	0.00%
world golf handicap	Broad match	Eligible	–	36	372	9.68%	A\$2.41	A\$86.86	0.00%
[golf handicap]	Exact match	Eligible	–	31	754	4.11%	A\$2.72	A\$84.31	6.45%
australian golf handicap	Broad match	Eligible	–	25	988	2.53%	A\$1.20	A\$29.89	0.00%

Recommendation – We should pause or change match type of keywords which have many clicks but no conversion.

2. Ad Group has no negative keywords.

All campaigns > Search: VIC // NSW // WA > Handicap Search Terms

Google Ads

SEARCH REPORTS TOOLS AND SETTINGS REFRESH HELP NOTIFICATIONS 942-534-8622 Future Golf finalstepadwords@gmail.com

Overview Enabled Status: Eligible Type: Standard [More details](#)

Recommendations

Ads & extensions

Landing pages

Keywords

Search keywords

Negative keywords

Search terms

Auction insights

Audience

Settings

Change history

Show less

Dynamic ad targets

Negative keyword ↑ Added to Level Match type

You don't have any negative keywords yet
 You don't have any negative keywords yet
 You have read-only access to this account. You can't add keywords.

Reporting is not real-time. Time zone for all dates and times: (GMT+11:00) Eastern Australia 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.
 © Google, 2022.

<input type="checkbox"/>	Negative keyword ↑	Added to	Level	Match type								
<input type="checkbox"/>	perth golf network	Broad match	None		45	572	7.87%	A\$1.71	A\$76.77	0.00%	0.00	
<input type="checkbox"/>	sgu handicap without joining club	Broad match	None		20	71	28.17%	A\$1.35	A\$26.97	0.00%	0.00	A
<input type="checkbox"/>	golfink number	Broad match	None		58	823	7.05%	A\$2.39	A\$138.56	0.00%	0.00	A
<input type="checkbox"/>	sga golf handicap	Phrase match	None		15	149	10.07%	A\$2.34	A\$35.13	0.00%	0.00	A
<input type="checkbox"/>	cheap golf lessons sydney	Broad match	None		14	149	9.40%	A\$0.86	A\$12.04	0.00%	0.00	A

Recommendation – We should add irrelevant search terms as negative keywords.

3. We should add relevant search terms as keywords.

Google Ads All campaigns > Search: VIC // NSW // WA > Handicap Search Terms

SEARCH REPORTS TOOLS AND SETTINGS REFRESH HELP NOTIFICATIONS 942-534-8622 Future Golf finalstepadwords@gmail.com

Overview **Enabled** Status: Eligible Type: Standard [More details](#)

Recommendations

Ads & extensions

Landing pages

Keywords

Search keywords

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Search terms

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Audience

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Change history

Show less

Dynamic ad targets

Search terms All time Jul 19, 2014 – Oct 6, 2022 [Show last 30 days](#)

Search term contains handicap Add filter

<input type="checkbox"/> Search term	Match type	Added/Excluded	Clicks	Impr.	CTR	Avg. CPC	Cost	Conv. rate	↓ Conver	Cost /
Total: Filtered search terms			5,551	74,859	7.42%	A\$2.12	A\$11,778.50	3.32%	184.44	A\$
<input type="checkbox"/> golf handicap	Exact match	✓ Added	887	21,333	4.16%	A\$2.57	A\$2,275.64	3.51%	31.13	A\$
<input type="checkbox"/> golf handicap australia	Exact match (close variant)	None	266	3,774	7.05%	A\$2.29	A\$609.56	4.50%	11.97	A\$
<input type="checkbox"/> golf australia handicap	Exact match (close variant)	None	96	2,687	3.57%	A\$2.52	A\$242.10	7.27%	6.98	A\$
<input type="checkbox"/> how to get a golf handicap without joining a club australia	Phrase match	None	129	817	15.79%	A\$1.69	A\$218.61	4.88%	6.30	A\$
<input type="checkbox"/> future golf handicap	Phrase match	None	50	97	51.55%	A\$0.53	A\$26.33	11.23%	5.61	A
<input type="checkbox"/> get a golf handicap	Exact match (close variant)	None	72	303	23.76%	A\$2.96	A\$212.79	7.64%	5.50	A\$
<input type="checkbox"/> how to get a golf handicap	Exact match (close variant)	None	162	1,477	10.97%	A\$2.18	A\$353.86	3.39%	5.49	A\$
<input type="checkbox"/> future golf handicap	Phrase match (close variant)	None	50	100	50.00%	A\$0.14	A\$6.93	10.61%	5.30	A

Recommendation – We should consider adding relevant search terms as keywords which show high conversion rate.

Ad Copy Analysis

- Ad group has no responsive ad copy.

Ad	Status	Ad strength	Ad type	Clicks	Impr.	CTR	Avg. CPC	Cost	Conv. rate
Golf Membership \$34.95 - 12 Rounds + Handicap Rounds + Golf Lesson + More futuregolf.com.au/join Golf Courses - more than 50% off. Unlimited social rounds. Join our community.	Eligible	–	Expanded text ad No longer available	14,411	332,249	4.34%	A\$1.89	A\$27,230.24	2.91%
Affordable Golf Membership \$24.95 per month 4 Rounds - Official Handicap futuregolf.com.au/join Golf Courses - more than 50% off. Unlimited social rounds. Join our community.	Eligible	–	Expanded text ad No longer available	1,575	73,205	2.15%	A\$1.03	A\$1,628.46	1.24%
Future Golf Australian Golf Handicap Membership Options Available futuregolf.com.au All Of Your Membership Benefits Are Provided Upfront On The Day You Sign Up. [Auto-applied ad suggestion]	Eligible	–	Expanded text ad No longer available	889	9,798	9.07%	A\$1.87	A\$1,661.25	2.41%
Future Golf Australian Golf Handicap Join Our Community futuregolf.com.au All Of Your Membership Benefits Are Provided Upfront On The Day You Sign Up. [Auto-applied ad suggestion]	Eligible	–	Expanded text ad No longer available	831	10,150	8.19%	A\$1.90	A\$1,579.09	2.62%

Recommendation – We can no longer create or edit expanded text ads. We should add responsive ad copies to show more relevant messages to users.

Ad Group - Membership Search Terms

Keywords Analysis

5. Some keywords have many clicks but no conversion.

Google Ads interface showing Search keywords for the campaign "Membership Search Terms". The table lists various keywords with their performance metrics. A red box highlights the keywords "cheap golf memberships", "golf course membership", and "golf membership cost", which have high clicks but zero conversions.

Keyword	Match type	Status	Final URL	Clicks	Impr.	CTR	Avg. CPC	Cost	Conv. rate
Golf membership	Broad match	Eligible	-	451	9,445	4.78%	A\$1.19	A\$535.15	2.00%
cheap golf memberships	Broad match	Eligible	-	30	854	3.51%	A\$1.68	A\$50.39	0.00%
golf course membership	Broad match	Eligible	-	27	437	6.18%	A\$1.12	A\$30.34	0.00%
golf membership cost	Broad match	Eligible	-	11	425	2.59%	A\$0.82	A\$8.99	0.00%
my golf link number	Broad match	Eligible	-	8	258	3.10%	A\$2.72	A\$21.76	25.00%
+online +golf +membership	Broad match	Eligible	-	6	30	20.00%	A\$1.80	A\$10.77	0.00%
+golf +membership	Broad match	Eligible	-	5	82	6.10%	A\$4.27	A\$21.33	0.00%
golf membership specials	Broad match	Eligible	-	4	322	1.24%	A\$0.85	A\$3.38	0.00%
Golf membership handicap	Broad match	Eligible	-	4	49	8.16%	A\$0.99	A\$3.96	0.00%

Recommendation – We should pause or change match type of keywords which have many clicks but no conversion.

6. Ad Group has no negative keywords.

Google Ads interface showing Negative keywords for the campaign "Membership Search Terms". The table is empty, indicating no negative keywords are currently added. A red box highlights the empty table area.

Negative keyword	Added to	Level	Match type
You don't have any negative keywords yet			
You have read-only access to this account. You can't add keywords.			

racv golf membership	Phrase match (close variant)	None	6	18	33.33%	A\$1.93	A\$11.57	0.00%	0.00	A
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<input type="checkbox"/> cheap golf adelaide	Broad match	None	2	5	40.00%	A\$0.65	A\$1.29	0.00%	0.00	
<input type="checkbox"/> golf clubs that don t allow black members	Broad match	None	2	3	66.67%	A\$0.36	A\$0.71	0.00%	0.00	A
<input type="checkbox"/> drummond golf membership	Phrase match	None	3	7	42.86%	A\$2.43	A\$7.29	0.00%	0.00	A

Recommendation – We should add irrelevant search terms as negative keywords.

7. We should add relevant search terms as keywords.

Google Ads interface showing search terms for a campaign. The search terms list includes:

- 3 month golf membership
- 6 month golf membership
- affordable golf membership
- albert park golf membership
- altona lakes golf membership
- augusta golf course membership
- avalon golf membership
- barwon heads golf membership
- beaconhills golf membership
- benefits of golf membership

best value golf membership	Phrase match	None								
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<input type="checkbox"/> cheap golf membership	Phrase match	None								
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<input type="checkbox"/> cheapest golf membership in nsw	Phrase match	None	1	1	100.00%	A\$1.11				
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Recommendation – We should consider adding relevant search terms as keywords which have high conversion rate.

Ad Copy Analysis

8. Ad group has no responsive ad copy.

The screenshot shows the Google Ads interface for a campaign. The search terms 'VIC // NSW // WA' and 'Membership Search Terms' are highlighted in a red box at the top. The table below shows the performance of four ads. The table is highlighted with a red border.

Ad	Status	Ad strength	Ad type	Clicks	Impr.	CTR	Avg. CPC	Cost	Conv. rate
Affordable Golf Membership \$34.95 - 12 Rounds + Handicap XGolf - Golf Lesson +... futuregolf.com.au/join Golf Courses - more than 50% off. Unlimited social rounds. Join our community.	Eligible	–	Expanded text ad No longer available	272	6,811	3.99%	A\$1.71	A\$464.08	1.84%
Future Golf Golf Membership In Australia futuregolf.com.au \$24.95 Per Month. We Provide Our Members With On And Off Course Benefits. [Auto-applied ad suggestion]	Eligible	–	Expanded text ad No longer available	126	777	16.22%	A\$0.80	A\$101.31	1.59%
Golf Membership \$24.95 per month 4 Rounds - Official Handicap futuregolf.com.au/join Golf Courses - more than 50% off. Unlimited social rounds. Join our community.	Eligible	–	Expanded text ad No longer available	101	4,199	2.41%	A\$1.03	A\$103.88	0.00%
Future Golf Cheap Golf Memberships Join Our Community futuregolf.com.au We Provide Our Members With On And Off Course Benefits. [Auto-applied ad suggestion]	Eligible	–	Expanded text ad No longer available	48	353	13.60%	A\$0.83	A\$39.80	4.17%

Recommendation –We should add responsive ad copies to show more relevant messages to users.

Campaign Extensions Analysis

9. Campaign doesn't have Image Extension.

Google Ads interface showing the 'Extensions' section. A red box highlights the 'Image' extension card. The card includes a preview of an ad with a placeholder image, a 'Create' button, and a recommendation to add images to improve CTR. The overall campaign status is 'Enabled' with a budget of A\$100.00/day and an optimization score of 53.3%.

Recommendation – We should use Image Extension to Improve CTR of campaign.

10. Campaign has only 3 callouts extensions.

Google Ads interface showing the 'Extensions' section. A red box highlights the 'Callout' extension card. The card shows a preview of an ad with three callout buttons: 'Improve Your Game', 'Network & Community', and 'Flexibility & Choice'. Performance metrics for the callout extension are 18.3K impressions, 1.09K clicks, and 6% CTR. Below it, a 'Structured snippet' extension is also visible with 6.89K impressions, 664 clicks, and 10% CTR.

Recommendation – We should add more callout extensions to campaign to increase CTR and give more information to visitors.

11. Information in price extension is not correct.

The screenshot shows the Google Ads interface for a campaign. The top navigation bar includes the Google Ads logo, campaign name, search location, and various tools like Search, Reports, Tools and Settings, Refresh, Help, and Notifications. The left sidebar contains navigation options such as Overview, Recommendations, Insights, Ad groups, Ads & extensions, Ads, Extensions, Landing pages, Keywords, Audiences, Settings, Change history, Show less, and Dynamic ad targets. The main content area displays the 'Price' extension configuration. The extension is titled 'Price' and shows a preview of an ad with three brands and their prices. The interface includes a 'Create' button and a 'View' button. A red box highlights the Price extension configuration area.

Recommendation – We should add membership pricing in price extension.

Campaign - Branded (AU)

Keywords Analysis

1. We should add relevant branded search terms as keywords.

Google Ads interface showing search terms for a campaign. The breadcrumb "All campaigns > Branded (AU) > Branded" is highlighted in red. The table lists search terms with their match types and performance metrics. Several rows are highlighted with red boxes, indicating terms to be added as negative keywords.

Search term	Match type	Added/Excluded	Clicks	Impr.	CTR	Avg. CPC	Cost	Conv. rate	Conversion	Cost / c
Total: Search terms			3,100	5,346	57.99%	A\$0.15	A\$452.95	2.59%	80.33	A\$
futuregolf	Exact match	Added	206	407	50.61%	A\$0.15	A\$31.06	3.40%	7.00	A\$
future golf events	Phrase match	None	35	51	68.63%	A\$0.55	A\$19.24	0.00%	0.00	A\$
future golf membership	Phrase match	None	29	41	70.73%	A\$0.12	A\$3.42	0.00%	0.00	A\$
future golf old	Phrase match	None	25	30	83.33%	A\$0.80	A\$19.98	0.00%	0.00	A\$
future golf app	Phrase match	None	19	29	65.52%	A\$2.20	A\$41.86	5.26%	1.00	A\$4
future golf	Exact match (close variant)	None	16	20	80.00%	A\$0.05	A\$0.82	0.00%	0.00	A\$
future golf australia	Phrase match	None	13	18	72.22%	A\$0.92	A\$11.99	0.00%	0.00	A\$
future golf courses	Phrase match	None	13	21	61.90%	A\$0.30	A\$3.89	0.00%	0.00	A\$
future golf partners	Phrase match	None	11	21	52.38%	A\$0.87	A\$9.60	0.00%	0.00	A\$
futures golf	Exact match (close variant)	None	11	20	55.00%	A\$0.47	A\$5.16	9.09%	1.00	A\$

2. We should add irrelevant search terms as negative keywords.

Google Ads interface showing search terms for a campaign. The breadcrumb "All campaigns > Branded (AU) > Branded" is highlighted in red. The table lists search terms with their match types and performance metrics. Several rows are highlighted with red boxes, indicating terms to be added as negative keywords.

Search term	Match type	Added/Excluded	Clicks	Impr.	CTR	Avg. CPC	Cost	Conv. rate	Conversion	Cost / c
Total: Search terms			3,100	5,346	57.99%	A\$0.15	A\$452.95	2.59%	80.33	A\$
future golf sa	Phrase match	None	2	4	50.00%	A\$2.96	A\$5.91	0.00%	0.00	A\$
future golf tournaments	Phrase match	None	2	4	50.00%	A\$0.10	A\$0.20	0.00%	0.00	A\$
is future golf worth it	Phrase match	None	2	30	6.67%	A\$6.33	A\$12.65	0.00%	0.00	A\$
future golf course	Exact match (close variant)	None	2	3	66.67%	A\$1.59	A\$3.18	0.00%	0.00	A\$
futur golf	Phrase match (close variant)	None	2	1	200.00%	A\$0.02	A\$0.04	0.00%	0.00	A\$
futures golf	Phrase match (close variant)	None	2	2	100.00%	A\$0.02	A\$0.04	0.00%	0.00	A\$
future golf contact	Phrase match	None	1	14	7.14%	A\$1.62	A\$1.62	0.00%	0.00	A\$
future golf contact number	Phrase match	None	1	10	10.00%	A\$1.73	A\$1.73	0.00%	0.00	A\$
future golf memberships	Phrase match	None	1	2	50.00%	A\$0.14	A\$0.14	0.00%	0.00	A\$
future golf sa	Phrase match	None	1	4	16.67%	A\$0.38	A\$0.38	0.00%	0.00	A\$

future golf events	Phrase match	None	35	51	68.63%	A\$0.55	A\$19.24	0.00%	0.00	A\$
liv golf future	Phrase match (close variant)	None	0	1	0.00%	-	A\$0.00	0.00%	0.00	A\$

Campaign – Audience Data Analysis

3. Audience data is not optimized properly.

The screenshot shows the Google Ads interface for a campaign named 'Branded (AU)'. The 'Audience' section is active, displaying a table of audience segments. The table is sorted by Age (ascending). The segments are: 18-24, 25-34, 35-44, 45-54, 55-64, 65+, and Unknown. The 'Total: Ages' row shows a total of 3,381 clicks and 6,208 impressions. The table is highlighted with a red border.

<input type="checkbox"/>	Age ↑	Status	Bid adj.	Clicks	Impr.	CTR	Avg. CPC	Cost	Conv. rate	Conversions
<input type="checkbox"/>	18 - 24	Eligible	–	199	364	54.67%	A\$0.21	A\$42.05	3.02%	6.00
<input type="checkbox"/>	25 - 34	Eligible	–	863	1,523	56.66%	A\$0.21	A\$177.36	2.90%	25.00
<input type="checkbox"/>	35 - 44	Eligible	–	569	999	56.96%	A\$0.26	A\$148.66	2.64%	15.00
<input type="checkbox"/>	45 - 54	Eligible	–	533	842	63.30%	A\$0.21	A\$109.37	2.06%	11.00
<input type="checkbox"/>	55 - 64	Eligible	–	371	673	55.13%	A\$0.25	A\$93.63	2.16%	8.00
<input type="checkbox"/>	65+	Eligible	–	168	325	51.69%	A\$0.33	A\$56.09	1.19%	2.00
<input type="checkbox"/>	Unknown	Eligible	–	678	1,482	45.75%	A\$0.17	A\$112.06	2.85%	19.33
Total: Ages				3,381	6,208	54.46%	A\$0.22	A\$739.22	2.55%	86.33

Recommendation – We should increase bids on high performing audience segments and decrease bids on low performing audience segment.

Device Report Analysis

4. Device report data is not optimized properly.

Google Ads All campaigns > Branded (AU) > Branded

Overview: Enabled Status: Eligible Type: Standard

Recommendations

Devices Custom Sep 9 – Oct 6, 2022 Show last 30 days

Add filter

Device	Level	Bid adj.	Clicks	Impr.	CTR	Avg. CPC	Cost	Conv. rate	Conversions	Cost / conv.
Mobile phones	Ad group	–	2,406	4,270	56.35%	A\$0.14	A\$330.71	2.04%	49.00	A\$6.75
Computers	Ad group	–	925	1,848	50.05%	A\$0.42	A\$385.70	4.04%	37.33	A\$10.33
Tablets	Ad group	–	49	94	52.13%	A\$0.47	A\$22.79	0.00%	0.00	A\$0.00
Total: Ad gr...			3,380	6,212	54.41%	A\$0.22	A\$739.20	2.55%	86.33	A\$8.56

1 - 3 of 3

Reporting is not real-time. Time zone for all dates and times: (GMT+11:00) Eastern Australia Time. 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. © Google, 2022.

Recommendation – We should optimize device report bids properly.

Campaign Extensions Analysis

5. Campaign doesn't have Image Extension.

Google Ads All campaigns > Search: VIC // NSW // WA

Overview: Enabled Status: Eligible Type: Search Budget: A\$100.00/day Optimization score: 53.3%

Extensions Last 30 days Sep 6 – Oct 5, 2022 Show last 30 days

Image

Preview

Ad · www.example.com

Headline 1 | Headline 2 | Headline 3

Description 1. Description 2.

Show an image of your product or services

Image extensions allow advertisers to upload rich, relevant visuals to complement their existing text ads. Image extensions can help drive performance for advertisers, with compelling visuals of products or services that enhance the message of their text ads. [Learn more](#)

Create

Add images to your ads

Your ads aren't as prominent as they could be if you added images, which can improve your CTR

See why this is recommended for you

View

16.8K 1.07K 6% Account Added to

https://ads.google.com/aw/adextensions/summary?campaignid=11180314781&ocid=107799875&authuser=3&_u=7405775056&_c=2233968875

Recommendation – We should use Image Extension to Improve CTR of campaign.

6. Campaign has only 3 callouts extensions.

The screenshot displays the Google Ads interface for a campaign. The top navigation bar includes the Google Ads logo, a search bar with the text "All campaigns > Search: VIC // NSW // WA", and various utility icons like SEARCH, REPORTS, TOOLS AND SETTINGS, REFRESH, HELP, and NOTIFICATIONS. The campaign status is "Enabled", "Status: Eligible", "Type: Search", "Budget: A\$100.00/day", and "Optimization score: 53.3%". The "Extensions" section is active, showing a table of extensions. The "Callout" extension is highlighted with a red box, showing 3 extensions. The "Structured snippet" extension is also visible below it.

Extension Type	Impressions	Clicks	CTR	Account
Callout	18.3K	1.09K	6%	Added to
Structured snippet	6.89K	664	10%	Added to

Recommendation – We should add more callout extensions to campaign to increase CTR and give more information to visitors.

7. Information in price extension is not correct.

The screenshot shows the Google Ads interface for a campaign. The top navigation bar includes the Google Ads logo, campaign name 'VIC // NSW // WA', and various utility icons. The left sidebar contains navigation options like Overview, Recommendations, Insights, Ad groups, Ads & extensions, and Extensions. The main content area is titled 'Extensions' and shows a 'Price' extension configuration. A red border highlights the 'Price' extension configuration area, which includes a preview of an ad with headlines and descriptions, a table of price assets for three brands, and a notification that price assets are missing from the campaign.

Price

Preview

Ad · www.example.com

Headline 1 | Headline 2 | Headline 3

Description 1. Description 2.

Brand 1	Brand 2	Brand 3
\$10.00	\$15.00	\$20.00
Full Range of Sizes	Limited Availability	New Model Just In

Show prices of your products or services

A price extension gives you more space to highlight the range of your products and services, along with their prices. People can browse your products right from your ad and then click to see a specific product on your website. [Learn more](#)

[Create](#)

Add price assets to your ads

Price assets are missing from 1 campaign

See why this is recommended for you

[View](#)

AUTOMATED EXTENSIONS

Recommendation – We should add membership pricing in price extension.