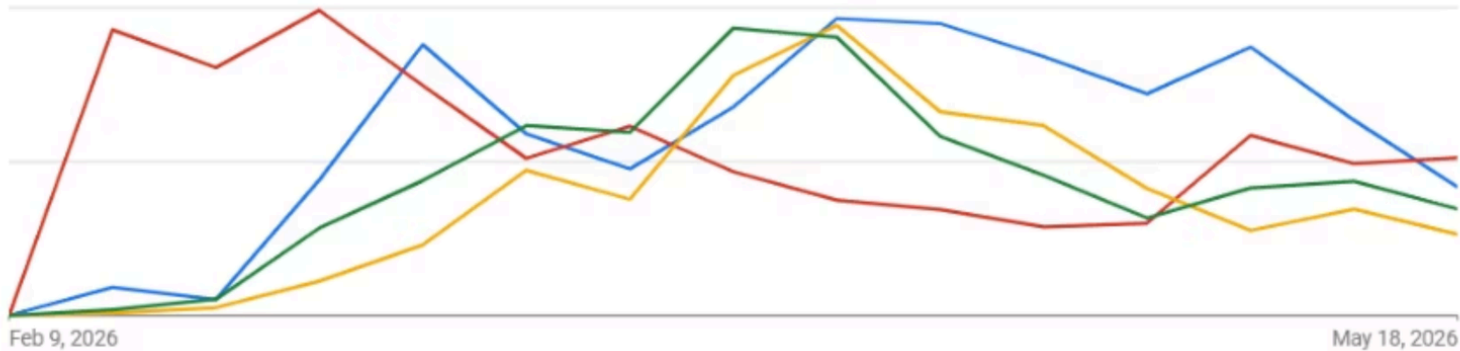
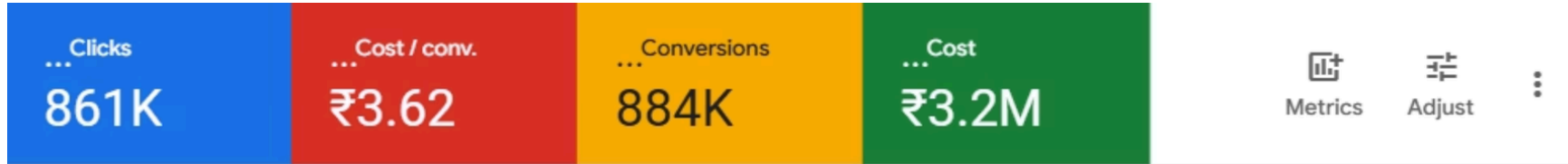


Google Ads Campaign Performance Report

Comprehensive campaign analysis and KPI overview—covering clicks, conversions, cost efficiency, ROAS, and audience engagement across seven high-performing campaigns.



Campaign Performance Overview



High Conversion Volume

Exceptional conversion volume with optimized acquisition cost

Strong Click-to-Conversion Ratio

Highly relevant audience targeting driving efficiency

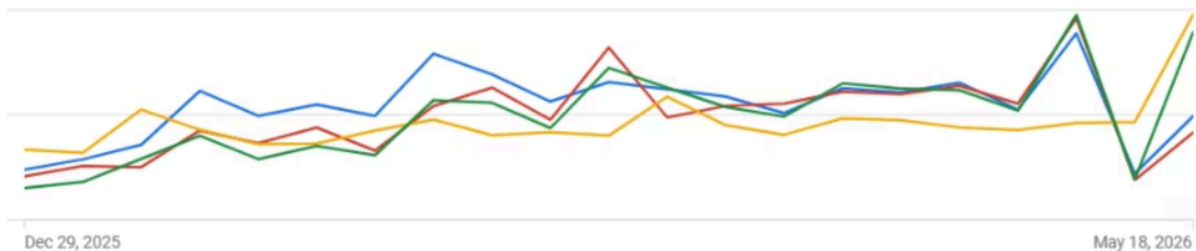
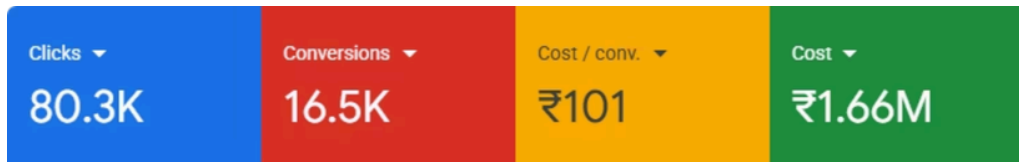
Consistent Growth

Stable cost efficiency and conversion trends throughout

Scalable Lead Generation

Ideal example of scalable campaign performance

Lead Generation Campaign Analysis



Strong lead acquisition with stable traffic quality. Cost per conversion remained controlled despite increased campaign activity, reflecting effective ad optimization and healthy audience engagement over time.

80.3K Clicks

16.5K Conversions

₹101 Cost Per Conversion

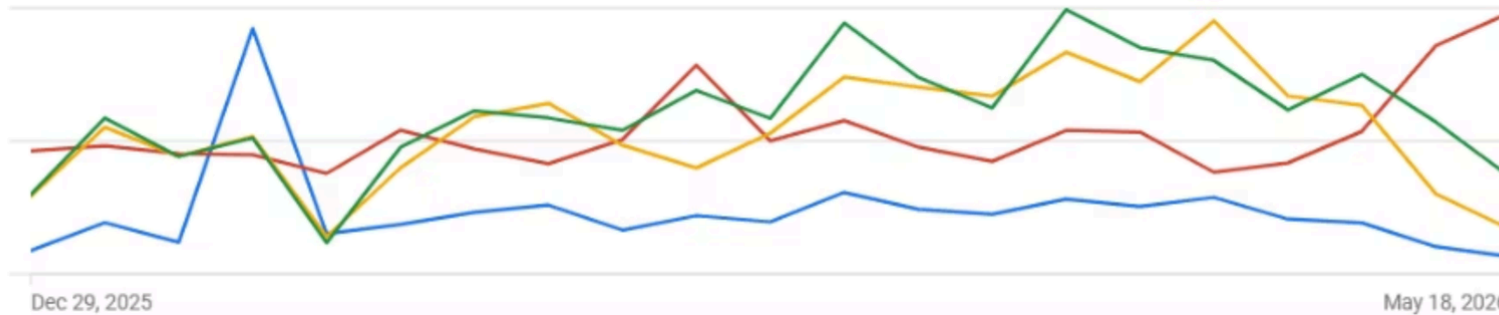
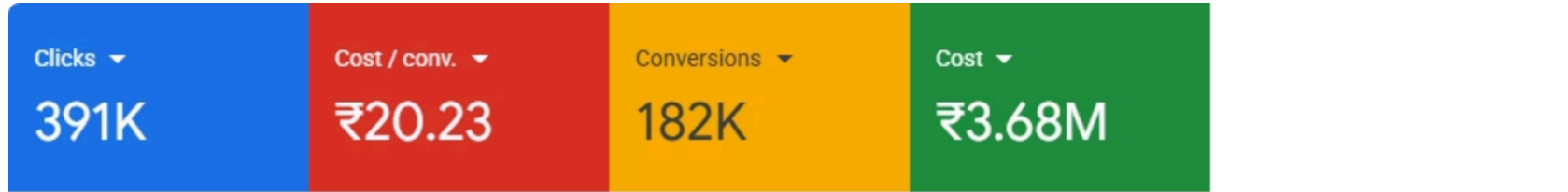
₹1.66M Total Spend

Stable Lead Generation

Optimized Cost Efficiency

Scalable Structure

Conversion Optimization Campaign



Clicks

Conversions

Cost Per Conversion

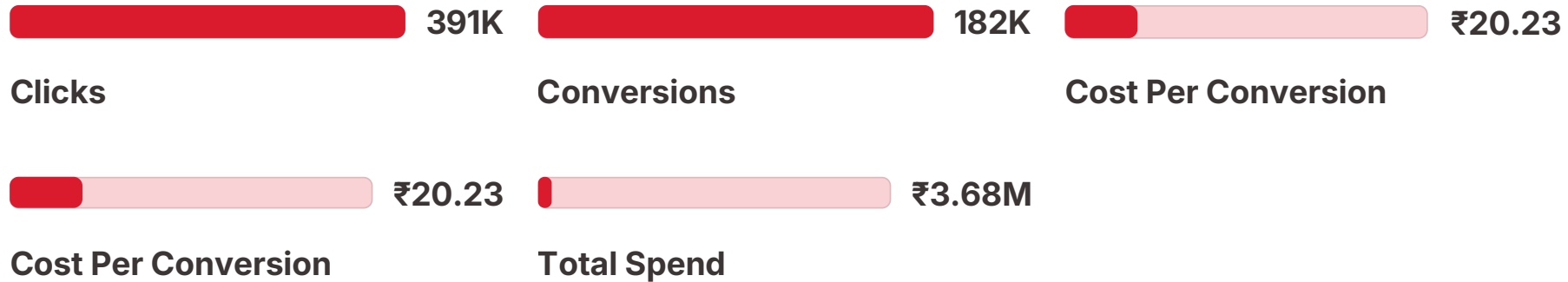
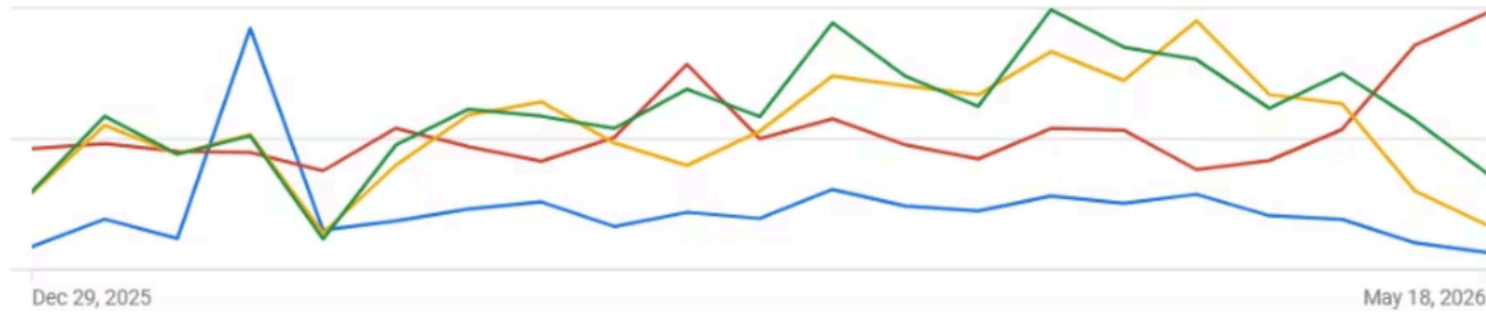
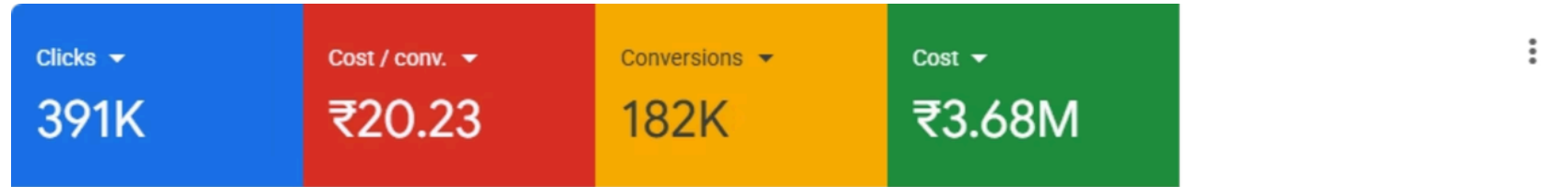


Cost Per Conversion

Total Spend

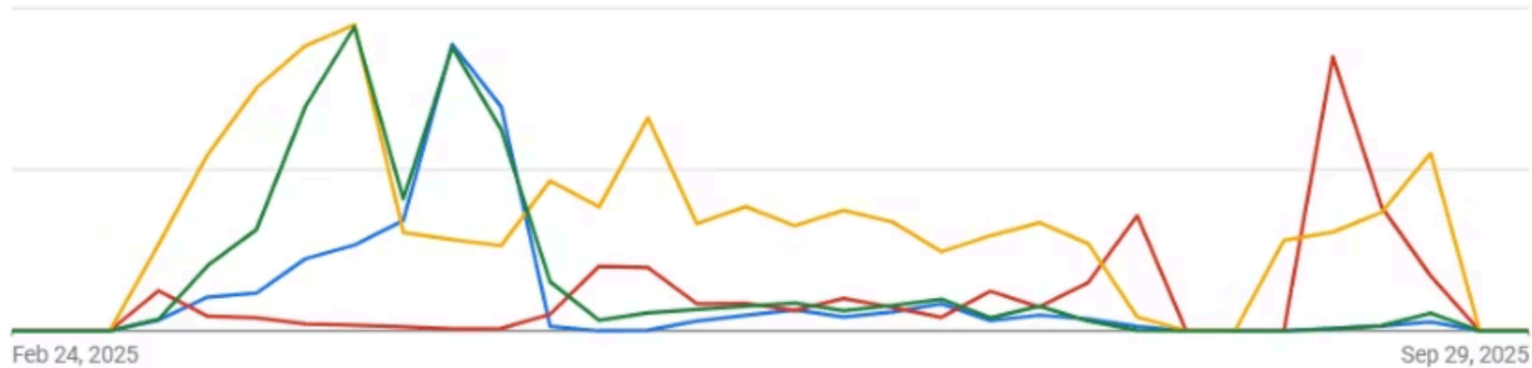
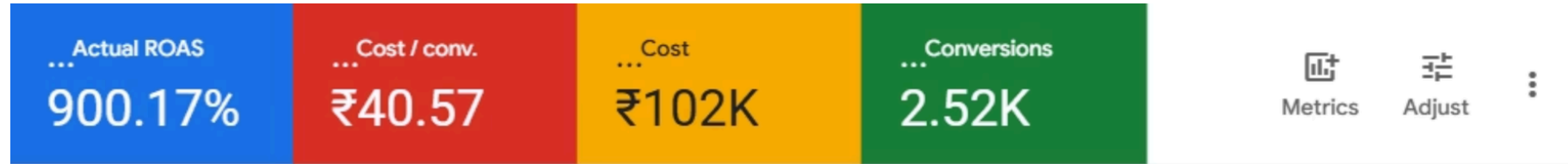
High conversion volume achieved through a strong optimization strategy. Improved campaign learning and refined targeting drove consistent performance, while budget scaling supported continuous improvement — ideal for conversion-focused performance marketing.

Conversion Optimization Campaign



High conversion volume achieved through a strong optimization strategy. Improved campaign learning and refined targeting drove consistent performance, while budget scaling supported continuous improvement — ideal for conversion-focused performance marketing.

ROAS Performance Campaign



Exceptional Return on Ad Spend

This campaign delivered outstanding profitability through optimized bidding and efficient conversion acquisition. Budget allocation remained highly controlled, demonstrating successful revenue-driven execution.

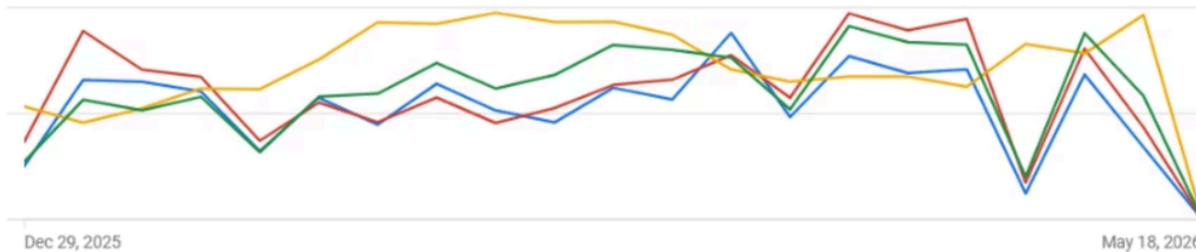
900.17% Actual ROAS

2.52K Conversions

₹40.57 Cost Per Conversion

₹102K Total Spend

Performance Scaling Campaign



Stable performance maintained while scaling spend. Conversion acquisition remained consistent during traffic growth, with audience targeting supporting a balanced relationship between investment and results.

77K Clicks

21.2K Conversions

₹65.53 CPA

₹1.39M Spend

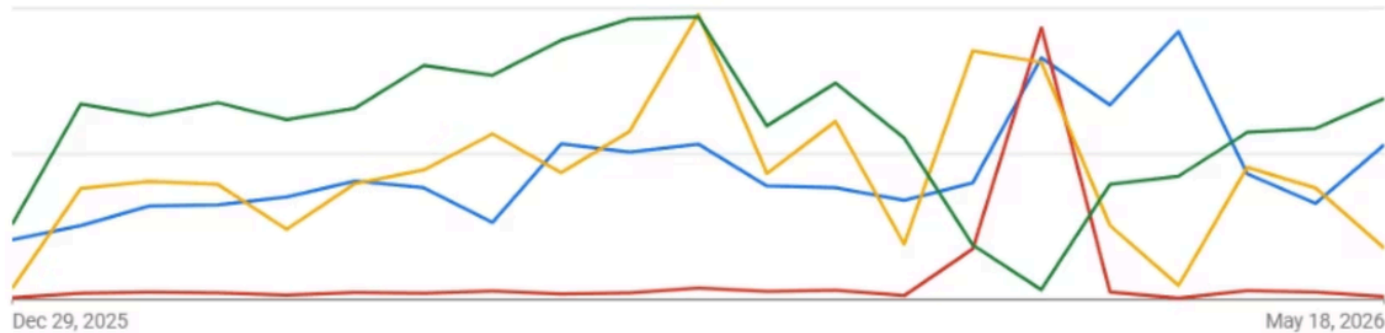
→ Stable Scaling

→ Strong Conversion Consistency

→ Controlled CPA

→ Sustainable Growth

CTR & Conversion Campaign



CTR

Conversions

Cost Per Conversion



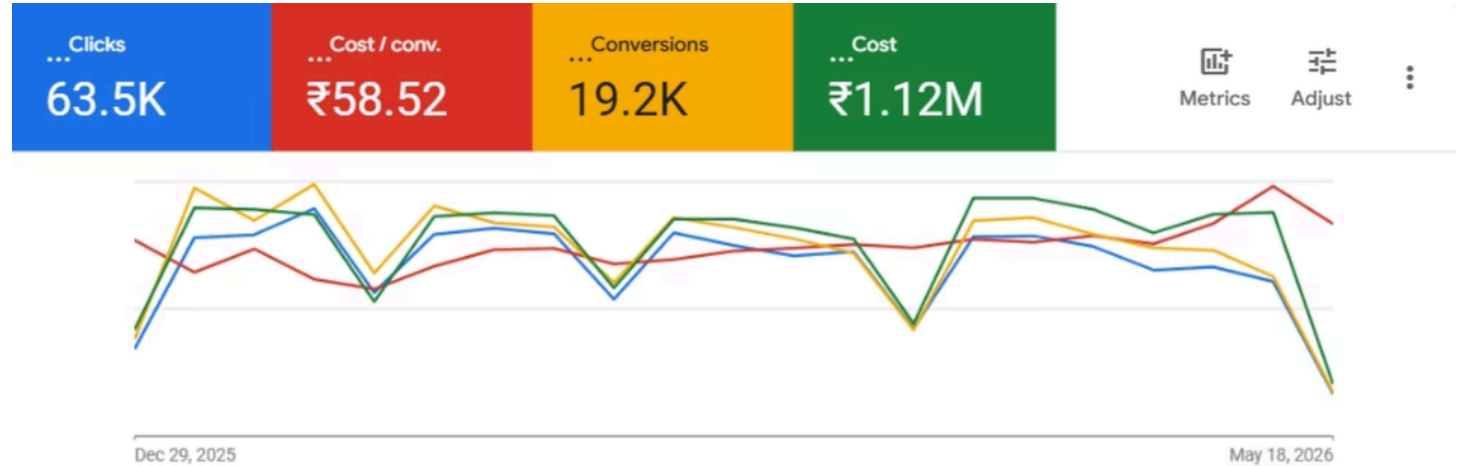
Total Spend

Strong Creative Performance

A high CTR of 6.72% reflects exceptional ad relevance and creative execution. Audience engagement remained strong throughout, with optimized CPA sustaining a healthy conversion flow.

Cost Efficiency Campaign

Balanced performance across cost and conversions. Budget utilization remained efficient with a stable conversion trend, indicating optimized campaign management and consistent traffic quality despite performance fluctuations.



63.5K Clicks

19.2K Conversions

₹58.52 Cost Per Conversion

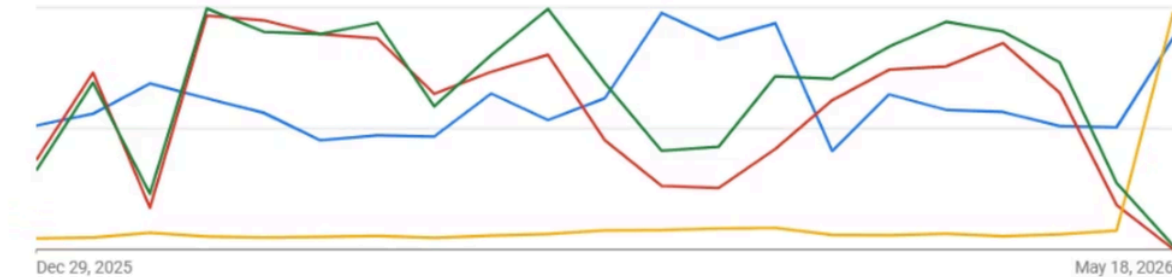
₹1.12M Total Spend

Efficient Budget Allocation

Stable Performance

Strong Traffic Quality

High CTR Campaign Overview



Excellent audience engagement driven by strong ad relevance. Budget investment supported broader reach and visibility, making this campaign effective for awareness and high-engagement marketing objectives.

8.30% CTR

Excellent audience engagement and ad relevance

33.3K Conversions

Stable volume despite large campaign scale

₹106 Cost Per Conversion

Controlled cost with broader reach investment

₹3.51M Total Spend

Significant budget supporting high visibility

Campaign Summary & Key Takeaways

Performance Across All Campaigns

Campaigns demonstrated strong, consistent performance across all key KPIs — from clicks and conversions to CTR, ROAS, and cost efficiency.

Key Achievements

High Conversion Volume

Strong Engagement Rates

Efficient Cost Management

Excellent ROAS
Performance

Sustainable Campaign
Scaling

These campaigns showcase a strong performance marketing strategy focused on scalable growth, optimized conversion acquisition, and efficient budget utilization.