



# Google Ads Portfolio



# All campaigns



SEARCH



REPORTS



TOOLS AND SETTINGS



REFRESH



HELP



NOTIFICATIONS

Overview



Campaign status: All; Ad group status: All Add filter

Register: Google Marketing Live: Tues, May 24 [Get started](#)

DOWNLOAD FEEDBACK

Recommendations

Insights

Campaigns

Ad groups

Product groups

Ads

Products

Landing pages

Keywords

Audiences

Settings

Clicks

2K

Impressions

171K

CTR

1.17%

Cost

\$54.03



## Recommendations

79.7% Your optimization score

Try the new Google Ads mobile app

Monitor performance and improve your account on the go

See why this is recommended

View

Biggest changes

Clicks

Campaigns

May 8, 2022 compared to May 1, 2022

Avg. CPC Clicks Impressions

Type here to search



Overview - zz-Steve...

84°F Cloudy



11:36 AM 5/11/22



Campaign status: All; Ad group status: All Add filter

+ New campaign



Clicks ▾

282K

Impressions ▾

6.08M

Avg. CPC ▾

\$1.34

Conversions ▾

3.54K



1st quarter 2009

ASHISH PANT

4th quarter 2021

Activate Windows  
Go to Settings to activate Windows.

Workspace (2 filters)

All campaigns

Campaigns (14)

Select a campaign

Change view

Workspace filter

Campaign status: Enabled, Paused

Ad group status: Enabled, Paused

Add filter



Save

Overview



## Overview

Custom

Aug 27 - Dec 31, 2021



Show last 30 days

Recommendations

Insights

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Product groups

Ads & assets

Products

Get the Google Ads mobile app

Clicks

3.25K

Impressions

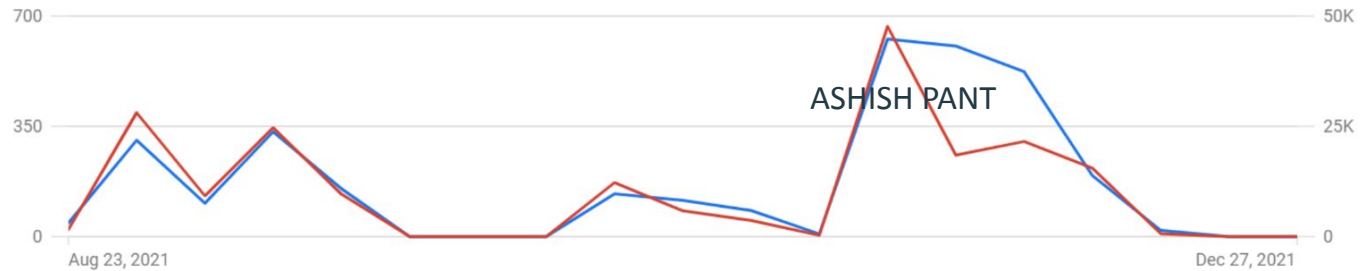
199K

Avg. CPC

₹4.45

Cost

₹14.5K



Workspace (2 filters)

All campaigns

Campaigns (14)

Select a campaign

Change view

Workspace filter

Campaign status: Enabled, Paused

Ad group status: Enabled, Paused

Add filter



Save

Overview



## Overview

Custom

Apr 6 – Aug 10, 2020



Show last 30 days

Clicks

114

Impressions

4.6K

Avg. CPC

₹1.85

Cost

₹211

120

60

0

Apr 6, 2020

5K

2.5K

0

Aug 10, 2020

ASHISH PANT



Get the Google Ads mobile app

Workspace (2 filters)

All campaigns

Campaigns (14)

Select a campaign

Change view

Workspace filter

Campaign status: Enabled, Paused

Ad group status: Enabled, Paused

Add filter



Save

Overview



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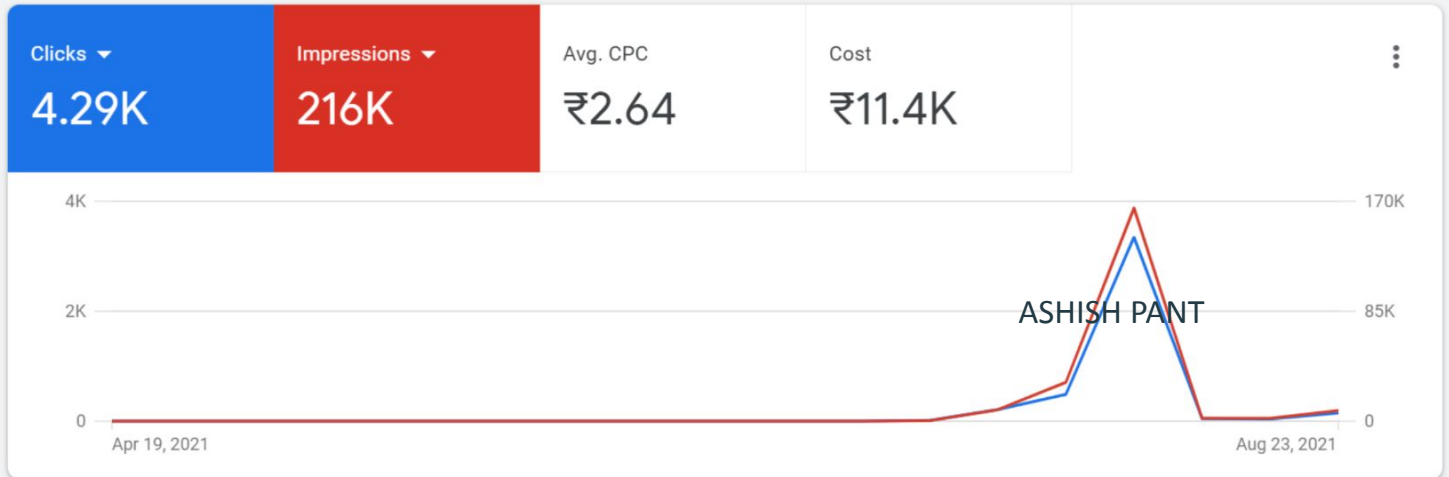
# Overview

Custom

Apr 22 – Aug 26, 2021



Show last 30 days



Workspace (2 filters)

All campaigns

Campaigns (14)

Select a campaign

Change view

Workspace filter

Campaign status: Enabled, Paused

Ad group status: Enabled, Paused

Add filter



Save

Overview



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# Overview

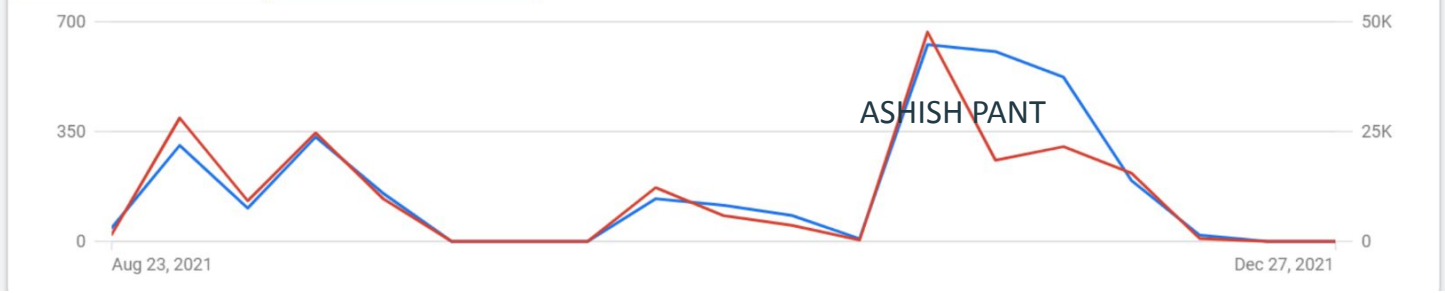
Custom

Aug 27 - Dec 31, 2021



Show last 30 days

Clicks ▾	Impressions ▾	Avg. CPC	Cost	⋮
3.25K	199K	₹4.45	₹14.5K	



Enabled and Paused

prince3d shopping campaign

Removed campaigns are hidden

Recommendations

Insights

▶ Campaigns

▶ Ad groups

Product groups

Ads

▶ Landing pages

▶ Keywords

Audiences

▶ Settings

Change history

+ Show more

Campaign status: All; Ad group status: All ADD FILTER

+ NEW CAMPAIGN



Recommendations

79.4% Your optimization score

Fix disapproved products in your campaign

You can't serve ads for products in your campaign that have those products to show

VIEW

Biggest changes

1 - 22 Oct 2021 compared to 9 - 30 Sep 2021

Cost

Campaigns

Cost Clicks





THANK YOU