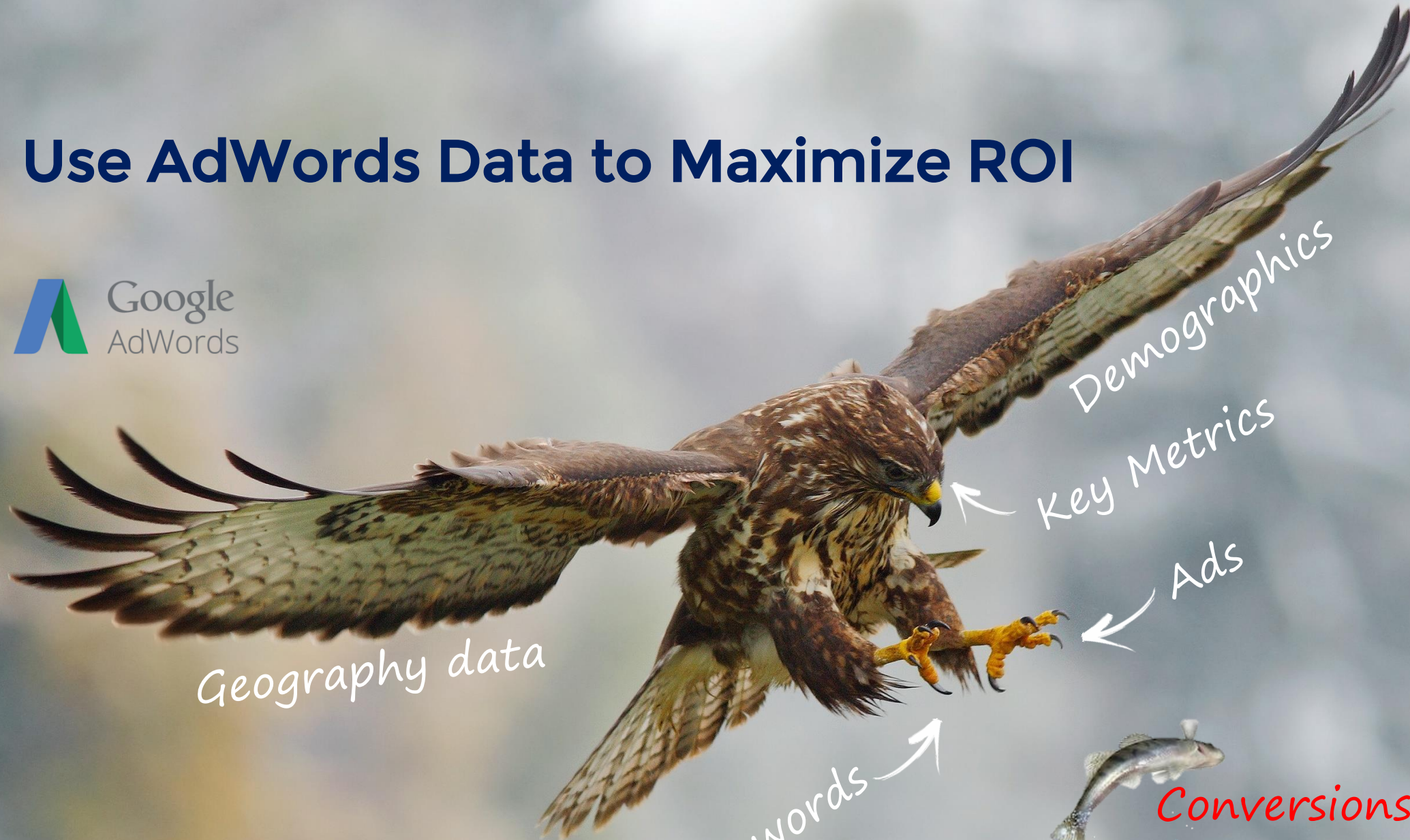


Use AdWords Data to Maximize ROI



Geography data

Demographics

Key Metrics

Ads

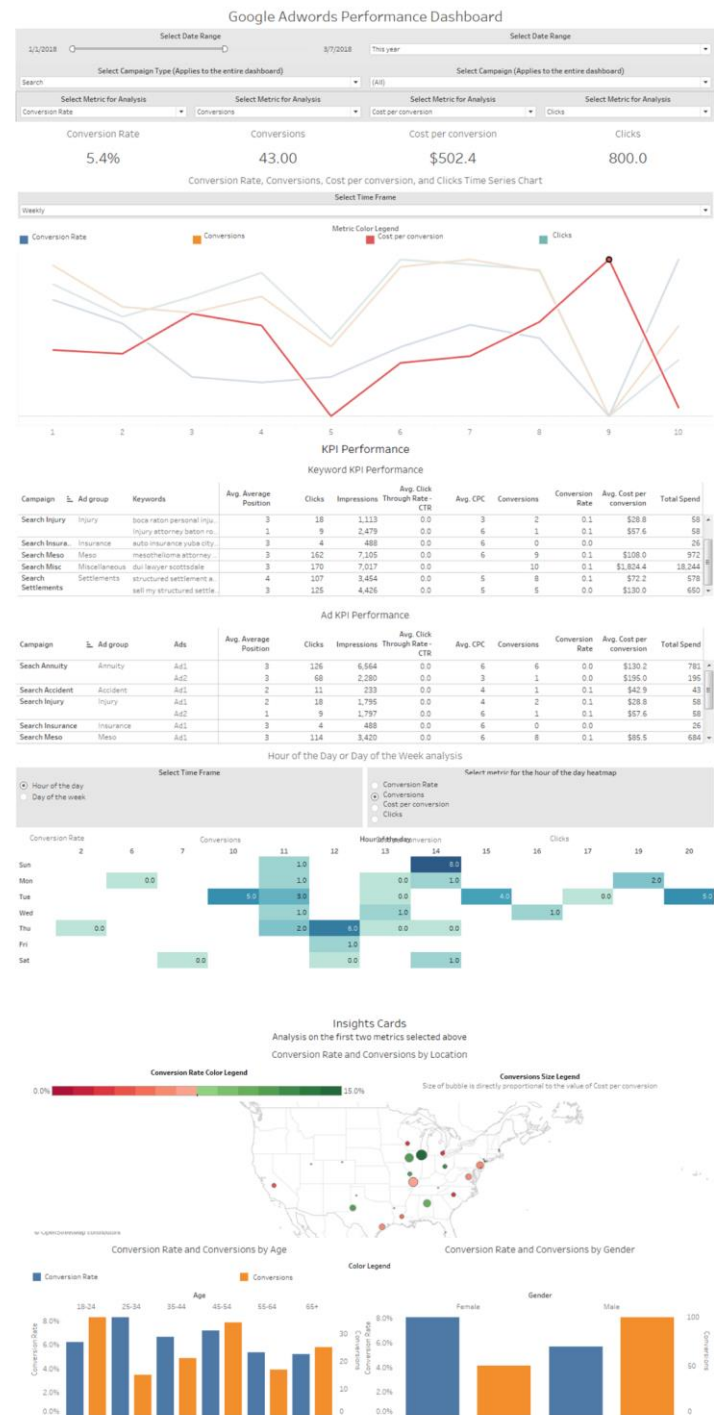
Keywords

Conversions

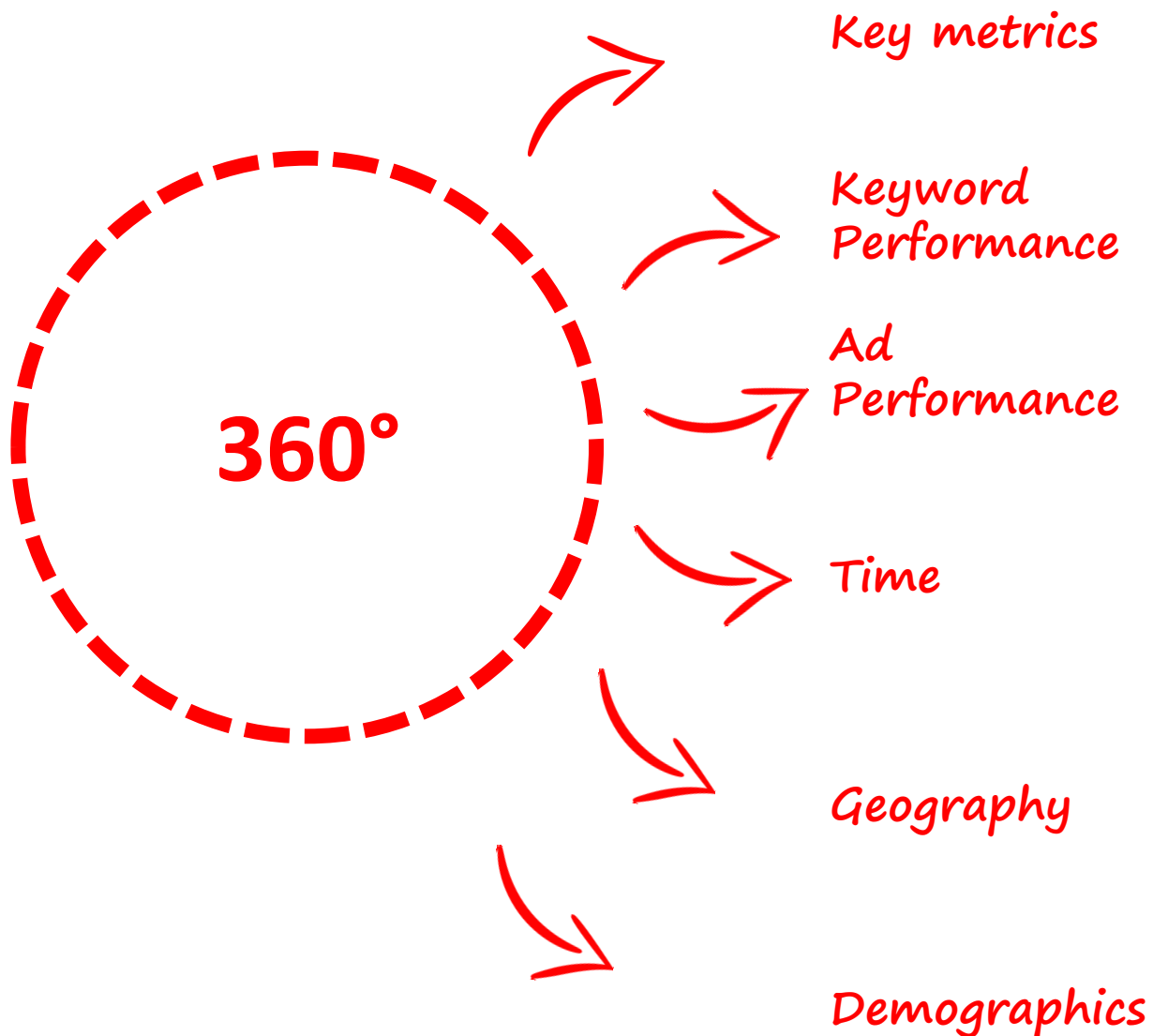
**Google Ads data can make a big difference to
your marketing effectiveness.**

**Google Ads data is dispersed in reports.
A 360° analysis can generate insights quickly.**

This is what we created



A dashboard with a 360° view



Select KPIs to see trends

Search (All)

Select Metric for Analysis

Conversion Rate Conversions Cost per conversion Clicks

Conversion Rate

5.4%

Conversions

43.00

Cost per conversion

\$502.4

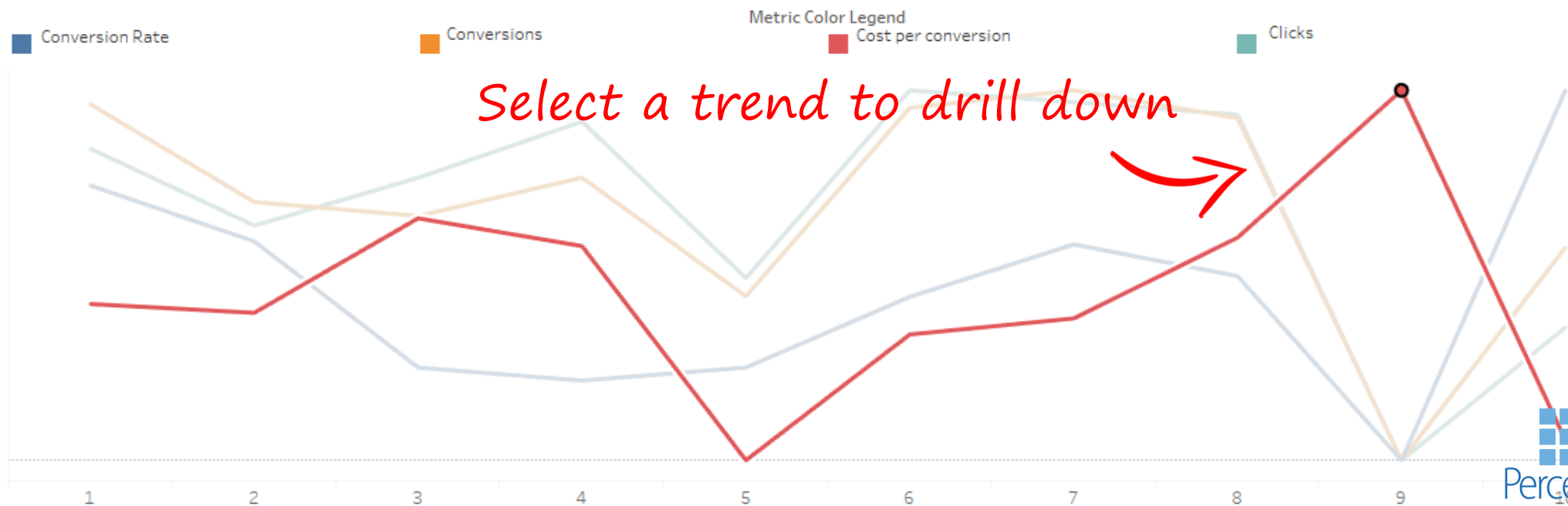
Clicks

800.0

Conversion Rate, Conversions, Cost per conversion, and Clicks Time Series Chart

Select Time Frame

Weekly



Select a trend to drill down

Identify best performing keywords

Campaign	Ad group	Keywords	Avg. Average Position	Clicks	Impressions	Avg. Click Through Rate - CTR	Avg. CPC	Conversions	Conversion Rate	Avg. Cost per conversion	Total Spend
Search Injury	Injury	Injury att..	2	450	12,968	0.0	6	32	0.07	\$90.0	2,880
		boca rato..	2	99	2,822	0.0	3	9	0.09	\$35.2	317
Search Settlements	Settlements	best struc..	2	146	6,416	0.0	5	11	0.08	\$65.0	715
		structure..	2	64	2,541	0.0	5	8	0.13	\$43.2	346
		sell my str..	2	35	2,464	0.0	5	4	0.11	\$45.5	182
Seach Annuity	Annuity	cash out a..	2	115	5,130	0.0	6	13	0.11	\$54.8	713
		annuity p..	3	25	599	0.0	3	2	0.08	\$41.3	83

Identify best performing ads

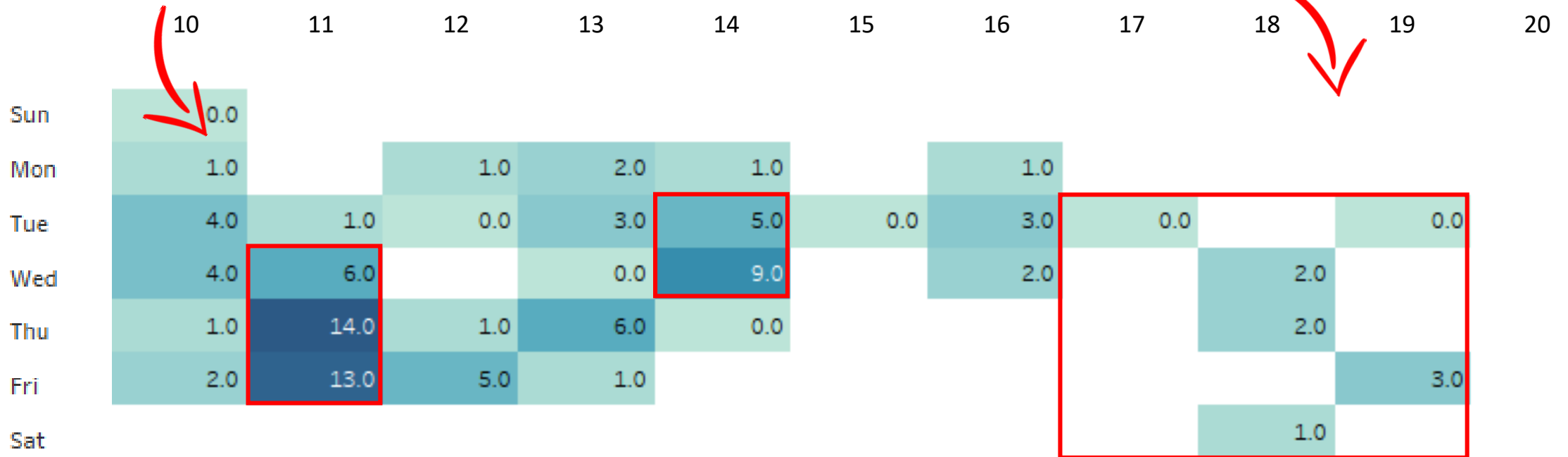
Campaign	Ad group	Ads	Avg. Average Position	Clicks	Impressions	Avg. Click Through Rate - CTR	Avg. CPC	Conversions	Conversion Rate	Avg. Cost per conversion	Total Spend
Search Injury	Injury	Ad1	2	286	9,635	0.0	6	23	0.08	\$65.8	1,514
		Ad2	2	263	6,155	0.0	6	18	0.07	\$93.5	1,683
Search Settlements	Settlements	Ad3	2	146	6,416	0.0	5	11	0.08	\$65.0	715
		Ad2	2	64	2,541	0.0	5	8	0.13	\$43.2	346
		Ad1	2	35	2,464	0.0	5	4	0.11	\$45.5	182
Seach Annuity	Annuity	Ad1	2	115	5,130	0.0	6	13	0.11	\$54.8	713
		Ad2	3	25	599	0.0	3	2	0.08	\$41.3	83

Know the timings with most conversions

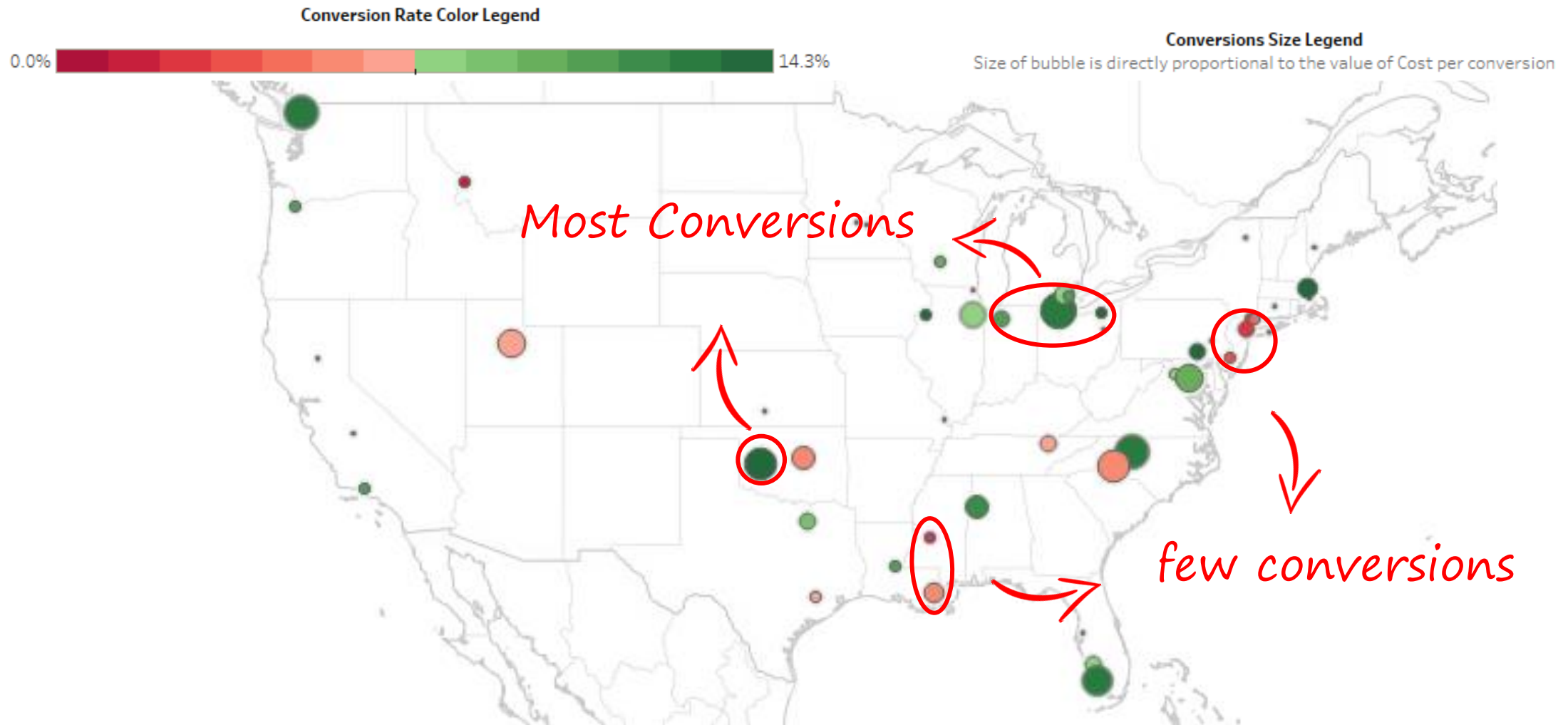
Highest conversions

Hour of the Day

Lowest conversions

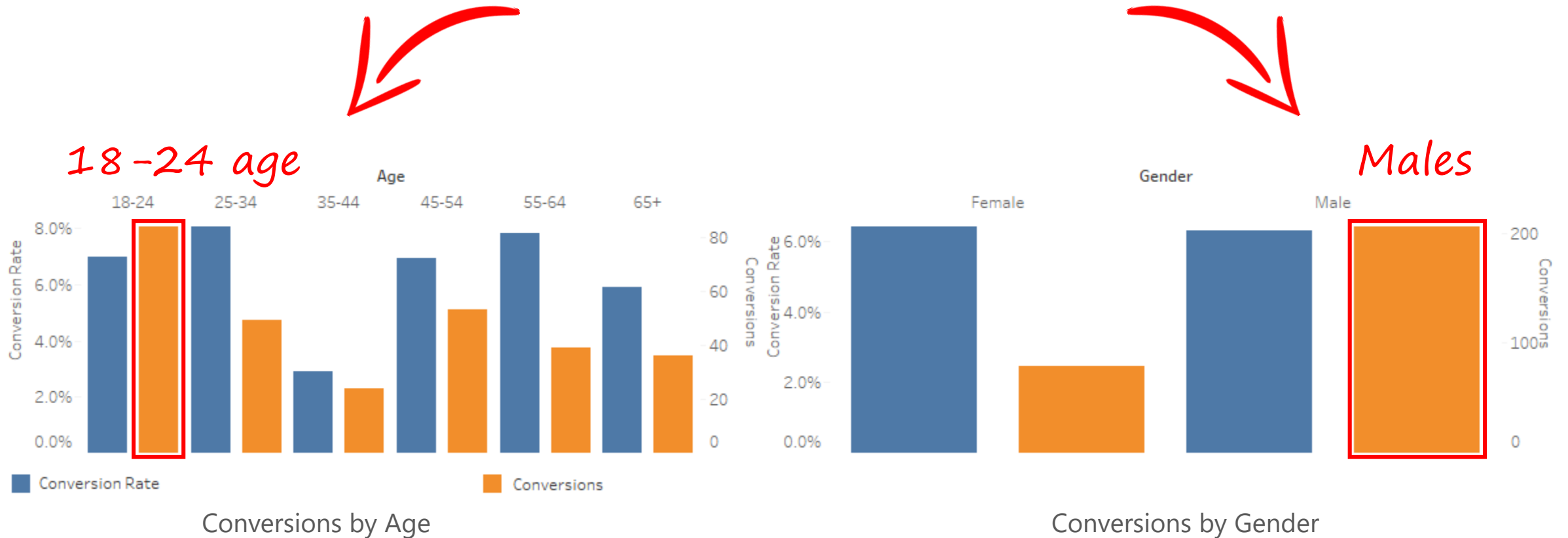


Identify cities that give you most conversions



Identify age groups and gender that convert most

Most conversions





Top 10 Emerging Analytics
Companies to watch for



20 Most Promising Data
Analytics Solution Providers

Who are we?

Perceptive Analytics is a Data Analytics company, offering ROI-driven Marketing Analytics, Business Intelligence and Reporting services. We serve large and medium sized companies in the US.

Our Primary client sites are in New York, Dallas, San Francisco, Chicago, Boston and Miami. But we serve clients all over the US.

Tableau BI Services

- End to End BI
- ETL (Extract, Transform and Load)
- Data warehousing
- Visualizations & Dashboards

Free Consulting

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