

Google Ads Campaign Analysis Sheet

Campaign Overview

Campaign Name	Date Range
Objective	Budget
Status	Account

Performance Metrics

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

Ad Group Breakdown

Ad Group	Impr.	Clicks	CTR (%)	CPC	Cost	Conversions	Conv. Rate (%)

Top Performing Keywords

Keyword	Impr.	Clicks	CTR (%)	CPC	Conversions

Insights & Notes

Comments, Observations, Actions