KPI Tracker · Daily

Day | Week | Month

METRIC	OCT 1	OCT 2	OCT 3	OCT 4	OCT 5	OCT 6	OCT 7	OCT 8	OCT 9	OCT 10	OCT 11	OCT 12	OCT 13	OCT 14	OCT 15	OCT 16	OCT 17	OCT 18	OC
VISIBILITY																			
Impressions	22,438	31,752	25,576	34,529	19,399	20,351	29,054	29,043	6,554	7,482	4,755	7,487	5,084	6,341	8,298	7,119	6,369	8,439	7
Search impression share	13.64%	17.27%	18.32%	17.34%	17.85%	16.07%	20.55%	19.43%	14.41%	13.75%	13.89%	14.08%	17.82%	14.02%	13.59%	15.87%	14.80%	15.37%	17
CPM	$11.03	$9.35	$10.42	$7.39	$13.82	$13.21	$8.49	$10.12	$15.13	$13.60	$18.05	$14.79	$20.08	$16.76	$12.29	$13.86	$15.60	$9.64	$1
SPEND																			
Cost	$247.47	$296.88	$266.52	$255.05	$268.01	$268.77	$246.64	$293.85	$99.17	$101.78	$85.84	$110.70	$102.09	$106.25	$102.00	$98.67	$99.36	$81.31	$10
ENGAGEMENT																			
Clicks	371	368	307	389	327	330	359	330	174	181	182	223	252	240	236	195	201	195	
CTR	1.65%	1.16%	1.20%	1.13%	1.69%	1.62%	1.24%	1.14%	2.65%	2.42%	3.83%	2.98%	4.96%	3.78%	2.84%	2.74%	3.16%	2.31%	3
Avg. CPC	$0.67	$0.81	$0.87	$0.66	$0.82	$0.81	$0.69	$0.89	$0.57	$0.56	$0.47	$0.50	$0.41	$0.44	$0.43	$0.51	$0.49	$0.42	$

CONVERSION

Conv. value
$24.2K
▲ 5.3%

Conversions 102 ▼ 4.2%

Cost $4.0K ▼ 51.0%

EFFECTIVENESS

ROAS 6.0x ▲ 115.2%

Conv. rate 1.51% ▲ 66.8%

Avg. conv. value $237.15 ▲ 9.9%

EFFICIENCY

Cost / conv. $39.58 ▼ 48.9%

ENGAGEMENT

Clicks
6.7K
▼ 42.5%

EFFECTIVENESS

Click-through rate 2.00% ▲ 71.8%

EFFICIENCY

Cost / click $0.60 ▼ 14.8%

VISIBILITY

Impressions
337.4K
▼ 66.5%

EFFECTIVENESS

Search impr. share 16.1% ▲ 15.7%

EFFICIENCY

CPM $11.95 ▲ 46.3%

TREND

Performance over time

Cost | Conversions | Clicks | Impressions

Day | Week | Month | Quarter | Day of week

Search term ▾ | Spend | Conversions | Clicks

CAMPAIGNS

Top campaigns

CAMPAIGN	CONV.	CLICKS	IMPR.
*****·9vrme	69	3.7K	11.3K
**********·xhy47	32	3.0K	326.0K
**********·38iso	0	0	0
**********·sd8lp	0	0	0
****·0cle7	0	0	0
*** - **********·oghb9	0	0	0

KEYWORDS

Top keywords

KEYWORD	CONV.	CLICKS	IMPR.
evnroll putters	47	2.5K	8.1K
evnroll	16	919	1.8K
evnroll putter	4	166	445
evnroll midlock	1	14	87
evnroll er2	1	17	154
rife putters	0	16	241

SUMAS FUNNEL

Visibility → Engagement → Conversion

VISIBILITY · SEEN
337.4K
Impressions · CPM $11.95

▼ CTR 2.00%

ENGAGEMENT · CLICKED
6.7K
Clicks · CPC $0.60

▼ Conv. rate 615.67%

CONVERSION · ALL ACTIONS
41,441
conversions · Cost / all conv. $0

▼ Primary share 0.25%

ERSION · PRIMARY AC
102
sions · Cost / conv.

SPEND
$4.0K
▼ 51.0%

CONVERSION VALUE
$24.2K
▲ 5.3%

ROAS
6.0x
value / cost
▲ 115.2%

AD SPEND
$4.0K
▼ 51.0%

CONVERSIONS
102
▼ 4.2%

COST / CONVERSION
$39.58
▼ 48.9%

CONVERSION VALUE
$24.2K
▲ 5.3%

Value / conv. $237.15 ▲ 9.9%

OVER TIME

Conversions by conversion action

Day | Week | Month | Quarter | Day of week

Evnroll.com · GA4 (we... 101.8

BY CONVERSION EVENT

Conversion events breakdown

CONVERSION EVENT	SOURCE	ALL CONV.	PRIMARY CONV.	CONV. VALUE	VALUE / CONV.
Evnroll.com · GA4 (web) purchase Primary	Purchase	101.8	101.8	$24,152	$237.15
Google Shopping App Page View	Page view	29,163	0	$0	—
Google Shopping App View Item	Page view	10,956.4	0	$0	—
Google Shopping App Add To Cart	Add to cart	432.5	0	$0	—
Google Shopping App Search	Page view	413.3	0	$0	—
Google Shopping App Begin Checkout	Checkout	172.8	0	$0	—
Google Shopping App Purchase	Purchase	164.4	0	$0	—
Google Shopping App Add Payment Info	Website	36.8	0	$0	—
Total · 8 actions		**41,441**	**101.8**	**$24,152**	**$237.15**

AUCTION INSIGHTS

Search impression share

Won 16.4% | Lost (rank) 73.7% | Lost (budget) 9.9%

BY CAMPAIGN

Impression share by campaign

CAMPAIGN	SPEND	SEARCH IS	LOST (RANK)	LOST (BUDGET)	TOP IS	ABS. TOP IS	IS BY WEEK
**********·xhy47	$2.2K	15.5% ▲ 1.1 pts	75.7%	9.0%	0.0%	0.0%	
*****·9vrme	$1.8K	42.0% ▲ 1.9 pts	20.0%	38.0%	83.5%	74.4%	

LOCATIONS

Performance by country

Impressions | Cost | Clicks | Conversions

United States 330.0K

Canada 7.3K

PRODUCTS

Cost by product brand

LOCATIONS

Countries

COUNTRY	IMPR.	CLICKS	COST	CONV.	COST / CONV.	CONV. VALUE / COST
United States	330.0K	6.6K	$4.0K	102	$39.23	6.0x
Canada	7.3K	151	$35.87	0	—	—

TREND

Performance over time

Clicks | Impressions | Cost | Conversions

MIX

Cost by campaign type

CAMPAIGNS

Top campaigns

CAMPAIGN	COST	IMPR.	AVG. CPM	CLICKS	AVG. CPC	CTR	CONV.	ALL CONV.	CONV. VALUE	ALL CONV. VALUE	COST / CONV.	CONV. VALUE / COST
**********·xhy47	$2.2K ▼ 63.2%	326.0K	$6.79	3.0K	$0.74	0.92%	32 ▲ 0.1%	12.1K	$14.7K ▲ 0.9%	$837.6K	$68.17	6.6x
*****·9vrme	$1.8K ▼ 18.1%	11.3K	$160.27	3.7K	$0.49	32.89%	69 ▼ 6.0%	29.3K	$9.4K ▲ 13.1%	$2.4M	$26.20	5.2x
Grand total	**$4.0K**	**337.4K**	**$11.95**	**6.7K**	**$0.60**	**2.00%**	**102**	**41.4K**	**$24.2K**	**$3.2M**	**$39.58**	**6.0x**

BIDDING

Cost by bidding strategy

Maximize conversion value **$4.0K**

TREND

Top ad groups over time

Clicks | Impressions | Cost | Conversions

*****·9vrme

AD GROUPS

Ad groups

AD GROUP	TYPE	CAMPAIGN	COST	CLICKS	CONV.	COST / CONV.	CONV. VALUE	ALL CONV. VALUE	CONV. VALUE / COST
(no ad group)	(not set)	**********·xhy47	$2.2K	3.0K	32	$68.17	$14.7K	$837.6K	6.6x
*****·9vrme	Search standard	*****·9vrme	$1.8K	3.7K	69	$26.20	$9.4K	$2.4M	5.2x
Grand total			**$4.0K**	**6.7K**	**102**	**$39.58**	**$24.2K**	**$3.2M**	**6.0x**

TREND

Performance over time

Clicks | Impressions | Cost | Conversions

ADS

Ad performance

AD ID	TYPE	AD STRENGTH	AD GROUP	COST	CLICKS	CTR	CONV.	COST / CONV.	ALL CONV. VALUE	CONV. VALUE / COST
677574149754	Responsive search ad	Excellent	*****·9vrme	$828.53	1.8K	33.59%	25	$33.19	$1.1M	4.8x
682058297645	Responsive search ad	Excellent	*****·9vrme	$549.47	1.0K	29.42%	26	$21.11	$606.6K	4.2x
688139476730	Responsive search ad	Excellent	*****·9vrme	$439.80	874	36.28%	18	$23.92	$620.1K	7.2x
Grand total				**$1.8K**	**3.7K**	**32.89%**	**69**	**$26.20**	**$2.4M**	**5.2x**

AD TYPES

Conversions by ad type

Responsive search ad **69**

AD QUALITY

Cost by ad strength

SEARCH TERMS

Top search terms

SEARCH TERM	COST	CONV. VALUE	IMPR.	AVG. CPM	CLICKS	AVG. CPC	CTR	CONV.	CONV. RATE	COST / CONV.
evnroll putters	$459.07	$3.3K	2.8K	$166.15	1.6K	$0.29	57.08%	14	0.88%	$33.19
evnroll	$211.05	$1.5K	1.4K	$153.61	795	$0.27	57.86%	14	1.77%	$14.97
evnroll putter	$83.40	$766.21	437	$190.85	164	$0.51	37.53%	3	2.00%	$25.43
evnroll putter grips	$48.07	$123.48	121	$397.27	65	$0.74	53.72%	6	8.68%	$8.52
even roll putter	$40.53	$241.12	216	$187.64	90	$0.45	41.67%	1	0.71%	$63.39
evnroll ezpz	$31.77	$0.00	180	$176.52	28	$1.13	15.56%	0	0.00%	—
even roll putters	$23.73	$0.00	112	$211.84	56	$0.42	50.00%	0	0.00%	—
evnroll er2	$17.86	$35.00	147	$121.50	16	$1.12	10.88%	1	6.25%	$17.86
evnroll gravity grip	$17.54	$29.00	76	$230.81	28	$0.63	36.84%	1	3.57%	$17.54
evnroll putter weights	$16.35	$106.01	24	$681.25	12	$1.36	50.00%	1	8.62%	$15.80

KEYWORDS

Search terms each keyword triggers

KEYWORD	MATCH TYPE	SEARCH TERM	COST	IMPR.	AVG. CPM	CONV.
evnroll putters	Exact	evnroll putters	$459.07	2.8K	$166.15	14
	Exact	even roll putter	$4.60	2	$2,300.00	0
	Exact	even flow putter	$1.97	1	$1,970.00	0
	Exact	even roll golf putters	$1.09	2	$545.00	0
	Exact	best evnroll putter	$1.00	3	$333.33	0
	Exact	evnroll putter sale	$0.33	1	$329.16	0
	Exact	evnroll putters for sale	$0.30	6	$50.00	0
	Exact	evnroll sale	$0.00	2	$0.00	0
	Exact	new evnroll putters	$0.00	2	$0.00	0
	Exact	even roll	$0.00	1	$0.00	0

OVERLAP

Search terms that trigger several keywords

SEARCH TERM	KEYWORD	MATCH TYPE	COST	IMPR.	CONV.
evnroll	evnroll	Exact	$211.04	1.4K	14
	evnroll	Phrase	$0.01	1	0
evnroll putter grips	evnroll putters	Broad	$47.71	118	6
	evnroll	Broad	$0.35	2	0
	evnroll midlock	Broad	$0.01	1	0
even roll putter	evnroll	Exact	$35.93	214	1
	evnroll putters	Exact	$4.60	2	0
evnroll gravity grip	evnroll putters	Broad	$16.98	73	1
	evnroll midlock	Broad	$0.28	1	0
	evnroll	Broad	$0.28	2	0

REACH

Search terms per keyword

TREND

Clicks of top search terms by week

evnroll putters | evnroll | evnroll putter | even roll putter | evnroll putter grips | even roll putters

TREND

Search terms with clicks by week

CANNIBALIZATION

Search terms served by several ad groups

No data for this range.

CANNIBALIZATION

Ad groups per search term

No data for this range.

AD GROUPS

Search term cost by ad group

*****·9vrme **$1.3K**

CAMPAIGNS

Search term cost by campaign

*****·9vrme **$1.3K**

Performance Max | CAMPAIGNS

COST	CONVERSIONS	COST / CONV.	CONV. VALUE	ROAS	CLICKS	CPC
$2.2K ▼ 63.2%	32 ▲ 0.1%	$68.17 ▼ 63.3%	$14.7K ▲ 0.9%	6.6x ▲ 174.2%	3.0K ▼ 58.2%	$0.74 ▼ 11.9%

CTR	IMPRESSIONS	CPM
0.92% ▲ 26.6%	326.0K ▼ 67.0%	$6.79 ▲ 11.5%

CAMPAIGNS

Performance Max campaign performance

Show $0 cost

CAMPAIGN / AD GROUP	COST	CONVERSIONS	CLICKS	IMPRESSIONS
**********·xhy47 Performance Max	$2.2K ▼ 63.2%	32 ▲ 0.1% Cost / conv. $68.17 Value $14.7K ROAS 6.6x	3.0K ▼ 58.2% CPC $0.74 CTR 0.92%	326.0K ▼ 67.0% CPM $6.79

Performance Max | SEARCH TERMS

All

No data for this range.

INSIGHTS

Optimization potential

No data for this range.

Performance Max | MATCH TYPE

KEYWORDS

Performance by match type — Performance Max

No data for this range.

Performance Max | KEYWORD · AD · LANDING ALIGNMENT

All 0 | Aligned 0 | Needs review 0 | Broken 0

ALIGNMENT

Keyword › Ad › Landing

No data for this range.

INSIGHTS

Recommended actions

No data for this range.

Performance Max · AUDIENCES

GEOGRAPHY

Performance by region

REGION	SPEND	CONV.	CPA	ROAS
California	$199.41 ▼ 63.0%	1 ▼ 80.2%	$199.41 ▲ 86.2%	2.1x ▼ 29.7%
Florida	$187.23 ▼ 53.4%	2 ▲ 100.0%	$93.62 ▼ 76.7%	6.8x ▲ 519.6%
Texas	$174.19 ▼ 58.1%	3 ▼ 40.0%	$58.06 ▼ 30.1%	5.0x ▼ 4.7%
New York	$86.49 ▼ 73.1%	2 ▼ 30.7%	$41.62 ▼ 61.2%	10.2x ▲ 152.6%
North Carolina	$84.51	1	$84.51	5.1x

GEOGRAPHY

Top cities

CITY	SPEND	CONV.	CPA	ROAS
Fort Myers	$30.35	0	—	—
New York	$27.97 ▼ 74.2%	0 ▼ 100.0%	—	—
Los Angeles	$26.07 ▼ 49.8%	0 ▼ 100.0%	—	—
Scottsville	$25.17	0	—	—
Marietta	$20.61 ▼ 23.4%	0	—	—
Louisville	$15.71	1	$18.72	46.4x

DEMOGRAPHICS

Conversions by age

No data for this range.

DEMOGRAPHICS

Conversions by gender

No data for this range.

DEMOGRAPHICS

Performance by age range

No data for this range.

Performance Max · TIME

TIME

Time matrix — Performance Max

Rows: Metrics · Day · Week · Month · Quarter · Day of week

METRIC	TOTAL	OCT 28	OCT 27	OCT 26	OCT 25	OCT 24	OCT 23	OCT 22	OCT 21	OCT 20	OCT 19	OCT 18	OCT 17	OCT 16	OCT 15	OCT 14	OCT 13	OC
Cost	$2.2K ▼ 63.2%	$5.26 ▼ 96.6%	$35.30 ▼ 75.9%	$37.46 ▼ 78.5%	$38.75 ▼ 80.5%	$42.19 ▼ 75.8%	$45.37 ▼ 70.7%	$38.07 ▼ 78.7%	$38.63 ▼ 78.1%	$48.80 ▼ 73.1%	$40.44 ▼ 78.9%	$47.91 ▼ 74.3%	$34.84 ▼ 80.5%	$47.75 ▼ 72.8%	$44.77 ▼ 87.4%	$42.34 ▼ 87.7%	$42.04 ▼ 89.5%	$5
Conversions	32 ▲ 0.1%	0 ▼ 100.0%	0 ▼ 100.0%	2 ▲ 101.5%	2 ▼ 1.6%	1 ▼ 0.3%	0	1 ▼ 50.0%	2	1 ▼ 0.1%	1 ▲ 0.0%	1	0	0 ▼ 100.0%	1 ▼ 48.9%	1 ▲ 0.0%	0 ▼ 100.0%	▼
Cost / conv.	$68.17 ▼ 63.3%	$0.00 ▼ 100.0%	$0.00 ▼ 100.0%	$18.73 ▼ 89.3%	$21.07 ▼ 80.2%	$42.19 ▼ 75.8%	$580.76	$38.07 ▼ 57.4%	$22.09	$48.80 ▼ 73.0%	$40.44 ▼ 78.9%	$47.91	$0.00	$0.00 ▼ 100.0%	$43.81 ▼ 75.4%	$42.34 ▼ 87.7%	$0.00 ▼ 100.0%	$2 ▼
Conv. value	$14.7K ▲ 0.9%	$0.00 ▼ 100.0%	$0.00 ▼ 100.0%	$1.0K ▲ 137.7%	$1.6K ▲ 74.6%	$414.95 ▼ 2.7%	$33.59 ▲ 2463.4%	$414.95 ▼ 12.4%	$744.43	$440.00 ▼ 5.1%	$426.10 ▲ 3.1%	$414.95	$0.00	$0.00 ▼ 100.0%	$439.64 ▼ 49.8%	$420.94 ▲ 1.4%	$0.00 ▼ 100.0%	$79 ▼
ROAS	6.6x ▲ 174.2%	0.0x ▼ 100.0%	0.0x ▼ 100.0%	27.7x ▲ 1007.7%	40.7x ▲ 797.0%	9.8x ▲ 302.7%	0.7x ▲ 8656.7%	10.9x ▲ 311.1%	19.3x	9.0x ▲ 252.6%	10.5x ▲ 389.3%	8.7x	0.0x	0.0x ▼ 100.0%	9.8x ▲ 300.3%	9.9x ▲ 723.2%	0.0x ▼ 100.0%	1 ▲ 2
All conv.	12.1K ▼ 47.7%	0 ▼ 100.0%	187 ▼ 77.2%	387 ▼ 41.2%	263 ▼ 70.2%	369 ▼ 54.5%	273 ▼ 59.7%	254 ▼ 68.2%	318 ▼ 32.4%	496 ▼ 34.0%	269 ▼ 64.1%	316 ▼ 62.3%	223 ▼ 70.4%	339 ▼ 69.3%	354 ▼ 76.4%	336 ▼ 66.0%	307 ▼ 73.5%	▼
All conv. value	$837.6K ▼ 46.4%	$0.00 ▼ 100.0%	$7.4K ▼ 88.1%	$31.6K ▼ 37.9%	$16.7K ▼ 75.0%	$21.1K ▼ 58.4%	$12.8K ▼ 70.2%	$15.4K ▼ 68.5%	$26.2K ▼ 5.6%	$41.4K ▼ 10.6%	$18.2K ▼ 61.6%	$25.9K ▼ 44.4%	$13.6K ▼ 59.1%	$19.9K ▼ 72.6%	$18.2K ▼ 78.4%	$35.4K ▼ 42.7%	$18.5K ▼ 79.0%	$2 ▼
Clicks	3.0K ▼ 58.2%	7 ▼ 96.6%	71 ▼ 64.9%	73 ▼ 59.4%	64 ▼ 75.4%	76 ▼ 70.7%	76 ▼ 64.0%	80 ▼ 66.2%	69 ▼ 59.9%	74 ▼ 74.0%	82 ▼ 67.3%	83 ▼ 77.1%	66 ▼ 83.0%	72 ▼ 81.3%	79 ▼ 86.4%	71 ▼ 77.9%	87 ▼ 73.9%	
CPC	$0.74 ▼ 11.9%	$0.75 ▼ 0.4%	$0.50 ▼ 31.3%	$0.51 ▼ 47.1%	$0.61 ▼ 20.9%	$0.56 ▼ 17.6%	$0.60 ▼ 18.7%	$0.48 ▼ 36.9%	$0.56 ▼ 45.5%	$0.66 ▲ 3.7%	$0.49 ▼ 35.5%	$0.58 ▲ 12.2%	$0.53 ▲ 15.1%	$0.66 ▲ 45.2%	$0.57 ▼ 7.9%	$0.60 ▼ 44.3%	$0.48 ▼ 59.7%	$ ▼
CTR	0.92%	3.57%	1.27%	1.29%	1.56%	1.22%	1.01%	1.18%	1.63%	1.21%	1.21%	1.04%	1.11%	1.07%	1.00%	1.18%	1.87%	1.

Performance Max · AD SCHEDULE

DAYPARTING

Ad schedule · day × hour — Performance Max

Cost · Conversions · Clicks · Impressions

Peak Thu · Peak 18:00

TOTALS

By day of week

TOTALS

By hour of day

Performance Max · TRENDS

TREND

Trends — Performance Max

Cost · Conversions · Clicks · Impressions

Day · Week · Month · Day of week

Search · CAMPAIGNS

COST	CONVERSIONS	COST / CONV.	CONV. VALUE	ROAS	CLICKS	CPC
$1.8K ▼ 18.1%	69 ▼ 6.0%	$26.20 ▼ 12.8%	$9.4K ▲ 13.1%	5.2x ▲ 38.1%	3.7K ▼ 17.6%	$0.49 ▼ 0.6%

CTR	IMPRESSIONS	CPM
32.89% ▲ 43.4%	11.3K ▼ 42.5%	$160.27 ▲ 42.6%

CAMPAIGNS

Search campaign performance

Show $0 cost (8)

CAMPAIGN / AD GROUP	COST	CONVERSIONS	CLICKS	IMPRESSIONS
*****·9vrme · Search	$1.8K ▼ 18.1%	69 ▼ 6.0% · Cost / conv. $26.20 · Value $9.4K · ROAS 5.2x	3.7K ▼ 17.6% · CPC $0.49 · CTR 32.89%	11.3K ▼ 42.5% · CPM $160.27

Search · SEARCH TERMS

All · Branded · Opportunity · Irrelevant · Duplicate

evnroll putters · Broad
$869.24 · 27 conv · CPA $32.69

SEARCH TERM	SPEND	CONV.	CPA	TAGS
evnroll putters	$459.07	14	$33.19	Branded
evnroll putter grips	$47.71	6	$8.45	Branded · Duplicate · ···
evnroll ezpz	$31.77	0	—	Branded · Irrelevant · ···
evnroll gravity grip	$16.98	1	$16.98	Branded · Duplicate · ···
evnroll putter weights	$15.98	1	$15.44	Branded · Duplicate · ···
evnroll grips	$13.43	1	$13.43	Branded

evnroll · Broad
$255.92 · 16 conv · CPA $16.26

SEARCH TERM	SPEND	CONV.	CPA	TAGS
evnroll	$211.05	14	$14.97	Branded
even roll putter	$35.93	1	$56.19	Duplicate
evnroll ezpz review	$3.14	0	—	Branded · Opportunity · ···
evnroll putter cover	$1.79	1	$1.79	Branded · Duplicate · ···
even roll	$1.49	0	—	
evn putters	$0.84	0	—	

evnroll putter · Broad
$83.40 · 3 conv · CPA $25.43

SEARCH TERM	SPEND	CONV.	CPA	TAGS
evnroll putter	$83.40	3	$25.43	Branded
Total	**$83.40**	**3**	**$25.43**	

even roll putters · Broad
$43.36 · 0 conv · CPA —

SEARCH TERM	SPEND	CONV.	CPA	TAGS
even roll putters	$23.73	0	—	
sink golf	$11.86	0	—	
titleist	$5.62	0	—	
□□ □ □□	$0.98	0	—	
everroll putter	$0.53	0	—	Duplicate
ever roll putter	$0.31	0	—	Duplicate

evnroll er2 · Broad
$18.13 · 1 conv · CPA $18.13

SEARCH TERM	SPEND	CONV.	CPA	TAGS
evnroll er2	$17.86	1	$17.86	Branded
evnroll 2 putter	$0.27	0	—	Branded
Total	**$18.13**	**1**	**$18.13**	

evnroll zero torque · Phrase
$12.94 · 0 conv · CPA —

SEARCH TERM	SPEND	CONV.	CPA	TAGS
evnroll zero torque	$12.94	0	—	Branded
Total	**$12.94**	**0**	**—**	

evnroll golf · Exact
$10.53 · 0 conv · CPA —

SEARCH TERM	SPEND	CONV.	CPA	TAGS
evnroll golf	$10.53	0	—	Branded
Total	**$10.53**	**0**	**—**	

rife putters · Broad
$9.20 · 0 conv · CPA —

SEARCH TERM	SPEND	CONV.	CPA	TAGS
ever roll putter	$5.08	0	—	Duplicate
rife putters	$2.00	0	—	
evenflo putters	$1.50	0	—	
everoll putter	$0.62	0	—	
Total	**$9.20**	**0**	**—**	

evnroll er5 · Broad
$6.80 · 0 conv · CPA —

SEARCH TERM	SPEND	CONV.	CPA	TAGS
evnroll er5	$6.80	0	—	Branded
Total	**$6.80**	**0**	**—**	

evnroll zero · Broad
$6.39 · 0 conv · CPA —

SEARCH TERM	SPEND	CONV.	CPA	TAGS
evnroll zero	$6.39	0	—	Branded
Total	**$6.39**	**0**	**—**	

evnroll midlock · Broad
$6.09 · 0 conv · CPA —

SEARCH TERM	SPEND	CONV.	CPA	TAGS
evnroll midlock	$2.46	0	—	Branded
evnroll midlock xl grip	$1.74	0	—	Branded · Duplicate · ···
midlock grip	$0.82	0	—	
evnroll shaft	$0.41	0	—	Branded · Duplicate · ···
evnroll putter weights	$0.37	0	—	Branded · Duplicate · ···
evnroll gravity grip	$0.28	0	—	Branded · Duplicate · ···

envroll · Broad
$3.43 · 0 conv · CPA —

SEARCH TERM	SPEND	CONV.	CPA	TAGS
envroll	$3.43	0	—	
Total	**$3.43**	**0**	**—**	

evnroll mallet · Broad
$1.86 · 0 conv · CPA —

SEARCH TERM	SPEND	CONV.	CPA	TAGS
evnroll mallet	$1.86	0	—	Branded
Total	**$1.86**	**0**	**—**	

evnroll neo classic · Phrase
$1.27 · 0 conv · CPA —

SEARCH TERM	SPEND	CONV.	CPA	TAGS
evnroll neo classic	$1.27	0	—	Branded
Total	**$1.27**	**0**	**—**	

evnroll v series · Broad
$1.08 · 0 conv · CPA —

SEARCH TERM	SPEND	CONV.	CPA	TAGS
evnroll v series	$1.08	0	—	Branded
Total	**$1.08**	**0**	**—**	

evnroll er11 · Phrase
$0.08 · 0 conv · CPA —

SEARCH TERM	SPEND	CONV.	CPA	TAGS
evnroll er11	$0.08	0	—	Branded
Total	**$0.08**	**0**	**—**	

INSIGHTS

Optimization potential

RECOVERABLE SPEND	PROTECTED BRAND SPEND
$5.54	$1.2K

CRITERION	SEARCH TERMS	SPEND
Opportunity	0	$0.00
Irrelevant	0	$0.00
Duplicate	4	$5.54
Total	**4**	**$5.54**

Search · MATCH TYPE

KEYWORDS

Performance by match type — Search

MATCH TYPE	BUDGET	VISIBILITY	ENGAGEMENT	CONVERSION
Exact	$738.03 ▼ 3.1%	4.5K ▼ 43.8% · CPM $164.12	2.5K ▼ 18.4% · CTR 55.81% · CPC $0.29	29 ▼ 21.4% · Value $5.0K · CPA $25.27 ▲ 23.3% · ROAS 6.8x ▼ 6.9%
Phrase	$14.30 ▼ 46.0%	142 ▼ 66.6% · CPM $100.67	36 ▼ 42.9% · CTR 25.35% · CPC $0.40	0 · Value $0.00 · CPA $0.00 · ROAS 0.0x
Broad	$1.1K ▼ 25.5%	6.7K ▼ 40.7% · CPM $158.95	1.2K ▼ 14.7% · CTR 17.66% · CPC $0.90	40 ▲ 9.6% · Value $4.4K · CPA $26.52 ▼ 32.0% · ROAS 4.1x ▲ 114.4%

Search · KEYWORD · AD · LANDING ALIGNMENT

All 40 · Aligned 5 · Needs review 34 · Broken 1

ALIGNMENT

Keyword › Ad › Landing

KEYWORD → SEARCH TERMS	AD SERVED (AS ON GOOGLE)	LANDING PAGE	INSIGHT
evnroll putters Broad $1.3K *****·9vrme evnroll putters $459.07 evnroll putter grips $47.71 evnroll ezpz $31.77 evnroll gravity grip $16.98 evnroll putter weights $15.98	Ad evnroll.com **Evnroll Putters | Official Evnroll Site | Shop Premium Putters** Shop Evnroll's award-winning putters with SweetFace™ Technology designed to roll pure.	evnroll.com	Aligned • **Fix:** Negate 17 off-intent search terms carrying $24.74.
evnroll Exact $266.70 *****·9vrme evnroll $211.05 even roll putter $35.93 evnroll ezpz review $3.14 evnroll putter cover $1.79 even roll $1.49	Ad evnroll.com **Evnroll Zero Torque | Zero Torque Putters | Eliminate Face Rotation** Shop Evnroll's award-winning putters with SweetFace™ Technology designed to roll pure.	evnroll.com	Aligned • **Fix:** Negate 5 off-intent search terms carrying $38.76.
evnroll putter Broad $85.51 *****·9vrme evnroll putter $83.40	Ad evnroll.com/collections/v-series **Evnroll V-Series Putters | Custom Putter Configuration | Tungsten Sole Weights** Customizable putters with multiple hosel options and adjustable tungsten weights.	evnroll.com/collections/v-series	Aligned • **Fix:** Open the landing page and check it answers this keyword.
even roll putters Broad $47.64 *****·9vrme even roll putters $23.73 sink golf $11.86 titleist $5.62 □□ □ □□ $0.98 everroll putter $0.53	Ad evnroll.com/collections/v-series **Evnroll V-Series Putters | Custom Putter Configuration | Tungsten Sole Weights** Customizable putters with multiple hosel options and adjustable tungsten weights.	evnroll.com/collections/v-series	Needs review • Ad copy is missing even. • **Fix:** Add even to the RSA headlines in this ad group.
rife putters Broad $29.80 *****·9vrme ever roll putter $5.08 rife putters $2.00 evenflo putters $1.50 everoll putter $0.62	Ad evnroll.com/collections/v-series **Evnroll V-Series Putters | Custom Putter Configuration | Tungsten Sole Weights** Customizable putters with multiple hosel options and adjustable tungsten weights.	evnroll.com/collections/v-series	Needs review • The landing URL names none of rife, putters — the page itself cannot be read from here. • **Fix:** Negate 2 off-intent search terms carrying $5.70.
evnroll er2 Broad $18.13 *****·9vrme evnroll er2 $17.86 evnroll 2 putter $0.27	Ad evnroll.com/collections/v-series **Evnroll V-Series Putters | Custom Putter Configuration | Tungsten Sole Weights** Customizable putters with multiple hosel options and adjustable tungsten weights.	evnroll.com/collections/v-series	Needs review • Ad copy is missing er2. • **Fix:** Add er2 to the RSA headlines in this ad group.
evnroll zero torque Phrase $12.94 *****·9vrme evnroll zero torque $12.94	Ad evnroll.com/collections/v-series **Evnroll V-Series Putters | Custom Putter Configuration | Tungsten Sole Weights** Customizable putters with multiple hosel options and adjustable tungsten weights.	evnroll.com/collections/v-series	Needs review • Ad copy is missing zero, torque. • **Fix:** Add zero, torque to the RSA headlines in this ad group.
evnroll golf Exact $10.53 *****·9vrme evnroll golf $10.53	Ad evnroll.com/collections/v-series **Evnroll V-Series Putters | Custom Putter Configuration | Tungsten Sole Weights** Customizable putters with multiple hosel options and adjustable tungsten weights.	evnroll.com/collections/v-series	Needs review • Ad copy is missing golf. • **Fix:** Add golf to the RSA headlines in this ad group.
evnroll midlock Broad $8.67 *****·9vrme evnroll midlock $2.46 evnroll midlock xl grip $1.74 midlock grip $0.82 evnroll shaft $0.41 evnroll putter weights $0.37	Ad evnroll.com/collections/v-series **Evnroll V-Series Putters | Custom Putter Configuration | Tungsten Sole Weights** Customizable putters with multiple hosel options and adjustable tungsten weights.	evnroll.com/collections/v-series	Needs review • Ad copy is missing midlock. • **Fix:** Add midlock to the RSA headlines in this ad group.
evnroll er5 Broad $6.80 *****·9vrme evnroll er5 $6.80	Ad evnroll.com/collections/v-series **Evnroll V-Series Putters | Custom Putter Configuration | Tungsten Sole Weights** Customizable putters with multiple hosel options and adjustable tungsten weights.	evnroll.com/collections/v-series	Needs review • Ad copy is missing er5. • **Fix:** Add er5 to the RSA headlines in this ad group.
evnroll zero Broad $6.39 *****·9vrme evnroll zero $6.39	Ad evnroll.com/collections/v-series **Evnroll V-Series Putters | Custom Putter Configuration | Tungsten Sole Weights** Customizable putters with multiple hosel options and adjustable tungsten weights.	evnroll.com/collections/v-series	Needs review • Ad copy is missing zero. • **Fix:** Add zero to the RSA headlines in this ad group.
envroll Broad $3.43 *****·9vrme envroll $3.43	Ad evnroll.com/collections/v-series **Evnroll V-Series Putters | Custom Putter Configuration | Tungsten Sole Weights** Customizable putters with multiple hosel options and adjustable tungsten weights.	evnroll.com/collections/v-series	Broken • No keyword token appears in the ad copy (envroll). • The landing URL names none of envroll — the page itself cannot be read from here. • **Fix:** Add envroll to the RSA headlines in this ad group.
evnroll mallet Broad $1.86 *****·9vrme evnroll mallet $1.86	Ad evnroll.com/collections/v-series **Evnroll V-Series Putters | Custom Putter Configuration | Tungsten Sole Weights** Customizable putters with multiple hosel options and adjustable tungsten weights.	evnroll.com/collections/v-series	Aligned • **Fix:** Open the landing page and check it answers this keyword.
evnroll neo classic Phrase $1.27 *****·9vrme evnroll neo classic $1.27	Ad evnroll.com/collections/v-series **Evnroll V-Series Putters | Custom Putter Configuration | Tungsten Sole Weights** Customizable putters with multiple hosel options and adjustable tungsten weights.	evnroll.com/collections/v-series	Needs review • Ad copy is missing neo, classic. • **Fix:** Add neo, classic to the RSA headlines in this ad group.
evnroll v series Broad $1.08 *****·9vrme evnroll v series $1.08	Ad evnroll.com/collections/v-series **Evnroll V-Series Putters | Custom Putter Configuration | Tungsten Sole Weights** Customizable putters with multiple hosel options and adjustable tungsten weights.	evnroll.com/collections/v-series	Aligned • **Fix:** Open the landing page and check it answers this keyword.
evnroll er11 Phrase $0.08 *****·9vrme evnroll er11 $0.08	Ad evnroll.com/collections/v-series **Evnroll V-Series Putters | Custom Putter Configuration | Tungsten Sole Weights** Customizable putters with multiple hosel options and adjustable tungsten weights.	evnroll.com/collections/v-series	Needs review • Ad copy is missing er11. • **Fix:** Add er11 to the RSA headlines in this ad group.
ER2CS putter Broad $0.00 *****·9vrme No search terms in this range.	Ad evnroll.com/collections/v-series **Evnroll V-Series Putters | Custom Putter Configuration | Tungsten Sole Weights** Customizable putters with multiple hosel options and adjustable tungsten weights.	evnroll.com/collections/v-series	Needs review • Ad copy is missing er2cs. • The landing URL names none of er2cs, putter — the page itself cannot be read from here. • **Fix:** Add er2cs to the RSA headlines in this ad group.
ER2B putter Broad $0.00 *****·9vrme No search terms in this range.	Ad evnroll.com/collections/v-series **Evnroll V-Series Putters | Custom Putter Configuration | Tungsten Sole Weights** Customizable putters with multiple hosel options and adjustable tungsten weights.	evnroll.com/collections/v-series	Needs review • Ad copy is missing er2b. • The landing URL names none of er2b, putter — the page itself cannot be read from here. • **Fix:** Add er2b to the RSA headlines in this ad group.
ER2 putter Broad $0.00 *****·9vrme No search terms in this range.	Ad evnroll.com/collections/v-series **Evnroll V-Series Putters | Custom Putter Configuration | Tungsten Sole Weights** Customizable putters with multiple hosel options and adjustable tungsten weights.	evnroll.com/collections/v-series	Needs review • Ad copy is missing er2. • The landing URL names none of er2, putter — the page itself cannot be read from here. • **Fix:** Add er2 to the RSA headlines in this ad group.
ER1TS putter Broad $0.00 *****·9vrme No search terms in this range.	Ad evnroll.com/collections/v-series **Evnroll V-Series Putters | Custom Putter Configuration | Tungsten Sole Weights** Customizable putters with multiple hosel options and adjustable tungsten weights.	evnroll.com/collections/v-series	Needs review • Ad copy is missing er1ts. • The landing URL names none of er1ts, putter — the page itself cannot be read from here. • **Fix:** Add er1ts to the RSA headlines in this ad group.
ER11vx putter Broad $0.00 *****·9vrme No search terms in this range.	Ad evnroll.com/collections/v-series **Evnroll V-Series Putters | Custom Putter Configuration | Tungsten Sole Weights** Customizable putters with multiple hosel options and adjustable tungsten weights.	evnroll.com/collections/v-series	Needs review • Ad copy is missing er11vx. • The landing URL names none of er11vx, putter — the page itself cannot be read from here. • **Fix:** Add er11vx to the RSA headlines in this ad group.
ER11MLvx putter Broad $0.00 *****·9vrme No search terms in this range.	Ad evnroll.com/collections/v-series **Evnroll V-Series Putters | Custom Putter Configuration | Tungsten Sole Weights** Customizable putters with multiple hosel options and adjustable tungsten weights.	evnroll.com/collections/v-series	Needs review • Ad copy is missing er11mlvx. • The landing URL names none of er11mlvx, putter — the page itself cannot be read from here. • **Fix:** Add er11mlvx to the RSA headlines in this ad group.
ER10MLv putter Broad $0.00 *****·9vrme No search terms in this range.	Ad evnroll.com/collections/v-series **Evnroll V-Series Putters | Custom Putter Configuration | Tungsten Sole Weights** Customizable putters with multiple hosel options and adjustable tungsten weights.	evnroll.com/collections/v-series	Needs review • Ad copy is missing er10mlv. • The landing URL names none of er10mlv, putter — the page itself cannot be read from here. • **Fix:** Add er10mlv to the RSA headlines in this ad group.
ER10 putter Broad $0.00 *****·9vrme No search terms in this range.	Ad evnroll.com/collections/v-series **Evnroll V-Series Putters | Custom Putter Configuration | Tungsten Sole Weights** Customizable putters with multiple hosel options and adjustable tungsten weights.	evnroll.com/collections/v-series	Needs review • Ad copy is missing er10. • The landing URL names none of er10, putter — the page itself cannot be read from here. • **Fix:** Add er10 to the RSA headlines in this ad group.
ER1.2B putter Broad $0.00 *****·9vrme No search terms in this range.	Ad evnroll.com/collections/v-series **Evnroll V-Series Putters | Custom Putter Configuration | Tungsten Sole Weights** Customizable putters with multiple hosel options and adjustable tungsten weights.	evnroll.com/collections/v-series	Needs review • Ad copy is missing er1, 2b. • The landing URL names none of er1, 2b, putter — the page itself cannot be read from here. • **Fix:** Add er1, 2b to the RSA headlines in this ad group.

ER1.2 putter Broad $0.00 *****-9vrme No search terms in this range.	Ad evnroll.com/collections/v-series **Evnroll V-Series Putters | Custom Putter Configuration | Tungsten Sole Weights** Customizable putters with multiple hosel options and adjustable tungsten weights.	evnroll.com/collections/v-series	Needs review • Ad copy is missing er1. • The landing URL names none of er1, putter — the page itself cannot be read from here. • **Fix:** Add er1 to the RSA headlines in this ad group.
ER ZERO putter Broad $0.00 *****-9vrme No search terms in this range.	Ad evnroll.com/collections/v-series **Evnroll V-Series Putters | Custom Putter Configuration | Tungsten Sole Weights** Customizable putters with multiple hosel options and adjustable tungsten weights.	evnroll.com/collections/v-series	Needs review • Ad copy is missing zero. • **Fix:** Add zero to the RSA headlines in this ad group.
ER ZERO Z.1 putter Broad $0.00 *****-9vrme No search terms in this range.	Ad evnroll.com/collections/v-series **Evnroll V-Series Putters | Custom Putter Configuration | Tungsten Sole Weights** Customizable putters with multiple hosel options and adjustable tungsten weights.	evnroll.com/collections/v-series	Needs review • Ad copy is missing zero. • **Fix:** Add zero to the RSA headlines in this ad group.
guerin rife putter Phrase $0.00 *****-9vrme No search terms in this range.	Ad evnroll.com/collections/v-series **Evnroll V-Series Putters | Custom Putter Configuration | Tungsten Sole Weights** Customizable putters with multiple hosel options and adjustable tungsten weights.	evnroll.com/collections/v-series	Needs review • The landing URL names none of guerin, rife, putter — the page itself cannot be read from here. • **Fix:** Open the landing page and check it answers this keyword.
EV5.1 putter Broad $0.00 *****-9vrme No search terms in this range.	Ad evnroll.com/collections/v-series **Evnroll V-Series Putters | Custom Putter Configuration | Tungsten Sole Weights** Customizable putters with multiple hosel options and adjustable tungsten weights.	evnroll.com/collections/v-series	Needs review • Ad copy is missing ev5. • The landing URL names none of ev5, putter — the page itself cannot be read from here. • **Fix:** Add ev5 to the RSA headlines in this ad group.
EV2ML putter Broad $0.00 *****-9vrme No search terms in this range.	Ad evnroll.com/collections/v-series **Evnroll V-Series Putters | Custom Putter Configuration | Tungsten Sole Weights** Customizable putters with multiple hosel options and adjustable tungsten weights.	evnroll.com/collections/v-series	Needs review • Ad copy is missing ev2ml. • The landing URL names none of ev2ml, putter — the page itself cannot be read from here. • **Fix:** Add ev2ml to the RSA headlines in this ad group.
EV12W putter Broad $0.00 *****-9vrme No search terms in this range.	Ad evnroll.com/collections/v-series **Evnroll V-Series Putters | Custom Putter Configuration | Tungsten Sole Weights** Customizable putters with multiple hosel options and adjustable tungsten weights.	evnroll.com/collections/v-series	Needs review • Ad copy is missing ev12w. • The landing URL names none of ev12w, putter — the page itself cannot be read from here. • **Fix:** Add ev12w to the RSA headlines in this ad group.
EV12B putter Broad $0.00 *****-9vrme No search terms in this range.	Ad evnroll.com/collections/v-series **Evnroll V-Series Putters | Custom Putter Configuration | Tungsten Sole Weights** Customizable putters with multiple hosel options and adjustable tungsten weights.	evnroll.com/collections/v-series	Needs review • Ad copy is missing ev12b. • The landing URL names none of ev12b, putter — the page itself cannot be read from here. • **Fix:** Add ev12b to the RSA headlines in this ad group.
ER5W putter Broad $0.00 *****-9vrme No search terms in this range.	Ad evnroll.com/collections/v-series **Evnroll V-Series Putters | Custom Putter Configuration | Tungsten Sole Weights** Customizable putters with multiple hosel options and adjustable tungsten weights.	evnroll.com/collections/v-series	Needs review • Ad copy is missing er5w. • The landing URL names none of er5w, putter — the page itself cannot be read from here. • **Fix:** Add er5w to the RSA headlines in this ad group.
ER5CS putter Broad $0.00 *****-9vrme No search terms in this range.	Ad evnroll.com/collections/v-series **Evnroll V-Series Putters | Custom Putter Configuration | Tungsten Sole Weights** Customizable putters with multiple hosel options and adjustable tungsten weights.	evnroll.com/collections/v-series	Needs review • Ad copy is missing er5cs. • The landing URL names none of er5cs, putter — the page itself cannot be read from here. • **Fix:** Add er5cs to the RSA headlines in this ad group.
ER5B putter Broad $0.00 *****-9vrme No search terms in this range.	Ad evnroll.com/collections/v-series **Evnroll V-Series Putters | Custom Putter Configuration | Tungsten Sole Weights** Customizable putters with multiple hosel options and adjustable tungsten weights.	evnroll.com/collections/v-series	Needs review • Ad copy is missing er5b. • The landing URL names none of er5b, putter — the page itself cannot be read from here. • **Fix:** Add er5b to the RSA headlines in this ad group.
ER5 putter Broad $0.00 *****-9vrme No search terms in this range.	Ad evnroll.com/collections/v-series **Evnroll V-Series Putters | Custom Putter Configuration | Tungsten Sole Weights** Customizable putters with multiple hosel options and adjustable tungsten weights.	evnroll.com/collections/v-series	Needs review • Ad copy is missing er5. • The landing URL names none of er5, putter — the page itself cannot be read from here. • **Fix:** Add er5 to the RSA headlines in this ad group.
ER2W putter Broad $0.00 *****-9vrme No search terms in this range.	Ad evnroll.com/collections/v-series **Evnroll V-Series Putters | Custom Putter Configuration | Tungsten Sole Weights** Customizable putters with multiple hosel options and adjustable tungsten weights.	evnroll.com/collections/v-series	Needs review • Ad copy is missing er2w. • The landing URL names none of er2w, putter — the page itself cannot be read from here. • **Fix:** Add er2w to the RSA headlines in this ad group.
EV5.1B putter Broad $0.00 *****-9vrme No search terms in this range.	Ad evnroll.com/collections/v-series **Evnroll V-Series Putters | Custom Putter Configuration | Tungsten Sole Weights** Customizable putters with multiple hosel options and adjustable tungsten weights.	evnroll.com/collections/v-series	Needs review • Ad copy is missing ev5, 1b. • The landing URL names none of ev5, 1b, putter — the page itself cannot be read from here. • **Fix:** Add ev5, 1b to the RSA headlines in this ad group.
EV8 putter Broad $0.00 *****-9vrme No search terms in this range.	Ad evnroll.com/collections/v-series **Evnroll V-Series Putters | Custom Putter Configuration | Tungsten Sole Weights** Customizable putters with multiple hosel options and adjustable tungsten weights.	evnroll.com/collections/v-series	Needs review • Ad copy is missing ev8. • The landing URL names none of ev8, putter — the page itself cannot be read from here. • **Fix:** Add ev8 to the RSA headlines in this ad group.

INSIGHTS
Recommended actions
RECOVERABLE SPEND
$185.07

Ad miss	***** -9vrme › ***** -9vrme Add even to the RSA headlines in this ad group.	$115.87 recoverable
Keyword drift	***** -9vrme › ***** -9vrme Negate 17 off-intent search terms carrying $24.74.	$69.20 recoverable

Search AUDIENCES

GEOGRAPHY
Performance by region

REGION	SPEND	CONV.	CPA	ROAS
California	$171.10 ▼ 29.1%	12 ▲ 7.6%	$14.01 ▼ 34.1%	4.5x ▲ 13.9%
Texas	$140.33 ▼ 16.9%	6 ▲ 45.8%	$23.56 ▼ 43.0%	5.6x ▲ 80.0%
Florida	$118.78 ▼ 32.2%	2 ▼ 58.3%	$56.96 ▲ 62.6%	1.3x ▲ 24.0%
New York	$93.94 ▼ 4.1%	4 ▲ 82.2%	$25.78 ▼ 47.4%	6.1x ▲ 915.3%
Illinois	$80.93	1	$76.03	0.5x

GEOGRAPHY
Top cities

CITY	SPEND	CONV.	CPA	ROAS
New York	$36.12 ▲ 84.7%	3 ▲ 164.5%	$13.66 ▼ 30.2%	14.5x ▲ 898.0%
Las Vegas	$32.86 ▲ 75.2%	1 ▲ 0.0%	$32.86 ▲ 75.2%	3.8x ▼ 64.2%
San Diego	$25.83 ▲ 25.1%	1 ▼ 42.2%	$25.83 ▲ 116.4%	5.2x ▲ 163.8%
Phoenix	$22.12 ▲ 11.1%	1	$22.12	21.2x
Chicago	$18.77 ▲ 8.9%	0	—	—

DEMOGRAPHICS
Conversions by age

DEMOGRAPHICS
Conversions by gender

DEMOGRAPHICS
Performance by age range

AGE	COST	CONV.	CPA	ROAS	CLICKS	CONV. RATE
18-24	$21.31 ▼ 27.0%	1 ▲ 0.0%	$21.31 ▼ 27.0%	0.7x ▼ 89.7%	95 ▼ 12.8%	1.05% ▲ 14.7%
25-34	$186.79 ▲ 1.9%	8 ▼ 0.8%	$22.15 ▲ 2.7%	5.3x ▲ 68.2%	420 ▼ 14.6%	2.01% ▲ 16.3%
35-44	$267.33 ▼ 23.4%	10 ▲ 4.8%	$27.23 ▼ 26.9%	5.1x ▲ 168.6%	615 ▼ 18.1%	1.60% ▲ 28.0%
45-54	$249.18 ▼ 27.1%	7 ▼ 8.7%	$33.86 ▼ 20.2%	6.9x ▲ 228.3%	512 ▼ 22.4%	1.44% ▲ 17.7%
55-64	$285.57 ▼ 2.9%	12 ▼ 24.6%	$22.87 ▲ 28.8%	6.8x ▼ 37.2%	487 ▼ 11.8%	2.56% ▼ 14.6%

Search TIME

TIME
Time matrix — Search
Rows: Metrics | Day | Week | Month | Quarter | Day of week

METRIC	TOTAL	OCT 28	OCT 27	OCT 26	OCT 25	OCT 24	OCT 23	OCT 22	OCT 21	OCT 20	OCT 19	OCT 18	OCT 17	OCT 16	OCT 15	OCT 14	OCT 13	OCT
Cost	$1.8K ▼ 18.1%	$0.68 ▼ 99.6%	$59.07 ▼ 67.2%	$53.53 ▼ 70.3%	$47.30 ▼ 73.7%	$67.29 ▼ 42.5%	$53.05 ▼ 51.9%	$52.66 ▼ 32.8%	$65.35 ▲ 33.5%	$65.79 ▼ 92.8%	$65.37 ▲ 113.6%	$33.41 ▼ 42.5%	$64.52 ▲ 53.1%	$50.93 ▼ 24.6%	$57.23 ▼ 16.6%	$63.90 ▲ 45.8%	$60.05 ▲ 3.0%	$60
Conversions	69 ▼ 6.0%	0 ▼ 100.0%	4 ▲ 281.5%	4 ▲ 0.0%	1 ▲ 16.1%	0 ▼ 100.0%	2 ▼ 63.3%	1 ▼ 49.4%	4 ▲ 1105.0%	6 ▲ 75.3%	3	1 ▼ 72.5%	4 ▲ 20.0%	5 ▲ 3.2%	4 ▲ 42.0%	1 ▲ 0.0%	1 ▼ 38.1%	16
Cost / conv.	$26.20 ▼ 12.8%	$0.00 ▼ 100.0%	$15.49 ▼ 91.4%	$13.38 ▼ 70.3%	$40.75 ▼ 77.4%	$0.00 ▼ 100.0%	$25.53 ▲ 31.3%	$48.85 ▲ 32.7%	$16.34 ▼ 88.9%	$10.23 ▲ 10.0%	$21.79	$33.41 ▲ 109.0%	$16.13 ▲ 27.6%	$9.64 ▼ 26.9%	$13.22 ▼ 41.3%	$63.90 ▲ 45.8%	$97.03 ▲ 66.4%	$22
Conv. value	$9.4K ▲ 13.1%	$0.00 ▼ 100.0%	$180.79 ▼ 9.4%	$980.95 ▲ 35.4%	$104.48 ▲ 190.2%	$0.00 ▼ 100.0%	$83.23 ▼ 89.9%	$130.16 ▼ 86.9%	$693.00 ▲ 1788.5%	$481.55 ▲ 161.5%	$698.00	$30.00 ▼ 93.5%	$662.00 ▼ 8.6%	$1.4K ▲ 469.5%	$987.07 ▲ 489.9%	$75.00 ▲ 114.3%	$124.29 ▲ 493.6%	$87
ROAS	5.2x ▲ 38.1%	0.0x ▼ 100.0%	3.1x ▲ 176.1%	18.3x ▲ 355.3%	2.2x ▲ 1004.3%	0.0x ▼ 100.0%	1.6x ▼ 79.0%	2.5x ▼ 80.5%	10.6x ▲ 1315.1%	7.3x ▲ 35.6%	10.7x	0.9x ▼ 88.7%	10.3x ▼ 40.3%	28.4x ▲ 655.3%	17.2x ▲ 607.2%	1.2x ▲ 47.0%	2.1x ▲ 476.3%	1
All conv.	29.3K ▼ 18.0%	4 ▼ 99.3%	945 ▲ 39.4%	856 ▼ 22.9%	849 ▼ 34.4%	914 ▼ 33.2%	953 ▼ 29.1%	835 ▼ 44.2%	988 ▼ 31.2%	1.2K ▲ 14.5%	1.3K ▲ 42.2%	936 ▼ 10.3%	939 ▼ 3.0%	1.1K ▼ 36.6%	1.2K ▼ 3.4%	1.1K ▼ 7.6%	1.3K ▲ 5.9%	2
All conv. value	$2.4M ▼ 21.1%	$452.00 ▼ 99.1%	$51.3K ▼ 37.0%	$75.6K ▼ 10.6%	$71.2K ▼ 28.4%	$70.7K ▼ 34.4%	$82.2K ▼ 11.2%	$66.9K ▼ 45.9%	$65.4K ▼ 44.7%	$87.7K ▼ 3.2%	$95.9K ▲ 14.3%	$72.1K ▲ 4.0%	$71.5K ▼ 10.8%	$95.0K ▼ 13.3%	$110.4K ▲ 11.1%	$94.7K ▼ 8.2%	$118.4K ▲ 2.9%	$64
Clicks	3.7K ▼ 17.6%	1 ▼ 98.8%	125 ▲ 34.4%	135 ▲ 12.5%	113 ▼ 39.2%	148 ▼ 17.8%	124 ▼ 37.1%	113 ▼ 48.9%	124 ▼ 19.5%	142 ▲ 19.3%	174 ▲ 39.2%	112 ▼ 28.2%	135 ▲ 1.5%	123 ▼ 39.7%	157 ▲ 2.6%	169 ▲ 8.3%	165 ▲ 0.0%	1
CPC	$0.49 ▼ 0.6%	$0.68 ▼ 69.4%	$0.47 ▼ 75.6%	$0.40 ▼ 73.6%	$0.42 ▼ 56.7%	$0.45 ▼ 30.1%	$0.43 ▼ 23.5%	$0.47 ▲ 31.4%	$0.53 ▲ 65.7%	$0.46 ▲ 61.6%	$0.38 ▲ 53.4%	$0.30 ▼ 19.9%	$0.48 ▲ 50.8%	$0.41 ▲ 25.1%	$0.36 ▼ 18.7%	$0.38 ▲ 34.6%	$0.36 ▲ 3.0%	$0
CTR	32.89%	20.00%	26.77%	37.71%	24.04%	39.68%	43.97%	40.79%	24.03%	24.87%	24.68%	25.75%	33.25%	33.33%	40.36%	50.60%	37.25%	31.7

Search AD SCHEDULE

DAYPARTING
Ad schedule · day × hour — Search
Cost | Conversions | Clicks | Impressions

Peak Thu Peak 8:00

TOTALS
By day of week

TOTALS
By hour of day

Search TRENDS

TREND
Trends — Search
Cost | Conversions | Clicks | Impressions

Day | Week | Month | Day of week

Demand Gen CAMPAIGNS

COST	CONVERSIONS	COST / CONV.	CONV. VALUE	ROAS	CLICKS	CPC
$0.00	0	—	$0.00	—	0	—

CTR	IMPRESSIONS	CPM
—	0	—

CAMPAIGNS
Demand Gen campaign performance
Show $0 cost (3)

No data for this range.

Demand Gen SEARCH TERMS

All

No data for this range.

INSIGHTS
Optimization potential

No data for this range.

Demand Gen MATCH TYPE

KEYWORDS
Performance by match type — Demand Gen

No data for this range.

Demand Gen KEYWORD · AD · LANDING ALIGNMENT

All 0 | Aligned 0 | Needs review 0 | Broken 0

ALIGNMENT
Keyword › Ad › Landing

No data for this range.

INSIGHTS
Recommended actions

No data for this range.

Demand Gen AUDIENCES

GEOGRAPHY
Performance by region

No data for this range.

GEOGRAPHY
Top cities

No data for this range.

DEMOGRAPHICS
Conversions by age

No data for this range.

DEMOGRAPHICS
Conversions by gender

No data for this range.

DEMOGRAPHICS
Performance by age range

No data for this range.

Demand Gen TIME

TIME
Time matrix — Demand Gen
Rows: Metrics | Day | Week | Month | Quarter | Day of week

No data for this range.

Demand Gen AD SCHEDULE

DAYPARTING
Ad schedule · day × hour — Demand Gen
Cost | Conversions | Clicks | Impressions

No data for this range.

TOTALS
By day of week

No data for this range.

TOTALS
By hour of day

No data for this range.

Demand Gen TRENDS

TREND
Trends — Demand Gen
Cost | Conversions | Clicks | Impressions

Day | Week | Month | Day of week

No data for this range.

Display CAMPAIGNS

COST	CONVERSIONS	COST / CONV.	CONV. VALUE	ROAS	CLICKS	CPC
$0.00	0	—	$0.00	—	0	—

CTR	IMPRESSIONS	CPM
—	0	—

CAMPAIGNS
Display campaign performance
Show $0 cost (1)

No data for this range.

Display SEARCH TERMS

All

No data for this range.

INSIGHTS
Optimization potential

No data for this range.

Display MATCH TYPE

KEYWORDS
Performance by match type — Display

No data for this range.

Display KEYWORD · AD · LANDING ALIGNMENT

All 0 | Aligned 0 | Needs review 0 | Broken 0

ALIGNMENT
Keyword › Ad › Landing

No data for this range.

INSIGHTS
Recommended actions

No data for this range.

Display AUDIENCES

GEOGRAPHY
Performance by region

No data for this range.

GEOGRAPHY
Top cities

No data for this range.

DEMOGRAPHICS
Conversions by age

DEMOGRAPHICS
Conversions by gender

No data for this range.

No data for this range.

DEMOGRAPHICS
Performance by age range

No data for this range.

Display TIME

TIME
Time matrix — Display

Rows: Metrics | Day | Week | Month | Quarter | Day of week

No data for this range.

Display AD SCHEDULE

DAYPARTING
Ad schedule · day × hour — Display

Cost | Conversions | Clicks | Impressions

No data for this range.

TOTALS
By day of week

No data for this range.

TOTALS
By hour of day

No data for this range.

Display TRENDS

TREND
Trends — Display

Cost | Conversions | Clicks | Impressions

Day | Week | Month | Day of week

No data for this range.

Video CAMPAIGNS

COST	CONVERSIONS	COST / CONV.	CONV. VALUE	ROAS	CLICKS	CPC
$0.00	0	—	$0.00	—	0	—

CTR	IMPRESSIONS	CPM
—	0	—

CAMPAIGNS
Video campaign performance

Show $0 cost (2)

No data for this range.

Video SEARCH TERMS

All

No data for this range.

INSIGHTS
Optimization potential

No data for this range.

Video MATCH TYPE

KEYWORDS
Performance by match type — Video

MATCH TYPE	BUDGET	VISIBILITY	ENGAGEMENT	CONVERSION
Broad	$0.00	0 CPM $0.00	0 CTR 0.00% CPC $0.00	0 Value $0.00 CPA $0.00 ROAS 0.0x

Video KEYWORD · AD · LANDING ALIGNMENT

All 18 | Aligned 0 | Needs review 18 | Broken 0

ALIGNMENT
Keyword › Ad › Landing

KEYWORD → SEARCH TERMS	AD SERVED (AS ON GOOGLE)	LANDING PAGE	INSIGHT
odyssey putters Broad $0.00 **********-lcojk No search terms in this range.	No ad assets returned for this ad group.	evnroll.com	Needs review • The landing URL names none of odyssey, putters — the page itself cannot be read from here. • L2 ungraded — no landing-page read in this report. • **Fix:** Open the landing page and check it answers this keyword.
lab putters Broad $0.00 **********-lcojk No search terms in this range.	No ad assets returned for this ad group.	evnroll.com	Needs review • The landing URL names none of lab, putters — the page itself cannot be read from here. • L2 ungraded — no landing-page read in this report. • **Fix:** Open the landing page and check it answers this keyword.
lab golf Broad $0.00 **********-lcojk No search terms in this range.	No ad assets returned for this ad group.	evnroll.com	Needs review • The landing URL names none of lab, golf — the page itself cannot be read from here. • L2 ungraded — no landing-page read in this report. • **Fix:** Open the landing page and check it answers this keyword.
mallet putters Broad $0.00 **********-lcojk No search terms in this range.	No ad assets returned for this ad group.	evnroll.com	Needs review • The landing URL names none of mallet, putters — the page itself cannot be read from here. • L2 ungraded — no landing-page read in this report. • **Fix:** Open the landing page and check it answers this keyword.
putters Broad $0.00 **********-lcojk No search terms in this range.	No ad assets returned for this ad group.	evnroll.com	Needs review • The landing URL names none of putters — the page itself cannot be read from here. • L2 ungraded — no landing-page read in this report. • **Fix:** Open the landing page and check it answers this keyword.
scotty cameron Broad $0.00 **********-lcojk No search terms in this range.	No ad assets returned for this ad group.	evnroll.com	Needs review • The landing URL names none of scotty, cameron — the page itself cannot be read from here. • L2 ungraded — no landing-page read in this report. • **Fix:** Open the landing page and check it answers this keyword.
best golf putters Broad $0.00 **********-lcojk No search terms in this range.	No ad assets returned for this ad group.	evnroll.com	Needs review • The landing URL names none of best, golf, putters — the page itself cannot be read from here. • L2 ungraded — no landing-page read in this report. • **Fix:** Open the landing page and check it answers this keyword.
blade putters Broad $0.00 **********-lcojk No search terms in this range.	No ad assets returned for this ad group.	evnroll.com	Needs review • The landing URL names none of blade, putters — the page itself cannot be read from here. • L2 ungraded — no landing-page read in this report. • **Fix:** Open the landing page and check it answers this keyword.
bettinardi putters Broad $0.00 **********-lcojk No search terms in this range.	No ad assets returned for this ad group.	evnroll.com	Needs review • The landing URL names none of bettinardi, putters — the page itself cannot be read from here. • L2 ungraded — no landing-page read in this report. • **Fix:** Open the landing page and check it answers this keyword.
odyssey putters Broad $0.00 **********-lcojk No search terms in this range.	No ad assets returned for this ad group.	us.evnroll.com	Needs review • The landing URL names none of odyssey, putters — the page itself cannot be read from here. • L2 ungraded — no landing-page read in this report. • **Fix:** Open the landing page and check it answers this keyword.
lab golf Broad $0.00 **********-lcojk No search terms in this range.	No ad assets returned for this ad group.	us.evnroll.com	Needs review • The landing URL names none of lab, golf — the page itself cannot be read from here. • L2 ungraded — no landing-page read in this report. • **Fix:** Open the landing page and check it answers this keyword.
lab putters Broad $0.00 **********-lcojk No search terms in this range.	No ad assets returned for this ad group.	evnroll.com	Needs review • The landing URL names none of lab, putters — the page itself cannot be read from here. • L2 ungraded — no landing-page read in this report. • **Fix:** Open the landing page and check it answers this keyword.
mallet putters Broad $0.00 **********-lcojk No search terms in this range.	No ad assets returned for this ad group.	evnroll.com	Needs review • The landing URL names none of mallet, putters — the page itself cannot be read from here. • L2 ungraded — no landing-page read in this report. • **Fix:** Open the landing page and check it answers this keyword.
putters Broad $0.00 **********-lcojk No search terms in this range.	No ad assets returned for this ad group.	evnroll.com	Needs review • The landing URL names none of putters — the page itself cannot be read from here. • L2 ungraded — no landing-page read in this report. • **Fix:** Open the landing page and check it answers this keyword.
scotty cameron Broad $0.00 **********-lcojk No search terms in this range.	No ad assets returned for this ad group.	evnroll.com	Needs review • The landing URL names none of scotty, cameron — the page itself cannot be read from here. • L2 ungraded — no landing-page read in this report. • **Fix:** Open the landing page and check it answers this keyword.
best golf putters Broad $0.00 **********-lcojk No search terms in this range.	No ad assets returned for this ad group.	evnroll.com	Needs review • The landing URL names none of best, golf, putters — the page itself cannot be read from here. • L2 ungraded — no landing-page read in this report. • **Fix:** Open the landing page and check it answers this keyword.
blade putters Broad $0.00 **********-lcojk No search terms in this range.	No ad assets returned for this ad group.	evnroll.com	Needs review • The landing URL names none of blade, putters — the page itself cannot be read from here. • L2 ungraded — no landing-page read in this report. • **Fix:** Open the landing page and check it answers this keyword.
bettinardi putters Broad $0.00 **********-lcojk No search terms in this range.	No ad assets returned for this ad group.	evnroll.com	Needs review • The landing URL names none of bettinardi, putters — the page itself cannot be read from here. • L2 ungraded — no landing-page read in this report. • **Fix:** Open the landing page and check it answers this keyword.

INSIGHTS
Recommended actions

No data for this range.

Video AUDIENCES

GEOGRAPHY
Performance by region

No data for this range.

GEOGRAPHY
Top cities

No data for this range.

DEMOGRAPHICS
Conversions by age

No data for this range.

DEMOGRAPHICS
Conversions by gender

No data for this range.

DEMOGRAPHICS
Performance by age range

No data for this range.

Video TIME

TIME
Time matrix — Video

Rows: Metrics | Day | Week | Month | Quarter | Day of week

No data for this range.

Video AD SCHEDULE

DAYPARTING
Ad schedule · day × hour — Video

Cost | Conversions | Clicks | Impressions

No data for this range.

TOTALS
By day of week

No data for this range.

TOTALS
By hour of day

No data for this range.

Video TRENDS

TREND
Trends — Video

Cost | Conversions | Clicks | Impressions

Day | Week | Month | Day of week

No data for this range.

Demand Gen Creative asset performance · 3 demand gen campaigns

All campaigns | Show $0-spend campaigns (3)

SPEND	IMPRESSIONS	CLICKS	CTR	COST / CLICK	CONVERSIONS (ALL ACTIONS)
$0.00	0	0	0.00%	—	0

CONVERSIONS · BY CONVERSION ACTION
What the demand gen campaigns convert on

All-conversions per action across the selected demand gen campaigns. Google reports action-level conversions at campaign scope, not per asset — cost / conv divides the scope's whole spend by the action's conversions; conv rate divides them by its clicks.

No data for this range.

CREATIVES
Performance by creative asset

All assets

No data for this range.

Business name, logo and call-to-action assets serve with every impression, so Google attributes the whole ad's metrics to them — their rows mirror campaign totals rather than a per-creative split. Conversions on this table are the campaigns' optimized conversions; the by-action breakdown above is the per-action view. Video titles open the video directly on YouTube; image assets link to the full-size file.

CHANGES	CREATED	UPDATED	REMOVED
3	1	2	0

CHANGE TIMELINE
Cost and changes

Cost | Conversions | Cost / conv. | Conv. value | Clicks | Impressions