Your Google Ads reporting guide

Google Ads · Built with Datapipe

Start with the overview. Follow the campaign, keyword or day behind a change.

Explore the report

01 Overview
Cost, conversions, cost per conversion, ROAS, clicks, CTR and CPC at a glance.

02 Campaigns
Every campaign with its cost, conversions, cost per conversion and ROAS.

03 Keywords
Search keywords with clicks, cost and conversions, by match type.

04 Day of week
Conversions and cost per conversion by day of the week.

Use your own data

1 Add Google Ads in Datapipe.
Sign in with Google and pick your account or a client account.

2 Choose this template in Reports.
Datapipe reads your campaigns and keywords and fills the pages.

3 Open your Data Studio copy.
Datapipe keeps the numbers up to date.

Read the numbers correctly

Cost per conversion is cost divided by conversions, and ROAS is conversion value divided by cost. CTR, average CPC and conversion rate are worked out the same way.

Rates use totals, not averages of each campaign's figures. Conversions use the account's primary conversion actions and can still rise for recent days. Keywords cover Search campaigns only.

Days follow the account's time zone and end yesterday. Use the date control to compare complete periods.

Sample data · An online coffee shop's Google Ads account, 16 August–13 November 2026

Google Ads performance

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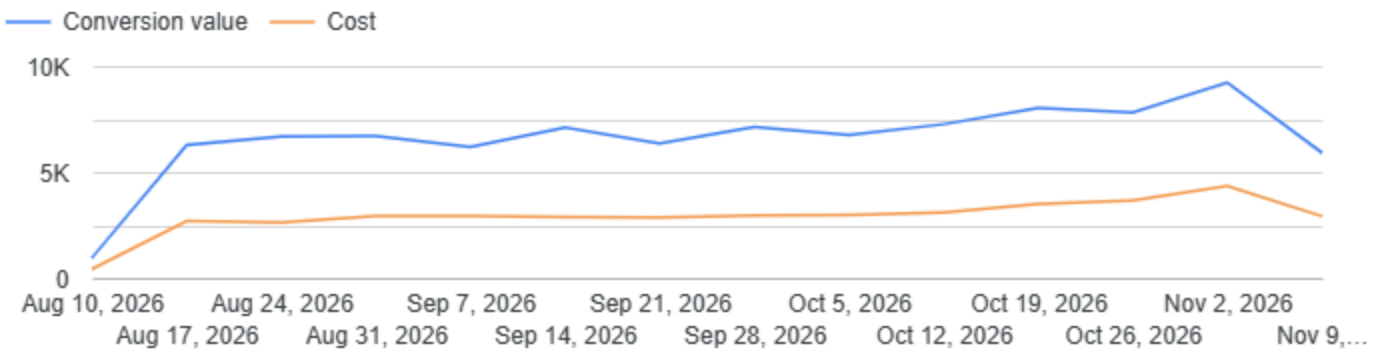
Data status

Aug 16, 2026 - Nov 13, 2026

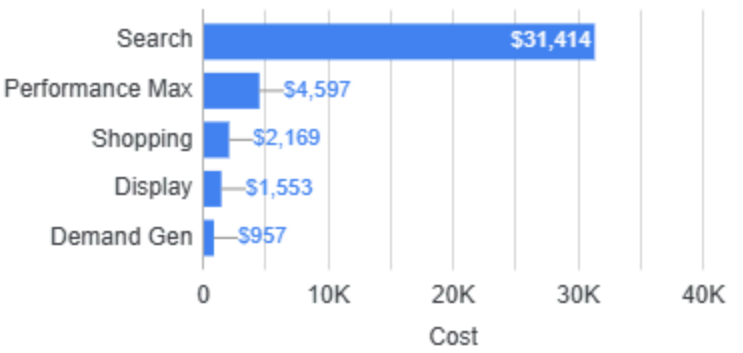
Cost	Conversions	Cost per conversion	ROAS
$40,690	1,329.8	$30.60	2.27
↑ 22.1% from previous 90 days	↑ 23.3% from previous 90 days	↓ -1.0% from previous 90 days	↑ 3.4% from previous 90 days

Clicks	CTR	Avg. CPC	Conversion rate
33,145	1.45%	$1.23	4.01%
↑ 22.8% from previous 90 days	↓ -0.09% from previous 90 days	↓ -0.6% from previous 90 days	↑ 0.02% from previous 90 days

Cost and conversion value by week



Cost by campaign type



Campaigns by cost

	Campaign	Cost ▾	Conversions	Cost per conversion	ROAS	Clicks	CTR	Avg. CPC
1.	Search – Espresso machines	$12,497	58.1	$215.09	2.03	4,921	4.02%	$2.54
2.	Search – Coffee beans	$11,856	288.1	$41.15	1.06	8,869	5.04%	$1.34
3.	Performance Max – All products	$4,597	140.1	$32.81	1.80	5,298	1.04%	$0.87
4.	Search – Subscriptions	$4,179	107.8	$38.76	1.84	2,084	7.39%	$2.01
5.	Search – Brand	$2,882	608.7	$4.73	10.99	4,322	29.48%	$0.67
6.	Shopping – Best sellers	$2,169	70.5	$30.77	1.58	3,018	1.19%	$0.72
7.	Display – Remarketing	$1,553	41.3	$37.60	1.36	3,158	0.34%	$0.49
8.	Demand Gen – Holiday gifts	$957	15.2	$62.98	1.16	1,475	0.63%	$0.65

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Cost per conversion is cost ÷ conversions, ROAS is conversion value ÷ cost, CTR is clicks ÷ impressions, average CPC is cost ÷ clicks and conversion rate is conversions ÷ clicks, all from totals. Conversions use the account's primary conversion actions and can be fractional. Days follow the account's time zone and end yesterday. Comparisons use equal periods.

Campaigns

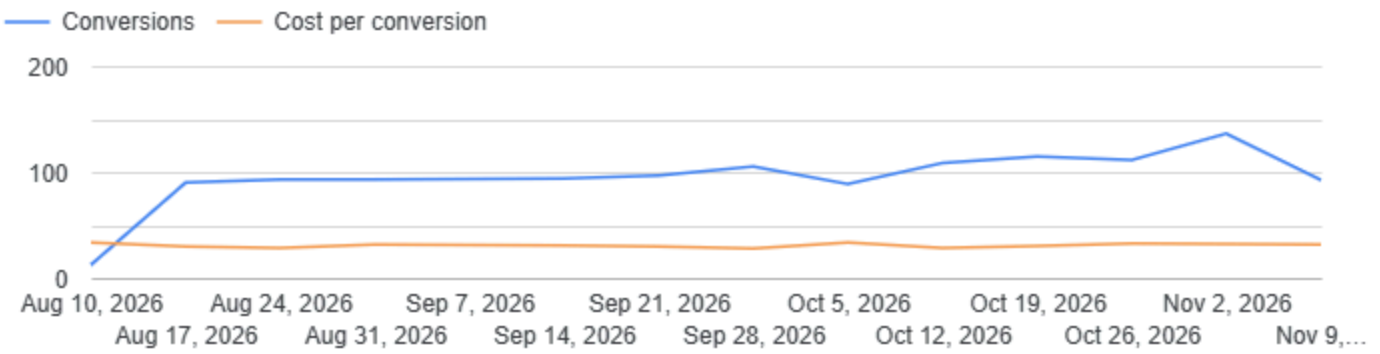
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Data status | Campaign | Aug 16, 2026 - Nov 13, 2026

Cost	Conversion value	Conversions	Cost per conversion
$40,690	$92,317	1,329.8	$30.60
↑ 22.1% from previous 90 days	↑ 26.2% from previous 90 days	↑ 23.3% from previous 90 days	↓ -1.0% from previous 90 days

ROAS	Impressions	Clicks	Avg. CPC
2.27	2,280,180	33,145	$1.23
↑ 3.4% from previous 90 days	↑ 30.6% from previous 90 days	↑ 22.8% from previous 90 days	↓ -0.6% from previous 90 days

Conversions and cost per conversion by week



ROAS by campaign



All campaigns

	Campaign	Campaign type	Cost ▾	Conversions	Cost per conversion	ROAS	Clicks	CTR	Avg. CPC	Conversion rate
1.	Search – Espresso machines	Search	$12,497	58.1	$215.09	2.03	4,921	4.02%	$2.54	1.18%
2.	Search – Coffee beans	Search	$11,856	288.1	$41.15	1.06	8,869	5.04%	$1.34	3.25%
3.	Performance Max – All products	Performance Max	$4,597	140.1	$32.81	1.80	5,298	1.04%	$0.87	2.64%
4.	Search – Subscriptions	Search	$4,179	107.8	$38.76	1.84	2,084	7.39%	$2.01	5.17%
5.	Search – Brand	Search	$2,882	608.7	$4.73	10.99	4,322	29.48%	$0.67	14.08%
6.	Shopping – Best sellers	Shopping	$2,169	70.5	$30.77	1.58	3,018	1.19%	$0.72	2.34%
7.	Display – Remarketing	Display	$1,553	41.3	$37.60	1.36	3,158	0.34%	$0.49	1.31%
8.	Demand Gen – Holiday gifts	Demand Gen	$957	15.2	$62.98	1.16	1,475	0.63%	$0.65	1.03%

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Every campaign type is here: Search, Performance Max, Shopping, Display, Video and Demand Gen. Removed and paused campaigns keep their history. Cost per conversion, ROAS, CTR, average CPC and conversion rate are worked out from each campaign's totals. Pick a campaign at the top to see one.

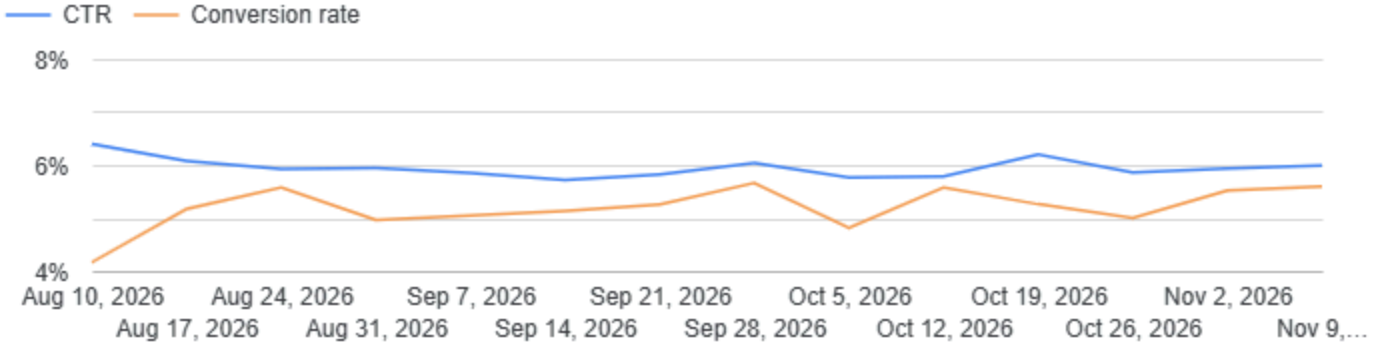
Keywords

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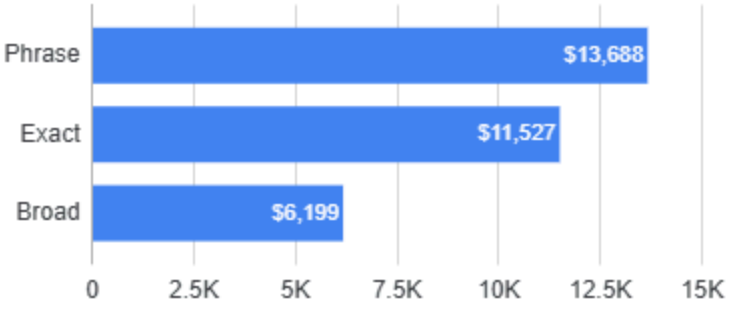
Data status | Campaign | Aug 16, 2026 - Nov 13, 2026

Clicks	Cost	Conversions	Cost per conversion
20,196	$31,414	1,062.7	$29.56

CTR and conversion rate by week



Cost by match type



Search keywords

	Keyword	Match type	Clicks	Cost ▾	Conversions	CTR	Avg. CPC	Cost per conversion	Conversion rate
1.	best espresso machine	Broad	1,201	$3,528	8.1	3.00%	$2.94	$435.57	0.67%
2.	espresso machine	Exact	1,082	$3,426	8.8	3.59%	$3.17	$389.36	0.81%
3.	whole bean coffee	Phrase	1,918	$2,693	64.0	5.21%	$1.40	$42.08	3.34%
4.	home espresso machine	Phrase	1,049	$2,626	13.3	4.10%	$2.50	$197.44	1.27%
5.	coffee subscription	Exact	1,184	$2,445	60.4	7.46%	$2.07	$40.48	5.10%
6.	buy coffee beans online	Phrase	1,203	$1,935	51.2	5.81%	$1.61	$37.79	4.26%
7.	northfield coffee	Exact	2,998	$1,870	426.3	31.66%	$0.62	$4.39	14.22%
8.	burr coffee grinder	Phrase	1,008	$1,759	17.0	5.64%	$1.75	$103.48	1.69%
9.	organic coffee beans	Broad	1,235	$1,624	28.7	4.04%	$1.32	$56.60	2.32%
10.	fresh roasted coffee beans	Exact	944	$1,471	41.2	7.05%	$1.56	$35.72	4.36%

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Keywords exist only in Search campaigns, so Performance Max, Shopping, Display, Video and Demand Gen spend is on the Campaigns page, not here. Removed keywords are left out. This page covers the dates you pick; it has no previous-period comparison. Pick a campaign at the top to see its keywords.

Day of week

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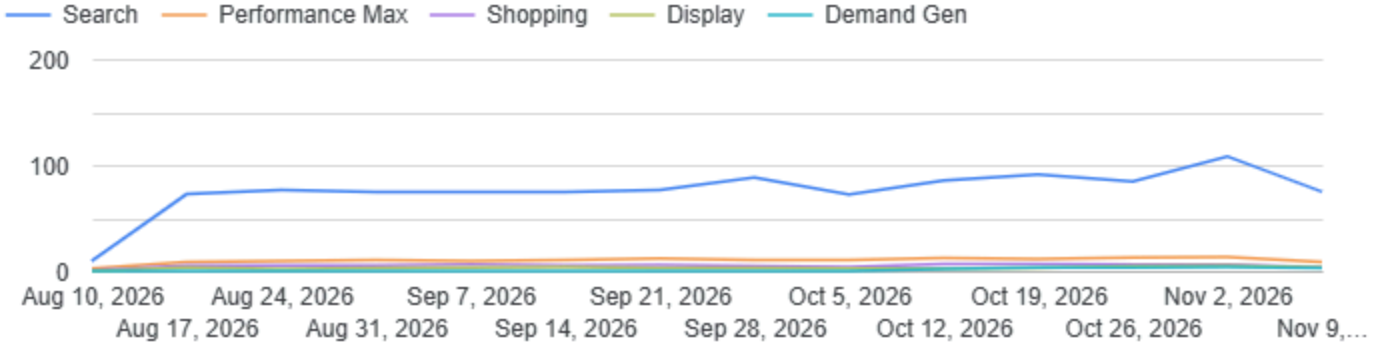
Campaign type

Aug 16, 2026 - Nov 13, 2026

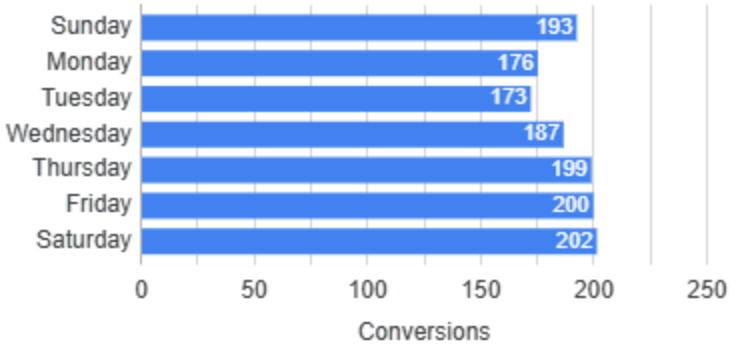
Conversions
1,329.8
23.3% from previous 90 days

Conversion rate
4.01%
0.02% from previous 90 days

Conversions by campaign type, by week



Conversions by day of week



By day of week

	Day of week ▲	Cost	Conversions	Cost per conversion	Conversion rate	Clicks	CTR	Avg. CPC
1.	Sunday	$6,258	192.9	$32.44	3.81%	5,059	1.47%	$1.24
2.	Monday	$5,456	175.7	$31.05	3.96%	4,433	1.45%	$1.23
3.	Tuesday	$5,434	172.6	$31.48	3.92%	4,401	1.43%	$1.23
4.	Wednesday	$5,945	187.1	$31.78	3.89%	4,814	1.55%	$1.24
5.	Thursday	$5,715	199.4	$28.66	4.24%	4,700	1.41%	$1.22
6.	Friday	$6,059	200.3	$30.25	4.10%	4,881	1.45%	$1.24
7.	Saturday	$5,822	201.8	$28.85	4.15%	4,857	1.43%	$1.20

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Days of the week follow the account's time zone. Use this page to decide where an ad schedule or bid adjustment could help: compare conversion rate and cost per conversion by day. Pick a campaign type at the top to compare Search with Performance Max or Shopping.