Your Microsoft Ads reporting guide

Microsoft Ads · Built with Datapipe

Start with the overview. Then follow the campaign or network behind a change.

Explore the report

01 Overview
Spend, clicks, conversions and cost per conversion against the previous period.

02 Campaigns
Impressions, CTR, average CPC and conversion rate for each campaign.

03 Networks and revenue
Revenue, ROAS and results on Microsoft sites, search partners and the Audience network.

Use your own data

1 Add your data source in Datapipe.
Add Microsoft Ads, sign in and choose the ad account.

2 Create this dashboard.
Authorize Google Sheets when prompted.

3 Open your private Data Studio copy.
Datapipe refreshes the same workbook.

Read the numbers correctly

Spend, conversions and revenue are Microsoft's daily campaign figures in the account currency. Days a campaign had no activity are left out.

CTR, average CPC, conversion rate, cost per conversion and ROAS are calculated from the totals, not averaged across rows.

Revenue stays empty when the account does not report conversion revenue. Status is each campaign's status today.

Sample data · Microsoft Ads campaigns for a sample advertiser, 10 August to 7 November 2026.

Overview

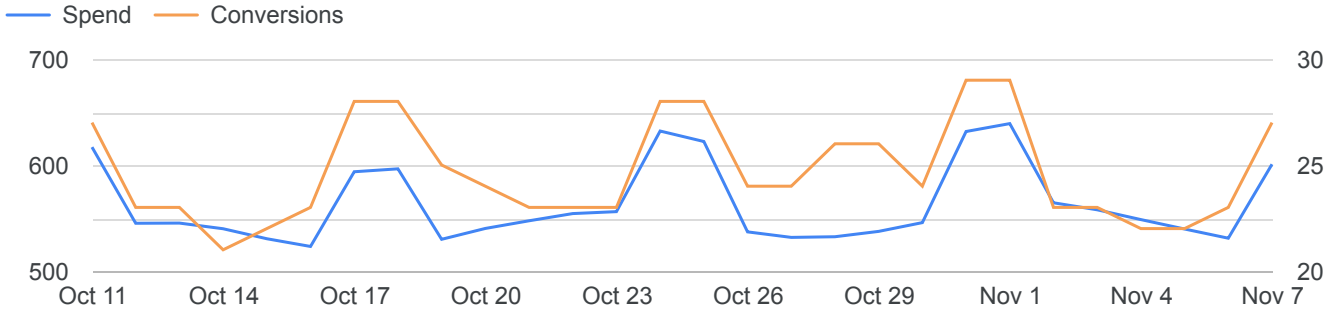
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Campaign type

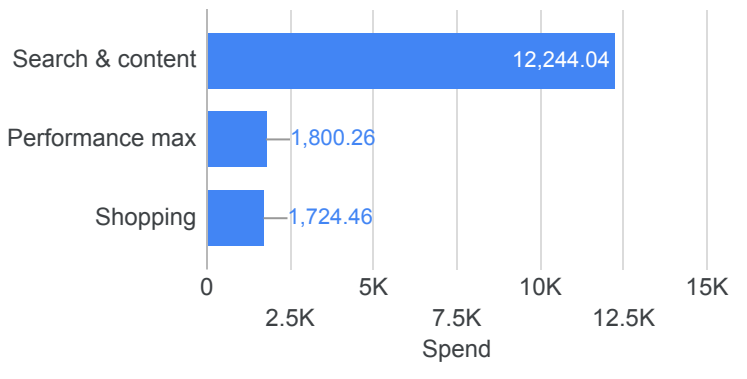
Oct 11, 2026 - Nov 7, 2026

Spend	Clicks	Conversions	Cost per conversion
15,768.76	18,614	691	22.82
2.3% from previous 28 days	-0.2% from previous 28 days	2.1% from previous 28 days	0.2% from previous 28 days

Daily spend and conversions



Spend by campaign type



Campaigns by spend

	Campaign	Spend ▾	Clicks	Conversions	Cost per conversion
1.	Search · Hiking boots	6,491.36	4,670	128	50.71
2.	Search · Tents and camping	3,128.52	2,779	69	45.34
3.	Search · Brand	2,624.16	3,981	323	8.12
4.	Performance Max · Prospecting	1,800.26	3,328	56	32.15
5.	Shopping · All products	1,724.46	3,856	115	15

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Microsoft Advertising campaign performance report, one row per campaign, day and network. Spend is in the account currency. Cost per conversion is spend divided by conversions for the selected dates.

Campaigns

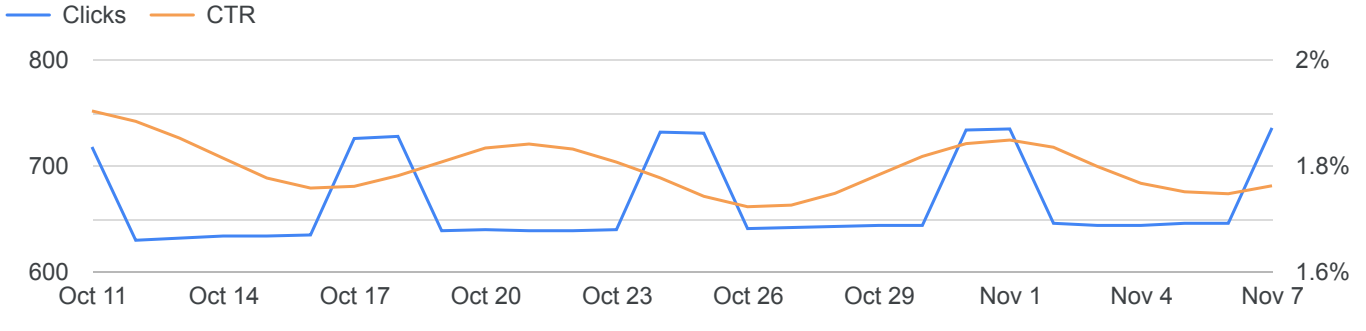
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Campaign type

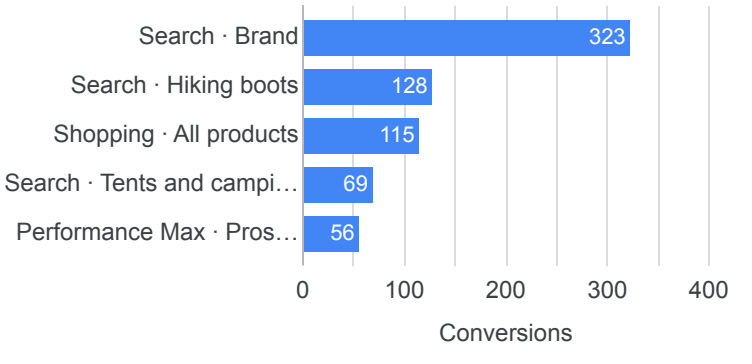
Oct 11, 2026 - Nov 7, 2026

Impressions	CTR	Conversion rate	Avg. CPC
1,037,273	1.79%	3.71%	0.85
-25.5% from previous 28 days	34.0% from previous 28 days	2.3% from previous 28 days	2.5% from previous 28 days

Daily clicks and CTR



Conversions by campaign



Campaign efficiency

	Campaign	Status	Impressions ▾	CTR	Avg. CPC	Conversion rate
1.	Performance Max · Prospecting	Active	411,713	0.81%	0.54	1.68%
2.	Shopping · All products	Active	311,064	1.24%	0.45	2.98%
3.	Search · Hiking boots	Active	162,160	2.88%	1.39	2.74%
4.	Search · Tents and camping	Active	107,865	2.58%	1.13	2.48%
5.	Search · Brand	Active	44,471	8.95%	0.66	8.11%

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CTR is clicks divided by impressions, average CPC is spend divided by clicks and conversion rate is conversions divided by clicks, from the totals for the selected dates. Status is the campaign's status today.

Networks and revenue

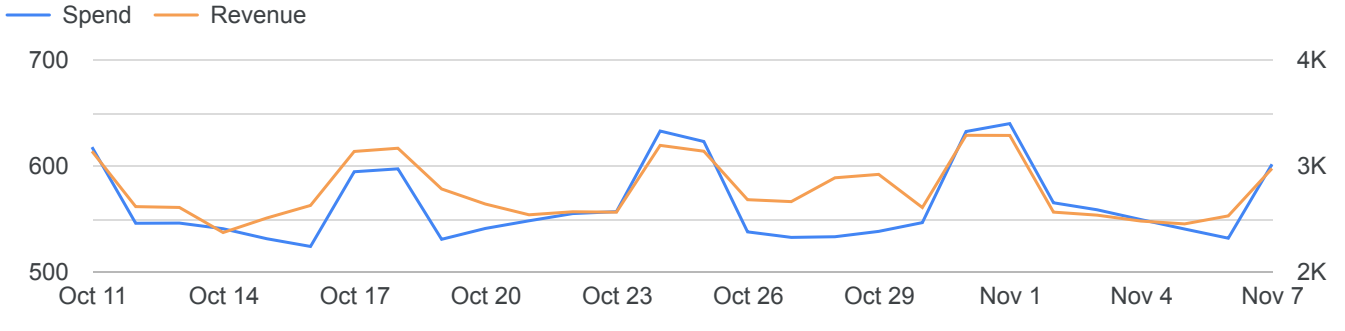
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Campaign type

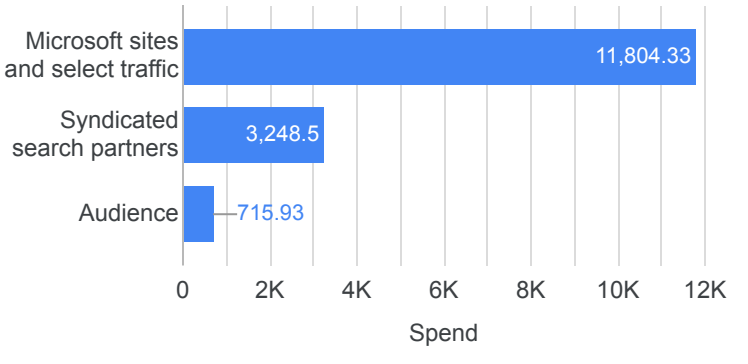
Oct 11, 2026 - Nov 7, 2026

Spend	Revenue	ROAS	Cost per conversion
15,768.76	77,227.97	4.9	22.82
2.3% from previous 28 days	1.0% from previous 28 days	-1.2% from previous 28 days	0.2% from previous 28 days

Daily spend and revenue



Spend by network



Results by network

	Network	Spend ▾	Conversions	Revenue	ROAS
1.	Microsoft sites and select traffic	11,804.33	539	60,192.52	5.1
2.	Syndicated search partners	3,248.5	124	14,499.79	4.46
3.	Audience	715.93	28	2,535.66	3.54

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Revenue is the conversion revenue Microsoft Advertising reports for conversion goals that count toward bidding, in the account currency. It stays empty when the account does not report revenue. ROAS is revenue divided by spend.