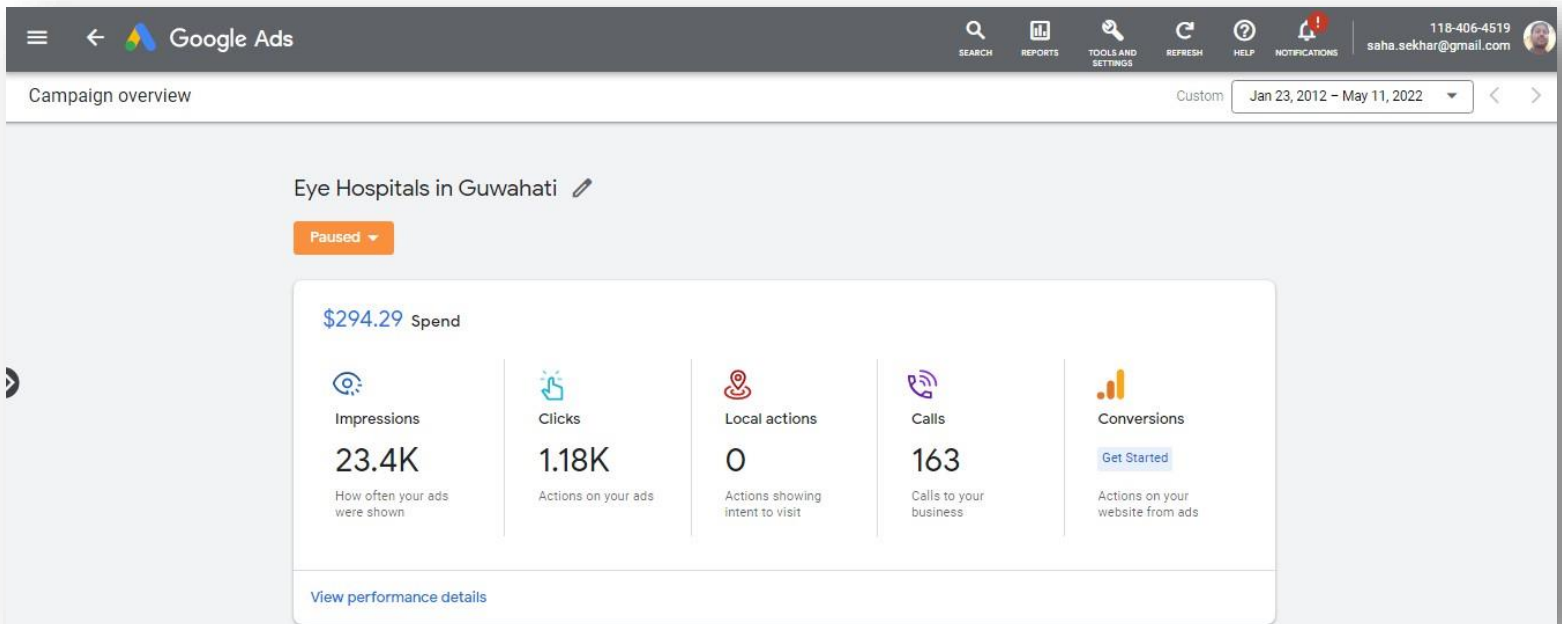


Google Ad Sample

The Retina Centre (TRC)



Smart Ad:



The screenshot displays the Google Ads interface for a campaign named "Eye Hospitals in Guwahati". The campaign is currently "Paused". The performance metrics are as follows:

| Metric | Value |
|---------------|----------|
| Spend | \$294.29 |
| Impressions | 23.4K |
| Clicks | 1.18K |
| Local actions | 0 |
| Calls | 163 |
| Conversions | 0 |

Additional details visible in the interface include the date range "Jan 23, 2012 - May 11, 2022" and a "View performance details" link at the bottom of the metrics card.

YouTube Video View Ad:

| <input type="checkbox"/> | <input checked="" type="radio"/> | Ad group | Target CPM | Ad group type | ↓ Impr. | Views | View rate | Avg. CPM | Cost |
|------------------------------------|----------------------------------|----------------------------|------------|---------------------|---------|--------|-----------|----------|----------|
| <input type="checkbox"/> | <input checked="" type="radio"/> | Ad 1 - Non skip long video | \$0.30 | Skippable in-stream | 811,061 | 95,232 | 11.74% | \$0.28 | \$227.48 |
| Total: All but removed ad groups ? | | | | | 811,061 | 95,232 | 11.74% | \$0.28 | \$227.48 |
| Total: Campaign ? | | | | | 811,061 | 95,232 | 11.74% | \$0.28 | \$227.48 |

Brand Awareness Campaign:

Paused Type: Display Budget: \$16.00/day [More details](#)

Ad groups

Jan 2012 Custom Jan 23, 2012 – May 11, 2012

Ad group status: Enabled, Paused Add filter

Ad group CPM Viewable impr. Avg. viewable CPM Ad group type ↓ Clicks Impr. CTR Avg. CPC Cost

| | | | | | | | | | | | |
|--------------------------|----------------------------------|-----------------|-------------|-----------|--------|---------|-------|-----------|-------|--------|---------|
| <input type="checkbox"/> | <input checked="" type="radio"/> | Retinal- Topic | 0.10 (able) | 1,307,935 | \$0.05 | Display | 2,146 | 1,697,585 | 0.13% | \$0.03 | \$72.91 |
| <input type="checkbox"/> | <input checked="" type="radio"/> | Cataact- Topic | 0.10 (able) | 546,492 | \$0.05 | Display | 983 | 678,533 | 0.14% | \$0.03 | \$29.85 |
| <input type="checkbox"/> | <input checked="" type="radio"/> | Glaucoma- Topic | 0.10 (able) | 330,008 | \$0.05 | Display | 621 | 410,288 | 0.15% | \$0.03 | \$17.94 |

Nayra



Nayra All Ad Campaign:

| <input type="checkbox"/> | <input checked="" type="radio"/> | Campaign | Avg. CPM | ↓ Cost | Impr. | Interactions | Interaction rate |
|------------------------------------|----------------------------------|--------------------------------|----------|------------|---------|----------------------------|------------------|
| <input type="checkbox"/> | <input checked="" type="radio"/> | Youtube Video_Awarness | ₹48.34 | ₹5,302.59 | 109,693 | 27,058 engagements | 24.67% |
| <input type="checkbox"/> | <input checked="" type="radio"/> | Electric oil diffuser - Search | ₹262.89 | ₹4,543.04 | 17,281 | 986 clicks | 5.71% |
| <input type="checkbox"/> | <input checked="" type="radio"/> | Air freshner-Search | ₹258.39 | ₹4,239.92 | 16,409 | 1,155 clicks | 7.04% |
| <input type="checkbox"/> | <input checked="" type="radio"/> | Essential oil diffuser_Search | ₹231.96 | ₹4,082.47 | 17,600 | 995 clicks | 5.65% |
| <input type="checkbox"/> | <input checked="" type="radio"/> | Room Perfume-Search | ₹219.50 | ₹3,887.60 | 17,711 | 867 clicks | 4.90% |
| <input type="checkbox"/> | <input checked="" type="radio"/> | Aromatherapy diffuser_Search | ₹315.57 | ₹3,781.17 | 11,982 | 466 clicks | 3.89% |
| <input type="checkbox"/> | <input checked="" type="radio"/> | Nayra India_Search_Oil | ₹185.18 | ₹3,755.02 | 20,278 | 719 clicks | 3.55% |
| <input type="checkbox"/> | <input checked="" type="radio"/> | Electric diffuser-Search | ₹268.95 | ₹3,726.79 | 13,857 | 840 clicks | 6.06% |
| <input type="checkbox"/> | <input checked="" type="radio"/> | Reed diffuser_Search | ₹139.38 | ₹3,559.51 | 25,538 | 732 clicks | 2.87% |
| <input type="checkbox"/> | <input checked="" type="radio"/> | Nayra India - Smart Ad | ₹101.67 | ₹3,403.33 | 33,474 | 1,087 clicks | 3.25% |
| Total: All but removed campaigns ⓘ | | | ₹74.14 | ₹56,159.24 | 757,441 | 48,955 clicks, engagements | 6.46% |

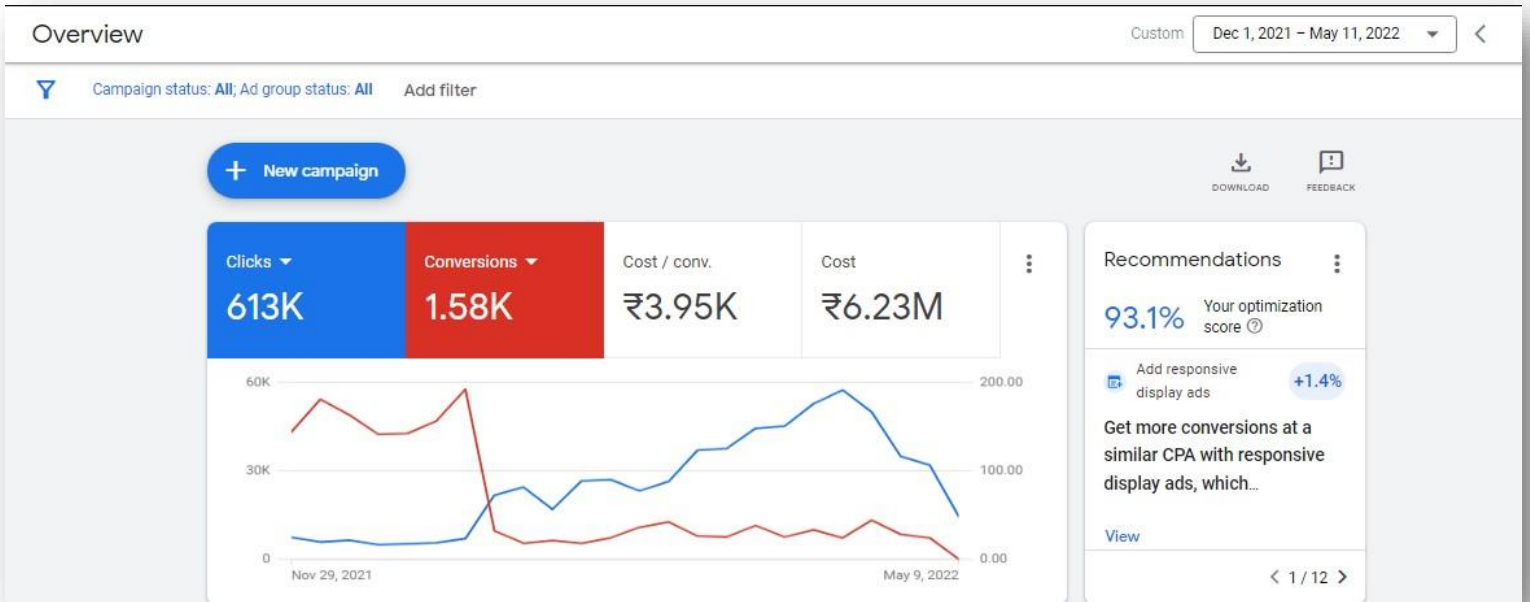
Hamdan AlShamsi Lawyers & Legal Consultants



Hamdan AlShamsi Lawyers & Legal Consultants Campaign:

| <input type="checkbox"/> | <input type="radio"/> | Campaign | Budget | Status | Optimization score | Campaign type | Impr. | ↓ Interactions |
|--------------------------|----------------------------------|--------------------------------------|----------------------------------|----------|--------------------|---------------|---------|----------------|
| <input type="checkbox"/> | <input checked="" type="radio"/> | Employment & Labor Lawyers- Granular | AED30.00/day | Eligible | 78.8% | Search | 89,615 | 1,071 clicks |
| <input type="checkbox"/> | <input checked="" type="radio"/> | Need An Expert Lawyer? | AED24.68/day AED750.27/mon... | Eligible | — | Smart | 150,284 | 1,060 clicks |
| <input type="checkbox"/> | <input checked="" type="radio"/> | Employment Law | AED50.00/day | Eligible | 84.9% | Search | 6,078 | 585 clicks |
| <input type="checkbox"/> | <input checked="" type="radio"/> | Construction Lawyers - Granular | AED30.00/day | Eligible | 78.8% | Search | 117,046 | 550 clicks |
| <input type="checkbox"/> | <input checked="" type="radio"/> | Corporate Lawyers - Granular | AED30.00/day | Eligible | 78.8% | Search | 56,464 | 422 clicks |
| <input type="checkbox"/> | <input checked="" type="radio"/> | DIFC | AED77.00/day | Eligible | 92.4% | Search | 3,163 | 105 clicks |
| <input type="checkbox"/> | <input checked="" type="radio"/> | Hospitality Lawyers - Granular | AED30.00/day | Eligible | 89.3% | Search | 13,341 | 53 clicks |
| <input type="checkbox"/> | <input checked="" type="radio"/> | Lawyers in Dubai | AED30.00/day | Eligible | 84.9% | Search | 1,287 | 48 clicks |
| <input type="checkbox"/> | <input checked="" type="radio"/> | Family Lawyers- Granular | AED30.00/day | Eligible | 81.8% | Search | 667 | 37 clicks |

Naturoveda



Maity Poultries Pvt. Ltd



Google Ads interface showing campaign details for Maity Poultry. Campaign name: Maity Poultry 325-620-8007. Campaign type: Search. Budget: ₹300.00/day. Optimization score: 75.9%.

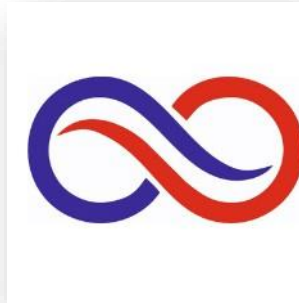
Ad groups


May 1, 2022

| Ad group | Status | Ad group type | Clicks | Impr. | CTR | Avg. CPC | Cost |
|-------------------|----------|---------------|--------|-------|-------|----------|-----------|
| Exact Match | Eligible | Standard | 77 | 3,248 | 2.37% | ₹30.13 | ₹2,319.98 |
| Total: All but... | | | 77 | 3,248 | 2.37% | ₹30.13 | ₹2,319.98 |
| Total: Camp... | | | 77 | 3,248 | 2.37% | ₹30.13 | ₹2,319.98 |

FB Ad Sample





Rishi Digital



| <input checked="" type="checkbox"/> | Off/On | Ad | Budget | Ad set | Last sigr edit | At sett | Results | Reach | Impressions | Cost per result |
|-------------------------------------|-------------------------------------|---|---------|--------|----------------|---------|--------------------------|------------------|-----------------|--------------------------------|
| <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |  Rishi Leads ad- | ₹500.00 | Daily | | 7.. | 176 On-Facebook leads | 15,656 | 31,018 | ₹57.78 Per on-Facebook L... |
| Results from 1 ad ⓘ | | | | | - | 7... | 176 On-Facebook leads | 15,656 People | 31,018 Total | ₹57.78 Per on-Facebook Lea |


TRC



| <input type="checkbox"/> | Off/On | Ad | Ad set | Last sig edit | At sett | Results | Reach | Impressions | Cost per result |
|--------------------------|-------------------------------------|---|-----------------|---------------|---------|--|---------|-------------|---------------------------------|
| <input type="checkbox"/> | <input checked="" type="checkbox"/> |  TRC Lead generation Ad Creave- Mobile | 150.00 Daily | 2.. 1.. | 7.. | 21 On-Facebook leads | 27,241 | 44,132 | ₹109.63 Per on-Facebook L... |
| <input type="checkbox"/> | <input checked="" type="checkbox"/> |  TRC Lead generation Ad Creave- Mobile | 150.00 Daily | 2.. 1.. | 7.. | 12 On-Facebook leads | 23,736 | 34,306 | ₹264.23 Per on-Facebook L... |
| <input type="checkbox"/> | <input checked="" type="checkbox"/> |  Post: "As soon as you notice the early symptoms ... | paig... | 2.. 1.. | 7.. | 1,731 Post engagements | 4,420 | 4,905 | ₹0.44 Per Post Engagem... |
| <input type="checkbox"/> | <input checked="" type="checkbox"/> |  TRC New Brand awareness Ad | 150.00 Daily | 2.. 1.. | 7.. | 20,000 Estimated ad recall lift (p... | 204,856 | 623,968 | ₹0.30 Per estimated ad r... |

Fastrack Signage



| Campaigns | | Ad sets | | Ads | | | | | | | | | | | |
|-------------------------------------|-------------------------------------|---|-------------------------|--------|-------------|---------------------------------|--|---------|--|------------|--|-----------------|--|-----------|--|
| + Create | | Duplicate | | Edit | | More | | Preview | | View Setup | | Columns: Custom | | Breakdown | |
| <input type="checkbox"/> | Off/On | Ad | Results | Reach | Impressions | Cost per result | | | | | | | | | |
| <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |  Fastrack Signage New Leads ad | 46 On-Facebook leads | 54,589 | 169,359 | ₹290.18 Per on-Facebook L... | | | | | | | | | |

Maity Poultries Pvt. Ltd



| <input type="checkbox"/> | Off/On | Campaign | Results | Reach | Impressions | Cost per result | Amount spent |
|--------------------------|-------------------------------------|--|-------------------------------|--------------------------|-------------------------|-----------------------------------|----------------------------------|
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | Maity AD - Lead | 80 Estimated call confi... | 25,602 | 58,843 | ₹52.09 Per estimated call c... | ₹4,167.01 |
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | Maity Engagement AD- Car | 4,869 Post engagements | 19,476 | 56,842 | ₹1.31 Per Post Engageme... | ₹6,371.53 |
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | Maity Poultry Brand Awareness campaign | 243,690 Reach | 243,690 | 500,871 | ₹28.58 Per 1,000 people re... | ₹6,963.75 |
| <input type="checkbox"/> | <input type="checkbox"/> | Maity Eggs - Engagement Ad | — Conversion | 5,786 | 14,342 | — Per Conversion | ₹2,927.92 |
| | | Results from 4 campaigns | — Multiple conversions | 277,685 People | 630,898 Total | — Multiple conversions | ₹20,430.21 Total Spent |

Xtracover



Date: 1.10.2022 to 20.10.2022

Campaign Type: performance Max

| Campaign | Budget | Status | Clicks | Impr. | Cost | Conversions | Cost / conv. | Conv. rate |
|--|---------------|-------------------|---------|------------|-------------|-------------|--------------|------------|
| 10/05/2022 | | | | | | | | |
| <input type="checkbox"/> Sales-Performance Max Dharmah - Prospecting Most Selling Phones - 02/08/2022 - Test - Low Roas - Ad Sched | ₹1,000.00/day | Eligible | 1,290 | 46,023 | ₹224.59 | 0.00 | ₹0.00 | 0.00% |
| <input type="checkbox"/> Sales-Performance Max Dharmah - Prospecting All Phones - (India) | ₹2,500.00/day | Eligible | 236,040 | 16,182... | ₹52,292.94 | 216.97 | ₹241.02 | 0.09% |
| <input type="checkbox"/> Sales-Performance Max Dharmah - OnePlus - 3/06/2022 | ₹1,000.00/day | Eligible | 3,081 | 214,914 | ₹759.63 | 2.00 | ₹379.82 | 0.06% |
| <input type="checkbox"/> Sales PM Google Pixel - Prospecting - 26/07/2022 | ₹1,000.00/day | Eligible | 398 | 33,907 | ₹408.50 | 0.47 | ₹865.71 | 0.12% |
| <input type="checkbox"/> PMax: Smart Shopping Ads Other Phones Dharmah | ₹1,000.00/day | Eligible | 1,181 | 37,866 | ₹819.44 | 5.59 | ₹146.64 | 0.47% |
| <input type="checkbox"/> PMax Dharmah Samsung Focused | ₹1,000.00/day | Eligible | 1,841 | 141,893 | ₹769.50 | 2.35 | ₹326.89 | 0.13% |
| <input type="checkbox"/> Honor, Motorola, Oppo, Realme, Vivo Dharmah | ₹1,000.00/day | Eligible | 14,425 | 1,012,3... | ₹3,652.31 | 15.85 | ₹230.47 | 0.11% |
| <input type="checkbox"/> Dharmah Sales - PMax - Apple - Custom Locations 05/09/2022 | ₹1,500.00/day | Limited by budget | 155,672 | 13,288... | ₹43,845.55 | 149.94 | ₹292.42 | 0.10% |
| <input type="checkbox"/> Dharmah PM - Phones between 10K-15K | ₹1,500.00/day | Eligible | 55,189 | 3,866,0... | ₹26,966.52 | 79.85 | ₹337.70 | 0.14% |
| <input type="checkbox"/> Dharmah PM - Phones Below 10K | ₹1,500.00/day | Eligible | 11,583 | 145,370 | ₹18,015.21 | 36.68 | ₹491.20 | 0.32% |
| <input type="checkbox"/> Dharmah MI / Xiaomi/ POCO Focused | ₹1,000.00/day | Eligible | 2,869 | 224,215 | ₹375.53 | 2.10 | ₹179.23 | 0.07% |
| Total: Filtered campaigns | | | 652,532 | 48,220... | ₹190,924.29 | 682.62 | ₹279.69 | 0.10% |

Campaign Type: Search

| All 16 selected Edit Filter workspace to selected campaigns Change History | | | | | | | | | | |
|--|----------------|--|---------|------------|-------------|-------------|--------------|------------|-------------|--|
| Campaign ↓ | Budget | Status | Clicks | Impr. | Cost | Conversions | Cost / conv. | Conv. rate | Click share | |
| - Top 20 Cities | | | | | | | | | | |
| Dharmah Sales-Prospecting 9/05/2022 Apple (Delhi Mumbai Kolkata Bangalore Hyd) | ₹7,500.00/day | Eligible | 3,410 | 24,340 | ₹3,634.69 | 15.42 | ₹235.78 | 0.45% | < 10% | |
| Dharmah Sales-Prospecting 07/05/2022 Android (Delhi Mumbai Kolkata Bangalore Hyd) | ₹1,000.00/day | Eligible | 1,002 | 7,561 | ₹975.93 | 1.95 | ₹501.43 | 0.19% | < 10% | |
| Dharmah Sales - Search Competition Targeting - 17/08/2022 (Delhi Mumbai Kolkata Bangalore Hyd) | ₹200.00/day | Eligible (Limited) Limited by budget, All ads lim | 6,183 | 39,132 | ₹14,549.05 | 20.27 | ₹717.79 | 0.33% | < 10% | |
| Dharmah Generic Refurbished Keywords Prospecting - 15/06/2022 (Delhi Mumbai Kolkata Bangalore Hyd) | ₹1,000.00/day | All ads limited by policy | 8,810 | 47,868 | ₹9,875.60 | 30.71 | ₹321.60 | 0.35% | < 10% | |
| Dharmah Costly Keywords Prospecting - 22/08/2022 (Delhi Mumbai Kolkata Bangalore Hyd) | ₹5,000.00/day | All ads limited by policy | 2,513 | 39,020 | ₹3,522.59 | 11.36 | ₹310.07 | 0.45% | 14.00% | |
| Dharmah Call Ad Sellincash 29/08/2022 | ₹100.00/day | Bid strategy limited | 702 | 129,967 | ₹2,355.19 | 0.00 | ₹0.00 | 0.00% | 16.41% | |
| Darmah Search - Sale Most Selling Phones - 13/05/2022 (Delhi Mumbai Kolkata Bangalore Hyd) - Minus - Top 20 Cities | ₹1,000.00/day | Eligible | 2,169 | 40,164 | ₹4,210.21 | 5.97 | ₹704.94 | 0.28% | < 10% | |
| Darmah Search - Sale Most Selling Phones - 13/05/2022 - Top 20 Cities Targeted | ₹1,000.00/day | Eligible | 838 | 10,433 | ₹2,613.04 | 1.68 | ₹1,558.83 | 0.20% | < 10% | |
| Darmah Search - Sale Most Selling Phones - 13/05/2022 - Target India - Minus 52 Cities | ₹1,500.00/day | Eligible | 1,946 | 20,238 | ₹3,503.86 | 7.03 | ₹498.42 | 0.36% | < 10% | |
| Total Filtered campaigns | | | 156,248 | 1,578,2... | ₹207,924.91 | 740.08 | ₹280.95 | 0.47% | 10.01% | |
| Total Account | ₹48,300.00/day | | 844,565 | 52,474... | ₹429,178.86 | 1,526.20 | ₹281.21 | 0.18% | 12.46% | |

Campaign Type: Discovery

| Campaigns This month Oct 1 - 21, 2022 | | | | | | | | | | |
|---|----------------|----------|---------|-----------|-------------|-------------|--------------|------------|--|--|
| Campaign ↓ | Budget | Status | Clicks | Impr. | Cost | Conversions | Cost / conv. | Conv. rate | | |
| Sales-Discovery-Remarketing Dharmah | ₹1,000.00/day | Eligible | 9,866 | 397,343 | ₹7,720.69 | 36.00 | ₹214.46 | 0.36% | | |
| Total Filtered campaigns | | | 9,866 | 397,343 | ₹7,720.69 | 36.00 | ₹214.46 | 0.36% | | |
| Total Account | ₹48,300.00/day | | 844,565 | 52,474... | ₹429,178.86 | 1,526.20 | ₹281.21 | 0.18% | | |

Orchid-Tree



Date: 1.02.2023 to 27.03.2023

| Campaign | | Avg. CPV | Impr. | ↓ Interac | Interaction rate | Avg. cost | Cost | Bid strategy type | Clicks |
|--|------------------------------------|----------|-----------|-----------------------------------|------------------|-----------|-------------|---|--------|
| <input type="checkbox"/> | Performance Max - First Party | ₹0.63 | 1,286,158 | 34,340 clicks, engagements, views | 2.67% | ₹1.12 | ₹38,299.94 | Maximize conversion value (Target ROAS) | 22,139 |
| <input type="checkbox"/> | Smart Campaign Traffic - Alp | - | 86,162 | 10,324 clicks | 11.98% | ₹7.12 | ₹73,546.02 | Maximize conve | 10,324 |
| <input type="checkbox"/> | New User - Display - DPW | - | 403,687 | 1,931 clicks | 0.48% | ₹2.44 | ₹4,720.42 | Maximize conversions | 1,931 |
| <input type="checkbox"/> | Search 04/22 Top Category Keywords | - | 36,889 | 1,582 clicks | 4.29% | ₹4.34 | ₹6,873.29 | Maximize conversion value (Target ROAS) | 1,582 |
| <input type="checkbox"/> | Search Ads - Brand (Alp) | - | 8,215 | 320 clicks | 3.90% | ₹8.48 | ₹2,712.79 | Maximize conversion value (Target ROAS) | 320 |
| Total: All enabled campaigns in your current wo... | | ₹0.63 | 1,821,111 | 48,497 clicks, engagements, views | 2.66% | ₹2.60 | ₹126,152.46 | | 36,296 |
| ✓ | Total: Account | ₹0.63 | 1,821,111 | 48,497 clicks, engagements, views | 2.66% | ₹2.60 | ₹126,152.46 | | 36,296 |

| Campaign | | Cost | Bid strategy type | Clicks | Conv. rate | Conv. value | Conv. value / cost | Conversion: | Avg. CPC | Cost / conv. |
|--|--|----------|---|--------|------------|-------------|--------------------|-------------|----------|--------------|
| <input type="checkbox"/> | <input checked="" type="checkbox"/> Performance Max - First Party | 8,299.94 | Maximize conversion value (Target ROAS) | 22,139 | 0.59% | 152,680.10 | 3.99 | 202.91 | ₹1.73 | ₹188.76 |
| <input type="checkbox"/> | <input checked="" type="checkbox"/> Smart Campaign Traffic - Alp | 3,546.02 | Maximize conversions | 10,324 | 4.11% | 449,961.60 | 6.12 | 424.61 | ₹7.12 | ₹173.21 |
| <input type="checkbox"/> | <input checked="" type="checkbox"/> New User - Display - DPW | 4,720.42 | Maximize conversions | 1,931 | 0.10% | 1,900.00 | 0.40 | 2.00 | ₹2.44 | ₹2,360.21 |
| <input type="checkbox"/> | <input checked="" type="checkbox"/> Search 04/22 Top Category Keywords | 6,873.29 | Maximize conversion value (Target ROAS) | 1,582 | 0.97% | 15,990.90 | 2.33 | 15.37 | ₹4.34 | ₹447.31 |
| <input type="checkbox"/> | <input checked="" type="checkbox"/> Search Ads - Brand (Alp) | 2,712.79 | Maximize conversion value (Target ROAS) | 320 | 0.63% | 3,087.00 | 1.14 | 2.00 | ₹8.48 | ₹1,356.40 |
| Total: All enabled campaigns in your current wo... ? | | 6,152.46 | | 36,296 | 1.33% | 623,619.60 | 4.94 | 646.88 | ₹3.48 | ₹195.02 |
| <input checked="" type="checkbox"/> | Total: Account ? | 6,152.46 | | 36,296 | 1.33% | 623,619.60 | 4.94 | 646.88 | ₹3.48 | 195.02 |