



# Reporting and Monitoring Software for Online Marketers

Google Ads example report

Bring your online marketing data  
together in a single report

## Introduction

Online Marketing Reports. A regularly recurring, time-consuming task for many digital agencies and in-house marketers. **Swydo's reporting platform changes that.**

Replace manual reporting and complex spreadsheets. With Swydo you can create professional online marketing reports in minutes. You'll be able to reallocate that saved time to managing and optimizing (client) campaigns and securing new business.

## How it works

Swydo brings together data from the most important online marketing channels, including Google Ads, Microsoft Advertising, Facebook Ads and Twitter into a single, comprehensive report. Below is an overview of our integrations.



[and more...](#)

## Use Swydo and...

- Save time and reduce costs
- Create reports quickly and efficiently
- Easy to use interface
- Automatically generate reports to meet client needs
- Integrate with your CRM via Swydo's API

## More than 6,000 satisfied users

Swydo is the go-to reporting platform for over 2,000 online marketing agencies large and small in 80 countries. Every day, thousands of users log in to take advantage of Swydo's many benefits.

## Have questions or want to connect with us directly?

We'd love to speak with you! You can contact the Swydo team by phone at +1 917 464 2535 (CET) or send an email to [sales@swydo.com](mailto:sales@swydo.com).

Sincerely,  
Team Swydo

# Google Ads sample report

Creating a Google Ads report with Swydo is super simple. With a click, you can connect to a data source, like a Google Ads account. Then select the information you want to include through pre-defined KPIs values or widgets (table/charts) - or create your own.

Widgets can be refined through settings like segmentation, filtering and by chart or table, and you can further customize your report - and provide additional insight - through text and image/screenshot widgets. And every report can be saved and easily re-used for other clients. Best of all - you can combine data sources in one report to provide comprehensive insights across all paid advertising campaigns, SEO, and website analytics.

## KPIs Google Ads performance

### IMPRESSIONS

920,805

↓ -30.2%

### CTR

1.92%

↑ 24.7% ● 1.5% targeted

### CLICKS

17,694

↓ -13.0% ● 5,000 targeted

### CONV.

278

↓ -12.6% ● 100 targeted

### VALUE / ALL CONV.

59.05

↑ 49.3% ● 150 targeted

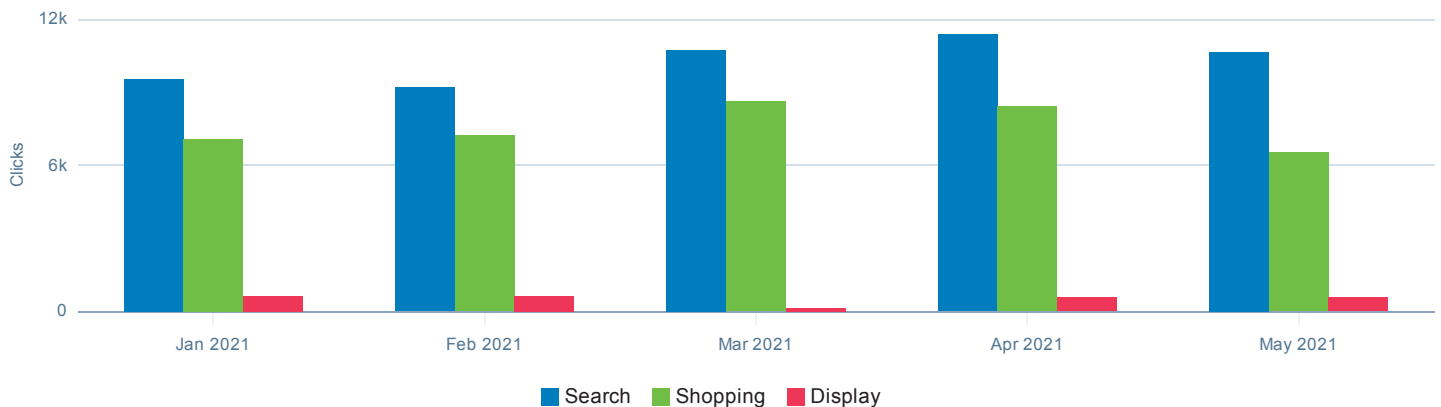
### TOTAL CONV. VALUE

59,659.24

● 10,000 targeted

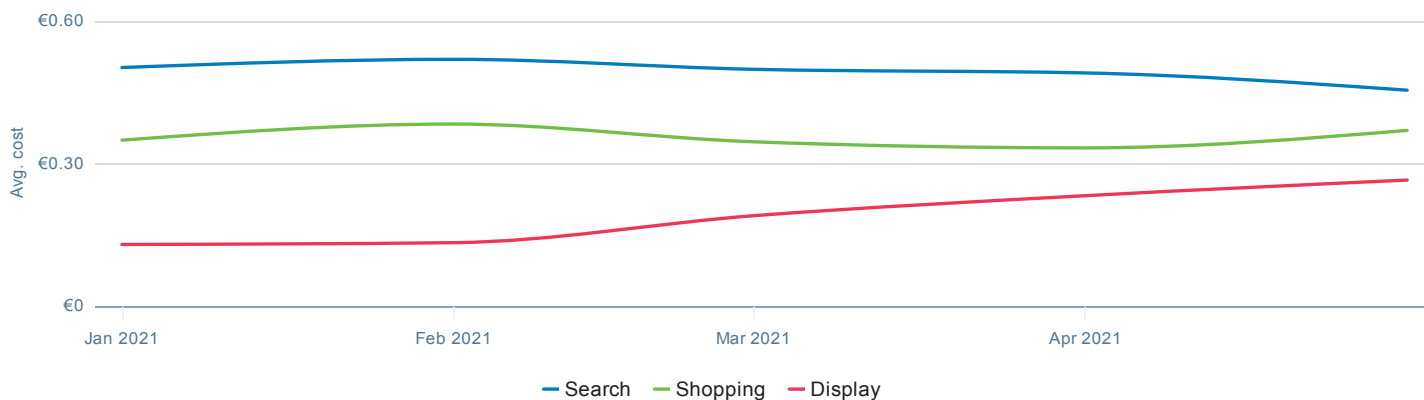
## Traffic

### CLICKS BY CAMPAIGN TYPE



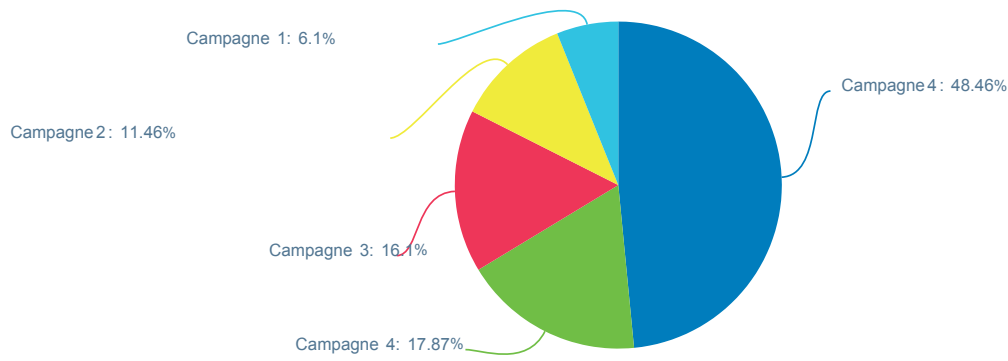
 CAMPAIGN TYPE PERFORMANCE

Campaign type	Impr.	CTR	Clicks	Avg. cost	Cost	Conv. rate	Conv.	Total conv. value
Search	826,368	6.23%	51,485	€0.49	€16,093.50	1.36%	699	85,116.17
Shopping	4,633,047	0.82%	37,899	€0.35	€9,533.22	1.82%	689	156,455.22
Display	321,439	0.77%	2,478	€0.19	€463.93	0.65%	16	1,873.48
	5,780,854	1.59%	91,862	€0.28	€26,090.65	1.53%	1,404	243,444.87

 AVG. COST BY MONTH

 OVERALL PERFORMANCE

	May 1 - 31, 2021	Apr 1 - 30, 2021	
<b>Impr.</b>	920,805	1,319,113	↓ -30.2%
<b>CTR</b>	1.92%	1.54%	↑ 24.7%
<b>Clicks</b>	17,694	20,343	↓ -13.0%
<b>Avg. CPC</b>	€0.29	€0.27	↑ 8.6%
<b>Cost</b>	€5,193.19	€5,497.19	↓ -5.5%
<b>Conv. rate</b>	1.57%	1.56%	↑ 0.6%
<b>Conv.</b>	278	318	↓ -12.6%
<b>Total conv. value</b>	59,659.24	51,176.11	↑ 16.6%

**TOTAL CONV. VALUE BY CAMPAIGN**



**CAMPAIGN PERFORMANCE**

Campaign	Impr.	CTR	Clicks	Avg. CPC	Cost	Conv. rate	Conv.	Total conv. value
Campagne 1	304,382	1.07%	3,272	€0.24	€775.09	2.23%	73	24,898.81
Campagne 2	4,795	63%	3,021	€0.02	€48.33	0.89%	27	0
Campagne 3	173,836	1.09%	1,887	€0.25	€468.28	2.12%	40	5,888.39
Campagne 4	29,458	5.41%	1,593	€0.35	€550.91	2.7%	43	8,272.71
Campagne 5	12,491	7.32%	914	€0.36	€326.52	2.63%	24	689.07
	920,805	1.92%	17,694	€0.29	€5,193.19	1.57%	278	59,659.24

**AD PERFORMANCE**

Ad	Impr.	CTR	Clicks	Avg. CPC	Cost	Conv.	Conv. rate	Total conv. value
Ad 1	304,382	1.07%	3,272	€0.24	€775.09	73	2.23%	24,898.81
Ad 2	173,836	1.09%	1,887	€0.25	€468.28	40	2.12%	5,888.39
Ad 3	24,993	5.29%	1,323	€0.35	€459.86	37	2.8%	4,591.68
	920,805	1.92%	17,694	€0.29	€5,193.19	278	1.57%	59,659.24

**Year-to-date results**

**CLICKS**

91,862

↑ 34.3%

**COST**

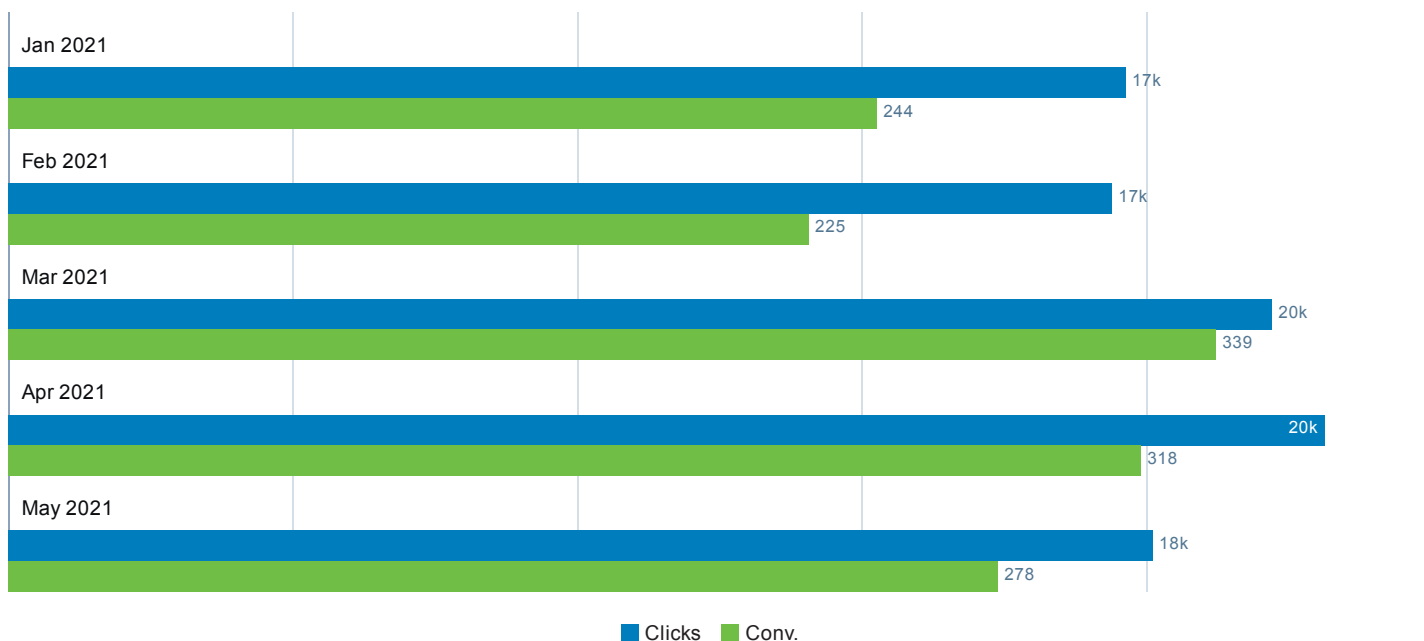
€26,090.65

↑ 22.2% ● €25,000.00 targeted

**CONV.**

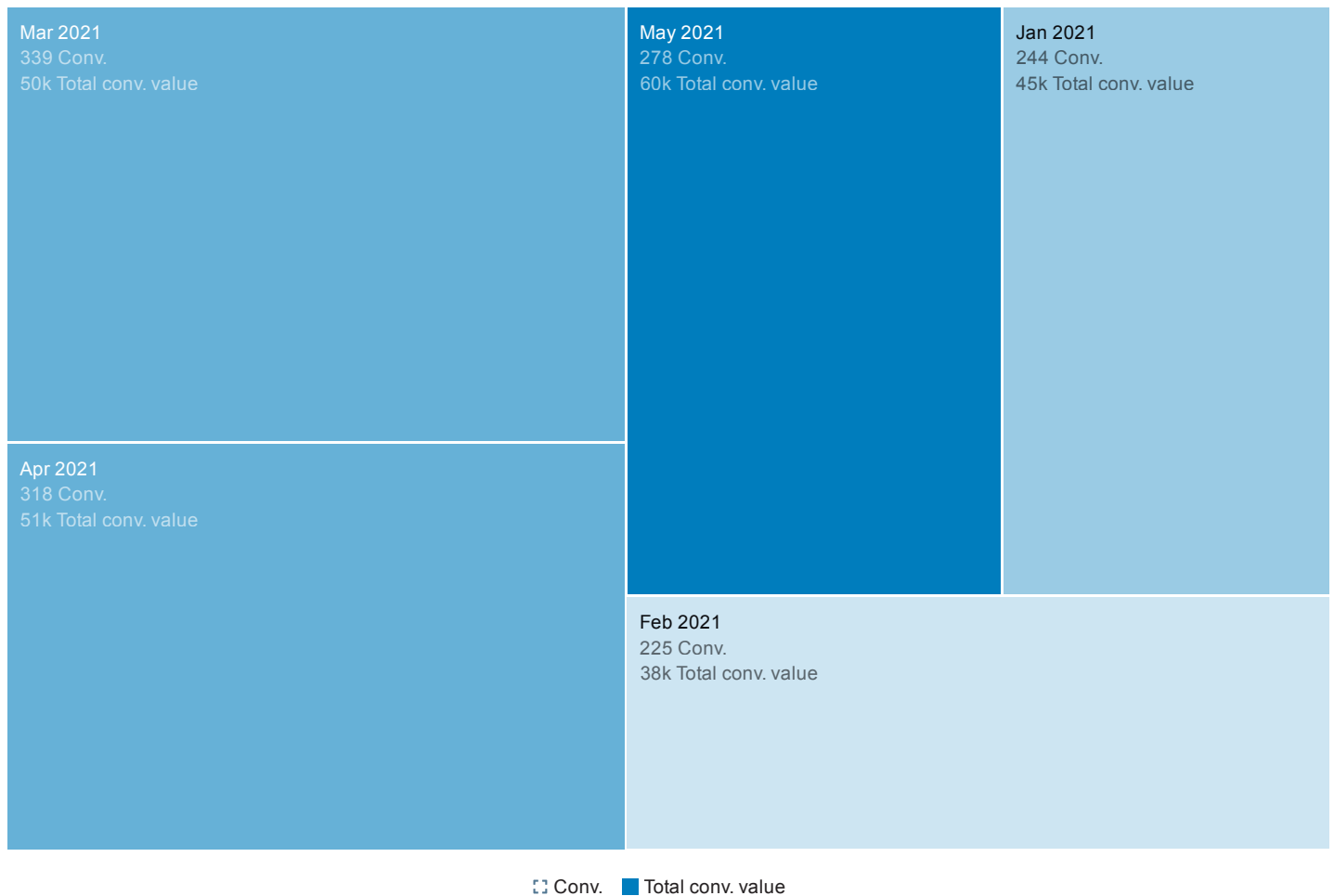
1,404

↑ 56.7% ● 1,750 targeted


 CLICKS AND CONV. BY MONTH


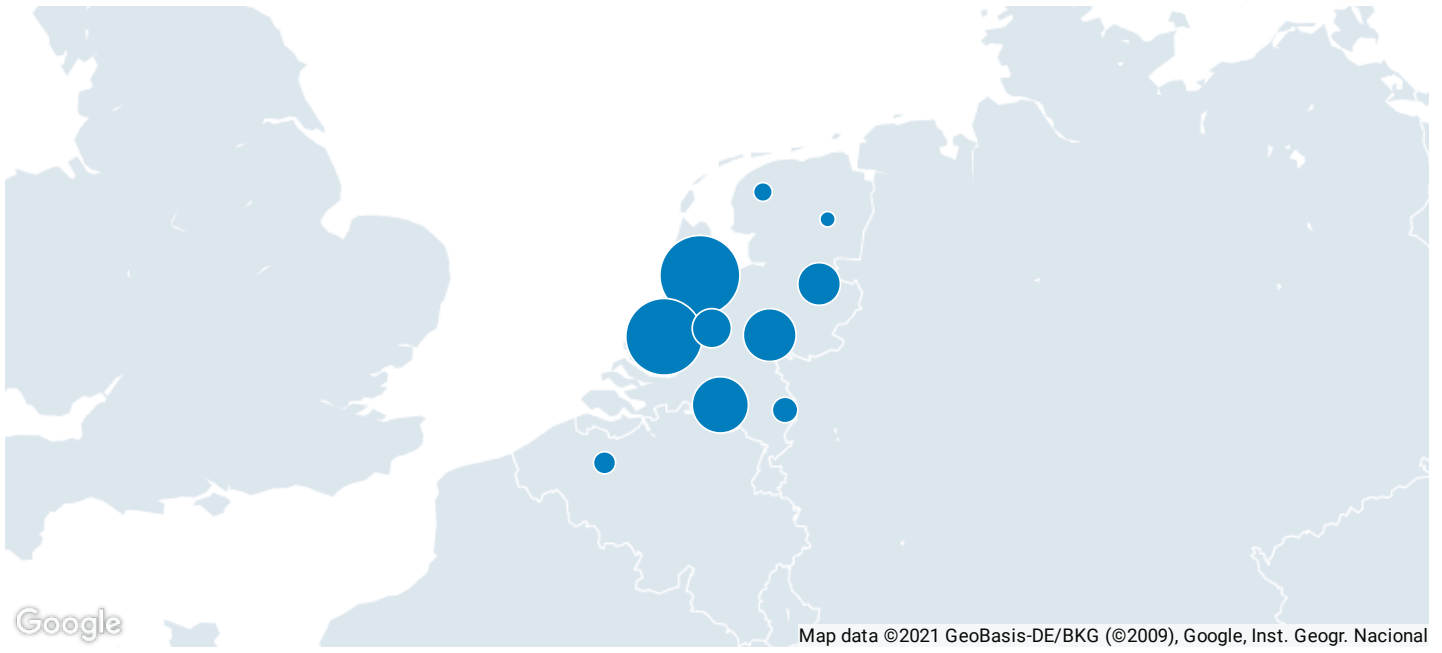
 MONTH PERFORMANCE

Month	Impr.	CTR	Clicks	Avg. CPC	Cost	Conv. rate	Conv.	Total conv. value
<b>April 2021</b>	1,319,113	1.54%	20,343	€0.27	€5,497.19	1.56%	318	51,176.11
<b>March 2021</b>	1,239,594	1.58%	19,529	€0.27	€5,216.84	1.74%	339	49,782.47
<b>May 2021</b>	920,805	1.92%	17,694	€0.29	€5,193.19	1.57%	278	59,659.24
<b>January 2021</b>	1,169,969	1.47%	17,254	€0.30	€5,098.69	1.41%	244	44,918.34
<b>February 2021</b>	1,131,373	1.51%	17,042	€0.30	€5,084.74	1.32%	225	37,908.71
	5,780,854	1.59%	91,862	€0.28	€26,090.65	1.53%	1,404	243,444.87

 CONVERSION AND TOTAL CONV. VALUE

 REVENUE PER CHANNEL

Channel grouping	Sessions	% new sessions	Users	Pages / session	Avg. session duration	Bounce rate	Goal completions	Ecommerce conversion rate	Transactions	Revenue
Organic Search	96,177	66.21%	71,419	2.98	2m 0s	60.55%	737	0.78%	753	€351,087.81
Paid Search	80,160	66.22%	60,456	2.44	1m 14s	68.14%	418	0.94%	750	€243,682.33
Direct	32,340	82.26%	26,822	3.87	2m 36s	54.2%	275	1.64%	531	€188,419.88
Social	8,573	77.99%	6,930	2.03	44s	77.07%	17	0.08%	7	€2,235.37
Referral	5,333	73.41%	4,475	2.88	1m 45s	48.42%	112	1.59%	85	€43,053.18
Display	4,358	42.7%	2,885	1.85	42s	83.07%	9	0.25%	11	€2,965.33
	226,941	68.63%	159,689	2.85	1m 44s	63.1%	1,568	0.94%	2,137	€831,443.90

 REVENUE PER REGION



Revenue

