



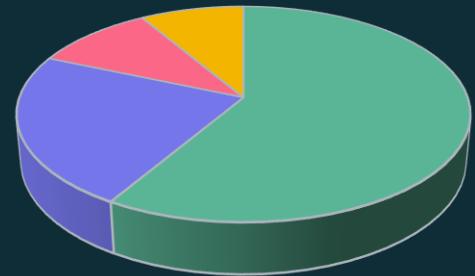
adHamster  
the digital refinery

# Analysis and reporting on **Paid Media (PPC) accounts**

Effective Techniques for Smarter Decisions  
and Better Results



# Why Analyzing PPC Data Matters

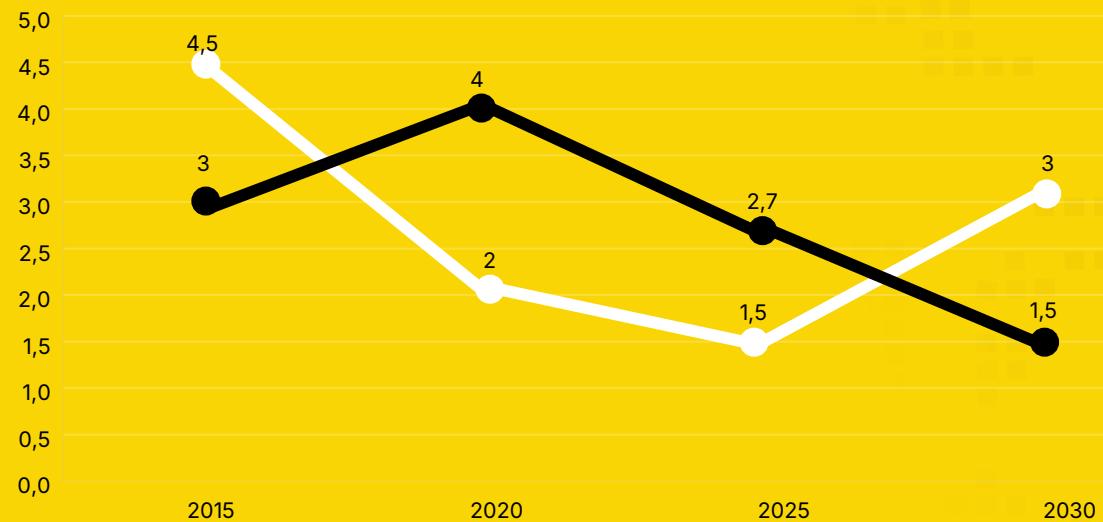


- ✓ Countless ad platforms, changing algorithms, smarter users
- ✓ Media buying = art + science
- ✓ Every dollar counts — reporting ensures ROI, not just reach.
- ✓ **The goal: move from**

“what happened” → “why it matters” → “what to do next”

# Establish Your PPC Reporting Goals

Start With the End in Mind

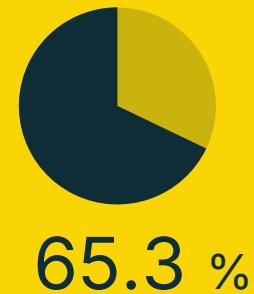


- ✓ Define what success looks like for your account or client.
- ✓ Reporting without a goal = data without direction.
- ✓ **Common reporting goals:**
  - Provide an executive overview
  - Prove ROI and efficiency
  - Showcase your optimization work
  - Track progress and highlight trends

# The PPC Reporting Mind-set

From Clicks to Cash: What You Measure Defines What You Achieve

- ✓ Move beyond clicks → focus on profitability metrics
- ✓ Key metrics that matter: CPA, ROAS, CVR
- ✓ Always align metrics with campaign goals
- ✓ Every number must answer one question: “So what?”

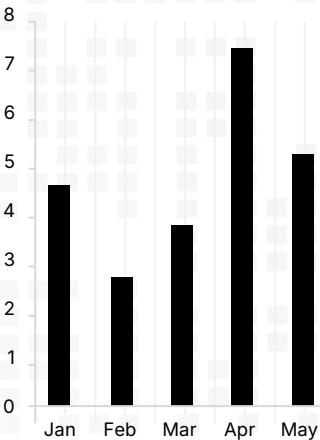
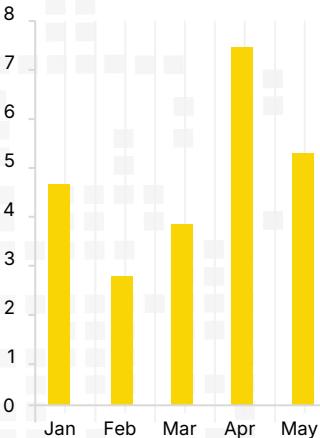


# Let's Discuss Some Key Metrics We Should Always Watch →

Metric	Meaning	Why It Matters
CPA	Cost per Acquisition	Shows efficiency in turning spend into results
ROAS	Return on Ad Spend	Measures profit per \$ spent
CTR	Conversion Rate	Reflects relevance and persuasion
CVR	Click-Through Rate	Indicates ad-message resonance

# Campaign Diagnostics Framework

- ✓ Define the Goal: Awareness, traffic, or conversions?
- ✓ Check Data Integrity: Is conversion tracking firing correctly?
- ✓ Segment by Dimensions: Device, location, network, audience.
- ✓ Identify Bottlenecks: Low CTR = ad problem, Low CVR = landing issue,  
High CPA = bid or competition issue.
- ✓ Create an Action Loop: Hypothesis → Test → Measure → Repeat.



# Segment Deep, Spend Smart



- ✓ Smart reporting isn't about checking every campaign manually – it's about building systems that alert you when things need attention.
- ✓ Automation doesn't replace strategy – it amplifies it. The more you can systemize insights, the faster you can optimize.

- ✓ Search Term Analysis: Identify wasted spend + top converters
- ✓ Time of Day / Day of Week: Optimize for peak efficiency
- ✓ Device / Geo Analysis: Adjust bids where performance shines
- ✓ Example Insight: "Mobile traffic in Texas has 25% lower CPA than desktop – increase bids +15%."



65.3%  
Increase

# Storytelling with Dashboards

Turn Data Into Decisions with Visualization

- ✓ Numbers ≠ Story → Visualization = Understanding
- ✓ Use Looker Studio, Power BI, or Tableau
- ✓ Example: CPA (Actual vs Target) over time chart
- ✓ Highlight trends, color-code insights (Red = Risk, Green = Growth)



A single well-designed graph can communicate what ten tables can't. When stakeholders see red and green zones instead of rows of numbers, they immediately know what to act on!

# Where We Stand In A Years

## Common Pitfalls:

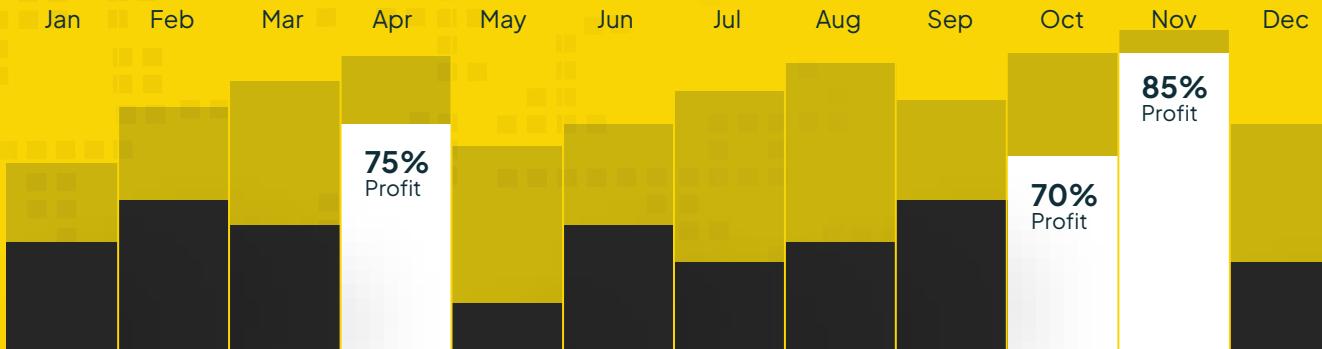
I've seen incredible marketers lose credibility because of one mistake — showing the wrong metrics.

Remember, your report is not a scoreboard; it's a steering wheel. It's meant to guide decisions, not decorate dashboards.

## Building Great Reports

### The Anatomy of a Strong PPC Report

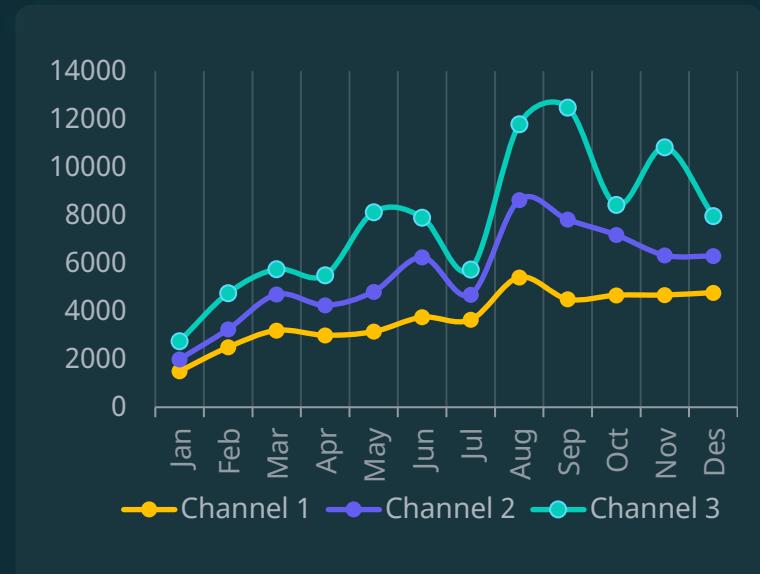
- ✓ Consistent date ranges + campaign goals context
- ✓ Conversions, CPA, ROAS always front and center
- ✓ Include targeting, CTR, CPC, and traffic quality
- ✓ Add KPI explanations and takeaway summaries
- ✓ Include MoM or WoW comparisons for trends
- ✓ **Etc.**



# The Evolution of PPC Analysis

From Basic Reporting to Strategic Leadership

- ✓ Every metric tells a story – find the signal, not the noise
- ✓ Observation → Hypothesis → Execution → Learning
- ✓ “We don’t lose; we learn.”
- ✓ Our job: make today’s performance better than yesterday’s



From “Hope-Based Marketing” → “Proof-Based Marketing”

From Insights to Action

+65 %

35%

# Key Takeaways

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- ✓ Every metric tells a story — find the signal, not the noise
- ✓ Observation → Hypothesis → Execution → Learning
- ✓ “We don’t lose; we learn.”
- ✓ Our job: make today’s performance better than yesterday’s

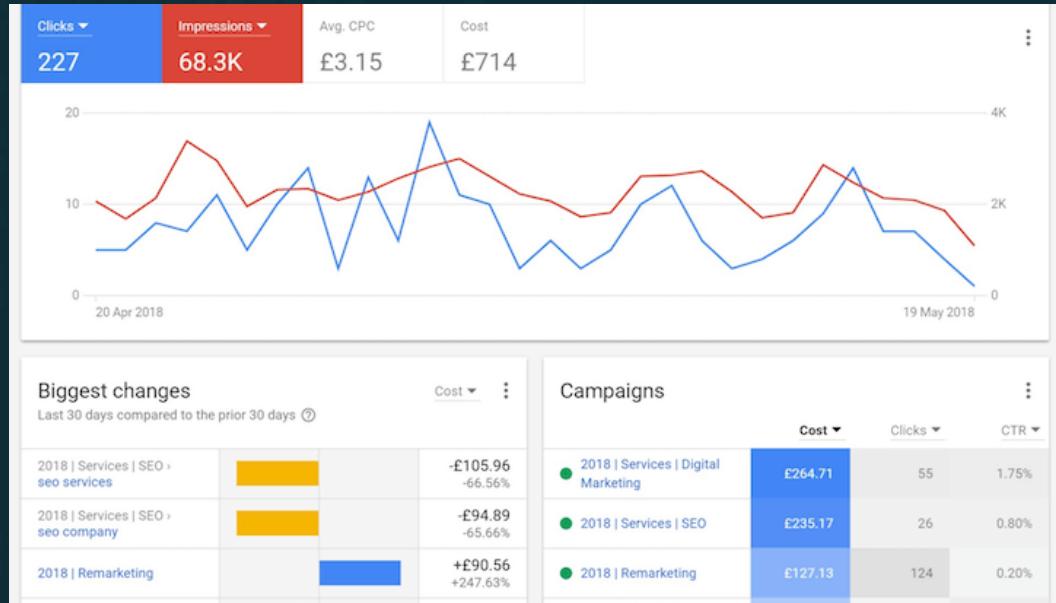
# Putting It All Together



- ✓ Framework → Tools → Dashboards → Automation → Insights
- ✓ Analysis is not about more data, it's about better interpretation
- ✓ Reporting is where performance turns into proof

Analysis and reporting are two sides of the same coin — one finds the truth, the other tells the story.

Master both, and you're not just a marketer anymore — you're the strategist every business needs.





# Thank You – Let's Keep Optimizing!

Questions, thoughts, or your favorite PPC hack?