



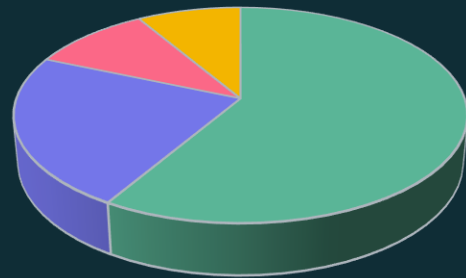
adHamster
the digital refinery

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

Effective Techniques for Smarter Decisions
and Better Results



Why Analyzing PPC Data Matters

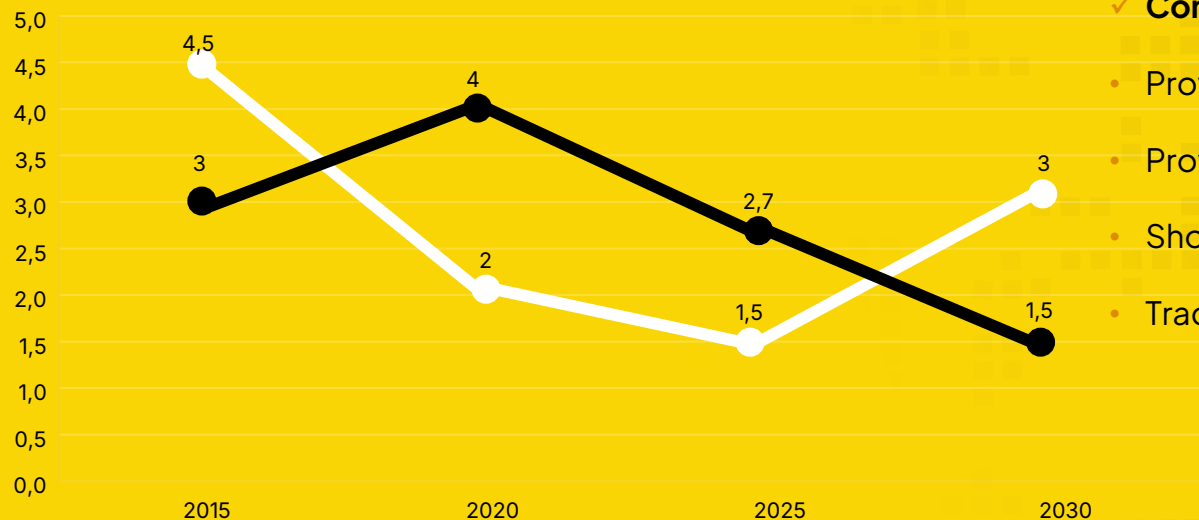


- ✓ Countless ad platforms, changing algorithms, smarter users
- ✓ Media buying = art + science
- ✓ Every dollar counts — reporting ensures ROI, not just reach.
- ✓ **The goal: move from**

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

Establish Your PPC Reporting Goals

Start With the End in Mind

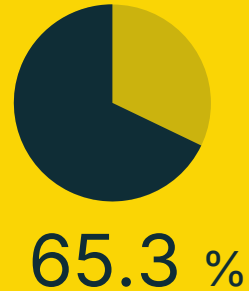


- ✓ Define what success looks like for your account or client.
- ✓ Reporting without a goal = data without direction.
- ✓ **Common reporting goals:**
 - Provide an executive overview
 - Prove ROI and efficiency
 - Showcase your optimization work
 - Track progress and highlight trends

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?”

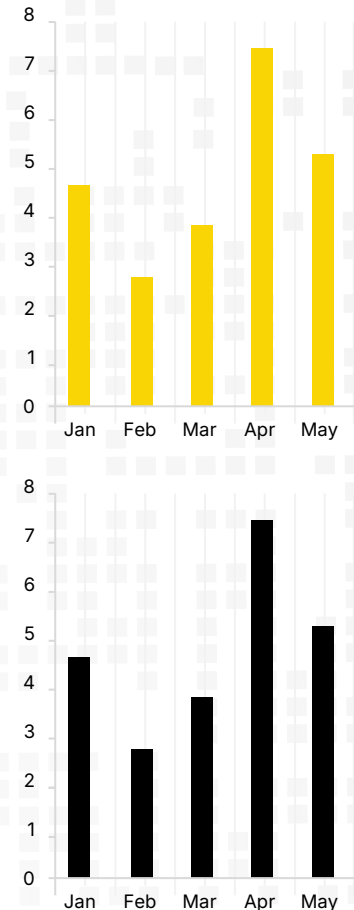


Let's Discuss Some Key Metrics We Should Always Watch →

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 = lander 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

The figure is a line graph with a yellow line and circular markers at each data point. The line starts at a low point, rises to a second point, falls to a third point, rises to a fourth point which is the highest peak, falls to a fifth point, and finally rises to a sixth point. A yellow callout box points to the fourth point (the peak), containing the text '65.3% Increase'.

Point	Relative Performance
1	Low
2	Medium-Low
3	Low
4	High (Peak)
5	Medium-Low
6	High

Storytelling with Dashboards

Turn Data Into Decisions with Visualization

- ✓ Numbers \neq Story \rightarrow 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:

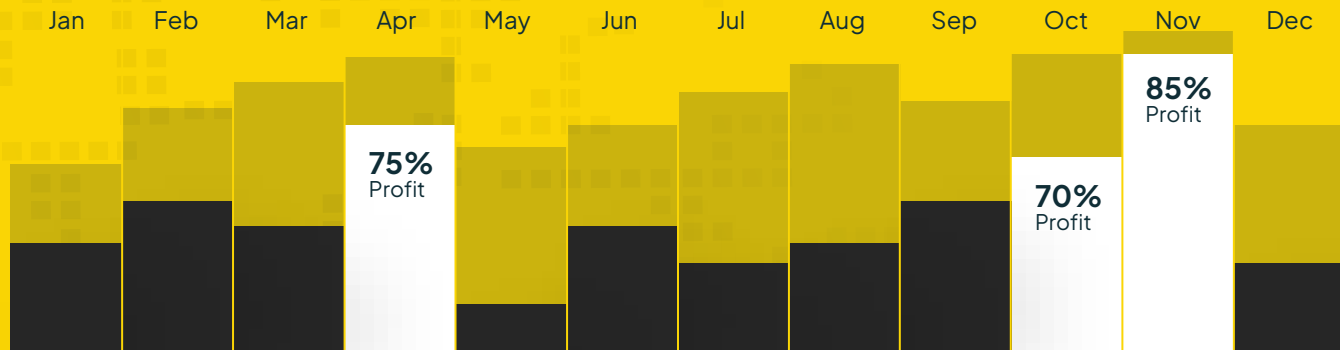
I've seen incredible marketers lose credibility because of one mistake — showing the wrong metrics.

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

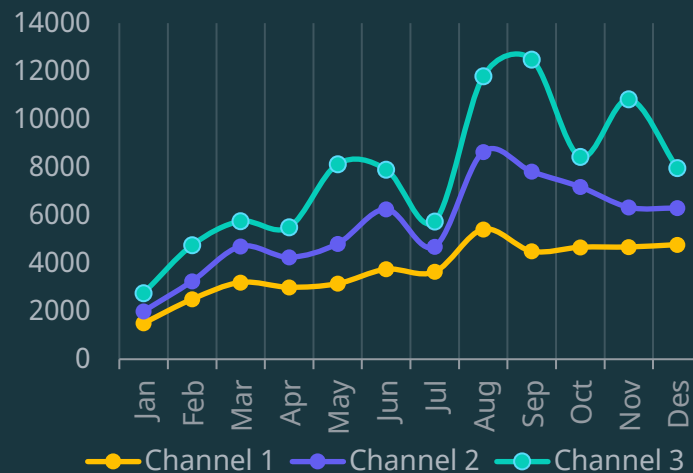
- ✓ Consistent date ranges + campaign goals context
- ✓ Conversions, CPA, ROAS always front and center
- ✓ Include targeting, CTR, CPC, and traffic quality
- ✓ Add KPI explanations and takeaway summaries
- ✓ Include MoM or WoW comparisons for trends
- ✓ **Etc.**



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”

Explore Opportunities For Success

From Insights to Action

+65 %

35%

Key Takeaways



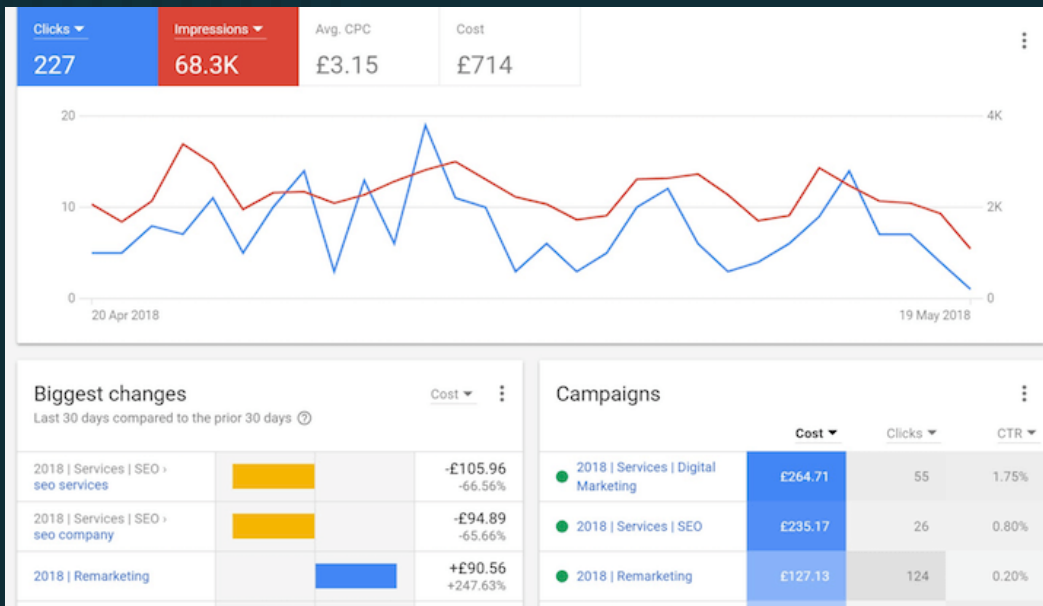
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Putting It All Together

- ✓ 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?