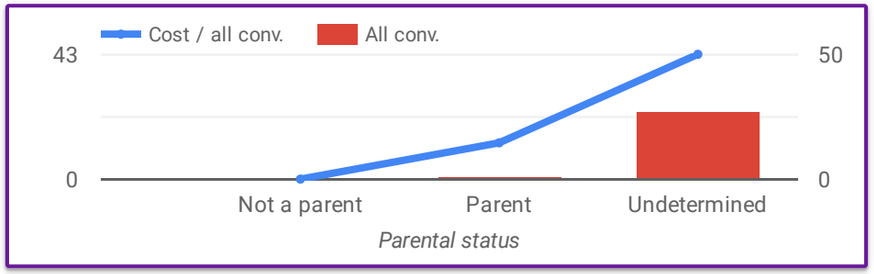
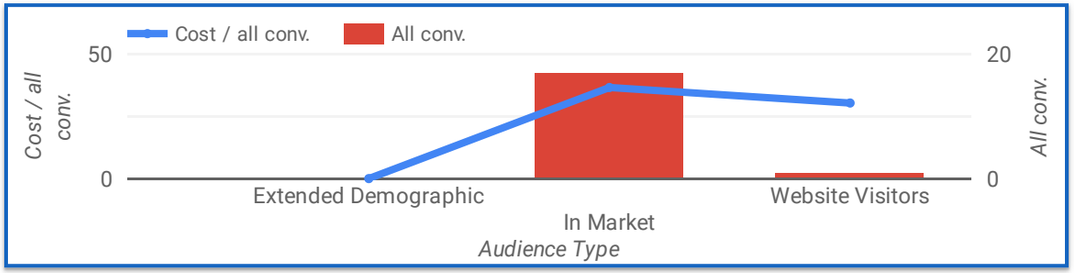
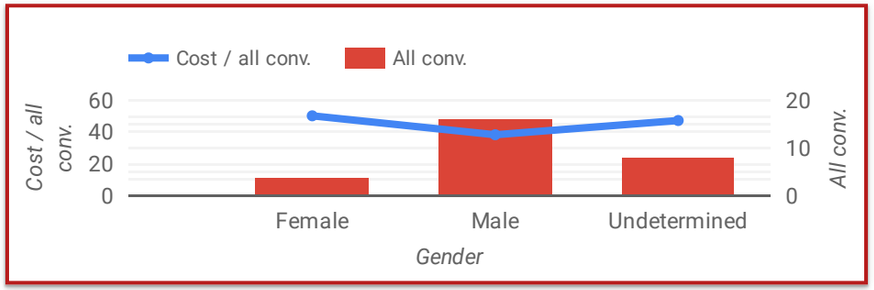
Audience Overview

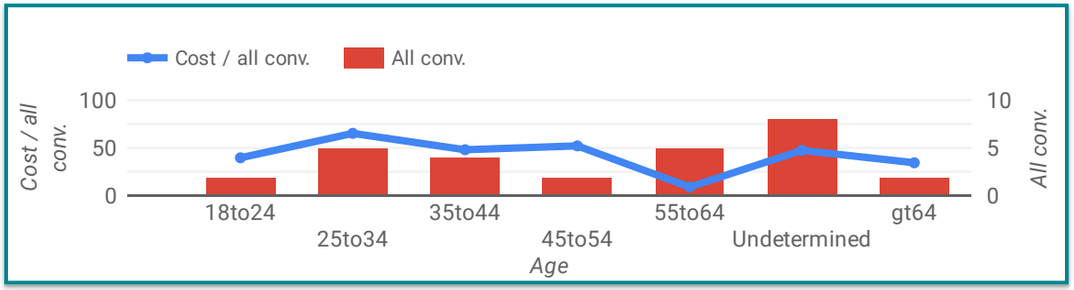
Audience Type | Campaign Type | Campaign status | Select date range

Audience | Campaign | Ad group status





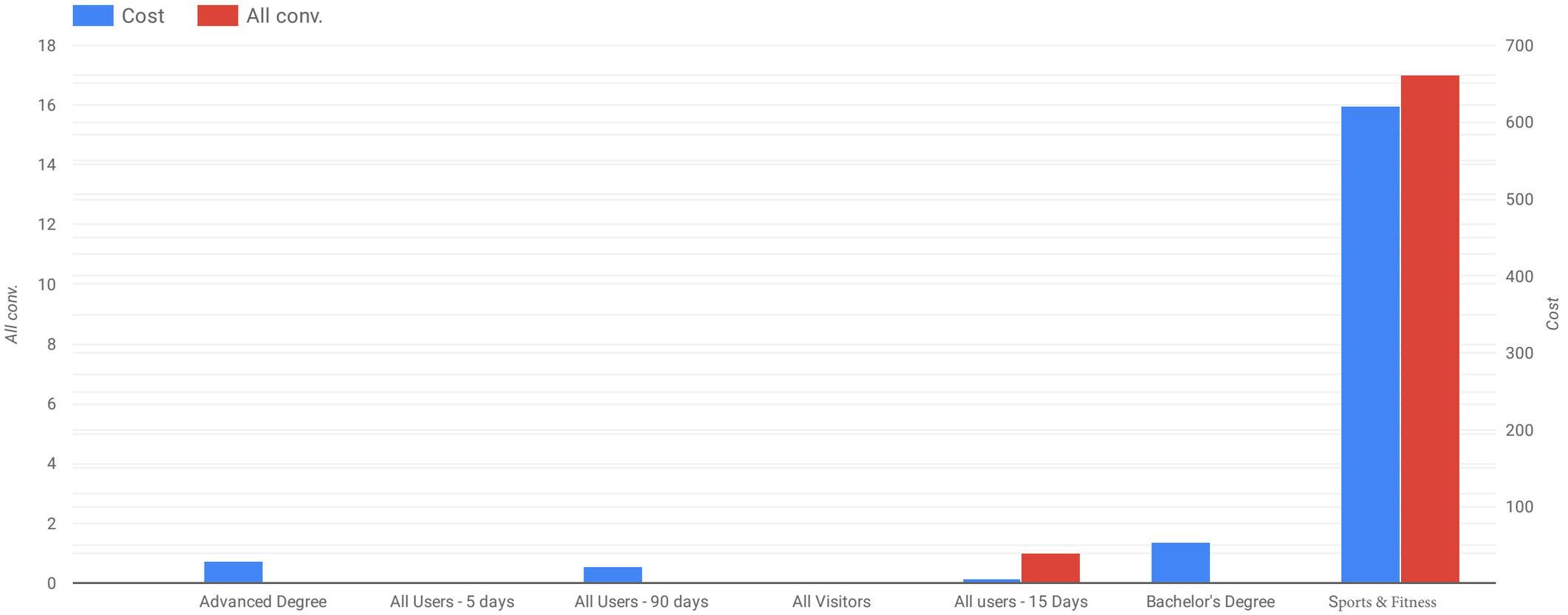




Audience Details Graph

Audience Type | Campaign Type | Campaign status | Select date range

Audience | Campaign | Ad group status



Audience Details Chart

Audience Type | Campaign Type | Campaign status | Select date range

Audience | Campaign | Ad group status

	Audience Ty...	Audience	Campaign	Ad group	Impressions	Clicks	CTR	Cost	All conv.	Conv. ra...	Cost / all ...	All conv...
1.	In Market	Sports&Fitness	3.1 Search_Best	null	2,998	121	4.04%	$324.16	14	11.57%	$23.15	0.43
2.	In Market	Sports&Fitness	6. Search_US	null	1,752	56	3.2%	$206.18	1	1.79%	$206.18	0.05
3.	In Market	Sports&Fitness	7. Competition	null	1,009	31	3.07%	$90.22	2	6.45%	$45.11	0.22
4.	Website Visitors	All Users - 90...	2. Remarketing	All Visitors - 16-30 ...	14,933	20	0.13%	$21.38	0	0%	$0	0
5.	Extended Dem...	Bachelor's D...	6. Search_US	null	365	10	2.74%	$32.05	0	0%	$0	0
6.	Extended Dem...	Bachelor's D...	3.1 Search_Best	null	458	9	1.97%	$21.2	0	0%	$0	0
7.	Website Visitors	All users - 15...	2. Remarketing	All Visitors - 6-15 d...	3,061	9	0.29%	$6.62	1	11.11%	$6.62	1.51
8.	Extended Dem...	Advanced De...	3.1 Search_Best	null	81	7	8.64%	$13.21	0	0%	$0	0
9.	Extended Dem...	Advanced De...	6. Search_US	null	51	3	5.88%	$15.34	0	0%	$0	0
10.	Website Visitors	All Visitors	2. Remarketing	All Visitors - 16-30 ...	1,517	2	0.13%	$1.25	0	0%	$0	0
11.	Website Visitors	All Users - 5 ...	2. Remarketing	All Visitors - 5 days	2,138	2	0.09%	$1.04	0	0%	$0	0
12.	Extended Dem...	High School ...	3.1 Search_Best	null	69	0	0%	$0	0	0%	$0	0
13.	Extended Dem...	High School ...	6. Search_US	null	39	0	0%	$0	0	0%	$0	0

Template Provided by Adalysis

Adalysis

Audience Drill Down Data

Audience Type | Campaign Type | Campaign status | Select date range

Audience | Campaign | Ad group status

	Audience Type	Impressions	Clicks	CTR	Cost	All conv.	Conv. rate	Cost / all co...	All conv. value / cost
1.	In Market	5,759	208	3.61%	$620.56	17	8.17%	$36.5	0.27
2.	Website Visitors	21,649	33	0.15%	$30.28	1	3.03%	$30.28	0.33
3.	Extended Demographic	1,063	29	2.73%	$81.8	0	0%	$0	0

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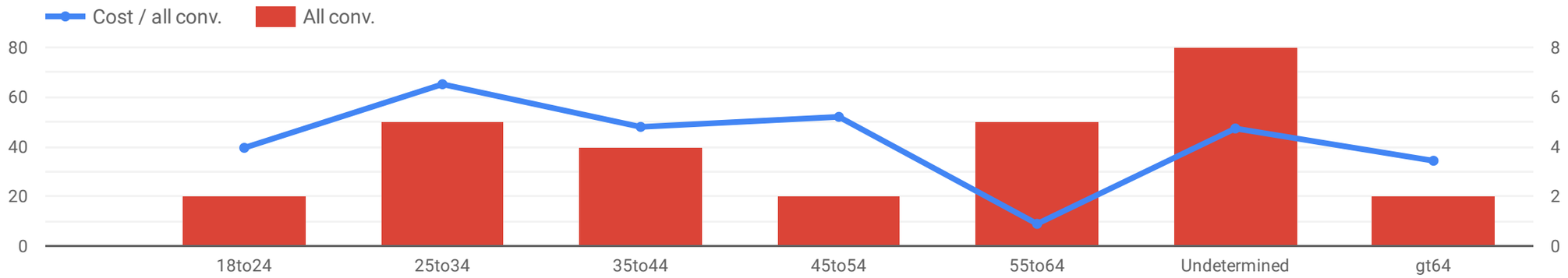
Age Information

Gender | Campaign Type | Campaign status | Ad group status | Select date range



	Age	Clicks	Impressions	CTR	Cost	All conv.	Conv. rate	Cost / all conv.	All conv. value ...
1.	18to24	32	4,255	0.75%	$78.9	2	6.25%	$39.45	0.25
2.	25to34	124	13,144	0.94%	$325.31	5	4.03%	$65.06	0.15
3.	35to44	78	6,176	1.26%	$191.54	4	5.13%	$47.89	0.21
4.	45to54	39	3,066	1.27%	$103.85	2	5.13%	$51.92	0.19
5.	55to64	16	1,058	1.51%	$44.16	5	31.25%	$8.83	1.13
6.	Undetermined	161	10,189	1.58%	$377.98	8	4.97%	$47.25	0.21
7.	gt64	17	436	3.9%	$68.49	2	11.76%	$34.25	0.29

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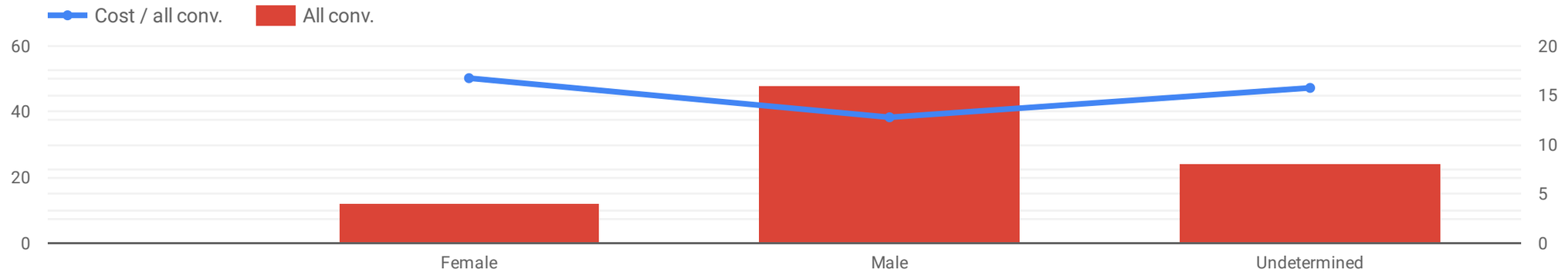
Gender Information

Age | Campaign Type | Campaign status | Ad group status | Select date range



	Gender	Clicks	Impressions	CTR	Cost	All conv.	Conv. rate	Cost / all conv.	All conv. value ...
1.	Female	79	8,542	0.92%	$200.64	4	5.06%	$50.16	0.2
2.	Male	228	19,756	1.15%	$612.02	16	7.02%	$38.25	0.26
3.	Undetermined	160	10,026	1.6%	$377.57	8	5%	$47.2	0.21

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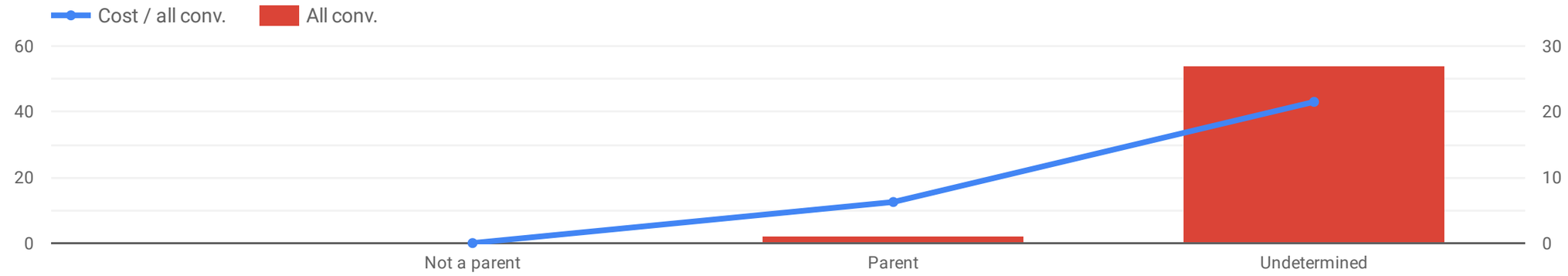
Parental Status Information

Age | Campaign Type | Campaign status | Ad group status | Select date range | Gender



	Parental status	Clicks	Impressions	CTR	Cost	All conv.	Conv. rate	Cost / all conv.	All conv. value ...
1.	Not a parent	21	16,742	0.13%	$17.79	0	0%	$0	0
2.	Parent	12	4,130	0.29%	$12.49	1	8.33%	$12.49	0.8
3.	Undetermined	434	17,452	2.49%	$1,159.94	27	6.22%	$42.96	0.23

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Resources

How to use this report (including video on using the special Drill Down feature in this report):
https://adalysis.com/blog/analyze-your-google-ads-audience-data-with-this-free-data-studio-template/

Additional Resources:

Learn how to tell stories from this data: https://adalysis.com/blog/turn-complex-ppc-data-simple-stories/

Improve Quality Score: https://adalysis.com/quality-score/

Scientific Ad Testing: https://adalysis.com/scientific-ad-testing/

Getting Started with Data Studio: https://www.youtube.com/watch?v=xIHoZdFDhAY&list=PLqt1b-kL9z9wqgKttaSX9HUmYRdo7TEkL

Adalysis Blog: https://adalysis.com/blog/

Best Search Technology of the Year

2018

Best Specialized SEA Tool

2018

Best PPC Management Software Suite

2017

Best PPC Management Software Suite

2016