



**SNS COLLEGE OF
TECHNOLOGY**
(An Autonomous Institution)
COIMBATORE- 641 035



Department of Computer Science and Engineering

19CSO404 – Fundamentals of Digital Marketing

PERFORMANCE REPORTS

- ▶ One must generate reports for campaigns, ad groups, keywords and ads.
- ▶ A digital marketing performance report could be a daily, weekly, monthly, or yearly report that you compile for a client. This report contains performance stats across all the online marketing platforms that are used in your digital marketing strategy as well as insights based on the performance.
- ▶ Reports are generated from the “Reports” tab in AdWords.
- ▶ Segments: A category (like ad type or day of the week) that you can add to your campaign's tables and charts in order to organize your performance data around that criteria.
- ▶ Formats(charts, tables), filters(to view specific data), Rows and columns(added to the table).

Key Performance Indicators (KPIs):

Revenue Growth:

Achieved a robust X% increase in revenue compared to the previous quarter, surpassing projections.

Identified and capitalized on high-performing product/service categories contributing significantly to overall revenue.

Customer Acquisition and Retention:

Successfully acquired a Y% increase in new customers through targeted marketing efforts.

Implemented retention strategies resulting in a Z% decrease in customer churn, fostering long-term relationships.

Digital Marketing Metrics:

Website Traffic: Experienced a notable uptick in website traffic, driven by a successful SEO strategy and engaging content marketing.

Conversion Rates: Improved conversion rates by optimizing user experience and implementing targeted CTA enhancements.

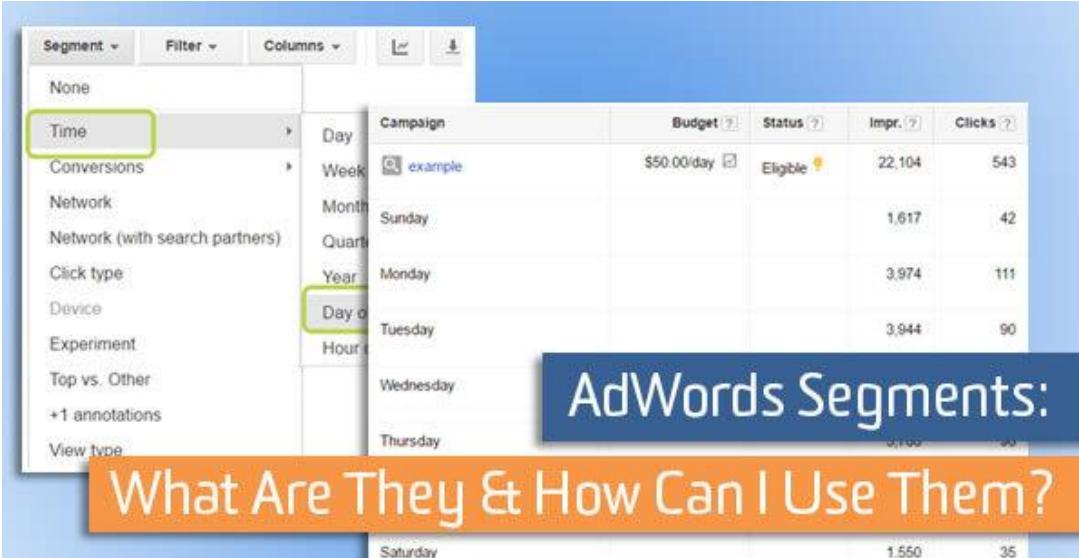
Operational Highlights:

Supply Chain Efficiency:

Streamlined supply chain processes, resulting in a W% reduction in lead times and enhanced overall operational efficiency.

Cost Management:

Implemented cost-saving initiatives, leading to a V% decrease in operational expenses without compromising quality.



The image shows a screenshot of the Google Ads Segments menu. The 'Time' segment is highlighted in a yellow box. Below the menu, a table displays campaign performance data. The table has columns for Campaign, Budget, Status, Impr., and Clicks. The data is broken down by day of the week.

Campaign	Budget	Status	Impr.	Clicks
example	\$50.00/day	Eligible	22,104	543
Sunday			1,617	42
Monday			3,974	111
Tuesday			3,944	90
Wednesday				
Thursday				
Saturday			1,550	35

AdWords Segments:
What Are They & How Can I Use Them?