Google Ads Performance Report

Account: Londonist Hospitality

Customer ID: 513-217-5880

Report Period: 25/11/2024 - 01/12/2024

Report Timezone: Europe/London

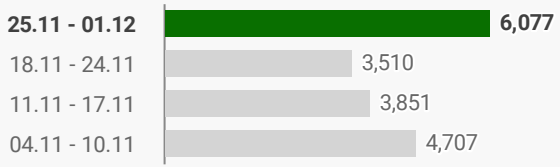
londonist
HOSPITALITY

PERFORMANCE METRICS

IMPRESSIONS

6,077

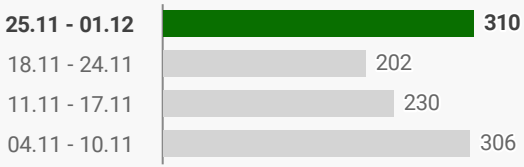
↑ 73.13%



CLICKS

310

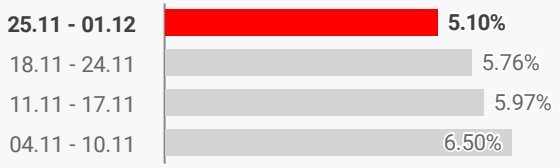
↑ 53.47%



CTR

5.10%

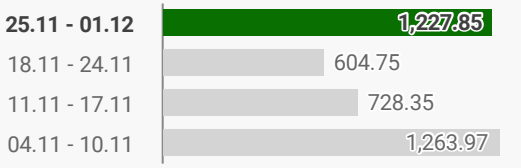
↓ -11.36%



COST

1,227.85 GBP

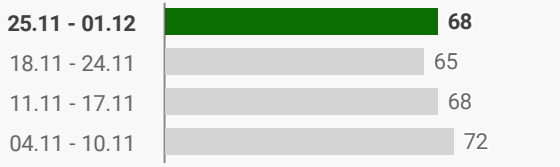
↑ 103.03%



IMPR. TOP

68%

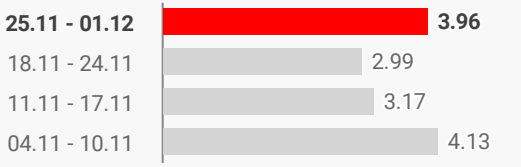
↑ 5.45%



AVG. CPC

3.96 GBP

↑ 32.30%



Worse than the previous period

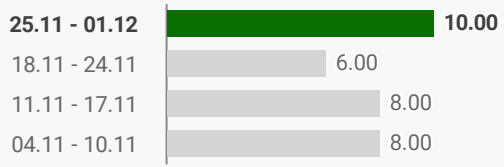
Better than the previous period

CONVERSION METRICS

CONVERSIONS

10.00

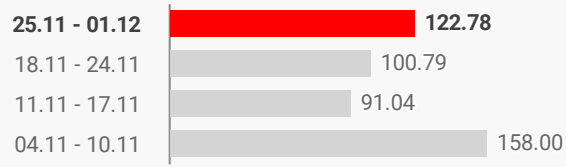
↑ 66.67%



COST/CONV.

122.78 GBP

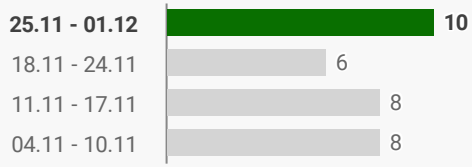
↑ 21.82%



CONVERSION VALUE

10

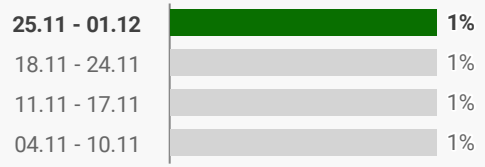
↑ 66.67%



ROAS

1%

-



Worse than the previous period

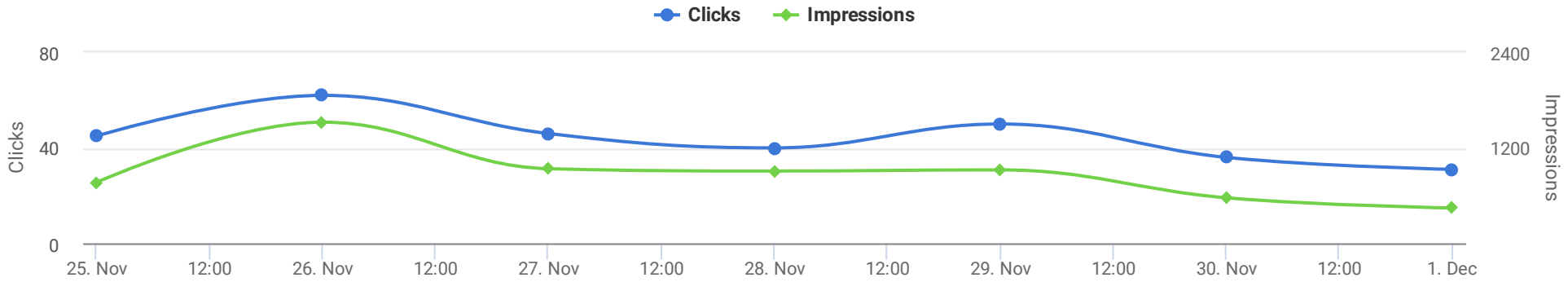
Better than the previous period

WEEKLY PERFORMANCE

Date	Impressions	Clicks	CTR	Avg. CPC	Cost	Impr. (Abs. Top)	Impr. (top)	Conversions	Cost/conv.	Conv. rate	Conv. value	ROAS
01/12/2024	444	31	6.98%	3.33 GBP	103.08 GBP	25%	68%	1	103.08 GBP	3.23%	1.00	1%
30/11/2024	572	36	6.29%	3.35 GBP	120.51 GBP	27%	67%	0	0.00 GBP	0.00%	0.00	-
29/11/2024	923	50	5.42%	4.11 GBP	205.29 GBP	29%	68%	0	0.00 GBP	0.00%	0.00	-
28/11/2024	909	40	4.40%	3.55 GBP	141.85 GBP	27%	68%	1	141.85 GBP	2.50%	1.00	1%
27/11/2024	938	46	4.90%	4.38 GBP	201.61 GBP	27%	66%	1	201.61 GBP	2.17%	1.00	-
26/11/2024	1,523	62	4.07%	4.98 GBP	308.54 GBP	29%	70%	2	154.27 GBP	3.23%	2.00	1%
25/11/2024	768	45	5.86%	3.27 GBP	146.97 GBP	24%	68%	5	29.39 GBP	11.11%	5.00	3%

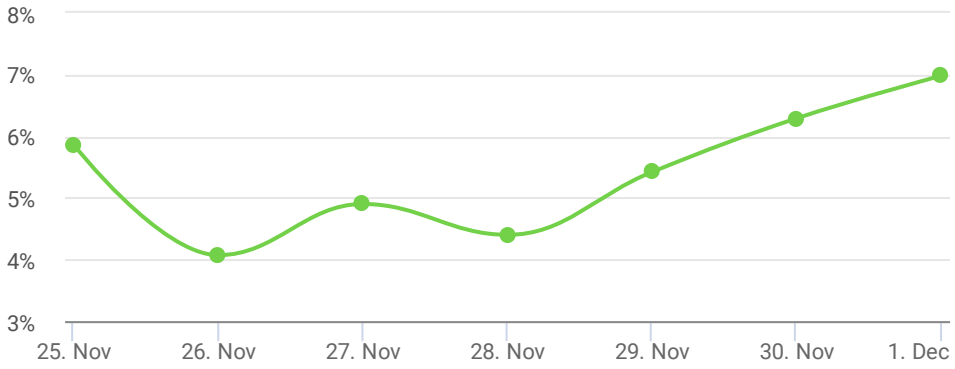
IMPRESSIONS AND CLICKS

Total impressions: 6,077 ↑ 73.13%
Total clicks: 310 ↑ 53.47%



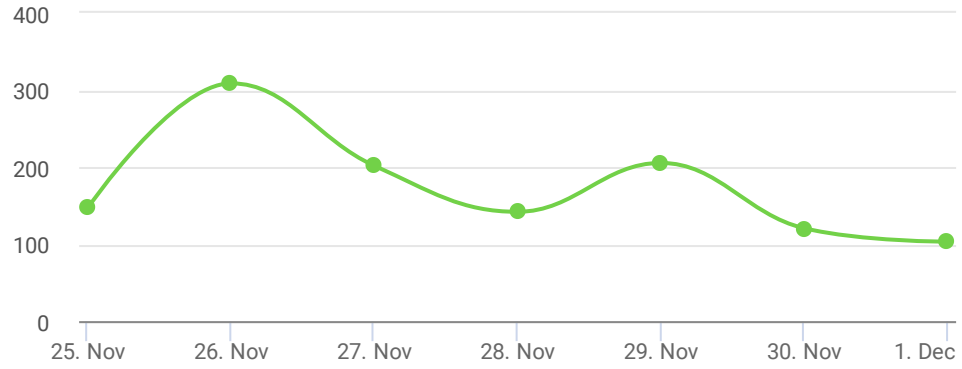
CTR %

Average: 5.10% ↓ -11.36%



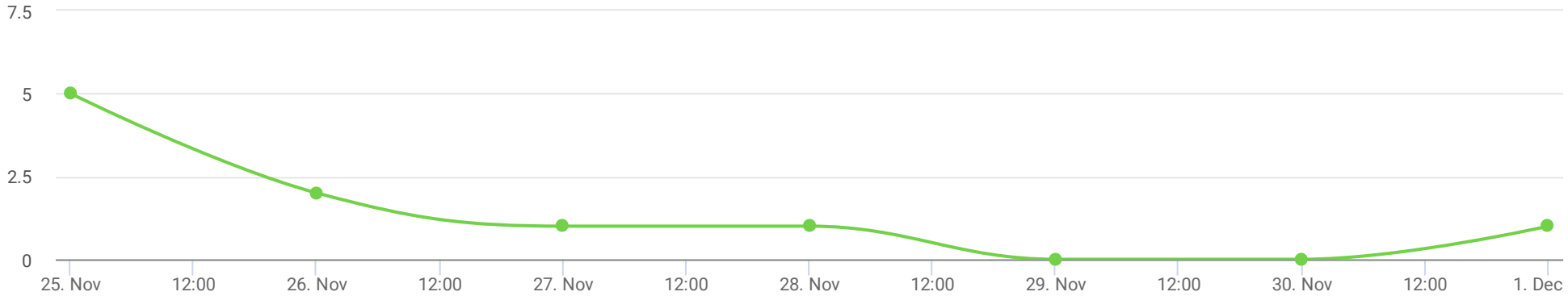
COST (GBP)

Total: 1,227.85 ↑ 103.03%



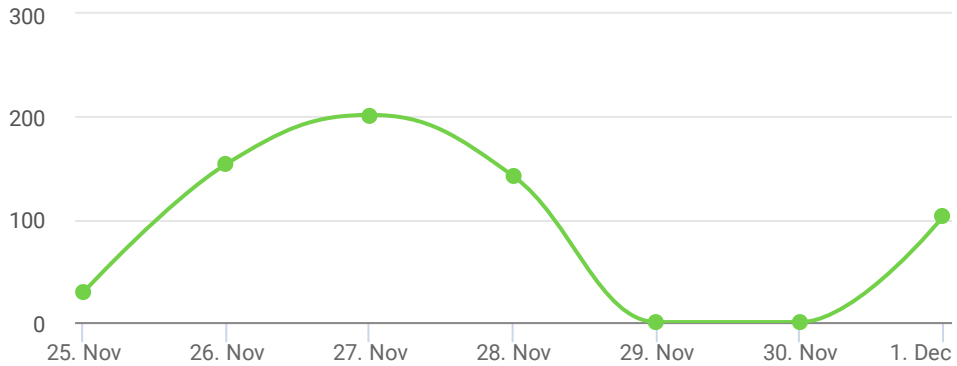
CONVERSIONS

Total: 10.00 ↑ 66.67%



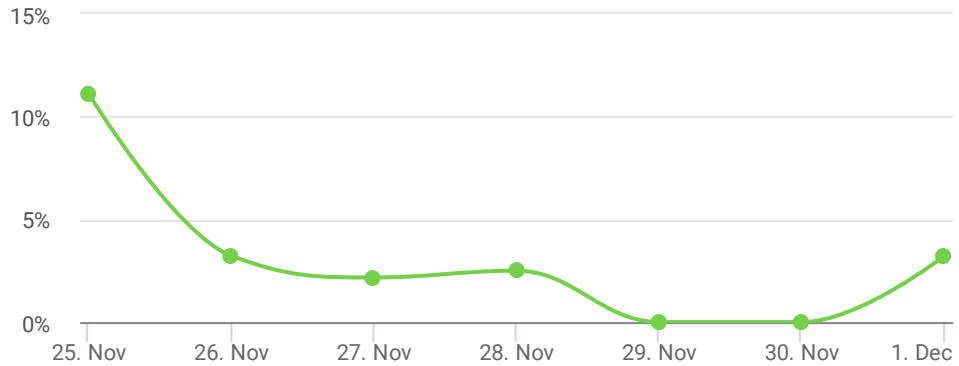
COST / CONVERSIONS (GBP)

Average: 122.78 ↑ 21.82%



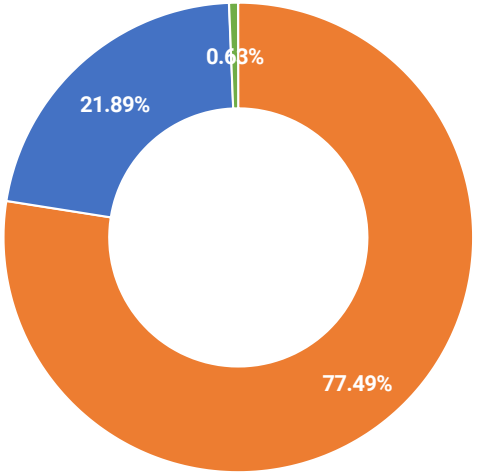
CONVERSIONS RATE %

Average: 3.23 ↑ 8.60%

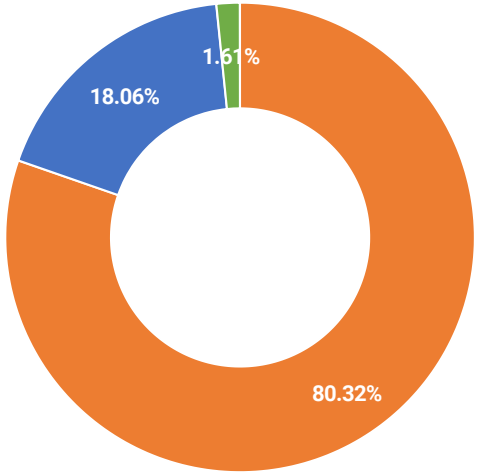


DEVICE PERFORMANCE

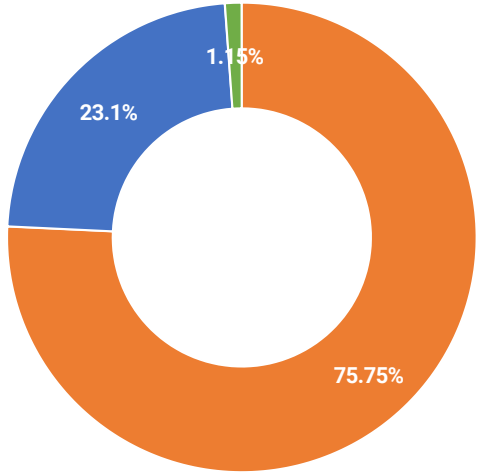
IMPRESSIONS: 6,077



CLICKS: 310



COST: 1,228 GBP

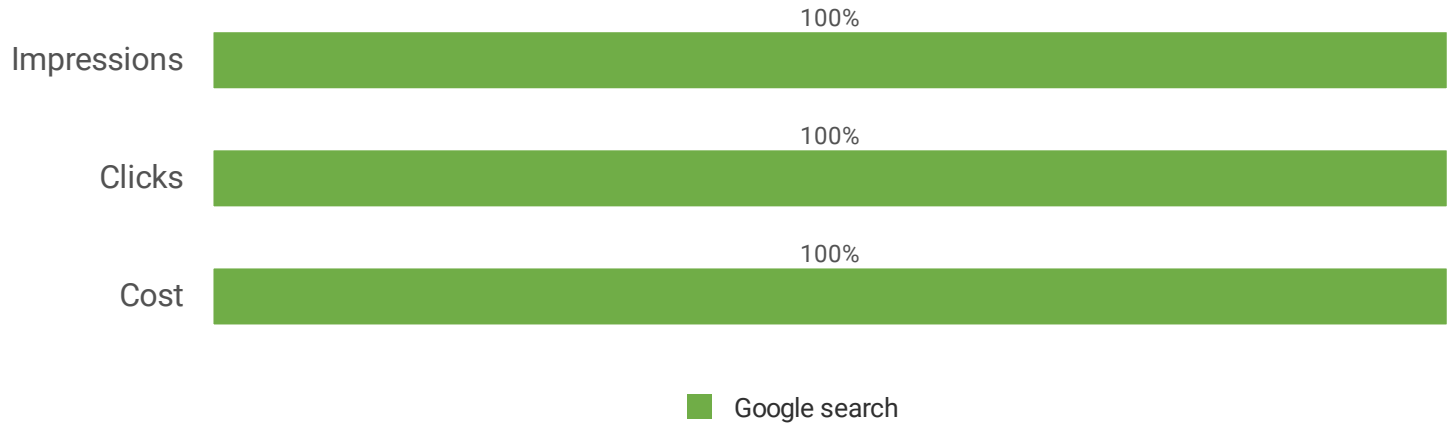


Mobile phones Computers Tablets

Device	Impressions	Clicks	Cost	Conversions	Cost/conv	Conv. rate	Conv. value	ROAS
Mobile phones	4,709	249	930.05 GBP	5	186.01 GBP	2.01%	5.00	1%
Computers	1,330	56	283.63 GBP	4	70.91 GBP	7.14%	4.00	1%
Tablets	38	5	14.17 GBP	1	14.17 GBP	20.00%	1.00	7%

Most of your website visitors are **using mobile phones (80%)**.
These users have made **5 conversions**. Average cost of conversion is **186.01 GBP**.

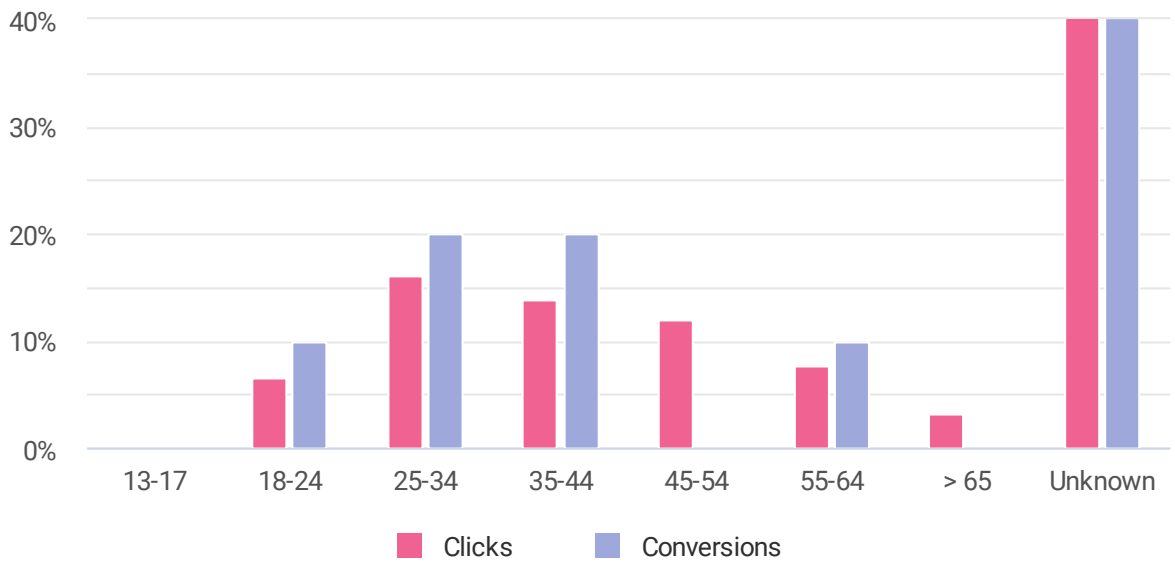
NETWORK PERFORMANCE

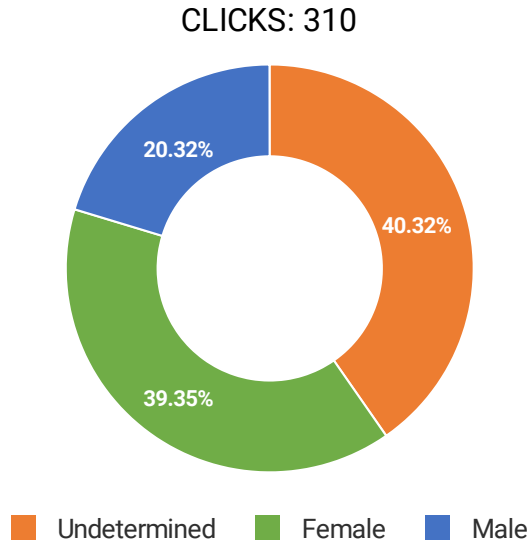


Network	Impressions	Clicks	Cost	Conversions	Cost/conv	Conv. rate	Conv. value	ROAS
Google search	6,077	310	1,227.85 GBP	10	122.78 GBP	3.23%	10.00	1%

Most of your website visitors are came from **Google search (100%)**.
These users have made **10 conversions**. Average cost of conversion is **122.78 GBP**.

GENDER & AGE PERFORMANCE



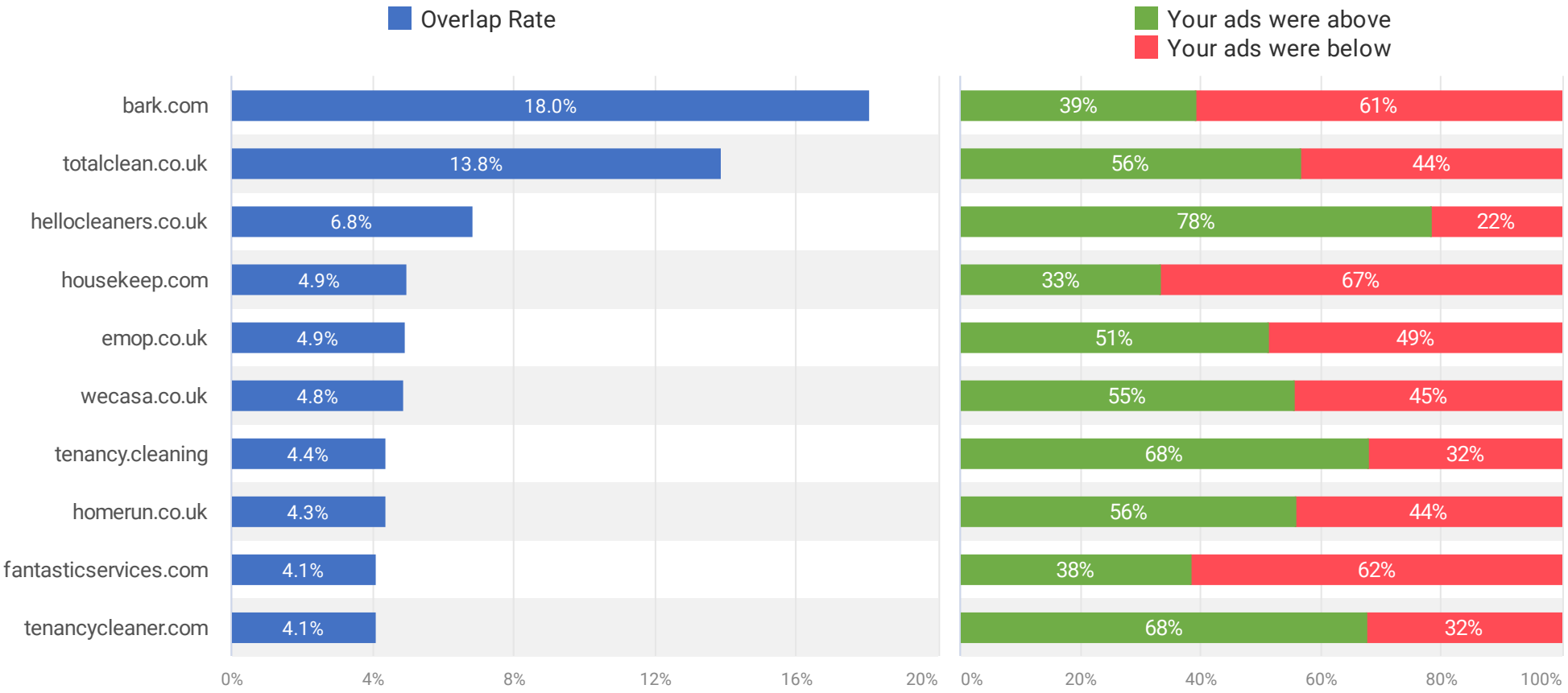


Gender	Impressions	Clicks	Cost	Conversions	Cost/conv	Conv. rate	Conv. value	ROAS
Undetermined	3,211	125	399.59 GBP	4	99.90 GBP	3.20%	4.00	1%
Female	1,616	122	485.90 GBP	4	121.47 GBP	3.28%	4.00	1%
Male	1,250	63	342.36 GBP	2	171.18 GBP	3.17%	2.00	1%

Most of your website visitors are **Undetermined (40%)**.
These users have made **4** conversions. Average cost of conversion is **99.90 GBP**.

COMPETITORS

COMPARE YOUR PERFORMANCE WITH COMPETITORS



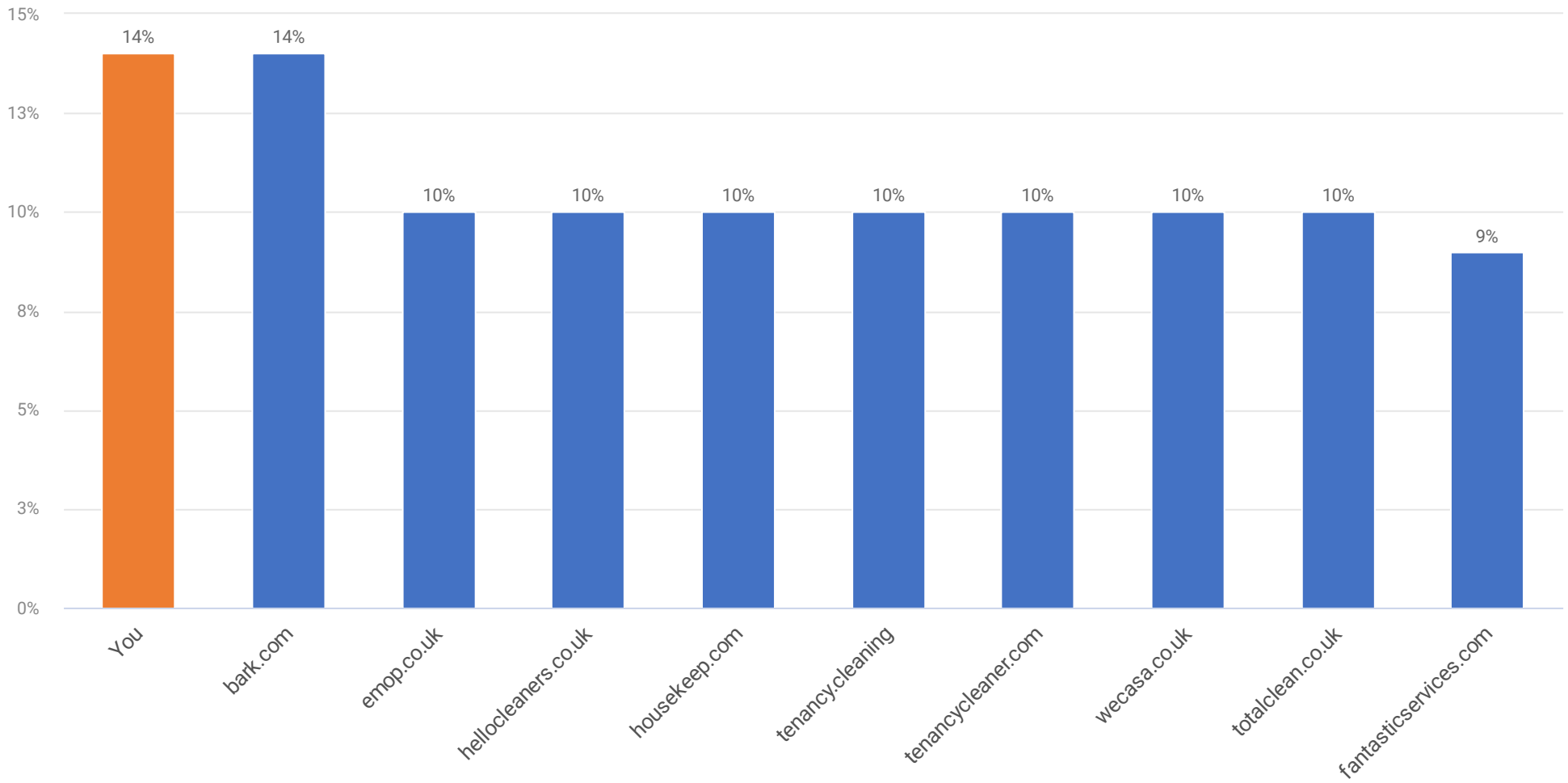
It seems that your main competitor in Google Search Ads is **bark.com** (**18.0%** Overlap Rate).

When your were shown together yours ads were higher in **39%** of cases, and his ads were higher in **61%** of cases.

COMPETITORS

PERCENT OF IMPRESSION RECEIVED

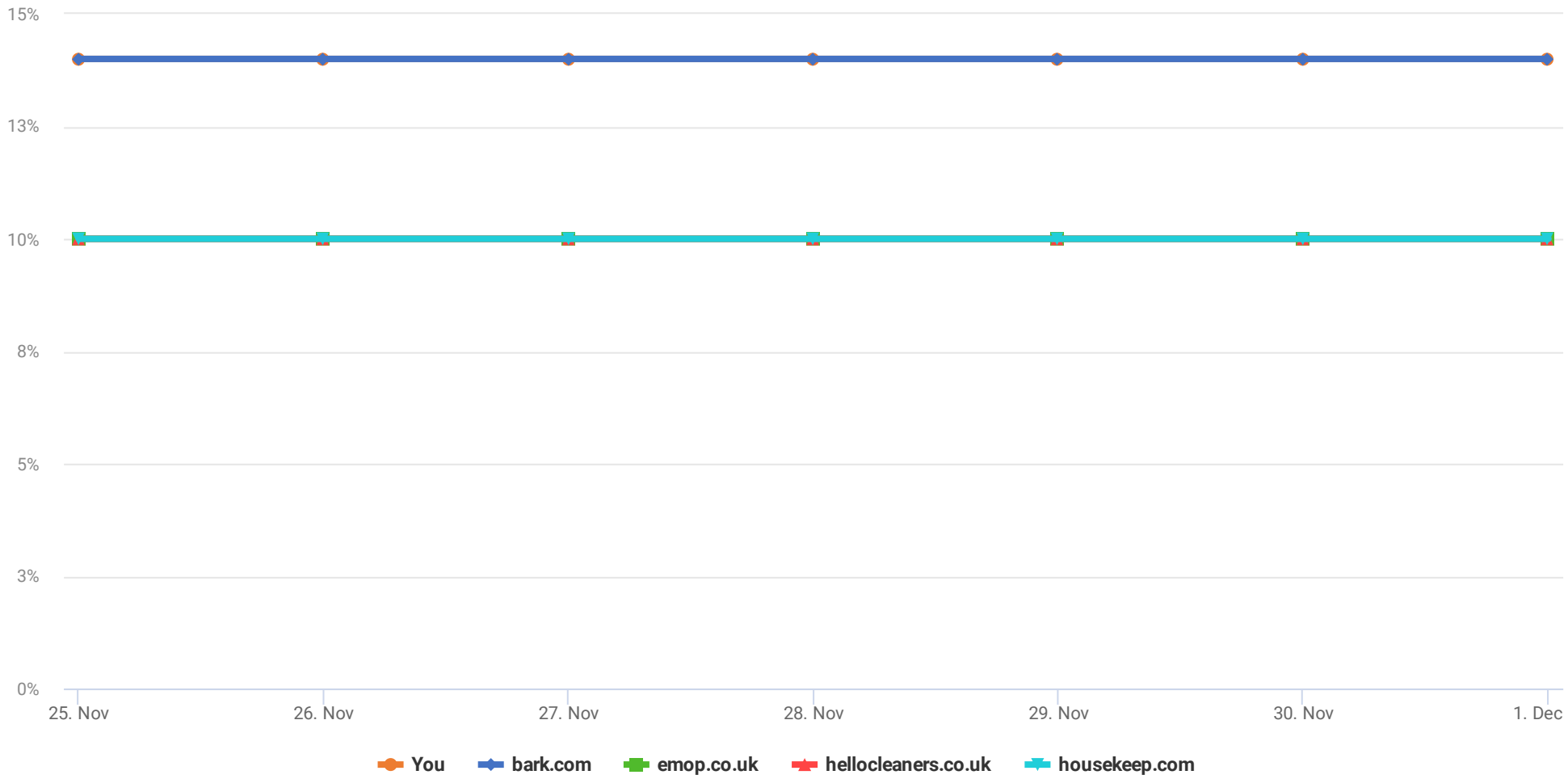
How often did you receive an impression compared to the total number of impressions that your ads could get.



COMPETITORS

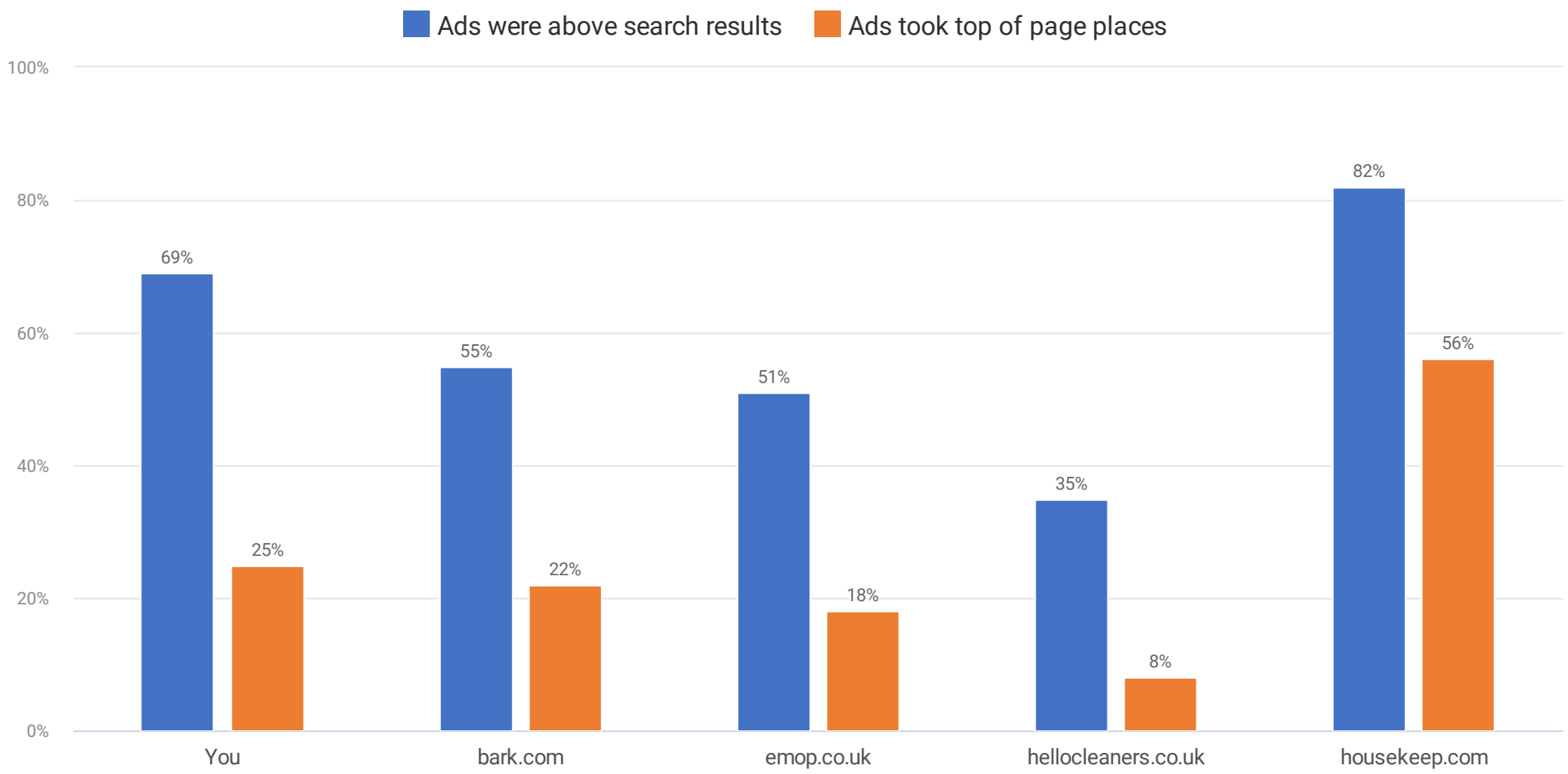
HOW DID YOU COMPETE IN HISTORY?

Day to day compared in percent of impressions received



COMPETITORS

TOP OF PAGE RATE & ABSOLUTE TOP OF PAGE RATE



CAMPAIGNS

Campaign	Campaign type	Impressions	Clicks	CTR	Avg. CPC	Cost	Conversions	Cost/conv.	Conv. rate	Conv. value	ROAS
Cleaning Services	search	5,274	248	4.70%	4.15 GBP	1,028.49 GBP	7	146.93 GBP	2.82%	7.00	1%
Hire Services	search	678	52	7.67%	3.24 GBP	168.44 GBP	1	168.44 GBP	1.92%	1.00	1%
Laundry Services	search	125	10	8.00%	3.09 GBP	30.92 GBP	2	15.46 GBP	20.00%	2.00	6%

TOP ADS

UP TO 3 ADS FROM EACH CAMPAIGN, SORTED BY CLICKS

Ad	Impressions	Clicks	CTR	Conversions	Cost/conv.	Cost	Conv. value
Campaign: Cleaning Services							
Top Office Cleaning | Reliable Office Cleaners | Affordable Office Cleaning | Office Cleaning Near You | Londonist Office Clean | Fully... https://www.londonisthospitality.com/commercial-cleaning-ser... Get top office cleaning services with Londonist Hospitality. Book now! | Reliable office cleaning services near you. Efficient and affordable! | Affordable commercial office cleaning services. Contact...	2,013	115	5.71%	4	107.61 GBP	430.44 GBP	4.00
Top Cleaning Services | Request A Quote Today | Expert Cleaning Services | Full Price Transparency | Reliable Cleaning Services | Profe... https://www.londonisthospitality.com/commercial-cleaning-ser... Get top commercial cleaning with Londonist Hospitality. Book now! | Reliable commercial cleaning near you. Fast and professional. | Expert commercial cleaning for properties. Contact us today! | Londo...	1,943	71	3.65%	1	350.65 GBP	350.65 GBP	1.00
Top Hotel Cleaning Services | Quality Hotel Housekeeping | Hotel Room Cleaning Experts | Affordable Hotel Cleaning | Reliable Hotel Hou... https://www.londonisthospitality.com/commercial-cleaning-ser... Get top hotel cleaning services with Londonist Hospitality. Book now! | Reliable cleaning for hotel rooms and housekeeping. Contact us today! | Affordable hotel cleaning near you. Efficient and profes...	204	21	10.29%	1	54.36 GBP	54.36 GBP	1.00

Ad	Impressions	Clicks	CTR	Conversions	Cost/conv.	Cost	Conv. value
Campaign: Hire Services							
Top Table Linen Hire | Quality Tablecloths Rental | Table Linen Rentals Near You | Affordable Tablecloth Hire | Tablecloths for Wedding... https://www.londonisthospitality.com/linen-hire-rental-servi... Get top-quality table linen hire with Londonist Hospitality. Book now! | Reliable tablecloth rentals near you for weddings and events. Contact us! | Affordable table linen rentals and chair covers for...	234	25	10.68%	0	0.00 GBP	57.44 GBP	0.00
Top Linen Hire | Quality Linen Rentals | Enquire Today | Affordable Linen Hire | Wedding Linen Hire | Reliable Linen Services | Linen R... https://www.londonisthospitality.com/linen-hire-rental-servi... Get top-quality linen hire with Londonist Hospitality. Book now! | Reliable linen rentals near you. Fast and affordable. | Wedding linen hire and rentals for all events. Contact us today! | Londonist ...	397	24	6.05%	1	103.31 GBP	103.31 GBP	1.00
Top Napkin Rentals | Quality Napkin Hire | Enquire Today | Affordable Napkin Hire | Wedding Napkin Rentals | Reliable Napkin Rentals | ... https://www.londonisthospitality.com/linen-hire-rental-servi... Get top-quality napkin rentals with Londonist Hospitality. Book today! | Reliable napkin hire near you for weddings and events. Contact us now! | Linen and cloth napkin rentals for every occasion. Fas...	47	3	6.38%	0	0.00 GBP	7.69 GBP	0.00

Ad	Impressions	Clicks	CTR	Conversions	Cost/conv.	Cost	Conv. value
Campaign: Laundry Services							
Top Linen Services | Reliable Linen Laundry | Affordable Linen Service | Linen Service Near You | Londonist Linen Service | Ultimate Co... https://www.londonisthospitality.com/commercial-laundry-serv... Get top laundered linens with Londonist Hospitality. Book now! | Reliable linen service near you. Efficient and affordable! | Affordable commercial linen cleaning. Contact us today! | Londonist Hospit...	60	5	8.33%	0	0.00 GBP	10.54 GBP	0.00
10% Off Your First Purchase | Reliable Towel Cleaning | Affordable Towel Laundry | Towel Laundry Near You | Londonist Towel Service | U... https://www.londonisthospitality.com/commercial-laundry-serv... Get top towel laundry service with Londonist Hospitality. Book now! | Reliable towel cleaning services near you. Efficient and affordable! | Affordable commercial towel laundry services. Contact us to...	24	2	8.33%	0	0.00 GBP	9.19 GBP	0.00
Top Laundry Services | Request A Quote Today | Expert Laundry Services | Ultimate Comfort And Luxury | Reliable Laundry Services | Prof... https://www.londonisthospitality.com/commercial-laundry-serv... Get top commercial laundry services with Londonist Hospitality. Book now! | Reliable commercial laundry service near you. Fast and professional. | Expert commercial laundry care for businesses. Contac...	15	1	6.67%	1	4.59 GBP	4.59 GBP	1.00