Google Ads Performance Report

Account: Londonist Hospitality

Customer ID: 513-217-5880

Report Period: November 2024

Report Timezone: Europe/London

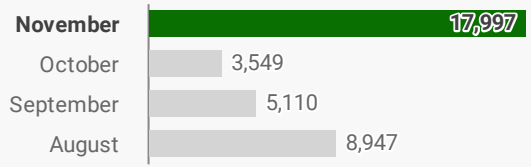
londonist
HOSPITALITY

PERFORMANCE METRICS

IMPRESSIONS

17,997

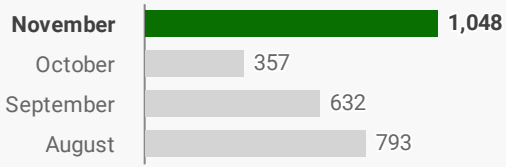
↑ 407.10%



CLICKS

1,048

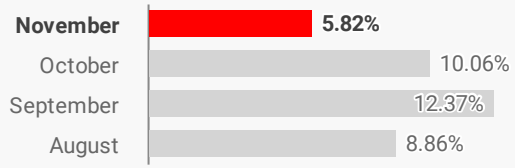
↑ 193.56%



CTR

5.82%

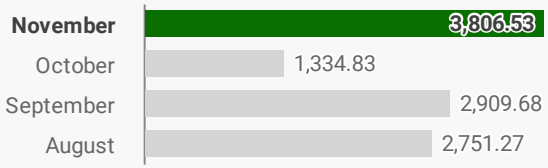
↓ -42.11%



COST

3,806.53 GBP

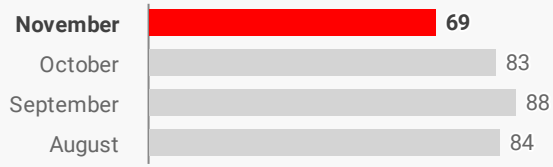
↑ 185.17%



IMPR. TOP

69%

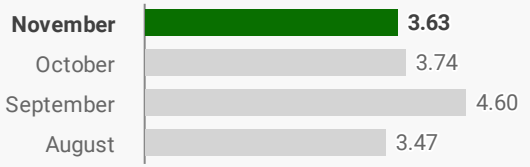
↓ -17.24%



AVG. CPC

3.63 GBP

↓ -2.86%



Worse than the previous period

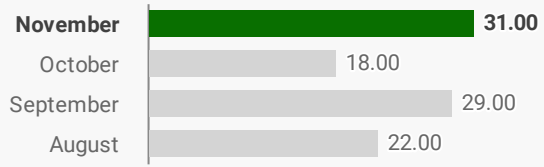
Better than the previous period

CONVERSION METRICS

CONVERSIONS

31.00

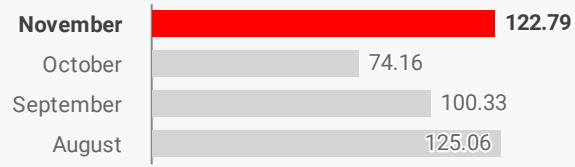
↑ 72.22%



COST/CONV.

122.79 GBP

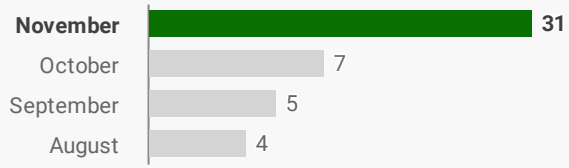
↑ 65.58%



CONVERSION VALUE

31

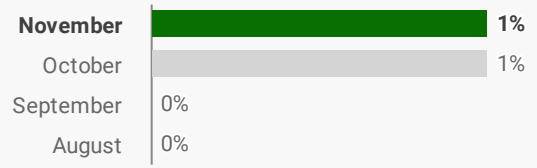
↑ 342.86%



ROAS

1%

-



Worse than the previous period

Better than the previous period

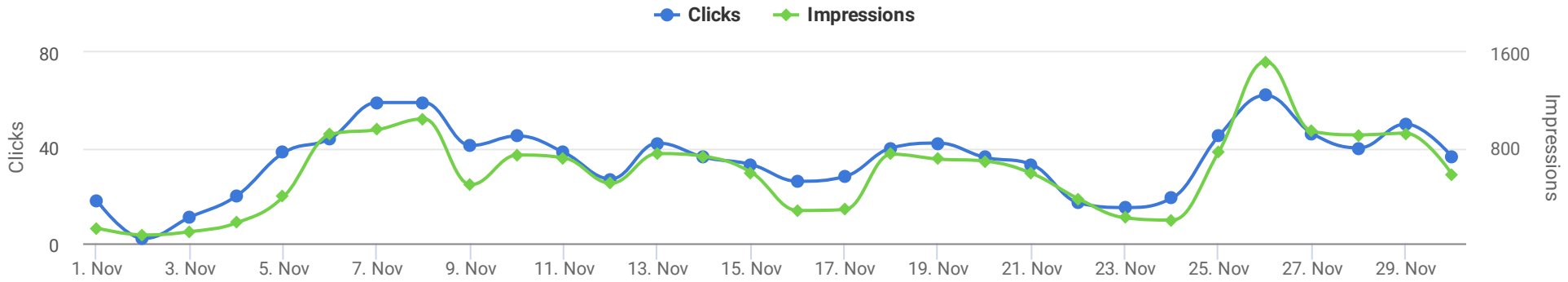
MONTHLY PERFORMANCE

Date	Impressions	Clicks	CTR	Avg. CPC	Cost	Impr. (Abs. Top)	Impr. (top)	Conversions	Cost/conv.	Conv. rate	Conv. value	ROAS
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%
24/11/2024	195	19	9.74%	1.51 GBP	28.78 GBP	21%	64%	0	0.00 GBP	0.00%	0.00	-
23/11/2024	214	15	7.01%	1.55 GBP	23.29 GBP	19%	60%	1	23.29 GBP	6.67%	1.00	4%
22/11/2024	373	17	4.56%	3.82 GBP	64.98 GBP	19%	66%	1	64.98 GBP	5.88%	1.00	2%
21/11/2024	586	33	5.63%	3.01 GBP	99.40 GBP	18%	60%	1	99.40 GBP	3.03%	1.00	1%
20/11/2024	689	36	5.23%	3.56 GBP	128.28 GBP	20%	66%	1	128.28 GBP	2.78%	1.00	1%
19/11/2024	706	42	5.95%	3.83 GBP	160.84 GBP	17%	68%	2	80.42 GBP	4.76%	2.00	1%
18/11/2024	747	40	5.36%	2.48 GBP	99.18 GBP	24%	64%	0	0.00 GBP	0.00%	0.00	-
17/11/2024	283	28	9.89%	2.16 GBP	60.61 GBP	22%	70%	2	30.31 GBP	7.14%	2.00	3%
16/11/2024	275	26	9.46%	2.32 GBP	60.33 GBP	22%	69%	0	0.00 GBP	0.00%	0.00	-
15/11/2024	594	33	5.56%	2.91 GBP	96.02 GBP	18%	63%	2	48.01 GBP	6.06%	2.00	2%
14/11/2024	728	36	4.95%	2.89 GBP	104.04 GBP	16%	66%	2	52.02 GBP	5.56%	2.00	2%
13/11/2024	752	42	5.59%	2.78 GBP	116.58 GBP	23%	67%	0	0.00 GBP	0.00%	0.00	-

Date	Impressions	Clicks	CTR	Avg. CPC	Cost	Impr. (Abs. Top)	Impr. (top)	Conversions	Cost/conv.	Conv. rate	Conv. value	ROAS
12/11/2024	504	27	5.36%	4.90 GBP	132.34 GBP	19%	67%	1	132.34 GBP	3.70%	1.00	1%
11/11/2024	715	38	5.32%	4.17 GBP	158.43 GBP	29%	75%	1	158.43 GBP	2.63%	1.00	1%
10/11/2024	740	45	6.08%	4.52 GBP	203.58 GBP	34%	79%	1	203.58 GBP	2.22%	1.00	-
09/11/2024	492	41	8.33%	3.18 GBP	130.19 GBP	30%	71%	0	0.00 GBP	0.00%	0.00	-
08/11/2024	1,043	59	5.66%	4.60 GBP	271.23 GBP	26%	71%	0	0.00 GBP	0.00%	0.00	-
07/11/2024	953	59	6.19%	3.81 GBP	224.98 GBP	25%	70%	4	56.24 GBP	6.78%	4.00	2%
06/11/2024	913	44	4.82%	3.52 GBP	154.84 GBP	23%	67%	0	0.00 GBP	0.00%	0.00	-
05/11/2024	393	38	9.67%	6.07 GBP	230.57 GBP	33%	77%	1	230.57 GBP	2.63%	1.00	-
04/11/2024	173	20	11.56%	2.43 GBP	48.59 GBP	31%	80%	2	24.30 GBP	10.00%	2.00	4%
03/11/2024	98	11	11.22%	2.04 GBP	22.48 GBP	33%	84%	0	0.00 GBP	0.00%	0.00	-
02/11/2024	70	2	2.86%	0.83 GBP	1.66 GBP	24%	74%	0	0.00 GBP	0.00%	0.00	-
01/11/2024	128	18	14.06%	3.36 GBP	60.55 GBP	26%	70%	0	0.00 GBP	0.00%	0.00	-

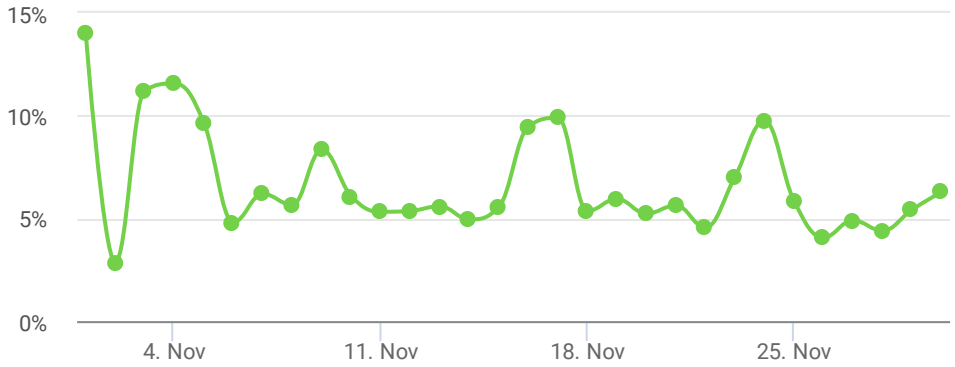
IMPRESSIONS AND CLICKS

Total impressions: 17,997 ↑ 407.10%
Total clicks: 1,048 ↑ 193.56%



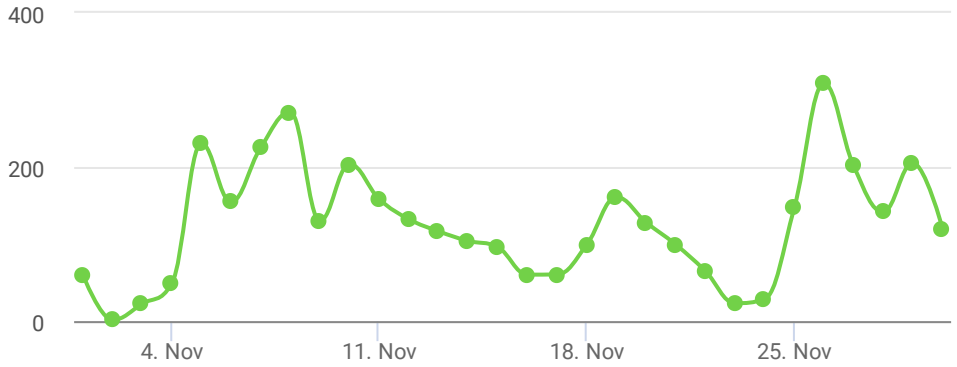
CTR %

Average: 5.82% ↓ -42.11%



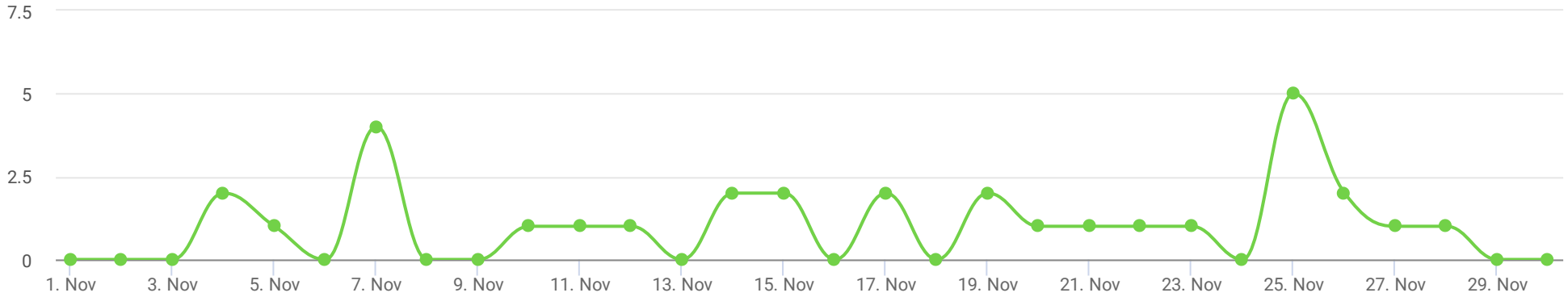
COST (GBP)

Total: 3,806.53 ↑ 185.17%



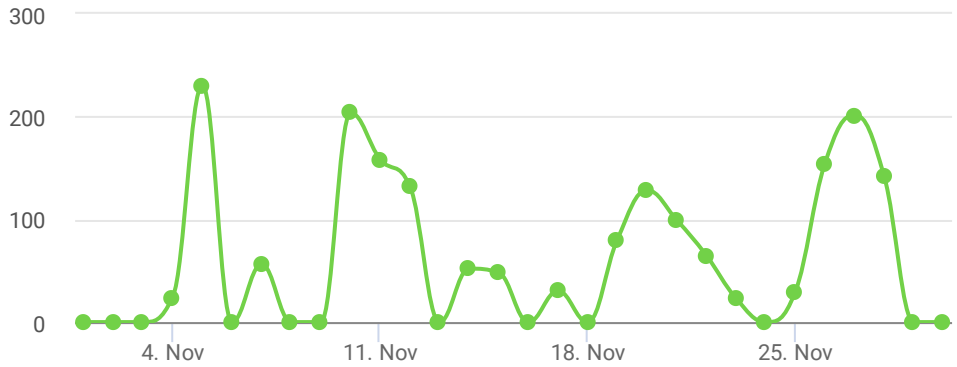
CONVERSIONS

Total: 31.00 ↑ 72.22%



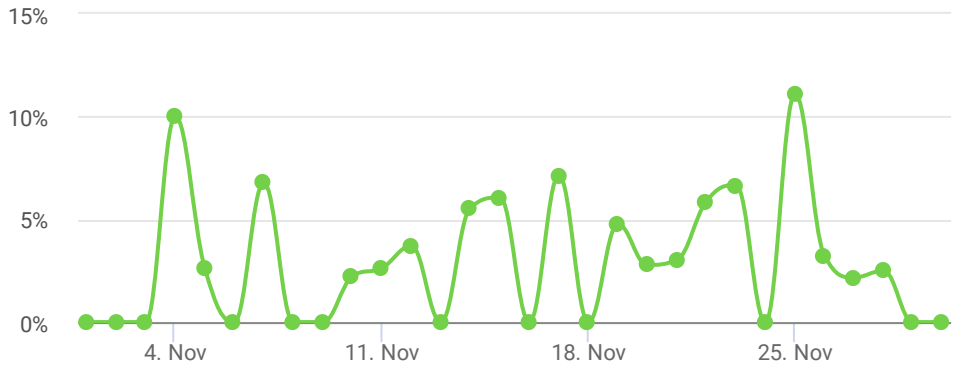
COST / CONVERSIONS (GBP)

Average: 122.79 ↑ 65.58%



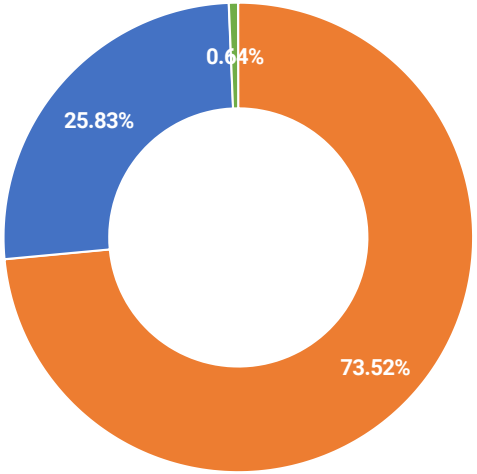
CONVERSIONS RATE %

Average: 2.96 ↓ -41.33%

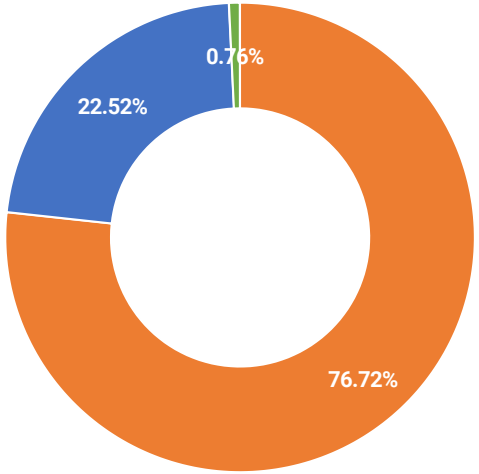


DEVICE PERFORMANCE

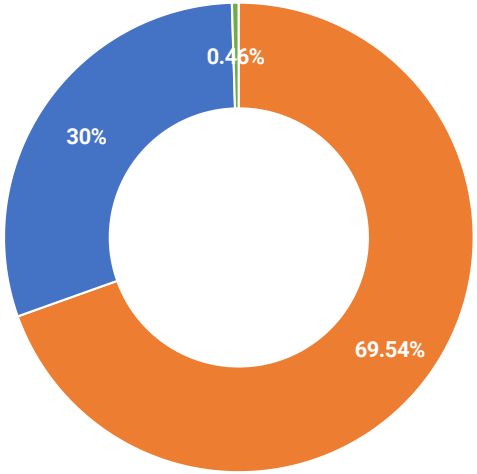
IMPRESSIONS: 17,997



CLICKS: 1,048



COST: 3,807 GBP

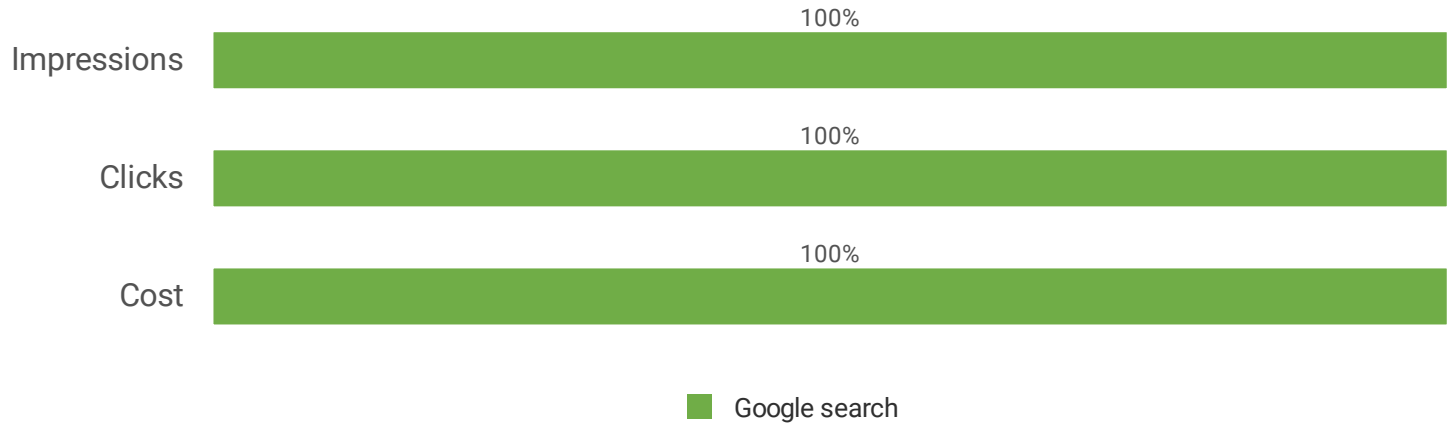


Mobile phones Computers Tablets

Device	Impressions	Clicks	Cost	Conversions	Cost/conv	Conv. rate	Conv. value	ROAS
Mobile phones	13,232	804	2,647.08 GBP	21	126.05 GBP	2.61%	21.00	1%
Computers	4,649	236	1,141.81 GBP	9	126.87 GBP	3.81%	9.00	1%
Tablets	116	8	17.64 GBP	1	17.64 GBP	12.50%	1.00	6%

Most of your website visitors are **using mobile phones (77%)**.
These users have made **21 conversions**. Average cost of conversion is **126.05 GBP**.

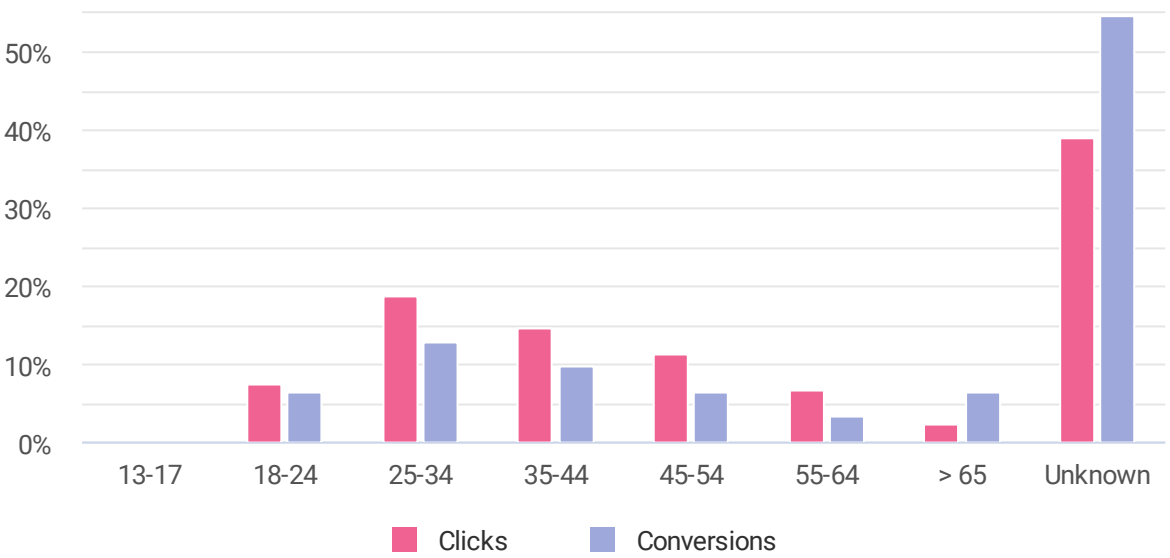
NETWORK PERFORMANCE

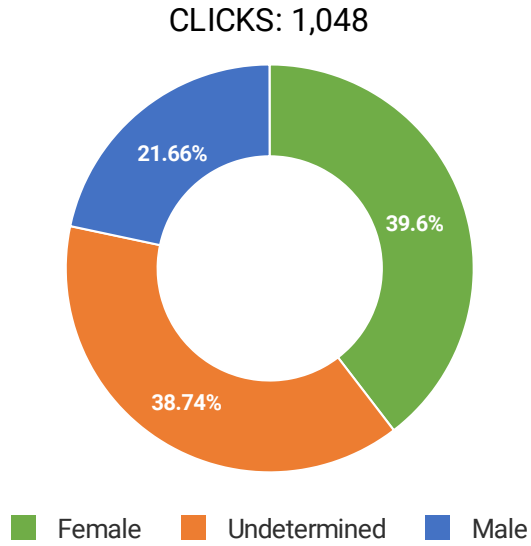


Network	Impressions	Clicks	Cost	Conversions	Cost/conv	Conv. rate	Conv. value	ROAS
Google search	17,997	1,048	3,806.53 GBP	31	122.79 GBP	2.96%	31.00	1%

Most of your website visitors are came from **Google search (100%)**.
These users have made **31 conversions**. Average cost of conversion is **122.79 GBP**.

GENDER & AGE PERFORMANCE



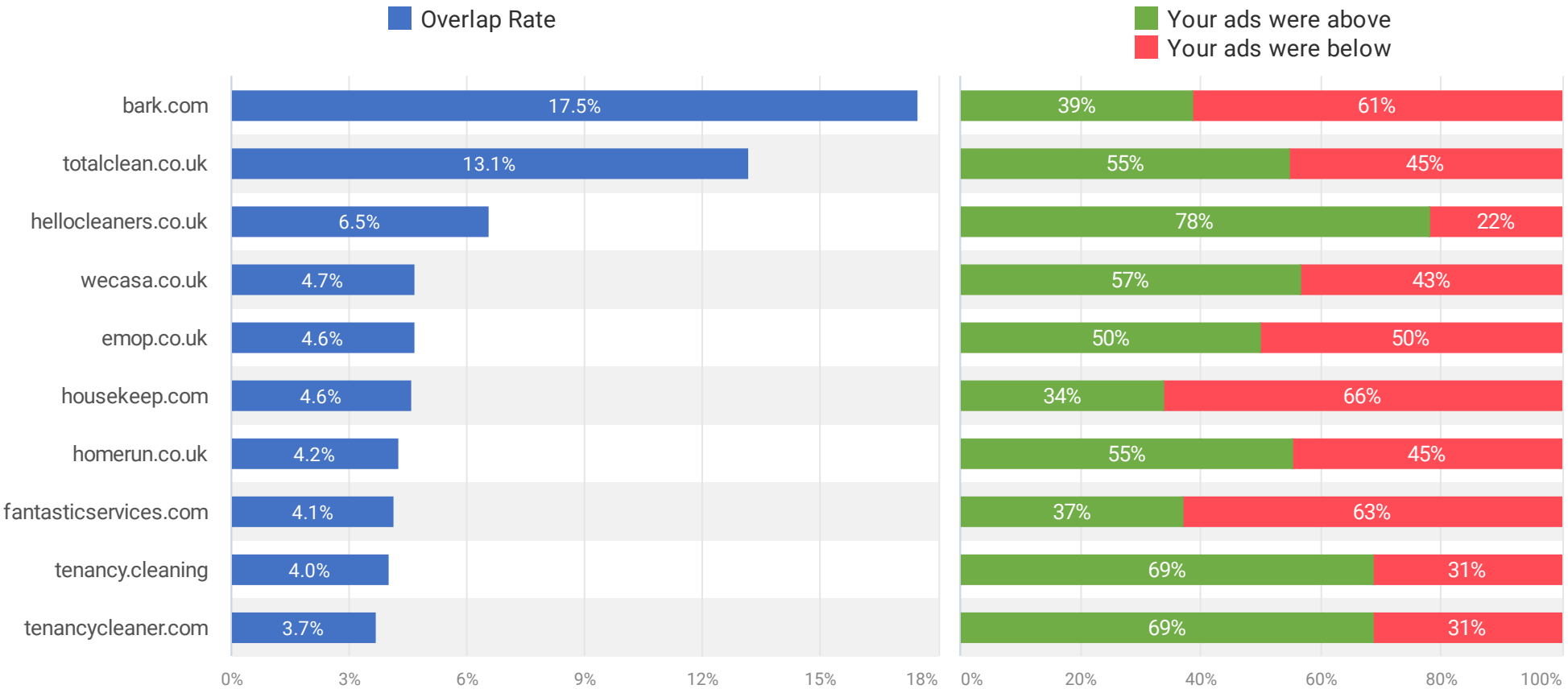


Gender	Impressions	Clicks	Cost	Conversions	Cost/conv	Conv. rate	Conv. value	ROAS
Female	5,103	415	1,501.41 GBP	11	136.49 GBP	2.65%	11.00	1%
Undetermined	9,230	406	1,359.87 GBP	16	84.99 GBP	3.94%	16.00	1%
Male	3,664	227	945.25 GBP	4	236.31 GBP	1.76%	4.00	-

Most of your website visitors are **Female (40%)**.
These users have made **11** conversions. Average cost of conversion is **136.49 GBP**.

COMPETITORS

COMPARE YOUR PERFORMANCE WITH COMPETITORS



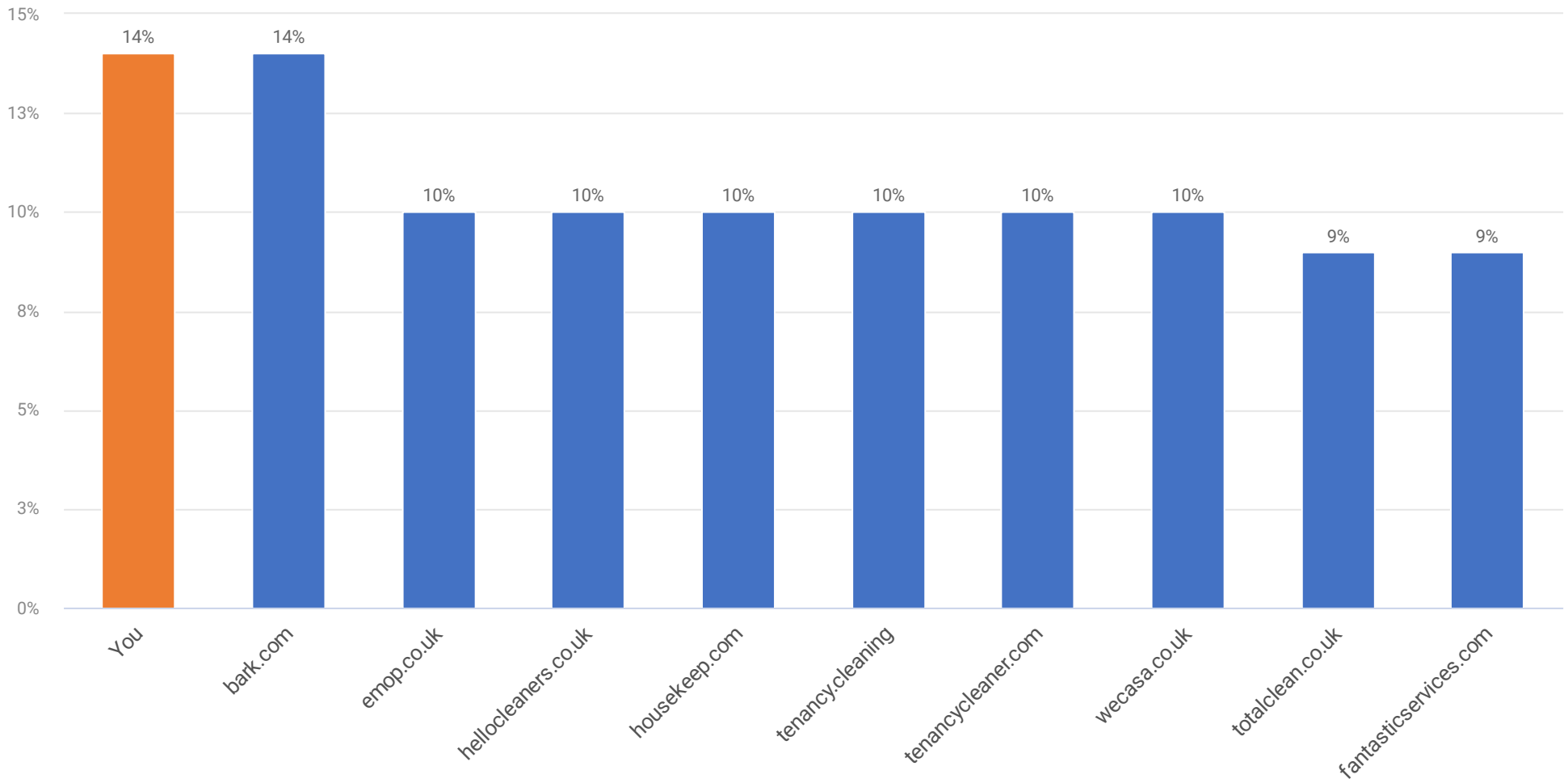
It seems that your main competitor in Google Search Ads is **bark.com** (**17.5%** Overlap Rate).

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

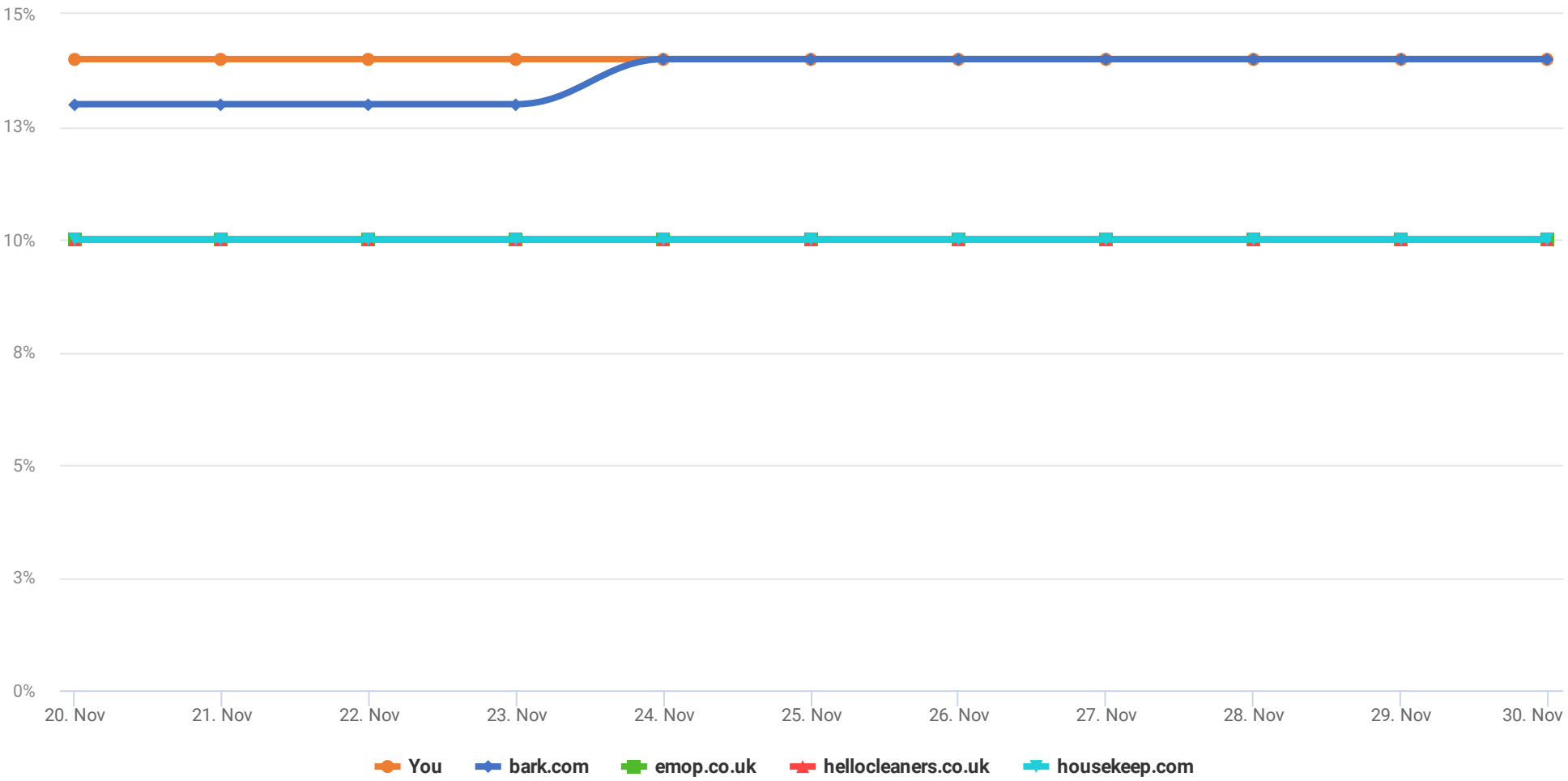
How often did you receive an impression compared to the total number of impressions that your ads could get.



COMPETITORS

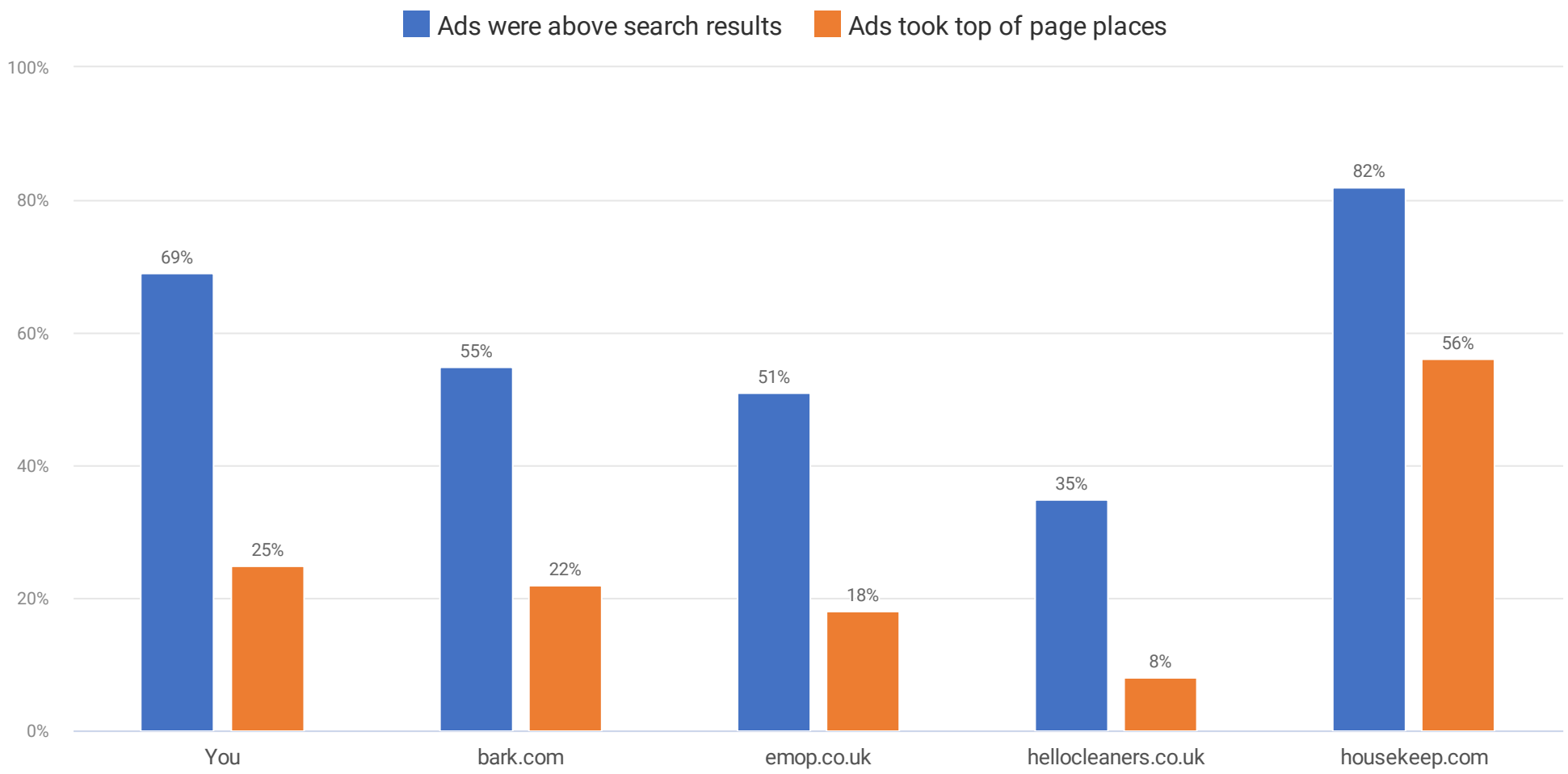
HOW DID YOU COMPETE IN HISTORY?

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	14,597	747	5.12%	3.86 GBP	2,883.23 GBP	15	192.22 GBP	2.01%	15.00	1%
Hire Services	search	2,625	239	9.11%	3.09 GBP	738.58 GBP	13	56.81 GBP	5.44%	13.00	2%
Laundry Services	search	775	62	8.00%	2.98 GBP	184.72 GBP	3	61.57 GBP	4.84%	3.00	2%

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...	6,538	355	5.43%	7	175.87 GBP	1,231.11 GBP	7.00
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...	4,376	150	3.43%	4.5	156.11 GBP	702.48 GBP	4.50
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...	757	88	11.63%	1	239.56 GBP	239.56 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...	1,112	145	13.04%	5	70.19 GBP	350.93 GBP	5.00
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 ...	1,304	76	5.83%	8	43.26 GBP	346.05 GBP	8.00
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...	209	18	8.61%	0	0.00 GBP	41.60 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...	376	28	7.45%	1	76.25 GBP	76.25 GBP	1.00
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...	135	13	9.63%	0	0.00 GBP	53.38 GBP	0.00
Top Workwear Laundry | Uniform Laundry Services | Workwear Laundry Near You | Reliable Laundry Service | Industrial Laundry Service | U... https://www.londonisthospitality.com/commercial-laundry-serv... Get top workwear laundry services with Londonist Hospitality. Book now! | Reliable workwear laundry services near you. Efficient and affordable! | Affordable workwear laundry services. Contact us toda...	100	10	10.00%	0	0.00 GBP	18.68 GBP	0.00