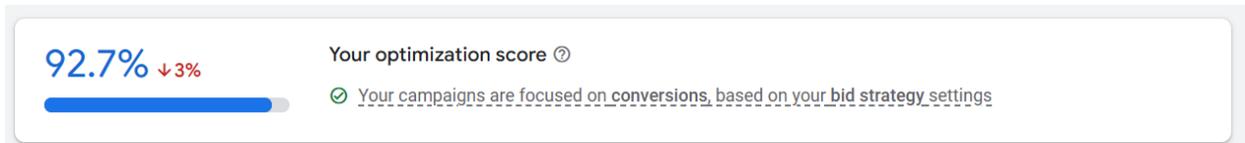


Google Ads Working Process

Report from 5th May to 26th May 2025



Campaign Report from 5th May to 26th May

<input type="checkbox"/> ● Campaign ↓	Impr.	Clicks	CTR	Avg. CPC	Cost
▼ Drafts in progress: 1					
<input type="checkbox"/> ● Pharmaceutical - Testing Oct 24	2,634	173	6.57%	₹116.95	₹20,231.63
<input type="checkbox"/> ● Lab - Food Testing Oct 24	3,695	350	9.47%	₹42.33	₹14,815.46

Call Interactions

Add filter Column

<input type="checkbox"/> Interaction type	Campaign	Bid adj.	↓ Interact	Impr.	CTR	Avg. CPC	Cost
<input type="checkbox"/> Calls	Lab - Food Testing Oct 24	—	65	3,383	1.92%	₹147.06	₹9,558.89
<input type="checkbox"/> Calls	Pharmaceutical - Testing Oct 24	+100%	60	2,442	2.46%	₹218.65	₹13,119.29
Total: Int...			125	5,825	2.15%	₹181.43	₹22,678.18
Total: Ac...			523	6,329	8.26%	₹67.01	₹35,047.09