

## High Performing Segments (6)

### Keywords Quality Score: \*\*\*\*\*

CPA	ROAS	Conversions	Cost	PNL
				+1.3M

#### Insight:

Keywords with a Quality Score of \*\*\*\*\* are delivering exceptional performance, driven by strong ad relevance, high expected CTR, and optimized landing page experience. This segment is contributing significantly to efficiency and return on ad spend.

#### Recommendation:

To capitalize on this high-performing segment, we recommend increasing bids strategically and scaling similar high-intent keywords. Additionally, consider leveraging these terms to inform creative and landing page optimizations across other campaigns.

### Search Term: "\*\*\*\*\*" | Device Category: \*\*\*\*\* | Network: \*\*\*\*\*

CPA	ROAS	Conversions	Cost	PNL
				+1.1M

#### Insight:

The search term "\*\*\*\*\*" is performing exceptionally well within the \*\*\*\*\* device category on the \*\*\*\*\* Network. This combination is generating high-converting traffic at a strong ROAS and low CPA, indicating that these device users searching for this term are highly engaged and commercially valuable.

#### Recommendation:

To capitalize on this high-performing segment further, we recommend increasing bids and optimizing ad creatives specifically for this device's users searching for "\*\*\*\*\*". Consider tailoring the user experience and messaging for this device behavior to extract even greater value from this device category.

### Age: \*\*\*\*\* | Device Category: \*\*\*\*\* | Network: \*\*\*\*\*

CPA	ROAS	Conversions	Cost	PNL
				+545.8K

#### Insight:

The \*\*\*\*\* age group on \*\*\*\*\* devices within the \*\*\*\*\* Network is driving solid conversion volume and maintaining a positive ROI. Although the CPA is relatively high, the data suggests this audience segment is effectively engaging with your ads.

#### Recommendation:

We recommend scaling the \*\*\*\*\* age | \*\*\*\*\* | \*\*\*\*\* segment by optimizing bids and refining targeting strategies to improve efficiency and maximize performance from this under-identified but high-potential group.

### Country-Level Segment | Device Category: \*\*\*\*\* | Network: \*\*\*\*\*

CPA	ROAS	Conversions	Cost	PNL
				+476.7K

#### Insight:

Within the \*\*\*\*\* Network and \*\*\*\*\* Device segments, performance varies significantly by country: high-performing markets such as \*\*\*\*\* are exceeding the Target CPA, while \*\*\*\*\* and the \*\*\*\*\* are underperforming.

#### Recommendation:

In the \*\*\*\*\* Network and \*\*\*\*\* segments, increase budgets or bids in high-performing countries to maximize return, while reducing bids or pausing campaigns in underperforming countries.

### Household Income: \*\*\*\*\* | Device Category: \*\*\*\*\* | Network: \*\*\*\*\*

CPA	ROAS	Conversions	Cost	PNL
				+222.7K

#### Insight:

The \*\*\*\*\* household income segment on \*\*\*\*\* devices within the \*\*\*\*\* Network is delivering strong performance, indicating high-value users with strong purchasing intent. This audience is converting efficiently and contributes positively to the overall ROI.

#### Recommendation:

We recommend increasing investment in the Household Income: \*\*\*\*\* | \*\*\*\*\* | \*\*\*\*\* segment by raising bids and enhancing targeting precision to fully capitalize on the high intent and value of this \*\*\*\*\* audience group.

### Location: \*\*\*\*\* | Device Category: \*\*\*\*\* | Network: \*\*\*\*\*

CPA	ROAS	Conversions	Cost	PNL
				+199.2K

#### Insight:

The \*\*\*\*\* segment across \*\*\*\*\* device categories on the \*\*\*\*\* Network is showing consistent performance, with strong conversion volume and reliable ROI. This region represents a key market with stable user behavior and high engagement.

#### Recommendation:

We recommend maintaining investment in the \*\*\*\*\* | \*\*\*\*\* Devices | \*\*\*\*\* segment, while continuing to monitor performance by device type for potential bid adjustments or further optimization opportunities.

## Underperforming Segments (6)

### Keywords Quality Score: \*\*\*\*\*

CPA	ROAS	Conversions	Cost	PNL
				<b>-325.1K</b>

#### Insight:

The \*\*\*\*\* Quality Score keyword segment is significantly underperforming, with low ROAS and a high CPA. This indicates poor ad relevance, weak expected CTR, or misalignment with landing pages, leading to inefficient ad spend.

#### Recommendation:

We recommend pausing or restructuring the Quality Score: \*\*\*\*\* segment. Focus on improving Quality Scores by addressing keyword relevance, tightening match types, and refining landing page and ad copy alignment before reactivating.

### Search Term: \*\*\*\*\* | Network: \*\*\*\*\*

CPA	ROAS	Conversions	Cost	PNL
				<b>-294.4K</b>

#### Insight:

The search term \*\*\*\*\* is heavily underperforming on the \*\*\*\*\* Network, generating minimal conversions at a very high CPA and extremely low ROAS. This suggests the term is too broad or misaligned with user intent, leading to poor traffic quality and wasted ad spend.

#### Recommendation:

We recommend excluding or significantly down-bidding the \*\*\*\*\* search term. Focus budget allocation on higher-intent queries that align more closely with the product or service to prevent further inefficiencies.

### Household Income: \*\*\*\*\* | Network: \*\*\*\*\*

CPA	ROAS	Conversions	Cost	PNL
				<b>-231.0K</b>

#### Insight:

The \*\*\*\*\* household income segment on the \*\*\*\*\* Network is underperforming, with low return on ad spend and inefficient cost per acquisition. This may indicate lower purchasing intent or reduced alignment between the offer and the financial profile of this audience.

#### Recommendation:

We recommend reviewing the performance of the \*\*\*\*\* income segment and reducing bids or excluding lower-performing income tiers. Additionally, evaluate whether higher-income segments deliver stronger results and shift the budget accordingly to improve overall efficiency.

### Search Term: \*\*\*\*\* | Device Category: \*\*\*\*\* | Network: \*\*\*\*\*

CPA	ROAS	Conversions	Cost	PNL
				<b>-197.1K</b>

#### Insight:

The search term \*\*\*\*\* on \*\*\*\*\* devices within the \*\*\*\*\* Network is likely attracting low-intent traffic. Users searching for \*\*\*\*\* tend to have minimal commercial intent, resulting in poor conversion efficiency and wasted spend.

#### Recommendation:

We recommend excluding or significantly de-prioritizing the \*\*\*\*\* search term on \*\*\*\*\* to reduce low-quality traffic. Redirect budget toward higher-intent keywords that better align with the business objective and user purchase behavior.

### Age: \*\*\*\*\* | Network: \*\*\*\*\*

CPA	ROAS	Conversions	Cost	PNL
				<b>-186.0K</b>

#### Insight:

The \*\*\*\*\* age group on the \*\*\*\*\* Network is underdelivering, with high acquisition costs and low ROAS. This suggests misalignment between the offer and the intent or behavior of users in this demographic, leading to inefficient spend.

#### Recommendation:

We recommend reducing bids or temporarily excluding the \*\*\*\*\* | \*\*\*\*\* segment until performance improves. Additionally, conduct a broader analysis of other age-based segments to identify which groups are delivering stronger ROI and reallocate budget accordingly.

### Device = \*\*\*\*\*

CPA	ROAS	Conversions	Cost	PNL
				<b>-21.3K</b>

#### Insight:

\*\*\*\*\* devices traffic is underperforming

#### Recommendation:

The Ad Group or Campaign level should be separated, and bids should be adjusted.

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