

# 7 TOP PPC REPORTING TIPS



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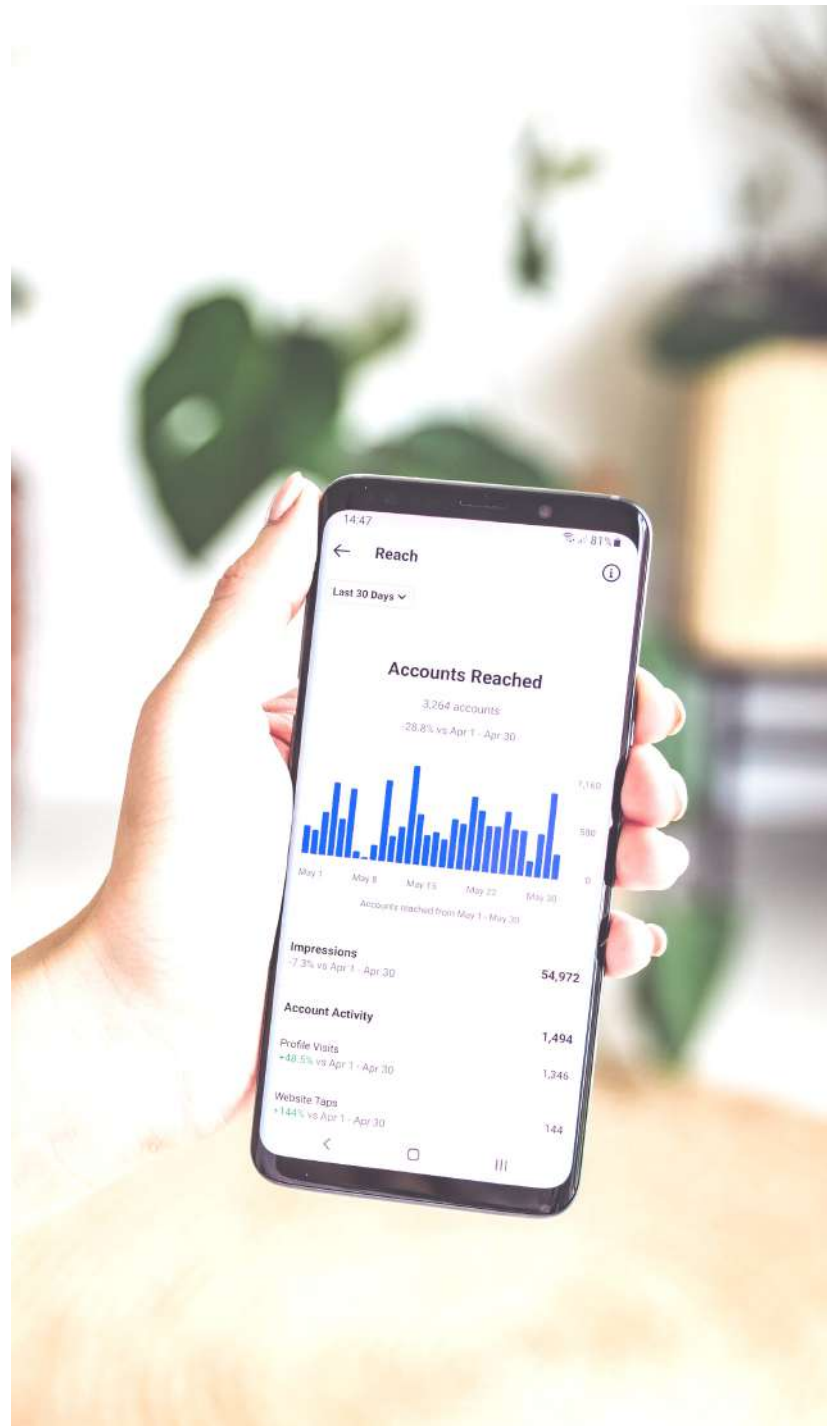
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## Introduction

Campaign managers dislike PPC. However, this is essential to the success of the campaign. Producing a report that contains an undue amount of data may be a burden to the one who has to put it together. Yet, PPC is part of a broader digital marketing strategy. This report will offer recommendations for your next PPC campaign. What follows are seven top PPC reporting assistance tips.

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## 1. Start by setting goals

A PPC campaign, especially a winning one, needs an attainable and actionable goal to stay focused. Nevertheless, there is more to merely having a goal. It would be best to consider your plan in tracking metrics before selecting certain metrics or segments of data (such as the CPA or conversion). Such data will offer you understanding, advising you whether your campaign is either successful or inadequate. This way, you will improve your efficacy and generate a clear direction for your campaign.

Failing to do so can lead to reporting in full. Restricting your focus will help you stay focused on the vital elements and save you time. You should revise the data that you want to include in your report. Consider that your consumer wants precise, vital information and not the full account of the campaign.

Therefore cling to that when you hand-pick your key performance indicators (KPIs); complete which you want to be included in your report. Ensure that your KPIs are pertinent, relaying the most crucial data, and present this in an easy-to-read and understandable format.

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GOAL



## 2. The beginning

A report summary could be included. This will especially obtain should your customer lack a proper grasp of marketing gobbledegook. Use plain English to lead them through the report.

Add highlights by adding your metrics and reference the significant trends. After that, provide analysis in detail.

## 3. Map out the customer journey

You ought not only to mention the impressions and clicks – you should offer insights into customer behavior. Because an engaging PPC ad will draw the client to the landing page, you should question the keywords which drew them there.

You then may ask whether customers are bouncing away what is affecting the search leading to conversions. Your customers will value these, as they offer more insights into their own company.

Mapping out the customer journey will permit you to optimize your future PPC campaigns.

## 4. Let your report tell a story

You should utilize a storytelling method to present your PPC report. If you place your report in a narrative, it will permit your customer to understand it better. Nevertheless, it would be best if you let the main info be evident: there should be no need to hunt for it; it should be easily comprehensible.

An easily read narrative will employ straightforward storytelling methods. This can work miracles when presenting a PPC report. However, many customers do not have the training to comprehend the basics. By constructing a story for your report, you can ensure that the customer will follow along throughout. One critical approach is to present the customer info not immediately found in the report. Consider yourself a narrator, filling in the openings and illuminating the overarching plot. While you spin the plot, the information is given in images.



- Beginning: main highlights, the campaign goals, metrics from previous campaigns.
- The problem: problems that needed to be addressed; issues relating to the campaign's goals.
- Solution: how the difficulties were corrected; approaches used to optimize the campaign.
- Learnings: final metrics; how the campaign can be enhanced; what novel data can be included to optimize future adventures.

Organizing your report in storytelling mode is a method that only breaks the point of view up into different units. You can always make it even more appealing for the reader. The concept is not to bore a report reader but to deliver both beneficial and meticulous information.



## 5. Maintain your eye on Google Click ID

Internationally unique tracking parameter (GCLID, aka Google Click ID), which Google uses to pass info backward and forward between Google AdWords and Google Analytics, can interfere with your conversion metrics.

GCLID is a piece of information deployed in the URL so that an analytics service relates a user's session with an initial click.

Usually, this won't be a problem if you're auto-tagging your URLs. However, if you are physically tagging or utilizing a website URL that conveys the keywords, the GCLID can drop off.

Making some of the AdWords URL and the website URL can usually avoid this problem. You can check in Google Analytics or whatever service you are utilizing.

Ensure that you do so, or your report may not have highly precise metrics. It may then seem that your campaign is failing.





## **6. Take your time when you are sending out your reports**

Beware of sending out reports too frequently, with intervals too short. Conversion takes a while to be effective. You cannot simply send customers messages signifying the clicks. Instead, show your customer the customer journey by having a proper time-lapse between clicks and conversion, offering an accurate picture. Do note that some sale cycles may last months or years. A PPC report, for that reason, will at times display an unequal number of clicks versus conversions. Nevertheless, do ensure that you have accurate data.



## 7. Reporting on the past

Though you should offer your customer a brief report on their PPC campaigns, you should likewise add the info gained during the campaign period. These are the understandings you have experienced, and these are the ones that will be worthwhile for your client.

Therefore, your endorsements should state what needs to alter or removed from the PPC campaign. Remind the client that you are the PPC expert. You should lead your customer confidently through your report, allowing them to succeed and improve their PPC campaign.

### Conclusion

Lastly, PPC reporting can be fiddly, particularly if you lack the ability or the business does not have a dedicated team to manage it. Communicating what is needed is an excellent way of resolving problems.

A skilled worker is your best asset for this method. You can onboard a virtual marketing assistant to help you with your reporting and keep your clients up to date with each step of the campaign lifetime.



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