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GOOGLE ADS

This Tableau Accelerator helps you to:

- Assess & Improve the performance of your marketing campaigns with Google Ads
- Focus on efforts on most efficient keywords
- Audit the results of campaign optimization over time

Answer key business questions

- How efficient are our marketing investments?
- Do we increase awareness? Do we develop engagement?
- What are the most effective keywords to use in an advertisement?
- What is the performance of our top campaigns?
- How is the performance of our campaigns evolving?

Monitor and improve KPIs

Awareness

- **Total Impressions:** The number of times that your adverts were on-screen
- **CPM (Cost per 1'000 impressions):** Cost per Mille (impressions): Average Cost per 1'000 impressions (expressed in currency)
- **Impressions per Click:** The number of times that your adverts were on-screen

Engagement

- **Total Clicks:** Total number of times users have clicked on an add to reach your property
- **CPC (Cost per Click):** Cost Per Click: Average Cost per Click (expressed in currency)

Investment Efficiency

- **Total Cost:** The estimated total amount of money you've spent on your campaign, ad set or ad during its schedule (expressed in currency)
- **CTR (Click-Through-Rate):** Click-Through-Rate: the number of clicks that your ad receives divided by the number of times your ad is shown (expressed in %)

Traffic

- **Total Sessions:** Total number of sessions (A session is an interaction between a website and a visitor who has loaded at least one page)
- **Total Pageviews:** Total number of pages viewed across all sessions
- **Bounce %:** Percentage of visitors that leave a webpage without taking an action (expressed in %)
- **Avg Session Duration:** Average duration per Session
- **Avg Pageviews:** Average number of pages viewed within a session

Required attributes

- **Date** (*date*): Reference date ← [ga:date]
- **Destination URL** (*string*): The URL to which your Adwords ads referred traffic ← [Advertising - ga:adDestinationURL]
- **Ad Distribution Network** (*string*): The networks used to deliver your ads (Content, Search, Search Partners...) ← [Advertising - ga:adDistributionNetwork]
- **Campaign** (*string*): Advertising Campaign ← [Advertising - ga:campaign]
- **Ad Group** (*string*): The name of your AdWords ad group ← [Advertising - ga:adGroup]
- **Ad Content** (*string*): Ad Content ← [Advertising - ga:adContent]
- **Keyword** (*string*): Traffic Source ← [Acquisition - ga:sourceMedium]
- **Cost** (*numeric*): Derived cost for the advertising campaign ← [Advertising - ga:adCost]
- **Impressions** (*numeric*): The total number of campaign impressions ← [Advertising - ga:impressions]
- **Clicks** (*numeric*): The total number of times users have clicked on an add to reach your property ← [Advertising - ga:adClicks]
- **PageViews** (*numeric*): The total number of pageviews for your property ← [Page Tracking - ga:pageviews]
- **Sessions** (*numeric*): The total number of sessions ← [Session - ga:sessions]
- **Bounces** (*numeric*): The total number of single page (or single engagement hit) sessions for your property ← [Session - ga:bounces]
- **Time on Page** (*numeric*): How long a user spent on a particular page in seconds ← [Page Tracking - ga:timeOnPage]
- **Session Duration** (*numeric*): The total duration of user sessions represented in total seconds ← [Users - ga:sessionDuration]