

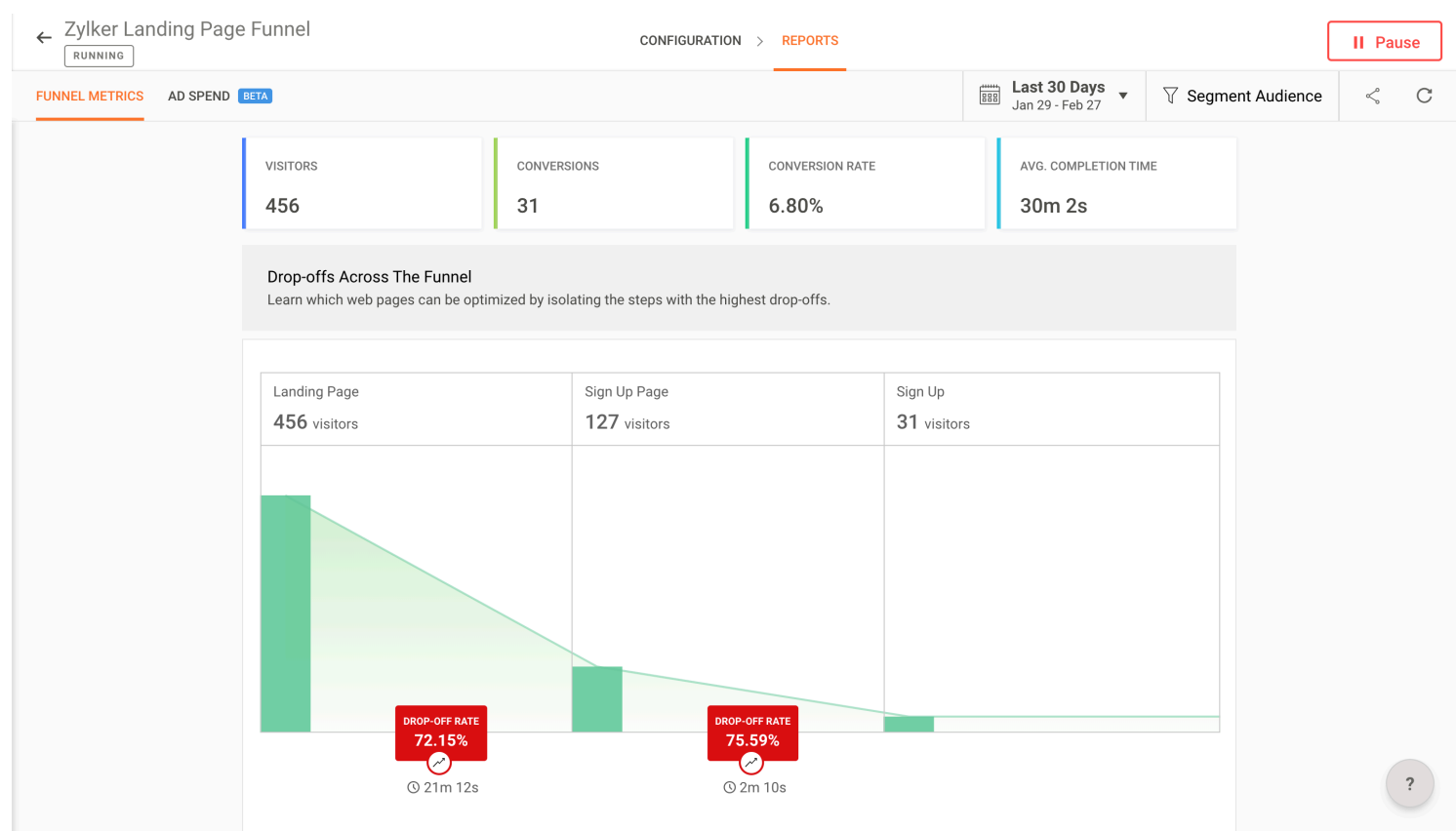


Understand your funnel reports

Funnel Metrics Tab

The metrics monitored in the funnel analysis experiment are:

- **Visitors:** Number of unique users coming to your web page.
- **Conversion:** Number of unique instances of the visitor fulfilling the condition to achieve the goal.
- **Conversion Rate:** It is calculated by dividing the conversions by the number of unique visitors. It is a percentage, with its values ranging from 0% to 100%.
- **Average Completion Time:** It is calculated by dividing the total time taken by visitors to complete the entire funnel to the number of visitors who completed the entire funnel.



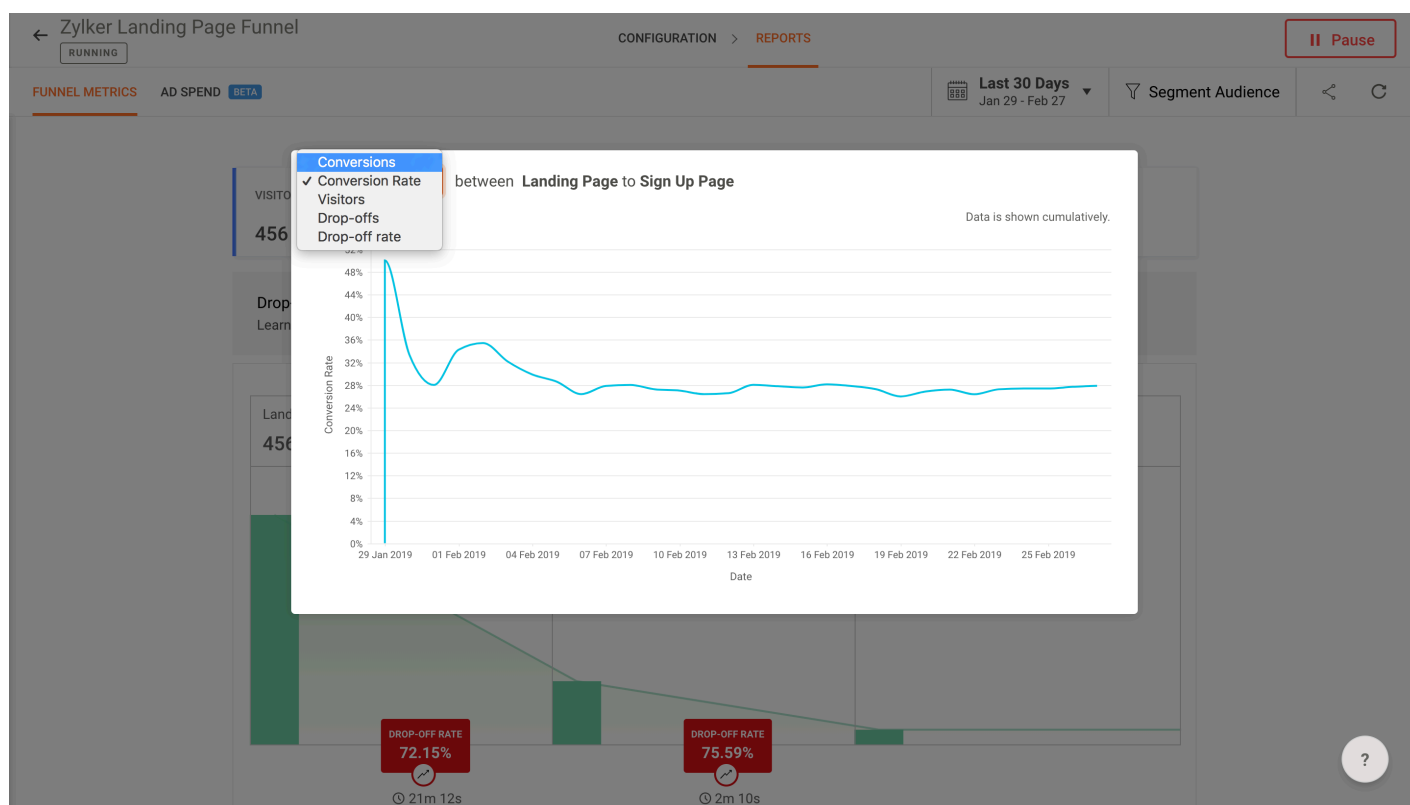
Clicking on the Drop-offs value between the levels will show its detailed report spanning of the duration of the experiment's runtime. The drop off box is colored based on its value. The values lying between zero and highest drop off is divided into 3 parts.

For example, if highest drop off is 60%, the corresponding color codes will be:

- **Yellow:** 0-20%
- **Orange:** 21-40%
- **Red:** 41-60%

Click the drop-down on the top-right corner to choose the metric you wish to monitor. The list contains the previously mentioned metrics namely *Conversion* and *Conversion Rate*. Besides these you can choose between *Drop Off* and *Drop Off Rate*.

- **Drop Off:** It is calculated by subtracting the number of conversions from the number of unique visitors.
- **Drop Off Rate:** It is calculated by dividing drop off by the total number of unique visitors. It is a percentage, with its values ranging from 0% to 100%.



Ad Spent Tab

Using Google Ad campaigns in your sales or marketing funnels can help target your website visitors with more personalized messaging and relevant offers that match your visitor's needs. It then encourages them to enter into your funnel steps leading to a much faster conversion. By [integrating Zoho PageSense with Google Ads](#), you can easily track and view detailed metrics on which of your Google ad campaigns made users visit the first step of your conversion funnel on your website or landing pages, drove them through your funnel steps (or stages), and finally pushed visitors to take the desired action on your site, such as completing a purchase, registering for an event, or simply signing up for a service.

The funnel report provides you useful insights on important performance data like the number of clicks and impressions that each of your ad campaign has obtained on your site, in addition to key metrics like total ad spent value and the actual cost spent in acquiring a customer from these ads. You can also segment your campaign's report based on a variety of audience groups, such as visitor type, traffic source, and location, to see how each group of visitors are responding to your ads and which group records higher clicks and conversions in your funnel.

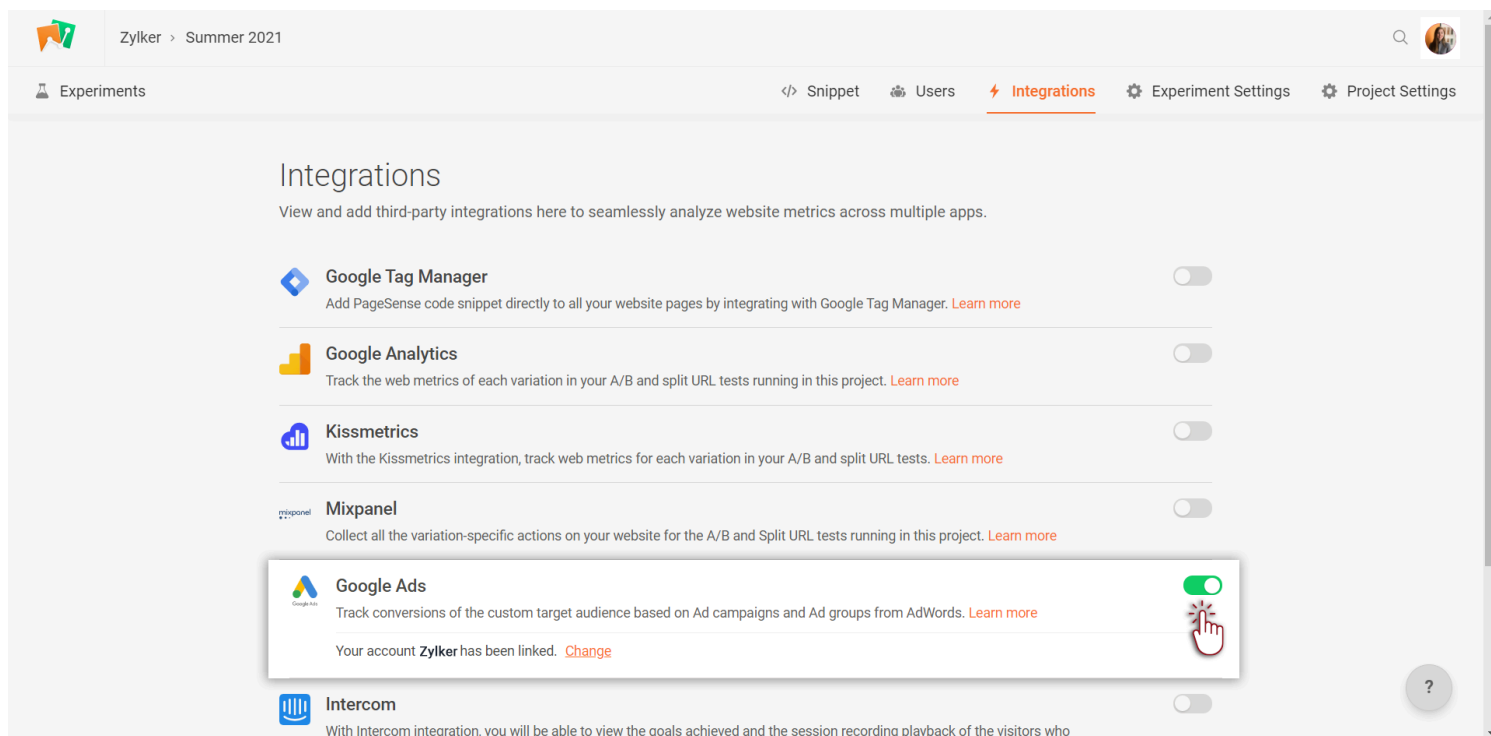
Enabling this integration lets you understand what type of ad content and keywords attract more new users to your site, generate interest and demand, make people to take instant action, and finally turn them into actual customers on your business site. By tracking the number of clicks and conversions that you obtain through your ads, you can A/B test different ad messaging and keyword content that resonates with your audience's interest. Based on the results of your test, you can decide how much you should spend on those ads in the future.



- To track the performance of your ad campaigns in funnel experiment, visitors must be made part of the funnel analysis experiment pages that have the Google ad campaigns running on it. Your Ad campaigns report will get recorded only when the visitor lands on that particular campaign URL included in your funnel experiment.
- Ensure that the PageSense tracking code is added on the web page where you've configured the funnel experiment. Learn [how to install PageSense code on your website](#).

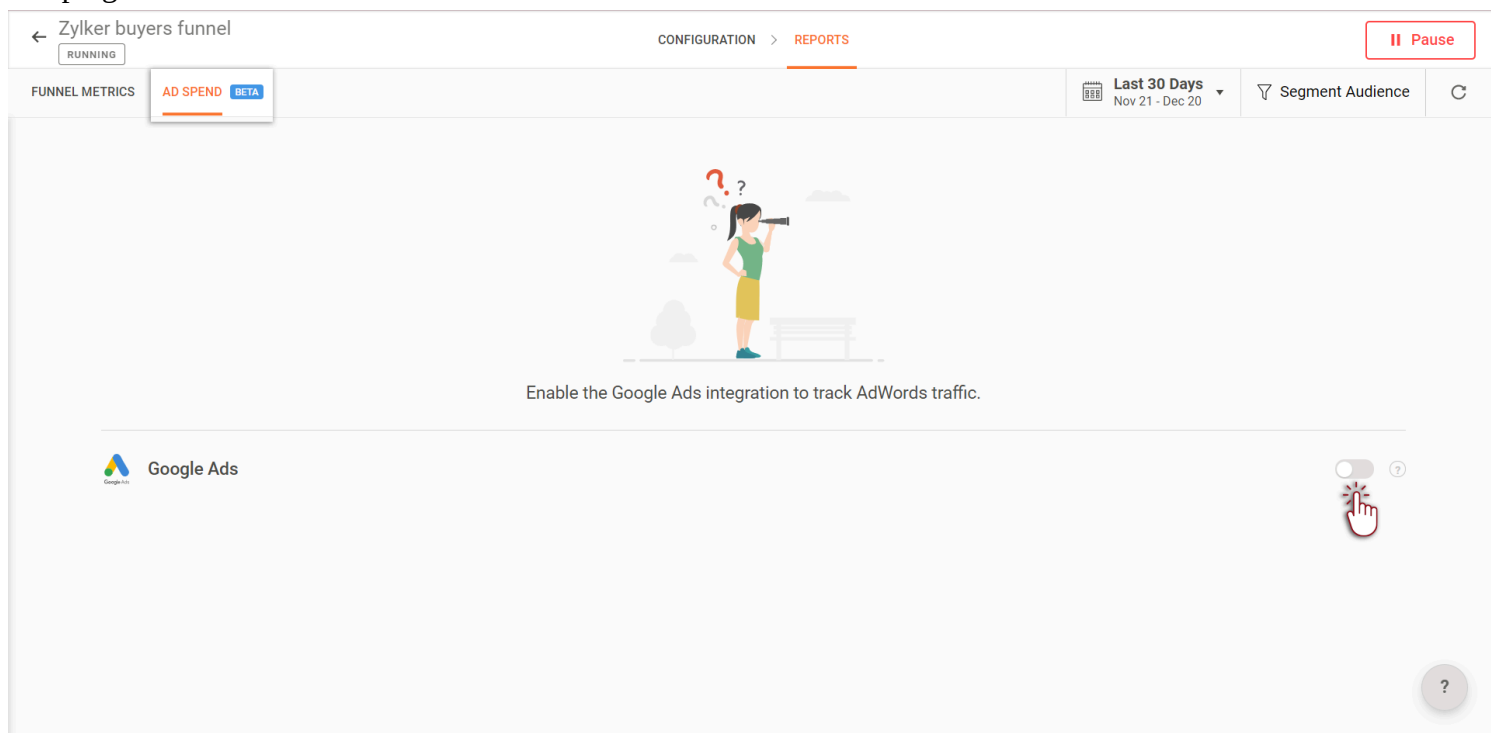
To track and view the Google ads spent metrics in your funnel reports:

1. Click the **Integrations** tab at the top-right corner and toggle on the Google Ads integration button at the project level.



2. Go to your funnel analysis experiment, click **REPORTS**, then select the **AD SPEND** tab on the page.


3. Toggle on the **Google Ads** integration button and choose the Google Ads account you want to track your campaign.



4. Within 24 hours, you'll be able to view the list of Google Ad campaigns that you're running on the landing page URL that was added in the first step of your funnel experiment, along with some of the most important Google Ads metrics mentioned below.

The **All Campaigns** section shows the performance metrics of all of your campaigns that you're running in the first step of your funnel experiment page.

The table shows you the performance metrics of individual campaigns that you're running on your funnels experiment pages. When you click on a campaign, you'll see your campaign's performance broken down by its individual ad groups.

 Your ad group contains a set of similar ads and the words and phrases, known as keywords, that you show to your users.

- **IMPRESSIONS:** The total number of times your ads from this particular campaign was displayed or seen by visitors on the Google search results page or other Google network platforms.
- **CLICKS:** The count of the times your ad from this particular campaign was clicked by visitors in a given time period.

We look at clicks as a measure of traffic to the site. A rise in clicks can mean your ads are more appealing to the audience and valuable to the people who come across it. You can increase the clicks on your ads by:

- Creating attractive text for your ads.
- Organizing your ad groups by a common theme, product, or goal.
- Creating smaller lists of tightly themed keywords to ensure your ads are relevant and compelling to your customers.

Under the **All campaigns** section, you will be able to see the *click through rate(CTR)*, which gives you the overall ratio of how often people who see your ad actually click your ad. It's calculated by dividing the total number of clicks your ad receives by the total number of impressions. For example, if your ad appeared 200 times and 15 people clicked on it, then your CTR is 7.5%.

Note: It's known that marketers generally want to achieve the highest possible click-through-rates with their ad campaigns, as this can help improve the ad position and thus reduce click costs (CPC). You can try to improve your CTR by performing A/B tests with different advertisements containing minimal changes to variations such as different call-to-actions or images.

- **COST:** The amount of money you spent on ads from this particular campaign.

The *Total Spend* metrics under the **All campaigns** section gives you the total amount of money you spent on Google Ad campaigns during the specified duration.

- **CONVERSIONS:** The number of times your ads from this particular campaign was clicked by visitors and then taken a desired action or goal that you've set up on your funnel experiment page.

Note: After tracking your conversions, you might notice that a certain keyword used in your campaigns leads to higher conversions, while another one doesn't. In this case, you could choose to spend more of your marketing budget on the keyword that produces more conversions.

- **COST-PER-CONVERSION:** Cost/conversion metrics tell you how much, on average each conversion on your ads cost for this particular campaign. In other words, this metric tells you how much you get charged for each desired action taken by a user on your website after coming across your ad. It's calculated by dividing the conversions cost by the number of successful conversions obtained in the funnel through a particular ad. A visitor is counted as a *conversion* when they move through all the steps in the funnel in the same order as specified in the experiment.