

Monthly performance report

Sample client: **Northwind Talent** (recruitment) · Period: 1–31 May · vs. 1–30 April

THE MONTH IN NUMBERS

CONVERSIONS (LEADS)

42

▲ 24% Apr: 34

COST / LEAD

312 kr

▼ 18% Apr: 380 kr

SPEND

13 100 kr

≈ flat Apr: 12 920 kr

CLICKS

948

CTR 6,7%

IMPRESSIONS

14 150

avg CPC 13,82 kr

TARGET COST / LEAD

300 kr

▼ within 4% of target

Summary: Same spend as April produced 24% more leads at an 18% lower cost per lead. The gain came from applying last month's negative-keyword list and tightening one broad keyword that was burning budget, not from spending more. We're now within touching distance of the 300 kr target with room left to push.

AD GROUPS — MOVEMENT VS. APRIL

AD GROUP	APR (LEADS / COST-PER)	MAY (LEADS / COST-PER)	TREND
Brand search	9 / 95 kr	11 / 88 kr	↑ efficient
Core role search (the engine)	14 / 290 kr	21 / 248 kr	↑↑ scaled well
Contract / interim	0 / —	4 / 165 kr	↑↑ turned around
Generic "jobs" search	6 / 540 kr	5 / 470 kr	↓ still over target
Competitor terms (incidental)	2 / 610 kr	1 / 580 kr	decide: keep or cut
Seasonal / summer	paused	paused	time-sensitive

RED FLAGS

1 One broad keyword is still the budget's biggest leak

recruitment agency near me (broad) spent **1 740 kr for 1 lead** (1 740 kr/lead = 5.6× target) and accounts for ~72% of the Generic ad group's spend. It matches mostly competitor and job-board searches. The single highest-leverage change available this month.

2 The seasonal ad group is still switched off

It's late spring and the summer-hiring group has never been turned on. **Most time-sensitive miss.** The ad is also thin (7 headlines, "Average" strength) and should be built out before it's activated.

3 Lead quality may be teaching the bidding algorithm noise

Three of May's recorded conversions came from off-target searches (a student query, two "wants a specific employer" searches). On Target CPA, those pull bidding toward the wrong audience. **Recommend a quick spot-check of the lead inbox** before trusting the cost-per-lead number fully.

4 "Low quality" still flagged on keywords that convert

The broad keywords actually generating leads carry a `Limited – low quality` flag, so we're paying a CPC penalty on our best terms. Traced to landing-page intent: the page reads as a brochure, the searches want a job listing. A page tweak would lift the penalty.

Bright spot: The Contract / interim group went from 0 leads in April to 4 at 165 kr after we fixed a mis-pointed landing-page URL (it had been sending traffic to the wrong page). One broken link was costing the whole group. Now the most efficient non-brand group in the account.

THE AD WE WROTE — IS IT WORKING?

Yes — the new core-search ad is matching the control on CTR and beating it slightly on cost per lead. No editorial issues: brand name in full, no competitor mentions, no claims about pay or terms that vary case by case, no AI tells. Next test: swap two softer headlines for keyword-aligned ones to give it a fair run on a larger sample.

RECOMMENDATIONS (PRIORITISED)

1 **Tighten recruitment agency near me (broad)** — pause it and lean on the exact-match variants, or

add negatives for the competitor/job-board matches. Biggest single saving.

- 2 **Build out and switch on the seasonal ad group** — or consciously decide to skip the season. The ad needs more headlines first; we can draft a full set. Time-sensitive.

 - 3 **Spot-check the three suspect leads** against the inbox to confirm tracking isn't feeding the bidding algorithm noise. Protects the whole account's optimisation.

 - 4 **Add this month's new negatives** (student, wrong-role, employer-direct, foreign-language clusters) to the master list and apply them. Phrase match, to catch whole clusters.

 - 5 **Address the "low quality" keywords** — align the landing page to job-listing intent and trim the zero-impression variants.

 - 6 **Decide on the competitor terms** — negate them to stop the incidental spend, or build a deliberate, separately budgeted competitor campaign. Costed both ways on request.
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This is a sample report. "Northwind Talent" is a fictional client and all figures are illustrative. Produced to show the format and depth of the monthly reporting included with the service. Every figure in a real report is traceable to a named source export, and every change we make is logged with its reasoning and a review date.