Acquisition Diagnostics Report
(Instructions)

February 2024

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Keyword
instructions

Download .CSV

for keywords

It takes only 2 minutes. Here's how:

1. Log in to your **Google Ads** account

2. In the **"Reports"** menu, select "Predefined reports" → "Basic" → "Search keyword"
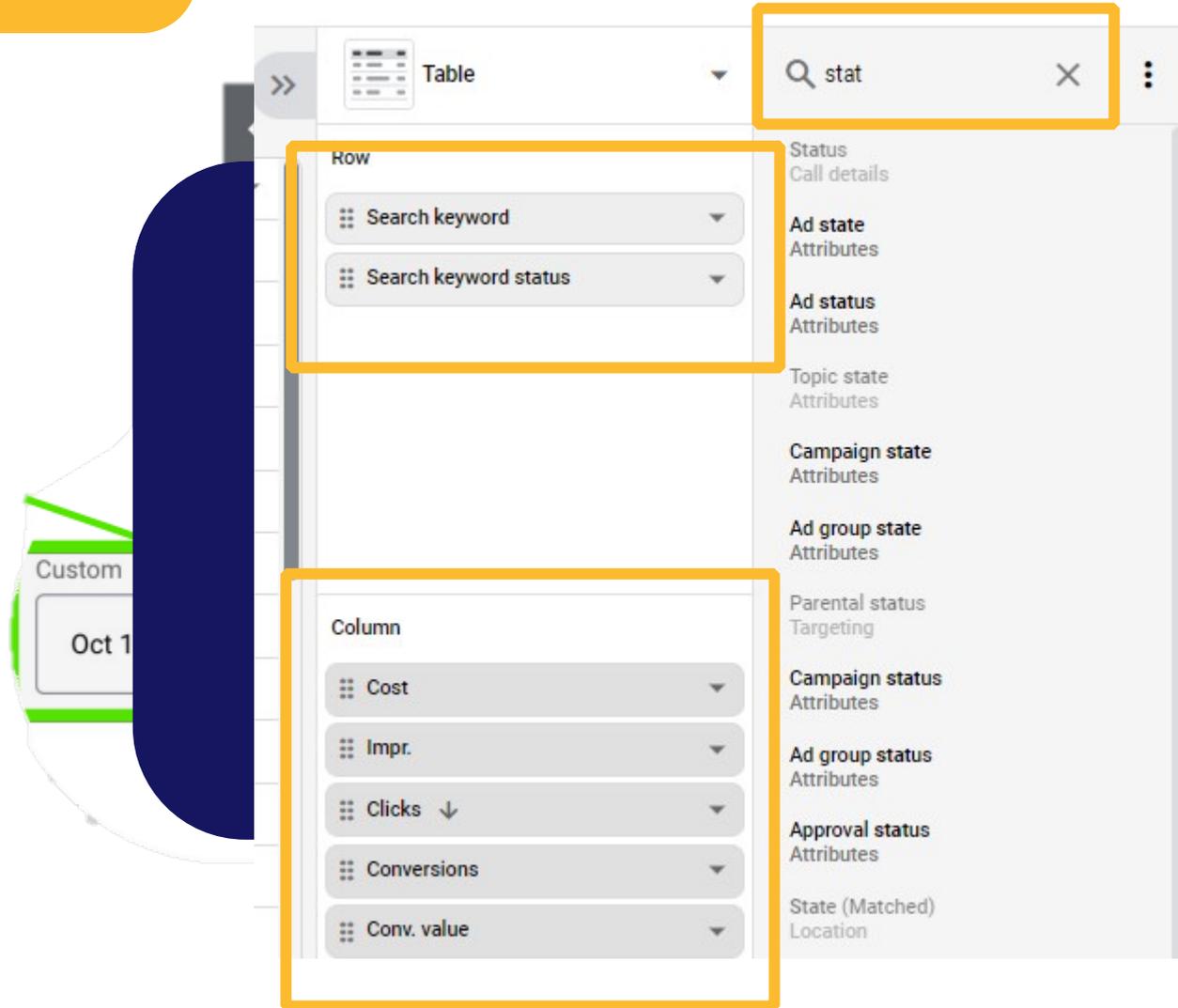
Select time frames

Select the time frame that should be considered.

Search keyword
Search keyword status
- - Cost
- - Impr.
- - Clicks
- - Conversions
- - Conv. Value

Ensure the metrics (see left) are covered within the rows and columns.
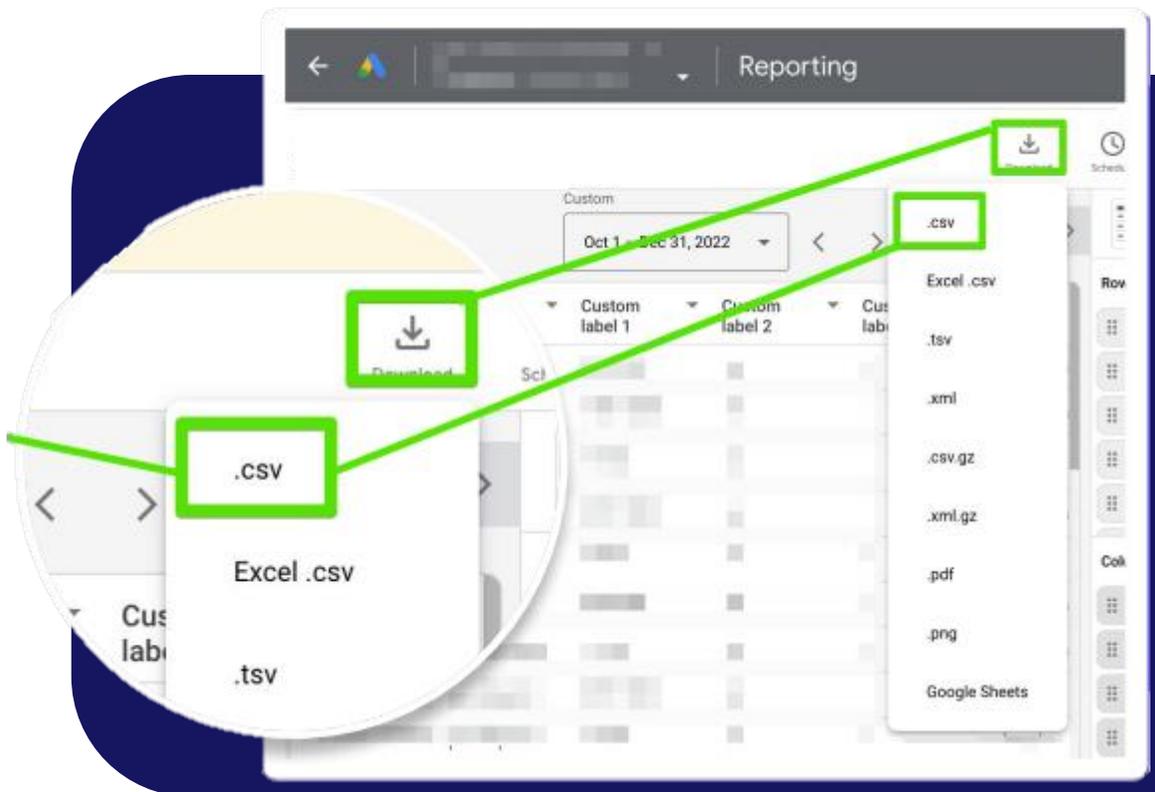
Download the .CSV

Click Download → .csv

That's it! Now you can upload the file into the form and get your Keyword Insights.

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PMAX
instructions

Download CSV file for PMAX
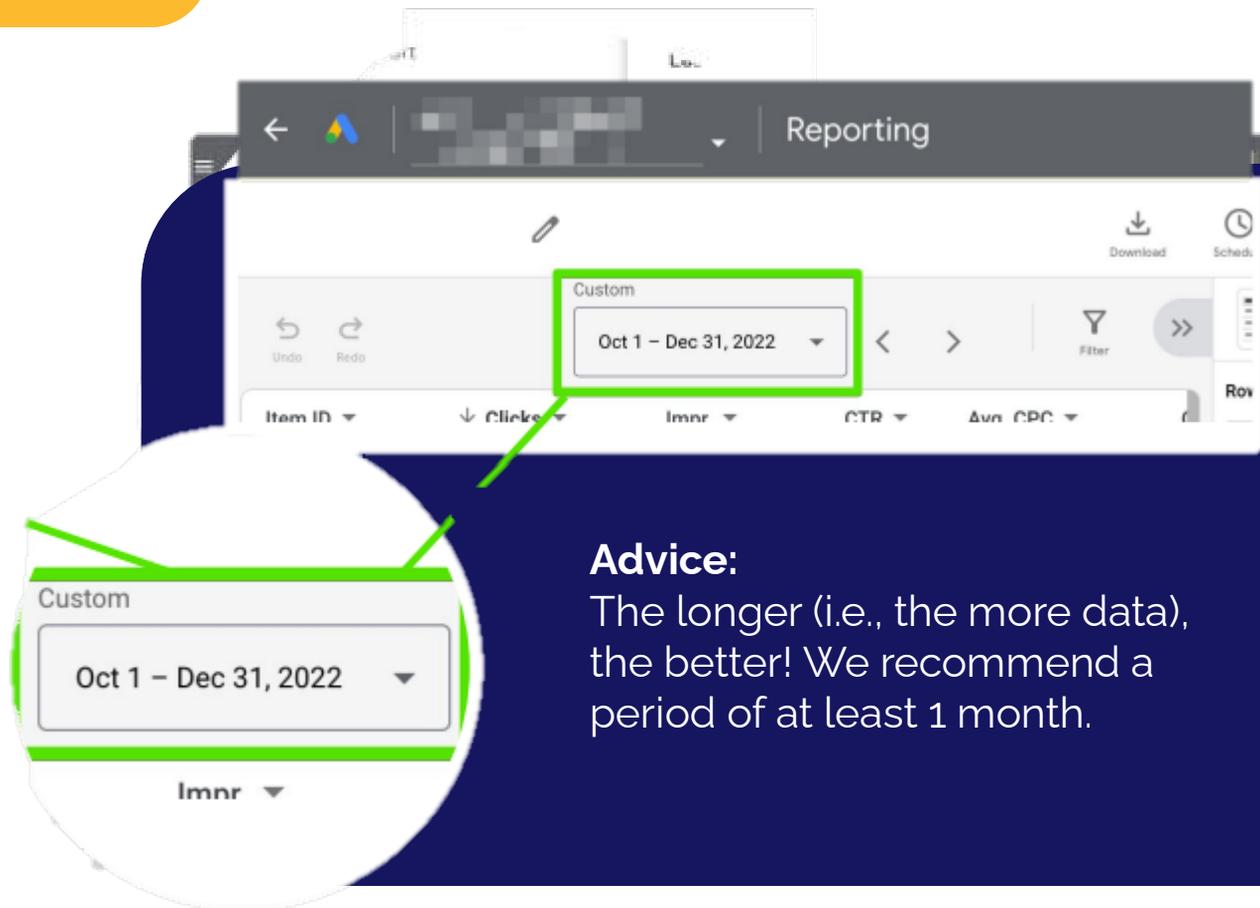
Advice:
The longer (i.e., the more data), the better! We recommend a period of at least 1 month.

In the **"Reports"** menu, select "Predefined reports" → "Shopping" →
"Shopping - Item ID"
Select the time frame that should be considered.

Check the
metrics
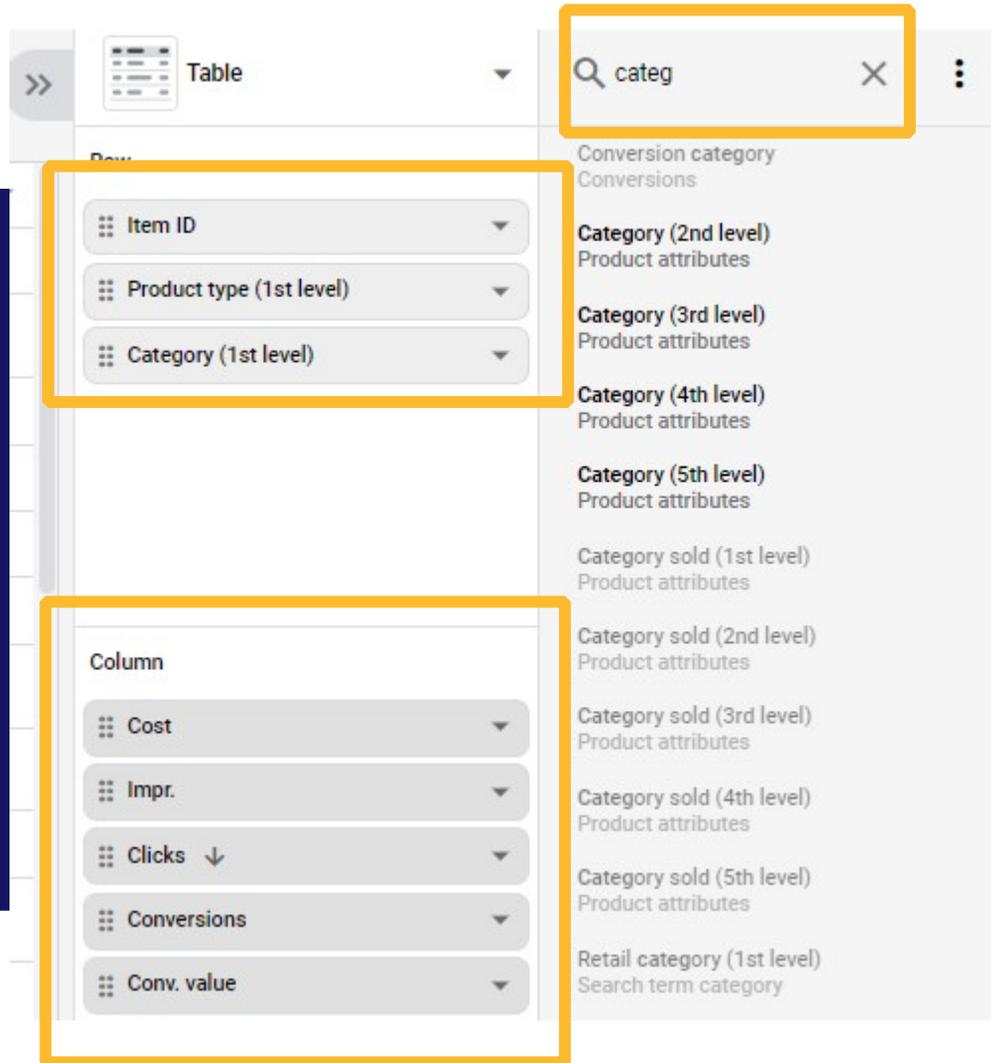
- Item ID
- Cost
- Impr.

Ensure the

- Clicks
- Conversions
- Conv. Value
- Product type (1st level)
- Category (1st level)
- Conv. value

metrics (see left) are covered within the rows and columns.
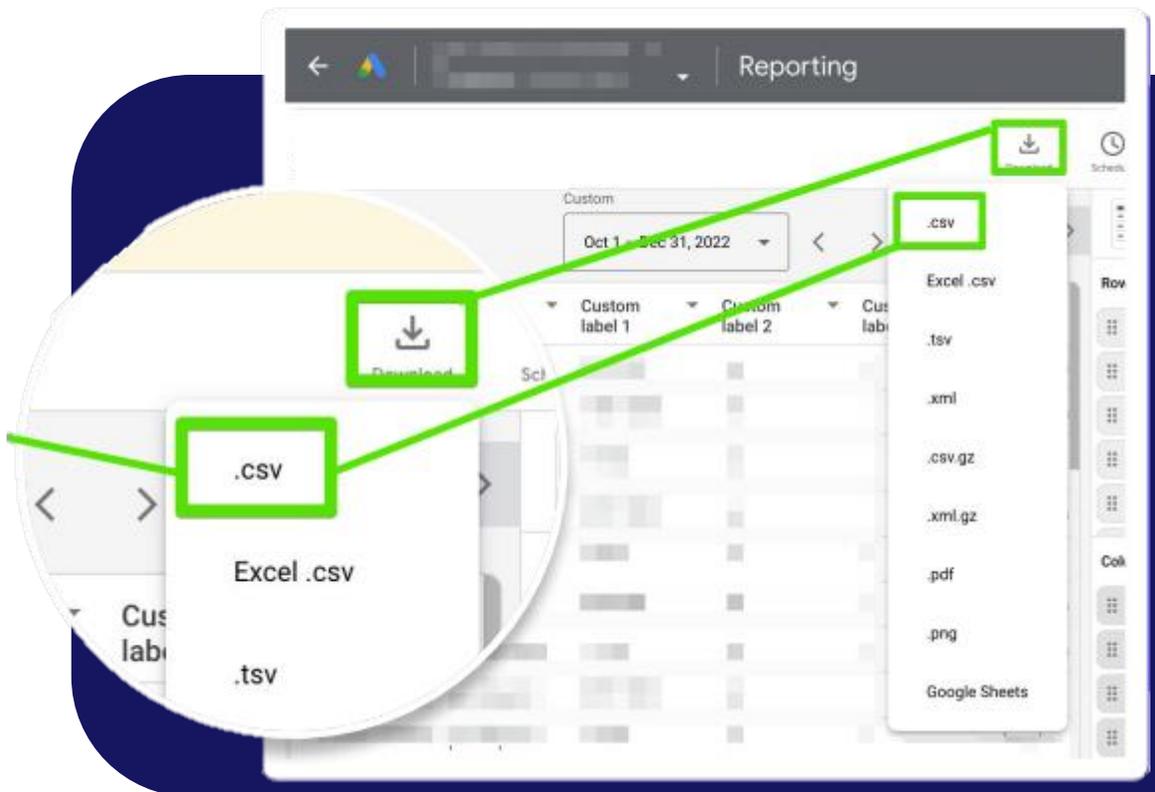
Download the .CSV

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Want to further improve your **acquisition** tactics?

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