

Acquisition Diagnostics Report (Instructions)

February 2024



Keyword instructions

Download .CSV

STEPS

01-02

for keywords



- It takes only 2 minutes. Here's how:
- 1. Log in to your Google Ads account
- In the "Reports" menu, select "Predefined reports" → "Basic" → "Search keyword"



Select time fræmeries

»	Table	-	Q stat	×	:
	Row Search keyword Search keyword status	*	Status Call details Ad state Attributes Ad status Attributes		
Custom			Topic state Attributes Campaign state Attributes Ad group state Attributes		
Oct 1	Column	*	Parental status Targeting Campaign status		
	Impr.	•	Attributes Ad group status Attributes		
	# Conversions	*	Approval status Attributes State (Matched)		
			No Solution		

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.



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



PMAX instructions

Delwaldiade CSV foarmelAX



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



step **04**

Check the metrics

>>	Table	•	Q categ	×
	Down Item ID Product type (1st level) Category (1st level)	*	Conversion category Conversions Category (2nd level) Product attributes Category (3rd level) Product attributes Category (4th level) Product attributes Category (5th level) Product attributes Category sold (1st level) Product attributes	
	Column Cost Impr. Clicks ↓ Conversions Conv. value	* * *	Category sold (2nd level) Product attributes Category sold (3rd level) Product attributes Category sold (4th level) Product attributes Category sold (5th level) Product attributes Retail category (1st level) Search term category	

- 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.



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

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