

Harbour Dental

Last 7 days, 5 to 11 October 2026. Compared with 28 September to 4 October 2026. Prepared on 12 October 2026.

Sample report. Fictional data.

Assessment

The 30 days to 10 October 2026

Result: Held steady

Results held steady. Conversions: 413 against 411 in the 30 days before (up 0.5%). This change in conversions is within normal variation: chance alone moves counts like these by up to 57 conversions.

What worked

- **Search - Emergency** brought 214 conversions in the 30 days, at \$42.62 each.
Possible explanation: The move to maximize conversions may have helped reach people ready to book. The Account change alone does not prove this.

Needs attention

- dental implants jobs: \$186 spend, 74 clicks, 0 conversions in the last 30 days.
Possible explanation: The wording may attract people looking for work rather than dental treatment.

Next 30 days

- Exclude dental implants jobs first, then test a higher daily budget for **Search - Emergency** and compare its cost per conversion with \$42.62.
- Keep watching **Display - Remarketing**. Its small conversion count can be chance, so avoid drawing a conclusion from one week.

Update

Monday 12 October

Spend was steady this week at \$3,738, and conversions rose from 95 to 102. Most of the gain came from **Search - Emergency** after its bid strategy changed on 4 October.

Display - Remarketing is the one to watch.

- **Search - Emergency**: 57 conversions, up from 47, at \$37.20 each.
- **Display - Remarketing**: conversions fell from 9 to 4 after the daily budget went from \$45 to \$20 on 8 October. The count is small, so this can be chance.

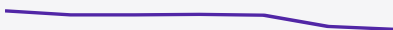
An Update always compares the last 7 days with the 7 days before.

Metrics

Spend

\$3,738

down 1.7% from \$3,801



Conversions

102

up 7.4% from 95



Cost per conversion

\$36.64

down 8.4% from \$40.02



Clicks

2,023

down 5.9% from 2,150



Cost per click

\$1.85

up 4.5% from \$1.77



Impressions

28,322

down 5.9% from 30,100



Recommendations

Increase the daily budget of **Search - Emergency**.

Finding	Search - Emergency is limited by its budget
Impact	Google estimates that the budget limits this Campaign's eligible Search impressions. Review its cost per conversion before testing a higher daily budget.
How to check	Compare cost per conversion with \$42.62 and check the share of impressions lost to budget after the test.
Evidence	Search - Emergency lost an estimated 31% of its eligible Search impressions to budget. Its cost per conversion is \$42.62, with 214 conversions.
Confidence: medium	
About: Search - Emergency	

Send the ads in **Search - Emergency** to the emergency page, not to the home page.

Finding	A landing page of Search - Emergency has a high cost
Impact	The home page needs 28 clicks for one conversion. The emergency page needs 13.
How to check	Compare the home page and emergency page conversion rates after sending the ads to the emergency page.
Evidence	https://harbourdental.example/: \$3,380 spend, 1,300 clicks, 47 conversions. The emergency page gets 158 conversions from 2,004 clicks.
Confidence: medium	
About: https://harbourdental.example/	

Add dental implants jobs as a negative keyword in **Search - Implants**.

Finding	Wasted search term
Impact	People who look for a job are not patients. This search term spends without conversions.
How to check	Check that spend on dental implants jobs falls below \$186 while relevant searches keep converting.
Evidence	dental implants jobs: \$186 spend, 74 clicks, 0 conversions in the last 30 days.
Confidence: high	
About: dental implants jobs	

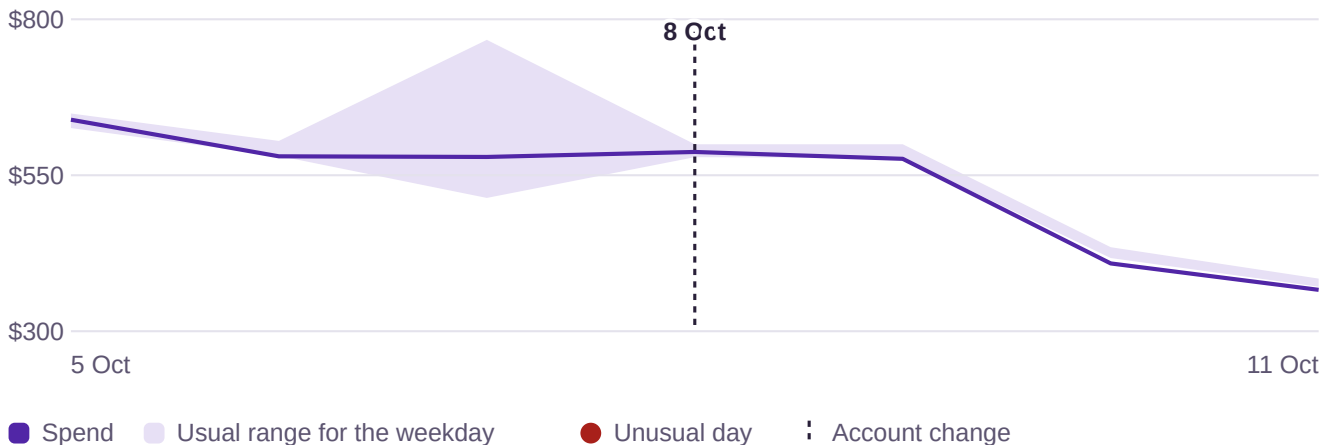
Campaigns

Campaign	30 days	Spend	Conversions	Cost per conversion	Clicks	Cost per click	Impressions
Search - Emergency		\$2,121 was \$2,113	57 was 47	\$37.20 was \$44.96	813 was 814	\$2.61 was \$2.60	11,382 was 11,396
Search - Implants		\$871 was \$874	11 was 10	\$79.18 was \$87.38	256 was 256	\$3.40 was \$3.41	3,584 was 3,584
Search - Brand		\$570 was \$568	30 was 29	\$19.00 was \$19.59	634 was 631	\$0.90 was \$0.90	8,876 was 8,834
Display - Remarketing		\$176 was \$246	4 was 9	\$43.96 was \$27.37	320 was 449	\$0.55 was \$0.55	4,480 was 6,286

Charts

Spend per day, against its usual range

Spend had no unusual day in the last 7 days.



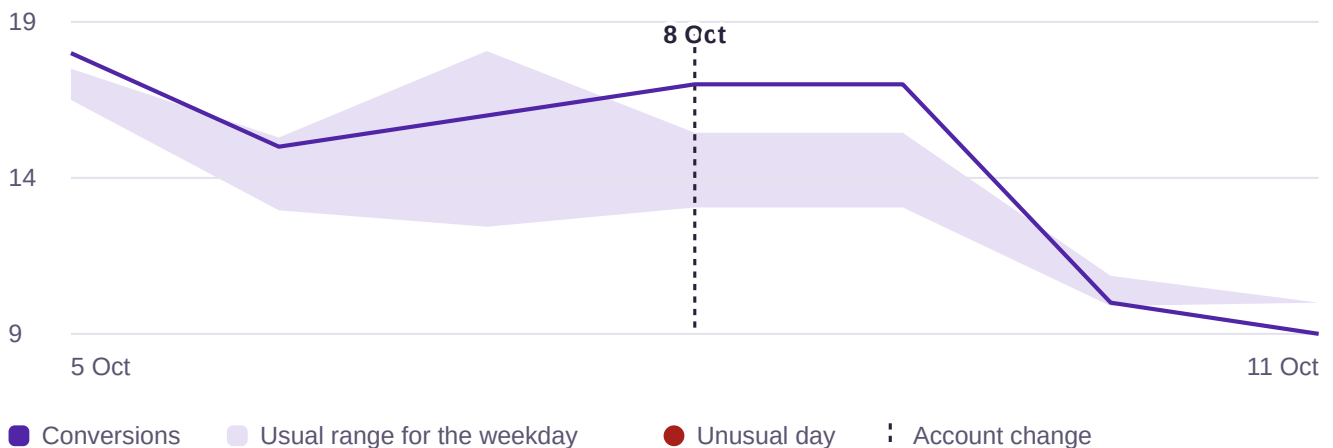
The band shows one standard deviation above and below the weekday average, using up to 8 earlier matching weekdays and requiring at least 4. It describes past variation, not a forecast or confidence interval. A red point marks a larger deviation beyond the alert threshold. Crossing the shaded band alone does not trigger it. A dotted line marks a change in the Ad Account.

Account changes in the last 8 weeks

- 14 September: **Search - Implants**: Daily budget changed from \$140.00 to \$160.00.
There is no clear effect. In the 14 days after the change, against the 14 days before it. Spend \$1,749 (before \$1,724), conversions 22 (before 24), cost per conversion \$79.50 (before \$71.82). The difference is inside the normal variation of this Campaign.
- 4 October: **Search - Emergency**: Bid strategy changed from maximize clicks to maximize conversions.
KeySend checks the result on 20 October.
- 8 October: **Display - Remarketing**: Daily budget changed from \$45.00 to \$20.00.
KeySend checks the result on 24 October.

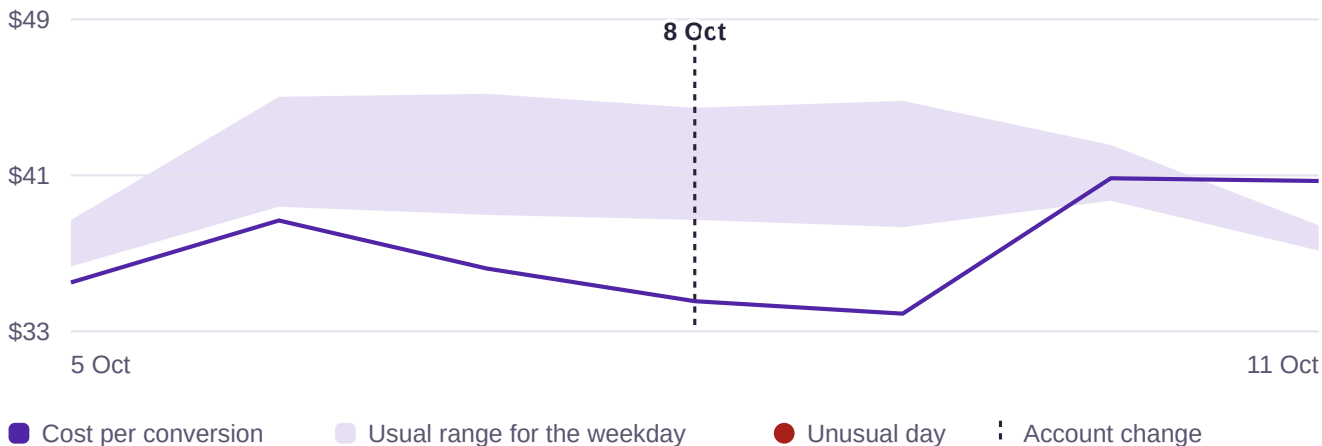
Conversions per day, against its usual range

Conversions had no unusual day in the last 7 days.



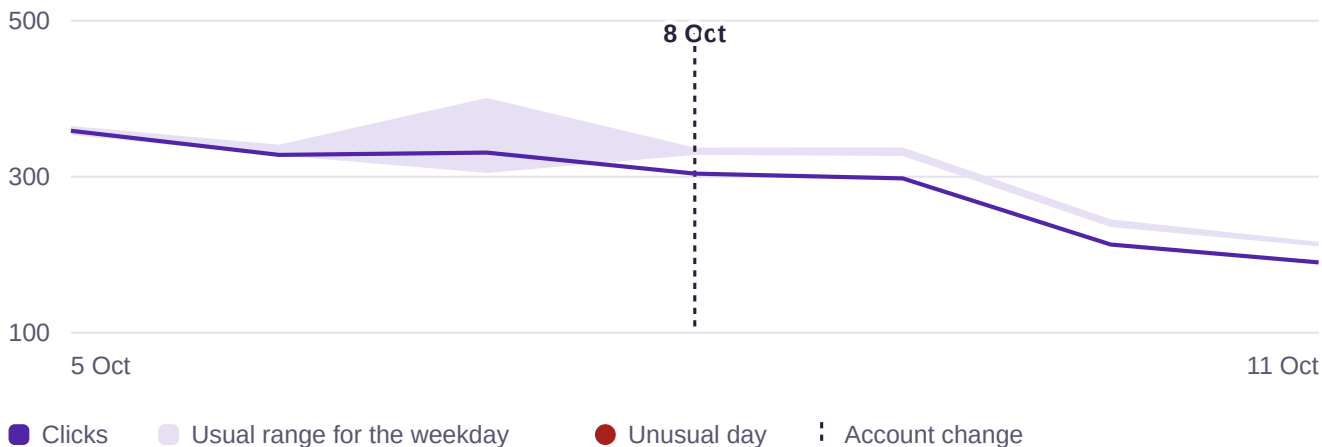
Cost per conversion per day, against its usual range

Cost per conversion had no unusual day in the last 7 days.



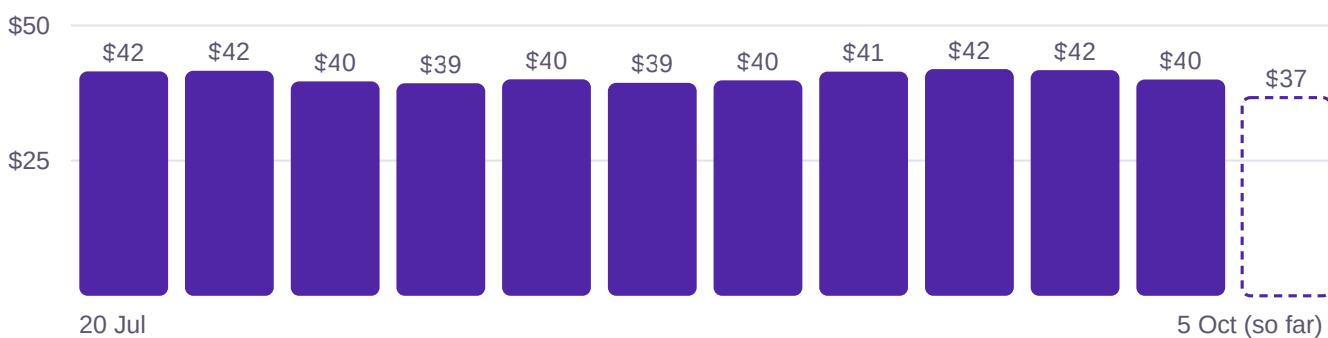
Clicks per day, against its usual range

Clicks had no unusual day in the last 7 days.



Cost per conversion, 12 weeks

Cost per conversion was \$40.02 in the week of 28 Sep. The last week is not complete: conversions can still arrive.

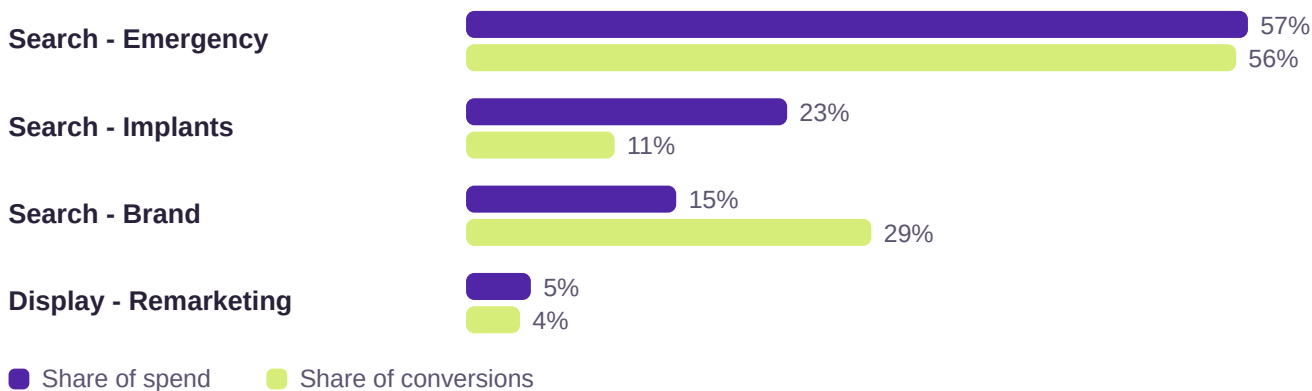


Week not complete

About 9% of conversions arrive more than 2 days after the ad was shown. The newest days are not complete.

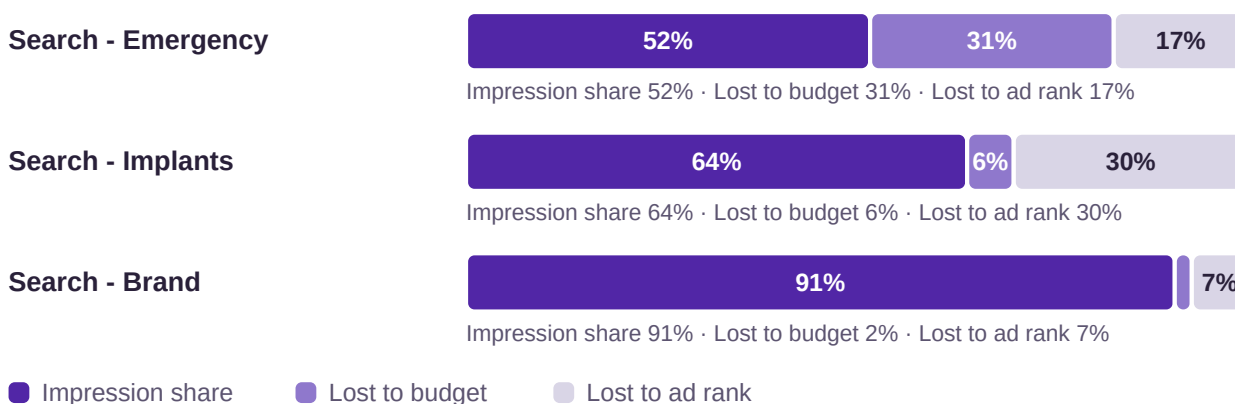
Spend and conversions by Campaign, last 7 days

Search - Implants takes 23% of spend and brings 11% of conversions.



Search impression share, last 7 days

Search - Emergency lost 31% of its estimated eligible Search impressions to budget. That is the largest loss in this chart.



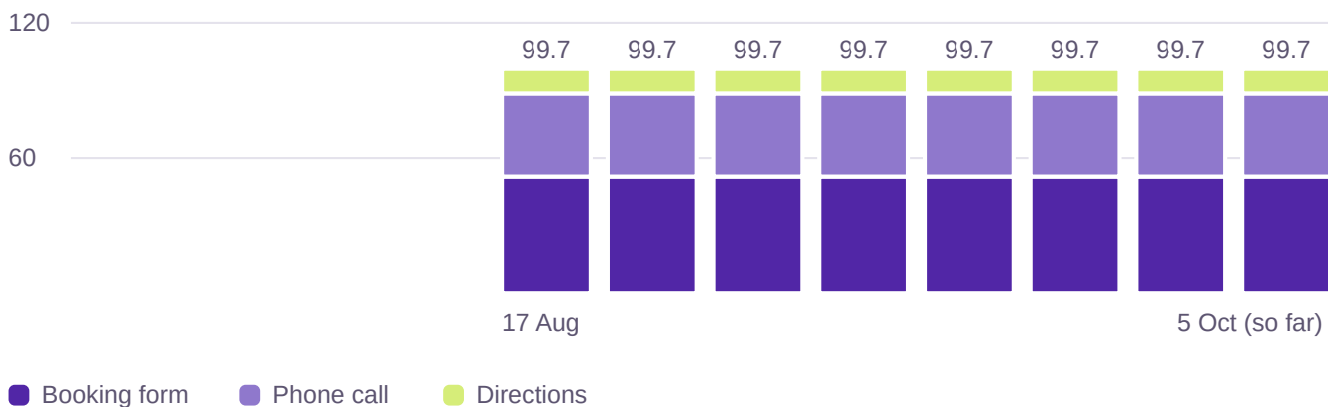
Spend and conversions by device, last 7 days

Mobile takes 66% of spend and brings 64% of conversions.



Conversions by conversion action, 8 weeks

Booking form has 52% of the conversions of the last 8 weeks. The last week is not complete: conversions can still arrive.

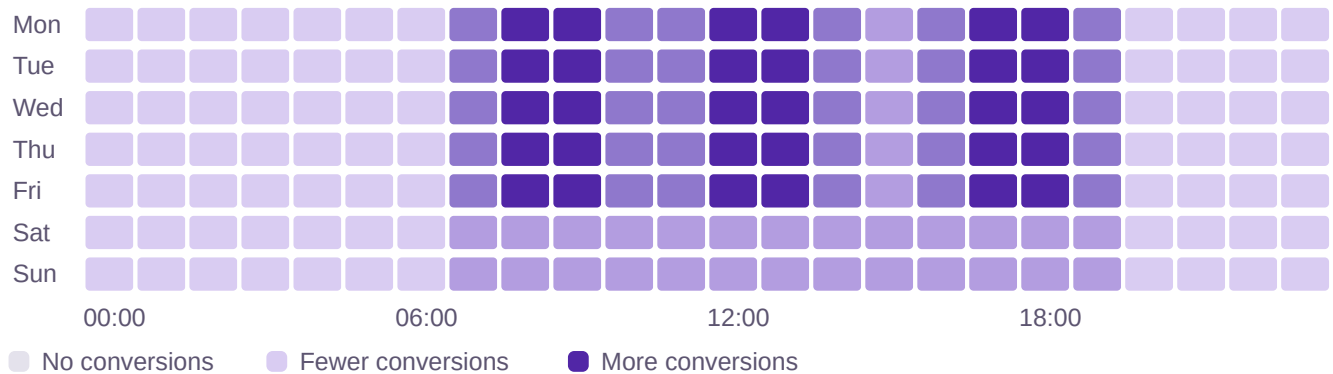


From the Deep check of 11 October

The 30 days before the Deep check. We run a Deep check once a week.

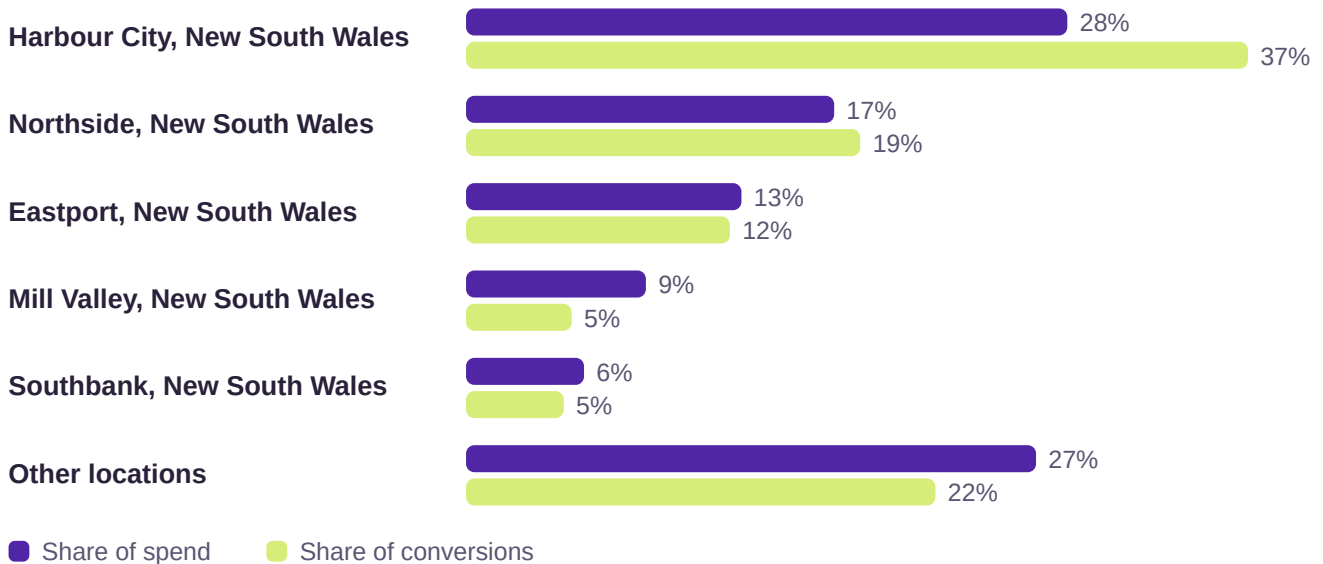
Conversions by hour and weekday, 30 days

Most conversions come between 12:00 and 15:00: 45.7 of 191. 3 blocks of 3 hours have the fewest: 1.6 each. Hours are in the time zone of the Ad Account.



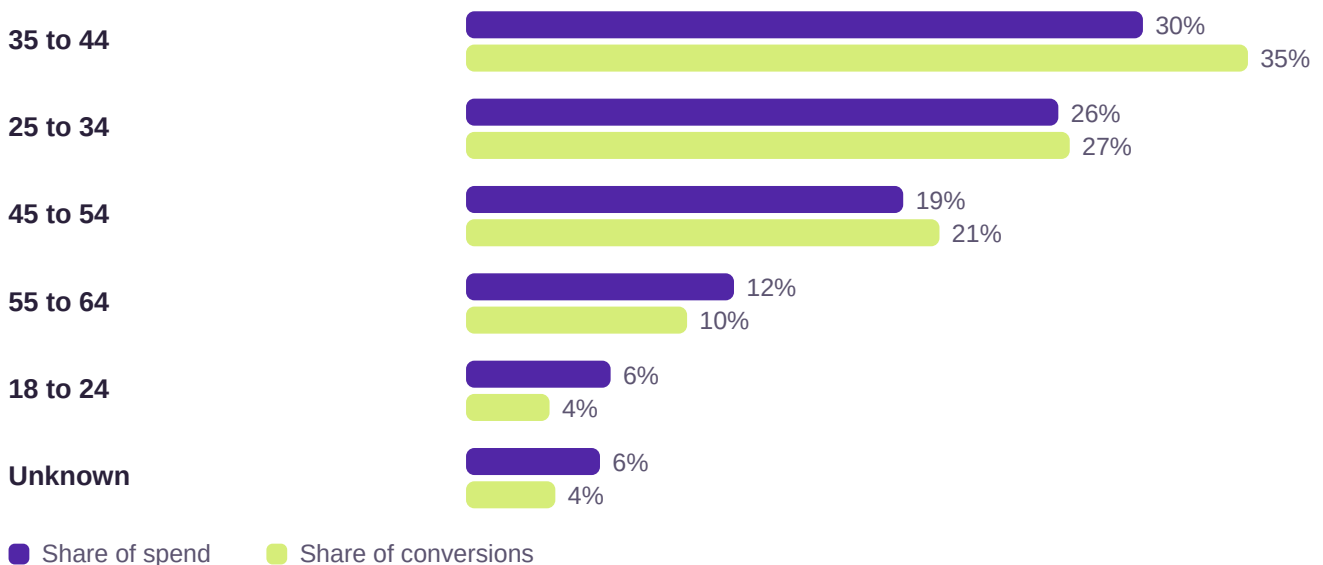
Spend and conversions by location, 30 days

Harbour City, New South Wales takes 28% of spend and brings 37% of conversions.



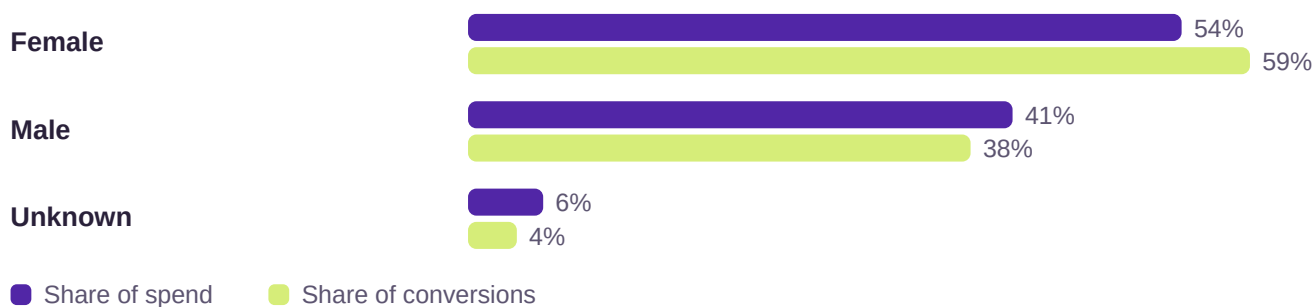
Spend and conversions by age group, 30 days

35 to 44 takes 30% of spend and brings 35% of conversions.



Spend and conversions by gender, 30 days

Female takes 54% of spend and brings 59% of conversions.



Earlier Updates

9 to 11 October	Nothing notable changed.
Thursday 8 October	The daily budget of Display - Remarketing went from \$45 to \$20 today. Spend in the last 7 days was \$3,784.
6 to 7 October	Nothing notable changed.