SAMPLE AUDIT · CLIENT ANONYMIZED

Google Ads & Measurement Audit

Sample deliverable: full account review, findings, 90-day roadmap and forecasts

Prepared for	A DTC consumer-tech hardware brand (EU) — anonymized
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Date	August 10, 2026
Google Ads	Full account review · March 23 – August 10, 2026
Analytics	GA4 · February 10 – August 9, 2026
Merchant Center	Product feed and diagnostics reviewed

This is a real audit delivered to a client in August 2026, anonymized for confidentiality: the brand, products, people, domains and account identifiers have been removed or generalized. Every metric is unchanged.

Currencies: Google Ads figures are in USD (account currency). GA4 revenue figures are in EUR (property currency). Where the two are combined, 1 EUR = 1.16 USD is used (market rate, August 9, 2026).

1 · Executive Summary

First, the good news: the product sells. Over the past six months your site recorded roughly **370 purchases and €193K in tracked revenue**. And a lot of the hard groundwork in this account has already been done well — brand and non-brand are separated, landing pages are genuinely strong, a real negative-keyword list exists, and the offline purchase import you set up is exactly the right move.

The problem: your advertising could not see any of it. Google Ads spent $4,354.84 in this window and, until August 6, could not attribute a single verified purchase to any campaign. The brand's Meta ads show the same picture — ~540 tracked ad sessions, zero attributed purchases. Every budget and bidding decision, on both platforms, was made without knowing what actually converts.

> **Core diagnosis:** this is a **measurement problem first and a media problem second**. 78% of your tracked purchases carry no usable traffic source — they show up as "not set", "direct", or attributed to the Stripe checkout domain. Those sales could have come from Google Ads, Meta ads, community channels, or organic search; right now nobody can tell, and neither can the ad platforms' algorithms.
>
> On top of that, the definition of "a conversion" inside Google Ads changed **ten times in nine weeks** (May 26 – July 27), so no two weeks of reported results mean the same thing. The offline purchase import, Primary since July 27, is already proving itself: the first three attributed paid purchases (€1,647) appeared on August 6–8. My recommendation is simple — complete the measurement foundation first (about a week of work, near-zero media cost), then relaunch. The demand signals in this account absolutely justify it.

$4,354.84 AD SPEND (MAR 23 – AUG 10)	**9,815** CLICKS · 246,441 IMPR.	**2** VERIFIED PURCHASES ATTRIBUTED (OFFLINE IMPORT)	**10×** CONVERSION DEFINITION CHANGES IN 9 WEEKS
~370 / €193K SITE PURCHASES / REVENUE, 6 MO	**78%** PURCHASES WITH NO USABLE SOURCE	**40.7%** INVALID CLICK RATE ON THE PMAX CAMPAIGN	**107 / 114** KEYWORDS GRADED "BELOW AVERAGE" LANDING PAGE EXPERIENCE

The five findings that matter most

- **Purchase attribution breaks at checkout.** The purchase flow passes through Stripe, and traffic moves between several of the brand's domains along the way. By the time a sale is recorded, its origin is usually gone — so Google and Meta both reported zero purchases while the store sold daily. *(Section 3)*
- **The conversion setup never stabilized.** Nine conversion actions exist; primary status rotated between GA4 imports, a website purchase tag, Checkout, and the offline import; for a while soft actions carried hard-coded values (Checkout $100, Shopping Cart $40). Reported "conversions" and "conversion value" from this period mix definitions and overstate real results — only 2 purchases ($1,244.51) are verified paid-attributed. *(Section 3)*
- **A meaningful share of spend bought traffic that could never pay back.** Google itself flagged 40.7% of the PMax campaign's clicks as invalid, and broad-match keywords expanded into generic queries ("newest ai", "ai tools") with no tracked outcome of any kind. *(Section 4)*
- **The account never got a stable feedback loop.** An enormous amount of hands-on work went into this account — 374 changes in 89 days. But with conversion data broken, each change flew blind, and Google's auto-apply feature made it worse by flipping bidding strategies six times in July. Your instinct to revert those changes and switch auto-apply off entirely was right. *(Sections 4–5)*
- **Real, affordable demand exists — with one likely technical brake.** Your ads earn 9.4% CTR on the category's head terms against Amazon and the category's biggest manufacturers; Shopping holds 30% impression share; clicks on the flagship workstation's model-specific queries cost ~$0.40 while the brand sells a €6,100 workstation. The brake: Google grades 107 of 114 keywords "below average" on landing page experience even though visitors engage superbly — which points at page speed rather than content, and it quietly raises every CPC you pay. *(Sections 6–9)*

What I recommend, in one paragraph

Fix measurement first — referral exclusions, cross-domain tagging, one stable primary conversion, enhanced conversions, GA4 cleanup. About a week of work, near-zero media cost. Then relaunch a consolidated three-campaign core (Brand, one tight non-brand Search, Shopping) at $50–100/day, and let four weeks of clean data replace guesswork. After 15–30 tracked purchases: conversion-based bidding, properly-sized retargeting, and a dedicated campaign for the €6,100 workstation. Forecast scenarios for $1.5K–6K/month are in Section 11 — and I'd rather calibrate against real attributed numbers in month one than promise you a ROAS today.

2 · Audit Scorecard

Scored against my 167-point ecommerce audit framework — six sections, weighted by impact. Points are awarded only where the account demonstrably meets the standard in the data I reviewed.

Section	Score	Max	%	Biggest gap
1 · Foundation & tracking	17	40	43%	Purchase attribution, conversion stability, enhanced conversions
2 · Campaign strategy	19	32	59%	No conversion-based bidding; PMax brand exclusions
3 · Keywords & targeting	12	25	48%	Broad match on click bidding; brand terms not fenced off
4 · Ad copy & assets	15	25	60%	Single ad per ad group; no image assets
5 · Landing pages & CRO	15	25	60%	Google grades LP experience below average on 94% of keywords
6 · Audiences & remarketing	4	20	20%	Lists too small to serve; no Customer Match; no exclusions
Total	**82**	**167**	**49%**	

49%

Rating: Poor band (45–59%) — significant issues, sitting just above the critical threshold.
For context, the bands are: 90–100% elite, 75–89% good, 60–74% average, 45–59% poor, below 45% critical. The score is dominated by the measurement failure (Section 1) and the empty audience layer (Section 6). The positive outliers — landing pages, ad group theming, brand/non-brand separation, a real negative-keyword list, and a solid sitelink/callout library — mean the rebuild starts from a much better base than most accounts in this band.

Current account state (August 10, 2026)

Campaign	Type	Status	Budget	Bidding	Spend*	Clicks	CTR
Shopping (Standard)	Shopping	ENABLED	$50/day	Manual CPC	$228.86	349	1.46%
Search – Brand	Search	ENABLED	$10/day	Max. clicks ($3 cap)	$218.90	160	4.33%
US – Category Head Terms	Search	Paused	$200/day	Max. clicks ($5 cap)	$2,547.60	2,067	9.37%
US Test – Jul 2026	Search	Paused	$100/day	Max. clicks ($4 cap)	$449.98	245	5.71%
PMax	PMax	Paused	$100/day	Max. conversions	$331.15	6,590	3.58%
Search – Non-brand	Search	Paused	$33/day	Max. clicks ($4 cap)	$247.66	187	5.56%
US – Niche Theme A	Search	Paused	$30/day	Max. clicks ($2.25 cap)	$153.54	62	3.27%
Search – Non-brand v2	Search	Paused	$15/day	Max. clicks ($1.50 cap)	$115.55	127	7.72%
US – Product Theme B	Search	Paused	$5/day	Max. conversions	$41.87	18	1.33%
US – Comparison / Education	Search	Paused	$10/day	Max. clicks ($1.75 cap)	$18.62	10	3.13%
Retargeting — Display	Display	Paused	$10/day	Manual CPC	$0.00	0	—

*Spend for March 23 – August 10, 2026. Active daily budget today: $60/day across the two enabled campaigns. Bid caps as configured in campaign settings.

3 · Measurement & Attribution — the core problem

3.1 · 78% of purchases have no usable traffic source CRITICAL

Evidence Of ~370 GA4 transactions in six months, 242 are attributed to source "(not set)", 23 to "(direct)", and 22 to the Stripe checkout domains (checkout.stripe.com / buy.stripe.com appearing as referrals) — together ~78%. The corresponding landing page for 251 of them is also "(not set)".

Why The purchase flow leaves the site for Stripe and returns, and traffic also moves between several of the brand's domains on the way to checkout. Each hop is a chance for the session to break and the sale to lose its origin. The exact combination is worth confirming hands-on, but the symptom is unambiguous in the data.

Impact This is channel-blind: those unattributed sales could belong to Google Ads, to the brand's Meta ads (which ran March–July and also show zero attributed purchases against ~540 tracked ad sessions), to community channels, or to organic. Neither you nor the platforms' bidding algorithms ever learned which clicks turn into buyers.

Fix Add the Stripe domains to GA4's "List unwanted referrals"; set up cross-domain measurement across all of the brand's domains; standardize ad final URLs on the primary domain. Then verify with a test purchase that source/medium survives checkout end to end.

3.2 · "A conversion" was redefined ten times in nine weeks CRITICAL

Evidence The account's change history shows the primary-conversion configuration touched on May 26, May 28 (twice), June 2, July 3, July 6, July 7, July 8, July 21, July 26 and July 27. Primary status rotated between GA4 purchase imports, a website purchase tag (created June 2), "Checkout" (made Primary July 7), and the offline import (created May 28, Primary from July 6, demoted July 26, Primary again July 27). On July 8, soft actions were given hard-coded values — Checkout $100, Shopping Cart $40, email capture $25 — which flowed into reported conversion value. Campaigns also carry different conversion-goal settings: some count "Purchase + Signup", the July US Test campaign counted **Begin checkout only**, and the rest follow account defaults.

Impact The interface's "26 conversions" and "$35,933 All conv. value" mix incomparable definitions and hard-coded proxy values. The only verified paid-attributed purchases are the offline import's 2 ($1,244.51). Historical CPA and ROAS figures from this account shouldn't be used for planning.

Fix Freeze the configuration: offline import as the only Primary (90-day click window); add-to-cart, checkout, sign-up and email capture as Secondary with no hard-coded values; archive the dead purchase actions; align all campaigns on the same conversion goal. From that day forward, every report means the same thing.

3.3 · The offline import works — build on it WORKING

Evidence Since being set Primary on July 27, the first paid-attributed purchases in the account's history appear on August 6–8: three transactions, €1,647, all credited to Search – Brand in GA4, matching the offline import's 2 counted conversions ($1,244.51) in Google Ads.

Fix Two additions: (1) Enhanced Conversions for web — you already capture checkout emails; hashing and sending that with the purchase recovers cross-device and browser-restricted attribution. (2) Make sure the click-ID pipeline keeps the gclid for the full research cycle (90 days), not just the session.

3.4 · GA4 hygiene: test data and mixed signals HIGH

Evidence An internal test source recorded 2 transactions (€1.10) in production data, and tracking-diagnostic events are mixed into the property. Some non-product pages register view_item events, which muddies the product funnel. begin_checkout (3,123) exceeds add_to_cart (1,630) — consistent with a buy-now modal flow, fine in itself, but funnel reports need the modal events taken into account to read correctly.

Fix Define internal/test traffic filters; limit view_item to real product pages; document the checkout funnel events so everyone reads the same funnel. Keep diagnostic events out of key-event lists.

3.5 · Consent Mode v2 — worth a 5-minute verification HIGH

Evidence Campaigns target 21 countries including most of the EU, and a consent banner is live on the site. Whether the Google tags receive proper Consent Mode v2 signals (ad_storage / ad_user_data) is something I could not confirm from the data available to me.

Impact If Consent Mode v2 isn't passing signals correctly, EU conversions are silently dropped from reporting and audience building is restricted — compounding the attribution gap exactly where roughly a third of your revenue originates.

Fix Check the CMP's Consent Mode signals in Tag Assistant; confirm conversion modeling is active. Five minutes, potentially meaningful recovered data.

4 · Spend Review — where the $4,355 went

Bucket	Spend	% of total	Verdict
US – Category Head Terms (broad-match discovery on click bidding)	$2,547.60	58.5%	Real audience, but no purchase feedback to steer it
Other non-brand Search tests (5 campaigns)	$1,027.22	23.6%	Sequential tests without stable measurement underneath
Performance Max "PMax"	$331.15	7.6%	Largely invalid traffic — see 4.1
Shopping (restarted Jul 31)	$228.86	5.3%	Budget spread across 21 countries — see 6.2
Brand defense	$218.90	5.0%	Correct concept, now measurable

4.1 · The PMax campaign bought clicks of very low quality CRITICAL

Evidence The PMax campaign: $331.15 for 6,590 clicks at $0.05 average CPC and 183,905 impressions. Google itself flagged **40.72% of those clicks as invalid** (4,527 clicks) yet credited back only $7.10. GA4 shows only ~250 sessions attributed to this campaign — even allowing generously for attribution loss, a $0.05 CPC on cross-network placements is the signature of low-quality display/app inventory. To its credit, the campaign has search themes configured (a good touch) — but with Maximize Conversions pointed at broken conversion data, the algorithm simply chased the cheapest clicks available.

Fix Keep it paused. If PMax is ever retested, it should be feed-only (Shopping inventory), with brand exclusions, after purchase tracking has proven itself for a full quarter. Don't reuse this campaign shell.

4.2 · Broad match drifted into generic-AI territory HIGH

Evidence The four broad-match keywords in US – Category Head Terms consumed $1,583 — 62% of that campaign — and expanded into broad category-word queries with no purchase intent — "newest […]", "best […] tools" style terms, and even a bare single generic word ($12.29 for 3 clicks). Twenty-two such terms each spent $10+ with no tracked outcome of any kind ($471.91 together). One honest caveat: with conversion tracking broken during this period, "no tracked outcome" is not absolute proof a term never converted. The existing 85-term negative list is genuinely useful (forum, what is, jobs, free download…) but was built against informational junk, not this generic-AI drift.

Fix I would not mass-exclude these terms today — with tracking broken, that risks cutting terms that quietly worked. Instead: relaunch on phrase/exact so the drift can't happen, let 4–8 weeks of attributed data accumulate, and then extend the negative list based on evidence. A 30-minute weekly search-terms pass keeps it honest.

4.3 · The account never got a stable feedback loop HIGH

Evidence A huge amount of hands-on work went into this account — 374 changes in 89 days, nearly all by the founding team. The difficulty is that each change was made without reliable conversion data underneath, and Google's automation added noise on top: auto-apply switched bidding to Maximize Conversions on July 13, 17 (three campaigns at once) and 24 (twice more), and the change history shows manual reversions on July 21, 26 and August 1 — a month of fighting the machine. Switching all auto-apply off on July 26 was the right call. The July test campaign also ran with three expansion mechanisms stacked (AI Max, Final URL expansion, Display Network), and mobile bid modifiers vary between +25% and −40% across campaigns.

Fix Give the account one stable configuration and four undisturbed weeks: 3 core campaigns (Section 10), auto-apply off, expansions off, one deliberate device policy. Once clean data flows, changes become decisions instead of guesses — and far fewer of them will be needed.

> **What was already right:** pausing the PMax campaign, switching off auto-apply, keeping brand in its own campaign, CPC ceilings on every campaign, a real negative-keyword list, search themes on PMax, dedicated landing pages per theme, and the offline purchase import. Several of the hardest calls were made correctly before I ever looked at this account.

5 · Campaign Structure & Bidding

5.1 · No conversion-based bidding anywhere active HIGH

Evidence Both enabled campaigns run click-based bidding: Shopping on Manual CPC, Brand on Maximize Clicks with a sensible $3 cap. Historically 8 of 11 campaigns ran Maximize Clicks. Click bidding optimizes for cheap clicks, not buyers — it is the correct temporary choice *only while* conversion data is being rebuilt, and to be fair, that is exactly the situation this account has been in.

Fix Keep click bidding with the existing CPC ceilings through the calibration month. At 15–30 tracked purchases, move non-brand Search and Shopping to Maximize Conversions, then tROAS once 30-day conversion counts support it. Never move bidding and budget in the same week.

5.2 · Brand and non-brand are separated — but not fenced WORKING

Evidence A dedicated Brand campaign (22 keywords across the brand's name variants) exists and is live. Brand average CPC is $1.37 — competitors bid on your name (auction insights show two well-known tech brands overlapping the brand-name auctions). $10/day is adequate for now.

Gap No brand negatives exist anywhere, so the brand's own name terms ($128.64 combined) leaked into non-brand campaigns, where they inflate apparent non-brand performance and pay non-brand CPCs. Adding a brand negative list to every non-brand campaign is a safe, immediate fix — unlike 4.2, this one carries no risk.

5.3 · Geo settings leak and the budget doesn't match the map MEDIUM

Evidence Three campaigns target "Presence or Area of interest" instead of Presence-only — paying for people merely researching your markets. Shopping spreads its budget across 21 countries: the US received just $62.21 of its $229.98, with the remainder scattered in $3–15 slices across 19 other countries, none reaching learnable volume. Meanwhile the revenue map is unambiguous: US 10,012 sessions / €28.4K tracked revenue, then Germany, Spain, UK, Australia, Sweden. India (606 sessions, 0 purchases), Poland, Brazil and Saudi Arabia produce sessions but no tracked purchases.

Fix Presence-only everywhere. Relaunch tiers: Tier 1 US; Tier 2 DE/UK/ES/AU/NL/SE/AT/SG. One campaign per tier once budget allows, not 21 countries in one pot.

5.4 · Campaign conversion-goal settings fragment reporting MEDIUM

Evidence Campaigns count different things as "a conversion": Brand, US – Category Head Terms and Shopping count "Purchase + Signup"; US Test – Jul 2026 counted **Begin checkout only** — so its reported conversions are checkout starts, not sales; the remaining five campaigns follow account defaults, which themselves changed ten times (3.2). GA4 shows 0 transactions from every non-brand campaign in the window, while ~90% engagement rates confirm the traffic was real people.

Fix After the conversion cleanup, remove all campaign-level goal overrides so "Conversions" means the same purchase everywhere. Until then, treat historical CPA and conversion-rate columns as unreliable.

6 · Shopping & Merchant Center

> **Feed health:** the Merchant Center product data shows both products approved and clean — no disapprovals, prices and availability present, correct product category. This is a good base; the notes below are about how campaigns use the feed, not about compliance.

6.1 · Product-group bids don't match product economics MEDIUM

Evidence The Shopping campaign is properly subdivided by item — a good structure. But the bids run opposite to the economics: the €549 core product bids $1.20 while the **€6,100 workstation bids $0.30** — a level that keeps it effectively out of the auction. The workstation has 67 add-to-carts sitewide in six months; there is real interest that Shopping never competes for.

Fix Keep the per-item structure, but set bids by unit economics: a product with ~11× the ticket can justify multiples of the core product's bid, not a quarter of it. Start the workstation at $1.50–2.00 and calibrate against attributed data.

6.2 · Shopping restarted Jul 31: eligible, but budget is scattered MEDIUM

Evidence $100/day at restart, halved to $50/day on August 7; Manual CPC ($0.66 avg); the interface flags impressions down 65.8% week-over-week. Window totals: 349 clicks, 1.46% CTR, 23,915 impressions, 0 attributed purchases (pre-import). The budget fragments across 21 countries (see 5.3). Auction insights put your Shopping impression share at 30.0% — ahead of a major manufacturer (24.3%), eBay (14.3%) and Best Buy (13.7%) in the niche auctions — so the shelf position is winnable when the budget concentrates.

Fix Concentrate geo per 5.3, keep the per-item bids with the Workstation raised, and review Search-partner performance separately. Once purchases flow through the offline import, this becomes the account's measurable workhorse.

6.3 · GTIN posture LOW

Evidence Both items declare identifier_exists = no while carrying brand + MPN. For self-manufactured hardware without GTINs this is acceptable, but the combination can limit eligibility for some surfaces and comparison placements.

Fix If you acquire GTINs for retail distribution later, add them; until then leave as is — awareness only, no action needed.

7 · Ads, Assets & Landing Pages

7.1 · Asset library is real but incomplete MEDIUM

Evidence A genuine asset library exists: 16 distinct sitelinks (store, FAQ, comparison, setup and shipping pages), 10 callouts (one-time pricing, spec highlights, shipping promises), and a structured snippet — enabled and serving, with sitelink lines earning up to 15% interaction rates. Missing entirely: image assets, price assets, and promotion assets.

Fix Add image assets from product photography (the largest visual CTR lever still on the table), a price asset for the two products, and a promotion asset whenever a launch or discount runs. The existing sitelink/callout set is good — keep it.

7.2 · Quality Score points at the page experience grade, not the ads HIGH

Evidence Keyword-level Quality Score data covers 114 keywords: **107 are graded "Below average" on landing page experience** (62 keywords sit at QS ≤ 4). Ad relevance is fine and expected CTR mid-pack — the LP-experience component is what drags QS, and QS quietly sets the price of every click. The interesting tension: visitors love these pages (6–24% bounce). When users engage but Google's grader disagrees, the usual culprits are load speed / Core Web Vitals or mobile rendering — not content.

Fix Run PageSpeed Insights on the four paid landing pages; fix what fails; re-check the grade after 2–3 weeks of serving. Every recovered QS point is a direct CPC discount on the relaunch.

7.3 · Ad copy is on-message; coverage is thin MEDIUM

Evidence The ads use full 15-headline sets with keyword-matched, benefit-led lines — genuinely good copy. But it's one ad per ad group everywhere, so nothing is ever A/B tested, some ads have pointed to secondary domains rather than the primary one, and UTM conventions vary between ads.

Fix Add a second ad per surviving ad group with a different angle (price/proof vs. privacy/control); consolidate final URLs on the primary domain; standardize UTMs.

7.4 · Landing pages are the account's strongest asset WORKING

Evidence Dedicated pages per intent theme with excellent engagement: the four intent-theme pages run 6.6–23.8% bounce, and the comparison hub (1,149 sessions, 17.9% bounce) carries 8 tracked transactions. Paid sessions engage at 86–96% on these pages, and message match between ads and pages is strong.

Gap The €6,100 workstation's page (91 sessions) has no paid traffic strategy despite clear product interest, and the German-language pages (6 transactions) hint at localized paid potential later.

8 · Audiences & Remarketing

8.1 · The audience layer exists on paper, but nothing can serve HIGH

Evidence The Display retargeting campaign (built June 9) targets "All Converters" + "All visitors" — lists that today hold 0–8 and 640–820 users respectively: below or barely at Display's minimum, which is why it has spent $0.00. The largest list, "Google-engaged audiences" (1,650 Search / 1,450 YouTube / 800 Gmail), is marked incompatible with Display. Conversion-based segments (Add to cart, Begin checkout, Purchase, Signup) were created recently and are still populating. No Customer Match upload exists, no observation audiences are attached to Search, and neither purchasers nor the existing-customer portal base are excluded from acquisition targeting.

Fix Build GA4-based audiences and link them (90-day product viewers, cart/checkout abandoners, purchasers-as-exclusion, portal-users-as-exclusion); upload Customer Match from buyer emails; attach everything as observation to Search from day one. Relaunch retargeting only when the abandoner pool exceeds ~1,000 — realistic within 4–6 weeks of relaunch traffic.

9 · Competitive Landscape

Search auction insights (the brand's share 13.9%): Amazon at 10.4%, the category's biggest manufacturers at up to 14.6%, plus two well-known tech brands — the brand is already holding shelf space against the biggest names in the category, at 9%+ CTR on core themes. Shopping (the brand's share 30.0%): a major manufacturer 24.3%, eBay 14.3%, Best Buy 13.7%, a large specialist retailer 12.1%.

Two readings. First, the niche is young enough that a specialist brand can win real impression share. Second, generic terms will always be expensive against these players — the moat is the ownership-first positioning of the product, exactly where CTRs are highest and where the workstation's model-specific queries cost $0.40–0.53 per click in this account. Keyword Planner data confirms the category's generic pool (820K+ searches/month on the head term) is a low-intent ocean best fenced off, while the hardware-intent niches remain affordable.

10 · 90-Day Roadmap

PHASE 0 · WEEK 1 · MEASUREMENT FOUNDATION (NEAR-ZERO MEDIA COST)

Make every future dollar measurable

- GA4: add Stripe domains to unwanted referrals; set up cross-domain measurement across all domains; internal/test traffic filter.
- Google Ads: offline import as the only Primary conversion (90-day click window); everything else Secondary with no hard-coded values; archive dead purchase actions; align all campaigns on the same conversion goal.
- Enable Enhanced Conversions for web using the checkout email you already capture.
- Verify Consent Mode v2 signals in Tag Assistant; confirm conversion modeling is on.
- Standardize all ad final URLs on the primary domain with one UTM convention.
- PageSpeed / Core Web Vitals pass on the four paid landing pages (the Quality Score grade in 7.2 says this is quietly raising CPCs on 94% of keywords).
- Run one end-to-end test purchase and confirm source attribution survives Stripe.

PHASE 1 · WEEKS 2–5 · CONSOLIDATED RELAUNCH AT $50–100/DAY

Three campaigns, nothing else

- **Brand** ($10–15/day): as is, plus image assets; brand negative list applied to all non-brand campaigns.
- **Non-brand Search — Core Intent US** ($30–50/day): the proven high-intent cluster only (the category head terms, niche themes and the workstation's model-specific terms), phrase + exact, Maximize Clicks with the existing CPC ceilings, Presence-only targeting, search partners off, expansions off.
- **Shopping** ($20–40/day): geo concentrated on Tier 1–2 purchasing countries, per-item bids kept with the workstation raised from $0.30.
- Weekly 30-minute search-terms review; negative list extended from attributed evidence, not guesses; no structural changes for 4 weeks; auto-apply stays off.
- Audiences attached in observation; Customer Match uploaded; purchasers and existing customers excluded.

PHASE 2 · WEEKS 6–9 · FIRST DATA-DRIVEN UPGRADES

Let attributed purchases drive the next moves

- At 15–30 tracked purchases: move non-brand Search and Shopping to Maximize Conversions (one campaign per week, budgets frozen during learning).
- Launch the **workstation campaign**: dedicated Search ad group on its model-specific terms, own landing page, own economics (one sale = €6,100).
- Relaunch retargeting once the abandoner pool is serveable (checkout abandoners + product viewers, purchasers excluded), $10–15/day.
- Expand Tier-2 geo (DE/UK/ES/AU) as a separate campaign if US CPA holds.

PHASE 3 · WEEKS 10–13 · SCALE WHAT EARNED IT

Budget follows attribution

- tROAS on campaigns with 30+ conversions/30 days; raise budgets 15–20% per step on winners only.
- PMax retest decision: only feed-only, brand-excluded, and only if Search/Shopping attribution has been stable for a full month.
- Quarterly negative-list and geo review; German-language ads test against the /de pages if Tier-2 performs.

11 · Forecasts

Assumptions come from this account's own data, not industry averages:

- Blended CPC $1.00–1.25 on the clean high-intent keyword set (observed range: $0.66 Shopping to $1.30 Search).
- Conversion rate scenarios of 0.5–1.2%, discounted from the sitewide 1.24% because cold paid traffic converts below a blended average.
- Average order value €513 (~$595) from tracked purchases.

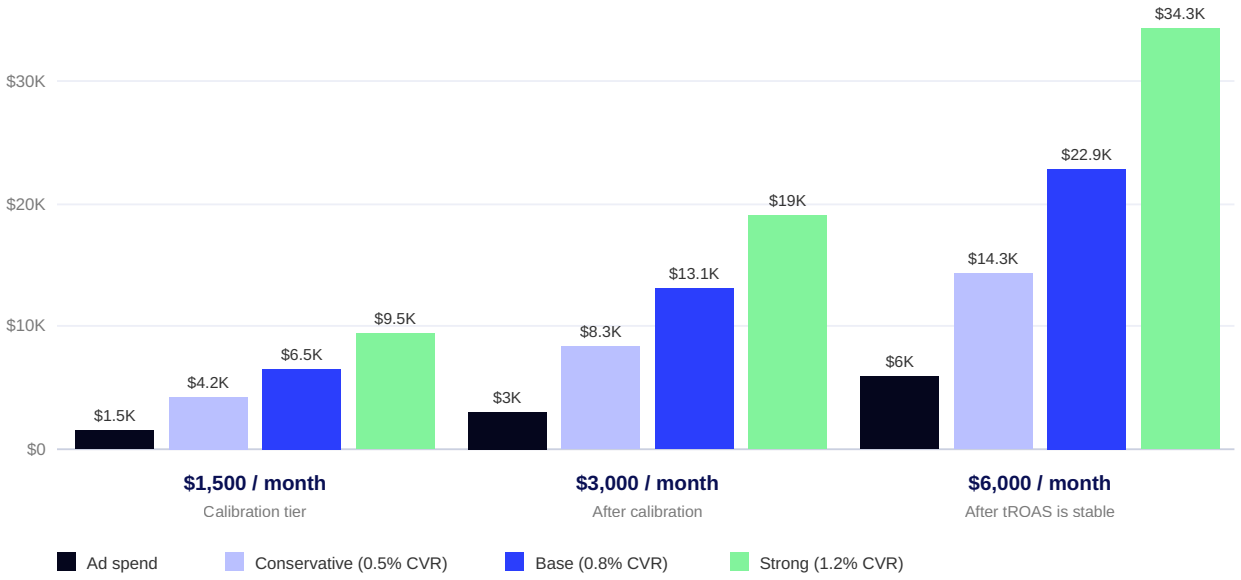
All scenarios assume Phase 0 is complete — with attribution still broken, no spend level is defensible.

Monthly budget	Est. clicks	Scenario	Orders/mo	CPA	Revenue/mo	ROAS
$1,500 (≈$50/day) Calibration tier — month 1–2	~1,350	Conservative (0.5%)	7	$214	~$4,200	2.8
		Base (0.8%)	11	$136	~$6,500	4.3
		Strong (1.2%)	16	$94	~$9,500	6.3
$3,000 (≈$100/day) After calibration, month 2–3	~2,700	Conservative (0.5%)	14	$214	~$8,300	2.8
		Base (0.8%)	22	$136	~$13,100	4.4

		Strong (1.2%)	32	$94	~$19,000	6.3
$6,000 (≈$200/day) Only after tROAS is stable; CPC creep of ~15% assumed	~4,800	Conservative (0.5%)	24	$250	~$14,300	2.4
		Base (0.8%)	38	$156	~$22,900	3.8
		Strong (1.2%)	58	$104	~$34,300	5.7

Orders and revenue rounded; revenue = orders × $595 AOV; ROAS = revenue ÷ spend. These are planning ranges, not commitments — month 1 exists precisely to replace these assumptions with your own attributed numbers.

Projected monthly revenue vs. ad spend, by scenario



Projected monthly revenue by scenario (bars) against ad spend (dark bar), from the table above. The gap between the dark bar and the scenario bars is the return the channel generates at each level.

How to read this against your unit economics

The break-even question is simple: the contribution margin per unit must exceed the CPA. In the base scenarios CPA lands at $136–156; in strong scenarios, $94–104. Whether that is profitable on the €549 unit is a margin question only the brand can answer precisely.

Two structural levers improve the math regardless:

- **The workstation.** At €6,100 per sale, even one attributed sale per month at the observed $0.40–0.53 clicks on its model-specific queries transforms blended ROAS — and this product has never had a dedicated campaign.
- **Repeat and expansion revenue** from existing customers and future editions, which none of the CPA math above credits.

The honest 90-day expectation

- **Month 1:** spend ~$1,500, expect 7–16 attributed orders. The real deliverable is calibration: your true CPA, true conversion rate, and a clean search-terms baseline — numbers you can plan against.
- **Month 2:** conversion-based bidding + Workstation campaign + retargeting. Target: base-scenario CPA or better on the core product, first attributed workstation sale.
- **Month 3:** scale winners toward $3K/month if base-scenario economics hold. Decision point on Tier-2 geos and a possible PMax retest.

12 · What I Reviewed

Source	Detail
Google Ads account	Full review: campaign performance and settings, keywords and Quality Score, 9,288 search-term rows, auction insights, invalid-traffic data, assets, negative keywords, conversion setup, change history, Audience Manager — March 23 – August 10, 2026
GA4	Six months of website data (February 10 – August 9, 2026): channels, sources, transactions, products, landing pages, countries, full event inventory
Merchant Center	Product feed data, August 10, 2026
Keyword Planner	Search volume and bid-range research for the category
Meta Ad Library	Public record of the brand's Meta ads (March – July 2026), for cross-channel context

Every figure in this document traces to one of these sources. No changes were made to the account during the audit. Where something could not be verified from the available data (Consent Mode v2 signal status, Core Web Vitals scores), I've framed it as a verification step in the roadmap rather than stating it as a finding.

Every audit ends the same way: a 30-minute call where I walk the team through the document, we agree the Phase 0 checklist and owners, and set the relaunch date. If you would like this level of clarity on your own account: **onlinelabs.io/google-ads-management**

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