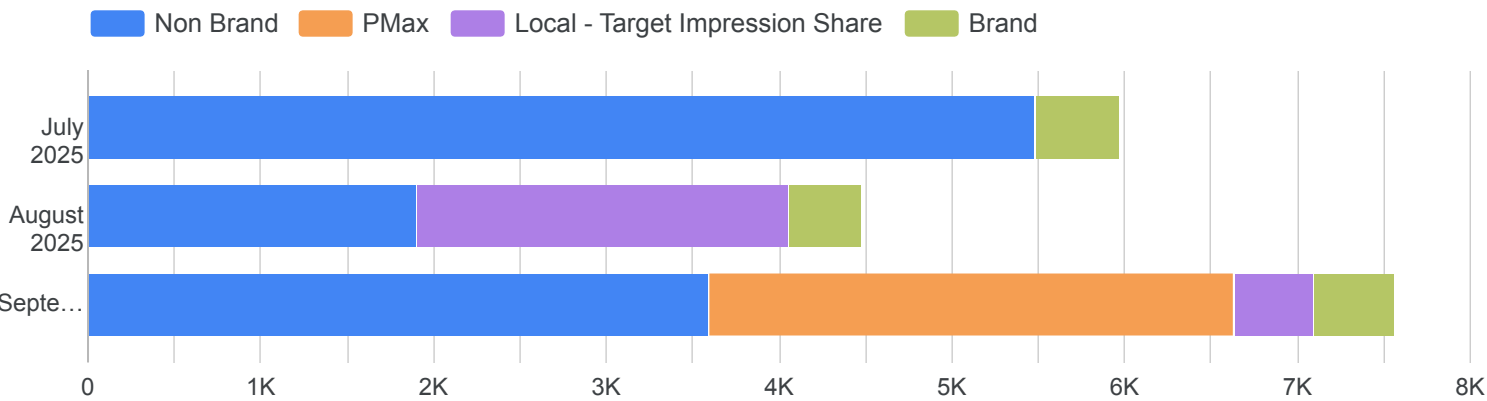




By Justin Brewer

Campaign Performance

Cost by Month and Campaign

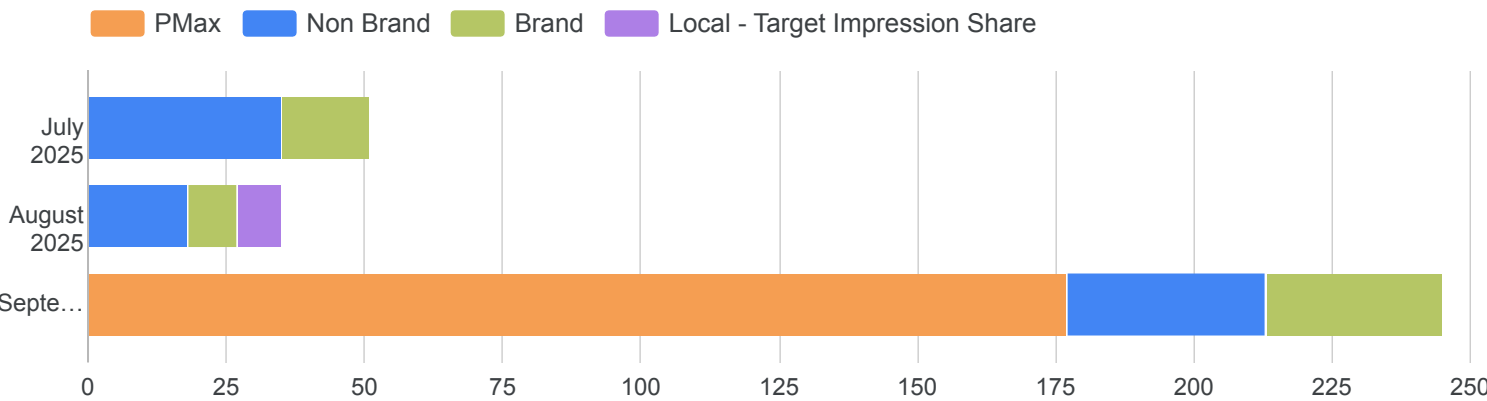


This chart shows a clear shift in spend strategy over time.

July was dominated by **Non Brand**, while September saw a major increase in **PMax** investment, suggesting a pivot toward automated, performance-maximizing campaigns.

August marked a more balanced distribution, likely

Conversions by Month and Campaign

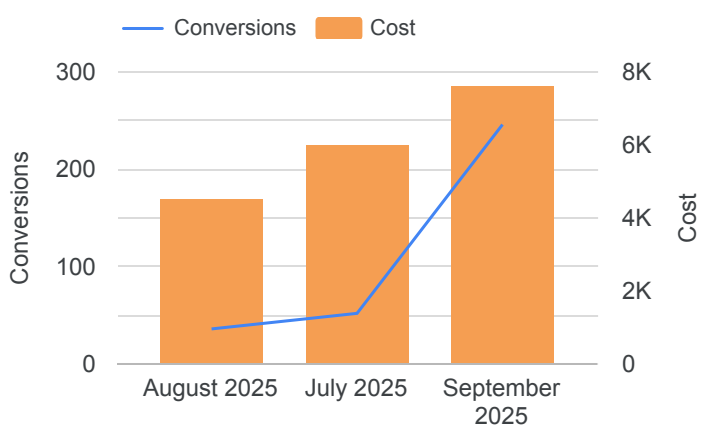


This data reveals **showing testing** campaign contributions in **conversions month-over-month.**

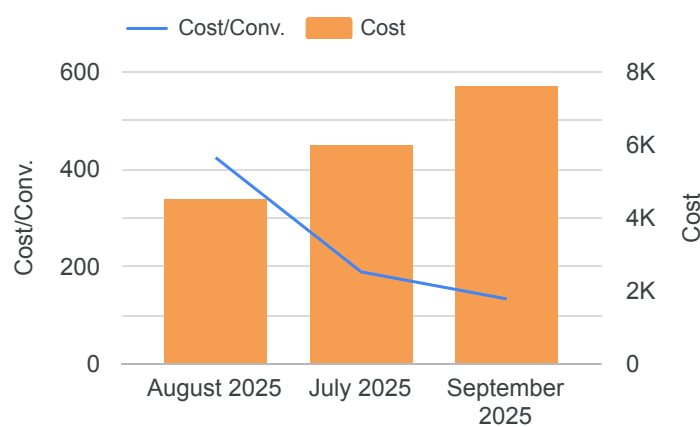
In September, **PMax** emerged as the dominant performer, delivering the **majority of conversions** and validating its increased spend.

Other campaigns like Brand and Non Brand contributed consistently but on a smaller scale, highlighting **PMax’s growing role** in driving results.

Conversions and Cost by Month



Cost/Conv. and Cost by Month



Left Chart – "Conversions and Cost by Month" Conversions (line) and cost (bar) **both increased over time**, with a sharp rise in September 2025. Conversions jumped relative to cost increases, signaling **stronger efficiency.**

Right Chart – "**Cost/Conv.** and Cost by Month" Despite rising spend, Cost per Conversion has **dropped steadily** since August. This shows improved return on ad spend and **better campaign effectiveness.**

Dashboard Pivot table

Campaign / Impr. / Clicks / Conversions / Cost											
		Non Brand				Brand				Loc...	
Search keyw...	Search keyw...	Campaign	Impr.	Clicks	Conversions	Cost	Impr.	Clicks	Conversions	Cost	Ir
"North Park L...	Phrase match	Brand	-	-	-	-	2,033	461	39.98	1,041.15	
"West Las Ve...	Phrase match	Non Brand	3,124	146	22.99	2,321.33	-	-	-	-	
"North Las V...	Phrase match	Non Brand	3,141	214	21.4	2,280.51	-	-	-	-	
"North Park L...	Phrase match	Brand	-	-	-	-	334	94	13.01	257.04	
north vegas ...	Phrase match	Local - Targe...	-	-	-	-	-	-	-	-	2,
"anartments f ...	Phrase match	Non Brand	534	30	7	494.65	-	-	-	-	

The campaign strategy is structured across **four** primary themes:

- **Non-Brand Search** – broad acquisition
- **Brand Search** – capture high-intent users
- **Local – Target Impression Share** – geo-targeted visibility
- **PMax (Performance Max)** – AI-driven reach and automation

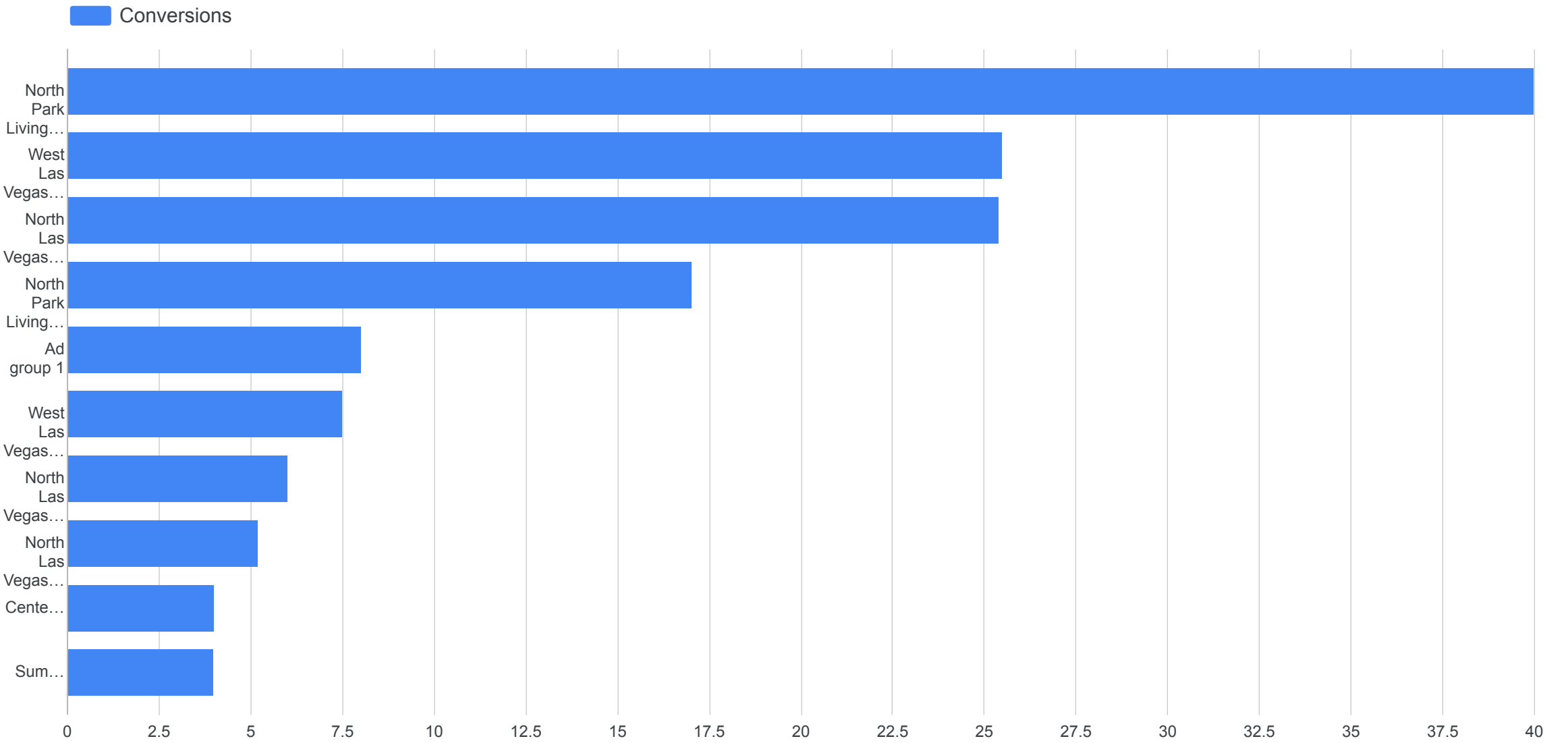
All campaigns are leveraging **Smart Bidding**, with most using Maximize Conversions, enabling **automated bid optimization based on user behavior** and **intent signals**.

Ad Group Performance

Ad Groups MoM

Campaign / Impr. / Clicks / Cost / Conversions											
Non Brand					Brand				Local - Target Impressi...		
Month	Ad group	Impr.	Clicks	Cost	Conversions	Impr.	Clicks	Cost	Conversions	Impr.	Cl
August 2025	Ad group 1	-	-	-	-	-	-	-	-	3,211	
	North Park Li...	-	-	-	-	595	134	324.81	7	-	
	North Las Ve...	1,028	60	517.55	6	-	-	-	-	-	
	North Park Li...	-	-	-	-	146	41	102.78	2.01	-	
	West Las Ve...	843	30	279.92	2	-	-	-	-	-	
	North Las Ve...	233	25	94.11	0	-	-	-	-	-	
	West Las Ve...	315	21	413.2	6	-	-	-	-	-	
	North Las Ve...	195	14	115.04	0	-	-	-	-	-	
	Centennial H...	156	12	110.8	2	-	-	-	-	-	
	Summerlin A...	217	11	35.18	0	-	-	-	-	-	
	North Las Ve...	37	9	15.12	0	-	-	-	-	-	
	North Las Ve...	169	8	88.37	0	-	-	-	-	-	

Conversions by Ad group



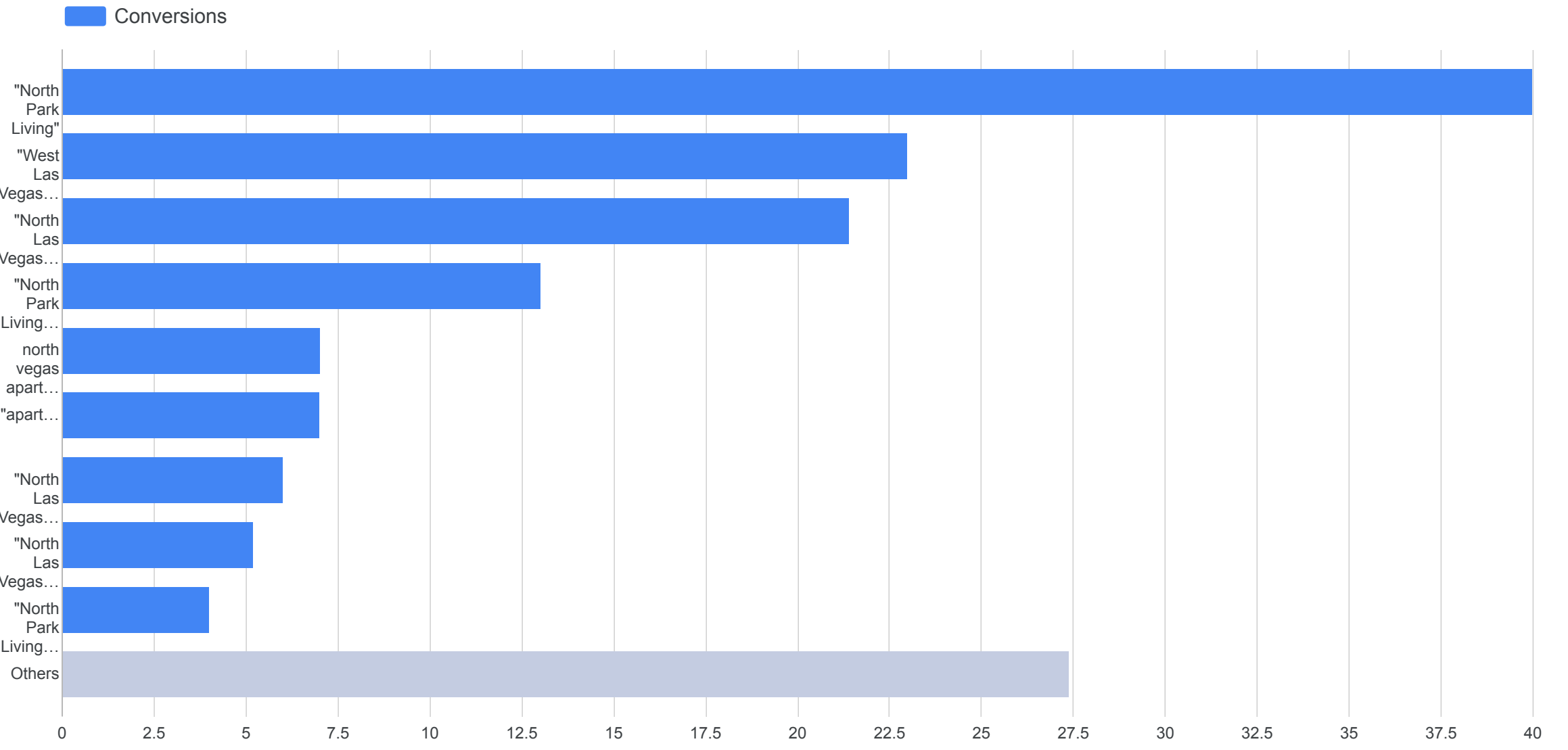
Our pivot view reveals which ad groups gained or lost momentum month-over-month, while the bar chart illustrates the top contributors to overall conversion volume. Notably, **North Park Living** and **West Las Vegas** consistently drive the **highest output**, while others show volatility or **underperformance**; specifically **Summerlin, Centennial Hills and NLV**

Keyword Performance

Keyword Performance MoM

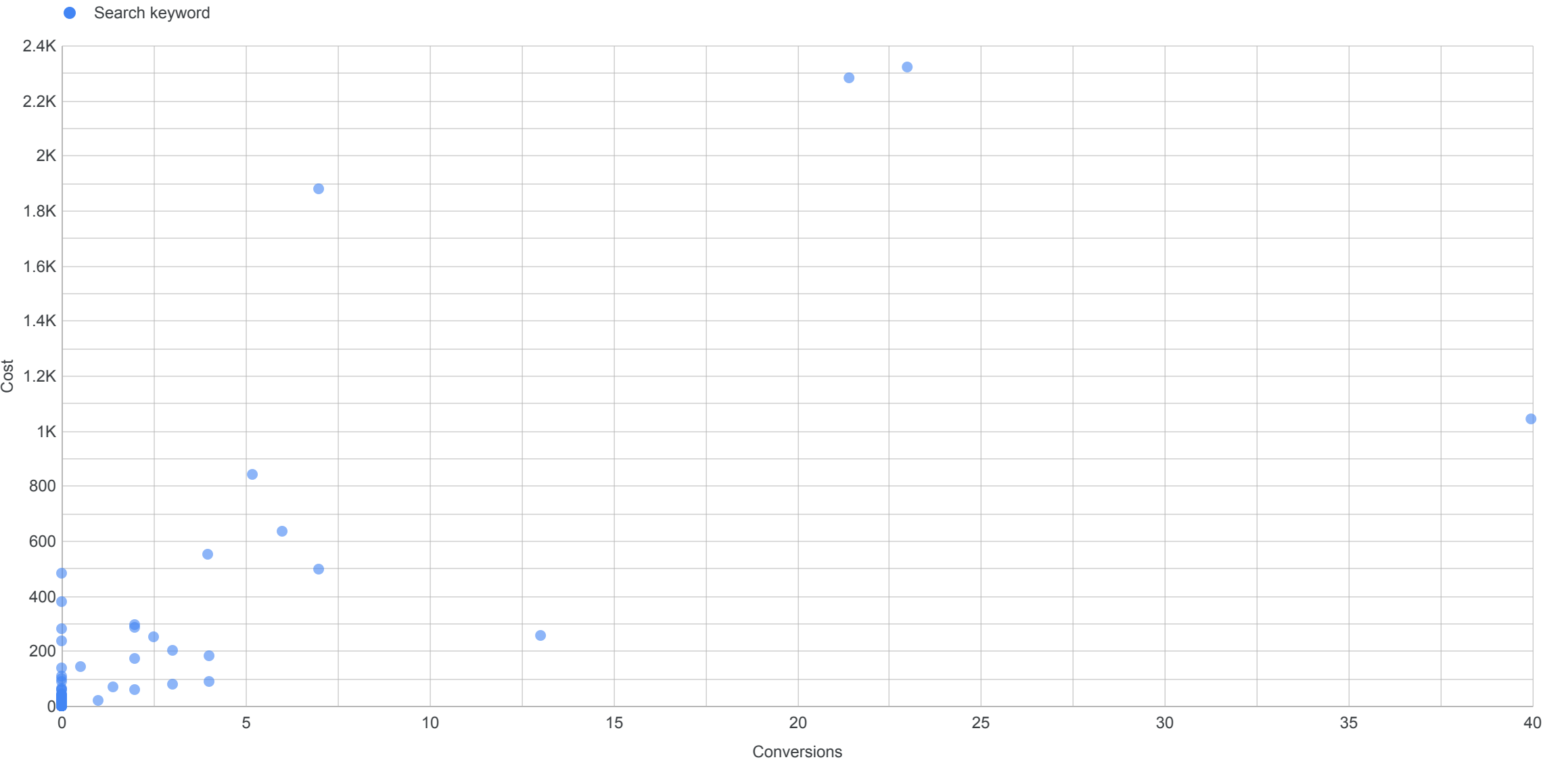
Month / Impr. / Clicks / Cost / Conversions / Cost/Conv.											
August 2025						July 2025		Sep...			
Search keyw...	Impr.	Clicks	Cost	Conversions	Cost/Conv.	Impr.	Clicks	Cost	Conversions	Cost/Conv.	Ir
"North Park ...	595	134	324.81	7	46.4	748	147	407.58	12.01	33.94	
north vegas ...	1,763	262	1,495.68	7.01	213.36	-	-	-	-	-	
"North Las V...	912	57	498.17	6	83.03	1,266	94	1,027.89	6.41	160.36	
"West Las V...	727	23	166.35	0	-	1,302	72	1,430.83	16.99	84.22	1,
"North Las V...	233	25	94.11	0	-	766	70	491.28	0.2	2,456.4	
north lv apart...	1,024	136	453.18	0	-	-	-	-	-	-	
"North Park ...	82	23	70.68	2.01	35.16	123	33	82.58	4	20.65	
"Summerlin ...	135	10	33.54	0	-	521	35	183.67	0	-	
"North Las V...	170	11	102.24	0	-	455	32	252.49	0	-	
"North Las V...	146	8	88.37	0	-	351	23	101.7	2	50.85	
"apartments f...	76	2	6.26	0	-	250	30	197.76	0	-	
"North Park ...	64	18	32.1	0	-	2	1	0.39	0	-	

Top Keywords by Conversion



Our pivot view reveals which ad groups gained or lost momentum month-over-month, while the bar chart illustrates the top contributors to overall conversion volume. Notably, **North Park Living and West Las Vegas** consistently drive the **highest output**, while others show volatility or **underperformance**; specifically **Summerlin, Centennial Hills and NLV**

Distribution of Conversions by Cost



Bonus Points!

This scatter plot maps keyword-level conversions against cost, highlighting performance disparities. Most keywords cluster with low conversions and moderate spend, while a few stand out with high efficiency or disproportionately high costs. These outliers flag strong investment opportunities or potential budget drains

Message Parity

Ad messaging is largely consistent with the campaign structure. For example, localized campaigns like ‘North Las Vegas’ feature matching headlines such as ‘Brand New North Las Vegas Apartments.’ Similarly, branding campaigns reinforce identity with terms like ‘See How Our Apartments Will Make You Feel at Home.’ This alignment suggests intentional targeting, reinforcing user expectations and intent

Ad Report

Campaign

Conversions by description

	Description 1	Description 2	Description 3	Descripti...	Conv... ▾
1.	Our Pristine Community Offers Spacious Apartments ...	Find Unparalleled Convenience And Extensive Ameniti...	Ideally Located To Allow For Easy Access To All The L...	Find Sophis...	37.83
2.	See How Our Apartments Will Make Provide Everythi...	Call To Schedule A Tour Of Our West Las Vegas Apar...	Practical Floor Plans And Elegant Finishes At Apartm...	--	25.49
3.	See How Our Apartments Will Make Provide Everythi...	Call To Schedule A Tour Of Our North Las Vegas Apar...	Practical Floor Plans And Elegant Finishes At Apartm...	--	25.4
4.	Move Into These Beautiful Apartments That Are Conv...	Come & See Why Everyone Is Moving To North Park ...	Bold And Beautiful Apartments For Rent. Visit Us Tod...	Enjoy Our S...	15.02
5.	Brand New North Las Vegas Apartments. Apply Toda...	Brand New Luxury Apartments With Resort-Style Poo...	--	--	8.01
6.	We Have Nothing But The Best Apartment Rentals N...	Check Out More About Your New Apt Community And...	Looking For A New Home? Find A New Apartment Re...	--	6
7.	View Apartment Listings That You'll Love Near North ...	With An Inviting Atmosphere And Floor Plans For Eve...	Browse Our Current Apartment Listings Near North L...	--	5.2
1 - 100 / 367					< >

Conversions by Ad Headlines

Headli...	Headli...	Headli...	Headli...	Headli...	Headli...	Headli...	Headli...	Headli...	Headli...	Headli...	Headli...	Headli...	Headli...	Headli...	Co... ▾
Apartm...	Find Apt...	Spaciou...	North L...	Find Apt...	Come L...	North P...	Call No...	Learn M...	Exclusiv...	Apts At ...	Apt Livi...	--	--	--	37.83
Call Tod...	Rent W...	Schedul...	Best W...	Apartm...	Live In ...	Apartm...	See Mo...	Ask Abo...	Special...	Brand N...	--	--	--	--	25.49
Live In ...	Ask Abo...	Apartm...	Apartm...	Call Tod...	Rent No...	Special...	North L...	Schedul...	See Mo...	Brand N...	--	--	--	--	25.4
North P...	Visit Us ...	Elevate ...	North P...	The Per...	Best No...	Elevate ...	Tour Ou...	North P...	The Per...	Apts At ...	Live No...	Rent Wi...	Discove...	--	15.02
Brand N...	Up to 1...	North P...	--	--	--	--	--	--	--	--	--	--	--	--	8.01
Contact...	Great N...	Special...	Call Tod...	Schedul...	Ask Abo...	Great C...	West La...	Find No...	Brand N...	--	--	--	--	--	6
Special...	See Ou...	Rent Ap...	Ask Abo...	North P...	Unique ...	Schedul...	Best Ap...	Best Ap...	Live In ...	Brand N...	--	--	--	--	5.2
Learn M...	Apt Ren...	Schedul...	North L...	Stunnin...	Find Yo...	Special...	Contact...	Browse ...	Great C...	Explore ...	Brand N...	--	--	--	4
Schedul...	Apt Nea...	Apartm...	Live In ...	Apartm...	Call Tod...	Centen...	See Mo...	Special...	Ask Abo...	Brand N...	--	--	--	--	4
See Mo...	Find Ap...	Live In ...	Best Su...	Summe...	Call Tod...	Ask Abo...	Schedul...	Apartm...	Special...	Brand N...	--	--	--	--	3.99
Discove...	Schedul...	Special...	Apartm...	Great N...	Ask Abo...	Lone M...	Great N...	Call Tod...	Brand N...	--	--	--	--	--	3
Call Tod...	Special...	Ask Abo...	See Mo...	Apartm...	Northrid...	Live In ...	Schedul...	Best No...	Find Ap...	Brand N...	--	--	--	--	3
Come L...	Spaciou...	North L...	Spaciou...	Explore ...	Find Apt...	Apartm...	Apts Wi...	Find A ...	Call To ...	Apts At ...	Find Apt...	Check ...	--	--	2.14
Explore ...	Rent Ap...	Schedul...	Modern ...	Great C...	Special...	Contact...	Discove...	Discove...	Apt Ren...	Call Us ...	Brand N...	--	--	--	2
Explore ...	Rent Ap...	The Rig...	Great A...	Find Apt...	Apts At ...	The Per...	Apartm...	North P...	See Wh...	Check ...	Elevate ...	The Per...	North L...	--	2
Come H...	Great C...	Apts To ...	Special...	Schedul...	Rent Yo...	Find No...	Call Tod...	Find Yo...	Perfect ...	Brand N...	--	--	--	--	2
Rent O...	Ask Abo...	Elegant ...	Schedul...	Modern ...	Rent No...	1 Bedro...	Special...	Apartm...	Call Tod...	Best Ap...	Brand N...	--	--	--	1.99
Special...	Schedul...	Apartm...	Great N...	Great N...	Discove...	West La...	Ask Abo...	Call Tod...	Brand N...	--	--	--	--	--	1.5
1 - 100 / 371															< >

Top performer: The combination starting with “Apartments In North Las Vegas” generated 37.83 conversions, the highest in the dataset.

Common successful themes: Location specificity: “North Las Vegas,” “West Las Vegas” Urgency & action: “Call Today,” “Schedule a Tour,” “Find Apts” Promotions: “10 Weeks Free,” “\$500 GC,” “Specials Available” Repetition of winning phrases across top rows suggests they contribute meaningfully to performance.

Search Term Report

Campaign

Brewer - Media Dash Example Table

	Match type	Search term	Keyword	Cost	Conversions	Impr.	Cost / conv.
1.	Phrase mat...	radiance at grand canyon r...	"north lv apartments"	0	0	1	0
2.	Exact matc...	north park apartments	"North Park Living apartm...	27.55	0	31	0
3.	Exact match	centennial hills luxury apar...	"Centennial Hills luxury ap...	2.57	0	8	0
4.	Phrase mat...	522 n lamb blvd	"West Las Vegas apartme...	13.75	0	4	0
5.	Exact matc...	apartments for rent in nort...	"North Las Vegas apartme...	0	0	7	0
6.	Exact match	apartment summerlin	"apartment Summerlin"	0	0	16	0
7.	Phrase mat...	8600 starboard	"North Las Vegas apts for ...	0	0	1	0
8.	Phrase mat...	reflections apartments las ...	"apartments for rent in Su...	0	0	1	0
9.	Phrase mat...	high line las vegas	"apartments for rent West ...	0	0	1	0
10.	Exact matc...	north las vegas for rent	"North Las Vegas apartme...	0	0	1	0
11.	Phrase mat...	525 e saint louis ave las v...	"apartments for rent in We...	0	0	1	0
12.	Phrase mat...	499 n lamb blvd las vegas ...	"West Las Vegas apartme...	0	0	1	0
13.	Performanc...	4445 diamond head dr las ...	null	0	0	1	0
14.	Performanc...	6655 s eastern ave	null	0	0	2	0
15.	Performanc...	harmon hills	null	0	0	1	0
16.	Performanc...	4640 e vegas valley dr	null	0	0	1	0
17.	Performanc...	asher apartments	null	0	0	1	0
18.	Performanc...	8401 w charleston blvd las...	null	0	0	1	0
19.	Performanc...	canyon club apartments	null	0	0	16	0
20.	Performanc...	5100 e tropicana	null	0	0	1	0
21.	Performanc...	1411 n 23rd st	null	0	0	1	0
22.	Performanc...	1130 alper center drive he...	null	0	0	1	0
23.	Performanc...	oasis apts	null	0	0	1	0
24.	Performanc...	7340 w russell rd	null	0	0	1	0
25.	Performanc...	4145 scott robinson blvd n...	null	0	0	2	0

I would add the following negatives for 0 conversions +X Spend. This was done lacking context of the terms fully.

north park apartments, apartments in north las vegas, new apartments north las vegas, apartments in centennial las vegas, apartments for rent north las vegas, north park apartments las vegas, aliante apartments, blake on 3rd, aliante apartments las vegas, luxury apartments summerlin las vegas, apartments north las vegas, westcliff apartments las vegas, la serena at the parque, luxury apartments north las vegas, residence at tropicana, 3 bedroom apartments summerlin, north park living, 4505 paradise rd las vegas nv 89169, aero townhomes, north las vegas apartments for rent, apartments for rent summerlin, affordable apartments north las vegas, summerlin apartments for rent, alowyn apartments, 1 bedroom apartments north las vegas, apartments in centennial hills, 3776 howard hughes pkwy las vegas nv 89169, new apartments summerlin, north las vegas apartments, koala apartments.

I would add these as positive keywords to the portfolio as they are high intent, converters and efficient:

north park living, north park living apartments, allanza at the lakes, levante at valley vista, quarter north, tiffany place apartments, apartments north las vegas, fifty 101 apartments, xander 3900, tamarus park apartments, the layne at peccole ranch, sundance village apartments, joshua hills luxury apartments, envi 2900, vintage at the lakes, torreyana apartment homes, donna louise apartments, skye ridge, citi lights apartments, 4145 scott robinson blvd, north park apartments las vegas, brookstone apartments, showboat apartments, apartments centennial hills, trend apartments, lofts at 7100, summerhill pointe apartments, mountain gate apartments, 7400 pirates cove rd las vegas nv 89145, tropicana village apartments.

Recommended Keyword Match Type Adjustments:

"North Las Vegas apartment listings" Current: Exact Match (Close Variant) Recommended: Exact Match Cost/Conversion: \$87.81 "North Las Vegas apartments" Current: Phrase Match (Close Variant) Recommended: Switch to Exact Match Cost/Conversion: \$178.06 "North Las Vegas apts for rent" Current: Phrase Match (Close Variant) Recommended: Switch to Exact Match Cost/Conversion: \$20.51 "North Park Living apartment" Current: Phrase Match (Close Variant) Recommended: Switch to Exact Match Cost/Conversion: \$1,308.00 "North Park Living apartments" Current: Exact Match (Close Variant) Recommended: Exact Match Cost/Conversion: \$12.27

Potential Factors for Low Quality Clicks:

Navigational Queries for Irrelevant Brands or Locations Example: shade apartments These may reference unrelated apartment communities or branded locations not under your portfolio.

Photo or Gallery-Related Searches Example: north park living photos Users searching for photos are likely browsing, not ready to convert — especially if they click image extensions.

Generic Terms Without Intent Terms like cheap apartments, rent near me, or apartment pictures (if present) often yield clicks without strong conversion intent. Hyperlocal or Address-Specific Queries E.g., 7100 Grand Montecito Pkwy These may be mis-targeted clicks unless you explicitly serve that location.

Overly Broad Match Trigger Terms If broad/phrase match pulls in things like how to rent or what is apartment living like, you’re likely seeing curiosity clicks, not leads.

All Level Audit

Campaign Scope Audit

Month	Impr.	Clicks	Cost	Conversions	Search impr. share	Search lost IS (b...	Search lost IS (ra...	Campaign bid str...
July 2025	8,702	769	5,971.14	51.01	1.18	16.29%	0.49	1
August 2025	7,699	875	4,482.18	35.01	1.1	26.22%	0.73	2
September 2...	34,138	1,546	7,564.08	244.98	1.18	29.99%	1.22	2
Grand total	50,539	3,190	18,017.4	331	3.46	32.35%	2.44	2

Keyword & Ad Group Scope Audit

id	Impr.	Clicks	Cost	Conversions	Ad group	Search keyword
July 2025	8,702	769	5,971.14	51.01	48	123
August 2025	7,699	875	4,482.19	35.01	42	101
September 2...	6,265	647	4,522.98	67.96	41	87
Grand total	22,666	2,291	14,976.31	153.98	54	156

Ad Report Audit

Campaign	Avg. cost	Cost	Conversions	Cost / conv.	Conv. rate
Non Brand	383.11	10,972.33	88.97	1,330.04	2.07
Brand	9.32	1,387.55	56.99	77.67	0.49
Local - Targe...	5.05	2,616.39	8.01	326.59	0.02

Brewer - Media Dash Example Table



Data Set Configuration Error

Data Studio cannot connect to your data set.

[See details](#)