Google Ads Audit — Sample Report

This sample audit was written for a brand selling into the US and Canadian markets — I've also worked on accounts based in Brazil and Germany, among others.

Seenby is a hands-on Google Ads audit and management practice built for e-commerce brands. Every account is analyzed manually, not run through a generic checklist or an automated report generator. I go into the Merchant Center feed, bidding logic, product segmentation, and script-level data myself to find exactly where budget is being wasted and what to fix first.

The following pages are a real audit I delivered to a client, with the account data removed for confidentiality. It reflects the same depth every Seenby audit includes.

Google Ads [OR OTHER] **- [CLIENT]**

Analysis period: [ANALYSIS PERIOD]
Account type: [...]

I analyzed [CLIENT]' Google Ads account over 3 months ([ANALYSIS PERIOD]).

Implement the [number] scripts in all campaigns.

[CAMP_01] [...]

[image 1]

Configuration Error: Geographic Feed Inconsistency (USA Campaign vs. CA Inventory)

Diagnosis: The [CAMP_01] campaign indicates it is using "all available feed," however, the actual inventory is restricted to the Canadian market (CA). When attempting to filter or specify products, the system does not recognize items valid for the United States.

Impact Analysis:

- Artificially Limited Reach: Google Ads does not display products in CAD (Canadian Dollar) to users in the US due to user experience policies and currency conversion.
- This explains the extremely low click volume, as the campaign is "active" but has no products eligible for the American auction.
- Distorted Metrics: The campaign consumes algorithm learning time on an empty inventory, preventing scaling in the market with the greatest revenue potential for [CLIENT].

Corrective Action:

- Implement feed expansion in Google Merchant Center to enable "Target Country: United States" and configure Automatic Currency Conversion to USD.

Implementation Steps:

- Merchant Center Diagnosis: Go to Feeds > select the main feed > Settings > Add "United States" as the destination country.

- Currency Conversion: Ensure Google is converting CAD values to USD automatically or via a supplemental feed to avoid rejections due to inconsistent pricing.
- Shipping Enablement: Configure the specific shipping tables for the US within Merchant Center; otherwise, products will remain blocked.
- PMax Re-targeting: After data propagation (up to 48 hours), re-select the products in the US PMax campaign to ensure the "available feed" now shows the converted items.

Strategic Recommendation:

This is an infrastructure error that paralyzes prospecting. Without fixing the feed, any bid or creative adjustments in the US campaign will be useless. I recommend giving this fix top priority to unlock traffic in the US market.

Ecosystem Map:

[...]

Important Notes:

[...]

Implement a tROAS (Target ROAS)

[image 2]

Diagnosis:

The PMax US/CA prospecting campaign uses the Maximize Conversion Value bidding strategy without defining a return target for sales (tROAS). The system is configured to spend the entire budget seeking volume, without a financial efficiency filter.

Impact Analysis:

- Waste on "Low-Hanging Fruit": The algorithm tends to seek easy, low-value conversions (accessories or batteries) to inflate conversion volume, instead of focusing on high-ticket [...] ([VALUE]+).
- Inflated CPCs: Without a tROAS to "brake" the bid, Google may pay absurdly high bids in generic auctions, destroying [CLIENT]'s profit margin.
- Incompatibility with High-Ticket: Luxury/performance products require a longer consideration cycle. Pure "Maximize Conversion Value" forces short-term decisions that generally bring lower-quality traffic.

Corrective Action:

Implement a tROAS (Target ROAS) based on the account's "non-brand" performance history, forcing the algorithm to be more selective and focused on profitability.

Implementation Steps:

- Break-even Analysis: Consult the [SCRIPT_01] script to identify the actual average ROAS of prospecting campaigns over the last 30 days.
- Target Application: Define an initial tROAS slightly below the historical average (e.g., if the actual average is […]% , set it to […]% to avoid immediately locking in volume.
- Efficiency Scaling: Increase the tROAS in […]% increments every […] days as the algorithm stabilizes on the new qualified audience.
- Script Usage: Monitor via [SCRIPT_05] whether "over-index" products are receiving adequate bids under this new restriction.

Strategic Recommendation:

For [CLIENT], volume without profitability is operational loss. I recommend an immediate migration to tROAS in all prospecting campaigns to align the algorithm with the company's margin objectives, ensuring that Google is searching for the customer who buys the [...], and not just the curious one.

Ecosystem Map:

[...]

Important Notes:

[...]

[...]

[image 3]

Diagnosis:

The [CAMP_03] campaign does not have the "Customer Acquisition" objective enabled. Currently, Google is configured to bid equally to new users and users who already know or have purchased from [CLIENT].

Impact Analysis:

- ROAS Cannibalization: Without this safeguard, PMax spends its prospecting budget chasing retargeting users (people who have already visited the site), which generates an artificially high ROAS but does not bring real market growth.
- Scale Inefficiency: The goal of a prospecting campaign is to feed the top of the funnel. If the algorithm focuses on those who already know the brand, [CLIENT] stops growing in new territories in the US.
- Wasted Budget: You end up paying for clicks from customers who would return organically or via email marketing, wasting the budget that should be used to acquire a niche audience (such as a [...] audience).

Corrective Action:

Activate New Customer Acquisition mode by setting an additional value for new customers or, preferably, focus the campaign exclusively on new customers (New Customer Only mode).

Implementation Steps:

- Campaign Settings: Go to Settings > Customer Acquisition.
- Activate Diagnosis: Check the box "Bid higher for new customers than for existing customers" or "Bid only for new customers".
- List Upload: Ensure that the list of current customers (Customer Match) in [CLIENT] is updated in Google Ads so that the algorithm knows who it should exclude from prospecting.

- Monitoring: Track the "New Customers" metric in the dashboard to validate the brand's real reach in the US.

Strategic Recommendation:

For [CLIENT] to dominate the American market, every dollar spent on prospecting campaigns should be treated as an investment in market share. I recommend the immediate activation of this rule to ensure that PMax stops "addicting" old audiences and focuses on bringing in new buyers of premium [...].

Ecosystem Map:

[...]

Important Notes:

[...]

Conflict of Negatives: Branded Negatives in Prospecting

[image 4]

Diagnosis:

There is a list of "Branded Negatives for Generic Terms" containing the keyword "[CLIENT]" applied to this prospecting campaign.

Impact Analysis:

- Although the intention to negatively impact the brand itself in prospecting is correct to avoid "dirtying" the ROAS, the "Generic/Irrelevant" list is full of extremely specific terms in Exact Match (e.g., [1 […], […]], [[…], [...]]).

Diagnosis: The list of negatives is too small (only 24 terms) for an account of this size. This proves that PMax is free to spend on thousands of other irrelevant terms not listed.

Product Portfolio Optimization and Regional Scaling

[image 5]

Diagnosis:

- The prospecting campaign shows a dispersion of funds across low-ticket products (accessories/sensors) and in regions with low statistical volume, resulting in an inefficient ROAS of […].
- Currently, the budget is consumed by items such as "[...]" ([VALUE] - [VALUE]), while the brand's main focus should be on selling [...] ([VALUE]+).

Impact Analysis:

- Margin Dilution: The current cost per conversion is [VALUE], which is higher than the selling price of the products that are currently converting best.
- False Scale: Increasing the budget in cities like [...] or [...] based solely on accessory conversions will generate a higher sales volume with an operating loss.
- Lack of High-Intent Terms: Without the use of robust negative keywords, PMax spends on generic terms that attract the component buyer, not the buyer of the complete [...].

Corrective Action:

Use script data to isolate the "[…]", ([...]) and concentrate the budget increase only in cities and search terms that demonstrably target the final product.

Implementation Steps:

- Filtering via Script ([SCRIPT_01]): Identify cities where the cost per click is greater than […] and that have a history of searches for specific "[…]" or "[…]", [...] terms (e.g., "[...]", " […], [...]").

- Asset Group Segmentation: Create specific asset groups for the products that convert the most, separating accessories from complete [...] to prevent sensors from "cannibalizing" the [...] budget.
- Conversion Keyword Expansion: Identify the search terms that generated the […] conversions and insert them as Audience Signals (Search Themes) in PMax to guide the algorithm.
- Gradual Budget Increase: Apply a "[…]%" budget increase only after the implementation of tROAS and the correction of the US Feed, ensuring that the new traffic is directed to USD and high-margin models.

Strategic Recommendation:

The budget increase should be conditional on structural correction. We recommend focusing the scaling on cities identified by the script that demonstrate affinity with the brand's average order value, using the best-performing keywords to "train" the algorithm to ignore low-value clicks.

Ecosystem Map:

[...]

Important Notes:

[...]

Infrastructure Failure: Inconsistency in Google Merchant Center (Tagging)

[image 6]

Diagnosis:

- A flaw has been identified in the inventory organization within Google Merchant Center. Products lack Custom Labels that allow for segmentation by margin, average order value, or category.
- Currently, the PMax US campaign uses "all products," but the system cannot distinguish between a premium [...] and a cheap accessory.

Impact Analysis:

- Incorrect Algorithm Prioritization: Without tags, Google prioritizes what is easiest to sell: low-value accessories (such as [...] at [VALUE])
- This explains why the cost per conversion of **[VALUE]** is unsustainable for the items being sold. Impossibility of Scaling in the [...] Niche: To dominate the [...] niche, we would need to isolate models like the [...].
- Without Custom Labels, we can't create a specific campaign for [...], diluting the budget across a generic audience.

Corrective Action:

Implement a hierarchy of Custom Labels in the feed to intelligently categorize products: […]"[...]" vs "[…]". […]: "[...]", "[…]", "[…]". […] (High, Medium, or Low Margin).

Implementation Steps:

- Merchant Center: Use feed rules to apply automatic labels based on the title or product type. Asset Group Segmentation: In Google Ads, filter PMax asset groups to accept only products with the "[...]" label.
- Budget Control: Direct the majority of the budget to products with the high-margin label.

Strategic Recommendation:

This is a Data Hygiene error. I recommend immediate correction so we can "clean" [CLIENT] traffic. Without this, increasing the budget will continue to generate accessory sales at an operational loss.

Ecosystem Map:

[...]

Important Notes:

[...]

[CAMP_02] [...]

Budget Optimization: Excluding Inefficient Locations (Cities)

[image 7]

Implement the [number] scripts

- [SCRIPT_02]

- [SCRIPT_03]

- [SCRIPT_04]

- [SCRIPT_05]

- [SCRIPT_06]

[image 8]

Efficiency Optimization: Absence of Ad Scheduling

Diagnosis:

- The [CAMP_02] campaign is configured to run [...]/[...] without any bid adjustments or time restrictions.
- There is no targeting for peak conversion periods or for times when [CLIENT] support/sales is active to convert undecided leads.

Impact Analysis:

- Waste during "Curiosity" Hours: Clicks occurring in the early morning hours ([...]to […] AM) often have lower purchase intent and only serve to consume budget, without generating high-ticket conversions.

- ROAS Dilution: Even with an excellent current ROAS, keeping the campaign active during low-performance hours prevents this capital from being reinvested during "peak" [...], where the probability of selling an [...] is maximized.

Corrective Action:

- Analyze the Day and Time report to identify "[...]" periods (highest conversion value) and "[...]" periods (high spending with low ROAS).
- Implement a strategic Ad Schedule, focusing the budget on the times of highest target audience activity (generally between [...] and [...].

Implementation Steps:

- Data Analysis: Go to Reports > Time > Day and Time and filter by conversion value for the last [...] days.
- Bid Diagnosis: Instead of pausing completely, you can apply bid reductions (e.g., -[...]%) during early morning hours to maintain brand presence at a minimum cost.
- Sales Synchronization: Prioritize [...] during times when the sales team is available on chat or phone to close complex, high-ticket sales.

Strategic Recommendation:

For the CA campaign (which is already performing well), the goal is to refine it. I recommend not drastically cutting hours immediately but reducing investment during periods when the cost per conversion is historically higher than the account average.

These campaigns need refinement very similar to the campaign above -> "[CAMP_02]"

[CAMP_04] [...]

[CAMP_05] […]

- Increase the budget until it reaches the optimization limit (which is why it's not 5 stars)
- In addition to city-specific techniques, increase winning products and bids by time of day.

[CAMP_06] […]

- Increase the budget until it reaches the optimization limit (which is why it's not 5 stars)
- In addition to […] techniques, increase winning products and bids by time of day.

[CAMP_07] […]

- This campaign, more than any other, should focus on bidding by time of day and checking the conversion path to verify if the data is accurate
- because it's looking too good right now, so be skeptical.

[CAMP_08] […]

The campaign is yielding excellent results, but one group of ad groups requires critical attention.

[CAMP_08] […]

Diagnosis:

- Lack of Strategic Automation: The account lacks the 3 fundamental scripts for bid control and budget protection (e.g., [SCRIPT_01], [SCRIPT_06], or [SCRIPT_07]), leaving the campaign at the mercy of auction fluctuations without real-time corrections.
- Critical Search Performance: The [CAMP_08] campaign has a cost of [VALUE] for a return of only [VALUE]. This results in a catastrophic ROAS close to [...], indicating that we are paying for expensive clicks that do not convert.

- Visibility Deficit (vs. Meta Ads): For top-of-funnel and awareness campaigns, the current Search structure fails to generate the necessary visual impact that a premium brand like [CLIENT] requires, something that [...] Ads delivers with greater creative effectiveness.

Impact Analysis:

- Under-Intelligence Budget Drain: Without scripts, Google spends on generic keywords without filtering for real purchase intent, resulting in a loss of [VALUE] in this Search campaign alone.
- "Blind" Tags: Data Manager shows that the Google Tag Needs Attention with untagged pages and unsupported [...] implementations. If the tag doesn't measure correctly, the scripts (even if installed) wouldn't have reliable data to work with.

Corrective Action:

- Immediate Script Implementation: Install performance monitoring scripts to automatically pause keywords that spend but don't convert.
- Budget Migration to Visual Creatives: Reduce investment in low-performing generic Search and reallocate to [...] or [...], where the visual impact of [...] generates greater brand recognition and desire at the top of the funnel.
- Tag Sanitation: Correct the tag implementation in [...] to ensure every penny spent is accurately tracked.

Implementation Steps

- Script Configuration: Access the Bulk Actions > Scripts area and implement the ROAS tracking automations.
- Tagging Correction: Migrate the tag to the format supported by [...] to eliminate the "Needs Attention" alert.

Hybrid Shopping Strategy: Prospecting and Intent Control

Ideas:

[CAMP_09]

[CAMP_10]

[CAMP_11]

[CAMP_12]

Diagnosis:

- The account relies exclusively on Performance Max (PMax) Feed Only campaigns for prospecting. While efficient at scale, PMax campaigns are "[...]" that don't allow for selective negative targeting of search terms, resulting in spending on low-intent terms or low-ticket audiences (e.g., searches for "cheap [...]" or "accessories").

Impact Analysis:

- Margin Dilution: The prospecting budget is wasted on clicks from users searching for entry-level products, incompatible with [CLIENT]'s average order value ([VALUE]+).
- Lack of Granularity: The algorithm prioritizes what converts most easily (usually generic terms), ignoring high-performing niches (such as "[...] for [...]") that require specific manual bidding.
- Audience Conflict: Without a campaign focused on "New Customers," Google tends to spend prospecting budget on users who already know the brand, artificially inflating ROAS.

Corrective Action:

Implement a Hybrid Structure with Standard Shopping campaigns focused on controlling negative keywords and acquiring new customers, operating in parallel with PMax.

Implementation Steps:

- Campaign Creation: Set up two Standard Shopping campaigns for Canada (CA) and two for the USA following this pattern:

    [CAMP_13]

[CAMP_14]

- Bidding Setup: Use Manual CPC or eCPC in the "Manual-Negatives" campaigns to ensure full control over cost per click in high-performance terms.
- Traffic Filtering: Apply a shared negative keyword list containing terms such as: cheap, discount, used, second hand, kids, toy, Amazon, Walmart.
- New Customer Targeting: In the "New-Customer" campaigns, activate the Customer Acquisition goal to focus exclusively on profiles that have never interacted with the website.
- Inventory Priority: Set the Standard Shopping priority to "Low" if PMax is active for the same products, allowing Shopping to capture only what PMax discards.

Strategic Recommendation:

This expansion is vital for High Ticket brands. The strategy allows [CLIENT] to "clean" the sales funnel, ensuring that every dollar spent on prospecting is directed to users with real potential to purchase premium models, increasing the efficiency of the real profit on investment (POAS).

Niche Specialization Strategy: Dominating the [...] (Niche) Segment

Diagnosis:

Current prospecting traffic is too generic. PMax's algorithm is spending budget on "[...]" who find [CLIENT] [...] too heavy or expensive, ignoring niche audiences who pay full price.

Impact Analysis:

The CPA (Cost Per Acquisition) for the general public is high because competition is greater. In the [...] niche, the customer seeks technical specifications ([...] and load) that only [CLIENT] offers, making the sale much easier and the ROAS higher.

[...]

Corrective Action:

Create a Standard Shopping structure + PMax Asset Groups segmented exclusively for the [...] audience.

Implementation Steps:

- Product Segmentation: In Google Merchant Center, use [SCRIPT_05] to tag only the [...] and [...] models as "[...]".
- Dedicated Campaign: * **[CAMP_15]**
- Focused Keywords: Place aggressive bids on terms such as [...], [...], [...].
- Audience: Create a Custom Audience in Google Ads based on people who visit [...] brand websites (e.g., [...], [...]'s).

Strategic Recommendation:

The [...] niche is the "blue ocean" for [CLIENT]. I recommend allocating [...]% of the total prospecting budget solely to this segment, as the lifetime value (LTV) of this customer is high (they buy the [...], plus additional accessories and upgrades).

Ecosystem Map:

[...]

Important Notes:

[...]

Want an audit like this for your account?

If your Google Ads account feels like it's underperforming, or you're simply not sure where the budget is actually going, I'll personally audit it end to end and hand you a report with this same level of detail: diagnosis, impact, and a step-by-step fix.

Every account I take on is reviewed and managed by me directly, which is why I keep the number of active accounts intentionally limited.

Request your audit — octavioteodoro.ads@gmail.com