

Deep audit: Auto film shop · Minneapolis.

\$1,051/month to put back to work.

90 days of Google Ads data, matched to paid jobs. Every finding is ranked by dollars per month and shows the data behind it. You or your agency approve every change.

\$10,937 spend, 90 days	1098 leads (calls + forms)	139.8 paid jobs	\$78 cost per job
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1. The receipt

CAMPAIGN	SPEND	CLICKS	LEADS	JOBS	PER LEAD	PER JOB	LOST TO BUDGET
Paint protection · city	\$3,858	1,202	185.6	9	\$21	\$429	52%
Window tint · suburb	\$1,975	837	201.8	27	\$10	\$73	55%
Brand-name searches	\$1,771	1,729	456.7	82.3	\$4	\$22	36%
Paint protection · suburb	\$1,769	609	96	9	\$18	\$197	51%
Window tint · city	\$1,565	756	157.8	12.5	\$10	\$125	60%
TOTAL	\$10,937	5,133	1098	139.8	\$10	\$78	

Red: the campaign with the most money above the account's average cost per job. Green: where the budget plan sends money. "Lost to budget" = share of possible search impressions missed because the daily budget ran out.

2. Findings, ranked by dollars

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One campaign costs 5.5× more per job

"Paint protection · city" spent \$3,858 (35% of the account) and produced 9 paid jobs — \$429 per job, 5.5× the account average of \$78.

What to do: Cut its budget roughly in half and keep only the search terms that produced its jobs. Move the money to "Brand-name searches" (\$22 per job).

Check first: if this campaign's jobs are worth far more than your average job, judge it on revenue per ad dollar instead.

Based on 1,202 clicks, 9 jobs · solid

\$1,051

per month

3. Where the money should go

MOVE (PER MONTH)	AMOUNT	WHY
Cut "Paint protection · city" by about half	-\$643	\$429 per job today
Add to "Brand-name searches"	+\$339	\$22 per job, loses 36% to budget
Add to "Window tint · suburb"	+\$304	\$73 per job, loses 55% to budget

Estimate, not a promise: if every moved dollar buys jobs at **twice** the receiving campaign's current cost, the moves add about 10 jobs a month, against about 1.5 given up by the cut. Real results are checked at the day-90 checkpoint.

4. Tracking check

What Google counts as a conversion decides what its bidding learns. Here is every action that recorded something in this period.

CONVERSION ACTION	GOOGLE CATEGORY	PRIMARY	ALL	COUNTED HERE AS
Local actions - Other engagements	ENGAGEMENT	0	2003	Not counted
Google Ads - Submit lead form	SUBMIT_LEAD_FORM	655	655	Lead
Local actions - Directions	GET_DIRECTIONS	0	570	Not counted
Local actions - Website visits	PAGE_VIEW	0	482	Not counted
Pop Up Submission	SUBMIT_LEAD_FORM	254.7	259.7	Not counted
Clicks to call	CONTACT	0	228	Lead
Google Ads - Calls from ads	PHONE_CALL_LEAD	194	194	Lead
Job completed (shop software)	PURCHASE	25.3	138.8	Paid job
Local actions - Menu views	PAGE_VIEW	0	20	Not counted
Calls from website · city	PHONE_CALL_LEAD	1	17	Lead
Conversation started	UNKNOWN	5	5	Not counted
Calls from website · suburb	PHONE_CALL_LEAD	1	4	Lead
Won (CRM)	CONVERTED_LEAD	1	1	Paid job

Page views, directions and other engagement actions are recorded but not counted as conversions. That is correct.

Primary conversions not in your lead list: Pop Up Submission (254.7), Conversation started (5). Google counts them; this report doesn't. Tell us if they are real enquiries and we'll include them.

5. Overlap between your campaigns

129 of 749 search terms were served by more than one campaign: \$2,447, 53% of the spend that Google reports by search term.

SEARCH TERM	CAMPAIGNS	SPEND	CONV.	WHICH CAMPAIGNS
"[brand] spring lake park"	5	\$150	41.5	Brand-name searches · Paint protection · suburb · Paint protection · city · Window tint · suburb · Window tint · city
"car wrap near me"	4	\$130	13	Brand-name searches · Paint protection · suburb · Paint protection · city · Window tint · city
"window tinting near me"	5	\$91	15	Brand-name searches · Paint protection · suburb · Paint protection · city · Window tint · suburb · Window tint · city
"[brand]"	4	\$78	15.5	Brand-name searches · Paint protection · city · Window tint · suburb · Window tint · city
"tint pro"	4	\$78	14.7	Brand-name searches · Paint protection · city · Window tint · suburb · Window tint · city
"[brand] fridley"	5	\$74	7.4	Brand-name searches · Paint protection · suburb · Paint protection · city · Window tint · suburb · Window tint · city
"tint shop near me"	5	\$70	3	Brand-name searches · Paint protection · suburb · Paint protection · city · Window tint · suburb · Window tint · city
"tint near me"	3	\$63	6	Paint protection · suburb · Window tint · suburb · Window tint · city

Searches for your own name ran in non-brand campaigns: \$209 and 19.9 conversions in 4 campaigns. People already looking for you get counted as wins for those campaigns, so they look cheaper than they are, and you pay non-brand prices

for them. Add your name as a negative keyword in the non-brand campaigns.

24 keywords are entered in more than one campaign (\$3,885 spend), for example “car window tinting” (phrase, \$928), “tint near me” (broad, \$520), “auto window tinting” (phrase, \$268), “paint protection film near me” (phrase, \$268).

CAMPAIGN	LOCATED SPEND	TOP TOWNS (SHARE)
Brand-name searches	\$1,342	Minneapolis 12%, Spring Lake Park 8%, Plymouth 8%
Paint protection · suburb	\$1,208	Plymouth 26%, Minneapolis 23%, Maple Grove 9%
Paint protection · city	\$2,866	Minneapolis 22%, Little Canada 9%, Plymouth 8%
Window tint · suburb	\$1,442	Minneapolis 22%, Plymouth 12%, Brooklyn Park 8%
Window tint · city	\$1,222	Minneapolis 23%, Blaine 9%, Saint Paul 7%

“Paint protection · suburb” spent 23% of its located budget in Minneapolis, which another campaign is named for.

“Window tint · suburb” spent 22% of its located budget in Minneapolis, which another campaign is named for.

Google shows at most one of your ads per search, so your campaigns don't raise each other's price. The cost is control: the same searches and towns are split between campaigns, so per-campaign numbers blur and budget moves don't land where intended. Fix: give each campaign its own keywords and area, and add the other campaign's keywords as negatives. “Located spend” is the part Google can tie to a town.

6. Change history

Who changed what in the account, and what happened after.

WHEN	WHAT	CAMPAIGN	CHANGE	MADE THROUGH
09-23 08:22	Daily budget	Window tint · city	\$14.50 → \$30.00 a day	Google Ads website · @[brand]mobile.com
09-23 08:22	Daily budget	Window tint · suburb	\$20.00 → \$30.00 a day	Google Ads website · @[brand]mobile.com

Also: 16 ad assets (images, text, links) were created, 100% of them through Google's own tools.

Did the budget changes pay off? 14 days before vs up to 14 days after each change.

CAMPAIGN	CHANGED	SPEND / DAY	CONV. / DAY	PER CONV.	JOBS
Window tint · city	2026-09-23	\$15 → \$30	1.5 → 2.2	\$10 → \$13	1 → 0
Window tint · suburb	2026-09-23	\$23 → \$31	1.4 → 2.3	\$16 → \$14	4 → 5

Two weeks is short and other things change too, so read this as a direction, not a verdict. Jobs are credited to the day of the ad click, and recent clicks may not have become completed jobs yet, so the “after” job count runs low.

Google keeps only the last 30 days of change history (here from 2026-09-23). We store it on every data pull, so later reports show a longer history.

7. When and where

HOURL	SPEND	CONV.	PER CONV.	DAY	SPEND	CONV.	PER CONV.	DISTANCE	SPEND	CONV.	PER CONV.
0–6h	\$367	56.2	\$7	Mon	\$1,917	194.3	\$10	0–1 mi	\$576	105.3	\$5
6–9h	\$1,306	137.5	\$10	Tue	\$1,688	176.7	\$10	1–1 mi	\$146	32	\$5
9–12h	\$3,023	293.1	\$10	Wed	\$1,670	189.2	\$9	1–5 mi	\$1,751	177.7	\$10
12–15h	\$2,812	291.1	\$10	Thu	\$1,589	163.8	\$10	5–10 mi	\$4,059	379.5	\$11
15–18h	\$1,927	215.6	\$9	Fri	\$1,486	180.2	\$8	10–15 mi	\$2,783	258.5	\$11
18–21h	\$1,032	91.9	\$11	Sat	\$1,269	128	\$10	15–20 mi	\$645	80	\$8
21–24h	\$469	51.7	\$9	Sun	\$1,318	104.8	\$13	20–25 mi	\$422	33.2	\$13
								25–30 mi	\$148	25.5	\$6

30–35 mi	\$97	12.3	\$8
35–40 mi	\$15	1	\$15
beyond	\$270	27	\$10

"Conv." = Google's primary conversions (calls and forms). Google does not split completed jobs by hour or distance, so these tables show leads, not jobs. Red rows: at least 10 clicks and twice the account's average cost per conversion, or none at all.

8. Checkpoints

Measured from the day the changes go live.

Week 1 • is the change live?

- Spend on "Paint protection • city" is down to about \$21/day (from \$43/day).
- Leads are still being recorded: at least about 60 a week (baseline 85). A sudden drop means tracking broke, not that the ads stopped working.

Week 3 • is it behaving?

- "Brand-name searches" loses less of its impressions to budget than today's 36%.
- "Window tint • suburb" loses less of its impressions to budget than today's 55%.
- Account cost per lead stays within 20% of the baseline \$10 (no higher than \$12).

Day 90 • did it work?

- Cost per job is below the baseline \$78, on at least 47 jobs a month.
- If it isn't, we say so and roll the change back. The baseline below is what every monthly report compares against.

9. Baseline

Recorded before anything changes. Monthly reports compare against these numbers, scaled to 30 days.

\$3,646	366	46.6	\$10	\$78
spend / 30 days	leads / 30 days	jobs / 30 days	cost per lead	cost per job

Next

Make the changes yourself, hand this report to your agency, or have us keep score monthly for a flat fee. Reply to this email either way.

How we got these numbers: Google Ads API, daily data 2026-07-13 to 2026-10-10 (90 days), account 7019848991. Jobs = completed jobs your software reports back to Google Ads (Job completed (shop software), Won (CRM)). Leads = the calls and forms in your lead list. Monthly amounts = period totals scaled to 30 days. Findings under 10 clicks are left out; under 100 they're marked "early signal". Findings can overlap, so amounts aren't strictly additive.