

Monthly receipt: Auto film shop · Minneapolis.

\$68 per job this period.

2026-09-01 to 2026-09-30. No baseline on file, so this report compares only with the previous period.

\$3,698	341.7	54	\$68
spend	leads	paid jobs	cost per job

1. Scorecard

	BASELINE	PREVIOUS PERIOD	THIS PERIOD	VS BASELINE
Spend (per 30 days)	—	\$3,360	\$3,698	—
Leads (per 30 days)	—	348	341.7	—
Paid jobs (per 30 days)	—	48	54	—
Cost per lead	—	\$10	\$11	—
Cost per job	—	\$70	\$68	—

Green is better, red is worse. Per-period figures are scaled to 30 days so months of different length compare fairly.

2. This period's receipt

CAMPAIGN	SPEND	CLICKS	LEADS	JOBS	PER LEAD	PER JOB	LOST TO BUDGET
Paint protection · city	\$1,216	392	53.5	3	\$23	\$405	30%
Window tint · suburb	\$700	306	68.7	15	\$10	\$47	28%
Paint protection · suburb	\$608	147	25.5	1	\$24	\$608	27%
Brand-name searches	\$603	508	138	34	\$4	\$18	21%
Window tint · city	\$570	300	56	1	\$10	\$570	33%
TOTAL	\$3,698	1,653	341.7	54	\$11	\$68	

3. Recommendations

Based on the last 90 days (2026-07-11 to 2026-09-30) so each one has enough data behind it, ranked by dollars per month.

01

One campaign costs 5.6× more per job

"Paint protection · city" spent \$3,516 (36% of the account) and produced 9 paid jobs — \$391 per job, 5.6× the account average of \$70.

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" (\$20 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 1,102 clicks, 9 jobs · solid

\$961

per month

4. Changes made this period

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

Your call

Reply with the changes you approve, or forward this to your agency. We'll check the result in next month's receipt.

How we got these numbers: Google Ads API, daily data 2026-09-01 to 2026-09-30 (30 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. Previous period = the same number of days immediately before.