YA

Your Agency

DIGITAL MARKETING PARTNER

PAID ADVERTISING REPORT

Google Ads & Meta Ads Report

Spend, leads and return from your Google Ads and Meta campaigns, the tests we are running and the optimizations made this month.

PREPARED FOR	WEBSITE	REPORT PERIOD
Copperline Comfort Heating & Air	copperlinecomfort.com	September 2026

SEPTEMBER AT A GLANCE

Conversions (calls + booked jobs)

348 ▲ +15.6%

Google 286 · Meta 62

Cost per acquisition

$30.46 ▼ −9.7%

down from $33.72 in August

Return on ad spend

4.94x ▲ +0.53x

$52,400 tracked job value on $10,600

Sample excerpt only. Full monthly reports include many more data points. Client, website and figures are fictional.

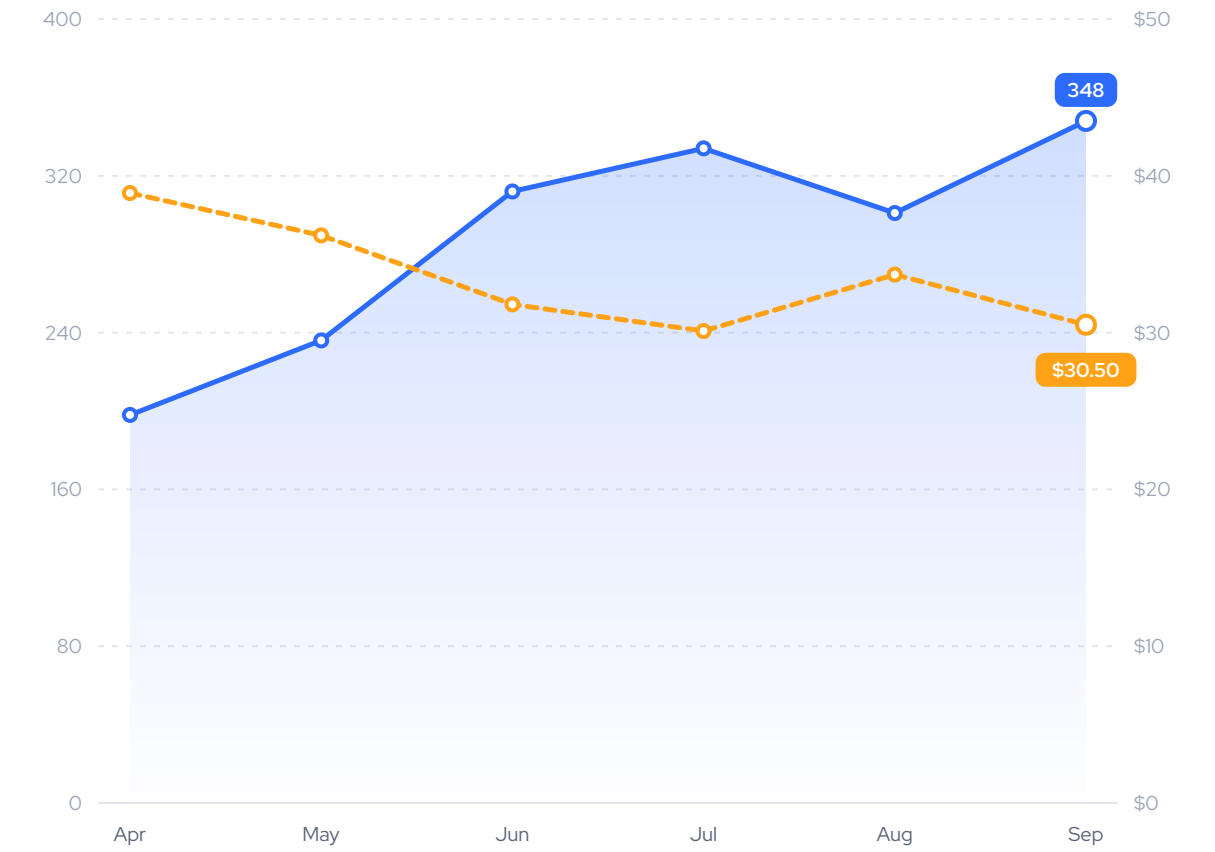
02 · PERFORMANCE OVERVIEW

More leads at a lower cost per lead

Sep 1 – Sep 30, 2026 · compared with August 2026

SPEND	CLICKS	CTR	CONVERSIONS	CPA	ROAS
$10.6K	6,550	2.15%	348	$30.46	4.94x
· +4.4%	▲ +7.7%	▲ +0.12 pts	▲ +15.6%	▼ −9.7%	▲ +0.53x

Conversions and CPA · last 6 months



Spend split



Google Ads
$8,420 · 79%

Meta Ads
$2,180 · 21%

Monthly budget used — **$10,600 of $11,000 · 96%**

By channel

	GOOGLE	META
Impressions	59,600	245,500
Clicks	3,610	2,940
CTR	6.06%	1.20%
Conversions	286	62
CPA	$29.44	$35.16

03 · CAMPAIGNS & SEARCH TERMS

Campaign performance

Sep 1 – Sep 30, 2026 · compared with August 2026

Campaigns

Trend = CPA change vs August (green = cheaper)

CAMPAIGN	CHANNEL	SPEND	CLICKS	CTR	CONV.	CPA	TREND
Search – AC Repair & Service	Google	$3,150	1,290	7.4%	118	$26.69	▼ −8%
Search – Furnace & Heating	Google	$1,980	860	6.1%	64	$30.94	▼ −12%
Search – System Replacement	Google	$1,720	640	5.2%	52	$33.08	▲ +4%
Performance Max – Local Services	Google	$1,040	620	4.3%	38	$27.37	▼ −6%
Search – Brand	Google	$530	200	14.8%	14	$37.86	· 0%
Fall Tune-Up Offer (Lead Ads)	Meta	$1,240	1,710	1.31%	41	$30.24	▼ −15%
Website Retargeting	Meta	$940	1,230	1.07%	21	$44.76	▲ +9%
Total		**$10,600**	**6,550**	**2.15%**	**348**	**$30.46**	▼ −9.7%

Search terms added as keywords

SEARCH TERM	CONV.	CPA
furnace tune up near me	9	$21.40
ac not blowing cold air	7	$24.85
heat pump repair	6	$28.10
emergency hvac service	5	$31.20
thermostat installation	4	$19.75

Negative keywords added

- hvac jobs
- hvac salary
- diy ac repair
- how to install
- free estimate template
- hvac school
- used ac units
- parts wholesale
- refrigerant for sale
- apprenticeship

Biggest leak blocked: **"hvac technician jobs near me"** had 41 clicks, $96 spend and 0 conversions in August.

38
negatives added in total

$640
est. wasted spend blocked / month

04 · TESTS, OPTIMIZATIONS & PLAN

What we tested and changed

Sep 1 – Sep 30, 2026 · compared with August 2026

Test 1 · Ad copy

"Same-day service" vs "Upfront pricing"

Search – AC Repair · day 18 of 28

Same-day		7.9% CTR
Upfront		6.8% CTR

Leading · 94% confidence

Test 2 · Landing page

Short form vs online booking widget

Furnace & Heating · day 11 of 28

Booking		9.1% CVR
Form		7.4% CVR

Too early · 81% confidence

Test 3 · Bidding

Target CPA $28 vs Maximize conversions

System Replacement · 50/50 experiment

tCPA		$31.20 CPA
Max conv		$35.40 CPA

Leading · 90% confidence

Optimizations log

DATE	CHANGE	CAMPAIGN
Sep 2	Launched Fall Tune-Up lead ad with $89 offer	Meta – Tune-Up
Sep 6	Shifted 15% budget from Brand to AC Repair	Google Search
Sep 10	Added call-only ads for after-hours searches	AC Repair & Service
Sep 14	Excluded 3 ZIP codes outside service area	All Google
Sep 19	Refreshed creative; paused 4 fatigued ads	Meta – Retargeting
Sep 24	Added 38 negative keywords	All Search
Sep 27	Uploaded offline booked-job conversions	Google (account)

Plan for October

1. **Shift budget to heating**
   Move 25% of AC budget to furnace and heat pump campaigns as temperatures drop.
2. **Roll out test winners**
   Apply "Same-day service" copy and tCPA bidding if confidence holds above 95%.
3. **Refresh retargeting**
   New video ads with technician intro; target CPA under $38.
4. **Maintenance plan campaign**
   Launch Meta campaign for annual plan sign-ups.
5. **Call tracking review**
   Listen to a sample of 40 calls to grade lead quality by campaign.

TARGETS FOR NEXT MONTH

370	$29	5.0x
conversions	target CPA	ROAS