



Portofolio Google Ads

Dashboard Asli & Laporan Performa

Dokumentasi khusus Google Ads yang berisi screenshot dashboard asli, laporan spreadsheet, dan summary performa campaign.

Project

PT Trisna Masykura Estetik
Google Ads monitoring

Peran

Monitoring dashboard
Membuat report harian
Membaca performa ads

Bukti

Screenshot dashboard asli
Spreadsheet report
Summary campaign

Portfolio website: arifrinaldiportofolio.blogspot.com

Arif Rinaldi - Digital Marketing, Web & Content Specialist

Dashboard Google Ads Asli

Screenshot campaign overview dari akun Google Ads.

Campaign	Budget	Status	Cost	Clicks	Avg. CPC	Conversions	Cost / conv.	Conv. rate	Conv. value	Conv. value / cost	All conv.
ID_Conversion_Offline	IDR100,000.00/day	All ads under review	IDR0.00	0	--	0.00	IDR0.00				
ID_Conversion_Online	IDR100,000.00/day	All ads under review	IDR0.00	0	--	0.00	IDR0.00				
Total: All enabled campaigns in your current...											
Total Account	IDR200,000.00/day		IDR0.00	0	--	0.00	IDR0.00				

Bukti: campaign dashboard Google Ads asli

Laporan Data Google Ads

Spreadsheet report yang digunakan untuk melihat data campaign.

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P		
1	Day	Campaign	Ad group	Currency code	Cost	Clicks	Imps	Conversions	Avg. CPC	Avg. CPM	Cost / conv.	CTR	Conv. rate	Interaction rate	Interactions	Delta - Initiated	Checkout	Conversions (current model)
137	18/05/2023	ID_Conversion_COMWA_2623	Conv_To-Offline_COSWA	IDR	Rp64.581	69	1225	7	Rp1.255	Rp60.985	Rp12.972	5.63%	0.93	5.63%	69			
138	18/05/2023	ID_Conversion_COMWA_2623	Conv_To-Online_COSWA	IDR	Rp123.459	128	3045	19	Rp965	Rp48.545	Rp12.346	4.20%	0.88	4.20%	128			
139	18/05/2023	ID_Conversion_COMWA_2623	Conv_To-Offline_COSWA	IDR	Rp101.651	69	727	4	Rp1.502	Rp142.575	Rp25.915	8.49%	0.86	8.49%	69			
140	18/05/2023	ID_Conversion_COMWA_2623	Conv_To-Online_COSWA	IDR	Rp118.083	119	3444	9	Rp925	Rp51.964	Rp12.231	3.48%	0.85	3.48%	119			
141	18/05/2023	ID_Conversion_COMWA_2623	Conv_To-Offline_COSWA	IDR	Rp98.174	74	964	9	Rp1.349	Rp102.677	Rp11.919	7.68%	0.12	7.68%	74			
142	18/05/2023	ID_Conversion_COMWA_2623	Conv_To-Online_COSWA	IDR	Rp101.530	112	4377	4	Rp907	Rp23.196	Rp25.383	2.56%	0.84	2.56%	112			
143	18/21/2023	ID_Conversion_COMWA_2623	Conv_To-Offline_COSWA	IDR	Rp128.612	98	1487	12	Rp1.312	Rp91.486	Rp18.715	6.97%	0.12	6.97%	98			
144	18/21/2023	ID_Conversion_COMWA_2623	Conv_To-Online_COSWA	IDR	Rp78.189	73	1075	5	Rp1.879	Rp38.489	Rp13.915	3.69%	0.85	3.69%	73			
145	18/22/2023	ID_Conversion_COMWA_2623	Conv_To-Offline_COSWA	IDR	Rp108.184	128	1685	5	Rp645	Rp64.157	Rp18.917	7.68%	0.85	7.68%	128			
146	18/22/2023	ID_Conversion_COMWA_2623	Conv_To-Online_COSWA	IDR	Rp68.580	59	1579	5	Rp1.823	Rp38.446	Rp7.545	3.78%	0.14	3.78%	59			
147	18/23/2023	ID_Conversion_COMWA_2623	Conv_To-Offline_COSWA	IDR	Rp142.032	129	2054	12.5	Rp1.101	Rp69.149	Rp11.363	6.28%	0.10	6.28%	129			
148	18/23/2023	ID_Conversion_COMWA_2623	Conv_To-Online_COSWA	IDR	Rp151.176	109	2980	18.5	Rp1.269	Rp45.235	Rp6.727	3.78%	0.15	3.78%	109			
149	18/24/2023	ID_Conversion_COMWA_2623	Conv_To-Offline_COSWA	IDR	Rp109.158	149	1455	29	Rp1.337	Rp136.670	Rp8.366	18.24%	0.13	18.24%	149			
150	18/24/2023	ID_Conversion_COMWA_2623	Conv_To-Online_COSWA	IDR	Rp124.653	64	2330	3	Rp1.135	Rp31.182	Rp24.218	2.75%	0.85	2.75%	64			
151	18/25/2023	ID_Conversion_COMWA_2623	Conv_To-Offline_COSWA	IDR	Rp148.049	115	2463	8	Rp1.267	Rp68.189	Rp18.506	4.67%	0.87	4.67%	115			
152	18/25/2023	ID_Conversion_COMWA_2623	Conv_To-Online_COSWA	IDR	Rp62.399	61	2440	11	Rp1.817	Rp33.770	Rp7.491	3.32%	0.14	3.32%	61			
153	18/26/2023	ID_Conversion_COMWA_2623	Conv_To-Offline_COSWA	IDR	Rp144.437	112	1987	16.67	Rp1.299	Rp65.616	Rp8.666	6.64%	0.15	6.64%	112			
154	18/26/2023	ID_Conversion_COMWA_2623	Conv_To-Online_COSWA	IDR	Rp68.843	99	2831	7.33	Rp1.017	Rp28.556	Rp11.834	3.58%	0.87	3.58%	99			
155	18/27/2023	ID_Conversion_COMWA_2623	Conv_To-Offline_COSWA	IDR	Rp118.644	82	1263	7	Rp1.349	Rp91.974	Rp15.866	6.82%	0.89	6.82%	82			
156	18/27/2023	ID_Conversion_COMWA_2623	Conv_To-Online_COSWA	IDR	Rp68.830	61	1844	5	Rp1.325	Rp43.834	Rp16.166	3.31%	0.88	3.31%	61			
157	18/28/2023	ID_Conversion_COMWA_2623	Conv_To-Offline_COSWA	IDR	Rp68.686	66	1217	3	Rp1.242	Rp44.716	Rp26.899	5.21%	0.85	5.21%	66			
158	18/28/2023	ID_Conversion_COMWA_2623	Conv_To-Online_COSWA	IDR	Rp96.578	87	2215	7	Rp1.119	Rp43.682	Rp13.797	3.83%	0.88	3.83%	87			
159	18/29/2023	ID_Conversion_COMWA_2623	Conv_To-Offline_COSWA	IDR	Rp14.070	25	822	3	Rp1.363	Rp41.648	Rp11.357	3.04%	0.12	3.04%	25			
160	18/29/2023	ID_Conversion_COMWA_2623	Conv_To-Online_COSWA	IDR	Rp45.030	45	1360	2	Rp1.851	Rp33.190	Rp22.515	3.31%	0.84	3.31%	45			
161	18/30/2023	ID_Conversion_COMWA_2623	Conv_To-Offline_COSWA	IDR	Rp35.817	38	1239	9	Rp443	Rp29.700	Rp0	3.11%	0.80	3.11%	38			
162	18/30/2023	ID_Conversion_COMWA_2623	Conv_To-Online_COSWA	IDR	Rp14.546	68	2811	3	Rp617	Rp19.485	Rp18.183	3.88%	0.83	3.88%	68			
163	18/31/2023	ID_Conversion_Offline	Conversion_Offline	IDR	Rp103.686	75	866	3	Rp1.383	Rp155.780	Rp14.565	11.26%	0.84	11.26%	75			
164	18/31/2023	ID_Conversion_Offline	Conversion_Offline	IDR	Rp45.659	31	254	3.99	Rp1.473	Rp178.759	Rp11.446	12.28%	0.13	12.28%	31			
165	11/1/2023	ID_Conversion_Offline	Conversion_Offline	IDR	Rp101.585	98	895	5	Rp1.129	Rp145.956	Rp18.931	12.93%	0.87	12.93%	98			
166	11/1/2023	ID_Conversion_Offline	Conversion_Offline	IDR	Rp58.246	48	339	5	Rp1.456	Rp171.517	Rp11.649	11.68%	0.13	11.68%	48			
167	11/2/2023	ID_Conversion_Offline	Conversion_Offline	IDR	Rp108.070	87	615	5.5	Rp1.254	Rp177.350	Rp11.481	14.15%	0.11	14.15%	87			
168	11/2/2023	ID_Conversion_Offline	Conversion_Offline	IDR	Rp98.555	55	464	3.5	Rp1.647	Rp195.167	Rp25.574	11.88%	0.86	11.88%	55			

Bukti: raw report Google Ads dalam spreadsheet

Laporan Harian + Validasi Sales

Report harian yang menghubungkan data iklan dengan input sales.

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q
1																	
2																	
3	Goals and Target Paid Marketing			20													
4	Bulan :	Batch 71	Day	% Day	Target Daily	Today's Goal	Achievement	Need	Behind By Today	Percentage Goals	Projection						
5	Offline	30	196		1	210	5	-205	-97.62%	-97.62%	0.71						
6	Conversion	300			51	2,100	204	-1,896	-90.29%	-90.29%	29.14						
7	CAC	Rp23,333			Rp23,333	Rp23,333	Rp51,465	Rp28,132	120.56%	120.56%	7,352.16						
8	Budget Ads	Rp7,000,000			Rp250,000	Rp49,000.00	Rp10,498.88	Rp38,501.11	-78.57%	-78.57%	1,499,840.87						
9	Google Ads	Rp2,000,000			Rp71,429	Rp14,000.00	Rp3,136.342	Rp10,863.65	-77.60%	-77.60%	448,048.85						
10	Facebook Ads	Rp1,000,000			Rp178,571	Rp35,000.00	Rp7,362.542	Rp27,637.45	-78.96%	-78.96%	1,051,791.71						
11	Tiktok Ads	Rp0			Rp0	Rp0	Rp0	Rp0	0.00%	0.00%	0.00						
12	ROAS	20															
13	OMSET	Rp140,000,000			5,000,000	980,000,000	19,960,000	-960,040,000	533333.33%	-97.98%	2,851,428.57						
14																	
15																	
16	No	Day	Date	Real Conv	Warm Prospect	Hot Prospect	PESERTA SARU	PESERTA LAMA	OMSET	ROAS	Total Cost	Total Conv	G-Impres.	G-LPV	G-Chat	G-Checkou t	G-Cost
25	9	Saturday	10/26/2023	1	0	0	0	0		0.00	Rp401,180	13	1,247	65	2	1	Rp60,888
26	10	Sunday	10/29/2023	0	0	0	0	0		0.00	Rp343,259	11	822	25	1	2	Rp34,070
27	11	Monday	10/30/2023	5	1	0	0	0		0.00	Rp313,890	0	1,220	38	0	0	Rp35,817
28	12	Tuesday	10/31/2023	4	1	0	0	0		0.00	Rp321,235	8	666	75	2	1	Rp103,896
29	13	Wednesday	11/01/2023	8	0	0	0	0		0.00	Rp317,764	13	696	90	2	4	Rp101,585
30	14	Thursday	11/02/2023	5	0	0	0	0		0.00	Rp327,338	14	615	87	7	3	Rp106,070
31	15	Friday	11/03/2023	5	1	0	0	0		0.00	Rp328,664	16	751	102	9	1	Rp103,692
32	16	Saturday	11/04/2023	4	0	0	0	0		0.00	Rp323,629	13	744	100	5	3	Rp66,330
33	17	Sunday	11/05/2023	8	0	0	0	0		0.00	Rp307,181	12	674	78	2	0	Rp60,379
34	18	Monday	11/06/2023	10	0	1	1	0		0.00	Rp356,154	13	907	103	10	1	Rp131,965
35	19	Tuesday	11/07/2023	11	1	0	0	0		0.00	Rp341,109	15	803	93	4	5	Rp121,563
36	20	Wednesday	11/08/2023	2	0	0	0	0		0.00	Rp325,666	13	788	92	6	4	Rp106,913
37	21	Thursday	11/09/2023	9	0	0	0	0		0.00	Rp313,429	21	627	73	8	4	Rp64,298
38	22	Friday	11/10/2023	6	2	1	0	0		0.00	Rp260,905	9	320	29	0	2	Rp36,003
39	23	Saturday	11/11/2023	9	0	1	1	0	Rp4,960,000	15.21	Rp326,146	9	634	82	2	3	Rp60,544
40	24	Sunday	11/12/2023	8	0	1	0	0		0.00	Rp325,560	12	654	62	4	2	Rp65,886
41	25	Monday	11/13/2023	9	0	1	0	0		0.00	Rp428,314	22	1,038	120	11	5	Rp172,606
42	26	Tuesday	11/14/2023	9	1	0	0	1	Rp4,960,000	12.01	Rp415,626	16	871	108	9	2	Rp136,961
43	27	Wednesday	11/15/2023	8	0	0	0	0		0.00	Rp420,538	18	1,060	117	9	6	Rp162,575
44	28	Thursday	11/16/2023	4	0	0	0	2	Rp8,980,000	23.20	Rp430,181	8	646	102	3	2	Rp160,448
45	GRAND TOTAL			204	14	5	2	3	Rp19,960,000	1.90	Rp10,498,884	486	26,823	2,528	157	78	Rp3,136,342

Bukti: daily report dan validasi sales

Data Iklan

Budget, clicks, impressions, CPC, CPM, CTR, dan conversions.

Data Sales

Prospect, warm prospect, hot prospect, status peserta, dan revenue.

Tujuan

Membandingkan angka dashboard dengan kualitas lead yang masuk.

Summary Bulanan Google Ads

Ringkasan performa campaign dari laporan bulanan.

TOT OFFLINE											
GOOGLE											
Start Date	End Date	Periods	Amount spent (IDR)	Link clicks	Impressions	Conversions	Checkouts Initiated	JoinChat Tot	CTR (all)	CPM (cost per 1,000 impressions)	CPC (cost per link click)
14-Jul-2023	10-Aug-2023	Batch 65 - Offline	Rp4.155,381	3.363	29.905	274	134	205	8.15%	Rp138,963	Rp1.236
11-Aug-2023	14-Sep-2023	Batch 66 - Offline	Rp4.135,527	3.335	46.170	228	83	217	6.84%	Rp89,572	Rp1.240
17-Sep-2023	19-Oct-2023	Batch 68 Offline	Rp3.242,706	2.802	34.505	227	140	274	8.10%	Rp93,978	Rp1.157
20-Oct-2023	16-Nov-2023	Batch 71 - Offline	Rp3.136,342	2.526	28.823	235	122	247	9.30%	Rp108,814	Rp1.242
17-Nov-2023	14-Dec-2023	Batch 74 - Offline	Rp2.975,851	2.551	23.259	199	42	121	7.79%	Rp127,944	Rp1.167
18-Dec-2023	18-Jan-2024	Batch 77 - Offline	Rp3.431,541	2.964	27.279	221	94	183	7.46%	Rp125,754	Rp1.158
19-Jan-2024	15-Feb-2024	Batch 79 - Offline	Rp3.718,959	3.335	46.266	213	152	193	6.38%	Rp80,382	Rp1.115
18-Feb-2024	29-Feb-2024	Batch xx - Offline	Rp0	0	0	0	30	79	0.00%	Rp0	Rp0
2-Mar-2024	21-Mar-2024	Batch 81 - Offline	Rp1.652,562	2.075	40.585	97	57	189	4.65%	Rp40,719	Rp796
30-Mar-2024	18-Apr-2024	Batch xx - Offline	Rp0	0	0	0	0	5	0.00%	Rp0	Rp0
TOT ONLINE											
GOOGLE											
Start Date	End Date	Periods	Amount spent (IDR)	Link clicks	Impressions	Conversions	Checkouts Initiated	JoinChat Tot	CTR (all)	CPM (cost per 1,000 impressions)	CPC (cost per link click)
13-Jul-2023	4-Aug-2023	Batch 64 - Online	Rp1.003,963	888	16.332	60	23	38	6.80%	Rp61,472	Rp1.131
4-Aug-2023	7-Sep-2023	Batch 65 - Online	Rp1.364,411	1,026	22.300	85	20	58	8.43%	Rp61,184	Rp1.330
11-Sep-2023	6-Oct-2023	Batch 67 - Online	Rp1.440,239	1,344	12,674	108	37	71	8.02%	Rp113,637	Rp1,072
7-Oct-2023	3-Nov-2023	Batch 69 - Online	Rp2.155,508	1,928	49,447	175	59	116	9.09%	Rp43,592	Rp1.118
4-Nov-2023	1-Dec-2023	Batch 73 - Online	Rp1.268,214	1,017	8,362	86	30	54	8.45%	Rp151,362	Rp1,247
2-Dec-2023	12-Jan-2024	Batch 76 - Online	Rp1.269,813	1,014	7,502	74	22	43	7.25%	Rp190,067	Rp1,252
13-Jan-2024	16-Feb-2024	Batch 78 - Online	Rp1.681,414	1,578	23,759	99	38	62	6.29%	Rp70,770	Rp1,066
16-Feb-2024	1-Mar-2024	Batch 80 - Online	Rp1.666,915	1,777	37,644	116	34	82	6.53%	Rp44,281	Rp908
2-Mar-2024	22-Mar-2024	Batch 83 - Online	Rp2.967,880	3,810	113,481	194	72	122	5.10%	Rp26,329	Rp784
30-Mar-2024	18-Apr-2024	Batch xx - Online	Rp0	0	0	0	0	5	0.00%	Rp0	Rp0
ALL COST											
GOOGLE											
Start Date	End Date	Periods	Amount spent (IDR)	Link clicks	Impressions	Conversions	Checkouts Initiated	JoinChat Tot	CTR (all)	CPM (cost per 1,000 impressions)	CPC (cost per link click)
1-Jul-2023	31-Jul-2023	July	Rp5.134,738	4,317	80,309	361	114	247	8.36%	Rp63,913	Rp1.169
1-Aug-2023	31-Aug-2023	August	Rp6.453,041	4,938	72,516	365	128	257	7.79%	Rp88,968	Rp1.307
1-Sep-2023	30-Sep-2023	September	Rp3.436,139	3,170	29,221	218	71	147	6.88%	Rp117,561	Rp1,064
1-Oct-2023	31-Oct-2023	October	Rp5.820,522	4,993	93,711	439	145	294	8.79%	Rp62,116	Rp1.166
1-Nov-2023	30-Nov-2023	November	Rp4.872,728	3,902	33,259	305	106	219	8.34%	Rp146,509	Rp1,249
1-Dec-2023	31-Dec-2023	December	Rp3,618,869	3,138	28,591	238	32	108	7.59%	Rp126,574	Rp1.153
1-Jan-2024	31-Jan-2024	January	Rp4.866,674	4,058	35,734	301	104	197	7.42%	Rp136,192	Rp1.199
1-Feb-2024	29-Feb-2024	February	Rp4.356,984	4,442	84,208	270	90	183	6.08%	Rp51,741	Rp981
1-Mar-2024	31-Mar-2024	March	Rp4.803,680	6,035	158,002	298	105	193	4.94%	Rp30,367	Rp796
1-Apr-2024	30-Apr-2024	April	Rp0	0	0	0	0	0	0.00%	Rp0	Rp0
1-May-2024	31-May-2024	May	Rp0	0	0	0	0	0	0.00%	Rp0	Rp0
1-Jun-2024	30-Jun-2024	June	Rp0	0	0	0	0	0	0.00%	Rp0	Rp0
1-Jul-2024	31-Jul-2024	July	Rp0	0	0	0	0	5	0.00%	Rp0	Rp0

Bukti: summary Google Ads bulanan

Yang Ditunjukkan Portofolio Ini

Ringkasan kemampuan yang terlihat dari bukti dashboard dan report.

Google Ads Reporting

Membaca dashboard campaign, mengambil data performa, dan menyusun laporan agar mudah dievaluasi.

Performance Review

Melihat budget, clicks, impressions, CTR, CPC, conversions, dan kualitas lead.

Sales Validation

Mencocokkan hasil dashboard dengan input sales supaya report lebih dekat ke kondisi nyata.

Fokus utama file ini

File ini fokus hanya pada bukti Google Ads: dashboard asli, spreadsheet report, laporan harian, summary bulanan, dan cara membaca performa campaign.

Arif Rinaldi

Digital Marketing, Web & Content Specialist

Portfolio website: arifrinaldiportofolio.blogspot.com