

Google Ads Performance Report

Niche: Auto glass replacement | Region: Calgary, AB | Period: June 1 – September 9, 2026

A real client account I manage. Every number comes straight from the Google Ads account for the period shown. The client's business name and campaign names are withheld; the figures are unchanged.

1. Results at a glance

COST PER LEAD

CA\$19.96

whole account

PER PAID JOB

up to CA\$35

client-reported

LEADS

134

calls 60 sec+ and quote forms

ALL TRACKED ACTIONS

227

incl. shorter calls, listing taps

AD SPEND

CA\$2,674.65

paid direct to Google

CLICKS

684

avg CA\$3.91 per click

What this means in plain terms. Just under CA\$2,700 of ad budget produced 134 real enquiries — calls that lasted at least a minute, and submitted quote forms. Roughly CA\$20 to make the phone ring with someone who actually wanted to talk. On the client's own numbers, the work that came out of those enquiries lands at up to CA\$35 of ad spend per paid job.

2. Where the leads came from

Five campaigns ran during the period. Two are still active; the other three were paused or stopped once the data showed they were not earning their budget — all five are listed, so nothing hides in the average.

Channel	Goal	Status	Clicks	CTR	Spend	Leads	Cost / lead
Performance Max	Phone calls	Active	407	4.39%	CA\$1,516.38	71	CA\$21.36
Search	Website form leads	Active	195	7.85%	CA\$866.43	55	CA\$15.75
Search	Website calls	Paused	48	3.74%	CA\$176.67	8	CA\$22.08
Search	Phone calls	Stopped	24	4.79%	CA\$79.79	0	—
Performance Max	Lead form	Paused	10	4.44%	CA\$35.38	0	—
Whole account			684	4.97%	CA\$2,674.65	134	CA\$19.96

The useful detail. The two active campaigns account for CA\$2,382.81 of the spend and 126 of the 134 leads — CA\$18.91 each. The three campaigns that were switched off cost CA\$291.84 in total and produced 8 leads. That gap is the whole job: keep testing, keep cutting what does not pay, and the account average keeps moving toward the number the winners are already hitting.

3. Month by month

September is nine days, so its totals are not comparable to the full months beside it. Its cost per lead is.

Month	Impressions	Clicks	Spend	Leads	Cost / lead
June 2026	3,408	150	CA\$551.32	25	CA\$22.05
July 2026	4,185	158	CA\$573.54	31	CA\$18.50
August 2026	4,565	278	CA\$1,088.17	54	CA\$20.15
Sept 1-9, 2026	1,609	98	CA\$461.62	24	CA\$19.23
Period total	13,767	684	CA\$2,674.65	134	CA\$19.96

4. What counts as a lead

A “lead” here is a phone call that lasted long enough to be a real conversation, or a submitted quote form. Not an impression, not a click, not a page view, and not a missed call:

- **Calls of 60 seconds or longer.** The tracked number counts a call only once it passes one minute, so hang-ups, misdials and wrong numbers never reach the lead count.
- **Website lead form.** A quote request actually submitted on the site.
- **The call button inside the ad** is set to 30 seconds rather than 60 — it accounts for 9 of the 134.

Everything the account tracks adds up to 227 actions. The shorter calls and the plain taps on the listing are in that 227 and *not* in the 134:

Tracked action	Category	In the 134?	Count
Business profile – Call	Contact (listing tap)	No	69
Business profile – Tracked call	Phone call lead	Yes	63
Website lead form	Submit lead form	Yes	55
Phone call lead	Phone call lead	Yes	31
Calls from ads	Phone call lead	Yes	9
All tracked actions			227

Two counts, not one total. Do not add 134 and 227 together, and do not expect the “Yes” rows above to sum to 134 — Google attributes the per-action figures on a different basis than the lead column. 134 is the stricter number and the one every cost figure in this report uses.

One more thing worth knowing: a person who calls and also fills the form is counted twice, so the number of distinct people behind 134 is somewhat lower. And this is one account, one city, one trade — your own cost per lead will be different.

Want the same view of your own account? I manage Google and Meta ads for local businesses in Calgary at CA\$700/month per platform, ad budget paid separately and directly to the platform. You keep ownership of your ad accounts and data, and you can stop after the first month with no notice period. A 30-minute call is free: keybal.dev · (+1) 647 87 89 643.