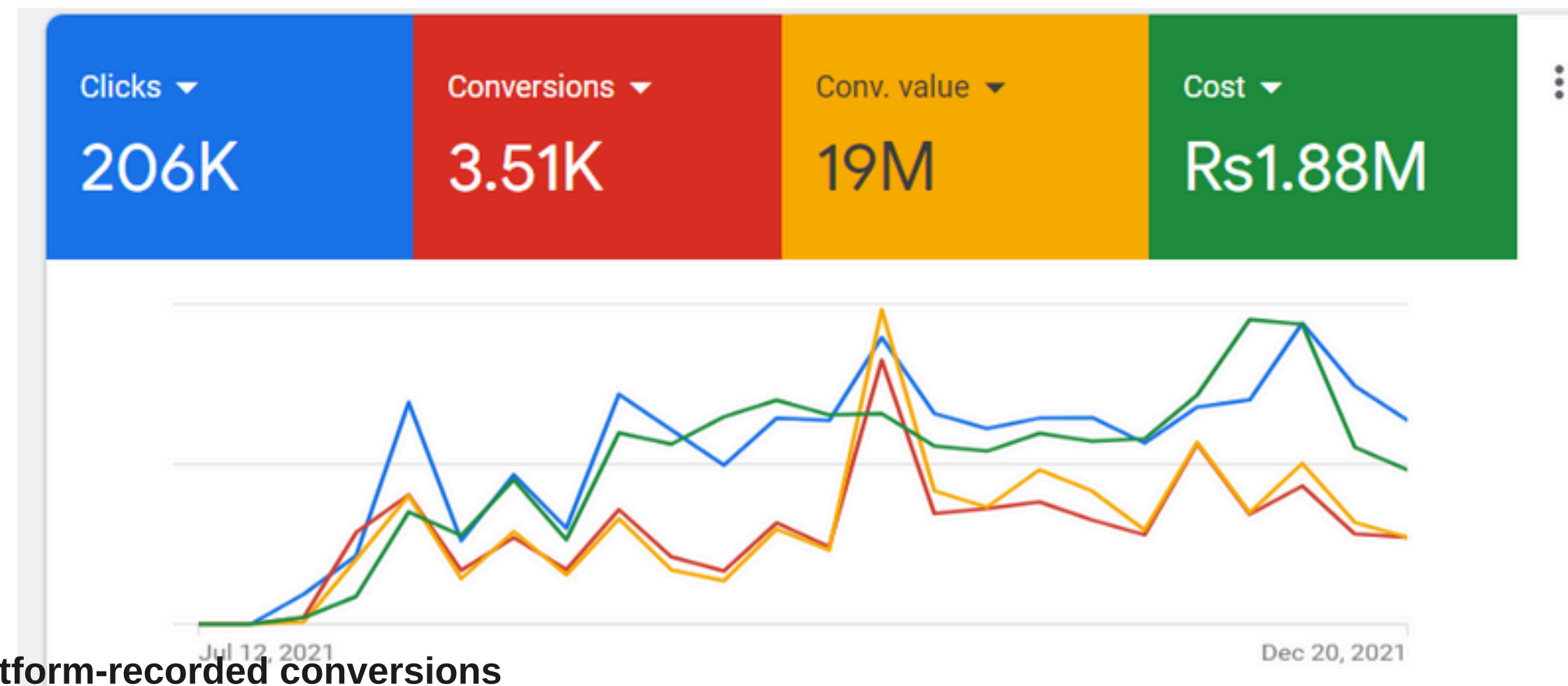


Google Ads / campaign example

REPORTING PERIOD / 12 July–20 December 2021



206K clicks / 3.51K platform-recorded conversions

Objective and conversion event were not specified in the source.

Takeaway: the account records conversion activity alongside traffic; these are not verified sales.