

Daily journal

<u>Date</u>	<u>Clicks</u>	<u>Cost</u>	<u>CTR</u>	<u>IMP</u>
April 14				0
April 15				1
April 16				0
April 17	2	3.96	16.67%	1
April 18	0			2
April 19	0			2
April 20	0			3
April 21	0			2
April 22	0			0
April 23	0			1
April 24	0			0
April 25	0			0
April 26	0			0
April 27	0			0
April 28	0			0
April 29	0			0
April 30	0			2
May 1	0			11
May 2	0			6
May 3	0			6
May 4				
May 5				
May 6				
May 7				
May 8				
May 9				
May 10				
May 11				
May 12				
May 13				

In April 22

We did not get any clicks for the donation ads so, We made some changes on the Ads to make it more sense and to get more clicks

The screenshot shows the Google Ads 'Edit text ad' interface. The top navigation bar includes the Google Ads logo, 'Edit text ad', and user account information. A yellow banner at the top reports an issue with Google Ads reporting for May 1 (Pacific Time) being incorrect. The main editing area is divided into two panels. The left panel, titled 'Edit text ad', contains fields for the final URL, three headlines, a display path, two descriptions, and ad URL options. The right panel, titled '1 of 2 previews', shows a mobile preview of the ad. The ad preview includes the headline 'Change a Life | Citizenship Clinic | Help Refugees', the URL 'www.cacherefugees.org/donate', a description of the Cache Refugee organization, and two call-to-action buttons: 'Donate to Help Refugees' and 'See How We Help Refugees'. A phone icon and the number 'Call 435-915-6689' are also visible in the preview.

Google Ads | Edit text ad

GO TO REPORTS TOOLS ? 161-766-3842 Omar Alhakeem omarahakeem1@gmail.com

Reporting Issue - Google Ads reporting for May 1 (Pacific Time) is incorrect. We will update this message when the issue is resolved and the data is corrected. DISMISS

1 of 2 previews < >

Highlight ad

Mobile

Change a Life | Citizenship Clinic | Help Refugees

Ad www.cacherefugees.org/donate

Cache Refugee, non-profit organization is dedicated to help refugees receive citizenship. The citizenship clinic supports and teaches refugees on English and US history skills. Donate today. Help refugees integrate. Donate today.

Donate to Help Refugees

See How We Help Refugees

Call 435-915-6689

Your ad might not always include all your text. Some shortening may also occur in some formats. You can make sure certain text appears in your ad. [Learn more](#)

Final URL
https://www.cacherefugees.org/donate

Headline 1
Change a Life

Headline 2
Citizenship Clinic

Headline 3
Help Refugees

Display path
www.cacherefugees.org / donate / Path 2

Description 1
Cache Refugee, non-profit organization is dedicated to help refugees receive citizenship.

Description 2
The citizenship clinic supports and teaches refugees on English and US history skills.

Ad URL options
Saving the ad updates it to a new version and sends it for review. Metrics for previous versions will still be visible. [Learn more](#)

In April 25

We find out that we have spelling mistake, so we fixed it and reposted again.

Omar Alhakeem >

CRIC Goo... 271-401-3499

All ca... >

Drive D... >

Awareness (Barry ...

GO TO

REPORTS

TOOLS

?

161-766-3842 Omar Alhakeem

omaralhakeem1@gmail.com

Reporting Issue - Google Ads reporting for May 1 (Pacific Time) is incorrect. We will update this message when the issue is resolved and the data is corrected. [DISMISS](#)

Overview

Recommendations

Ads & extensions

Landing pages

Keywords

Audiences

Demographics

Settings

Devices

Change history

Enabled

Status: Eligible

Type: Standard

More details

+

Keyword status: All

ADD FILTER

SEARCH

SEGMENT

COLUMNS

REPORTS

DOWNLOAD

EXPAND

MORE

☐	☒ Keyword	Status	Max. CPC	Policy details	Final URL	Clicks	Impr.	CTR	Avg. CPC	↓ C
☐	☒ refugees	Eligible	auto: \$2.00 (enhanced)	Approved	—	2	22	9.09%	\$1.98	\$3
☐	☒ help	Removed	auto: — (enhanced)	Eligible	—	0	1	0.00%	—	\$0
☐	☒ donation	Eligible	auto: \$2.00 (enhanced)	Approved	—	0	4	0.00%	—	\$0
☐	☒ community services	Eligible	auto: \$2.00 (enhanced)	Approved	—	0	2	0.00%	—	\$0
☐	☒ volunteers	Eligible	auto: \$2.00 (enhanced)	Approved	—	0	1	0.00%	—	\$0
☐	☒ Donate	Removed	auto: — (enhanced)	Eligible	—	0	1	0.00%	—	\$0
☐	☒ tax deductible donation	Eligible	auto: \$2.00 (enhanced)	Approved	—	0	0	—	—	\$0
☐	☒ help donate	Eligible	auto: \$2.00 (enhanced)	Approved	—	0	0	—	—	\$0
☐	☒ refugees training	Eligible	auto: \$2.00 (enhanced)	Approved	—	0	0	—	—	\$0
☐	☒ study group	Eligible	auto: \$2.00 (enhanced)	Approved	—	0	0	—	—	\$0
☐	☒ becoming a citizen	Eligible	auto: \$2.00 (enhanced)	Approved	—	0	0	—	—	\$0
☐	☒ refugees group	Eligible	auto: \$2.00 (enhanced)	Approved	—	0	0	—	—	\$0

In April 30
We added keywords to get more clicks and Imp

Google Ads Edit text ad

Nice work! Your ad group has at least three text ads. This helps Google show your best ad more often.

1 of 2 previews < >

Highlight ad ☒

Mobile

refugees integration utah | clinic, driver license
Ad www.cacherefugees.org

We host two driver's license study groups, one in English and the other in Spanish, Donate today. Help refugees integrate. Donate today.

Donate to Help Refugees
See How We Help Refugees

Call 435-915-6689

Your ad might not always include all your text. Some shortening may also occur in some formats. You can make sure certain text appears in your ad. [Learn more](#)

Final URL
<https://www.cacherefugees.org/our-services>

Headline 1
refugees integration utah

Headline 2
clinic, driver license

Headline 3
NEW

Display path
www.cacherefugees.org / Path 1 / Path 2

Description 1
We host two driver's license study groups, one in English and the other in Spanish,

Description 2
NEW

Ad URL options
Saving the ad updates it to a new version and sends it for review. Metrics for previous versions will still be visible. [Learn more](#)

In April 30

We published new Ads about the services cache refugees offers.

In may 3 we checked the account and there were non-clicks for the second and third Ads. But for the first Ads we only got 2 clicks.