

Two weeks: less spend, return still unproven

31 August - 13 September 2026 | Two completed calendar weeks | USD

Executive Summary

Spending fell 45%, but the budget was not cut. We narrowed targeting to business consultancy. Actual spend decreased while the average daily budget stayed at \$50.

There is no verified return yet. The four reported conversions were page visits, not enquiries or bookings. Lead tracking still needs an end-to-end test.

\$466.85 Advertising spend	61 Ad clicks	0 Recorded lead conversions
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Lower spend also meant lower traffic

Week two had **18 clicks versus 43** in week one. The click-through rate improved from 2.67% to 4.44%, but average cost per click rose from **\$7.02 to \$9.18**. Lower spend alone does not demonstrate better efficiency.

Weekly advertising spend

USD | Equal seven-day periods



\$136.50 less spent in week two. Impressions fell from 1,609 to 405; these are ad displays, not unique people. Changes were introduced during the week, so this is not a controlled before/after test.

Source: Google Ads capture, 14 Sep 2026. Weekly costs sum displayed daily amounts; they total \$466.86, one cent above the campaign total of \$466.85. Click-through rate = clicks / impressions; cost per click = spend / clicks. Zero recorded leads does not establish zero real-world enquiries.

Campaign narrowed to consultancy searches

Broad terms were paused on 7-8 September and removal was verified on 9 September. Ten consultancy-focused exact keywords remained enabled: six Italian and four English. The aim was to reduce wrong-fit and learning-oriented traffic.

Daily advertising spend

USD | 31 Aug - 13 Sep | Dashed marker: 9 Sep restriction change



The first four complete days after the change (10-13 September) spent **\$50.40 for four clicks**. That is \$12.60 per day in actual spend, not a new budget. The sample is too small to prove lead quality or profitability.

Source: Google Ads daily rows captured 14 Sep. Lower demand, auctions and delivery constraints may also affect results; no causal savings estimate is claimed.

Completed work

6 Sep: 24 negative keywords added; Analytics linked; lead-tracking changes tested and published. Receipt of real enquiry and booking events remains unverified.

8-9 Sep: Italian ad aligned with the consultancy offer; all ten broad keywords removed; older retained keywords paused.

Latest check: 15 September

Campaign on, but not fully resolved. Enabled and learning; \$50 average daily budget. The 14 September result was \$0 spend, zero clicks and 24 impressions.

Priorities: (1) Verify form and booking tracking: both primary actions still show Tag inactive. (2) Resolve the payment warning without assuming the bank payment failed. (3) Finish English-only ad copy and remove the outdated 90-minute claim before considering more spend.

Still open: London was absent from targeting; northern Italy and Ticino were present. Agree a maximum test spend and an acceptable cost per qualified enquiry before scaling.

Sources: dated campaign change logs, 6-9 Sep; Google Ads health capture, 15 Sep. This is a saved-data review, not a new full live audit. Revenue, inbox/call records and bank payments were not reconciled. No campaign changes were made for this report.