Tab 1

The Only 5 Metrics That Predict Google Ads Success

Introduction:

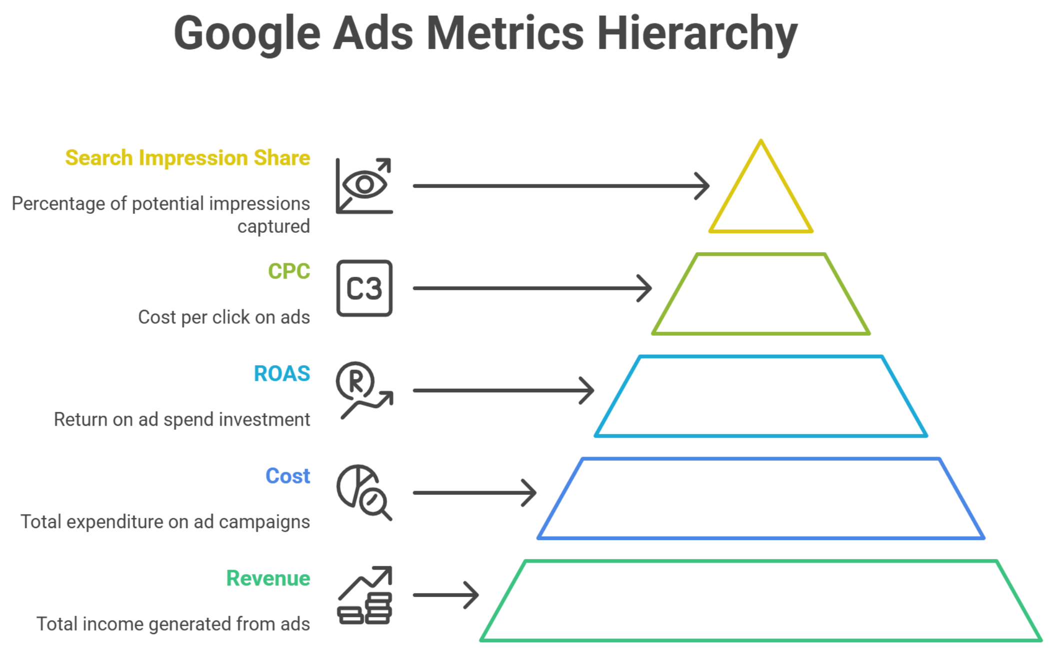
When it comes to managing a Google Ads account, it's easy to feel overwhelmed by the sheer number of metrics you could track.

If you're new to PPC, you've probably wondered: which metrics actually matter?

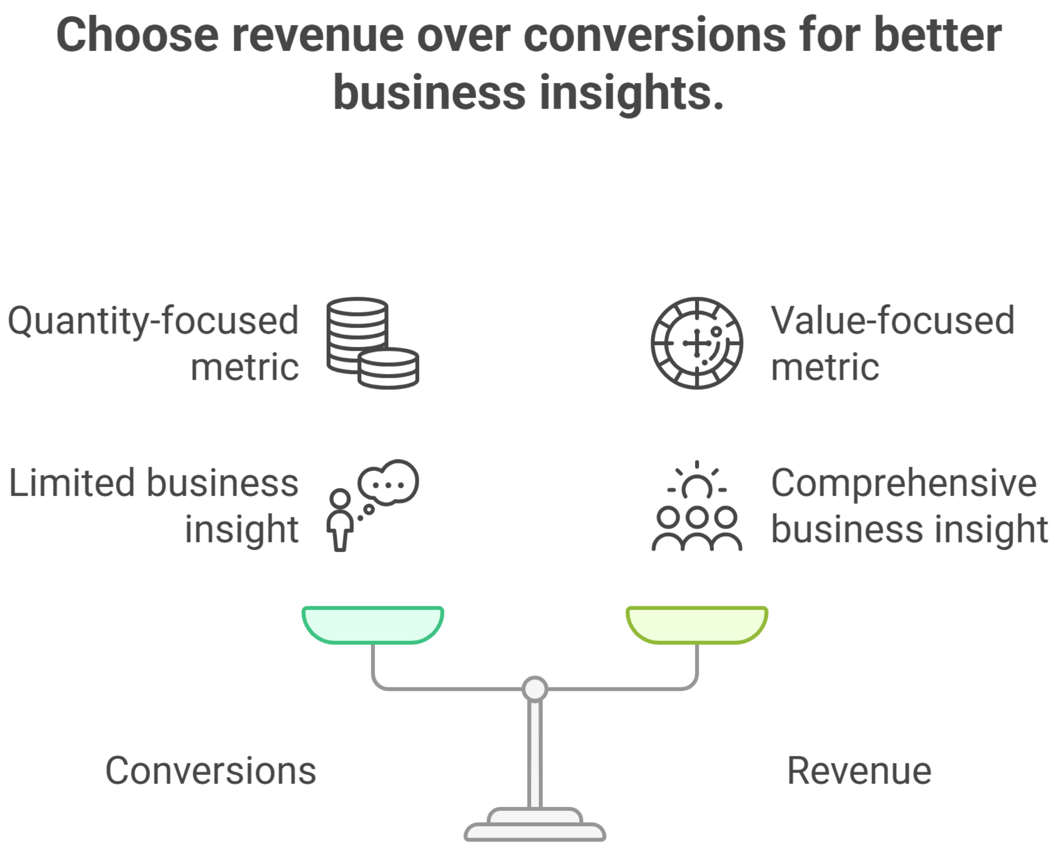
The truth is, it depends on your goals and your industry.

I'll list them by priority:

#1 Revenue
#2 Cost
#3 ROAS
#4 CPC
#5 Search Impression Share



I. Revenue



If you're in e-commerce, you're selling products or services online. (This excludes most subscription-based models.)

Most e-commerce sites have product listings and detail pages where users can add items to a cart and complete their purchase.

The size and value of each order can vary significantly.

Take Amazon.

One customer might buy a €5 notebook.

Another might buy a €3,000 kitchen appliance.

Technically, both are counted as one conversion—but the revenue impact is massively different.

Same with an airline: one person books 2 seats, another books 10.

From a reporting view? Two conversions. But from a business view? Totally different outcomes.

So if you had to pick between tracking “conversions” or “revenue,” which one would you pick?

Revenue, obviously.

Google Ads doesn’t show “revenue” directly.

Instead, it uses “Conv. value,” short for “Conversion Value.” You can see it across your reports—by keyword, ad, ad group, campaign, audience, or even extension.

Just add the conversion value column.

For example, Campaign 1 might generate €103k while Campaign 2 generates €78k.

That should influence your next moves.

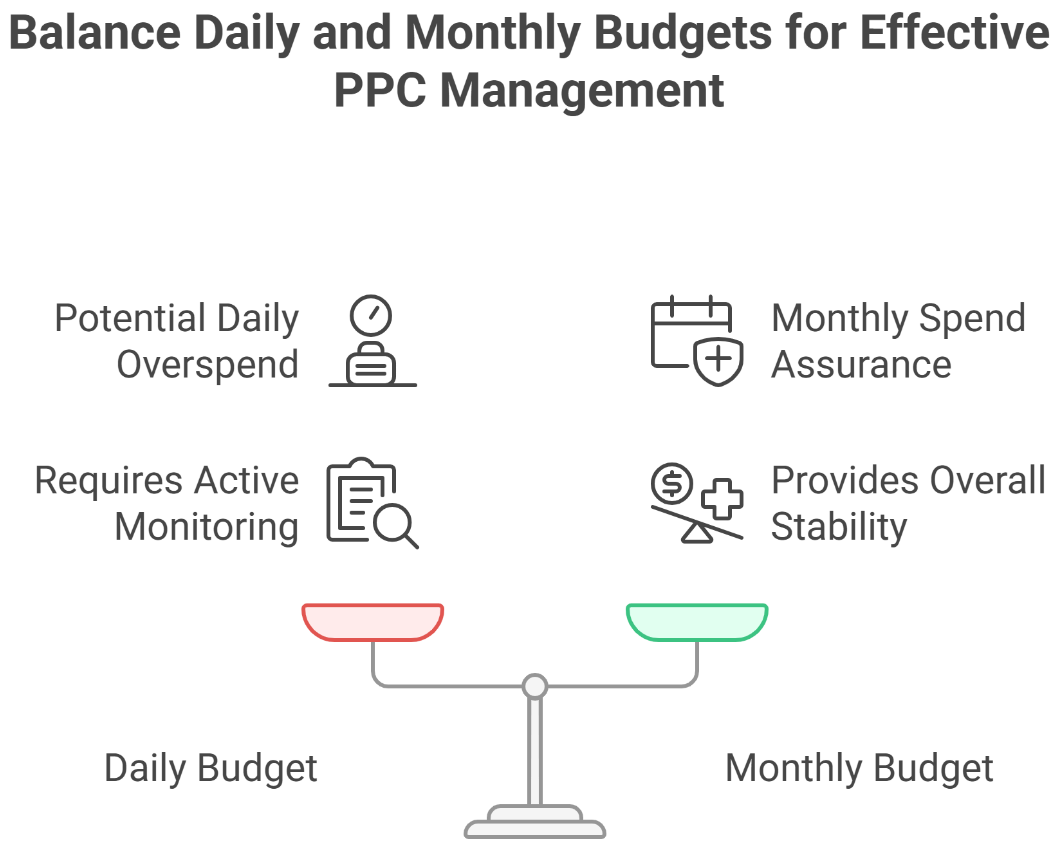
Which campaign is driving the most value?

Which ones are underperforming? What’s holding them back?

One catch: Google Ads won’t track conversion value by default.

You’ll need to update your website’s conversion tag to include value and currency data. Instructions are here.

II. Cost



This is the flip side of revenue.

Different campaigns have different costs, and your spend doesn't stop at setting a daily budget.

Here's where people go wrong: they assume their daily budget is a hard cap.

It's not. Google can spend up to 2x your daily budget if search volume spikes.

It'll even out across the month (average of 30.4 days), but on a daily basis? Expect swings.

From Google: "We won't charge you more than your daily budget × 30.4 in a month."

So yes, you should absolutely monitor cost.

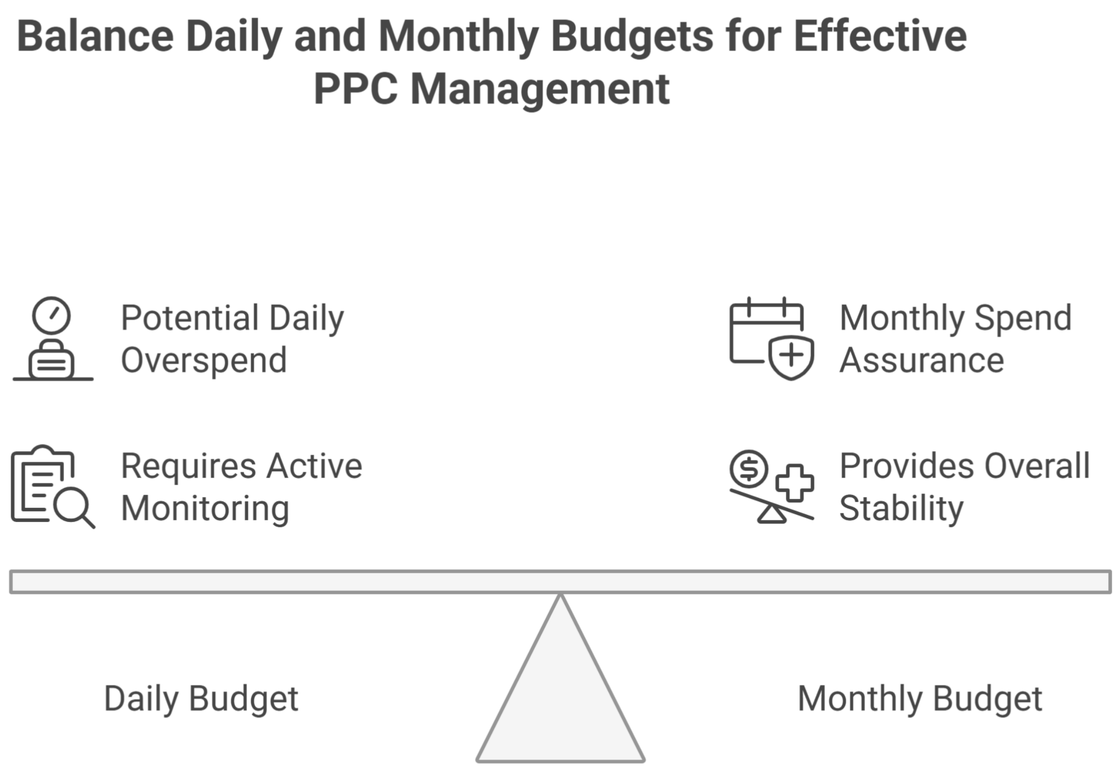
Setting and forgetting your budget isn't a strategy.

In fact, in PPC this is called “pacing.”

You want your spend to match your goals—not spike on busy days and flatline on slow ones.

Watch your spend pace. Adjust your budgets weekly (if not more often).

III. ROAS



ROAS (Return on Ad Spend) is the first metric you should check each day.

It combines revenue and cost into one number:
ROAS = Revenue / Cost

In Google Ads, the column is labeled “Conv. value / cost.”

You might see a ROAS of 6.5 for a campaign. That means you’re generating €6.50 for every €1 spent.

Note: when setting up a Target ROAS strategy, Google wants this as a percentage. So 6.5 becomes 650%.

Why does this matter?

Because ROAS tells you how efficiently you're turning ad spend into revenue. A ROAS below 1 = losing money. A ROAS above 1 = profit.

Now, if you have a ROAS of 1.2, that’s technically above break-even. But is it enough?

Probably not. Ad spend is only one part of your acquisition costs. Think shipping, affiliate commissions, tools, etc.

A safe starting point for e-commerce is aiming for a ROAS of at least 4.

Here’s the nuance:

If your ROAS is too low, you’re bleeding cash.

If your ROAS is too high, your spend might be too low. You could be missing out on profitable revenue.

Depending on your strategy, you might:

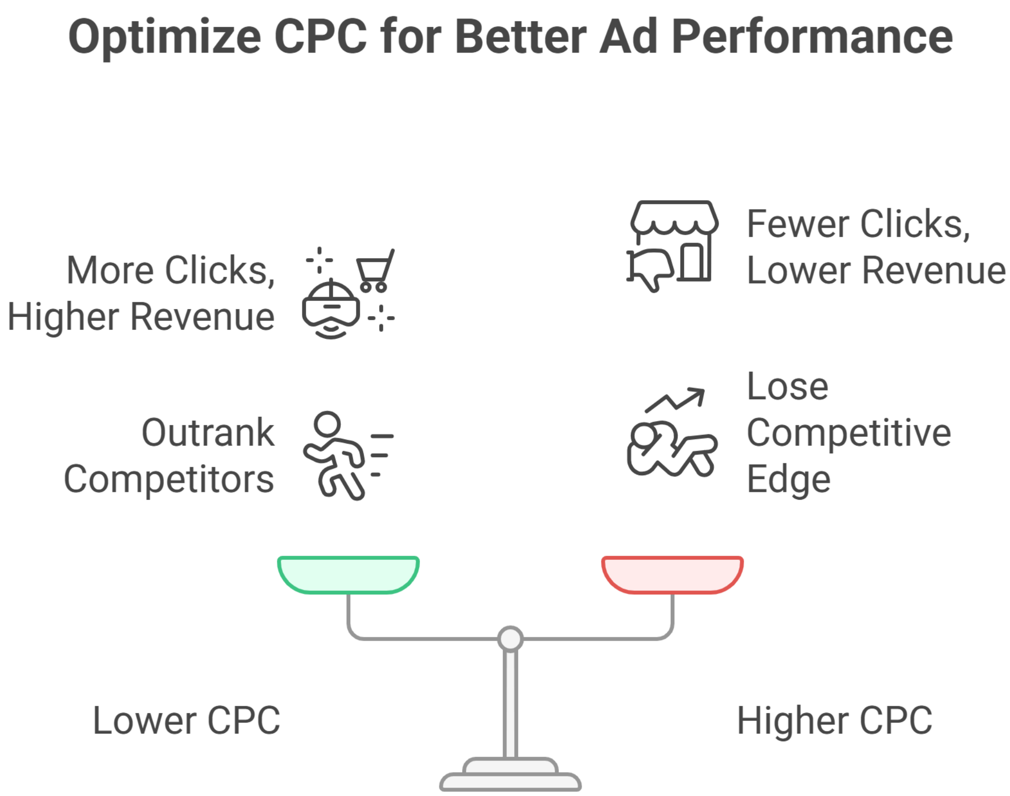
Keep the same ROAS but increase the budget.

Change your Target ROAS and bid more or less aggressively.

It’s a balance. Want more growth? Accept a lower ROAS. Want profitability?

Protect a higher ROAS. Either way, this is the number your leadership team is watching.

IV. CPC



If ROAS is the full picture, CPC (Cost Per Click) is one of the building blocks.

Google Ads runs on a pay-per-click model.

So what you pay per click matters. A lower CPC = more clicks = more chances to convert.

A good PPC manager always looks for ways to lower CPC without dropping quality.

Here’s where Quality Score comes in.

Google weighs your bids against ad relevance, landing page experience, and expected CTR.

Higher Quality Scores mean lower CPCs for the same position.

Better yet, you can outrank competitors while still paying less. More traffic. Lower cost. Higher ROAS.

That's not a fantasy—it's doable with smart structure, strong copy, and well-matched landing pages.

So why not track Quality Score daily?

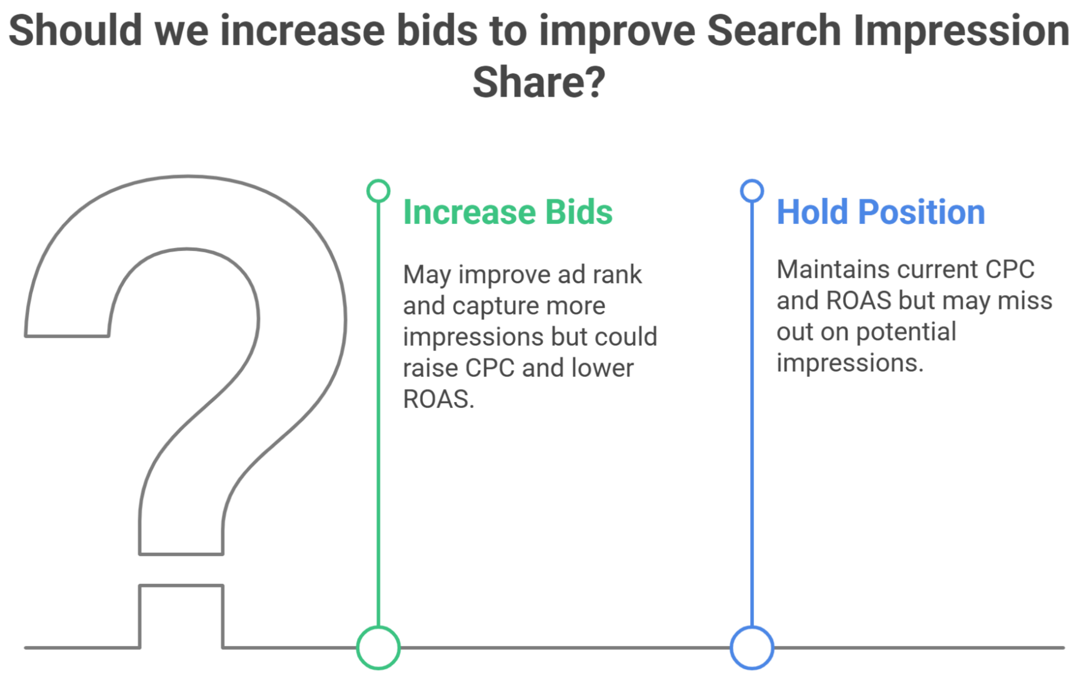
Because it's slow to update, and it's not always in your control.

Ads, keywords, landing pages—it all plays a role. But CPC? That's a lever you can actually pull.

Ideally, your CPC goes down over time.

Or at least stays flat while revenue rises. Worst-case scenario? CPC goes up while revenue falls.

V. Search Impression Share



And now for the fourth side of this weird PPC coin: Search Impression Share.

This shows the percentage of impressions you captured out of all you were eligible for.

Let’s say Campaign 1 has a 60% Impression Share. That means it missed out on 40% of the possible ad impressions it could have shown up for.

Who got those 40%? Your competitors.

Two reasons you miss impressions:

Your budget is too low

Your rank is too low (aka low bids or poor Quality Score)

There are two metrics that tell you which one:

Search Lost IS (budget)

Search Lost IS (rank)

If your Lost IS (rank) is high, it means you need to improve your ad rank—via higher Quality Scores or bigger bids.

But boosting rank can also raise CPC. And that might lower ROAS. So it’s a tradeoff.

Sometimes being in the top spot isn’t worth it.

People click it just because it’s first—not because they’re serious buyers.

So before increasing bids to chase impression share, ask yourself:

Will more impressions lead to more profitable revenue?

If yes, increase bids.

If no, hold your position.

Either way, know your numbers.

Conclusion:

These are the core metrics for managing a search campaign in e-commerce.

There are more—especially for Shopping, DSA, Video, etc.—but if you're not watching these five, you're flying blind.

Revenue. Cost. ROAS. CPC. Impression Share.

Track them. Understand them. Make decisions with them.

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