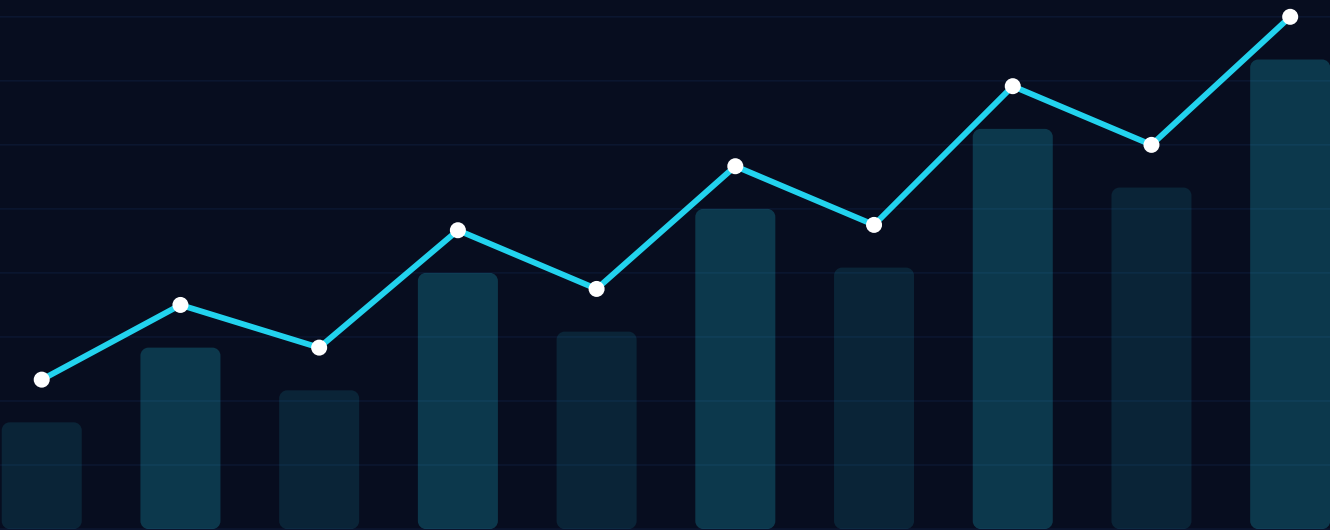


Grays Fitness PPT & Sales Case Study

Google Ads PPC Performance Analysis



PROJECT NAME	Grays Fitness
WEBSITE	https://graysfitness.com.au/
PROVIDED BY	MLS Digital Solutions

PPC Performance Overview

Key performance metrics from the Grays Fitness Google Ads PPC report

TRAFFIC & ENGAGEMENT

CLICKS 3.8K ▼ 1.2%	CTR 6.5% ▼ 7.9%	IMPRESSIONS 57.7K ▲ 7.3%
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CONVERSION PERFORMANCE

CONVERSIONS 128.6 ▲ 36.1%	CONVERSION RATE 3.4% ▲ 37.7%	COST / CONVERSION \$44.00 ▼ 23.5%
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ADVERTISING COSTS

COST \$5.66K ▲ 4.1%	AVERAGE CPC \$1.51 ▲ 5.4%	AVERAGE CPM \$98.04 ▼ 3.0%
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Overview

This case study presents the Google Ads PPC report for Grays Fitness, covering campaign traffic, engagement, conversions, cost metrics, campaign-level performance, and device distribution. Figures are taken directly from the supplied report and are presented as reported, without projections or claims beyond the documented data.

Source: supplied Grays Fitness PPC report. Change indicators shown as in the source report (green / red).

01

Click-Through Rate & Impressions

by Clicks, CTR, and Impressions

CLICKS

3.8K

▼ 1.2%

CTR

6.5%

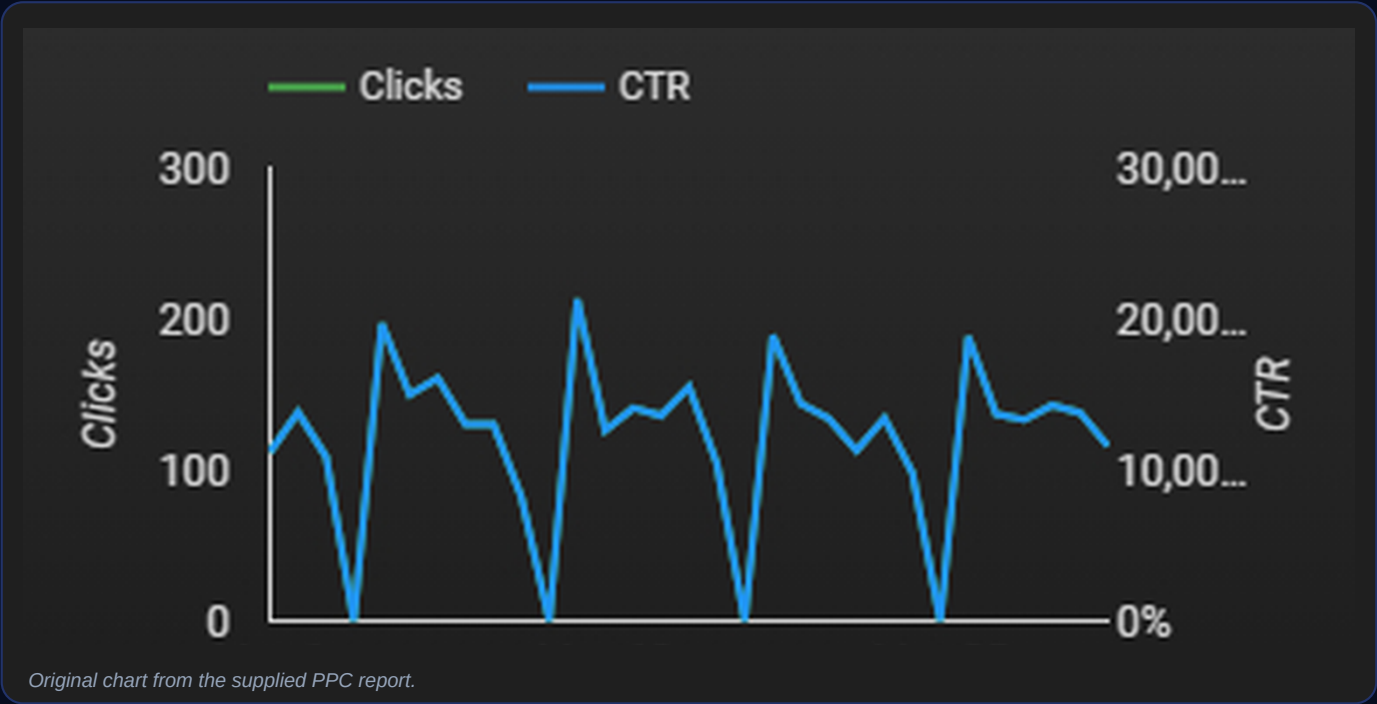
▼ 7.9%

IMPRESSIONS

57.7K

▲ 7.3%

Clicks vs CTR



Key Details

- Total clicks: 3.8K
- CTR: 6.5%
- Impressions: 57.7K
- Click change: 1.2% decrease
- CTR change: 7.9% decrease
- Impressions change: 7.3% increase

Campaigns generated 57.7K impressions and 3.8K clicks at a 6.5% click-through rate. Impressions increased 7.3%, while clicks and CTR moved down slightly (1.2% and 7.9%) in the comparison shown in the report.

02

Conversion Rate & Cost

by Conversions Rate and Cost / Conv.

CONVERSIONS

128.6

▲ 36.1%

CONVERSION RATE

3.4%

▲ 37.7%

COST / CONVERSION

\$44.00

▼ 23.5%

Conversions vs Conversion Rate



HIGHLIGHT

128.6

Conversions

▲ **36.1%**

Key Details

- 128.6 conversions recorded
- Conversions: 36.1% increase
- Cost per conversion: \$44.00
- Conversion rate: 3.4%
- Conversion rate: 37.7% increase
- Cost per conversion: 23.5% decrease

03

Cost Per Click

by Cost, CPC, and CPM

COST

\$5.66K

▲ 4.1%

AVERAGE CPC

\$1.51

▲ 5.4%

AVERAGE CPM

\$98.04

▼ 3.0%

Cost vs Average CPC



Key Details

- Total cost: \$5.66K
- Average CPC: \$1.51
- Average CPM: \$98.04

- Cost change: 4.1% increase
- Average CPC change: 5.4% increase
- Average CPM change: 3.0% decrease

Total advertising cost was \$5.66K, with an average CPC of \$1.51 and an average CPM of \$98.04. Cost and average CPC increased 4.1% and 5.4% respectively, while average CPM decreased 3.0% in the comparison shown in the report.

04

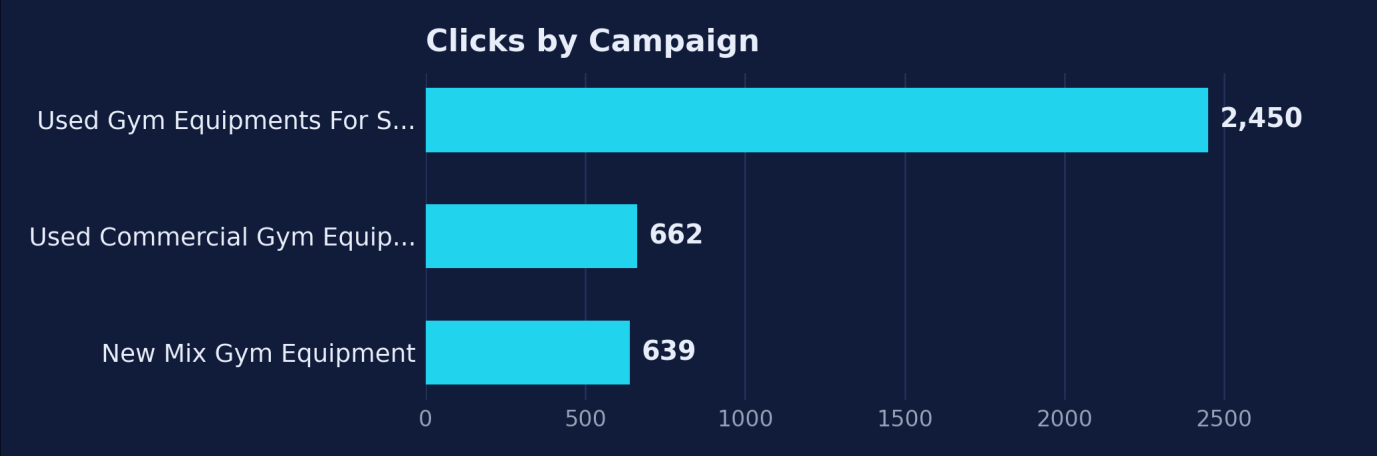
Top Campaigns

Campaign Performance Analysis

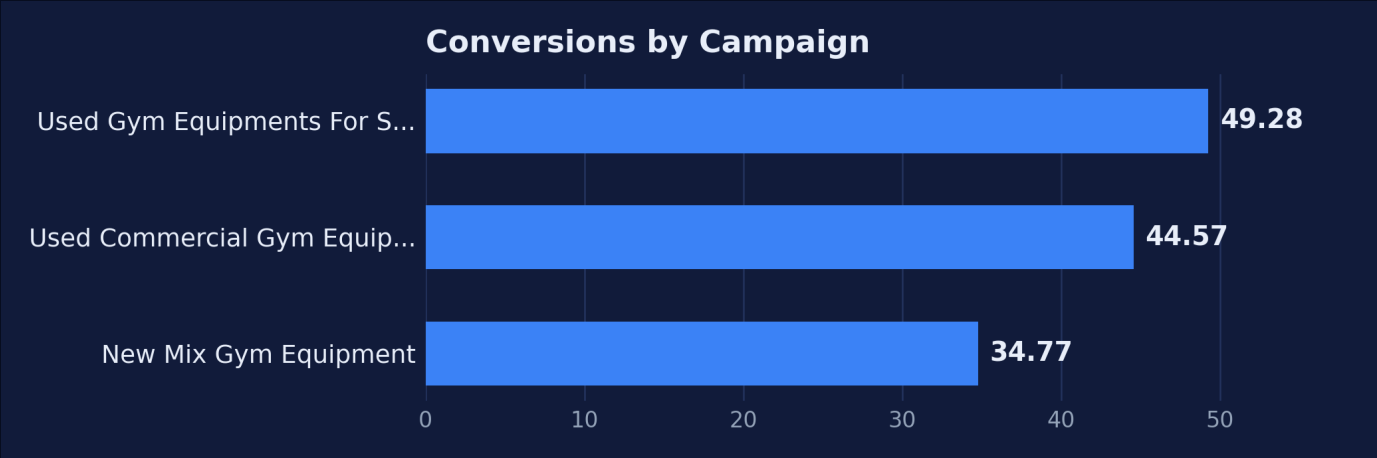
Campaign	Clicks	Avg. CPC	Conversions	Cost
2025 - Used Gym Equipments For S...	2,450	\$1.30	49.28	\$3,174.91
2025 - Used Commercial Gym Equip...	662	\$1.71	44.57	\$1,133.76
2025 - New Mix Gym Equipment	639	\$2.11	34.77	\$1,350.79
Sales-Performance Max-4	0	\$0	0	\$0
Youtube ad	0	\$0	0	\$0
Crosstrainer	0	\$0	0	\$0
D6 PMAX Sales & Traffic All Audi...	0	\$0	0	\$0
D6 PMAX Sales & Traffic All Audi...	0	\$0	0	\$0

Campaign names are shown exactly as displayed in the source report (truncated names are not expanded).

Clicks by Campaign



Conversions by Campaign

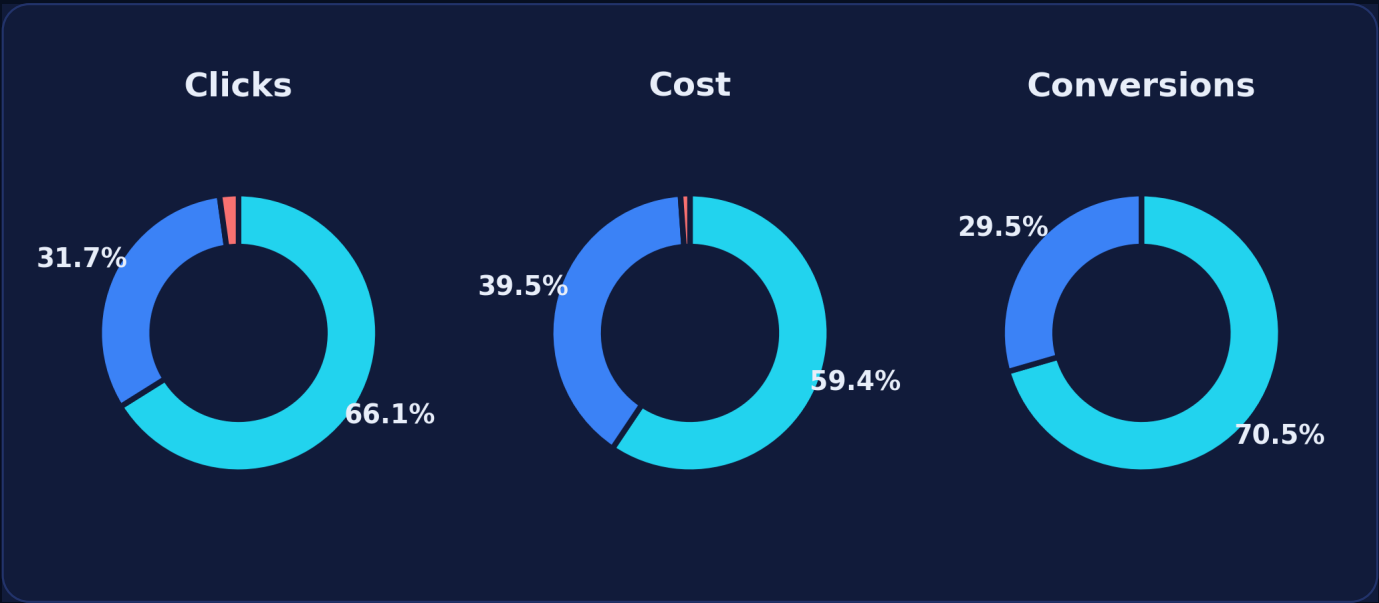


Charts show the three campaigns with non-zero clicks in the source report.

05

Device Breakdown

Performance Distribution by Device



Segment Legend

Clicks	66.1%	31.7%	Small segment (percentage not labeled in source)
Cost	59.4%	39.5%	Small segment (percentage not labeled in source)
Conversions	70.5%	29.5%	

Device names are not shown in the source report, so segments are identified by colour and percentage only. Colours are consistent across the three charts and follow the segment order used in the source report.

PPC Performance Summary

Documented Google Ads metrics for Grays Fitness

TRAFFIC & ENGAGEMENT

CLICKS 3.8K	IMPRESSIONS 57.7K	CTR 6.5%
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CONVERSION PERFORMANCE

CONVERSIONS 128.6	CONVERSION RATE 3.4%	COST / CONVERSION \$44.00
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COST METRICS

COST \$5.66K	AVERAGE CPC \$1.51	AVERAGE CPM \$98.04
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Closing Statement

This report provides a structured view of Grays Fitness PPC campaign activity, conversion performance, advertising costs, campaign metrics, and device distribution. All figures are presented as documented in the supplied Google Ads report.

Provided by MLS Digital Solutions

<https://graysfitness.com.au/>