ADdictive.

Paid media reporting example

A practical monthly report for a lead-generation business. Start with the business outcome, check what the data can support, then choose the next decision.

> Illustrative figures only. This is a fictional account, not a client case study or evidence of ADdictive performance.

Scope: one fictional Google Ads account. August and September 2026 calendar months, extracted on 28 October 2026. Media costs exclude VAT. CRM people are deduplicated; platform conversion totals are not used as unique CRM people.

Recommendation

Investigate the fall in the share of enquiries meeting the agreed qualification rules. Keep the sales-efficiency verdict open until both lead cohorts have had comparable time to produce customers. A cheaper enquiry alone is insufficient reason to increase spend.

Measure	August cohort	September cohort
Advertising media spend	£6,000	£6,600
Unique enquiries created	200	250
Enquiries meeting qualification rules	80	90
Completed customers recorded so far	20	18 - provisional
Media cost per enquiry	£30.00	£26.40
Media cost per qualifying enquiry	£75.00	£73.33
Media cost per recorded customer	£300.00	£366.67 - provisional

All figures above are invented for explanation. Costs divide the stated media spend by the matching outcome count. A qualification rule is agreed before reporting; a form submission is not automatically a suitable prospect.

What the report tells us

The qualifying share is 40% in August and 36% in September: a fall of 4 percentage points. September has more qualifying enquiries in total, but also uses more media spend. Check which campaigns and enquiries account for the difference before changing targeting.

> The customer comparison is incomplete. At extraction, August had 58 days since month end and September had 28. Later sales can revise both cohorts. Calendar months also differ in length, and these observations do not isolate the effect of any campaign change.

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From reporting to a decision

Illustrative figures only. Use the definitions, sources and limitations below to understand the fictional example on page 1.

Keep the stages distinct

Enquiry: one deduplicated contact submission. Qualifying enquiry: that person meets the agreed criteria. Booking and attendance: separate events where the business uses them. Completed customer: the agreed completed transaction, confirmed in the CRM. Revenue and profit require additional financial records; neither is supplied in this example.

Source	What it establishes	What to reconcile
Google Ads	Media spend, delivery and attributed conversion actions	Goal definitions, counting rules, attribution and later revisions
Website and CRM	Submission receipt, unique people, qualification and customer stages	Source capture, duplicates, stage dates and the person who confirms suitability
Billing and finance records	Management charges and actual commercial value	VAT basis, refunds, fees, delivery costs and the definition of revenue or margin

Show the full cost

September uses £6,600 in media plus an illustrative £1,500 management fee: £8,100 before VAT and any other costs. Dividing that sum by the 18 customers recorded so far gives £450 per recorded customer, provisionally. Media-only cost is £366.67. Neither figure establishes profit. The fee is a fictional reporting input, not a quote for a particular scope.

Choose one useful next action

Decision or action	Evidence needed before acting
Check the qualification difference	Apply the same rules to both cohorts; review channel and campaign source with the sales team.
Refresh the customer comparison	Re-extract at a comparable maturity, retaining the earlier snapshot and extraction date.
Consider one limited campaign test	Record the hypothesis, scope, budget, owner and review condition; avoid changing several inputs together.

Reporting a CRM outcome does not establish that it was imported into Google Ads or selected for bidding. Verify the implementation separately. Missing records and unexplained source differences remain unknown.

Use the Lead Quality Reporting Worksheet to agree definitions before reporting. Supporting reading: Google on conversion delay.