Google Ads | Search for a page or campaign | Appearance | Refresh | Help | Notifications | 682-322-3329 Brilliko vidyaquestllp@gmail.com

2-Step Verification required - Starting October 14, 2025, you will need 2-Step Verification on this account. Hide | Learn more | Set up

Create | Campaigns | Goals | Tools | Billing | Admin

- Overview
- Recommendations
- Insights and reports
- Campaigns
  - Campaigns
  - Ad groups
  - Ads
  - Experiments
- Assets
- Audiences, keywords, and content
- Change history

View (2 filters): All campaigns | Campaign: Brilliko 2.0 | Ad groups (5): Select an ad group

Enabled | Status: Limited by budget | Type: Search | Budget: ₹3,500.00/day | Optimization score: 72.4% | Simulate campaign changes | Campaign settings

Overview

Custom | Jul 21 – Aug 21, 2025 | Show last 30 days

Download | Feedback

Performance diagnostics

Campaign diagnostics

Your campaign spent most of its average daily budget in the past week

It received conversions but still has some issues that can limit serving

All | Account | Ads | Budget & bidding | Audiences | Goals

Account prepaid funds are low — Add funds | View details

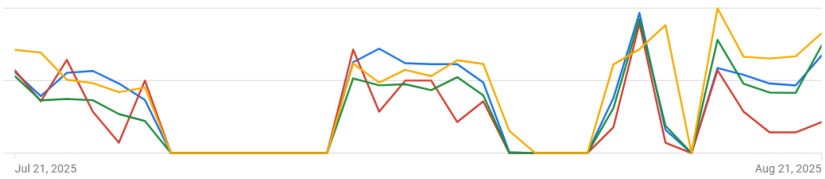
Campaign is limited by budget — View details

Ad strer — View

View campaign diagnostics

Performance summary

Clicks	Submit lead forms	Avg. CPC	Cost
1.63K	105.00	₹50.81	₹82.8K



Optimize performance

Your optimization score: 72.4%

View all recommendations

Recommendation

Add broad match keywords +8.4%

Get more conversions at a similar or better ROI by adding broad match versions of your existing keywords

Recommended because using broad match type keywords in these Smart bidding campaigns can help you effectively grow conversions within your performance targets

Apply | View

Recommendation

Set a target CPA to capture upcoming traffic increases +7%

You may miss out on conversions from an expected future traffic increase. Get these conversions at a similar CPA by setting a target and raising your budget.

Recommended because our simulations show that traffic is expected to increase by 5% or more

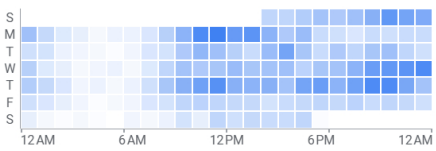
Apply | View

Explore more

Day & hour | Impressions

Your performance by day of week and time of day

Day | Day & Hour | Hour

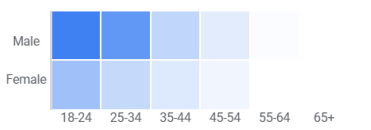


Ad schedule

Demographics | Impressions

Summary of the demographic groups your ads are reaching by age and gender

Gender | Gender & Age | Age



Based on the 70% of your impressions with known gender and age.

Demographics

Devices

Ad performance across devices

Most-shown ads

Graphic Designing

Mobile phones | Tablets | Computers

	Mobile phones	Tablets	Computers
Cost	85.1%	0.4%	14.5%
Impressions	86.2%	0.5%	13.3%
Clicks	88.1%	0.4%	11.5%

Bid adjustments

Mobile phones: — Computers: — Tablets: —

Devices

Keywords

+ Add keyword

Summary of how your keywords are performing

	Cost	Clicks	CTR
graphic design course after 12	₹20,727.94	462	8.31%
"video editing course"	₹17,715.16	274	11.36%
web and graphic designer course	₹10,312.52	187	7.31%
"video editing training"	₹10,086.65	187	11.19%
"graphic design courses"	₹2,933.87	50	7.78%

Keywords | Negative keywords

1 / 10

Ad groups

	Cost	Clicks	CTR
Graphic Designing	₹40,216.75	852	7.90%
Video Editing	₹32,965.76	551	11.57%
Film Making	₹4,609.52	114	7.54%
animation	₹3,654.05	87	5.98%
VFX	₹1,315.55	25	5.98%

All ad groups

1 / 1

Lead funnel

Total conversions through your entire lead funnel

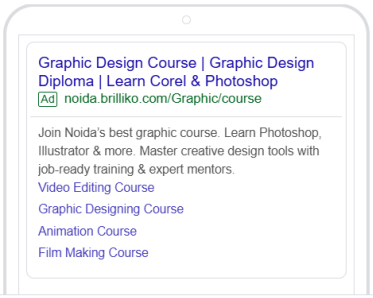
1,629	105.00	-	-
Interactions	Raw leads	Qualified leads	Converted leads

Conversion paths

Campaign	Conv. (by conv. time)	Conv. value (by conv. time)
Brilliko 2.0	79	79.00
Brilliko 2.0 x2	12	12.00
Brilliko 2.0 x3	3	3.00
Brilliko 2.0 x5	2	2.00
Brilliko 2.0 x4	2	2.00

Manage conversions | Conversion paths

1 / 2



Ad	Status	Impressions	Clicks	CTR
Enabled	Eligible	10,790	852	7.90%

All ads | All assets

1 / 6

Searches

Sort by: Impressions

Top searches and words within searches where people saw your ads

Searches | Words

graphic design | video editing course | graphic design courses | graphic designer | video editing course in delhi | video editing course near me | graphic designing | design | web designing course | web designing | video editing course in noida | graphics design | computer course | udemy

All searches

1 / 9

Locations

Impressions

Geographic location of people who interacted with your ads

Targeting: Greater Noida, 110091, 110096, 201009, Gautambudhnagar, 201008, 201310, 201309, + 11 more

Excluding: Andhra Pradesh, Assam, Bihar, Gujarat, Haryana, Jammu and Kashmir, Karnataka, Kerala, + 61 more

Targeted locations | Excluded locations

Top bidding signals

Examples of top signals for your bid strategy

Examples of top signals used to optimize your bids. No action is required as Smart Bidding already optimizes for these signals.

- Location: **Uttar Pradesh** and Device: **Desktops**
- Device: **Mobile phones** and Time: **Weekdays, 8AM to 2PM**
- Time: **Weekends, 3PM to 9PM**
- Location: **Delhi** and Time: **Weekdays, after 8PM**
- Query: **video editing course in delhi**

View report

1 / 1

Reporting is not real-time. Time zone for all dates and times: (GMT+05:30) India Standard Time. Learn more
Some inventory may be provided through third party intermediaries.
You'll see Media Rating Council (MRC) accreditation noted in the column header's hover text for accredited metrics.

© Google, 2025.