



# What Makes a Great PPC Report That Your Clients Will Love



Nowadays, earning the trust of your clients is essential for running a successful paid search campaign. As a professional in the field of pay-per-click advertising, it is essential to provide PPC reports to your clients. This is important if you want to deliver the expected results to your customers. The report can highlight areas for improvement or refinement, such as adjusting bids, refining ad copy, or targeting a different audience.

If you want to manage and make up a great **PPC report**, here are some core elements that you can include -

1. Executive summary
2. Performance metrics
3. Insights
4. Actionable recommendations
5. Context and analysis

Furthermore, effective PPC reporting should aim to uncover the reasons behind any wins or losses and consider current trends and industry best practices. Similarly, while creating a professional report for your clients, you need to provide clear visualizations and highlight findings from data analysis that you can use to improve the client's ROI.