Mindluster Platform

About the course PPC analysis techniques

Course Presenter : Couplerâ€¤io Academy

PPC analysis, in this course we will learn about the PPC analysis process, covering everything from evaluating campaign performance to optimizing results. Discover how to analyze key metrics such as CTR, CPC, and ROI to assess ad effectiveness. Explore keyword performance, audience targeting, and conversion tracking to maximize the success of PPC campaigns. Gain insights into budget optimization, A/B testing, and troubleshooting underperforming ads. Youâ€™ll also learn to create detailed reports and use data to refine strategies. By the end of this course, youâ€™ll have the skills to manage and improve PPC campaigns across platforms like Google Ads and social media, ensuring maximum impact and profitability. Couplerâ€¤io Academy

Computer Softwares Category's Courses

Course Lesson(20)

Lesson 1 : **How to Export Data from Facebook Your Ultimate Guide**

Lesson 2 : **Multichannel PPC dashboard setup customization**

Lesson 3 : **10 Tips on How to Optimize Facebook Ads**

Lesson 4 : **PPC Analysis Explained**

Lesson 5 : **Your Guide to PPC Analysis**

Lesson 6 : **Top PPC OKRs KPIs to Follow**

Lesson 7 : **How to Connect Instagram Ads to Looker Studio**

Lesson 8 : **Your Guide to Instagram Ads Analytics**

Lesson 9 : **Top 16 Facebook Ads Metrics**

Lesson 10 : **Facebook Ads Analytics Explained**

Lesson 11 : **How to Connect TikTok Ads to Looker Studio**

Lesson 12 : **How to Connect Linkedin Ads to Looker Studio in 5 Minutes**

Lesson 13 : **How to Connect Microsoft Bing Ads to Looker Studio**

Lesson 14 : **Learn How to Connect Facebook Ads to Power BI**

Lesson 15 : **How to Connect Google Ads to Power BI in 5 Minutes**

Lesson 16 : **Facebook Ads Dashboard Templates For Every Occasion**

Lesson 17 : **How to Create a Google Ads Dashboard in Looker Studio**

Lesson 18 : **How to Connect Google Ads to Looker Studio Google Data Studio in 2024**

Lesson 19 : **How to Connect Facebook Ads to Looker Studio Google Data Studio in 2024**

Lesson 20 : **Your Guide to an Ultimate PPC Dashboard**

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