Synthetic monthly PPC / performance report

Prepared sample - March and April 2026

All data is synthetic. No client data is included.

Page 1 - Monthly performance table

Measure	March 2026	April 2026
Ad spend	$12,000	$12,600
Tracked revenue	$74,000	$68,000
Landing-page sessions	5,000	5,000
Leads	400	310
Landing-page conversion	8.0%	6.2%

Page 1 - Report notes

Spend increased; tracked revenue and leads declined.

This summary does not show device or campaign breakdowns.

It does not establish why the changes happened.

Check supporting diagnostics before naming a likely driver.