

The ~~Dead~~spend Report

CLIENT A – B2B DIGITAL-MARKETING CONSULTANCY
(ANONYMIZED)

2026-07-22 TO 2026-10-19 · 90
DAYS

ACCOUNT HEALTH

25/100

SPEND AUDITED	\$11,595
CONVERSIONS · CPA	29 · \$400
WASTED ON IRRELEVANT TERMS	\$1,566
SPEND YOU CAN'T SEE	82%
RECOVERABLE / MONTH (EST.)	\$1,011

5 problems found. The fastest win takes *ten minutes*:
paste the negative list on page 5 and demote the 3
conversion actions that aren't leads.

SAMPLE: built from a read-only API pull of a real account. Brand and competitor names are replaced with placeholders, terms translated to English, currency converted (Converted from ILS at 3.7 ILS/USD).

01 – THE SHORT VERSION

Where your money is leaking

\$1,566 SPENT ON IRRELEVANT SEARCHES · 90D	45% OF VISIBLE SEARCH SPEND WAS IRRELEVANT	96% OF KEYWORD SPEND ON BROAD MATCH
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F1

CRITICAL

\$171

PER MONTH

You are paying for searches that can never become customers

76 named search terms (\$964 in 90 days) had zero conversions and no relation to what you sell: other agencies' brand names, services you don't offer, software lookups and job searches. 60 of them were later excluded; 16 are still open. A further \$603 went to 195 low-volume terms, most of them other companies' names.

FIX to Paste the negative keyword list in section 03 into a shared account-level list and attach it to every Search campaign.

F2

HIGH

\$716

PER MONTH · EST.

82% of your spend is invisible in the search terms report

Google showed search terms for only \$2,125 of \$11,595 spent. 96% of keyword spend runs on broad match, which matches you to long-tail queries Google withholds for privacy. You cannot negate what you cannot see.

FIX to Move your top broad keywords to phrase match, keep broad only in a capped test campaign, and re-check visibility after 14 days.

F3

CRITICAL

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ENABLER

Smart bidding is optimising for 9 different 'conversions'

9 conversion actions are set as primary, including 3 that are not leads (YouTube engagement, many-per-click contact events). 6 different lead/contact actions can fire for the same person. Maximize Conversions treats all of them as wins, so it learns to buy cheap engagement instead of qualified leads.

FIX to Keep one or two primary actions (qualified lead form + call ≥60s). Set everything else to secondary.

01 — THE SHORT VERSION, CONTINUED

F4

HIGH

\$125

PER MONTH

1 campaign spent \$374 with zero conversions

Search | Lead quality | Exact (manual CPC): \$374, 92 clicks, 0 conversions.

FIX to Pause or merge into the main campaign until it has a conversion goal it can actually reach. Don't run manual CPC next to smart bidding on the same keywords.

F5

MEDIUM

—

ENABLER

Your best campaign is losing most auctions on rank, not budget

Search | Core services | Broad shows 21% impression share; 54% lost to Ad Rank and 25% to budget. 29 keywords have Quality Score <=3 and absorbed \$1,775.

Raising the budget would buy more of the same weak traffic.

FIX to Fix relevance first (tighter ad groups, landing page per theme), then reinvest the money freed by F1 into budget.

TOTAL RECOVERABLE

\$1,011/month

Sum of the monthly impact column. Includes estimates where marked. Enablers (tracking, rank) don't save money directly; they make the savings stick.

02 — WHERE THE MONEY WENT

76 searches you should never have paid for

Every row below was a real click, paid in full, from someone who was looking for something you don't sell. None converted.

Other companies' brand names · 29 TERMS		\$320
Services you don't sell · 18 TERMS		\$275
Software / tool lookups · 16 TERMS		\$229
Navigational / informational · 7 TERMS		\$65
Job-title & career searches · 4 TERMS		\$51
DIY e-commerce intent · 2 TERMS		\$23

SEARCH TERM (AS TYPED)	WHY IT'S WASTE	CLICKS	COST	CONV.	STATUS
~~whatsapp bot~~	TOOL	1	\$52.35	0	BLOCKED SINCE
~~website for small business~~	OFF OFFER	1	\$35.41	0	BLOCKED SINCE
~~promo video for small business~~	OFF OFFER	3	\$34.73	0	STILL OPEN
~~{competitor brand 01}~~	COMPETITOR	1	\$33.46	0	BLOCKED SINCE
~~{competitor brand 02} ltd~~	COMPETITOR	2	\$32.98	0	BLOCKED SINCE
~~{competitor brand 03} marketing~~	COMPETITOR	1	\$25.23	0	BLOCKED SINCE
~~{software tool 01}~~	TOOL	1	\$24.57	0	BLOCKED SINCE
~~largest web design companies~~	OFF OFFER	1	\$22.58	0	BLOCKED SINCE
~~{software tool 02}~~	TOOL	2	\$19.24	0	BLOCKED SINCE
~~{software tool 03}~~	TOOL	2	\$19.09	0	BLOCKED SINCE
~~brochure website for business~~	OFF OFFER	1	\$18.28	0	STILL OPEN
~~{competitor brand 04}~~	COMPETITOR	3	\$18.19	0	BLOCKED SINCE
~~telemarketing companies~~	OFF OFFER	1	\$16.55	0	BLOCKED SINCE
~~{government small business agency}~~	INFO	1	\$16.28	0	STILL OPEN
~~whatsapp business~~	TOOL	1	\$16.17	0	STILL OPEN
~~{competitor brand 05} media group~~	COMPETITOR	1	\$16.10	0	BLOCKED SINCE

Top 16 of 76 by cost. Plus \$603 on 195 low-volume terms, mostly other companies' names. "Blocked since" = excluded after the money was spent.

03 — READY TO PASTE

Your negative keyword list

Copy the box into Tools to Shared library to Negative keyword lists to new list, then apply it to every Search campaign. Brackets and quotes set the match type for you.

```
"website"
[promo video for small business]
[{government small-business agency}]
[whatsapp business]
[strategist]
"branding"
[sponsored articles]
[web design company]
[seo content writing]

[{competitor brand 10}]
[business consultant]
[{government small-business agency}
consulting phone]
[{competitor brand 20} ad agency]
"whatsapp"
"brochure"
"manager"
"ecommerce"
```

NEGATIVE	MATCH	REASON	SPEND IT BLOCKS
"website"	PHRASE	Services you don't sell	\$48.55
[promo video for small business]	EXACT	Services you don't sell	\$34.73
[{government small-business agency}]	EXACT	Navigational / informational	\$16.28
[whatsapp business]	EXACT	Software / tool lookups	\$16.17
[strategist]	EXACT	Job-title & career searches	\$15.91
"branding"	PHRASE	Services you don't sell	\$13.73
[sponsored articles]	EXACT	Services you don't sell	\$13.42
[web design company]	EXACT	Services you don't sell	\$11.32
[seo content writing]	EXACT	Services you don't sell	\$10.22
[{competitor brand 10}]	EXACT	Other companies' brand names	\$9.57
[business consultant]	EXACT	Navigational / informational	\$7.77
[{government small-business agency} consulting phone]	EXACT	Navigational / informational	\$6.54
[{competitor brand 20} ad agency]	EXACT	Other companies' brand names	\$6.38
"whatsapp"	PHRASE	Software / tool lookups · PREVENTIVE	\$68.52
"brochure"	PHRASE	Services you don't sell · PREVENTIVE	\$32.57
"manager"	PHRASE	Job-title & career searches · PREVENTIVE	\$19.47
"ecommerce"	PHRASE	Other companies' brand names · PREVENTIVE	\$17.20

We never suggest a negative that appears in a search term that converted or that matches your core offer. "Preventive" phrase negatives cover future variants of terms you already excluded one by one. In this sample, brand placeholders like {competitor brand 10} stand in for real names; your report lists the real terms.

04 — BUDGET, BIDDING, TRACKING

What the algorithm is being told

CAMPAIGN	BIDDING	BUDGET	COST	CONV.	CPA	IS	LOST·BUD	LOST·RANK
Search Core services Broad	MAXIMIZE CONVERSIONS	\$34/d	\$11,196	29	\$386	21%	25%	54%
Search Lead quality Exact	MANUAL CPC	\$6/d	\$374	0	—	50%	36%	14%
Search AI services Exact	TARGET SPEND	\$3/d	\$16	0	—	24%	5%	71%
Search SEO Exact	TARGET SPEND	\$4/d	\$9	0	—	36%	15%	50%
Search Product launch	TARGET SPEND	\$3/d	\$0	0	—	10%	53%	44%
Search Sales consulting Exact	TARGET SPEND	\$2/d	\$0	0	—	89%	11%	0%

Primary conversion actions (9)

Smart bidding optimises for all of these equally.

ACTION	CATEGORY	COUNTING	
Phone call from ad	CONTACT	ONE PER CLICK	REVIEW
Website event	SUBMIT LEAD FORM	ONE PER CLICK	REVIEW
Website event	CONTACT	MANY PER CLICK	DEMOTE
Lead form asset	SUBMIT LEAD FORM	ONE PER CLICK	REVIEW
Website event	PURCHASE	MANY PER CLICK	REVIEW
YouTube engagement	ENGAGEMENT	ONE PER CLICK	DEMOTE
Thank-you page load	SUBMIT LEAD FORM	ONE PER CLICK	REVIEW
YouTube engagement	YOUTUBE FOLLOW ON VIEWS	MANY PER CLICK	DEMOTE
Website event	SUBMIT LEAD FORM	ONE PER CLICK	REVIEW

Device split

Cost and conversions over 90 days.

DEVICE	COST	CONV.	CPA
Mobile	\$7,093	16	\$443
Desktop	\$4,460	11	\$405
Tablet	\$43	2	\$21

Keyword quality

29 keywords with Quality Score <=3 absorbed \$1,775.
96% of keyword spend is broad match.

05 — DO THIS, IN THIS ORDER

Your fix plan

Ordered by money saved per minute of work. Steps 1 and 2 take under half an hour and need no specialist.

1

TODAY, 10 MIN

Create a shared negative list, paste section 03, attach to all Search campaigns.

Stops the leak in F1 immediately.

2

TODAY, 15 MIN

Demote all non-lead conversion actions to secondary; keep one lead + one call action primary.

F3: smart bidding starts learning from real leads.

3

THIS WEEK

Pause zero-conversion campaigns or fold their keywords into the main campaign.

F4: removes spend with no signal.

4

THIS WEEK

Switch top broad keywords to phrase match; keep a small broad test campaign.

F2: makes your spend visible and controllable.

5

IN 2-3 WEEKS

Rebuild low-QS ad groups by theme with matching landing pages, then raise budget with the money saved.

F5: win rank, then scale.

How we got these numbers

Read-only Google Ads API pull for 2026-07-22 to 2026-10-19: campaigns, search terms, keywords, conversion actions and device segments. Search terms are classified against your keywords and converting queries; a term only counts as waste if it had zero conversions and no relation to your offer. Monthly figures = period figures × 30/90. F2 is an estimate and is labelled as one.

What we did not do

We changed nothing in your account. Access was read-only and revoked after this report was generated. Want this every Monday? The weekly watch (\$29/mo) re-runs the audit and emails only what changed.