

How to send us your reports

We never ask for access to your ad accounts. You send the files; we work from them, and nothing in your accounts gets touched.

This page shows every click. Pick only the parts that match what you ordered. If something here doesn't exist in your account, skip it and tell us — that is useful information too.

1 · What we need from you

Visual diagnostic

- Photos of your product
- Your current ads and main website pages
- Optional: post stats, last 90 days
- Optional: ad-level export, last 90 days

Ad Diagnostic

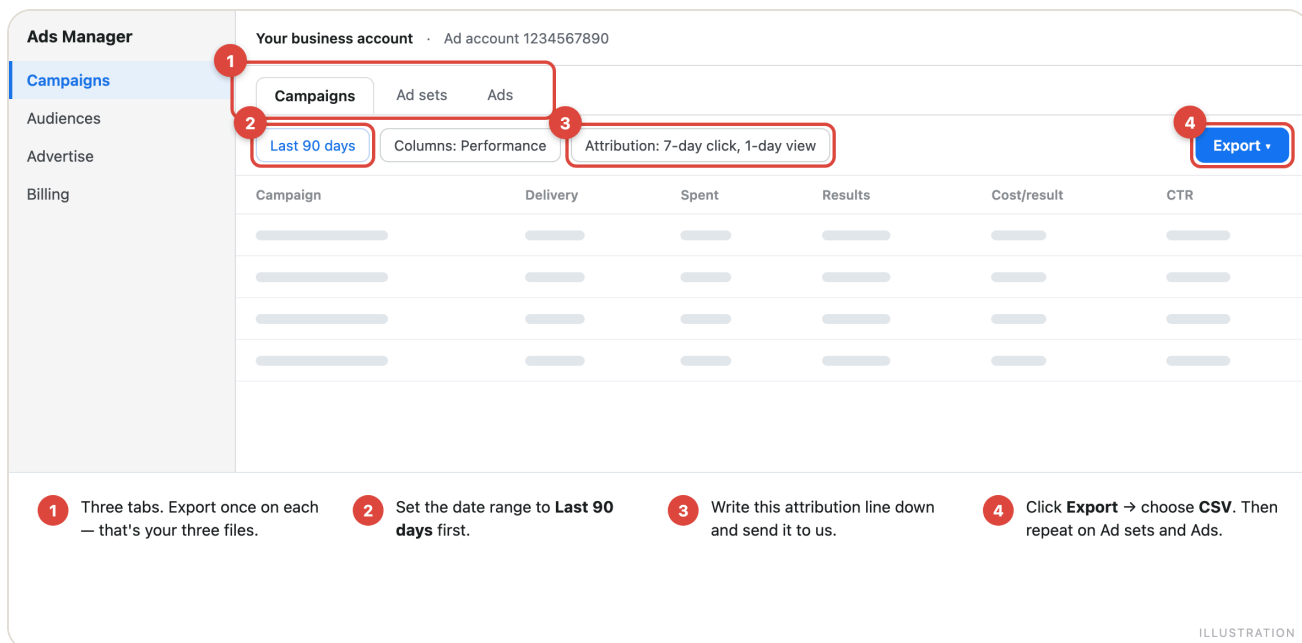
- Meta Ads Manager: 3 exports
- Google Ads: campaigns, search terms, change history
- GA4: traffic sources
- Screenshots: conversion settings, GA4 events, Meta events setup
- If you have them: CRM and call exports

Two rules that save a whole round of emails.

Set every export to **the last 90 days**. Choose **CSV** when asked for a format.

2 · Meta Ads Manager — three files

You export the same table three times. Only one setting changes each time: the level.



Ads Manager. The red marks show the three tabs, the date range, the attribution line and the Export button. Your screen may differ slightly — the buttons sit in these places.

1. Open Ads Manager and pick the ad account you want us to look at.
2. Set the date range at the top right to **Last 90 days**.
3. Click the **Campaigns** tab. Then click **Export** and choose **CSV**. That is file 1.
4. Click the **Ad sets** tab. Export again. File 2.
5. Click the **Ads** tab. Export again. File 3.

One thing to tell us in writing. Near the date range there is a setting called **Attribution**, usually showing something like “7-day click, 1-day view”. Write that line to us. The same campaign shows different numbers under different attribution windows, so we need to know which one your numbers were counted with.

If you also want the visual diagnostic with numbers

In the **Ads** tab, open **Columns** → **Customize columns** and make sure these are switched on before you export: Ad name, Campaign name, Amount spent, Impressions, Clicks, CTR, CPM, Results, Cost per result, Reach, Frequency.

3 · Post stats — how your organic content performed

1. Open Meta Business Suite → **Insights** → **Content**.
2. Set the date range to the last 90 days (60 is the minimum that still tells us anything).

3. Look in the **top right** for the export button and download the file.

Meta renames this button from time to time — it may read “Export data”, “Download” or show a download arrow. If you can't find it, send a note and skip this file; it is optional.

4 · Google Ads — three files

1 Campaigns with their numbers

The screenshot shows the Google Ads interface. On the left is a sidebar with 'Google Ads' at the top, followed by 'Campaigns' (highlighted in blue), 'Insights and reports', 'Goals', 'Tools', and 'Billing'. The main area shows 'Your account · 123-456-7890'. Below this are buttons for 'Last 90 days' (annotated with a red circle 1), 'Columns' (annotated with a red circle 2), 'Segment', and 'Filter'. To the right of these buttons is a download icon (annotated with a red circle 3). Below the buttons is a table with columns: Campaign, Status, Cost, Clicks, Conv., and Cost/conv. The table has four rows of placeholder data. At the bottom, there are three numbered instructions: 1. Date range first: Last 90 days. 2. In Columns, switch on Cost, Clicks, Conversions, Cost/conv. 3. This arrow is Download. Choose .csv. The word 'ILLUSTRATION' is in the bottom right corner.

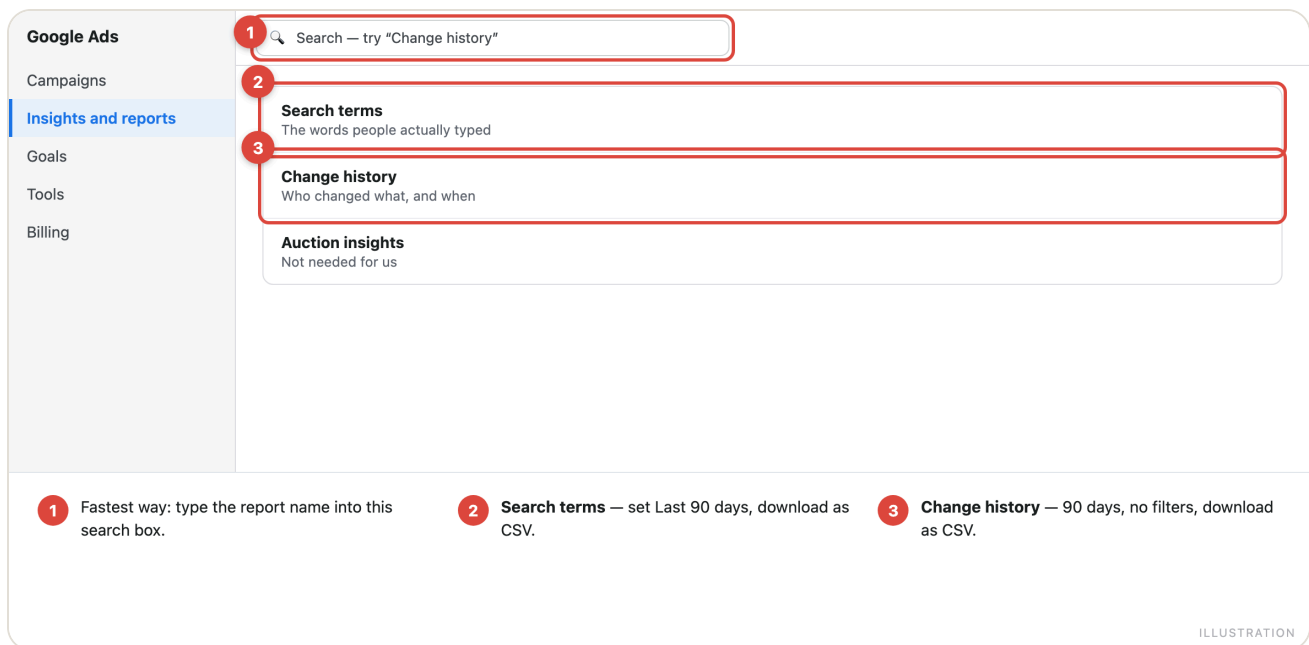
Campaign	Status	Cost	Clicks	Conv.	Cost/conv.

1 Date range first: Last 90 days. 2 In Columns, switch on Cost, Clicks, Conversions, Cost/conv. 3 This arrow is Download. Choose .csv.

ILLUSTRATION

Google Ads, campaign table. Date range, Columns, and the download arrow above the table on the right.

1. Open your campaigns list and set the date range to the last 90 days.
2. Click **Columns** and switch on: Campaign name, Campaign type, Status, Impressions, Clicks, CTR, Avg. CPC, Cost, Conversions, Cost per conversion, Conversion rate, Conv. value.
3. Click the **download icon** above the table and choose **.csv**.



Both reports live under Insights and reports — or just type their name into the search box at the top.

2 Search terms — what people actually typed

Go to **Campaigns** → **Insights and reports** → **Search terms**. Set the last 90 days, then download as CSV.

Google hides rare search terms, and Performance Max only shows broad categories instead of the terms themselves. That is Google's limit, not something you did wrong.

3 Change history — what was changed and when

The fastest way: type **Change history** into the search box at the top of Google Ads and open the result. Set the last 90 days, leave all filters off, and download as CSV.

This file is often the one that explains a sudden drop, so please don't skip it.

5 · GA4 — where your traffic comes from

Open **Reports**, choose the traffic acquisition report, set the last 90 days, and use the share/export control to download it as CSV.

Google Analytics

Your property · Traffic acquisition

Home

1 traffic acquisition

2 Last 90 days

3

Channel	Users	Sessions	Engaged	Conversions	Revenue

1 Open **Reports** → Traffic acquisition.

2 Set **Last 90 days**.

3 Use this control to download, and pick **CSV**.

ILLUSTRATION

Google Analytics. Reports → Traffic acquisition, then the download control on the right.

6 · Screenshots — the part that never comes as a file

Settings can't be exported. A picture is the only way to show them, so here screenshots are exactly right. Please take them **this week** — an old screenshot describes an account that no longer exists.

Google Ads

Campaigns

Insights and reports

1 Goals · Conversions · Summary

2

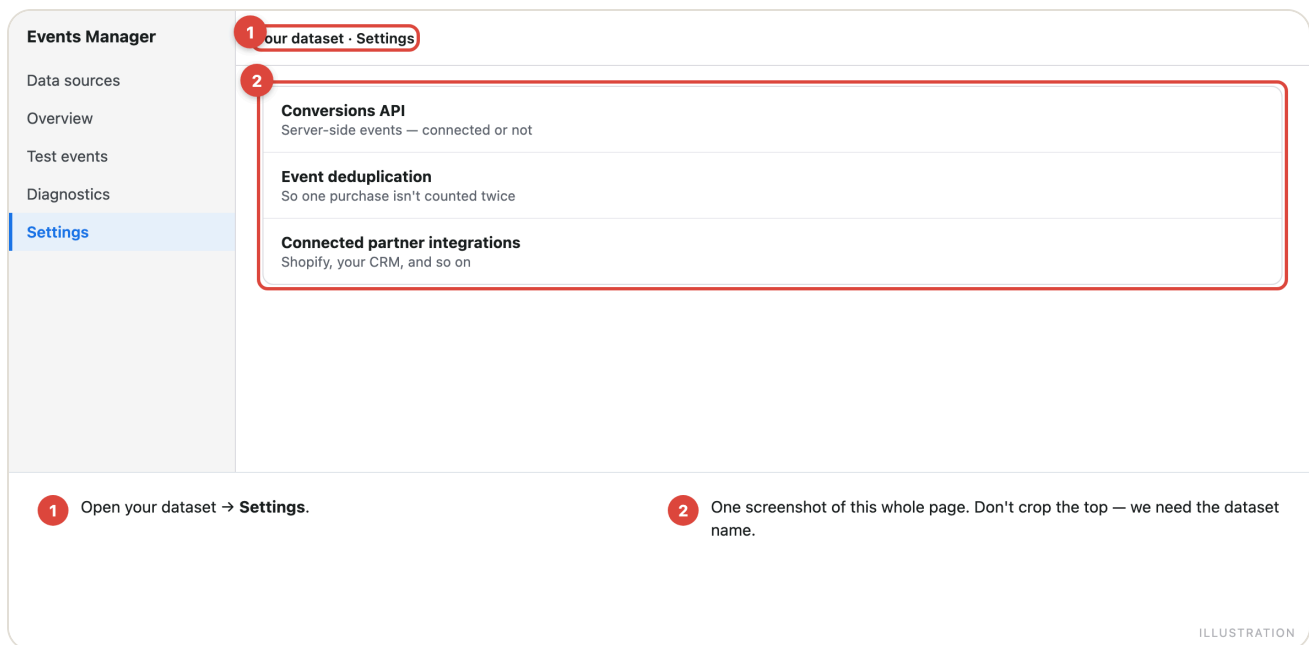
Conversion action	Source	Category	Goal type	Count	Value

1 Go to Goals → Conversions → **Summary**.

2 Screenshot this whole list — we need to see which actions are **Primary**. It can't be exported as a file.

ILLUSTRATION

Google Ads: Goals → Conversions → Summary. This list is a screenshot, not a file — conversions settings can't be exported.



Meta Events Manager: your dataset → Settings. Capture the whole page, including the dataset name at the top.

Take one screenshot of each screen you have

- **Google Ads:** Goals → Conversions → Summary — the full list, so we can see which actions count as Primary.
- **GA4:** Admin → Events — so we can see which events are marked as key events.
- **Meta:** Events Manager → your dataset → Settings — so we can see whether server-side events (Conversions API) are switched on.
- **Google Ads bidding:** open one campaign's settings and capture the bidding strategy.

Capture the whole window, including the top of the page. Don't crop.

Please don't "fix" anything first. If you spot a mistake in your settings while taking screenshots, leave it and tell us. We are diagnosing what is happening now — a corrected screenshot hides the very thing you paid us to find.

7 · If you have them

- **CRM export:** deals from the last 90 days with the source of each one.
- **Call tracking export:** calls from the last 60–90 days.

- **Shopify or your store:** orders for the same period, with order value and source.

These are what let us tell you whether the leads your ads report turned into money.

8 · Before you send — four quick checks

- ☐ **The dates say 90 days.** Open the file: the date range is usually printed in the first rows.
- ☐ **Paused campaigns are in there too.** A file with only the active ones hides half the story.
- ☐ **It's the whole account, not one campaign.** If you were looking at a single campaign when you exported, the file only contains that one.
- ☐ **It's a file, not a picture.** CSV or XLSX for numbers. Screenshots only for settings screens.

What doesn't work: photographs of a screen, a PDF of a dashboard, a report filtered to your best campaigns, or 30 days when we asked for 90. In every one of those cases we would come back and ask again, and your report gets delayed.

9 · What we can't see this way — and why we say so

Working from files instead of access is a fair trade, but it isn't free. These stay invisible to us, and if any of them matters for your case, it will be written in your report rather than glossed over:

- The real size of your audiences and how much they overlap.
- How well Meta matches your server-side events, and whether purchases get counted twice.
- Whether a conversion fires on a real order or just on a button click.
- Whether tracking survives the jump from your site to checkout on another domain.

10 · Sending it

Upload everything on the intake form. Up to **25 MB per file**. If an export is larger than that, choose a shorter period or send it as a link to your cloud drive.

← Back to the form

Avenquell · We don't ask for access to your accounts and we change nothing inside them.

Something here doesn't match what you see on screen? Tell us — platforms move buttons, and we'd rather fix this page than have you hunting.