

Data-Driven Decisions with Google Ads Auction Insights Report

Make data-driven decisions, optimise bidding strategies, & gain a competitive edge in the ad auction!

Access the Auction Insights Report in Google Ads for:

- Search campaigns
- Performance Max campaign
- Shopping campaign

Understand metrics:

- Impression Share: Shows how often your ad was displayed. Low share may mean low bids or high competition.
- Overlap Rate: Measures competition with other ads for the same keyword. High overlap means more competition & higher costs.
- Outranking Share: Indicates how often your ad appeared above competitors' ads. High share means a strong position.
- Position Above Rate* : Tracks how often competitors' ads outrank yours. Keywords may require adjustments to improve your position.
- Top of Page Rate* : Shows how often your ad appeared on the first search results page. High rate improves visibility and conversion rates.
- Absolute Top of Page Rate*: Indicates how often your ad appeared at the very top. High rate suggests high bids or low competition.

**only available in Search campaigns.*

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