



GOOGLE KEYWORD PLANNER CAMPAIGN FORECAST REPORT

INTRODUCTION

- What is Google Keyword Planner?

- Google Keyword Planner is a powerful tool used to find high-performing keywords, analyze search volume, competition, and forecast campaign performance in Google Ads.
- It helps digital marketers plan effective, targeted campaigns with measurable ROI.



PROJECT OBJECTIVE

- Explore how to find relevant marketing keywords
- Set up keyword plans and estimate ad performance
- Analyze forecast data such as CPC, CTR, and conversions
- Learn how keyword intent and budget affect reach



KEYWORDS SELECTED

- WhatsApp marketing
- Facebook ads for small businesses
- Digital marketing services
- Business advertising tools

FORECAST RESULTS

Clicks

25.57

Impressions

308.81

CTR

8.3%

Avg. CPC

PKR 1,454.83

Estimated Cost

PKR 37,200

Bid Strategy

Maximize Conversions

CHALLENGES FACED

01

Keywords with low volume showed 0 conversions

02

CPA was too high compared to budget

Keyword Planner >
Plan from Apr 11, 2025, 3 PM, GMT+05:00

Keyword ideas Forecast Saved keywords Negative keywords

[Edit plan name](#) Bid strategy: Maximize conversions

Pakistan All languages Google May 1 - 31, 2025

Your plan can get 1 conversion for PKR37K with a PKR1.2K average daily budget
Estimated conversion rate : 4.65%

Maximize conversions optimizes bids to get the most conversions for your daily budget

Conversions	Avg. CPA	Clicks	Impressions	Cost	CTR	Avg. CPC
1	PKR31K	26	309	PKR37K	8.3%	PKR1.5K

Keyword Planner >
Plan from Apr 11, 2025, 3 PM, GMT+05:00

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Pakistan All languages Google May 1 - 31, 2025

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Forecasts over the next year

Devices: Mobile phones, Tablets, Computers

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Location	Percentage
Punjab	64%
Sindh	23%
Azad Jammu and Kas	4%
Balochistan	3%
Islamabad Capital Ter	3%
Other locations	2%

Forecast Result

Google Keyword Planner – Campaign Forecast Summary

Add Platform

Google

Bid Strategy

Maximize Conversions

Target Area

Pakistan

Estimated Cost

37K

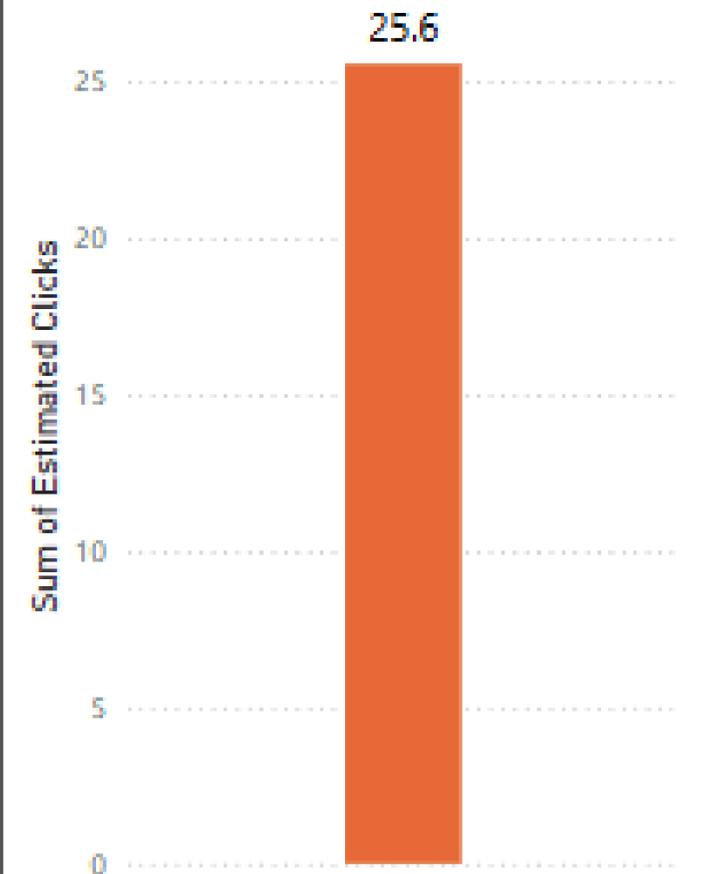
CTR

8.30

Estimated Impressions

308.81

Sum of Estimated Clicks



Keyword Focus

**WhatsApp
marketing, digital
marketing
services, busine...**

Sum of Average CPC (PKR)

1.45K

WHAT I LEARNED

**ANALYZE
DIGITAL
MARKETING
POTENTIAL IN
PAKISTAN**

**UNDERSTAND
FORECASTING
AND
CAMPAIGN
PLANNING**

**USE KEYWORD
DATA TO PLAN
BETTER AD
PERFORMANCE**

This assignment improved my real-world understanding of SEM.