APEX BLUE

A LOCAL SERVICE BUSINESS

Google Ads and the calls reaching a local salon

October 1-31, 2026 | Client name withheld

$835.76	92	86
Google Ads media spend	Call records	Marked received

6 calls marked missed. 27 call records lasted at least 60 seconds.

A clearer view of advertising activity

For this salon account, the advertising spend and call report provide two concrete views of the same month. Looking at them together helps the business assess demand and follow-up before deciding what to change.

What the records establish

Google Ads recorded the media spend shown above. Its call report contained 92 call records, including 86 with received status and six with missed status. Duration provides additional context; it does not establish the reason for a call or its sales value.

What to check next

Connect calls with your team's feedback: which callers needed your service, which booked, and what work resulted. Call records can include repeat callers. Received status does not establish a qualified enquiry, appointment or sale. Bookings and revenue were not verified for this summary.

Want a clearer view of your own account?

Request a free personal Google Ads review with Matt.

apex.blue/google-ads-account-review/

Source: Google Ads campaign and call reports, October 1-31, 2026, America/New_York. Calls may follow earlier ad clicks. Media spend excludes management fees. Client identity is anonymized.