SAMPLE DATA: ILLUSTRATIVE NUMBERS FOR A FICTIONAL BUSINESS, NOT A REAL CLIENT OR REAL RESULTS.

Monthly LSA report

CLIENT	MONTH	SENT	PREPARED BY
Sample Plumbing Co. (fictional)	October 2026	Nov 3, 2026	Your Agency

Status: PROVISIONAL. 2 leads still in review. Google reassesses leads for 30 days, so charged and credited counts can still change. Final numbers in next month's report.
September restated: charged leads 21 → 20 after 1 late credit. Cost per charged lead $71.43 → $75.00.
Migrated to Performance Max on Sep 15, 2026. Year-over-year figures come from our archive, because Google's old LSA reports didn't carry over.

01 Leads received

Goals › Conversions › Leads · Lead Type column

Phone call leads	**22**	
Message leads	**8**	
Booking leads	**1**	
Total leads received	**31**	Matches the lead alerts the client saw

02 Charged vs. credited

Leads page · Charge Status column

Charged	**24**	Same as Conversions on the Campaigns page
Credited	**4**	Google credited these back
In review	**2**	Can still change: see the status line
Not charged	**1**	
Not charged so far	**7**	Credited + in review + not charged. In-review leads can still be charged

03 Spend and cost per lead

Campaigns page · Cost, Conversions, Cost / conv.

Spend	**$1,560.00**	
Cost per charged lead	**$65.00**	Spend ÷ charged leads (Cost / conv.)
Cost per lead received	**$50.32**	Spend ÷ all leads received

04 What the leads asked for

Leads page · Service Type column

Water heater repair	**9**	
Drain cleaning	**8**	
General category search (shown with an X)	**6**	
Leak detection	**5**	
Toilet repair	**3**	Low-value job for this client: review the service type

05 Booked jobs

Lead status (Booked / Completed) + the client's job list

Leads marked Booked or Completed	**11**	
Booking rate	**35%**	Booked ÷ leads received
Cost per booked job	**$141.82**	Spend ÷ booked jobs

06 Calls answered

The client's phone system, answering service or call recordings

Call leads	**22**	
Reached a person	**17**	
Missed (voicemail, no answer)	**5**	4 of 5 after 5pm
Answer rate	**77%**	The number the client controls

07 Rating and reviews

Google Business Profile (start vs. end of month)

Star rating	**4.8 → 4.8**	
Review count	**127 → 133**	6 new this month

08 Budget pacing

Campaign budget (daily average) vs. Cost for the month

Average daily budget	**$60.00**	
Monthly cap (daily × 30.4)	**$1,824.00**	
Spent / % of cap	**$1,560.00 / 86%**	Didn't hit the monthly max, so ads ran all month

09 This month in one sentence

What changed, and what we're doing about it

"5 call leads went to voicemail, mostly after 5pm, so from November 1 calls overflow to the answering service after 15 seconds."

10 Next month's actions

ACTION	OWNER	BY
Overflow after-hours calls to the answering service at 15 seconds	Agency + client	Nov 1
Review the Toilet repair service type with the owner	Agency	Nov 7
Mark every lead Booked or Completed weekly	Client office	Weekly

Leads received come from the Leads page; charged leads, spend and cost come from the Campaigns page. Clicks and impressions are left out on purpose: clients pay for leads, not clicks.

Monthly LSA report

CLIENT _____ MONTH _____ SENT _____ PREPARED BY _____

Status: □ Provisional (_____ leads in review) □ Final
Last month restated: charged _____ → _____ · credited _____ → _____ · cost per charged lead _____ → _____
Migrated to Performance Max on: _____ **Comparison baseline:** □ our archive □ starting now

01 Leads received

Goals › Conversions › Leads · Lead Type column

Phone call leads		
Message leads		
Booking leads		
Total leads received		

02 Charged vs. credited

Leads page · Charge Status column

Charged		
Credited		
In review		
Not charged		
Not charged so far		

03 Spend and cost per lead

Campaigns page · Cost, Conversions, Cost / conv.

Spend		
Cost per charged lead		
Cost per lead received		

04 What the leads asked for

Leads page · Service Type column

Job type: _____		
Job type: _____		
Job type: _____		
Job type: _____		
General category search (shown with an X)		

05 Booked jobs

Lead status (Booked / Completed) + the client's job list

Leads marked Booked or Completed		
Booking rate		
Cost per booked job		

06 Calls answered

The client's phone system, answering service or call recordings

Call leads		
Reached a person		
Missed (voicemail, no answer)		
Answer rate		

07 Rating and reviews

Google Business Profile (start vs. end of month)

Star rating		
Review count		

08 Budget pacing

Campaign budget (daily average) vs. Cost for the month

Average daily budget		
Monthly cap (daily × 30.4)		
Spent / % of cap		

09 This month in one sentence

What changed, and what we're doing about it

10 Next month's actions

ACTION	OWNER	BY

Leads received come from the Leads page; charged leads, spend and cost come from the Campaigns page. Clicks and impressions are left out on purpose: clients pay for leads, not clicks.

THE NEW LSA · FREE TEMPLATE

What changed under Performance Max

Six things that make an LSA report wrong or confusing now. Answer them in the report before the client asks.

"Conversions" means charged leads

Google's migration page says the Conversions column displays the total number of leads you're charged for. Report leads received from the Leads page next to it, or the client sees fewer leads than they got alerts for.

Last month isn't final for 30 days

Google continuously assesses lead quality over a 30-day period and credits poor, duplicate or invalid leads automatically (not in EEA countries). Mark the report provisional and restate last month at the top of the next one.

Count leads, not calls

Once a lead is charged, follow-up calls or messages from the same number or email within 15 days aren't charged again.

No history inside Google Ads

Google says previous LSA performance reports won't carry over. Compare against your own archive, or start the baseline now.

Expect a ramp after migration

Google says to allow up to two weeks for migration to complete and performance to ramp back to stable levels. Put the migration date on the report.

Leave clicks out of the headline

You pay for valid leads, not ad clicks. Clicks and click-through rate don't cost the client anything, so don't judge the account on them.

✓ Where each number lives (about 10 minutes per client)

- ☐ **Campaigns page:** set the date range to the month. Add Conversions, Cost and Cost / conv. Write down those three (section 03, and charged leads in 02).
- ☐ **Goals › Conversions › Leads:** same date range. Download the leads (Google says you can download them to import into your own CRM). In a sheet, pivot on Charge Status, Lead Type and Service Type. That fills sections 01, 02 and 04.
- ☐ **Lead status:** count leads marked Booked or Completed for section 05. Google says updating these statuses helps its systems optimize the campaign, so get the client's office doing it weekly.
- ☐ **Calls answered (06):** pull it from wherever calls actually land: the client's phone system, answering service or the call recordings.
- ☐ **Recordings:** save 2 or 3 calls worth playing for the client (a great call, a lead that went to voicemail). Google keeps call recordings for up to 30 days.
- ☐ **Reviews (07):** note the Business Profile rating and review count on the first and last day of the month.
- ☐ **Budget (08):** daily average budget × 30.4 = monthly cap. Compare it with Cost for the month. Note any day the campaign hit the monthly maximum.
- ☐ **Send on the same day every month.** If you send on the 1st, mark it provisional and show the in-review count.

20+ One master sheet for your roster

Running 20 clients? Keep one master sheet, one row per client, with the same numbers. Then read down the Answer rate column: clients whose calls aren't reaching a person are the most likely to blame the ads and cancel, and the easiest conversation about fixing lead response.

The spreadsheet version (CSV and Excel) has the report rows plus a roster tab with every column. Download it from lsacommand.com/resources/lsa-client-report-template/.

Want a second set of eyes on one client's report?

Book a 30-minute call with Ryan. Bring last month's LSA report for one client and we'll rebuild it with you on the call using this template: charged vs. received leads, credits, cost per booked job and calls answered.

Book a 30-min call lsacommand.com/discovery

✓ Roster view (first columns; full set in the spreadsheet)

Client	Month	Status (prov./final)	Leads received	Charged	Credited	In review	Spend	Cost / charged lead	Booked jobs	Cost / booked job	Call leads	Reached a person	Answer rate

Sources (Google, checked Nov 1, 2026; Google edits these pages often, so re-check before acting):
LSA transition to Performance Max campaigns with pay-per-lead goals: support.google.com/google-ads/answer/17213585 · How leads work in Performance Max campaigns with pay-per-lead goals: support.google.com/google-ads/answer/18550592 · About goals and leads for pay-per-lead goals: support.google.com/google-ads/answer/17325352

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