

RARE AI

EXECUTIVE INTELLIGENCE FOR AGENCIES

Google Search Intelligence - Risk Snapshot

Rare AI reviewed the uploaded Google Search dataset and prioritized search visibility risk, Quality Score pressure, budget leakage, and growth opportunities.

Search Intelligence Risk Index

20/100

Account Status

Low Risk

SPEND

INR 41.97L

ROAS

9.35x

SEARCH ASSETS
REVIEWED

25

SEVERE SEARCH
ASSETS

0

Search Asset Risk Distribution

Out of 25 search assets reviewed:

Low Risk Search Assets: 15 Emerging Risk: 9 Watchlist: 1 High Risk: 0 Severe Risk Search Assets: 0

Platform

Google Ads

Report

Creative Report

Generated

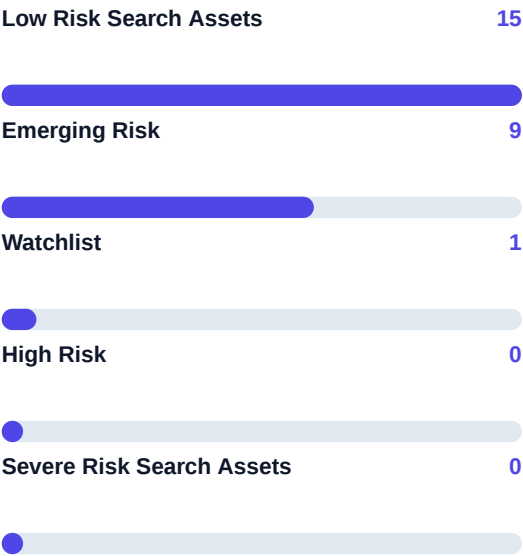
6/19/2026

Executive Decision Dashboard

A clean executive view of risk concentration and campaign clusters requiring attention before reviewing the detailed register.

Risk Distribution

Risk split across 25 search assets.



Campaigns Driving Risk

Campaign clusters with the highest concentration of risk.

No campaign-level risk concentration was detected.

Immediate Priorities

SEVERE SEARCH ASSETS	HIGH RISK	EMERGING RISK	CAMPAIGNS TO REVIEW
0	0	9	0

Decision takeaway

Prioritize campaigns with elevated risk first, then use the full register to assign refresh, budget reduction, or scaling actions.

Spend + Risk Search Assets Requiring Review

These search assets are prioritized using spend exposure plus risk score. Use this page to focus optimization work where budget impact and efficiency risk overlap.

ASSET	CAMPAIGN	SPEND	RISK
#1 Brand Search AG 3 Search asset	Brand Search	INR 4.37L	26/100
#2 Brand Search AG 4 Search asset	Brand Search	INR 2.04L	42/100
#3 Search Generic AG 4 Search asset	Search Generic	INR 2.82L	29/100
#4 Generic AI AG 1 Search asset	Generic AI	INR 2.80L	25/100
#5 Search Generic AG 2 Search asset	Search Generic	INR 2.84L	24/100
#6 Competitor AG 3 Search asset	Competitor	INR 2.31L	23/100
#7 Performance Max Search AG 5 Search asset	Performance Max Search	INR 2.16L	24/100
#8 Competitor AG 1 Search asset	Competitor	INR 2.05L	21/100

Note: This table is sorted by spend exposure × risk score, not by spend alone. Final action should combine risk score, CPA, ROAS, and campaign objective.

Verified Performance Gaps

Rare AI compares the high-risk group against the full uploaded account using auditable blended math.
Scope: Top-risk assets vs full uploaded account. High-Risk Group size: 10 of 25 search assets.
High-Risk Group includes assets with a Rare AI Risk Score of 61 or higher.

CTR GAP 0.18%	CPA MULTIPLE 1.22x	ROAS GAP 22.57%	CVR GAP 6.22%
Gap Calculation Method CTR and CVR use blended totals. CPA uses total spend ÷ conversions and is shown as a multiple. ROAS uses blended revenue proxy ÷ spend. These are not historical trend claims.	Account vs High-Risk Group CTR 5.57% to 5.56% CPA INR 390 to INR 474 ROAS 9.35x to 7.24x.		
Biggest Search Asset Risk Brand Search AG 4 in Brand Search shows the highest risk score of 42/100.	Best Scaling Candidate Competitor AG 2 is the strongest scaling candidate with blended ROAS of 16.73x and manageable risk signals.		

AI Executive Summary

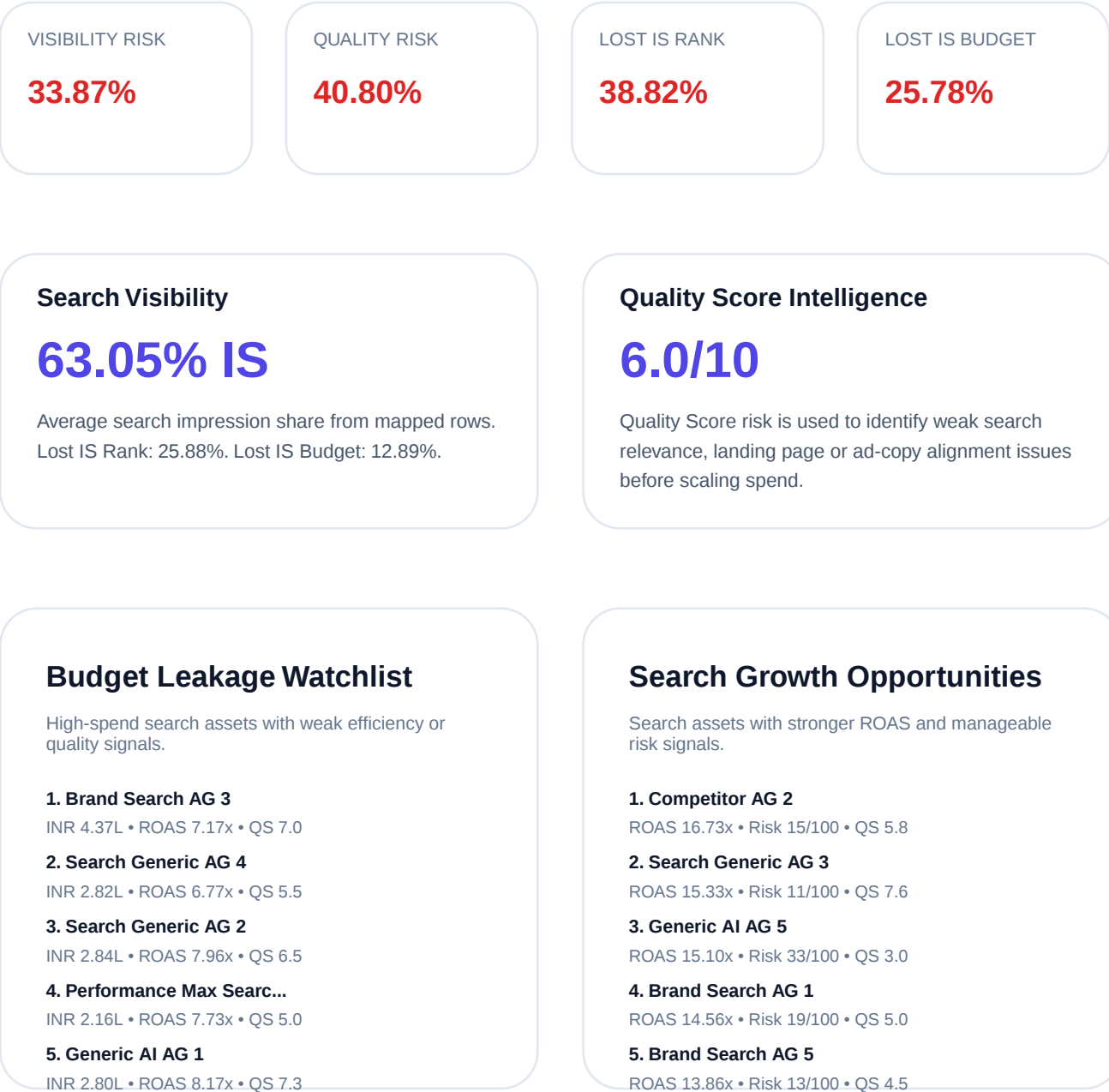
Rare AI reviewed 25 uploaded Google Ads records and identified no severe search asset effectiveness risks. The Search Intelligence Risk Index is 20/100 with Low Risk status, based on account-benchmark gaps across CTR, CPA, ROAS, CPC, spend exposure, and conversion efficiency.

Stakeholder Explanation

Rare AI compared the high-risk search assets group against the full uploaded account using blended totals. The high-risk group shows CTR 5.57% to 5.56%, CPA 1.22x higher (INR 390 to INR 474), ROAS 9.35x to 7.24x, and CVR 7.20% to 6.75%. These are account-benchmark comparisons, not historical decline claims.

Google Search Intelligence

A Google-native view of search visibility, Quality Score pressure, lost impression share, budget leakage, and search growth opportunities from the uploaded dataset.



Search Intelligence Formula

Google score uses Performance Pressure 40% + Search Visibility Risk 20% + Search Efficiency Risk 20% + Business Impact 20%.

Next 7 Days Action Plan

Rare AI recommends the following priority sequence for the next review cycle.

1

Day 1–2

Reduce spend on the highest-risk search assets, review query intent, and improve weak RSA messaging.

2

Day 3–4

Test 3–5 new RSA headline and description combinations aligned to stronger search intent.

3

Day 5–7

Reallocate incremental budget toward search assets worth scaling and monitor CTR, CPA, ROAS, Quality Score, and impression share.

Operating Principle

The PDF is designed for executive prioritization. The full risk register inside Rare AI should be used by media buyers and account managers for deeper search, query, ad, and campaign review.

Top 10 Search Efficiency Risks

Rare AI identified no severe search asset effectiveness risks. The following search assets represent the highest-priority watchlist items requiring review.

#1	Brand Search AG 4 Brand Search	42/100	CPA INR 944 ROAS 5.48x
#2	Generic AI AG 5 Generic AI	33/100	CPA INR 393 ROAS 15.10x
#3	Search Generic AG 4 Search Generic	29/100	CPA INR 444 ROAS 6.77x
#4	Brand Search AG 3 Brand Search	26/100	CPA INR 411 ROAS 7.17x
#5	Search Generic AG 1 Search Generic	26/100	CPA INR 401 ROAS 6.50x
#6	Generic AI AG 1 Generic AI	25/100	CPA INR 445 ROAS 8.17x
#7	Search Generic AG 2 Search Generic	24/100	CPA INR 479 ROAS 7.96x
#8	Performance Max Search AG 5 Performance Max Search	24/100	CPA INR 485 ROAS 7.73x
#9	Competitor AG 3 Competitor	23/100	CPA INR 491 ROAS 6.42x
#10	Competitor AG 1 Competitor	21/100	CPA INR 475 ROAS 7.19x

Campaign Risks & Search Assets Worth Scaling

Search Campaigns Requiring Attention

No campaign-level risk concentration was detected.

Search Growth Opportunities

#1	Competitor AG 2 Competitor	ROAS 16.73x Risk Score 15/100
#2	Search Generic AG 3 Search Generic	ROAS 15.33x Risk Score 11/100
#3	Generic AI AG 5 Generic AI	ROAS 15.10x Risk Score 33/100
#4	Brand Search AG 1 Brand Search	ROAS 14.56x Risk Score 19/100
#5	Brand Search AG 5 Brand Search	ROAS 13.86x Risk Score 13/100