

STEP-BY-STEP GUIDE · LAPTOP OR DESKTOP · ABOUT 3 MINUTES PER ACCOUNT

Exporting your *Google Ads spend* report.

To assess your claim, we need a record of what you have paid Google for advertising over the years. If you would rather not give us access to your account, one report from Google Ads shows us that: every campaign's cost since 2016, split by network. This guide walks you through exporting it as a CSV file from a laptop or desktop computer and sending it to us. Nothing here changes your campaigns or your billing.

BEFORE YOU START

What you will need

- The Google account (email and password) you use to sign in to Google Ads.
- **Export the report from every Google Ads account you are claiming for.** If your accounts sit under a manager account, export it once from the manager account; it covers every account under it.
- Somewhere to save one CSV file per account.

*If anything in this guide does not match what you see on screen, **write to us** and a member of the team will walk you through it.*

CONTACT

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Silver Arbitration Law, PLLC is a law firm. This guide explains how to retrieve records from your own Google Ads account and is not legal advice about the merits of any claim.

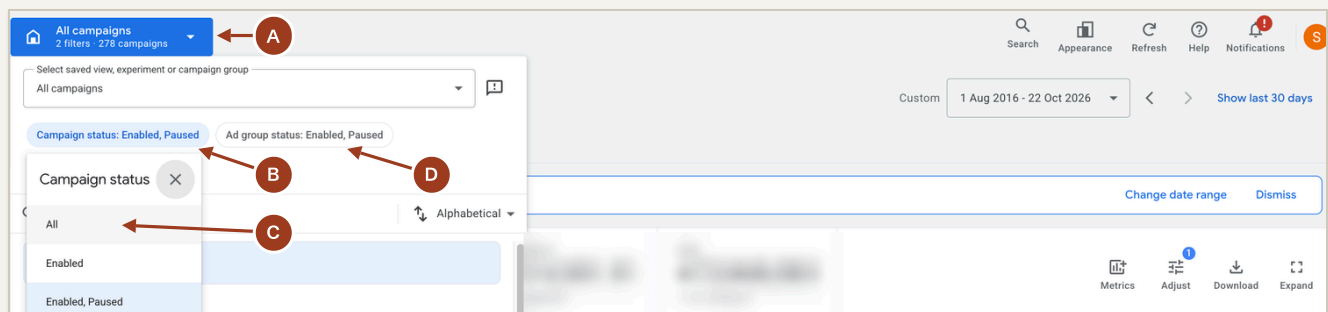
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Step 1 of 3

1 Include every campaign

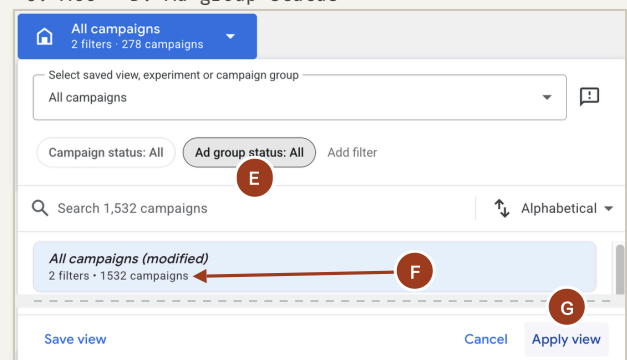
Once per account, or once from the manager account if your accounts sit under one.

1. In the left-hand menu, click **Campaigns**, then **Campaigns** again to open the campaigns table.
2. Remove the status filters, so that every campaign is included, removed ones as well. The blue campaign picker at the top of the page shows how many are applied, for example **All campaigns • 2 filters** (A). Open it, click **Campaign status: Enabled, Paused** (B) and choose **All** (C). Do the same for **Ad group status** (D).



A: the campaign picker and its filters • B: Campaign status • C: All • D: Ad group status

3. Check that both filters now read **All** (E). The campaign count goes up (F), often by a lot, because removed campaigns are now included. Click **Apply view** (G).



E: both filters set to All • F: the campaign count, now including removed campaigns • G: Apply view

4. Set the date range at the top right to **All time**. It shows as 1 Aug 2016 to today.

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Steps 2-3 of 3

2 Download your spend by network

1. Check that the picker reads **All campaigns (modified)** (A) and the date range runs to today (B).
2. Check that the **Campaign type** and **Cost** columns are showing. If not, add them under **Columns** → **Modify columns**.
3. Click **Segment** in the table toolbar (C) and choose **Network (with search partners)** (D).
4. Click **Download** (E) → **.csv** and save the file.

The screenshot shows the Google Ads 'Campaigns' page. At the top, a filter dropdown is set to 'All campaigns (modified)' (A). The date range is '1 Aug 2016 - 22 Oct 2026' (B). Below the chart, the 'Segment' dropdown is open, showing 'Network (with search partners)' selected (D). The 'Download' button is visible in the bottom right (E).

A: All campaigns (modified) · B: date range · C: Segment · D: Network (with search partners) · E: Download

3 Send us the report

Email the CSV file for each account to intake@silverarbitration.com, or reply to our email if we have already written to you. We will confirm receipt.