# Google Ads Analysis

- Presentation of Data

- Process of the analysis

- Analyzing the Data

- Problematic areas and how to move forwards

- What's next

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# Presentation of data

- This dataset included, Date, Campaigns, Adgroups, Clicks, Impressions, CTR, Avg. CPC, Cost, Avg. position, Conversions, Cost/conversion, Conversion Rate, View-through Conversions and Total conversion value.

- In addition to those data I took the liberty to create some calculated fields from the already existing data. Conversions/Click, Cost/Conversions are some important data that couldn't be missing from this analysis.

# Process of the analysis

- First I took some time to understand the data that I had and tried to find important information that I could produce with the already existing data. Then I changed the data format where I needed to and after that I formatted my data as a table, and then lastly I created a pivot table.

- After the pivot table was created I started playing around with my new and existing data trying to find ways to understand the problem.

- After some time I realized that the data that was needed for this analysis was, the date, the campaigns, the Adgroups, the cost, the impressions, the clicks, the conversions, clicks per impression, conversions per click, cost per conversions, cost per click, the average position, view-through conversions and total conversion value.

# Analyzing the Data

| Row Labels | Cost | Impressions | Clicks | Conversions | Click/Impression | Conv/Click | Cost/Click | Cost/ Conv | Total value | Avg position | Value/Cost |
|---|---|---|---|---|---|---|---|---|---|---|---|
| 1 | 1,669.29 € | 119,726 | 67,031 | 2,509 | 55.99% | 3.74% | € 0.02 | € 0.67 | $159,383 | 1.00 | € 95.48 |
| 3 | 320.94 € | 13,054 | 4,246 | 53 | 32.53% | 1.25% | € 0.08 | € 6.06 | $4,731 | 1.05 | € 14.74 |
| 7 | 929.57 € | 17,677 | 3,455 | 42 | 19.55% | 1.22% | € 0.27 | € 22.13 | $3,188 | 1.20 | € 3.43 |
| 15 | 4,345.17 € | 11,249,587 | 62,755 | 1,205 | 0.56% | 1.92% | € 0.07 | € 3.61 | $73,338 | 1.11 | € 16.88 |
| Grand Total | 7,264.97 € | 11,400,044 | 137,487 | 3,809 | 1.21% | 2.77% | € 0.05 | € 1.91 | $240,641 | 1.08 | € 33.12 |

- Let's analyze every campaign separately. We can see campaign 1 has a really good click/impressions ratio, cost per click, cost per conversion and really high average position and also we can see that for every euro we spend advertising we gain almost 100euros in conversions.

- For campaign 3, we see even though we spend a lot less than the other campaigns we have a good click to impressions ratio and good average position. We notice average conversion to click, cost to click and value to cost ratio but a bad cost to conversion ratio.

- Campaign 7 is the lowest rated campaign out of all of them with bad click to impression, cost to click, cost to conversion and value to cost ratios. For every euro we spend for this campaign we can see it makes almost 3.5 euros back.

- Campaign 15 is by far the campaign with the most impressions but has by far the least clicks per impression. Even if that's the case we see a somewhat good Conversion per click ratio and mediocre cost/click, cost/conversion, average position and value/cost ratio.
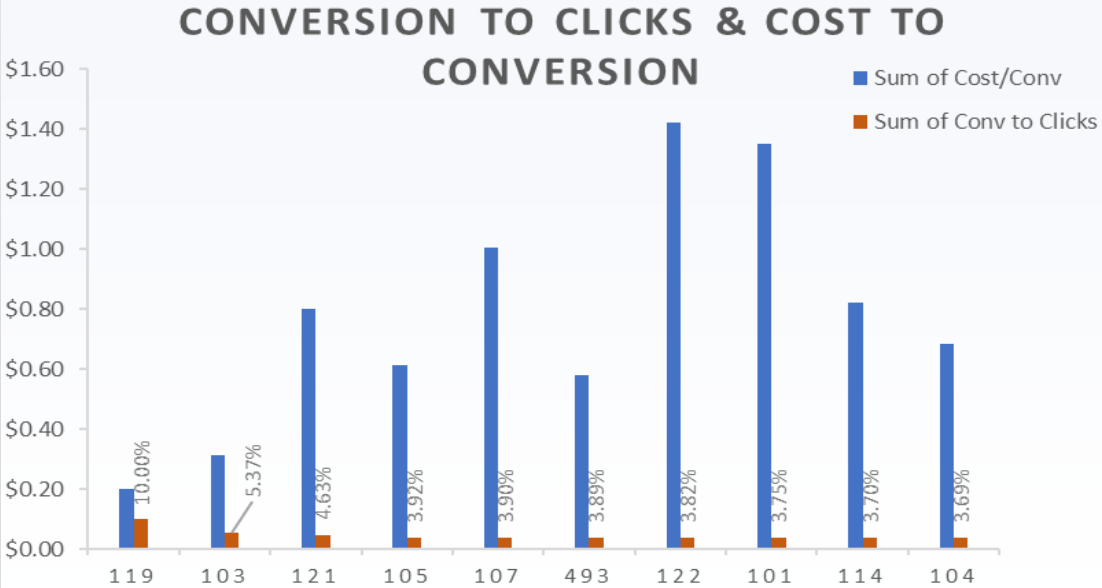
# Analyzing the Data Campaign 1

| Row Labels | Cost | Impressions | Clicks | Conversions | Click/Impre | Conv/Click | Cost/Click | Cost/Conv | Total value | Avg position | Value/cost |
|---|---|---|---|---|---|---|---|---|---|---|---|
| 1 | 1,669.29 € | 119,726 | 67,031 | 2,509 | 55.99% | 3.74% | € 0.02 | € 0.67 | € 159,383 | 1.00 | € 95.48 |
| 116 | 1.15 € | 82 | 56 | 0 | 68.29% | 0.00% | € 0.02 | | € 0 | 1.00 | € 0.00 |
| 127 | 0.35 € | 25 | 12 | 0 | 48.00% | 0.00% | € 0.03 | | € 0 | 1.00 | € 0.00 |
| 117 | 0.10 € | 6 | 4 | 0 | 66.67% | 0.00% | € 0.03 | | € 0 | 1.00 | € 0.00 |
| 111 | 1.95 € | 52 | 26 | 0 | 50.00% | 0.00% | € 0.08 | | € 0 | 1.01 | € 0.00 |
| 118 | 0.11 € | 2 | 2 | 0 | 100.00% | 0.00% | € 0.06 | | € 0 | 1.00 | € 0.00 |
| 113 | 1.10 € | 83 | 39 | 0 | 46.99% | 0.00% | € 0.03 | | € 0 | 1.02 | € 0.00 |
| 120 | 0.40 € | 37 | 21 | 0 | 56.76% | 0.00% | € 0.02 | | € 0 | 1.00 | € 0.00 |
| 106 | 0.48 € | 57 | 28 | 0 | 49.12% | 0.00% | € 0.02 | | € 0 | 1.00 | € 0.00 |
| 124 | 0.29 € | 34 | 12 | 0 | 35.29% | 0.00% | € 0.02 | | € 0 | 1.00 | € 0.00 |
| 100 | 0.43 € | 45 | 10 | 0 | 22.22% | 0.00% | € 0.04 | | € 0 | 1.00 | € 0.00 |
| 125 | 1.22 € | 118 | 55 | 0 | 46.61% | 0.00% | € 0.02 | | € 0 | 1.00 | € 0.00 |
| 112 | 1.48 € | 89 | 45 | 0 | 50.56% | 0.00% | € 0.03 | | € 0 | 1.00 | € 0.00 |
| 126 | 0.07 € | 10 | 4 | 0 | 40.00% | 0.00% | € 0.02 | | € 0 | 1.00 | € 0.00 |
| 114 | 0.82 € | 68 | 27 | 1 | 39.71% | 3.70% | € 0.03 | € 0.82 | € 55 | 1.00 | € 67.07 |
| 110 | 1.56 € | 54 | 30 | 1 | 55.56% | 3.33% | € 0.05 | € 1.56 | € 90 | 1.00 | € 57.69 |
| 109 | 2.51 € | 145 | 72 | 1 | 49.66% | 1.39% | € 0.03 | € 2.51 | € 90 | 1.00 | € 35.86 |
| 119 | 0.40 € | 38 | 20 | 2 | 52.63% | 10.00% | € 0.02 | € 0.20 | € 80 | 1.00 | € 200.00 |
| 123 | 3.02 € | 137 | 58 | 2 | 42.34% | 3.45% | € 0.05 | € 1.51 | € 94 | 1.00 | € 31.13 |
| 102 | 10.60 € | 795 | 439 | 5 | 55.22% | 1.14% | € 0.02 | € 2.12 | € 335 | 1.00 | € 31.60 |
| 105 | 4.89 € | 323 | 204 | 8 | 63.16% | 3.92% | € 0.02 | € 0.61 | € 339 | 1.00 | € 69.33 |
| 103 | 2.51 € | 174 | 149 | 8 | 85.63% | 5.37% | € 0.02 | € 0.31 | € 393 | 1.00 | € 156.57 |
| 101 | 13.50 € | 841 | 267 | 10 | 31.75% | 3.75% | € 0.05 | € 1.35 | € 523 | 1.01 | € 38.74 |
| 122 | 21.37 € | 1,717 | 393 | 15 | 22.89% | 3.82% | € 0.05 | € 1.42 | € 969 | 1.00 | € 45.34 |
| 108 | 25.39 € | 1,409 | 1,009 | 16 | 71.61% | 1.59% | € 0.03 | € 1.59 | € 1,361 | 1.00 | € 53.60 |
| 107 | 40.25 € | 1,858 | 1,026 | 40 | 55.22% | 3.90% | € 0.04 | € 1.01 | € 2,424 | 1.00 | € 60.24 |
| 115 | 103.69 € | 3,415 | 2,075 | 43 | 60.76% | 2.07% | € 0.05 | € 2.41 | € 2,355 | 1.01 | € 22.71 |
| 121 | 54.47 € | 2,976 | 1,469 | 68 | 49.36% | 4.63% | € 0.04 | € 0.80 | € 4,241 | 1.00 | € 77.86 |
| 104 | 299.70 € | 20,048 | 11,870 | 438 | 59.21% | 3.69% | € 0.03 | € 0.68 | € 28,217 | 1.00 | € 94.15 |
| 493 | 1,075.48 € | 85,088 | 47,609 | 1,851 | 55.95% | 3.89% | € 0.02 | € 0.58 | € 117,817 | 1.00 | € 109.55 |

On this first campaign we see many great statistics especially in the value/cost column and cost/conversion, which that we have a high chance if someone clicks in our ad for them to have a conversion.

**Positive**: We can notice from here that Ad 121, 104 and 493 are the best and most efficient adgroups we have on this campaign.

**Negative**: One problem that we can see is that even though some of the our Adgroups have big click/impression rating they haven't contributed towards conversions at all.

**Interesting**: Adgroups 119 and 103 and 105 need to be mentioned because their numbers, even though we have limited data, are incredible.
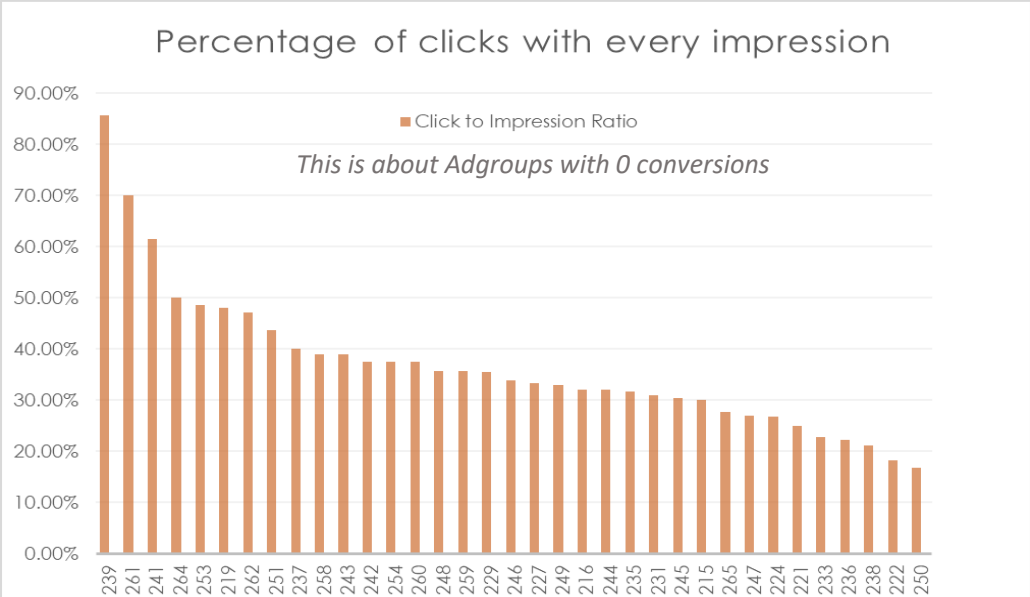


CONVERSION TO CLICKS & COST TO CONVERSION

# Analyzing the Data Campaign 3

| Row Labels | Cost | Impressions | Clicks | Conversions | Click/Impre | Conv/Click | Cost/Click | Cost/ Conv | Total value | Avg position | Value/cost |
|---|---|---|---|---|---|---|---|---|---|---|---|
| 3 | 320.94 € | 13,054 | 4,246 | 53 | 32.53% | 1.25% | € 0.08 | € 6.06 | € 4,731 | 1.05 | € 14.74 |
| 228 | 2.26 € | 39 | 14 | 1 | 35.90% | 7.14% | € 0.16 | € 2.26 | € 61 | 1.00 | € 26.99 |
| 218 | 0.68 € | 70 | 17 | 1 | 24.29% | 5.88% | € 0.04 | € 0.68 | € 225 | 1.00 | € 330.88 |
| 223 | 1.37 € | 67 | 31 | 1 | 46.27% | 3.23% | € 0.04 | € 1.37 | € 143 | 1.00 | € 104.38 |
| 217 | 5.22 € | 509 | 201 | 4 | 39.49% | 1.99% | € 0.03 | € 1.31 | € 499 | 1.01 | € 95.59 |
| 234 | 15.38 € | 895 | 314 | 6 | 35.08% | 1.91% | € 0.05 | € 2.56 | € 588 | 1.07 | € 38.23 |
| 225 | 46.60 € | 2,698 | 733 | 12 | 27.17% | 1.64% | € 0.06 | € 3.88 | € 939 | 1.63 | € 20.15 |
| 220 | 71.89 € | 2,186 | 678 | 10 | 31.02% | 1.47% | € 0.11 | € 7.19 | € 619 | 1.17 | € 8.61 |
| 255 | 8.54 € | 174 | 70 | 1 | 40.23% | 1.43% | € 0.12 | € 8.54 | € 59 | 1.08 | € 6.91 |
| 240 | 8.34 € | 386 | 142 | 2 | 36.79% | 1.41% | € 0.06 | € 4.17 | € 204 | 1.00 | € 24.46 |
| 252 | 7.79 € | 536 | 220 | 3 | 41.04% | 1.36% | € 0.04 | € 2.60 | € 323 | 1.00 | € 41.46 |
| 226 | 19.30 € | 487 | 161 | 2 | 33.06% | 1.24% | € 0.12 | € 9.65 | € 100 | 1.04 | € 5.18 |
| 232 | 18.25 € | 343 | 87 | 1 | 25.36% | 1.15% | € 0.21 | € 18.25 | € 67 | 1.05 | € 3.67 |
| 214 | 15.34 € | 1,717 | 497 | 5 | 28.95% | 1.01% | € 0.03 | € 3.07 | € 489 | 1.00 | € 31.88 |
| 256 | 25.94 € | 279 | 117 | 1 | 41.94% | 0.85% | € 0.22 | € 25.94 | € 18 | 1.00 | € 0.69 |
| 230 | 10.41 € | 451 | 141 | 1 | 31.26% | 0.71% | € 0.07 | € 10.41 | € 189 | 1.01 | € 18.16 |
| 257 | 19.69 € | 810 | 329 | 2 | 40.62% | 0.61% | € 0.06 | € 9.85 | € 208 | 1.01 | € 10.56 |

On Campaign 3, out of 51 Adgroups only 15 have produced any conversions so we will focus on them for now. As a campaign the conversions are relatively low with 53 out of 51 Adgroups.

**Negative:** Similarly as in Campaign 1 there are some Adgroups that have really good Click to Impression ratio that reaches up to 80% but have 0 conversions, so that's something to look at.

**Interesting:** On the other side there are 3 adgoups to keep an eye on and that's 218, 223 and 217. They don't have enough data to make a decision on them but we should keep an eye on them for the months to come.
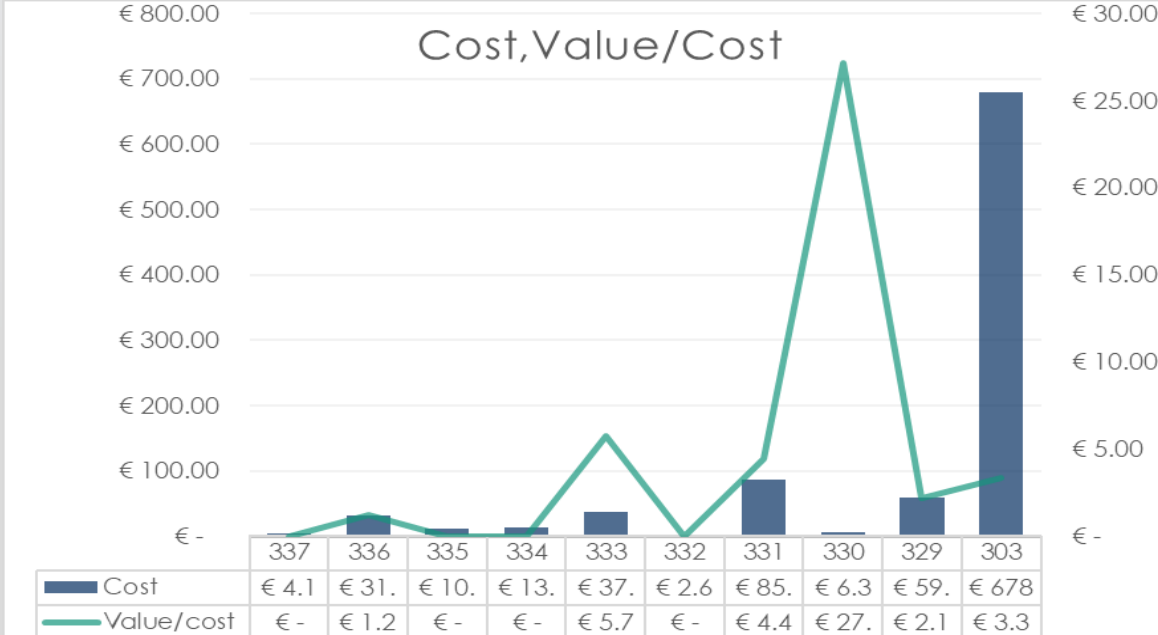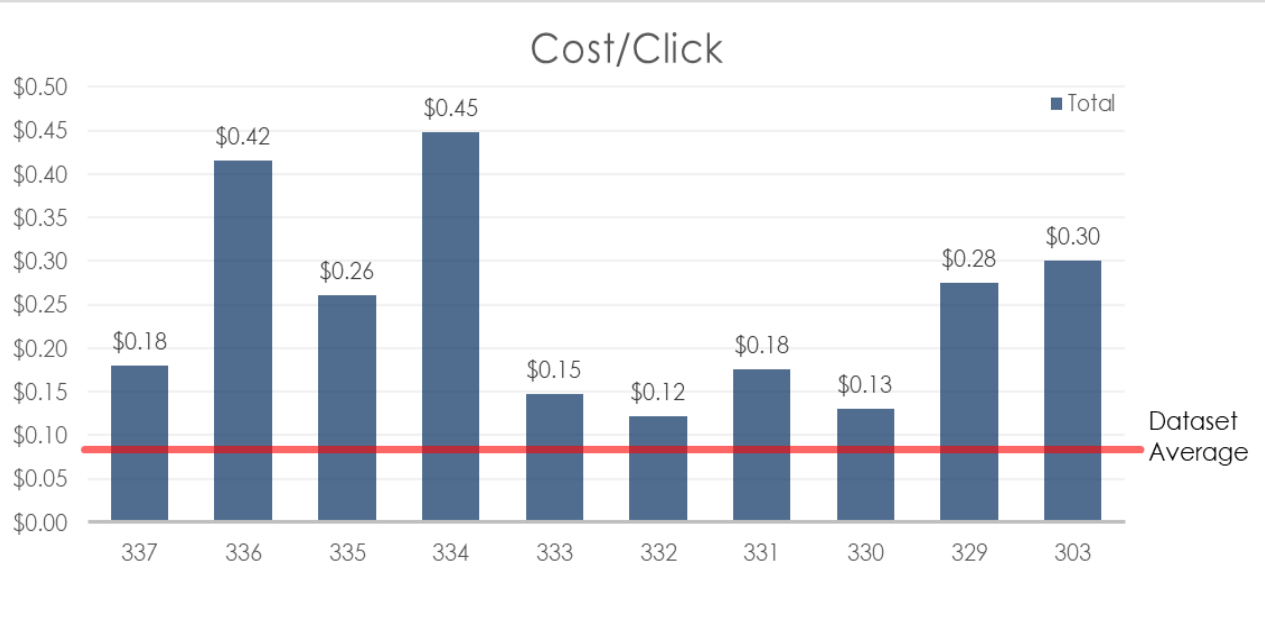


Conversions to Clicks



Percentage of clicks with every impression

This is about Adgroups with 0 conversions

# Analyzing the Data Campaign 7

| Row Labels | Cost | Impressions | Clicks | Conversions | Click/Impre | Conv/Click | Cost/Click | Cost/ Conv | Total value | Avg position | Value/cost |
|---|---|---|---|---|---|---|---|---|---|---|---|
| 7 | 929.57 € | 17,677 | 3,455 | 42 | 19.55% | 1.22% | € 0.27 | € 22.13 | € 3,188 | 1.20 | € 3.43 |
| 330 | 6.37 € | 289 | 49 | 2 | 16.96% | 4.08% | € 0.13 | € 3.19 | € 173 | 1.03 | € 27.16 |
| 333 | 37.05 € | 1,000 | 252 | 2 | 25.20% | 0.79% | € 0.15 | € 18.53 | € 212 | 1.48 | € 5.72 |
| 331 | 85.79 € | 2,192 | 489 | 7 | 22.31% | 1.43% | € 0.18 | € 12.26 | € 382 | 1.15 | € 4.45 |
| 303 | 678.84 € | 12,302 | 2,258 | 28 | 18.35% | 1.24% | € 0.30 | € 24.24 | € 2,252 | 1.84 | € 3.32 |
| 329 | 59.45 € | 889 | 216 | 2 | 24.30% | 0.93% | € 0.28 | € 29.73 | € 130 | 1.13 | € 2.19 |
| 336 | 31.14 € | 342 | 75 | 1 | 21.93% | 1.33% | € 0.42 | € 31.14 | € 39 | 1.12 | € 1.25 |
| 335 | 10.69 € | 332 | 41 | 0 | 12.35% | 0.00% | € 0.26 | | € 0 | 0.99 | € 0.00 |
| 337 | 4.13 € | 80 | 23 | 0 | 28.75% | 0.00% | € 0.18 | | € 0 | 1.00 | € 0.00 |
| 334 | 13.43 € | 108 | 30 | 0 | 27.78% | 0.00% | € 0.45 | | € 0 | 1.08 | € 0.00 |
| 332 | 2.68 € | 143 | 22 | 0 | 15.38% | 0.00% | € 0.12 | | € 0 | 1.04 | € 0.00 |

On Campaign 7 we find some of the worst Adgroups in our dataset, value wise.

**Negative**: Adgroup 303 stands out in this campaign due to the large amount of money we invested and the low return it offered. We have paid almost 700 euros for it to return 2250 euros, a little bit over 3 times while other Adgroups bring back 20-50 times their cost. Also we find the 5 worst cost/click Adgroups in the entire dataset.

**Interesting**: The Adgroup 330 is interesting as well in this campaign because it's the only one that seems to be doing fine value wise.

# Analyzing the Data Campaign 15

| Row Labels | Cost | Impressions | Clicks | Conversions | View-through conv | Click/Impre | Conv/Click | Cost/ Conv | Cost/Click | Total value | Avg position | Value/cost |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 15 | 4,345.17 € | 11,249,587 | 62,755 | 1205 | 1733 | 0.56% | 1.92% | € 3.61 | € 0.07 | € 73,338 | 1.11 | € 16.88 |
| 536 | 1,465.23 € | 3,902,249 | 22,348 | 286 | 680 | 0.57% | 1.28% | € 5.12 | € 0.07 | € 16,749 | 1.00 | € 11.43 |
| 501 | 492.84 € | 858,121 | 7,119 | 162 | 201 | 0.83% | 2.28% | € 3.04 | € 0.07 | € 8,391 | 1.00 | € 17.02 |
| 499 | 324.78 € | 700,728 | 4,844 | 92 | 156 | 0.69% | 1.90% | € 3.53 | € 0.07 | € 5,146 | 1.00 | € 15.84 |
| 495 | 205.31 € | 419,644 | 3,002 | 76 | 68 | 0.72% | 2.53% | € 2.70 | € 0.07 | € 5,742 | 1.00 | € 27.97 |
| 521 | 272.40 € | 871,957 | 3,677 | 71 | 0 | 0.42% | 1.93% | € 3.84 | € 0.07 | € 3,961 | 1.22 | € 14.54 |
| 503 | 269.71 € | 598,079 | 3,777 | 67 | 115 | 0.63% | 1.77% | € 4.03 | € 0.07 | € 3,937 | 1.00 | € 14.60 |
| 507 | 203.28 € | 362,659 | 2,969 | 56 | 100 | 0.82% | 1.89% | € 3.63 | € 0.07 | € 3,269 | 1.00 | € 16.08 |
| 512 | 83.57 € | 141,596 | 931 | 44 | 119 | 0.66% | 4.73% | € 1.90 | € 0.09 | € 2,716 | 1.00 | € 32.50 |
| 523 | 147.07 € | 674,233 | 2,146 | 39 | 0 | 0.32% | 1.82% | € 3.77 | € 0.07 | € 1,688 | 1.27 | € 11.48 |
| 497 | 106.44 € | 247,292 | 1,599 | 35 | 57 | 0.65% | 2.19% | € 3.04 | € 0.07 | € 2,997 | 1.00 | € 28.16 |
| 505 | 90.51 € | 186,620 | 1,421 | 31 | 36 | 0.76% | 2.18% | € 2.92 | € 0.06 | € 1,956 | 1.00 | € 21.61 |
| 530 | 110.10 € | 317,694 | 1,419 | 22 | 0 | 0.45% | 1.55% | € 5.00 | € 0.08 | € 1,738 | 1.24 | € 15.78 |
| 534 | 36.94 € | 128,969 | 382 | 21 | 0 | 0.30% | 5.50% | € 1.76 | € 0.10 | € 1,232 | 1.12 | € 33.34 |
| 508 | 29.35 € | 35,073 | 335 | 19 | 32 | 0.96% | 5.67% | € 1.54 | € 0.09 | € 1,815 | 1.00 | € 61.84 |
| 513 | 34.13 € | 99,434 | 452 | 19 | 42 | 0.45% | 4.20% | € 1.80 | € 0.08 | € 1,062 | 1.00 | € 31.11 |
| 502 | 25.82 € | 52,946 | 308 | 18 | 31 | 0.58% | 5.84% | € 1.43 | € 0.08 | € 1,094 | 1.00 | € 42.37 |
| 525 | 61.81 € | 278,711 | 844 | 16 | 0 | 0.30% | 1.90% | € 3.86 | € 0.07 | € 1,112 | 1.35 | € 17.99 |
| 517 | 94.87 € | 387,473 | 1,476 | 16 | 0 | 0.38% | 1.08% | € 5.93 | € 0.06 | € 1,233 | 1.25 | € 13.00 |
| 504 | 26.79 € | 47,406 | 306 | 15 | 27 | 0.65% | 4.90% | € 1.79 | € 0.09 | € 1,082 | 1.00 | € 40.39 |
| 500 | 24.16 € | 44,981 | 279 | 15 | 20 | 0.62% | 5.38% | € 1.61 | € 0.09 | € 949 | 1.00 | € 39.28 |
| 535 | 29.49 € | 107,503 | 266 | 13 | 0 | 0.25% | 4.89% | € 2.27 | € 0.11 | € 851 | 1.32 | € 28.86 |
| 528 | 45.76 € | 208,124 | 659 | 11 | 0 | 0.32% | 1.67% | € 4.16 | € 0.07 | € 660 | 1.30 | € 14.42 |
| 522 | 15.02 € | 53,529 | 163 | 10 | 0 | 0.30% | 6.13% | € 1.50 | € 0.09 | € 655 | 1.14 | € 43.61 |
| 506 | 10.28 € | 17,251 | 130 | 9 | 9 | 0.75% | 6.92% | € 1.14 | € 0.08 | € 549 | 1.00 | € 53.36 |
| 496 | 13.54 € | 29,690 | 148 | 6 | 7 | 0.50% | 4.05% | € 2.26 | € 0.09 | € 468 | 1.00 | € 34.56 |
| 498 | 8.21 € | 16,679 | 109 | 5 | 7 | 0.65% | 4.59% | € 1.64 | € 0.08 | € 435 | 1.00 | € 52.98 |
| 518 | 7.01 € | 34,235 | 79 | 5 | 0 | 0.23% | 6.33% | € 1.40 | € 0.09 | € 363 | 1.14 | € 51.78 |
| 519 | 33.97 € | 196,349 | 478 | 5 | 0 | 0.24% | 1.05% | € 6.79 | € 0.07 | € 350 | 1.37 | € 10.31 |
| 531 | 6.52 € | 12,570 | 76 | 5 | 0 | 0.60% | 6.58% | € 1.30 | € 0.09 | € 209 | 1.12 | € 32.06 |
| 511 | 18.16 € | 35,484 | 288 | 4 | 24 | 0.81% | 1.39% | € 4.54 | € 0.06 | € 106 | 1.00 | € 5.84 |
| 524 | 10.77 € | 46,892 | 108 | 4 | 0 | 0.23% | 3.70% | € 2.69 | € 0.10 | € 209 | 1.13 | € 19.37 |
| 510 | 15.64 € | 30,607 | 262 | 3 | 2 | 0.86% | 1.15% | € 5.21 | € 0.06 | € 245 | 1.00 | € 15.66 |
| 529 | 5.04 € | 17,232 | 48 | 3 | 0 | 0.28% | 6.25% | € 1.68 | € 0.11 | € 284 | 1.12 | € 56.35 |
| 526 | 6.08 € | 12,463 | 78 | 1 | 0 | 0.63% | 1.28% | € 6.08 | € 0.08 | € 28 | 1.10 | € 4.61 |
| 527 | 1.03 € | 7,653 | 12 | 1 | 0 | 0.16% | 8.33% | € 1.03 | € 0.09 | € 59 | 1.12 | € 57.28 |



Conversions and Total Conversions per click

■ Coversions per Click  ■ Total Conversions per Click
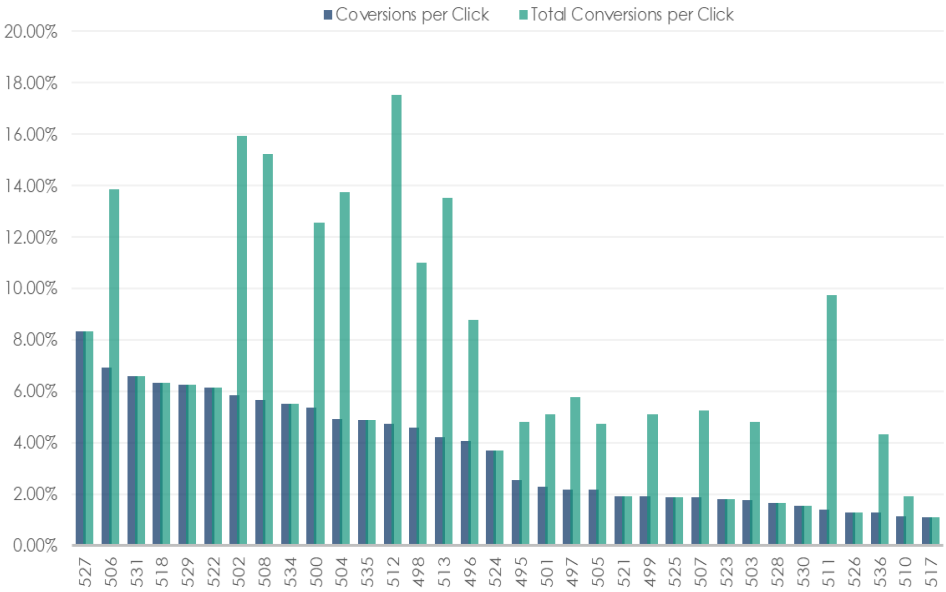
**Interesting:** After we take into account total conversions both Conversion per click and Cost per Conversion improved drastically.

Campaign 15 is the last campaign of the dataset.

**Positive/Negative:** In this campaign we notice straight away that the impressions are so much higher than the other campaigns. This presents an interesting problem, on the one hand our click per impression are really low but on the other hand because of the high impressions our conversions and View-through conversions are really high.

With that in mind we need to create 3 more calculated fields, one being a total conversion, total conversion/click and cost/total conversion.

# Problematic Areas

After we looked through all campaigns one by one, it's time to focus more on the problematic areas we found when we did the data analysis.

The biggest issue we found in this dataset is the fact that 61 out of 141 Adgroups had 0 conversions, therefore provide 0 value.
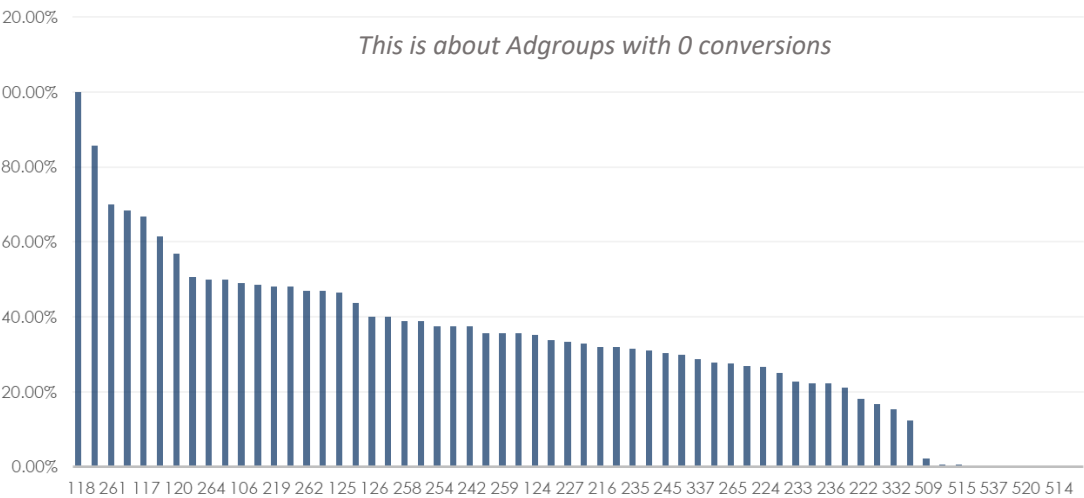
Another big issue is the fact that campaign 7 has € 22.13 Cost per Conversion, and also the Average Position is 1.20 which makes clicks therefore conversions harder to come by.

The last issue we will focus on is Campaign 15's Click per impression ratio.

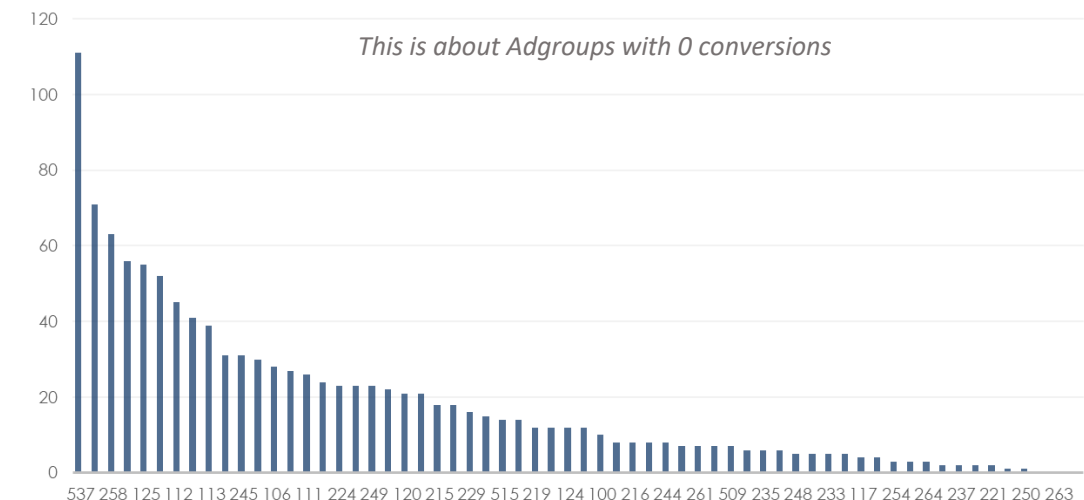# Problematic Areas and how to move forwards



Clicks per Impression

*This is about Adgroups with 0 conversions*



Total Clicks

*This is about Adgroups with 0 conversions*

The biggest issue everyone deals with Google Ads is when you pay for an Ad but you don't seem to get anything in return. As we can see many of our Ads get enough amount of clicks in order for a conversion to occur, so we can safely assume that there's a problem from the moment the client clicks our Ads until the moment he would end up making a conversion. These Adgroups should be looked at in order to realize what's the reason the clients don't converse.

# Problematic Areas and how to move forwards

| Row Labels | Cost/Conv | Click/Impression | Avg. position |
|---|---|---|---|
| 303 | €      24.24 | 18.35% | 1.84 |
| 333 | €      18.53 | 25.20% | 1.48 |
| 519 | €        6.79 | 0.24% | 1.37 |
| 517 | €        5.93 | 0.38% | 1.25 |
| 220 | €        7.19 | 31.02% | 1.17 |
| 331 | €      12.26 | 22.31% | 1.15 |
| 329 | €      29.73 | 24.30% | 1.13 |
| 336 | €      31.14 | 21.93% | 1.12 |
| 526 | €        6.08 | 0.63% | 1.10 |
| 255 | €        8.54 | 40.23% | 1.08 |
| 232 | €      18.25 | 25.36% | 1.05 |
| 226 | €        9.65 | 33.06% | 1.04 |
| 230 | €      10.41 | 31.26% | 1.01 |
| 257 | €        9.85 | 40.62% | 1.01 |
| 256 | €      25.94 | 41.94% | 1.00 |
| Grand Total | €      15.02 | 1.12% | 1.19 |

Another big issue we can see is that some of the Adgroups have way higher Cost/Conversion that the other. As we can see some of them have a high Average position which means most of the time people don't even see them in order to click them. For those adgroups we should focus on bringing down the Average position.

There are also other adgroups that don't have high Average position and a decent click/impression ratio, for those groups, as for the most Adgroups that have high Cost/Conversion ratio I'd suggest we look to reduce the amount we spend on them and try focusing on some better returning Adgroups e.g. Stop spending so much on Adgroup 303 and focus more on Adgroup 330 like we mentioned above.

# Problematic Areas and how to move forwards

| Row Labels | Cost | Impressions | Clicks | Total Conv | Click/Impression | Cost/Click | Total value | Avg position | Cost/ Conv | Conv/Click |
|---|---|---|---|---|---|---|---|---|---|---|
| 1 | 1,669.29 € | 119,726 | 67,031 | 2509 | 55.99% | € 0.02 | € 159,383 | 1.00 | € 0.67 | 3.74% |
| 3 | 320.94 € | 13,054 | 4,246 | 53 | 32.53% | € 0.08 | € 4,731 | 1.05 | € 6.06 | 1.25% |
| 7 | 929.57 € | 17,677 | 3,455 | 42 | 19.55% | € 0.27 | € 3,188 | 1.20 | € 22.13 | 1.22% |
| 15 | 4,345.17 € | 11,249,587 | 62,755 | 2938 | 0.56% | € 0.07 | € 73,338 | 1.11 | € 3.61 | 1.92% |
| Grand Total | 7,264.97 € | 11,400,044 | 137,487 | 5542 | 1.21% | € 0.05 | € 240,641 | 1.08 | € 1.91 | 2.77% |

The main problem with Campaign 15, the most costly campaign, is the really low amount of CTR (clicks per impression). Campaign 15's best CTR Adgroup is at least 10% lower than the lowest of the dataset. This is a big problem considering that campaign 15 is our highest conversion campaign. If we manage to improve our CTR our total value could sky rocket.

The best thing we can do to improve our CTR is to optimize our headline with keywords, find a way to intrigue them to click the ad, or even find a problem our target audience has and try to lure them into clicking through a solution.

# Problematic areas over time

| Row Labels | Aug Cost | Sep Cost | Difference |
|---|---|---|---|
| 1 | € 765.09 | € 904.20 | € 139.11 |
| 3 | € 126.46 | € 194.48 | € 68.02 |
| 7 | € 454.35 | € 475.22 | € 20.87 |
| 15 | € 1,650.66 | € 2,694.51 | € 1,043.85 |
| Grand Total | € 2,996.56 | € 4,268.41 | € 1,271.85 |

| Row Labels | Aug Total Value | Sep Total Value | Difference |
|---|---|---|---|
| 1 | € 85,891.04 | € 73,492.35 | -€ 12,398.69 |
| 3 | € 2,697.00 | € 2,034.30 | -€ 662.70 |
| 7 | € 1,652.00 | € 1,536.10 | -€ 115.90 |
| 15 | € 40,147.60 | € 33,190.76 | -€ 6,956.84 |
| Grand Total | € 130,387.64 | € 110,253.51 | -€ 20,134.13 |

Now we take a closer look at our data over time, and as we can see even though our cost is getting higher our total value does not. These pivot tables have some limitations though, since we only have 28 days worth of data from September while we have 31 from August, even if that's the case September still has lower value per day than August.
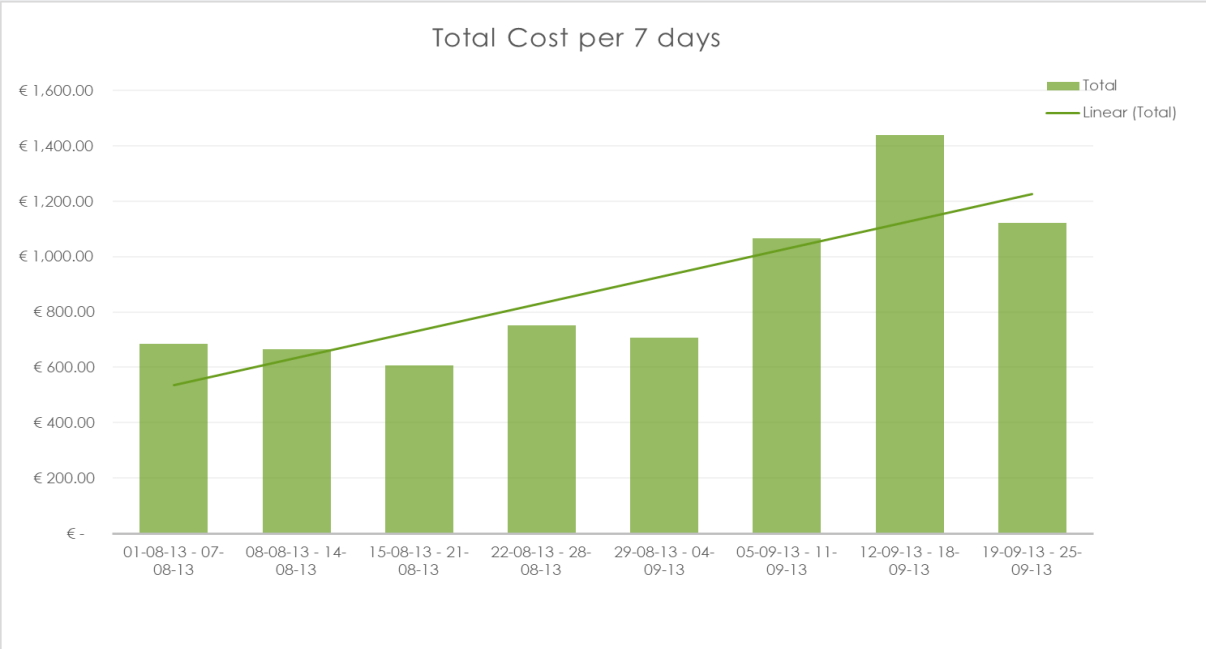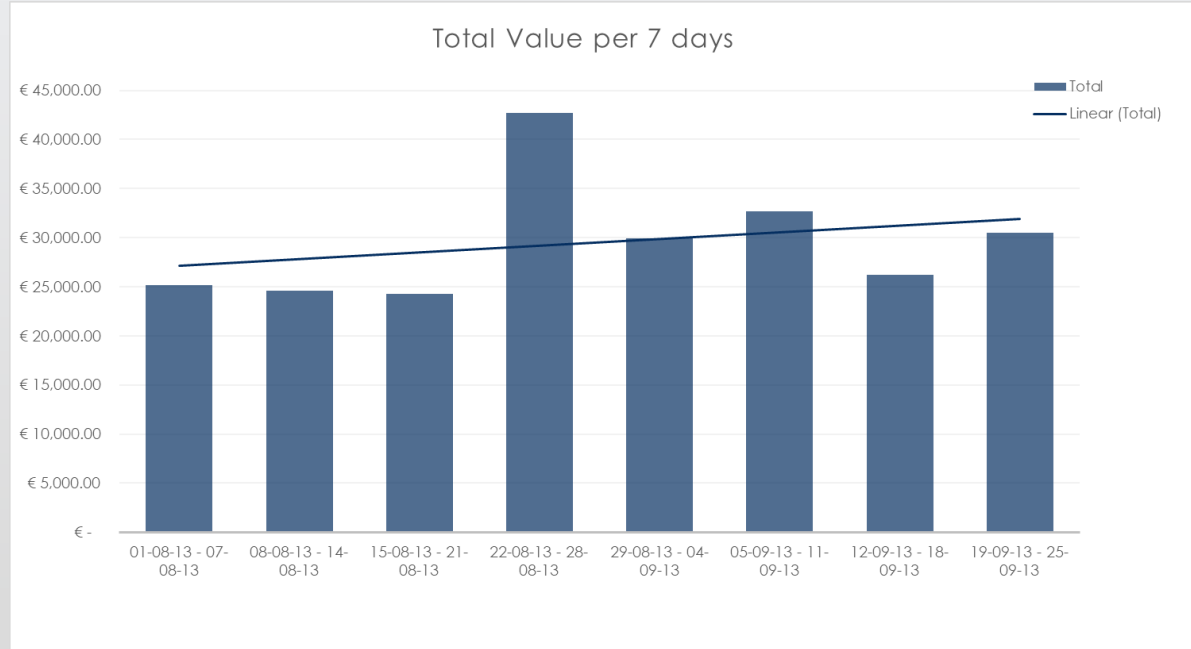


Limitations: Last two days of September were removed from graph for trendline accuracy.



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While we look closely to weekly results we can see that there's a really good week in August, one that we couldn't seem to replicate throughout September even though we spend more on Ads than the previous month.

# What's next

After carefully analyzing the data I believe that if we implement the ideas we provided in the previous slides we will be able to improve our efficiency of our Campaigns and see more conversions happen, therefore more value being added to the company.