

ReOptica

Weekly Google Ads Performance Report

February 15 – 21, 2026

EXECUTIVE SUMMARY

Breakout week with exceptional growth across all key metrics. Clicks surged **+46.3%** to **398** and impressions jumped **+63.3%** to **5,451**. Meanwhile, cost per click improved significantly to **\$1.67** (down 15.4%), meaning the campaign is reaching far more potential customers at a lower unit cost. Total investment of **\$664.78** delivered the strongest performance week to date for the pre-owned designer eyewear campaign.

KEY PERFORMANCE INDICATORS

TOTAL SPEND

\$665

+23.77% vs last week

Investment scaled with performance

AVG. COST PER CLICK

-15.4%

\$1.67

-15.41% more efficient

CLICK-THROUGH RATE

STRONG

7.30%

Industry avg: 3–5%

TOTAL CLICKS

+46.3%

398

+46.32% vs last week

IMPRESSIONS

+63.3%

DAILY BUDGET

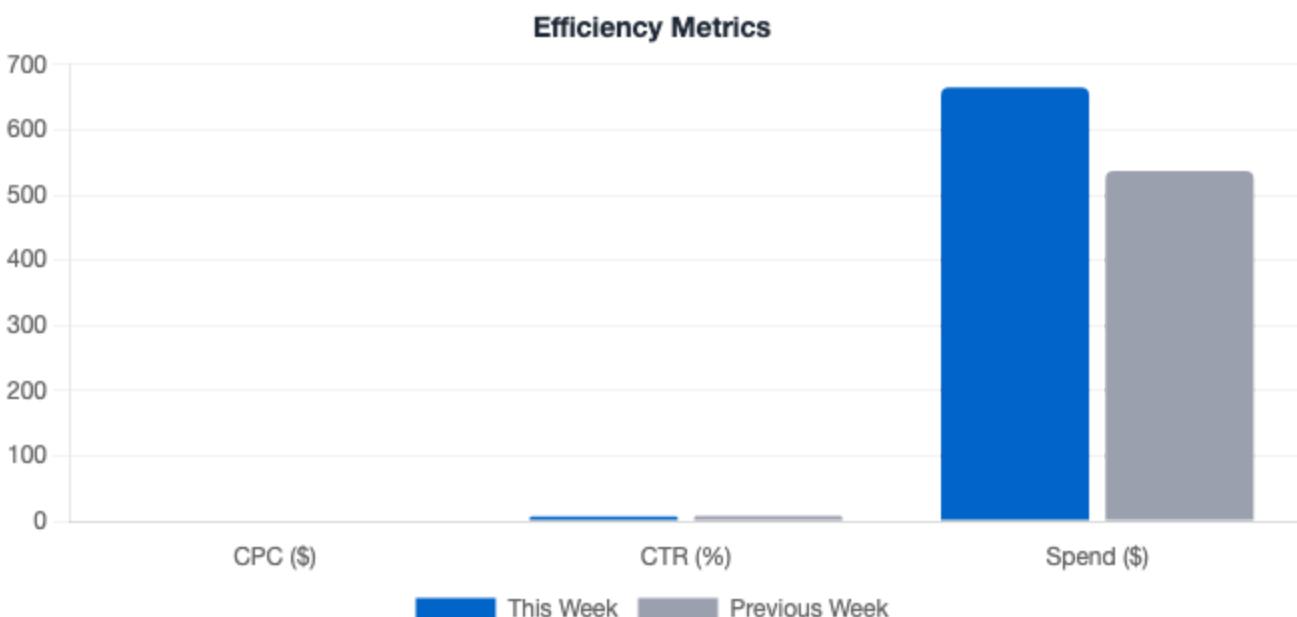
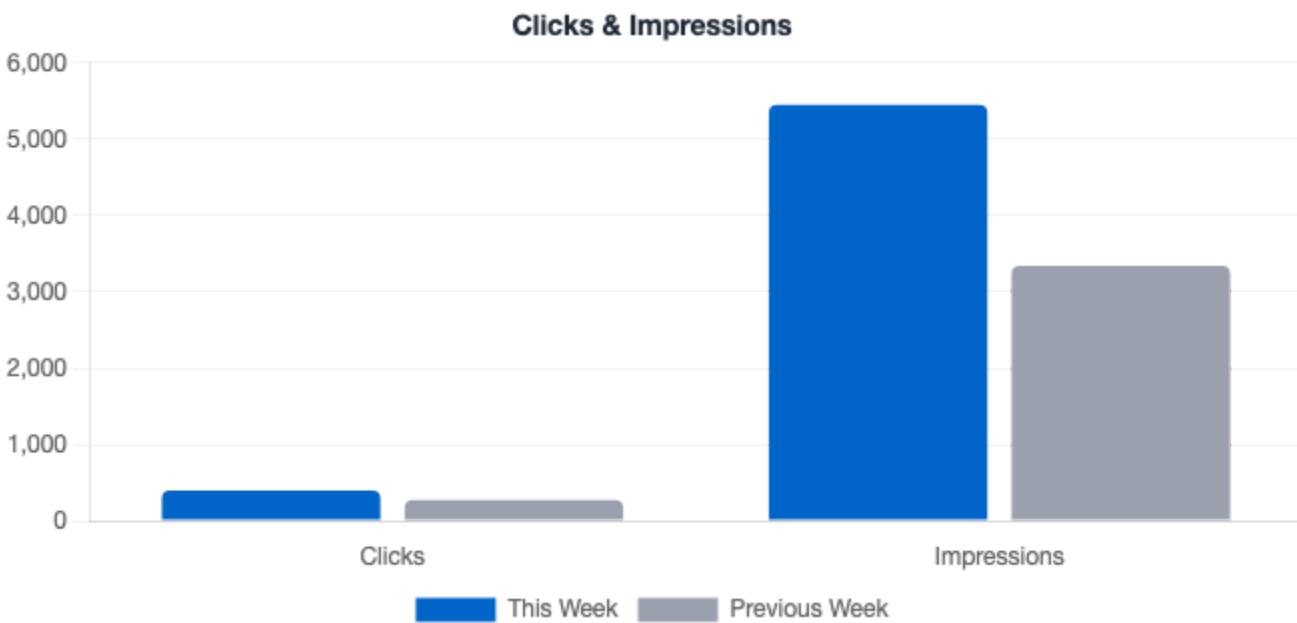
5,451

+63.25% vs last week

\$78.49

Search campaign

WEEK-OVER-WEEK COMPARISON



DETAILED METRICS — WEEK OVER WEEK

METRIC	THIS WEEK	PREVIOUS WEEK	CHANGE
Total Ad Spend	\$664.78	\$537.11	+23.77%
Impressions	5,451	3,339	+63.25%
Clicks	398	272	+46.32%
Click-Through Rate	7.30%	8.15%	-10.37%
Average CPC	\$1.67	\$1.97	-15.41%
Cost per 1,000 Impressions	\$121.95	\$160.86	-24.18%

KEY INSIGHTS & RECOMMENDATIONS

**Significant Scale-Up with Improved Efficiency**

This was the strongest performance week for the campaign. Clicks increased 46% and impressions grew 63% while the cost per click dropped 15.4% from \$1.97 to \$1.67. This is the ideal growth pattern—more volume at lower unit costs—indicating Google's algorithm is finding increasingly relevant audiences.

**CTR Remains Well Above Industry Average**

While CTR adjusted from 8.15% to 7.30% as impression volume expanded, this is still significantly above the industry average of 3–5% for retail search campaigns. A modest CTR decrease is expected and healthy when scaling—the campaign is reaching a broader qualified audience.

**Growth Trajectory Is Accelerating**

With impressions up 63% week-over-week, the campaign is gaining significant momentum in the pre-owned designer eyewear market. The combination of increasing reach and decreasing CPC suggests strong relevance signals that Google is rewarding with better ad placements and lower costs.



Recommendations

- 1) Maintain current momentum—the campaign optimization is working exceptionally well
- 2) Consider testing additional keyword variations to capture more of the growing demand
- 3) Review search term reports to identify high-performing queries for dedicated ad groups
- 4) Evaluate budget headroom—with CPC dropping, there may be opportunity to capture additional volume