How many clicks has the campaign had? 3,704

How many impressions has it had? 53,277

What is the average Cost per Click (CPC)? $0.99

What is the average ad position? 1.4

What is the conversion rate? 16.93%

What Keywords do you want to add, delete, or pause? Why?

I would remove promise rings and hoop earrings because they don’t get many clicks, and I would remove earrings, rings for women, and rings because of their low conversion rate. I would pause men’s rings because it is a low performer, but that might be because of a lack of relevance or because there aren’t other keywords that go with it. I would add more keywords for men’s jewelry to show that there is a selection of it and help boost the performance of men’s rings later on.

What Ads do you want to add, delete, or pause? Why?

The only one that I would delete is number 4 because of the low clicks and conversion rate. And I would pause both number 1 and number 3 as well since they are costing more than they are worth. I would try to add ads that are similar to number 2, since it seems to be working the best for the value. I would make them in the ad group of earrings, and have the description be more about creating moments. I might even try to rework ad 4 by improving headlines and the description as it seems like it would be worth it if it got any clicks, it just isn’t getting them.