



Total Conversions

467.67

Total Cost

£126.51K

Average Cost per Conversion

£468

Average of CTR by Year

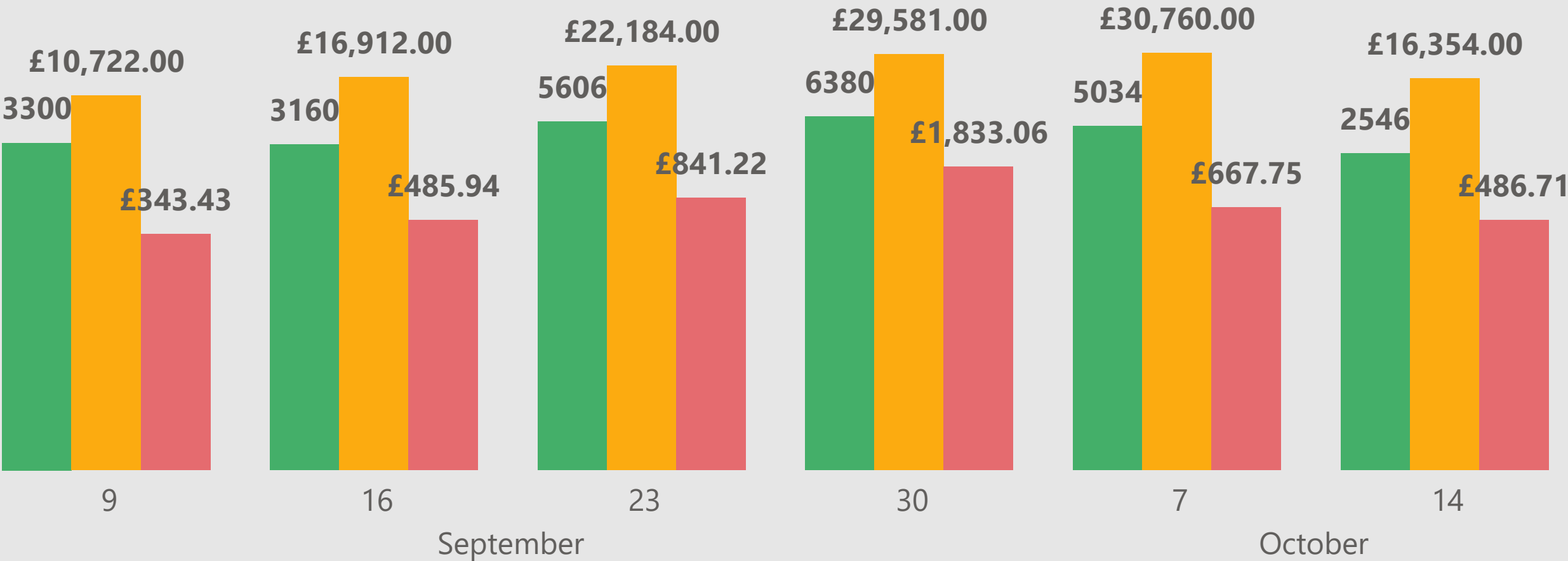
16.34%

Search impr. share

74.47%

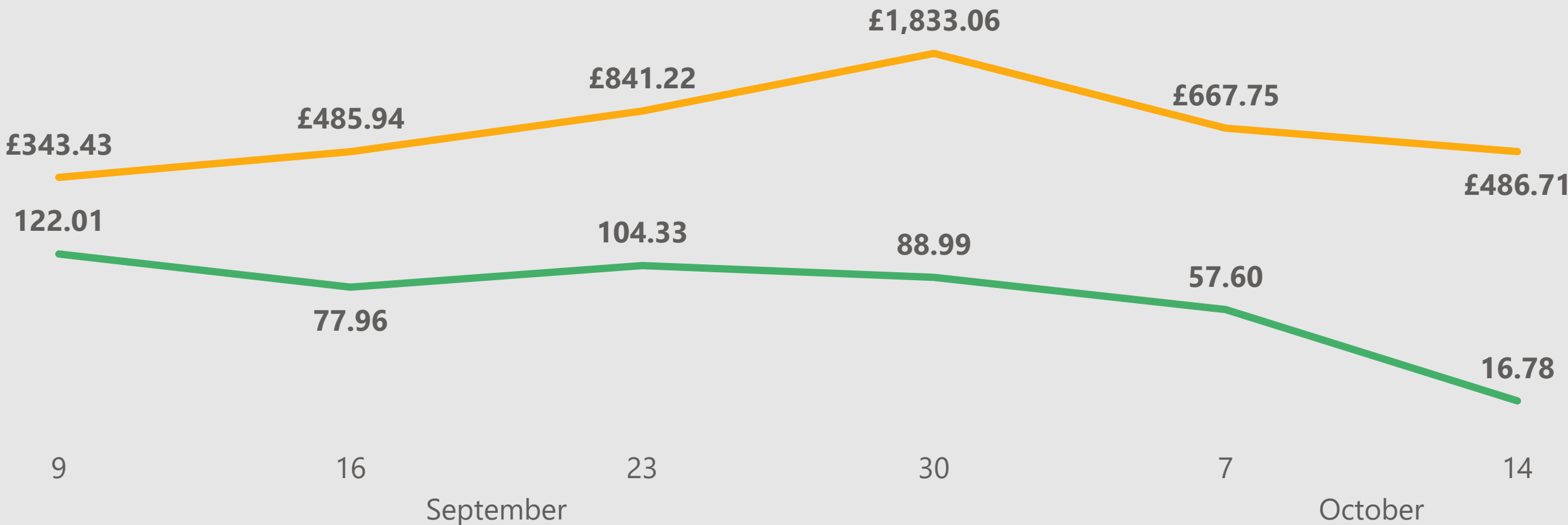
Campaign Performance Overview

Sum of Clicks Sum of Cost Cost per Conversion



Weekly Performance Trends

Sum of Conversions Average of Cost per Conversion



9/9/2024



10/14/2024



Ad group status

All



Ad Group Performance Analysis

Ad group	Conversions	Cost per Conversion	CTR
Anthracite Electric Radiators	0.00	£0.00	10.55%
Electric Radiators With Timer And Thermostat	0.00	£0.00	14.33%
Commercial Electric Radiators	1.00	£3.17	21.55%
500w Electric Radiators	1.00	£4.67	11.59%
Conservatory Electric Radiators	6.00	£33.20	27.82%
Black Electric Radiators	7.30	£35.71	9.98%
1500w Electric Radiators	2.39	£42.64	12.48%
Electric Radiators Online	5.37	£69.45	16.15%
1000w Electric Radiators	1.17	£94.63	17.96%
Oil Filled Radiators	10.30	£145.64	10.58%
Smart Electric Radiators	7.72	£169.56	15.32%
Vertical Electric Radiators	14.88	£179.72	14.13%
Ceramic Radiators	18.85	£267.58	17.84%
2000w Electric Radiators	4.66	£283.96	14.51%
Electric Radiators UK	67.61	£304.56	30.84%
Plug In Electric Radiators	8.59	£347.29	12.66%
Wall Mounted Electric Radiators	24.06	£350.54	13.81%
Oil Filled Electric Radiators	8.93	£387.49	8.27%
WiFi Electric Radiators	11.63	£608.03	16.00%
Ceramic Electric Radiators	11.56	£729.72	20.90%
German Electric Radiators	5.17	£813.71	27.20%
Designer Electric Radiators	3.78	£936.07	16.63%
Energy Efficient Electric Radiators	9.91	£1,308.25	14.13%
Total	233.87	£471.57	16.39%



Cost Analysis

9/9/2024



10/14/2024



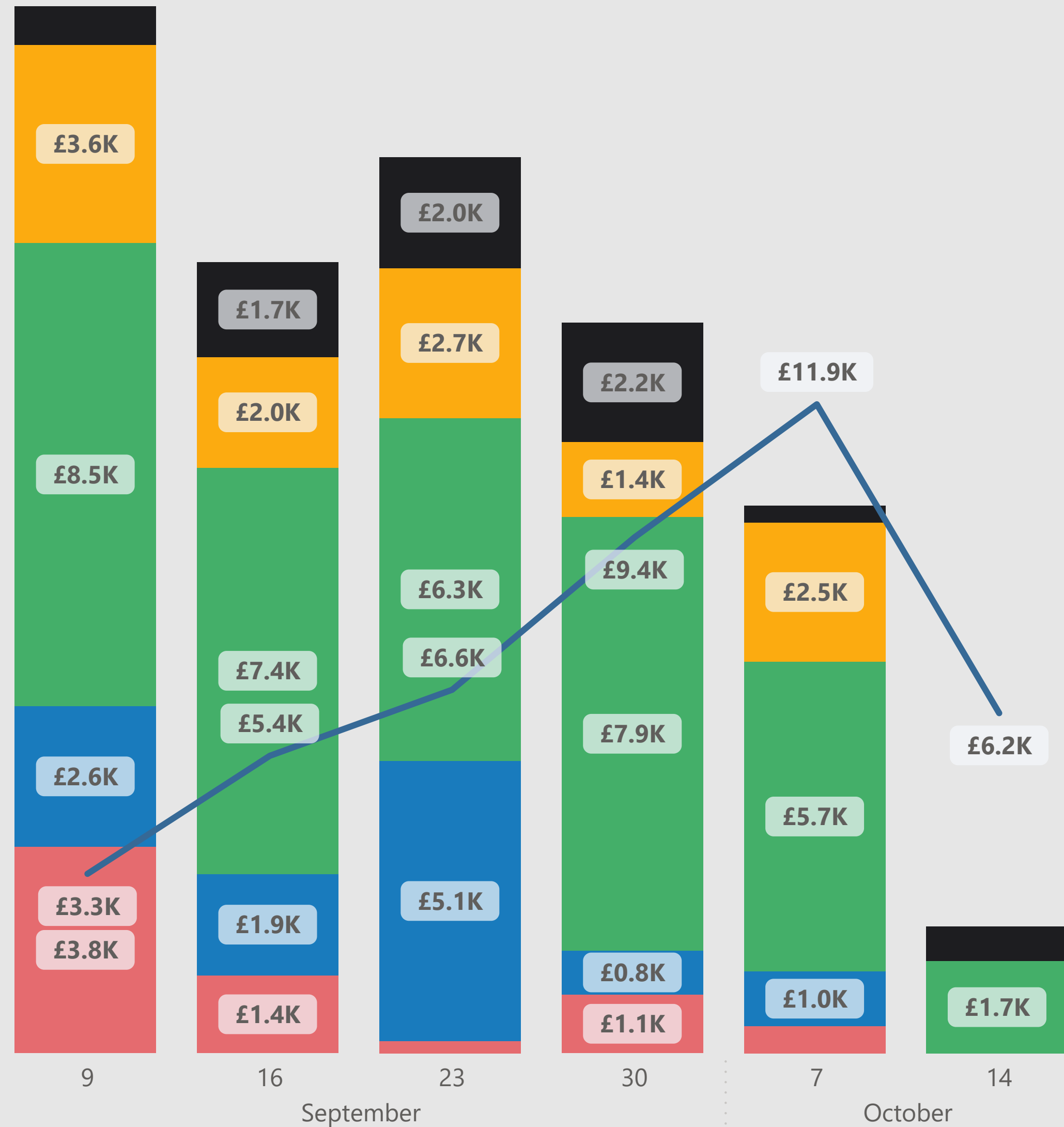
Ad group status

All



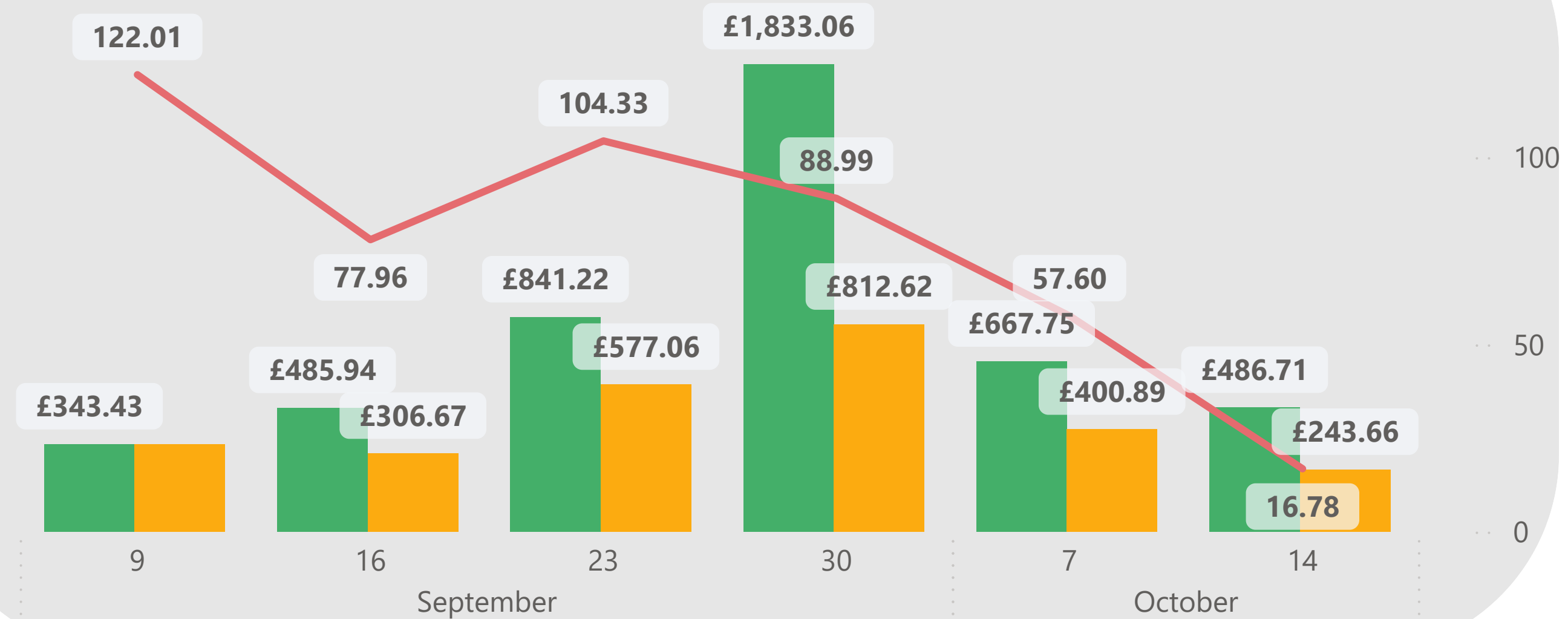
Cost & Revenue per Week

Ad group Ceramic El... Ceramic ... Electric R... Wall Mou... WiFi Elect... Sum of ...

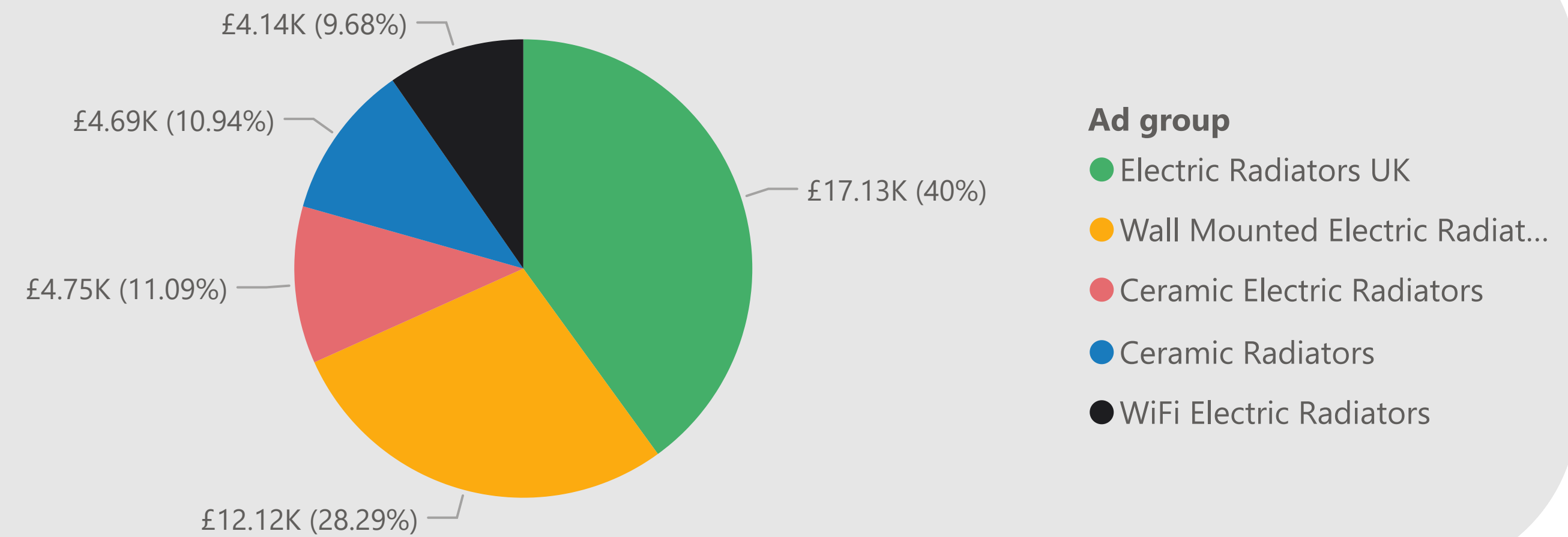


Cost per Conversion and Conversions by Week

Average of Cost per Conversion Cost per Conv Revised Sum of Conversions



Most Funded Ad Groups





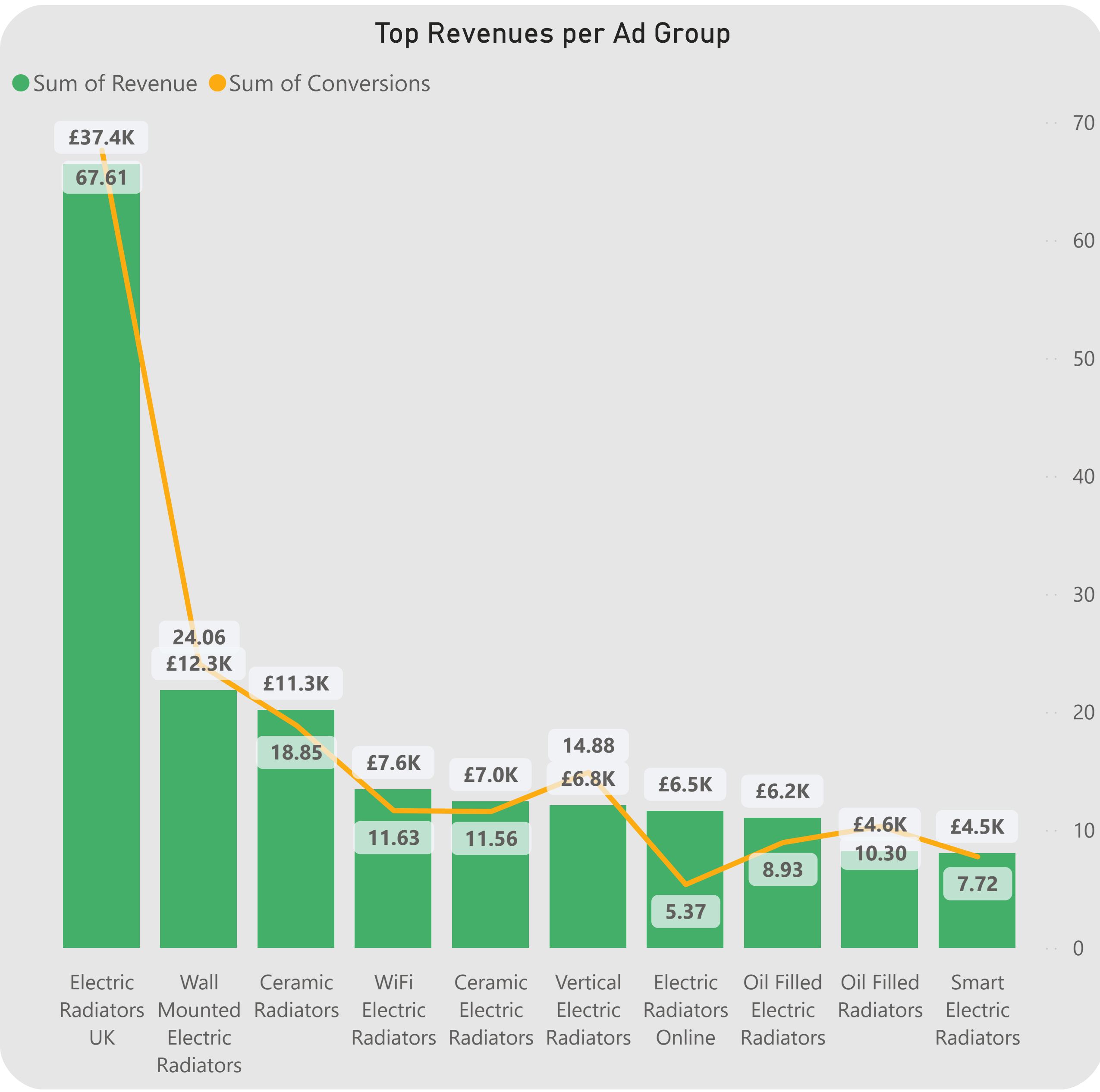
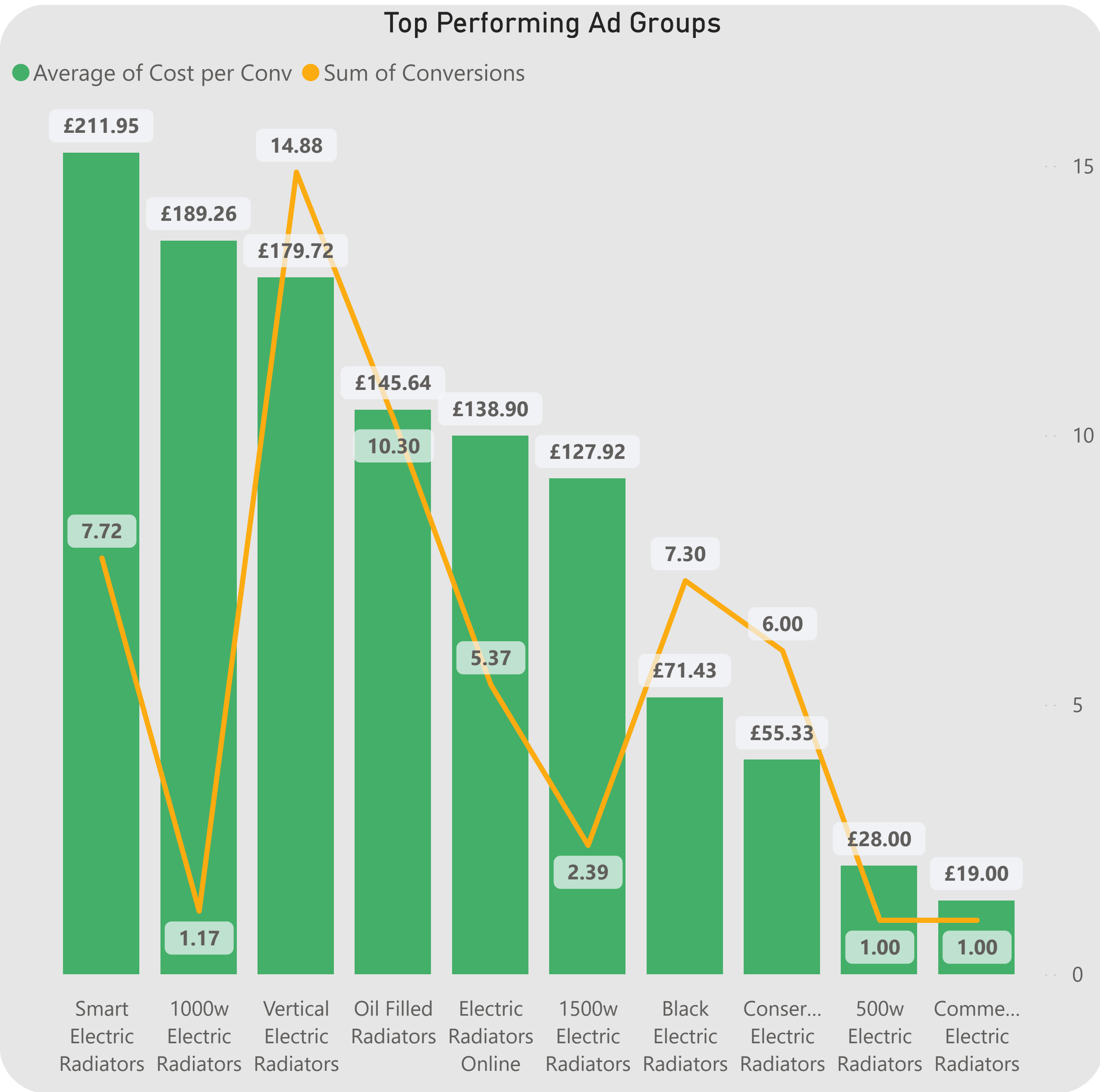
Top Performing Ad Groups

9/9/2024

10/14/2024

Ad group status

All





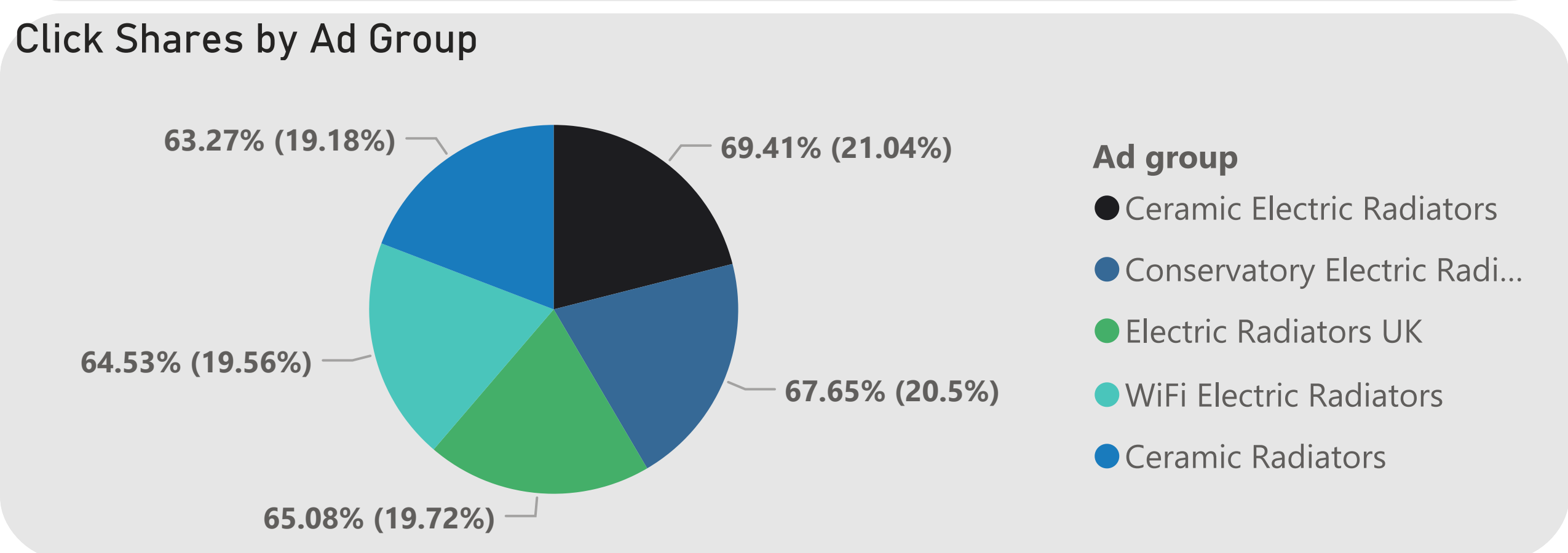
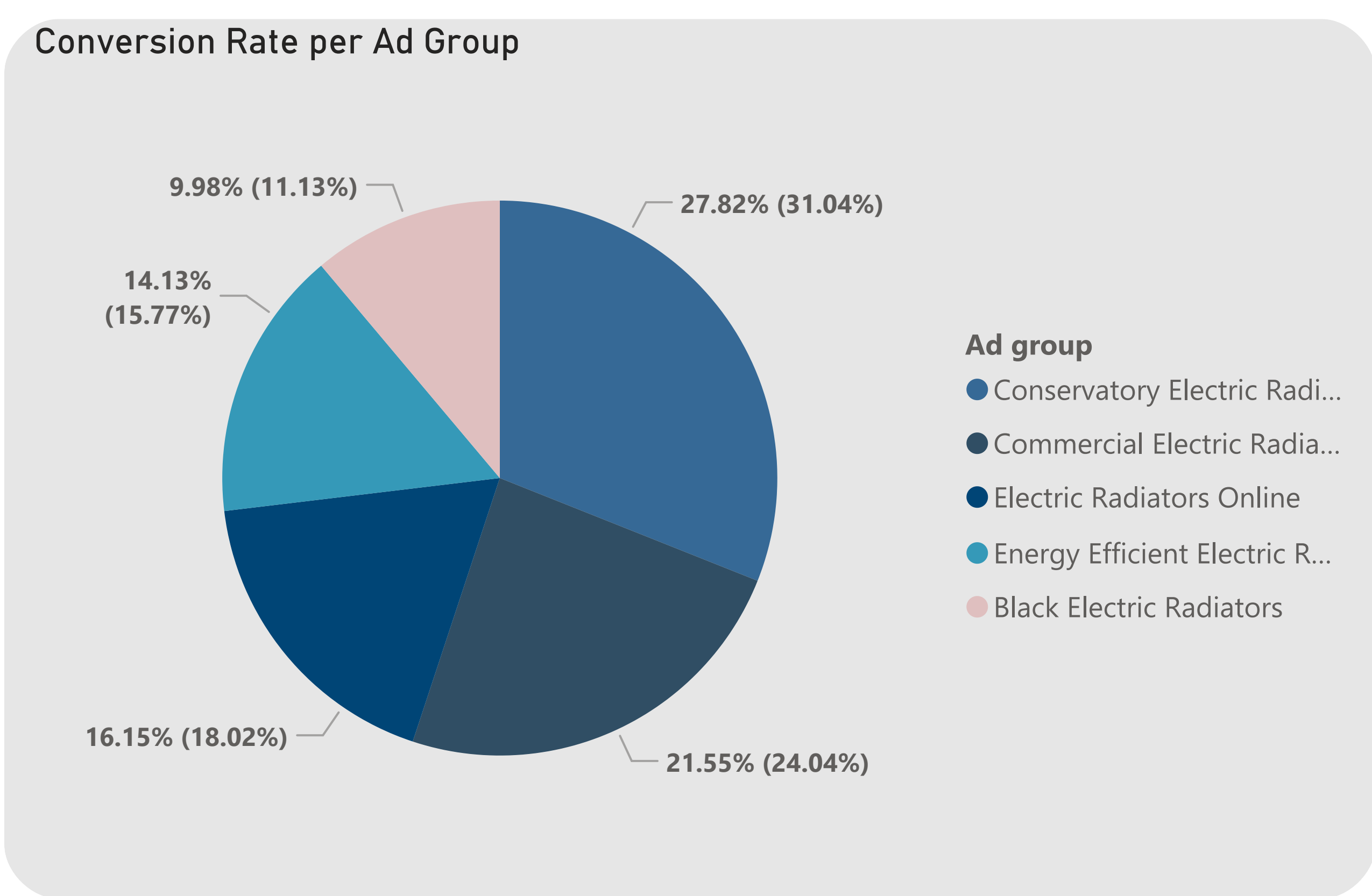
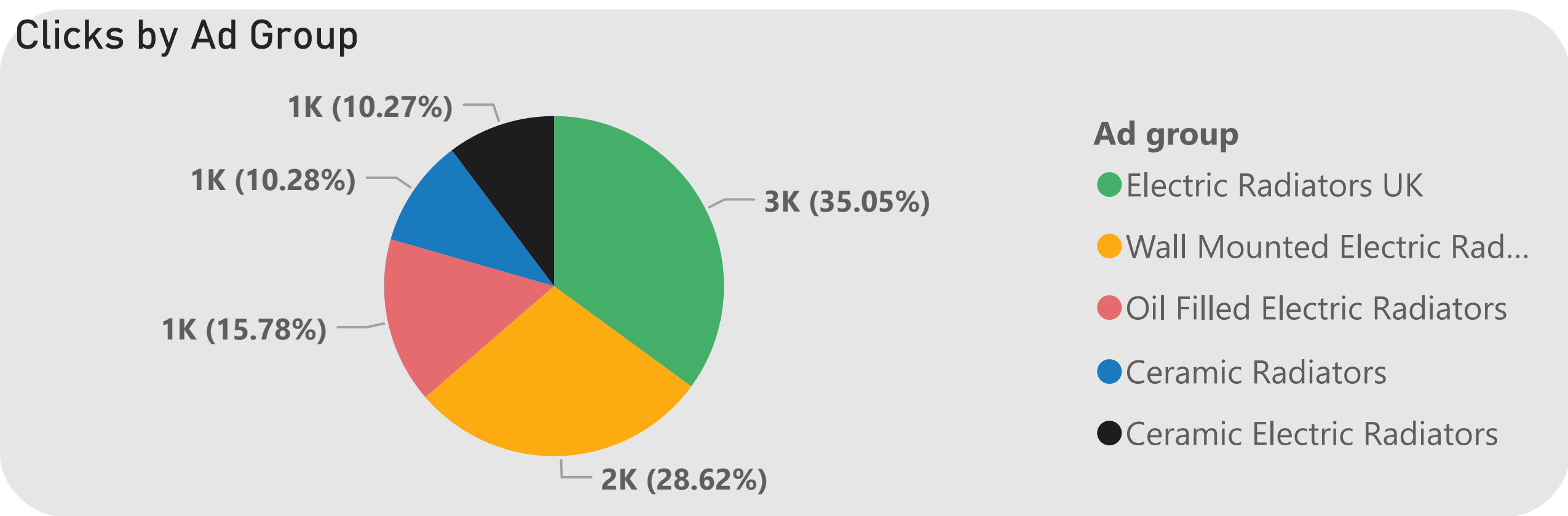
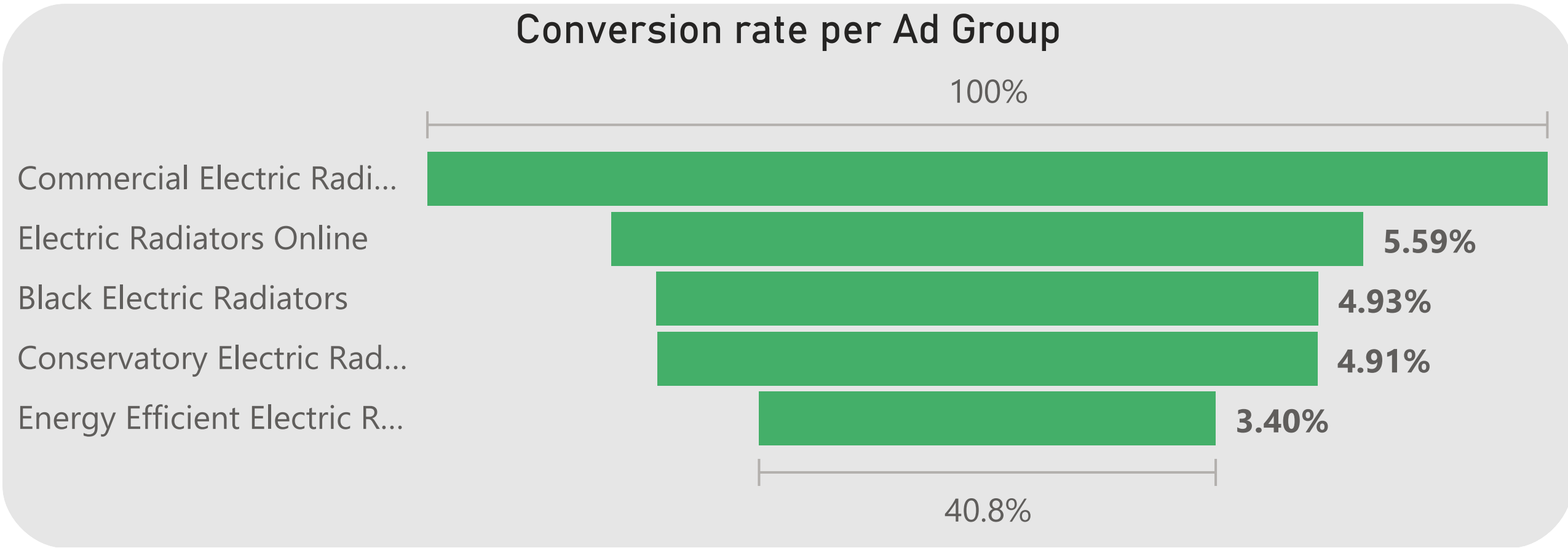
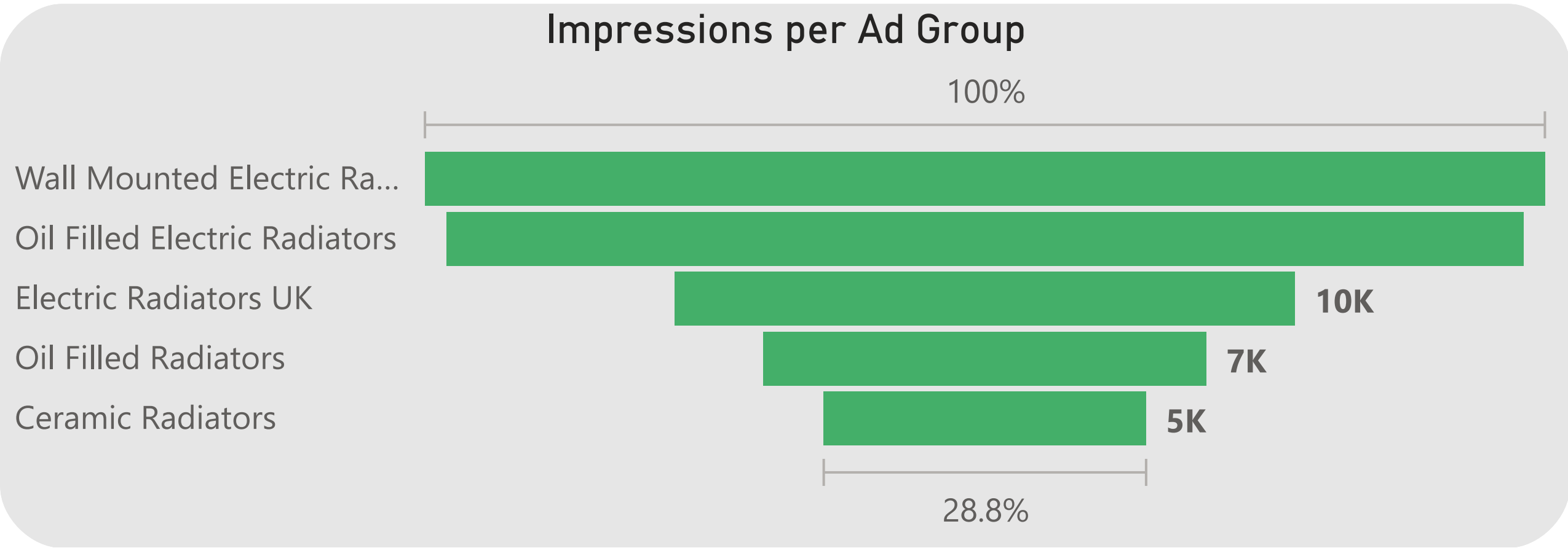
Top Performing Ad Groups

9/9/2024

10/14/2024

Ad group status

All





Worst Performing Ad Groups

9/9/2024



10/14/2024



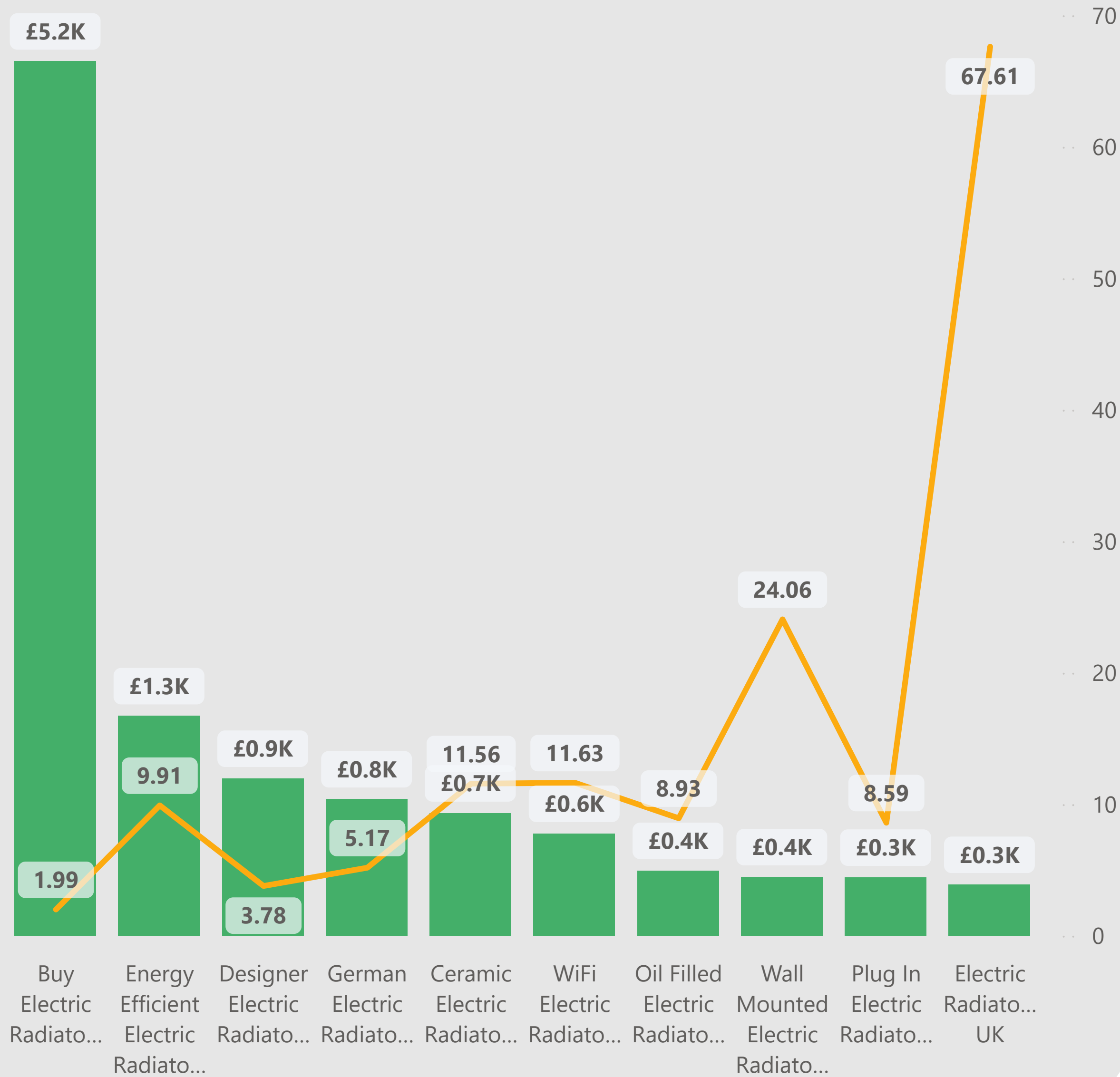
Ad group status

All



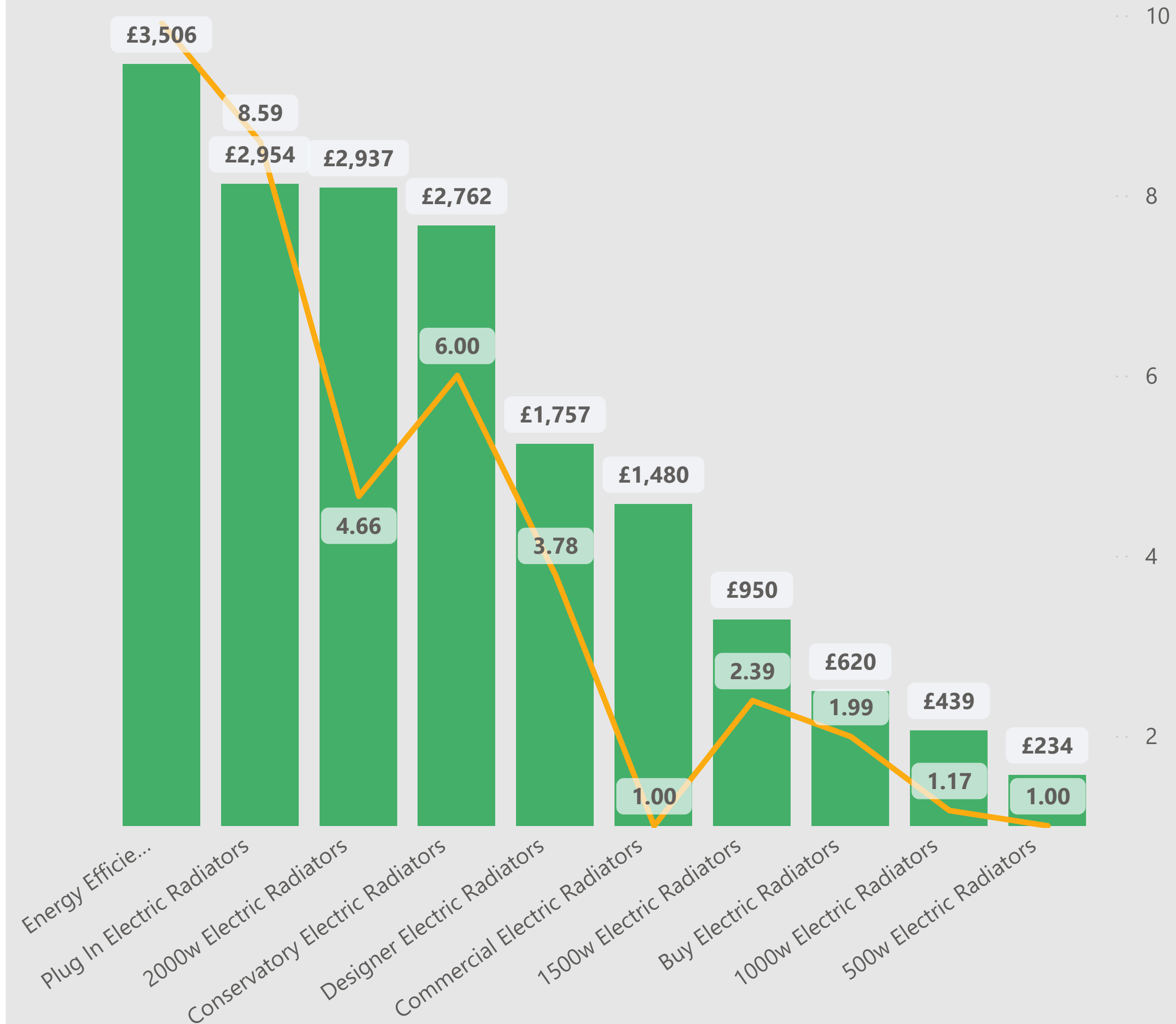
Top Performing Ad Groups

● Average of Cost per Conv ● Sum of Conversions



Top Revenues per Ad Group

● Sum of Revenue ● Sum of Conversions





Worst Performing Ad Groups

9/9/2024



10/14/2024

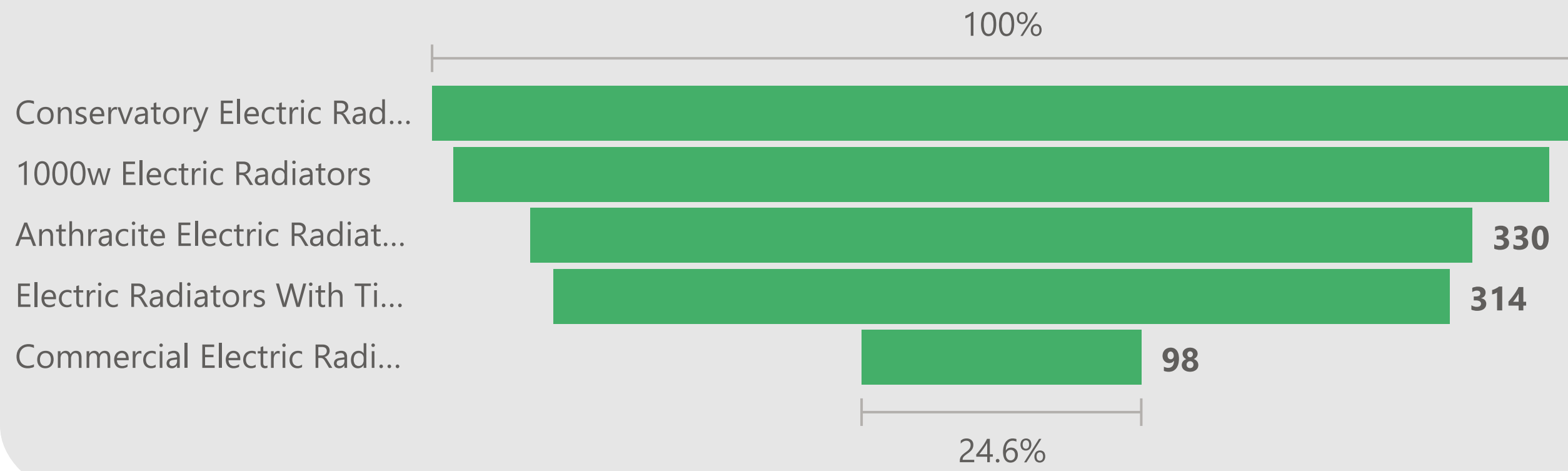


Ad group status

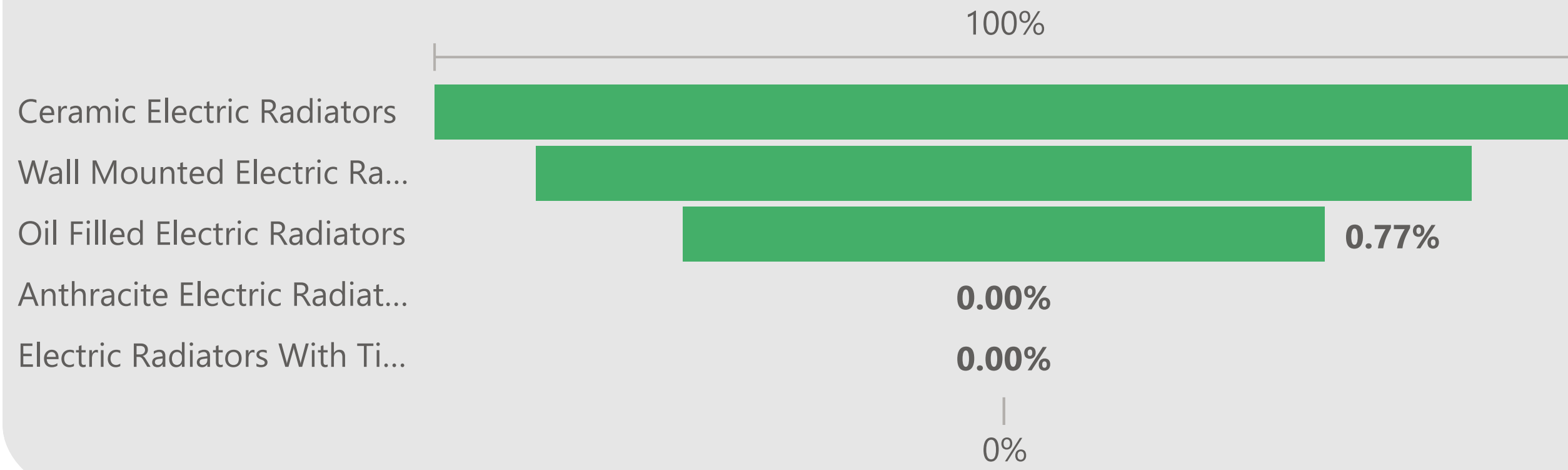
All



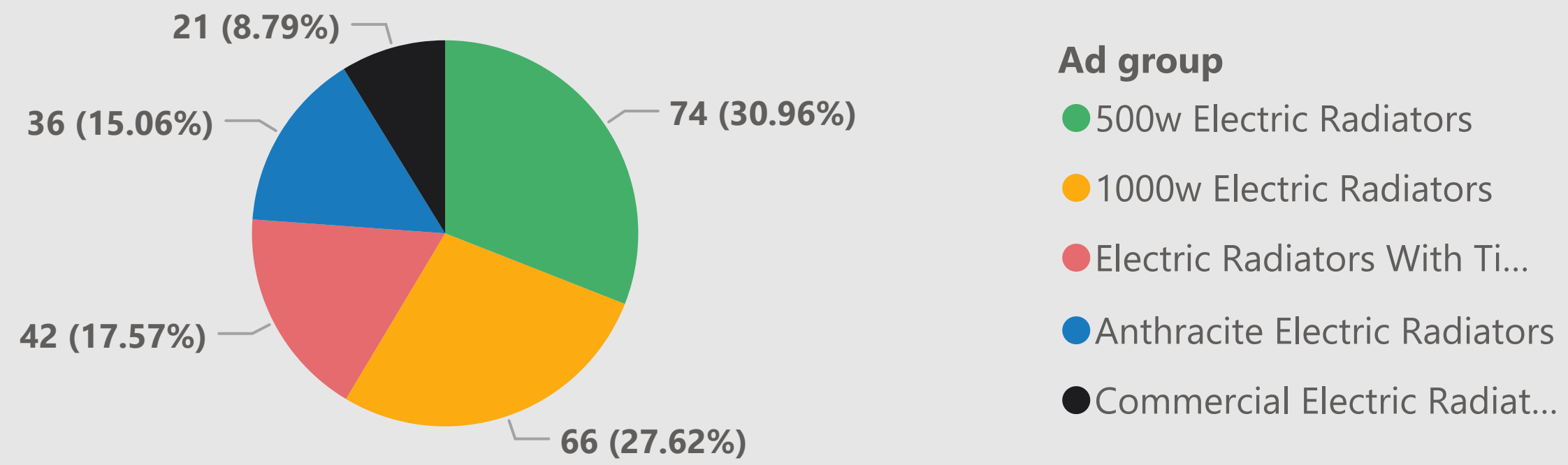
Impressions per Ad Group



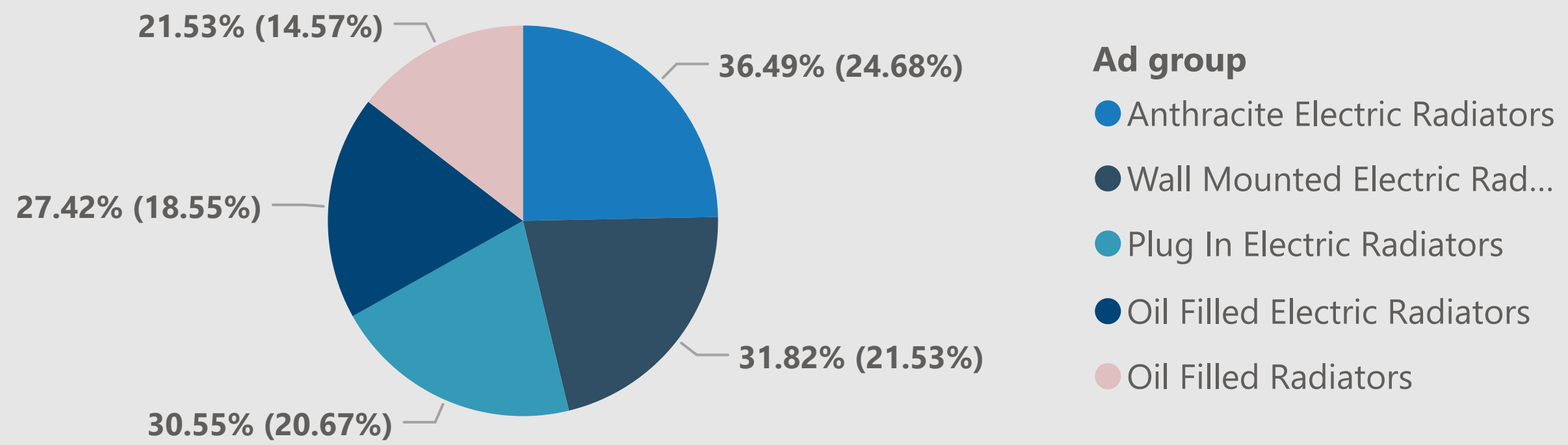
Conversion rate per Ad Group



Clicks by Ad Group



Click Shares by Ad Group



Conversion Rate per Ad Group

