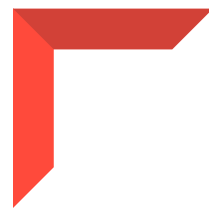


Google Ads Case Study





Project List



EBOOK IT

<https://ww2.ebookit.com/>



MOTORVISION TV

Mobile App Promotion



MIA BELLE GIRLS

<https://www.miabellebaby.com/>



BLUE NILE

<https://www.bluenile.com/>



DAILY DUBBA

<https://dailydubba.co.nz/>



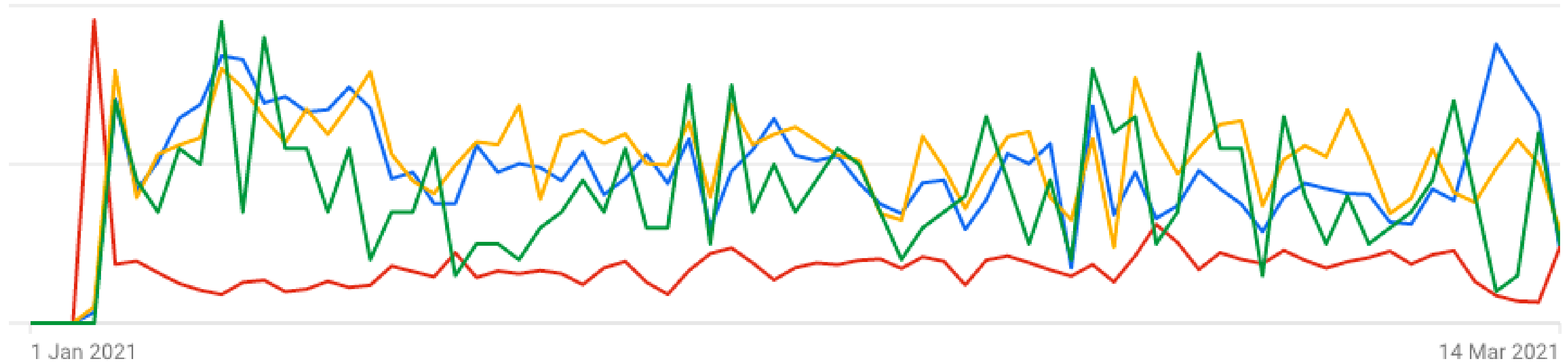


EBOOK IT

<https://ww2.ebookit.com/>

GOOGLE ADS

Clicks ▼	Avg. CPC ▼	Impressions ▼	Conversions ▼
20.6K	\$0.16	1.48M	594.00



TOP SEARCH QUERIES

Searches ?

Sort by: Clicks ▼

SEARCHES

WORDS

epub

book cover design

ebookit

ebook

ebooks

how to make a book

book cover template

book binding service

create a book cover

how to design a book cover

audiobook distribution

ebookit com

how to make your own book cover

ebook customer service phone number

fedex photo printing

MOST SHOWN SEARCH ADS

Most-shown search ads

● Search Campaign (PK) > ● EBook Publishing (PK)

Best Ebook Publishing Service | eBook
Formatting Services | ebookit.com
Ad ww2.ebookit.com/ebookformatting/service

Publish eBooks at ebookit! Full-service eBook
conversion, formatting & distribution. Feel free to
write to us with any questions. Begin your project

Ad

Impressions

Clicks ▼

Avg. CPC ▼

● Enabled

95,217

482

US\$0.22



TOP DISPLAY ADS

Display ads

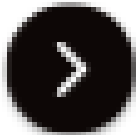
Sort by: Conversions ▼



● Ebook Publishing (PK)



Ebook Publishing Service. We work with Author & Small Presses To Format And Convert Books.
eBookit



Ad	Conversions	<u>Clicks</u> ▼	<u>Cost</u> ▼
● Enabled	333.00	11,738	US\$1,172.81

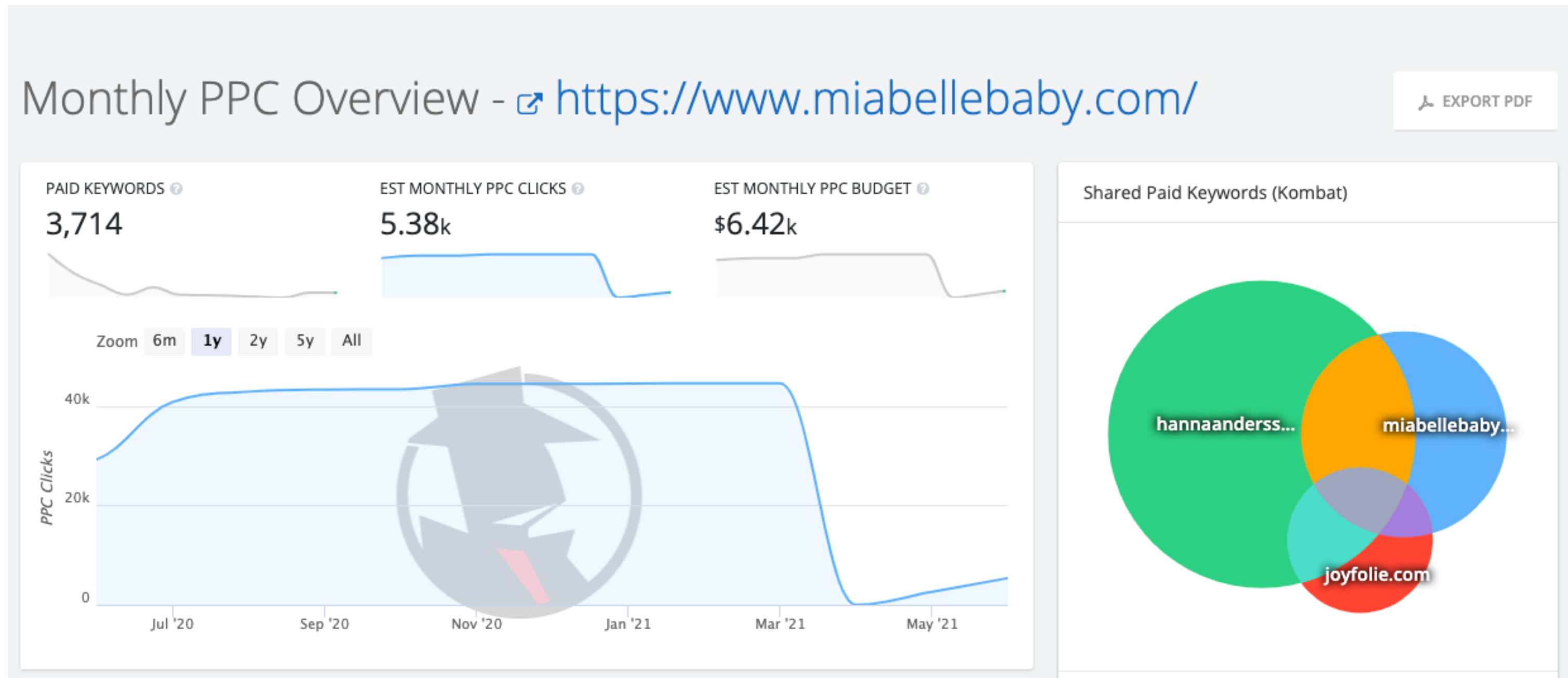




MIA BELLE BABY

GOOGLE ADS

<https://www.miabellebaby.com/>



Google Ads History

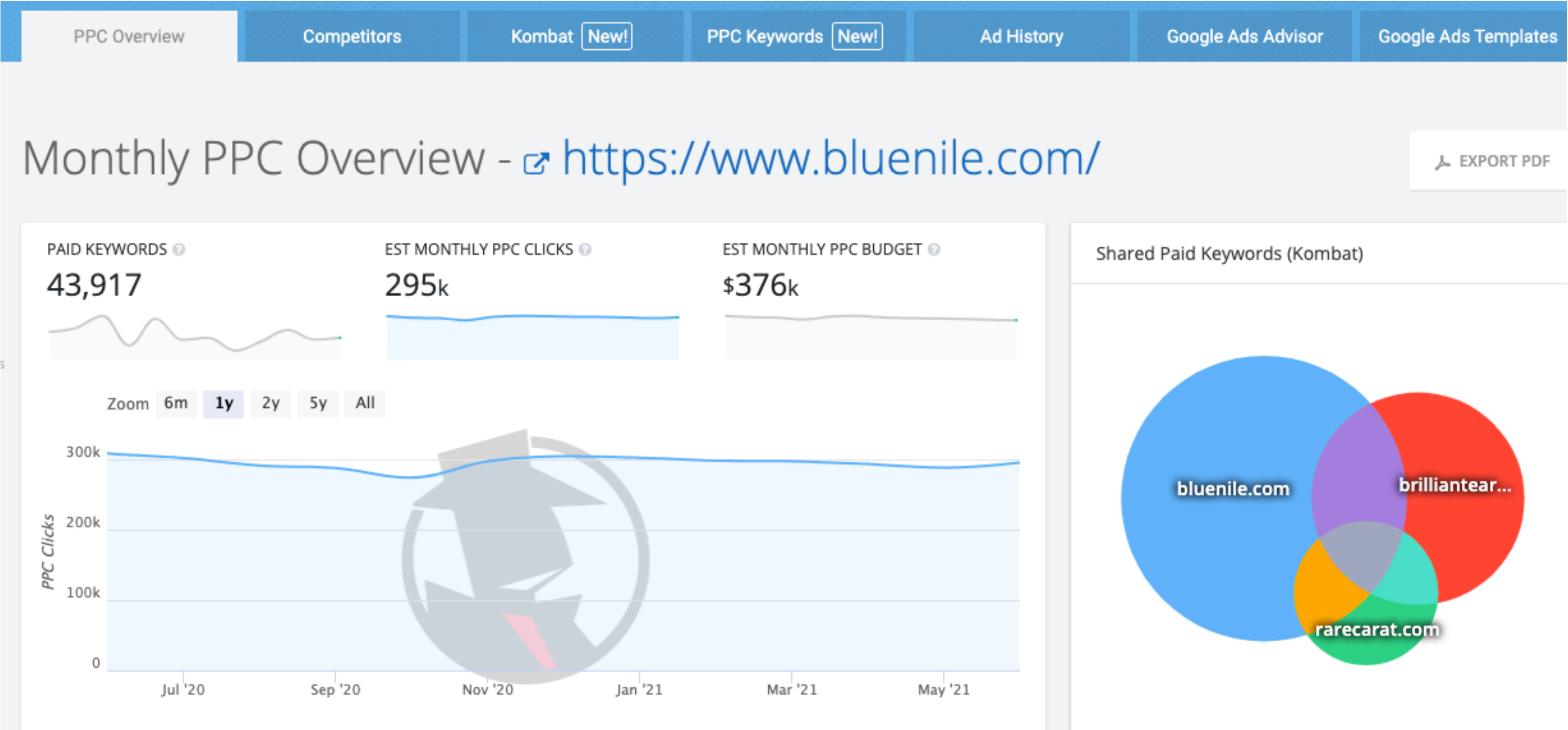
Keyword	Clicks/Mo	Cost/Click	Coverage	
				<<Prev Mo May June July Aug Sept Oct Nov Dec 2021 Jan Feb Mar Apr May Next Mo>>
little girl clothes	739	\$10.04	16.7%	AD AD
<div><div><div><div><div><input checked="" type="checkbox"/> HighlightAd Copy</div><div>Screenshot</div></div><div>#1 Rated Children's Boutique - Mia Belle Girls</div><div>http://miabellebaby.com/</div><div>Affordable girls' dresses for all seasons and occasions. Stylish girls' designs for an affordable price. Free Shipping - \$100. Shop By Collection - Products On Sale - About Us</div><div>Ad Position: 5 Date: April 2021</div></div></div><div><div><div><div><input checked="" type="checkbox"/> HighlightAd Copy</div><div>Screenshot</div></div><div>#1 Rated Children's Boutique - Designer Girls Clothes</div><div>http://miabellebaby.com/</div><div>Affordable girls' dresses for all seasons and occasions. Stylish girls' designs for an affordable price. Up to 70% Off - Buy Now. Free Shipping - \$100 Styles: Colorful, Adorable, Comfy, Smart, Gorgeo</div><div>Ad Position: 1 Date: May 2021</div></div></div></div>				
toddler girl clothes	5.15k	\$0.90	33.3%	AD AD AD AD
children clothing	27.8k	\$1.14	33.3%	AD AD AD AD



BLUE NILE

GOOGLE ADS

<https://www.bluenile.com/>



Google Ads History

Keyword	Clicks/Mo	Cost/Click	Coverage	«Prev Mo												Next Mo»				
				May June July Aug Sept Oct Nov Dec 2021 Jan Feb Mar Apr May																
engagement.rings	65.8k	\$3.40	91.7%	AD	AD	AD	AD		AD	AD	AD	AD	AD	AD	AD	AD				
<div><div><input type="checkbox"/> HighlightAd Copy</div><div>Log into see screenshot</div></div> <div><div>Blue Nile Engagement Rings - Hand-Crafted to Perfection</div><div>http://bluenile.com/</div><div>log in to see all results</div></div> <div><div>Ad Position: 11</div><div>Date: August 2017</div></div>																				
<div><div><input type="checkbox"/> HighlightAd Copy</div><div>Screenshot</div></div> <div><div>Unique Engagement Rings - BlueNile.com</div><div>http://bluenile.com/</div><div>Shop for Certified Diamonds with Best Price Guarantee. Free FedEx.</div></div> <div><div>Ad Position: 2</div><div>Date: September 2017</div></div>																				
engagement rings	56.5k	\$3.44	83.3%		AD	AD	AD	AD	AD	AD		AD	AD	AD	AD					
diamonds	77k	\$3.30	83.3%		AD		AD	AD	AD	AD	AD	AD		AD	AD	AD				

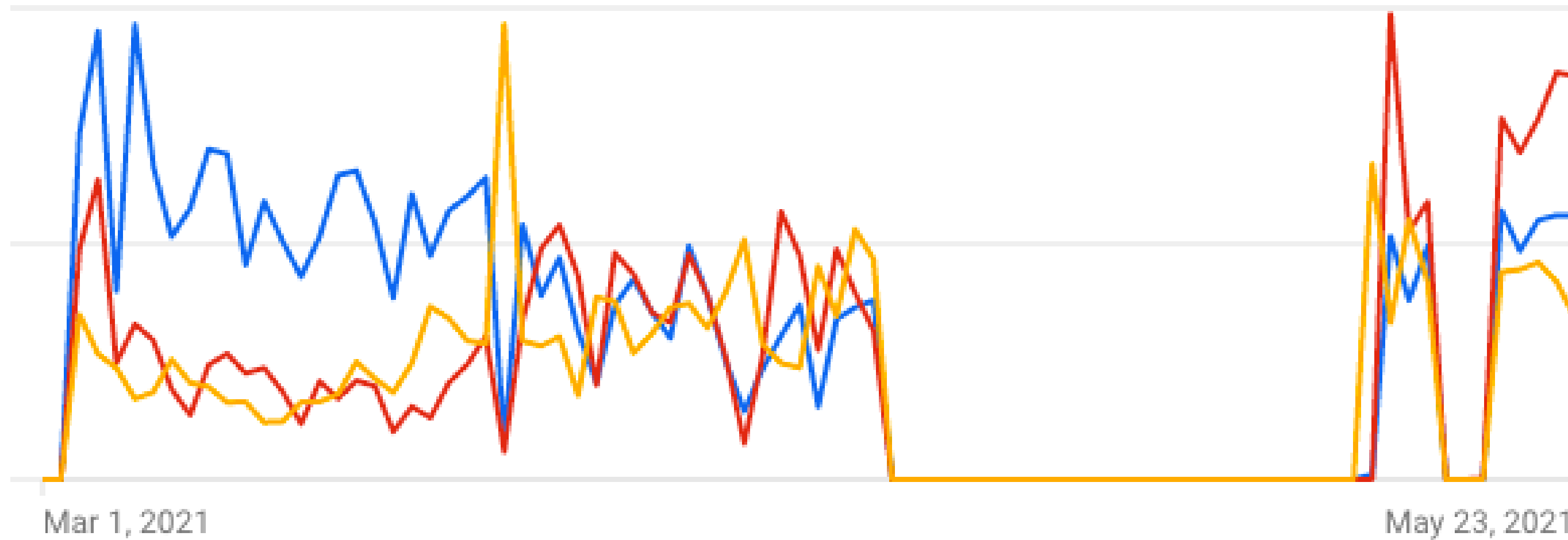


DAILY DUBBA

<https://dailydubba.co.nz/>

GOOGLE ADS

Clicks ▼	Impressions ▼	Avg. CPC ▼	Cost	⋮
4.96K	346K	\$0.23	\$1.16K	



TOP SEARCH QUERIES

Searches ?

Sort by: Impressions ▼

SEARCHES

WORDS

tiffin service near me

meals on wheels auckland

hello fresh

tiffin indian

homemade food

my food bag

indian tiffin service near me

daily dabba auckland

indian restaurant near me

meals for elderly delivered to home nz

ready made meals nz

ready cooked meals delivered to your door

uber eats nz

free food

free meals auckland

kfc delivery

MOST SHOWN SEARCH ADS

Most-shown search ads

● Search - Campaign - PK > ● Search Campaign (PK)

Daily Dubba Dinner Services | Yummy
Indian Food Services | Indian Food Delivery
[Ad dailydubba.co.nz/online/food-delivery](https://dailydubba.co.nz/online/food-delivery)

Buy indian ready to eat meals online at resonably
lower price from Daily Dubba. Daily Dubba provides
tasty home made food for breakfast, lunch & dinner of

Ad	Impressions	Clicks ▼	CTR ▼
● Enabled	8,942	376	4.20%



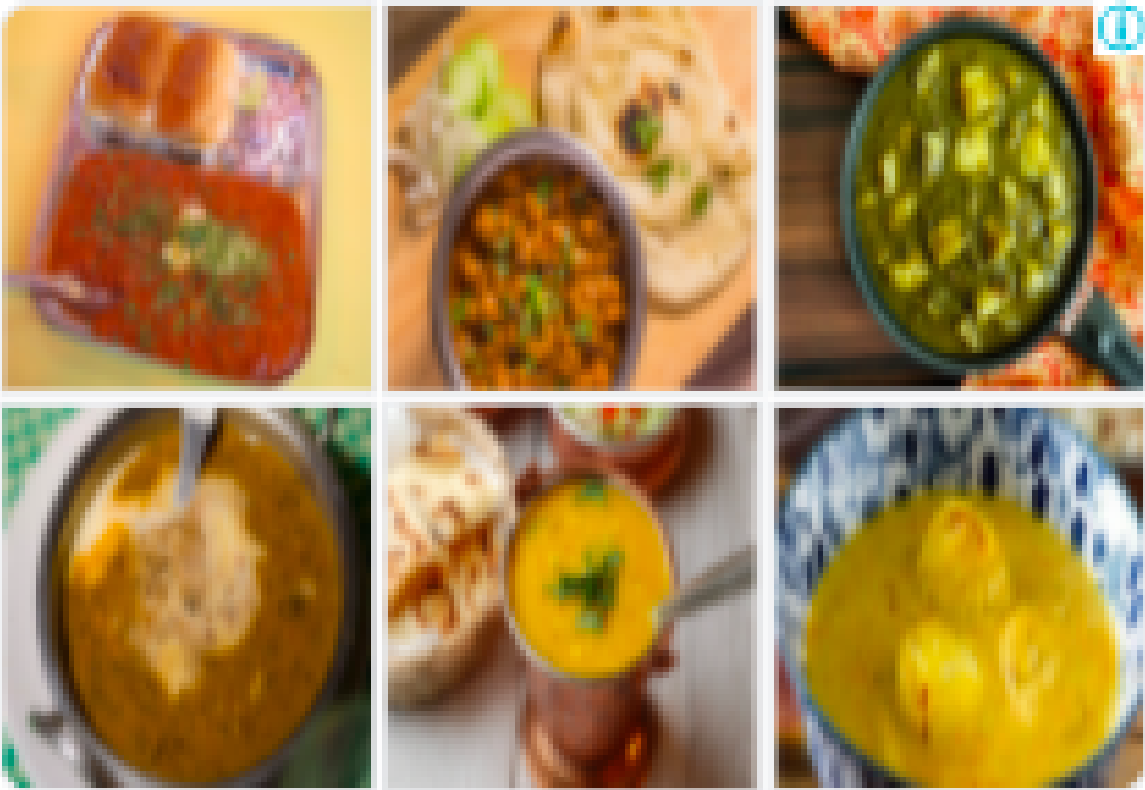
TOP DISPLAY ADS

Display ads

Sort by: Impressions ▼



● Display Campaign



Daily Dubba

Ad

Impressions

Clicks ▼

CTR ▼

● Enabled

325,598

4,233

1.30%



MOTORVISION TV - MOBILE APP

<https://play.google.com/store/apps/details?id=com.motorvision.ott>

GOOGLE ADS

Clicks ▼

3.52K

Impressions ▼

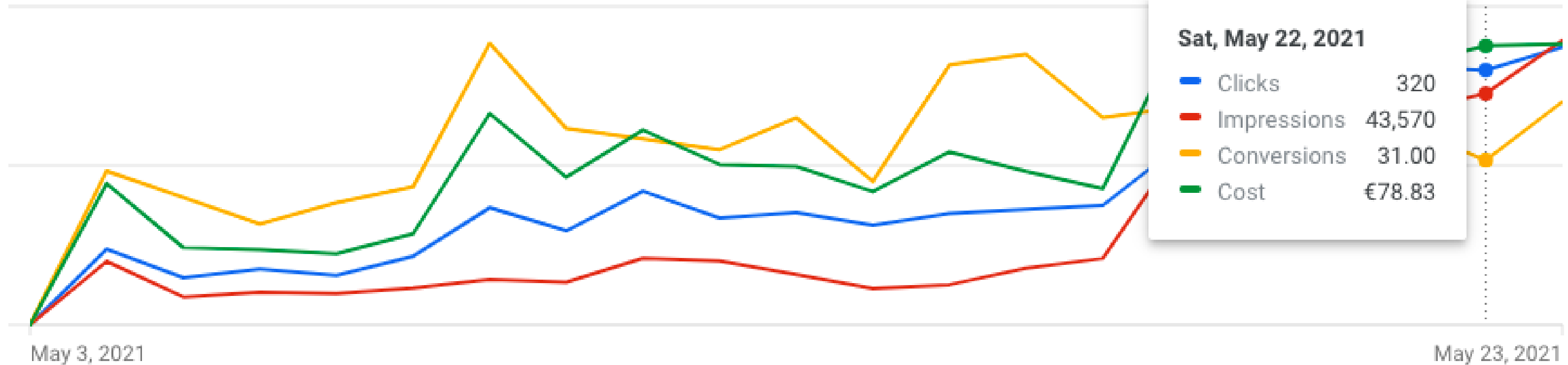
399K

Conversions ▼

705.00

Cost ▼

€1.02K






TOP DISPLAY ADS



Display ads

Sort by: Impressions ▼



● Traffic - NASCAR - PK


 MOTORVISION.TV



Let's Go Racing, Streamers!

Ab jetzt auch über die Motorvision TV App. 13
Rennen live, Race Replays am Tag nach.

Motorvision



Ad	Impressions	Clicks ▼	CTR ▼
● Enabled	196,302	913	0.47%

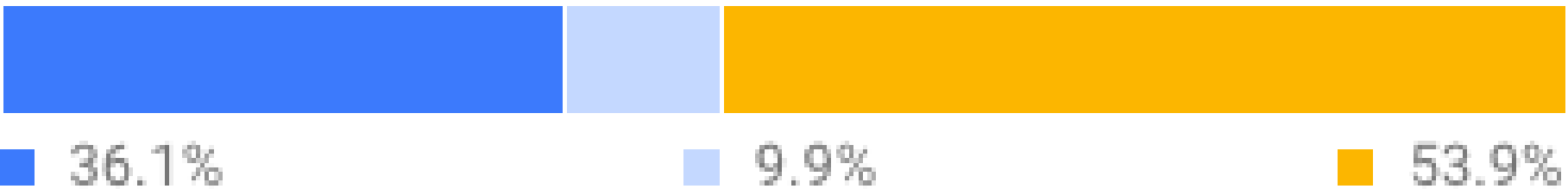


AD PERFORMANCE ON DIFFERENT NETWORKS

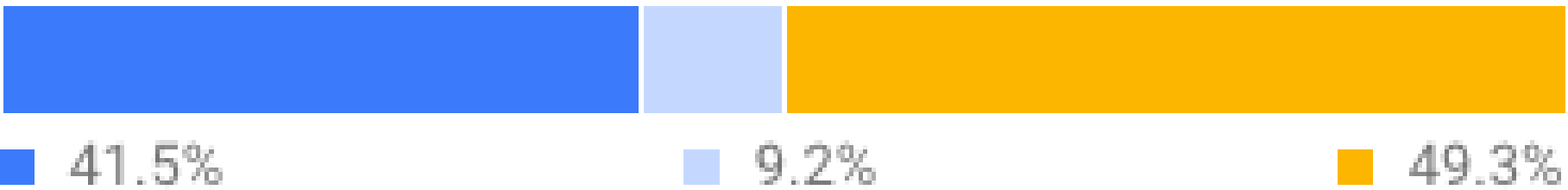
Networks ⓘ



Google search Search partners Display network



Clicks ▼



Cost ▼



Avg. CPC ▼



THANK YOU!

