Overall PoP Performance

Campaign ▼	Device segment ▼		Select date range ▼

Clicks	Impr	CTR	Avg CPC	Cost
434,118	13,281,971	3.27%	$0.31	$132,987.04
▲ 2.6%	▼ -0.4%	▲ 3.0%	▼ 9.8%	▲ 12.7%

GA transactions	GA ROAS	GA revenue	Store Visits
3,534	9.35	$1,244,014.43	19,838
▲ 12.8%	▲ 33.0%	▲ 50.0%	▼ -47.3%
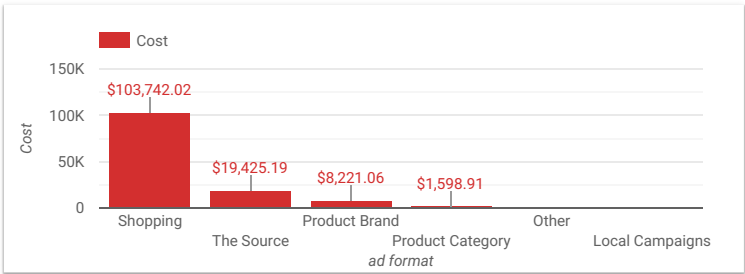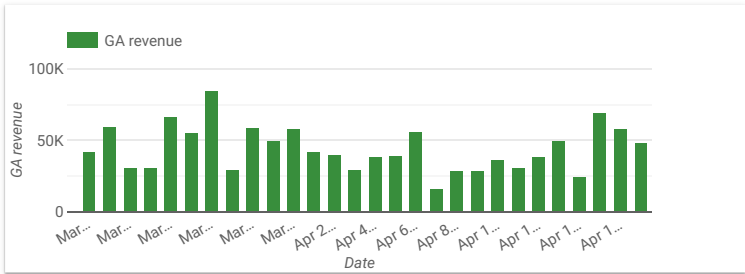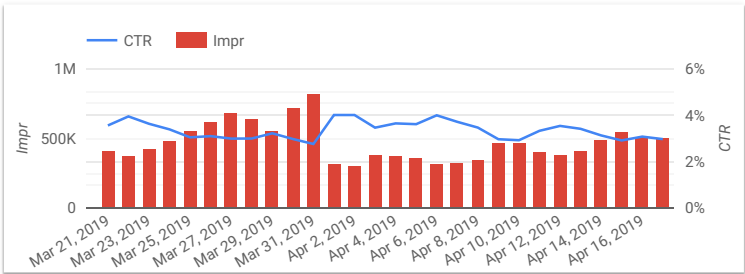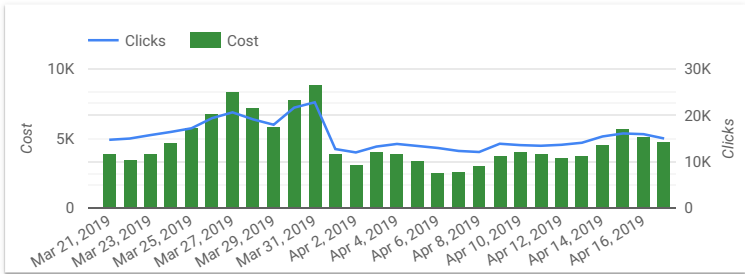
Data pulled from Google Analytics and Store Visits pulled from Ad Words
*Please note that there is a 30 day in-store attribution window

Brand PoP Performance

Clicks	Impr	CTR	Avg CPC	Cost
216,671	497,922	43.52%	$0.09	$19,425.09
▼ -6.2%	▼ -7.2%	▲ 1.0%	▼ -10.3%	▼ -15.9%

GA revenue	GA transactions	ROAS GA	Store Visits
$728,594.03	1,894	37.51	12,801
▲ 36.6%	▲ 6.2%	▲ 62.4%	▼ -51.1%

Campaign	Impr	% Δ	Clicks ▾	% Δ	CTR	% Δ	Avg CPC	% Δ	ROAS GA	% Δ
Ecommerce - The Source Brand [Exact] [EN]	300K	2.5% ▲	139,696	-2.7% ▼	46.53%	-5.0% ▼	$0.06	16.9% ▲	50.59	7.1% ▲
Ecommerce - The Source Brand [Exact] [FR]	82K	0.2% ▲	46,926	1.3% ▲	56.98%	1.2% ▲	$0.03	-2.8% ▼	62.61	32.2% ▲
Ecommerce - The Source Brand [BMM] [EN]	65K	-2.2% ▼	15,005	-4.1% ▼	23.17%	-2.0% ▼	$0.31	0.0% ▲	35.81	166.7% ▲
Ecommerce - The Source Brand [BMM] [FR]	43K	-1.7% ▼	13,602	-0.7% ▼	31.29%	1.0% ▲	$0.27	5.7% ▲	4.74	-17.7% ▼
Ecommerce - The Source Product - Mixed [BMM] [EN]	7K	-	1,433	-	20.59%	-	$0.57	-	4.4	-
Grand total	**498K**	**-7.2% ▼**	**216,671**	**-6.2% ▼**	**43.52%**	**1.0% ▲**	**$0.09**	**-10.3% ▼**	**37.51**	**62.4% ▲**

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	Search keyword	Impr.	Clicks ▾	CTR	CPC	Orders
1.	the source	185,355	88,966	48.00%	$0.03	644
2.	la source	63,967	36,752	57.45%	$0.02	264
3.	source	40,952	18,021	44.01%	$0.04	120
4.	thesource	19,383	9,698	50.03%	$0.03	73
5.	+the +source	32,474	7,284	22.43%	$0.34	39

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Campaign data pulled from Google Analytics & Store Visits and keyword list pulled from Ad Words

Non - Brand PoP Performance

Campaign	▾		Device segment	▾			Select date range	▾

Clicks	Impr	CTR	Avg CPC	Cost
12,886	**217,835**	**5.92%**	**$0.76**	**$9,819.97**
▲ 798.0%	▲ 894.6%	▼ -9.7%	▼ -9.5%	▲ 712.5%

GA revenue	GA transactions	ROAS GA	Store Visits
$11,652.28	**37**	**1.19**	**598**
▲ 167.9%	▲ 146.7%	▼ -67.0%	▲ 550.0%

Campaign	Clicks	% Δ	Impr	% Δ	CTR	% Δ	Avg CPC	% Δ	ROAS GA ▾	% Δ
Ecommerce - Product Brand - Health & Wearable Tech - Fitbit [EN]	2K	-	47,001	-	3.57%	-	$0.54	-	3.05	-
Ecommerce - Product Brand - Headphones - Beats [EN]	2K	-	26,121	-	8.22%	-	$0.54	-	1.65	-
Ecommerce - Product Brand - TV - Samsung [EN]	692	-	14,583	-	4.75%	-	$0.91	-	1.51	-
Ecommerce - Product Brand - Tablet - Samsung [FR]	1K	-	11,307	-	9.10%	-	$0.84	-	1.43	-
Ecommerce - Product Category - Smart Home &	2K	-	31,686	-	6.21%	-	$0.81	-	0.4	-
Grand total	**13K**	**798....** ▲	**217,835**	**894.6%** ▲	**5.92%**	**-9.7%** ▼	**$0.76**	**-9.5%** ▼	**1.19**	**-67.0%** ▼

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Search keyword	▾

	Search keyword	Impr.	Clicks ❷ ▾	CTR	Avg. CPC	Orders ❶ ▾
1.	+google +home +mini	20,727	1,186	5.72%	$0.78	5
2.	+beats +source	1,244	246	19.77%	$0.19	5
3.	+fitbit +ace	2,564	189	7.37%	$0.97	5
4.	+tablette +samsung	5,752	582	10.12%	$0.87	3
5.	+beats +solo +3	4,856	563	11.59%	$0.46	2

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Campaign data pulled from Google Analytics & Store Visits pulled from Ad Words

Shopping/PLA PoP Performance

Campaign	Device segment	Select date range

Clicks	Impr	CTR	Avg CPC	Cost
204,561	12,566,214	1.63%	$0.51	$103,741.98
↑ 7.4%	↓ -1.6%	↑ 9.2%	↑ 3.1%	↑ 10.7%

GA transactions	GA revenue	ROAS GA	Store Visits
1,603	$503,768.12	4.86	6,439
↑ 20.2%	↑ 72.5%	↑ 55.8%	↓ -43.3%

Campaign	Impr	% Δ	Clicks	% Δ	CTR	% Δ	Avg CPC	% Δ	ROAS GA ▾	% Δ
Ecommerce - Shopping - Computers & Tablets [EN]	346K	-19.0% ↓	4,383	-13.4% ↓	1.27%	6.9% ↑	$0.38	3.5% ↑	19.22	326.9% ↑
Ecommerce - Shopping - Cameras & Camcorders [EN]	40K	45.1% ↑	536	59.5% ↑	1.32%	9.9% ↑	$0.42	14.4% ↑	8.04	705.4% ↑
Ecommerce - Shopping - Gaming [EN]	2M	-39.3% ↓	16,356	-45.4% ↓	1.08%	-10.1% ↓	$0.40	-23.6% ↓	7.29	235.1% ↑
Ecommerce - Shopping - TVs & Home Theatre [FR]	287K	-23.6% ↓	6,599	-24.7% ↓	2.30%	-1.4% ↓	$0.21	-29.8% ↓	6.37	112.5% ↑
Ecommerce - Shopping - Other [EN]	1M	30.0% ↑	20,097	21.9% ↑	1.48%	-6.2% ↓	$0.60	11.3% ↑	6.22	28.5% ↑
Grand total	**13M**	**-1.6% ↓**	**204,561**	**7.4% ↑**	**1.63%**	**9.2% ↑**	**$0.51**	**3.1% ↑**	**4.86**	**55.8% ↑**

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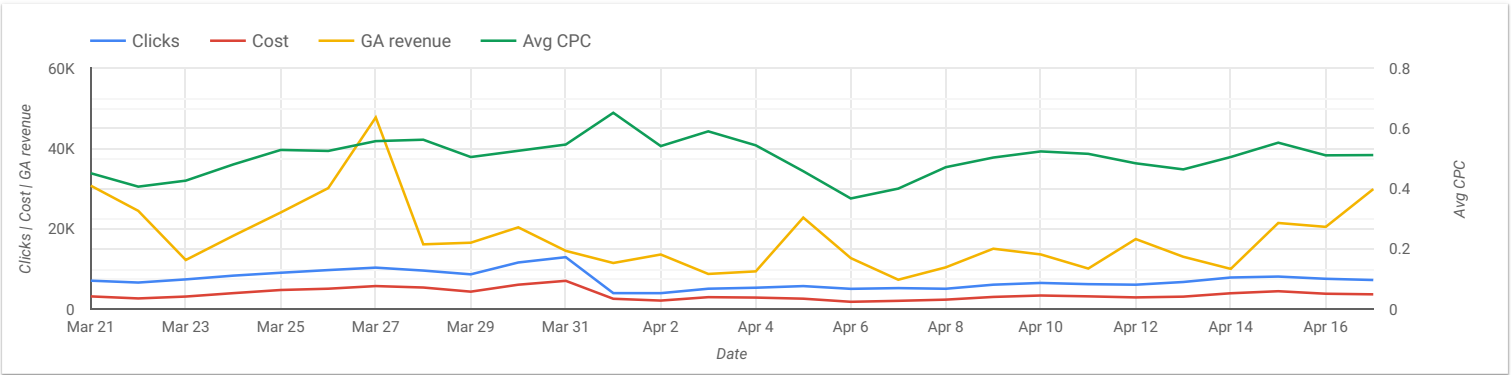
Campaign data pulled from Google Analytics & Store Visits pulled from Ad Words

Top Categories PoP Performance

| Category ▾ | | Device segment ▾ | | | Select date range ▾ | |

Categories - Restructure	Impr	% Δ	Clicks	% Δ	CTR	% Δ	Avg CPC	% Δ	GA transactions	% Δ	ROAS GA ▾	% Δ
Gaming	1.8M	-37.... ⬇	21,259	-40.1% ⬇	14.56%	470....	$2.15	154....	298	-5.1% ⬇	6.22	195.... ⬆
TV & Home theatre	1.3M	-0.4% ⬇	24,241	-2.9% ⬇	33.82%	738....	$4.25	474....	175	-4.4% ⬇	5.39	73.7% ⬆
Laptops, Tablets & Home Office	3.8M	28.2% ⬆	71,708	42.0% ⬆	33.11%	590....	$4.73	207....	417	44.8% ⬆	4.33	47.0% ⬆
Headphones & Streaming Audio	2M	0.5% ⬆	42,596	72.1% ⬆	37.36%	393....	$5.35	401....	330	108.... ⬆	4.03	18.5% ⬆
Camera	252.4K	-14.... ⬇	5,252	-9.0% ⬇	22.05%	580....	$2.83	255....	24	0.0%	3.44	14.3% ⬆
Wearable Tech	960.5K	-19.... ⬇	16,532	-8.0% ⬇	28.44%	798....	$4.48	383....	98	0.0%	3.22	117.... ⬆
Connected Home	1.1M	26.0% ⬆	13,665	13.5% ⬆	9.75%	208....	$2.50	129....	106	-7.8% ⬇	3.10	-36.8% ⬇
Grand total	**11.3M**	**-2.4%** ⬇	**195,253**	**13.9%** ⬆	**179.09%**	**527....**	**$26.29**	**275....**	**1.4K**	**22.7%** ⬆	**4.31**	**51.6%** ⬆

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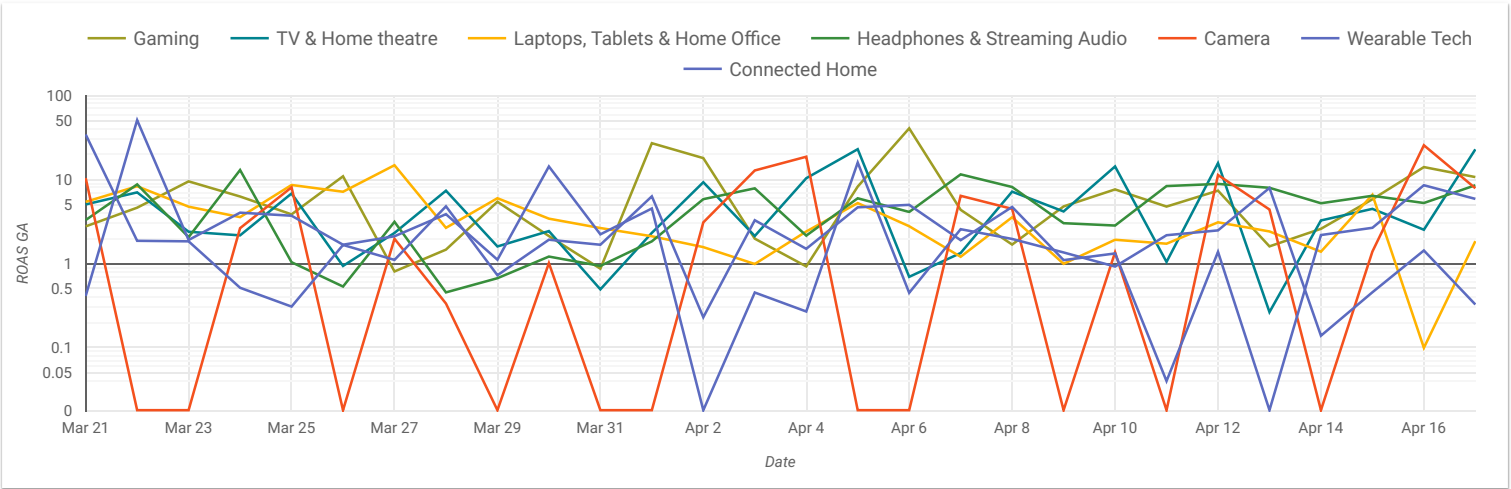
Store Visits Performance

Campaign ▾		Device ▾			Select date range ▾

Store Visits by Campaign

Store Visits / All conv.	
Campaign	Store visits
Ecommerce - The Source Brand [Exact] [EN]	8,547
Ecommerce - The Source Brand [Exact] [FR]	2,560
Ecommerce - Shopping - Computers & Tablets Brand [EN]	2,091
Ecommerce - Shopping - Audio & Headphones [EN]	1,051
Grand total	**19,838**

Store Visits by Ad Format

Store Visits / Ad Format	
Ad format	Store visits
Non-Brand	19,608
Shopping	230
Grand total	**19,838**

Device / Store Visits			
Month	mobile devices with full browsers	computers	tablets with full browsers	Grand total
Jan 2019	26,885	10,066	3,528	**40,479**
Feb 2019	24,959	9,901	3,145	**38,005**
Mar 2019	26,143	9,826	3,063	**39,032**
Apr 2019	4,981	1,974	532	**7,487**
Grand total	**82,968**	**31,767**	**10,268**	**125,003**

Data pulled from Ad Words
*Please note that there is a 30 day in-store attribution window