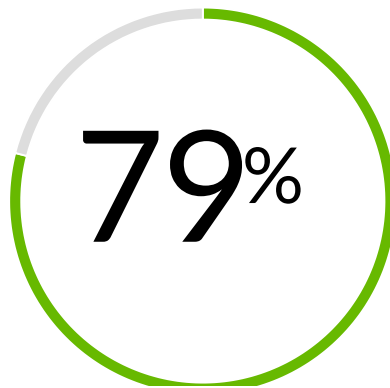


Pumps's Google Ads Performance Grade is



As of Apr 24, 2020

4.3

**Your quality
score**

You're missing out on high-quality leads for new business. You should be targeting a quality score of 7 or more.

90.00%

**Your impression
share lost**

Increasing your impression share would result in 1,070 more impressions and 41 more clicks.

3.89%

**Your click-
through rate**

Are your ads being clicked enough? You should be targeting a click-through rate of 9.65%.

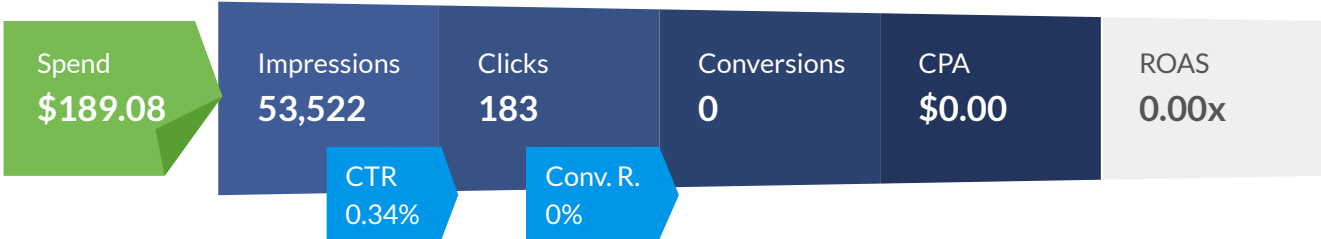
Have questions? Call us any time at 855-967-3787



Performance Metrics

Overall Search

Jan. 25 - Apr. 24, 2020



The metrics above were generated from all Search, Display, and Shopping campaigns in your account, but exclude data from Google Search Partners sites.



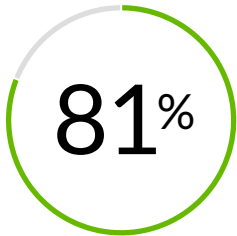
Size of Account

Active Campaigns	1
Avg Ad Groups per Campaign	5.0
Active Ad Groups	5
Avg Keywords per Ad Group	25.6
Active Keywords	128
Active Text Ads	14



Wasted Spend

\$117.90 in projected 12 month wasted
\$29.48 already wasted in the last 90 days



Number of Negative Keywords Added



↓ -2%
since last
report

What does it mean?

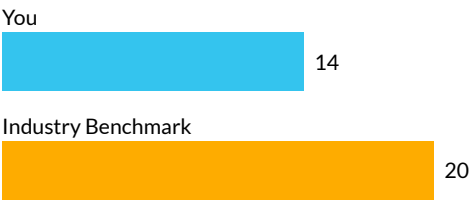
Good work! Your wasted spend is at a minimum.

You're doing well, but utilizing more negative keywords could save you up to \$9.83 per month. Learn how you could be saving more...

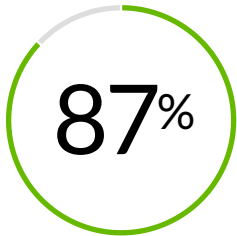


Text Ad Optimization

of Active Text Ads



of Text Ads Per Ad Group



↑ 5%
since last
report

Best / Worst / Average Text Ads In Your Account

Your Best Ad

Best Ad	Imp	Clicks	CTR	Top Imp. Rate	Expected CTR
On Mobile	575	7	1.2%	9%	1.4%
On Desktop	272	4	1.5%	3%	1.2%

Your Worst Ad

Worst Ad	Imp	Clicks	CTR	Top Imp. Rate	Expected CTR
On Mobile	1,559	0	0.0%	1%	1.2%
On Desktop	317	0	0.0%	1%	1.1%

Your Average Ad

Overall Average	Total Imp	Total Clicks	CTR	Top Imp. Rate	Expected CTR
On Mobile	25,176	67	0.3%	3%	1.3%
On Desktop	3,061	13	0.4%	3%	1.2%

What does it mean?

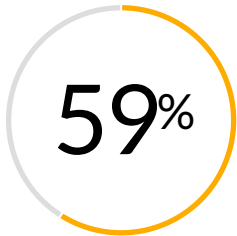
Good work -- you've written more text ads than the average advertiser in your monthly spend range.

Make sure you have a unique text ad for each keyword. Then test 3-5 variations of each ad to make sure you're optimizing clicks and conversions.



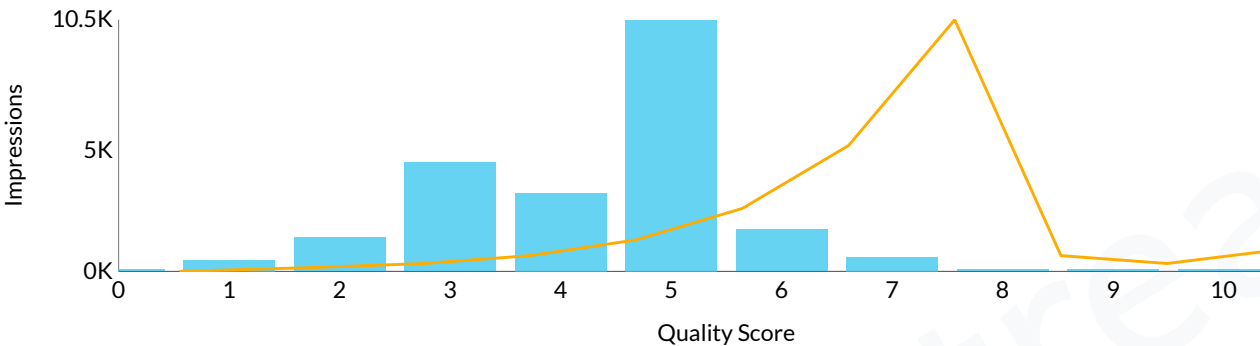
Quality Score Optimization

Your Quality Score is 4.3. By improving your score by 1.0, you could save \$49.33 or get 14 more clicks / month.



Active Keyword Quality Score Distribution

■ Your Account ■ Industry Benchmark



↑ 2%
since last
report

What does it mean?

Raising your Quality Scores could help you achieve higher ROI.

Your quality score is 4.3. We recommend that you target a score of 7.0 or higher.

Higher Quality Scores will increase your impressions and lower your costs. Splitting ad groups, finding more targeted keywords and testing different ad text will improve your Quality Scores.



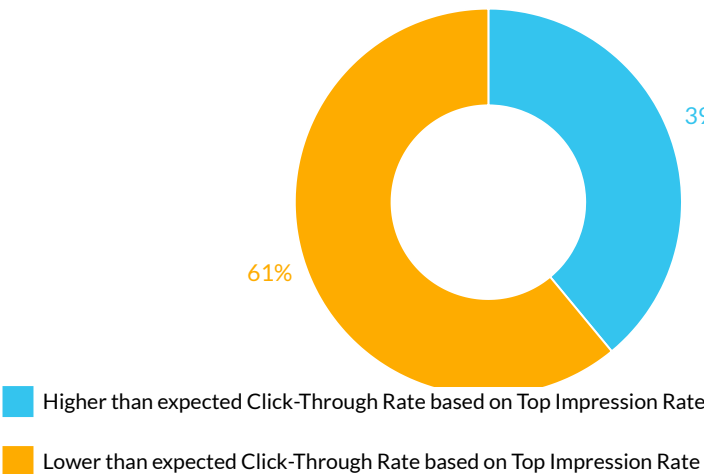
Click-Through Rate (CTR) Optimization

If you increased your CTR to 9.65%, you could expect 8 more clicks or 1 more conversions a month.



0%
since last
report

Based on their Top Impression Rate, 61% of your keywords have a lower than expected Click-Through Rate.



Best and Worst Performing Keywords in Your Account.

Your Best Ad

Keyword	Total Impressions	Total Clicks	Top Imp. Rate	CTR	Expected CTR
birkenstock sale	68	4	33%	5.9%	2.4%
women's comfy sandals	48	2	13%	4.2%	1.5%
cheap birkenstocks	31	1	28%	3.2%	2.1%
high heels sandals	200	4	6%	2.0%	1.3%
running sandals	56	1	4%	1.8%	1.2%

Your Worst Ad

Keyword	Total Impressions	Total Clicks	Top Imp. Rate	CTR	Expected CTR



Keyword	Total Impressions	Total Clicks	Top Imp. Rate	CTR	Expected CTR
buy birkenstock	94	1	32%	1.1%	2.3%
Leather flats	1,435	1	0%	0.1%	1.1%
Women Wedge	1,056	3	1%	0.3%	1.1%
women's dress shoes	286	1	3%	0.3%	1.2%
flip flops and sandals	1,107	5	5%	0.5%	1.2%

Keywords with impressions, but no clicks

Your Worst Ad

Keyword	Total Impressions	Total Clicks	Top Imp. Rate	CTR	Expected CTR
black sandals	1,033	0	1%	0.0%	1.1%
+leather heels	838	0	0%	0.0%	1.1%
women flip-flop	678	0	0%	0.0%	1.1%
wedge sandals	563	0	4%	0.0%	1.2%
Ballerina shoes	355	0	2%	0.0%	1.1%

You have 56 other keyword(s) in your account that have received impressions, but drive no clicks.

Your Account Click-Through Rate

Search Network

<div>Mobile</div> <div>CTR: 3.82%</div> <div>Top Imp. Rate: 52%</div>	<div>Desktop</div> <div>CTR: 3.53%</div> <div>Top Imp. Rate: 18%</div>	<div>Overall</div> <div>CTR: 3.89%</div> <div>Top Imp. Rate: 46%</div>
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Display Network

<div>Mobile</div> <div>CTR: 1.05%</div>	<div>Desktop</div> <div>CTR: 0.35%</div>	<div>Overall</div> <div>CTR: 0.98%</div>
---	--	--

What does it mean?

Your CTRs are pretty good, but it looks like your keywords and ads could be better targeted.

Increasing your click-through rates would drive more traffic and improve your Quality Scores. To raise CTRs, try finding more targeted keywords and using negatives.

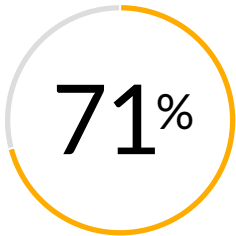
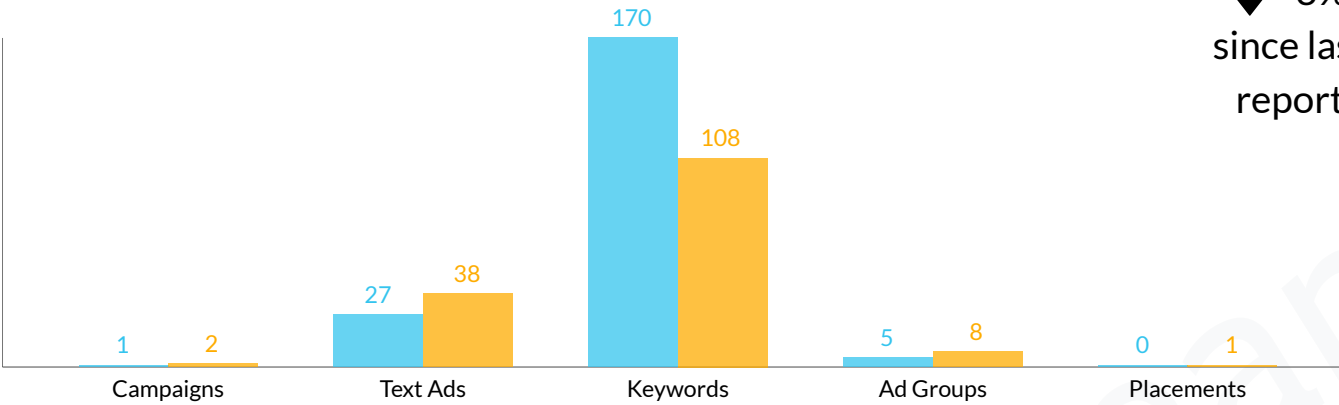
WordStream



Account Activity

Number of Actions Taken by Category

■ You ■ Industry Benchmark



↓ -3%
since last
report

What does it mean?

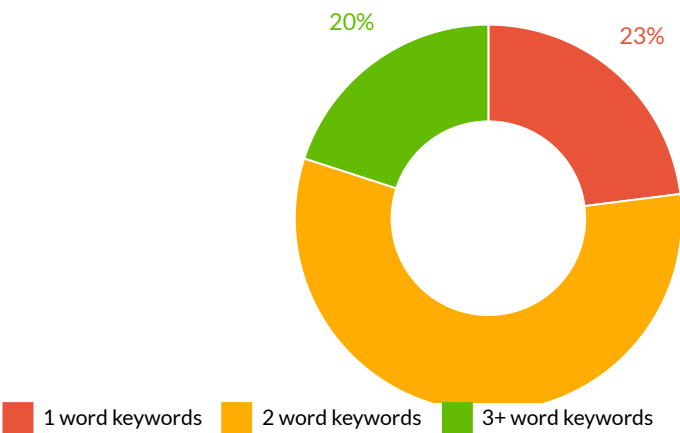
By spending more time in your account, you could improve key metrics and get better results.

It's important to adhere to an established, proven set of PPC best practices for optimal campaign performance and high ROI. Learn the best practices that PPC experts follow.



Long-Tail Keyword Optimization

Percentage of Long-Tail Impressions



↑ 3%
since last
report

What does it mean?

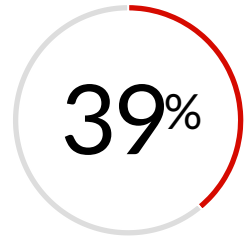
Your keywords are too broad. Poor keyword targeting has a negative impact on CTR, conversion rates and costs per click.

Start adding long-tail keywords to your campaigns and watch your clicks go up while CPCs go down.

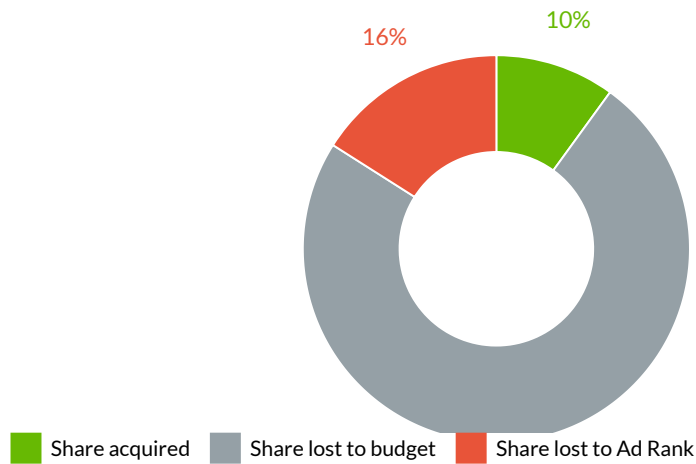


Impression Share Optimization

You're losing 90% of your impression share.



Budget Weighted Impression Share



↓ -6%
since last
report

What does it mean?

You're missing out on opportunities for impressions and clicks. Raising your impression share would increase your exposure and bring in more leads.

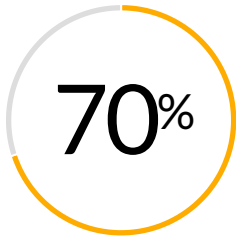
Increasing your impression share would result in 1,070 more impressions and 41 more clicks.

You need to troubleshoot your relatively low impression share. The problem could be low budget, low Quality Scores, poor targeting or all three.

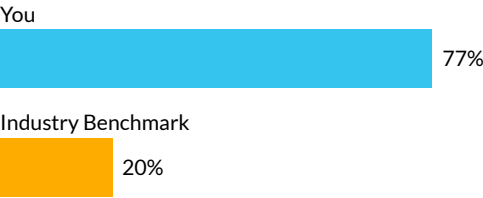


Mobile Advertising



\$580.4 in projected 12 month mobile spend
representing 77% of your overall PPC spend



Mobile % of Total Budget



Device Comparison Analysis

Device	Cost	CTR	Top Imp. Rate	Avg CPC	Industry Comparison CPC
 Mobile	\$580.40	4%	52%	\$0.97	\$0.99
	\$92.76	4%	18%	\$1.29	\$1.48

What does it mean?

You're still missing out on opportunities to optimize for your mobile ad performance:

- 1 of your 1 campaigns have mobile sitelink extension set up
- 1 of your 1 campaigns have mobile call extension set up



PPC Best Practices

You failed in 1 out of 10 areas

73%

FAILED

- ✗ **Network Targeting**
Some of your campaigns target both Search and Display with the same bid amount.

PASSED

- ✓ **Mobile Bid Adjustments**
At least one of your ad groups is using mobile bid modifiers.
- ✓ **Geo Targeting**
All of your campaigns employ some form of geo-targeting.
- ✓ **Language Targeting**
All of your campaigns are targeted to specific languages.
- ✓ **Conversion Tracking**
You are tracking your conversions.
- ✓ **Multiple Text Ads Running**
All of your ad groups have at least 2 active text ads.
- ✓ **Modified Broad Match Type**
You are using modified broad match keywords.
- ✓ **Negative Keywords**
You are using negative keywords.
- ✓ **Use of Google Ads Ad Extensions**
You are using ad extensions.
- ✓ **Use of Expanded Text Ads**
You have upgraded all of your ads to the expanded text ad format.

What does it mean?



Your campaigns will suffer if you're not following PPC best practices, ensuring you properly target your PPC advertising efforts. Learn what to check and tweak for optimized performance.

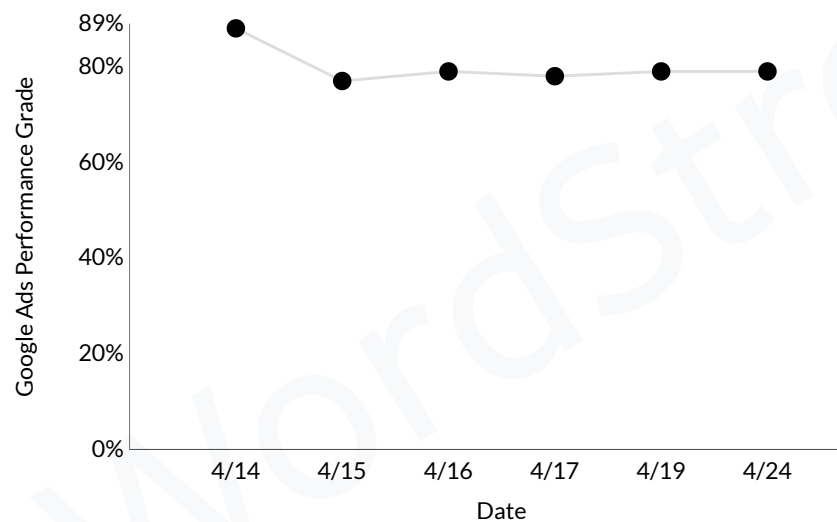
Performance Tracker



Get an updated report sent straight to your inbox. Once every month, for free.

Your free monthly updates are currently active

View



79%

Report Summary

You're on the right track, but there are a number of optimizations that could improve your campaign performance and save you money.



Safe & Secure



WordStream will only use your personal information and Google Ads credentials to analyze your account and we will never share your Google Ads data for any reason (see our Privacy Policy). By running this report you agree to our key terms and conditions.

