

GOOGLE ADS PERFORMANCE DATA PRESENTATION

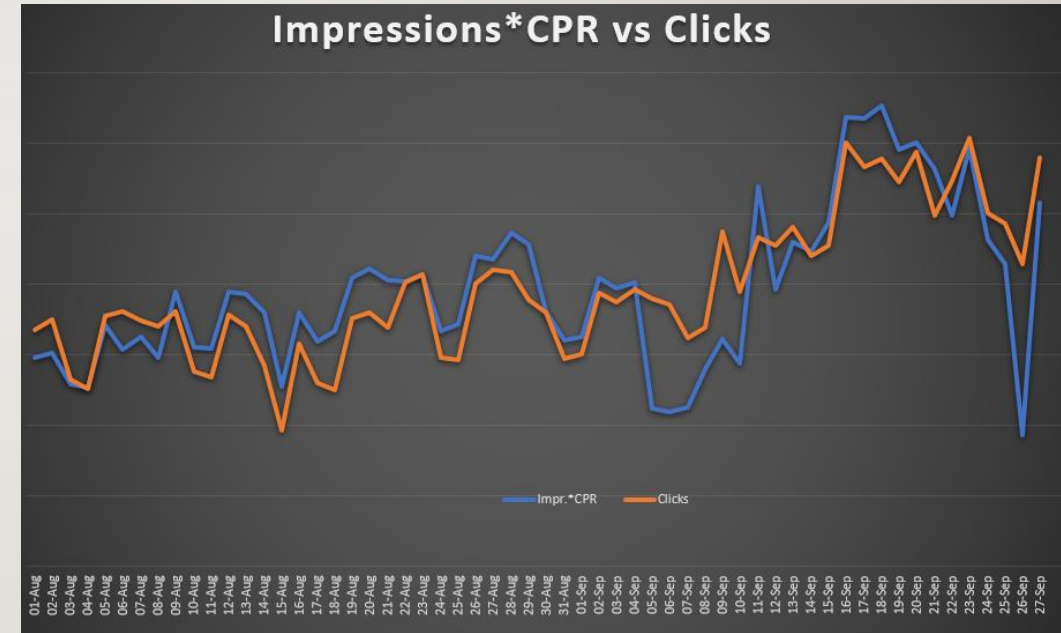
OVERVIEW OF THE MONTHS OF AUGUST AND SEPTEMBER
CAMPAIGN EVALUATION

PERFORMANCE OVERVIEW

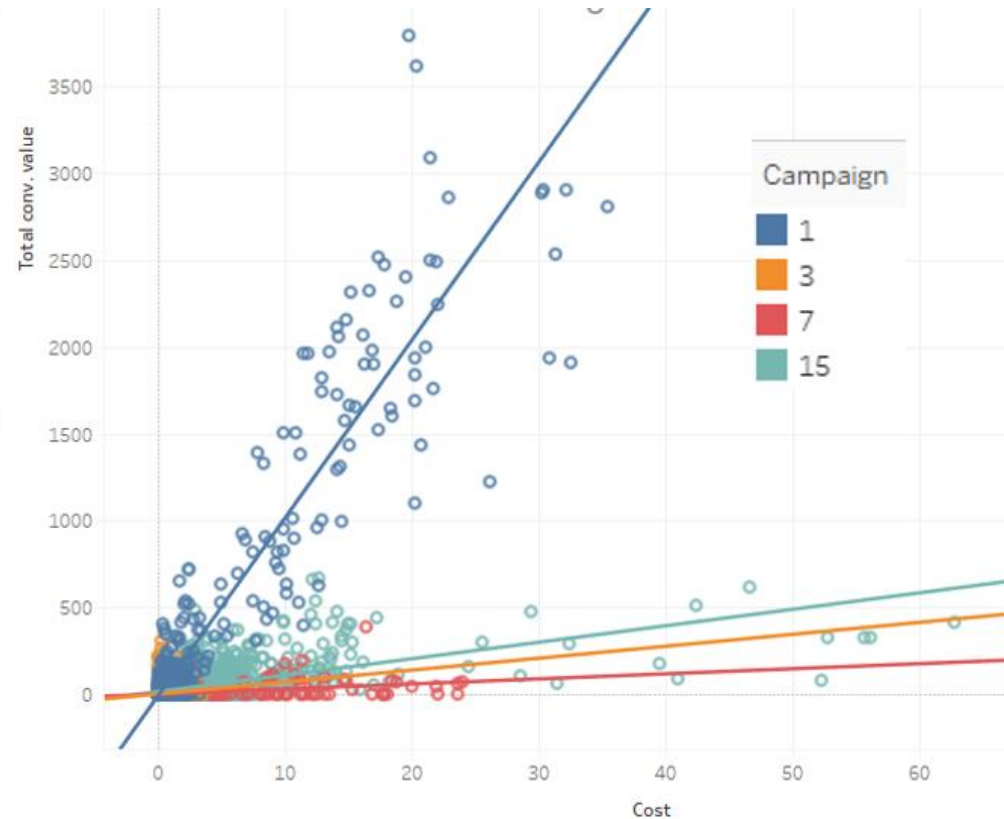
- Total costs for all campaigns : ~7.200
- Total conversion value for all campaigns: ~240.000

Graph : Day by day clicks vs impressions (scaled down by the average CPR to put things into perspective).

We notice peak ad performance in late September

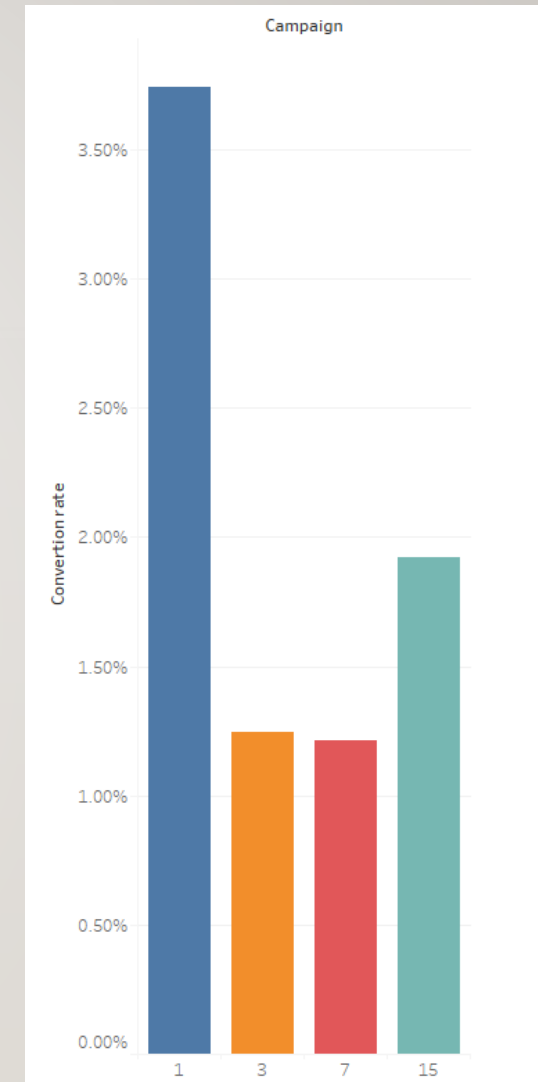
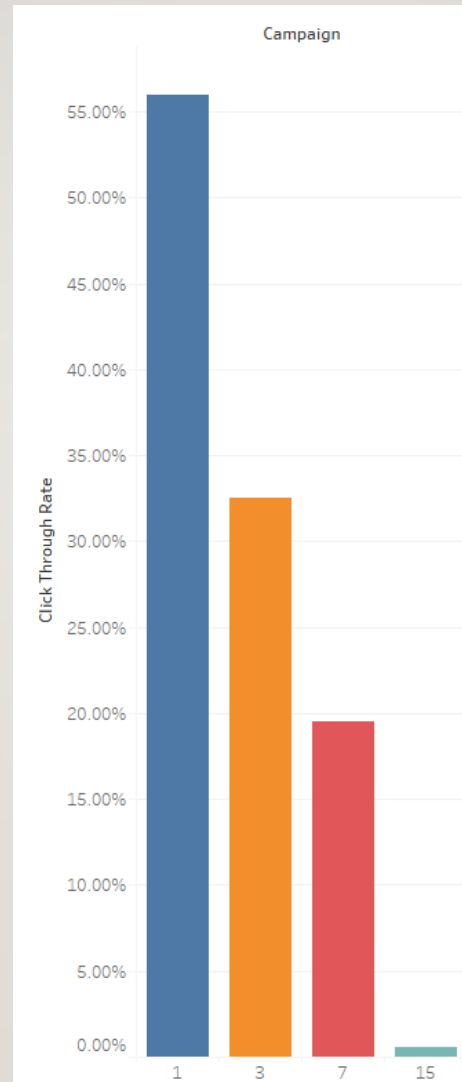


HOW IS REVENUE RELATED TO AD COST?



- Each cycle represents a separate adGroup and day.
- Best performer: Campaign 1
- Worst performer: Campaign 7

CLICK THROUGH RATE VS CONVERSION RATE



CAMPAIGN NOI

KEY METRICS

- Revenue: ~ 159,000
- Cost: ~1,700
- Conversion rate: 3.7%
- CTR (Clickthrough rate): 55%
- CPA (Cost per acquisition): 0.7
- ROAS (Return on Advertising Spend): 95

TAKE-AWAYS

Extremely successful campaign.

Great CTR and Conversion rate suggests that people not only click on the ad but also buy the product.

AdGroup 493 which amounts for roughly 70% of the campaign's clicks and conversions performed even better (5% higher conversion rate than the rest with a considerably higher ROAS due to its low cost of acquisition).

CAMPAIGN NO3

KEY METRICS

- Revenue: ~ 5.000
- Cost: 320
- Conversion rate: 1.2%
- CTR (Clickthrough rate): 32%
- CPA (Cost per acquisition): 6
- ROAS (Return on Advertising Spend): 14

TAKE-AWAYS

- High CTR but relatively low conversion rate.

Suggestions for improvement:

1. Make the landing page more in-line with our ad
2. Avoid ranking for competitors' branded queries
3. Check for technical issues

CAMPAIGN NO7

KEY METRICS

- Revenue: 3.100
- Cost: 930
- Conversion rate: 1.2%
- CTR (Clickthrough rate): 19%
- CPA (Cost per acquisition): 22
- ROAS (Return on Advertising Spend): 3.4

TAKE-AWAYS

- The worst performing campaign out of the four.
- Plenty of room for improvement both in the advertisement design and the landing page.
- While profitable a ROAS lower than 4 is not encouraging.
- High cost per acquisition.

CAMPAIGN NO15

KEY METRICS

- Revenue: ~ 73.000
- Cost: 4300
- Conversion rate: 1.9%
- CTR (Clickthrough rate): 0.6%
- CPA (Cost per acquisition): 3.6
- ROAS (Return on Advertising Spend): 17

TAKE-AWAYS

- Low CTR but large number of view-through conversions.
- Users do not interact with the ad but a large number of them later converts.
- Campaign can be considered successful although the reasons why click-through rates are so low should be contemplated.
- AdGroup 536 amounts for roughly 35% of the campaigns impressions and clicks. While it follows on the general trends of the campaign, it's CPA is considerably higher than the rest AdGroups.

SUGGESTIONS TO REDUCE CPA:

1. Use retargeting techniques
2. Temporarily stop targeting locations that generate little to no sales
3. Improve Google Quality Score
4. Lower bids for keywords