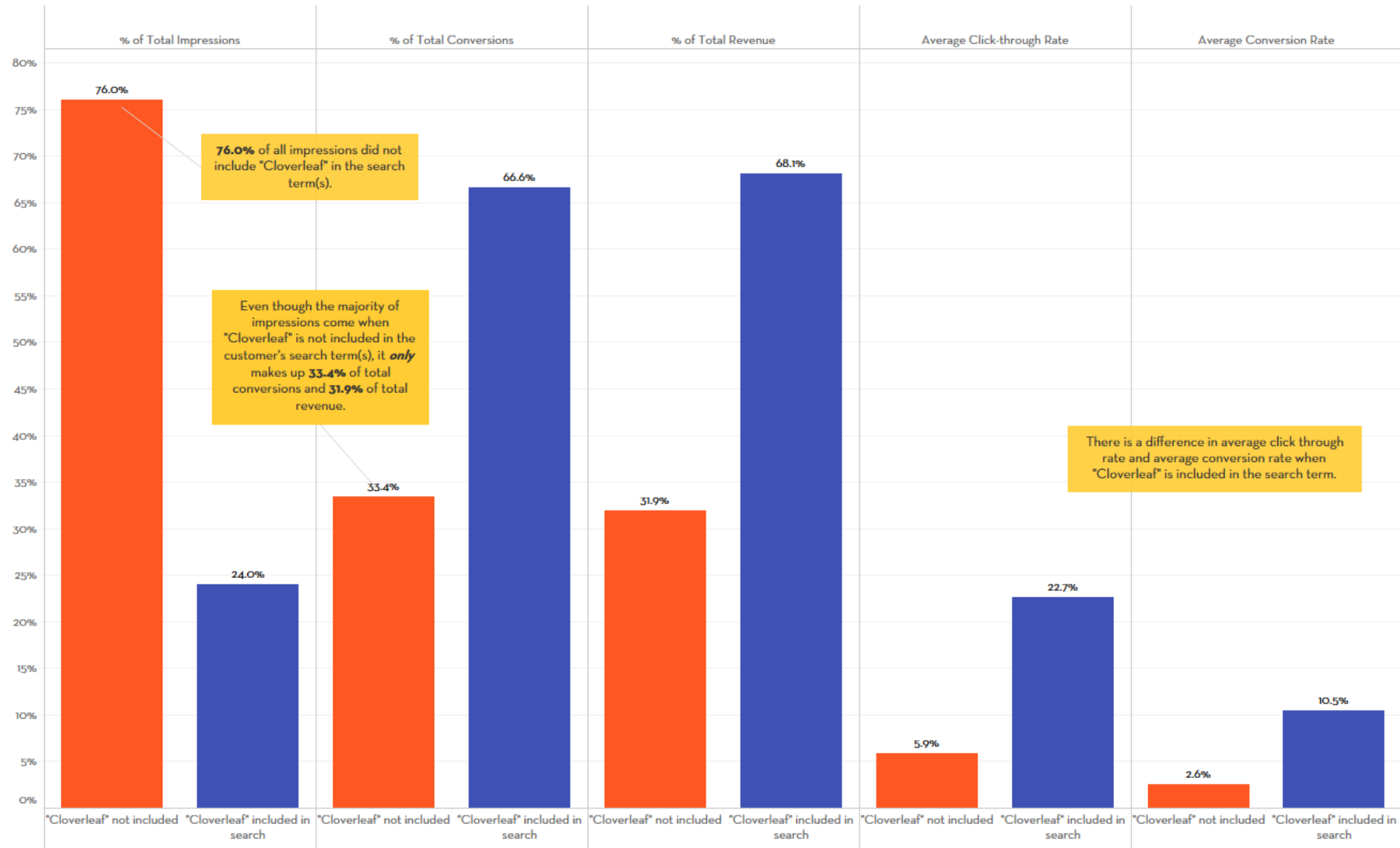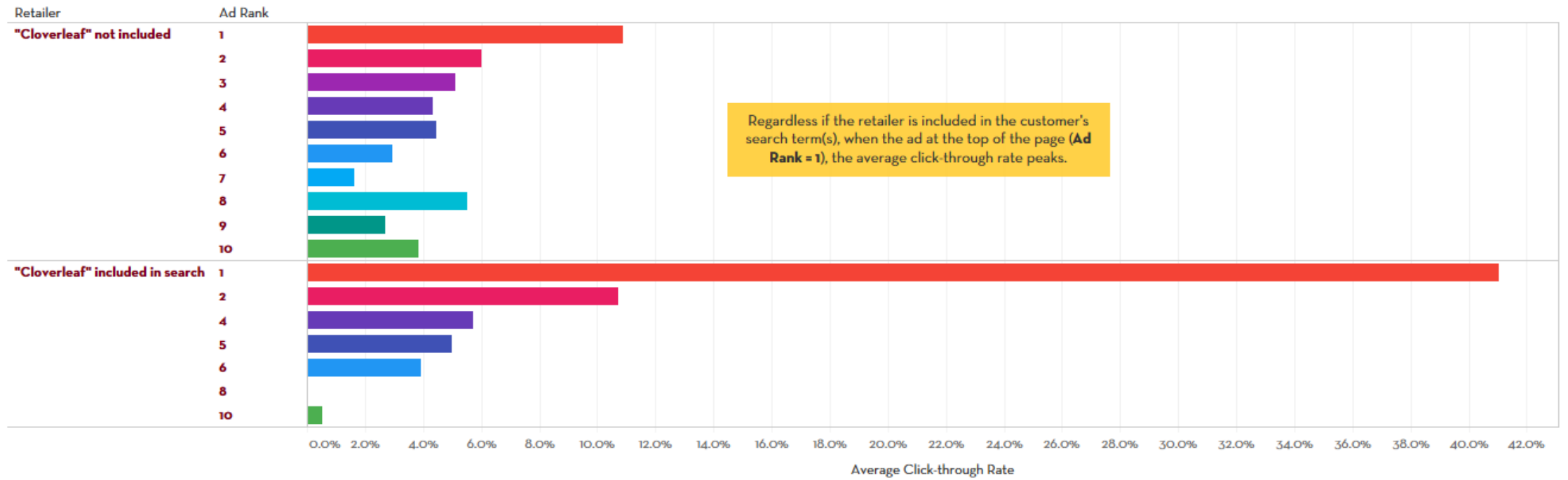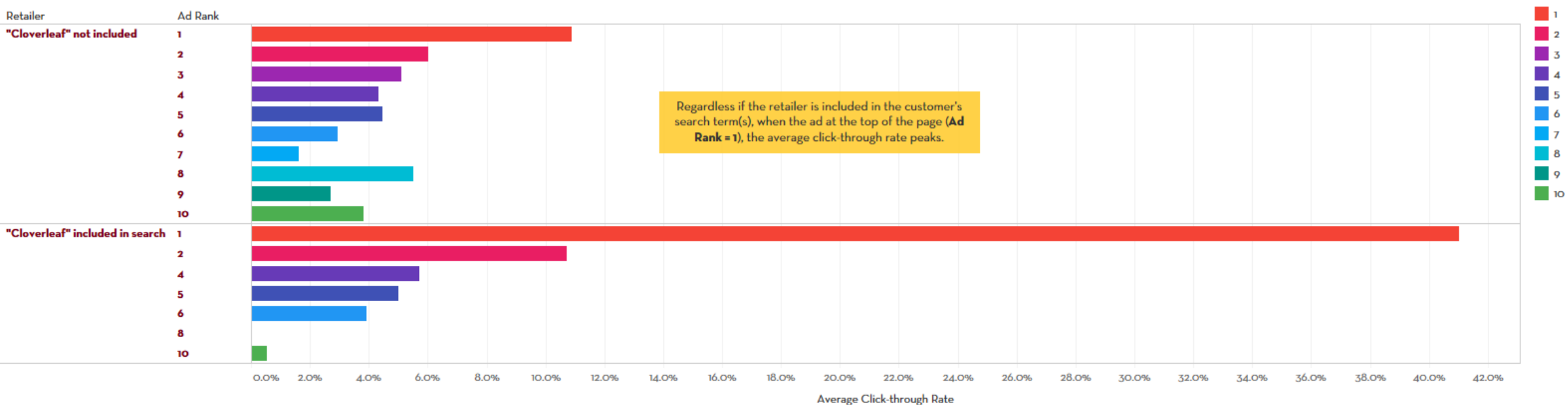# Cloverleaf

Danny Moncada – Tableau Demo

Total Impressions, Total Conversions, Total Revenue, Average Click-through Rate and Average Conversion Rate If Retailer Name Included in Search Terms

% of Total Impressions | **% of Total Conversions** | **% of Total Revenue** | **Average Click-through Rate** | **Average Conversion Rate**

76.0% of all impressions did not include "Cloverleaf" in the search term(s).

Even though the majority of impressions come when "Cloverleaf" is not included in the customer's search term(s), it **only** makes up **33.4%** of total conversions and **31.9%** of total revenue.

There is a difference in average click through rate and average conversion rate when "Cloverleaf" is included in the search term.

76.0% 24.0% 33.4% 66.6% 31.9% 68.1% 5.9% 22.7% 2.6% 10.5%

"Cloverleaf" not included | "Cloverleaf" included in search | "Cloverleaf" not included | "Cloverleaf" included in search | "Cloverleaf" not included | "Cloverleaf" included in search | "Cloverleaf" not included | "Cloverleaf" included in search | "Cloverleaf" not included | "Cloverleaf" included in search

Average Click-through Rate by Ad Rank & if Retailer is Included in Search Term

Regardless if the retailer is included in the customer's search term(s), when the ad at the top of the page (**Ad Rank = 1**), the average click-through rate peaks.

Average Click-through Rate by Ad Rank & if Retailer is Included in Search Term

Retailer | Ad Rank

"Cloverleaf" not included
1
2
3
4
5
6
7
8
9
10

"Cloverleaf" included in search
1
2
4
5
6
8
10

Regardless if the retailer is included in the customer's search term(s), when the ad at the top of the page (**Ad Rank = 1**), the average click-through rate peaks.

Average Click-through Rate

0.0% 2.0% 4.0% 6.0% 8.0% 10.0% 12.0% 14.0% 16.0% 18.0% 20.0% 22.0% 24.0% 26.0% 28.0% 30.0% 32.0% 34.0% 36.0% 38.0% 40.0% 42.0%
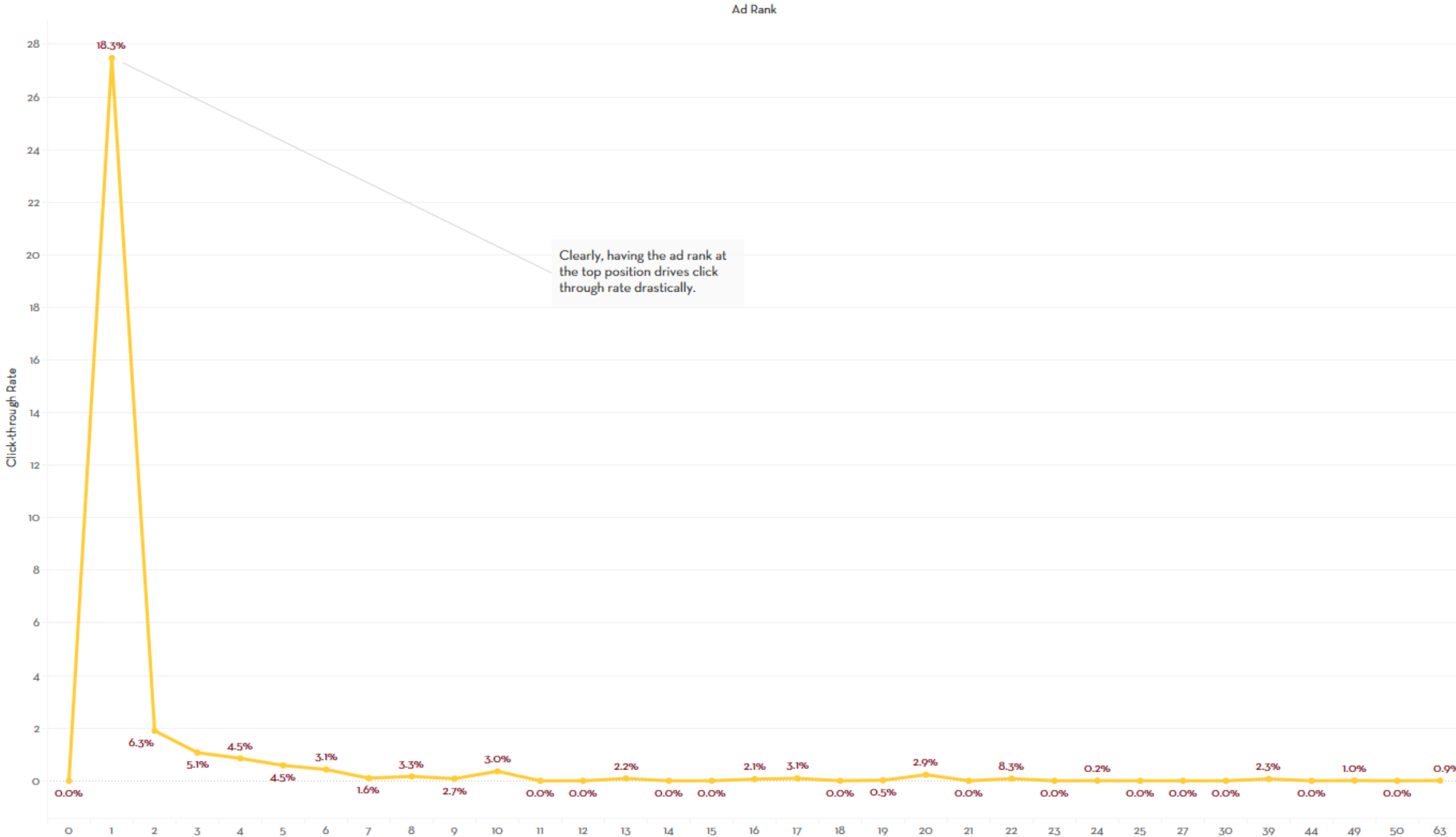
Legend:
1
2
3
4
5
6
7
8
9
10

Average of Clickthroughrate for each Ad Rank broken down by Retailer. Color shows details about Ad Rank. The view is filtered on Ad Rank, which keeps 10 of 33 members.

Average Click-through Rate by Ad Rank

Ad Rank

Retailer
- "Cloverleaf" not included
- "Cloverleaf" included in search

41.04%

6.02%

5.10%

4.33%

5.72%

10.73%

4.45%

5.00%

2.93%

3.93%

5.52%

1.63%

0.00%

2.71%

3.83%

0.53%

0.00%

0.00%

0.00%

0.00%

2.91%

0.00%

0.00%

3.15%

0.00%

4.65%

0.00%

0.66%

0.00%

3.04%

1.72%

8.33%

0.00%

0.16%

0.00%

0.00%

0.00%

2.34%

0.98%

0.00%

0.89%
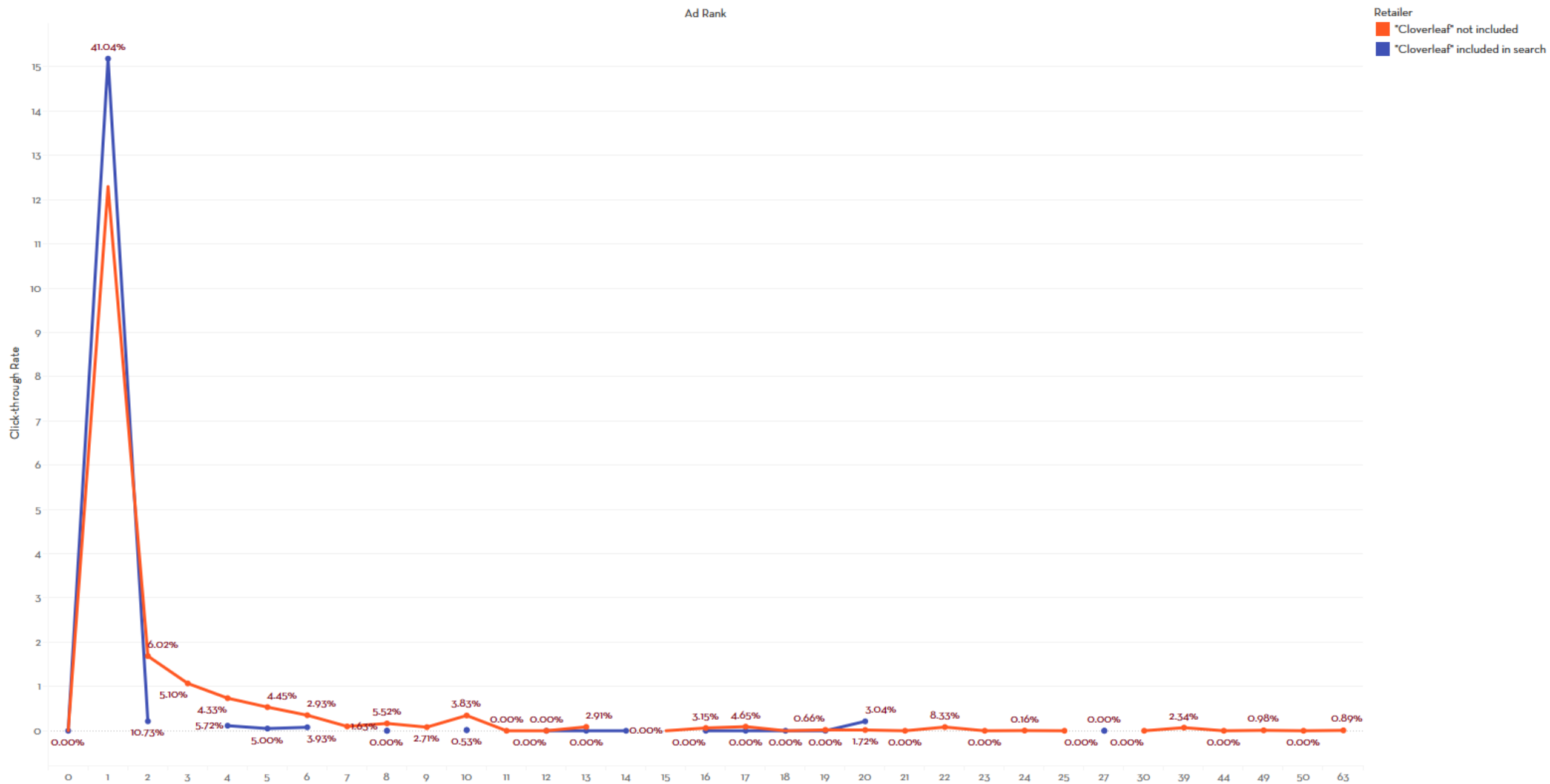
Click-through Rate

The trend of sum of Clickthroughrate for Ad Rank. Color shows details about Retailer. The marks are labeled by average of Clickthroughrate.

Average Click-through Rate by Ad Rank

Ad Rank

Click-through Rate

Clearly, having the ad rank at the top position drives click through rate drastically.

18.3%

6.3%

5.1%

4.5%

4.5%

3.1%

1.6%

3.3%

2.7%

3.0%

0.0%

0.0%

2.2%

0.0%

0.0%

2.1%

3.1%

0.0%

0.5%

2.9%

0.0%

8.3%

0.0%

0.2%

0.0%

0.0%

0.0%

2.3%

0.0%

1.0%

0.0%

0.9%

0.0%

0   1   2   3   4   5   6   7   8   9   10   11   12   13   14   15   16   17   18   19   20   21   22   23   24   25   27   30   39   44   49   50   63

The trend of sum of Clickthroughrate for Ad Rank. The marks are labeled by average of Clickthroughrate.

Conversions by Retailer

Retailer: **"Cloverleaf" not included**
% of Total Conversions along
Retailer: **33.39%**

However, when "Cloverleaf" was included in the search terms, it resulted in **66.61%** of total conversions.

Total Revenue Generated: $15,483

Total Revenue Generated: $33,041

Sum of Revenue. Color shows details about Retailer. The marks are labeled by sum of Revenue.