

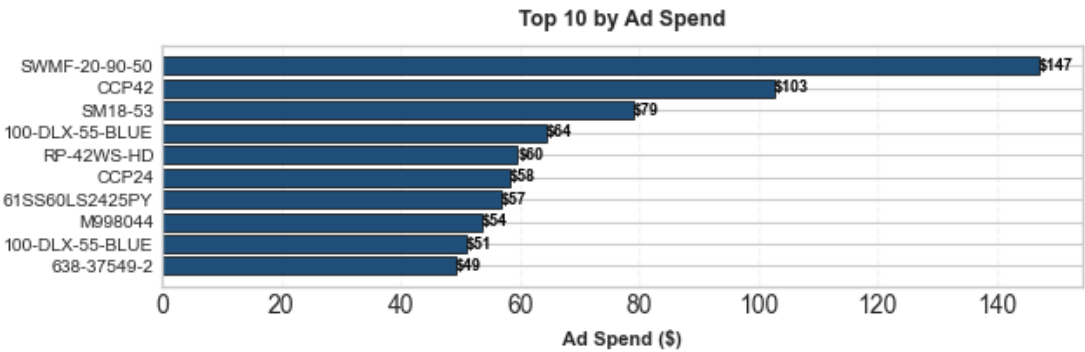
2025-10 Ad Spend Performance Report

Generated on October 28, 2025

Metric	Value
Total Ad Spend	\$3,663.54
Total Revenue	\$16,364.33
Overall ROAS	4.47
Total Products	835
Total Vendors	49

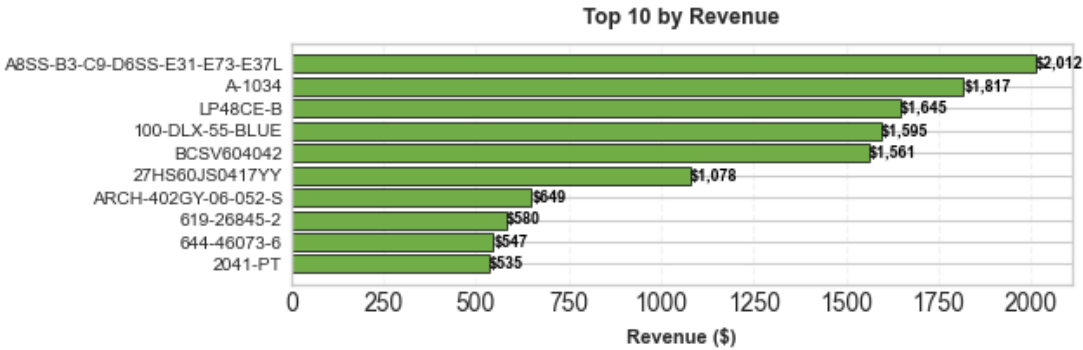
Top 20 Products by Ad Spend

SKU	Product Title	Vendor	Ad Spend	Revenue	ROAS
SWMF-20-90-50	Stretch Wrap Machine Film	Handle-It	\$147	\$0	0.00
CCP42	Corner Column Protector - 42" H	Handle-It	\$103	\$401	3.91
SM18-53	6 Wheel Stocking Cart (55"L)	Dutro	\$79	\$0	0.00
100-DLX-55-BLUE	Delux EZE-OFF Delivery Truck - B	Dutro	\$64	\$0	0.00
RP-42WS-HD	Forklift Wheel Stops	Handle-It	\$60	\$0	0.00
CCP24	Corner Column Protector - 24" H	Handle-It	\$58	\$435	7.47
61SS60LS2425PY	6" x 3" Heavy Duty Semi-Steel Ki	Durable Superior C	\$57	\$0	0.00
M998044	Flush Top Heavy Duty Moving Doll	Merrick Machine	\$54	\$0	0.00
100-DLX-55-BLUE	Delux EZE-OFF Delivery Truck - B	Dutro	\$51	\$1,595	31.34
638-37549-2	Manual Grease Filler Pump	Lincoln Industrial	\$49	\$0	0.00
27SS80JS0417YY	8" x 2" Semi-Steel Wheel Swivel	Durable Superior C	\$41	\$0	0.00
RP-42WS-HD	Forklift Wheel Stops	Handle-It	\$39	\$0	0.00
S1-2460-6PY	3-Sided Bulk Truck - Slat Type S	Little Giant	\$39	\$0	0.00
AU8	Series 4000 Standard Heavy Duty	Meco-Omaha	\$37	\$0	0.00
230015	Lincoln Oil Pump Repair Kit	Lincoln Industrial	\$37	\$0	0.00
BCSV604042	6" Carbon Steel Dome Top Bollard	S4 Bollards	\$35	\$0	0.00
C-NF8212RS	8" Bellman Luggage Cart Wheel, F	Dh International	\$35	\$90	2.58
638-37549-1	Manual Grease Filler Pump	Lincoln Industrial	\$31	\$0	0.00
BN-JMSN-93.25	Modular Pallet Rack Safety Netti	Adrian's Safety	\$30	\$0	0.00
M998044	Flush Top Heavy Duty Moving Doll	Merrick Machine	\$30	\$0	0.00



Top 20 Products by Revenue

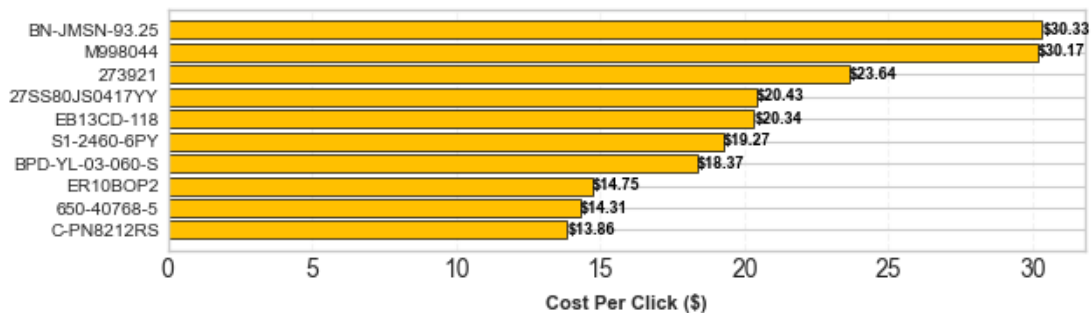
	SKU	Product Title	Vendor	Ad Spend	Revenue	ROAS
A8SS-B3-C9-D6SS-E31-E73-E37L	A-537L	Architect B&P Hand Truck - 600	B&P Manufacturing	\$10	\$2,012	206.97
	A-1034	Lithium Full Electric Pallet Jac	Apollo Forklift	\$10	\$1,817	175.77
	LP48CE-B	Plastic AV Cart 48"H (Cabinet)	Luxor	\$1	\$1,645	1644.69
100-DLX-55-BLUE		Delux EZE-OFF Delivery Truck - B	Dutro	\$51	\$1,595	31.34
	BCSV604042	6" Carbon Steel Dome Top Bollard	S4 Bollards	\$7	\$1,561	237.18
	27HS60JS0417YY	6" x 2" Heavy Duty Semi-Steel Wh	Durable Superior C	\$5	\$1,078	225.44
ARCH-402GY-06-052-S		Architectural Bollard Covers for	S4 Bollards	\$4	\$649	156.88
	619-26845-2	SSV Divider Valve w/ 10 Outlets	Lincoln Industrial	\$24	\$580	24.52
	644-46073-6	Electric Grease Pump	Lincoln Industrial	\$24	\$547	22.60
	2041-PT	Mattress Moving Cart (Pillow Top	Dutro	\$4	\$535	141.64
	SM18-53	6 Wheel Stocking Cart (55"L)	Dutro	\$15	\$519	33.92
	CCP24	Corner Column Protector - 24" H	Handle-It	\$58	\$435	7.47
	CCP42	Corner Column Protector - 42" H	Handle-It	\$103	\$401	3.91
	58PMP	Single Pin Steel Hand Truck w- R	Dutro	\$23	\$357	15.70
	230015	Lincoln Oil Pump Repair Kit	Lincoln Industrial	\$7	\$325	45.28
	638-37549-1	Manual Grease Filler Pump	Lincoln Industrial	\$13	\$316	24.62
	544-31999-1	TRANSPARENT RESERVOIR - P/N: 544	Lincoln Industrial	\$2	\$297	154.78
	2041-PT	Mattress Moving Cart (Pillow Top	Dutro	\$3	\$290	87.88
	2041-PT	Mattress Moving Cart (Pillow Top	Dutro	\$13	\$290	21.50
	4060SA1PFP-FT	6" x 2" Colson Performa Wheel Sw	Caster Depot	\$4	\$229	56.32



Top 20 Highest CPC by SKU

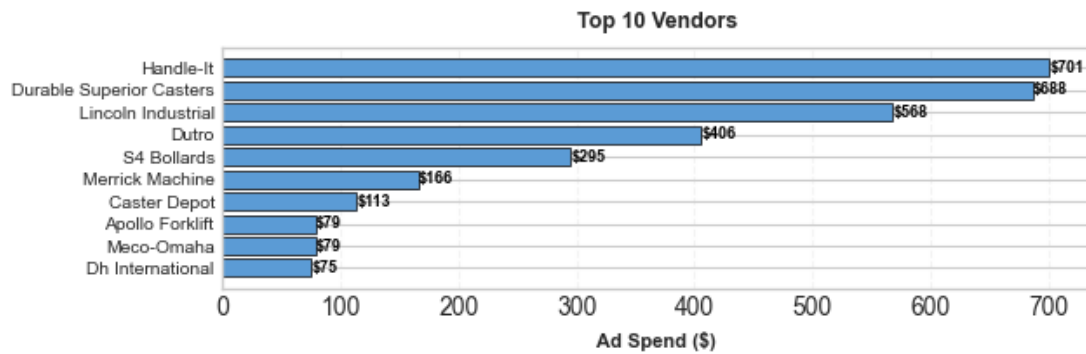
SKU	Product Title	Vendor	CPC	Clicks
BN-JMSN-93.25	Modular Pallet Rack Safety Netti	Adrian's Safety	\$30.33	1
M998044	Flush Top Heavy Duty Moving Doll	Merrick Machine	\$30.17	1
273921	Universal Quickfill Adapter	Lincoln Industrial	\$23.64	1
27SS80JS0417YY	8" x 2" Semi-Steel Wheel Swivel	Durable Superior C	\$20.43	2
EB13CD-118	EKKO EB13CD Full Powered Fork Ov	Ekko Lifts	\$20.34	1
S1-2460-6PY	3-Sided Bulk Truck - Slat Type S	Little Giant	\$19.27	2
BPD-YL-03-060-S	Heavy Duty Bollard Cover for 3"	S4 Bollards	\$18.37	1
ER10BOP2	10" x 3" Ever-Roll Flat Free Whe	Durable Superior C	\$14.75	1
650-40768-5	Quicklub QLS 301 Grease Bottom V	Lincoln Industrial	\$14.31	1
C-PN8212RS	8" Bellman Luggage Cart Caster,	Dh International	\$13.86	1
BPD-BK-10-069-S	Heavy Duty Dome Top Bollard Cove	S4 Bollards	\$13.08	1
619-26845-2	SSV Divider Valve w/ 10 Outlets	Lincoln Industrial	\$11.84	2
BCSV604042	6" Carbon Steel Dome Top Bollard	S4 Bollards	\$11.72	3
94824	Electric Grease Pump W/ Timer -	Lincoln Industrial	\$11.05	1
AT-PRO-16"ARM-KIT-BM	Mounting Arms Pro 16-inch Kit -	Auto Twirler	\$9.68	1
53DS60LR2419PY	6" x 3" Heavy Duty Ductile Steel	Durable Superior C	\$9.45	1
27PU60JV0417TY	6" x 2" Polyon Cast Swivel Caste	Durable Superior C	\$9.03	1
A-1037	Lithium-powered Electric Pallet	Apollo Forklift	\$8.68	3
RP-42WS-HD	Forklift Wheel Stops	Handle-It	\$8.51	7
276056	Heavy Duty Dock Seals for 8'H Ro	Wesco	\$8.08	2

Top 10 by CPC



Top 20 Vendors by Ad Spend

Vendor	Ad Spend	Revenue	ROAS
Handle-It	\$701	\$889	1.27
Durable Superior Casters	\$688	\$1,572	2.29
Lincoln Industrial	\$568	\$2,065	3.64
Dutro	\$406	\$3,586	8.83
S4 Bollards	\$295	\$2,210	7.49
Merrick Machine	\$166	\$0	0.00
Caster Depot	\$113	\$355	3.13
Apollo Forklift	\$79	\$1,817	23.03
Meco-Omaha	\$79	\$0	0.00
Dh International	\$75	\$90	1.20
Wesco	\$74	\$0	0.00
Ekko Lifts	\$65	\$0	0.00
Little Giant	\$58	\$0	0.00
Adrian's Safety	\$53	\$0	0.00
Kee Safety	\$51	\$0	0.00
Valley Craft	\$22	\$0	0.00
Sentry Protection	\$21	\$0	0.00
Reliance Foundry	\$21	\$0	0.00
Auto Twirler	\$19	\$0	0.00
B&P Manufacturing	\$14	\$2,012	145.88



Top 20 Product Categories with Vendor Details

Category	Vendor	Ad Spend	Revenue	ROAS
Heavy Duty / Container	Durable Superior C	\$354	\$1,213	3.42
Rack Protection	Handle-It	\$279	\$889	3.18
General Casters	Durable Superior C	\$247	\$359	1.46
Quickclub	Lincoln Industrial	\$231	\$547	2.37
Stretch Wrap Machines	Handle-It	\$190	\$0	0.00
Hand Trucks	Dutro	\$189	\$1,952	10.31
Flat Top Dollies	Merrick Machine	\$156	\$0	0.00
Pumps	Lincoln Industrial	\$135	\$316	2.34
Other	Lincoln Industrial	\$130	\$878	6.77
Forklift Wheel Stops	Handle-It	\$114	\$0	0.00
General Casters	Caster Depot	\$113	\$355	3.13
Carts	Dutro	\$106	\$519	4.88
Retractable Bollards	S4 Bollards	\$103	\$0	0.00
Guard Rail	Handle-It	\$77	\$0	0.00
Bellman Casters	Dh International	\$73	\$90	1.23
Fixed Bollards	S4 Bollards	\$71	\$1,561	21.98
Dock Equipment	Wesco	\$68	\$0	0.00
AF - Electric Pallet Jacks	Apollo Forklift	\$67	\$1,817	26.97
Cantilever	Meco-Omaha	\$66	\$0	0.00
Removable Bollards	S4 Bollards	\$64	\$0	0.00

