

2025-10 Ad Spend Performance Report

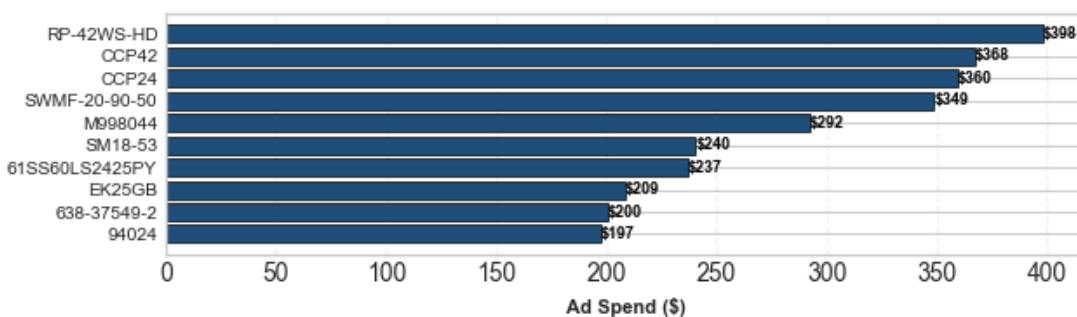
Generated on November 10, 2025

Metric	Value
Total Ad Spend	\$20,791.96
Total Revenue	\$76,120.12
Overall ROAS	3.66
Total Products	2139
Total Vendors	57

Top 20 Products by Ad Spend

SKU	Product Title	Vendor	Ad Spend	Revenue	ROAS
RP-42WS-HD	Forklift Wheel Stops	Handle-It	\$398	\$1,223	3.07
CCP42	Corner Column Protector - 42" H	Handle-It	\$368	\$1,039	2.83
CCP24	Corner Column Protector - 24" H	Handle-It	\$360	\$435	1.21
SWMF-20-90-50	Stretch Wrap Machine Film	Handle-It	\$349	\$0	0.00
M998044	Flush Top Heavy Duty Moving Doll	Merrick Machine	\$292	\$0	0.00
SM18-53	6 Wheel Stocking Cart (55"L)	Dutro	\$240	\$440	1.83
61SS60LS2425PY	6" x 3" Heavy Duty Semi-Steel Ki	Durable Superior C	\$237	\$1,099	4.64
EK25GB	EKKO EK25GB Electric Forklift -	Ekko Lifts	\$209	\$0	0.00
638-37549-2	Manual Grease Filler Pump	Lincoln Industrial	\$200	\$390	1.95
94024	Electric Grease Pump W/ Timer -	Lincoln Industrial	\$197	\$142	0.72
CCP42	Corner Column Protector - 42" H	Handle-It	\$189	\$0	0.00
RP-42WS-HD	Forklift Wheel Stops	Handle-It	\$186	\$76	0.41
CCP12	Corner Column Protector	Handle-It	\$182	\$0	0.00
M998044	Flush Top Heavy Duty Moving Doll	Merrick Machine	\$181	\$0	0.00
P18-SP	Shallow Profile Rack Upright Pro	Handle-It	\$174	\$751	4.32
61SS60LS2425PY	6" x 3" Heavy Duty Semi-Steel Ki	Durable Superior C	\$173	\$0	0.00
451710916	Turntable Caster Mount Plates 4"	Durable Superior C	\$171	\$168	0.98
MRCS4040-B	4" Manual Retractable Black Carb	S4 Bollards	\$159	\$0	0.00
G327NR60JB0437Y	6" x 2" Rubber on Nylon Wheel He	Durable Superior C	\$150	\$0	0.00
MRSS4040	4" Manual Retractable Stainless	S4 Bollards	\$148	\$0	0.00

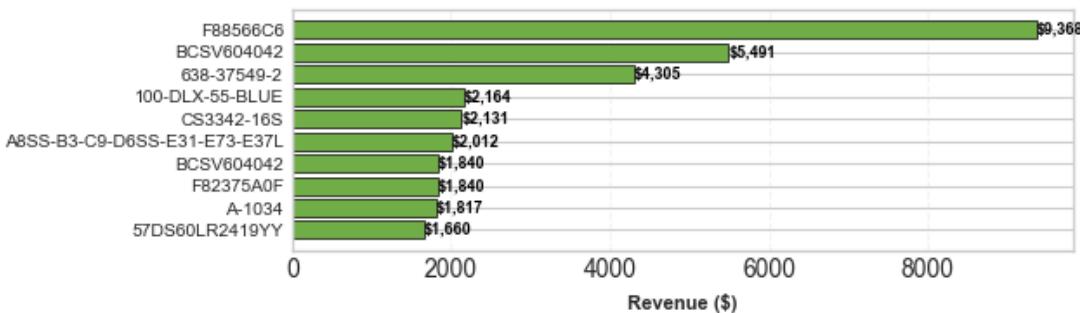
Top 10 by Ad Spend



Top 20 Products by Revenue

SKU	Product Title	Vendor	Ad Spend	Revenue	ROAS
F88566C6	Valley Craft Semi-Powered Drum L	Valley Craft	\$0	\$9,368	187368.20
BCSV604042	6" Carbon Steel Dome Top Bollard	S4 Bollards	\$98	\$5,491	55.87
638-37549-2	Manual Grease Filler Pump	Lincoln Industrial	\$33	\$4,305	131.21
100-DLX-55-BLUE	Delux EZE-OFF Delivery Truck - B	Dutro	\$123	\$2,164	17.57
CS3342-16S	Column Protector - Sentry Protec	Sentry Protection	\$0	\$2,131	6874.42
A8SS-B3-C9-D6SS-E31-E73-E37L	Aluminum Hand Truck - 600	B&P Manufacturing	\$33	\$2,012	61.73
BCSV604042	6" Carbon Steel Dome Top Bollard	S4 Bollards	\$75	\$1,840	24.47
F82375A0F	Valley Craft Steel 4-Wheel Drum	Valley Craft	\$1	\$1,840	1460.04
A-1034	Lithium Full Electric Pallet Jac	Apollo Forklift	\$56	\$1,817	32.73
57DS60LR2419YY	6" x 3" Ductile Steel Kingpinles	Durable Superior C	\$133	\$1,660	12.49
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	\$71	\$1,595	22.38
BCSV604042	6" Carbon Steel Dome Top Bollard	S4 Bollards	\$11	\$1,561	143.18
P40162601114	Quicklub QLS 401 Electric Grease	Lincoln Industrial	\$32	\$1,484	47.01
230015	Lincoln Oil Pump Repair Kit	Lincoln Industrial	\$76	\$1,324	17.46
94024	Electric Grease Pump W/ Timer -	Lincoln Industrial	\$25	\$1,289	51.98
2041-PT	Mattress Moving Cart (Pillow Top	Dutro	\$59	\$1,270	21.54
53EX60LG2419YY	6" x 3" Ultra-Poly Cast Wheel Sw	Durable Superior C	\$22	\$1,254	58.25
RP-42WS-HD	Forklift Wheel Stops	Handle-It	\$398	\$1,223	3.07
94212	Electric Grease Pump W/ Out Time	Lincoln Industrial	\$88	\$1,181	13.46

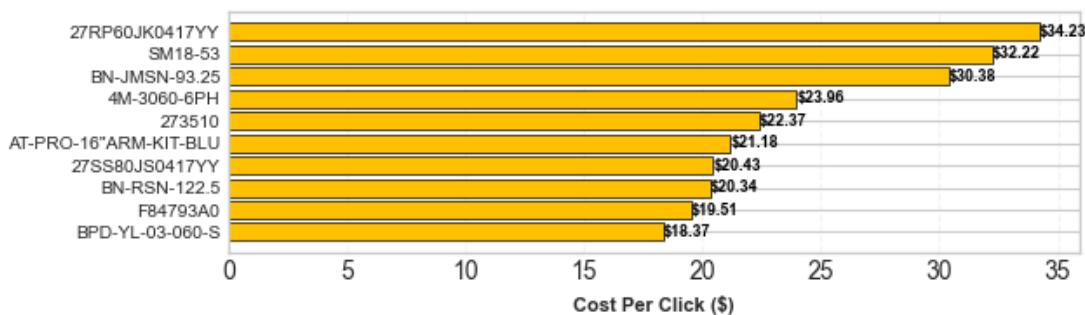
Top 10 by Revenue



Top 20 Highest CPC by SKU

SKU	Product Title	Vendor	CPC	Clicks
27RP60JK0417YY	6" x 2" Polyflexon Cast Wheel Sw	Durable Superior C	\$34.23	1
SM18-53	6 Wheel Stocking Cart (55"L) - D	Dutro	\$32.22	4
BN-JMSN-93.25	Modular Pallet Rack Safety Netti	Adrian's Safety	\$30.38	1
4M-3060-6PH	Multi-Shelf Truck (4 Flush Shelves)	Little Giant	\$23.96	1
273510	Hand Winch Lifter, Fixed Base -	Wesco	\$22.37	1
AT-PRO-16"ARM-KIT-BLU	Mounting Arms Pro 16-inch Kit -	Auto Twirler	\$21.18	1
27SS80JS0417YY	8" x 2" Semi-Steel Wheel Swivel	Durable Superior C	\$20.43	2
BN-RSN-122.5	Pallet Rack Safety Nets - Standalone	Adrian's Safety	\$20.34	1
F84793A0	Valley Craft 2-Wheel Pallet Hand	Valley Craft	\$19.51	1
BPD-YL-03-060-S	Heavy Duty Bollard Cover for 3"	S4 Bollards	\$18.37	1
20EP72	Bluff Edge Of Dock Leveler - 20,	Bluff Manufacturing	\$17.29	4
15GN40HQ9S11YZ	4" x 1-1/2" High Temp Brimstone	Durable Superior C	\$16.70	1
PF5712R	12" Performa Thermoplastic Rubber	Caster Depot	\$14.99	1
ER10BOP2	10" x 3" Ever-Roll Flat Free Wheel	Durable Superior C	\$14.75	1
650-40768-5	Quicklub QLS 301 Grease Bottom V	Lincoln Industrial	\$14.31	1
27PM60JM6017TY	6" x 2" Polymadic Wheel Swivel C	Durable Superior C	\$14.22	1
BPD-WH-06-052-S	Heavy Duty Dome Top Bollard Cover	S4 Bollards	\$13.06	1
ERBST-2436-6PH	Bar Cradle Ergonomic Truck - 24"	Little Giant	\$12.90	1
S1-2460-6PY	3-Sided Bulk Truck - Slat Type S	Little Giant	\$12.70	4
276056	Heavy Duty Dock Seals for 8'H Roll	Wesco	\$11.81	4

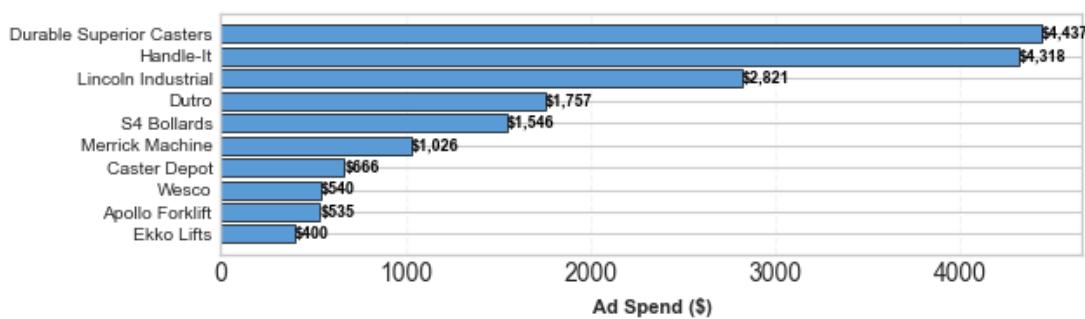
Top 10 by CPC



Top 20 Vendors by Ad Spend

Vendor	Ad Spend	Revenue	ROAS
Durable Superior Casters	\$4,437	\$11,160	2.52
Handle-It	\$4,318	\$7,379	1.71
Lincoln Industrial	\$2,821	\$15,025	5.33
Dutro	\$1,757	\$8,134	4.63
S4 Bollards	\$1,546	\$12,133	7.85
Merrick Machine	\$1,026	\$275	0.27
Caster Depot	\$666	\$1,169	1.75
Wesco	\$540	\$545	1.01
Apollo Forklift	\$535	\$1,817	3.40
Ekko Lifts	\$400	\$0	0.00
Meco-Omaha	\$337	\$0	0.00
Adrian's Safety	\$298	\$289	0.97
Dh International	\$287	\$471	1.64
Kee Safety	\$258	\$0	0.00
Little Giant	\$226	\$0	0.00
Bluff Manufacturing	\$184	\$0	0.00
B&P Manufacturing	\$156	\$2,012	12.87
Valley Craft	\$155	\$11,208	72.42
Reliance Foundry	\$99	\$0	0.00
Source 4 Industries	\$74	\$0	0.00

Top 10 Vendors



Top 20 Product Categories with Vendor Details

Category	Vendor	Ad Spend	Revenue	ROAS
Heavy Duty / Container	Durable Superior C	\$2,427	\$7,141	2.94
Rack Protection	Handle-It	\$2,098	\$5,359	2.55
General Casters	Durable Superior C	\$1,417	\$3,523	2.49
Quicklub	Lincoln Industrial	\$1,295	\$5,875	4.54
Flat Top Dollies	Merrick Machine	\$946	\$275	0.29
Forklift Wheel Stops	Handle-It	\$746	\$1,696	2.27
General Casters	Caster Depot	\$663	\$1,169	1.76
Hand Trucks	Dutro	\$651	\$5,080	7.81
Stretch Wrap Machines	Handle-It	\$641	\$0	0.00
Retractable Bollards	S4 Bollards	\$600	\$0	0.00
Guard Rail	Handle-It	\$585	\$0	0.00
Pumps	Lincoln Industrial	\$557	\$5,598	10.04
Other	Lincoln Industrial	\$518	\$1,795	3.47
Carts	Dutro	\$492	\$958	1.95
Dock Equipment	Wesco	\$484	\$545	1.13
Removable Bollards	S4 Bollards	\$416	\$0	0.00
Gate Casters	Durable Superior C	\$386	\$0	0.00
AF - Electric Pallet Jacks	Apollo Forklift	\$325	\$1,817	5.60
Fixed Bollards	S4 Bollards	\$303	\$9,848	32.53
Bellman Casters	Dh International	\$281	\$471	1.68

Top 10 Categories

