

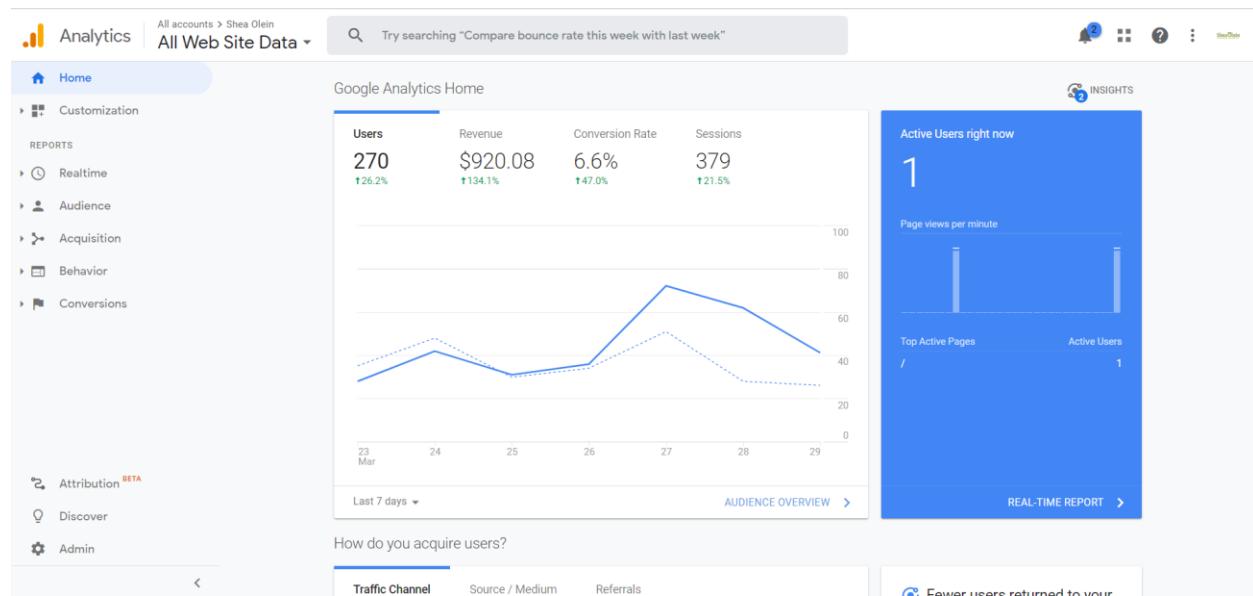
CLIENT SETUP/TECHNICAL VERIFICATION

Name of the client : Shea Olein

URL : <https://sheaolein.com/>

Google Analytics

1. The Google Analytics dashboard for the web property (the Home tab).



2. Admin > Property Settings (for the website), screenshot should include entire page, with Tracking ID and Default URL visible.

Analytics | All accounts > Shea Olein | All Web Site Data | Try searching "Compare bounce rate this week with last week"

Property Settings

Basic Settings

Tracking Id
UA-113644066-1

Property Name
Shea Olein

Default URL
http:// www.sheaolein.com

Default View
All Web Site Data

Industry Category
Beauty and Fitness

Advanced Settings
 Allow manual tagging (UTM values) to override auto-tagging (GCLID values) for Google Ads and Search Ads 360 integration

Property Hit Volume

3. Admin > View (Make sure you select the correct view) > Goals. At least one screenshot per goal per person based on the campaigns that will be run.

Pandey, Pratik

Analytics | All accounts > Shea Olein | Pratik | Try searching "Week over Week Growth of Sessions"

View | **ADMIN** | **USER**

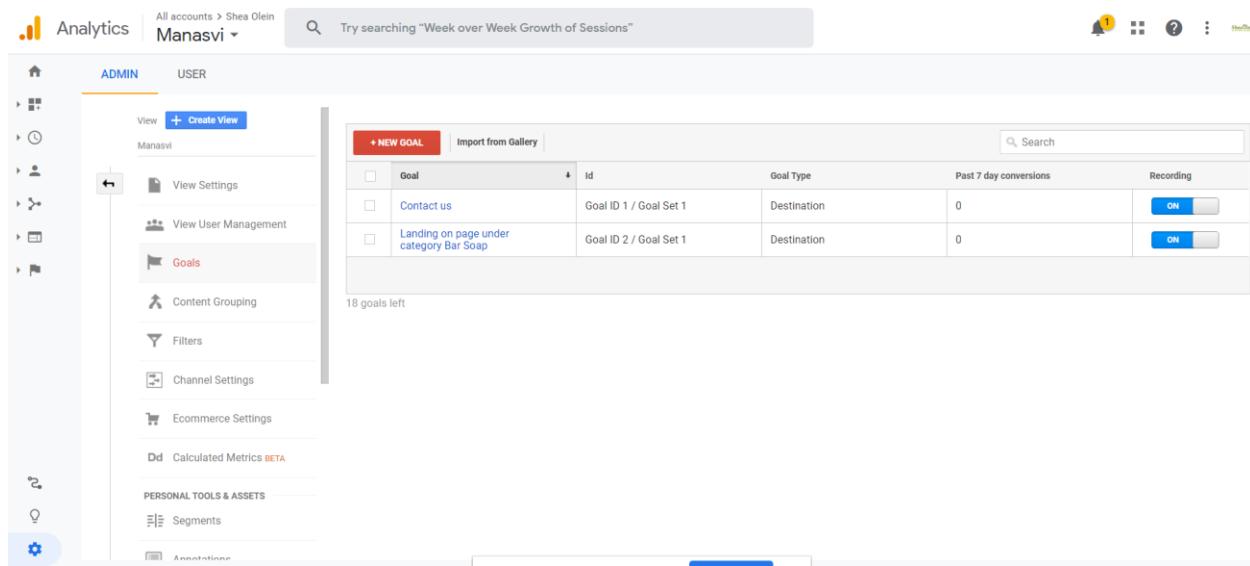
Goals

NEW GOAL | Import from Gallery | Search

Goal	Id	Goal Type	Past 7 day conversions	Recording
Go to the landing page of 'Body Wash' category	Goal ID 1 / Goal Set 1	Destination	0	ON

19 goals left

Prasad, Manasvi

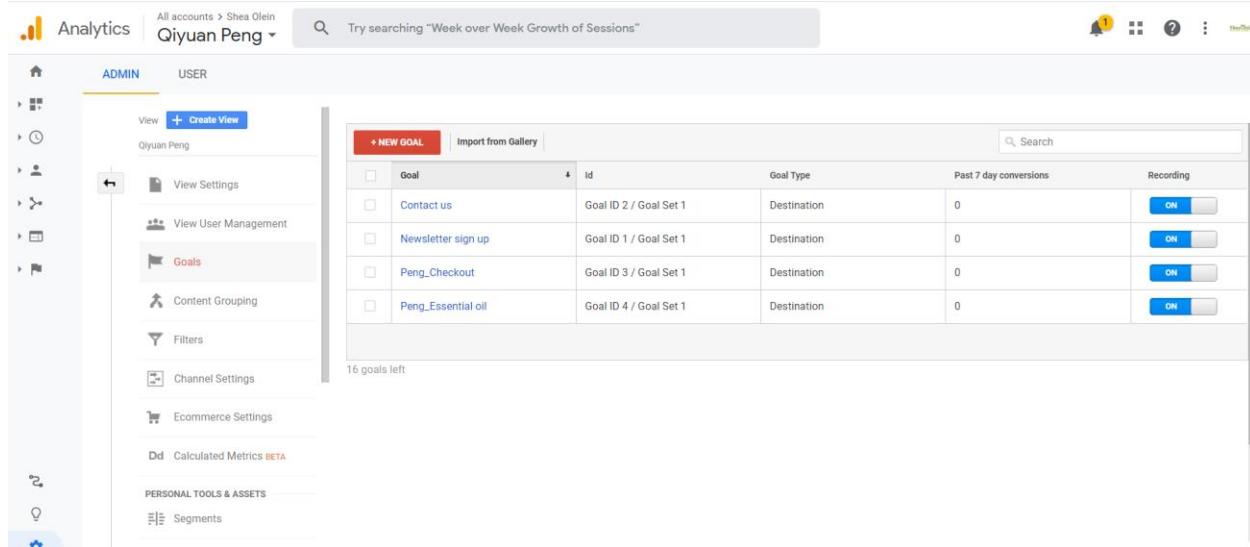


The screenshot shows the Google Analytics Admin interface for the user 'Prasad, Manasvi'. The left sidebar is titled 'ADMIN' and includes sections for View, View Settings, View User Management, Goals, Content Grouping, Filters, Channel Settings, Ecommerce Settings, and Calculated Metrics BETA. The 'Goals' section is currently selected. The main content area displays a table of goals:

Goal	Id	Goal Type	Past 7 day conversions	Recording
Contact us	Goal ID 1 / Goal Set 1	Destination	0	ON
Landing on page under category Bar Soap	Goal ID 2 / Goal Set 1	Destination	0	ON

Below the table, it says '18 goals left'.

Qiyuan, Peng

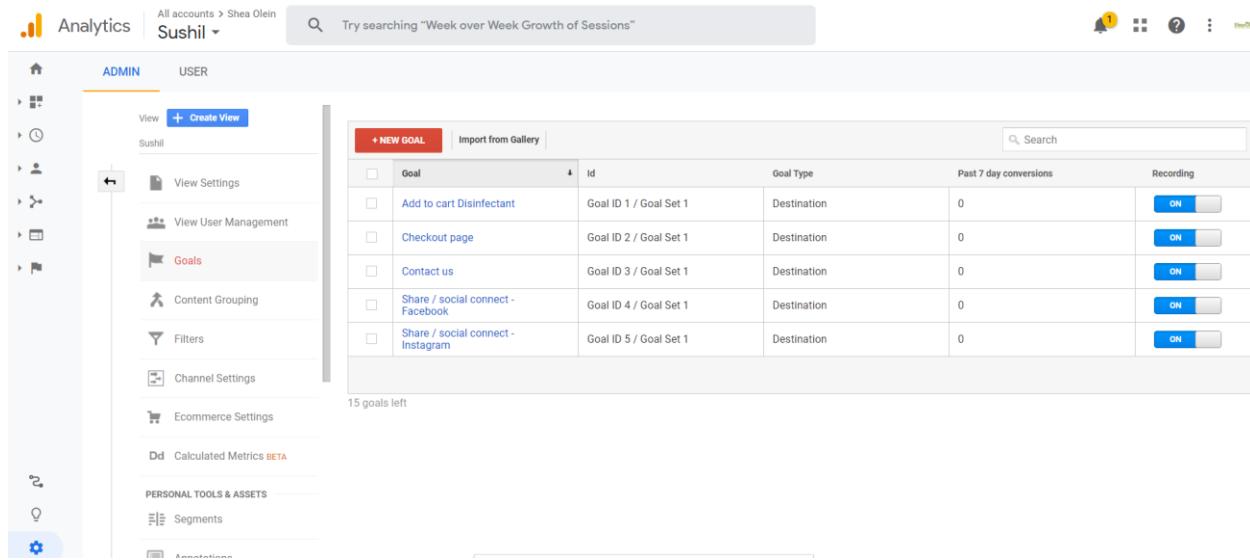


The screenshot shows the Google Analytics Admin interface for the user 'Qiyuan, Peng'. The left sidebar is titled 'ADMIN' and includes sections for View, View Settings, View User Management, Goals, Content Grouping, Filters, Channel Settings, Ecommerce Settings, and Calculated Metrics BETA. The 'Goals' section is currently selected. The main content area displays a table of goals:

Goal	Id	Goal Type	Past 7 day conversions	Recording
Contact us	Goal ID 2 / Goal Set 1	Destination	0	ON
Newsletter sign up	Goal ID 1 / Goal Set 1	Destination	0	ON
Peng_Checkout	Goal ID 3 / Goal Set 1	Destination	0	ON
Peng_Essential oil	Goal ID 4 / Goal Set 1	Destination	0	ON

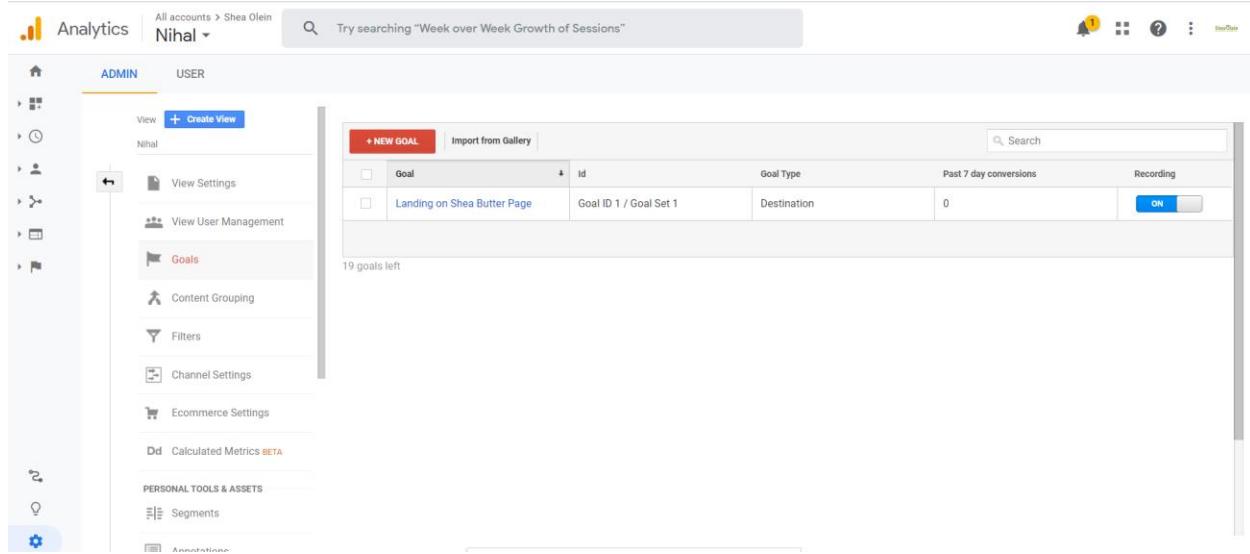
Below the table, it says '16 goals left'.

Kogta, Sushil



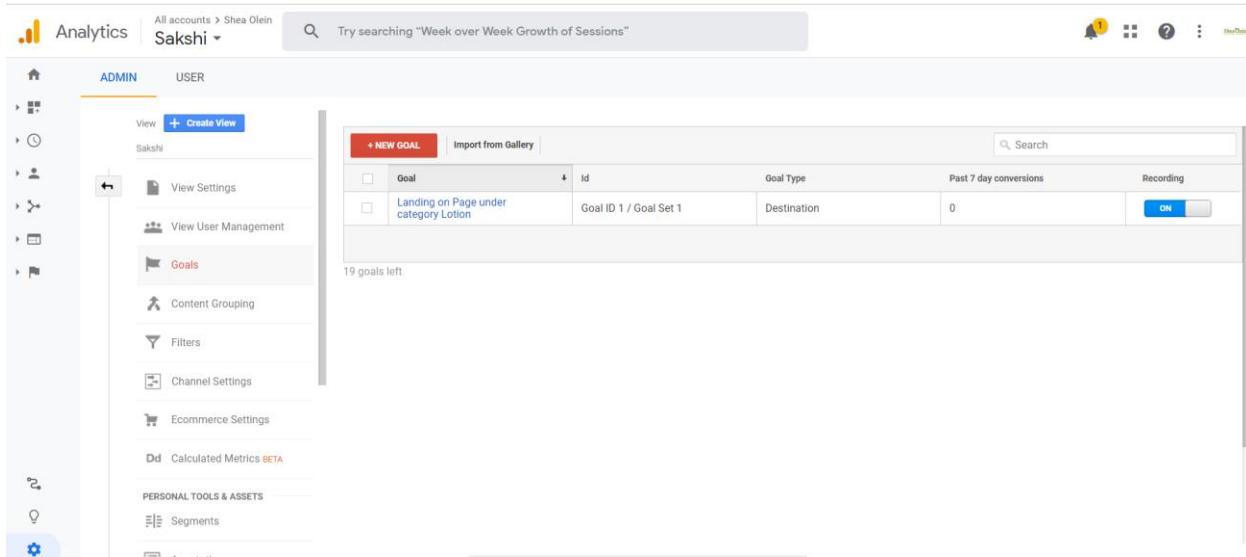
The screenshot shows the Google Analytics Admin interface for user Sushil. The left sidebar is titled 'ADMIN' and includes options like View, View Settings, View User Management, Goals (which is selected and highlighted in red), Content Grouping, Filters, Channel Settings, Ecommerce Settings, Calculated Metrics BETA, and PERSONAL TOOLS & ASSETS (Segments, Annotations). The main content area is titled 'Goals' and shows a table of goals. The table has columns for 'Goal' (with a 'NEW GOAL' button), 'Id', 'Goal Type', 'Past 7 day conversions', and 'Recording'. There are 15 goals listed, including 'Add to cart Disinfectant', 'Checkout page', 'Contact us', 'Share / social connect - Facebook', and 'Share / social connect - Instagram'. Each goal row has a checkbox, an 'Edit' icon, and a 'Recording' switch. A message at the bottom of the table says '15 goals left'.

Poipatla, Nihal



The screenshot shows the Google Analytics Admin interface for user Nihal. The left sidebar is titled 'ADMIN' and includes options like View, View Settings, View User Management, Goals (selected and highlighted in red), Content Grouping, Filters, Channel Settings, Ecommerce Settings, Calculated Metrics BETA, and PERSONAL TOOLS & ASSETS (Segments, Annotations). The main content area is titled 'Goals' and shows a table of goals. The table has columns for 'Goal' (with a 'NEW GOAL' button), 'Id', 'Goal Type', 'Past 7 day conversions', and 'Recording'. There is 1 goal listed: 'Landing on Shea Butter Page'. The goal row has a checkbox, an 'Edit' icon, and a 'Recording' switch. A message at the bottom of the table says '19 goals left'.

Sharma, Sakshi



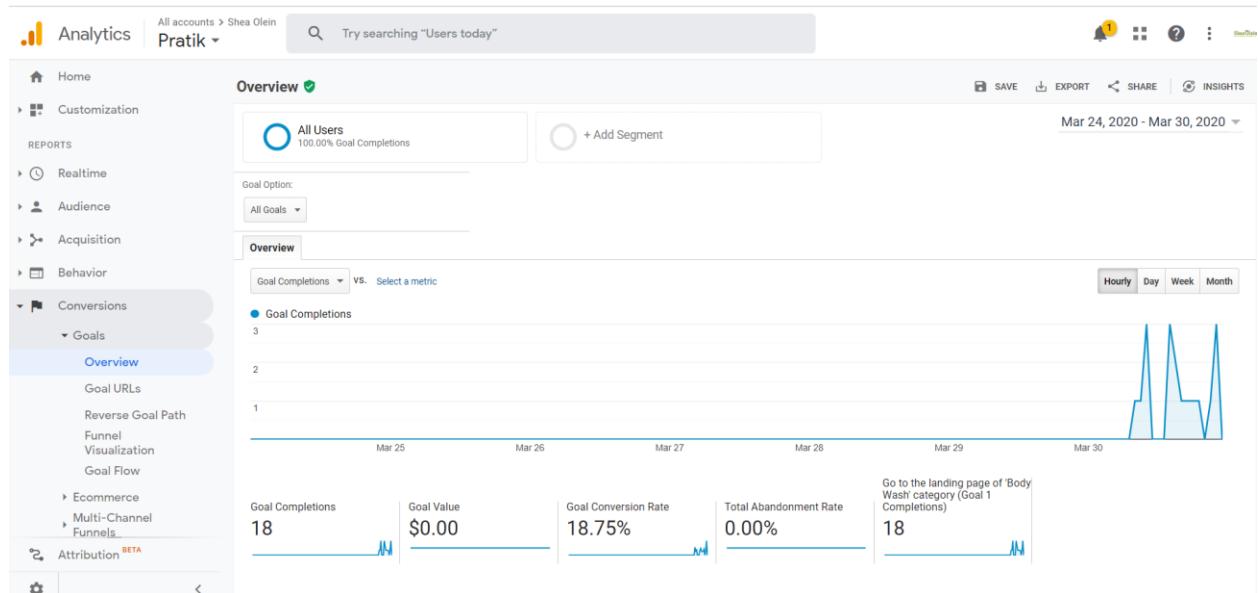
The screenshot shows the Google Analytics Admin interface. The left sidebar is titled 'ADMIN' and includes sections for View (selected), View Settings, View User Management, Goals (selected), Content Grouping, Filters, Channel Settings, Ecommerce Settings, and Calculated Metrics BETA. Below these are sections for PERSONAL TOOLS & ASSETS and Segments. The main content area is titled 'Goals' and shows a table with one goal entry:

Goal	Id	Goal Type	Past 7 day conversions	Recording
Landing on Page under category Lotion	Goal ID 1 / Goal Set 1	Destination	0	<input checked="" type="checkbox"/>

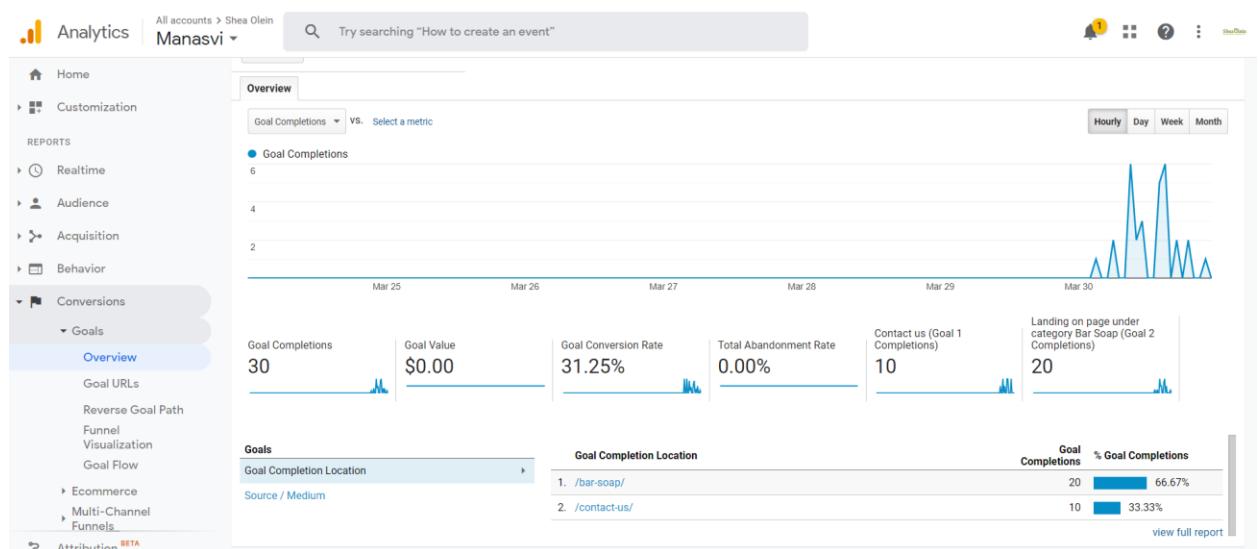
Below the table, it says '19 goals left'.

4. **Conversions > Goals > Overview > Goal Option.** At least one screenshot per person per goal showing the goals are being tracked correctly.

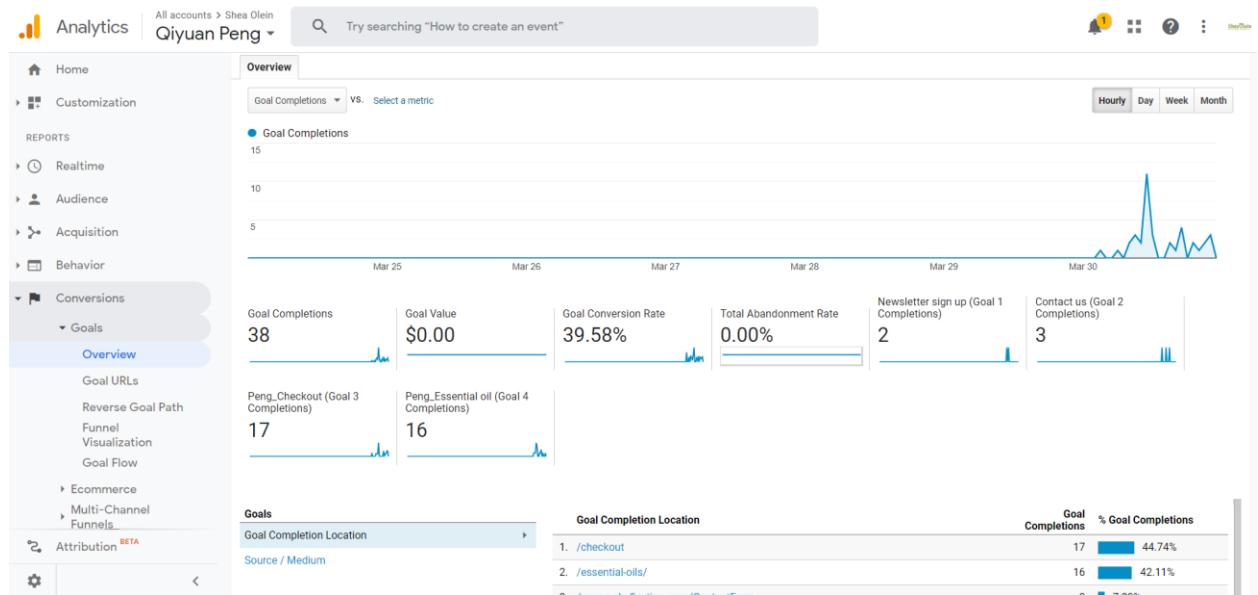
Pandey, Pratik



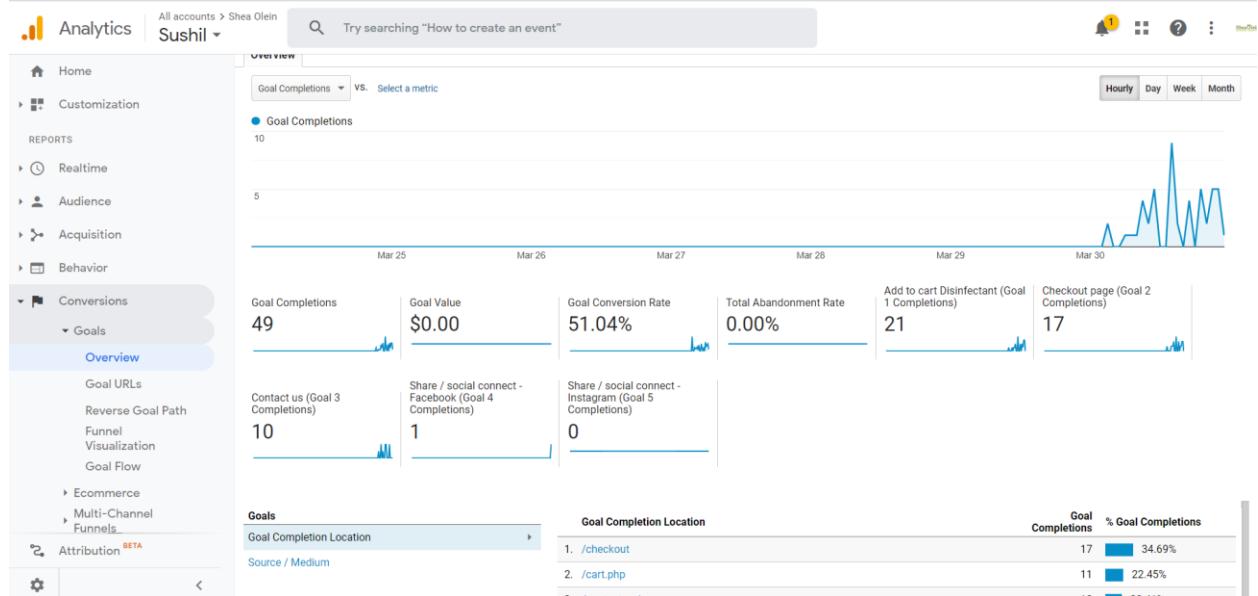
Prasad, Manasvi



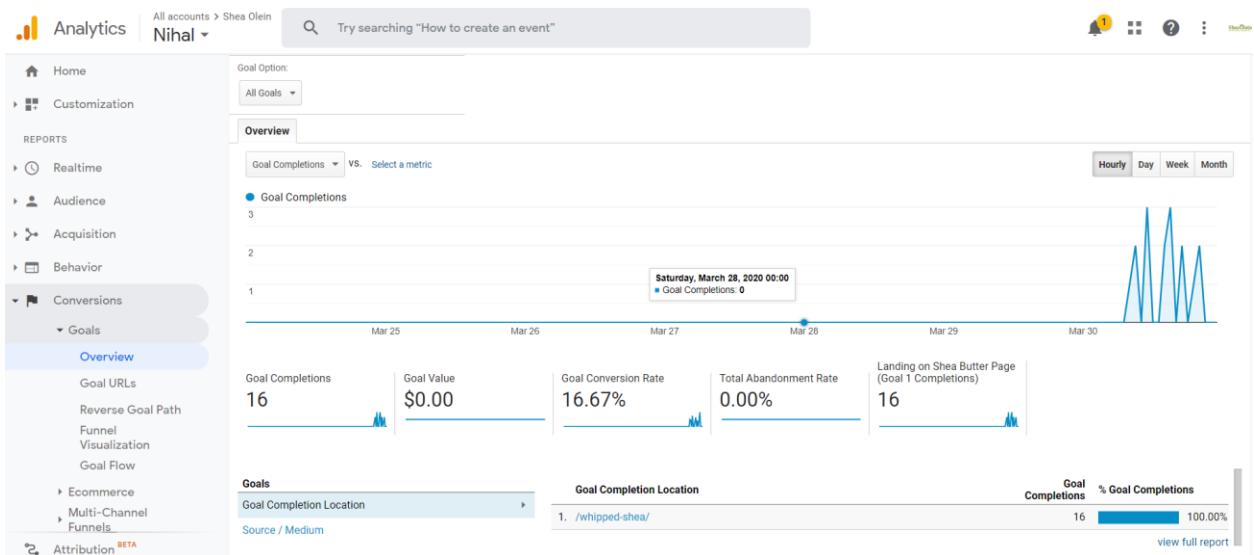
Peng, Qiyuan



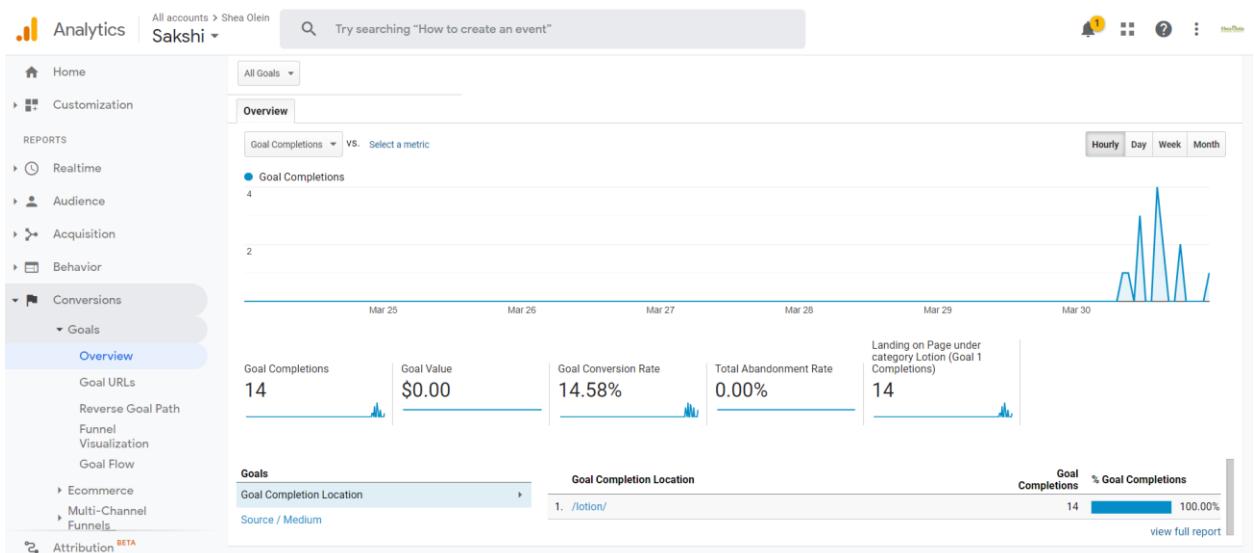
Kogta, Sushil



Poipatla, Nihal



Sharma, Sakshi



5. (After setting up Google Ads) Admin > Property > Google Ads Linking > Shows Google Ads is linked to your Google Analytics account.

Link configuration

Link group title: Shea Olein

View

All Web Site Data

User	Link
Manasvi	ON
Nihal	ON
Pratik	ON
Qiyuan Peng	ON
Sakshi	ON
Sushil	ON

Success.

Configure Google Ads link group

Select the Google Ads accounts you want to link

988-649-0727

Link configuration

Link group title: Shea Olein

What's next?

See Analytics engagement metrics in Google Ads

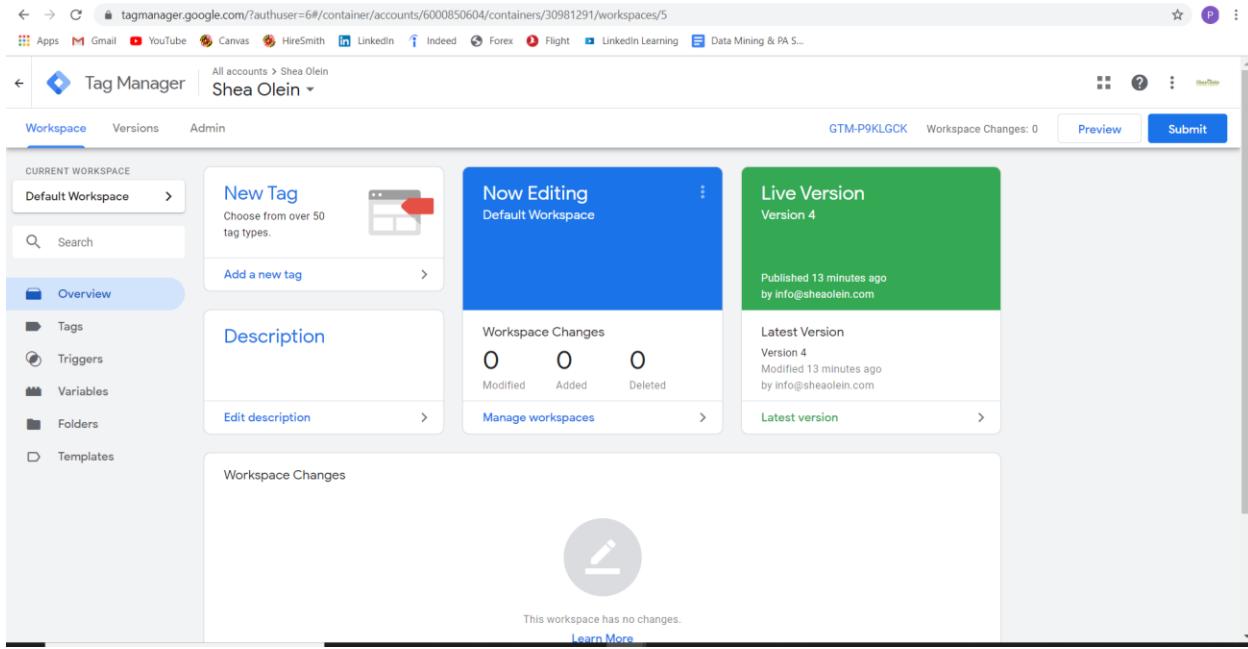
It may take up to 24 hours for your Google Ads link to begin displaying data.

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Google Tag Manager

GTM Number: GTM-P9KLGCK

1. Homepage of account created showing current live version, including GTM number from top right corner.



The screenshot shows the Google Tag Manager interface. The top navigation bar includes links for Apps, Gmail, YouTube, Canvas, HireSmith, LinkedIn, Indeed, Forex, Flight, LinkedIn Learning, and Data Mining & PA. The main header displays the account name 'Shea Olein' and the GTM number 'GTM-P9KLGCK'. The left sidebar has a 'Workspace' tab selected, showing options for Default Workspace, Overview, Tags, Triggers, Variables, Folders, and Templates. The 'Overview' section is active, showing a 'New Tag' button, a 'Description' input field, and a 'Workspace Changes' summary with counts of 0 for Modified, Added, and Deleted. The 'Live Version' section on the right shows 'Version 4' was published 13 minutes ago by info@shealein.com. It also displays the 'Latest Version' (Version 4, modified 13 minutes ago) and a 'Latest version' link. A note at the bottom states 'This workspace has no changes.' with a 'Learn More' link.

2. Details of the version (click the version # on the homepage) which will show number of tags, triggers, and variables.

Version 4 - Ver 4

Version Summary

Published: 3/30/20 2:52 PM by info@sheaolein.com

Created: 3/30/20 2:52 PM by info@sheaolein.com

Description: No description

Version Items

- Tags: 11
- Triggers: 7
- Variables: 27

Version Changes

This container version has no changes

Activity History

Tags

3. Google Analytics showing the Real-Time > Overview showing the tags are firing.

Right now

2 active users on site

DESKTOP: 50% MOBILE: 50%

Pageviews

Right now

Top Referrals:

Source	Active Users
There is no data for this view.	

Top Social Traffic:

Source	Active Users
There is no data for this view.	

Top Keywords:

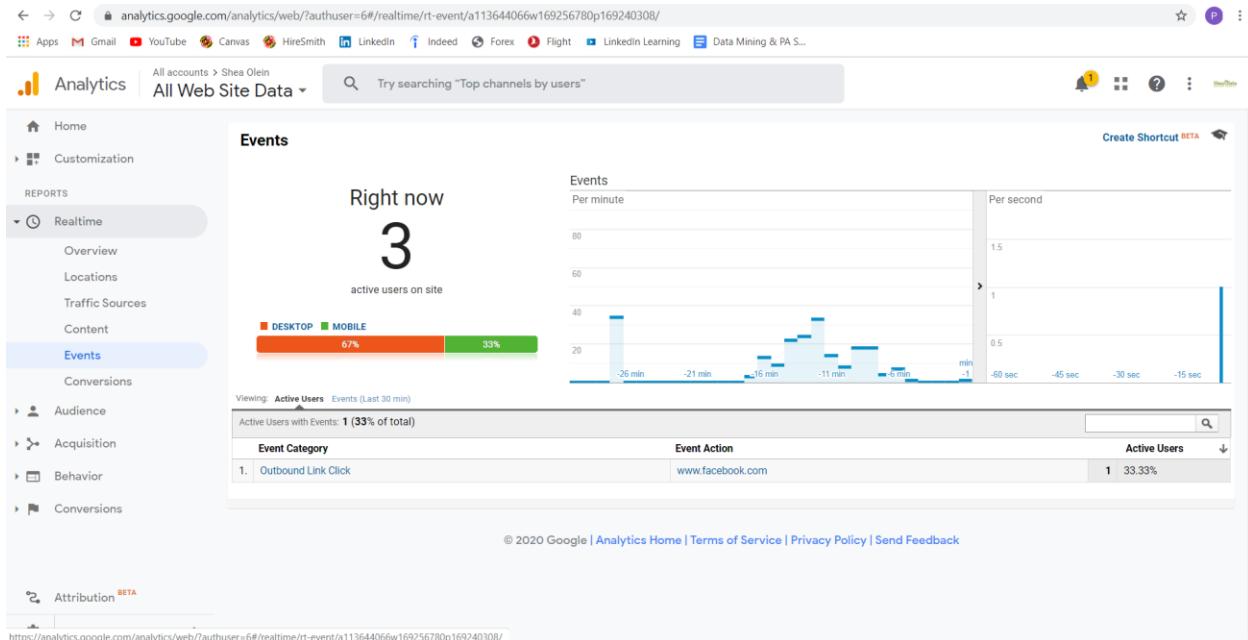
Keyword	Active Users
1. (not provided)	1

Top Active Pages:

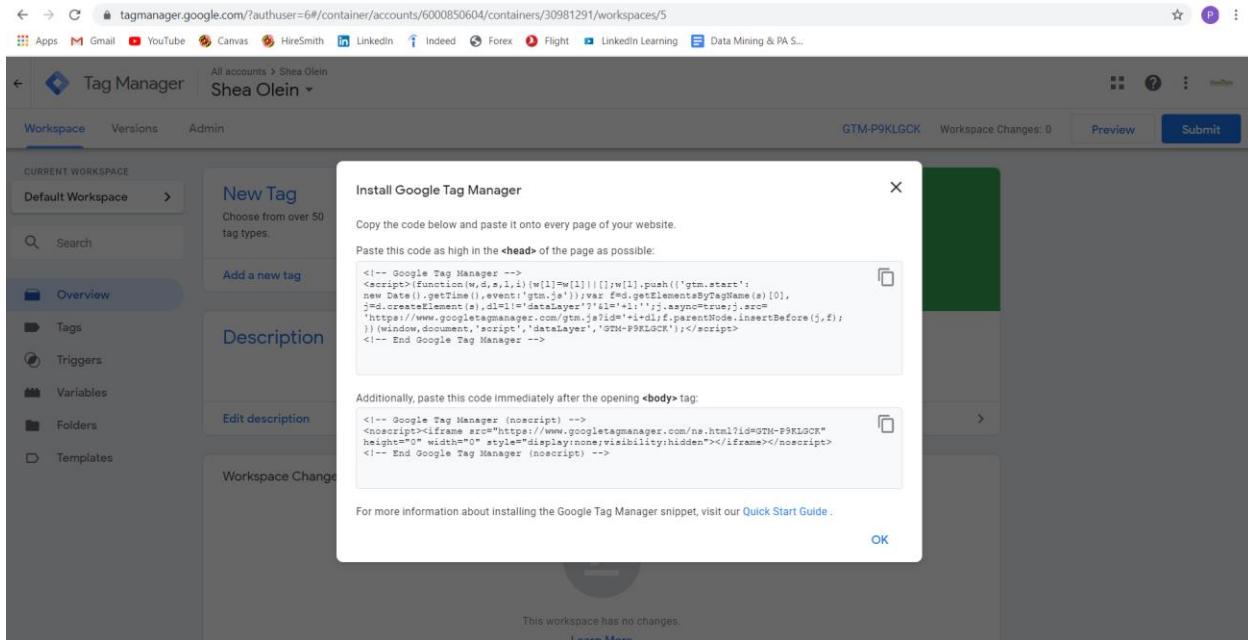
Active Page	Active Users
1. /	1 50.00%
2. /shea-olein-disinfectant-gel-with-aloe-vera-16-oz/	1 50.00%

Top Locations:

4. Google Analytics showing the Real-Time > Events showing the tags are firing.



5. Screenshot of source code showing the Tag Manager is installed with a matching GTM number from Google Tag Manager.



Source Code: Part 1 with GTM: **GTM-P9KLGCK**

```
<!-- Google Tag Manager -->
<script>(function(w,d,s,l,i){w[l]=w[l]||[];w[l].push({'gtm.start':
  new Date().getTime(),event:'gtm.js'});var f=d.getElementsByTagName('script')[0],
  j=d.createElement('script'),s='dataLayer';j.async=true;j.src=
  'https://www.googletagmanager.com/gtm.js?id='+i+'&parentNode.insertBefore(j,f)';
  })(window,document,'script','dataLayer','GTM-P9KLGCK');
```

Source Code: Part 2 with GTM: **GTM-P9KLGCK**

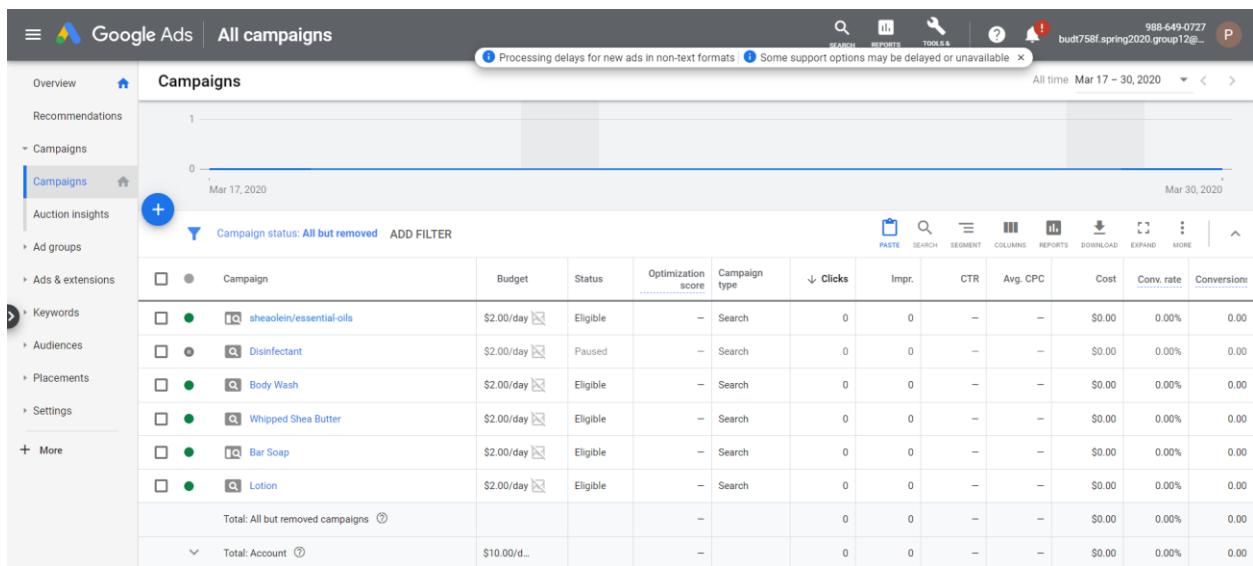
```
→ C Ⓛ view-source:https://sheaolein.com
 Apps Gmail YouTube Canvas HireSmith LinkedIn Indeed Forex Flight LinkedIn Learning Data Mining & PA ...
253     };
254 
255 </script>
256 <script type="text/javascript" src="https://static-na.payments.amazon.com/OffAmazonPayments/us/js/Widgets.js?sellerId=A2UKWb0HAFB1FU" defer></script>
257 <script type="text/javascript" src="https://cdn9.b2commerce.com/shared/boyer/checkout-sdk/dist/checkout-button-umd-8947f26a1b3efcb28ad7b3eac07093719bdcdf7.js" defer></script>
258 <script type="text/javascript" src="https://cdn9.b2commerce.com/r-eb8df3f6fb022dc9953c34d696759f9b94455a6/vendor/boyer_components/braintree-web/index.js" defer></script>
259 <script type="text/javascript" src="https://cdn9.b2commerce.com/r-eb8df3f6fb022dc9953c34d696759f9b94455a6/javascript/braintree.js" defer></script>
260 
261 var BCData = {"csrf_token": "a8b46273e197d073e3dfb774e66ae1a2782cc07c55382a83d4d45d3bb02e11"};
262 </script>
263 
264 <script type="text/javascript" src="https://cdn9.b2commerce.com/r-eb8df3f6f0a22dc9953c34d696759f9b94455a6/javascript/quicksearch.js"></script>
265 
266 <script src="https://chimpmstatic.com/mcjs-connected/js/users/cda957719e4a191179df2a1fe/31aa29958a419599a29388f5b.js"></script>
267 
268 </head>
269 
270 <body>
271     <!-- Google Tag Manager (noscript) -->
272     <noscript><iframe src="https://www.googletagmanager.com/ns.html?id=GTM-P9KLGCK">
273         height="0" width="0" style="display:none;visibility:hidden"></iframe></noscript>
274 <!-- End Google Tag Manager (noscript) -->
275 <div id="Container">
276     <div id="AjaxLoading"></div>
277 
278     <div id="Outer">
279         <div id="Header">
280 
281             <div id="TopMenu">
282                 <ul style="display: none;">
283 
284                     <li><a href="https://sheaolein.com/giftcertificates.php">Gift Certificates</a></li>
285                     <li style="display: none;"><a href="https://sheaolein.com/wishlist.php">Wish Lists</a></li>
286                     <li style="display: none;"><a href="https://sheaolein.com/account.php">My Account</a></li>
287                     <li style="display: none;">
288                         <div>
289                             <a href="https://sheaolein.com/login.php" onclick=">Sign in</a> or <a href='https://sheaolein.com/login.php?action=create_account' onclick='>Create an account</a>
290                         </div>
291                     </li>
292                 </div>
293                 <div class="Block Moveable Panel" id="SideCurrencySelector" style="display: none;"></div>
294                 <li style="display: none;">
295                     <div class="CartLink"><a href="https://sheaolein.com/cart.php"><span> (1 item) </span></a></div>
296                 </li>
297                 <li style="display: none;" class="HeaderLiveChat">
298 
299             </ul>
300         </div>
301     </div>
302 
303     <div id="Content">
304         <div id="PageHeader">
305             <h1>Sheaolein.com</h1>
306             <div>
307                 <img alt="Sheaolein logo" data-bbox="113 111 150 150" />
308                 <span>Sheaolein.com</span>
309             </div>
310             <div>
311                 <span>Your #1 Source for Quality Products</span>
312             </div>
313         </div>
314 
315         <div id="PageContent">
316             <div>
317                 <h2>Cart</h2>
318                 <table border="1">
319                     <thead>
320                         <tr>
321                             <th>Product</th>
322                             <th>Quantity</th>
323                             <th>Price</th>
324                         </tr>
325                     </thead>
326                     <tbody>
327                         <tr>
328                             <td>Product 1</td>
329                             <td>1</td>
330                             <td>$10.00</td>
331                         </tr>
332                         <tr>
333                             <td>Product 2</td>
334                             <td>1</td>
335                             <td>$10.00</td>
336                         </tr>
337                         <tr>
338                             <td>Product 3</td>
339                             <td>1</td>
340                             <td>$10.00</td>
341                         </tr>
342                         <tr>
343                             <td>Product 4</td>
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345                             <td>$10.00</td>
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351                         </tr>
352                         <tr>
353                             <td>Product 6</td>
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355                             <td>$10.00</td>
356                         </tr>
357                         <tr>
358                             <td>Product 7</td>
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362                         <tr>
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368                             <td>Product 9</td>
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373                             <td>Product 10</td>
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390                             <td>$10.00</td>
391                         </tr>
392                         <tr>
393                             <td>Product 14</td>
394                             <td>1</td>
395                             <td>$10.00</td>
396                         </tr>
397                         <tr>
398                             <td>Product 15</td>
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400                             <td>$10.00</td>
401                         </tr>
402                         <tr>
403                             <td>Product 16</td>
404                             <td>1</td>
405                             <td>$10.00</td>
406                         </tr>
407                         <tr>
408                             <td>Product 17</td>
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483                             <td>Product 32</td>
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498                             <td>Product 35</td>
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503                             <td>Product 36</td>
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513                             <td>Product 38</td>
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523                             <td>Product 40</td>
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613                             <td>Product 58</td>
614                             <td>1</td>
615                             <td>$10.00</td>
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618                             <td>Product 59</td>
619                             <td>1</td>
620                             <td>$10.00</td>
621                         </tr>
622                         <tr>
623                             <td>Product 60</td>
624                             <td>1</td>
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626                         </tr>
627                         <tr>
628                             <td>Product 61</td>
629                             <td>1</td>
630                             <td>$10.00</td>
631                         </tr>
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633                             <td>Product 62</td>
634                             <td>1</td>
635                             <td>$10.00</td>
636                         </tr>
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638                             <td>Product 63</td>
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641                         </tr>
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644                             <td>1</td>
645                             <td>$10.00</td>
646                         </tr>
647                         <tr>
648                             <td>Product 65</td>
649                             <td>1</td>
650                             <td>$10.00</td>
651                         </tr>
652                         <tr>
653                             <td>Product 66</td>
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655                             <td>$10.00</td>
656                         </tr>
657                         <tr>
658                             <td>Product 67</td>
659                             <td>1</td>
660                             <td>$10.00</td>
661                         </tr>
662                         <tr>
663                             <td>Product 68</td>
664                             <td>1</td>
665                             <td>$10.00</td>
666                         </tr>
667                         <tr>
668                             <td>Product 69</td>
669                             <td>1</td>
670                             <td>$10.00</td>
671                         </tr>
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673                             <td>Product 70</td>
674                             <td>1</td>
675                             <td>$10.00</td>
676                         </tr>
677                         <tr>
678                             <td>Product 71</td>
679                             <td>1</td>
680                             <td>$10.00</td>
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688                             <td>Product 73</td>
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691                         </tr>
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699                             <td>1</td>
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701                         </tr>
702                         <tr>
703                             <td>Product 76</td>
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706                         </tr>
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708                             <td>Product 77</td>
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711                         </tr>
712                         <tr>
713                             <td>Product 78</td>
714                             <td>1</td>
715                             <td>$10.00</td>
716                         </tr>
717                         <tr>
718                             <td>Product 79</td>
719                             <td>1</td>
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721                         </tr>
722                         <tr>
723                             <td>Product 80</td>
724                             <td>1</td>
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726                         </tr>
727                         <tr>
728                             <td>Product 81</td>
729                             <td>1</td>
730                             <td>$10.00</td>
731                         </tr>
732                         <tr>
733                             <td>Product 82</td>
734                             <td>1</td>
735                             <td>$10.00</td>
736                         </tr>
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740                             <td>$10.00</td>
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745                             <td>$10.00</td>
746                         </tr>
747                         <tr>
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749                             <td>1</td>
750                             <td>$10.00</td>
751                         </tr>
752                         <tr>
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755                             <td>$10.00</td>
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761                         </tr>
762                         <tr>
763                             <td>Product 88</td>
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765                             <td>$10.00</td>
766                         </tr>
767                         <tr>
768                             <td>Product 89</td>
769                             <td>1</td>
770                             <td>$10.00</td>
771                         </tr>
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773                             <td>Product 90</td>
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782                         <tr>
783                             <td>Product 92</td>
784                             <td>1</td>
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786                         </tr>
787                         <tr>
788                             <td>Product 93</td>
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791                         </tr>
792                         <tr>
793                             <td>Product 94</td>
794                             <td>1</td>
795                             <td>$10.00</td>
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799                             <td>1</td>
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801                         </tr>
802                         <tr>
803                             <td>Product 96</td>
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811                         </tr>
812                         <tr>
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815                             <td>$10.00</td>
816                         </tr>
817                         <tr>
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819                             <td>1</td>
820                             <td>$10.00</td>
821                         </tr>
822                         <tr>
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824                             <td>1</td>
825                             <td>$10.00</td>
826                         </tr>
827                         <tr>
828                             <td>Product 101</td>
829                             <td>1</td>
830                             <td>$10.00</td>
831                         </tr>
832                         <tr>
833                             <td>Product 102</td>
834                             <td>1</td>
835                             <td>$10.00</td>
836                         </tr>
837                         <tr>
838                             <td>Product 103</td>
839                             <td>1</td>
840                             <td>$10.00</td>
841                         </tr>
842                         <tr>
843                             <td>Product 104</td>
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846                         </tr>
847                         <tr>
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849                             <td>1</td>
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851                         </tr>
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853                             <td>Product 106</td>
854                             <td>1</td>
855                             <td>$10.00</td>
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859                             <td>1</td>
860                             <td>$10.00</td>
861                         </tr>
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863                             <td>Product 108</td>
864                             <td>1</td>
865                             <td>$10.00</td>
866                         </tr>
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868                             <td>Product 109</td>
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870                             <td>$10.00</td>
871                         </tr>
872                         <tr>
873                             <td>Product 110</td>
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875                             <td>$10.00</td>
876                         </tr>
877                         <tr>
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879                             <td>1</td>
880                             <td>$10.00</td>
881                         </tr>
882                         <tr>
883                             <td>Product 112</td>
884                             <td>1</td>
885                             <td>$10.00</td>
886                         </tr>
887                         <tr>
888                             <td>Product 113</td>
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891                         </tr>
892                         <tr>
893                             <td>Product 114</td>
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895                             <td>$10.00</td>
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897                         <tr>
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899                             <td>1</td>
900                             <td>$10.00</td>
901                         </tr>
902                         <tr>
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907                         <tr>
908                             <td>Product 117</td>
909                             <td>1</td>
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915                             <td>$10.00</td>
916                         </tr>
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919                             <td>1</td>
920                             <td>$10.00</td>
921                         </tr>
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923                             <td>Product 120</td>
924                             <td>1</td>
925                             <td>$10.00</td>
926                         </tr>
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929                             <td>1</td>
930                             <td>$10.00</td>
931                         </tr>
932                         <tr>
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934                             <td>1</td>
935                             <td>$10.00</td>
936                         </tr>
937                         <tr>
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939                             <td>1</td>
940                             <td>$10.00</td>
941                         </tr>
942                         <tr>
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944                             <td>1</td>
945                             <td>$10.00</td>
946                         </tr>
947                         <tr>
948                             <td>Product 125</td>
949                             <td>1</td>
950                             <td>$10.00</td>
951                         </tr>
952                         <tr>
953                             <td>Product 126</td>
954                             <td>1</td>
955                             <td>$10.00</td>
956                         </tr>
957                         <tr>
958                             <td>Product 127</td>
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961                         </tr>
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963                             <td>Product 128</td>
964                             <td>1</td>
965                             <td>$10.00</td>
966                         </tr>
967                         <tr>
968                             <td>Product 129</td>
969                             <td>1</td>
970                             <td>$10.00</td>
971                         </tr>
972                         <tr>
973                             <td>Product 130</td>
974                             <td>1</td>
975                             <td>$10.00</td>
976                         </tr>
977                         <tr>
978                             <td>Product 131</td>
979                             <td>1</td>
980                             <td>$10.00</td>
981                         </tr>
982                         <tr>
983                             <td>Product 132</td>
984                             <td>1</td>
985                             <td>$10.00</td>
986                         </tr>
987                         <tr>
988                             <td>Product 133</td>
989                             <td>1</td>
990                             <td>$10.00</td>
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998                             <td>Product 135</td>
999                             <td>1</td>
1000                            <td>$10.00</td>
1001                         </tr>
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1006                         </tr>
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1009                             <td>1</td>
1010                            <td>$10.00</td>
1011                         </tr>
1012                         <tr>
1013                             <td>Product 138</td>
1014                             <td>1</td>
1015                            <td>$10.00</td>
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1017                         <tr>
1018                             <td>Product 139</td>
1019                             <td>1</td>
1020                            <td>$10.00</td>
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1022                         <tr>
1023                             <td>Product 140</td>
1024                             <td>1</td>
1025                            <td>$10.00</td>
1026                         </tr>
1027                         <tr>
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1029                             <td>1</td>
1030                            <td>$10.00</td>
1031                         </tr>
1032                         <tr>
1033                             <td>Product 142</td>
1034                             <td>1</td>
1035                            <td>$10.00</td>
1036                         </tr>
103
```

Google Ads

1. One campaign setup per person.

1. Make sure you select a **SEARCH** campaign and that you UNCHECK the options for including Google search partners and the Google Display Network. Both of these options will unnecessarily drive up your costs.
2. Under Bidding, your bid strategy must be set to focus on clicks and you should select "**Select a bid strategy directly**". Then, under manual bid strategies, you will select **Manual CPC**.

All six campaigns in the screenshot below.

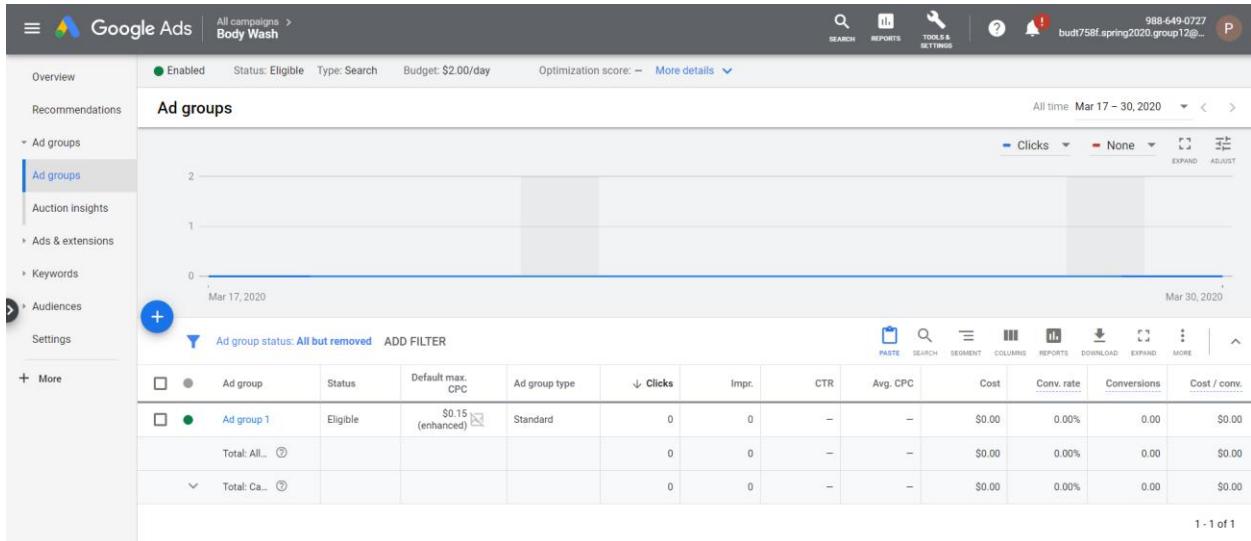


The screenshot shows the Google Ads interface with the 'All campaigns' report. The left sidebar is collapsed. The main area displays a table of campaigns. The table has the following columns: Campaign, Budget, Status, Optimization score, Campaign type, Clicks, Impr., CTR, Avg. CPC, Cost, Conv. rate, and Conversions. There are six rows in the table, each representing a campaign: 'sheaolein/essential-oils', 'Disinfectant', 'Body Wash', 'Whipped Shea Butter', 'Bar Soap', and 'Lotion'. All campaigns are set to a \$2.00/day budget, are eligible, and are of the 'Search' type. The 'sheaolein/essential-oils' campaign has the highest CTR at 0.00%. The 'Total: All but removed campaigns' row shows 0 clicks, 0 impressions, and 0 conversions. The 'Total: Account' row shows a budget of \$10.00/day.

Campaign	Budget	Status	Optimization score	Campaign type	Clicks	Impr.	CTR	Avg. CPC	Cost	Conv. rate	Conversions
sheaolein/essential-oils	\$2.00/day	Eligible	—	Search	0	0	—	\$0.00	0.00%	0.00	
Disinfectant	\$2.00/day	Paused	—	Search	0	0	—	\$0.00	0.00%	0.00	
Body Wash	\$2.00/day	Eligible	—	Search	0	0	—	\$0.00	0.00%	0.00	
Whipped Shea Butter	\$2.00/day	Eligible	—	Search	0	0	—	\$0.00	0.00%	0.00	
Bar Soap	\$2.00/day	Eligible	—	Search	0	0	—	\$0.00	0.00%	0.00	
Lotion	\$2.00/day	Eligible	—	Search	0	0	—	\$0.00	0.00%	0.00	
Total: All but removed campaigns			—		0	0	—	\$0.00	0.00%	0.00	
Total: Account	\$10.00/d...		—		0	0	—	\$0.00	0.00%	0.00	

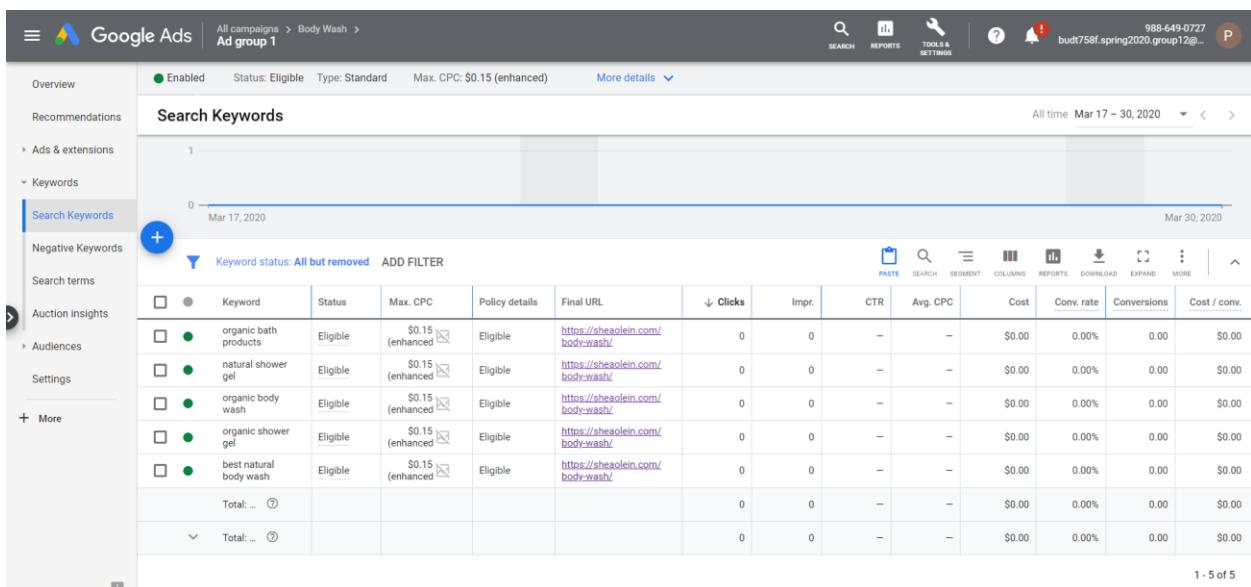
2. At least one ad group setup per person with a minimum of five keywords added to it.

Pandey, Pratik



Google Ads interface showing the 'Ad groups' section for the 'Body Wash' campaign. The sidebar on the left is collapsed. The main area displays a table with one row for 'Ad group 1'. The table includes columns for Ad group, Status, Default max. CPC, Ad group type, Clicks, Impr., CTR, Avg. CPC, Cost, Conv. rate, Conversions, and Cost / conv.

Ad group	Status	Default max. CPC	Ad group type	Clicks	Impr.	CTR	Avg. CPC	Cost	Conv. rate	Conversions	Cost / conv.
Ad group 1	Eligible	\$0.15 (enhanced)	Standard	0	0	—	\$0.00	0.00%	0.00	\$0.00	
Total: All...				0	0	—	\$0.00	0.00%	0.00	\$0.00	
Total: Ca...				0	0	—	\$0.00	0.00%	0.00	\$0.00	



Google Ads interface showing the 'Search Keywords' section for 'Ad group 1'. The sidebar on the left is collapsed. The main area displays a table with multiple rows of keywords. The table includes columns for Keyword, Status, Max. CPC, Policy details, Final URL, Clicks, Impr., CTR, Avg. CPC, Cost, Conv. rate, Conversions, and Cost / conv.

Keyword	Status	Max. CPC	Policy details	Final URL	Clicks	Impr.	CTR	Avg. CPC	Cost	Conv. rate	Conversions	Cost / conv.
organic bath products	Eligible	\$0.15 (enhanced)	Eligible	https://sheaplein.com/body-wash/	0	0	—	\$0.00	0.00%	0.00	\$0.00	
natural shower gel	Eligible	\$0.15 (enhanced)	Eligible	https://sheaplein.com/body-wash/	0	0	—	\$0.00	0.00%	0.00	\$0.00	
organic body wash	Eligible	\$0.15 (enhanced)	Eligible	https://sheaplein.com/body-wash/	0	0	—	\$0.00	0.00%	0.00	\$0.00	
organic shower gel	Eligible	\$0.15 (enhanced)	Eligible	https://sheaplein.com/body-wash/	0	0	—	\$0.00	0.00%	0.00	\$0.00	
best natural body wash	Eligible	\$0.15 (enhanced)	Eligible	https://sheaplein.com/body-wash/	0	0	—	\$0.00	0.00%	0.00	\$0.00	
Total: ...					0	0	—	\$0.00	0.00%	0.00	\$0.00	
Total: ...					0	0	—	\$0.00	0.00%	0.00	\$0.00	

Prasad, Manasvi

Google Ads | All campaigns > Bar Soap

Overview Status: Eligible Type: Search Budget: \$2.00/day Optimization score: — More details ▾

SEARCH REPORTS TOOLS & SETTINGS ? ! bud758f.spring2020.group12@...

Ad groups Ad groups Auction insights Ads & extensions Keywords Audiences Placements Settings + More

Ad groups Ad group Status Default max. CPC Ad group type Clicks Impr. CTR Avg. CPC Cost Conv. rate Conversions Cost / conv.

Ad group 1 Eligible \$0.30 (enhanced) Standard 0 0 — \$0.00 0.00% 0.00 \$0.00

Total: All... ⑦ 0 0 — \$0.00 0.00% 0.00 \$0.00

Total: Ca... ⑦ 0 0 — \$0.00 0.00% 0.00 \$0.00

1 - 1 of 1

Reporting is not real-time. Time zone for all dates and times: (GMT-04:00) Eastern Time. [Learn more](#)

Google Ads | All campaigns > Bar Soap > Bar Soap

Overview Status: Eligible Type: Standard Max. CPC: \$0.30 (enhanced) More details ▾

SEARCH REPORTS TOOLS & SETTINGS ? ! bud758f.spring2020.group12@...

Ad groups Ad groups Auction insights Placements Settings + More

Search Keywords Keyword Status Max. CPC Policy details Final URL Clicks Impr. CTR Avg. CPC Cost Conv. rate Conversions Cost / conv.

+Shea +Butter Eligible \$0.27 (enhanced) Eligible — 0 0 — \$0.00 0.00% 0.00 \$0.00

Natural Soap Eligible \$0.15 (enhanced) Eligible — 0 0 — \$0.00 0.00% 0.00 \$0.00

+african +black Eligible \$0.20 (enhanced) Eligible — 0 0 — \$0.00 0.00% 0.00 \$0.00

+shea +butter +soap Eligible \$0.18 (enhanced) Eligible — 0 0 — \$0.00 0.00% 0.00 \$0.00

Aromatherapy Soap Eligible \$0.20 (enhanced) Eligible — 0 0 — \$0.00 0.00% 0.00 \$0.00

Milk Soap Eligible \$0.20 (enhanced) Eligible — 0 0 — \$0.00 0.00% 0.00 \$0.00

+african +black Eligible \$0.23 (enhanced) Eligible — 0 0 — \$0.00 0.00% 0.00 \$0.00

+Natural +soap Eligible \$0.19 (enhanced) Eligible — 0 0 — \$0.00 0.00% 0.00 \$0.00

+African +Black Eligible \$0.20 (enhanced) Eligible — 0 0 — \$0.00 0.00% 0.00 \$0.00

Natural bath products Eligible \$0.15 (enhanced) Eligible — 0 0 — \$0.00 0.00% 0.00 \$0.00

Total: ... ⑦ 0 0 — \$0.00 0.00% 0.00 \$0.00

Qiyuan, Peng

Google Ads | All campaigns > sheaolein/essential-oils

Enabled Status: Eligible Type: Search Budget: \$2.00/day Optimization score: — More details

SEARCH REPORTS TOOLS & SETTINGS

988-649-0727 budt758f.spring2020.group12@...

Overview Recommendations Ad groups Ad groups Auction insights Ads & extensions Keywords Audiences Placements Settings + More

Ad groups

Ad group status: All but removed ADD FILTER

Clicks None EXPAND ADJUST

Mar 17, 2020 Mar 30, 2020

+

Ad group Status Default max. CPC Ad group type Clicks Impr. CTR Avg. CPC Cost Conv. rate Conversions Cost / conv.

Peng_Essential Oil Eligible \$0.20 (enhanced) Standard 0 0 — \$0.00 0.00% 0.00 \$0.00

Essential Oil Eligible \$0.20 (enhanced) Standard 0 0 — \$0.00 0.00% 0.00 \$0.00

Total: All... 0 0 — \$0.00 0.00% 0.00 \$0.00

Total: Ca... 0 0 — \$0.00 0.00% 0.00 \$0.00

1 - 2 of 2

Google Ads | All campaigns > sheaolein/essential-oils > Peng_Essential Oil

Enabled Status: Eligible Type: Standard Max. CPC: \$0.20 (enhanced) More details

SEARCH REPORTS TOOLS & SETTINGS

988-649-0727 budt758f.spring2020.group12@...

Overview Recommendations Ads & extensions Keywords Search Keywords

Search terms Negative Keywords Auction insights Audiences Placements Settings + More

Search Keywords

Keyword status: All but removed ADD FILTER

SEARCH SEGMENT COLUMNS REPORTS D

+

Keyword Status Max. CPC Policy details Final URL Clicks Impr. CTR

essential oils Paused \$0.20 (enhance) Eligible <https://sheaolein.com/essential-oils/> 0 0 —

lavender oil Paused \$0.20 (enhance) Eligible <https://sheaolein.com/essential-oils/> 0 0 —

lavender essential oil Paused \$0.20 (enhance) Eligible <https://sheaolein.com/essential-oils/> 0 0 —

oil diffuser Paused \$0.20 (enhance) Eligible <https://sheaolein.com/essential-oils/> 0 0 —

organic essential oils Paused \$0.20 (enhance) Eligible <https://sheaolein.com/essential-oils/> 0 0 —

pure lavender oil Paused \$0.20 (enhance) Eligible <https://sheaolein.com/essential-oils/> 0 0 —

Kogta, Sushil

Google Ads | All campaigns > Disinfectant

Paused Type: Search Budget: \$2.00/day More details ▾

SEARCH REPORTS TOOLS & SETTINGS ? ! budt758f.spring2020.group12@...

Overview Ad groups Auction insights Ads & extensions Keywords Audiences Settings + More

Ad groups

Ad group status: All but removed ADD FILTER

Clicks Impr. CTR Avg. CPC Cost Conv. rate Conversions Cost / conv.

Mar 17, 2020 Mar 30, 2020

1 - 1 of 1

Ad group	Status	Default max. CPC	Ad group type	Clicks	Impr.	CTR	Avg. CPC	Cost	Conv. rate	Conversions	Cost / conv.
Disinfectant	Campaign paused	\$0.20 (enhanced)	Standard	0	0	—	\$0.00	0.00%	0.00	\$0.00	
Total: All...				0	0	—	\$0.00	0.00%	0.00	\$0.00	
Total: Ca...				0	0	—	\$0.00	0.00%	0.00	\$0.00	

Google Ads | All campaigns > Disinfectant

Paused Type: Standard Max. CPC: \$0.20 (enhanced) More details ▾

SEARCH REPORTS TOOLS & SETTINGS ? ! budt758f.spring2020.group12@...

Overview Ad groups Auction insights Settings + More

Search Keywords

Keyword status: All but removed ADD FILTER

Clicks Impr. CTR Avg. CPC Cost Conv. rate Conversions Cost / conv.

Mar 17, 2020 Mar 30, 2020

1 - 1 of 1

Keyword	Status	Max. CPC	Policy details	Final URL	Clicks	Impr.	CTR	Avg. CPC	Cost	Conv. rate	Conversions	Cost / conv.
Aloe Vera	Campaign paused	\$0.20 (enhanced)	Eligible	—	0	0	—	\$0.00	0.00%	0.00	\$0.00	
hand sanitizer	Campaign paused	\$0.20 (enhanced)	Eligible	—	0	0	—	\$0.00	0.00%	0.00	\$0.00	
Kills bacteria	Campaign paused	\$0.20 (enhanced)	Eligible	—	0	0	—	\$0.00	0.00%	0.00	\$0.00	
disinfecting hand sanitizer	Campaign paused	\$0.20 (enhanced)	Eligible	—	0	0	—	\$0.00	0.00%	0.00	\$0.00	
Disinfectant gel	Campaign paused	\$0.20 (enhanced)	Eligible	—	0	0	—	\$0.00	0.00%	0.00	\$0.00	
Total: ...					0	0	—	\$0.00	0.00%	0.00	\$0.00	
Total: ...					0	0	—	\$0.00	0.00%	0.00	\$0.00	

Poipatla, Nihal

Google Ads | All campaigns > Whipped Shea Butter

Enabled Status: Eligible Type: Search Budget: \$2.00/day Optimization score: — More details

SEARCH REPORTS TOOLS & SETTINGS

988-649-0727 budt758f.spring2020.group12@...

Overview Recommendations Ad groups Ad groups Auction insights Ads & extensions Keywords Audiences Settings + More

Ad groups

0 Mar 17, 2020 Mar 30, 2020

Ad group status: All but removed ADD FILTER

PASTE SEARCH SEGMENT COLUMNS REPORTS DOWNLOAD EXPAND MORE

Ad group	Status	Default max. CPC	Ad group type	Clicks	Impr.	CTR	Avg. CPC	Cost	Conv. rate	Conversions	Cost / conv.
Shea Butter	Eligible	\$0.09 (enhanced)	Standard	0	0	—	\$0.00	\$0.00	0.00%	0.00	\$0.00
Raw Shea Butter	Eligible	\$0.09 (enhanced)	Standard	0	0	—	\$0.00	\$0.00	0.00%	0.00	\$0.00
Organic Shea Butter	Eligible	\$0.08 (enhanced)	Standard	0	0	—	\$0.00	\$0.00	0.00%	0.00	\$0.00
Organic Cocoa Butter	Eligible	\$0.08 (enhanced)	Standard	0	0	—	\$0.00	\$0.00	0.00%	0.00	\$0.00
Aloe Shea Butter	Eligible	\$0.09 (enhanced)	Standard	0	0	—	\$0.00	\$0.00	0.00%	0.00	\$0.00
Total: All...				0	0	—	\$0.00	\$0.00	0.00%	0.00	\$0.00
Total: Ca...				0	0	—	\$0.00	\$0.00	0.00%	0.00	\$0.00

1 - 5 of 5

Google Ads | All campaigns > Whipped Shea Butter > Shea Butter

Enabled Status: Eligible Type: Standard Max. CPC: \$0.09 (enhanced) More details

SEARCH REPORTS TOOLS & SETTINGS

988-649-0727 budt758f.spring2020.group12@...

Overview Recommendations Ads & extensions Keywords Search Keywords Auction insights Search terms Audiences Settings + More

Search Keywords

1 Mar 17, 2020 Mar 30, 2020

Keyword status: All but removed ADD FILTER

PASTE SEARCH SEGMENT COLUMNS REPORTS DOWNLOAD EXPAND MORE

Keyword	Status	Max. CPC	Policy details	Final URL	Clicks	Impr.	CTR	Avg. CPC	Cost	Conv. rate	Conversions	Cost / conv.
Shea Butter	Eligible	\$0.09 (enhanced)	Eligible	—	0	0	—	\$0.00	\$0.00	0.00%	0.00	\$0.00
Raw Shea Butter	Eligible	\$0.09 (enhanced)	Eligible	—	0	0	—	\$0.00	\$0.00	0.00%	0.00	\$0.00
Organic Shea Butter	Eligible	\$0.09 (enhanced)	Eligible	—	0	0	—	\$0.00	\$0.00	0.00%	0.00	\$0.00
Organic Cocoa Butter	Eligible	\$0.08 (enhanced)	Eligible	—	0	0	—	\$0.00	\$0.00	0.00%	0.00	\$0.00
Aloe Shea Butter	Eligible	\$0.09 (enhanced)	Eligible	—	0	0	—	\$0.00	\$0.00	0.00%	0.00	\$0.00
Total: ...					0	0	—	\$0.00	\$0.00	0.00%	0.00	\$0.00
Total: ...					0	0	—	\$0.00	\$0.00	0.00%	0.00	\$0.00

1 - 5 of 5

Sharma, Sakshi

Google Ads | All campaigns > Lotion

Overview Status: Enabled Type: Search Budget: \$2.00/day Optimization score: - More details

Ad groups

2

1

0

Mar 17, 2020 Mar 30, 2020

Ad group status: All but removed ADD FILTER

PASTE SEARCH SEGMENT COLUMNS REPORTS DOWNLOAD EXPAND MORE

Ad group	Status	Default max. CPC	Ad group type	Clicks	Impr.	CTR	Avg. CPC	Cost	Conv. rate	Conversions	Cost / conv.
Ad group 1	Eligible	\$0.15 (enhanced)	Standard	0	0	-	\$0.00	0.00%	0.00	\$0.00	
Total: All...				0	0	-	\$0.00	0.00%	0.00	\$0.00	
Total: Ca...				0	0	-	\$0.00	0.00%	0.00	\$0.00	

Reporting is not real-time. Time zone for all dates and times: (GMT-04:00) Eastern Time. [Learn more](#)

Some inventory may be provided through third party intermediaries.

Google Ads | All campaigns > Lotion > Ad group 1

Overview Status: Enabled Type: Standard Max. CPC: \$0.15 (enhanced) More details

Search Keywords

1

0

Mar 17, 2020 Mar 30, 2020

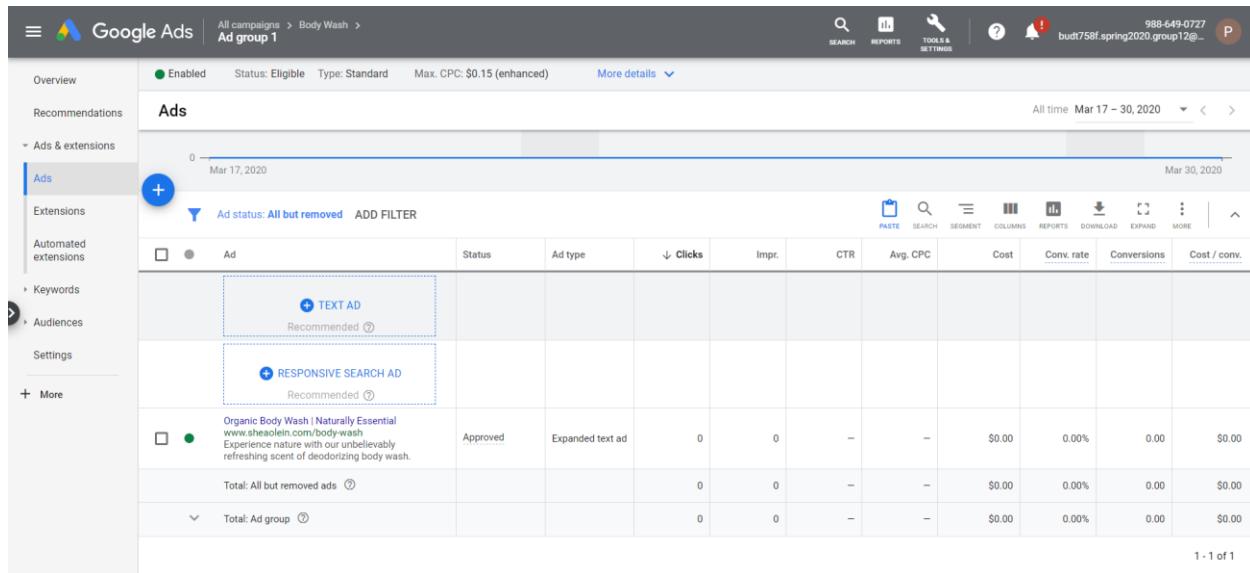
Keyword status: All but removed ADD FILTER

PASTE SEARCH SEGMENT COLUMNS REPORTS DOWNLOAD EXPAND MORE

Keyword	Status	Max. CPC	Policy details	Final URL	Clicks	Impr.	CTR	Avg. CPC	Cost	Conv. rate	Conversions	Cost / conv.
Skincare	Eligible	\$0.15 (enhanced)	Eligible	-	0	0	-	\$0.00	0.00%	0.00	\$0.00	
Milk Body Lotion	Eligible	\$0.15 (enhanced)	Eligible	-	0	0	-	\$0.00	0.00%	0.00	\$0.00	
Hydrating lotion	Eligible	\$0.15 (enhanced)	Eligible	-	0	0	-	\$0.00	0.00%	0.00	\$0.00	
Butter Body Lotion	Eligible	\$0.15 (enhanced)	Eligible	-	0	0	-	\$0.00	0.00%	0.00	\$0.00	
Shea Butter lotion	Eligible	\$0.15 (enhanced)	Eligible	-	0	0	-	\$0.00	0.00%	0.00	\$0.00	
Total: ...					0	0	-	\$0.00	0.00%	0.00	\$0.00	
Total: ...					0	0	-	\$0.00	0.00%	0.00	\$0.00	

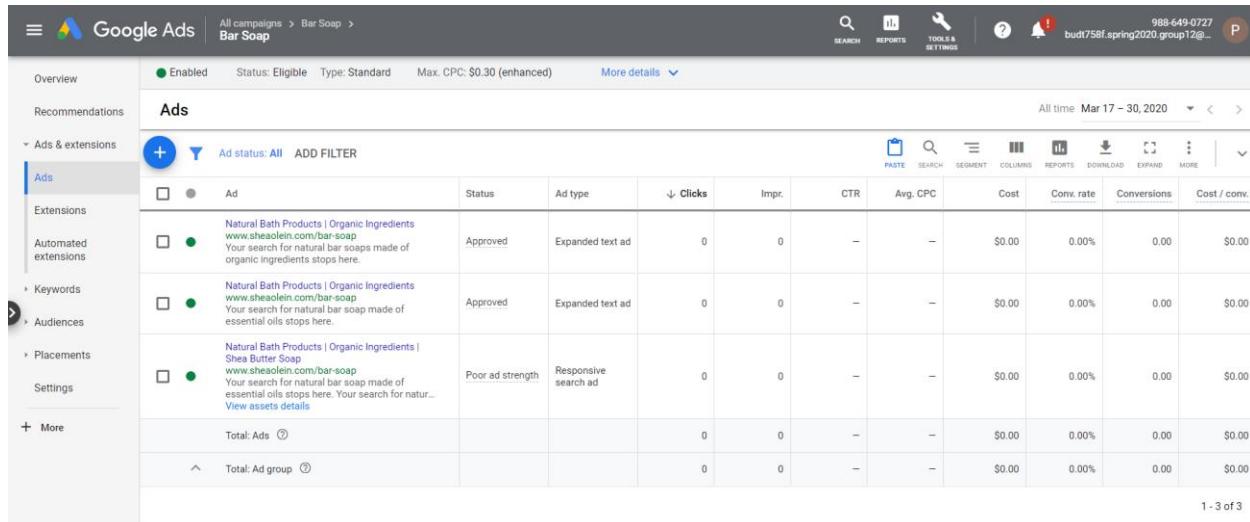
3. At least one text ad. Make sure you are not having Google select which ads to run once you have setup multiple ads. Part of your campaign will be you selecting which ads to run and when.

Pandey, Pratik



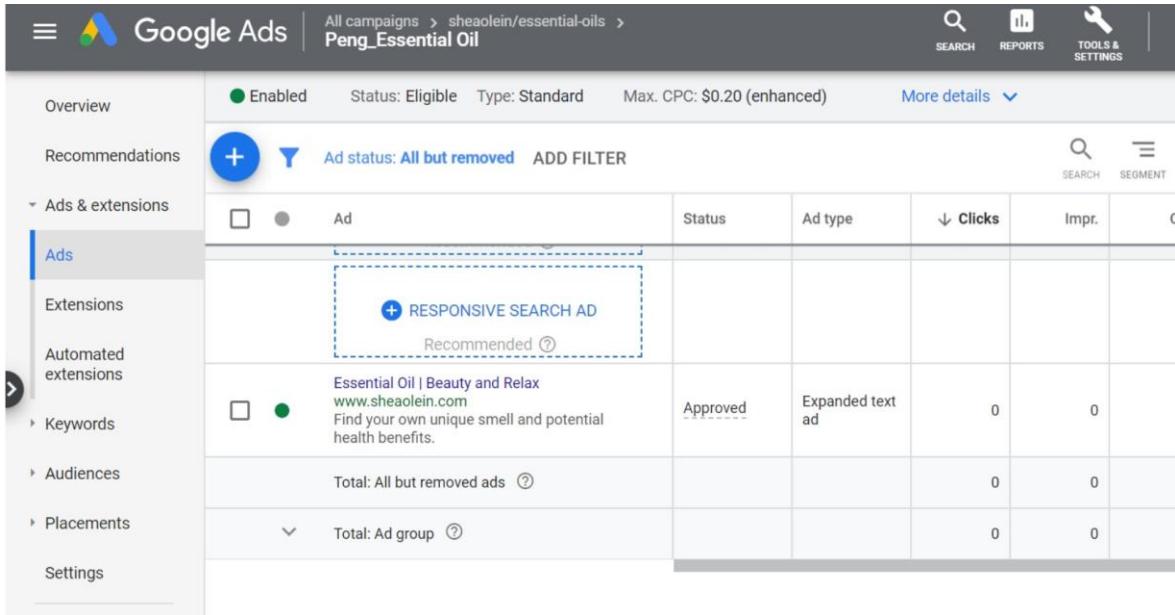
The screenshot shows the Google Ads interface for a 'Body Wash' campaign. The left sidebar is collapsed. The main area displays a table of ads. At the top of the table, two recommended ads are highlighted with dashed blue boxes: a 'TEXT AD' and a 'RESPONSIVE SEARCH AD', both labeled 'Recommended'. Below these, a single 'Organic Body Wash | Naturally Essential' ad is listed, which is also recommended. The table includes columns for Ad, Status, Ad type, Clicks, Impr., CTR, Avg. CPC, Cost, Conv. rate, Conversions, and Cost / conv. The status for the single ad is 'Approved' and it is an 'Expanded text ad'. The total for the ad group is \$0.00.

Prasad, Manasvi



The screenshot shows the Google Ads interface for a 'Bar Soap' campaign. The left sidebar is collapsed. The main area displays a table of ads. At the top of the table, three recommended ads are highlighted with dashed blue boxes: 'Natural Bath Products | Organic Ingredients', 'Natural Bath Products | Organic Ingredients', and 'Natural Bath Products | Organic Ingredients | Shea Butter Soap'. The first two are 'Expanded text ads' and the third is a 'Responsive search ad', all labeled 'Recommended'. The total for the ad group is \$0.00.

Qiyuan, Peng



Google Ads | All campaigns > sheaolein/essential-oils > Peng_Essential Oil

SEARCH REPORTS TOOLS & SETTINGS

Overview Enabled Status: Eligible Type: Standard Max. CPC: \$0.20 (enhanced) More details

Recommendations Ad status: All but removed ADD FILTER

Ads & extensions Ads

Ad

+ RESPONSIVE SEARCH AD Recommended

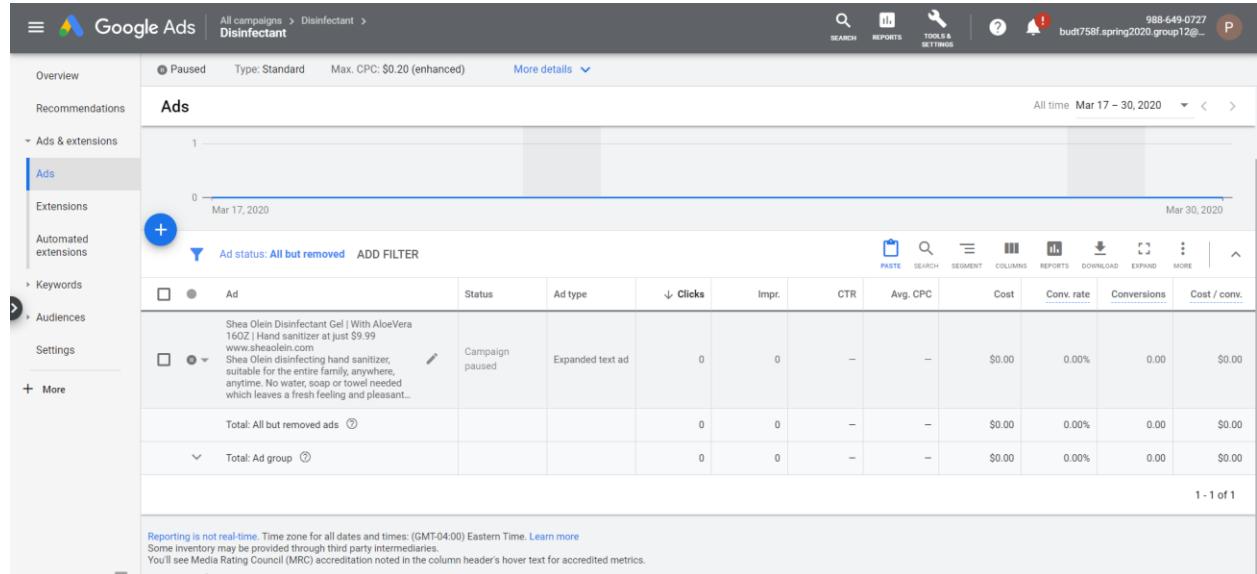
Essential Oil | Beauty and Relax
www.sheaolein.com
Find your own unique smell and potential health benefits.

Approved Expanded text ad 0 0

Total: All but removed ads

Total: Ad group

Kogta, Sushil



Google Ads | All campaigns > Disinfectant > Disinfectant

SEARCH REPORTS TOOLS & SETTINGS

988-649-0727 budt758f.spring2020.group12@...

Overview Paused Type: Standard Max. CPC: \$0.20 (enhanced) More details

Ads

Ads & extensions Ads

Ad

+ RESPONSIVE SEARCH AD

Ad status: All but removed ADD FILTER

Shea Olein Disinfectant Gel | With AloeVera 16oz | Hand sanitizer at just \$9.99
www.sheaolein.com

Campaign paused Expanded text ad 0 0 - - \$0.00 0.00% 0.00 \$0.00

Total: All but removed ads

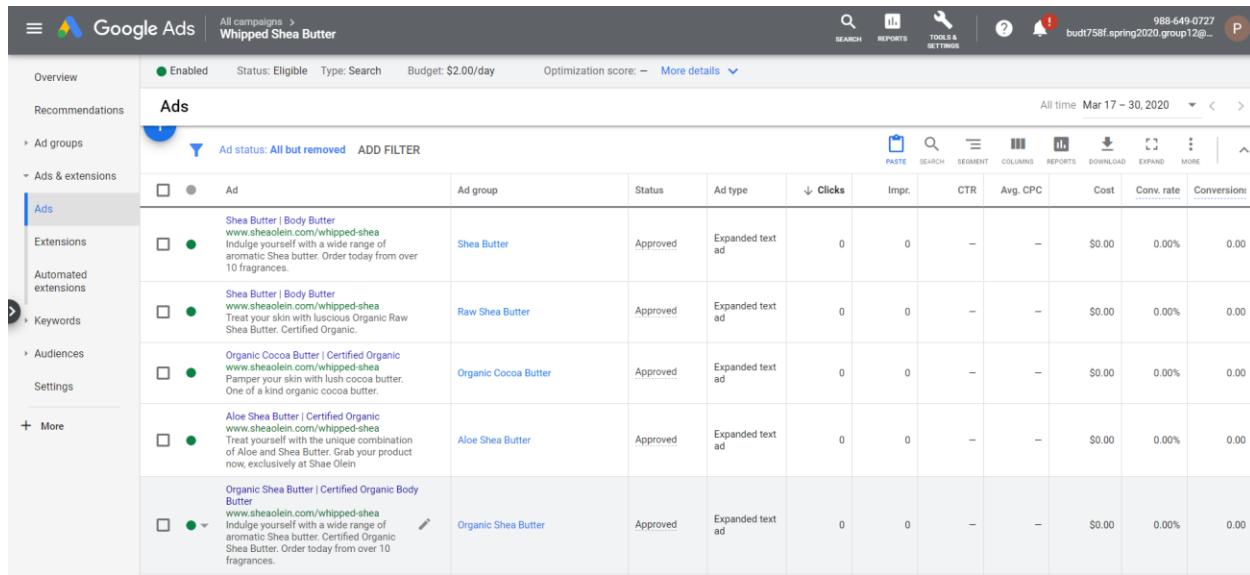
Total: Ad group

Reporting is not real-time. Time zone for all dates and times: (GMT-04:00) Eastern Time. [Learn more](#)

Some inventory may be provided through third party intermediaries.

You'll see Media Rating Council (MRC) accreditation noted in the column header's hover text for accredited metrics.

Poipatla, Nihal



Google Ads | All campaigns > Whipped Shea Butter

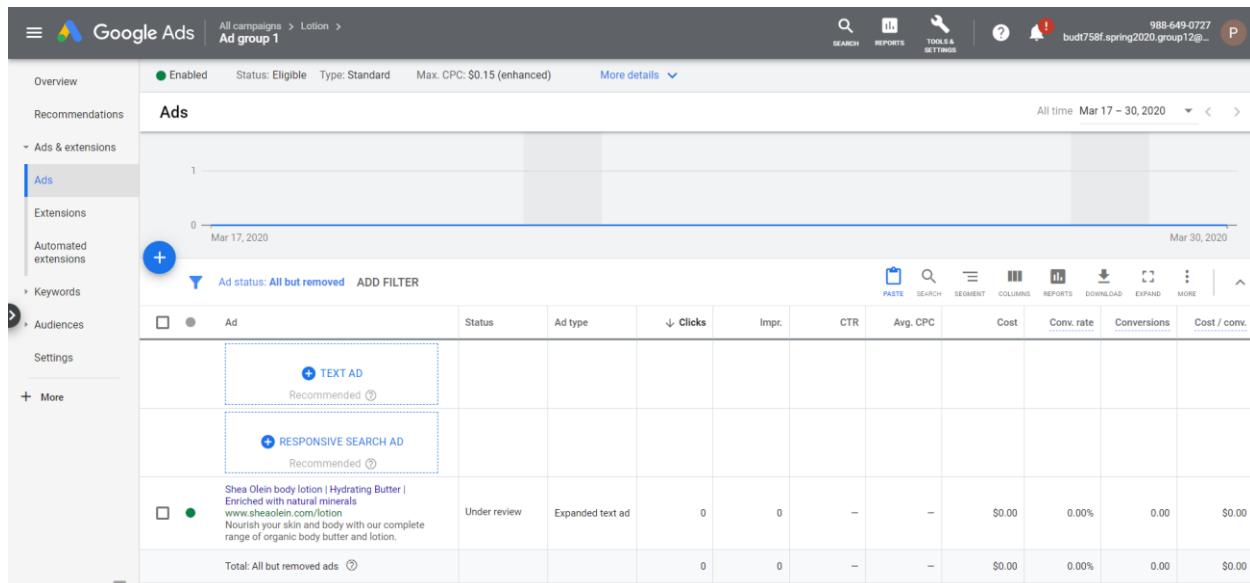
Overview | Status: Enabled | Status: Eligible | Type: Search | Budget: \$2.00/day | Optimization score: — | More details

Ads | Ad status: All but removed | ADD FILTER

Ad group | Status | Ad type | Clicks | Impr. | CTR | Avg. CPC | Cost | Conv. rate | Conversions

Ad group	Status	Ad type	Clicks	Impr.	CTR	Avg. CPC	Cost	Conv. rate	Conversions
Shea Butter Body Butter	Approved	Expanded text ad	0	0	—	—	\$0.00	0.00%	0.00
Shea Butter Body Butter	Approved	Expanded text ad	0	0	—	—	\$0.00	0.00%	0.00
Organic Cocoa Butter Certified Organic	Approved	Expanded text ad	0	0	—	—	\$0.00	0.00%	0.00
Aloe Shea Butter Certified Organic	Approved	Expanded text ad	0	0	—	—	\$0.00	0.00%	0.00
Organic Shea Butter Certified Organic Body Butter	Approved	Expanded text ad	0	0	—	—	\$0.00	0.00%	0.00

Sharma, Sakshi



Google Ads | All campaigns > Lotion > Ad group 1

Overview | Status: Enabled | Status: Eligible | Type: Standard | Max. CPC: \$0.15 (enhanced) | More details

Ads | Ad status: All but removed | ADD FILTER

Ad | Status | Ad type | Clicks | Impr. | CTR | Avg. CPC | Cost | Conv. rate | Conversions | Cost / conv.

Ad type	Clicks	Impr.	CTR	Avg. CPC	Cost	Conv. rate	Conversions	Cost / conv.	
TEXT AD	0	0	—	—	\$0.00	0.00%	0.00	\$0.00	
RESPONSIVE SEARCH AD	0	0	—	—	\$0.00	0.00%	0.00	\$0.00	
Shea Olein body lotion Hydrating Butter Enriched with natural minerals	Under review	Expanded text ad	0	0	—	—	\$0.00	0.00%	0.00
Total: All but removed ads	0	0	—	—	\$0.00	0.00%	0.00	\$0.00	