

Анализ рекламной компании

TOP ADS

TOP 10 HIGH ROI ADS

	Ad_ID ▾	Keyword	CPM	CTR	CPC	CPS	ROI%
1.	A3499	analytics for data	39.9802154...	3.759067927016927	1.063567251461988	60.62333333333333	980.4420740089076
2.	A3459	data anaytics training	32.1485836...	2.529841439515411	1.270774647887324	20.05	996.1485175949016
3.	A3399	data analytics course	44.8761951...	4.216719784260848	1.064244186046511	22.88125	986.04206500956
4.	A2660	data analytics course	33.2351316...	2.11747376173817	1.569565217391304	25.78571428571428	1005.263157894737
5.	A2585	learn data analytics	35.1376146...	3.786843646300996	0.92788659793814...	36.002	998.8278428976168
6.	A1976	data anaytics training	42.9697828...	2.927289896128423	1.467903225806451	20.224444444444444	987.2431600922974
7.	A1912	data anaytics training	30.9715918...	1.815431164901664	1.706018518518519	23.03125	977.8833107191316
8.	A1569	analytics for data	46.7164563...	3.811485964460469	1.225675675675676	45.35	983.792723263506
9.	A1188	data analitics online	54.2214944...	4.167907115212861	1.300928571428571	26.01857142857143	983.2921539559654
10.	A1043	data analitics online	48.6294006...	3.896801934963719	1.247931034482758	25.85	983.1721470019344

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TOP 10 by CTR

	Ad_ID ▾	Keyword	Device	CPM	CTR	CPC	CPS	ROI%
1.	A3512	learn data ana...	desktop	69,78	6,13	1,14	53,54	629,83
2.	A3328	data analytics ...	tablet	61,03	6,18	0,99	32,41	855,05
3.	A3115	data analitics ...	mobile	75,79	6,24	1,22	34,03	418,01
4.	A2705	data analitics ...	mobile	77,55	6,5	1,19	26,37	543,49
5.	A2348	data analytics ...	tablet	63,27	6,16	1,03	39,62	843,97
6.	A2283	data anaytics t...	mobile	65,76	6,25	1,05	51,33	545,88
7.	A2131	online data an...	mobile	68,7	6,14	1,12	31,15	576,88
8.	A1986	online data an...	tablet	69,23	6,24	1,11	34,97	822,61
9.	A1905	data analitics ...	desktop	73,04	6,25	1,17	37,21	441,02
10.	A1583	analytics for d...	tablet	77,58	6,55	1,18	25,94	488,59

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TOP 10 by CPS

	Ad_ID ▾	Keyword	Device	CPC	CPM	CPC	CPS	ROI%
1.	A3548	data analytics course	desktop	1,02	58,12	1,02	18,07	845,77
2.	A3504	analytics for data	tablet	1,86	48,06	1,86	18,04	460,36
3.	A3355	analytics for data	tablet	1,71	40,56	1,71	18,15	555,17
4.	A2983	learn data analytics	mobile	0,99	30,92	0,99	18,25	573,97
5.	A2854	data analytics training	desktop	1,12	55,65	1,12	18,1	640,25
6.	A2547	online data analytic	mobile	1,25	51,61	1,25	18,11	798,35
7.	A2515	online data analytic	mobile	1,72	54,62	1,72	18,03	809,85
8.	A2291	data analytics course	mobile	1,17	35,54	1,17	18,22	810,24
9.	A1673	online data analytic	mobile	1,37	48,18	1,37	18,09	785,12
10.	A1650	analytics for data	tablet	1,31	33,34	1,31	18	663,72

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TOP 10 Ads

	Ad_ID ▾	Keyword	Device	Ad_Date	CPC	CPM	CPS	ROI%	Sale_Amount,\$
1.	A3499	analytics for data	mobile	9 нояб. 2024 г.	1,06	39,98	60,62	980,44	1 965
2.	A3459	data anaytics train...	mobile	28 нояб. 2024 г.	1,27	32,15	20,05	996,15	1 978
3.	A3399	data analytics cou...	desktop	28 нояб. 2024 г.	1,06	44,88	22,88	986,04	1 988
4.	A2660	data analytics cou...	desktop	15 нояб. 2024 г.	1,57	33,24	25,79	1 005,26	1 995
5.	A2585	learn data analytics	mobile	5 нояб. 2024 г.	0,93	35,14	36	998,83	1 978
6.	A1976	data anaytics train...	desktop	22 нояб. 2024 г.	1,47	42,97	20,22	987,24	1 979
7.	A1912	data analytics train...	desktop	23 нояб. 2024 г.	1,71	30,97	23,03	977,88	1 986
8.	A1569	analytics for data	desktop	16 нояб. 2024 г.	1,23	46,72	45,35	983,79	1 966
9.	A1188	data analitics online	desktop	28 нояб. 2024 г.	1,3	54,22	26,02	983,29	1 973
10.	A1043	data analitics online	desktop	29 нояб. 2024 г.	1,25	48,63	25,85	983,17	1 960

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TOP Keywords

Best Keyword with sum ROI

Keyword	ROI% ▾
learn data analytics	229 530,74
data analytics course	227 742,32
online data analytic	218 187,05
analytics for data	215 717,22
data analytics training	206 666,08
data analitics online	201 926,98

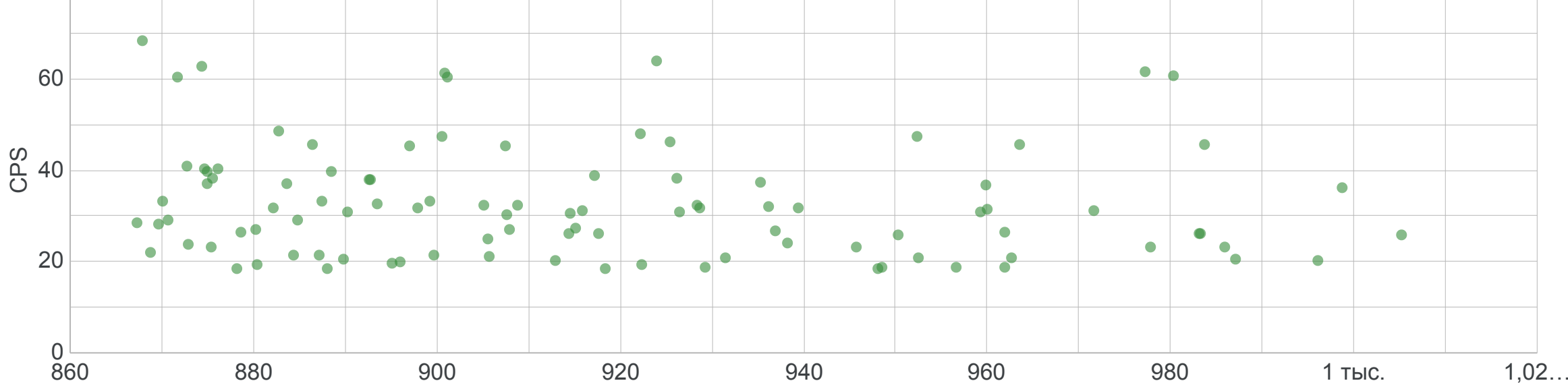
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Best Keyword in Best Ads



TOP CPC

TOP 100 Ads with CPC data



Mean CPC for Keywords

Keyword	CPC ▾
learn data analytics	1,53
data anaytics training	1,4
online data analytic	1,35
data analitics online	1,35
analytics for data	1,33
data analytics course	1,21

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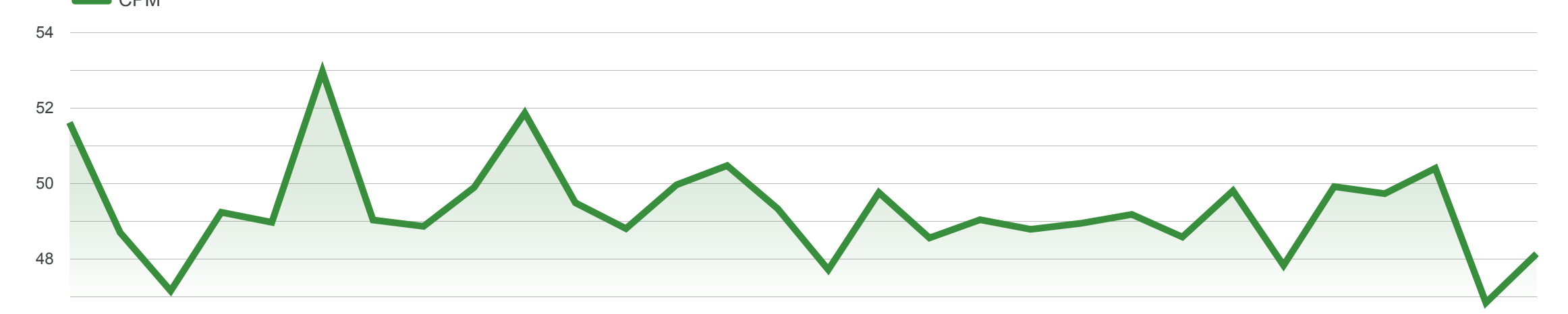
Mean CPC for Device

Device	CPC ▾
mobile	1,54
desktop	1,4
tablet	1,18

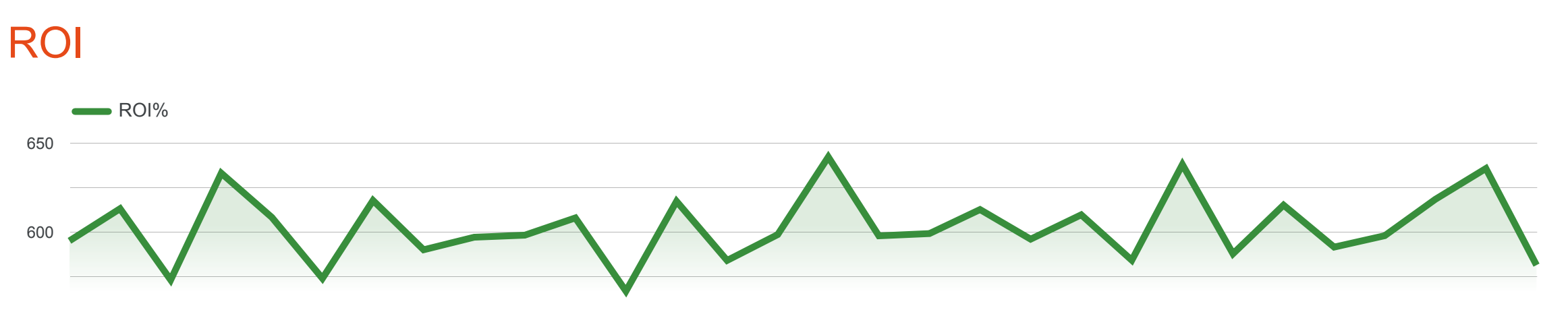
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Date Analysis

CPM

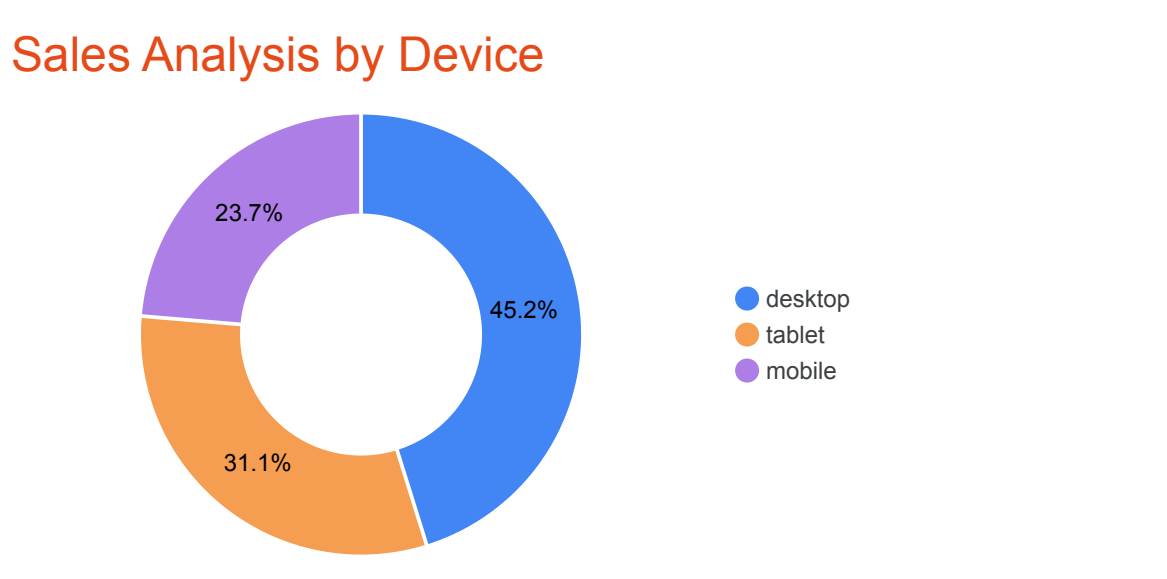


ROI

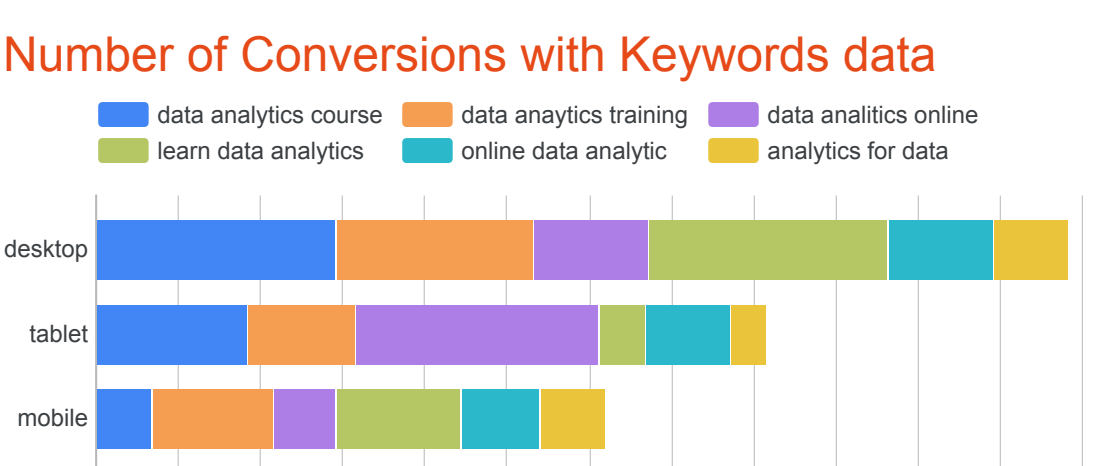


Device Analysis

Sales Analysis by Device



Number of Conversions with Keywords data



Insights and recommendations

★ Top Performing Ads

The best-performing ads are: A2660; A2585; A3459; A1976; A3399; A1569; A1188; A1043; A3499; A1912; These ads represent the optimal balance of high profitability and cost-effective customer acquisition. Based on these insights, I have prepared recommendations for future ad campaigns selling online courses.

🔑 Keyword Recommendations

Let's divide the top keywords into two groups: low-intent and high-intent. Low-intent: learn data analytics High-intent: data analytic training; data analytic course; data analytic online; online data analytic; analytics for data; It's important to note that a low-intent keyword does not mean it lacks profitability. The query learn data analytics has the highest cumulative ROI. While analytics for data is not the top keyword, it still has solid earning potential. The queries learn data analytic course; data analytic online; online data analytic are excellent and should be actively managed. However, the most effective and efficient keyword is data analytic training. In summary: if your goal is to spend your ad budget as efficiently as possible, the queries data analytic training; data analytic course; data analytic online; online data analytic are your key to success. If your goal is to maximize total revenue at any cost, use all of the top keywords (learn data analytics; data analytic training; data analytic course; data analytic online; online data analytic; analytics for data).

🌱 Bidding Strategy

The optimal bid (average CPC) for achieving maximum conversions with high ROI is \$1.37. Here are the top keywords and their average cost per click: data analytics course: \$1.21 analytics for data: \$1.33 data analytics online: \$1.35 online data analytic: \$1.35 data analytics training: \$1.40 learn data analytics: \$1.52 Overall, your Quality Score is high, allowing you to acquire clicks at an incredibly low price, which is significantly below the theoretical maximum. This indicates that your keywords, ads, and landing page are exceptionally well-optimized. I recommend focusing on lowering your CPS by optimizing your conversion funnel.

📅 Date Analysis

No clear dependency of ROI on specific dates was identified

📱 Conversion Device Insights & Recommendations

Nearly half of all sales were made on desktop computers. However, this does not mean you should focus on them exclusively. For the keyword data analytic online, tablets were a top performer. You should not ignore mobile conversions either. If your primary goal is to maximize campaign efficiency, you can use bid adjustments to your advantage. For example, consider increasing bids by +20% for desktop devices while keeping mobile and tablet bids unchanged.