

Overview

Click Through Rate & Impressions

by Clicks, CTR, and Impressions

Clicks

1.3K

↑ 0.8%

CTR

0.9%

↑ 6.5%

Impressions

152.2K

↓ -5.3%

Conversion Rate & Cost

by Conversions Rate and Cost / Conv.

Conversions

25.0

↓ -46.8%

Conv. rate

1.9%

↓ -47.3%

Cost / conv.

\$370.69

↑ 82.5%

Cost Per Click

by Cost, CPC, and CPM

Cost

\$9.27K

↓ -2.9%

Avg. CPC

\$6.95

↓ -3.7%

Avg. CPC

\$60.90

↑ 2.6%



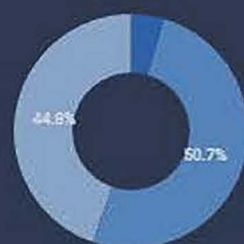
Top Campaigns

by CTR, Avg. CPC, and Cost / Conv.

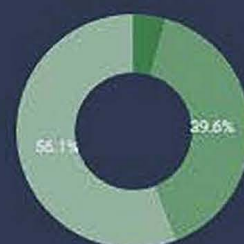
Campaign	CTR	Avg. CPC	Cost / conv.
1. StackOverflow Visitors	0.78%	\$0.57	\$0
2. Search - Prospecting - Test KWs - Phrase - ...	3.62%	\$6.27	\$0
3. Search - Prospecting - Test KWs - Phrase - ...	1.78%	\$8.67	\$676.57
4. Search - Prospecting - Test KWs - Exact - M...	5.74%	\$11.83	\$1,395.69
5. Search - Prospecting - Test KWs - Exact - D...	2.17%	\$12.21	\$812.03
6. Search - Prospecting - Test KWs - Broad - M...	4.43%	\$4.11	\$0
7. Search - Prospecting - Test KWs - Broad - D...	2.65%	\$8.4	\$672.2
8. Search - Prospecting - Phrase - New KWs - ...	0%	\$0	\$0

Device Breakdown

by Clicks, Cost, and Conversions



Clicks



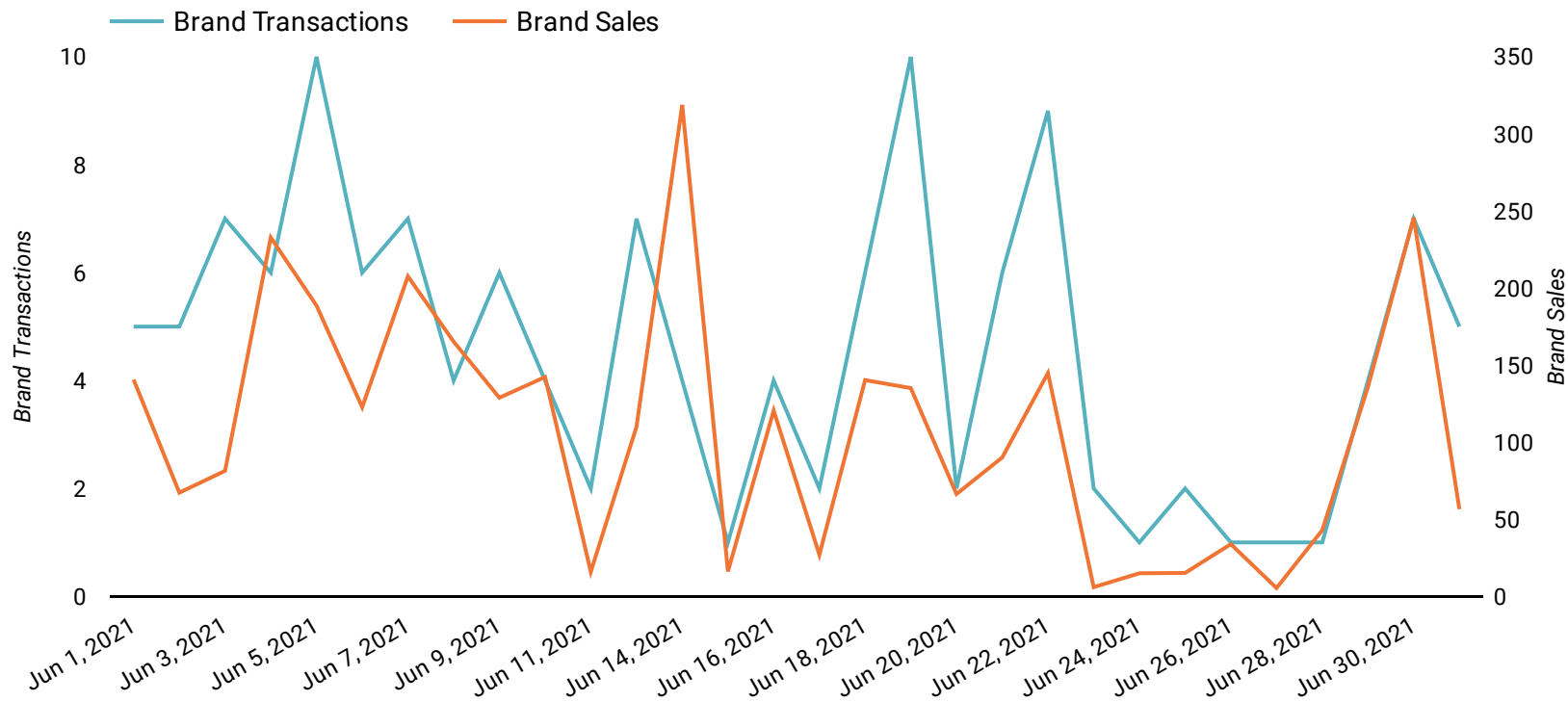
Cost



Conversions

etailpet June 2021 Partner Report

Platform Transactions



Total Brand Orders: 115

Total Brand Sales: \$3,220

Top 25 Brands by Revenue

- Sandy's
- Coco Pet
- Healthy Dog
- Gigi Pet
- Harvest Pet
- Healthy Cat
- Roar Pet
- Rocky's
- Dogs & Cats Rule
- Welcome Pets
- Hungry Pet
- Yummy Pet
- Nimbles & Chews
- Nimbles & Treats
- Helena's
- Doctor's T Pet
- Fluffy Dog
- Fluffy Cat
- Best Pets
- Sweet Treats
- Cookies & Crumble
- Cat Heaven
- Shakey's
- All Paws Welcome
- Puppy's Delight

Top 10 Accompanying Brands

- Sandy's
- Puppy's Delight
- Best Pets
- Cat Heaven
- Yummy Pet
- Dogs & Cats Rule
- Rocky's
- Harvest Pet
- Healthy Dog
- Healthy Cat

Avg. Transaction Value

Overall
\$49

With Your Brand
\$49

Avg. Products Per Transaction

Overall
1.67

With Your Brand
1.67

Stores Carrying Your Brand Avg. Products Per Store

621

23.1

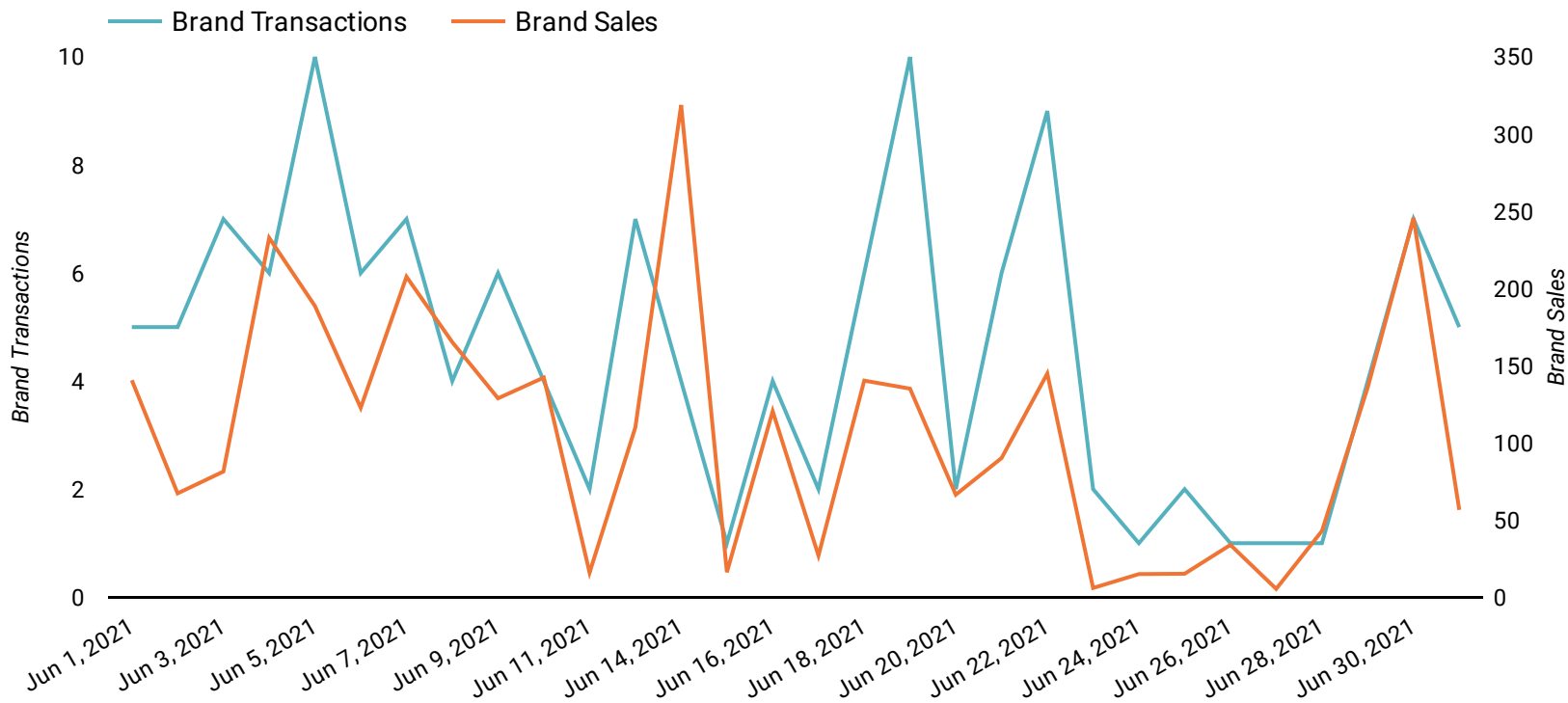
Top 10 States

ON	\$1,843
WA	\$670
OR	\$178
CA	\$145
NM	\$54
KS	\$49
OH	\$44
NC	\$44
NJ	\$43
AZ	\$38

Your Brand: Sandy's #1

etailpet June 2021 Partner Report

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Stores Carrying Your Brand

621

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- Nimble & Treats
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- Doctor's T Pet
- Fluffy Dog
- Fluffy Cat
- Best Pets
- Sweet Treats
- Cookies & Crumble
- Cat Heaven
- Shakey's
- All Paws Welcome
- Puppy's Delight

Your Brand: Sandy's #1