

Account default goals are simply "page views" - not actual goals

□ •	Conversion action	Conversion source	Tracking status	Action optimisation
Pa	age views (Account-default goal)			
□ •	www.vyro.com.au (web) savings_calculator_submit	Website (Google Analytics (GA4))	Recording conversions	Primary
□ •	www.vyro.com.au (web) trade_in_submit	Website (Google Analytics (GA4))	No recent conversions	Primary
□ •	www.vyro.com.au (web) finance_calculator	Website (Google Analytics (GA4))	Recording conversions	Primary
□ •	www.vyro.com.au (web) driva_finance_application	Website (Google Analytics (GA4))	No recent conversions	Primary

Actions

Suggest optimising these Goals once we have access to GTM.

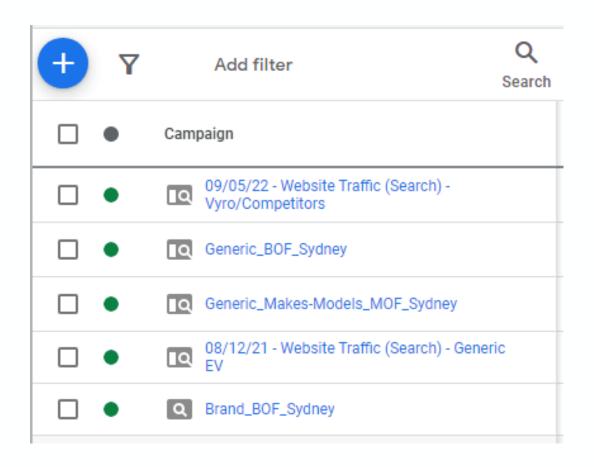
The main conversion "sign-up" is not working



Actions

This needs to be fixed. Will require access to GTM in order to do so.

Campaign names are confusing



Actions

- Suggest a complete restructure for campaigns and their ad groups.
- Recommend renaming campaigns to be more understandable.

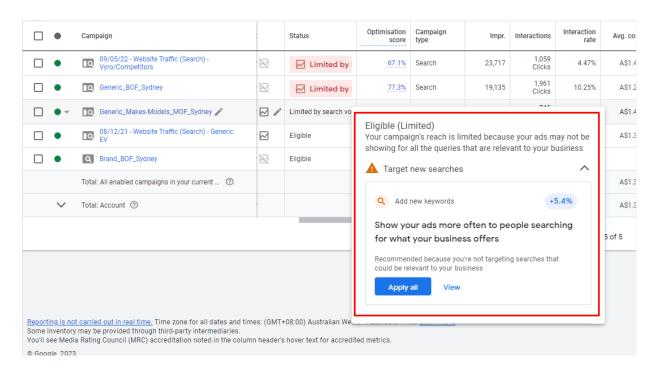
The campaign "Brand_BOF_Sydney" is not returning any activity due to its bid strategy.

□ •	Campaign	Avg. cost	Cost	Bid strategy type	Conv. rate	Conversions	Cost / conv.
_ •	09/05/22 - Website Traffic (Search) - Vyro/Competitors	A\$1.49	A\$1,582.12	Maximise conversions (Target CPA)	0.53%	5.67	A\$279.20
□ •	Generic_BOF_Sydney	A\$1.22	A\$2,386.32	Maximise conversions (Target CPA)	3.76%	73.72	A\$32.37
□ •	Generic_Makes-Models_MOF_Sydney	A\$1.48	A\$1,099.79	Maximise conversions (Target CPA)	2.77%	20.61	A\$53.36
□ •	08/12/21 - Website Traffic (Search) - Generic EV	A\$1.39	A\$104.21	Maximise conversions	2.67%	2.00	A\$52.10
□ •	Q Brand_BOF_Sydney	-	A\$0.00	Manual CPC	0.00%	0.00	A\$0.00
	Total: All enabled campaigns in your current	A\$1.34	A\$5,172.44		2.65%	102.00	A\$50.71
~	Total: Account ③	A\$1.34	A\$5,172.44		2.65%	102.00	A\$50.71

Actions

Suggest updating the bid strategy to maximize clicks with a max CPC in place.

Keywords are not relevant to their ads – causing limitations on reach.



Actions

Suggest redoing the copywriting of ads to be relevant to their targeted keywords.

Competitor campaign does not mention competitors fully

Keyword status: Enabled, Paused Add filter							
	•	Keyword	Match type	Status	Conversions	Cost / conv.	
	•	sale vehicle	Broad match	Eligible	1.67	A\$297.59	
	•	2nd hand auto	Broad match	Eligible	0.00	A\$0.00	
	•	second car sales	Broad match	Eligible	0.00	A\$0.00	
	•	carsales used	Broad match	Eligible	0.00	A\$0.00	
	•	volvo xc40 pure electric	Broad match	Eligible	0.00	A\$0.00	
	•	carsales	Broad match	Eligible (Limited) Rarely shown (low Quality Score)	0.00	A\$0.00	
	•	car sales website	Broad match	Eligible	0.00	A\$0.00	
	•	volvo xc40 price	Broad match	Eligible	0.00	A\$0.00	
	•	volvo xc40	Broad match	Eligible	0.00	A\$0.00	
	•	kia electric car price	Broad match	Eligible	0.00	A\$0.00	
		Total: Keywo 🗇			5.67	A\$278.76	
	~	Total: Ad gro 💿			5.67	A\$278.76	

Actions

Suggest a complete redo for competitor campaign dividing it into multiple ad groups where each one targets a specific competitor.

More than 10-15 keywords in an ad group is bad practice.

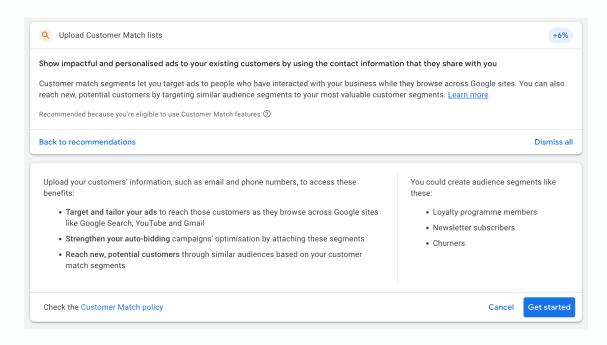
All 42 selected							
✓ •	Keyword	Match type	Ad group	Status			
Total: Keywor	ds in your current ⑦						
•	ev cars	Broad match	Ad group 1	Eligible			
•	electric car	Broad match	Ad group 1	Eligible			
•	drive electric	Broad match	Ad group 1	Eligible			
•	electric vehicle	Broad match	Ad group 1	Eligible			
•	ev vehicles	Broad match	Ad group 1	Eligible			
•	electric vehicles for sale	Broad match	Ad group 1	Eligible			
• •	cheapest electric car	Broad match ▼	Ad group 1	Eligible			
✓ •	electric suv	Broad match	Ad group 1	Eligible			
✓ •	electric cars for sale	Broad match	Ad group 1	Eligible			
•	used electric cars	Broad match	Ad group 1	Eligible			

Actions

Ad groups need to be divided and grouped accordingly.

Having a max of 10 keywords per ad group allows Google to optimize better for that ad group.

Account is eligible for customer match lists but – it's not being used.



Actions

Customer match lists are one of the best methods used for retargeting where you provide Google a list of emails and they will find that person where Google's network is able to reach. Suggest doing a display campaign making use of customer lists if we have the data. If we do not have any email data, then we ought to start building a list.

Mostly "Broad match" set for keywords where many have not returned any conversions.

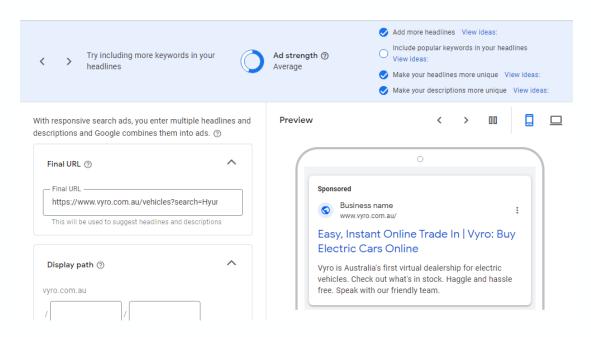
1st Mar ~ 24th Mar

•	Keyword	Match type	Ad group	Status	↓ Conversion	Cost / conv.
•	byd atto 3 for sale	Broad match	BYD Atto 3	Ad group paused	0.00	A\$0.00
•	kia niro for sale	Broad match	Kia Niro	Eligible (Limited) Rarely shown (low Quality Score)	0.00	A\$0.00
•	mazda mx-30	Broad match	Mazda MX-30	Not eligible Ad group paused	0.00	A\$0.00
•	mazda mx-30 for sale	Broad match	Mazda MX-30	Not eligible Ad group paused	0.00	A\$0.00
• -	hyundai ioniq for sale	Broad match 🕶	Hyundai IONIQ	Eligible	0.00	A\$0.00
•	MG ZS EV for sale	Broad match	MG ZS EV	Eligible	0.00	A\$0.00
•	hyundai kona sale	Broad match	Hyundai Kona	Eligible	0.00	A\$0.00
•	Hyundai Kona for sale	Broad match	Hyundai Kona	Eligible	0.00	A\$0.00

Actions

Looking at historic data - a substantial amount has been spent on non-converting keywords. Suggest pausing these keywords and going for more goal focused keywords using "phrase match" so as not to allow Google to target broadly relevant search queries.

Lots of room for improvement in terms of "Ad Strength"



Actions

Ad strength is mainly calculated based on how specific the ad is to their keywords targeted in an ad group. Suggest improving the ads and try to go for "Good" or "Excellent" ad strength scores to increase impression share.