



DATA BID MACHINE

Google Ads Account  
1 account selected

Jan 31, 2023 - Mar 1, 2023

Performance

Campaign

## Heatmap by Campaign

Campaign	Cost ▾	Conversions	Cost / conv.	Avg. CPC	CTR	Conv. rate
Sales_2022_Q4	\$63.17K	187.5	\$336.92	\$6.65	10.83%	1.97%
Sales_2022	\$27.85K	113.5	\$245.37	\$3.96	32.58%	1.61%
Marketing_2022	\$24.02K	46	\$522.23	\$13.22	5.41%	2.53%
New	\$9.94K	26	\$382.3	\$8.65	5.61%	2.26%
Competitor_2022_Q4	\$2.87K	0	\$0	\$9.18	1.87%	0%

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## Converting Ad groups

Ad group	Conv	Cost	% of total cost	CCNV
Food_Catering	122	\$40.04K	31.73%	\$328.2
Inventory_Software	65.5	\$23.13K	18.33%	\$353.16
Core	91.5	\$21.95K	17.4%	\$239.93
Accounting	37	\$18.76K	14.87%	\$507.08
BarSoftware	26	\$9.94K	7.88%	\$382.3
Bookkeeping	9	\$4.57K	3.62%	\$508.21
Software	15	\$4.51K	3.57%	\$300.71
R&B	7	\$1.39K	1.1%	\$197.87

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## Non Converting Ad groups

Ad group	Cost	Conv	CTR	Avg. CPC
QuickBooks Restaurants	\$1,214.55	0	1.63%	\$9.56
Accounts_Payable_Automation	\$686.85	0	4.54%	\$6.67

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## Keywords

## Campaign

## Keywords Heatmap

Keyword	Ad group	Campaign	Impressio...	Impr. share	Cost	Share of cost ▾	Conversions	Share of total conv	Cost / conv.
cost of food software	accounting	Accounting_Mixed	8.1K	27.82%	\$5.15K	4.02% <div style="width: 4.02%; background-color: red; height: 10px;"></div>	8	2.14% <div style="width: 2.14%; background-color: teal; height: 10px;"></div>	\$643.14
cost of food	Core	Brand_Exact	5K	98.91%	\$4.96K	3.88% <div style="width: 3.88%; background-color: red; height: 10px;"></div>	39	10.46% <div style="width: 10.46%; background-color: teal; height: 10px;"></div>	\$127.15
cost of food	Core	Brand_Exact	4.9K	98.3%	\$4.95K	3.87% <div style="width: 3.87%; background-color: red; height: 10px;"></div>	23	6.17% <div style="width: 6.17%; background-color: teal; height: 10px;"></div>	\$215.13
cost of food	Core	Brand_Exact	3.1K	99.61%	\$4.64K	3.63% <div style="width: 3.63%; background-color: red; height: 10px;"></div>	17	4.56% <div style="width: 4.56%; background-color: teal; height: 10px;"></div>	\$272.99
cost of food software	Software	Brand_Exact	3.4K	66.6%	\$3.44K	2.69% <div style="width: 2.69%; background-color: red; height: 10px;"></div>	8	2.14% <div style="width: 2.14%; background-color: teal; height: 10px;"></div>	\$430.13
cost of food menu pricing	Food_Costing	Inventory_Mixed	5.4K	38.37%	\$3.4K	2.66% <div style="width: 2.66%; background-color: red; height: 10px;"></div>	11	2.95% <div style="width: 2.95%; background-color: teal; height: 10px;"></div>	\$308.91
cost of food percentage	Food_Costing	Inventory_Mixed	6.7K	25.6%	\$3.23K	2.53% <div style="width: 2.53%; background-color: red; height: 10px;"></div>	4	1.07% <div style="width: 1.07%; background-color: teal; height: 10px;"></div>	\$807.55
cost of food calculator	Food_Costing	Inventory_Mixed	3.4K	70.91%	\$3.15K	2.46% <div style="width: 2.46%; background-color: red; height: 10px;"></div>	8.5	2.28% <div style="width: 2.28%; background-color: teal; height: 10px;"></div>	\$370.53
cost of food inventory	Inventory_Software	Inventory_Mixed	6.8K	24.68%	\$3.07K	2.4% <div style="width: 2.4%; background-color: red; height: 10px;"></div>	5	1.34% <div style="width: 1.34%; background-color: teal; height: 10px;"></div>	\$613.93
cost of food menu	Food_Costing	Inventory_Mixed	2.9K	62.93%	\$2.72K	2.13% <div style="width: 2.13%; background-color: red; height: 10px;"></div>	8.3	2.21% <div style="width: 2.21%; background-color: teal; height: 10px;"></div>	\$330.25
cost of food formula	Food_Costing	Inventory_Mixed	4.2K	44.48%	\$2.69K	2.1% <div style="width: 2.1%; background-color: red; height: 10px;"></div>	6	1.61% <div style="width: 1.61%; background-color: teal; height: 10px;"></div>	\$448.37
cost of food software	Food_Costing	Inventory_Mixed	2.7K	33.71%	\$2.37K	1.85% <div style="width: 1.85%; background-color: red; height: 10px;"></div>	6.5	1.74% <div style="width: 1.74%; background-color: teal; height: 10px;"></div>	\$363.85
cost of food inventory	Inventory_Sof	Inventory_Mix Grand total	726 180.2K	46.5% 28.71%	\$2.3K \$127.86K	1.8% 100%	8 373	2.14% 100%	\$287.6 \$342.78



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## Keywords

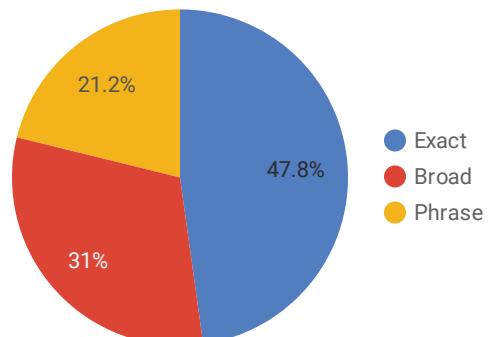
### Campaign

#### Match Type Stat

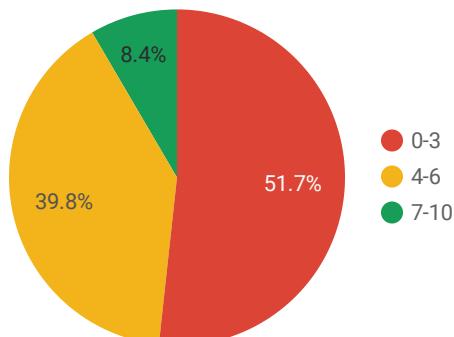
Match type	Cost / conv.	Cost	Conversions
... Broad	\$505.57	\$39.69K	78.5
... Phrase	\$396.37	\$27.05K	68.3
... Exact	\$270.06	\$61.1K	226.3
<b>Grand total</b>	<b>\$342.78</b>	<b>\$127.86K</b>	<b>373</b>

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#### Match Type Ratio



#### Quality Score Stat



#### Converting Keywords

Search keyword	Conversions	Cost	Cost / conv.
restaurant software	39	\$4.96K	\$127.15
CRM	24	\$6.03K	\$251.08
restaurant POS	23	\$4.95K	\$215.13
meal cost formula menu pricing	11	\$3.4K	\$308.91
menu costing	8.8	\$1.82K	\$207.6
meal cost calculator	8.5	\$3.15K	\$370.53
menu pricing calculator	8.3	\$2.72K	\$330.25
CRM restaurant software	8	\$3.44K	\$430.13
restaurant billing software	8	\$5.15K	\$643.14

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#### Non Converting Keywords

Search keyword	Cost	Avg. CPC
quickbooks restaurant	\$1.07K	\$10.59
restaurant POS pricing	\$990.89	\$12.87
restaurant food inventory app	\$981.67	\$10.23
restaurant labor cost calculator	\$965.34	\$4.13
quickbooks	\$838.55	\$9.42
CRM manager	\$789.43	\$9.51
restaurant inventory control software	\$646.17	\$16.57
best bookkeeping software for restaurants	\$644.74	\$17.43
restaurant day software	\$620.86	\$17.74
inventory management for restaurants	\$529.55	\$16.55
Restaurant inventory app	\$519.61	\$11.3

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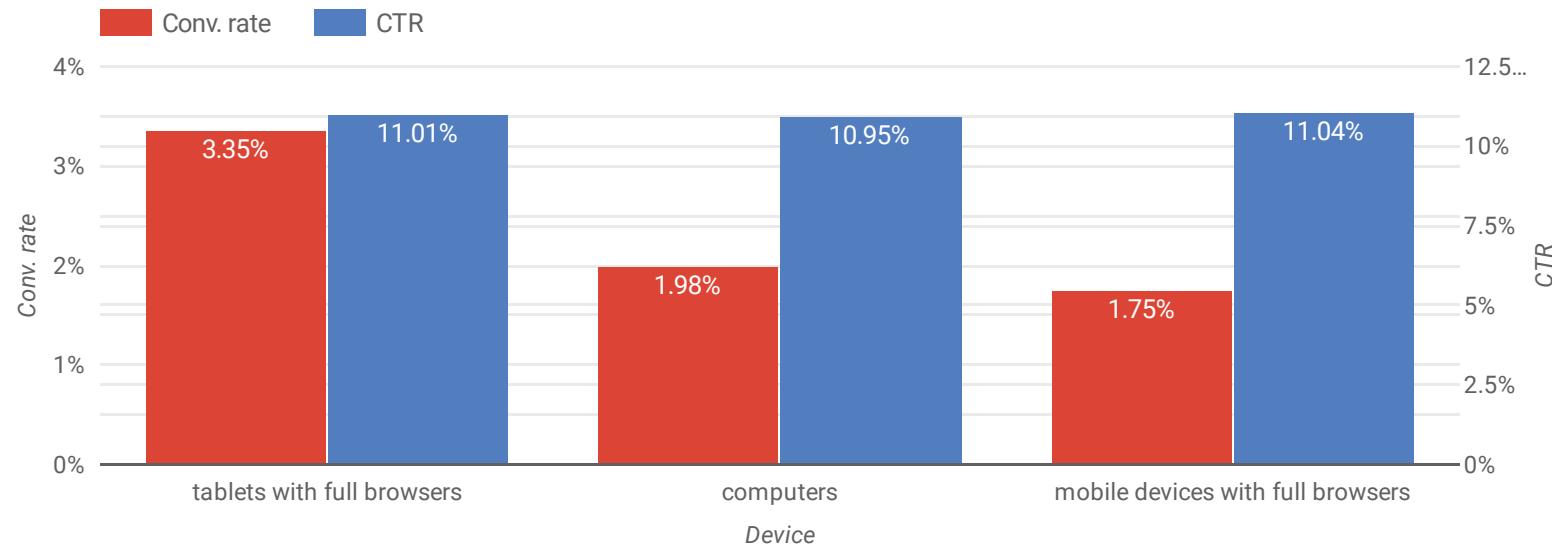
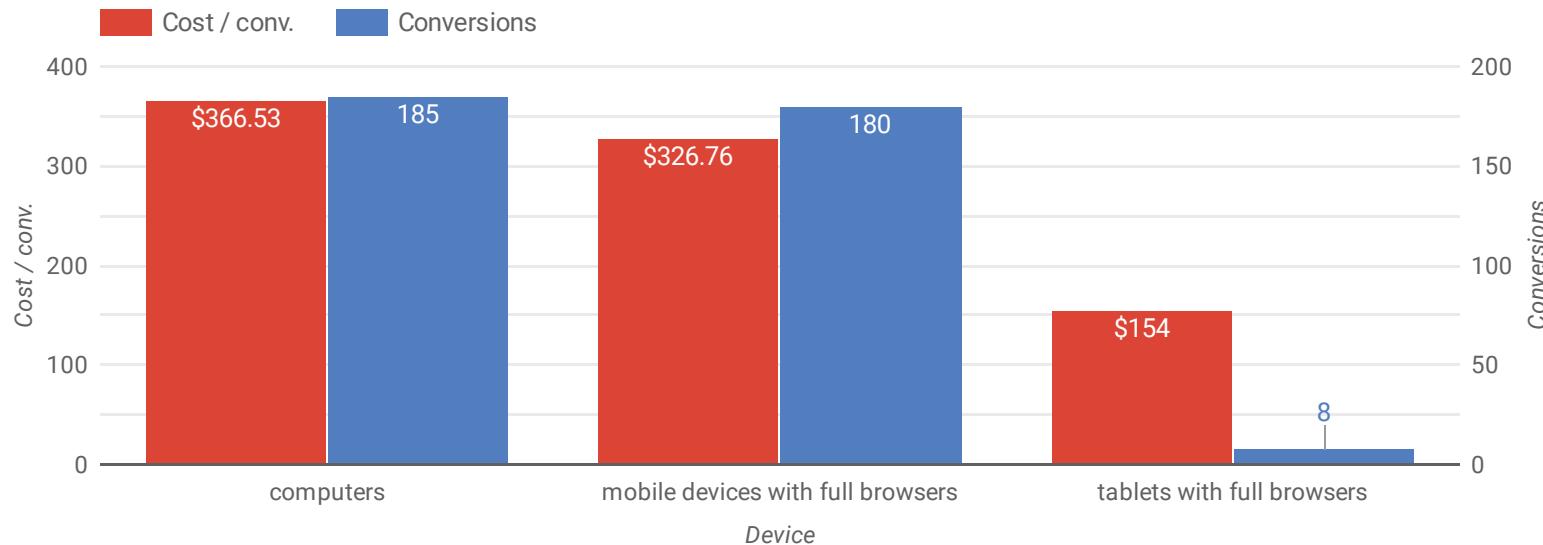
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## Bidding Opportunity

## Campaign

### Device





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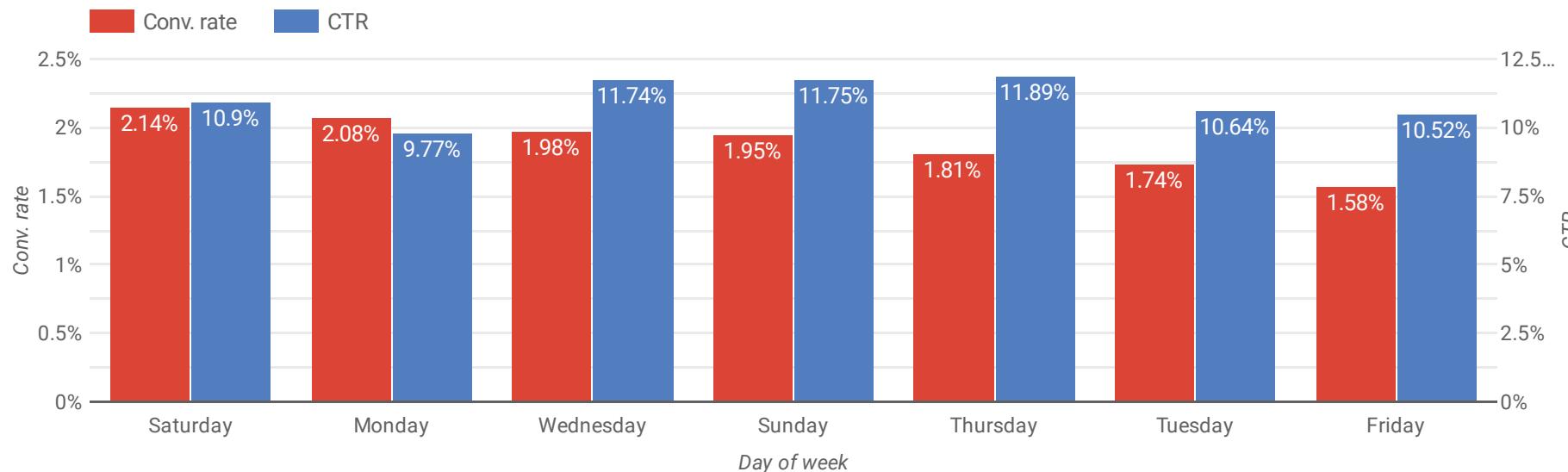
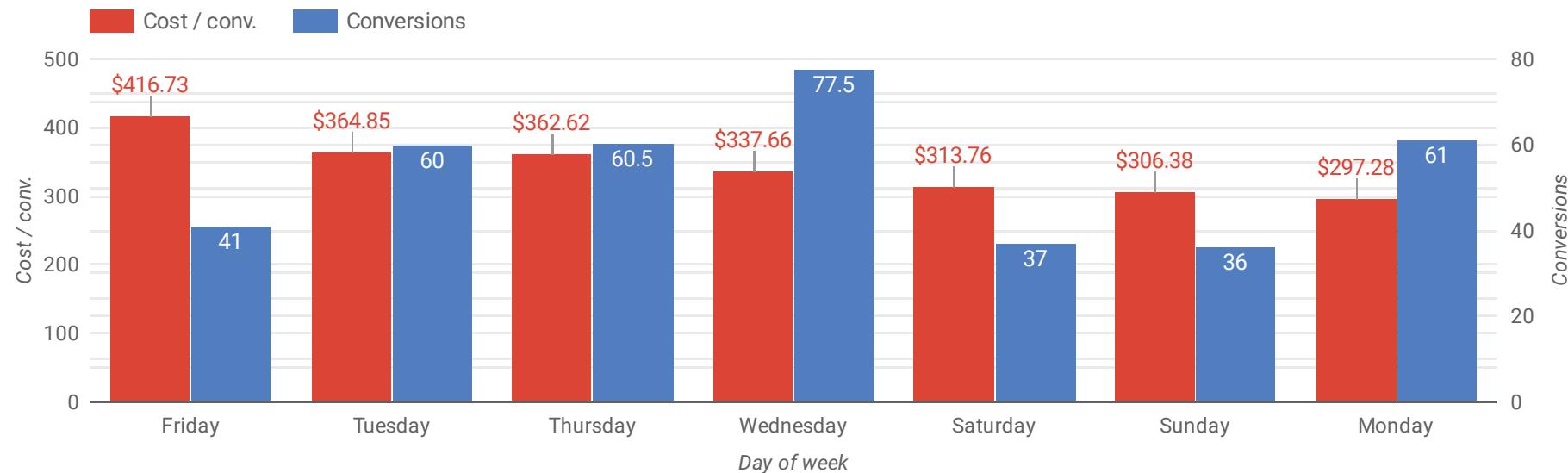
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## Bidding Opportunity

## Campaign

### Day of Week





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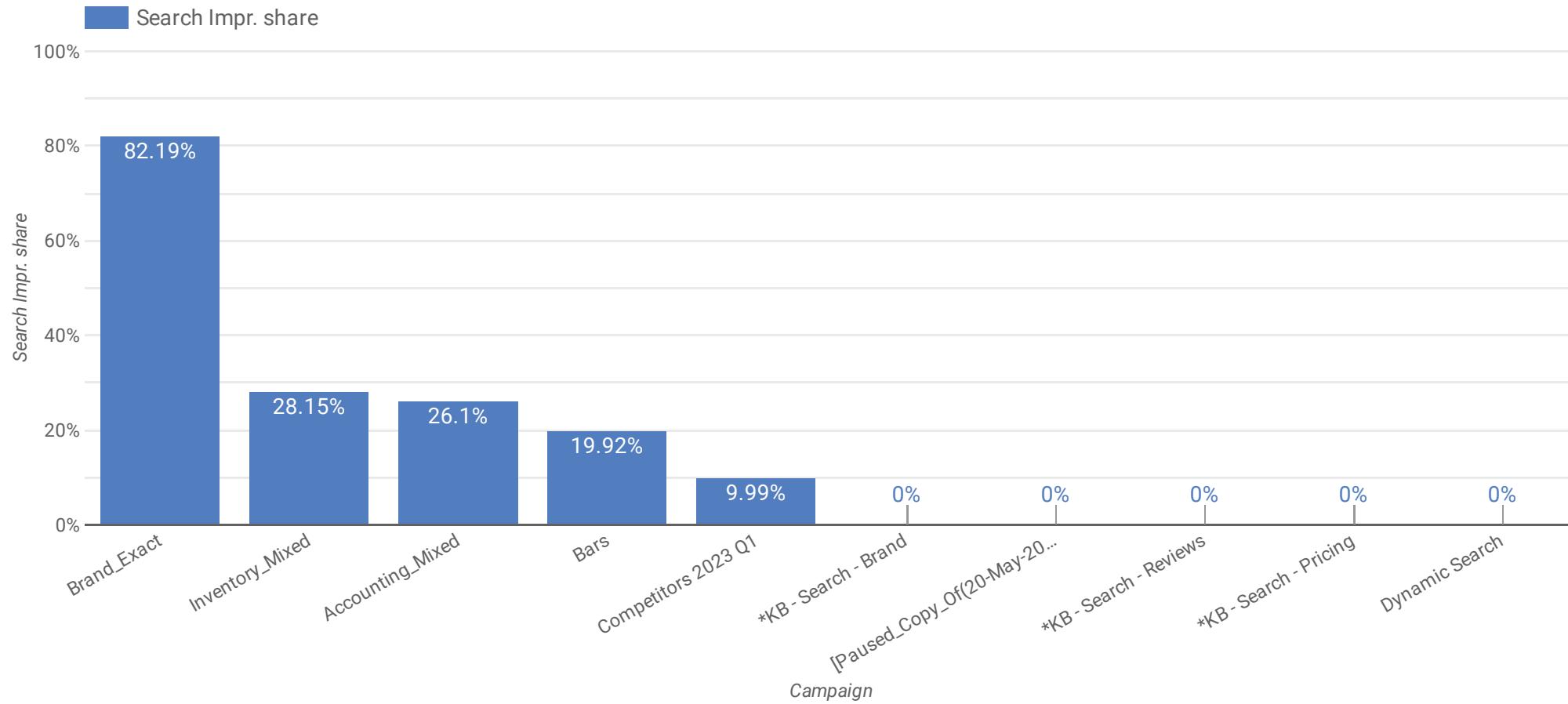
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## Competitiveness

## Campaign

## Search impression share





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Competitiveness

Campaign

## Auction Insight

Auction Insight - Domain	Impr. share ▾	Overlap Rate	Position above rate	Top of page rate	Abs. top of page rate	Outranking Share
adult.com	20.29%	9.35%	60.78%	95.37%	58.29%	17.09%
	18.12%	0%	0%	90.68%	53.41%	0%
freshbooks.com	9.99%	2.08%	40.89%	89.77%	40.24%	17.97%
resuite.com	9.99%	1.67%	76.24%	89.01%	70.57%	17.89%