



Overview

Campaign: PMax: Smart Shoppi... (4) ▾

6 Mar 2023 - 12 Mar 2023 ▾

Click Through Rate & Impressions

by Clicks, CTR, and Impressions

Impressions

285,593

↑ 8.0%

Clicks

2,686

↑ 3.9%

CTR

0.94%

Conversions

12

↑ 33.3%

Avg. CPC

\$0.95

Cost

\$2,563.05

Conv. rate

0.44%

↑ 26.9%

All conv. value

10,638.63

↑ 133.5%

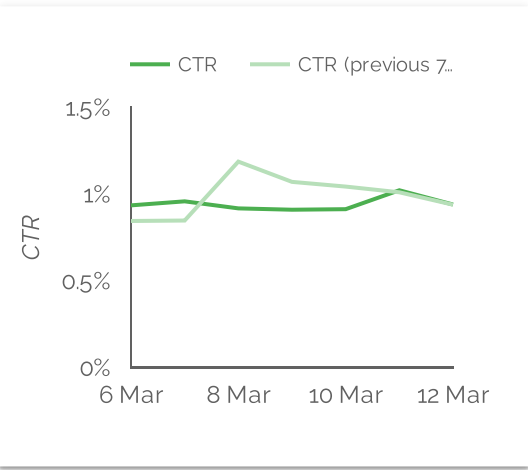
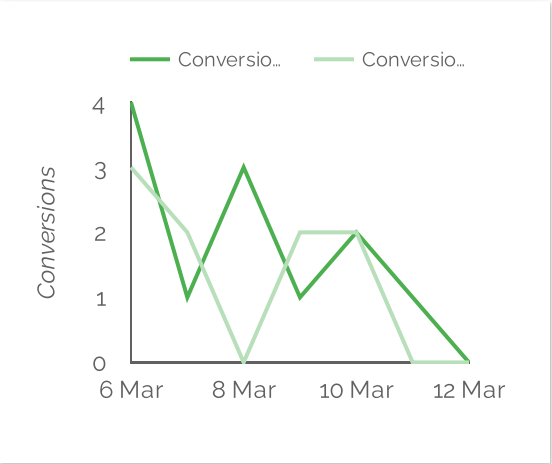
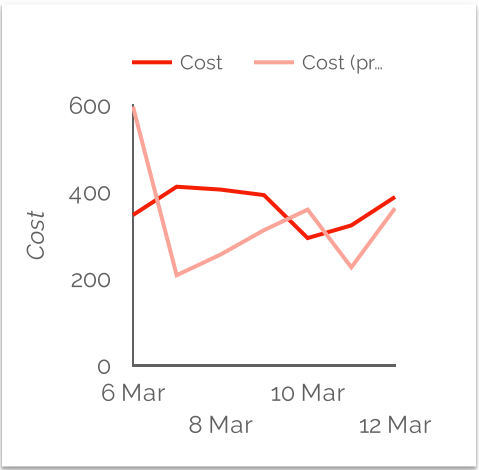
Conv. value / cost

4.15

↑ 111.5%

Cost Metrics

by Cost, CPC, and CPM



Top Campaigns

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

	Campaign	Impressions	Clicks ▾	Avg. CPC
1.	PMax: Smart Shopping New	236,685	1,798	\$0.8
2.	Smart Search Rockcrete USA 8-6-2022	48,175	847	\$0.9
3.	Search Rockcrete 02-06-2023	716	38	\$8.85
4.	Brand Rockcrete USA 5-8-2022	17	3	\$74

Device Breakdown

by Clicks, Cost, and Conversions



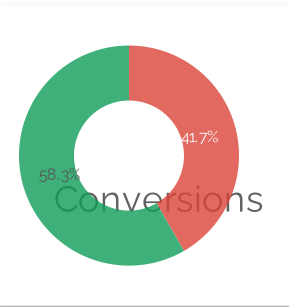
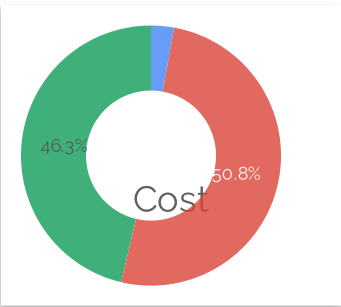
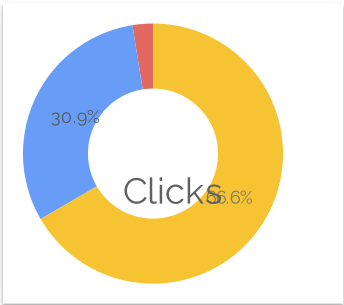
Mobile phones



Tablets



Computers



	Search keyword	Impressions	Clicks	Conversions	CTR	Avg. CPC	Cost / conv.	Conv. value / cost
1.	grating for construction	311	12	0	3.86%	\$9.98	\$0	0
2.	commercial floor grates	113	8	0	7.08%	\$8.19	\$0	0
3.	car wash grates	34	6	0	17.65%	\$7.67	\$0	0
4.	steel grating suppliers	40	4	0	10%	\$12.83	\$0	0
5.	commercial kitchen floor drain ...	48	3	0	6.25%	\$3.81	\$0	0
6.	car wash floor drain grating	6	2	0	33.33%	\$7.77	\$0	0
7.	car wash pit grates	11	2	0	18.18%	\$13.02	\$0	0
8.	rockcrete	12	2	0	16.67%	\$8	\$0	0
9.	grating construction	93	1	0	1.08%	\$0.85	\$0	0
10.	rock crete	2	1	0	50%	\$6.2	\$0	0
11.	car wash drain grates	6	0	0	0%	\$0	\$0	0
12.	commercial grating	11	0	0	0%	\$0	\$0	0
13.	construction grating	3	0	0	0%	\$0	\$0	0
14.	grating in construction	37	0	0	0%	\$0	\$0	0
15.	industrial floor grates	2	0	0	0%	\$0	\$0	0
16.	rockcreteusa.com	3	0	0	0%	\$0	\$0	0
17.	stainless steel grating suppliers	1	0	0	0%	\$0	\$0	0

Device Performance

Campaign: PMax: Smart Shopping I Ne... (4) ▾

6 Mar 2023 - 12 Mar 2023 ▾

Clicks

2.7K

↑ 101

Impressions

285.6K

↑ 8.0%

CTR

0.94%

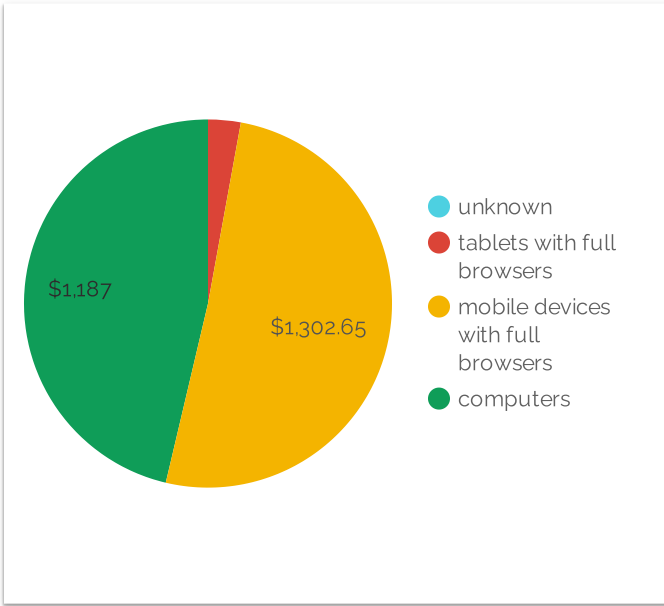
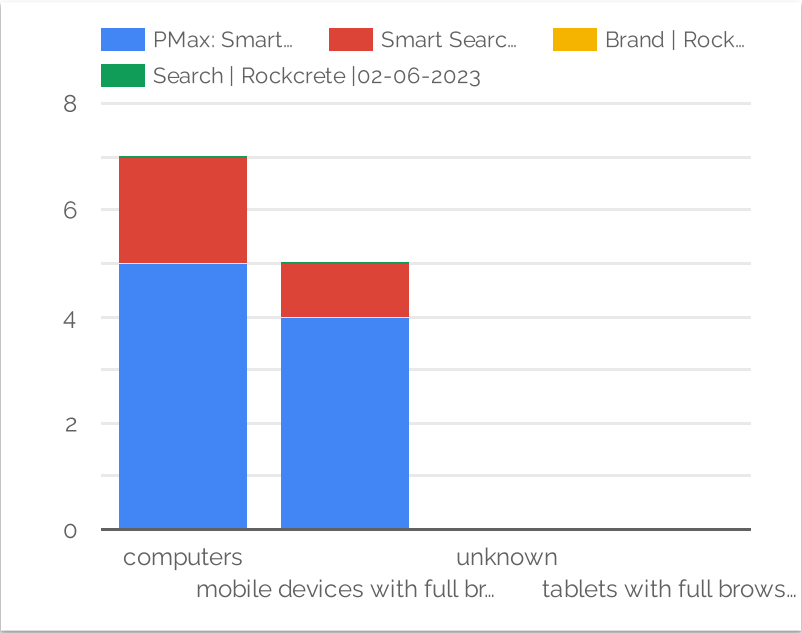
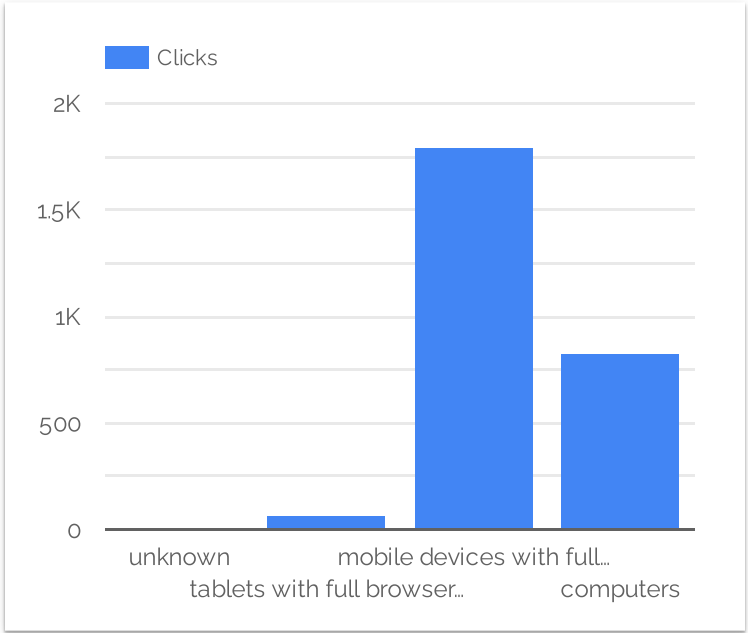
Avg. CPC

\$0.95

Device ▾

Ad group ▾

	Device	Impressions	Clicks ▾	Cost	Avg. CPC	Conversions	Cost / conv.	Conv. value / cost
1.	mobile devices with full browsers	175,187	1,789	\$1,302.65	\$0.73	5	\$260.53	2.56
2.	computers	104,892	829	\$1,187	\$1.43	7	\$169.57	6.16
3.	tablets with full browsers	5,509	68	\$73.39	\$1.08	0	\$0	0
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Campaigns Report

Campaign: PMax: Smart Shoppi... (4) ▼

6 Mar 2023 - 12 Mar 2023

Impressions

285.6K

↑ 8.0%

Clicks

2.7K

101

Cost

\$2,563.0

CTR

0.94%

Avg. CPC

\$0.95

	Campaign	Impressions	Clicks ▾	CTR	Avg. CPC	Cost	Conversions	Cost / conv.	Conv. value / cost
1.	PMax: Smart Shopping N...	236,685	1,798	0.76%	\$0.8	\$1,440.65	9	\$160.07	5.98
2.	Smart Search Rockcrete ...	48,175	847	1.76%	\$0.9	\$763.75	3	\$254.58	2.66
3.	Search Rockcrete 02-06...	716	38	5.31%	\$8.85	\$336.46	0	\$0	0
4.	Brand Rockcrete USA 5-...	17	3	17.65%	\$7.4	\$22.19	0	\$0	0
1 - 4 / 4 < >									

Search Query Report

Campaign: PMax: Smart Shoppi... (4) ▾

6 Mar 2023 - 12 Mar 2023

Device ▾

Impressions

285.6K

↑ 8.0%

Avg. CPC

\$0.95

Clicks

2.7K

↑ 101

Cost

\$2.6K

CTR

0.94%

[illegible]

Performance by Ad group

Campaign: PMax: Smart Shoppi... (4) ▾

6 Mar 2023 - 12 Mar 2023

Ad group		Impressions	Clicks ▾	CTR	Cost	Avg. CPC	Conversions	Cost / conv.	Conv. value / cost
1.	Grate Products for General Con...	215	15	6.98%	\$128.29	\$8.55	0	\$0	0
2.	Grates for Construction	444	13	2.93%	\$120.6	\$9.28	0	\$0	0
3.	Grate Product For Car Dealershi...	57	10	17.54%	\$87.57	\$8.76	0	\$0	0
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Weekly Performance by Campaign

Campaign: PMax: Smart Shoppi... (4) ▼

6 Mar 2023 - 12 Mar 2023

Week		Impressions ▾	Clicks	CTR	Cost	Avg. CPC	Conversions	Cost / conv.	Conv. value / cost
1.	6 Mar 2023 to 12 Mar 2023 (Week 10)	285,593	2,686	0.94%	\$2,563.00	\$0.95	12	\$213.59	4.15
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Campaign Type		Impressions	Clicks	CTR	Cost	Avg. CPC	Conversions	Cost / conv.	Conv. value / cost
1.	Search Network with Display Select	284,860	2,645	0.93%	\$2,204.4	\$0.83	12	\$183.7	4.83
2.	Search Only	733	41	5.59%	\$358.65	\$8.75	0	\$0	0
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Geo Location Report

Campaign: PMax: Smart Shoppi... (4)

6 Mar 2023 - 12 Mar 2023 ▼

	Town/City	Impressions	Clicks ▾	Cost	Avg. CPC	Conversions	Cost / conv.	Conv. value / cost	Conv. rate
1.	New York	6,276	46	\$30.13	\$0.66	0	\$0	0	0%
2.		3,255	27	\$40.9	\$24.59	0	\$0	0	0%
3.	Los Angeles	3,507	27	\$18.12	\$0.67	0	\$0	0	0%
4.	Houston	2,771	19	\$28.18	\$1.48	1	\$28.18	26.85	5%
5.	Austin	1,679	16	\$16.82	\$1.05	0	\$0	0	0%
6.	Phoenix	1,439	13	\$13.82	\$1.06	0	\$0	0	0%
7.	Dallas	2,299	13	\$14.8	\$1.14	0	\$0	0	0%
8.	Denver	1,589	11	\$7.34	\$1.18	0	\$0	0	0%
9.	Seattle	1,700	10	\$14.09	\$1.41	0	\$0	0	0%
10.	San Francisco	1,542	9	\$5.54	\$0.62	0	\$0	0	0%
11.	Portland	1,099	9	\$7.14	\$0.79	0	\$0	0	0%
12.	Miami	823	8	\$3.06	\$0.38	0	\$0	0	0%
13.	Riverside	333	8	\$5.33	\$0.67	0	\$0	0	0%
14.	San Diego	1,481	8	\$23.26	\$2.91	0	\$0	0	0%
15.	Tampa	592	8	\$5.83	\$0.73	0	\$0	0	0%
16.	Homer Glen	384	8	\$10.85	\$1.36	0	\$0	0	0%
17.	Lancaster	344	8	\$7.09	\$3.03	0	\$0	0	0%
18.	Strasburg	90	8	\$15.06	\$1.88	0	\$0	0	0%
19.	Aiken	177	7	\$8.73	\$1.25	0	\$0	0	0%
20.	New Orleans	621	7	\$10.51	\$1.5	0	\$0	0	0%
21.	Raleigh	700	7	\$3.9	\$0.56	0	\$0	0	0%
22.	Scottsdale	381	7	\$13.96	\$1.99	0	\$0	0	0%
23.	Boise	330	7	\$7.49	\$1.07	0	\$0	0	0%
24.	Chicago	2,157	6	\$6.55	\$1.09	0	\$0	0	0%
25.	Frankfort	109	6	\$9.17	\$3.7	0	\$0	0	0%

Key Performance Highlights:-

Clicks: 2,686
Impressions: 285,594
Cost: US\$2,563.70
CTR: 0.94%
AVG CPC: US\$0.95
Conversion value: 10,638.63
Conversion: 12
Conversion Rate: 0.44%
ROI: 4.15

Improvements as compared to last week:

- Impressions increased by 7.97%
- Clicks increased by 3.91%
- Conversions increased by 33.33%
- CPA decreased by 17.14%
- Conversion value increased by 133.54%
- Conversion rate increased by 26.90%
- ROI increased by 111.40%

Optimizations Done:

- Device level bid adjustments have been done to help to improve performance on mobile devices.
Screenshot: <https://prnt.sc/CHiiCAW/laeOL>
- High spending keyword paused to save the budget and spend on only converting keywords. Screenshot: <https://prnt.sc/rue2U74-yuA6>
- Audience level optimized to help improve plformance. Screenshot: https://prnt.sc/4mlyt_j2vgpk
- Analysed search terms and added irrelevant queries as negatives to help stop irrelevant traffic.
Screenshot: <https://prnt.sc/ogQLCEnBxYG8>
- I keep an optimization score above 95% to best perform for all campaigns in the account.
- I keep a close eye on tracking data for it's working correctly and recording all transactions correctly.

Upcoming Optimization:-

- Continue to check search terms report on a regular basis and continue to add new keywords and negative keywords as they're discovered.
- Continue to work towards getting more conversions at lower cost/conversion by pausing the keywords with higher cost/conversion and adding more keywords along with increasing spending from converting and low avg. ad position keywords.
- Tha campaign Search | Rockcrete |02-06-2023 campaign was not performing well. I will pause it in a few days if the performance was not improved.