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Falk Culinair **Dec-2016** Push PPC Report Generated from Push™ Analyser

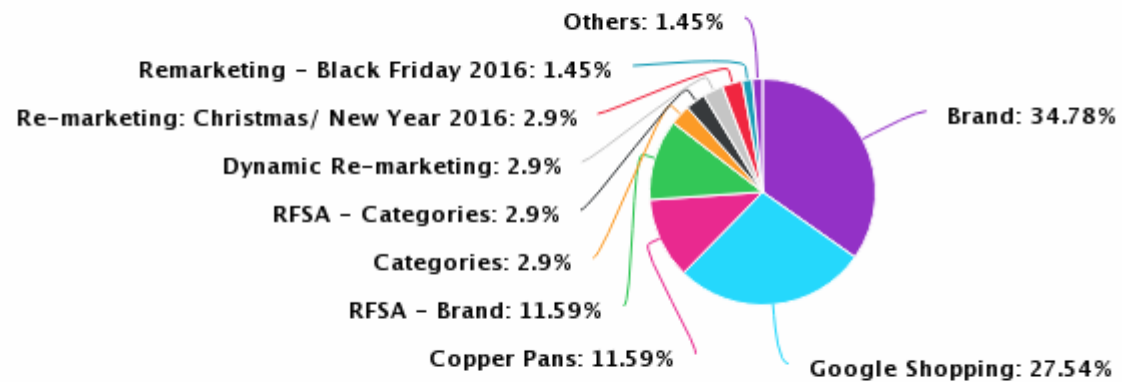
Executive Summary : View your conversions and data for this month and compare to last month.

IMPRESSIONS 618,831 620,086 ▼ 0.2 %	CLICKS 6,266 6,321 ▼ 0.87 %	CONVERSIONS 70 56 ▲ 25 %	ESTIMATE CONVERSIONS 70 56 ▲ 25 %	CTR 1.01% 1.02% ▼ 0.98 %	CPC 0.44 0.41 ▼ 7.32 %
CONVERSION RATE 1.12 0.89 ▲ 25.84 %	COST £2777.33 £2584.44 ▲ 7.46 %	COST / CONVERSION £39.67 £46.15 ▼ 14.04 %	COST / EST CONVERSIONS £39.68 £46.15 ▼ 14.02 %	CONVERSION VALUE 6 7 ▼ 14.29 %	
Sale 70 52 ▲ 34.62 %					



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Conversion Share : View which campaigns contribute to your conversions. We focus on terms leading to conversions.





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Ad Label Report : These ad labels show differences in themes being tested on adverts.

Label	Clicks	Impr	Ctr(%)	Avg CPC	Cost (£)	Conv	Cost / Conv (£)	Cost / Conv Rate (£)	Conv Rate(%)
["Christmas Day Sale 25%"]	358	17575	2.04	0.49	176.68	5	35.34	126.20	1.40



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☑ Ad Report : Your most popular adverts.

Ad	Campaign	Adgroup	Clicks	Impr	Ctr(%)	Avg CPC	Cost (£)	Conv	Cost / Conv (£)	Cost / Conv Rate (£)	Conv Rate(%)
	Google Shopping	Copper Casseroles	2168	159992	1.36	0.50	1093.71	12	91.14	1988.56	0.55
Falk Copper Cookware	Copper Pans	Copper Pans	352	28935	1.22	0.44	154.11	4	38.53	135.18	1.14
Christmas Sale-Save up to 20%	Copper Pans	Copper Pans	261	26034	1.00	0.45	116.36	2	58.18	151.12	0.77
Falk Copper Cookware	Copper Pans	Copper Pans	261	26034	1.00	0.45	116.36	2	58.18	151.12	0.77
Get 25% Off Everything	Categories	Copper Saucepans	251	14841	1.69	0.40	99.57	2	49.79	124.46	0.80
Copper Saucepans	Categories	Copper Saucepans	251	14841	1.69	0.40	99.57	2	49.79	124.46	0.80
Christmas Sale-Save up to 20%	Brand	Cookware	183	6079	3.01	0.43	78.49	7	11.21	20.49	3.83
Falk Copper Cookware	Brand	Cookware	183	6079	3.01	0.43	78.49	7	11.21	20.49	3.83
Christmas Sale-Save up to 20%	Brand	Cookware	182	6459	2.82	0.48	87.42	4	21.86	39.74	2.20
Falk Copper Cookware	Brand	Cookware	182	6459	2.82	0.48	87.42	4	21.86	39.74	2.20
Get 25% Off Everything	Re-marketing: Multi Piece Discount	Image	150	20174	0.74	0.20	30.62	0	0	0	0.00
www.falkculinair.co.uk	Re-marketing: Multi Piece Discount	Image	150	20174	0.74	0.20	30.62	0	0	0	0.00

Copper Saucepans www.falkculinair.co.uk Get 25% Off Everything	Categories	Copper Saucepans	124	7620	1.63	0.47	58.10	0	0	0	0.00
www.falkculinair.co.uk	Google Shopping	Copper Roasting Pans	41	2320	1.77	0.66	26.97	1	26.97	11.05	2.44
Falk Copper Cookware www.falkculinair.co.uk Black Friday - 20% Off	Remarketing - Black Friday 2016	Text	39	14513	0.27	0.36	13.88	1	13.88	5.42	2.56
www.falkculinair.co.uk	Google Shopping	Copper Mini Cuisine	29	6632	0.44	0.96	27.88	1	27.88	8.08	3.45
www.falkculinair.co.uk	Google Shopping	Copper Saute Pans	28	4654	0.60	0.58	16.31	1	16.31	4.57	3.57
www.falkculinair.co.uk	Re-marketing: Multi Piece Discount	Image	27	3082	0.88	0.25	6.63	1	6.63	1.79	3.70
www.falkculinair.co.uk	Google Shopping	Copper Cauldrons	26	3941	0.66	0.69	18.03	1	18.03	4.68	3.85
www.falkculinair.co.uk	Google Shopping	Copper Sugar & Jam Pots	26	3317	0.78	0.64	16.69	1	16.69	4.34	3.85
www.falkculinair.co.uk	Google Shopping	Copper Saucepans	25	10040	0.25	0.93	23.34	1	23.34	5.84	4.00
www.falkculinair.co.uk	Google Shopping	Copper Woks & Steamers	24	1999	1.20	0.46	10.92	0	0	0	0.00
www.falkculinair.co.uk	Google Shopping	Copper Saucier Pans	21	4307	0.49	0.56	11.70	1	11.70	2.46	4.76



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Wastage Analysis : These terms have not converted. Any irrelevant words in the query field will be added as a negative to save money.

Query	Campaign	Keyword Text	Match Type	Clicks	Conv	Cost (£)	Cost / Conv (£)	Impr	Avg Position
copper pan set	Google Shopping	id=*	exact	168	0	93.58	0	8926	0
copper chef	Google Shopping	id=*	exact	121	0	48.98	0	10796	0
copper pan set	Copper Pans	copper pans	phrase (close varian	74	0	32.53	0	5997	1.9
copper saucepan set	Categories	copper saucepans	phrase (close varian	70	0	31.68	0	1662	2.1
copper saucepan set	Google Shopping	id=*	exact	64	0	34.13	0	3899	0
copper pots and pans	Google Shopping	id=*	exact	61	0	27.8	0	2814	0
copper pan	Google Shopping	id=*	exact	55	0	27.17	0	3638	0
copper pots and pans	Brand	falk cookware	broad	44	0	20.04	0	1098	1.1
falk pans	Google Shopping	id=*	exact	40	0	3.27	0	1528	0
copper bottom pans	Copper Pans	+copper +pan	broad	38	0	16.86	0	1312	2
pots and pans	Google Shopping	id=*	exact	37	0	23.92	0	3466	0
copper pans set	Google Shopping	id=*	exact	37	0	20.69	0	1287	0
copper pans uk	Google Shopping	id=*	exact	30	0	17.44	0	1369	0
copper cooking pots	Google Shopping	id=*	exact	22	0	9.97	0	471	0
copper chef uk	Google Shopping	id=*	exact	22	0	7.51	0	1458	0
copper bottom pans	Google Shopping	id=*	exact	19	0	10.95	0	1535	0
copper pans uk	Copper Pans	copper pans	phrase	17	0	7.96	0	128	2
copper pots and pans	Copper Pans	+copper +pans	broad	16	0	5.59	0	270	1.7
copper pans uk	Brand	falk cookware	broad	16	0	7.29	0	352	2.3
copper pan sets	Google Shopping	id=*	exact	15	0	5.94	0	997	0
copper chef pan	Google Shopping	id=*	exact	15	0	5.58	0	1420	0
copper saucepan	Google Shopping	id=*	exact	13	0	7.48	0	384	0

cookware	Google Shopping	id=*	exact	13	0	7.45	0	1633	0
copper cooking pans	Copper Pans	+copper +pans	broad	13	0	4.3	0	143	2
copper bottom pan set	Copper Pans	+copper +pans	broad	13	0	5.6	0	384	1.8



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Device Report : View how your campaign performs by device.

Device	Impr	Clicks	Ctr(%)	Cost (£)	Cost / Clicks (£)	Conv	Conv Rate(%)	Cost / Conv (£)	Avg Position
Computers	89501	1025	1.15	504.63	0.49	27 (61.36%)	2.63	18.69	1.40
Mobile devices with full browsers	83753	1263	1.51	537.84	0.43	7 (15.91%)	0.55	76.83	1.29
Tablets with full browsers	36849	667	1.81	255.14	0.38	10 (22.73%)	1.50	25.51	1.65
Total	210103	2955	1.41	1297.61	0.44	44	1.49	29.49	1.45



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Keyword Discovery : These terms have led to conversions. Using the query field we add themes of phrases and words to drive more sales/leads.

Query	Campaign	Keyword Text	Match Type	Device	Clicks	Conv	Cost (£)	Cost / Conv (£)	Impr
copper saucepans	Google Shopping	id=*	exact	Computers	18	2	13.97	6.99	762
falk copper pans	Brand	falk cookware	broad	Mobile devices with full browsers	9	2	0.82	0.41	36
mauviel m h?ritage copper and stainless steel deep casserole dish 24cm	RFSA - Categories	+copper +casserole	broad	Computers	1	1	0.98	0.98	1
32cm frying pan	RFSA - Categories	copper fry pans	broad	Computers	1	1	0.81	0.81	3
is the falk copper roasting pan worth the money	RFSA - Brand	falk cookware	broad	Computers	1	1	0.86	0.86	1
best copper saucepabs	RFSA - Brand	falk cookware	broad	Computers	1	1	1.01	1.01	1
falk copper pans	RFSA - Brand	falk cookware	broad	Computers	3	1	0.48	0.48	6
falk pans uk	RFSA - Brand	falk cookware	broad	Computers	2	1	0.81	0.81	2
falk culinair reviews	RFSA - Brand	falk culinair	phrase	Computers	2	1	1.3	1.3	2
falk culinair uk	RFSA - Brand	falk cookware	broad	Tablets with full browsers	1	1	0.15	0.15	1
falk culinair review	RFSA - Brand	falk culinair	phrase	Tablets with full browsers	1	1	1.23	1.23	2
falk culinair discount code	RFSA - Brand	falk culinair	phrase	Tablets with full browsers	1	1	0.57	0.57	1
large copper pan	Google Shopping	id=ino2074sf	exact	Computers	1	1	0.58	0.58	4
copper saucepan set aldi	Google Shopping	id=*	exact	Computers	2	1	0.8	0.8	50
copper roasting tray	Google Shopping	id=ino2572sf	exact	Computers	9	1	7.47	7.47	26

copper skillet falk	Google Shopping	id=ino2561sf	exact	Computers	2	1	0.21	0.21	2
copper cookware	Google Shopping	id=*	exact	Computers	9	1	6.16	6.16	478
copper pans	Google Shopping	id=*	exact	Computers	99	1	69.76	69.76	3442
copper saucier	Google Shopping	id=*	exact	Computers	4	1	1.42	1.42	16
best affordable copper pans	Google Shopping	id=ino2012sf	exact	Computers	1	1	1.34	1.34	1
copper 16cm pan best	Google Shopping	id=ino2515sf	exact	Computers	1	1	0.78	0.78	1
large copper cooking pots	Google Shopping	id=cu2040sf	exact	Computers	1	1	0.64	0.64	3
copper frying pan	Google Shopping	id=*	exact	Mobile devices with full browsers	9	1	2.95	2.95	933
copper sauce pan	Google Shopping	id=*	exact	Tablets with full browsers	1	1	1.06	1.06	2
copper cookware	Google Shopping	id=*	exact	Tablets with full browsers	4	1	3.1	3.1	323



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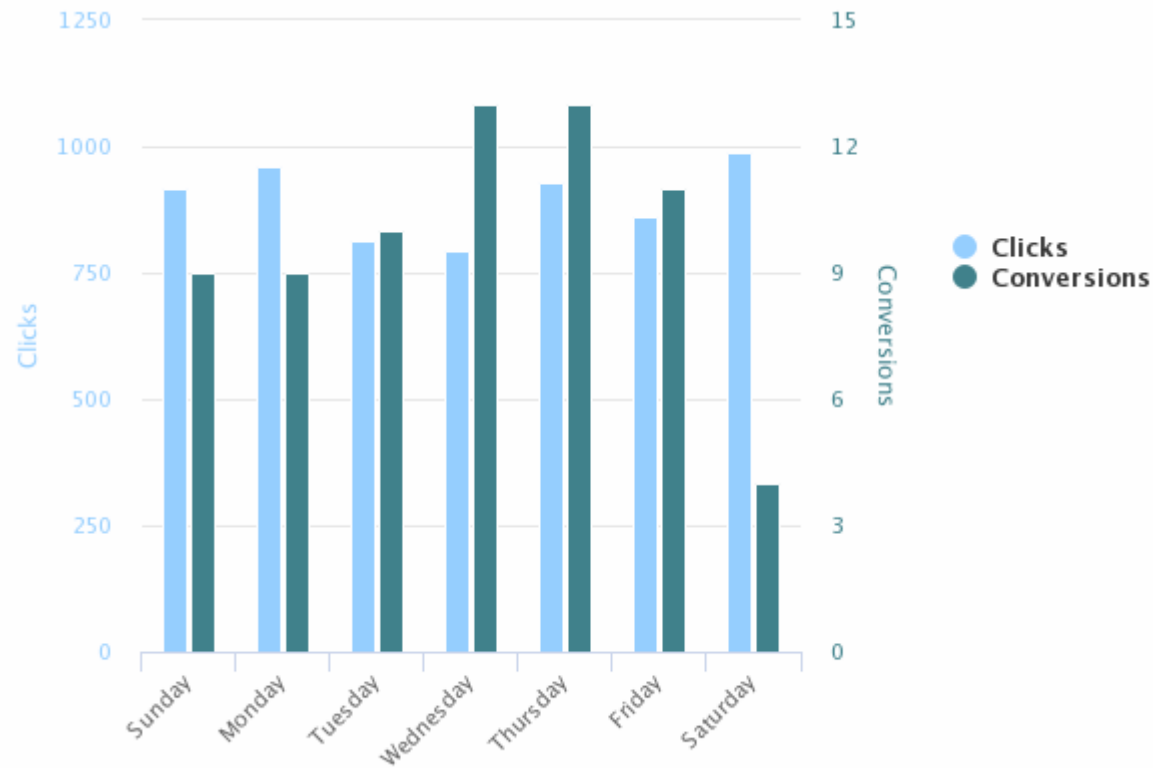
Conversion Booster : These keywords have a low click through rate. If we can increase it through tests we can increase conversions.

Campaign Name	Adgroup Name	Keyword Text	Match Type	Status	Q S	Clicks	Impr	Cost (£)	Conv	Conv Rate(%)	Cost / Conv (£)	Ctr(%)	Avg Position	Top page of CPC
Copper Pans	Copper Pans	copper pans	Exact	ENABLED	7	243	17724	97.62		1.65	24.40		1.28	0.45
Copper Pans	Copper Pans	+copper +pans	Broad	ENABLED	7	465	55011	195.34		0.86	48.84		1.43	0.55



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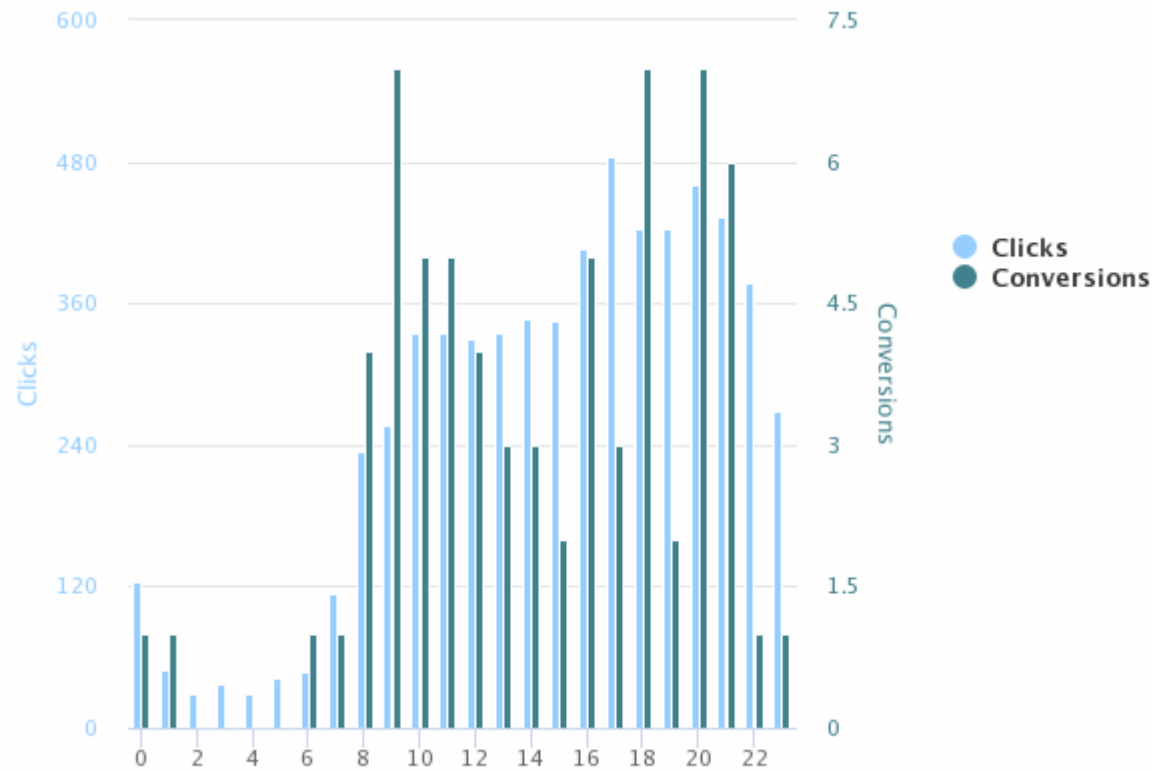
☑ Avg By Day of Week : View clicks and conversions by day. We bid by day to allocate budget at on the right days of the week.





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Total By Hour of Day : View clicks and conversions by hour for the month. We bid by times in the day to allocate budget at best performing times.





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☑ Converted Rate By Hour and Day : Converted Rate By Hour and Day.

