



push™

Falk Culinair **Aug-2017** Push PPC Report Generated from Push™ Analyser

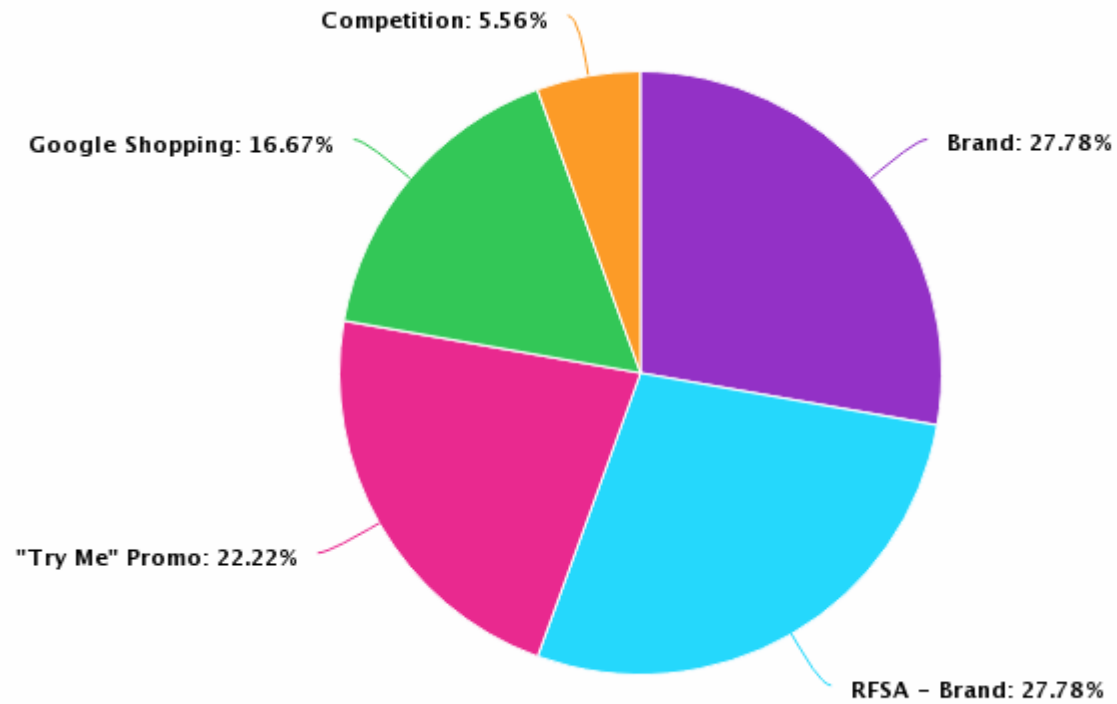
Executive Summary : View your conversions and data for this month and compare to last month.

IMPRESSIONS 335,228 970,570 ▼ 65.46 %	CLICKS 3,012 4,289 ▼ 29.77 %	CONVERSIONS 20 23 ▼ 13.04 %	ESTIMATE CONVERSIONS 20 23 ▼ 13.04 %	CTR 0.90% 0.44% ▲ 104.55 %	CPC 0.52 0.45 ▼ 15.56 %
CONVERSION RATE 0.12 0.08 ▲ 50 %	COST £1,555.89 £1,929.39 ▼ 19.36 %	COST / CONVERSION £77.74 £83.81 ▼ 7.24 %	COST / EST CONVERSIONS £77.79 £83.89 ▼ 7.27 %	CONVERSION VALUE 2,764.25 1,492.00 ▲ 85.27 %	
Sale 19 19 n/a		calls from ads 0 2 ▼ 100 %			



pushTM

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





push™

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(%)
["Customizer Ad 1"]	364	8902	4.09	0.47	172.23	3	57.41	210.04	0.82
["Customizer Ad 2"]	340	9378	3.63	0.48	162.01	6	27.00	92.05	1.76
["Top ETA 1"]	164	6216	2.64	0.55	89.50	1	89.50	146.72	0.61
["Best ETA", "Top ETA 1"]	96	2009	4.78	0.74	71.33	1	71.33	68.59	1.04
["Non Sale Generic", "Expanded Text Ads", "Best ETA"]	95	1112	8.54	0.19	18.14	0	0	0	0.00
["Non Sale Generic", "Expanded Text Ads", "Top ETA 1"]	15	43	34.88	0.08	1.14	1	1.14	0.17	6.67
["Non Sale Generic"]	12	259	4.63	0.52	6.18	1	6.18	0.74	8.33
["Non Sale Generic", "Expanded Text Ads"]	7	494	1.42	0.89	6.26	1	6.26	0.44	14.29

Falk Culinair Cookware	Brand	General	15	43	34.88	0.08	1.14	1	1.14	0.17	6.67
Professional Grade Cookware											
Copper Cookware	Competition	Brands	7	494	1.42	0.89	6.26	1	6.26	0.44	14.29
Professional Grade Cookware											
Falk Copper Cookware	RFSA - Brand	General	3	8	37.50	0.11	0.33	1	0.33	0.01	33.33
Free Next Day Delivery											
	Google Shopping	Copper Rondeau	2	417	0.48	0.29	0.58	1	0.58	0.01	50.00



push™

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
falk pans	GS - All Products - Low Bid	id=chefs-set	exact	58	0	3.75	0	1075	0
copper saucepan set	Categories	copper saucepans	phrase (close varian	41	0	17.65	0	855	1
copper frying pan	Google Shopping	id=ino2505sf	exact	40	0	24.53	0	3377	0
falk pans	Google Shopping	id=ino2569sf	exact	39	0	15.19	0	855	0
copper chef	Google Shopping	id=gourmet-set	exact	29	0	19.21	0	1845	0
copper pans	GS - All Products - Low Bid	id=chefs-set	exact	27	0	3.92	0	1798	0
falk pans uk	Brand	falk cookware	broad	21	0	3.54	0	113	1
copper pans	Google Shopping	id=ino2515sf	exact	19	0	15.48	0	2646	0
falk pans uk	GS - All Products - Low Bid	id=chefs-set	exact	16	0	0.88	0	213	0
copper pan set	GS - All Products - Low Bid	id=chefs-set	exact	11	0	1.82	0	993	0
copper saucepans	Google Shopping	id=ino2518sf	exact	10	0	8.08	0	1140	0
falk copper	Brand	falk cookware	broad	9	0	0.35	0	35	1
falk saucepans	"Try Me" Promo	Mauviel cookware	broad	9	0	4.17	0	31	1
copper kitchen accessories	Google Shopping	id=chefs-set	exact	8	0	6.8	0	1794	0
copper kitchen utensils	Google Shopping	id=gourmet-set	exact	8	0	7.89	0	1137	0
falk pans	Google Shopping	id=ino2562sf	exact	8	0	3.89	0	1178	0
falk copper pans uk	"Try Me" Promo	mauviel copper cookware	broad	8	0	1.1	0	18	1
falk cookware	GS - All Products - Low Bid	id=chefs-set	exact	7	0	0.35	0	48	0
copper saucepans	GS - All Products - Low Bid	id=chefs-set	exact	7	0	1.25	0	333	0
copper chef uk	Google Shopping	id=gourmet-set	exact	7	0	3.79	0	295	0
copper saucepan sets	Categories	copper saucepans	phrase (close varian	7	0	3.14	0	435	1
copper pans set	GS - All Products - Low Bid	id=chefs-set	exact	6	0	0.95	0	251	0
kitchenware	Google Shopping	id=chefs-set	exact	6	0	3.65	0	400	0
falk pans uk	Google Shopping	id=ino2569sf	exact	6	0	3.2	0	126	0
copper pan	Google Shopping	id=ino2505sf	exact	6	0	3.52	0	1377	0



push™

Device Report : View how your campaign performs by device.

Device	Impr	Clicks	Ctr(%)	Cost (£)	Cost / Clicks (£)	Conv	Conv Rate(%)	Cost / Conv (£)	Avg Position
Computers	13165	359	2.73	211.14	0.59	9 (60%)	2.51	23.46	1.83
Mobile devices with full browsers	12398	536	4.32	212.69	0.40	2 (13.33%)	0.37	106.34	1.57
Tablets with full browsers	5893	283	4.80	137.20	0.48	4 (26.67%)	1.41	34.30	1.89
Total	31456	1178	3.74	561.03	0.48	15	1.27	37.4	1.76



push™

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
mauviel	"Try Me" Promo	mauviel copper cookware	broad	Computers	18	1	17.16	17.16	348
mauviel uk	"Try Me" Promo	mauviel copper cookware	broad	Tablets with full browsers	12	1	10.59	10.59	85
falk culinair uk	Brand	falk culinair	phrase	Computers	5	1	0.14	0.14	20
falk pans uk	RFSA - Brand	falk cookware	broad	Mobile devices with full browsers	3	1	0.46	0.46	4
copper saucepans	Google Shopping	id=ino2569sf	exact	Mobile devices with full browsers	3	1	1.94	1.94	751
falkculinar	Brand	falk cookware	broad	Mobile devices with full browsers	3	1	0.14	0.14	3
mauviel tin lined copper cookware	Competition	+mauviel +copper +cookware	broad	Tablets with full browsers	2	1	1.8	1.8	1
tin lined copper cookware	"Try Me" Promo	french copper pans	broad	Computers	2	1	1.86	1.86	2
bourgeat excellence	RFSA - Brand	falk cookware	broad	Computers	1	1	1.44	1.44	1
falke copper pans uk	RFSA - Brand	falk cookware	broad	Computers	1	1	0.13	0.13	1
copper frying pan reviews	Google Shopping	id=ino2506sf	exact	Computers	1	1	0.57	0.57	18
copper rondeau with lid uk	Google Shopping	id=ino2549sf	exact	Tablets with full browsers	1	1	0.43	0.43	1
copper sauce pan falk	Brand	falk cookware	broad	Computers	1	1	0.89	0.89	1
copper crepe pan	"Try Me" Promo	mauviel copper cookware	broad	Mobile devices with full browsers	1	1	0.97	0.97	2



push™

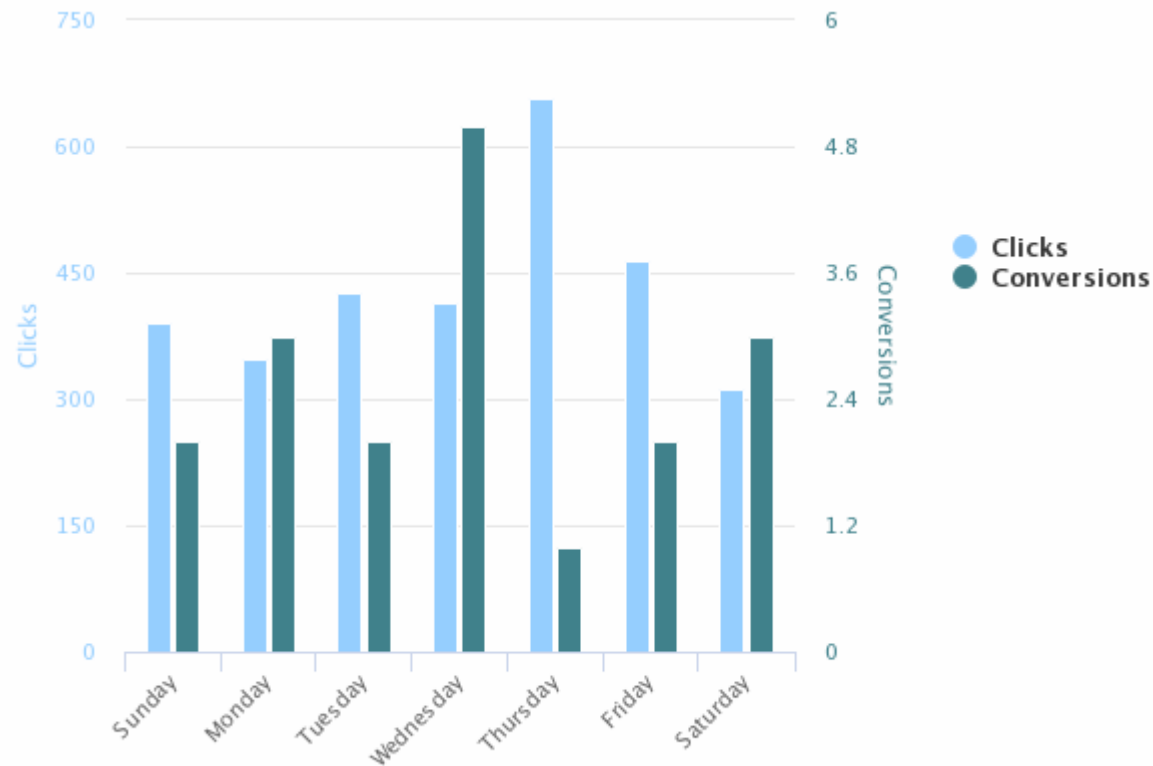
Conversion Booster : These keywords have a low click through rate. If we can increase it through tests we can increase conversions.

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
Competition	Brands	+mauve +copper +cookware	Broad	ENABLED	5	3	262	2.54		33.33	2.54		2.01	0.95



push™

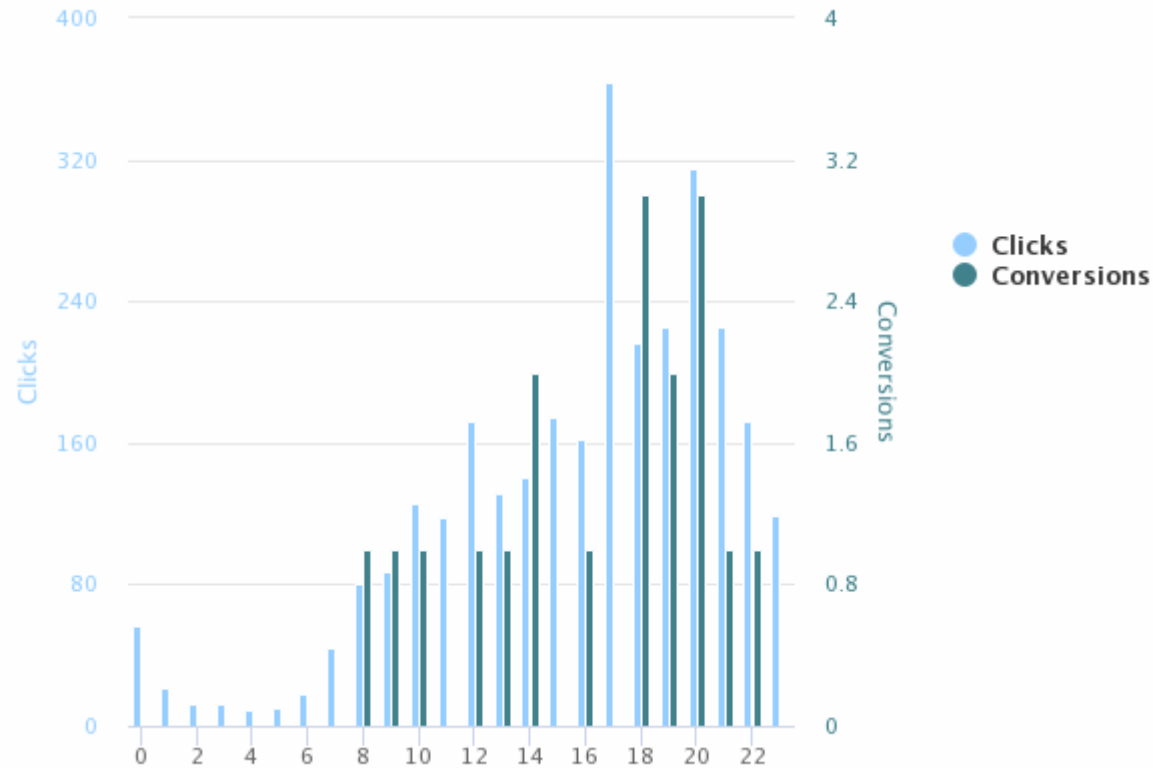
Avg By Day of Week : View clicks and conversions by day. We bid by day to allocate budget at on the right days of the week.





push™

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.





push™

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

