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

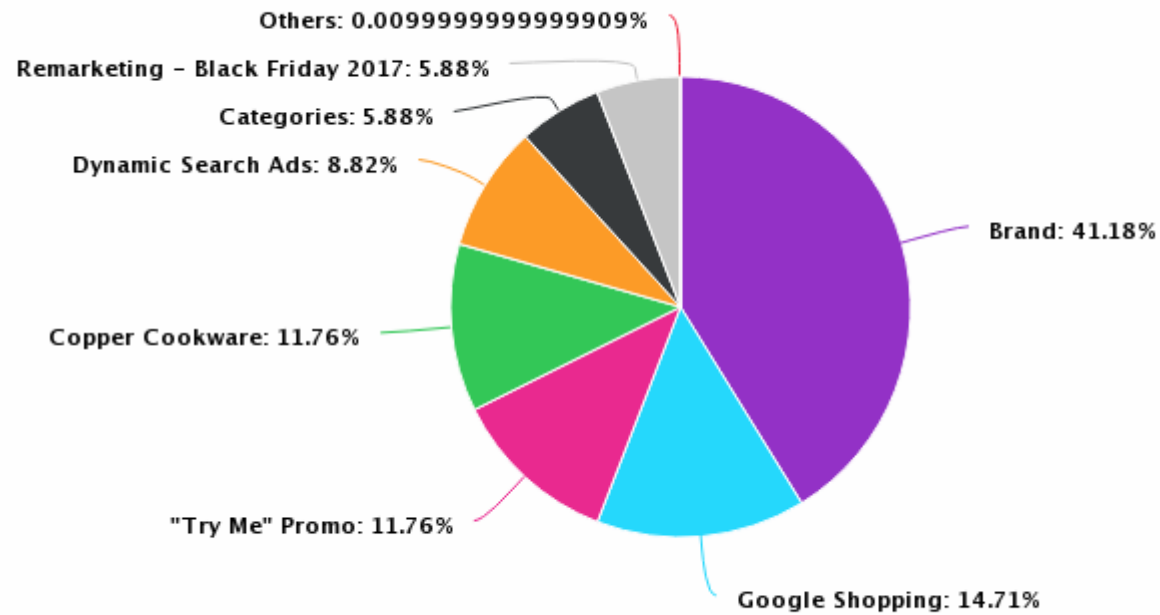
Executive Summary : View your conversions and data for this month and compare to last month.

IMPRESSIONS 347,744 318,070 ▲9.33 %	CLICKS 4,489 3,496 ▲28.4 %	CONVERSIONS 38 25 ▲52 %	ESTIMATE CONVERSIONS 38 25 ▲52 %	CTR 1.29% 1.10% ▲17.27 %	CPC 0.55 0.60 ▲8.33 %
CONVERSION RATE 0.85 0.72 ▲18.06 %	COST £2,469.11 £2,091.99 ▲18.03 %	COST / CONVERSION £64.93 £83.61 ▼22.34 %	COST / EST CONVERSIONS £64.98 £83.68 ▼22.35 %	CONVERSION VALUE 5,774.50 3,717.50 ▲55.33 %	
calls from ads 2 1 ▲100 %		Sale 36 21 ▲71.43 %			



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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(%)
["Customizer Ad 2"]	636	31753	2.00	0.47	297.71	3	99.24	633.43	0.47
["Customizer Ad 1"]	528	32703	1.61	0.47	246.51	6	41.09	216.24	1.14
["Non Sale Generic","Expanded Text Ads"]	210	9664	2.17	0.53	112.28	2	56.14	118.19	0.95
["Halloween 2017"]	158	6385	2.47	0.49	76.73	3	25.58	40.38	1.90
["Top ETA 3"]	150	2637	5.69	0.69	104.12	0	0	0	0.00
["Top ETA 2"]	67	1133	5.91	0.88	59.11	1	59.11	39.67	1.49
["Non Sale Generic","Expanded Text Ads","Top ETA 3"]	26	78	33.33	0.16	4.27	0	0	0	0.00
["Non Sale Generic"]	23	546	4.21	0.51	11.63	0	0	0	0.00
["Non Sale Generic","Expanded Text Ads","Best ETA"]	23	72	31.94	0.10	2.38	0	0	0	0.00
["Sale V1"]	1	147	0.68	0.32	0.32	0	0	0	0.00
["Sale V2"]	1	333	0.30	0.21	0.21	0	0	0	0.00
["Other ETAs"]	1	157	0.64	1.18	1.18	0	0	0	0.00

Falk Copper Cookware	Brand	Cookware	44	748	5.88	0.30	13.24	1	13.24	5.83	2.27
Professional Grade Cookware											
{=PushAds.HL1b}	Brand	General	33	103	32.04	0.12	4.06	2	2.03	0.67	6.06
{=PushAds.HL2b}											
	Google Shopping	Copper Gratin Pans	24	4461	0.54	0.63	15.15	2	7.58	1.82	8.33
Falk Culinair Cookware											
Professional Grade Cookware	Copper Cookware	Copper Cookware	14	428	3.27	0.45	6.34	1	6.34	0.89	7.14
Copper Casseroles											
Professional Grade Cookware	Copper Cookware	Copper Casseroles	2	384	0.52	0.51	1.02	1	1.02	0.02	50.00



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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 saucepan set	Categories	copper saucepans	phrase (close varian	96	0	52.45	0	2471	1
mauviel	"Try Me" Promo	Mauviel cookware	broad	83	0	64.64	0	539	1
copper pans	Google Shopping	id=ino2569sf	exact	71	0	49.03	0	4421	0
copper frying pan	Google Shopping	id=ino2505sf	exact	71	0	39.85	0	4697	0
copper stone pan	Copper Cookware	+copper +pan	broad	70	0	26.03	0	1667	2
copper pans	Google Shopping	id=ino2506sf	exact	55	0	33.11	0	7462	0
mauviel uk	"Try Me" Promo	Mauviel cookware	broad	52	0	39.64	0	180	1
copper saucepans	Brand	falk cookware	broad	40	0	16.99	0	933	1.3
mauviel pans	"Try Me" Promo	Mauviel cookware	broad	30	0	22.66	0	114	1
copper pans	Google Shopping	id=ino2515sf	exact	29	0	22.19	0	4214	0
copper pots	"Try Me" Promo	french copper pans	broad	29	0	19.54	0	324	1
copper bottom pans	"Try Me" Promo	french copper pans	broad	27	0	17.11	0	380	1
copper cookware	Brand	falk cookware	broad	26	0	8.72	0	447	2
copper pan set	Copper Cookware	copper pan	phrase	25	0	11.4	0	746	1.8
copper saucepan sets	Categories	copper saucepans	phrase (close varian	24	0	10.51	0	1433	1
copper frying pan	Copper Cookware	copper frying pans	exact (close variant	23	0	10.32	0	2130	3.6
copper saucepans	"Try Me" Promo	french copper pans	broad	23	0	15.09	0	364	1.5
copper pots and pans	Dynamic Search Ads	--	broad	18	0	8.6	0	636	1.1
copper saucepans set	Categories	copper saucepans	phrase	18	0	11.37	0	346	1
jml copper stone pan	Copper Cookware	+copper +pan	broad	17	0	6.3	0	231	3
mauviel france	"Try Me" Promo	Mauviel cookware	broad	15	0	12.09	0	51	1
copper pan	Google Shopping	id=ino2569sf	exact	13	0	8.38	0	862	0
mauviel copper	"Try Me" Promo	Mauviel cookware	broad	13	0	9.37	0	72	1
professional frying pan	Google Shopping	id=ino2506sf	exact	12	0	6.33	0	110	0
copper saucepans	Google Shopping	id=ino2569sf	exact	12	0	8.03	0	1445	0



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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	53331	933	1.75	541.65	0.58	10 (41.67%)	1.07	54.16	1.76
Mobile devices with full browsers	65062	1381	2.12	718.97	0.52	6 (25%)	0.43	119.83	1.56
Tablets with full browsers	27394	814	2.97	425.94	0.52	8 (33.33%)	0.98	53.24	1.77
Total	145787	3128	2.15	1686.56	0.54	24	0.77	70.27	1.7



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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 pans	Copper Cookware	copper pan	exact (close variant)	Computers	115	1	39.37	39.37	3742
copper pans	Dynamic Search Ads	--	exact	Computers	73	1	34.81	34.81	4178
copper pan	Google Shopping	id=ino2505sf	exact	Mobile devices with full browsers	26	1	16.08	16.08	2784
copper pots	Dynamic Search Ads	--	exact	Computers	23	2	11.23	5.62	734
copper saucepans	Google Shopping	id=ino2515sf	exact	Mobile devices with full browsers	20	1	14.31	14.31	1783
copper pans	"Try Me" Promo	Mauviel cookware	broad	Tablets with full browsers	7	1	4.35	4.35	56
falk copper frying pans	Brand	falk cookware	broad	Tablets with full browsers	3	1	1.1	1.1	4
fauk culinair	Brand	falk culinair	exact (close variant)	Computers	2	1	0.12	0.12	2
falk copper pots	Brand	falk cookware	broad	Mobile devices with full browsers	2	1	0.12	0.12	1
falk kitchenware	"Try Me" Promo	french copper pans	broad	Computers	2	1	0.44	0.44	2
best copper frying pan	Google Shopping	id=ino2506sf	exact	Computers	1	1	0.6	0.6	10
copper 16cm skillet	Google Shopping	id=ino2507sf	exact	Computers	1	1	0.85	0.85	0
falk 28cm copper frying pan	Google Shopping	id=ino2510sf	exact	Computers	1	1	0.18	0.18	2
huge copper casserole dish	Copper Cookware	copper casseroles	phrase (close varian)	Computers	1	1	0.51	0.51	1
falko copper frying pan	Copper Cookware	copper frying pans	phrase (close varian)	Computers	1	1	0.5	0.5	1
best healthy copper cookeare	Copper Cookware	copper cookware	phrase (close varian)	Mobile devices with full browsers	1	1	0.52	0.52	1
falk copper saute pan 24cm	Brand	falk cookware	broad	Computers	1	1	0.65	0.65	1
24cm copper saucier pan	Brand	falk cookware	broad	Tablets with full browsers	1	1	0.62	0.62	1
falk sauce pans	Brand	falk cookware	broad	Computers	1	1	0.25	0.25	2
falk copper uk	Brand	falk cookware	broad	Computers	1	1	0.04	0.04	1

falkair copperpots	Brand	falk cookware	broad	Computers	1	1	0.39	0.39	1
18cm copper sugar pan	"Try Me" Promo	Mauviel cookware	broad	Computers	1	1	1.1	1.1	1



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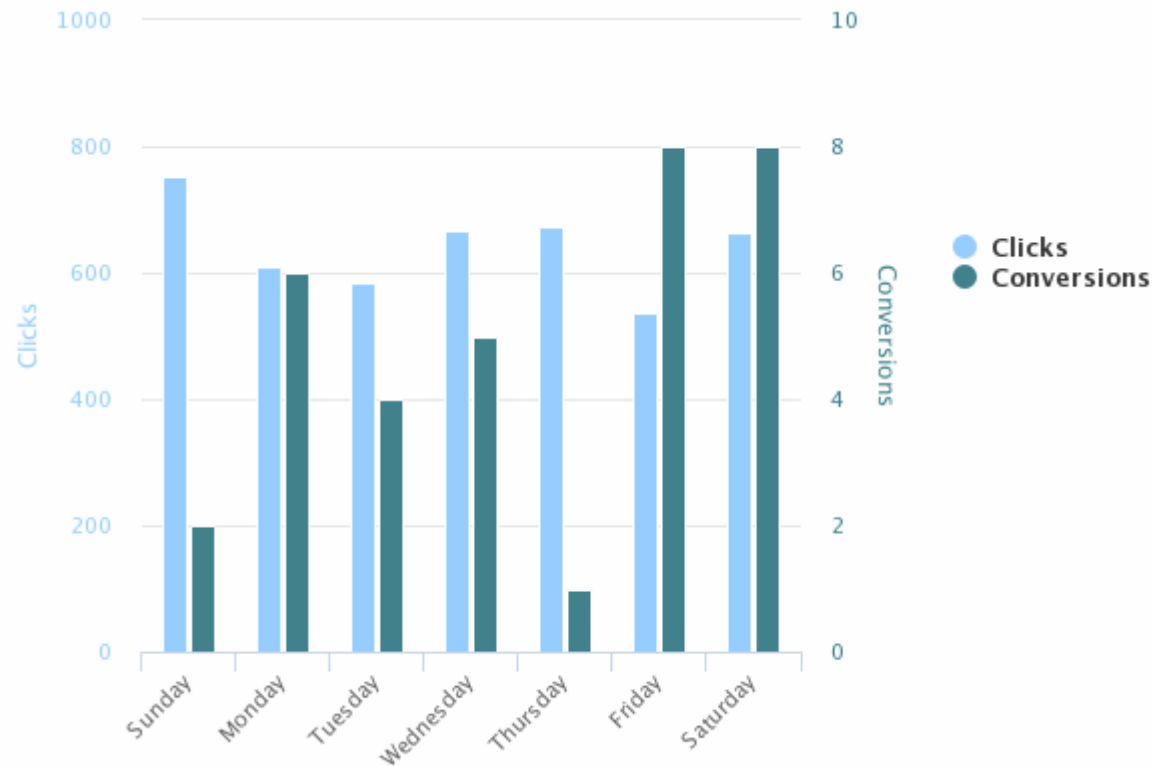
Conversion Booster : These keywords have a low click through rate. If we can increase it through tests we can increase conversions.

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 Cookware	Copper Frying Pans	copper frying pans	Phrase	ENABLED	2	40	4939	21.45		2.50	21.45		2.00	0.78
Copper Cookware	Copper Casseroles	copper casseroles	Phrase	ENABLED	5	8	544	3.11		12.50	3.11		1.42	0.71



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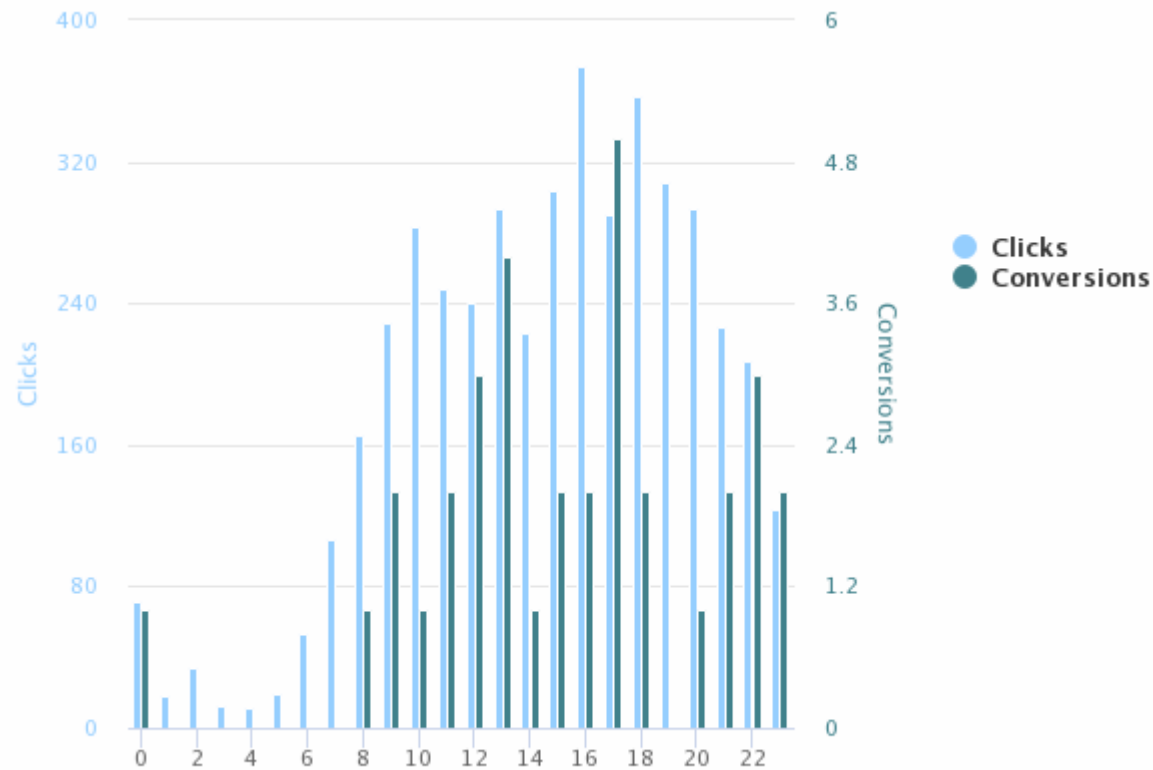
Avg By Day of Week : View clicks and conversions by day. We bid by day to allocate budget at on the right days of the week.





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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.**

