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Falk Culinair Jul-2018 Push PPC Report Generated from Push™ Analyser

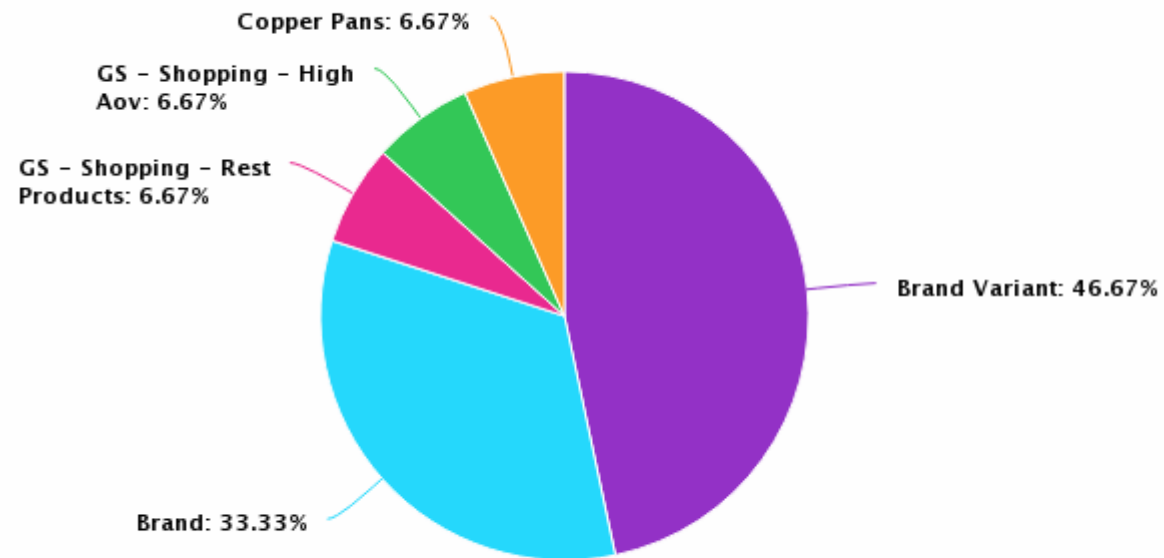
Executive Summary : View your conversions and data for this month and compare to last month.

IMPRESSIONS <b>185,736</b> 132,105 ▲40.6 %	CLICKS <b>1,730</b> 1,752 ▼1.26 %	CONVERSIONS <b>15</b> 7 ▲114.29 %	ESTIMATE CONVERSIONS <b>16</b> 7 ▲128.57 %	CTR <b>0.93%</b> 1.33% ▼30.08 %	CPC <b>0.40</b> 0.50 ▲20 %
CONVERSION RATE <b>0.87</b> 0.40 ▲117.5 %	COST <b>£688.74</b> £879.04 ▼21.65 %	COST / CONVERSION <b>£45.87</b> £125.46 ▼63.44 %	COST / EST CONVERSIONS <b>£43.05</b> £125.58 ▼65.72 %	CONVERSION VALUE <b>1,407.50</b> 195.00 ▲621.79 %	
Sale <b>15</b> 7 ▲114.29 %			<b>0</b> 0 ▼100 %		



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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(%)
No results found									



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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(%)
	GS - Shopping - High Aov	Saucepan Set	260	15323	1.70	0.52	134.42	1	134.42	353.74	0.38
	GS - Shopping - Rest Products	Rest Products	64	13107	0.49	0.55	35.14	1	35.14	22.53	1.56



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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 pans	GS - Shopping - High Aov	id=gourmet-set	exact	46	0	15.52	0	1185	0
copper saucepans	GS - Shopping - High Aov	id=saucepan-set	exact	19	0	9.85	0	465	0
copper pan set	GS - Shopping - High Aov	id=gourmet-set	exact	18	0	6.56	0	898	0
copper cookware	Brand Variant	falk cookware	broad	18	0	6.42	0	448	2.7
copper frying pan	GS - Shopping - Performing Products	id=ino2506sf	exact	15	0	7.82	0	335	0
copper pan set	GS - Shopping - High Aov	id=saucepan-set	exact	15	0	9.22	0	879	0
copper pan set	Copper Pans	copper pans	phrase (close varian	14	0	8.79	0	1014	2.6
copper pan set	GS - Shopping - High Aov	id=chefs-set	exact	13	0	5.28	0	864	0
copper saucepans	GS - Shopping - High Aov	id=gourmet-set	exact	11	0	4.25	0	432	0
copper chef	GS - Shopping - High Aov	id=chefs-set	exact	10	0	4.03	0	991	0
copper pans set	Copper Pans	copper pans	phrase	10	0	5.94	0	158	2
copper pots and pans	GS - Shopping - High Aov	id=saucepan-set	exact	9	0	5.02	0	194	0
copper saucepan	Brand Variant	copper saucepans	exact (close variant	9	0	3.55	0	487	1.2
copper pans	GS - Shopping - Performing Products	id=ino2515sf	exact	8	0	4.53	0	1786	0
copper pots	GS - Shopping - High Aov	id=saucepan-set	exact	8	0	3.68	0	158	0
falk pans	GS - Shopping - High Aov	id=chefs-set	exact	7	0	0.11	0	65	0
copper saucepan set	GS - Shopping - High Aov	id=saucepan-set	exact	7	0	4.06	0	250	0
best copper pans uk	Copper Pans	copper pans	phrase	7	0	3.85	0	24	1
falk pans uk	Brand Variant	falk cookware	broad	7	0	0.83	0	9	1
copper wok	GS - Shopping - Rest Products	id=ino2500sf	exact	6	0	2.62	0	603	0
copper saucepan set	GS - Shopping - High Aov	id=chefs-set	exact	6	0	2.28	0	243	0
copper pans set	GS - Shopping - High Aov	id=saucepan-set	exact	6	0	3.38	0	180	0
brass pans	GS - Shopping - High Aov	id=chefs-set	exact	6	0	1.82	0	19	0
copper saucepans	GS - Shopping - High Aov	id=chefs-set	exact	6	0	2.22	0	234	0
copper cookware	GS - Shopping - High Aov	id=gourmet-set	exact	6	0	2.01	0	156	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	8602	141	1.64	72.31	0.51	7 (53.85%)	4.96	10.33	1.98
Mobile devices with full browsers	15130	299	1.98	118.31	0.40	3 (23.08%)	1.00	39.44	1.75
Tablets with full browsers	4314	113	2.62	43.41	0.38	3 (23.08%)	2.65	14.47	2.06
<b>Total</b>	28046	553	1.97	234.03	0.42	13	2.35	18	1.93



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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	GS - Shopping - High Aov	id=saucepan-set	exact	Tablets with full browsers	51	1	24.66	24.66	1176
falk culinair	Brand Variant	falk cookware	broad	Tablets with full browsers	20	2	2.44	1.22	47
professional copper pans	Brand Variant	falk cookware	broad	Tablets with full browsers	2	1	0.72	0.72	4
falk copper	GS - Shopping - Rest Products	id=ino2020sf	exact	Mobile devices with full browsers	1	1	0.65	0.65	1
flake copper pans	Copper Pans	copper pans	phrase	Computers	1	1	0.76	0.76	1
buy falk sauce pan	Brand Variant	falk cookware	broad	Mobile devices with full browsers	1	1	0.24	0.24	1
falk frying pans	Brand Variant	falk frying pan	exact (close variant)	Tablets with full browsers	1	1	0.38	0.38	1
falk copper saucepans	Brand Variant	+falk +copper	phrase	Computers	1	1	0.2	0.2	1



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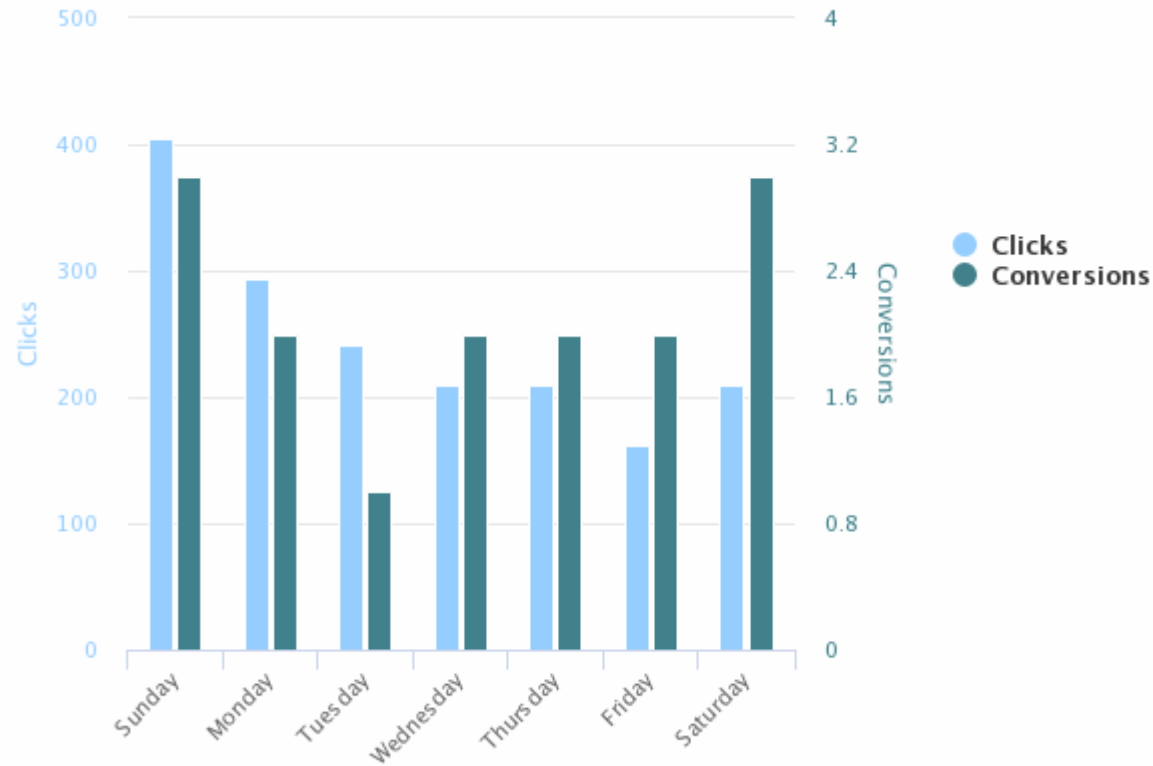
**Conversion Booster : These keywords have a low click through rate. If we can increase it through tests we can increase conversions.**

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 Pans	Copper Pans	copper pans	Phrase	ENABLED	6	166	19289	110.94		0.60	110.94		2.08	0.69



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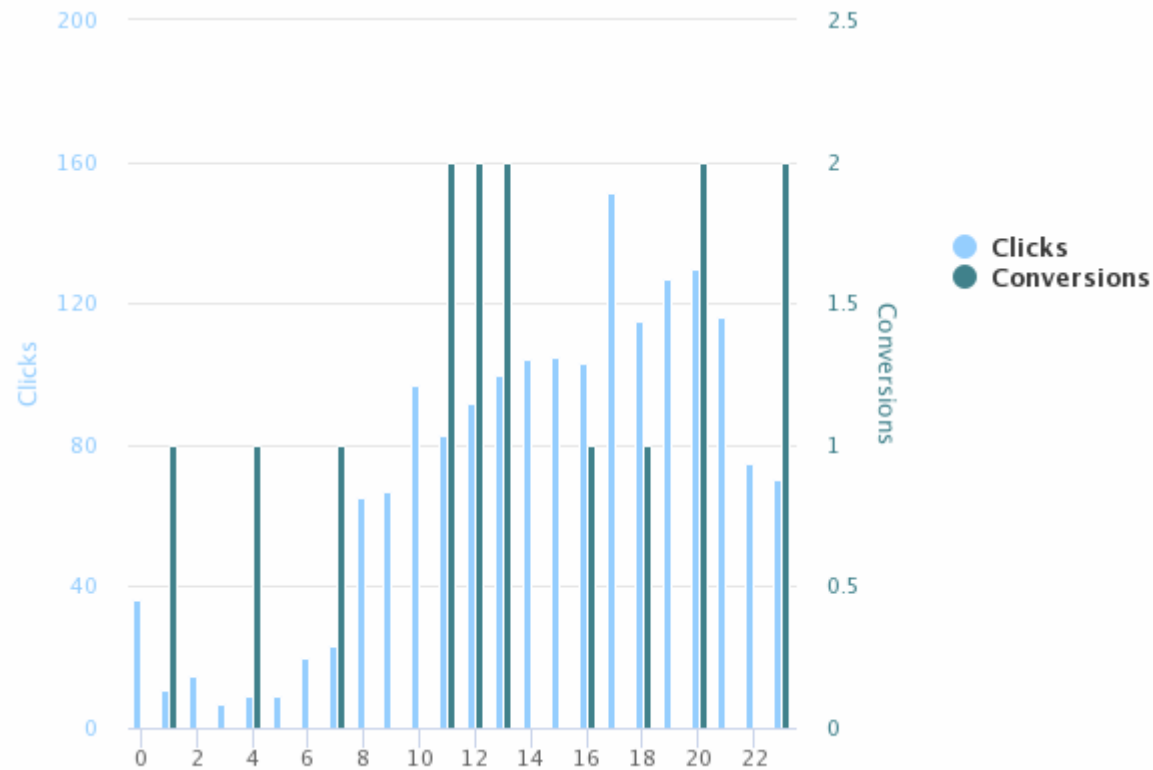
Avg By Day of Week : View clicks and conversions by day. We bid by day to allocate budget at on the right days of the week.





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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.**

