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Falk Culinair **May-2018** Push PPC Report Generated from Push™ Analyser

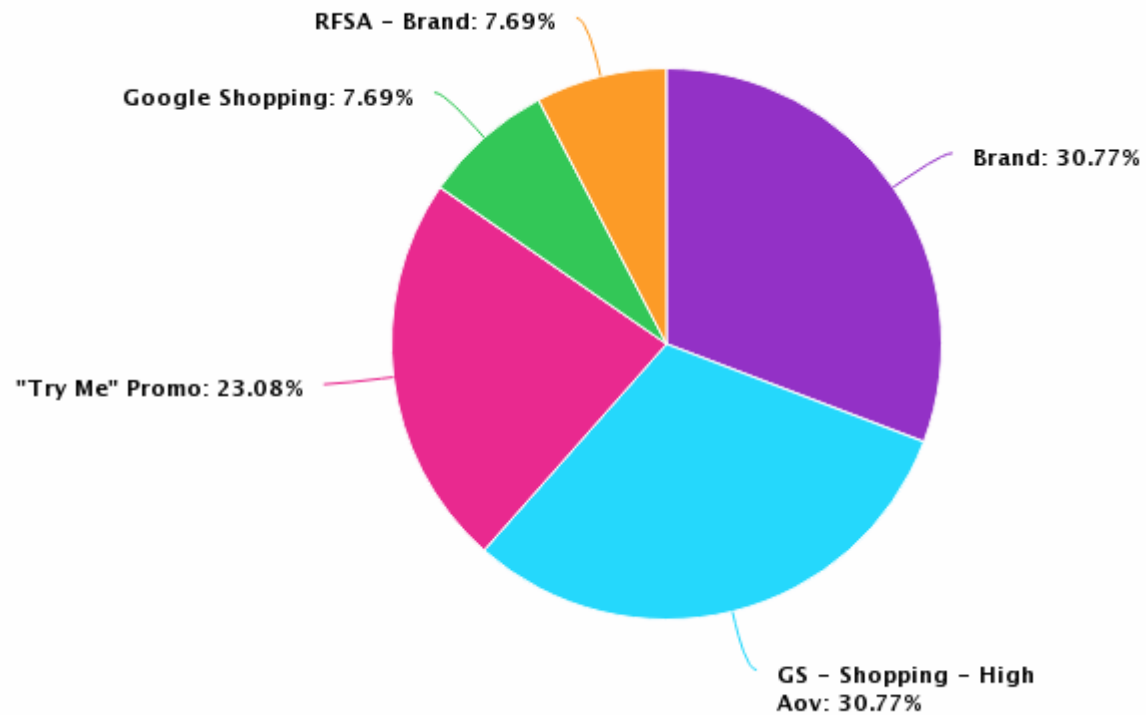
Executive Summary : View your conversions and data for this month and compare to last month.

IMPRESSIONS 132,694 216,187 ▼ 38.62 %	CLICKS 1,893 3,216 ▼ 41.14 %	CONVERSIONS 13 22 ▼ 40.91 %	ESTIMATE CONVERSIONS 13 22 ▼ 40.91 %	CTR 1.43% 1.49% ▼ 4.03 %	CPC 0.43 0.41 ▼ 4.88 %
CONVERSION RATE 0.69 0.68 ▲ 1.47 %	COST £807.99 £1,321.83 ▼ 38.87 %	COST / CONVERSION £62.06 £60.00 ▲ 3.43 %	COST / EST CONVERSIONS £62.15 £60.08 ▲ 3.45 %	CONVERSION VALUE 500.50 4,513.00 ▼ 88.91 %	
calls from ads 2 0 ▼ 100 %		Sale 11 21 ▼ 47.62 %			



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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(%)
["Emotive","Top ETA 1"]	584	9114	6.41	0.56	325.89	3	108.63	639.00	0.51
["Non Sale Generic"]	258	24489	1.05	0.42	107.48	3	35.83	92.66	1.16
["Emotive","Top ETA 2"]	68	274	24.82	0.06	4.20	2	2.10	1.43	2.94



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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(%)
Mauviel Cookware	"Try Me" Promo	Promo Mauviel Cookware	278	4557	6.10	0.68	187.71	1	187.71	521.42	0.36
The Ultimate Copper Cookware											
French Cookware	"Try Me" Promo	Promo French Cookware	209	2721	7.68	0.55	115.49	2	57.75	120.30	0.96
The Ultimate Copper Cookware											
	GS - Shopping - High Aov	Saucepan Set	166	11980	1.39	0.45	74.24	4	18.56	30.80	2.41
Falk Culinair Cookware	Brand	Falk General	68	274	24.82	0.06	4.20	2	2.10	1.43	2.94
The Ultimate Copper Cookware											
Falk Copper Cookware	Brand	Falk Cookware	60	1347	4.45	0.30	17.76	2	8.88	5.33	3.33
Professional Grade Cookware											
Falk Copper Cookware	RFSA - Brand	General	3	22	13.64	0.14	0.42	1	0.42	0.01	33.33
Free Next Day Delivery											
	Google Shopping	Copper Saucepans	1	39	2.56	0.25	0.25	1	0.25	0.00	100.00



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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 pans	GS - Shopping - High Aov	id=gourmet-set	exact	83	0	29.94	0	1918	0
copper pan set	GS - Shopping - High Aov	id=gourmet-set	exact	46	0	16.77	0	1063	0
mauviel uk	"Try Me" Promo	Mauviel cookware	broad	31	0	21.94	0	174	2.5
falk pans	GS - Shopping - Performing Products	id=ino2569sf	exact	23	0	3.43	0	474	0
copper pots	"Try Me" Promo	french copper pans	broad	23	0	13.36	0	341	1
copper cookware	"Try Me" Promo	french copper pans	broad	22	0	12.12	0	214	1
copper pans	GS - Shopping - Performing Products	id=ino2506sf	exact	18	0	10.37	0	1529	0
copper frying pan	GS - Shopping - Performing Products	id=ino2506sf	exact	18	0	8.34	0	480	0
mauviel pans	"Try Me" Promo	Mauviel cookware	broad	18	0	12.45	0	117	4
falk pans	GS - Shopping - High Aov	id=chefs-set	exact	17	0	0.71	0	199	0
copper wok	GS - Shopping - Rest Products	id=ino2598sf	exact	15	0	5.5	0	396	0
copper pan set	GS - Shopping - High Aov	id=chefs-set	exact	15	0	5.2	0	921	0
copper saucepans	GS - Shopping - High Aov	id=gourmet-set	exact	13	0	4.69	0	419	0
copper cookware	GS - Shopping - High Aov	id=gourmet-set	exact	13	0	4	0	242	0
copper pan set	GS - Shopping - High Aov	id=saucepan-set	exact	11	0	5.67	0	939	0
copper pan	GS - Shopping - Performing Products	id=ino2506sf	exact	10	0	5.51	0	270	0
best copper pans	"Try Me" Promo	french copper pans	broad	10	0	5.03	0	55	1
copper chef	GS - Shopping - High Aov	id=chefs-set	exact	9	0	2.93	0	1693	0
copper pots and pans	GS - Shopping - High Aov	id=gourmet-set	exact	8	0	2.88	0	317	0
copper saucepans	GS - Shopping - High Aov	id=saucepan-set	exact	8	0	3.91	0	246	0
falk pots	Brand	falk cookware	broad	8	0	1.06	0	14	1
copper saucepan set	GS - Shopping - High Aov	id=gourmet-set	exact	7	0	2.89	0	248	0
solid copper pans	GS - Shopping - High Aov	id=saucepan-set	exact	7	0	2.47	0	78	0

mauiel copper	"Try Me" Promo	Mauviel cookware	broad	7	0	5.09	0	87	1
copper saucepans	GS - Shopping - High Aov	id=chefs-set	exact	6	0	2.29	0	166	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	12394	217	1.75	119.38	0.55	3 (37.5%)	1.38	39.79	2.12
Mobile devices with full browsers	16635	550	3.31	251.94	0.46	3 (37.5%)	0.55	83.98	1.79
Tablets with full browsers	4848	143	2.95	66.25	0.46	2 (25%)	1.40	33.12	2.12
Total	33877	910	2.69	437.57	0.48	8	0.88	54.7	2.01



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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
mauiel	"Try Me" Promo	Mauviel cookware	broad	Mobile devices with full browsers	41	1	29.39	29.39	488
copper saucepans	"Try Me" Promo	french copper pans	broad	Mobile devices with full browsers	38	1	21.23	21.23	460
copper pans	GS - Shopping - High Aov	id=saucepan-set	exact	Tablets with full browsers	36	2	17.11	8.56	1768
falk pans price	GS - Shopping - High Aov	id=saucepan-set	exact	Computers	2	1	0.48	0.48	1
falk copper pans	GS - Shopping - High Aov	id=saucepan-set	exact	Mobile devices with full browsers	2	1	0.4	0.4	4
falk copper 16 inch saucepan	Google Shopping	id=ino2515sf	exact	Computers	1	1	0.25	0.25	2
stockists of falk copper ware	Brand	falk cookware	broad	Mobile devices with full browsers	1	1	0.3	0.3	1
falk cullinery	Brand	falk cookware	broad	Tablets with full browsers	1	1	0.24	0.24	1
french copper cookware brands uk	"Try Me" Promo	french copper pans	broad	Computers	1	1	0.61	0.61	1



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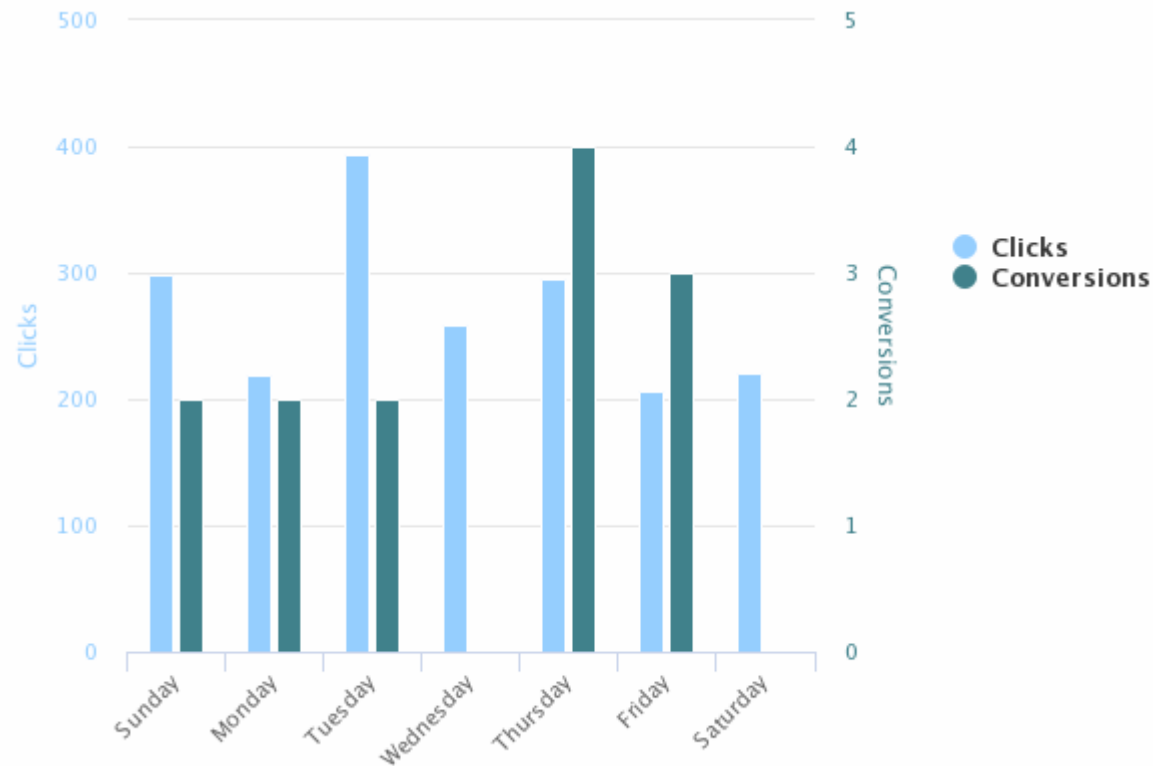
Conversion Booster : These keywords have a low click through rate. If we can increase it through tests we can increase conversions.

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
No Results Found														



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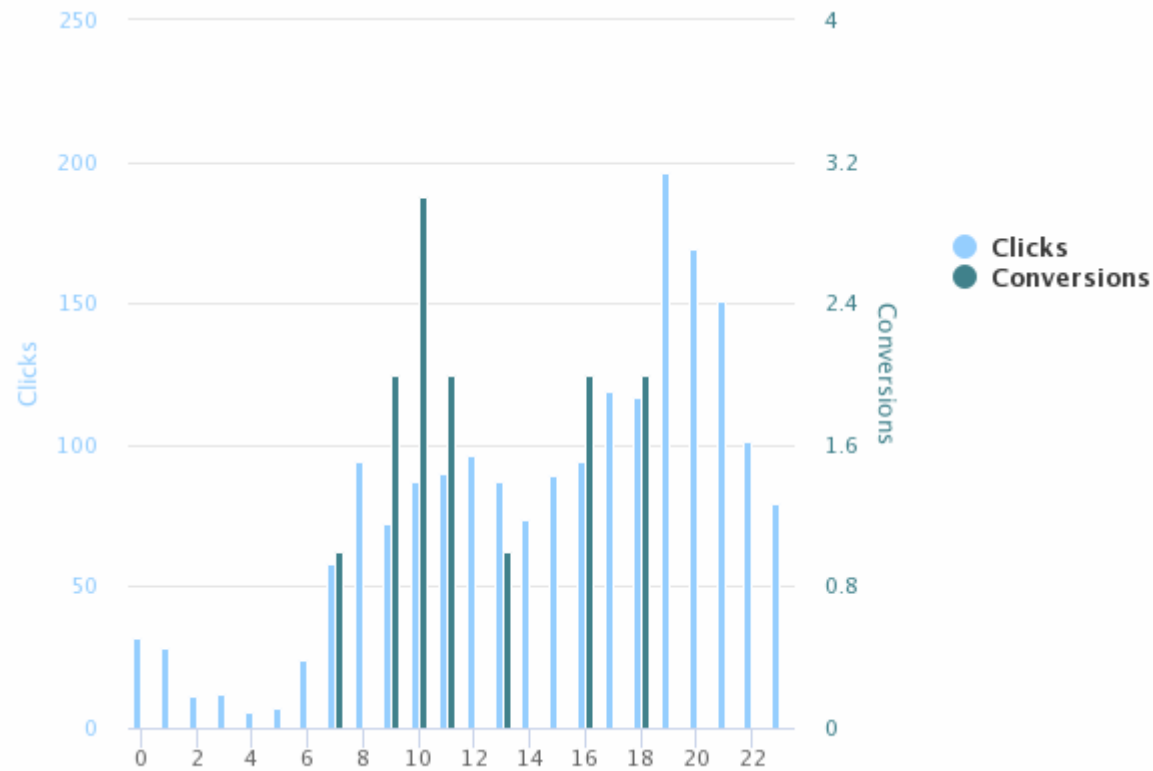
Avg By Day of Week : View clicks and conversions by day. We bid by day to allocate budget at on the right days of the week.





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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.

