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Falk Culinair **Feb-2017** Push PPC Report Generated from PushTM Analyser

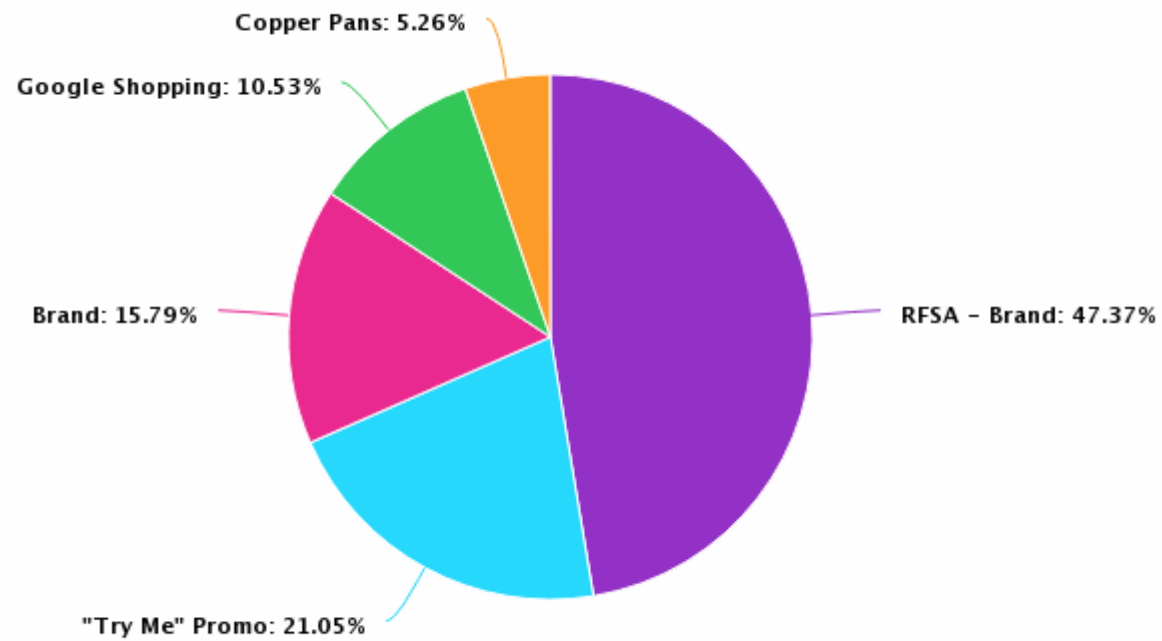
Executive Summary : View your conversions and data for this month and compare to last month.

IMPRESSIONS 382,231 544,620 ▼ 29.82 %	CLICKS 3,072 5,196 ▼ 40.88 %	CONVERSIONS 19 40 ▼ 52.5 %	ESTIMATE CONVERSIONS 19 40 ▼ 52.5 %	CTR 0.80% 0.95% ▼ 15.79 %	CPC 0.45 n/a
CONVERSION RATE 0.22 0.77 ▼ 71.43 %	COST £1386.78 £2334.04 ▼ 40.58 %	COST / CONVERSION £72.99 £58.35 ▲ 25.09 %	COST / EST CONVERSIONS £72.99 £58.35 ▲ 25.09 %	CONVERSION VALUE 1 7 ▼ 85.71 %	
Sale 19 39 ▼ 51.28 %			▼ 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 Report : Your most popular adverts.

Ad	Campaign	Adgroup	Clicks	Impr	Ctr(%)	Avg CPC	Cost (£)	Conv	Cost / Conv (£)	Cost / Conv Rate (£)	Conv Rate(%)
Falk Copper Cookware Free Next Day Delivery	Copper Pans	Copper Pans	190	22353	0.85	0.40	75.37	1	75.37	142.21	0.53
Falk Copper Cookware Free Next Day Delivery	Brand	Cookware	186	8918	2.09	0.39	72.70	1	72.70	134.63	0.54
Falk Copper Cookware Free Next Day Delivery	Brand	Cookware	164	6143	2.67	0.36	58.74	1	58.74	96.30	0.61
Falk Copper Cookware Free Next Day Delivery	"Try Me" Promo	Promo	122	2956	4.13	0.61	73.99	2	37.00	45.12	1.64
	Google Shopping	Copper Sugar & Jam Pots	54	5426	1.00	0.54	28.98	1	28.98	15.66	1.85
	Google Shopping	Copper Saute Pans	45	4793	0.94	0.59	26.63	1	26.63	12.00	2.22

Falk Culinair Cookware falkculinair.co.uk/Copper_Cookware Get 50% Off With Our Try Me Offer. 50% Off Handcrafted Copper Cookware	"Try Me" Promo	Promo	32	788	4.06	0.59	18.91	2	9.46	3.03	6.25
Falk Copper Cookware falkculinair.co.uk/Copper_Cookware Free Next Day Delivery	RFSA - Brand	Cookware	30	365	8.22	0.56	16.91	5	3.38	1.01	16.67
Falk Copper Cookware falkculinair.co.uk/Copper_Cookware Free Next Day Delivery	Brand	General	16	40	40.00	0.16	2.54	1	2.54	0.41	6.25
Falk Copper Cookware falkculinair.co.uk/Copper_Cookware Free Next Day Delivery	RFSA - Brand	Cookware	16	290	5.52	0.53	8.43	1	8.43	1.35	6.25
Falk Copper Cookware falkculinair.co.uk/Copper_Cookware Get 25% Off Everything	RFSA - Brand	Cookware	7	75	9.33	0.66	4.61	1	4.61	0.32	14.29
Falk Copper Cookware falkculinair.co.uk/Copper_Cookware Get 25% Off Everything	RFSA - Brand	General	1	4	25.00	0.11	0.11	1	0.11	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 chef	Google Shopping	id=gourmet-set	exact	48	0	17.44	0	2314	0
copper pans	Google Shopping	id=ino2518sf	exact	42	0	38.13	0	3398	0
copper frying pan	Google Shopping	id=ino2504sf	exact	37	0	18.95	0	1327	0
copper pans	GS - All Products - Low Bid	id=chefs-set	exact	31	0	2.81	0	1101	0
copper saucepans	Google Shopping	id=ino2515sf	exact	27	0	25.04	0	1083	0
copper pan set	Copper Pans	copper pans	phrase (close varian	24	0	10.58	0	2693	1.7
falk pans	GS - All Products - Low Bid	id=gourmet-set	exact	21	0	0.29	0	319	0
copper pots	Brand	falk cookware	broad	15	0	6.11	0	1001	1
copper pots and pans	Brand	falk cookware	broad	14	0	6.77	0	593	1
mauviel	"Try Me" Promo	mauviel copper cookware	broad	11	0	7.49	0	348	1
copper saute pan	Google Shopping	id=ino2562sf	exact	10	0	7.66	0	182	0
copper pans set	Brand	falk cookware	broad	10	0	4.85	0	428	1
falk pans	"Try Me" Promo	french copper pans	broad	10	0	1.77	0	24	1
falk copper cookware	RFSA - Brand	+falk +cookware	broad	9	0	0.74	0	13	1
solid copper pans	Google Shopping	id=saucepan-set	exact	9	0	3.02	0	62	0
copper pots and pans	"Try Me" Promo	french copper pans	broad	9	0	6.2	0	70	3
falk pans	Google Shopping	id=ino2569sf	exact	8	0	1.54	0	185	0
what are the best copper pans	Brand	falk cookware	broad	8	0	3.53	0	57	1.5
copper pan set	"Try Me" Promo	Mauviel cookware	broad	8	0	5.6	0	162	1

copper pan set	GS - All Products - Low Bid	id=chefs-set	exact	7	0	0.7	0	574	0
falk pans	Google Shopping	id=ino2560sf	exact	7	0	1.94	0	464	0
copper chef pan	Google Shopping	id=chefs-set	exact	7	0	1.99	0	204	0
falk culinair uk	Brand	falk cookware	broad	7	0	0.37	0	20	1
falkculinair	Brand	falk cookware	broad	7	0	2.15	0	20	1
copper pots and pans	GS - All Products - Low Bid	id=chefs-set	exact	6	0	0.57	0	227	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	33919	498	1.47	278.52	0.56	10 (58.82%)	2.01	27.85	1.74
Mobile devices with full browsers	29045	473	1.63	186.58	0.39	1 (5.88%)	0.21	186.58	1.55
Tablets with full browsers	13249	319	2.41	123.88	0.39	6 (35.29%)	1.88	20.65	2.07
Total	76213	1290	1.69	588.98	0.46	17	1.32	34.65	1.79



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
falk pans	Brand	falk cookware	broad	Mobile devices with full browsers	35	1	5.57	5.57	205
falk copper pans	RFSA - Brand	falk cookware	broad	Computers	3	1	0.22	0.22	3
falk copper pans uk	RFSA - Brand	falk cookware	broad	Computers	2	1	0.27	0.27	2
falk culinaire	Brand	falk cookware	broad	Computers	2	1	0.25	0.25	2
is mauviel the best copper pans	"Try Me" Promo	mauviel copper cookware	broad	Computers	2	1	1.98	1.98	1
nigel slater copper pans	RFSA - Brand	falk cookware	broad	Tablets with full browsers	1	1	1.13	1.13	1
falk copper pan	RFSA - Brand	falk cookware	broad	Tablets with full browsers	1	1	0.14	0.14	3
mauviel or falk cookware	RFSA - Brand	falk cookware	phrase	Tablets with full browsers	1	1	1.17	1.17	1
kitchenaid copper pans uk	RFSA - Brand	falk cookware	broad	Computers	1	1	0.66	0.66	1
copper pots for sale	RFSA - Brand	falk cookware	broad	Tablets with full browsers	1	1	0.69	0.69	2
best pan for sugar work	Google Shopping	id=cu2065sf	exact	Computers	1	1	0.42	0.42	1
matfer bourgeat copper	Google Shopping	id=ino2562sf	exact	Computers	1	1	0.23	0.23	1
cooking with falk copper cookware	"Try Me" Promo	copper cookware	phrase	Mobile devices with full browsers	1	1	0.04	0.04	1
villedieu les poeles copper pans	"Try Me" Promo	french copper pans	broad	Computers	1	1	0.77	0.77	1

faulknair copper pans	"Try Me" Promo	mauveiel copper cookware	broad	Computers	1	1	0.61	0.61	1
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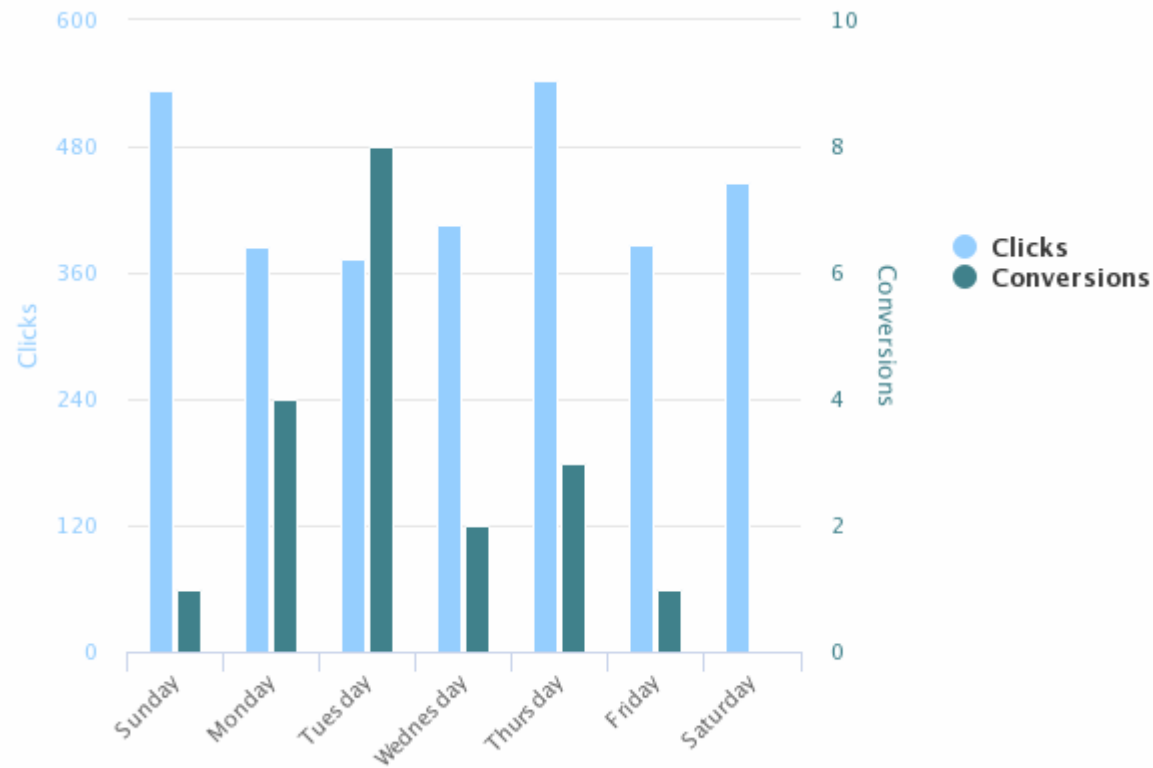
Conversion Booster : These keywords have a low click through rate. If we can increase it through tests we can increase conversions.

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
Copper Pans	Copper Pans	copper pans	Exact	ENABLED	8	168	10146	65.91		0.60	65.91		1.82	0.38



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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.

