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Falk Culinair

Apr-2016 Push PPC Report

Generated from Push™ Analyser

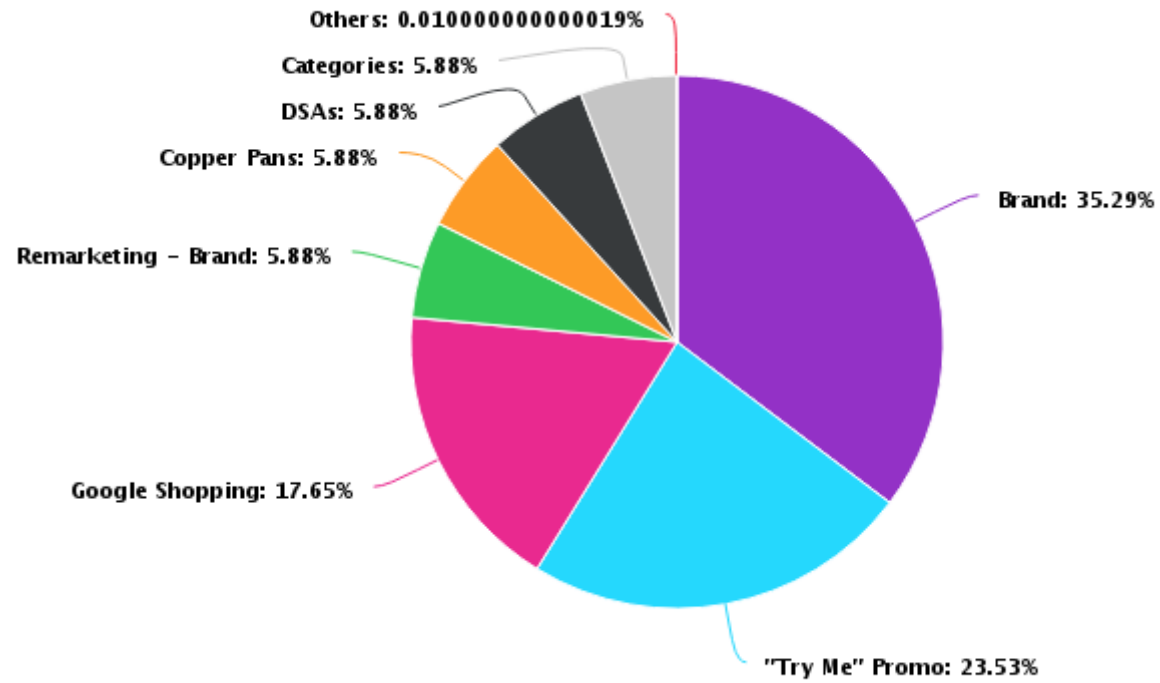
Executive Summary : View your conversions and data for this month and compare to last month.

<p>IMPRESSIONS</p> <p>477,139</p> <p>640,853</p> <p>▼ 25.55 %</p>	<p>CLICKS</p> <p>3,637</p> <p>4,512</p> <p>▼ 19.39 %</p>	<p>CONVERSIONS</p> <p>24</p> <p>16</p> <p>▲ 50 %</p>	<p>ESTIMATE CONVERSIONS</p> <p>24</p> <p>16</p> <p>▲ 50 %</p>	<p>CTR</p> <p>0.76%</p> <p>0.70%</p> <p>▲ 8.57 %</p>	<p>CPC</p> <p>0.46</p> <p>0.40</p> <p>▼ 15 %</p>
<p>CONVERSION RATE</p> <p>0.66</p> <p>0.35</p> <p>▲ 88.57 %</p>	<p>COST</p> <p>£1679.35</p> <p>£1823.75</p> <p>▼ 7.92 %</p>	<p>COST / CONVERSION</p> <p>£63.64</p> <p>£113.98</p> <p>▼ 44.17 %</p>	<p>COST / EST CONVERSIONS</p> <p>£69.97</p> <p>£113.98</p> <p>▼ 38.61 %</p>	<p>CONVERSION VALUE</p> <p>1,753.75</p> <p>3,467.0</p> <p>▼ 66.67 %</p>	
<p>Sale</p> <p>24</p> <p>16</p> <p>▲ 50 %</p>	<p>▼ 100 %</p>				



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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(%)
Copper Bottomed Gaurantee	90	9423	0.96	0.48	42.88	3	14.29	12.88	3.33
New Ads V3	7	2912	0.24	0.22	1.55	0			0.00
["Mobile New"]	47	5484	0.86	0.11	5.16	0			0.00
Mobile New	34	2911	1.17	0.09	2.92	1	2.92	0.99	2.94
["New Ads V3"]	29	7944	0.37	0.21	6.01	0			0.00
["New Ads V1"]	262	31931	0.82	0.45	116.81	2	58.41	153.70	0.76
["New Ads V2"]	198	28340	0.70	0.42	83.00	1	83.00	162.75	0.51
["Copper Bottomed Gaurantee"]	185	17557	1.05	0.49	89.90	1	89.90	166.48	0.54
New Ads V1	113	14669	0.77	0.44	49.95	2	24.98	28.22	1.77
New Ads V2	100	12078	0.83	0.45	45.48	0			0.00



Ad Report : Your most popular adverts.

Ad	Campaign	Adgroup	Clicks	Impr	Ctr(%)	Avg CPC	Cost(£)	Conv	Cost / Conv (£)	Cost / Conv Rate (£)	Conv Rate(%)
Product listing ad; Promotion: Multi-Piece Discount Available	Google Shopping	Copper Cookware Sets	546	25928	2.11	0.57	311.13	0			0.00
Falk Culinair Cookware www.falkculinair.co.uk Special "Try Me" offer 50% discount on hand-crafted copper cookware!	"Try Me" Promo	Promo	326	8639	3.77	0.49	160.71	4	40.18	130.66	1.23
Falk Culinair Cookware falkculinair.co.uk/Copper_Cookware Get 50% Off With Our Try Me Offer. Experience The Benefits!	Re-marketing: "Try Me" Promo	YouTube Video Viewers	302	75188	0.40	0.32	95.51	0			0.00
Falk Culinair Cookware www.falkculinair.co.uk Special "Try Me" offer 50% discount on hand-crafted copper cookware!	"Try Me" Promo	Promo	245	7765	3.16	0.49	119.14	2	59.57	145.29	0.82
Product listing ad; Promotion: Multi-Piece Discount Available	Google Shopping	Copper Frying Pans	139	10180	1.37	0.67	93.35	1	93.35	129.65	0.72

Ad name: Half-Page-Ad-Falk.jpg; 300 x 600 www.falkculinair.co.uk/try-me-offer	Re-marketing: "Try Me" Promo	YouTube Video Viewers	72	3966	1.82	0.23	16.64	0			0.00
Ad name: Inline-Rectangle-Falk.jpg; 300 x 250 www.falkculinair.co.uk	Remarketing - Brand	All Visitors	72	18723	0.38	0.23	16.35	0			0.00
www.FalkCulinair.co.uk Multi Piece Discount Available Fast & Free Delivery. Buy Now! Falk Culinair Cookware FalkCulinair.co.uk/Copper_Cookware Hand Crafted Copper Cookware. Sale - 25% Off Everything On Site!	DSAs	Generic Ad group	70	10195	0.69	0.32	22.25	1	22.25	15.56	1.43
Copper Cookware falkculinair.co.uk/Cookware_Sets Cookware Hand Crafted In Belgium. Great Quality, Fast Free Delivery	Remarketing - Easter 25% Off	All Visitors	69	11497	0.60	0.20	13.58	0			0.00
Copper Pans www.FalkCulinair.co.uk/Copper_Pans Hand Crafted Copper Pans. Now Direct From The Manufacturer	General	Cookware	57	6425	0.89	0.44	25.23	0			0.00
Copper Pans www.FalkCulinair.co.uk/Copper_Pans Hand Crafted Copper Pans. Now Direct From The Manufacturer	Copper Pans	Copper Pans	55	9949	0.55	0.45	24.98	0			0.00
www.FalkCulinair.co.uk Multi Piece Discount Available Free Delivery. Shop Now! Copper Cookware falkculinair.co.uk/Cookware_Sets Cookware Hand Crafted In Belgium. Now Direct From The Manufacturer	DSAs	Generic Ad group	55	4337	1.27	0.23	12.42	0			0.00
Copper Cookware falkculinair.co.uk/Cookware_Sets Cookware Hand Crafted In Belgium. Now Direct From The Manufacturer	General	Cookware	52	6337	0.82	0.48	24.90	0			0.00

Falk Culinair Cookware FalkCulinair.co.uk/Copper_Cookware Hand Crafted Copper Cookware. Great Quality, Fast Free Delivery	Remarketing - Brand	All Visitors	52	11250	0.46	0.20	10.24	0	0.00
Copper Cookware falkculinair.co.uk/Cookware_Sets Cookware Hand Crafted In Belgium. Multi Piece Discount Available	General	Cookware	50	6372	0.78	0.47	23.74	0	0.00
Copper Pans www.FalkCulinair.co.uk/Copper_Pans Hand Crafted Copper Pans. Great Quality, Fast Free Delivery	Copper Pans	Copper Pans	48	9995	0.48	0.39	18.90	0	0.00
Copper Utensils FalkCulinair.co.uk/Copper_Utensils Hand Crafted Copper Utensils. Copper Bottomed Guarantee, Shop Now	Categories	Copper Utensils	46	2073	2.22	0.41	18.75	0	0.00
Falk Copper Pots www.FalkCulinair.co.uk/Copper_Pots Handcrafted Wide Bottom Copper Pot. Copper Bottomed Guarantee, Shop Now	Categories	Copper Pots	45	4404	1.02	0.50	22.51	0	0.00
Falk Culinair Cookware FalkCulinair.co.uk/Copper_Cookware Hand Crafted Copper Cookware. Now Direct From The Manufacturer	Remarketing - Brand	All Visitors	44	9635	0.46	0.21	9.24	0	0.00
Falk Copper Pots www.FalkCulinair.co.uk/Copper_Pots Handcrafted Wide Bottom Copper Pot. Great Quality, Fast Free Delivery	Categories	Copper Pots	42	4481	0.94	0.46	19.21	0	0.00



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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
broad	Categories	+copper +pots		20	0	9.83	0	522	3
phrase (close variant)	Categories	copper pots		21	0	8.65	0	181	1
copper pans	Google Shopping	id=gourmet-set	exact	31	0	16.38	0	860	0
copper pan set	Google Shopping	id=saucier-set	exact	13	0	7.8	0	523	0
exact	General	copper cookware		8	0	3.55	0	437	1.1
exact	"Try Me" Promo	french cookware		15	0	7.48	0	355	2
exact (close variant)	Categories	copper bottom pan		17	0	7.61	0	269	1
broad	Categories	+copper +lids		17	0	8.39	0	40	1
phrase	RFSA - Advance	cookware		16	0	19.56	0	15	2
broad	DSAs	--		29	0	9.19	0	260	3
phrase	General	copper cookware set		14	0	6.94	0	29	2
broad	Categories	copper fry pans		21	0	11.61	0	57	2
exact	Copper Pans	copper pans		20	0	8.36	0	3747	2.1
broad	Categories	+copper +saucepan		18	0	7.4	0	87	3
phrase (close variant)	Categories	copper utensils		11	0	2.66	0	267	2
phrase	Copper Pans	copper pans		11	0	4.46	0	108	1.8
exact (close variant)	General	copper saucepan sets		8	0	4.51	0	25	1
phrase	Categories	copper pots		12	0	6.02	0	33	1
copper saucepans	Google Shopping	id=saucepan-set	exact	15	0	11.19	0	194	0
broad	Brand	falk cookware		63	0	31.93	0	2918	1

broad	Copper Pans	+copper +pans	50	0	20.82	0	422	1
broad	Categories	+copper +utensils	37	0	13.55	0	714	1
phrase (close variant)	Copper Pans	copper pans	12	0	6.05	0	36	1
exact	Google Shopping	id=starter-set	324	0	183.93	0	5511	0
broad	General	+copper +cookware	82	0	32.77	0	1863	1



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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	74490	690	0.93	330.53	0.48	10 (62.5%)	1.45	33.05	1.51
Mobile devices with full browsers	15528	321	2.07	127.10	0.40	3 (18.75%)	0.93	42.37	2.34
Tablets with full browsers	28009	515	1.84	260.03	0.50	3 (18.75%)	0.58	86.68	1.72
Total	118027	1526	1.29	717.66	0.47	16	1.05	44.85	1.86



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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
broad	"Try Me" Promo	french copper pans		Mobile devices with full browsers	125	2	59.48	29.74	1055
falks copper pots try me	"Try Me" Promo	mauveiel copper cookware	broad	Tablets with full browsers	2	1	0.64	0.64	2
exact	Brand	falk culinair		Computers	20	2	6.71	3.36	56
falk culinair uk	"Try Me" Promo	french copper pans	broad	Mobile devices with full browsers	1	1	0.03	0.03	1
phrase	Brand	falk culinair		Computers	8	1	2.32	2.32	17
exact	DSAs	--		Tablets with full browsers	11	1	1.98	1.98	252
falk culinair uk	Brand	falk culinair	phrase	Computers	3	1	0.48	0.48	13
copper saute pan	Google Shopping	id=ino2562sf	exact	Computers	2	1	1.42	1.42	11
broad	"Try Me" Promo	french copper pans		Computers	101	1	49.96	49.96	538
copper jam pots	Google Shopping	id=cu2040sf	exact	Tablets with full browsers	1	1	0.18	0.18	1
exact	Google Shopping	id=ino2505sf		Mobile devices with full browsers	44	1	19.14	19.14	702
exact	Categories	copper saucepan		Computers	11	1	5.54	5.54	986
exact	Google Shopping	id=cu2040sf		Computers	6	1	3.27	3.27	85
exact	Brand	falk culinair		Computers	20	2	6.71	3.36	56

broad	"Try Me" Promo	french copper pans		Mobile devices with full browsers	125	2	59.48	29.74	1055
copper saute pan	Google Shopping	id=ino2562sf	exact	Computers	2	1	1.42	1.42	11
exact	Google Shopping	id=cu2040sf		Computers	6	1	3.27	3.27	85
exact	Google Shopping	id=ino2505sf		Mobile devices with full browsers	44	1	19.14	19.14	702
copper jam pots	Google Shopping	id=cu2040sf	exact	Tablets with full browsers	1	1	0.18	0.18	1
exact	DSAs	--		Tablets with full browsers	11	1	1.98	1.98	252
exact	Categories	copper saucepan		Computers	11	1	5.54	5.54	986
phrase	Brand	falk culinair		Computers	8	1	2.32	2.32	17
falk culinair uk	Brand	falk culinair	phrase	Computers	3	1	0.48	0.48	13
broad	"Try Me" Promo	french copper pans		Computers	101	1	49.96	49.96	538
falk culinair uk	"Try Me" Promo	french copper pans	broad	Mobile devices with full browsers	1	1	0.03	0.03	1



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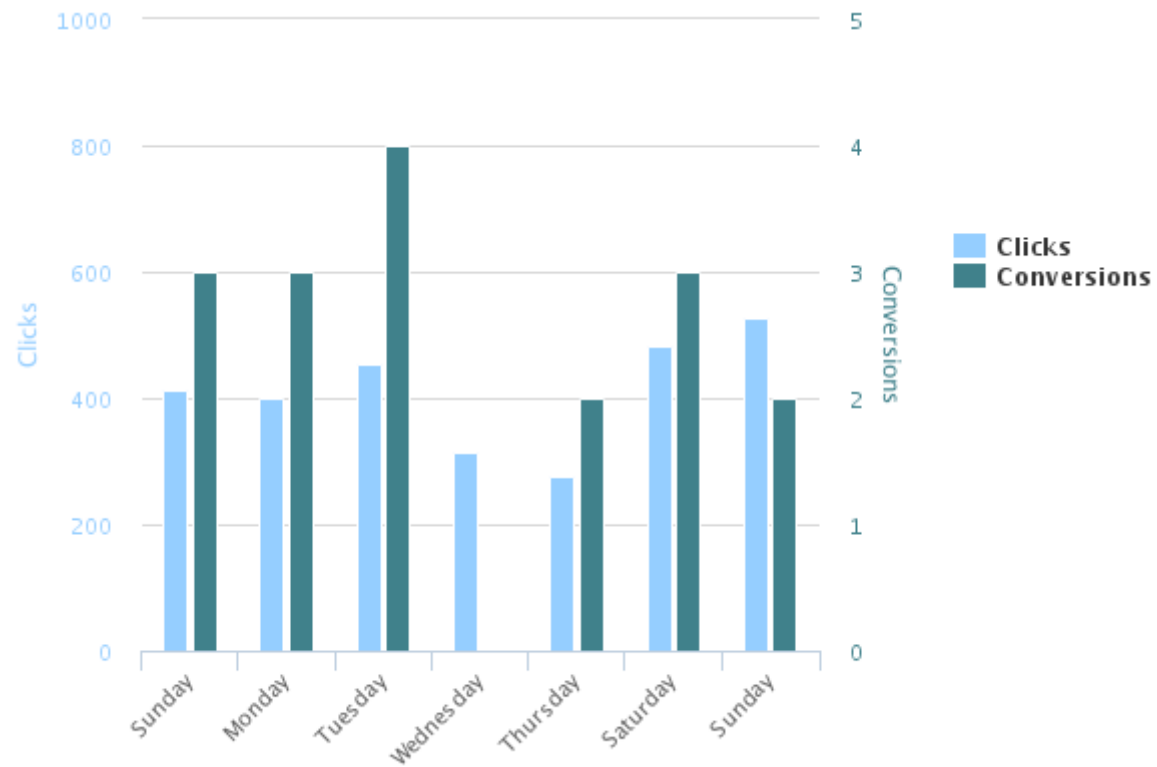
Conversion Booster : These keywords have a low click through rate. If we can increase it through tests we can increase conversions.

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	7	31	5560	12.43	1	3.23	12.43	0.56	1.88	0
Categories	Copper Saucepans	copper saucepans	Exact	ENABLED	7	25	2032	12.83	1	4.00	12.83	1.23	1.89	0



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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.

