



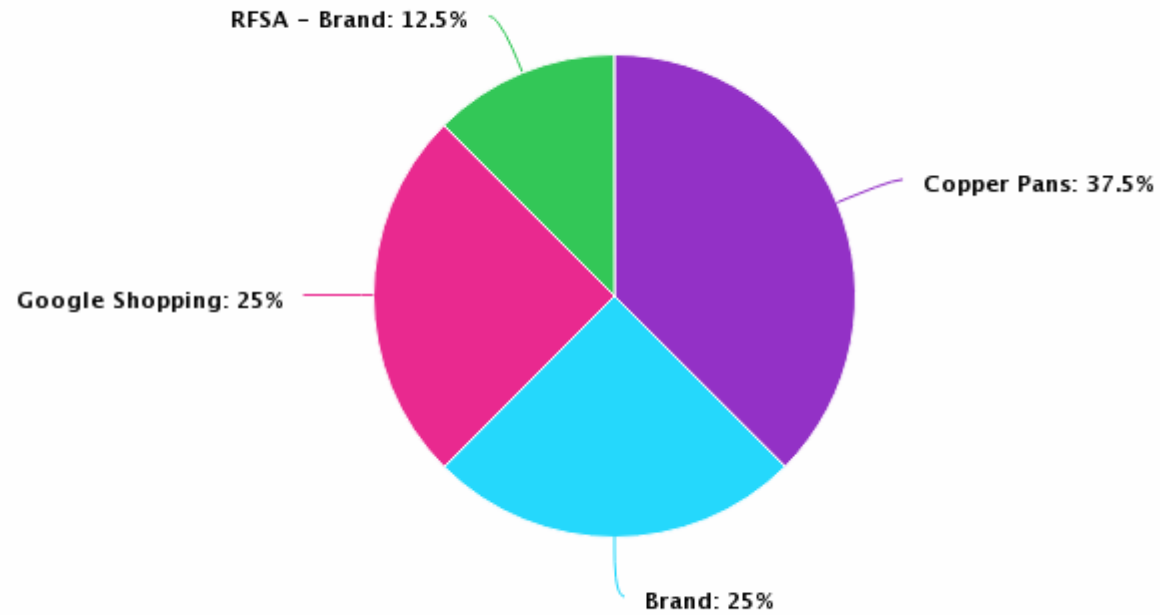
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Falk Culinair **Feb-2018** Push PPC Report Generated from Push™ Analyser



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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"]	1266	55139	2.30	0.61	767.09	3	255.70	3196.21	0.24
["Summer Sale 25% Off","Top ETA 1"]	133	2818	4.72	0.68	91.05	0	0	0	0.00
["Non Sale Generic","Expanded Text Ads"]	103	4564	2.26	0.27	27.73	0	0	0	0.00
["Non Sale Generic","Top ETA 1"]	41	444	9.23	0.56	22.92	1	22.92	9.39	2.44
["Non Sale Generic"]	24	296	8.11	0.62	14.95	0	0	0	0.00
["Emotive","Top ETA 2"]	21	95	22.11	0.09	1.97	1	1.97	0.41	4.76



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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(%)
	Google Shopping	Copper Cookware Sets	625	40777	1.53	0.35	219.78	1	219.78	1373.63	0.16
Copper Pans	Copper Pans	Copper Pans	615	46356	1.33	0.42	260.42	3	86.81	531.47	0.49
The Ultimate Copper Cookware Falk Copper Cookware	RFSA - Brand	Cookware	31	426	7.28	0.68	21.19	1	21.19	6.56	3.23
Free Next Day Delivery Falk Culinair Cookware	Brand	Falk General	21	95	22.11	0.09	1.97	1	1.97	0.41	4.76
The Ultimate Copper Cookware	Google Shopping	Copper Rondeau	1	293	0.34	0.17	0.17	1	0.17	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 pan set	Google Shopping	id=saucepan-set	exact	59	0	21.62	0	2965	0
mauiel	"Try Me" Promo	Mauviel cookware	broad	58	0	52.45	0	373	1
mauiel uk	"Try Me" Promo	Mauviel cookware	broad	35	0	27.36	0	150	5
copper pots and pans	Google Shopping	id=saucepan-set	exact	30	0	12.27	0	761	0
copper saucepans	Brand	falk cookware	broad	30	0	13.33	0	1051	1.2
copper saucepans	"Try Me" Promo	french copper pans	broad	28	0	20.03	0	325	1
copper cookware	"Try Me" Promo	french copper pans	broad	25	0	17.5	0	143	1
copper saucepans	Google Shopping	id=chefs-set	exact	23	0	9.38	0	1105	0
mauiel pans uk	"Try Me" Promo	Mauviel cookware	broad	22	0	19.12	0	84	2.5
copper pan	Google Shopping	id=saucepan-set	exact	19	0	8.93	0	1046	0
mauiel pans	"Try Me" Promo	Mauviel cookware	broad	18	0	15.03	0	83	1.3
copper pots	Google Shopping	id=saucepan-set	exact	17	0	7.28	0	585	0
copper cookware	Google Shopping	id=chefs-set	exact	17	0	6.13	0	608	0
copper chef	Google Shopping	id=chefs-set	exact	15	0	5.78	0	3541	0
copper cookware	Brand	falk cookware	broad	15	0	5.86	0	557	1
copper pots	"Try Me" Promo	french copper pans	broad	15	0	9.39	0	236	1
copper frying pan	Google Shopping	id=ino2506sf	exact	14	0	6.61	0	928	0
copper bottom pans	"Try Me" Promo	french copper pans	broad	14	0	11	0	172	1
copper pans set	Google Shopping	id=saucepan-set	exact	12	0	4.47	0	688	0
copper pans set	Copper Pans	copper pans	phrase	12	0	4.8	0	421	3
mauiel 1830	"Try Me" Promo	Mauviel cookware	broad	12	0	12.16	0	54	1
copper pans	Google Shopping	id=ino2506sf	exact	11	0	5.99	0	1266	0
copper pots and pan set	Google Shopping	id=saucepan-set	exact	10	0	3.16	0	257	0
copper cookware	RFSA - Brand	falk cookware	broad	9	0	8.04	0	58	1
cermitech non stick copper pan	Copper Pans	copper pans	phrase (close varian	9	0	3.6	0	456	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	24938	522	2.09	334.29	0.64	5 (83.33%)	0.96	66.86	1.29
Mobile devices with full browsers	33511	823	2.46	457.08	0.56	1 (16.67%)	0.12	457.08	1.45
Tablets with full browsers	12215	407	3.33	222.20	0.55	0 (0%)	0.00		1.45
Total	70664	1752	2.48	1013.57	0.58	6	0.34	168.93	1.4



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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	Google Shopping	id=saucepan-set	exact	Computers	121	1	45.03	45.03	4917
copper pan set	Copper Pans	copper pans	phrase (close varian	Mobile devices with full browsers	41	1	15.64	15.64	2641
faulk pans	RFSA - Brand	falk cookware	broad	Computers	1	1	0.2	0.2	1
falk copper rondeau	Google Shopping	id=ino2547sf	exact	Mobile devices with full browsers	1	1	0.17	0.17	1
coppere pans	Copper Pans	copper pans	exact (close variant	Computers	1	1	0.81	0.81	1
falk culinaire	Brand	falk culinair	exact (close variant	Computers	1	1	0.08	0.08	1



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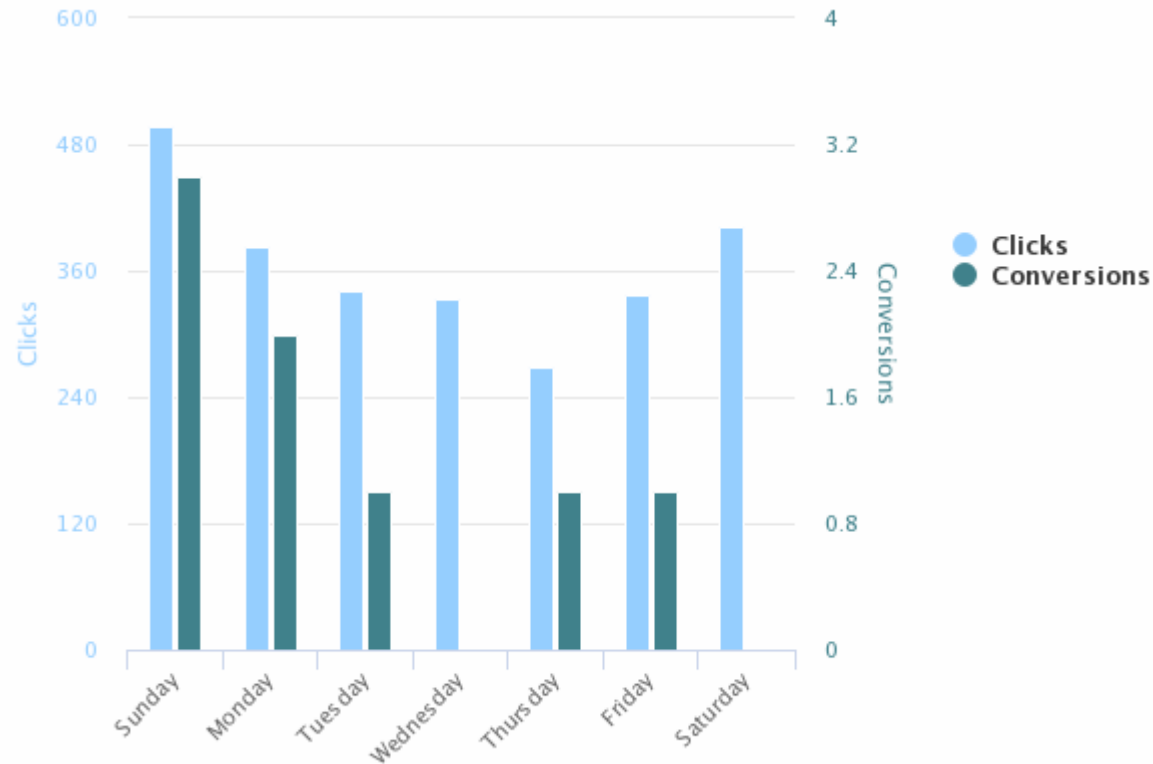
Conversion Booster : These keywords have a low click through rate. If we can increase it through tests we can increase conversions.

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	4	362	38649	148.06		0.28	148.06		1.50	0.6



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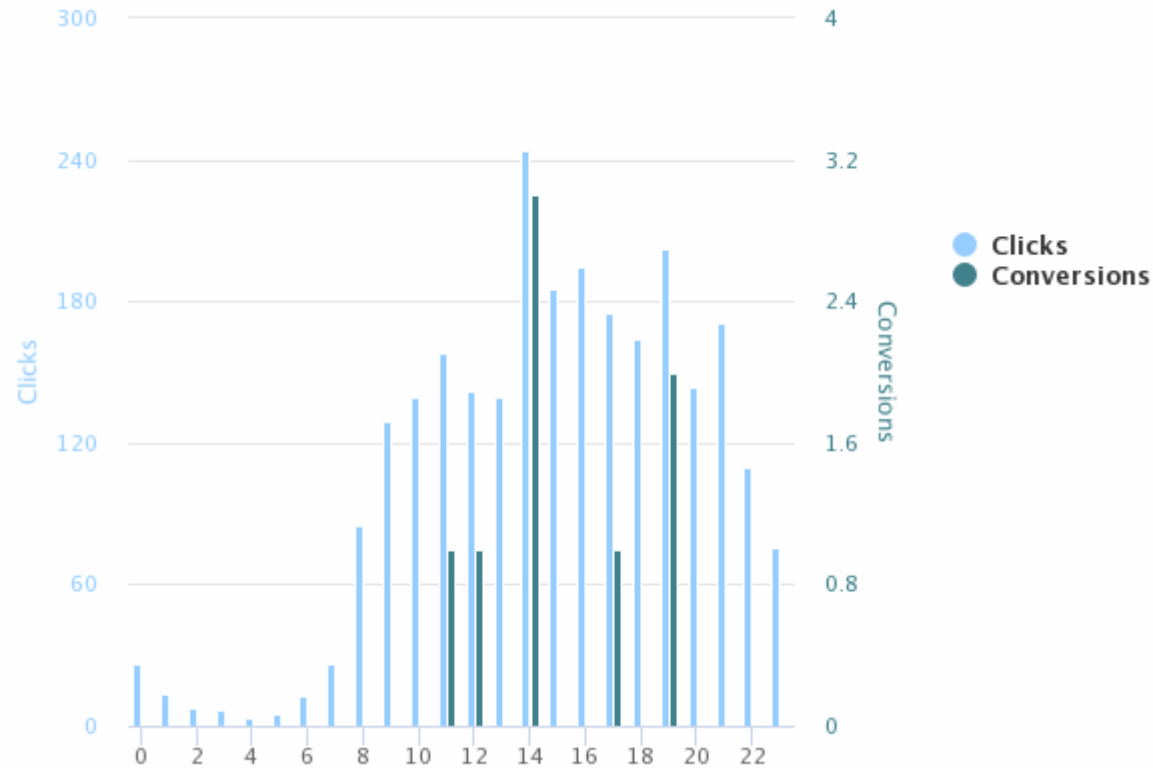
Avg By Day of Week : View clicks and conversions by day. We bid by day to allocate budget at on the right days of the week.





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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.

