

Internet Marketing Report

Falk Culinair

May 2015

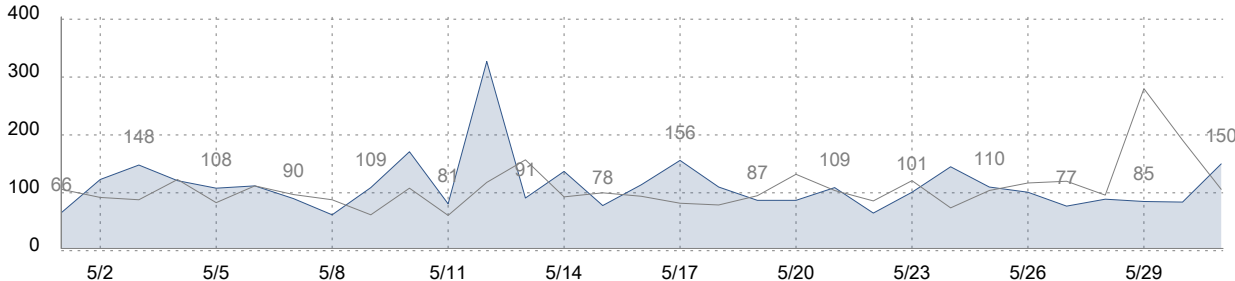
Google AdWords

AdWords Summary Report

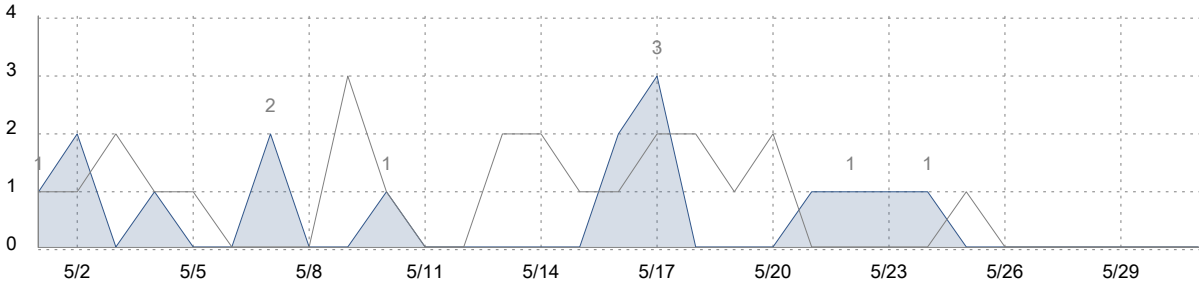
5/1/2015 - 5/31/2015

compared to 3/31/2015 - 4/30/2015

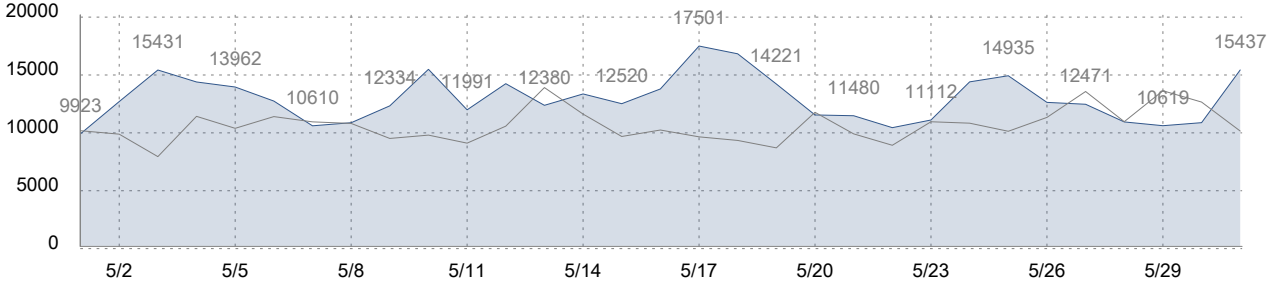
Clicks



Conversions

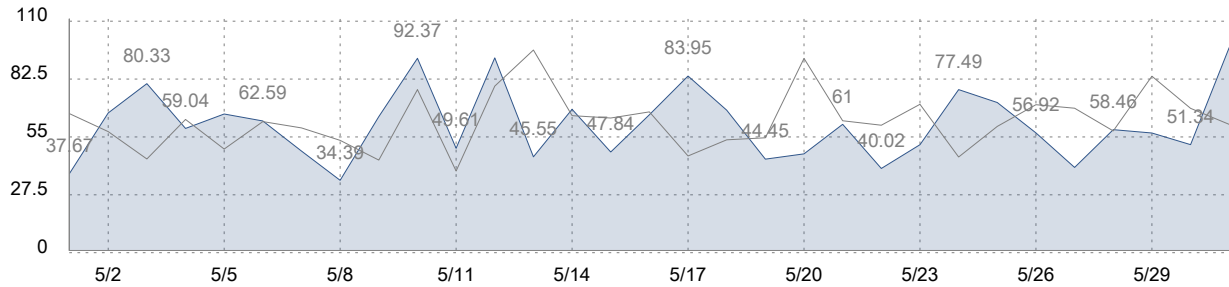


Impressions

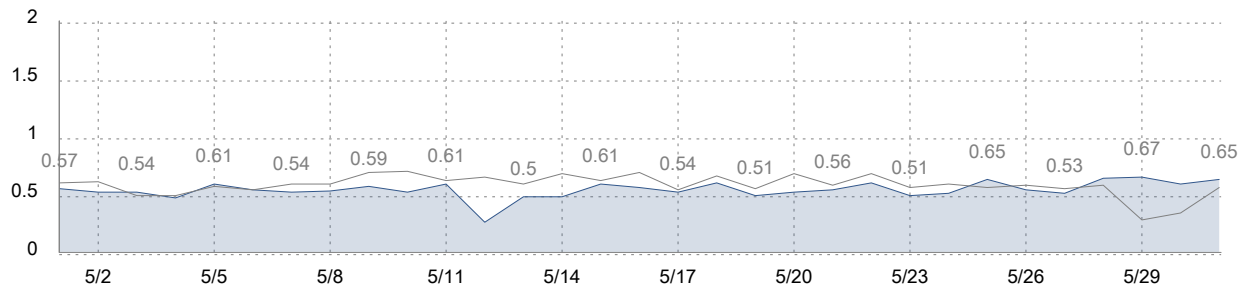


Google AdWords

Cost



Cost Per Click



Impressions
402243

Previous: 330088 **21.86%**

Avg. CPM
£4.69

Previous: £5.89 **-20.33%**

Conversions (many/click)
16

Previous: 24 **-33.33%**

ROAS
-44.98%

Previous: 44.91% **-200.16%**

Cost
£1,886.74

Previous: £1,943.40 **-2.92%**

CTR
0.87%

Previous: 1.02% **-14.71%**

Conv. Rate (many/click)
0.46%

Previous: 0.71% **-35.21%**

RPC
£0.30

Previous: £0.84 **-64.46%**

Clicks
3494

Previous: 3369 **3.71%**

Conversions (1/click)
16

Previous: 24 **-33.33%**

Total Conv. Value
£1,038.00

Previous: £2,816.25 **-63.14%**

Avg. CPC
£0.54

Previous: £0.58 **-6.39%**

Conv. Rate (1/click)
0.46%

Previous: 0.71% **-35.21%**

CPA
£117.92

Previous: £80.98 **45.63%**

Campaign	Impressions	Clicks	CTR	Cost	Avg. CPC	Conversions (1/click)	Conv. Rate (1/click)	Conv. Value
Dynamic Re-marketing	113,103	287	0.25%	£138.03	£0.48	1	0.35%	£0.00
Remarketing - Brand	81,657	245	0.30%	£80.07	£0.33	0	0.00%	£0.00
Google Shopping	38,746	880	2.27%	£398.02	£0.45	4	0.45%	£0.00
Re-marketing: Multi Piece Discount	33,510	128	0.38%	£42.53	£0.33	0	0.00%	£0.00
Copper Pans	32,873	349	1.06%	£270.31	£0.77	2	0.57%	£75.00
Categories	31,496	550	1.75%	£384.89	£0.70	0	0.00%	£0.00
Re-marketing: ""Try Me"" Promo	29,669	65	0.22%	£20.93	£0.32	0	0.00%	£0.00
DSAs	14,653	186	1.27%	£126.20	£0.68	0	0.00%	£0.00
General	14,192	171	1.20%	£119.92	£0.70	0	0.00%	£0.00
""Try Me"" Promo	6,875	319	4.64%	£215.85	£0.68	3	0.94%	£323.00



Google AdWords

Campaign	Impressions	Clicks	CTR	Cost	Avg. CPC	Conversions (1/click)	Conv. Rate (1/click)	Conv. Value
Competition	3,341	14	0.42%	£9.27	£0.66	0	0.00%	£0.00
Brand	1,498	266	17.76%	£49.88	£0.19	6	2.26%	£640.00
RFSA - Advance	501	15	2.99%	£15.96	£1.06	0	0.00%	£0.00
RFSA - Categories	40	6	15.00%	£5.01	£0.84	0	0.00%	£0.00
RFSA - Copper Pans	34	4	11.76%	£4.20	£1.05	0	0.00%	£0.00
RFSA - General	31	4	12.90%	£3.07	£0.77	0	0.00%	£0.00
RFSA - Brand	24	5	20.83%	£2.60	£0.52	0	0.00%	£0.00

Google AdWords

5/1/2015 - 5/31/2015

Networks

Publisher By Network	Impressions	Clicks	CTR	Cost	Avg. CPC	Conversions (1/click)	Conv. Rate (1/click)	Conv. Value
Display Network	257,939	725	0.28%	£281.56	£0.39	1	0.14%	£0.00
Google search	73,087	2,535	3.47%	£1,517.36	£0.60	15	0.59%	£1,038.00
Search partners	71,217	234	0.33%	£87.82	£0.38	0	0.00%	£0.00

Devices

Device	Impressions	Clicks	CTR	Cost	Avg. CPC	Conversions (1/click)	Conv. Rate (1/click)	Conv. Value
Computers	227,854	1,440	0.63%	£938.31	£0.65	9	0.62%	£665.00
Tablets with full browsers	105,509	1,137	1.08%	£678.60	£0.60	7	0.62%	£373.00
Mobile devices with full browsers	68,880	917	1.33%	£269.83	£0.29	0	0.00%	£0.00

Ad Slots

Ad Slot	Impressions	Clicks	CTR	Cost	Avg. CPC	Conversions (1/click)	Conv. Rate (1/click)	Conv. Value
Google Display Network	257,939	725	0.28%	£281.56	£0.39	1	0.14%	£0.00
Search partners: Other	69,564	136	0.20%	£48.69	£0.36	0	0.00%	£0.00
Google search: Top	43,973	2,296	5.22%	£1,365.88	£0.59	14	0.61%	£1,038.00
Google search: Other	29,114	239	0.82%	£151.48	£0.63	1	0.42%	£0.00
Search partners: Top	1,653	98	5.93%	£39.13	£0.40	0	0.00%	£0.00

AdWords Top Ads Report

Top Ads

5/1/2015 - 5/31/2015

Ads	Impr.	Clicks	Cost	CTR	Avg. CPC	Conv.	Conv. Rate	Total Conv. Value
Product listing ad; Promotion: Multi-Piece Discount Available	23,692	690	£276.76	2.91%	£0.40	2	0.29%	£0.00
Falk Culinair Cookware Get 50% Off With Our Try Me Offer. 50% Off Handcrafted Copper Cookware falkculinair.co.uk/ Copper_Cookware	5,266	251	£194.58	4.77%	£0.78	3	1.20%	£323.00
Hand Crafted Copper Cookware. Multi-Piece Discount Available www.falkculinair.co.uk	13,310	141	£106.28	1.06%	£0.75	0	--	£0.00
Display Ad created 23/01/ 2015 www.falkculinair.co.uk/	36,176	114	£60.63	0.32%	£0.53	1	0.88%	£0.00
Copper Pans Hand Crafted Copper Pans. Great Quality, Fast Free Delivery www.FalkCulinair.co.uk/ Copper_Pans	10,239	109	£89.00	1.06%	£0.82	0	--	£0.00
Copper Pans Hand Crafted Copper Pans. Now Direct From The Manufacturer www.FalkCulinair.co.uk/ Copper_Pans	10,348	106	£84.38	1.02%	£0.80	2	1.89%	£75.00
Product listing ad; Promotion: Multi-Piece Discount Available	4,499	97	£67.01	2.16%	£0.69	1	1.03%	£0.00
Copper Pans Hand Crafted Copper Pans. Multi-Piece Discount Available www.FalkCulinair.co.uk/ Copper_Pans	10,262	97	£78.99	0.95%	£0.81	0	--	£0.00
Ad name: Inline- Rectangle-Falk.jpg; 300 x 250 www.falkculinair.co.uk	23,254	86	£32.89	0.37%	£0.38	0	--	£0.00
Falk Culinair Cookware Special "Try Me" offer	1,593	66	£19.63	4.14%	£0.30	0	--	£0.00



AdWords Top Ads Report

Ads	Impr.	Clicks	Cost	CTR	Avg. CPC	Conv.	Conv. Rate	Total Conv. Value
50% discount on hand-crafted copper cookware! www.falkculinair.co.uk								