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

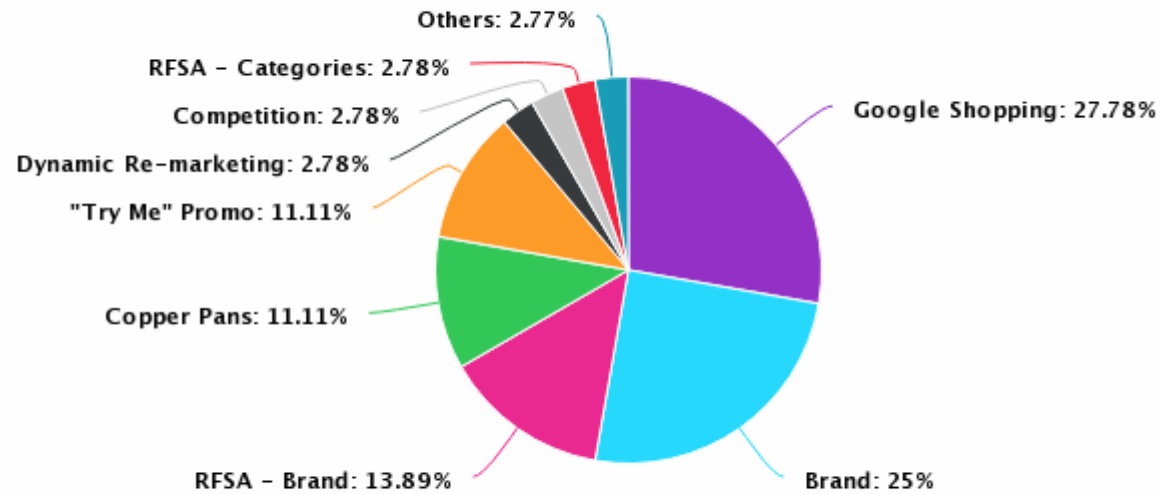
Executive Summary : View your conversions and data for this month and compare to last month.

| | | | | | |
|---|--|---|---|--|--|
| IMPRESSIONS 544,620 618,831 ▼ 11.99 % | CLICKS 5,196 6,266 ▼ 17.08 % | CONVERSIONS 38 71 ▼ 46.48 % | ESTIMATE CONVERSIONS 38 71 ▼ 46.48 % | CTR 0.95% 1.01% ▼ 5.94 % | CPC 0.45 0.44 ▼ 2.27 % |
| CONVERSION RATE 0.73 1.13 ▼ 35.4 % | COST £2334.04 £2777.33 ▼ 15.96 % | COST / CONVERSION £61.42 £39.11 ▲ 57.04 % | COST / EST CONVERSIONS £61.42 £39.12 ▲ 57 % | CONVERSION VALUE 7 6 ▲ 16.67 % | |
| Sale 38 70 ▼ 45.71 % | | | ▼ 100 % | | |



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Conversion Share : View which campaigns contribute to your conversions. We focus on terms leading to conversions.



| | | | | | | | | | | | |
|--|-----------------|------------------------|----|------|------|------|-------|---|-------|------|-------|
| falkculinair.co.uk/Copper_Cookware | Google Shopping | Copper Saute Pans | 32 | 3653 | 0.88 | 0.61 | 19.41 | 1 | 19.41 | 6.20 | 3.13 |
| www.falkculinair.co.uk Falk Culinair Cookware Special "Try Me" offer 50% discount on hand-crafted copper cookware! | "Try Me" Promo | Promo | 29 | 723 | 4.01 | 0.59 | 17.20 | 2 | 8.60 | 2.49 | 6.90 |
| www.falkculinair.co.uk | Google Shopping | Copper Woks & Steamers | 21 | 2551 | 0.82 | 0.45 | 9.45 | 1 | 9.45 | 1.99 | 4.76 |
| www.falkculinair.co.uk Copper Cookware Get 25% Off Everything | Competition | Brands | 16 | 3444 | 0.46 | 0.44 | 6.96 | 1 | 6.96 | 1.11 | 6.25 |
| www.falkculinair.co.uk Falk Copper Cookware Free Next Day Delivery | RFSA - Brand | Cookware | 6 | 68 | 8.82 | 0.78 | 4.65 | 1 | 4.65 | 0.28 | 16.67 |



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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 | Google Shopping | id=* | exact | 187 | 0 | 90.98 | 0 | 5698 | 0 |
| copper pan set | Google Shopping | id=* | exact | 84 | 0 | 42.67 | 0 | 4810 | 0 |
| copper chef | Google Shopping | id=* | exact | 59 | 0 | 22.47 | 0 | 3742 | 0 |
| copper pan set | Copper Pans | copper pans | phrase (close varian | 49 | 0 | 20.47 | 0 | 4551 | 1.5 |
| copper saucepans | Google Shopping | id=* | exact | 46 | 0 | 25.68 | 0 | 1871 | 0 |
| copper pans | Google Shopping | id=* | exact | 44 | 0 | 19.76 | 0 | 1398 | 0 |
| copper pans set | Google Shopping | id=* | exact | 40 | 0 | 18.43 | 0 | 1189 | 0 |
| copper pots | Brand | falk cookware | broad | 36 | 0 | 15.51 | 0 | 1891 | 1 |
| copper pots and pans | Brand | falk cookware | broad | 34 | 0 | 15.92 | 0 | 1078 | 1 |
| copper pots and pans | Google Shopping | id=* | exact | 33 | 0 | 17.32 | 0 | 1626 | 0 |
| copper frying pan | Google Shopping | id=ino2506sf | exact | 32 | 0 | 14.49 | 0 | 1104 | 0 |
| pots and pans | Google Shopping | id=* | exact | 29 | 0 | 17.94 | 0 | 2892 | 0 |
| copper pots | Google Shopping | id=* | exact | 27 | 0 | 12.83 | 0 | 1549 | 0 |
| copper chef | Google Shopping | id=chefs-set | exact | 25 | 0 | 8.76 | 0 | 938 | 0 |
| copper pan set | Google Shopping | id=* | exact | 25 | 0 | 10.1 | 0 | 1589 | 0 |
| copper saucepan set | Google Shopping | id=* | exact | 25 | 0 | 12.99 | 0 | 1752 | 0 |
| copper pans set | Brand | falk cookware | broad | 25 | 0 | 13.89 | 0 | 738 | 2 |
| copper saucepan set | Categories | copper saucepans | phrase (close varian | 24 | 0 | 11.02 | 0 | 706 | 1.4 |
| mauviel | "Try Me" Promo | mauviel copper cookware | broad | 21 | 0 | 13.6 | 0 | 512 | 3.7 |
| pan sets | Google Shopping | id=* | exact | 18 | 0 | 12.96 | 0 | 1243 | 0 |
| copper cookware | Google Shopping | id=* | exact | 15 | 0 | 10.19 | 0 | 720 | 0 |
| pots and pans set | Google Shopping | id=* | exact | 15 | 0 | 8.83 | 0 | 894 | 0 |

| | | | | | | | | | |
|----------------|-----------------|-------------------------|-------|----|---|------|---|------|-----|
| copper chef | Google Shopping | id=* | exact | 15 | 0 | 5.58 | 0 | 1055 | 0 |
| copper pan set | "Try Me" Promo | mauviel copper cookware | broad | 13 | 0 | 8.68 | 0 | 174 | 1.6 |
| cookware | Google Shopping | id=* | exact | 12 | 0 | 6.26 | 0 | 1239 | 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 | 57180 | 718 | 1.26 | 391.25 | 0.54 | 12 (50%) | 1.67 | 32.60 | 1.43 |
| Mobile devices with full browsers | 55294 | 939 | 1.70 | 403.16 | 0.43 | 6 (25%) | 0.64 | 67.19 | 1.30 |
| Tablets with full browsers | 24124 | 500 | 2.07 | 200.59 | 0.40 | 6 (25%) | 1.20 | 33.43 | 1.70 |
| Total | 136598 | 2157 | 1.58 | 995 | 0.46 | 24 | 1.11 | 41.46 | 1.48 |



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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 pan | Google Shopping | id=* | exact | Tablets with full browsers | 31 | 1 | 17.11 | 17.11 | 1380 |
| falk pans | Brand | falk cookware | broad | Tablets with full browsers | 20 | 1 | 2.21 | 2.21 | 73 |
| copper pans uk | Brand | falk cookware | broad | Tablets with full browsers | 13 | 2 | 5.91 | 2.96 | 179 |
| professional cookware | Google Shopping | id=* | exact | Computers | 12 | 1 | 6.68 | 6.68 | 632 |
| falk copper pans uk | RFSA - Brand | falk cookware | broad | Computers | 3 | 1 | 0.25 | 0.25 | 5 |
| falk pans price | Brand | falk cookware | broad | Mobile devices with full browsers | 3 | 1 | 0.68 | 0.68 | 3 |
| falk copper | "Try Me" Promo | mauveiel copper cookware | broad | Tablets with full browsers | 3 | 1 | 0.48 | 0.48 | 3 |
| buy pots and pans online | Google Shopping | id=* | exact | Computers | 2 | 1 | 1.11 | 1.11 | 3 |
| falk copper | Google Shopping | id=* | exact | Computers | 2 | 1 | 0.35 | 0.35 | 58 |
| who makes the best quality copper pans | RFSA - Brand | falk cookware | broad | Computers | 1 | 1 | 1.2 | 1.2 | 1 |
| falk pans uk | RFSA - Brand | falk cookware | broad | Computers | 1 | 1 | 0.34 | 0.34 | 4 |
| falk copper wok | Google Shopping | id=ino2500sf | exact | Computers | 1 | 1 | 0.13 | 0.13 | 1 |
| copper cooking pots for sale | Google Shopping | id=* | exact | Computers | 1 | 1 | 0.5 | 0.5 | 2 |
| copper pan buy online | Google Shopping | id=* | exact | Computers | 1 | 1 | 0.62 | 0.62 | 2 |
| copper frying pan with lid | Google Shopping | id=ino2562sf | exact | Computers | 1 | 1 | 1.09 | 1.09 | 9 |
| borgeat pans | Google Shopping | id=ino2505sf | exact | Computers | 1 | 1 | 0.83 | 0.83 | 3 |

| | | | | | | | | | |
|----------------------------|-----------------|--------------------|--------|-----------------------------------|---|---|------|------|----|
| copper casserole pan | Google Shopping | id=* | exact | Computers | 1 | 1 | 0.81 | 0.81 | 11 |
| spring culinox copper pans | Copper Pans | copper pans | phrase | Computers | 1 | 1 | 0.3 | 0.3 | 5 |
| falk 15cm saucepan uk | Brand | falk cookware | broad | Mobile devices with full browsers | 1 | 1 | 0.27 | 0.27 | 1 |
| falk copper uk | Brand | falk cookware | broad | Mobile devices with full browsers | 1 | 1 | 0.12 | 0.12 | 1 |
| copper pans falk | Brand | falk cookware | broad | Mobile devices with full browsers | 1 | 1 | 0.04 | 0.04 | 2 |
| faulk cooper | Brand | falk cookware | broad | Computers | 1 | 1 | 0.7 | 0.7 | 1 |
| falk copper saucepans | Brand | falk cookware | broad | Computers | 1 | 1 | 0.13 | 0.13 | 4 |
| ruffoni set | "Try Me" Promo | french copper pans | broad | Computers | 1 | 1 | 0.73 | 0.73 | 1 |
| best saucepan sets | "Try Me" Promo | Mauviel cookware | broad | Tablets with full browsers | 1 | 1 | 0.32 | 0.32 | 3 |



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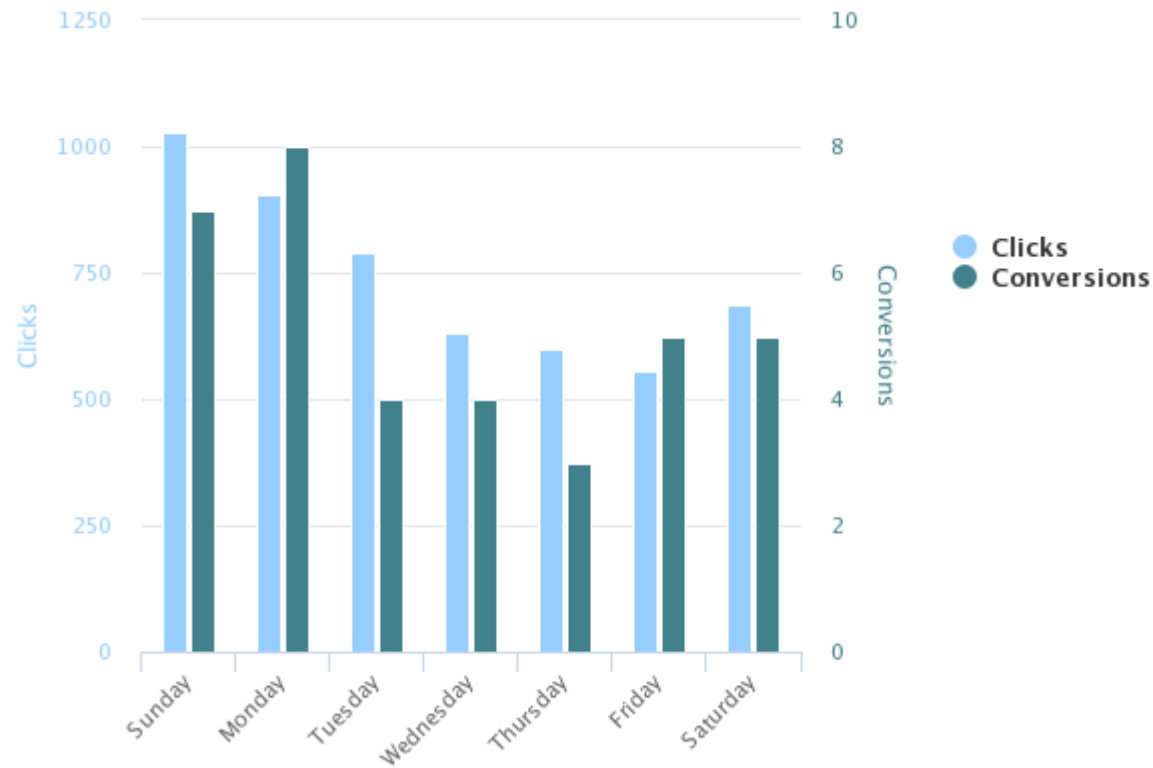
Conversion Booster : These keywords have a low click through rate. If we can increase it through tests we can increase conversions.

| 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 | 8 | 183 | 22954 | 75.10 | | 0.55 | 75.10 | | 1.54 | 0.6 |
| Copper Pans | Copper Pans | copper pans | Exact | ENABLED | 8 | 200 | 13454 | 79.30 | | 1.50 | 26.43 | | 1.32 | 0.4 |



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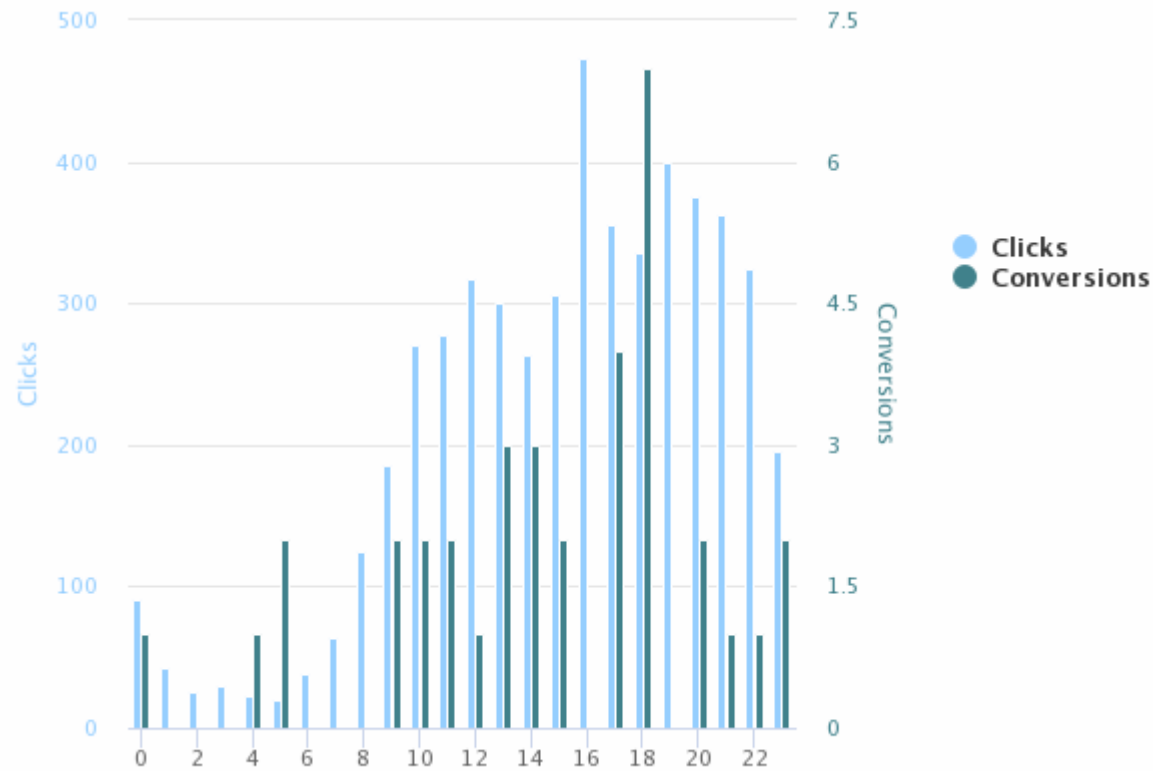
☑ Avg By Day of Week : View clicks and conversions by day. We bid by day to allocate budget at on the right days of the week.





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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.**

