



pushTM

Falk Culinair **Nov-2016** Push PPC Report Generated from PushTM Analyser

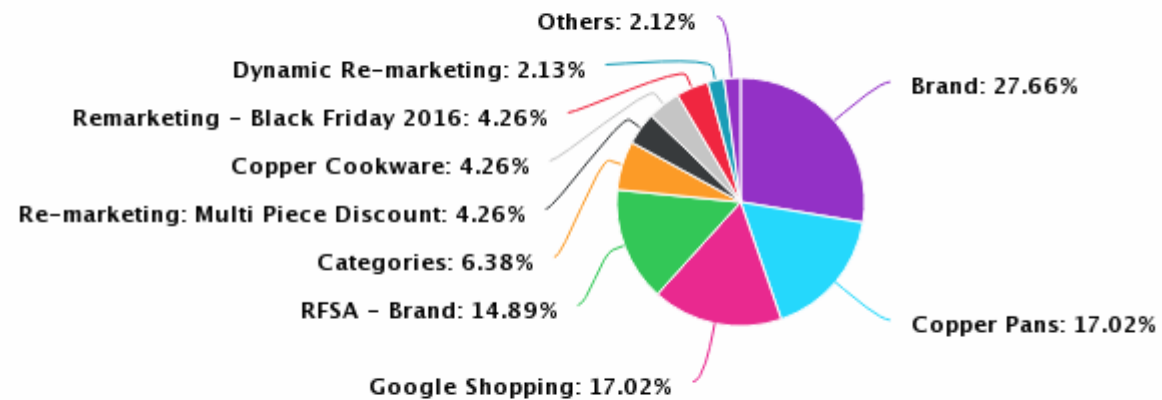
Executive Summary : View your conversions and data for this month and compare to last month.

IMPRESSIONS 620,281 767,558 ▼ 19.19 %	CLICKS 6,321 5,135 ▲ 23.1 %	CONVERSIONS 49 27 ▲ 81.48 %	ESTIMATE CONVERSIONS 49 27 ▲ 81.48 %	CTR 1.02% 0.67% ▲ 52.24 %	CPC 0.41 0.42 ▲ 2.38 %
CONVERSION RATE 0.78 0.19 ▲ 310.53 %	COST £2584.44 £2167.28 ▲ 19.25 %	COST / CONVERSION £52.74 £80.27 ▼ 34.3 %	COST / EST CONVERSIONS £52.74 £80.27 ▼ 34.3 %	CONVERSION VALUE 6 3 ▲ 100 %	
Sale 49 25 ▲ 96 %		calls from ads 2 ▼ 100 %			



pushTM

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





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(%)
["Black Friday"]	995	69793	1.43	0.44	440.56	15	29.37	291.76	1.51
["Non Sale Generic", "Expanded Text Ads"]	487	30212	1.61	0.44	212.07	3	70.69	342.05	0.62
["Expanded Text Ads", "Black Friday"]	61	6540	0.93	0.32	19.66	0	0	0	0.00
["Copper Bottomed Gaurantee", "Non Sale Generic"]	60	6856	0.88	0.29	17.23	0	0	0	0.00
["New Ads V1", "Non Sale Generic"]	23	50	46.00	0.22	5.04	0	0	0	0.00



push™

☑ 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 Casseroles	1675	120944	1.38	0.51	860.88	3	286.96	4782.67	0.18
Falk Culinair Cookware Professional Grade Cookware Copper Saucepans	Re-marketing: "Try Me" Promo	YouTube Video Viewers	543	74575	0.73	0.13	68.89	0	0	0	0.00
Professional Grade Cookware Falk Copper Cookware	Categories	Copper Saucepans	487	30212	1.61	0.44	212.07	3	70.69	342.05	0.62
Black Friday - 20% Off Falk Copper Cookware	Copper Pans	Copper Pans	477	33045	1.44	0.42	199.96	3	66.65	317.40	0.63
Black Friday - 20% Off	Brand	Cookware	199	5476	3.63	0.43	85.80	4	21.45	42.69	2.01
www.falkculinair.co.uk	Re-marketing: Multi Piece Discount	Image	151	21171	0.71	0.21	32.01	2	16.01	24.25	1.32

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	134	18970	0.71	0.12	16.16	0	0	0	0.00
Falk Copper Cookware falkculinair.co.uk/Cookware_Sets Cookware Hand Crafted In Belgium. Multi-Piece Discount Available	Re-marketing: Multi Piece Discount	Text	96	23903	0.40	0.22	21.19	0	0	0	0.00
Copper Cookware Sets falkculinair.co.uk/Cookware_Sets Black Friday - 20% Off	Copper Cookware	Copper Cookware Sets	61	6529	0.93	0.32	19.66	0	0	0	0.00
Copper Saucepans www.FalkCulinair.co.uk/Copper_ Hand Crafted Copper Cookware. Copper Bottomed Guarantee, Shop Now	Categories	Copper Saucepans	60	6856	0.88	0.29	17.23	0	0	0	0.00
www.falkculinair.co.uk	Re-marketing: Multi Piece Discount	Image	46	3453	1.33	0.28	12.87	0	0	0	0.00
Falk Copper Cookware www.falkculinair.co.uk Black Friday - 20% Off	Remarketing - Black Friday 2016	Text	43	8820	0.49	0.38	16.45	0	0	0	0.00
www.falkculinair.co.uk	Google Shopping	Copper Saucepans	41	13713	0.30	0.95	38.92	2	19.46	7.98	4.88
www.falkculinair.co.uk	Google Shopping	Copper Saute Pans	40	3821	1.05	0.73	29.32	1	29.32	11.73	2.50
www.falkculinair.co.uk	GS - All Products - Low Bid	All Products	32	2084	1.54	0.08	2.63	0	0	0	0.00



push™

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	225	0	116.27	0	8506	0
copper pan set	Google Shopping	id=*	exact	109	0	61.97	0	8925	0
copper saucepans	Google Shopping	id=*	exact	95	0	52.58	0	3106	0
copper chef	Google Shopping	id=*	exact	91	0	35.51	0	9036	0
copper pan set	Copper Pans	copper pans	phrase (close varian	74	0	33.48	0	3848	1.5
copper saucepan set	Google Shopping	id=*	exact	50	0	28.16	0	3407	0
copper pan	Google Shopping	id=*	exact	48	0	27.15	0	2672	0
copper pots and pans	Google Shopping	id=*	exact	48	0	25.16	0	2510	0
copper bottom pans	Copper Pans	+copper +pans	broad	37	0	15.26	0	932	1.6
copper pots	Google Shopping	id=*	exact	33	0	18.72	0	1983	0
copper chef uk	Google Shopping	id=*	exact	32	0	13.41	0	2164	0
copper pots and pans	Copper Pans	+copper +pans	broad	32	0	12.24	0	582	1.5
copper pans uk	Google Shopping	id=*	exact	31	0	15.96	0	1255	0
copper cookware	Google Shopping	id=*	exact	26	0	15.8	0	1556	0
copper pots	Brand	falk cookware	broad	21	0	8.95	0	921	1
copper pan sets	Copper Pans	+copper +pans	phrase (close varian	20	0	8.55	0	517	1
copper pots and pans	Brand	falk cookware	broad	20	0	9.66	0	572	1
copper wok	Google Shopping	id=ino2598sf	exact	18	0	9.44	0	361	0
copper chef pan	Copper Pans	+copper +pans	broad	17	0	7.47	0	930	2.4
copper cooking pots	Google Shopping	id=*	exact	14	0	6.83	0	308	0
copper pans set	Google Shopping	id=*	exact	13	0	6.08	0	427	0
copper pan sets	Google Shopping	id=*	exact	13	0	7.72	0	770	0

copper saucepans set	Categories	copper saucepans	phrase	13	0	5.87	0	407	1.3
aldi copper pans	Google Shopping	id=*	exact	12	0	4.79	0	559	0
lidl copper pans	Copper Pans	copper pans	phrase	12	0	5.5	0	176	1.5



push™

Device Report : View how your campaign performs by device.

Device	Impr	Clicks	Ctr(%)	Cost (£)	Cost / Clicks (£)	Conv	Conv Rate(%)	Cost / Conv (£)	Avg Position
Computers	93514	1076	1.15	527.19	0.49	18 (52.94%)	1.67	29.29	1.40
Mobile devices with full browsers	84236	1263	1.50	527.65	0.42	9 (26.47%)	0.71	58.63	1.28
Tablets with full browsers	36429	614	1.69	234.49	0.38	7 (20.59%)	1.14	33.50	1.58
Total	214179	2953	1.38	1289.33	0.44	34	1.15	37.92	1.42



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 roasting tins mauviel lid	RFSA - Categories	+copper +lids	broad	Tablets with full browsers	2	1	1.92	1.92	1
falk copper pans uk	RFSA - Brand	falk cookware	broad	Computers	1	1	0.41	0.41	1
falk copper	RFSA - Brand	falk cookware	broad	Computers	2	1	0.63	0.63	6
copper cookware falk	RFSA - Brand	+falk +cookware	broad	Computers	1	1	0.12	0.12	1
falk copper saucepan	RFSA - Brand	falk cookware	broad	Computers	1	1	0.14	0.14	1
falk culinair uk	RFSA - Brand	falk culinair	phrase	Tablets with full browsers	1	1	0.38	0.38	2
buy copper pan 18cm uk	Google Shopping	id=ino2516sf	exact	Computers	1	1	1.1	1.1	1
chef's pan	Google Shopping	id=*	exact	Computers	2	1	1.79	1.79	8
copper pans	Google Shopping	id=ino2515sf	exact	Computers	5	1	5.14	5.14	1587
copper jam pan uk	Google Shopping	id=cu2040sf	exact	Computers	1	1	0.38	0.38	3
copper pots and pans set	Google Shopping	id=*	exact	Mobile devices with full browsers	10	1	3.94	3.94	613
copper saute pan with lid	Google Shopping	id=ino2561sf	exact	Tablets with full browsers	6	1	5.12	5.12	21
copper frying pan	Google Shopping	id=*	exact	Tablets with full browsers	9	1	7.12	7.12	249
copper jam pans	Google Shopping	id=cu2040sf	exact	Tablets with full browsers	1	1	0.38	0.38	5
copper frying pans	Copper Pans	+copper +pans	broad	Computers	3	1	1.4	1.4	61

falk copper pan	Copper Pans	copper pans	phrase (close varian	Computers	2	1	0.15	0.15	3
moena it copper pans	Copper Pans	copper pans	phrase	Computers	1	1	0.68	0.68	1
copper cooking pans tefal	Copper Pans	+copper +pans	broad	Computers	1	1	0.15	0.15	1
copper pans set	Copper Pans	copper pans	phrase	Mobile devices with full browsers	3	1	1.61	1.61	57
copper chef pans	Copper Pans	+copper +pans	broad	Mobile devices with full browsers	2	1	0.88	0.88	11
saucepans copper	Categories	+copper +saucepans	broad	Computers	2	1	0.8	0.8	34
copper saucepan set	Categories	copper saucepans	phrase (close varian	Mobile devices with full browsers	31	1	14.15	14.15	889
falk pans	Brand	falk cookware	broad	Computers	16	1	3.93	3.93	36
copper pans uk	Brand	falk cookware	broad	Computers	17	1	9.44	9.44	104
best copper cookware	Brand	falk cookware	broad	Computers	2	1	1.2	1.2	21



push™

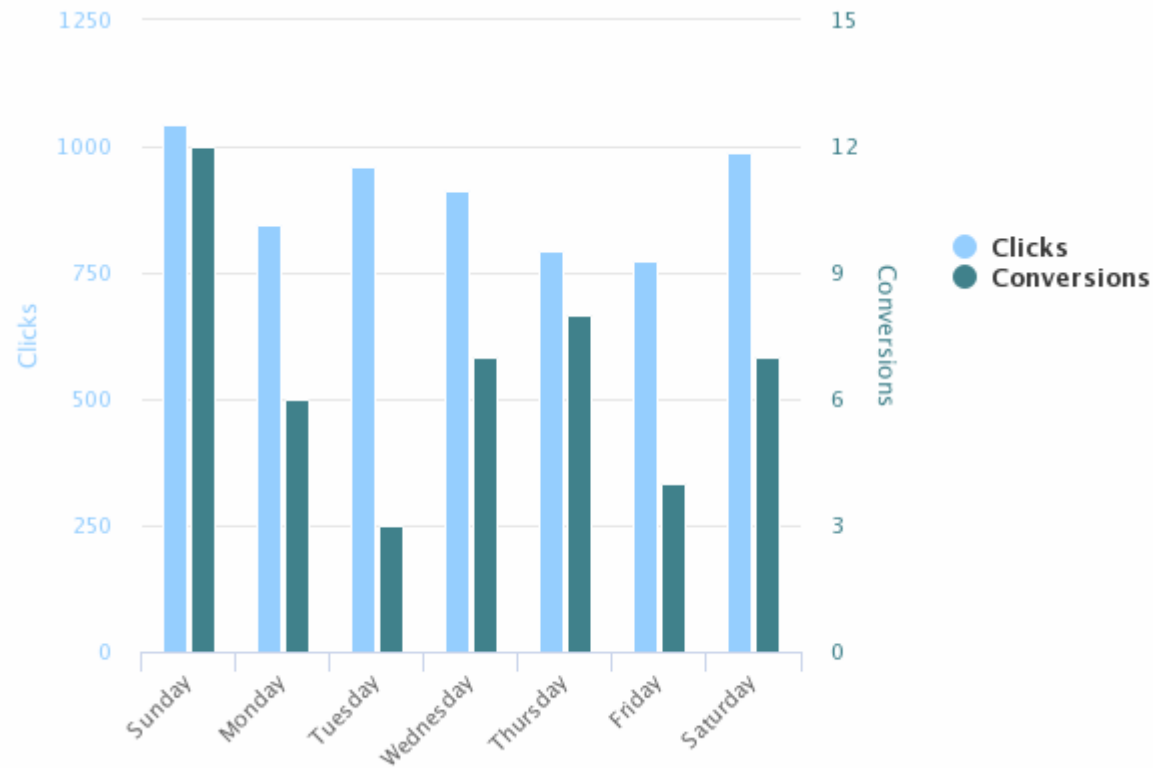
Conversion Booster : These keywords have a low click through rate. If we can increase it through tests we can increase conversions.

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
Categories	Copper Saucepans	copper saucepans	Phrase	ENABLED	7	175	9603	73.24		0.57	73.24		1.40	0.49
Categories	Copper Saucepans	+copper +saucepans	Broad	ENABLED	7	127	12756	52.15		0.79	52.15		1.31	0.51
Copper Pans	Copper Pans	+copper +pan	Broad	ENABLED	5	69	15466	26.61		1.45	26.61		1.35	0.62
Copper Pans	Copper Pans	copper pans	Exact	ENABLED	7	240	15059	100.20		0.42	100.20		1.28	0.43
Copper Pans	Copper Pans	copper pans	Phrase	ENABLED	7	423	30286	179.90		0.71	59.97		1.52	0.59
Copper Pans	Copper Pans	+copper +pans	Broad	ENABLED	7	497	55332	212.51		0.60	70.84		1.47	0.52



push™

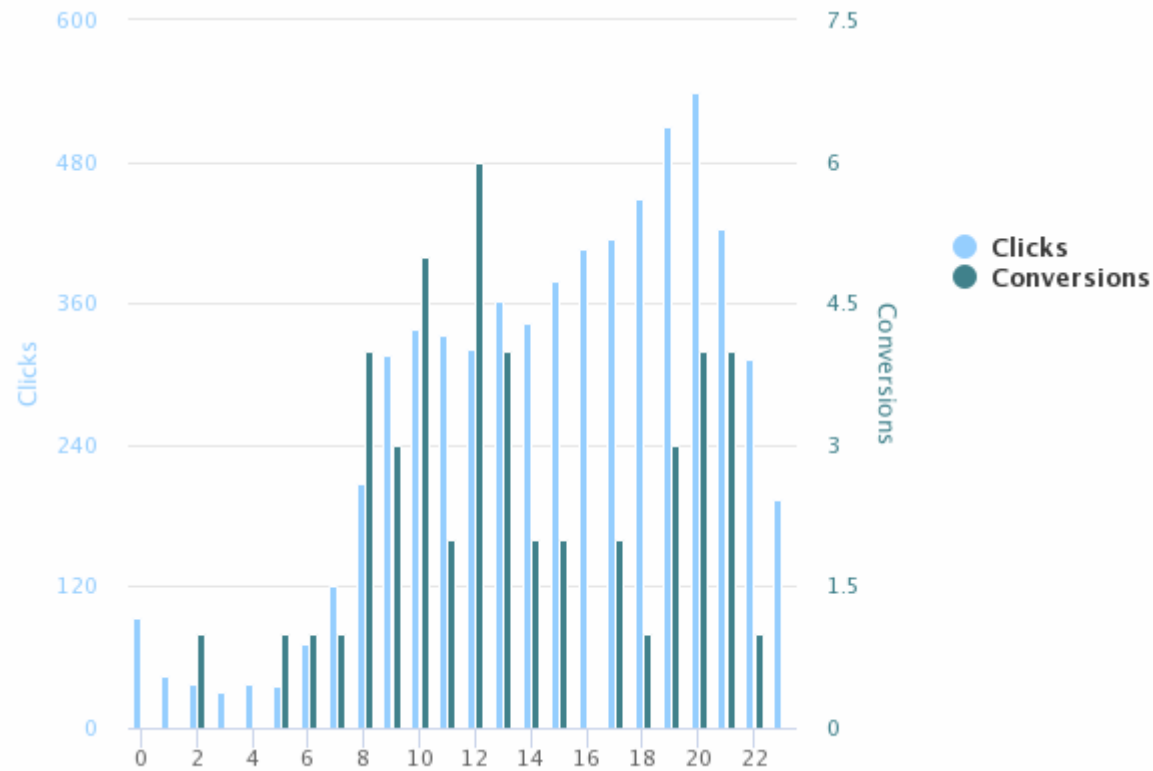
☑ Avg By Day of Week : View clicks and conversions by day. We bid by day to allocate budget at on the right days of the week.





push™

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.





push™

☑ **Converted Rate By Hour and Day : Converted Rate By Hour and Day.**

