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

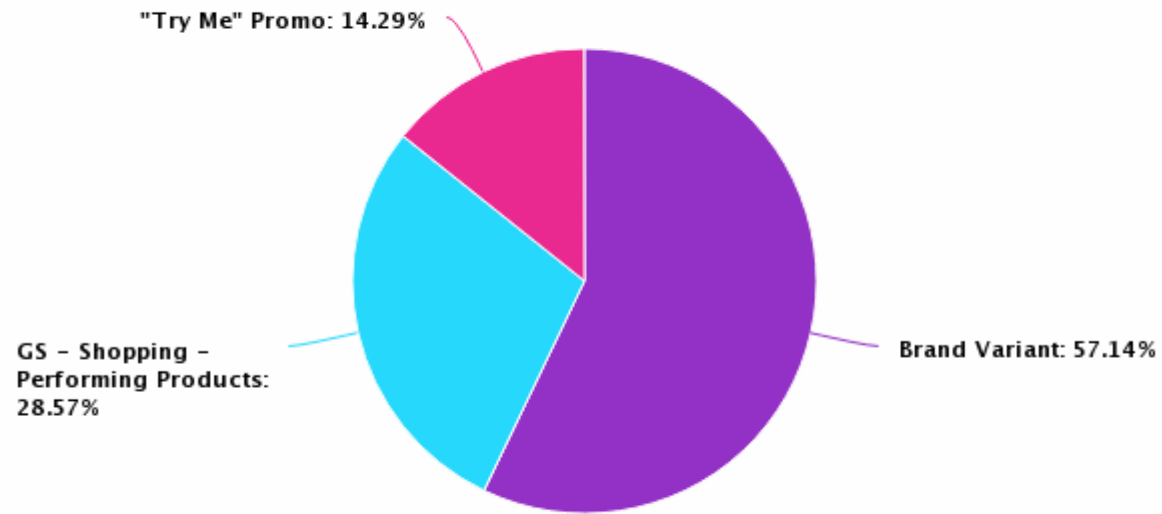
**Executive Summary : View your conversions and data for this month and compare to last month.**

IMPRESSIONS <b>132,105</b> 132,694 ▼ 0.44 %	CLICKS <b>1,752</b> 1,893 ▼ 7.45 %	CONVERSIONS <b>7</b> 13 ▼ 46.15 %	ESTIMATE CONVERSIONS <b>7</b> 13 ▼ 46.15 %	CTR <b>1.33%</b> 1.43% ▼ 6.99 %	CPC <b>0.50</b> 0.43 ▼ 16.28 %
CONVERSION RATE <b>0.40</b> 0.69 ▼ 42.03 %	COST <b>£879.04</b> £807.99 ▲ 8.79 %	COST / CONVERSION <b>£125.46</b> £62.06 ▲ 102.16 %	COST / EST CONVERSIONS <b>£125.58</b> £62.15 ▲ 102.06 %	CONVERSION VALUE <b>195.00</b> 500.50 ▼ 61.04 %	
Sale <b>7</b> 11 ▼ 36.36 %	calls from ads <b>0</b> 2 ▼ 100 %				



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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"]	354	5457	6.49	0.82	289.83	2	144.92	517.55	0.56
["Non Sale Generic"]	272	18366	1.48	0.51	138.18	3	46.06	125.62	1.10
["Emotive","Top ETA 2"]	39	83	46.99	0.07	2.88	0	0	0	0.00



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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(%)
<a href="#">Mauviel Cookware</a>											
The Ultimate Copper Cookware	"Try Me" Promo	Promo Mauviel Cookware	206	2906	7.09	0.94	193.32	1	193.32	394.53	0.49
	GS - Shopping - Performing Products	Performing Products	169	24288	0.70	0.54	90.42	2	45.21	76.63	1.18
<a href="#">Falk Copper Cookware</a>											
Professional Grade Cookware	Brand Variant	Falk Cookware	90	1430	6.29	0.34	30.32	3	10.11	9.11	3.33
<a href="#">Falk Culinair</a>											
The Ultimate Copper Cookware	Brand Variant	Falk Cookware	49	1233	3.97	0.42	20.64	1	20.64	10.12	2.04



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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	GS - Shopping - High Aov	id=gourmet-set	exact	75	0	25.86	0	1410	0
copper pans	GS - Shopping - High Aov	id=saucepan-set	exact	50	0	27.67	0	1418	0
mauviel	"Try Me" Promo	Mauviel cookware	broad	37	0	32.16	0	311	2.5
copper pans	GS - Shopping - Performing Products	id=ino2506sf	exact	23	0	14.24	0	2544	0
mauviel uk	"Try Me" Promo	Mauviel cookware	broad	23	0	17.01	0	95	1.3
copper pan set	GS - Shopping - High Aov	id=gourmet-set	exact	21	0	8.01	0	775	0
copper cookware	GS - Shopping - High Aov	id=gourmet-set	exact	18	0	6.2	0	226	0
copper pan set	GS - Shopping - High Aov	id=chefs-set	exact	18	0	6.54	0	766	0
copper cookware	Brand Variant	falk cookware	broad	17	0	7.08	0	335	1.5
copper saucepans	GS - Shopping - High Aov	id=gourmet-set	exact	15	0	5.71	0	327	0
copper saucepans	"Try Me" Promo	french copper pans	broad	15	0	10.95	0	168	1
copper wok	GS - Shopping - Rest Products	id=ino2598sf	exact	10	0	5.66	0	385	0
copper pan	GS - Shopping - High Aov	id=gourmet-set	exact	10	0	3.29	0	327	0
mauviel pans	"Try Me" Promo	Mauviel cookware	broad	10	0	7.93	0	74	1.7
copper cookware	"Try Me" Promo	french copper pans	broad	10	0	6.56	0	108	2
mauviel france	"Try Me" Promo	Mauviel cookware	broad	10	0	7.03	0	42	3
copper pots	"Try Me" Promo	french copper pans	broad	10	0	5.56	0	182	1
copper chef	GS - Shopping - High Aov	id=chefs-set	exact	9	0	3.22	0	1313	0
copper pots and pans	GS - Shopping - High Aov	id=chefs-set	exact	8	0	3.02	0	221	0
copper saucepans	GS - Shopping - High Aov	id=saucepan-set	exact	8	0	4.18	0	367	0
copper saucepan set	GS - Shopping - High Aov	id=chefs-set	exact	8	0	2.92	0	222	0
copper induction pans	GS - Shopping - High Aov	id=chefs-set	exact	8	0	3.36	0	117	0
copper pan set	Copper Pans	copper pans	phrase (close varian	8	0	4.25	0	664	5.3
copper pans john lewis	GS - Shopping - Performing Products	id=ino2506sf	exact	7	0	1.35	0	56	0

copper frying pan	GS - Shopping - Performing Products	id=ino2506sf	exact	7	0	5.22	0	405	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	9668	243	2.51	206.06	0.85	2 (40%)	0.82	103.03	2.16
Mobile devices with full browsers	12245	324	2.65	157.08	0.48	2 (40%)	0.62	78.54	1.96
Tablets with full browsers	3750	135	3.60	83.21	0.62	1 (20%)	0.74	83.21	2.21
<b>Total</b>	25663	702	2.74	446.35	0.64	5	0.71	89.27	2.11



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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	GS - Shopping - Performing Products	id=cu2039sf	exact	Mobile devices with full browsers	19	1	10	10	445
copper saucepans	Brand Variant	falk cookware	broad	Mobile devices with full browsers	16	1	7.96	7.96	402
falk copper pans	Brand Variant	falk cookware	broad	Computers	2	1	0.27	0.27	3
falk culinair reviews	"Try Me" Promo	Mauviel cookware	broad	Tablets with full browsers	2	1	4.01	4.01	4
copper non stick pans	GS - Shopping - Performing Products	id=ino2506sf	exact	Computers	1	1	0.65	0.65	11
falk copper pans reviews	Brand Variant	falk cookware	broad	Tablets with full browsers	1	1	0.21	0.21	1



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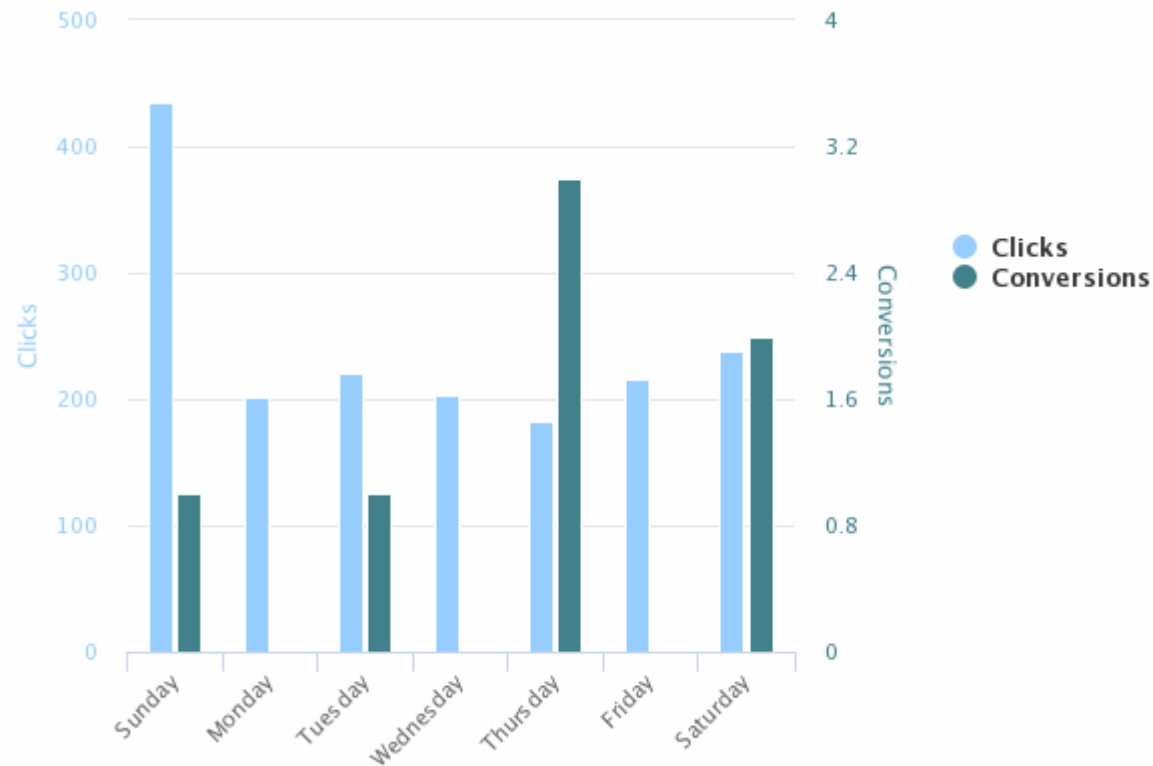
**Conversion Booster : These keywords have a low click through rate. If we can increase it through tests we can increase conversions.**

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
No Results Found														



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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.**

