



Internet Marketing Report

Falk Culinair

April 2015

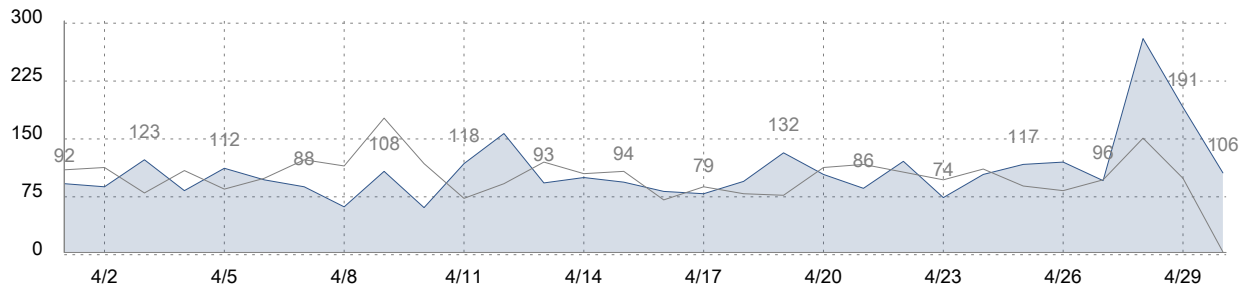
Google AdWords

AdWords Summary Report

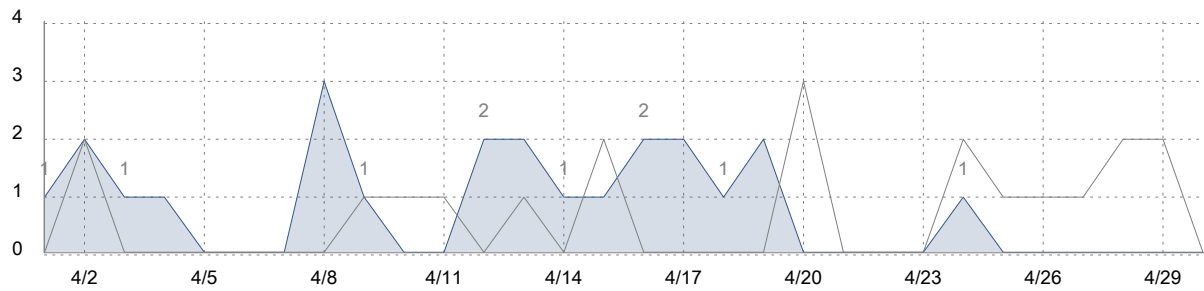
4/1/2015 - 4/30/2015

compared to 3/2/2015 - 3/31/2015

Clicks



Conversions



Impressions

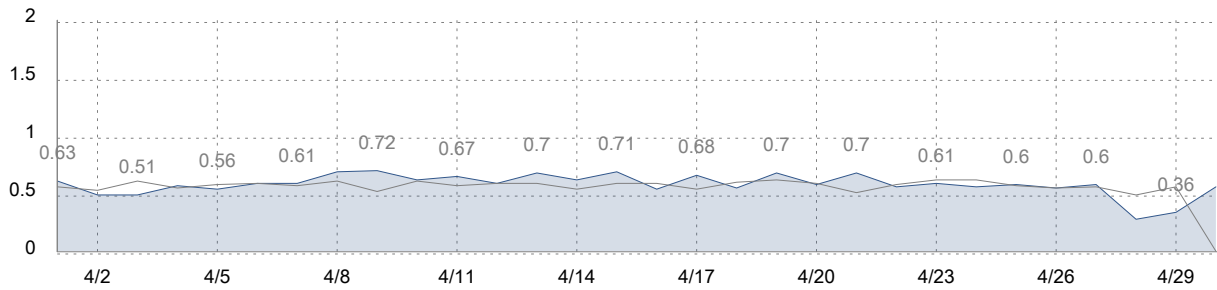


Google AdWords

Cost



Cost Per Click



Impressions

319,902

Previous: 302,305 5.82%

Avg. CPM

£5.87

Previous: £6.07 -3.35%

Conv. Rate

0.71%

Previous: 0.67% 5.97%

Cost

£1,877.35

Previous: £1,835.62 2.27%

CPA

£81.62

Previous: £87.41 -6.62%

Total Conv. Value

£2,437.50

Previous: £2,282.75 6.78%

Clicks

3,263

Previous: 3,112 4.85%

CTR

1.02%

Previous: 1.03% -0.97%

ROAS

29.84%

Previous: 24.36% 22.49%

Avg. CPC

£0.58

Previous: £0.59 -2.46%

Conversions

23

Previous: 21 9.52%

RPC

£0.75

Previous: £0.73 1.84%

Campaign	Impressions	Clicks	CTR	Cost	Avg. CPC	Conversions (1/click)	Conv. Rate (1/click)	Conv. Value
Remarketing - Brand	109,189	349	0.32%	£121.33	£0.35	2	0.57%	£195.00
Dynamic Re-marketing	74,280	237	0.32%	£116.71	£0.49	1	0.42%	£112.50
Copper Pans	35,641	497	1.39%	£404.60	£0.81	2	0.40%	£75.00
Google Shopping	34,669	857	2.47%	£397.44	£0.46	2	0.23%	£622.50
Categories	29,058	592	2.04%	£437.40	£0.74	2	0.34%	£75.00
General	16,754	200	1.19%	£162.99	£0.81	3	1.50%	£0.00
DSAs	8,684	115	1.32%	£69.37	£0.60	0	0.00%	£0.00
Remarketing - Special Offer	4,640	13	0.28%	£4.26	£0.33	0	0.00%	£0.00
Competition	3,380	19	0.56%	£17.42	£0.92	0	0.00%	£0.00
Brand	2,312	290	12.54%	£71.42	£0.25	10	3.45%	£1,357.50
RFSA - Advance	420	19	4.52%	£20.46	£1.08	0	0.00%	£0.00
RFSA - Categories	232	24	10.34%	£23.49	£0.98	0	0.00%	£0.00
""Try Me"" Promo	232	7	3.02%	£5.15	£0.74	0	0.00%	£0.00
RFSA - Copper Pans	192	16	8.33%	£15.81	£0.99	0	0.00%	£0.00



Google AdWords

Campaign	Impressions	Clicks	CTR	Cost	Avg. CPC	Conversions (1/click)	Conv. Rate (1/click)	Conv. Value
RFSA - Brand	130	25	19.23%	£6.41	£0.26	1	4.00%	£0.00
RFSA - General	89	3	3.37%	£3.09	£1.03	0	0.00%	£0.00

Google AdWords

4/1/2015 - 4/30/2015

Networks

Impressions	Clicks	CTR	Cost	Avg. CPC	Conversions (1/ click)	Conv. Rate (1/ click)	Conv. Value
188,109	599	0.32%	£242.30	£0.40	3	0.50%	£307.50
67,023	270	0.40%	£99.19	£0.37	3	1.11%	£431.25
64,770	2,394	3.70%	£1,535.86	£0.64	17	0.71%	£1,698.75

Devices

Device	Impressions	Clicks	CTR	Cost	Conversions (1/ click)
Computers	194,034	1,441	0.74%	£980.19	20
Tablets with full browsers	78,348	1,000	1.28%	£633.08	3
Mobile devices with full browsers	47,520	822	1.73%	£264.08	0

Ad Slots

Impressions	Clicks	CTR	Cost	Avg. CPC	Conversions (1/ click)	Conv. Rate (1/ click)	Conv. Value
188,109	599	0.32%	£242.30	£0.40	3	0.50%	£307.50
65,245	165	0.25%	£56.97	£0.35	1	0.61%	£0.00
38,329	2,171	5.66%	£1,395.16	£0.64	15	0.69%	£1,076.25
26,441	223	0.84%	£140.70	£0.63	2	0.90%	£622.50
1,778	105	5.91%	£42.22	£0.40	2	1.90%	£431.25

AdWords Top Ads Report

Top Ads

4/1/2015 - 4/30/2015

Ads	Impr.	Clicks	Cost	CTR	Avg. CPC	Conv.	Conv. Rate	Total Conv. Value
Product listing ad; Promotion: Multi-Piece Discount Available	9,243	326	£114.76	3.53%	£0.35	0	--	£0.00
Product listing ad; Promotion: Sale - Now 25% Off!	7,785	224	£115.33	2.88%	£0.51	1	0.45%	£622.50
Product listing ad; Promotion: Easter Sale - 25% Off!	4,414	107	£49.62	2.42%	£0.46	0	--	£0.00
Copper Pans Hand Crafted Copper Pans. 25% Off Sale - Ends Soon! www.FalkCulinair.co.uk/ Copper_Pans	6,797	99	£93.24	1.46%	£0.94	0	--	£0.00
Copper Pans Hand Crafted Copper Pans. 25% Off Sale Now On! www.FalkCulinair.co.uk/ Copper_Pans	6,902	98	£93.23	1.42%	£0.95	1	1.02%	£75.00
Falk Copper Cookware Cookware Hand Crafted In Belgium. Great Quality, Fast Free Delivery falkculinair.co.uk/ Cookware_Sets	308	57	£6.84	18.51%	£0.12	0	--	£0.00
Copper Pans Hand Crafted Copper Pans. Sale - Get 25% Off! www.FalkCulinair.co.uk/ Copper_Pans	1,947	56	£31.38	2.88%	£0.56	0	--	£0.00
Copper Pans Hand Crafted Copper Pans. Easter Sale - 25% Off Everything! www.FalkCulinair.co.uk/ Copper_Pans	3,512	50	£39.50	1.42%	£0.79	0	--	£0.00
Copper Pans Hand Crafted Copper Pans. Now Direct From The Manufacturer www.FalkCulinair.co.uk/ Copper_Pans	4,026	46	£38.32	1.14%	£0.83	0	--	£0.00



AdWords Top Ads Report

Ads	Impr.	Clicks	Cost	CTR	Avg. CPC	Conv.	Conv. Rate	Total Conv. Value
Copper Pans Hand Crafted Copper Pans. Great Quality, Fast Free Delivery www.FalkCulinair.co.uk/ Copper_Pans	4,024	44	£37.43	1.09%	£0.85	0	--	£0.00