



pushTM

Falk Culinair

May-2016 Push PPC Report

Generated from PushTM Analyser

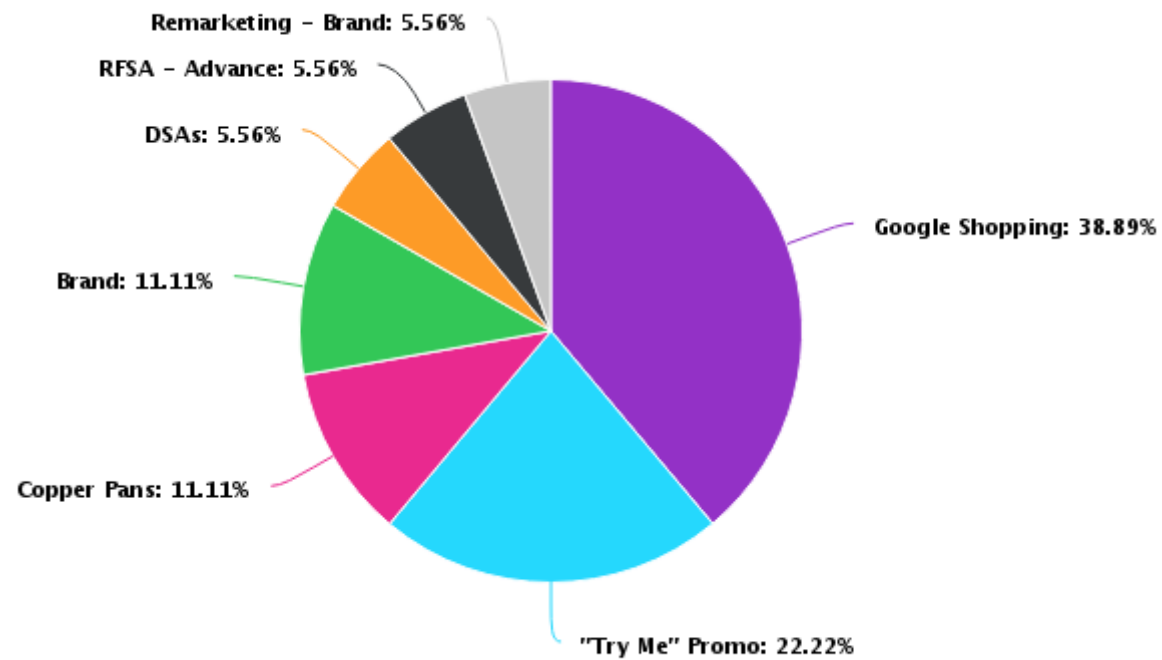
Executive Summary : View your conversions and data for this month and compare to last month.

IMPRESSIONS 434,196 477,139 ▼ 9 %	CLICKS 2,978 3,637 ▼ 18.12 %	CONVERSIONS 22 24 ▼ 8.33 %	ESTIMATE CONVERSIONS 22 24 ▼ 8.33 %	CTR 0.69% 0.76% ▼ 9.21 %	CPC 0.45 0.46 ▲ 2.17 %
CONVERSION RATE 0.74 0.66 ▲ 12.12 %	COST £1344.34 £1679.35 ▼ 19.95 %	COST / CONVERSION £54.20 £63.64 ▼ 14.83 %	COST / EST CONVERSIONS £61.11 £69.97 ▼ 12.66 %	CONVERSION VALUE 2,778.75 1,753.75 ▲ 100 %	
Sale 22 24 ▼ 8.33 %					▼ 100 %



pushTM

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





push™

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(%)
["New Ads V3"]	91	15405	0.59	0.17	15.24	0			0.00
["Mobile New"]	69	5938	1.16	0.12	8.16	1	8.16	5.63	1.45
["New Ads V2"]	316	38438	0.82	0.41	128.73	1	128.73	402.28	0.32
["New Ads V1"]	310	42681	0.73	0.42	128.98	0			0.00
["Copper Bottomed Gaurantee"]	168	21007	0.80	0.48	81.15	2	40.58	68.19	1.19



push™

Ad Report : Your most popular adverts.

Ad	Campaign	Adgroup	Clicks	Impr	Ctr(%)	Avg CPC	Cost(£)	Conv	Cost / Conv (£)	Cost / Conv Rate (£)	Conv Rate(%)
Product listing ad; Promotion: Multi-Piece Discount Available	Google Shopping	Copper Cookware Sets	444	20067	2.21	0.55	246.07	5	49.21	217.76	1.13
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	294	77571	0.38	0.32	93.61	0			0.00
Falk Culinair Cookware www.falkculinair.co.uk Special "Try Me" offer 50% discount on hand-crafted copper cookware!	"Try Me" Promo	Promo	147	5813	2.53	0.43	63.83	1	63.83	93.87	0.68
Ad name: Half-Page-Ad-Falk.jpg; 300 x 600 www.falkculinair.co.uk/try-me-offer	Re-marketing: "Try Me" Promo	YouTube Video Viewers	115	4148	2.77	0.25	29.02	0			0.00
Falk Culinair Cookware falkculinair.co.uk/Copper_Cookware Get 50% Off With Our Try Me Offer. 50% Off Handcrafted Copper Cookware	"Try Me" Promo	Promo	108	3502	3.08	0.51	54.99	1	54.99	59.13	0.93

Falk Culinair Cookware FalkCulinair.co.uk/Copper_Cookware Hand Crafted Copper Cookware. Now Direct From The Manufacturer	Remarketing - Brand	All Visitors	104	16499	0.63	0.17	17.47	1	17.47	18.20	0.96
Falk Culinair Cookware www.falkculinair.co.uk Special "Try Me" offer 50% discount on hand-crafted copper cookware!	"Try Me" Promo	Promo	99	2886	3.43	0.45	44.88	2	22.44	22.22	2.02
Product listing ad; Promotion: Multi-Piece Discount Available	Google Shopping	Copper Frying Pans	95	8423	1.13	0.77	73.11	1	73.11	69.63	1.05
Falk Culinair Cookware FalkCulinair.co.uk/Copper_Cookware Hand Crafted Copper Cookware. Multi-Piece Discount Available	Remarketing - Brand	All Visitors	90	15398	0.58	0.17	15.15	0			0.00
Falk Culinair Cookware FalkCulinair.co.uk/Copper_Cookware Hand Crafted Copper Cookware. Great Quality, Fast Free Delivery	Remarketing - Brand	All Visitors	87	16840	0.52	0.16	13.98	0			0.00
Ad name: Inline-Rectangle-Falk.jpg; 300 x 250 www.falkculinair.co.uk	Remarketing - Brand	All Visitors	71	23447	0.30	0.20	14.46	0			0.00
Ad name: Large-Rectangle-Falk.jpg; 336 x 280 www.falkculinair.co.uk	Remarketing - Brand	All Visitors	64	3165	2.02	0.12	7.95	0			0.00
Copper Pans www.FalkCulinair.co.uk/Copper_Pans Hand Crafted Copper Pans. Now Direct From The Manufacturer	Copper Pans	Copper Pans	52	8698	0.60	0.47	24.48	1	24.48	12.75	1.92

www.FalkCulinair.co.uk Multi Piece Discount Available Fast & Free Delivery. Shop Now!	DSAs	Generic Ad group	52	7497	0.69	0.33	17.03	0			0.00
www.FalkCulinair.co.uk Multi Piece Discount Available Free Delivery. Shop Now!	DSAs	Generic Ad group	50	4925	1.02	0.27	13.63	1	13.63	6.82	2.00
Ad name: Leaderboard-Falk.jpg; 728 x 90 www.falkculinair.co.uk	Remarketing - Brand	All Visitors	47	24611	0.19	0.19	9.09	0			0.00
Copper Cookware falkculinair.co.uk/Cookware_Sets Cookware Hand Crafted In Belgium. Great Quality, Fast Free Delivery	Brand	Cookware	44	3288	1.34	0.45	19.99	0			0.00
Copper Cookware falkculinair.co.uk/Cookware_Sets Cookware Hand Crafted In Belgium. Now Direct From The Manufacturer	General	Cookware	41	4375	0.94	0.47	19.32	0			0.00
Copper Pans www.FalkCulinair.co.uk/Copper_Pans Hand Crafted Copper Pans. Great Quality, Fast Free Delivery	Copper Pans	Copper Pans	41	8744	0.47	0.40	16.50	0			0.00
Copper Pans www.FalkCulinair.co.uk/Copper_Pans Hand Crafted Copper Pans. Copper Bottomed Guarantee, Shop Now	Copper Pans	Copper Pans	39	8479	0.46	0.50	19.47	1	19.47	7.61	2.56



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 pan set	Google Shopping	id=gourmet-set	exact	38	0	24.94	0	1496	0
copper pans	Brand	falk cookware	broad	32	0	14.63	0	5020	1.4
copper pots and pans	Google Shopping	id=starter-set	exact	21	0	11.18	0	613	0
copper pan	Google Shopping	id=saucepan-set	exact	19	0	8.76	0	394	0
copper pots	Brand	falk cookware	broad	17	0	6.05	0	742	1
copper pots	Google Shopping	id=saucepan-set	exact	15	0	8.27	0	403	0
copper saucepan set	Google Shopping	id=saucepan-set	exact	15	0	9.54	0	400	0
copper pans set	Google Shopping	id=starter-set	exact	15	0	11.25	0	496	0
copper frying pan	Google Shopping	id=ino2502sf	exact	15	0	10.86	0	894	0
falk pans	"Try Me" Promo	french copper pans	broad	13	0	1.45	0	45	1
copper pots and pans set	Google Shopping	id=family-set	exact	12	0	9.44	0	452	0
copper kettle and toaster set	General	+copper +set	broad	11	0	2.71	0	559	2
copper chef uk	DSAs	--	exact	11	0	4.26	0	51	2.2
copper kitchenware	DSAs	--	exact	11	0	4.25	0	296	2.4
mauiel	"Try Me" Promo	mauiel copper cookware	broad	11	0	5.76	0	196	3.4
copper kitchen utensils	Categories	+copper +utensils	broad	10	0	3.54	0	281	1
copper cookware	Google Shopping	id=saucepan-set	exact	9	0	5.25	0	359	0
copper bottom pans	Categories	copper bottom pan	exact (close variant	9	0	4.73	0	238	1
copper pans set	"Try Me" Promo	mauiel copper cookware	broad	9	0	5.04	0	113	2
solid copper pans	Google Shopping	id=saucepan-set	exact	8	0	1.49	0	31	0

falk culinair uk	DSAs	--	exact	8	0	0.35	0	10	1
copper pans	Google Shopping	id=ino2505sf	exact	7	0	4.75	0	118	0
copper pans	Google Shopping	id=ino2515sf	exact	7	0	7.32	0	604	0
copper pan set	"Try Me" Promo	mauviel copper cookware	broad	7	0	4.03	0	489	2.2
copper saucepans	Google Shopping	id=ino2515sf	exact	6	0	6.55	0	368	0



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	58721	481	0.82	248.66	0.52	3 (33.33%)	0.62	82.89	1.70
Mobile devices with full browsers	10400	193	1.86	71.39	0.37	2 (22.22%)	1.04	35.70	2.49
Tablets with full browsers	22562	376	1.67	178.06	0.47	4 (44.44%)	1.06	44.52	1.82
Total	91683	1050	1.15	498.11	0.47	9	0.86	55.35	2



☑ **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
falk copper pans uk	"Try Me" Promo	mauviel copper cookware	broad	Tablets with full browsers	1	1	0.07	0.07	1
falck pans	"Try Me" Promo	french copper pans	broad	Computers	1	1	0.16	0.16	2
falk pan set	"Try Me" Promo	mauviel copper cookware	broad	Tablets with full browsers	1	1	0.14	0.14	1
falk culinair	"Try Me" Promo	french copper pans	broad	Mobile devices with full browsers	1	1	0.01	0.01	1
non stick copper pots and pans	Brand	falk cookware	broad	Computers	1	1	0.66	0.66	1
copper bottom pans	Google Shopping	id=saucepan-set	exact	Tablets with full browsers	6	1	6.69	6.69	89
high end saucepan	Google Shopping	id=gourmet-set	exact	Computers	1	1	0.23	0.23	2
copper saucepans	Google Shopping	id=saucepan-set	exact	Mobile devices with full browsers	5	1	2.13	2.13	260
copper pans	Google Shopping	id=saucepan-set	exact	Tablets with full browsers	10	1	6.69	6.69	239
copper sugar pot uk	Google Shopping	id=cu2040sf	exact	Mobile devices with full browsers	3	1	1.45	1.45	4
30 cm frying pan	Google Shopping	id=ino2506sf	exact	Computers	1	1	1.13	1.13	1
copper pans	Google Shopping	id=saucepan-set	exact	Computers	44	1	24.66	24.66	644
falk copper cookware review	RFSA - Advance	cookware	phrase	Computers	3	1	0.8	0.8	3

falk uk copper	DSAs	--	phrase	Mobile devices with full browsers	1	1	0.1	0.1	2
falk copper cookware review	RFSA - Advance	cookware	phrase	Computers	3	1	0.8	0.8	3
copper pans	Google Shopping	id=saucepan-set	exact	Computers	45	1	24.98	24.98	672
30 cm frying pan	Google Shopping	id=ino2506sf	exact	Computers	1	1	1.13	1.13	1
high end saucepan	Google Shopping	id=gourmet-set	exact	Computers	1	1	0.23	0.23	2
copper saucepans	Google Shopping	id=saucepan-set	exact	Mobile devices with full browsers	5	1	2.13	2.13	275
copper sugar pot uk	Google Shopping	id=cu2040sf	exact	Mobile devices with full browsers	3	1	1.45	1.45	4
copper pans	Google Shopping	id=saucepan-set	exact	Tablets with full browsers	10	1	6.69	6.69	249
copper bottom pans	Google Shopping	id=saucepan-set	exact	Tablets with full browsers	6	1	6.69	6.69	91
falk uk copper	DSAs	--	phrase	Mobile devices with full browsers	1	1	0.1	0.1	2
copperpans	Copper Pans	copper pans	exact (close variant)	Tablets with full browsers	1	1	0.53	0.53	1
non stick copper pots and pans	Brand	falk cookware	broad	Computers	1	1	0.66	0.66	1



pushTM

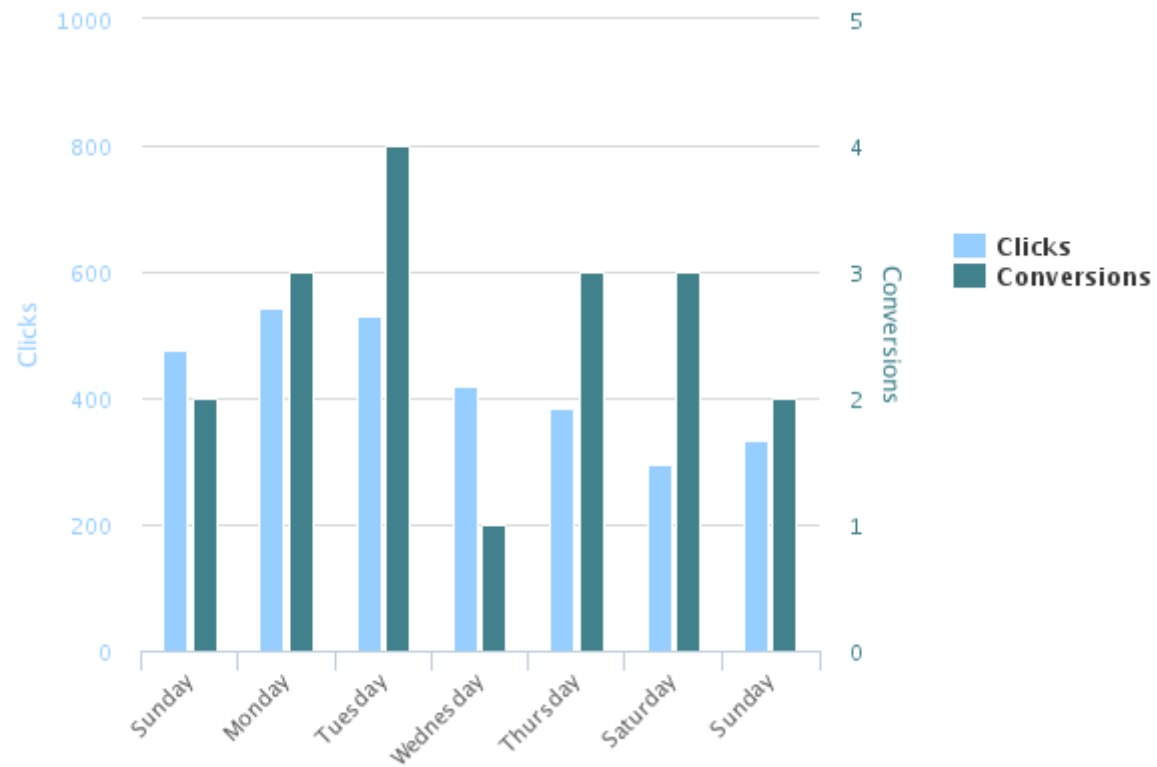
Conversion Booster : These keywords have a low click through rate. If we can increase it through tests we can increase conversions.

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
Brand	Cookware	falk cookware	Broad	ENABLED	8	98	9769	44.4	1	1.02	44.4	1.00	1.73	0
Copper Pans	Copper Pans	copper pans	Exact	ENABLED	7	18	1586	7.81	1	5.56	7.81	1.13	2.3	0
Copper Pans	Copper Pans	copper based pans	Exact	ENABLED	5	3	198	1.69	1	33.33	1.69	1.52	1.95	0



pushTM

☑ 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.





pushTM

☑ 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.

