

Google Ads Campaigns

All

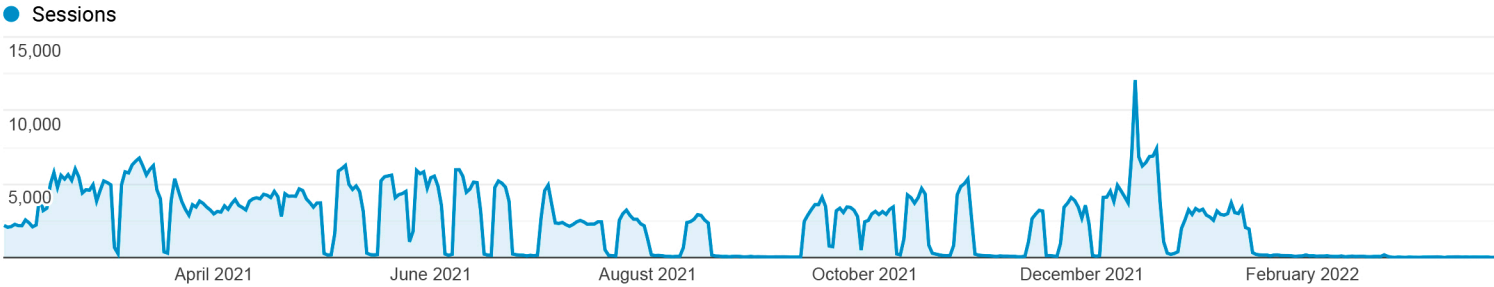
All Users

41.77% Sessions

Feb 1, 2021 - Mar 27, 2022

Explorer

Summary



| Campaign / Campaign ID | Acquisition                                    |                                                              |                                            |                                              | Behavior                                |                                      | Conversions                             | Goal 4: SHOP SEARCH UA                    |                                             |
|------------------------|------------------------------------------------|--------------------------------------------------------------|--------------------------------------------|----------------------------------------------|-----------------------------------------|--------------------------------------|-----------------------------------------|-------------------------------------------|---------------------------------------------|
|                        | Clicks                                         | Cost                                                         | CPC                                        | Sessions                                     | Bounce Rate                             | Pages / Session                      | SHOP SEARCH UA (Goal 4 Conversion Rate) | SHOP SEARCH UA (Goal 4 Completions)       | SHOP SEARCH UA (Goal 4 Value)               |
|                        | 1,392,699<br>% of Total: 91.82%<br>(1,516,789) | UAH 3,823,312.50<br>% of Total: 98.29%<br>(UAH 3,889,744.65) | UAH 2.75<br>Avg for View: UAH 2.56 (7.05%) | 978,961<br>% of Total: 41.77%<br>(2,343,548) | 60.77%<br>Avg for View: 45.76% (32.80%) | 2.61<br>Avg for View: 3.77 (-30.80%) | 3.49%<br>Avg for View: 5.22% (-33.12%)  | 34,154<br>% of Total: 27.94%<br>(122,251) | UAH 0.00<br>% of Total: 0.00%<br>(UAH 0.00) |
| 1.                     | 0<br>(0.00%)                                   | UAH 0.00<br>(0.00%)                                          | UAH 0.00                                   | 119,424<br>(12.20%)                          | 58.52%                                  | 2.59                                 | 6.50%                                   | 7,768<br>(22.74%)                         | UAH 0.00<br>(0.00%)                         |
| 2.                     | 0<br>(0.00%)                                   | UAH 0.00<br>(0.00%)                                          | UAH 0.00                                   | 47,512<br>(4.85%)                            | 15.75%                                  | 7.87                                 | 12.94%                                  | 6,146<br>(17.99%)                         | UAH 0.00<br>(0.00%)                         |
| 3.                     | 0<br>(0.00%)                                   | UAH 0.00<br>(0.00%)                                          | UAH 0.00                                   | 185,498<br>(18.95%)                          | 71.28%                                  | 1.68                                 | 1.91%                                   | 3,535<br>(10.35%)                         | UAH 0.00<br>(0.00%)                         |
| 4.                     | 0<br>(0.00%)                                   | UAH 0.00<br>(0.00%)                                          | UAH 0.00                                   | 37,764<br>(3.86%)                            | 48.97%                                  | 3.17                                 | 8.52%                                   | 3,216<br>(9.42%)                          | UAH 0.00<br>(0.00%)                         |
| 5.                     | 0<br>(0.00%)                                   | UAH 0.00<br>(0.00%)                                          | UAH 0.00                                   | 22,575<br>(2.31%)                            | 12.43%                                  | 8.46                                 | 13.83%                                  | 3,123<br>(9.14%)                          | UAH 0.00<br>(0.00%)                         |
| 6.                     | 0<br>(0.00%)                                   | UAH 0.00<br>(0.00%)                                          | UAH 0.00                                   | 81,230<br>(8.30%)                            | 54.31%                                  | 3.12                                 | 3.51%                                   | 2,849<br>(8.34%)                          | UAH 0.00<br>(0.00%)                         |
| 7.                     | 0<br>(0.00%)                                   | UAH 0.00<br>(0.00%)                                          | UAH 0.00                                   | 54,289<br>(5.55%)                            | 69.80%                                  | 1.77                                 | 2.34%                                   | 1,271<br>(3.72%)                          | UAH 0.00<br>(0.00%)                         |
| 8.                     | 0<br>(0.00%)                                   | UAH 0.00<br>(0.00%)                                          | UAH 0.00                                   | 32,896<br>(3.36%)                            | 62.75%                                  | 2.70                                 | 3.84%                                   | 1,264<br>(3.70%)                          | UAH 0.00<br>(0.00%)                         |
| 9.                     | 0<br>(0.00%)                                   | UAH 0.00<br>(0.00%)                                          | UAH 0.00                                   | 50,557<br>(5.16%)                            | 66.93%                                  | 1.58                                 | 1.66%                                   | 841<br>(2.46%)                            | UAH 0.00<br>(0.00%)                         |
| 10.                    | 0<br>(0.00%)                                   | UAH 0.00<br>(0.00%)                                          | UAH 0.00                                   | 1,015<br>(0.10%)                             | 6.90%                                   | 5.13                                 | 79.41%                                  | 806<br>(2.36%)                            | UAH 0.00<br>(0.00%)                         |
| 11.                    | 26,911<br>(1.93%)                              | UAH 125,416.98<br>(3.28%)                                    | UAH 4.66                                   | 20,273<br>(2.07%)                            | 58.49%                                  | 2.13                                 | 2.89%                                   | 586<br>(1.72%)                            | UAH 0.00<br>(0.00%)                         |
| 12.                    | 0<br>(0.00%)                                   | UAH 0.00<br>(0.00%)                                          | UAH 0.00                                   | 21,927<br>(2.24%)                            | 64.80%                                  | 2.21                                 | 2.15%                                   | 472<br>(1.38%)                            | UAH 0.00<br>(0.00%)                         |
| 13.                    | 0<br>(0.00%)                                   | UAH 0.00<br>(0.00%)                                          | UAH 0.00                                   | 7,620<br>(0.78%)                             | 58.81%                                  | 2.71                                 | 4.25%                                   | 324<br>(0.95%)                            | UAH 0.00<br>(0.00%)                         |
| 14.                    | 0<br>(0.00%)                                   | UAH 0.00<br>(0.00%)                                          | UAH 0.00                                   | 2,505<br>(0.26%)                             | 46.03%                                  | 4.24                                 | 9.78%                                   | 245<br>(0.72%)                            | UAH 0.00<br>(0.00%)                         |
| 15.                    | 0<br>(0.00%)                                   | UAH 0.00<br>(0.00%)                                          | UAH 0.00                                   | 13,913<br>(1.42%)                            | 57.64%                                  | 1.73                                 | 1.65%                                   | 229<br>(0.67%)                            | UAH 0.00<br>(0.00%)                         |
| 16.                    | 0<br>(0.00%)                                   | UAH 0.00<br>(0.00%)                                          | UAH 0.00                                   | 7,021<br>(0.72%)                             | 70.73%                                  | 2.14                                 | 3.25%                                   | 228<br>(0.67%)                            | UAH 0.00<br>(0.00%)                         |

## EN:

Advertising in Google Ads and Facebook ads.  
Conversion - building a route to the nearest store, a request for a product.

Connected: Google Analytics 360, Facebook Pixel and GTM

A large chain of magazinon of power tools in Ukraine. The purpose was to increase the number of purchases, brand awareness, notification of promotions, attracting users to the offline point of sale. For this purpose we used almost all types of advertising campaigns in Google and FB. We used search campaigns with general queries as well as narrowly focused ones. True view campaigns for brand awareness, Bumper ads for promotion notification. Dynamic search and commerce campaigns for making a purchase.

E-commerce was not set up as the site did not allow it and the client did not want it at the time, so no shopping campaigns were used. During cooperation we reduced the conversion price from 600 UAH to 100. We started optimizing with the most popular seasonal products and then optimized the rest of the campaigns.

1-3 positions in the output.

Budget: 3 823 312 UAH (350 000 per month)

Conversion rate: 3,49%

Price per conversion: 111 UAH

Price per Click: 2.75 UAH

UTM tags are inserted.

Types of advertising campaigns: Search, GDN, Discovery, Video, FB Traffic, Conversion, Catalog

Customizing Targets.

Campaigns categorization for each category of instruments

Site optimization

Use of macros in the ads for the supply of the current price

Working with feeds and GMC

Dynamic search campaigns

Remarketing

A/B Test

Optimize

## RU:

Реклама в Google Ads и Facebook ads.

Конверсия - построение маршрута до ближайшего магазина, заявка на товар.

Подключены: Google Analytics 360, Facebook Pixel и GTM

Крупная сеть магазинов элетроинструментов по Украине. Целью было увеличение числа покупок, узнаваемости бренда, уведомление об акциях, привлечение пользователей в оффлайн точки продажи. Для этого мы использовали почти все типы рекламных кампаний как в Google, так и в FB. Использовали поисковые кампании как с общими запросами, так и с узкопрофильными. True view кампании для узнаваемости бренда, Bumper ads для уведомления об акции. Динамические поисковые и торговые кампании для совершения покупки. Электронную торговлю не настраивали, так как сайт не позволял и клиент на тот момент не хотел, поэтому шопинг кампании не использовались. За время сотрудничества снизили цену конверсии с 600 грн до 100. Начали оптимизацию с самых востребованных по сезонности товаров, дальше оптимизировали остальные кампании.

1-3 позиция в выдаче

Бюджет: 3 823 312 UAH (350 000 в месяц)

Коэффициент конверсии: 3,49%

Цена конверсии: 111 UAH

Цена за Клик 2,75 UAH

Проставлены UTM метки.

Типы рекламных кампаний: Search, GDN, Discovery, Video, FB Traffic, Conversion, Catalog

Настройка Целей.

Разбивка кампаний под каждую категорию инструментов

Оптимизация сайта

Использование макросов в объявлениях для поставновки актуальной цены

Работа с фидами и GMC

Динамические поисковые кампании

Ремаркетинг

A/B Тест

Оптимизация