

Google Ads Campaigns

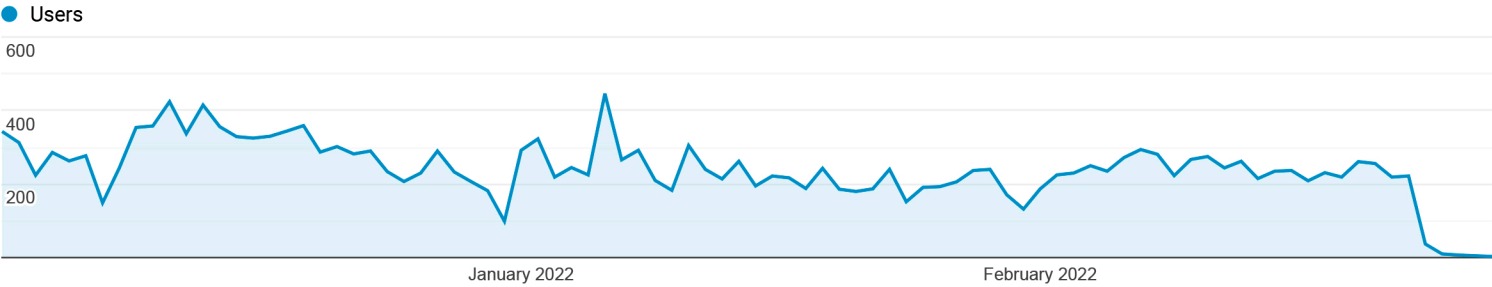
All

All Users
82.79% Users

Dec 1, 2021 - Feb 28, 2022

Explorer

Summary



Campaign / Campaign ID	Acquisition					Behavior		Conversions	eCommerce	
	Clicks	Cost	CPC	Users	Sessions	Bounce Rate	Pages / Session	Ecommerce Conversion Rate	Transactions	Revenue
	29,387 % of Total: 96.43% Total: 98.91% (29,712)	UAH 133,408.31 % of Total: 96.43% (UAH 138,345.68)	UAH 4.54 Avg for View: UAH 4.66 (-2.50%)	17,614 % of Total: 82.79% (21,275)	27,651 % of Total: 78.97% (35,014)	77.99% Avg for View: 72.29% (7.88%)	1.73 Avg for View: 2.15 (-19.53%)	1.02% Avg for View: 1.34% (-23.43%)	283 % of Total: 60.47% (468)	UAH 324,886.00 % of Total: 55.89% (UAH 581,339.00)
1.	11,525 (39.22%)	UAH 52,421.21 (39.29%)	UAH 4.55	6,267 (32.32%)	11,592 (41.92%)	81.46%	1.56	1.27%	147 (51.94%)	UAH 152,269.00 (46.87%)
2.	1,062 (3.61%)	UAH 9,842.56 (7.38%)	UAH 9.27	800 (4.13%)	1,131 (4.09%)	52.08%	3.26	3.63%	41 (14.49%)	UAH 57,826.00 (17.80%)
3.	2,309 (7.86%)	UAH 14,907.15 (11.17%)	UAH 6.46	1,847 (9.53%)	2,326 (8.41%)	70.55%	2.18	1.55%	36 (12.72%)	UAH 36,736.00 (11.31%)
4.	4,039 (13.74%)	UAH 29,982.91 (22.47%)	UAH 7.42	3,180 (16.40%)	3,872 (14.00%)	78.54%	1.77	0.88%	34 (12.01%)	UAH 43,692.00 (13.45%)
5.	2,274 (7.74%)	UAH 15,731.06 (11.79%)	UAH 6.92	1,875 (9.67%)	2,401 (8.68%)	69.68%	2.13	0.92%	22 (7.77%)	UAH 30,974.00 (9.53%)
6.	0 (0.00%)	UAH 0.00 (0.00%)	UAH 0.00	614 (3.17%)	723 (2.61%)	87.00%	1.23	0.14%	1 (0.35%)	UAH 2,240.00 (0.69%)
7.	106 (0.36%)	UAH 121.95 (0.09%)	UAH 1.15	91 (0.47%)	98 (0.35%)	82.65%	1.55	1.02%	1 (0.35%)	UAH 544.00 (0.17%)
8.	76 (0.26%)	UAH 329.04 (0.25%)	UAH 4.33	56 (0.29%)	92 (0.33%)	47.83%	3.11	1.09%	1 (0.35%)	UAH 605.00 (0.19%)
9.	0 (0.00%)	UAH 0.00 (0.00%)	UAH 0.00	2 (0.01%)	5 (0.02%)	80.00%	1.20	0.00%	0 (0.00%)	UAH 0.00 (0.00%)
10.	7,027 (23.91%)	UAH 8,920.30 (6.69%)	UAH 1.27	3,861 (19.91%)	4,536 (16.40%)	80.62%	1.47	0.00%	0 (0.00%)	UAH 0.00 (0.00%)
11.	126 (0.43%)	UAH 133.99 (0.10%)	UAH 1.06	106 (0.55%)	114 (0.41%)	85.09%	1.26	0.00%	0 (0.00%)	UAH 0.00 (0.00%)
12.	268 (0.91%)	UAH 316.29 (0.24%)	UAH 1.18	218 (1.12%)	233 (0.84%)	86.70%	1.31	0.00%	0 (0.00%)	UAH 0.00 (0.00%)
13.	226 (0.77%)	UAH 273.48 (0.20%)	UAH 1.21	195 (1.01%)	209 (0.76%)	92.82%	1.11	0.00%	0 (0.00%)	UAH 0.00 (0.00%)
14.	95	UAH 152.43	UAH 1.60	71	92	72.83%	2.04	0.00%	0	UAH 0.00

EN:

Advertising in Google Ads

Conversion - Purchase.

Connected: Google Analytic, GMC and GTM

We started everything from scratch, we did not use Google Ads before. The purpose was that the ROAS was not lower than 300%. To this end, we launched search campaigns with a breakdown for each category, shopping campaigns, dynamic search campaign, GDN and dynamic remarketing. The first month (December) was a testing one so that we could decide which campaigns were effective and which were worth changing or switching off. After the first phase of optimization we increased ROAS to 250%, while the third phase reached 340%. Emphasis was placed on shopping campaigns and on low-frequency search engines with the brand name or model.

1-4 position in the issuance.

Budget: 133 408 UAH (45 000 per month)

Revenue: 324 886 UAH

ROAS: 243%

Conversion rate: 1,02%

Price per conversion: 471 UAH

Price per click: 4,54 UAH

UTM tags are inserted.

Types of advertising campaigns: Search, GDN, Shopping

Setting Objectives.

Breakdown of campaigns for each category of tools

Optimization of the site

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.

Конверсия - Покупка.

Подключены: Google Analytic, GMC и GTM

Запускали все с нуля, до этого не использовали Google Ads. Целью было что бы показатель ROAS был не ниже 300%. Для этого были запущены поисковые кампании с разбивкой на каждую категорию, шопинг кампании, динамическая поисковая кампания, GDN и динамический ремаркетинг. Первый месяц (декабрь) был тестовый, опереждали какие кампании являются эффективными, а какие стоит изменить или вовсе отключить. После первого этапа оптимизации подняли ROAS до 250%, в третий уже до 340%. Упор делали на шопинг кампании и на низкочастотные поисковые с указанием бренда или модели.

1-4 позиция в выдаче

Бюджет: 133 408 UAH (45 000 в месяц)

Доход: 324 886 UAH

ROAS: 243%

Коэффициент конверсии: 1,02%

Цена конверсии: 471 UAH

Цена за Клик 4,54 UAH

Проставлены UTM метки.

Типы рекламных кампаний: Search, GDN, Shopping

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