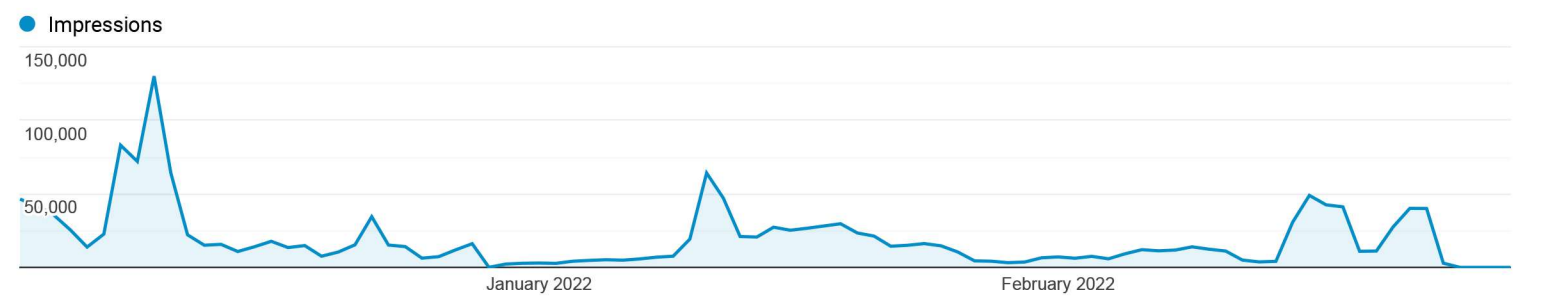


Отчет Google

All Users  
33.45% Impressions

Dec 1, 2021 - Feb 28, 2022

Целевые конверсии



Campaign	CR						CPO			
	Impressions	Clicks	CTR	CPC	Cost	Коэффициент целевой конверсии	Целевые конверсии	Zayavka na kyrs (Goal 8 Completions)	Стоимость целевой конверсии	Users
	1,712,390 % of Total: 33.45% (5,119,709)	21,298 % of Total: 60.22% (35,366)	1.24% Avg for View: 0.69% (80.05%)	\$0.46 Avg for View: \$0.71 (-34.53%)	\$9,858.21 % of Total: 39.43% (\$25,002.41)	1.30% % of Total: 35.52% (3.66%)	277 % of Total: 21.39% (1,295)	247 % of Total: 21.52% (1,148)	\$35.59 % of Total: 184.33% (\$19.31)	15,684 % of Total: 16.64% (94,240)
1. [blurred]	20,187 (1.18%)	1,487 (6.98%)	7.37%	\$0.79	\$1,176.07 (11.93%)	2.49% (191.32%)	37 (13.36%)	33 (13.36%)	\$31.79 (89.31%)	1,353 (8.51%)
2. [blurred]	16,250 (0.95%)	1,044 (4.90%)	6.42%	\$0.68	\$708.40 (7.19%)	2.11% (162.02%)	22 (7.94%)	22 (8.91%)	\$32.20 (90.48%)	902 (5.68%)
3. [blurred]	12,870 (0.75%)	1,430 (6.71%)	11.11%	\$0.76	\$1,085.16 (11.01%)	1.47% (112.91%)	21 (7.58%)	21 (8.50%)	\$51.67 (145.20%)	1,179 (7.42%)
4. [blurred]	44,610 (2.61%)	1,628 (7.64%)	3.65%	\$0.59	\$964.87 (9.79%)	2.21% (170.02%)	36 (13.00%)	20 (8.10%)	\$26.80 (75.31%)	1,511 (9.51%)
5. [blurred]	5,386 (0.31%)	2,053 (9.64%)	38.12%	\$0.15	\$299.50 (3.04%)	0.88% (67.41%)	18 (6.50%)	18 (7.29%)	\$16.64 (46.75%)	1,745 (10.98%)
6. [blurred]	7,773 (0.45%)	400 (1.88%)	5.15%	\$1.13	\$453.91 (4.60%)	4.00% (307.55%)	16 (5.78%)	16 (6.48%)	\$28.37 (79.71%)	354 (2.23%)
7. [blurred]	8,682 (0.51%)	610 (2.86%)	7.03%	\$1.48	\$900.89 (9.14%)	2.46% (189.07%)	15 (5.42%)	15 (6.07%)	\$60.06 (168.76%)	571 (3.59%)
8. [blurred]	8,301 (0.48%)	774 (3.63%)	9.32%	\$0.63	\$486.41 (4.93%)	1.81% (139.07%)	14 (5.05%)	14 (5.67%)	\$34.74 (97.62%)	693 (4.36%)
9. [blurred]	47,087 (2.75%)	335 (1.57%)	0.71%	\$0.54	\$181.67 (1.84%)	4.18% (321.32%)	14 (5.05%)	14 (5.67%)	\$12.98 (36.46%)	221 (1.39%)
10. [blurred]	24,575 (1.44%)	1,100 (5.16%)	4.48%	\$0.45	\$496.53 (5.04%)	1.73% (132.81%)	19 (6.86%)	14 (5.67%)	\$26.13 (73.43%)	873 (5.49%)
11. [blurred]	12,176 (0.71%)	629 (2.95%)	5.17%	\$0.45	\$281.89 (2.86%)	1.59% (122.24%)	10 (3.61%)	10 (4.05%)	\$28.19 (79.21%)	542 (3.41%)
12. [blurred]	42,081 (2.46%)	350 (1.64%)	0.83%	\$0.52	\$183.15 (1.86%)	2.57% (197.71%)	9 (3.25%)	9 (3.64%)	\$20.35 (57.18%)	205 (1.29%)
13. [blurred]	18,848 (1.10%)	116 (0.54%)	0.62%	\$0.58	\$67.79 (0.69%)	3.45% (265.13%)	4 (1.44%)	4 (1.62%)	\$16.95 (47.62%)	92 (0.58%)
14. [blurred]	9,663 (0.56%)	71 (0.33%)	0.73%	\$0.54	\$38.36 (0.39%)	5.63% (433.17%)	4 (1.44%)	3 (1.21%)	\$9.59 (26.95%)	68 (0.43%)
15. [blurred]	227,013 (13.26%)	1,900 (8.92%)	0.84%	\$0.09	\$169.57 (1.72%)	0.16% (12.14%)	3 (1.08%)	3 (1.21%)	\$56.52 (158.82%)	850 (5.35%)
16. [blurred] ry_	62,072 (3.62%)	395 (1.85%)	0.64%	\$0.11	\$42.04 (0.43%)	1.01% (77.86%)	4 (1.44%)	3 (1.21%)	\$10.51 (29.53%)	172 (1.08%)
17. [blurred]	81,514 (4.76%)	214 (1.00%)	0.26%	\$0.53	\$114.17 (1.16%)	1.40% (107.79%)	3 (1.08%)	3 (1.21%)	\$38.06 (106.93%)	131 (0.82%)
18. [blurred]	77,544 (4.53%)	416 (1.95%)	0.54%	\$0.57	\$237.39 (2.41%)	0.48% (36.97%)	2 (0.72%)	2 (0.81%)	\$118.69 (333.51%)	328 (2.06%)
19. [blurred]	51,441 (3.00%)	394 (1.84%)	0.77%	\$0.63	\$246.97 (2.49%)	0.51% (39.79%)	2 (0.72%)	2 (0.81%)	\$123.49 (344.82%)	215 (1.37%)

## EN:

Advertising in Google Ads.

Conversion - the successfully left application.

Connected: Google Analytics and GTM.

The goal was to optimize the price per conversion and reduce the cost to \$30 or lower. The report shows the period of the last 3 months, at the beginning of December, the conversion price was \$60. First of all, for optimization we have put our account in order, for each direction we have created separate campaigns so that we could control them better, made cross-over minus structure between the campaigns so that they would not overlap each other, started to use automatic strategies by indicating the target price per conversion. For each direction was created on each type of campaign (Search, GDN, Discovery, Video)

1-2 positions in search results

Budget: \$9 858 (3 300 per month)

Conversion rate: 1,30%

Price per conversion: 35,69 USD (22,91 USD in February)

Price per click 0.46 USD

UTM tags are inserted.

Ad campaign types: Search, GDN, Discovery, Video, Performance Max, Customizing Targets.

Dynamic search campaigns.

Remarketing

U/B Test

Optimization

## RU:

Реклама в Google Ads.

Конверсия - успешно оставленная заявка.

Подключены: Google Analytics и GTM

Целью была оптимизация цены за конверсию и снижение стоимости до 30\$ и ниже. В отчете представлен период за последние 3 месяца, в начале декабря цена конверсии была 60\$. Для оптимизации в первую очередь навел порядок в аккаунте, под каждое направление вывели отдельные кампании, что бы могли лучше контролировать, сделал крос минусовку по кампаниям, что бы не пересекались между собой, начали использовать автоматические стратегии с указанием целевой цены за конверсию. На каждое направление было создано по 1 типу каждой кампании (Search, GDN, Discovery, Video)

1-2 позиция в выдаче

Бюджет: 9 858\$ (3 300 в месяц)

Коэффициент конверсии: 1,30%

Цена конверсии: 35,69 usd (22,91\$ в феврале)

Цена за Клик 0,46\$

Проставлены UTM метки.

Типы рекламных кампаний: Search, GDN, Discovery, Video, Performance Max, Настройка Целей.

Динамические поисковые кампании

Ремаркетинг

A/B Тест

Оптимизация