

## Google Ads Campaigns

All

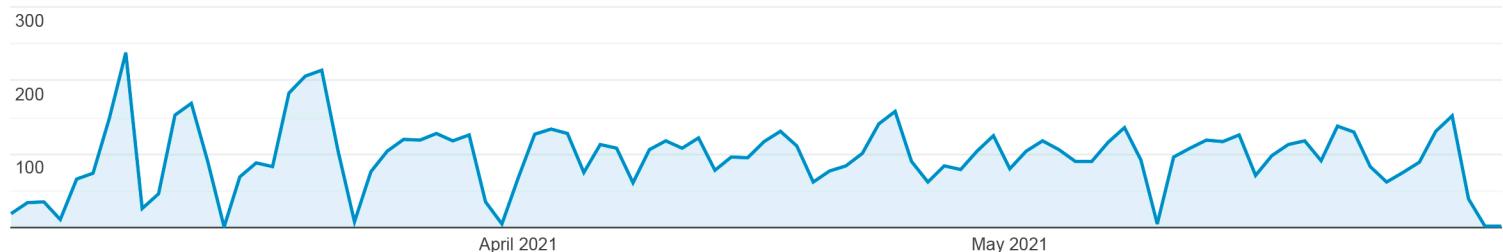
 All Users  
60.75% Users

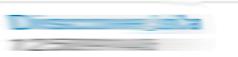
Mar 1, 2021 - May 31, 2021

**Explorer**

Summary

● Users



Campaign / Campaign ID	Acquisition					Behavior		Conversions			All Goals	
	Clicks	Cost	CPC	Users	Sessions	Bounce Rate	Pages / Session	Goal Conversion Rate	Goal Completions	Goal Value		
	<b>10,620</b> % of Total: 100.00% (10,620)	<b>UAH 36,672.52</b> % of Total: 100.00% (UAH 36,672.52)	<b>UAH 3.45</b> Avg for View: UAH 3.45 (0.00%)	<b>8,079</b> % of Total: 60.43% (13,369)	<b>9,712</b> % of Total: 59.52% (16,318)	<b>76.82%</b> Avg for View: 68.10% (12.80%)	<b>1.46</b> Avg for View: 1.63 (-10.35%)	<b>3.64%</b> Avg for View: 5.99% (-39.12%)	<b>354</b> % of Total: 36.23% (977)	<b>UAH 83.00</b> % of Total: 35.78% (UAH 232.00)		
1.	 <b>4,207</b> (39.61%)	UAH 8,713.49 (23.76%)	UAH 2.07	3,462 (41.33%)	3,911 (40.27%)	78.83%	1.41	2.76%	108 (30.51%)	UAH 25.00 (30.12%)		
2.	 <b>2,035</b> (19.16%)	UAH 6,914.08 (18.85%)	UAH 3.40	1,701 (20.31%)	1,900 (19.56%)	79.47%	1.37	2.79%	53 (14.97%)	UAH 15.00 (18.07%)		
3.	 <b>1,641</b> (15.45%)	UAH 2,590.57 (7.06%)	UAH 1.58	1,057 (12.62%)	1,190 (12.25%)	82.02%	1.39	2.18%	26 (7.34%)	UAH 10.00 (12.05%)		
4.	 <b>949</b> (8.94%)	UAH 8,053.71 (21.96%)	UAH 8.49	806 (9.62%)	872 (8.98%)	80.39%	1.36	3.44%	30 (8.47%)	UAH 11.00 (13.25%)		
5.	 <b>672</b> (6.33%)	UAH 5,435.87 (14.82%)	UAH 8.09	584 (6.97%)	634 (6.53%)	71.61%	1.55	2.37%	15 (4.24%)	UAH 5.00 (6.02%)		
6.	 <b>492</b> (4.63%)	UAH 2,356.53 (6.43%)	UAH 4.79	366 (4.37%)	624 (6.43%)	41.19%	2.36	16.67%	104 (29.38%)	UAH 14.00 (16.87%)		
7.	 <b>394</b> (3.71%)	UAH 571.74 (1.56%)	UAH 1.45	210 (2.51%)	375 (3.86%)	85.33%	1.30	1.33%	5 (1.41%)	UAH 3.00 (3.61%)		
8.	 <b>132</b> (1.24%)	UAH 1,208.05 (3.29%)	UAH 9.15	91 (1.09%)	100 (1.03%)	83.00%	1.35	3.00%	3 (0.85%)	UAH 0.00 (0.00%)		
9.	 <b>53</b> (0.50%)	UAH 431.10 (1.18%)	UAH 8.13	46 (0.55%)	49 (0.50%)	85.71%	1.20	0.00%	0 (0.00%)	UAH 0.00 (0.00%)		
10.	 <b>21</b> (0.20%)	UAH 177.58 (0.48%)	UAH 8.46	18 (0.21%)	19 (0.20%)	68.42%	1.84	15.79%	3 (0.85%)	UAH 0.00 (0.00%)		

Rows 1 - 10 of 13

**EN:**

Advertising in Google Ads.  
Conversion - successfully placed order.  
Connected: Google Analytics and GTM.  
The target was to get orders at a cost not exceeding 150 UAH, in the first month the conversion price was 300 UAH, which was twice higher than the initial target, after that the website was audited, the speed was increased, usability was improved, a button to buy in 1 click was added, which greatly improved the indicators and in the second month the conversion price was 150 UAH, further improved indicators, optimized advertising and reduced the conversion price to 83 UAH

1-4 position in search results

Budget: 36 772 UAH (13 000 per month)

Conversion rate: 3,64%

Conversion price: 83 UAH

Price per Click: 3.45 UAH

UTM tags are inserted.

Types of advertising campaigns: Search, GDN, Discovery

Setting Objectives.

Optimizing your site

Remarketing

A / B Test

Optimization

**RU:**

Реклама в Google Ads.

Конверсия - успешно оформленный заказ.

Подключены: Google Analytics и GTM

Целью было получение заказов по стоимости не превышающей 150 UAH, в первый месяц цена за конверсию была 300 UAH, что в 2 раза превышало поставленные цели, после чего провели небольшой аудит сайта, повысили скорость, улучшили юзабилити, добавили кнопку купить в 1 клик, что значительно улучшило показатели и уже во втором месяце цена конверсии составляла 150 UAH, дальше улучшали показатели, оптимизировали рекламу и снизили цену конверсии до 83 UAH

1-4 позиция в выдаче

Бюджет: 36 772 UAH (13 000 в месяц)

Коэффициент конверсии: 3,64%

Цена конверсии: 83 UAH

Цена за Клик 3,45 UAH

Проставлены UTM метки.

Типы рекламных кампаний: Search, GDN, Discovery

Настройка Целей.

Оптимизация сайта

Ремаркетинг

А/Б Тест

Оптимизация