

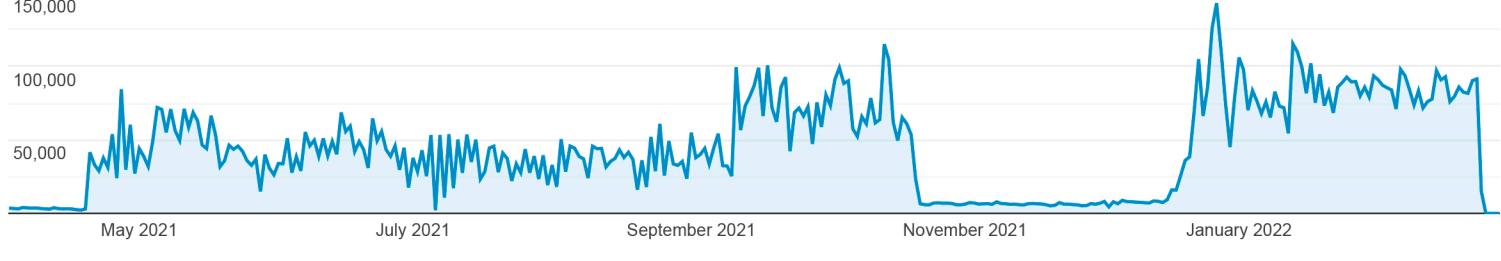
Google Ads Report Macro

 All Users
88.36% Impressions

Apr 2, 2021 - Feb 28, 2022

Google Ads Report

Impressions



Campaign	Impressions	Clicks	CTR	CPC	Cost	Macro Conv.	CPO	CR Macro
	14,856,903 % of Total: 88.36% (16,814,429)	322,005 % of Total: 91.79% (350,791)	2.17% Avg for View: 2.09% (3.89%)	UAH 4.58 Avg for View: UAH 4.71 (-2.74%)	UAH 1,474,874.32 % of Total: 89.28% (UAH 1,651,928.22)	6,648 % of Total: 43.90% (15,143)	UAH 1,278.06 % of Total: 117.21% (UAH 1,090.40)	2.06% % of Total: 47.83% (4.32%)
1. Otolaryngology_Search	151,938 (1.02%)	16,022 (4.98%)	10.55%	UAH 9.59	UAH 153,680.21 (10.42%)	1,128 (16.97%)	UAH 512.27 (40.08%)	7.04% (341.01%)
2. Dentistry_Search	238,937 (1.61%)	24,471 (7.60%)	10.24%	UAH 11.18	UAH 273,705.67 (18.56%)	827 (12.44%)	UAH 2,821.71 (220.78%)	3.38% (163.69%)
3. Search_Brand	9,717 (0.07%)	4,396 (1.37%)	45.24%	UAH 3.93	UAH 17,260.18 (1.17%)	819 (12.32%)	UAH 187.61 (14.68%)	18.63% (902.40%)
4. Search_Compétitors	452,097 (3.04%)	24,499 (7.61%)	5.42%	UAH 7.71	UAH 188,964.53 (12.81%)	767 (11.54%)	UAH 1,717.86 (134.41%)	3.13% (151.64%)
5. Performance Max	732,468 (4.93%)	66,695 (20.71%)	9.11%	UAH 0.76	UAH 50,493.82 (3.42%)	450 (6.77%)	UAH 711.18 (55.65%)	0.67% (32.68%)
6. Kids-Dentistry_Search	36,204 (0.24%)	4,674 (1.45%)	12.91%	UAH 17.28	UAH 80,754.93 (5.48%)	412 (6.20%)	UAH 1,242.38 (97.21%)	8.81% (426.95%)
7. Diagnostics_Search	33,808 (0.23%)	4,212 (1.31%)	12.46%	UAH 11.09	UAH 46,708.58 (3.17%)	377 (5.67%)	UAH 513.28 (40.16%)	8.95% (433.54%)
8. Urgentnyj-Rezhim_Search	44,689 (0.30%)	5,750 (1.79%)	12.87%	UAH 7.73	UAH 44,457.17 (3.01%)	308 (4.63%)	UAH 4,041.56 (316.23%)	5.36% (259.45%)
9. Promo_Display_Implants_New	5,539,980 (37.29%)	42,264 (13.13%)	0.76%	UAH 1.20	UAH 50,863.36 (3.45%)	186 (2.80%)	UAH 1,495.98 (117.05%)	0.44% (21.32%)
10. Implants_Search	47,723 (0.32%)	9,356 (2.91%)	19.60%	UAH 8.97	UAH 83,960.83 (5.69%)	181 (2.72%)	UAH 1,584.17 (123.95%)	1.93% (93.70%)
11. Kinesiology_Search	80,494 (0.54%)	6,621 (2.06%)	8.23%	UAH 8.08	UAH 53,518.50 (3.63%)	174 (2.62%)	UAH 1,305.33 (102.13%)	2.63% (127.29%)
12. Surgery_Search	47,380 (0.32%)	8,122 (2.52%)	17.14%	UAH 7.58	UAH 61,554.82 (4.17%)	173 (2.60%)	UAH 2,051.83 (160.54%)	2.13% (103.17%)
13. Pediatrician_Search	71,642 (0.48%)	7,692 (2.39%)	10.74%	UAH 6.40	UAH 49,266.74 (3.34%)	164 (2.47%)	UAH 1,331.53 (104.18%)	2.13% (103.27%)
14. Search_Oftalmolog	55,392 (0.37%)	7,044 (2.19%)	12.72%	UAH 8.91	UAH 62,751.73 (4.25%)	113 (1.70%)	UAH 4,827.06 (377.69%)	1.60% (77.70%)
15. Dental-treatment_Search	36,003 (0.24%)	5,470 (1.70%)	15.19%	UAH 6.89	UAH 37,682.12 (2.55%)	85 (1.28%)	UAH 3,768.21 (294.84%)	1.55% (75.27%)
16. General-Surgery_Search	9,812 (0.07%)	817 (0.25%)	8.33%	UAH 5.29	UAH 4,318.74 (0.29%)	69 (1.04%)	UAH 196.31 (15.36%)	8.45% (409.07%)
17. Implants_Region_Search	27,077 (0.18%)	4,374 (1.36%)	16.15%	UAH 6.33	UAH 27,706.87 (1.88%)	68 (1.02%)	UAH 2,770.69 (216.79%)	1.55% (75.30%)
18. Prosthetics_Search	38,178 (0.26%)	9,140 (2.84%)	23.94%	UAH 3.66	UAH 33,495.52 (2.27%)	51 (0.77%)	UAH 8,373.88 (655.20%)	0.56% (27.03%)
19. Hygiene_Search	13,937 (0.09%)	1,819 (0.56%)	13.05%	UAH 6.75	UAH 12,285.38 (0.83%)	32 (0.48%)	UAH 1,228.54 (96.13%)	1.76% (85.21%)
20. Search_Oftalmolog_Kids	2,322 (0.02%)	207 (0.06%)	8.91%	UAH 10.44	UAH 2,160.06 (0.15%)	27 (0.41%)	UAH 308.58 (24.14%)	13.04% (631.78%)
21. Test_NearTarget_Search	148,772 (0.11%)	17,371 (0.59%)	11.68%	UAH 0.95	UAH 16,584.37 (0.15%)	26	UAH 4,146.09	0.15%

EN:

Google Ads.

Conversion - a successfully left application or call request.

Connected: Google Analytics and GTM.

We were initially focused on dental services, the purpose was to increase the number of requests and reduce the cost of conversion. Also, we have separated for each direction what is the reasonable price of conversion, because the services are very different in price. Since we started the work we have increased the number of requests by 3 times and reduced cost of price per conversion by 67%.

1-3 positions in search engine

Budget: 1 474 874 UAH (150 000 per month)

Conversion Rate: 2%

Price per Click: 4.58 UAH

UTM tags are inserted.

Types of advertising campaigns: Search, GDN, Discovery, Video, Performance Max

Customizing Targets.

Dynamic search campaigns

Campaign for each destination

Campaign on competitors

Remarketing

Setting up display times, since there was a separate campaign with a focus on nighttime work

A/B Test

Optimizing

RU:

Реклама в Google Ads.

Конверсия - успешно оставленная заявка или запрос звонка.

Подключены: Google Analytics и GTM

Изначально делали упор на стоматологические услуги, целью было увеличение числа заявок и снижение стоимости конверсии. Также отдельно выделяли для каждого направления какая будет приемлемая цена конверсии, так как услуги сильно отличаются по цене. С начала работы нам удалось в увеличить число заявок в 3 раза и снизить стоимость цены за конверсию на 67%

1-3 позиция в выдаче

Бюджет: 1 474 874 UAH (150 000 в месяц)

Коэффициент конверсии: 2%

Цена за Клик 4,58 UAH

Проставлены UTM метки.

Типы рекламных кампаний: Search, GDN, Discovery, Video, Performance Max

Настройка Целей.

Динамические поисковые кампании

Кампания под каждый под каждое направление

Кампания на конкурентов

Ремаркетинг

Установка времени показа, так как в ночное время работала отдельная кампания с акцентом на работу ночью

А/Б Тест

Оптимизация